

NTIA's Henry Geller:
At the pinnacle of policymaking

Broadcasting Feb 19

The newswkely of broadcasting and allied arts

Our 48th Year 1979

NEWSPAPER

This is ROOTS week...

Alex Haley's

ROOTS:

THE NEXT GENERATIONS

A David L. Wolper Production

**THE 14-HOUR CONTINUATION OF THE BIGGEST
EVENT IN TELEVISION HISTORY**

Warner Bros. Television Distribution



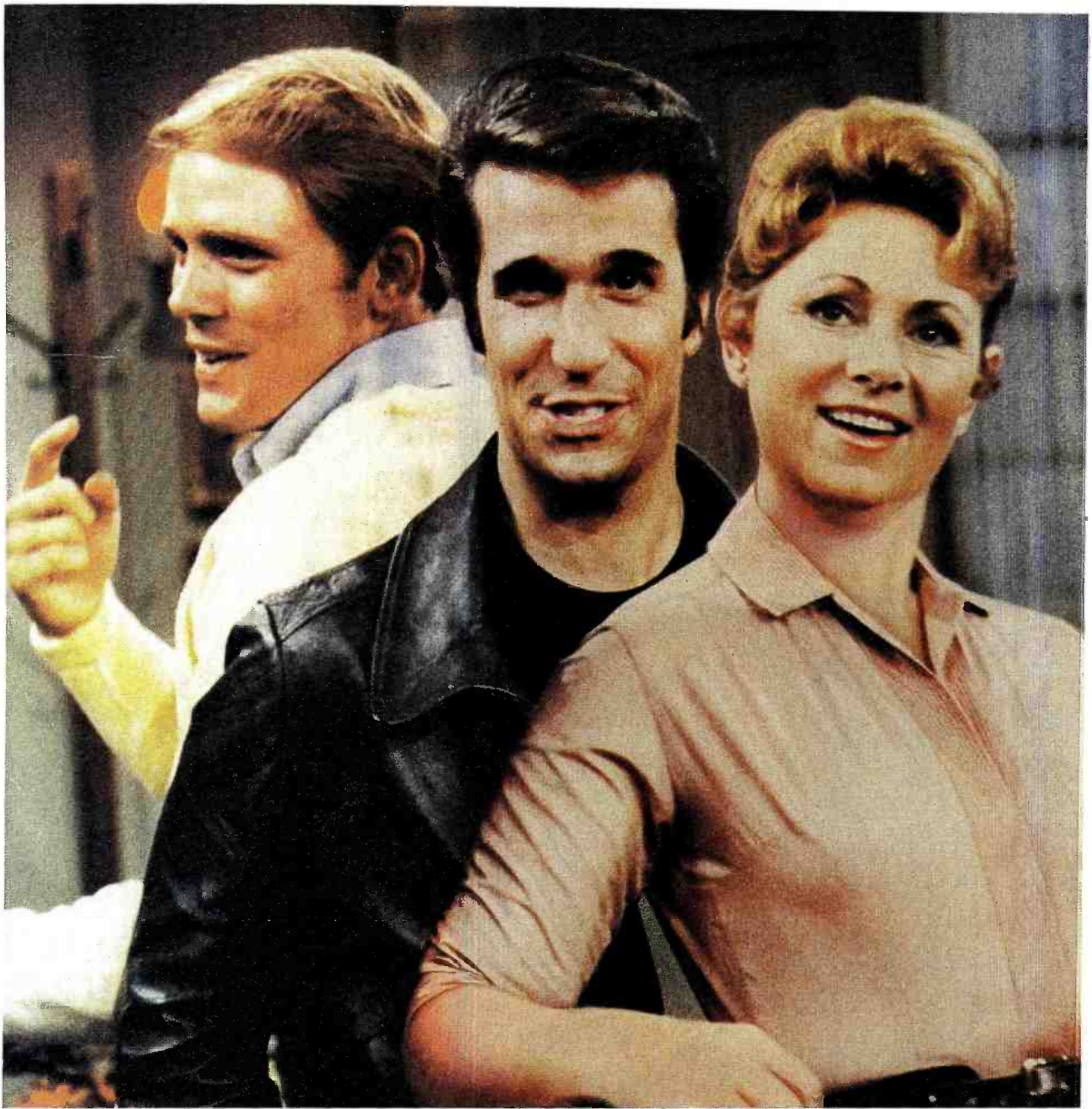
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STARS AND

Now you can strip a series of star-spangled programs into your schedule with America's best loved comedy shows... "Laverne & Shirley" and "Happy Days" still deliver the highest shares of any network offering in the



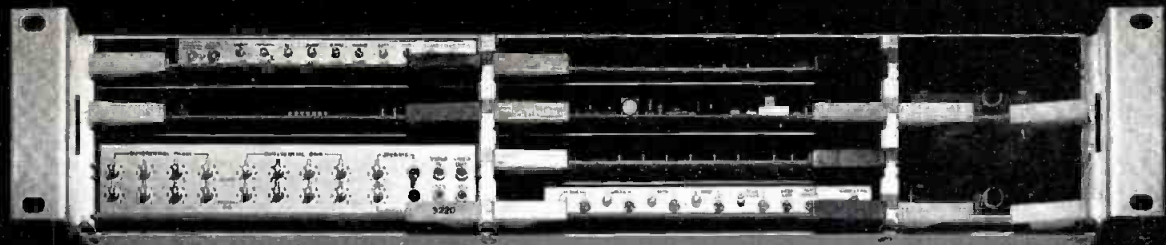
STRIPS FOREVER.

current season - "Laverne & Shirley" and "Happy Days"... #1 and #2...
Just two more good reasons to turn to Paramount for the most successful
programming you've ever known.

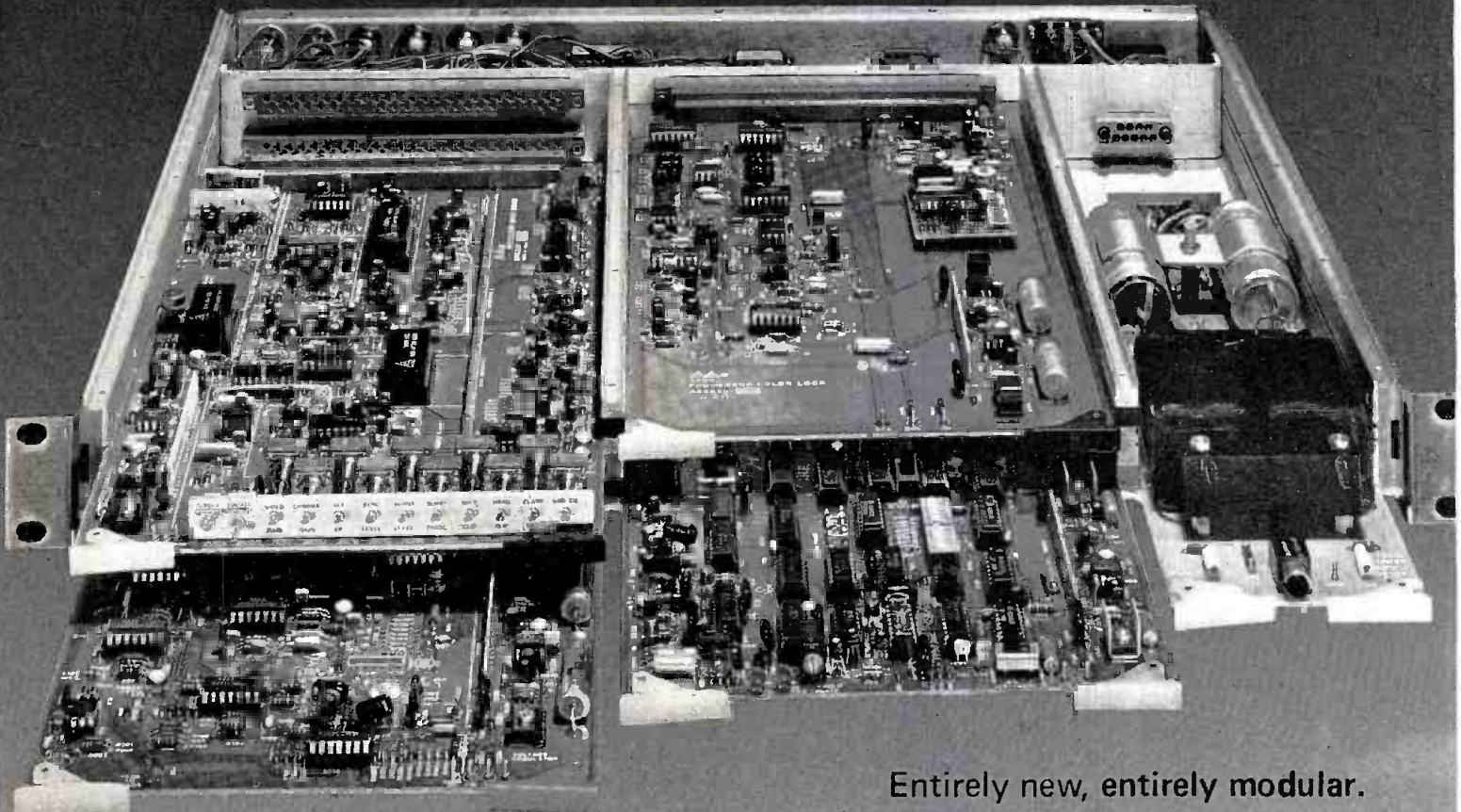
Source: NTL Share September 17-December 24, 1978

CONTACT YOUR PARAMOUNT TELEVISION DOMESTIC SYNDICATION SALESPERSON





GRASS VALLEY GROUP NEW 3240 VIDEO PROCESSING SYSTEM



Entirely new, entirely modular.

A system of remarkable flexibility designed for requirements of network, remote, studio, transmitter or other broadcast applications.

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The Week in Brief

RESURRECTION □ NTIA brings back an old idea for distant signals—retransmission consent—and dusts it off for submission to the FCC and Congress, while Valenti and Capitol Hill evince growing concern over copyright inequities. **PAGE 27.**

CLEAR PRESENT DANGER □ Superpower radio stations go on public-relations and public-education offensive to drum up support for maintaining their status quo. **PAGE 27.**

HANDS OFF □ FCC cuts off investigations of ABC-TV's *Youth Terror*, finding little merit in charges against it and saying it can't be a "censor" of TV news. **PAGE 28.**

THE GOOD WITH THE BAD □ CBS's annual report is out; it's another record setter. But 1979's going to get off to a slow start with decreased profits in the first quarter, says Backe. **PAGE 29.**

COMING ABOARD FOR VAN DEERLIN □ The four newest members of the House Communications Subcommittee have expressed their desire to have a hand in the rewrite of the Communications Act. Here are some first impressions of Collins, Broyhill, Swift and Mottl. **PAGE 30.**

GELLER AS GURU □ An old New Frontiersman from the FCC who tutored a generation of public interest lawyers, is happily facing a new challenge. He is Henry Geller, head of the new NTIA. A "Fifth Estate" special report looks at the perpetual-motion man and his ideas that are seeding the clouds of telecommunications policy. **PAGE 35.**

'ELVIS' WAS KING □ In one of network TV's fiercest ratings fights, the ABC movie won the numbers over Oscar movies on CBS and NBC. However, NBC did manage to climb out of third place in the Feb. 5-11 week, the first time since last November. **PAGE 48.**

TARNISH FOR STERLING □ The PTA releases its third ranking of the best and the worst in prime-time network programs. Sterling Drug is named as the advertiser most associated with offensive shows. **PAGE 49.**

THE BISHOP AND THE BUFFOON □ Archbishop Fulton J. Sheen and his once archrival, Milton Berle, will get special 30th anniversary honors Feb. 22 when the Christophers confer their awards in TV. **PAGE 52.**

OUT OF THE STARTING GATE □ The new Telepictures Corp. begins talking about its extensive TV plans and deals already made. **PAGE 56.**

GIVING BUSINESS THE BROADCASTING □ The Chamber of Commerce of the U.S. is going all-out in staff, programing and facilities, including construction of a multimillion-dollar television center across from the White House. **PAGE 56.**

STAY OUT! □ The campaign to allow cameras and mikes in courtrooms gets a jarring setback from the ABA's house of delegates which rejects a proposed relaxation of the restrictions. **PAGE 58.**

HOUSE TV DEBUT □ The test begins today on Capitol Hill with little broadcast interest so far. **PAGE 58.**

FORMULA OF PLENTY □ The NAB chairman urges steps to foster more quality and diversity in TV programs. In a speech to the FCBA, he suggests crossownership rules affecting cable TV be dropped, but that operators of such systems be kept out of production. **PAGE 64.**

PROTESTS □ The networks, NAB and AAAA are in the forefront in arguing that the FCC's inquiry into children's TV is not necessary and legally questionable. **PAGE 69.**

SIMS: TIME FOR CHANGE □ Outgoing radio board member says Wasilewski, though effective, has been in the NAB president's chair too long. **PAGE 70.**

AFTER SAN FRANCISCO □ Both camps feel they gained ground at the FTC's West Coast hearings on children's TV advertising. **PAGE 71.**

O&M WARY □ The major agency's broadcast department urges caution in buying for the next network season, noting possible complications from the elections and the Olympics. **PAGE 72.**

THE BEST IS YET TO COME □ Wayne Kearn has been in television for just about as long as there has been commercial TV, and he's proud and happy about his experiences in those 30 years. But the chairman and chief executive officer of Harte-Hanks Communications television group feels the period ahead, with its new technologies and new challenges, will be even more exciting. **PAGE 97.**

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The Best Of Dean Martin.



**Comedy, comedy, comedy, loaded with guest stars.
100 half hours. Available Fall 1979. **MCA TV****

NATPE Hospitality Suite, Penthouse, 26th Floor

Fast timetable

House Communications Act rewriters are going to try to sprint with bill through first year of 96th Congress. Their calendar calls for introduction of bill around March 7 or 8; shortened hearings (compared to last year) between April 23 and June 15; subcommittee mark-up between July 10, after Independence Day recess, and Aug. 2, before August "district work period."

Two-thirds off

Compensation for NBC-TV affiliates carrying network's coverage of 1980 Moscow summer Olympics will be one-third of their standard compensation rates for time periods involved, plus "numerous" internal availabilities for local sale throughout that coverage. Arrangement, NBC sources say, was worked out after consultation with affiliates' sports committee and is considered equitable all around.

ABC-TV affiliates, which received no compensation for 1976 Olympics, are due to get 50% of standard rate for ABC's coverage of 1980 winter games (BROADCASTING, Jan. 22).

Foregone conclusion

All television stations in Philadelphia and Harrisburg, Pa., are being solicited to cooperate with Milton S. Hershey Medical Center of Pennsylvania State University in test of effectiveness of antismoking messages on TV. Stations are asked to sign affidavits promising to air no antismoking messages during whole of 1979, then to broadcast such messages for first three months of 1980. Public surveys will try to measure effects.

Letter from medical school says antismoking PSA's that stations are to air in 1980 will be produced by Gateway Communications. George A. Koehler, president of Gateway station group, headquartered in Cherry Hill, N.J., says its WLYH-TV Lancaster, Pa., was approached by school but never agreed to produce anything. First reactions by stations receiving solicitations were negative.

Governmental delegation

All members of FCC, plus complement of eight from its Broadcast Bureau, are slated to appear at National Association of Broadcasters convention in Dallas, March 25-28. Upon insistence of economy-minded Chairman Charles Ferris, FCC delegation will be smaller than 38 who attended last year's meetings at Las Vegas.

Broadcast Bureau officials, who will also man FCC booth at big equipment exhibit,

are: Wallace Johnson, chief; Martin Levy, deputy chief; Richard Shiben, Renewals and Transfers; Dennis Williams, Facilities; Arthur Ginsburg, Complaints and Compliance; John Taff, Policy and Rules; Neal K. McNaughten, assistant chief (WARC '79 expert), and Lionel Monagas, assistant chief on minority matters.

Price rise

San Juan Racing Association is now talking to new firms interested in acquiring it, and two names keep cropping up: Knight-Ridder Newspapers, which bought three-television-station Poole Broadcasting group for \$50 million last year, and The Outlet Co., whose most recent acquisition was WTOX(AM) Washington. Outlet President Bruce Sundlun has denied his company is talking with SJR, however.

Proposed \$66-million acquisition of SJR (\$20 for each of 3.3 million shares) by group headed by Larry H. Israel (BROADCASTING, Dec. 18) fell through last week amid reports that SJR was talking to other suitors. Star among SJR's nine radio stations is WKTU(FM) New York, number-one station in country. According to SJR official, new buyer could expect to pay "considerably in excess" of price offered by Israel group.

Breather

It doesn't look as though Representative Robert Kastenmeier's (D-Wis.) Judiciary subcommittee is too anxious to wade into performer royalty issue this year. Subcommittee has work members consider more important to occupy it next few months, and performer royalty bill's sponsor, subcommittee member George Danielson (D-Calif.), apparently isn't pressing it.

Broadcast representatives in Washington are more concerned that issue will be revived in Senate Judiciary Committee this year. Committee Chairman Edward Kennedy (D-Mass.) voted for new royalty in 1974 and reportedly is willing to entertain bill if some other senator introduces it. So far no one has.

Bad and good

Word from inside FCC is that commission won't be able to gear up in time to produce 1978 market-by-market radio financial data combining independent FM results with those for AM and AM-FM combinations ("Closed Circuit," Jan. 22). Thus, in opinion of broadcast executives, radio revenues and profits in many markets will be underreported for another year.

On brighter side, FCC authorities are

quoted as saying they intend to get financial reports out earlier, are shooting for release of 1978 TV data by end of June 1979 and radio data by end of July (as compared with August and December last year). To meet those advanced targets, they reportedly are ready to crack down on stations tardy about submitting their financial reports: Instead of wheedling stations that miss deadlines, they'll refer laggards to commission's complaints division for action.

Television economics

CBS sales experts scoff at suggestion that network failed to make money on last week's first playing of "Gone With the Wind" under its 20-year, \$35-million deal. In two-part presentation, they say, CBS sold 34 commercial minutes at average of \$220,000 each (15%-20% more than usual on those nights) for gross of almost \$7.5 million. If CBS amortized \$35 million on straight annual basis, charge for first play would be about \$1.75 million, but financial experts assume much higher amortization in earlier years than later on.

In any case, CBS sources figure that after payment of agency commissions, first play brought in better than one-sixth of total \$35-million commitment—with 19 years yet to go.

Soft spot

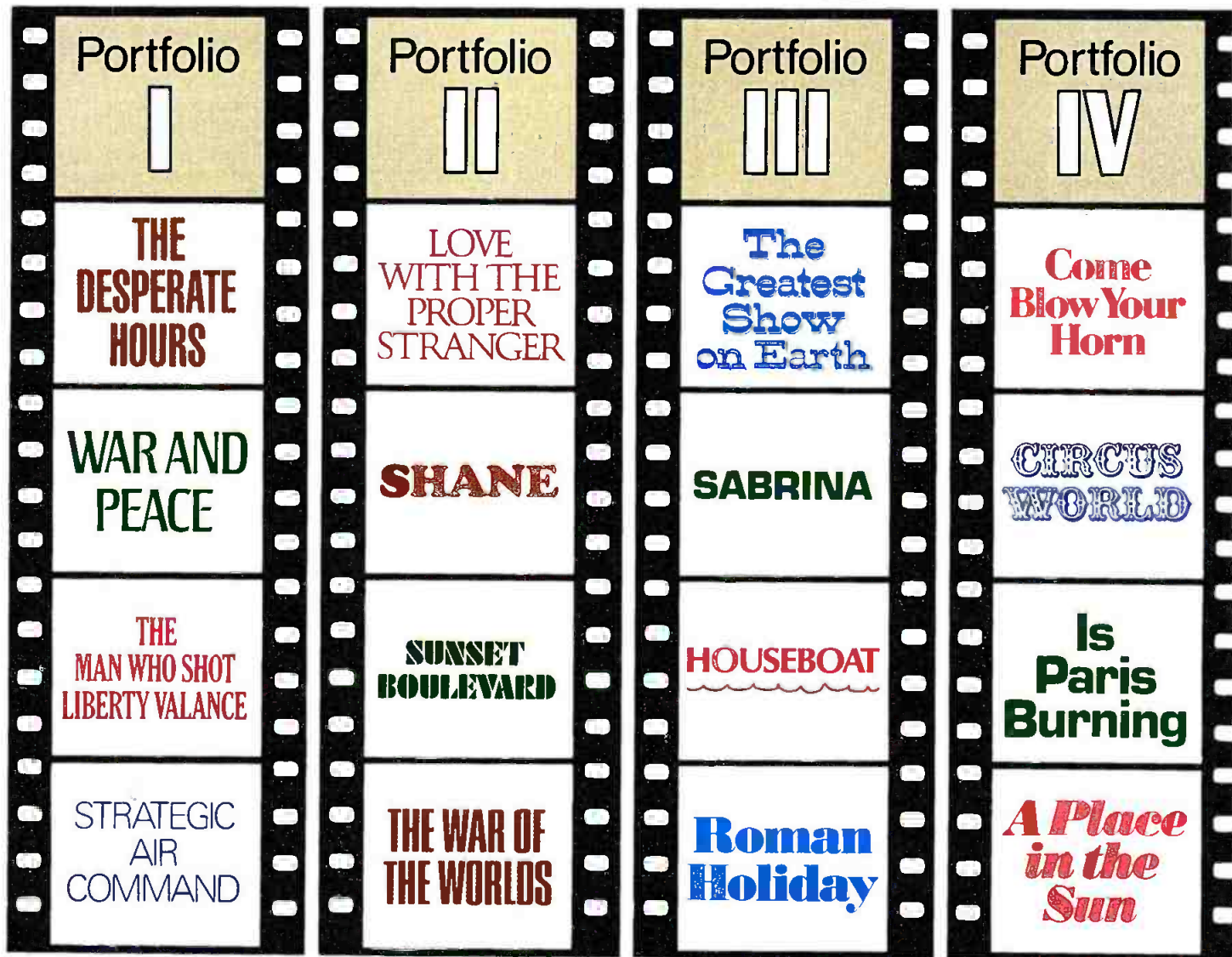
Spot television business for first quarter is not reaching optimistic forecasts originally made by some station reps but is expected to run at least 6% and perhaps 8% higher than last year. Reps concede there are wide swings, with some markets experiencing declines and others showing substantial gains, but over-all they feel that first half will work out to moderate gains.

Noncommercial promotion

Moves are under way among National Public Radio and Public Broadcasting Service member stations to begin cross-promoting programs and schedules. New campaign is spin-off of complementary programing developed as result of PBS's new Shakespeare series and *Shakespeare Festival* presented by NPR stations. NPR has also announced new *Masterpiece Radio Theater* (see story, page 52) that is being underwritten by Mobil Corp., backer of successful PBS series.

NPR stations are expected to be running half-hour introductions to Shakespeare plays and others for upcoming PBS series—*The Scarlet Letter*. Radio stations have also prepared slides for television promotions and are expected to be running audio promotions for PBS programs.

What every needs, is a great

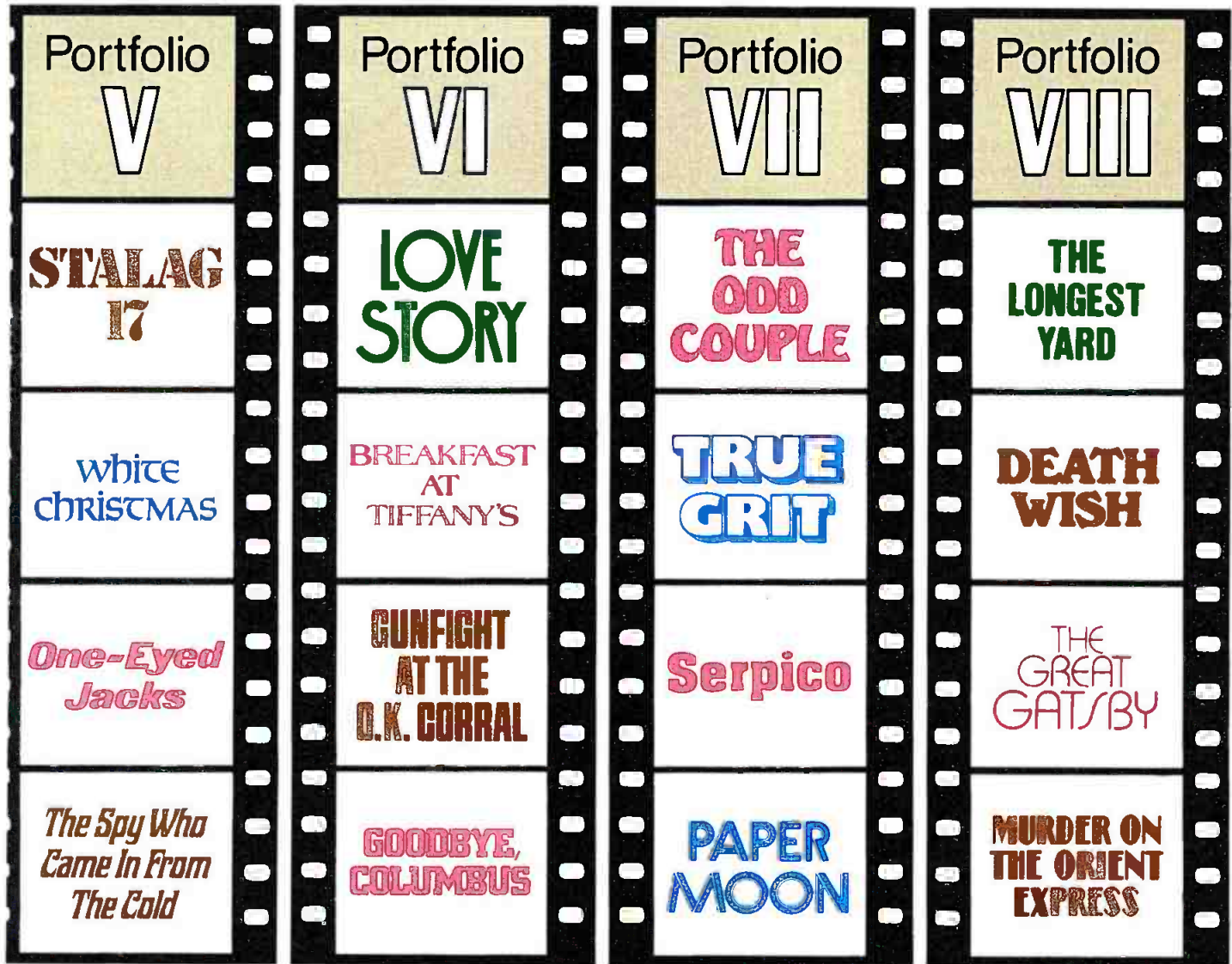


TAKE IT FROM THE TOP, AND IT
WILL SHOW ON THE BOTTOM LINE

COMING FOR OPERATION PRIME TIME!

A MAJOR MINI-SERIES... IRWIN SHAW'S FIRST ORIGINAL STORY FOR TELEVISION.

TV station movie producer.

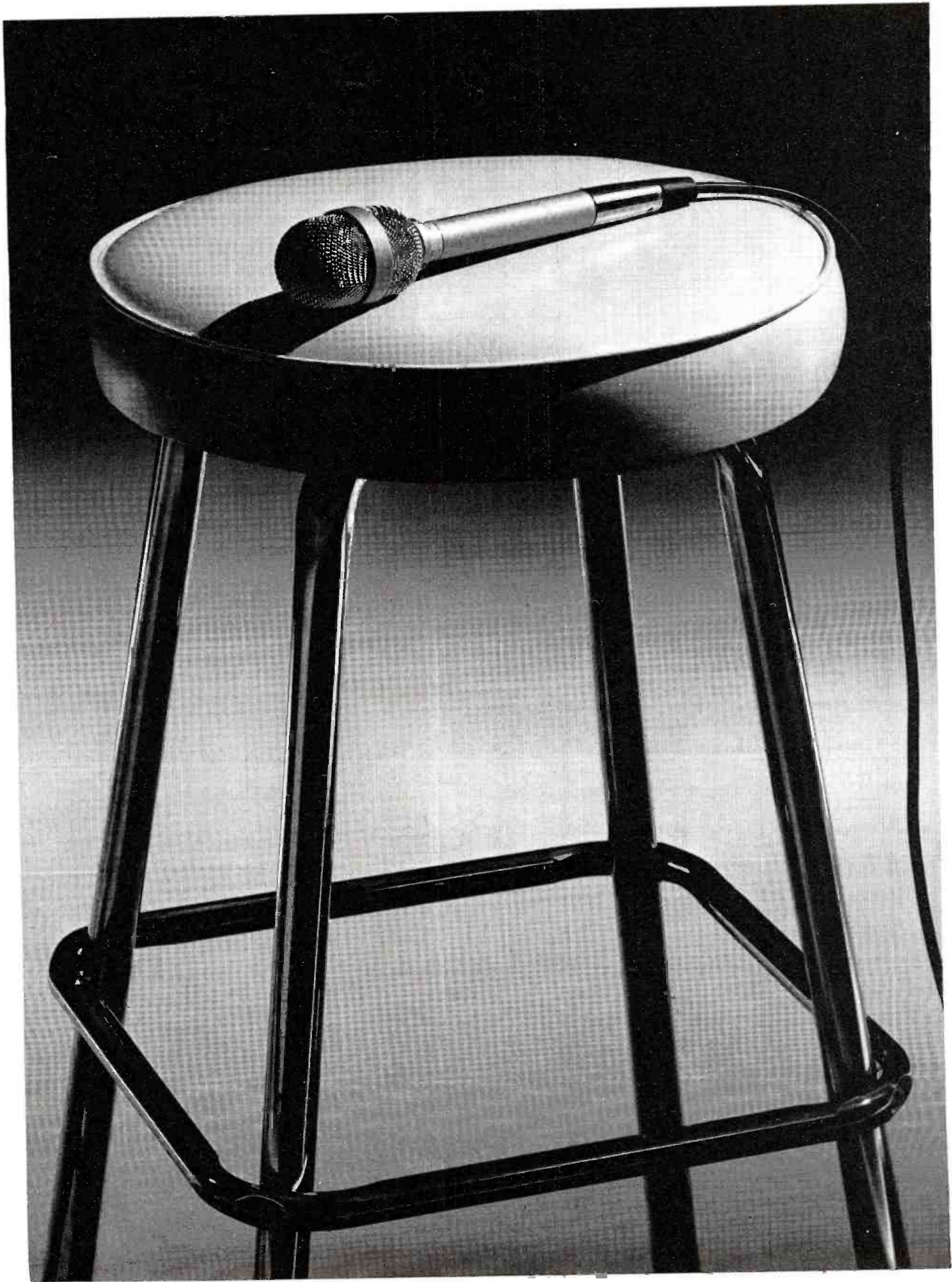


In local markets, the most effective cost-efficient way to produce excellent ratings is program great movies. Find the films your audience is looking for, in the world's greatest title holders: Portfolio I thru V.

Portfolio VI. Portfolio VII. Portfolio VIII... an outstanding collection of the most highly acclaimed films of the decade. Turn to Paramount for revenue producing programming...we've got just the ticket!



CONTACT YOUR PARAMOUNT TELEVISION DOMESTIC SYNDICATION SALESPERSON



We made Jerry Lewis cry.

Jerry Lewis was visibly taken by the way people all around the country responded to his annual Muscular Dystrophy Telethon.

And Storer is happy to have played a part in helping him attain his goal.

Fact is, WJBK-TV, Storer's station in Detroit, played a big part. It was the number one station in the country in total contributions.

WJBK-TV's record viewers' pledge of \$2,037,155 represented seven percent of the National total of \$29,074,405.

But WJBK-TV wasn't the only Storer station involved in the Jerry Lewis Telethon. WJKW-TV in Cleveland, WSPD-TV in Toledo, WAGA-TV in Atlanta, WITI-TV in Milwaukee were all in there doing their part, as well.

The Jerry Lewis Telethon is another way Storer Stations get involved in serving their communities.

But the way we see it, the more effective we are in our communities, the more effective we can be for our advertisers, and the more effective we can be for ourselves.

STORER

STORER BROADCASTING COMPANY

TV only

Capitol □ Forty-week TV campaign begins in early April for financial service in Salt Lake City and Portland, Ore. Agency: Kinsey, Furnace & French, Cleveland. Target: men and women, 25-49.

Midnight/Globe □ Thirteen-to-15-week and 17-week TV flights start in mid-February, late February and early March for *Midnight/Globe* tabloid in 11 markets including New York. Agency: Certified Advertising, New York. Target: mature women.

Southern Bell □ Eleven-week TV campaign starts this week for telephone company's Yellow Pages in four markets during prime and late fringe time. Agency: Tucker Wayne & Co., Atlanta. Target: men, 18 and over.

Singapore Airline □ Eight-week TV campaign begins in early March in New York and two West Coast markets during

news and documentary time. Agency: Cunningham & Walsh, Los Angeles. Target: adults, 25-54.

Anheuser-Busch □ Eight-week TV campaign starts in late February for Busch beer in Southeastern markets during fringe and prime time. Agency: Needham, Harper & Steers, Chicago. Target: men, 18-34.

Arthur Treacher's □ Two-month TV campaign begins in early March for restaurant chain in at least 20 markets during prime and early fringe time. Agency: Griswold-Eshleman, Cincinnati. Target: women and men, 25-49.

MJB □ Seven-week TV campaign begins in early April for MJB coffee in 13 markets during fringe and daytime. Agency: Carlson Liebowitz, Los Angeles. Target: women, 25-54.

Pearle Vision Center □ Six-week TV campaign starts in early April for division of Will Ross in 55 markets during day and fringe time. Agency: Chollick Associates, New York. Target: women, 25-49.

Cargill □ Six-week spot-TV campaign starts in late February for food, seed and grain group in about 12 markets during early news time. Agency: BBDO, Minneapolis. Target: men, 25-54.

Ryan Homes □ Five-week TV campaign starts in early March for home builder in about 12 markets during prime and fringe time. Agency: Howard Swink Advertising, Marion, Ohio. Target: adults, 18-34.

Sedgefield Sportswear □ One-month TV campaign begins in mid-March for Sedgefield jeans/division of Blue Bell in 15 markets during fringe time. Agency: Mathieu, Gerfen & Bresner, New York. Target: men, 18-34.

Kinney Shoes □ One-month TV campaign begins in mid-March for shoe store chain in 45 markets during fringe time. Agency: Sawdon & Bess, New York. Target: adults, 18-34.

Sego □ Four-week TV campaign begins in mid-March for pet food division in 28 markets during day and fringe time. Agency: The Haworth Group, Edina, Minn. Target: women, 25-54.

British Airways □ Four-week TV campaign begins in mid-March in about six markets during news, late fringe and prime time. Agency: Tinker Campbell Ewald, New York. Target: men, 25-54.

Hormel □ Four-week TV campaign starts in late April for Mary Kitchen corned beef hash in 15 markets during daytime.

Rep appointments

- KQIZ-AM-FM Amarillo, Tex.: Selcom Inc., New York.
- WOJW(AM) Brockton, Mass.: Kettell-Carter Inc., Boston.

Agency: BBDO, Minneapolis. Target: women, 18-49.

Benjamin Moore □ Four-week TV campaign begins in late April for paint manufacturer in about 60 markets during news and sports time. Agency: Warwick, Welsh & Miller, New York. Target: men and women, 25-49.

Booth Fisheries □ One-month TV campaign begins in early March for Booth's beer batter fish in about 25 markets during day and fringe time. Agency: Grey-North, Chicago. Target: women, 18-49.

John Morrell □ Four-week TV campaign begins for Nathan's skinless franks in New York and Philadelphia during fringe, day and prime time. Agency: Kenyon & Eckhardt, Chicago. Target: women, 25-54.

General Motors □ Four-week TV campaign begins this week for Buick division in 10 markets during news, fringe, and access time. Agency: McCann-Erickson, Troy, Mich. Target: men, 25-54.

Donruss □ Four-week TV campaign begins this week for Super Soft bubble gum in 14 markets during early fringe time. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: children, 2-11.

Hebrew National □ Four-week TV campaign begins for Hebrew National frankfurters in early March in 18 markets during fringe and daytime. Agency: Scali, McCabe, Sloves, New York. Target: women, 25-54.

Bunker Hill Packing □ Three-week TV campaign starts in early March for Roto Magic beef stew in six markets during day time. Agency: Cargill, Wilson & Acree, Atlanta. Target: women, 18-49.

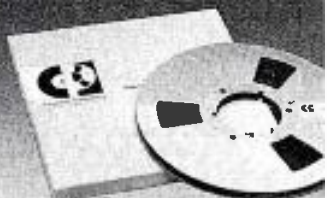
Allegretti □ Two-week TV campaign begins in early April for weed cutter in 100 markets during day, fringe and prime time. Agency: Werner Advertising, Dearborn, Mich. Target: men and women, 25-54.

Litton Industries □ One-week TV campaign begins in late February for Diamonair jewelry division in two to five

WDOK Cleveland plays our music beautifully!

Beautiful music tapes from Churchill Productions can help your station increase its audience and its advertising revenues.

If you'd like to hear more about the Churchill format, contact Jim West in Dallas (214/387-9868) or Tom Churchill in Phoenix (602/264-3331).



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“Our FM doubled its audience share with *The Evolution of Rock*”

—Rick McKee, KRKE, Albuquerque

Ratings dynamite from TM! Updated version of *The Evolution of Rock* is expanded to 67 hours and now includes the rock milestones of 1977.

The Evolution of Rock is a ratings blockbuster. And it's just in time for the next ARB survey. It can be sold to only one station in a market, so call TM Productions and order it for your station.

The Evolution of Rock maintains listenership because it's chronological. After the introductory (pre-1955) chapter, each three-hour chapter covers an entire year. Listeners know what to expect, and they have something to look forward to.

The Evolution of Rock maintains listenership because it's interesting. It includes rare interviews with artists, even recording session out-takes. Program Directors have nothing but the highest praise for the production values of this special: The writing, pacing and announcing are all first-rate.

Here's what broadcasters have said about *The Evolution of Rock*:

“I've heard them all, and *The Evolution of Rock* is the biggest, the best, the most complete documentary of Rock.”

—Chris Curtis, WZUU, Milwaukee

“*The Evolution of Rock* is an incredible audience grabber.”

—Robin Mitchell, KYYX, Seattle

“We ran it against ‘The History of Rock ‘n’ Roll’ and just obliterated them.”

—Don Roberts, WIXX, Green Bay

“In the dayparts where we ran *The Evolution of Rock*, we had up numbers, especially with Men 25-34.”

—Peter Booker, WHND, Detroit

“We ran *The Evolution of Rock* on a weekend, and it outperformed all other weekends in our book.”

—John Gehron, WLS, Chicago

“*The Evolution of Rock* was sold out completely.”

—Larry Kirby, WSAI, Cincinnati

“You're going to get a lot of listeners from other stations.”

—Bob Reich, WBYQ, Nashville

“A great money-maker, a great image builder.”

—R.C. Rogers, WRBR, South Bend

“It was very simple for the jock on the air to put together. Absolutely no problems.”

—Johnny London, WICH, Norwich

Here's what you get with *The Evolution of Rock*:

• Four-hour introductory chapter and 21 three-hour chapters for programming flexibility. 67 one-hour

discs in all. Air it straight through a weekend, or a chapter a day.

- 700 minutes of commercial availability for maximum profit potential.
- 10 on-air promos. They're pre-produced and ready for you to customize.
- Fully produced jingles to build and maintain audience excitement.
- Over 100 promotional scripts.
- Operations manual, with everything you need to keep the program running smoothly.
- Sales presentation kit, to help you sell the program to local advertisers.
- News releases for the local media.
- Fully produced ads for newspapers, magazines and outdoor.
- Artwork for you to use in creating promotional materials for participating sponsors.

Call today and be ready for the next ratings survey

If you call right now, TM can have *The Evolution of Rock* on your doorstep in less than 3 working days. This will give you time to promote and sell the program before the next survey begins.

So don't delay. Call TM collect and ask for Ron Nickell. The number is 214-634-8511. Call right now.



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What role does the press play in the formation of public policy? Has the press become the fourth branch of government? Does the press just report the news or does it make the news?



Eric Sevareid
former CBS News
commentator



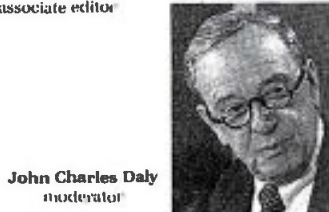
Ben Wattenberg
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Tom Wicker
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George Will
syndicated columnist



John Charles Daly
moderator

This is just one of more than 50 one-hour programs on a wide range of public policy issues produced by the American Enterprise Institute and distributed without charge as a public service to commercial and public television stations, radio stations, and cable television.

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AEI 592B

markets during day and fringe time.
Agency: Marschalk, New York. Target:
women, 18-49.

Radio only

Fotomat □ Thirty-eight-week radio campaign starts in early March for film and photofinishing service store chain in about 80 markets including Boston, Cleveland, Minneapolis, Philadelphia and San Francisco. Agency: General Media Services, San Diego. Target: adults, 25-49.

Firestone □ Six-to-eight-week radio campaign starts in early March for tire and rubber company in 35 markets including Baltimore, Dallas, Milwaukee, New York, Pittsburgh and Seattle. Agency: Sweeney & James, Cleveland. Target: men, 25-54.

Walker Manufacturing □ Six-week radio campaign begins in early April for muffler manufacturer in test markets including Kansas City, Mo., and St. Louis. Agency: Hoffman, York, Baker & Johnson, Milwaukee. Target: men, 25-49.

Zayre □ Four-week radio campaign begins in early March for discount department store chain in 95-100 markets including Atlanta, Cleveland, Miami, Nashville and St. Louis. Agency: Ingalls Associates, Boston. Target: women, 25-54.

Ronzoni □ Four-week radio campaign begins in early March for single-serving frozen foods product in at least four markets including New York and Philadelphia. Agency: Firestone & Associates, New York. Target: adults, 18-49.

ITT Continental □ Four-week radio campaign begins in early March for Hostess bakery division in Houston and Omaha, Neb. Agency: Ted Bates, New York. Target: teen-agers.

Automatic Data Processing Inc. □ Four-week radio campaign begins in late March for computerized bookkeeping and record-keeping services in 37 markets including Baltimore, Cleveland, Indianapolis, Nashville, New York and San Francisco. Agency: Schaefer Advertising, Valley Forge, Pa. Target: men, 35-54.

Doric Foods □ Three-week radio campaign starts in mid-March for Sunny Delight orange drink in three California markets—Fresno, Sacramento and San Francisco. Agency: Gumpertz/Bentley/Fried, Los Angeles. Target: women, 18-49.

Penthouse □ Three-week radio campaign starts in late February for *Omni* magazine in 40 markets including Atlanta, Detroit, Kansas City, Mo., New Orleans, Phoenix and Seattle. Agency: Creamer Inc., New York. Target: adults, 18-34.

Cluett, Peabody & Co. □ One-week radio campaign starts this week for Arrow shirts in 10 markets including Boston, Milwaukee and Washington. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Radio-TV

Perry Bros. □ Eight-to-12 week TV and radio campaign starts in March for Smorgy restaurant chain in eight markets including Los Angeles. Agency: RAHM Advertising, Oakland, Calif. Target: adults, 25-49.

BAR reports television-network sales as of Jan. 28

ABC \$105,259,700 (32.4%) □ CBS \$103,344,500 (31.8%) □ NBC \$116,431,900 (35.8%)

Day parts	Total minutes week ended Jan. 28	Total dollars week ended Jan. 28	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	143	\$1,001,900	574	\$4,153,700	\$3,520,300	+17.9
Monday-Friday 10 a.m.-6 p.m.	1,015	17,109,600	3,975	70,922,200	68,176,400	+4.0
Saturday-Sunday Sign-on-6 p.m.	366	9,658,700	1,336	42,442,300	38,151,300	+11.2
Monday-Saturday 6 p.m.-7:30 p.m.	98	4,628,700	402	19,244,200	16,994,700	+13.2
Sunday 6 p.m.-7:30 p.m.	24	1,302,500	83	9,547,000	8,997,100	+6.1
Monday-Sunday 7:30 p.m.-11 p.m.	392	40,397,400	1,641	159,018,400	148,459,200	+7.1
Monday-Sunday 11 p.m.-Sign-off	225	4,781,800	901	19,708,300	17,274,200	+14.1
Total	2,263	\$78,880,600	8,912	\$325,036,100	\$301,573,200	+7.8

Source: Broadcast Advertisers Reports

The game that's ahead of the game.

	Rtg. Share
The Cross-Wits	18.0 31

Program	Rtg.	Share
1. Muppet Show	15.1	28
2. Family Feud	14.8	27
3. Wild World Of Animals	14.0	27
4. Price Is Right	13.7	25
5. Hollywood Squares	13.4	25
6. Candid Camera	13.2	24
7. Sha Na Na	13.0	24
8. Name That Tune	12.9	24
9. Wild Kingdom	12.8	23
10. Match Game PM	12.7	24
11. \$25,000 Pyramid	12.6	24
12. \$1.98 Beauty Show	12.3	22
13. In Search Of	11.4	21
14. Gong Show	11.3	21
15. That's Hollywood	9.5	17

“The Cross-Wits”—
with a rating that averages
a fantastic 18.0
and a share that averages 31
five nights a week—
outscores the top 15
checkerboarded programs
in the prime access chart,
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■ indicates new or revised listing

This week

Feb. 18-24—*Texas Tech University* Mass Communications Week. Former FCC Chairman Richard Wiley will receive Thomas Jefferson Award which recognizes official who has made outstanding contribution to defense and presentation of freedom of news media. Texas Tech, Lubbock.

Feb. 20-21—*National Association of Broadcasters* television code board meeting. Waldorf Astoria hotel, New York.

■ **Feb. 21**—*Southern California Broadcasters Association* annual management conference. Sportsmen's Lodge, Studio City, Calif.

Feb. 21-22—Annual *Department of State* Foreign Policy Conference for broadcasters and editors to provide background information on international issues. Department of State, Washington.

Feb. 21-26—*International Radio and Television Society* faculty-industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 22—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Hyatt House, Pittsburgh.

Feb. 22-23—*Georgia Cable Television Association* annual meeting. Hilton hotel, Savannah, Ga. Information: Wayne Knighton, (404) 291-7288.

Feb. 23—Rescheduled date for joint seminar on women's TV-radio ownership, sponsored by *National Association of Broadcasters* and *American Women in Radio and Television*. NAB headquarters, Washington.

Feb. 23—*Colorado Broadcasters Association* engineering seminar. Writers Manor, Denver.

Feb. 23—Hearings by *Senate Committee on Commerce, Science and Transportation* on nomination of Anne P. Jones to be a member of FCC as well as nominations of Jesse Hill Jr. and Joan Fleischmann Tobin to be board members of Comsat. Room 235, Russell Senate Office building, Washington.

Feb. 23—*Hollywood Radio and Television* luncheon, with NBC President Fred Silverman as guest speaker. Century Plaza hotel, Los Angeles.

Feb. 23-24—Meeting of *Oklahoma Broadcasters Association*. Midwestern Inn, Enid, Okla.

Feb. 25—Deadline for comments in FCC inquiry to study the legal and policy issues posed by electronic computer originated mail (ECOM) as proposed by the U.S. Postal Service (Docket 79-6). Replies due March 18.

Feb. 25-28—*CBS Radio Affiliates* board meeting. The Breakers, Palm Beach, Fla.

Also in February

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 St., Dedham, Mass. 02026; (800) 225-9977.

Feb. 27—*New York Market Radio Broadcasters Association's* fourth annual Big Apple Awards luncheon honoring creators of best radio commercials in New York. Hotel Americana, New York.

Feb. 27—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Regency-Denver, Denver.

Feb. 27-28—Fourth annual CATV reliability conference, co-sponsored by the *Society of Cable Television Engineers* and the *Consumer Electronics Society of the Institute of Electrical and Electronics Engineers*. Denver Stouffer's Inn, Denver.

Feb. 27-28—Annual meeting of state broadcast association presidents and executive directors, sponsored by *National Association of Broadcasters*. NAB headquarters, Washington.

Feb. 28—Rally for deregulation, sponsored by *National Association of Broadcasters*, *National Radio Broadcasters Association*, *National Religious Broadcasters* and *Daytime Broadcasters Association*. Start will be 8 a.m. at Capitol Hill Quality Inn, Washington.

Feb. 28—New deadline for comments in FCC inquiry to consider broadening program definitions to include "community service" program category (Docket BC 78-355).

March

March 1—Deadline for news and entertainment media entries for *American Bar Association's* Gavel awards. Television, radio, wire services and news syndicates are among the categories that will be judged for efforts during 1978 to increase legal and judicial system. ABA Gavel Awards program, 77 South Wacker Drive, 6th floor, Chicago 60606, attention: Dean Tyler Jenks.

March 1—*International Radio and Television Society* anniversary banquet. Waldorf-Astoria, New York.

March 1—Tenth annual Abe Lincoln Awards ceremony of *Southern Baptist Radio and Television Commission*. Tarrant County Convention Center, Fort Worth.

March 1—*Television Bureau of Advertising* regional sales meeting. Marriott Downtown, Atlanta.

March 1—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Radisson St. Paul hotel, St. Paul.

March 1—Deadline for radio and TV regional and national editorial entries for *National Broadcast Editorial Association* awards for editorial excellence.

March 1—Deadline for entries in the 1978 Roy W. Howard Awards competition for public service last year by a commercial radio station and by a commercial television station. Bronze plaque and \$2,500 will be given the over-all broadcast winner with \$1,000 awards for the first runner-up in radio and the first runner-up in television. Contact: Rick Reeves, *The Scripps-Howard Foundation*, 500 Central Avenue, Cincinnati 45202.

March 1—Deadline for entries in *American Osteopathic Association* journalism awards competition. Broadcast or print articles on osteopathic medicine during 1978 will be eligible for \$1,000 prize and two supplemental awards of \$500. Entries: Journalism Awards Competition, AOA, 212 East Ohio Street, Chicago 60611.

March 1—*New York City Chapter, American Women in Radio and Television/Women in Communications*

Sigma Delta Chi luncheon, featuring address by Sarah Weddington, special assistant to President Jimmy Carter. Americana hotel, New York.

March 4-6—*Oregon Cable Communications Association* annual convention. Holiday Inn, Salem, Ore. Convention chairman: John P. Johnston, (503) 378-9123.

■ **March 5**—*Pennsylvania Association of Broadcasters* congressional gold medal reception/dinner. Washington Hilton, Washington. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa. 17101.

March 5—*International Council, Academy of Television Arts and Sciences* ceremony to honor TV Globo Network of Brazil. Avery Fisher Hall, Lincoln Center, New York.

March 5-6—*Society of Cable Television Engineers* regional technical meeting. Topic will be CARS microwave and satellite to cable technology. Del Webb's Townhouse, Phoenix.

March 5-7—Annual convention of *Association for Educational Communications and Technology*. Rivergate Convention Center, New Orleans. Information: AECT, 1126 16th Street, N.W., Washington 20036.

March 5-30—Continuation of *Federal Trade Commission* hearing on children's advertising. Start was in San Francisco on Jan. 15. Washington.

March 6—Presentation dinner, *Hollywood Radio and Television Society's* International Broadcasting Awards for radio and television commercials. In addition, Hal Linden of *Barney Miller* will be honored as "Man of the Year" Century Plaza hotel, Los Angeles.

March 6—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Sheraton Inn, LaGuardia, New York.

March 6-7—*Illinois Broadcasters Association* winter meeting. Forum 30 hotel, Springfield, Ill.

March 8—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Copley Plaza hotel, Boston.

March 8-11—*Women in Communications Inc.* midyear board meeting. Quality Inn, Austin, Tex.

March 9—Deadline for entries in local program awards for radio competition, sponsored by *Corporation for Public Broadcasting*. Information: Jan Lantz, CPB, Washington.

March 9-10—Tenth annual Country Radio Seminar. Hyatt Regency, Nashville.

March 9-11—Conference of *Region 2 of Society of Professional Journalists, Sigma Delta Chi*. L'Enfant Plaza hotel, Washington. Information: Paula Wolfson, general chairperson, (202) 483-8570 or 755-4444.

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

March 10—"First Amendment Survival Seminar" sponsored by 14 news organizations including *Radio Television News Directors Association*. There will be three workshop sessions and luncheon that will be addressed by Bob Woodward of *Washington Post*. National Press Club, Washington. Registration is \$10, which, with grant from National Press Foundation, will cover cost of box lunch and press kit with documents, booklets and summaries of matters covered by seminar. Reservations: First Amendment Survival Seminar, Room 1, 10th floor, National Press building, Washington 20045.

March 12-14—Fifth annual congressional-FCC conferences of *California Community Television Association*. Mayflower hotel, Washington.

March 13—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Hilton Inn, Troy, Mich. (for Detroit area).

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

Errata



It was **Sunbelt Communications Ltd.**, not Gilmore Broadcasting Corp., that purchased KVOR(AM)-KSPZ(FM) Colorado Springs from Wolverine Broadcasting Corp. for \$1.79 million in 1978. BROADCASTING's annual station trading feature (Feb. 5, page 41) erroneously credited purchase to **Gilmore**, whose plan to purchase those stations for \$1,575,000 fell through earlier in the year.

March 15—Deadline for nominations for first Michelle Clark Awards, sponsored by *Radio-Television News Directors Association* to recognize excellence in broadcast journalism by those who have been in the profession less than three years. Information: Ted Landphair, WMAL(AM) Washington 20015.

March 15—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Arlington Park hotel, Arlington Heights, Ill. (for Chicago area).

March 15—Deadline for entries in *Radio Television News Directors* competitions, including Edward R. Murrow Awards for courage, enterprise and social awareness in reporting a significant community problem. There also are RTNDA awards for spot reporting, investigative reporting and editorial/commentary. Entry forms: RTNDA, 1735 DeSales Street, N.W., Washington 20036. (Form will list judges and schools to which regional entries must be submitted).

March 16-18—*Intercollegiate Broadcasting System* 40th annual convention. Shoreham Americana hotel, Washington.

March 16-18—*Women in Communications Inc.* Southwest region meeting. Broadway Plaza Motor Inn, San Antonio, Tex.

March 18-20—*Ohio Cable Television Association* annual convention. Sheraton Columbus, Columbus, Ohio.

March 19—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 21—*Council of Churches of the City of New York's* 15th annual awards buffet/reception, multimedia awards presentation for radio and TV stations. Americana hotel, New York.

March 21—Meeting of executive committee of *American Women in Radio and Television*. Fairmont hotel, Dallas.

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 21-23**—1979 worldwide conference and workshop of *American Forces Radio and Television Service*. Dallas.

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

March 22—*Television Bureau of Advertising* regional sales meeting. City Line Marriott, Philadelphia.

■ **March 22**—New deadline for comments to FCC on amendments to rules relative to protection of FCC monitoring stations from radio interference. Replies are due April 23. Previous deadline was Jan. 15.

March 22-23—Meeting of national board of *American Women in Radio and Television*. Fairmont hotel, Dallas.

March 23—*Colorado Broadcasters Association* news seminar (8:30 a.m.), management update (2 p.m.) and annual awards banquet (6 p.m.). Writers Manor, Denver.

March 23—New deadline for comments on proposed changes to alcoholic beverage advertising rules by *Bureau of Alcohol, Tobacco and Firearms* (BROADCASTING, Jan. 29). ATF, Regulations and Procedures Division, P.O. Box 385, Washington 20044.

March 24—Meeting of *American Women in Radio and Television* Educational Foundation board. Fairmont hotel, Dallas.

March 24—*Greater Miami Beach chapter of Women in Communications Inc.* brunch. Speaker will be Katharine Graham, publisher of *Washington Post*. Doral Beach hotel, Miami Beach, Fla.

■ **March 25**—Annual membership meeting of *Association of Maximum Service Telecasters*. Mezzanine meeting room, Dallas Convention Center.

March 25-April 7—Advanced Management Development Program for public broadcasting executives, sponsored by *National Association of Educational Broadcasters*. Conference for senior executives in public broadcasting will be conducted by faculty of Harvard University in Boston. Information: James Fellows, NAEB, Washington.

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

Major Meetings

March 9-14—*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—*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; Las Vegas, April 10-13, 1988.

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

May 7-11—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 13-15—*NBC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

May 16-19—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

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

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

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

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

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

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

June 9-13—*American Advertising Federation*

annual convention. Hyatt Regency hotel, Washington.

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

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

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

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

Sept. 16-19—*Broadcasting Financial 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—Start of World Administrative Radio Conference for U.S. and 152 other member nations of *International Telecommunication Union*. Geneva.

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

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

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

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

casters annual convention. Convention Center, Dallas.

March 30-31—*Society of Professional Journalists, Sigma Delta Chi Region 4* conference. Toledo, Ohio.

March 30-31—*Society of Professional Journalists, Sigma Delta Chi Region 12* conference. Nashville.

March 30-April 1—*Society of Professional Journalists, Sigma Delta Chi's Region 5* conference. Century Center, South Bend, Ind.

March 30-April 1—*Women in Communications Inc.* Pacific Northwest region meeting. Seattle.

March 30-April 1—*Women in Communications Inc.* Great Lakes region meeting. Sheraton West, Indianapolis.

March 31—*Women in Communications Inc.* Kansas City chapter dinner. Alameda Plaza hotel, Kansas City, Mo.

April

April 1—Deadline for comments in FCC inquiry on measurement techniques of television receiver noise figures. Replies are due May 1.

April 1—Deadline for registration for June 18-20 *Prix Jeunesse* seminar at Bayerischer Rundfunk, Munich, Germany. Entitled "Emotions As a Means of Dramaturgy", seminar will feature international experts in analyses and discussions of children's TV programming. Contact: Dr. Ernst Emrich, Organisationsburo Prix Jeunesse im Bayerischer Rundfunk, Rundfunkplatz 1, D 8000, Munchen 2, West Germany.

April 1-3—*American Association of Advertising Agencies* South-Southwest joint annual meeting. Key Biscayne hotel, Key Biscayne, Fla.

April 1-7—*Second International Public Television Screening Conference (INPUT)*. Milan Trade Fair,

Milan, Italy. Information in U. S.: Corporation for Public Broadcasting, Washington (202) 293-6160.

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—*New York State Broadcasters Association* 25th annual meeting. Essex House, New York.

April 3—*Television Bureau of Advertising* regional sales meeting. Beverly Hilton, Los Angeles.

April 5—*Advertising Research Foundation/Advertising Club of Metropolitan Washington* public affairs conference. International Inn, Washington.

April 5—*Television Bureau of Advertising* regional sales meeting. Benson hotel, Portland, Ore.

April 6—Mass communications career day conference of *Eastern Kentucky University*. Richmond, Ky.

■ **April 6-7**—*Women in Communications Inc.* Midwest region meeting. Hilton Inn, Denver.

April 6-7—*Society of Professional Journalists, Sigma Delta Chi Region 6* conference. St. Cloud, Minn.

■ **April 6-8**—*Women in Communications Inc.* South region meeting. Montgomery, Ala.

■ **April 6-8**—*Women in Communications Inc.* Far West region meeting. Mansion Inn, Sacramento, Calif.

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.

A dose of its own medicine

EDITOR: It would seem that the FCC is depriving itself of one of its greatest strokes of genius: ascertainment.

I propose that the FCC be required to ascertain the needs and problems of broadcasters. In order to make this exercise more meaningful it should be conducted by management, i.e., the seven commissioners.

There should be a general broadcast industry survey which could be conducted by random telephone calls to station managers. The sample size although unspecified, should be large enough to get a good cross section of broadcasters. Of course, if it was determined, after the fact, that the sample size or method used was inadequate, then Congress would assign the FCC's budget to some other government agency.

There should also be a broadcast-leader survey that would include at least 10 persons from each of the following categories of broadcasters: black, chicano, large market, medium market, small market, no market, women, men, veteran, homosexual, noncommercial, AM, FM, mono and stereo.

The FCC should also be required to publish an annual list of no more than 10 of the problems or needs identified by the broadcasters, and document actions taken to deal with these problems.

I don't think it would take a psychic to predict what problem would be first on the FCC's list. — *Bruce E. Potterton, program director, KLLU(FM) Riverside, Calif.*

Coming down on Carnegie

EDITOR: The Carnegie II "vision" as you describe it is the purest form of rampant elitism.

Apparently miffed that only 2% of the public shows any interest in "public" TV, the commission feels it can bulldoze the public into watching its fare by throwing massive doses of so-called "federal funds" into it. One needs to be reminded that there are no "federal funds," only taxpayers' dollars.

I am moved to wonder why only a single professional broadcaster — J. Leonard Reinsch — was included in this group that has set itself up as the cultural arbiter of the entire nation. The answer appears painfully obvious: The report is more of a witchhunt aimed at the free market of ideas than an objective analysis of national needs and aspirations.

James J. Kilpatrick said it all in his syndicated newspaper column. He characterizes Carnegie's "safe place for nurturing creative activity" as "a kind of intellectual playpen protected from the filthy con-

tamination of sordid commerce." Perhaps with help from journalists like Mr. Kilpatrick, we can tone down the grandiose paternal schemes of the intellectual elite. — *Lawrence H. Rogers II, president, Omega Communications, Cincinnati.*

Ozymandias

EDITOR: We do indeed "remember the Egyptians for the pyramids and the Greeks for their graceful stone temples" [quoted from the Carnegie Commission report, BROADCASTING, Feb. 5]. But where are the Greeks and Egyptians, or the gods to whom these temples were built, today? If anything, they were pulled down by their monumentality.

We would do much better to address the needs and wants of the people of our time honestly and in the manner they wish their needs addressed. Shakespeare wrote for the "pit," and he has survived long after many monuments of his day have crumbled. — *Lee S. Parr, Baltimore.*

Pots and kettles

EDITOR: After reading a news release about the Carnegie Commission report in which commercial television was characterized as vulgar, and watching a program about it on PBS, I then watched the Dick Cavett show that immediately followed.

Dick Cavett and Malcolm Cowley discussed the fact that F. Scott Fitzgerald was disturbed because his male organ was small. Mr. Cowley and Mr. Cavett then described a meeting of Fitzgerald, Edmund Wilson and Ernest Hemingway when Hemingway recommended to Fitzgerald that he view his organ by holding a mirror below it because in this way his organ would appear to be much larger than it looked from the normal perspective.

Apparently the members of Carnegie II are entertained by vulgarity if it is adorned in a British accent but are offended by the earthy entertainments of the average American.

During my 32 years in television there has been a steady parade of opportunists who have skillfully exploited special constituencies by using television as a whipping boy. Through it all I have been comforted by the accuracy of this ageless African wisdom: "The dogs bark, but the caravan moves on." — *Harold Grams, president, KSD-AM-TV St. Louis.*

Backstabbers

EDITOR: Congratulations to Ray Livesay and others of the Daytime Broadcasters Association for their persistence, their pa-

tience and their professional manner in attacking the daytimer versus full-timer problem.

While the major points of the issue have been discussed at length, it occurs to me that there is yet another problem associated with this inequity that is, at the very least, embarrassing to the industry. As operator of a daytimer in another small market a few years back, I was amazed when I tuned in my full-time competition one evening to hear the slogan, "We're the station that doesn't run down at sundown." Now, at another small-market daytimer, we have on occasion heard our full-time competitor using the phrase: "We're the station that isn't afraid of the dark."

I mean, really, folks. How can we expect to be taken seriously as a unified, cohesive medium that is truly interested in equitable standards for all? — *Michael S. Ameigh, vice president and general manager, WMNS(AM)-WBJZ(FM) Olean, N.Y.*

Mutual disagreement

EDITOR: In the "Closed Circuit" section of your Jan. 29 issue, you quoted an unnamed Mutual official as stating that NBC Radio's satellite plans may reflect an "effort on the part of RCA saying to its subsidiary, NBC, 'What can you do to slow [Mutual's application] down'" and characterizing NBC's plans as an "anti-competitive measure."

The Mutual official has somehow ignored the main point of my remarks in which I specifically urged all program suppliers to the radio industry "to design, develop and install a satellite delivery system that meets the needs of individual stations and which will permit *open entry to all those seriously interested in supplying programming to the industry.*" (Emphasis added.)

The Mutual official is correct when he says that NBC's proposal is "not really compatible" with Mutual's satellite plans. Thus, in comparison to NBC's plans for an open entry system, Mutual's proposal is for a closed system to be owned entirely by Mutual which would be unavailable to any other program supplier.

The Mutual official's charges concerning RCA are totally untrue. Several months ago NBC prepared specifications for a satellite distribution system and requested nine specific carriers and suppliers, including RCA Americom, to submit proposals and bids. The only contact NBC has had with RCA in this regard occurred when RCA, and other carriers, formally responded to these solicitations. — *Richard P. Verne, executive vice president, NBC Radio Network, New York.*

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1735 DeSales Street, N.W., Washington, D.C. 20036.
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Founded in 1931 as *Broadcasting*—*The News Magazine of the Fifth Estate*. □ *Broadcast Advertising** was acquired in 1932. *Broadcast Reporter** in 1933. *Telecast** in 1953 and *Television** in 1961. *Broadcasting—Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available under University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright 1979 by Broadcasting Publications Inc.

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Monday Memo[®]

A broadcast advertising commentary from Morris Kule, president, Hummelwerk, Elmsford, N.Y.

Top-of-the-line products take right to television

Television has proved its ability to sell almost anything to the American consumer. TV can sell soap, records, movies, watches, clothing, insurance and heaven knows what else. But can it be used to sell fine art?

Could a mass medium promote sales of items intended only for art lovers?

Several years ago, as a distributor for several important lines of giftware, I only had to look at some of the marvelous pieces in our inventory to convince myself that TV had no place in our media mix. There were delicate Laszlo Ispansky porcelain sculptures, priced from several hundred to several thousand dollars. There was the Collection Francaise, a group of bronze sculptures painstakingly produced by using the original French molds of artists who worked in the Beaux Arts and Art Nouveau periods—with a single piece selling today at prices starting around \$650. And there were all the varied items in the popular M.I. Hummel line of figurines, plates and bells, produced by Goebel of West Germany, as well as other groups of figurines.

Surely, it was easy to tell myself, a costly 30-second commercial on television could not work for these kinds of items. Our prospective customers had to be carefully pinpointed and sold slowly and gently, with colorful and richly detailed print advertising in fine magazines.

But something kept gnawing at me. As we watched the sales of Goebel products and our other lines climb over the last several years, it began to dawn on us that the collectors' market no longer comprised a small group of wealthy buyers. People were besieging gift shops to acquire an item of lasting beauty. When Goebel decided a year ago to start a club where collectors could get information on its products, more than 150,000 people paid the membership fee. The buying and selling of annual commemorative plates has turned into such a huge business among collectors that a sophisticated service somewhat like the stock exchange has come into being. It seemed only logical that since collecting art has become a mass-market industry, we should try reaching potential customers with the mass-market medium. In consultation with our advertising agency, Stiefel/Raymond Advertising Inc., New York, we decided that we would try a three-market TV test during the 1977 pre-Christmas period.

The agency produced three commercials that were simplicity themselves. One or two objects from three lines were shown in close-up, revolving to show the details and



Morris Kule, president of Hummelwerk, a division of Goebel Art (GmbH) Inc., began his career as a social worker with New York City's Henry Street Settlement House. He entered the business world in 1953 as an assistant manager at a greeting card company and advanced to vice president. In 1960 Mr. Kule joined what was known as Crestwick-Hummelwerk, giftware importers, as a sales manager. He was named president of Hummelwerk, the Elmsford, N.Y.-based distributor of M.I. Hummel figurines and other Goebel lines in 1974."

nuances instilled in them by the masterful hands of the sculptors. A soft-spoken audio commented on the need for beauty in today's hectic and often demoralizing world and the 30-second messages closed with the names of some of the retail outlets where these and other examples of artistic joy could be purchased.

In addition to larger crowds, there were indications that there were more women customers in the 25-to-49-year-old category who make up the major segment of the gift-buying market.

The commercials were aired for a brief period in New York, Cincinnati and Columbus, Ohio. And whatever doubts we might have had about their value were dispelled almost immediately. The four-week schedules produced significant increases in store traffic at the retail shops and giftware departments mentioned in the commercials.

With both the company and the agency convinced, we decided to expand our TV efforts this past Christmas season. We produced a new series of commercials—16 in all—and bought time in Chicago, Philadelphia and Pittsburgh. What's more, we made the commercials available to thousands of retailers across the country so that

they could purchase time and place the ads on their own local stations. There was no Christmas motif in the commercials, which means that they can run before Mother's Day, graduation time, or any in other period when gift-giving is appropriate.

The response from our dealers and retailers was overwhelmingly favorable, with a number of them telling us that they felt that we now are competing with some of the largest companies in America on their own terms. As one stated, "By using TV, the giftware industry really steps into the modern marketing era." Any possibility of it seems far in the future, I know, but we have begun to give thought to a time when Hummelwerk (perhaps in a cooperative arrangement with some of the manufacturers whose lines we distribute) will sponsor a complete TV program during the pre-Christmas buying season.

What have we learned from our first ventures into television?

For one thing, we have seen more clearly than ever that our products are not purchased only by those people in the upper-income brackets. There are many people in the middle-income category (and perhaps in the low-income bracket too) who are serious collectors of art, and who view their purchases as the one luxury in life. In addition, we feel that the focus given in each commercial to the fine trademark or famed maker's insignia on each piece that we advertised has caused purchasers to seek out a specific product line, rather than merely to buy something that strikes their eye as attractive but is actually of poor quality without lasting value to a serious collector.

If there was one problem that we had to face, it was not a serious one. Each of the numerous lines that we carry is made up of dozens or hundreds of magnificent examples of the talents of fine sculptors and painters. In our early meetings with S/R, we felt that we would have to show a group of pieces to give a feeling of the variety available to prospective customers. Then we realized that in selling fine art, it is necessary to show only one or two examples that indicate the quality available for sale. After all, a museum that can offer patrons a view of the Mona Lisa would be expected to have other great works of art in its collection. So, our sole problem consisted of selecting one or two lovely examples of each line to represent the whole.

Once it was done, it took only a short time to make the individual commercials—and what seemed a shorter time to prove to ourselves and our dealers that television can sell fine, costly giftware items as effectively as it sells anything else.

PROFESSIONAL SALESMANSHIP MAKES THE DIFFERENCE

WAYL
Minneapolis

**NOW
REPRESENTED
NATIONALLY**

by



Buckley Radio Sales, Inc.

New York • Atlanta • Boston • Chicago • Dallas • Detroit • Los Angeles • Philadelphia • San Francisco • St. Louis

When you get an ENG camera that does spots, sports, spectaculars and more, you're getting video freedom.

More than 1000 TK-76 color cameras are now delivering superb pictures around the world—for news, sports, commercials and documentaries. This tremendous TK-76 acceptance has taken place in less than two years!

A portable camera should deliver maxi performance with mini pounds.

The TK-76 does just that. Its maxi performance features include automatic iris, white balance and flare control, horizontal and vertical aperture correction, comb filter and coring. And the TK-76 encoder produces a full bandwidth signal. Result: superb pictures.

The 20-pound TK-76 is self-contained: no CCU, no backpack. A lightweight battery belt powers it—or you can operate one from any 12V DC source.

Despite its extreme portability, the TK-76 is rugged, weatherproof and reliable. "It just won't quit," is the compliment paid by many users. It warms up in 7 seconds and needs minimal adjustments, even in rough-and-tumble ENG work.

To pay off, a portable camera must have the quality for more than news gathering.

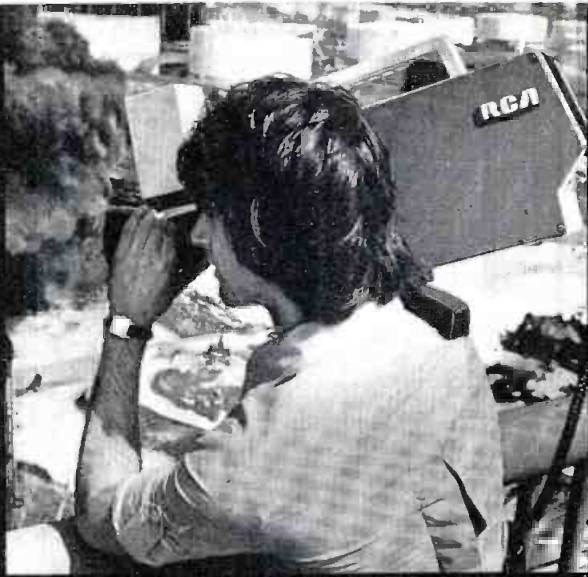
Picture sharpness and colorimetry of the TK-76 compare favorably with large studio cameras. Which is one reason why it is an excellent field production camera for location shooting of commercials and documentaries.

See the new video freedom in the TK-76. And in a complete line of TV equipment.

The new video freedom is yours in the TK-76 and other RCA cameras. In a complete array of broadcast equipment: vans, VTRs, telecine, antennas, transmitters—you name it, we have it.

To get it, contact your RCA Representative, or write us. RCA Broadcast Systems, Camden, N.J. 08102.

RCA



TK-76. Part of the new video freedom.

9.8*

Congratulations to our sister station,
KZZX-Albuquerque,
to Bill Sanders,
and to the incredible staff
that brought it
from a 3.0
to a 4.5 to a 6.5 to a 9.8.

The Research Group

Perceptual Audience Research for the Communications Industries • San Luis Obispo, California

* Figures quoted are Arbitron 12+/M-S/6A-Mid average quarter-hour estimates for October/November, 1978 and previous rating periods.

Top of the Week

Geller's new, old design for distant signals

He resurrects 10-year-old retransmission consent idea, says it's appropriate now in order to keep superstations in proper place in marketplace

The National Telecommunications and Information Administration last week filed with the FCC a retransmission consent proposal whose time, NTIA believes, has come.

The proposal, which would require new and expanding cable systems to obtain retransmission consent from originating stations before importing their nonnetwork programs, is designed to permit the marketplace to govern future distribution of such programming.

NTIA notes that the commission considered the idea in 1968 and abandoned it. NTIA says that today, however, with the emergence of satellites, superstations and pay television, the time for retransmission consent has arrived.

The proposal, as detailed in a petition for rulemaking filed with the commission, tracks the description provided by Henry Geller, assistant secretary of commerce for communications and information, and his deputy, Paul Bortz, in speeches two weeks ago (BROADCASTING, Feb. 12).

A two-tier structure would be created. The first would consist of existing systems, which would be grandfathered under present rules and the compulsory license fee required by the 1976 copyright law. The second would include new systems or systems that add signals: They would be freed of the commission's syndicated exclusivity rules but would be subject to a retransmission consent requirement.

NTIA notes that the originating station could not grant consent without paying the copyright owner for the distribution right. And that portion of the fee the originating station could not recoup through advertising, NTIA said, it could obtain from the cable systems taking the programs.

The proposal would require superstations, like WTCG-TV Atlanta, to enter the program marketplace and compete with local stations for the right to distribute nonnetwork programs to their nationwide

Other voices, other rooms. NTIA's initiative for reordering the present system of compensating copyright owners by cable television comes at a time when serious questions about the equity of existing law are being raised by others.

Jack Valenti, president of the Motion Picture Association of America, went all the way to West Berlin last week to warn that the program suppliers he represents are being unfairly compensated for their product, and that they won't put up with it. Unless Congress increases the payment that copyright owners receive from cable television under the present compulsory license system, he told an audience of German filmmakers, the entire structure "of bringing cable to the American home will collapse in ruin."

At present, he said, "cable is paying more for the postage stamps on the bills it sends its customers than it pays for the programming it uses! This is so absurd that corrective action must be taken if cable is to continue to grow. . . . The quickest way to destroy creativity and dry up new programming," he added, "is to debase its use by cable for practically no charge at all." Mr. Valenti expressed confidence that Congress understands the problem and will address it "to repair the damage that has been done."

Representative Robert Kastenmeier (D-Wis.), chairman of the House Subcommittee on Courts, Civil Liberties and the Administration of Justice, plans copyright hearings "some time soon" to review performance of omnibus amendments to the copyright law passed in 1976. The issue of payments to cable under the compulsory license system will come up in that forum—at the urging of, among others, Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee. Mr. Van Deerlin wants to see the law changed to increase cable's liability to a "reasonable" level, and has indicated the next draft of the rewrite will delay cable deregulation until that is accomplished.

cable audience. Superstations would be required to operate, NTIA said, "in much the same manner that networks now bargain for and obtain nationwide distribution rights."

NTIA suggests that existing cable rules regarding compulsory carriage of local signals and nonduplication protection of network signals be retained.

However, it suggests some changes in the cable rules. It says that, for existing systems, the syndicated exclusivity rules in effect in the top 50 markets, which afford direct protection to copyright owners, be extended to markets 51-100, where the present rules do not. (There are no syndication rules in effect in markets below the top 100, where, NTIA says, small cable systems have become "entrenched" and where there should be no "disruption" of "long established operations.")

And NTIA suggests that stations requesting simultaneous nonduplication protection of their network programming be required to pay the costs of that protection that are incurred by cable systems operating under the retransmission consent requirement. NTIA says that grandfathered systems should continue to bear the costs, since they operate under "unusual governmental privileges," the right to retransmit programs under a compulsory license.

NTIA plans to submit the retransmission consent proposal to Congress in the form of draft legislation. And Mr. Geller,

in his letter to FCC Chairman Charles Ferris, expressed the view that it is "desirable for Congress to lay down basic policy." But he also said that the commission should act on the proposal, because adoption would be "well within the commission's present authority" and because "legislation is not assured."

The clears feel a present danger, begin taking their case to the public

Superpower radio stations, particularly WSM Nashville, begin PR campaign against efforts to break down their allocations

Clear channel radio stations are recruiting troops from among their listeners for the major war shaping up over the FCC proposal to break down the 25 clears for the sake of creating new local and regional stations. Some 100 letters have already been received at the commission expressing concern over what some of the writers believe will be the disappearance of particular clear channel stations. But the station emerging as the leader in the fight to reverse commission momentum toward a

decision to break down the clears (BROADCASTING, Jan. 1) is WSM(AM) Nashville.

It is conducting what Len Hensel, vice president and general manager, characterizes as an "educational campaign," one that leans heavily on the station's association with the Grand Ole Opry. Opry stars, including Roy Acuff and Minnie Pearl, have recorded spots warning the station's listeners in all parts of the country that the reach of WSM's signal could be reduced to 100 miles of Nashville if the clears were broken down. (One option under consideration would have that effect; but the one that appears to have the most support would cut the signal back to about 750 miles.)

Mr. Hensel, noting that the commission is soliciting comment, said, "We're helping them." Listeners are urged to write to the commission, their representatives in Congress and the station.

The campaign is also being carried on through "Friends of the Grand Ole Opry," which is attempting to reach country music fans throughout the country through the 300-odd country music fan clubs. WSM is also spreading the word in letters to the 500,000 persons who have written for tickets to Opry broadcasts. "We thought they'd be interested," Mr. Hensel remarked.

Thus far, the campaign has resulted in the introduction of a bill (H.R. 1913) by freshman Representative William Boner (D-Tenn.), from Nashville, that would prohibit the commission from creating new station assignments on the clear

channels. Perhaps more important, it is generating letters to the station at the rate of 200 per day. Mr. Hensel, who said they have arrived from 37 states, intends to forward them to the commission.

WSM is not limiting its educational effort to listeners. Members of Congress and the FCC who read the trade magazines have been reached by WSM ads in BROADCASTING noting that "only clear-channel WSM," through the Grand Ole Opry, fulfills a need for the live broadcast of country music.

Mr. Hensel, in discussing the station's efforts, went further to suggest that the fate of the Opry was at stake. "The top country stars, like Dolly Parton, get \$75 a performance for the Opry," he said. "They can get \$30,000 for an appearance elsewhere. But they want the exposure on the Opry to move their records."

If WSM were not broadcasting live on a clear channel reaching most of the country, he indicated, the station could not get Dolly Parton for \$75.

Last week, representatives of the 16 stations that make up the Clear Channel Broadcasting Service met in Nashville to consider their strategy for dealing with the clear channel proposal. The formal action taken was in the form of a resolution asserting that "the existing service areas of all classes of stations should be preserved, and where consistent with the public interest, should be improved."

But of more interest to the CCBS members than the resolution was the effectiveness of the WSM campaign.

■ Both the National Association of Broadcasters and the National Radio Broadcasters Association were calling last week for industry-government task forces to study radio spectrum allocation problems. NRBA wants to look only at the 9 khz proposal; President James Gabbert said that NRBA would ask the FCC to form a group that would also include NAB, the Daytime Broadcasters Association, the Electronic Industries Association, the National Telecommunications and Information Administration, Delco, Ford and Motorola.

But NAB officials were saying no thanks. "We've already asked for an all-industry committee [that is] much more inclusive," NAB President Vincent Wasilewski said. NAB will send a petition to the FCC today (Monday) or tomorrow, following up on a joint board vote in January, urging the establishment of an industry-government committee to do studies of all solutions that might lead to the conversion of daytime-only radio stations to full time "without significantly diminishing service by other classes of stations."

Mr. Gabbert said he doesn't think NAB's idea of an 18-month deadline on all the studies is realistic.

Meantime last week, NAB Chairman Donald Thurston paid a visit to FCC Chairman Charles Ferris to explain NAB's proposal. His reception there was "cordial," Mr. Thurston said. He also visited Representative Paul Findley (R-Ill.), the leading advocate for the daytimers, who has ceased his criticism of NAB and is now praising its January board action.

In Brief

Controversial, long-delayed **merger of Rust Craft Greeting Cards Inc. and Ziff Corp. was approved** by Rust Craft stockholders Friday and closing of deal—estimated at \$89.4 million—was set for March 22. Ziff's **final bid was \$33.75 per share**, up from original \$25, and number of Rust Craft shares (outstanding, under option etc.) was put at 2.65 million. Howard Stark was broker, representing Ziff. Stockholders of Rust Craft, group station owner with diversified interests, voted 1,556,707 shares (66.7%) in favor of merger and 539,192 against (23%) with rest not voted.

□

Departments of Commerce and Agriculture are taking lead in administration program of **using telecommunications to overcome "isolation" of rural areas**. White House, in report on "rural development initiatives," said Commerce's National Telecommunications and Information Administration will "shortly" file proposal aimed at encouraging construction of satellite earth stations by reducing regulation, and will assist federal, state and local agencies in procuring satellite communications services for rural areas. NTIA has already filed with FCC proposal for dropping restrictions on telephone ownership of cable television in rural areas. Report said Agriculture has developed loan program to encourage telephone companies to provide television and associated broadband services to rural residents.

□

FCC Commissioner **Tyrone Brown** says **cable** is developing exactly the way broadcasting did—**it's letting black people down**. Mr. Brown told audience at Howard University communications conference last Thursday there isn't enough minority ownership or participation. He said FCC is aware of minority problems but often runs into snags: "One of the problems at the FCC is that it takes forever to get things done," he said.

□

CBS News President **Richard S. Salant**, who retires April 30, will be

awarded 1979 gold medal of International Radio and Television Society at banquet in New York's Waldorf-Astoria hotel March 1.

□

In its strongest condemnation of stations' urging public to cooperate with audience measurement services, **Broadcast Rating Council's board** has recommended "that all audience measurement services **delist** [that is, remove from market report] **stations** which engage in this practice," whether over air or by "any other means." Official of Arbitron, major syndicated radio rating service, welcomed BRC action as "a major step forward in industry self-policing," but said Arbitron may not have legal grounds to delist on the basis because it might be construed as interfering with stations' right to free speech. Arbitron has, however, delisted several stations on grounds that other actions may have caused diary-keepers to record more than actual listening.



Some 300 members and guests of Broadcast Pioneers were on hand to honor **wgy(AM) Schenectady, N.Y.**, at **Pioneer's Mike Awards** dinner in New York Feb. 6. Wgy, owned by General Electric Co., received award for "distinguished contributions to the art of broadcasting and in recognition of dedicated adherence to quality, integrity and responsibility in programming and management." At presentation (l to r): James J. Delmonico, VP-general manager of wgy, and Norman E. Cash, president of Pioneers.

FCC keeps hands off, eyebrows down about ABC's 'Youth Terror'

Commission goes no further in looking into charges of staging and distortion, says it fears inhibiting effect on news

The FCC has re-emphasized its determination to avoid "the censor's role" regarding broadcast news. In deciding last week to pursue no further charges of distortion and news staging brought by the Black Producers Association against ABC-TV's documentary, *Youth Terror: the View From Behind the Gun*, the commission said that although the allegations involved would violate the public interest, "no government agency can authenticate the news nor should try to do so."

"If we are to continue to encourage the presentation of innovative, informative and provocative programming on the serious issues of the day," the commission said, "we must resist the urge for pervasive oversight lest we inhibit the broadcaster's freedom and ability to perform this task."

Youth Terror which was aired last July (BROADCASTING, Aug. 7), did not emerge completely unscathed from the commission's analysis of the Black Producers' charges; there was said to be "conflicting" testimony regarding one aspect of the program. But the commission said it was not necessary to resolve the conflict to deter-

mine it need not pursue the matter.

The commission, which based its conclusion largely on the report of an investigation conducted at ABC's request by a New York law firm, Hawkins, Delafield & Wood, found no evidence to support several charges involving the same youth, Harry Hernandez.

The conflicting testimony involved scenes of what the commission said was fighting that had been faked. The commission said the youths' statements make it clear the boys who were involved in an apparent gang fight and in an attack on a "victim" were all friends.

The commission said the youths reported that the producer, Helen Whitney, asked them to fight; ABC employees denied they made such a suggestion, or that they requested "action."

Because of the conflict, the commission said, it could not determine whether ABC production personnel directed the youths to fight and later passed the fighting off as real, or whether they knew the fighting was not real.

But, the commission added, it is not necessary to resolve the conflict. Even if the youths were the more credible, it said, the scenes—which occupied 38 seconds of a program that ran more than 48 minutes—were not "significant." More important, the commission said, it does not appear that any staging that did occur resulted from orders of the licensee or its management—only production personnel were involved—or from an abdication of licensee responsibility.

After a winner in 1978, CBS will get off to slow start this year

Sales and earnings hit new highs for last four quarters, but first one of 1979 will see drop in profits, attributed to heavy costs, including programs

Last Wednesday, CBS Inc. reported record 1978 sales, which for the first time topped \$3 billion, and profits for the year. On Thursday, before a meeting of security analysts, company executives added a "however" to that bullish report: Profits will decline for the first time since 1971 in the initial quarter of this year.

CBS President John D. Backe attributed the anticipated drop in earnings to heavy expenditures for network TV programming plus other investments and internal development. Mr. Backe said CBS is increasing its development fund "sevenfold" in 1979 to expand into programming for other media such as theaters, cable TV and video disks. He declined to be specific about the size of the fund or the areas CBS might enter. He did indicate that one deal may be imminent and said CBS hoped to "make a move" this year into software areas in which it is not currently engaged. He added, he expected yearend results to

In supplemental comments filed with the FCC last week, **ABC** said that while some people claim networks exert "an undue influence" on national television system, **it believes issue is rapidly becoming moot** as nonnetwork influences grow. Statement was in response to ongoing FCC inquiry into TV network practices and ability of station licensees to serve public interest. Number of current developments, it said, such as cable, pay television and satellite distribution, are greatly influencing—and have potential to further influence—television system; accordingly, says ABC, network influence continues to diminish. **CBS and NBC** did not file further comments. Spokesman for CBS said official filing was unnecessary because FCC has been coming to it for information throughout inquiry. All three networks have provided commission with volumes of material in last few months.

Storer Broadcasting reported operating profit of \$39,110,000 on net revenues of \$149,747,000 for 1978. Net income for year was \$19,171,000, up from \$14,275,000 for 1977. In related matter, stockholders of General Television Inc., operator of cable systems in Maryland, Delaware and Minnesota, approved merger into Storer Cable TV of Delaware Inc., division of Storer Broadcasting.

Warner Communications Inc. reported record revenues and income for 1978: income of \$81,882,000 (\$5.51 per share) on revenues of over \$1.3 billion (up 14% from 1977). Cable operating income dipped from \$8.6 million in 1977 to \$6.8 million last year. Warner board also voted last week to **split common stock** four for three.

ABC Inc. has signed agreement with Glenmede Trust Co., Philadelphia, to acquire at \$86 per share 265,077 shares of **Chilton Co.**, Radnor, Pa., representing about \$23 million for 44.6% of stock outstanding. ABC said 15 directors of Chilton had made commitment to sell all of their Chilton stock to ABC (an additional 4%) and added it will promptly make cash tender offer for remaining public shares at \$86 per share. Chilton is diversified publisher of specialty magazines and books.

Arthur A. Watson, executive VP, NBC Television Stations Division, named executive VP, NBC Television Network, with responsibility for Olympics administration and network sales. Reporting to Mr. Watson will be Bob Blackmore, VP, sales, NBC-TV.

William A. Schwartz, VP and general manager of Cox-owned KTVU(TV) Oakland-San Francisco, named **president of Metromedia Television**. He succeeds Lawrence P. Fraiberg, who resigned, reportedly as result of policy differences (BROADCASTING, Jan. 29). Mr. Schwartz, who formerly was operations VP of Telerep and VP and general manager of WUAB(TV) Lorain-Cleveland, will be based in New York.

Paul M. Stevens, president of Southern Baptist Radio-Television Commission since 1953, retires Oct. 31. He will be succeeded by **Harold E. Martin**, executive vice president, who, effective immediately, is assuming certain of Dr. Stevens's responsibilities while latter devotes balance of his term to development and related commission projects. Dr. Stevens, who will be 64 in October, will remain in Fort Worth, doing religious writing and programming as well as commission-related activities.

House Communications Subcommittee Chairman **Lionel Van Deerlin** (D-Calif.) was resting somewhat uncomfortably in Bethesda Naval Hospital, Bethesda, Md., last week following operation on prostate Wednesday. His staff reported he is to remain in hospital until Tuesday or Wednesday, will then go home to recuperate for another week before returning to work.

Steven Rockefeller Jr., grandson of late Nelson Rockefeller, was asked in appearance Friday on WABC-TV New York's *A.M. New York* what he would say to Megan Marshack, former AP Radio editor-reporter who was with him when he died (story page 66), "if she walked into the studio right now." He replied: "I would say to her, 'I hope you made my grandfather happy.'"

another record, "the eighth in a row."

That ultimate optimism about this year was also expressed by Gene F. Jankowski, president of the CBS/Broadcast Group.

He said CBS-TV was enjoying "healthy sell-outs and healthy increases" in both prime time and daytime—"better than at this time a year ago." The first quarter of 1979, he said, looks to be the hardest of the year for the television industry, and the year as a whole should be well ahead of 1978.

Mr. Jankowski said broadcasting revenues in 1979 are looking "healthier than we originally anticipated."

CBS-TV, Mr. Jankowski said, is a strong second in the prime-time ratings and "we're continuing to close the gap" that separates the network from ABC-TV. The ratings gains, he said, are beginning to be reflected in higher revenues.

If the look ahead was somewhat qualified, the look back in the company's 1978 annual report was certainly some comfort.

Revenues for the year rose 16% to \$3,290,052,000, net income increased 9% to \$198,079,000, and earnings per share climbed 10% to \$6.50.

The fourth-quarter results also were record-breakers. Revenues jumped 17% to \$987,056,000, net income 12% to \$56,496,000 and income per share 12% to \$2.04.

Chairman William S. Paley and Mr. Backe noted 1978 marked the seventh consecutive year of record earnings. They observed that all four of the company's operating groups set revenue and profit records for the third successive year.

The CBS/Broadcast Group was up 12.1% in revenues, 3.5% in operating profits.

Within CBG, they said, the profit growth was paced by CBS-owned television stations. They explained that the CBS TV network's profit increase was "modest" because of "continued substantial investments in television programming and program development designed to improve its competitive position."

Of CBS's four groups, CBS/Publishing was the largest corporate contributor to the company's profit growth last year. Its profit increase of 45% was attributed to the "very strong performance by the Educational and Consumer Publishing divisions and from a reduction in the amortization of costs associated with the 1977 purchase of Fawcett Publications."

The CBS/Records Group, according to Mr. Paley and Mr. Backe, showed revenue gains of 20%, with profits increasing by 12%. The lower profit gain, they said, resulted from manufacturing cost increases because of capacity limitations, a strike at a domestic records plant, copyright royalty increases and costs for expansion of its marketing operations.

The revenues of CBS/Columbia Group, they said, climbed by 29% with profits advancing by 27%. The CBS Toys Division was "greatly enlarged" by the company's acquisition of Gabriel Industries.

They wanted in on the rewrite

Newest members of House Communications Subcommittee—Collins, Broyhill, Swift, Mottl—opted for a chance to influence the course of major legislation

Broadcasters have reason to pay closer attention than ever to the members of the House Communications Subcommittee, which for all intents and purposes is the "Rewrite" Subcommittee for at least the next two years.

Eleven of the current members were on the panel last Congress. Four are new: Representatives James Collins (R-Tex.), James Broyhill (R-N.C.), Ronald Mottl (D-Ohio) and Allen Swift (D-Wash.). (See BROADCASTING, Feb. 5, for the roster.) But only one of them, Mr. Swift, is a freshman. Mr. Collins, a past subcommittee member and now the new ranking Republican, is a six-term congressman. Mr. Broyhill, who is returning to the subcommittee, on which he used to be ranking Republican, is in his ninth term. Mr. Mottl is in his third.

To a man, they gave as their primary reason for seeking assignment to the panel a desire to take a hand in the Communications Act rewrite—an encouraging sign to the drafters that the project is gaining credibility in Congress.

Most of the new members, even the veterans, declined to answer specific questions about the rewrite, saying they have not studied the document yet. But they have all had experience in broadcasting issues that will undoubtedly influence them. Following are initial glimpses of the four new rewriters.

(For first impressions of the new members of the Senate Communications Subcommittee, see BROADCASTING, Feb. 12).

James Collins, top Republican: an antiregulatory tendency mixed with a yen for Andy Hardy

In his previous ranking post on a Commerce Committee subcommittee, Representative James Collins (R-Tex.) saw his duty as offsetting the liberal, consumerist stances of Oversight Subcommittee Chairman John Moss (D-Calif.), now retired. Anyone watching that subcommittee in the last few years would have seen Mr. Collins raising frequent objections during meetings when Mr. Moss presided. Congressman Moss, says Mr. Collins, was "dedicated, sincere—and wrong every time."

Now Mr. Collins is the top Republican on Communications (he served there previously from 1971 to 1974), again sitting to the side of a chairman with views noticeably more liberal than his own. For Lionel Van Deerlin, it would seem to bode poorly for his chances of getting the kind of bipartisan support provided by former ranking Republican Lou Frey (Fla.), a co-sponsor of the rewrite bill.

But Mr. Collins indicates that looks may

be deceiving. He says he doesn't feel the same about Mr. Van Deerlin as he did about Mr. Moss. For Mr. Van Deerlin, Mr. Collins has nothing but praise. "He's a fair man," Mr. Collins says, "broadminded, a hard worker, perceptive... Because of that I think the bill has a good chance of going a long way."

There remains considerable doubt about his becoming a co-sponsor of the next rewrite, however. He says he would like to be, but can't say because he has yet to involve himself in any of the issues. He'll wait until the second draft is finished



Collins

(it's expected by March 1) to begin his studies. But even if he doesn't co-sponsor, "I won't be an obstacle to Van Deerlin," he says.

James Collins, 63, is a self-proclaimed "free enterprise man" and a "square," which represents both good and bad news for broadcasting. The good is that he harbors a deep suspicion of business regulation. The last time he saw a broadcaster filling out a license renewal application, he says, "it looked like he was writing a new encyclopedia." He does not support such things as EEO regulation, saying he hopes "we can continue to build the industry on merit." What Mr. Collins would like is for broadcast regulation to be cut down to the "fundamentals," and the renewal period extended, perhaps indefinitely. He thinks the process should be changed so that government can step in, but only when it is needed to deal with a licensee doing something wrong.

Mr. Collins's antiregulatory views were bolstered by his own business experience. Prior to his election to Congress in 1968, he was president of Fidelity Union Life, a nationwide insurance firm founded by his father. His business past also includes a five-year stint just after World War II as one-third owner of KBYE(AM), a daytimer in Oklahoma City that he helped build and put on the air. He says he is "real proud" of the fact that he never had to borrow money to start the station.

(Mr. Collins's family was involved in radio long before he was as national advertiser of Crazy Water crystals, minerals distilled from water in Mineral Wells, Tex., supposed to promote good health when

mixed back into water. Crazy Water was a regular radio advertiser in the 1930's.)

Less friendly to broadcasters is Mr. Collins's view of TV programming. Mr. Collins, the "square," says he doesn't like the kind of "Americanism" portrayed these days. The TV writers "want to sell a swinger, do-your-own-thing" image of Americans, but "I like the Horatio Alger concept . . . None of the shows are basically on work and achievement." Mr. Collins says his idea of the ideal program is the old "Andy Hardy" movie series. There was a portrayal of "gut Americanism" and "family love," he says.

He doesn't know what can be done to change TV programming, he says. "I don't believe in anybody writing scripts for [the networks] . . . but on the other hand they do have responsibilities."

Regarding the Communications Act rewrite, Mr. Collins says that rather than an omnibus revision, he would prefer to break the bill up into separate measures—one for radio, one for TV, another for cable television, still another for telephone. But he doesn't make a strong issue of it.

He says he opposes the license fee, too, out of general objection to any kind of tax on business. But being pragmatic about it, he adds, he realizes there will be a fee in the bill and says the task will be to insure that it is fair.

Mr. Collins is a booster for cable television. He doesn't want to see it drive broadcasters out of business, but he sees no danger of that ever happening. A major reason for his support of cable, he indicates, is that the industry "has always impressed me with how well it handles political positions." Cable lobbying, he thinks, "has been extremely effective."

"The trouble with broadcasters," he says, is that they have grown "complacent." They make big profits, have a lot of glamor and a big influence on the public, he says. "They're not hungry like a business just under way."

On the subject of public broadcasting, he says he thinks there should be no government support for it at all. Rather, it should be like pay cable, he thinks, and should be supported by viewers on a "pay-as-you-go" basis. The reason he opposes government support, he says, is that there will always be a potential for government meddling in program decisions.

At base, however, Mr. Collins says he does not anticipate "general opposition" to the rewrite from members of the subcommittee.

Back in D.C. Lou Frey, former ranking Republican on the House Communications Subcommittee and co-author of the first Communications Act rewrite, has joined the Washington office of the Philadelphia-based law firm, Pepper Hamilton & Sheetz, to develop a communications law practice. Mr. Frey retired from his seat in Congress when he made what turned out to be an unsuccessful bid for Florida governor.

Blue-pencil at the ready, James Broyhill returns to Communications Subcommittee

Nine-term Representative James Broyhill (R-N.C.), long the presumed successor to the ranking Republican position held last Congress by Lou Frey (R-Fla.), wound up turning the job down to retain that position on the Consumer Subcommittee this year. But he was apparently anxious enough to have a hand in the Communications Act rewrite that he got assigned as a member of the subcommittee.

He is expected to play an active role in the rewriting process, in fact is being



Broyhill

looked to for guidance on some issues by Representative James Collins (R-Tex.), the man who did become the ranking Republican. Mr. Collins says Mr. Broyhill will be "a dominant influence" on the subcommittee, particularly on issues involving radio.

A Republican who has never had trouble being re-elected in a Democratic state, Mr. Broyhill has always gotten along well with members of the other party. Among his close friends is subcommittee Chairman Lionel Van Deerlin, who cheered his rejoining the subcommittee—another indication of Mr. Broyhill's potential influence.

Mr. Broyhill is no stranger to the issues in broadcasting, having served eight years (1963-71) on what was then the Communications and Power Subcommittee, the last four of those as ranking Republican when the late Torbert Macdonald (D-Mass.) was chairman.

An early sponsor of license renewal revision bills, Mr. Broyhill has always been sympathetic to broadcasters' desire for longer license terms and increased license stability. Broadcasters who know him are gratified by his interest, pointing out that with only one television station in his district, his activity in the area is apparently not politically motivated.

But his agreement with broadcasters on other issues is considered far from automatic. He is, as one broadcaster in his home state said, "an independent thinker."

Clues to his attitudes toward broadcasting are abundant in a speech he gave only last October to the broadcast association in

his home state. In the speech, noteworthy for its detail, Mr. Broyhill made these assertions:

■ It is understandable to him that broadcasters expressed concern about being open to more frequent attacks from citizen groups under the rewrite's proposed "petition to revoke" procedure. "We will work" to see that that is not the case, he said.

■ He favors license fees if they go for the costs of regulation, but has "serious doubts" about using the proceeds to support public broadcasting.

■ He supports the bill's provisions to alter or do away with equal time and the fairness doctrine.

■ He gave more reassurance to broadcasters upset about the provision requiring TV stations to program public service programming throughout the day, the EEO provisions and the requirement that the commission distribute licenses so that every community in the United States, "regardless of size," has maximum full-time radio and television service. The potentially onerous effects of all those have been exaggerated by broadcasters, he said, and are to be clarified in Rewrite II.

In the greater scheme of things, Representative Broyhill is the second-ranking Republican on the full Commerce Committee whose current and past involvements, besides in broadcasting, have been in consumer protection, regulation of the securities industry, motor vehicle safety, public health and energy. He is second-ranking Republican on the House Budget Committee, the panel created by Congress to try to bring more coordination to the federal budget process. He was also a member of the Small Business Committee for 10 years and maintains an interest there, he indicates.

Mottl: new to communications but vocal in his opinions on sex and violence on television

Representative Ronald Mottl (D-Ohio) is a third-term congressman yet untutored in some of the finer points of the communications business, but he knows what he likes on television and he has not hesitated to tell the local broadcasters when he was displeased with their programs.

Letters from disgruntled viewers are probably not unusual to most stations, but when a congressman writes them, they become news. And that is what has happened with the six or so letters Mr. Mottl has written to Cleveland station managers in four years, with copies volunteered to the local newspapers.

A typical letter was one that was sent to all three VHF affiliates in Cleveland: "Once again I feel it necessary to ask the management of Cleveland television stations to reassess their standards of good taste in programming," Mr. Mottl begins. "One could easily conclude by watching television that there is some sort of competition among stations to determine who

can electronically burst into living rooms with more 'R' or 'X' rated newscasts and programing."

He complains about news programs in which stories about prostitutes, child pornography, "swinging" and unwed teenage mothers have become "commonplace." And more specifically he complains about the placement of *Mary Hartman, Mary Hartman* at 7:30 p.m. daily on WJKW-TV Cleveland. He agrees such programing may meet social concerns, but "their shock and rating value seem to be what motivate the station more than finding solutions to social problems."

He closes with a request for the station managers' views about the programs before he decides "whether to discuss this matter with the FCC." (His aides do not recall now whether he ever made complaints to the FCC following those letters.)

In person, Representative Mottl's demeanor is far milder than the blunt, almost threatening tone of the letters, which not surprisingly have far from endeared him to the broadcasters.

But, he says evenly, "I hope they always take it in the spirit in which it was intended." His letters are intended merely to make broadcasters think about ways to improve television programing, he says. "They don't have to do what I ask."

Congressman Mottl is a relatively heavy television viewer, averaging from 20 to 25 hours in front of the set a week, he guesses. He says his favorite shows are sports and news programs such as CBS's *60 Minutes* and NBC's *Weekend*. It's a shortage of the last type of shows that most disturbs him about television.

Although some broadcasters find his criticisms seemingly all-encompassing—one said Mr. Mottl is "anti-everything" when it comes to television—he says he doesn't oppose stations making profits. "Stockholders should get a fair return," he says. But broadcasters should spend more on informational programing, he thinks.

Mr. Mottl says he feels compelled as a congressman to make his views known to the stations, "to act as a conduit [through which] his constituency can tell broadcasters" what they think. He says "I think it's such an important medium that we

Mottl



have the responsibility as legislators to speak up about programing and different aspects" of television.

That is a major reason he asked for assignment to the Communications Subcommittee, he says. He would like to take a hand in the rewriting of the Communications Act, but says he has no specific concerns in mind at this point. Among his thoughts: He favors the idea of a license fee to be paid by broadcasters to be used partly for the support of public broadcasting, and he wants to see public broadcasting and cable television expanded, "so we will have more variety in programing."

In areas apart from communications, Representative Mottl has been a champion in behalf of conservative, middle-income people. He has fought forced busing of school children and is a sponsor of a constitutional amendment to prohibit busing. He was the founder of the Suburban Caucus, a group fighting for various kinds of tax breaks for middle-income suburban dwellers. He is also active in veterans' affairs, having this year become a chairman of the Investigations Subcommittee of the Veterans' Affairs Committee.

Allan Swift: not to be misread by his background as an unabashed ally of broadcasting

Next to Chairman Lionel Van Deerlin, a former broadcast newsman, freshman Representative Allan Swift (D-Wash.) is the closest thing broadcasters have to one of their own on the Communications Subcommittee. But Mr. Swift, a 25-year broadcast veteran who was most recently in the medium as director of news and public affairs at KVOs-TV Bellingham, Wash., doesn't see himself as a broadcast spokesman. In fact, on hearing some of his ideas, it becomes clear the congressman harbors no knee-jerk allegiance to the industry.

Mr. Swift requested assignment to the Communications Subcommittee, because, he says, "I really wanted to get my fingers in the Communications Act rewrite." He has some very definite ideas about the present state of broadcasting, which he can summarize in one-two-three fashion.

One, he says, "I don't think the industry takes as seriously as it should its responsibility to serve the public." There are notable exceptions, he allows, but in the main, broadcasters "get their licenses renewed, then determine what is the minimum amount of public service they can do."

Two, he says, "the federal government has been about as ineffective as it could be in trying to encourage service to the public." Speaking from the experience of doing ascertainment surveys for KVOs-TV, he attacks forced ascertainment as an "extraordinarily wasteful, nonproductive kind of thing." In his opinion, "any station doing a half-way job is going to do programing on major problems."

Experienced with ascertainment and other forms of what he calls "inept regulation," Congressman Swift says, "I some-



Swift

times wonder if anybody at the FCC has ever been in a radio or TV station."

Three, he says, the regulatory structure has spawned a movement of consumer groups "that take quixotic charges at the windmill that is broadcasting." The consumer groups are not inherently bad, he says, and are often in the right. He doesn't disagree, for instance, with their criticisms about children's programing. "Have you ever watched Saturday-morning programing?" he asks. "My God, it'll turn your brain to clay."

The problem with the consumer groups, however, he says, is that their solutions are confused. The children's advertising controversy is to him a "classic example." On the one hand the consumerists argue for more programing, but on the other, they want to remove the advertising, the means of paying for that programing.

But that takes him straight to the root of his complaint, he says—money and how to support programs that aren't popular enough to support themselves. News can pay for itself, Mr. Swift notes. But children's programing and public affairs cannot. He offers a solution, emphasizing that it is just one idea of his: Require certain levels of expenditure on public affairs programing—"X% of net or profit on X% local programing," he says.

When questioned about the idea, he agrees that broadcasters would resist it. "But damn it, it's a licensed public utility," Mr. Swift says of broadcasting. "Under our system you get to operate that utility for as much as you make . . . But broadcasters have more responsibilities than other businesses."


The congressman doesn't yet have a reaction to specific provisions of the Communications Act rewrite. He says he wants to think about the license fee and isn't sure whether it is a good idea to alter the fairness doctrine.

Representative Swift remains a "fan" of broadcasting—he is an expert at radio minutiae—but he has other priorities in Congress.

Administrative assistant for five years to Lloyd Meeds (D-Wash.), whom he succeeds, he is deeply involved in the energy problems of the Pacific Northwest.

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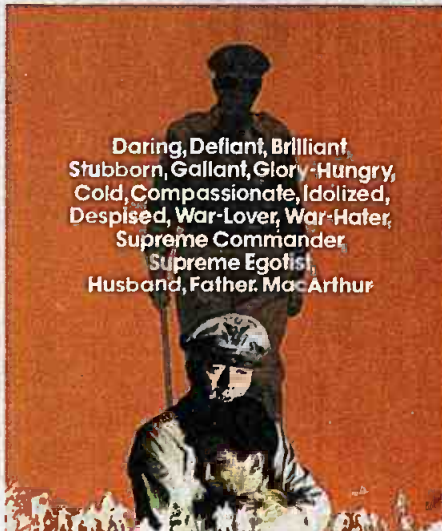
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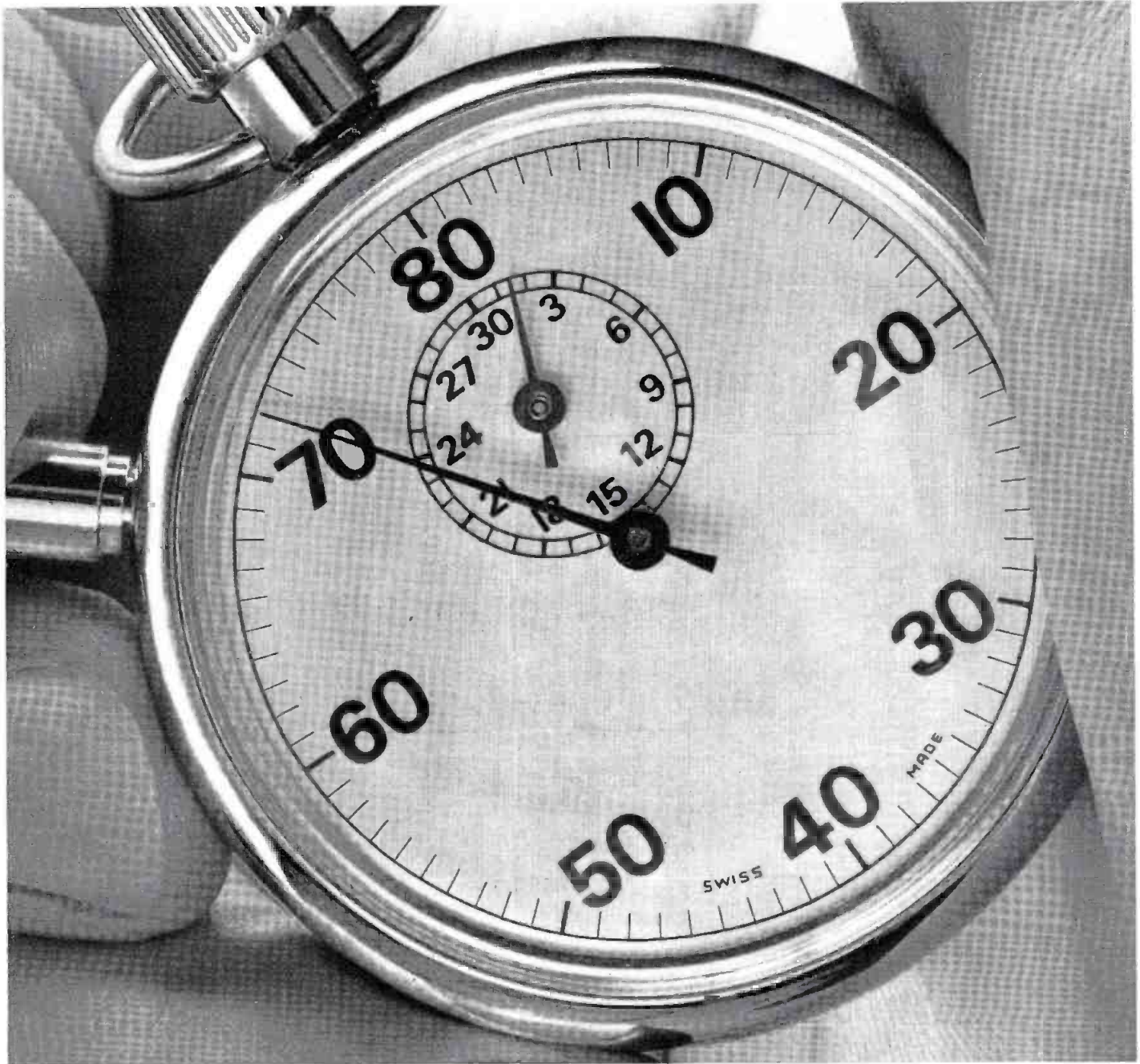
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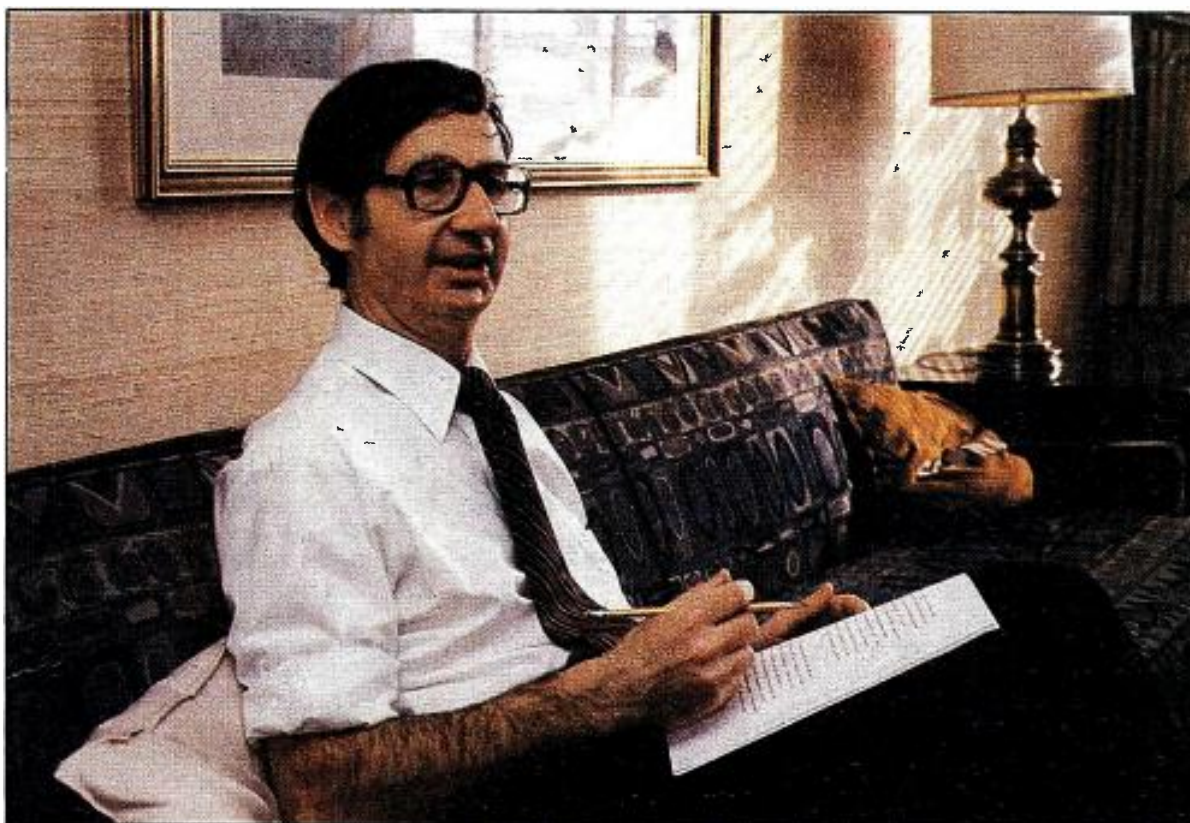
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Fifth Estate



Geller as guru

Seeding the clouds of telecommunications policy

Telecommunications policymaking has long since become a high stakes game in Washington. The regulatory framework in which telecommunications has developed seems no longer suited for dealing with radio and television alongside satellites, electronic mail, cable television and the competitive forces at work in that redoubt of regulated monopoly, the common carrier field. The House Communications Subcommittee has been attempting to reshape basic policy to deal with these matters through a rewrite of the Communications Act. The Nixon administration attempted to take the lead in such matters through the Office of Telecommunications Policy; it failed. President Carter is trying with a new outfit—the National Telecommunications and Information Administration. To head it—as an assistant secretary of commerce—he has picked an old hand, with, it seems, a lot of new ideas.

Henry Geller, the old New Frontiersman from the FCC, tutor to a generation of public interest lawyers and a constant contributor to the shaping of telecommunications policy over three decades, is back in the decision-making loop. He has returned from his personal Elba—tours with Rand Corp. and the Aspen Institute Program on Communications and Society—to a high government position where, with the backing of some 400 lawyers, engineers, economists and other support troops, he can affect policy. He is doing what he can to make the most of it.

The past 12 months—including three when the new National Telecommunications and Information Administration was still in the process of creation and Mr. Geller was serving as a consultant to the Department of Commerce—have been active ones. Some 30 pleadings have been filed with the FCC, either urging actions on it or commenting on the proposals of others. He or aides have testified before Congress on such matters as the Communications Act rewrite and public television financing. NTIA has been deeply involved in preparations for the World Administrative Radio Conference to be held in Geneva in the fall. Not to speak of the basic, day-to-day functions, such as managing the government side of the electromagnetic spectrum and coordinating the telecommunications activities of the executive branch. (And although broadcasting remains the field with which he seems to

be most closely identified, common carrier matters demand most of NTIA's time and resources.

The job suits the man. "I want to work on important policy matters, to have as much say as I can . . . and I feel I'm doing worthwhile work in the field," he says. And as he also says, the issues are "fascinating," as Representative Lionel Van Deerlin's (D-Calif.) rewrite of the Communications Act forces a review of long-held policy views. Deregulation of broadcasting seems to be coming with a rush—with Mr. Geller, the old, hard-nosed regulator, in the vanguard—while common carrier policy is in transition from one of regulated monopoly to competition.

But, as Mr. Geller notes, his is not the last word—despite his designation as principal adviser (through the secretary of commerce) to the President on telecommunications matters. "That will get your arguments listened to," he says. "But if you want to affect telecommunications policy in the private sector, you can do that a lot better if you are chairman of the FCC or a Senator Hollings [Ernest F., chairman of the Senate Communications Subcommittee] or a Representative Van Deerlin [chairman of the House Communications Subcommittee] than by being head of NTIA. We depend solely on the cogency of our arguments."

For all of the work NTIA has already done, it is still too early to assess its influence. But it is the view of many in Washington that Mr. Geller was a wise choice as the first person to head NTIA, which was formed out of the White House's old Office of Telecommunications Policy and Commerce's Office of Telecommunications.

Over the years, he has developed a reputation—to use an overworked word but one that is often associated with him—as a "brilliant" communications lawyer and tactician in the making of policy. Former FCC Chairman Dean Burch, whose service Mr. Geller left six years ago, still regards him with some awe. "His knowledge of communications law was almost encyclopedic, almost scary," Mr. Burch says. "I suspect he could sit down and write a rewrite of the Communications Act without looking at a note, if he really had to."

More than that, he was and is regarded still as "a creative lawyer," as old friend Harry Plotkin, a partner in Arent, Fox, Kintner, Plotkin & Kahn, puts it. Mr. Plotkin, as an FCC assistant general counsel in 1949, recommended that the commission hire Mr. Geller, then fresh out of Northwestern University Law School, and has maintained a close relationship with him ever since.

One of Mr. Geller's guiding principles as FCC general counsel was never to admit doubt as to the commission's authority to act in an area, and he never shrank from urging the commission to break new ground—usually after he had developed a new legal rationale to justify it. He was the leading figure, for instance, in shaping commission cable television and fairness doctrine policy (typically, some would say, he would now like to see policy in both those areas changed), in the commission decision to require countercommercials warning of the hazards of cigarette smoking, and in drafting rules barring broadcasters from discriminating in employment on the basis of race. He also played a major role in common carrier matters—in helping to draft policy that, after passage of the Communications Satellite Act, permitted early establishment of international communications satellite service, and in preparing the order subjecting AT&T to its first-ever, on-the-record, rate hearing.

One incident that seems to sum up for Mr. Burch some of Mr. Geller's special skills—his creativity, knowledge of the law and ability to work with dazzling speed—occurred in 1970, when broadcasters, the FCC and Congress were worried about the possible effect on industry "stability" of the WHDH case, in which WHDH-TV Boston had lost its license to what eventually became WCVB-TV. Then-Senator John O. Pastore (D-R.I.) had run into serious political problems with a bill he had introduced to afford broadcasters protection against challenges at renewal time, and had asked Mr. Burch for help.

"I discussed it with Henry one night at a party at my house,"

Mr. Burch recalled. "He said we could do the job with a policy statement. He then wrote the 1970 policy statement in longhand, had the draft on my desk in a day or so, and there were no more than half a dozen editorial changes. He even knew the citations of the cases he relied on—at least the volume numbers, not the pages—and that was essentially the way it was adopted."

(The statement, however, did not pass court review. The U.S. Court of Appeals in Washington ruled that, in providing that an incumbent in a comparative hearing need establish only that its record was "strong, solid" to secure renewal, the commission was violating the challenger's right to a full hearing. To this day Mr. Geller insists the court misread the law, not he. Indeed, Mr. Geller is pressing the idea again, in a petition urging the commission to state that a comparative renewal hearing can end once the commission determines an incumbent's record is "meritorious." And he is tying that proposal to another of his old ideas—that the commission establish percentage guidelines for determining whether service in local and informational programming—two "bedrock" areas—constitutes a "meritorious" record.)

Such virtuosity did not go unremarked. Commissioner Robert E. Lee, with as much affection as respect, would announce Mr. Geller's entrance into a commission meeting with, "Here comes Mr. Slick." On the other hand, then-Commissioner Lee Loevinger, whose denunciations of Mr. Geller and his works in the privacy of pre-sunshine FCC meetings were well known, would growl, "You think all you have to do is utter the words 'public interest' and you can do anything."

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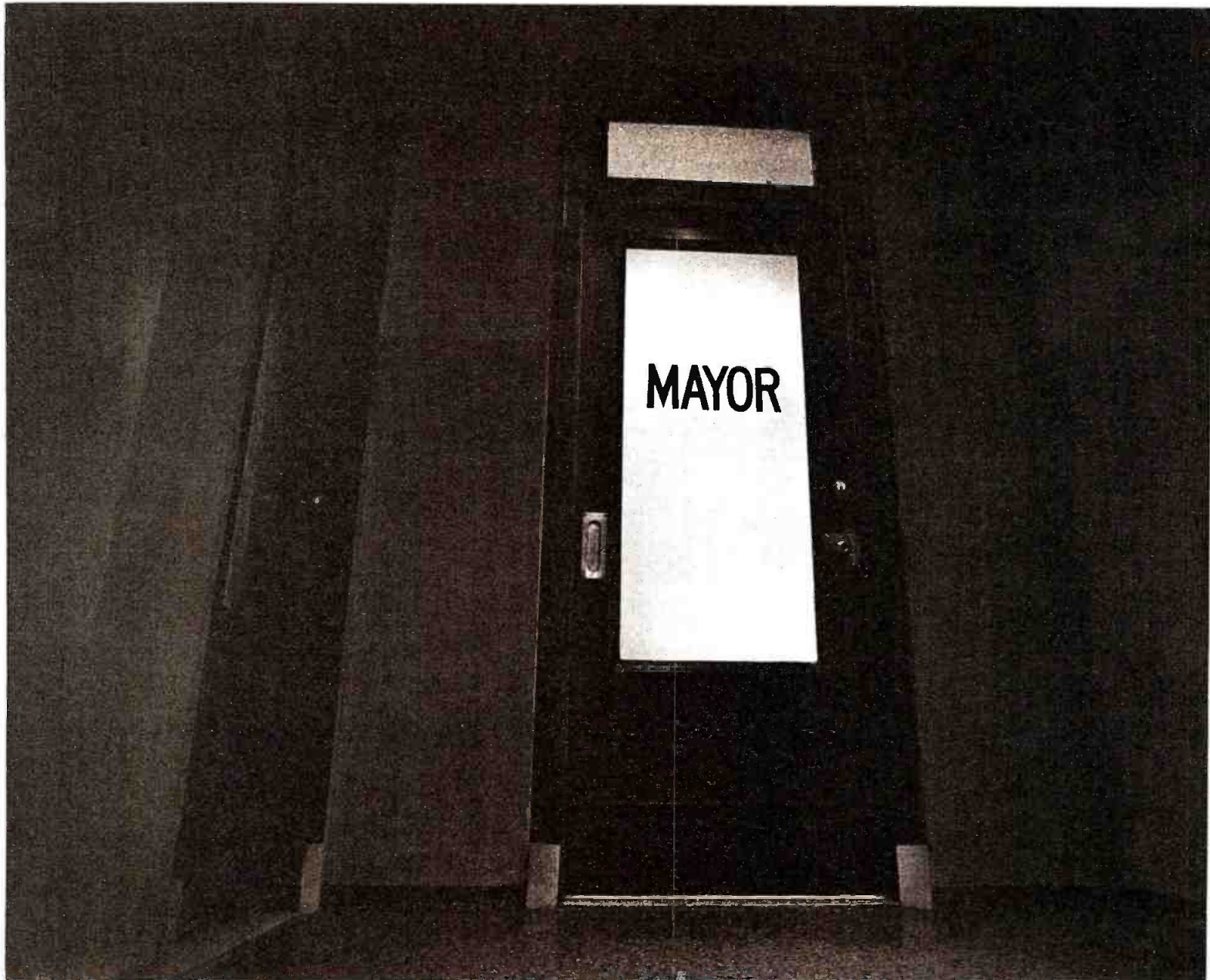
Mr. Geller's record is probably not the kind that can be compiled by strictly conventional methods. His old friend, Mr. Plotkin, does not resist the notion that Mr. Geller is his ideological heir, except to say that he is "Old Testament" in his approach to right and wrong, and Mr. Geller is not. "While Henry is committed to principle, he doesn't let orthodoxy get in the way of achieving a result," said Mr. Plotkin. "He's able to bend a little bit." A colleague of Mr. Geller's at the commission who could not be considered a friend once put the thought less generously: "Henry does not suffer from an ends-means dilemma."

Those who have followed his career say there is more to Mr. Geller's current success than his skills as a lawyer and a prodigious capacity for work. Indeed, in a town where jealousy and ambition provide much of the motive power, such a reputation could prove a hindrance, particularly in a job that offers little political leverage.

Erwin Krasnow, general counsel of the National Association of Broadcasters and a long-time friend, describes Mr. Geller's extra dimension in this manner: "He's such a personable guy, and so nice. I think his personality has a lot to do with the fact that his ideas are accepted." Others are not even that restrained. Harry M. (Chip) Shooshan, chief counsel of the House Communications Subcommittee, regards Mr. Geller as "one of the warmest, most decent people I've ever worked with," qualities that make him "close to unique in Washington." Mr. Shooshan had recruited Mr. Geller for assistance on an FCC reform bill he wrote for the late Representative Torbert Macdonald (D-Mass.) in 1974 and for the subcommittee's study of cable television regulation, in 1975.

And David Solomon, deputy assistant secretary of defense for telecommunications, normally as jealous and as fearsome as a mother bear worrying about her cubs where DOD's telecommunications interests are concerned, says of Mr. Geller: "He's a good, honest, sincere man. We love him over here."

Then, too, NTIA under Henry Geller seems to look good by comparison with OTP under Clay T. Whitehead, its first director. Mr. Whitehead, who made a number of speeches and statements proclaiming OTP's dominance among executive branch agencies in telecommunications policy matters, "seemed almost to be attempting to deify the office, to make it Olympian, and hand down orders to those dummies at the FCC," recalls Mr. Burch. And no



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one who knows Mr. Geller believes he would attempt to politicize NTIA, as Mr. Whitehead is regarded as having politicized OTP.

White House aides who drew up the plans to abolish OTP and place its functions, along with OT's, in the Commerce Department feel NTIA is functioning well. "Everyone in the White House is very happy with the way things are working," says Rick Neustadt, a member of the domestic policy staff. "And I say that with no reservation. Henry is occupying increasingly the most important leadership role on [telecommunications] issues of importance to the White House."

The view from Capitol Hill, however, is not quite the same. Even among those who might be considered Mr. Geller's fans—Mr. Shooshan and Representative Van Deerlin, for instance—there remains a strong element of doubt that NTIA—operating as a Department of Commerce unit—will have the influence it needs to be effective. The telecommunications policymaking function was "downgraded" when it was removed from the White House, said Mr. Van Deerlin. And one Senate source said that until the President indicates some interest in communications, everyone will "discount" NTIA.

However, there seems to be a readiness to give what might be called the Geller mystique a chance to work. "Henry by the force of being Henry can have a significant impact," said Mr. Shooshan.

But in a world where success is measured in terms of the support or power that can be marshalled, Mr. Geller's test will depend, not to put too fine a point on it, on how well he can "deliver" the White House on legislation.

Representative Van Deerlin said Mr. Geller was influential in urging the rewrite drafters to retain a provision requiring AT&T to dispose of Western Electric. Without that provision in the bill, the congressman said, telephone industry support of the measure would seem likely. But Mr. Geller thought the proposal should at

least be aired in hearings. And that, said Representative Van Deerlin, "is probably the way it will come out." He also said Mr. Geller's support was a factor in the decision to include the spectrum fee in the rewrite.

But, for a true measure of Mr. Geller's influence, he said, "We're going to have to wait for a few more things to happen"—reference to the question of whether Mr. Geller can organize an administration position on the rewrite. Until now, he has been speaking only for NTIA. Similarly, Mr. Shooshan said he was heartened to hear Mr. Geller say that if the rewrite fails it will not be for lack of administration support. "I hope," said Mr. Shooshan, "he can deliver." □

The Geller mystique, if it can be called that, seems to be a factor not only in high morale among NTIA personnel but also in what appears to be an emotional high within that agency. Aides say at least 50% of the professionals were attracted by the idea of working for Henry Geller. Mr. Geller does not get high marks for management—but his deputy, Paul Bortz, a physicist Mr. Geller recruited from the Denver Research Institute, does. Mr. Geller's strength is in generating enthusiasm and ideas, says Gregg Skall, NTIA chief counsel. And his acceptance of new ideas helps, too. "He's seeking the best ideas, and we have substantial internal debate before a position is adopted," says Mr. Bortz. "His ideas are challenged and reshaped." And Mr. Geller's capacity—and zest—for work continue to generate gee whiz comment. "He pitches in and drafts work himself; sometimes he'll do an original draft and ask you to review it," said one lawyer. "And he probably does as much work as all of the other supervisors in the place combined."

Mr. Geller is seen as assembling an effective team, with many of its members drawn from the think-tank world where he spent

May 8, 1978

Viacom International Inc.
has acquired the assets of television station

WVIT
New Britain-Hartford, Conn.

The undersigned initiated this transaction and assisted in the negotiations.

THE
TED HIEPBURN
COMPANY Cincinnati, Ohio

Sept. 15, 1978

Great Lakes Television Company
has completed the sale of the assets of Television Station

WSEE-TV
Erie, Pennsylvania

The undersigned initiated this transaction and represented the seller in the negotiations.

THE
TED HIEPBURN
COMPANY Cincinnati, Ohio

Nov. 27, 1978

A.V.C. Corporation
has completed the sale of the assets of its subsidiary

WPHL-TV
Philadelphia, PA.
to a subsidiary of
Providence Journal Company

The undersigned initiated this transaction and represented the seller in the negotiations.

THE
TED HIEPBURN
COMPANY Cincinnati, Ohio

Nov. 30, 1978

Horizons of Wisconsin
has completed the sale of the assets of

WAOW-TV WKOW-TV WXOW-TV
Wausau, WI Madison, WI La Crosse, WI
to
Liberty Communications, Inc.
of Eugene, Oregon

The undersigned initiated this transaction and represented the seller in the negotiations.

THE
TED HIEPBURN
COMPANY Cincinnati, Ohio

**Knowledge and ability
in UHF!**

*Pending
FCC approval
WDCA-TV
to be
acquired by
Taft Broadcasting
Company*

THE
TED HIEPBURN
COMPANY Cincinnati, Ohio

**IN THE TWELVE YEARS THAT
EMMYS HAVE BEEN AWARDED
FOR SPORTS PROGRAMMING,
THERE HAVE BEEN 43 AWARDS TO
NETWORK SPORTS DEPARTMENTS.
ABC SPORTS HAS WON 37,
CBS SPORTS 4, NBC SPORTS 2.**

BUT THIS YEAR, WE WON'T BE WINNING ANY.

ABC Sports withdrew from the 1978 Emmy Awards with deep regret and after much thoughtful consideration. Last year, to settle a dispute between the New York and Los Angeles Chapters of the Television Academy of Arts and Sciences, the two groups reached a compromise agreement which assigned the responsibility of awarding Emmys for entertainment programs to Los Angeles and gave New York the awards for daytime, news and sports programs. But the Network News Divisions had rejected the Emmy system previously and the daytime awards are presented in a separate daytime awards program. This effectively eliminated sports programming from any awards program on an equal basis with other parts of the industry.

Prior to this, sports had participated in a single national awards program that recognized excellence in the industry as a whole, and was not fractionalized as the result of internal disputes within the television academy. The decision which resulted in sports being assigned to a nonexistent New York-based awards program was reached by the Academy without prior consultation with the Network Sports Departments.

We at ABC Sports take great pride in our work and feel

that sports television is too important a part of this industry to be used as a bargaining chip to settle disputes. By this arbitrary decision which followed years of Academy confusion and indecision about the rules procedures, we feel that the significance of the Emmys for sports programming has been seriously eroded.

We are sorry to have to come to that conclusion. In the years ABC Sports participated, members of the Academy were more than generous. ABC Sports not only received the lion's share of the awards... **ABC Sports personnel won the astounding total of 296 Emmy statuettes.**

We are fortunate to have been so successful and we feel, as a result, most able to take this stand - the efforts of three major production organizations should be honored equally with their peers and failing that, should not support an empty and second class awards structure. We hope a way can be found for an Emmy award to mean something again and that ABC Sports again can be a proud participant. We also hope our colleagues at the other networks will reconsider their participation in these awards under the current situation.

ABC SPORTS 

RECOGNIZED AROUND THE WORLD AS
THE LEADER IN SPORTS TELEVISION.

several years before re-entering government. Besides Mr. Bortz, these include William Lucas, from Rand, who heads the Office of Telecommunications Applications; Leland Johnson, another Rand alumnus, who focuses on common carrier matters, and Forrest Chisman, from the Aspen Institute, who is in planning and coordination. Some of the staff is new to government. Stuart Broiman, a 1978 graduate of the University of California law school at Berkeley, for instance, is a special assistant to Mr. Geller. It would not be surprising if among these or others working at NTIA are individuals who will carry the Geller influence to other areas of government—as Mr. Geller is seen as carrying Mr. Plotkin's. The people who are rallying to the NTIA banner, after all, can be presumed to favor the Geller approach.

Certainly Mr. Geller hopes they stay in government work. "Government has the most interesting issues and the most important work," he says. "On the outside, every once in a while your work [as a lawyer] can be just as important, but it varies. You can also be just trying to get another stupid transfer through. Of course, a lawyer has every right to get a transfer through, but most of those transfers don't mean much." As for comparative hearings: "God! No mature, responsible human being should get involved in hearings that go on for years and years." Of course,

Aide for all seasons—and persuasions



1965: with FCC Chairman Henry



1969: with FCC Chairman Hyde (l) (and FCC's Howard Kitzmiller)



1970: with FCC Chairman Burch

he adds quickly, "an applicant is entitled to representation—but we'd like to get rid of the comparative hearing" (BROADCASTING, Jan. 29).

Because of Mr. Geller's background with the commission and what was perceived to be his sympathy for their cause, public interest lawyers began calling on Mr. Geller for help after he left the FCC in 1973. Indeed, he joined the board of the Citizens Communications Center almost immediately, and soon became its chairman. But his interest was not in merely presiding over board meetings. He helped write briefs the center filed in behalf of citizen groups and offered suggestions on approaches. It was his idea, for instance, to attack the FCC's media crossownership rule on the ground that the refusal to order the break-up of existing crossownerships was "arbitrary." (The position prevailed in the U.S. Court of Appeals in Washington, but not in the Supreme Court.) He urged Citizens to appeal the commission's pay cable rules, and he himself petitioned the court to set aside the rules on the ground that the commission did not observe the *ex parte* restrictions in promulgating them. (The court not only agreed with Mr. Geller's argument, but went on to propose guidelines for restricting *ex parte* contacts that were stricter even than Mr. Geller thinks wise.) And he represented the Committee for Open Media in arguing that FCC Chairman Richard E. Wiley had exceeded his authority in persuading broadcasters to agree on the family viewing concept.

Mr. Geller, says Edward Kuhlman, a lawyer at Citizens who had worked for Mr. Geller when he was FCC general counsel, was a valuable resource for the citizen movement and had a "significant impact" on the projects that public interest lawyers undertook. "No one knew as much communications law as he," Mr. Kuhlman said. "He would be asked what the commission did on certain matters, and he would fire off half a dozen citations. And, with others at Rand, he put out a series of policy papers that served as a focus for people in the movement."

However, Mr. Geller did not go unchallenged. "We didn't take as gospel what he said. We would argue with him often, and sometimes he'd change his mind," Mr. Kuhlman said. "But everybody looked to him for advice."

□

If his role in the citizen movement—now ended—or even as a somewhat idealized leader at NTIA qualifies Mr. Geller as a guru, he's probably the kind Charles Schulz would create. He may be, indeed, the least prepossessing assistant secretary in the government.

At 55—he had a birthday on Feb. 14—Mr. Geller no longer looks like a graduate student on an urban campus, as he did 10 years ago. But he talks that way. Speaking of a victory in court, he will say, "We killed 'em."

And although he is more clothes-conscious than he was when at the commission—on attaining his new prominence in government, his wife made him buy two new suits—tailoring is not, as they say, what he's into. On a cold winter day, the rumpled Mr. Geller can be seen striding along the Washington streets with a wool ski cap pulled down over his head. To anyone who might comment, he says, simply, "It's warm."

Nor are business lunches Mr. Geller's thing. Generally, he lunches in his office on a few pieces of fruit—an apple and orange, usually, or a banana. If a staff member wanders in during lunch, Mr. Geller will offer to share an orange.

(Once a week, however, on Wednesday, as he has for a dozen or so years, he drops in at the Peking Restaurant, on 15th Street, for lunch with old friends. Mr. Plotkin; Martin Levy, deputy chief of the FCC's Broadcast Bureau; Daniel Ohlbaum, a member of the commission's review board, and Jim Juntilla, chief of the Common Carrier Bureau's hearing division, are almost always present, and Howard Monderer, NBC Washington counsel, and Mr. Krasnow show up frequently. But even the Peking luncheons are not typical of the Washington credit card circuit. No drinks are consumed, Mr. Plotkin or Mr. Geller usually orders for everyone, and the talk consists of high level [i.e. informed] gossip, instant

WE REACH SPANISH AMERICANS BECAUSE WE DO MORE THAN TOUCH ON HISPANIC CULTURE.

WOR-LATIN, NEW YORK is the only regularly scheduled, prime time, VHF series in New York aimed at the over 2½ million Spanish Americans that live in the area.

Because WOR-LATIN, NEW YORK is tuned to the special needs, priorities, trends and culture of the Hispanic community, the Hispanic community is tuned to us.

WOR-LATIN, NEW YORK was born out of extensive discussions between WOR-TV executives, host/producer Alva Schollianos and the leaders of the Latin community. It has been on WOR-TV Channel 9 for 2½ years.

During that time (a) Governor Hugh Carey has responded to questions on New York State's position on Hispanic affairs, (b) Governor Carlos Romero Barcelo of Puerto Rico expressed his concern over migrant farm labor, (c) Lucia Ramierez, President of the National Conference of Puerto Rican Women spoke on Hispanic Women's response to today's social and political changes, and (d) Stephen Aiello, President of the Board of Education explored public education's priorities for the Latin community.

The Latin contribution to the arts hasn't been overlooked. Painters, sculptors, dancers and musical performers have all been highlighted. In fact, the series has drawn so much interest and support from the community there is now a special telecast on Sunday mornings.



WOR-TV

WE DO MORE THAN REACH PEOPLE. WE TOUCH PEOPLE.

RIK@
TELEVISION

analyses of the latest court opinion involving communications matters, or commission or executive branch communications policies. The food is eaten, costs are allocated by Mr. Plotkin and everyone is on his way back to the office in about an hour.)

If Mr. Geller has a weakness, it is for chocolate, particularly the dark kind put out under the Kron brand. He will buy a one-pound box of Kron, which costs \$10, nibble away at it over a period of time, small slice by small slice. "I am," he confesses, "a chocaholic."

But Mr. Geller, who is trim, apparently need have no fear of putting on weight. He burns calories at a furious pace. He not only takes work home after a 12-hour day; he seems never to be not working. A staff member who wants to discuss a matter with Mr. Geller and happens to catch him as he is leaving his office will be invited to talk on the way to the elevator of the building at 1800 G Street, in which NTIA is located. "I've wound up at Connecticut and K after one of those meetings with Henry," said one staff member.

Mr. Geller even makes the most of his jogging time. True to non-form, he is not the typical runner. After arriving at the office at 7 a.m., he shucks his jacket and shoes, turns on the television set to *Today*, and runs up and down the length of his office, watching what he would call the "substantive" portions of the show. When the commercials come on, he breaks out into the deserted hallways.

□

For most of his years in government, Mr. Geller was regarded as a stalwart liberal, which translated into tough regulator. Railing against Henry Geller was an obligatory action by any member of the establishment. But today, the establishmentarians, although still cautious, see in him—easy now—an ally who would dismantle much of the regulatory framework he helped to create and defended so well for so many years. On the other hand, it is the citizen groups—presumed to be his natural constituency—who are puzzled, hurt and in some cases angry at the positions he is staking out.

In his role as the President's principal adviser on telecommunications policy matters, he is calling for elimination of the public interest standard—initially, at least, for radio in the major markets, possibly later for television. In its place, he would impose a 2% fee on gross revenues and use the revenues to accomplish public interest goals—perhaps for funding cultural and other programs on public television, or for aiding minorities who want to enter the ranks of broadcast ownership. And if there is to be a fairness doctrine, he would urge that the commission abandon its present case-by-case approach and consider complaints only at renewal time.

Like so many of the ideas he is advancing these days, the one involving the fairness doctrine is not new. He has been pressing it on the commission for almost a decade, as a means of avoiding the intrusion into broadcasters' journalistic decisions he says the case-by-case approach requires.

His arguments, of course, are freighted with irony. Originally, the commission *did* consider fairness complaints only at renewal time; it switched to the case-by-case approach in the early 1960's at the urging of some bright young lawyers, including one named Henry Geller. ("It's time," he says, "to walk the cat back.")

Indeed, Mr. Geller is also the principal author of the commission's personal attack and political editorial rules. And he is not happy with them, either. "I no longer like that way of proceeding. I think I was wrong."

Mr. Geller says he began feeling uncomfortable with commission policy in such matters in 1968. "I simply decided that as a guy who was deeply involved in fairness, I was deeply involved in daily broadcast journalism, and became worried about it." And in a series of cases involving alleged news staging beginning with CBS's *Hunger in America*, in 1969 (BROADCASTING, Oct. 20, 1969), the commission began edging away from an overseer's role. It said it was not a censor and, barring explicit evidence of impropriety on the part of top licensee or newsroom manage-

ment, it would not attempt to be an arbiter of truth.

The reason for his change of mind regarding regulation generally is similar. (As Mr. Plotkin, who also was a hard-nosed regulator in his FCC days, says, "The eternal verities change.")

"When I came into government," Mr. Geller said in an interview, "I was a regulator and an activist. I wanted to do things by regulation. That's what attracted me to government. You act in the public interest." But over the years, he added, he has seen that regulation is an imperfect instrument, at best. Now he is convinced that the answer lies in "structure."

"When I say that a broadcaster is not a public trustee, I'm not being derogatory. As Van Deerlin says, 'Cats will chase birds.' If you set up a commercial structure, in which broadcasters have stockholders and have competition, it will produce programs designed to attract large audiences. And the system does that, magnificently. . . . But when you try to get broadcasters to act against their interests and tell them, say, that if there is a program on the Potomac River they should put it on at a time when it will reach the maximum audience, you're regulating like mad. They're not motivated to do that.

"So what I'm saying is: 'Aren't you better off setting up a structure that will work for you?' Determine goals, and let the guy go. What's the harm? But tell him: 'I'll take the money [the 2% fee on gross revenues] and use it to achieve my goals.' Isn't that better, not only from the standpoint of efficacy but from the standpoint of avoiding First Amendment costs?"

What of television licensees, who he does not feel can be freed of the public interest obligation, at least for the time being? "There is no good solution," he said in a speech to the International Radio and Television Society last month. "Rather, we must look for the best solution." His answer: Employ percentage guidelines as a spur to providing informational and local programming, the kind of programming he feels the statutory and commission allocations scheme calls for.

But Mr. Geller's concern with structure does not stop with allowing cats to chase birds. NTIA has been recommending actions that would create considerably more competition, as well as opportunities for minorities to enter the ranks of broadcasting, in radio and television. And he notes that deregulation is something of a misnomer: Abandoning the public interest standard would not, in his view, mean abandonment of such things as multiple ownership and equal employment opportunity rules, or bans on rigged quiz shows and lotteries.

Mr. Geller does not apologize for the hard-nosed approach to regulation under the existing system. "If you have a public trustee system, you have to make it as objective and effective as possible. I still believe that. And if we get a WLBT"—the Jackson, Miss., television station whose stance toward the fairness doctrine in matters involving race and refusal to consider the needs of the substantial black population in its area won it the distinction of being the first target of a petition to deny filed by a citizen group—"I'll kill 'em," he said with some feeling.

Nevertheless, his views on deregulation are not being accepted by the citizen groups. Citizens' Ed Kuhlman, who still counts himself a good friend, does not agree with the notion of substituting a 2% fee for a public interest obligation. "I don't think you can sell off the public's First Amendment rights," he says.

Mr. Geller's change of heart in regulatory matters is not limited to broadcasting. For years, he has been criticizing the commission's cable television rules—to the discomfiture of some, like former Chairman Richard E. Wiley, who note that he had a hand in writing them. But here, too, Mr. Geller suggests, the change may not be as clear-cut as it seems.

Yes, he concedes, the 1966 and 1967 cable rules he drafted were about as restrictive as could be devised by the mind of man. "But," he says, "I always thought the copyright owner was the key. We thought cable would lose the copyright case then in court, that cable would then be forced to compete for programming in the marketplace and we could waste away our rules." He proved to be a bad prognosticator; cable won the suit. (Some long-time observers of the FCC may find that explanation a little

THE ANYTIMERS

TOM AND JERRY IN THE MORNING

The Number One cartoon show of last season is still going strong in markets airing weekday mornings, leading its time period in such major markets as Los Angeles (31 share) and Detroit (31 share).

TOM AND JERRY IN THE AFTERNOON

A weekday winner in early fringe as well! TOM AND JERRY carries its time period in Washington, D.C. (24 share), Minneapolis-St. Paul (50 share), Cincinnati (29 share), Nashville (40 share), Greensboro-Winston Salem-Highpoint (43 share), Syracuse (40 share), Albuquerque (36 share). And, in Chicago, TOM AND JERRY is tied for the leading position.

TOM AND JERRY IN THE EVENING

Who said cartoons were just for children? In the two markets where TOM AND JERRY had their prime-access debut, they captured the time period away from several adult-oriented game shows and sitcoms: in Cleveland, Monday-Friday, 7:30 PM (21.0 rating — 37 share), in Rochester, Thursday, 7:30 PM (15.8 rating — 31 share).

TOM AND JERRY, ANYTIME!



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pat. But Mr. Burch, who was chairman when the subsequent—and more liberal—1972 rules were being drafted, says of Mr. Geller's role: "His views were neither pro-cable nor pro-broadcasting. His view was, 'Let's strip away some of the silly rhetoric and see what the problems really are.' Henry's primary goal was, I think, to protect the copyright owner, who somehow had never become much of a factor in our deliberations." For the record, Mr. Geller insists he did not have the dominant role in drafting the 1972 rules, and Mr. Burch agrees.)

Mr. Geller still regards the copyright owner as the "key." NTIA has dusted off another of his old ideas—one proposed by the commission in 1968—and is suggesting that the FCC adopt rules, or Congress a law, requiring cable systems to obtain retransmission consent before importing syndicated programing from a distant station. Adoption of that requirement would permit elimination of the syndicated exclusivity rule (BROADCASTING, Feb. 12). He says the compulsory license provided for in the copyright act does not place cable in the marketplace competing for programing.

The bombardment of ideas—some old, some new—that Mr. Geller has laid down in the past several months, and the real and apparent changes in long-held positions may be imposing a cost on Mr. Geller, at least in terms of a clearly defined image. There are those who say they no longer understand Mr. Geller. Taking that uncertainty a step further leads to a question of commitment. As one observer put it, "The problem with Henry Geller's ideas is that you have to wait 15 years to see if he still believes them."

Mr. Geller, however, refuses to be tied to ideas he no longer believes work. "I've been wrong any number of times in the past," he says. "I think it's a strength to change your mind." And among those on his staff new to government, Mr. Geller's approach to new ideas is what sets him apart from much of the bureaucracy. "He does not feel it necessary to hold on to old

ideas and old ways of doing things; that's why he can keep up with new thoughts—and that's what makes it rewarding for young people to work for him."

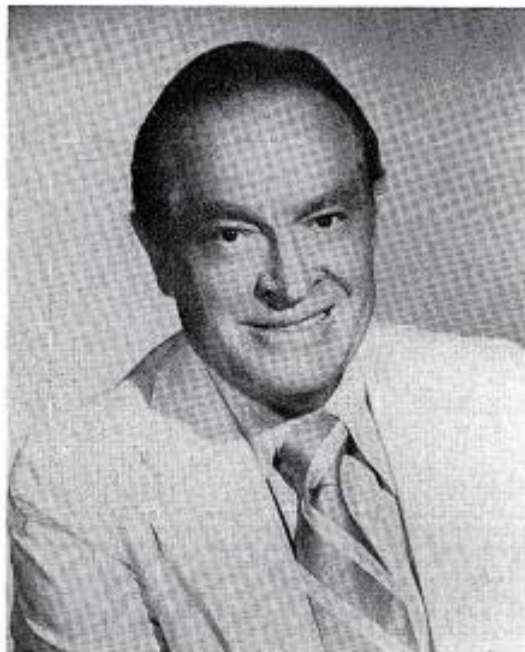
□

Mr. Geller and his wife, Judy, live in suburban Alexandria, Va., in a house Mrs. Geller, a psychologist by profession but an artist by creative urge, has decorated in Japanese modern. As Mr. Geller recalls their meeting 24 years ago: "It was a blind date. A mutual friend introduced us. He told Judy he could introduce her to one of four friends—one who was rich, one who was handsome, one who was bright and one who had a green convertible. She chose me—the one with the green convertible." The couple has two children, Kathryn Ann, 21 and Peter Russell, 19.

By the time Mr. Geller was courting Judy Foelak of New York in his green convertible, he was in his second tour with the FCC. He—along with Daniel Ohlbaum and Robert Greenberg, now with the Common Carrier Bureau's international programs staff—had been hired in 1949 largely on the recommendation of Mr. Plotkin. Mr. Geller's first choice had been the Department of Justice's Antitrust Division, but, he says—somewhat regretfully even today—"You needed political drag to get in there; the Truman Justice Department was awful." And he had a letter of introduction that a law school professor, Willard Wirtz (who was later to become secretary of labor in the Kennedy cabinet) had written to Mr. Plotkin, an old Harvard classmate. After a year, Mr. Geller transferred to the National Labor Relations Board staff, to get courtroom experience. And in 1951, he served as clerk to an Illinois Supreme Court judge, rejoining the FCC in 1952.

Mr. Geller is of the "class of '46," one of the World War II veterans discharged that year. He had served in the Pacific and, after the war ended, in Japan as a sergeant in the medical corps. (In Japan, he would up providing essential service for an army of

Southern Baptist Radio and Television Commission's Distinguished Communications Medal



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When Bob Hope receives the Distinguished Communications Medal, the highest award that we give, it is our way of saying, "Thanks, Bob, for the memory."

And thanks, too, for . . .

The countless times you've encouraged our fighting men,
And the times you've helped us smile through our tears,
And for the gifts you've given us through all your humanitarian efforts.

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There are sure to be questions on Proposition 13, mass transportation, economic opportunity,

drug abuse and energy policy.

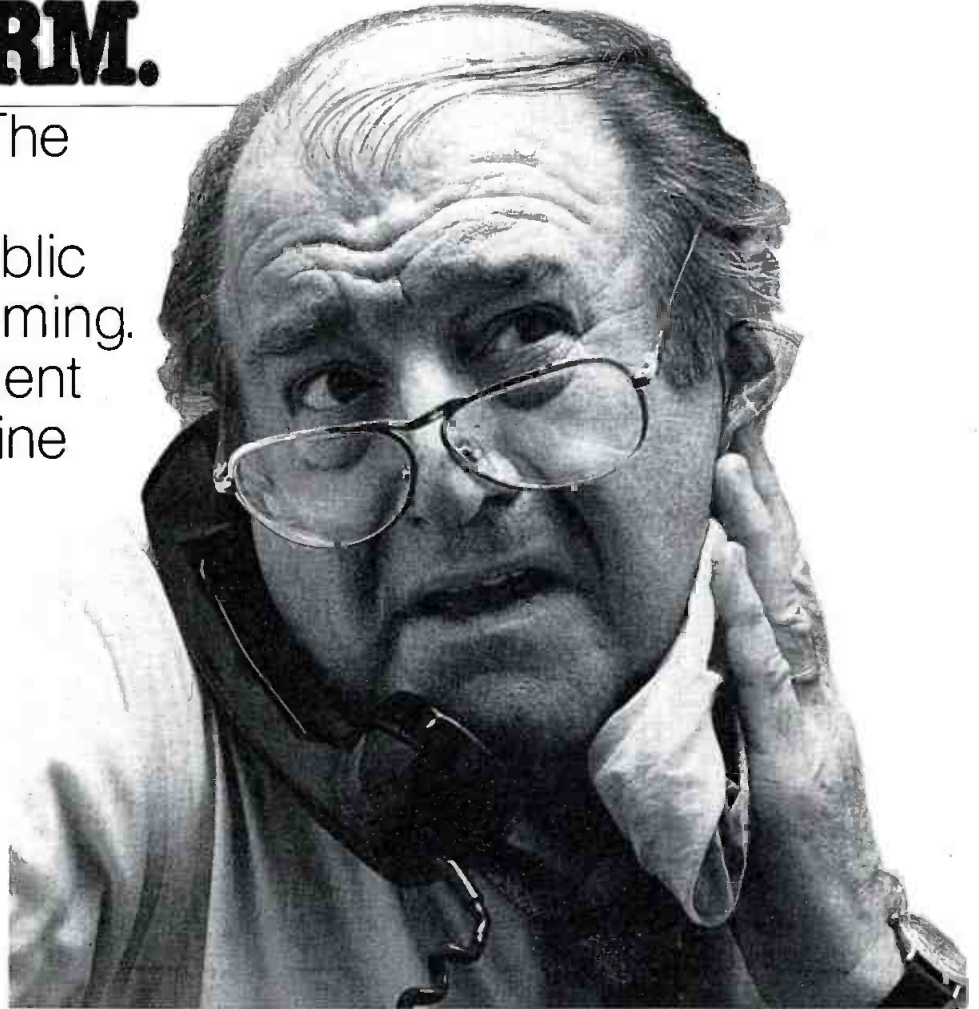
'Government On The Line' is a refreshing change from the canned political statement and bland pre-recorded interview that's become typical TV fare.

We are expecting thousands of tough, honest questions from our viewers. And we hope more than a few candid answers.


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occupation: He ran Kahn and Wasserman tests for venereal disease, and analyzed the liquor the officers were buying to make sure it didn't pack the kind of wallop that could cause blindness.)

Mr. Geller, who had grown up in Detroit, where his father was a builder and where he had lived a comfortable middle-class life—he played tennis for Central High School and worked his way at plays and concerts as an usher—had earned his BS from the University of Michigan in October 1943. But even after returning from service, he was not sure what he wanted to do.

In college, he had majored in chemistry, and after entering Northwestern University Graduate School, resumed studies in that field. But he was not comfortable. "You need a lot of patience," he says; experiments can't be rushed.

"Every time I got to the Black Hawk bar, I'd run into University of Chicago law students, and I'd ask how they managed to find so much free time. They'd say that law school was the easiest graduate school; they give only one exam for each course at the end of 15 weeks, and don't trouble you in between." For a graduate student uncertain of his future, law school sounded irresistible. Mr. Geller transferred to law, and found he had not been misinformed.

"I had a ball. I was on the GI Bill, and I had three years of the greatest pleasure I've ever had. I played bridge, tennis, golf, you



Socratic dialogue. Henry Geller brown-bagging it with the National Citizens Committee for Broadcasting.

name it. There's nothing like law school." True, there were those exams, and he took them seriously, "A week before the exams, I'd get up at 7 a.m. and work until midnight, and I'd work my tail off. I used to try the same thing when I took integral calculus, and it was a disaster. You can't do integral calculus overnight, but you can do law." He finished second in his class.

Mr. Geller and telecommunications policymaking did not really come together until 1961. In 1957, he had left the commission a second time, this time with Mr. Ohlbaum, out of despair over commission decisions in a series of television comparative hearing cases. For the next four years he and Mr. Ohlbaum toiled with some satisfaction in the Eisenhower Justice Department's Anti-trust Division. Then, John Kennedy was elected President, and appointed Newton Minow chairman of the FCC. Mr. Minow knew Mr. Geller from law school.

"I thought Henry was the smartest guy in law school," said Mr. Minow (who graduated first in his class a year later). "He was a movie nut. He'd go to three movies a day, and never hit the books until a week before exams, and then come out at the top of his class . . . We'd kept in touch after law school, and when I was appointed, I called him and told him, 'You can have any job you want. I need you.'"

Mr. Geller returned to the commission as deputy general counsel, and played a major role during Mr. Minow's two years as chairman. "He helped me in many ways," Mr. Minow says. "He was an extension of my own office." But Mr. Geller's judgment was not always followed. Mr. Minow recalls that when he was preparing the maiden speech he was to deliver to the National Association of Broadcasters convention, in Washington in 1961, "Henry advised me not to say 'vast wasteland.'"

Mr. Geller was named general counsel by Mr. Minow's suc-

cessor, E. William Henry, in 1964. When Rosel Hyde, a Republican commissioner, was elevated to the chairmanship by President Johnson in 1966, he kept Mr. Geller, even though their views could not have been more dissimilar. And Dean Burch, Richard Nixon's first chairman, who arrived on Oct. 31, 1969, also found him a loyal aide. He retained Mr. Geller, initially, because he had no Republican replacement and because those with whom he had checked, including Mr. Minow, had advised him that Mr. Geller was, as Mr. Burch put it, "straight as a string" and that he could be trusted. After the two had worked together for a while, Mr. Burch found the arrangement so satisfactory he was reluctant to change it. Political realities being what they were, however, he did. After scouting the field, he brought in Richard E. Wiley as general counsel, in 1971.

Mr. Geller remained with the commission for two more years, as a special assistant to Mr. Burch, then took retirement, in May 1973. Although the bond between Mr. Geller and Mr. Burch was strong, the commission was no longer as congenial, or as receptive to his ideas, as it had been in the Kennedy-Johnson years.

And although he might have commanded a large salary if he wanted to try private practice, the thought of nursing "stupid transfers" through the FCC or representing clients in comparative hearings that would continue until he was too old to care was not for him. He took a position with the Rand Corp., where he was to draw on his experience to write pieces on communications issues. And he did. Over the next three years, at Rand and, beginning in June 1975 at the Aspen Institute, he was the author or co-author of 16 articles.

But life away from the levers of government was frustrating. Mr. Geller began bombarding the commission with petitions, urging various courses on it; almost invariably, the commission denied them, and often those rejections were answered with court appeals. He lost some, won some. At least one is still pending. But he was not always at odds with the commission. He filed a petition, in behalf of the Aspen Institute, that led the commission in 1975 to scrap 10 years of precedent to rule that political debates are exempt from the equal time rule.

For Mr. Geller, writing the pieces he produced at Rand and at Aspen Institute and the petitions and court suits he filed (with the alleged client, in at least some cases, apparently merely willingly lending its name to a cause it felt should be pursued) served as a kind of therapy. But it also served a larger purpose. The articles and cases kept him in the public eye and established him, during the Nixon-Ford years, as a telecommunications expert in a shadow government that would assume power on a change in administrations.

When the change occurred, the opportunity came with the creation of the NTIA in the Commerce Department and the search that Commerce conducted for someone to head it. Mr. Geller's name was high on the list of candidates considered. And when he was finally chosen (over, among others, Chip Shooshan), the then-under secretary of commerce, Sidney Harman, who played a major role in the selection process, cited the importance of experience. "We don't have the luxury of contemplating this as a developing area of competence," he said. "We made the decision on the basis of maximum experience" (BROADCASTING, Oct. 10, 1977).

□

The selection of Henry Geller was an arresting one, and not only because it raised to subcabinet level a man who had spent most of his career rising through the ranks of the civil service. It put a new telecommunications agency into the hands of a man known less for his managerial skill or political connections or background than for his creativity, imagination and skill as a communications lawyer. And the office does not come equipped with political power. So in the testing time that lies ahead, the pressures and frustrations in dealing with Congress, the White House, other executive branch agencies and the FCC will be considerable. They may even be enough finally to define, for those who say they have lost the definition, the real Henry Geller. ■



On three nights in February on NBC, the full drama of this modern classic explodes on the screen.

Starring Natalie Wood, William Devane, Steve Railsback, Roy Thinnes, Joe Pantoliano. Special Guest Star, Kim Basinger. Special Appearance by Peter Boyle. And Andy Griffith as General Slater. Executive Producers, Harve Bennett and Harris Katleman. Produced and Directed by Buzz Kulik. Written by Don McGuire and Harold Gast. Directory of Photography, Gerald Perry Finnerman. Music Composed by Walter Scharf.

A Bennett/Katleman Production in association with


Columbia Pictures Television

When the dust settled, 'Elvis' was the king

In one of the fiercest fights for TV viewers, ABC had the winner, followed by CBS's GWTW and NBC's 'Cuckoo's Nest'

A scrambled prime-time schedule scattered hits and misses over all the three commercial TV networks for the sweep week of Feb. 5-11. ABC-TV emerged on top with a 21.9 rating average, NBC climbed out of third for the first time since last November with an 18.9 and CBS-TV came in close behind with an 18.3.

The biggest battle of the week—some believe in television history—came on Sunday, when ABC's *Elvis*, CBS's "Gone With the Wind, Part I" and NBC's "One Flew Over the Cuckoo's Nest" faced off.

Elvis took the victory with a 27.3 rating and 39 share from 8-11 p.m. NYT. "Gone With the Wind" finished second with a 24.3/36 from 7-10 p.m. and "Cuckoo's Nest" managed a 22.5/32 at 8-10 p.m. The three blockbusters placed in the same order during their two hours of common-time competition at 8-10 p.m.

The night's homes using television

(HUT) levels were not significantly higher than on previous Sundays, according to A.C. Nielsen. But multi-set usage per household was up as the three networks pulled shares totaling more than 100%, when 85%-90% is normal. *Elvis* picked up many viewers during its last hour as CBS's *60 Minutes* pulled only a 27 share and NBC's *Weekend* a 19. GWTW concluded the following night with a 28.8 rating and 40 share at 8-10 p.m., easily beating the competition on the other networks.

GWTW's only previous airing came on Nov. 7-8, 1976, when it averaged a 47.6/65 for NBC. CBS stressed last week that it had purchased GWTW "for the long haul" (20 years) and that, considering the competition, "GWTW performed—it did its job." Nonetheless, the rating for Part I placed it at number 10 on that week's program rankings list, outscored by ABC's regular series *Mork and Mindy*, *Three's Company*, *Laverne and Shirley*, *Happy Days*, *Angie*, *Taxi* and CBS's own *M*A*S*H*.

NBC's *Backstairs at the White House* also beat GWTW by pulling a 26.6/39 on Monday, two share points higher than the miniseries performed in its opening segment the previous week. In direct competition against the second part of GWTW however, *Backstairs* wound up with a 24.6/36. Through the first 12 days of the sweep, ABC was leading with a 21.5 rating average to CBS's 19.6 and NBC's 17.9.

There were a number of significant performances from new or rescheduled series

during the week of Feb. 5-11, some good, most bad. ABC had no immediate luck with any of its new lead-off shows, beginning with *Salvage* on Monday. *Salvage* pulled its second 28 share, but again faced tougher-than-usual competition, this time against special episodes of *All in the Family* and *Alice* on CBS. *How the West was Won*, also facing tough competition from NBC's *Backstairs at the White House*, dropped to a 26.

On Friday, *Makin' It* had its first unprotected outing in its regular time period, 8-8:30 p.m., and came in with a lowly 20 share. *Delta House* also sagged in the same time period on Saturday, delivering a 26 share. And on Sunday, *The Osmond Family* had a 24 at 7-8 p.m.

ABC's highest-rated new series of the week by far was the premiere of *Angie*, which brought a 41 share at 8:30-9 p.m. Thursday. Less encouraging was the fact that it dropped 11 points from its lead-in, *Mork and Mindy*. *Mork's* 34.6/52 marked its best performance ever.

For CBS, Wednesday remained a trouble spot. A special episode of *Spiderman* drew only a 23 share in the 8-9 p.m. hour in which the network competes with Mobil Oil's *Edward the King*. *One Day at a Time* followed with a 24 share, nine points off its season-to-date average, and *The Jeffersons* followed with a 25. *Kaz* slipped to a 19, but it faced special competition from an episode of *Quincy* on NBC.

On Friday, *Dukes of Hazzard* continued to hold up well for CBS, pulling a 33 share, and *Dallas* had an impressive 38 share behind it. *White Shadow*, however, lagged with a 25 share in its new time period at 8-9 p.m. Saturday.

NBC had good news on that Saturday from the 90-minute premiere of *BJ and the Bear*, which pulled a 35 share at 8-9:30 p.m. But *Rockford Files*, which follows *BJ*, slipped badly to a 26, soundly beaten by ABC's *Love Boat* and *Fantasy Island*. Another hopeful premiere for NBC was *Supertain's* 32-share performance at 8-10 p.m. Wednesday, when it faced a two-hour *Charlie's Angels* special on ABC. *Angels* pulled a 35.

NBC's new Friday night series block was less encouraging, as *Brothers and Sisters* came off the 36-share lead-in provided by *Diff'rent Strokes* with a 26 share, followed by *Turnabout's* 24, *Hello, Larry's* 22 and *Sweepstakes's* 21. Weaker still was the premiere performance of *Little Women* at 8-9 p.m. Thursday: an 18 share, nine points lower than its competition on CBS, *The Waltons*. NBC—trying to establish Friday as its ladies' night for the upcoming slotting of *Quincy* and *Mrs. Columbo* there—continued with *Women in White* at 9-11 p.m. It came in a distant third with a 25 share.

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tin Show hours, which ran on NBC-TV from the mid-60's to mid-70's, is offering 100 half hours featuring comedy routines and geared toward late night. Editing will be handled by Greg Garrison Productions; Mr. Garrison was the executive producer of the weekly show. First takers are WPIX(TV) New York and KHJ-TV Los Angeles.

Carol Burnett and Friends, recycled from five years (1972-77) of *The Carol Burnett Show*, was introduced into syndication in October 1977; it's currently distributed to more than 70 stations by C.B. Distribution, through Television Representatives, Los Angeles.

NBC fiddles with Friday

NBC-TV now appears to be betting on *Hello, Larry* as the best hope in its new Friday night sitcom schedule.

The network has juggled several time periods in that night, putting the new McLean Stevenson vehicle at 8:30-9 p.m. NYT, directly behind the successful *Diff'rent Strokes*. *Brothers and Sisters*, formerly in that time period, moves to 9-9:30 p.m., and *Turnabout*, of which only six episodes have been ordered, goes in at 9:30-10 p.m. *Sweepstakes* remains at 10-11 p.m.

NBC subsequently announced that a one-hour Bob Hope special, *The American Youth Awards*, will be aired between *Strokes* and *Larry* on March 2, which

should hand *Larry* a further boost. *Brothers and Sisters* and *Turnabout* will be pre-empted that night.

PTA adds advertisers to best-worst listing

NBC gets highest marks, ABC lowest, Sterling cited as "most offensive" sponsor

The Parent Teachers Association has released its third ranking of prime-time programs it finds most and least offensive, and has added to its list the advertisers that sponsor them.

Based on the monitoring efforts of 3,000 PTA members nationwide, the report critiques the commercial networks' fall 1978 schedules. It is most critical of ABC-TV's programming, which the PTA says has increased in violence and decreased in quality since the last report in the spring of 1978.

The report named Sterling Drug as "the most offensive advertiser in America" based on what the PTA said was heavy buying in three or more of the "poorest quality" shows and no monitored appearances in the "best quality" shows.

The PTA found the 10 best shows to have been *Little House on the Prairie*, *Centennial*, *Wonderful World of Disney*, *Lifeline* and *Grandpa Goes to Washington* on NBC-TV; *The Waltons*, *60 Minutes*

and a series of animated and variety specials (including such shows as *It's the Great Pumpkin*, *Charlie Brown*, *the Magic of David Copperfield* and *Puff the Magic Dragon*) on CBS-TV, and *Family and Eight Is Enough* on ABC.

Those programs were chosen, the PTA said, because of their "positive contribution to American life . . . lack of offensive content . . . or high program quality."

Programs judged "poorest in over-all quality" by the same criteria were *Starsky and Hutch*, *Soap*, *Vega\$, Carter Country* and *Charlie's Angels* on ABC; *Who's Watching the Kids*, *David Cassidy—Man Undercover*, *Rockford Files* and *Eddie Capra Mysteries* on NBC, and *Wonder Woman* on CBS.

The report said that violence in TV series has been "gradually reduced" since the PTA monitoring project began in 1976, but that movies, particularly those on ABC, remain the "the most violent viewing."

The networks' responses last week labeled the report subjective, with NBC taking the most aggressive stance. "NBC questions the validity of the 'study,' which purports to measure program quality but is nothing more than a reflection of the personal opinions of some PTA members about some network programs, many of them no longer on the air," a statement from the network read.

The PTA also cited six "distinguished advertisers" for their participation in three or more of the 10 best shows and for no



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The greatest obstacle to attaining better health for America is that human characteristic of putting off until tomorrow what needs to be done today. America's health authorities are concerned because advances in science and better methods can't be given a chance to work if people do not cooperate. To really prevent disease and disablement, we need more interest and awareness in the requisites of health maintenance.

Help us to help your audience to better health. Help us to catch health problems in time to remedy them. Audition these spots; program them on your station; and, take heed yourself.



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WGBH engineers talk about the Ikegami HK-312



WGBH covers Boston Pops Orchestra concerts with Ikegami HK-312 cameras from Symphony Hall, Boston.

Eight Ikegami HK-312 studio color cameras are in service at WGBH, Boston, some dating back to October 1977 — long enough for intelligence on their performance. From recent interviews with key WGBH people, read these excerpts.

Pops without noise

Tom Keller, Director of Engineering:

“The HK-312s have such high sensitivity that we were able to reduce significantly our light levels at the Boston Pops and Symphony telecasts. Yet, despite the major light reduction, we experienced no visible noise with the HK-312s... With their remarkable reliability record, we can depend on 6 cameras for 6-camera coverage, and not 7 for 6 as in the past. After all, you can't stop a live orchestra performance for a retake if you've lost a camera.”

2 IRE, but a complaint

Ken Hori, Senior Engineer for Advanced Development:

“We tested several camera makes for RFI within a quarter-mile of a 50 KW radio transmitter. The HK-312 measured 2 IRE, whereas most others were in the 5 to 7 IRE area, and some as high as 20 IRE... For symphony remotes we'd need 2 to 5 hours for warm-up, but nowadays we're set up in less than an hour... We like its straightforward design — example, its truly high signal-to-noise ratio as compared to other cameras that resort to reduced bandwidth to attain a comparable ratio but wind up delivering noise too...”

We did get one complaint from the maintenance crew. They said that because they rarely found the problem of a down HK-312, they would never get to know the HK-312 well enough to fix it.

Washouts and dropouts

*Bill Fairweather,
Video Control Engineer:*

“During a lighting seminar staged here by Imero Fiorentino Associates, an actor in a normally lighted scene held up a sheet of white paper with printing on

it to show loss of detail in the case of more than 60 percent tv white reflectance. The HK-312, however, was able to retain enough detail for the printing to be readable on the monitor.

Next came a demonstration of the dangers of too much or too little light on a chroma-key background. The HK-312 held the key to such a low light level on the blank background that the lecturer grinned and said, “I guess WGBH has pretty good cameras!” and went on to the next subject.”

The HK-312 is the camera that met WGBH criteria for performance, stability, and reliability. They also have HL-53s, high-performance portable cameras that interface with HK-312 CCUs and can operate portably with their own CCUs.

Adapters for triax cable, using digital techniques, make their cameras remote-usable at nearly a mile from base stations, yet easily revertible to multi-core cable whenever needed.

In daily use, their HK-312s and HL-53s are interfaced with microprocessor-computer control units that automatically cycle them through all set-up adjustments, including black-and-white balance, flare and gamma correction, video gain, and eight registration functions, then recheck all those adjustments — all within 45 seconds. The cameras can also operate independently of the set-up computers, a feature that is an Ikegami exclusive.

If all of this suggests that the HK-312 is probably the best studio/field color camera in the industry, consider this: camera, set-up computer, and triax adaptor are not only operational, they are deliverable. For details or a demonstration, contact Ikegami Electronics (USA) Inc., 37 Brook Ave., Maywood, NJ 07607, (201) 368-9171 / West Coast: 19164 Van Ness Ave., Torrance, CA 90501, (213) 328-2814 / Southwest: 330 North Belt East, Houston TX 77060, (713) 445-0100.

Ikegami HK-312

participation in the worst. They were Avon, Bell Telephone, Campbell Soup, Consolidated Foods, Kellogg and Quaker Oats.

Categorized as "objectionable" advertisers for placing "the bulk" of their time in the poorest shows, in addition to Sterling, were American Home Products, Beecham, Bristol-Myers, General Motors, Heublein, Johnson and Johnson, Master Charge, Pepsi Cola, Richardson-Merrell, Singer and Toyota.

A spokeswoman for Sterling said the firm would have no comment on the PTA's report.

Celebrating the old and the new in annual Christophers

Sheen and Berle to be given special honors in Feb. 22 ceremony; 'Lou Grant' is also singled out

Archbishop Fulton J. Sheen and Milton Berle, whose Tuesday night head-to-head competition was a high point in early network TV, will receive special 30th anniversary Christopher awards for their pioneering efforts in inspirational and entertainment programs.

In addition, the CBS-TV *Lou Grant* show will be honored with a special Christopher anniversary award for consistent quality in treating social and moral issues, according to Father John Catoir, director of the organization.

Other awards in television, among the total of 70 in entertainment and communications media that will be conferred in a special ceremony Feb. 22 in New York:

ABC News Closeup: The Class That Went to War □ Producer/director, Richard Gerdau. (ABC)

Bing Crosby: His Life and Legend □ Executive producer, Franklin Konigsberg; producer/director/writer, Marshall Flaum. (ABC)

CBS Reports: Any Place But Here □ Executive producer, Howard Stringer; writer/producer, Tom Spain; director/co-producer, Maurice Murad. (CBS)

Damien □ Producer/director, Nino J. Martin; writer, Aldyth Morris. (PBS/KHET Honolulu)

The Defection of Simas Kudirka □ Executive producers, Gerald I. Isenberg and Gerald W. Abrams; producer, Richard Briggs; director, David Lowell Rich; writer, Bruce Feldman. (CBS)

Les Miserables □ Producer, Norman Rosemont; director, Glenn Jordan; writer, John Gay. (CBS)

Little Women □ Producer, David Victor; director, David Lowell Rich; writer, Suzanne Cluser. (NBC)

Long Journey Back □ Executive producers, Lee Rich and Philip Canice; producer, Robert Lovenheim; director, Mel Damski, writer, Audrey Davis Levin. (ABC)

Lovey: A Circle of Children, Part II □ Executive producer, David Susskind; producers, Frederick Brogger and Diana Kerew; director, Jud Taylor; screenplay, Josh Greenfeld. (CBS)

Mom and Dad Can't Hear Me: an ABC Afterschool Special □ Executive producer, Daniel Wilson; producer, Fran Sears; Director, Larry Elikann; Writers, Irma Reichert and Daryl Warner. (ABC)

One in a Million: The Ron LeFlore Story □ Executive producers, Roger Gimbel and Tony Converse; producer, William S. Gilmore Jr.; director, William A. Graham; writer, Stanford Whitmore. (CBS)

Rodeo Red and the Runaway: An NBC Special Treat □ Executive producer, Linda Gottlieb; producer, Doro Bachrach; director/writer, Bert Salzman. (NBC)

A Woman Called Moses □ Producers, Ike Jones and Michael Jaffe; director, Paul Wendkos; writer, Lonnie Elder III. (NBC)

Free show for schools

NBC agrees to let educators tape its 'NBC Reports' on marijuana for classroom use at no charge

NBC, in scheduling a rebroadcast of *NBC Reports: Reading, Writing and Reefer*, has put out the word to educators that the documentary may be taped at no charge by those who want to use it in the classroom.

NBC called the offer "the first time a commercial television network has made such off-air licensing rights available free of charge for a documentary dealing with a national priority problem."

The program, focusing on increased marijuana use among middle-class American children "before, during and after school," originally aired during prime time Sunday, Dec. 10, last year. It has been rescheduled as part of the NBC-TV *Special Treat* series Tuesday, April 17 (4-5 p.m. in all time zones).

NBC said it has received more than 1,200 video-tape or transcript requests for the program. The free-licensing arrangement was made with Wilmette, Ill.-based Films Inc., the regular distributor of video tapes or prints of NBC documentaries for such use. The network said that it picked up "all the payments necessary" as part of its commitment to the UN-designated International Year of the Child.

Requests for off-air taping permission are being handled by Films Inc. and coupons for that purpose also will be run in the April issue of five educational magazines. In addition, a four-page study guide is available through NBC-TV affiliates and Films Inc.

Merger talks start again between AIP, Filmways

American International Pictures Inc., Beverly Hills, Calif., reported last week it has renewed discussions of a merger of AIP into Filmways Inc., Los Angeles.

Last October the two companies announced a plan under which AIP would be consolidated into Filmways in a stock and debenture transaction amounting to \$30.2 million (BROADCASTING, Oct. 16, 1978). The plan was abandoned last December.

AIP said that talks are still in the preliminary stages and the two companies have not reached any agreement. AIP is a motion picture and TV production and distribution firm, and Filmways is a diversified company with interests in television and motion picture production, records, publishing and insurance.

'Masterpiece Theatre' comes to radio

One of public television's longest running series is joining National Public Radio's schedule. *Masterpiece Radio Theatre* will

debut in early May with a three-part BBC presentation of *Anna Karenina*, a dramatization of Leo Tolstoy's novel. The 52-week series will also feature American-produced radio plays as well as British imports.

The first year of the new series is being underwritten with a grant from Mobil Corp., the underwriter of the Public Broadcasting Service's television series. The series is being produced by WGBH(FM) Boston. No firm date has been set for the series premiere, but an NPR spokesman said the network was aiming for a start-up sometime during the first week of May. Actress Julie Harris will serve as hostess for the series.

WGBH will also produce programs for the series using American plays and talent. Among those slated for the first season are "The House of Mirth" by Edith Wharton and "Moby Dick" by Herman Melville.

Other BBC productions will include "Jane Eyre" by Charlotte Bronte, "Far from the Madding Crowd" by Thomas Hardy and "Sons and Lovers" by D.H. Lawrence.

Program Briefs

Here's Robert. In mold of NBC-TV's *Tonight* show, but on radio, D.I.R. Broadcasting is set to launch biweekly *Robert Klein Hour* on Feb. 28. Recorded before live audience, show will have Klein monologue, rock star interview, countdown of top-20 albums and interview with up-and-coming album-oriented-rock act. Barter deals for Budweiser beer (six national, two local minutes) already have been signed by about 50 FM's, including WYYY(FM) Baltimore, WMMS(FM) Cleveland, WEBN(FM) Cincinnati and KSHE(FM) St. Louis.

Add to Lenten offering. NBC-TV will rebroadcast *Jesus of Nazareth* in expanded version next April. Award-winning dramatization, from Sir Lew Grade and Vincenzo Labella, will have 90 minutes added to original 6-1/2 hours, and is scheduled to air April 1-3 and Palm Sunday (April 8). Procter & Gamble is sole sponsor.

Robot love. *Romie-O and Julie-8*, latest special produced by Nelvana Productions Ltd. of Toronto and distributed by Viacom, has been picked up by NBC owned-and-operated TV's. Barter half-hour aimed at prime-time access is animated tale of two robots in love but kept apart by competing manufacturers. NBC O&O's also took earlier Nelvana/Viacom fare: *Cosmic Christmas* and *Devil and Daniel Mouse*, carried by more than 170 and 150 stations respectively.

Born again. CBS-TV, which dropped religious shows, *Lamp Unto My Feet* and *Look Up and Live*, in scheduling of new *Sunday Morning* news (BROADCASTING, Jan. 29), plans new religious oriented half-hour. Show, covering social issues from "ethical, moral and religious perspective" is to run 10:30-11 a.m. Sundays, im-

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One look at a major Arbitron study comparing independent and affiliated television audiences proves just how good independent television really is.

In every significant measurement of audience quality, such as income, education, occupation, credit card ownership and airline

travel, the audiences of independent television stations and network affiliated stations are comparable.

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* Source: Drug Topics, March 15, June 20, 1978.



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mediately following news. It's currently called *Visions and Values* and is set for April 8 start. Title and launch date, however, may be changed.

Survivor. Of last fall's crop of new access shows on network owned-and-operated TV stations, only \$1.98 *Beauty Contest* appears to have made it to renewal. Chuck Barris production, distributed by Sandy Frank's Station Program Sales, was picked up again at NBC's WNBC-TV New York, WMAQ-TV Chicago and KNBC(TV) Los Angeles. CBS-owned WCAU-TV Philadelphia also renewed it.

Women sports. TVS Television Network will produce and distribute series of five one-hour TV programs of championship

athletic competition among women, starting March 24 and ending June 24. Women competing in gymnastics, swimming and diving, track and field, tennis and golf will be covered in programs to be syndicated to TV stations covering at least 70% of country. National sponsors of programs on barter basis are Bristol-Myers for Clairol (direct) and Seven-Up (N.W. Ayer ABH International, New York).

For youngsters. Teleworld Inc., New York-based distributor with rights to 10 Learning Corporation of America children's specials (produced as ABC *Afterschool Specials* and *NBC Special Treats*), reports initial sale to Metromedia's five TV's. Package is called Prestige-1.

New TOY. TOY Productions (ABC-TV's *What's Happening?*, *Carter Country* and upcoming *2800 Queens Blvd.*) has been acquired by Columbia Pictures Television, bringing Bud Yorkin, Saul Turteltaub and Bernie Orenstein into CPT fold. CPT locked up exclusive past, present and future rights to TOY shows. In addition, CPT made agreement with Mr. Yorkin to produce or direct movie within 18 months.

'Thrillers' seekers. ITC Entertainment's *Thrillers* package of made-for-TV movies has been sold in 49 markets so far, including nine of top 10. Among takers are WPIX(TV) New York, KCOP(TV) Los Angeles and WGN-TV Chicago.

Classic comedy. Eleven features and 60 shorts of *Laurel and Hardy* are available from Janus Films, which is making new negatives, re-recording soundtracks and producing new comedy opening. Sound is by Hal Roach Productions. Among those on board are WTAJ-TV Philadelphia; KDNL-TV St. Louis and KSTP-TV Minneapolis-St. Paul.

Communications link. Quarterly newsletter, *Hear! Here!*, has been started by CBS Radio for its affiliates. To be published in January, April, July and October, it will include sales, promotion and programing ideas. CBS is looking for material.

Looking back. ABC-TV announced deal for series of annual retrospectives on past year in television, to be produced "under auspices and guidance" of International Radio and Television Society. First two-hour program, *The Television Annual, '78-'79*, is to air in May and will feature shows from all three commercial networks and public TV, ABC said. Executive producers for SFM Media Service Corp./Hopewell Productions are Stanley Moger, Jordan Ringel and Steven Scheur.

Stay indoors. Pyramid Enterprises (Robert Wussler), in association with Hughes Television Network, will televise new Major Indoor Soccer League's 1978-79 playoffs and championship series. Games are available March 24, 25, 31 and April 1. They're each two hours, on barter basis, with 10 national and 14 local commercial minutes.

Freberg on cults. In series of three audio essays by satirist Stan Freberg, Southern Baptists Radio and Television Commission offers tongue-in-cheek challenges to human-potential movements. Radio spots are free and targeted on young adults seeking escape in life.

Nailed down. NBC Sports announced extension of its contract for coverage of Orange Bowl through 1984.

New to NBC. KIDN(AM) Pueblo, Colo., and WETT(AM) Ocean City, Md., have affiliated with NBC Radio network.

Northern Michigan listeners still prefer... WWAM/WKJF-FM

49% Total audience share, 12+



DAY-PART SHARES*

7 AM-10 AM	10 AM-3 PM	3 PM-6 PM
48.1%	46.5%	37.5%

Radios tuned-in (respondents listening at time of survey calls*)

WWAM/WKJF-FM	CLOSEST COMPETITION
46.3%	14.8%

Respondents preference (not tuned-in at time of survey calls*)

WWAM/WKJF-FM	CLOSEST COMPETITION
49.5%	18.6%

Overall average (tuned-in and not tuned-in)

WWAM/WKJF-FM	CLOSEST COMPETITION
49%	17.8%

*Survey conducted by professional research services, Tempe, Arizona (formerly National Radio Research), during nineteen survey hours (7 AM-6 PM) Monday through Friday, Feb. 20-Mar. 9, 1978...four county survey area: (Wexford, Missaukee, Osceola and N.E. Lake)...774 calls attempted, 51% completion factor.



A Felzer Station

WWAM/WKJF(FM)

CBS RADIO FOR NORTHERN MICHIGAN

Buckley Radio Sales, Inc., National Representatives

TM offering 48-hour AOR radio special

Forty-two stations, including four ABC-owned FM's, have signed on for *Album Greats: A History of Album Rock*, a new 48-hour radio marathon, co-produced by

cetec broadcast group

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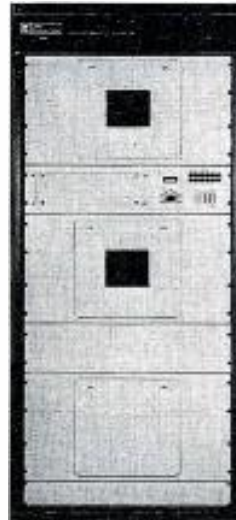
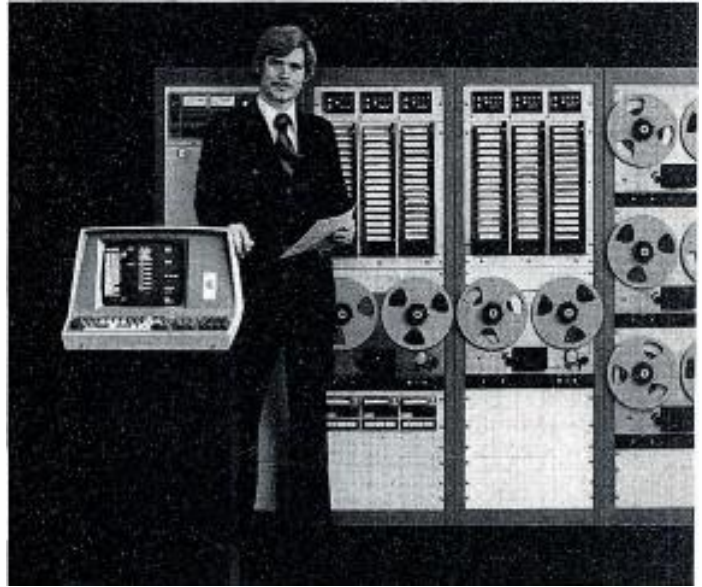
Cetec AM and FM Transmitters:

From 10 watts to 50,000 watts. Both solid-state and tube-type models. Strong, simple, rugged, dependable.

Cetec Studio Equipment:

Centurion II mono and stereo consoles, tape cartridge machines, professional turntables, complete studio systems, designer series studio furniture.

See Cetec quality in action at the NAB Show in Dallas!



Cetec Broadcast Group

Cetec Corporation
1110 Mark Avenue, Carpinteria, CA 93013
Telephone: (805) 684-7686

TM Progaming, Dallas, and Goodphone Productions, Los Angeles.

Album Greats covers the last 15 years of album-oriented rock and in particular the transition from the Beatles' "Sgt. Pepper" phase to Fleetwood Mac. According to Ron Nickell, vice president and general manager of TM Special Projects, however, the show is being produced "more as an event" than a "chronicle."

Mr. Nickell, who is leading the marketing and distribution effort, said that some \$300,000 is being invested in production, including full-time rental of a studio at the Village Recorder, West Los Angeles. The rate card, he said, ranges from \$2,400 to \$15,000 for two plays.

The program, which includes interviews with such performers as Elton John and Peter Frampton, as well as some newly uncovered Beatles comments, has a March 15 availability. However, it is expected that most play will be during the April-May ratings sweeps period.

Executive producer is Goodphone's Mike Harrison, who also is serving as narrator. On-line co-producers are Bert Kleinman and Tom Yates.

Among stations already on board for the program are ABC's WPLJ(FM) New York, KLOS(FM) Los Angeles, WRIF(FM) Detroit and WRQX(FM) Washington, as well as WMMR(FM) Philadelphia, WLUP(FM) Chicago, KTXQ(FM) Dallas and WSHE-FM Miami. The international ranks so far include CHUM-FM Toronto, and a Sydney, Australia, station.

Telepictures bursts out of starting gate

New firm announces ambitious plans—and firm contracts—in practically all phases of TV

Telepictures Corp., a television/theatrical firm quietly established last fall, has begun talking about extensive TV plans in first-run syndication, network production and international distribution.

The company, with offices in New York and Hollywood, was founded by Michael Solomon, president, formerly an MCA TV vice president, and Michael Garin, executive vice president, who was vice president and general manager-syndication and public television for Time-Life Television. Another to join was Dick Robertson, vice president-marketing, a former sales executive with CBS-TV and vice president-sports marketing for CBS Sports.

Behind the Telepictures effort are two publicly traded conglomerates: Unimax, on the American Stock Exchange, and Utilities & Industries, sold over the counter.

In U.S. syndication, Telepictures already has distribution agreements for *An Appointment with Dr. Joyce Brothers*, 65 first-run half hours; *Peter Lupus's Body Shop*, 130 half-hours, and *Canada Jan*, one two-hour and three one-hour rock music specials. In development is an "in-

formational celebrity game show," in association with Jerome Schnur Productions, seen as a January 1980 prime-time access offering, and *The Pet Vet*, 52 five-minute features with celebrities, their pets and a veterinarian.

In addition to straight cash sales, Telepictures also will employ time banks and barter in its deals.

On the network level, Telepictures, in association with J.E.G. Hess Productions, has signed with *Parents' Magazine* to produce a network special for 1979-80; is consulting World Team Tennis; is developing *Man on the Mississippi*, a 90-minute music/variety special and is working with Telescience Inc. to develop 90-second science-oriented inserts.

For public television, it has been retained by Charles Fries Productions to secure corporate underwriting for *The Titan*, an eight-hour miniseries based on the Theodore Dreiser novel. It also has been commissioned by the National Endowment for the Humanities to produce a five-part documentary, *Scandinavia Today*.

Internationally, the firm has an exclusive deal to distribute Time-Life Television fare in the Middle East; will be John Pearson International's exclusive agent in Latin America, has Latin-American rights to distribute six series from France's Technisonor production house, and has 135 films to distribute to various world markets. Among the films are 13 "American Film Theatre" features.

Giving business the broadcasting

U.S. Chamber of Commerce will build studio in headquarters, beef up programing efforts

The Chamber of Commerce of the United States is making a major commitment in broadcasting in terms of staff, programing and facilities at its Washington headquarters.

High point of the expansion will be the construction of a huge television center at the chamber's headquarters, just across Lafayette Park from the White House. It will fill in the atrium of the present building with a network-size studio whose construction cost will run about \$2.5 million. In addition, the equipment will cost approximately \$2 million.

The new facility is expected to be completed by the fall of 1980, according to Robert L. Adams, director of broadcasting. He also expressed the hope that the new center plus the chamber's expansion in broadcast staff and production would serve as a model and encouragement to other similar organizations in establishing stronger communications arms.

The chamber's Broadcasting Group is one of five divisions under Dr. Carl Grant, who has been vice president of communications since January 1977. Besides Mr. Adams, a veteran of 17 years with WRC-TV Washington and as an independent producer, the key executives of the broadcast group include William Dalton,

who joined the chamber from Metromedia three weeks ago to administer the marketing of the expanded television and radio programing effort (BROADCASTING, Feb. 12), and Karna Small, most recently anchor for WTTG(TV) Washington. Working with the broadcast group is Milton E. Midler, who since last July has been manager of marketing services for the chamber.

One of Ms. Small's initial on-air assignments will be in the making of a pilot for a new half hour TV series, *It's Your Business*. The initial program next month will deal with the right of public employes to



Inside look. Mr. Adams and Ms. Small examine a model of the chamber's building at Connecticut and H Streets, in which the atrium will be converted to a television center.

strike and offer a balance of viewpoints from Senator Orrin G. Hatch (R-Utah), Representative Frank Thompson (D-N.J.), Jerry Wurth, head of the Association of Federal, County, State & Municipal Employes, and Dr. Richard L. Leshner, president of the chamber.

Other activity and programing already offered by the chamber:

Enterprise, a monthly half-hour TV arena for debate by prominent individuals on issues of national concern. Dr. Leshner is moderator.

Washington Update, a TV news magazine program featuring chamber experts analyzing people, issues and trends on the government front. Now quarterly, it is expected to be increased to monthly.

The Voice of Business, a weekly radio commentary by Dr. Leshner that is an adaptation of his newspaper column.

What's The Issue?, a public affairs radio analysis of current issues that has run for 17 years on Mutual Broadcasting System and hundreds of independents.

Television and radio editorials, used by stations as guest editorials, in presenting "the other side" of a topic, or as background material.

In addition, former ABC News correspondent Virginia Sherwood, under the supervision of Mr. Adams, conducts two-day workshops. Sessions are designed to instruct members on the most effective techniques in making radio and TV appearances, holding media conference and handling speaking assignments.

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ABA makes it perfectly clear on cameras in the courtrooms: It wants them out

House of delegates votes down relaxation of prohibition at meeting at which Burger adamantly refuses to allow press coverage of himself

The campaign to admit cameras and microphones into the court room, which seemed to be moving at a good clip, hit what appears to be at least a rough stretch of road in Atlanta last week. The American Bar Association's house of delegates, by a resounding voice vote, decided against relaxing its stand against radio and television coverage of judicial proceedings.

The action jarred broadcasters and others who had been cheered in recent years by what appeared to be growing acceptance of the idea of microphones and cameras in the courtroom.

Paul Davis, president of the Radio Television News Directors Association, said in a statement that the house of deleg-

ates "is not being responsive to a widespread popular feeling that the public is entitled to know how justice is administered in this country."

He also said that the vote ignores the fact that where audio-visual coverage of courtroom proceedings is permitted, "there has seldom been a suggestion that the right to a fair trial has been jeopardized or that decorum has been threatened."

RTNDA, which monitors developments in the cameras-in-the-courtroom controversy, says 23 states either have experimented with such coverage or intend to do so in the near future.

And the matter reached the floor of the house of delegates in the form of an amendment to ABA's ethical standards that was supported by the ABA's board of governors.

The present ban, in effect for 42 years, is merely advisory, but it serves as a model for federal and state courts. The amendment would have said that radio, television and photographic coverage "is not per se inconsistent with the right to a fair trial."

Most opponents of the amendment argued that cameras and microphones would frighten witnesses and invade the privacy of jurors and others directly involved. There was also the complaint that cameras would "make a circus" of the courtroom.

That was also the theme struck by Erwin N. Griswold, former solicitor general of the U.S., and Whitney North Seymour Sr., a former president of the bar association. Both have served as legal counsel to broadcasters—Mr. Griswold, before the Supreme Court last year in the media crossownership case, and Mr. Seymour, before the FCC in representing the National Association of Broadcasters in 1960, in a major proceeding dealing with the commission's regulatory authority over broadcasting (BROADCASTING, Feb. 1, 1960).

Lee Loevinger, the former FCC commissioner who is now with the Washington law firm of Hogan & Hartson, said the ABA is fighting a vain rearguard action. "I don't think we have any choice," he said. "We'll get television coverage whether we like it or not." He noted that coverage now is provided by sketch artists in the court room and by reporters who interview participants entering and leaving the building.

And some speakers favoring the amendment said that coverage could enhance the reputation of judges and lawyers.

■ However, a major factor in the decision was believed to be Chief Justice Warren E. Burger's known antipathy to cameras and microphones in the courtroom—or anywhere else he may be. That antipathy was more pronounced than usual in Atlanta, according to Fred Graham, of CBS News.

The chief justice did not even allow the brief silent filming of the start of his state of the judiciary speech, which he has permitted in the past for the benefit of broadcast journalists who want a stage-setting scene for their reports.

And when Chief Justice Burger encountered NBC's Carl Stern and his crew at a

breakfast at which the chief justice was to receive an award, he walked up to Mr. Stern and said, "You leave or I'll leave." Mr. Stern said he began to say, "I won't fight," but got no further than the first two words when the chief justice said, "If you won't leave, I will"—and began walking out.

The chief justice was prevailed upon to return. Mr. Stern left, and the doors to the room were locked—which made things difficult for late arrivals with invitations.

Mr. Stern's crew taped some of the confrontation and used it on the network nightly news and *Today* show.

And at a reception of the American Bar Association fellows held on Friday night (Feb. 9) that was attended by the chief justice, the press—with or without cameras—was barred.

The chief justice's stand on refusing broadcast coverage of his speech appears to be a matter of concern to ABA officials. Mr. Graham reported on CBS News that the board of governors at its meeting in April will consider whether to refuse to invite the chief justice to future meetings unless he agrees to drop his ban on television coverage of his speech.

But the chief justice appears to be adamant. An ABA staff member told reporters that the chief justice has said that rather than face the cameras he would deliver his annual state of the judiciary speech to the American Law Institute, which he regularly addresses anyway and whose proceedings are closed to the press.

House TV debut approaches

Test feed of proceedings to begin today with little broadcast interest so far; satellite cable network will distribute it; disagreement still strong over who should control the cameras and whether congressmen should be able to send tapes back home

Overseers of the House of Representatives' new system for televising daily floor proceedings are projecting March 5 as the day the feed will first become available to all broadcasters and cable. That is if all goes as expected with the in-house test of the system that begins today (Feb. 19).

The day the feed actually leaves the Capitol will be a precedent setter, breaking the ban, always adhered to in both houses of Congress, against live TV coverage of daily actions inside the chamber. Although the ban still holds in the Senate, it was removed in the House by a 342-to-44 vote in October 1977. A subsequent vote last June assured that the House, not a pool of the commercial and public networks, would control the feed, much to the broadcasters' displeasure.

So far none of the networks have indicated an interest in using the new feed, which will be produced by a pool of 12 House-employed technicians through six

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PGW is now an independently operated subsidiary of Corinthian.

Nor KPGW-TV. Nor WPGW-TV. Simply, PGW. Perers Griffin Woodward Inc.—one of the premier sales representatives in broadcasting and one of the long-term successes in its field.

With the acquisition, PGW now represents 50 television stations, all of which are network affiliates. Quite a list.

Eleven stations have been repped by PGW since they first went on the air; eight for over 20 years. Quite a record.

We believe our affiliation is good for PGW. It gives the company an even stronger base for continued growth and

the resources to further expand its sales and research capabilities. There will be no change in operations, policies or sales direction—only a program of ever-improving representation for PGW's client stations.

We're convinced the affiliation is good for Corinthian, because it adds an important new strength to our business that makes us unique in broadcasting.

And we think it's good for you, whether you're a television buyer, a present PGW client or the owner of a station not now represented by the people at our newest call letters.



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remote-controlled cameras. Officials in the House radio-television news galleries report so far receiving only one nibble from commercial TV for using the live feed opening day, and that from a local Washington TV station.

The signal will go out to many of the major cable systems in the country, however, by way of the Cable Satellite Public Affairs Network (C-SPAN), the nonprofit corporation established especially for the occasion. Broadcasters wanting pieces of the feed may benefit from C-SPAN. The cable network is encouraging its affiliated cable systems to offer the local broadcast stations up to three minutes of taped excerpts a day. The cost to the broadcaster would be only the amount spent by the cablecaster in making the excerpts.

Arguments over potential House interference into the news coverage continue, the most recent development being a protest by Representative John Anderson (R-Ill.) against the availability of video tapes to members who may want to supply their local broadcast stations back home with news coverage of themselves.

In a statement for the *Congressional Record*, Mr. Anderson predicted that if members are not prohibited from ordering tapes of their own participation in floor proceedings, "more members will make more speeches consuming more time for home consumption. The House chamber will be converted into an annex of the House recording studio for producing self-promotional tapes to insure incumbent reelection."

Mr. Anderson has long supported making the proceedings available for news use, but he said, "I must strongly object to this scheme to permit members to spoonfeed their local media at taxpayers' expense." He said in a letter to House Speaker Thomas P. O'Neill (D-Mass.) that members will be able to buy tapes at "\$100 a throw and up" with their expense allowances, and then, with their franking privilege, mail them to local broadcast sta-

tions.

The response to that concern, also raised by others besides Mr. Anderson, came from the chairman of the ad hoc committee that is overseeing the TV system, Representative Charles Rose (D-N.C.), who reportedly said that tapes in the hands of members will have little value as breaking news, because there are no facilities for same-day reproduction. A spokesman for Mr. Rose said last week that because staff and time for making video reproductions are severely limited, members seeking video tapes of themselves will have to wait at least one day and probably longer if the demand is great for such reproductions.

(Readers of the *Congressional Record* may have noticed this year that every few columns or pages in the House section there appears a number after a box. That number marks the place on the video tape of the same day's proceedings to make it easier for those making excerpts to locate the portions they want.)

Regarding the charge that floor speeches will become longer, the spokesman said experience with the televising of legislatures in Canada and several states has proved just the opposite. "Let's wait and see what happens," the staff member said. "We're going to be flexible."

Court doors opened to television in Idaho

Idaho TV viewers got their first look inside the courtroom late last month when District Judge Willard Burton let cameramen from three Idaho Falls-area stations film the proceedings.

Judge Burton's action came in response to a request from a KIFI-TV news reporter, Gus Koernig, who asked and received permission to take his ENG equipment into the courtroom. Reporters from KID-TV Idaho Falls and KPVI-TV Pocatello, as well as still photographers, joined Mr. Koernig.

The judge later said he had no inten-

tions of letting photographers film all the proceedings, but neither did he lock the courtroom door. "Taking pictures now and then is OK," he said. "If it worked OK this morning, I can't see why we couldn't continue trying it."

CPB, PBS cleared in sequel to 1975 case

District court judge finds no merit in allegations of undue control of PTV content

The Corporation for Public Broadcasting and the Public Broadcasting Service have withstood a court suit that alleges the two organizations had violated the First Amendment by censoring and controlling the content of public television.

The Network Study Project, a New York-based group of media activists, the American Civil Liberties Union, and three public television producers are the plaintiffs in a suit that was originally filed in 1973, during the Nixon administration (BROADCASTING, June 4, 1973).

The complaint charged that CPB and PBS have eliminated funding for controversial programs, and required detailed descriptions of content as a condition of funding. They also are said to have prescreened and censored programs, required program changes before distribution, and issued warnings to local stations about programs they considered controversial.

U.S. District Judge Howard F. Corcoran found no merit in the allegations, and granted the defendants' motion for dismissal.

The case has been dismissed before, on July 23, 1975. And the U.S. Court of Appeals in Washington of the time affirmed the dismissal as to two defendants—Clay T. Whitehead, who had been director of the old Office of Telecommunications Policy,



East meets West. Ranking officials of China Central Television (CCTV). In this country to cover the visit of Deputy Prime Minister Teng Hsiao-ping, earlier this month, took time for tours and shop talk at the New York news facilities of ABC, CBS and NBC. At left, CCTV anchorman Zhao Zhong Xiang pals with Av Westin, vice president and executive producer of ABC News's *World News Tonight*. On another day, Les

Crystal, NBC News president, talked with Sun Tonggen (second from right), CCTV chief engineer, and other CCTV visitors. English lessons were said to be the most popular program these days on Chinese television and despite some predictions to the contrary, CCTV said it has no plans for advertising. It's expected that U.S. broadcasters will establish news bureaus in China when President Carter goes there later this year.

PGW

Now Peters Griffin Woodward has five more reasons
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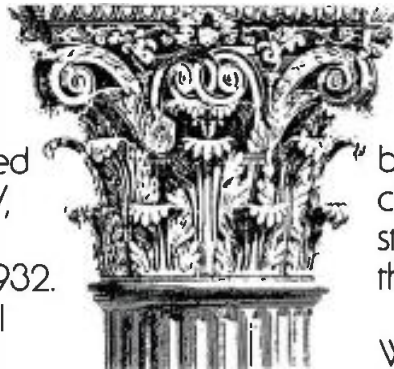
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and Pat Buchanan, an aide in the Nixon White House—as moot, since they were no longer in those positions, and as to a ruling that the plaintiffs had no implied right of action under the Public Broadcasting Act.

But the appeals court at the time remanded the case for further consideration of allegations of violations of the First Amendment.

Judge Corcoran held that the plaintiffs lacked standing to sue on the ground that it is not the CPB or PBS that makes the final programming decisions but the local noncommercial stations.

Judge Corcoran also rejected the argument that the government is so heavily involved in the actions of CPB and PBS—through government funding and regulation and the functions that CPB and PBS perform—that their activities constitute state action.

Furthermore, he said, even if the defendants were indeed “state actors,” their actions do not violate the First Amendment. Since CPB and PBS are required to apportion “a finite resource—money”—they necessarily must “engage in editorial decisions concerning the content of the programs which are urged upon them.”

This does not give CPB and PBS the right to discriminate against certain types of programming, Judge Corcoran said. But the only allegations of discrimination involve charges that CPB and PBS permitted their programming “to be influenced and controlled by government officials” who sought to eliminate controversial programming in general and programming critical of the administration in particular. And the elimination from the suit of Messrs. Whitehead and Buchanan and the removal of the Nixon administration from office “have rendered [those] claims of discrimination moot.” Judge Corcoran noted that the plaintiffs do not allege any intervention by the current administration in the affairs of CPB or PBS.

Most people turn to TV for economic news

That's what study for TVB finds; newspapers are next, followed by radio then magazines

Television emerges in first place in a national study as the medium that provides “the best job of providing news about the economy.”

The study was conducted by R. H. Bruskin Associates, New Brunswick, N.J., for the Television Bureau of Advertising and was based on personal interviews with about 2,500 adults during November 1978. The results showed that 58% singled out television as their first choice, followed by newspapers, 33%; radio, 10% and magazines, 8%.

According to the study, television led in all categories, including male and female adults, the various age groupings, income groups at all levels, various geographical locations and various educational levels.

Harvey Spiegel, TVB's senior vice presi-

Best job of providing news about the economy

	Magazines	Newspapers	Radio	TV
Total	8%	33%	10%	58%
Male	10	35	11	53
Female	6	31	9	62
Under 25	6	22	14	61
25-34	8	29	10	61
35-49	10	40	8	53
50 and over	7	35	10	58
Under \$7,000	3	24	14	65
\$7,000-\$9,999	3	26	13	66
\$10,000-\$14,999	6	35	9	61
\$15,000-\$19,999	10	37	10	54
\$20,000 and over	14	41	6	47
Northeast	8	44	8	48
North central	7	33	10	61
South	9	27	12	63
West	8	27	10	57
Less than high school	3	25	12	67
High school graduate	6	34	9	60
Some college or more	15	39	9	46
White	8	34	9	56
Nonwhite	3	24	15	68

dent, research and marketing, noted that “not only did the average person state television as first by a wide margin but television leads all other media combined among the 18-25 age group . . . and also comes first among the \$20,000 and over income category and first among people with ‘some college or more.’”

Journalism Briefs

To the side of. National Association of Broadcasters and Radio Television News Directors Association have joined with number of other news organizations to file friend-of-court brief in Supreme Court in First Amendment case involving two Charleston, W.Va., newspapers. Brief urges high court to affirm state supreme court decision declaring unconstitutional state law banning newspapers from publishing names of juvenile delinquent without prior approval of court. Law, which does not apply to broadcast stations, was invoked when newspapers reported name of juvenile charged in fatal shooting of student at local junior high school.

Long Island feels shorted. New Jersey isn't only area putting heat on New York City stations for more news attention. Long Island officials have met individually with WABC-TV, WCBS-TV and WNBC-TV New York managers to demand more coverage and threaten viewer boycott or action at FCC if things don't change.

Project kid. News and sports divisions of NBC-TV have joined network's campaign to upgrade children's programming (BROADCASTING, Jan. 15). News division will present five news summaries of at least one minute in length each Saturday morning. Sports division plans same number of spots; they'll be related to nutrition and fitness, featuring prominent sports personalities.

Harris and Brown to receive Polk award

Correspondent Don Harris and cameraman Bob Brown, the NBC newsmen killed on assignment in Guyana, South America, last November (BROADCASTING, Nov. 27, 1978), will be honored posthumously next month with a George Polk Memorial Award for television reporting.

The journalism awards, sponsored by Long Island University, memorialize Mr. Polk, who too was killed in the line of journalistic duty while reporting the war in Greece in 1948.

Others from the broadcasting side to be cited during a March 14 ceremony at the Hotel Roosevelt in New York, will be retiring CBS News President Richard S. Salant, with a special service award, and Golden West Television's (KTLA-TV Los Angeles) *Scared Straight*, with a TV documentary award.

AP, UPI get go-ahead

The two major news wire services have been granted FCC approval to build and test networks of receive-only earth stations to evaluate the economic and technical feasibility of transmitting their services by satellite.

UPI will build 11 earth stations for its initial test system. Nine of these will be located at radio stations scattered throughout the country. The other two will be built at UPI headquarters in New York and at the Missouri State Network, an independent news service in Jefferson, Mo. UPI said that additional earth stations—it was authorized to build up to 30—will be added as the test program progresses.

AP will build all 25 earth stations

allowed by its authorization. Two will be installed at AP Radio in Washington and the rest, like UPI's plan, at radio stations around the country.

Both test systems will use the satellite capacities of RCA and Western Union.

Billy Carter no-show on 'Face the Nation' raises questions of White house meddling; Rafshoon denies it

President Carter's brother, Billy, can cause a flap just by backing out of a television panel show. On Saturday, Feb. 10, a day before he was to appear on CBS's *Face the Nation*, his lawyer called the show's staff to say his client had changed his mind. The reason, said John Parks, was concern about "unwarranted press speculation" about personal matters.

The call, however, only served to fuel speculation that the decision was engineered by the White House. Billy Carter had appeared on ABC's *Good Morning, America*, a few days earlier. And the change of mind occurred a day after the secretary to presidential media adviser Jerry Rafshoon called *Face the Nation*'s associate producer, Joan Barone, to say that "Jerry was disappointed and upset" about the scheduled appearance.

CBS News, in a report on the incident Saturday night, quoted Mr. Rafshoon as denying he had persuaded Billy Carter not to appear on the program. And White House deputy news secretary Walt Wurfel said last week that a careful check he made indicated that nobody in the White House had made "any effort to contact Billy or his attorneys or anybody else on this."

Mr. Rafshoon, in addition to being "disappointed" and "upset" about the scheduled appearance of the President's brother, is also said to have expressed bewilderment that CBS would consider Billy of sufficient national interest to warrant *Face the Nation* treatment.

Mrs. Barone disagrees. "He's a newsworthy person," she said. "There are questions that could be asked about his finances, his association with Libya, his perception of politics, his views of Jimmy Carter's foreign policy."

The panel included George Herman, the CBS correspondent who normally presides, UPI's White House correspondent, Helen Thomas, and Bob Shackney, the network's investigative reporter who has done stories on the finances of Billy Carter and Bert Lance, the President's close friend who was forced to resign as director of the Office of Management and Budget after questions were raised about his practices as head of banks in Georgia. Mr. Rafshoon's secretary had sought and obtained the names of the panel on Friday.

Face the Nation filled the guest spot with Senator Henry Jackson (D-Wash.), after being turned down by its first replacement choice—Jerry Rafshoon.

Seminar on First Amendment legal problems

"First Amendment Survival" is the title and theme of a day-long seminar to be held next month to discuss major legal problems facing print and broadcast journalism.

Sponsored by 15 press organizations, the program will take place at the National Press Club in Washington on Saturday, March 10.

The first workshop on libel and privacy will begin at 10 a.m. Richard Schmidt, general counsel to the American Society of Newspaper Editors, will moderate a panel that will include James Spaniola, former general counsel of the Privacy Study Commission; Herbert J. Miller, former U.S. assistant attorney general, and Bruce Sanford, attorney for UPI and Scripps-Howard.

After lunch, Jack Landau, director of the Reporters' Committee for Freedom of the Press, will moderate a panel on subpoenas, confidential sources and search warrants. The other panelists will be William Lake, who wrote the press organizations' brief in the *Stanford Daily* case, and Christopher Little, vice president and counsel of the *Washington Post*.

The final session will cover gag orders, secrecy and access to courtrooms. E. Barrett Prettyman, who argued the Nebraska gag order case before the U.S. Supreme Court, will head a panel composed of himself, Larry Scharff of Pierson, Ball & Dowd, counsel to the Radio Television News Directors Association, and Lyle Dennison of the *Washington Star*.

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The more the better, says Thurston

NAB chairman tells FCBA that additional sources must be developed for quality programs, although he says cable operators should be kept out of production while crossownership rules affecting them should be dropped

National Association of Broadcasters Chairman Donald Thurston last week proposed elimination of the crossownership rules affecting cable television and a national policy barring cable owners from controlling cable programming—both moves to foster more quality and diversity in television programming.

In a speech to a luncheon of the Federal Communications Bar Association in Washington Wednesday, Mr. Thurston, of WMNB-AM-FM North Adams, Mass., said that programming is the "common denominator" of broadcast problems today. "Much of the discussions leading to legislative or regulatory cures has to do with what people have seen or heard or would like to see or hear."

The root of the problem, he implied, is that sources of programs have reduced over the years to the point where the bulk

of production is in the hands of a "very few." He offered several suggestions for "positive" remedy:

- One is a proposal Mr. Thurston put forth more than a year ago—to supplement broadcast ratings that currently stress quantitative response with a qualitative modifier, a "Q factor." Use of such a tool, he suggested, should encourage development of special audiences and promote innovation in programing. It would also "provide assurance to the advertiser that the environment in which his advertising message is received may be as important or more important than the sample of heads that have been tabulated as watching."

- "Forced percentages" of program categories, a way that has been proposed to improve program diversity, were dismissed by Mr. Thurston as a "punitive kind of regulation." He suggested instead an investment tax credit for special programing. If a credit for producing programing can be created, resembling the tax incentive broadcasters get for purchasing new hardware, "I don't think you'd have to worry about getting that kind of [special programing] on the air," he said. "I... think it would spur the birth of a vibrant special programing supply industry."

- The education establishment should also be encouraged to play a part in the development of new program sources, Mr. Thurston said. "We overproduce journalism school graduates, overproduce broadcast degree holders, overproduce lawyers. But we underproduce writers."

- He indicated cable could be a big help



Miners for minorities. The National Association of Broadcasters last week announced the members of the board of trustees of NAB's Task Force on Minority Ownership which is trying to raise \$37.5 million in cash and another \$7.5 million in loan guarantees to help fund minority station acquisitions (BROADCASTING, Jan. 1). The board consists of (l to r): Charles J. Beard of Foley, Hoag & Eliot, Boston; Donald A. Thurston, NAB joint board chairman, who's heading the Task Force; Frank Savage, The Equitable Life Assurance Society of the U.S., New York; Paul E. Van Hook, financial advisor, New York; Task Force Board Chairman John Flint Dille Jr., Federated Media, Elkhart, Ind., and NAB Senior Vice President and General Counsel Erwin Krasnow. Not present for the picture was Gustavo L. Garcia, Garcia, Morrison & Co., Austin, Tex. Two additional members will be named to the board later.

Mr. Thurston said the task force is seeking \$15 million from the broadcast industry with each network asked to give \$2.5 million, leading broadcast groups up to seven-tenths of 1% of a year's revenues and individual broadcasters up to one half of 1% of a year's revenues. Although the group has no contributions to date, Mr. Thurston said he was encouraged by the response to requests that went out in late December and January and hopes to announce some substantial pledges at the NAB's annual convention in March.

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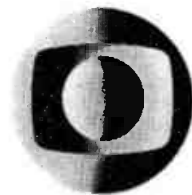
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in the future, too, but said its growth has been stifled because of "divisiveness" in the industry. The cure for that, Mr. Thurston said, would be the creation of a national "separations" policy barring cable owners from being cable programmers while eliminating the cable crossownership rules. "The principal business of cable operators would be to lease those channels or sell time on those channels to individuals or organizations that wish to offer programs and other services to the public." It would be a "simple matter," he added to grant waivers for projects such as Warner Cable's two-way cable experiment, Qube, in Columbus, Ohio.

The separations policy would be retained in the future as the TV receiver takes on additional functions as closed circuit receiver and interactive terminal, Mr. Thurston said. "A definite policy that would establish the owner of the distribution facilities as limited common carrier, coupled with the elimination of crossownership restrictions, would unlock an incredible supply of creativity, innovation and leadership in the development of communications services. For both the cable operator and the broadcaster there would be excellent profit opportunities. For the public, all the 'blue sky' that we've been hearing about for years would begin to become reality."

Mr. Thurston used the opportunity of his speech also to repeat his strenuous objection to the license fee proposal expected

to show up in the House's Communications Act rewrite and the Senate's "renovation." The fee is not analogous to "grazing rights, as proponents of the idea have suggested," he argued. Grazing rights are payments for the consumption of natural resources. But use of the spectrum entails no depletion of resources, he said. The fee is nothing more than a "tax ... a socialistic scheme to redistribute the wealth of the broadcast in-

dustry," he said.

Mr. Thurston argued that it would make more sense to charge the "users" of the spectrum, the listeners and viewers, through a one-time excise charge on their receivers. That he said, would provide "a more broadly based, equitable distribution of the burden than those proposed in the narrow, discriminatory spectrum tax proposals which would be levied primarily on the commercial broadcast industry."

TV personality, former AP Radio reporter cloud Rockefeller stories

Confusion exists over the actions of WNBC-TV's Ponchitta Pierce and one-time broadcast newswoman

A co-host of a WNBC-TV New York Sunday-morning series for the elderly has been drawn into the mystery surrounding the death of former Vice President Nelson Rockefeller: Ponchitta Pierce, 36, was named by the *New York Times*, in a report she later confirmed, as the person who called police to summon emergency aid for the 70-year-old Mr. Rockefeller on the night he died.

Until the *Times*'s disclosure, all accounts had said the call was made by Megan Marshack, 25, former AP Radio editor and reporter who joined Mr. Rockefeller's staff in Washington while he was Vice President and who was said to have been with him, working on an art book, when he was stricken.

Earlier, the *Times* had quoted sources close to the Rockefeller family as placing the time of the heart attack at 10:15 p.m. Jan. 26, an hour before the time a family spokesman said it occurred and also an hour before the call was made to police for help. During that hour, the *Times* said, Miss Marshack called Miss Pierce, a friend who lived nearby, and Miss Pierce got the doorman to summon Mr. Rockefeller's chauffeur to the scene. There was speculation that Mr. Rockefeller might have been saved if police had been called promptly.

(Mr. Rockefeller's four older children—those of his first marriage—issued a statement last Wednesday saying they accepted his doctor's opinion that he suffered "a single massive heart attack" and never regained consciousness, and that they were satisfied Miss Marshack "did her best to save him." They specifically thanked Miss Pierce. They were convinced, they said, that "nothing could be done to save father" and that "all the people who tried to help acted responsibly," and accordingly "it would be wrong for us to take part in a continued debate over the details." They said they would have no further public comment.)

In a statement issued through her lawyer, Miss Pierce said Miss Marshack had called her between 10:50 and 11 p.m. on the night Mr. Rockefeller died. She denied that she summoned Mr. Rockefeller's chauffeur. Rather, she said, she asked an employe of the building to accompany her to the Rockefeller mid-Manhattan town

house, a few doors away, from which Miss Marshack had called. She said Miss Marshack answered the doorbell and admitted them, and that she went into a ground-floor room and saw Mr. Rockefeller lying on a couch.

"I saw no one other than Megan and Governor Rockefeller in that room," her statement continued. "Megan was administering mouth-to-mouth resuscitation. It seemed to me that the best thing I could do was to call 911. I phoned 911 and asked for emergency medical assistance. Shortly after I made the 911 call, I left 13 West 54th Street and walked back to my apartment. On my way I saw a police car



Pierce



Marshack

approaching and I directed the policemen to 13 West 54th Street.

"I am making this statement solely to clarify my actions during the tragedy of Governor Rockefeller's death. I do not intend to answer any further questions on this subject."

Her lawyer said that Miss Pierce did not know whether Mr. Rockefeller was alive when she arrived.

Miss Pierce, co-host with Joe Michaels on WNBC-TV's *The Prime of Your Life*, was described as an award-winning journalist, a former CBS News special correspondent and a member of a commission appointed by Mr. Rockefeller in 1968 to study news media and broadcasting.

Her attorney said she had met Mr. Rockefeller only twice: once at a 1978 news conference and once, also in 1978, when she visited Miss Marshack at her office.

Her program is presented live on one Sunday and then a new one is taped the same day for the following Sunday. The program scheduled for yesterday was the first live one since her part in the mystery became known. Station officials said ratings for the taped program on Feb. 11, a

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few days after reports of her role were first published, rose sharply, from a .9 the previous Sunday to a 1.8 in Nielsen, and from a .4 to a 1.5 in Arbitron.

Station officials said there was no question about her continuing on the program. As one put it, "There's nothing criminal involved. This is her private life and we're not involved in that."

WNBC-TV news executives said they had covered the story as best they could. During several days when Miss Pierce could not be reached by newsmen, one executive said, "we've been trying to find her the same as everybody else has."

Robert T. Howard, vice president and general manager of WNBC-TV, said she had called him before the first *Times* story appeared to alert him that a story in which she was involved, through a friend, might break. He said he considered it a call from an employe about a personal matter but had later recommended to her attorney that she issue a statement about her role because otherwise, in his opinion, the story would not die down.

Miss Marshack, who earned \$214 a week with AP Radio, was reported by the *New York Post* to have been paid \$60,000 a year by Mr. Rockefeller and to have had an unlimited expense account.

In Mr. Rockefeller's will, she was one of three persons forgiven debts; hers, \$45,000, was in connection with the purchase of an apartment in a building near the Rockefeller West 54th Street townhouse.

The *Post* quoted sources as saying the apartment was furnished with art objects and antiques from Mr. Rockefeller's personal collection.

Miss Marshack joined Mr. Rockefeller's staff in 1976 after five and a half months with AP Radio in Washington. An executive there described her as "aggressive," adding that "I don't mean that in any negative sense." Although essentially working inside in the AP Radio job, she arranged an exclusive interview with Vice President Rockefeller—with AP Radio's approval—that was fed to subscriber stations in July 1976.

Other reports, unconfirmed, suggested that she used a box of Oreo cookies to good advantage in establishing her initial rapport with the Vice President. According to these accounts, she learned that Mr. Rockefeller was fond of Oreos, bought a box and took them along to smooth the way when she sought the interview.

Handicapped go to court in employment fight

The California Paralyzed Veterans Association and two women have filed suit against the FCC, NBC and its parent RCA, alleging discrimination against handicapped persons in violation of the Constitution and Civil Rights Act of 1978.

Besides seeking general and punitive damages against NBC and RCA, the suit seeks an order prohibiting them from discriminating against anyone on the basis of

physical handicap, as well as an order barring the FCC from denying qualified handicapped persons the same rights to equal employment opportunities now afforded members of minority groups.

The suit was filed in U.S. District Court in Los Angeles after Paula Zeller and Patty Ann Berkowski, the individual plaintiffs, were denied employment at NBC's KNBC(TV) Los Angeles "solely because of physical handicap," the suit charges.

The suit claims that NBC is a federal contractor, under terms of the 1978 legislation, since it has received a license from the FCC for KNBC. And the KNBC license, the suit adds, constitutes an agreement with the government that NBC will not discriminate against anyone on the basis of physical handicap.

Gabbert: more stability, more minority owners

The president of the National Radio Broadcasters Association, James Gabbert, says that growth in the ranks of minority owners in broadcasting hinges on station licenses being made more secure through legislation.

In a speech Tuesday to the Wisconsin Broadcasters Association, Mr. Gabbert said that 80% of a station's sale price is for the license, but that a license cannot be used as collateral by a purchaser because it is granted only temporarily by the FCC.

"There's no guarantee that the property you finance today will be yours tomorrow," he said. "If licenses were secure and

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could be used as collateral, the number of minority owners could increase dramatically." Mr. Gabbert urged broadcasters to support legislation providing for more license security.

Changing Hands

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

Fight is on in Tacoma

Threatened efforts by a local group to keep KCPQ-TV Tacoma, Wash., operating non-commercially have materialized.

The channel 13 station, licensed as a commercial facility, has been operated as an educational outlet for the past three and a half years by the Clover Park School Board, which is now proposing to sell the station to Kelly Broadcasting for \$6.25 million (BROADCASTING, Jan. 15). Now a citizen coalition, Save Our Station 13, has petitioned the FCC to reserve the channel as noncommercial, substituting it for the currently reserved noncommercial channel 56 Tacoma.

"Channel 13 is, and it was demonstrated to the commission last year by Clover Park in seeking a renewal of its license, de facto a noncommercial channel," the group argued.

It added that the move would benefit the public by insuring that the noncommercial service now provided would not be subject to conversion to commercial service by the licensee through transfer or change of format.

Proposed

■ KSHO-TV Las Vegas: Sold by Channel 13 of Las Vegas Inc. to WTMJ Inc. for \$13.5 million ("In Brief," Feb. 12). Seller is owned by Arthur P. Williams and family, who also own KWMS(AM) Salt Lake City. Buyer is wholly owned subsidiary of The Journal Co., publisher of *Milwaukee Journal* and *Sentinel* and owner of WTMJ-AM-TV and WKTI-FM Milwaukee. Michael McCormick is president of WTMJ Inc. KSHO-TV is ABC affiliate on channel 13 with 204 kw visual, 40.7 kw aural and antenna 290 feet above average terrain. Broker: Blackburn & Co.

■ WBSM(AM) New Bedford, Mass.: Sold by Your Good Neighbors Stations Inc. to George Gray for \$1,500,000. Seller is owned by Bruce M. Lyon and his wife, Sally, who also own WZID(FM) Manchester, Mass. Mr. Gray is former station group owner who sold Lyons WBSM in 1970 for \$1 million. He has no other broadcast interests. WBSM is on 1420 khz with 5 kw day and 1 kw night.

■ WBRB(AM) Mt. Clemens, Mich.: Sold by Malrite Broadcasting Co. to Radcomm Inc. for \$800,000, including real estate. Seller is principally owned by Milton Maltz, who owns KEEY-AM-FM St. Paul; WZVU-AM-FM Milwaukee; WNYR(AM)-WEZO(FM) Rochester, N.Y., and WCTI-TV New Bern, N.C., and sold WBRB-FM Mt. Clemens to Inner City Broadcasting last fall for \$1.5 million. Buyer is owned (25% each) by Neil N. Goodman and Michael F. Radner, Detroit real estate investors; Leigh N. Feldsteen, vice president and sales manager at WWCT(FM) Peoria, Ill., and Gilda S. Radner, star of NBC's *Saturday Night Live* and brother of Michael Radner. None have other broadcast interests. WBRB is on 1430 khz with 500 w.

■ WZMF(FM) Menomonee Falls, Wis.: Sold by Falls Broadcasting Corp. to Darrel Peters Productions Inc. for \$650,000 plus \$150,000 for agreement not to compete. Seller is owned by R. F. Amann, who has no other broadcast interests. Buyer, owned by Darrel Peters, is syndicated music service. Mr. Peters also is general manager of WLOO(FM) Chicago. WZMF is on 98.3 mhz with 3 kw and antenna 280 feet above average terrain. Broker: Cecil L. Richards Inc.

■ KXXV(AM)-KINX(FM) Colorado Springs: Sold by Silver West Broadcasting Co. to Mountain Center Broadcasting Co. for \$765,000. Seller is owned by William S. Cook, who has no other broadcast interests. Buyer is owned by Alfred T. Burke (40%), Steve Adams (40%) and Dale E. Palmer (5%), who also own KZAK(AM)-KTYL(FM) Tyler, Tex. Mr. Burke is president of Burke Beverage Co., bottling and real estate firm in Longview, Tex. Mr. Adams is Minneapolis banker and Mr. Dale is manager of Tyler stations. KXXV is 1 kw daytimer on 1530 khz. KINX is on 101.9 mhz with 28 kw and antenna 310 feet below average terrain. Broker: Chapman Associates.

■ KIKM-AM-FM Sherman, Tex.: Sold by Lon H. Williams to Pyle Communications for \$750,000. Seller also owns KIXS-AM-FM Killeen, Tex. Buyer is owned by Charles Pyle (majority owner), Harry Pyle (brother), Jerry Snyder and Delwin Romero. Pyles are in insurance and ranching. Mr. Romero is certified public accountant, and Mr. Snyder is sales manager of KTEM(AM) Temple, Tex. None have other broadcast interests. KIKM is on 910 khz with 1 kw. KIKM-FM is on 96.7 mhz with 3 kw and antenna 265 feet above average terrain. Broker for seller: Kelley Associates Inc. Broker for buyer: Chapman Associates.



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■ **KKTT(AM)** Los Angeles-KUTE(FM) Glendale, Calif.: Sold by Tracy Broadcasting Corp. to Inner City Broadcasting Corp. for \$4.5 million plus \$800,000 for agreement not to compete and \$76,000 for consultancy agreement. Seller, owned by Richard B. Stevens, also owns KUPL-AM-FM Portland, Ore. Buyer owns KRE-AM-FM Berkeley, Calif.; WBRB-FM Mount Clemens (Detroit), Mich., and 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 day and 250 w night. KUTE is on 101.9 mhz with 640 w and antenna 2,860 feet above average terrain.

■ **WHHR(FM)** Hilton Head Island, S.C.: Sold by Hilton Head Radio Corp. to Cordem Inc. for \$1,190,000, including \$354,990 for agreement not to compete. Seller are John J. Henry (69.2%), DeLyle B. Medlin (28.5%) and Isaac W. Wilborn (2.3%). None have other broadcast interests. Buyer is owned by H. Stewart Corbett Jr. (60%) and DeMatteis Female Children's Trust (40%), of which Frederick and Alfonso DeMatteis (brothers) are trustees and their daughters beneficiaries. Mr. Corbett is vice president and assistant treasurer of Cox Broadcasting Co., post he was to leave upon FCC approval of sale. Frederick and Alfonso DeMatteis are chairman and president, respectively, of Leon D. DeMatteis Construction Corp., Elmont, N.Y. They have no other broadcast interests. WHHR is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

■ **KFYO(AM)** Lubbock, Tex.: Sold by KFYO Inc. to South Plains Broadcasting Co. for \$1.3 million. Seller is owned by S. B. Whittenburg and family members who have no other broadcast interests. Buyer is owned by Seaton Publishing Co. (90%) and Robert L. Pratt (10%). Seaton Publishing is principally owned by Edward L. Seaton and family, who own KMAN(AM)-KMKF(FM) Manhattan and KGGF(AM) Coffeyville, both Kansas; KHAS-AM-TV Hastings, Neb., and newspapers in Kansas, Nebraska, South Dakota and Wyoming. Mr. Pratt is general manager of KGGF and part owner of KMAN(AM)-KMKF(FM). KFYO is on 790 khz with 5 kw day and 1 kw night.

■ **WFGL(AM)-WFMP(FM)** Fitchburg, Mass.: Sold by WFGL Inc. to Montachusett Broadcasting Inc. for \$592,000. Seller is owned by George I. Chatfield and his wife, Marie, who have no other broadcast interests. Buyer is owned by Robin B. Martin (55%), L. William Seidman (22%), Ernest S. Johnston (22%) and Thomas Shine (1%). Messrs. Martin and Seidman are former Ford administration White House staffers. Mr. Johnston is Washington advertising executive. Mr. Martin is also principal owner of WOLF(AM) Syracuse and WRUN(AM)-WKGW(FM) Utica, both New York. Mr. Shine is vice president-general

manager and Messrs. Johnston and Seidman are minority owners of Utica stations. WFGL is on 960 khz with 1 kw full time. WFMP is on 104.5 mhz with 50 kw and antenna 280 feet above average terrain. (Editor's note: This corrects previous approval in Jan. 29 "Changing Hands.")

Broadsides from broadcasters against FCC's inquiry into TV for children

Networks, NAB and AAAA argue that proceeding is unnecessary at best and question its legality

Broadcasters made well known their feelings about the FCC's children's television investigation by flooding the commission last week with highly critical final comments.

As the deadline approached, the commission staff had its hands full trying to process an endless flow of paper. The final result of the barrage was a series of lengthy, heavily documented briefs calling on the FCC to suspend its inquiry.

Typical of the comments were those of ABC, which argued that the commission had no business examining children's advertising and programming. "Since this is a matter that continues to confound and confuse even trained experts in the behavioral sciences, it clearly transcends the commission's expertise—to say nothing of its jurisdiction," ABC commented.

It noted that there have been "significant improvements" in children's programming, and industry self-regulation has eliminated potentially misleading commercial practices during the programming. In addition, it said, imposing either quantitative or qualitative standards on the nature and amount of children's programming "would constitute an impermissible interference with the constitutional rights of broadcast licensees and would exceed

One indication. A nationwide survey shows that a majority of the public feels that most television advertising aimed at children is inappropriate for them to see. A Roger Seasonwein poll, in which 847 people were surveyed on the quality of children's advertising, found that 55% felt it inappropriate for youngsters, compared with 35% who felt it all right. Among parents with children under 12 living at home, the poll found similar responses: 54% found children's advertising inappropriate, and 40% said it's appropriate. Among grandparents, there was considerably more concern. Seasonwein's findings showed that 65% of those surveyed believed the ads to be not fitting for children, while 25% said they were appropriate.

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the scope of the commission's statutory jurisdiction."

NBC agreed with the constitutionality issue, and further argued that mandatory rules concerning programming would be "irreconcilable with the proscription against censorship" in the Communications Act, and would constitute "a radical and unprecedented leap from past commission actions and policy pronouncements." It said that while the inquiry asks whether a reduction in advertising time is as desirable as a total ban of advertising to children, it ignores "the more fundamental question" of whether any reduction is necessary or desirable.

CBS added that the inquiry is probably unnecessary since rules requiring particular amounts or kinds of children's programming will do little to improve the quality of what is seen by the younger audiences. It predicted that regulations abolishing or limiting advertising on children's programs will do nothing to improve children's nutritional habits, their behavior, or their relationships with their parents. "Such regulations will serve only to satisfy those who are offended by a practice which has long existed in our society, but which has never been shown to be harmful," it concluded.

A slightly different view of the inquiry was offered by the American Association of Advertising Agencies. Although it had the same basic arguments as others commenting, the AAAA took its dissatisfaction one step further by suggesting that the FCC defer its investigation of children's television until it completes its full-scale inquiry into television network operations, of which children's programs will be a part. "The AAAA believes such a postponement would be in the best interest of the taxpaying consumer public and would result in a more meaningful analysis by the commission, the industry and the public of all the complex and interrelated economic social issues in the children's television programming area." It added that any reduction of advertising time on children's programs will lead to higher costs for advertisers. This, it predicted, would have a "domino effect" throughout the advertising and manufacturing industries, and eventually lead to higher prices for consumers, which would

be contrary to President Carter's fight against inflation.

The National Association of Broadcasters took a hard line as well. It said it was "time to call a halt to this seemingly endless rehashing of issues and give more than lip service to the First Amendment." NAB argued that the broadcasting industry has "overwhelmingly" conformed with the suggested practices in the commission's 1974 "Children's Television Report and Policy Statement."

It noted that little is at issue in the cur-

rent inquiry that was not the subject of the 1974 inquiry. And even though the FCC may legitimately inquire whether stations are complying with the policies of the earlier inquiry, NAB believes this investigation "greatly exceeds that function and seems to envision, from the outset, the need for additional, more formalized government action regarding children's television."

NAB concluded that certain aspects of the current investigation "tread on exceedingly thin legal ice."

Sims goes public with call for change at NAB

Retiring radio board director thinks it's time for Wasilewski to step down as president, says Thurston would be appropriate—if reluctant—successor; there are no seconds to the motion

Feeling that it is time for a fresh administration at the National Association of Broadcasters, an outgoing member of the radio board is recommending that Vincent T. Wasilewski, NAB's president for 14 years, be replaced by current Joint Board Chairman Donald Thurston.

Bill Sims, president of Wycom Corp., which operates radio stations in Wyoming and New Mexico, made the suggestion at a private meeting of the five outgoing radio board members at the NAB joint board meeting in Maui, Hawaii, last month. The gathering, called by current Radio Board Chairman Walter May (WPKE[AM]-WDHR[FM] Pikeville, Ky.) to collect members' parting thoughts about the association, resulted in a list of recommended changes. The suggestion to replace Mr. Wasilewski was omitted from that list. But Mr. Sims said he understood it was controversial and did not insist on its inclusion. He also said he does not recall any discussion when he raised it.

But he volunteered this statement when asked by BROADCASTING about the omitted recommendation last week: "At this meeting I was asked for my honest opinion and I gave it," he said. "But before anyone thinks that I am out to get Vince, I want to say that that is absolutely not true.

Vince is a very capable, bright and persuasive leader for the NAB. We have won many battles with him at the helm, and he certainly deserves our greatest praise for his 30 years service to the association.

"But just as we limit the President of the United States to eight years, it seems to me that no one should continue as president of the NAB for 14. I am of the Robert Townsend school [Mr. Townsend, a former Chrysler Corp. executive, wrote the book, "Up the Organization"]. I believe that all top corporate and government officials should seek a new challenge every five to eight years. Vince is young enough to conquer many new challenges in his lifetime. It's not Vince. It is simply time for a change.

"I have long felt, and believe most broadcasters feel, that the NAB president should be a broadcaster. [Mr. Wasilewski is an attorney.] This belief is based on the overwhelming result of conversations I have had and letters I have received since serving on the NAB board. I believe a survey of members will bear me out. If I am wrong about the results of such a poll, I will publicly apologize to the president, members, directors and staff of the association for making a serious miscalculation.

"It's my opinion we have in our midst the best example of what an NAB president should be like—Don Thurston, whose two years' service as chairman of the board have given him the best possible prelude to becoming the president of NAB. He is knowledgeable, competent, articulate and thinks well on his feet. He knows how to compromise. He is sympathetic to television while being a radio guy in an association where nine-tenths of the members are in the radio business. While I am sure he would initially deny it, I believe he will eventually accept the position, if asked." (Mr. Thurston is president of Berkshire Broadcasting, which operates WMNB-AM-FM North Adams and WSBS[AM] Great Barrington, both Massachusetts.)

Mr. Wasilewski, asked for his reaction, said he was not aware of Mr. Sims's proposal. In his own defense, he said "I still think I do a good job, and that we have the best staff and the best organization. I will continue to stay here until requested to leave by the executive committee or the board."

Mr. Thurston, who said he was also unaware of Mr. Sims's proposal before last

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week, said he was "stunned" by it. "Things have been going so well with the organization and NAB's productivity that I'm very disappointed that someone would [do this]." Asked about Mr. Sims's assertion that Mr. Thurston would eventually accept the presidency, he said, "I'm not even going to dignify the suggestion."

Reactions to Mr. Sims's suggestion from others among the retiring radio directors were negative. Frank McLaurin of KSRQ(AM) Santa Rosa, Calif., who compiled all the suggestions and presented them for inclusion in the minutes of the Maui joint board meeting, said he did not recall Mr. Sims making the suggestion.

Carl Venters, current radio board vice chairman who was a sixth person at the Maui session at Mr. May's invitation, even though he has a year remaining on the board, said he couldn't recall the subject ever being raised, either.

But Mr. May remembered it and called BROADCASTING last week to say that "there was no other support that I could see" for the idea among the retiring directors. They agreed, he said, that "NAB is functioning better today than ever."

Mr. May also said that he thinks Mr. Sims tends to "shoot from the hip." He said, "It sounds to me like one last shot—he gets things a little stirred up before he fades into the plains of Wyoming." Mr. McLaurin called Mr. Sims "outspoken," but added that he was a "very fine board member."

Mr. Sims, who failed twice in campaigns for radio board vice chairman, once in 1977 by a vote of 15-14, characterized himself as a "maverick," an "opinionated" person who has made enemies on the board. He said he expects to become an outcast at NAB now, but "I'm ready for it."

The two other retiring radio directors are Paul Reid, WBHB(AM) Fitzgerald, Ga., and Virginia Pate Wetter, WSA(AM)-WHDG(FM) Havre de Grace, Md.

Taking another look

Although Mr. Sims's suggestion did not make the official list submitted to NAB leadership, a number of others did. Responding to them, the NAB executive committee last week appointed a new reorganization task force to review the association's progress since its reorganization moves more than two years ago. The group will be co-chaired by Robert King, Capital Cities Communications, and Carl Venters, WPTF(AM)-WQDR(FM) Raleigh, N.C., the respective vice chairmen of the NAB television and radio boards. Other members are yet to be appointed.

Among the suggestions to be reviewed: that the NAB staff be more responsive to the board, implementing board actions promptly even if it disagrees; that the staff be more active with state broadcaster associations; that NAB communicate better with the membership; that board election procedures and terms of service be reviewed; that board members be more active in committees and convention workshops, and that NAB be "less defensive" toward other trade associations.

Both camps confident after round one of children's ad hearings

Industry and citizen groups feel things went their way during San Francisco proceedings and agree that next batch of testimony will be crucial; both think their side will prevail

Who came out on top in the opening bout of the Federal Trade Commission's children's advertising hearings? Everyone. Or so they say.

Recent interviews with proponents and opponents of the controversial proposals to limit, and in some cases ban, ads aimed at children, indicate that both camps believe they left San Francisco with the upper hand. And the FTC is claiming a victory of sorts as well: presiding judge Morton Needelman, it is pointed out, ran an even-handed hearing that has received high marks all around.

But while each side is quick to say it holds the upper hand, neither is ready to predict a victory. There is, rather, "guarded optimism."

Clark Holt of the Association of National Advertisers said that testimony proved the current system of industry self-regulation is a responsible one that benefits both children and their parents. Mr. Holt said the FTC has overstepped its boundary with the investigation, adding that there is no substantial proof, as some witnesses claimed, that TV commercials cause parent-child conflicts.

Mr. Holt specifically criticized Professor Robert M. Liebert of the State University of New York at Buffalo for his view that a child might begin to mistrust a parent who contradicts the claims of a TV advertisement. Mr. Holt said Professor Liebert had failed to keep up with the latest scientific research, basing his beliefs instead on the findings of the Swiss psychologist and educator, Jean Piaget, whose works on

child psychology date back to the 1920's.

Molly Pauker of Action for Children's Television, however, said Professor Liebert's claim may in fact be true. The problem, she said, is that there have been recent experiments exploring the cognitive development of children, and there is a dispute among experts as to which research can be relied on.

But Miss Pauker was not as tenuous on other points. She said, for example, that the FTC is definitely within its jurisdiction since "it's the advertising and not the products," that's at issue.

As for First Amendment matters, Miss Pauker said there is no existing Supreme Court decision that comes down on either side of the issue. "There is certainly a case for [the ban]; it just hasn't been decided yet," she said.

Industry, however, disagreed. Jay Davis, legal counsel for the Association of National Advertisers, said recent Supreme Court decisions entitle advertising to First Amendment protection. A ban, he said, would constitute prior restraint of speech. "From the constitutional standpoint, we don't think they [FTC] have a valid point," Mr. Davis said.

Others skirted the legal issues. Bob Purcell, of the American Association of Advertising Agencies, for example, said a crucial factor in the hearings was that industry presented far stronger arguments. He said that "tremendous cooperation" among industry groups helped to push their points across. Conversely, he said, advocates of the proposed regulations made "no sense," adding that the activist posture that industry took in talking to the public caused "some consternation" among public interest groups, which previously monopolized that audience.

Not everyone, however, was pleased with industry's public relations campaign. Jennifer Cross of the Safe Food Institute criticized industry for putting out what she claimed weren't always accurate reports of the proceedings. She noted that industry spent a large sum of money on publicity for its position, while the public interest groups could not afford such campaigns. She added that studies conducted by her organization show that people overwhelmingly favor a ban on the advertising of sugared products.

There was general agreement that the next phase of the hearings will be crucial to a final determination. Richard Bragaw

Keep moving. The Grocery Manufacturers of America last week moved to have the Federal Trade Commission's children's advertising hearings suspended, but Morton Needelman, the presiding judge, swiftly denied the motion, insuring the proceedings will continue as scheduled. GMA argued that the resignation of Elizabeth Dole, effective March 9, would leave the five-member commission with just two members who could rule on procedural matters—one short of the required quorum. Chairman Michael Pertschuk has been disqualified by a federal judge from the proceeding and Commissioner Robert Pitofsky removed himself because of his involvement with the issue prior to joining the commission. As such, GMA said, the hearings should be suspended until a new commissioner is appointed. But Judge Needelman struck down the proposal. "There is no business pending before the commission involving this proceeding which requires that either the presiding officer or the commission be concerned about resignations in March of any commissioner, or the numerical make-up of the commission after such resignations take place," he ruled. The hearings resume in Washington March 5 and are scheduled to run through March 30, with 138 witnesses slated to testify.

of the Cereal Institute Inc. said no testimony questioning the nutritional value of cereals was put on the record in San Francisco, but there most likely will be in Washington. He said, however, that the institute had four dental research studies that proved there is no correlation between sugared cereals and tooth decay.

Kent Mitchel, member of the ANA-AAAA coalition, said he did not expect any major surprises at the Washington hearings, but there was new psychological data coming in that might suggest that young children understand more than older studies would have us believe.

Mr. Mitchel said one issue in particular concerned him. He feared that any FTC action in this matter might set a precedent for the future, giving the commission too much power, and severely tying the hands of industry.

Twice bitten, Sears shy

Company considering new agency arrangement after second regional shop encounters financial troubles

Sears, Roebuck & Co. is considering changes in its regional advertising agency setup as a result of financial problems encountered by its former agency for the mid-Atlantic region ("Closed Circuit," Feb. 5).

Rollband Inc., Philadelphia, owes more

than 70 TV and radio stations approximately \$186,000 for time contracted on behalf of Sears on stations in Pennsylvania, New Jersey, West Virginia and Delaware. Less than two years ago a large number of stations went unpaid when another Sears agency, LBJ Advertising, Chattanooga, went bankrupt (BROADCASTING, Oct. 24, 1977). Sears in that instance and in the present circumstance has taken the position that the agency is liable for payment to the media.

A spokesman for Sears in the mid-Atlantic region said last week that in view of the Chattanooga and Philadelphia situations, Sears is exploring several alternatives, including pre-payment by the company itself or the establishment of in-house agencies. But he stressed the no decision has been made and that when it is, it will be made at Sears's headquarters in Chicago.

He said that all inquiries relating to the mid-Atlantic problem are being referred to the company's legal department.

Sidney Shlak, president of Rollband, said his agency's difficulty resulted from Sears's sudden cancellation of its agreement on a few days' notice. He said the agency faces a cash flow problem, but has offered to pay stations 57 cents on the dollar. Otherwise, according to Mr. Shlak, the Philadelphia ad agency will be forced to disband.

Mr. Shlak reported that about 15 stations already have accepted his proposal and others are considering it. He

acknowledged that some stations have turned down his offer. Mr. Shlak said that a large number of stations were surprised that Sears had replaced him since they felt Rollband had performed well and had paid on time in the past.

Three stations checked agreed with the version expressed by Mr. Shlak. They said that Rollband has been replaced by MARC Advertising, Pittsburgh, which is offering stations cash-and-barter deals and others calling for up to 40% off rate card. Of stations checked, none said they had accepted the MARC offer.

The Sears spokesman said MARC is now out in the field trying to hammer out agreements with stations. He said about 50% of the 70-odd stations used by Sears in the mid-Atlantic are expected to sign. He would not discuss the arrangements MARC was proposing but said no stations were being forced to accept the offer.

Ogilvy & Mather tiptoes toward next September

Agency sends up red flag on network buying for 1979-80, noting added complications of the elections and Olympics

Ogilvy & Mather Inc.'s broadcast department has prepared a memorandum for its advertising clients suggesting a "cautious attitude" in buying for the 1979-80 network season.

Prepared by Charles L. Bachrach, senior vice president, and Alice Greenberg, vice president, the memo noted there is "considerable speculation" concerning 1979-80 because it is marked by the Olympics and presidential elections. But it pointed out there are differences compared with 1975-76, when "advertisers were forced into a seller's market for which they were ill prepared." They explained that 1976 was a "year of tremendous recovery" while 1979 is "still a big question;" there are now price guidelines and there is reason to believe the networks will recognize the "spirit" of President Carter's proposal, and in 1979-80, advertisers have more "creative alternatives" available that did not exist on the same scale of 1976.

"We believe it would not be judicious to rush pell-mell into the marketplace," the memorandum advises. "Network budgets, to the extent possible, should be approved for placement prior to April 15, 1979. We may not fully commit these budgets in April. Early approval to act will allow us to protect client requests, should a marketplace rush occur."

Direct response answers se

Four out of five TV stations responding in a survey say they accept direct-response commercials.

The research was conducted by Gaynor

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Hypo gauge. Here is the Advertising Research Foundation's so-called "antihypoing" index for the Arbitron and Nielsen November 1978 sweep measurements of local TV markets. In an effort to indicate the extent to which networks achieved unusual audience shares during the sweep period (Nov. 1-29, 1978), the chart compares those shares with the shares attained in the same time periods immediately before (Oct. 1-31) and after (Nov. 30-Dec. 8) the sweep period. For example, at 8 p.m. Monday, ABC's sweep-period average share was 78% as high as its before/after average, CBS's was 12% higher than before/after, and NBC's was

98% as high as in the surrounding periods. ARF suggests to spot-TV buyers that when the index is "significantly" above or below 100, they should "investigate the programming in the local market" and decide for themselves whether the sweep numbers are really typical. This is the eighth ARF-sponsored study of this kind, prepared to its specifications by the A.C. Nielsen Co. The study "once again points up the limitations of a four-week sweep as the basis for either spot buying or post-evaluation," ARF said, adding that its television audience measurement council is currently evaluating alternatives to the four-week sweep plan.

	Monday			Tuesday			Wednesday			Thursday			Friday			Saturday			Sunday				
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC		
7 p.m.																							
7:30 p.m.																					79	110*	106*
8 p.m.	78*	112*	98	104	82*	129*	123	95	100*	93*	93	102*	98*	103	119*	100*	109*	79	94*	122*	89*		
8:30 p.m.	92*	95*	96	102	81*	137*	116	85*	102*	94*	91	104*	107*	105	95*	101*	116*	81	98*	126*	92*		
9 p.m.	106	100	91*	98	81	124	119*	125	89	91*	96	106	118	101	91	119	164*	96*	128	84*	92*		
9:30 p.m.	92	106*	97	99	90	113	119*	125	87	97*	95	104	125	96	92	110*	167*	107*	129	81*	93*		
10 p.m.	95	102	101	116	88	102	109	125	84	97*	101*	100*	128	85*	97*	97	137*	112*	123	89*	110*		
10:30 p.m.	97	98	103	114	84	108	107	126	82	98*	95*	106*	125	86*	99*	92	122*	114*	110	88*	116*		

* Includes more than one regularly scheduled program.

Sweep Period: Nov. 1 through Nov. 29, 1978. Base Period: Oct. 1 through Oct. 31, Nov. 30 through Dec. 8. "One-time-only" specials not included in analysis. All data based on Nielsen multinetwork area shares. Performance in individual markets can differ significantly.

Media Corp., New York, a media buying and planning service, which distributed questionnaires to 165 commercial TV stations. Responses were received from 51.

Among other conclusions of the survey: Stations are seeking additional direct-response business because such spots can be scheduled in off-hours and can be preempted; nearly two-thirds of direct-response commercials are two minutes in length, the rest one minute; the leading category of such advertising is phonograph records and tapes, followed by household gadgets; file-card sets; book and magazine publishers and book clubs, and home-improvement materials and services.

Advertising Briefs

New addition. Formation of Pro Media, radio-TV-outdoor rep firm, has been announced. T. J. Kollman is president and main office is at 280 South Beverly Drive, Suite 513, Beverly Hills, Calif. 90212. Phone (213) 872-2155. Additional offices are in Sherman Oaks and Palos Verdes Estates, both California.

There now. Viti Media International Inc., media buying and planning service, has moved to larger quarters at 1114 Avenue of the Americas, New York, 10036. Phone: (212) 921-0500.

Making sales a science. Responding to need for more and better media salesmen and managers, University of Texas at Austin has instituted media sales laboratory to supplement regular course work, field projects and sales internships of its advertising students. Lab includes computer terminal linked to university's sales data bank, audio-visual equipment to enable students to tape, replay and critique their sales presentations and collection of reference materials. Initial funding for lab came from Sam A. Papert, president of Texas Daily Press League, who raised \$10,000 from newspapers, broadcasters, advertising representatives, equipment manufacturers and market researchers.

University has named lab and subsequent \$50,000 endowment from board of trustees in his honor. Endowment will be used for media research and maintenance of lab.

Radio biased. New business automation system for radio stations is being marketed by Broadcast Industry Automated Systems (BIAS), division of Data Communications Corp. of Memphis. In development two years, system is "on-line" to BIAS central computers, like company's TV system. It uses micro-computers in-house. First stations aboard are Plough Broadcasting's WPLO(AM)-WVEE(FM) Atlanta.

Round the world. *Marlo and the Magic Movie Machine*, weekly children's series with 80% U.S. clearance, will celebrate UN-designated "International Year of the Child" with new regularly scheduled segments on IYC events and children of world. Three half-hour prime-time specials also are planned, in Monaco, at U.S. Youth Games and with children of Peoples Republic of China. Kellogg Co. has renewed sponsorship, now taking both national minutes. Corporation for Entertainment and Learning produces; Group W Productions distributes here (John Pearson International, abroad); it was created and developed in association with CBS Television Stations, produced in association with Post-Newsweek Stations.

Broadcasting for retailers pushed

TVB and RAB tell conference of retail advertisers they should use TV and radio to help build positive image of the store in consumers' mind

The growing values of television and radio advertising for retailers were underlined in presentations to the annual meeting of the Retail Advertising Conference in Chicago.

The presentations by the Television Bureau of Advertising and the Radio Advertising Bureau stressed the importance of "positioning" the retail establishment in such a way that heightened identity is achieved.

Miles David, president of the RAB, said the key to store positioning is identifying the role the store occupies in the marketplace. Together with Charles Moxley, vice president, sales promotion of the Maas Brothers department store chain in Florida, Mr. David cited some examples of successful retail radio advertising.

They pointed to Lytton's, a 13-store Chicago clothing chain that uses humorous radio commercials to position itself as a quality clothing specialist with the merchandise depth of a department

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store; Badower's, a Des Moines men's clothing store, which projects itself as a quality store with a large, skilled tailoring staff through using store owner Fred Badower as its radio spokesman; Compass Furniture, New Orleans furniture warehouse, which used the store's location (between two major furniture retailers) as its advertising thrust, and Hecht Co., Washington, which dropped print and tapped radio to position its junior department as a contemporary life-style source for working women and active housewives.

Roger B. Rice, president of TVB, said television can be used to reach out to new and old customers in two ways: to accentuate the positive ("those things people like about you") and to correct the negatives ("let people know you've improved upon or changed those things they didn't like"). Mr. Rice was joined by Don O'Brien, senior vice president, marketing, Jordan Marsh, Boston, and Roy E. Boutillier, vice president and sales promotion, Gimbel's, Milwaukee, in detailing case histories of successful uses of retail TV advertising.

Their talks focused on The Dress Room, Louisville, which deals exclusively in brand-name jeans and showed increases in sales after directing TV specifically to the 12-to-34 viewership rather than a broader base; Goldie's, St. Louis, which boosted sales after a TV campaign that stressed the department store's good customer services, its convenient location and the arrangement of store items; Gimbel's, Milwaukee, which decided to establish a new housewares merchandising area called "Habitat" and used television as the principal medium to attract customers to the area and the store, and Korvette's, New York, which called on TV to buttress a new theme, "The Other Korvette's", designed to persuade customers that the discount chain carried better apparel than they thought.

New name, new set-up

KM&G International, Pittsburgh, has been formed as the corporate holding company for 20 domestic and overseas agencies and related companies, with William H. Genge as chairman and chief executive officer and Robert H. Savage as president and chief operating officer.

The new firm is an outgrowth of Ketchum, MacLeod & Grove Inc., and was formed to decentralize operations. Mr. Genge will operate from Pittsburgh and Mr. Savage from San Francisco. Edward T. Parrack, who has been chairman and chief executive officer since 1962, becomes vice chairman. KM&G International has worldwide billings of \$220 million and domestic billings in excess of \$150 million, of which an estimated 33% is in broadcast.

Mr. Genge has been president of KM&G and Mr. Savage board chairman of Botsford Ketchum, San Francisco. Mr. Savage will continue in that latter post while becoming president of KM&G International.

In Sync

Up and coming in broadcast technology

Traffic memo. Ever wonder how much international video traffic is going out over the Intelsat system? Comsat's television service logged just under 68 hours of received transmissions and beamed just over 55 hours during the 11-day period of Jan. 26-Feb. 5—an especially heavy international news period when China's Vice Premier Teng Hsiao-ping was visiting the U.S., Pope John Paul II was in Mexico and the crisis in Iran was in full swing. Comsat made 10 transmissions to China during the period for a total of six hours and 15 minutes. Another 22 transmissions (three hours and 46 minutes) of Teng-related news went to other points in the world. The Pope's visit resulted in 12 hours and seven minutes of received signals and two hours and 30 minutes of feeds. Iran headed the list of news stories, however, with 23 hours and seven minutes of signals relayed to the U.S. (That included signals sent from France where Ayatollah Ruhollah Khomeini was exiled before his return to Iran this month.) In addition to those hard news stories, Comsat relayed other feeds—largely sporting events—for a total of 32 hours and 36 minutes received and 42 hours and 38 minutes transmitted. □ □ □

And while Iran's on the mind. Prior to last week's triumph of the Ayatollah's forces, his supporters were beaming "revolutionary television" into Tehran homes. The station was a mobile unit with a broadcast range of about three miles. Broadcasts ran for about two hours daily. According to press reports, the Ayatollah's supporters took over Iran's state-owned broadcast stations last week. □ □ □

Can Mr. Whipple be far behind? China National Light Industrial Products Import & Export Corp. has ordered 100,000 19-inch, PAL-system color television receivers from Hitachi Ltd., Tokyo. The value of the order has been placed at \$35 million. Deliveries to the People's Republic will begin in March and proceed at a rate of 10,000 a month. □ □ □ **At home.** Sony Consumer Products has introduced two new projection television systems—the KP-5000 (\$3,500) and KP-7200 (\$4,000). Both models feature electronic tuning, including an integrated circuit for pre-setting channel frequencies. Remote control is operated by an infra-red light rather than the conventional ultrasonics, avoiding interference common to many standard remote control units. The units also are capable of receiving the vertical interval reference signal for automatic adjustment of color and hue. □ □ □

Out West. Christian Broadcasting Network, Virginia Beach, Va., has announced a joint agreement with KTLA(TV) Los Angeles, a channel 5 independent, for the construction of a 10-meter satellite earth station. Presence of the dish on the West Coast will allow CBN to deliver its network programs live. The dish will also give CBN the capacity to microwave its programs throughout much of southern California. □ □ □ **Down South.** TDK Electronics Corp., a Japanese firm, has announced it will build a new \$50-million, 350,000-square-foot manufacturing facility at Peachtree City, a suburb of Atlanta. The plant will produce up to one million half-inch video cassettes monthly. Construction is slated to begin in September with completion set for early 1981. It will be the company's first full production facility in the U.S. (The TDK plant in Irvine, Calif., serves as an assembly plant for some one million cassettes monthly. TDK is expanding that one, too, for a monthly capacity of three million units.) □ □ □

Up East. Microtime Inc., Bloomfield, Conn., has introduced a \$24,995 frame synchronizer-time base corrector—the 2525 Video Signal Synchronizer (VSS). Orders are being taken for deliveries in late summer. □ □ □ **To Russia, with love.** The General Services Administration has awarded a \$6.2-million contract to Continental Electronics Manufacturing of Dallas to build eleven 250 kw shortwave radio transmitters for Radio Free Europe/Radio Liberty Inc. The new transmitters will be used to upgrade and improve RFE/RL's broadcasts to Eastern Europe and the Soviet Union. □ □ □

Made in heaven? Last year Harris Corp. and Andrew Corp. entered an agreement for Harris to market Andrew's UHF television antennas. To date, that arrangement has resulted in more than \$4-million worth of sales for Harris transmitters and Andrew antennas. Two packages have been sold to the Kentucky Educational Television Commission and one to Howard University in Washington. □ □ □

See the U.S.A. the DiscoVision way. MCA Inc. has announced an agreement with General Motors Inc. to deliver at least 7,000 of its industrial model DiscoVision video disk players for use in dealer showrooms in the U.S. and Canada. Universal Pioneer Corp. will build the units. □ □ □

Preview. Chicago's Hyatt Regency O'Hare hotel will house the upcoming second International Fiber Optics & Communications Exposition Sept. 5-7. The three-day meeting featuring a fiber exposition, a technical program and "short courses" in fiber technology, system design and marketing is being sponsored by Information Gatekeepers Inc., Brookline, Mass.

The Broadcasting Playlist™ Feb 19

Contemporary

Last week	This week	Title □ Artist	Label
1	1	<i>Do Ya Think I'm Sexy</i> □ Rod Stewart	Warner Bros.
2	2	<i>I Will Survive</i> □ Gloria Gaynor	Polydor
7	3	<i>Fire</i> □ Pointer Sisters	Planet
3	4	<i>Le Freak</i> □ Chic	Atlantic
5	5	<i>Too Much Heaven</i> □ Bee Gees	RSO
4	6	<i>A Little More Love</i> □ Olivia Newton-John	MCA
10	7	<i>YMCA</i> □ Village People	Casablanca
12	8	<i>Lotta Love</i> □ Nicolette Larson	Casablanca
13	9	<i>Shake Your Groove Thing</i> □ Peaches & Herb	Polydor
14	10	<i>Heaven Knows</i> □ Donna Summer	Casablanca
15	11	<i>Soul Man</i> □ Blues Bros.	Atlantic
20	12	<i>Tragedy</i> □ Bee Gees	RSO
8	13	<i>Got To Be Real</i> □ Cheryl Lynn	Columbia
17	14	<i>I Don't Know If It's Right</i> □ Evelyn King	RCA
16	15	<i>Livin' It Up (Friday Night)</i> □ Bell & James	A&M
19	16	<i>Somewhere in the Night</i> □ Barry Manilow	Arista
6	17	<i>September</i> □ Earth, Wind & Fire	Columbia
30	18	<i>Don't Cry Out Loud</i> □ Melissa Manchester	Arista
22	19	<i>Haven't Stopped Dancin' Yet</i> □ Gonzalez	Capitol
21	20	<i>Shake It</i> □ Ian Matthews	Mushroom
18	21	<i>Every 1's a Winner</i> □ Hot Chocolate	Infinity
32	22	<i>Crazy Love</i> □ Poco	ABC
23	23	<i>What a Fool Believes</i> □ Dóoble Bros.	Warner Bros.
26	24	<i>Sultans of Swing</i> □ Dire Straits	Warner Bros.
25	25	<i>The Gambler</i> □ Kenny Rogers	United Artists
31	26	<i>Dancin' Shoes</i> □ Nigel Olsson	Bang
28	27	<i>What You Won't Do For Love</i> □ Bobby Caldwell	Cloud
—	28	<i>Keep On Dancin'</i> □ Gary's Gang	Columbia
9	29	<i>Hold the Line</i> □ Toto	Columbia
24	30	<i>I Was Made For Dancin'</i> □ Lelf Garrett	Scotti Bros.
11	31	<i>My Life</i> □ Billy Joel	Columbia
33	32	<i>Every Time I Think of You</i> □ Babys	Chrysalis
29	33	<i>No Tell Lover</i> □ Chicago	Columbia
27	34	<i>Blue Morning, Blue Day</i> □ Foreigner	Atlantic
39	35	<i>I Just Fall in Love Again</i> □ Anne Murray	Capitol
—	36	<i>Knock On Wood</i> □ Amil Stewart	Ariola
35	37	<i>Big Shot</i> □ Billy Joel	Columbia
45	38	<i>Music Box Dancer</i> □ Frank Mills	Polydor
40	39	<i>Lady</i> □ Little River Band	Harvest
—	40	<i>Heart of Glass</i> □ Blondie	Chrysalis
37	41	<i>Forever in Blue Jeans</i> □ Neil Diamond	Columbia
44	42	<i>Maybe I'm a Fool</i> □ Eddie Money	Columbia
34	43	<i>Ooh Baby, Baby</i> □ Linda Ronstadt	Asylum
49	44	<i>Stumblin' In</i> □ Suzi Quatro & Chris Norman	RSO
—	45	<i>Busting Loose</i> □ Chuck Brown & the Soul Searchers	Source
41	46	<i>I Love the Night Life</i> □ Alicia Bridges	Polydor
47	47	<i>Song On the Radio</i> □ Al Stewart	Arista
46	48	<i>Promises</i> □ Eric Clapton	RSO
50	49	<i>New York Groove</i> □ Ace Frehley	Casablanca
38	50	<i>We've Got Tonight</i> □ Bob Seger	Capitol

Playback

Gang buster. Gary's Gang is going places with *Keep On Dancing* (Columbia), which enters "Playlist" at 28 this week. "It's a significant disco smash, just now crossing over to top 40," says Curt Hansen of WAVZ(AM) New Haven, Conn. "It's good, mass appeal disco. Disco radio broke it, but there's no reason it won't go top five easily ... there's no grinding stuff [upper demographics] will get turned off by." **Knock out.** *Knock on Wood* was a hit back in 1965 when it was recorded by Eddie Floyd and it's getting a hearty revival now—coming on at 36—performed by Amii Stewart (on Ariola). The new version is "hard driving" disco, says Walt Brown of WERC(AM) Birmingham, Ala., and programmers are excited about it. "It's a very active, busy, get up and boogie" record, says Michael Kjar of KKLS(AM) Rapid City, S.D. "It has a lot of class to it; the production is excellent." **Blondie's breaker.** Blondie, considered punk by some and progressive by others, is unanimously called disco with its latest single, *Heart of Glass* (Chrysalis). It comes on the chart at 40 and Jim Golden of WBSR(AM) Pensacola, Fla., predicts the single "will shape up to be a hit." WAVZ's Mr. Hansen says "it certainly covers all bases. It could be adult contemporary, AOR, R&B and disco, and that makes it valuable." **On the Money.** Eddie Money's *Baby I'm a Fool* (Columbia) moves up two places to 42 this week and KKLS's Mr. Kjar calls it a "really fine tune. It's from a very good album [*Life for the Taking*] and Eddie Money has a lot of appeal." **Slow and steady.** Bobby Caldwell's *What You Won't Do For Love* (Cloud) has been making a steady—if not rapid—ascend and this week it moves to 27. Steve Brooks of WEEQ(AM) Waynesboro, Pa., calls it "one of the best out ... it's a real good love song, a dynamite record."

Country

Last week	This week	Title □ Artist	Label
1	1	<i>Every Which Way But Loose</i> □ Eddie Rabbitt	Elektra
4	2	<i>Come On In</i> □ Oak Ridge Boys	ABC
3	3	<i>Why Have You Left ...</i> □ Crystal Gayle	United Artists
10	4	<i>I'll Wake You Up When I Get Home</i> □ Charlie Rich	Elektra
6	5	<i>Happy Together</i> □ T.G. Sheppard	Warner/Curb
2	6	<i>Back On My Mind</i> □ Ronnie Milsap	RCA
18	7	<i>Tonight She's Gonna Love Me</i> □ Razy Bailey	RCA
24	8	<i>Everlasting Love</i> □ Narvel Felts	ABC
11	9	<i>Alibis</i> □ Johnny Rodriguez	Mercury
16	10	<i>Whiskey River</i> □ Willie Nelson	Columbia
17	11	<i>I Just Can't Stay Married</i> □ Cristy Lane	LS
14	12	<i>Mabellene</i> □ George Jones & Johnny Paycheck	Epic
12	13	<i>Fall in Love With Me Tonight</i> □ Randy Barlow	Republic
—	14	<i>If Everyone Had Someone Like You</i> □ Eddy Arnold	RCA
—	15	<i>If I Could Write a Song</i> □ Billy "Crash" Craddock	Capitol
—	16	<i>I Just Fall in Love Again</i> □ Anne Murray	Capitol
13	17	<i>Golden Tears</i> □ Dave and Sugar	RCA
5	18	<i>Texas (When I Die)</i> □ Tanya Tucker	MCA
25	19	<i>Save the Last Dance for Me</i> □ Jerry Lee Lewis	Sun
7	20	<i>Your Love Had Taken Me That High</i> □ C. Twitty	MCA
21	21	<i>I Really Got the Feeling</i> □ Dolly Parton	RCA
23	22	<i>Lovin' On</i> □ Bellamy Bros.	Warner Bros.
20	23	<i>Do You Ever Fool Around</i> □ Joe Stampley	Epic
—	24	<i>Son of Clayton Delaney</i> □ Tom T. Hall	RCA
8	25	<i>The Official Historian</i> □ Statler Bros.	Mercury

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

In restructuring of ABC Television Network's Affiliate Relations Department, **William H. Sythes**, administrative manager of clearance, named to new post of associate director of affiliate operations. Affiliate operations has been reorganized into three distinct units, with **Robert Reich**, supervisor of sports activity in affiliate relations, named to new post of manager of program operations, and **Bruce Hagerly**, supervisor of interruptions, appointed manager of affiliate communications. **Stuart Ullman** is manager of special services.

Harvey Stone, general sales manager, KNEW(AM) Oakland, Calif., joins KMPX(FM) San Francisco as VP-general manager.

Daniel S. Bradley, former owner and general manager of WCVR(AM) Randolph, Va., joins WCOD-FM Hyannis, Mass., as president and general manager.

Gilbert R. Rozzo, VP-general manager, WPEZ(FM) Pittsburgh, joins WSAI-FM Cincinnati as general manager. He succeeds **Brian D. Stone** who will now work full time on direction of special projects.



Thompson

Lamont (Tommy) L. Thompson, Boston area vice chairman for Westinghouse Broadcasting, retired Feb. 7 after 20 years with company. He will continue to serve as consultant for company's WBZ-AM-FM-TV Boston. No successor has been named.

Robert F. Flinnerty, director, financial planning, finance, NBC, New York, appointed director, financial planning, NBC Television Stations.

Dean Williams, production and program manager, KMTX(AM) Helena, Mont., appointed general manager.

Ron Deem, manager of operations for broadcasting division of Kansas State Network, Wichita, appointed division manager.

Ashley Elliott, news director, WPRB(FM) Princeton, N.J., appointed station manager.

Tommi L. Jones, assistant VP-personnel manager, Jefferson-Pilot Broadcasting, Charlotte, N.C., and **Michael D. Jones**, managing director of Jefferson Data Systems, Jefferson-Pilot's computer division, elected VP's of Jefferson-Pilot. **Edward M. Hull**, in business administration there, elected assistant treasurer.

Joseph R. Dickey Jr., general manager, KXLR(AM) North Little Rock, Ark., joins Mutual Southwest Radio Network, Dallas, as director of station relations.

Neil O'Connor, from WJBK-TV Detroit, joins KOLD-TV Tucson, Ariz., as business manager.

Edith Luray, staff producer, WNBC-TV New York, joins Eastern Educational Television Network, Boston, as executive director of newly formed Eastern Regional Council for Educational Television.

Diane Flynn, graduate, Ohio University, Athens, joins WJXT(TV) Jacksonville, Fla., as writer-producer in creative services department.

Penny Tucker, newscaster, KIXI-AM-FM Seattle, named operations manager.

Kathy Carroll, manager of public information, noncommercial WGTE-FM-TV Toledo, Ohio, named manager of corporate underwriting.

Judy Bonnel, accounting clerk, KHOU-TV Houston, named accounting manager.

Barbara J. Mahoney, treasurer, WHDH(AM) Boston, elected VP.

New officers, Greater Richmond (Va.) Broadcasters Association: **Ralph J. Barnes**, WLEE(AM), president; **Edward W. Smith**, WTVR-AM-FM, treasurer, and **Gregory D. Pearson**, WRNL(AM)-WRXL(FM), secretary.

Henry J. Cauthen, president and general manager of South Carolina Educational Television Network, Columbia, inducted into South Carolina Broadcaster's Hall of Fame.

Broadcast Advertising

Donald M. Zuckert, executive VP of Ted Bates & Co. New York, named president and chief operating officer of Bates's U.S. Affiliate Companies, group of five domestic agencies with annual billings in excess of \$250 million.

Vincent J. Backley Jr., executive VP and general manager of Cincinnati office of Fahlgren & Ferriss, named chief operating officer. **William Peltler**, from Arthur Meyerhoff & Associates, Chicago, succeeds Mr. Backley as general manager in Cincinnati and will also be on board of directors.

Appointments, D'Arcy-MacManus & Masius: **J. Robert Saxon**, executive creative director, DM&M, San Francisco, named senior VP. **Peggy Flynn**, creative group head in New York office, elected VP; **Peter A. Cluthe**, head of his own marketing business in Cleveland, joins DM&M, Bloomfield Hills, Mich., as marketing manager; **James J. Porcarelli**, media group manager in St. Louis office, named associate media director, **Glenn S. DeWees**, from Seven-Up Co., joins St. Louis office of DM&M as media planner, and **Alice P. Truskowski**, from Young & Rubicam, and **Stephanie Mincheff**, from Chromalloy Photographic Industries, join DM&M in St. Louis as time buyers.

Marshall Feldman, account supervisor on Lee Co. account, Bozell & Jacobs, New York, named VP.



Semsky

Arnold Semsky, VP-network television, Grey Advertising, New York, joins BBDO there as associate director in network programing department. **Anthony J. Lenge**, VP-assistant treasurer, BBDO, elected treasurer.

Richard Duncan, buyer with V&R Advertising, New York, joins Tatham, Laird & Kudner, Chicago, as broadcast buyer. **Bill Klimas**, associate creative director, TL&K, named creative director.

Lee Mike Marshall Jr. and **Neil E. Tergesen**, management supervisors, Doyle Dane Bernbach, New York, elected VP's.

Jim Parker, from Marschalk Co., New York, joins Kenyon & Eckhardt there as account supervisor.

Jim Voss-Grumish, executive producer, Needham, Harper & Steers, Chicago, named broadcast services manager. **Ron Klein**, producer, succeeds Mr. Voss-Grumish.

Douglas McClatchy, senior VP-associate creative director, Griswold-Eshleman Co., Cleveland, named creative director.

Alice Benson, from SFM Media Service Corp., New York, joins Griffin Bacal there as

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manager of broadcast buying.

Elizabeth Saunders, from South Carolina Educational Television Network. Columbia, joins The Company Carr. Toledo, Ohio, advertising agency, as broadcast specialist.

Andre Smith, product manager. Bachman Foods. New York, and **March Glanz**, assistant account executive. Foote, Cone & Belding. New York, named account executives on Western Electric account at FC&B.

Emil Lach, co-manager. Savalli/Gates. Chicago, and **Eileen Martinez-Holmes**, broadcast coordinator. Griswold-Eshleman. Cleveland, join Chicago office of U.S. Spanish Television Network as account executives.

Rosemary Russo, from McDonald Davis & Associates. Milwaukee, joins media staff of R.L. Meyer Advertising there.

Teresa Booker, from Columbus, Ohio, advertising agency, joins Bernstein, Rein & Boasberg Advertising, Kansas City, Mo., as account executive.

Lane Miller, account executive, Waterman, Getz, Niedelman Advertising, New York, joins DKG Advertising there in same capacity.

Carole Bunk, senior broadcast buyer, McCann-Erickson's Media Investment Services, joins Kenyon & Eckhardt, Chicago, as spot broadcast director.

Robert Hussey, from E.F. Hutton & Co., New York, joins Cavalieri Kleier Pearlman there as VP-account services.

Drew Cherner, director of public relations and financial development, University of Miami Medical School, joins Gilpin, Peyton & Pierce Advertising, Orlando, Fla., as director of account supervision. **Beverly B. Winesburgh**, assistant account executive, named account executive. **Thomas D. Kokai**, copy director, named creative director.

Rob (Irwin) Frazin, from WLTD(AM) Chicago, joins Greene Communications, retail broadcast advertising agency there, as sales account executive.

Joan O'Brien Dunphy, account executive, WHLI(AM)-WIOK(FM) Hempstead, N.Y., joins Brancy Design & Media, Hicksville, N.Y., as account executive.

Kenneth L. Montavon, writer, Kight, Cowman, Abram Advertising, Columbus, Ohio, joins Byer & Bowman Advertising there as copywriter.

William Fortenbaugh, Eastern region station manager, Katz Radio, New York, named VP. **J. Philip Oldham**, responsible for development and production of programing department's program information material, including publication of *Katz Facts*, Katz Television, assumes additional duties as VP-director of operations for programing department of Katz's marketing division. **Lou Lozitsky**, account executive in Katz Radio division, named to New York sales staff of Katz Radio Network. **Vincent Gardino**, assistant New York sales manager, Metro Radio Sales, and **Rich Farley**, from Buckley Radio Sales, New York, join Katz Radio's New York sales staff. **Reid Wettersten**, general manager of Association of Home Appliance Manufacturers, joins sales staff of Katz Radio in Chicago.

Andrew H. Orgel, account executive, CBS-FM National Sales, New York, named New York sales manager.

William R. Caulfield, director of sales planning. NBC-TV. New York, appointed VP-sales development.

Vincent Benedict Jr., general sales manager, WCAU(AM) Philadelphia, joins co-owned WCBS(AM) New York in same capacity.

William W. Jennings Jr., general sales manager of Jefferson Data Systems, computer division of Jefferson-Pilot Broadcasting, appointed general sales manager of company's WBTV(TV) Charlotte, N.C.

Kevin Dunn, account executive. Storer Television Sales, New York, joins co-owned WSBK-TV Boston as national sales manager.

Kenneth D. Glover, national and local-regional sales manager, WLOS-TV Asheville, N.C., named sales manager.

Tom Blair, assistant general sales manager, KENS-TV San Antonio, Tex., joins WTLV(TV) Jacksonville, Fla., as national sales manager. **Harrold Edris**, staff director, WTLV, named creative director. **Mike McGurk** and **John Boles**, studio production crew members, named commercial producers and writers.

Bill Mitchell, account executive, KTHV(TV) Little Rock, Ark., named local sales manager.

Maury Warshauer, retail sales development, WXLQ(FM) New York, joins WPIX-FM New York, as national sales manager.

Rae-Carole Fischer, vocational counselor, New York State Department of Labor, joins WNBC(AM) there as account executive.

Myron (Mike) Cohen, account executive, WTCN-TV Minneapolis, joins WZTV(TV) Nashville as local sales manager.

Gerald L. Saltzer, account executive, WMTW-TV Poland Spring (Portland), Me., appointed national sales manager.

Bill Lind, media director, Stephan & Brady Advertising, Madison, Wis., joins WISN-TV Milwaukee as account executive.

Samuel Fuller, account executive, KIMN-AM-FM Denver, and **Jim Pierson**, general sales manager, KERE(AM) there, join KWGN-TV there as account executives.

Nicholas P. O'Neill, account executive, WNEW-AM-FM New York, joins WINS(AM) there in same capacity.

Karen Currey, account executive, Arbitron, Chicago, joins WDAI(FM) there as account executive. **Glen Edwards**, assistant dean, Northwestern University, Chicago, and **David Wright**, accounting supervisor, Continental Bank Chicago, join WDAI as junior account executives.

Charmain Hazel, announcer and news reporter, Arkansas Radio Network, Little Rock, named director of advertising and public relations for Snider Corp., which owns ARN. **Steven D. Smith**, manager and buyer for Castle Shop, Little Rock, joins Snider's KKYK(FM) there as account executive.

Lane Saunders, general manager and sales manager, KOOK(AM) Billings, Mont., joins KULR-TV there as sales executive.

John P. Ludema, field sales manager with Ford Motor Co., Seattle, joins KJR(AM) there as account executive.

Steve Glade, VP, Ricks Ehrig, Seattle advertising agency, joins KVI(AM) there as account

executive.

Frank J. Chicocchi, account executive, KEEL(AM)-KMBQ(FM) Shreveport, La., joins co-owned KEZQ(FM) Little Rock, Ark., in same

Programing

Salvatore Iannucci, partner in law firm of Jones, Day, Reavis & Pogue, named senior VP of Filmways Inc. and president of Filmways Entertainment. Los Angeles. Mr. Iannucci previously was VP-business affairs, CBS-TV, and president of Capitol Records.

Neville Thomson, VP in charge of European, Middle East and African operations for Columbia Pictures Television, named general manager of MCA TV Australia and VP of MCA TV International. **Layton Bailey**, Southwest area VP, MCA TV, Dallas, retires after 32 years with company. **Sean Daniel**, production executive for MCA's Universal Pictures, Universal City, Calif., named VP.

Ted Harbert, feature film coordinator, ABC Entertainment, New York, named supervisor of feature film and late night program planning. **Carol T. Contes**, attorney with Creative Artists Agency, joins ABC Television, West Coast, as program attorney. **Catherine Ann Korda**, senior research analyst, research services, ABC-TV, New York, named supervisor of program information, ABC Entertainment.

Peter B. Sterne, VP of The James Komack Co., joins CBS Entertainment, Hollywood, as executive producer.



Ann

Doris Ann, manager, NBC Religious unit, is retiring after 35 years with NBC, effective April 30. Miss Ann, 62, is re-locating to Fort Worth where she will become associated with Southern Baptist Radio and Television Commission.

Richard Crew, executive producer of programing, Westinghouse

Broadcasting Co.'s WBZ-TV Boston, named national executive producer, company's *Evening Magazine* and syndicated *PM Magazine*, replacing **William Hillier**, who has formed Hillier Productions Inc., which, among other projects, will provide Group W with long-term magazine program development consultation.

Robert T. (Bud) Donnelly, director of marketing, Viacom, joins Columbia Pictures Television Distribution, Burbank, Calif., as VP in charge of special marketing.

Dee Hopkins, in sales department of National Telefilm Associates, Los Angeles, named director of international sales.

Bill Baffi, assistant director of operations, Worldvision Enterprises, New York, named account executive and assistant to executive VP-marketing, Jerry Smith. **Mitchell Black**, film booker, succeeds Mr. Baffi. **Jonn J. Swords**, director, marketing, Tilo Corp. division of Reynolds Metals, New York, joins Worldvision as account executive, Eastern division. **Jules Cohen**, domestic traffic manager, Worldvision, named assistant advertising and promotion manager.

Lou Selener, national marketing sales manager, Compact Video Systems, Los Angeles, named VP-sales, Trans-American Video there.

Jon Holiday, sales manager, Broadcast Programming International, Bellevue, Wash., joins O'Connor Creative Services, Universal City, Calif., as regional sales director. **Christine Biddle**, graduate, Indiana University, Bloomington, joins O'Connor as sales assistant.

Louis Israel, VP-sales development and planning and Eastern division sales manager, Paramount Television, New York, named Northeastern sales representative for Bob Neece & Associates.

Herbert Wolff, second VP-corporate communications, New England Mutual Life Insurance Co., Boston, joins TR Productions there as executive producer-video services.

Micki Cannon, freelance producer in Southeast, joins Jefferson Productions as head of company's new Atlanta sales office.

Harry Weist Jr., program manager, WROC-TV Rochester, N.Y., joins KMTV(TV) Omaha in same capacity.

Patty Jernberg, promotion director, KENS-TV San Antonio, Tex., named production director-special projects.

Dennis Grayson, from KTTV(TV) Los Angeles, joins WOLO-TV Columbia, S.C., as production manager.

Eddie Alexander, sports director and sports anchor, KABC-TV Los Angeles, joins KDKA-TV Pittsburgh as sports director.

Al Jerkens, sports reporter and anchor, WFRV-TV Green Bay, Wis., assumes additional duties as community sports specialist.

Terry Yeager, sports director, WSAU-TV Wausau, Wis., joins KMTV(TV) Omaha as sports assistant.

Jerry Gross, San Diego sports commentator, joins KCBQ(AM) San Diego as sports analyst.

Jack Casey, with WRXL(FM) Richmond, Va., assumes additional duties as program director for co-owned WRNL(AM) there.

Mark Thomas Frantz, music director, WNRS(AM) Saline (Ann Arbor), Mich., named program director.

Don Harrison, music director and air personality, WMSQ(FM) Havelock, N.C., named program director.

Frank Dolan, actor and critic, joins WEEI(AM) Boston as theater and arts critic.

Bill Keough, film editor, KOIN-TV Portland, Ore., leaves station after 25 years to start video production and news service in Newport, Ore. **Esther Byrd**, film clerk, KOIN-TV, succeeds Mr. Keough.

Linda Hill, operations supervisor, traffic department, WJLA-TV Washington, named operations manager in traffic department.

Ted Patterson, sports director, WBAL(AM) Baltimore, joins WMAR-TV there as weekday sports reporter and weekend sports anchor.

Ron Swoboda, sportscaster, WCBS-TV New York, joins WISN-TV Milwaukee in same capacity.

Bob Hice, from WRET-TV Charlotte, N.C., joins WBT(TV) there as sports reporter.

Connie Pickler, staff writer, *Wichita (Kan.) Eagle/Beacon*, joins noncommercial KPTS(TV) Hutchinson, Kan., as program information coordinator.

Jeff David and **Cliff Roberts**, air personalities, KIOY(FM) Hanford (Fresno), Calif., named assistant program director and production manager, respectively.

Diane Norman, artist, KHOU-TV Houston, named art supervisor.

News and Public Affairs

Kate Skattebol, assistant foreign editor, CBS News, New York, named deputy foreign editor. **Doug Sefton**, reporter and producer for CBS News assigned to Cairo bureau, named correspondent.

Ernie Schultz, director of information, KTVY(TV) Oklahoma City, named public affairs and information manager. He will continue to supervise all informational programming, including news, and will assume new responsibility for community affairs and public service areas. Mr. Schultz was 1977 president of Radio Television News Directors Association.

Kirk Winkler, managing editor, WTOL-TV Toledo, Ohio, appointed news director.

Barbara Malmot, news director, WRNW(FM) Briarcliff Manor, N.Y., joins WRVR(FM) New York in same capacity.

Susan Silver, anchor, WFRV-TV Green Bay, Wis., named anchor, executive producer and administrative assistant to news director. **Mary Smits** and **Steve Kmetko**, reporters, named weekend anchors and reporters.

Gene Lively, noon news anchor, WISN-TV Indianapolis, assumes additional responsibility as noon news producer. **Jerry Brossart**, former photographer for WISN-TV who most recently was owner of production company, rejoins station as news producer.

Wendall K. Goler, reporter, WRC-TV Washington, joins WJLA-TV there in same capacity. **Catherine Ann Barnett**, newswriter, WJLA-TV, named associate news producer and writer.

John Pauly, investigative reporter, *Buffalo (N.Y.) Courier-Express*, joins WKBW-TV there as investigative reporter.

Mike Anthony, director of news operations, WDAI-AM-FM San Antonio, Tex., joins KHOW(AM) Denver as news director.

Colleen Williams, on news staff of WQWT(TV) Omaha, named noon newscaster.

Nancy Reynolds, producer-anchor, and **Mike Rodgers**, Anderson, S.C., bureau chief, both from WFBC-TV Greenville, S.C., join WOLO-TV Columbia, S.C., as co-anchors. **Sandi Mason**, assignment desk assistant, WCAU-TV Philadelphia, joins WOLO-TV as reporter and assistant assignment editor.

Roger Sockman, reporter, WJBD(AM) Baton Rouge, joins WRBT(TV) there as news and sports reporter.

Leon Bibb, weekday co-anchor, WCMH-TV Columbus, Ohio, joins WKYC-TV Cleveland as weekend anchor and reporter. **Dick Feagler**, senior editor, *Cleveland Magazine*, joins WKYC-TV as host of community affairs program. He succeeds **Andy Guthrie**, who will devote full time to reporting.

Mary L. Armantrout, producer and co-anchor with sports programming, Warner Cable's Qube system, Columbus, Ohio, joins WESH-TV Daytona Beach, Fla., as producer and anchor.

Arthur Hackett, Dubuque (Iowa) correspondent for KWWL-TV Waterloo, Iowa, joins WMT-TV Cedar Rapids, Iowa, in same capacity.

Norma Jean Rashid, morning anchor, WORD(AM) Spartanburg, S.C., joins WRET-TV Charlotte, N.C., as reporter.

Steve Oien, operations manager, WFL(FM)



Like old times. To mark its 30th anniversary, wdsu-TV New Orleans invited former news directors and anchors back for an on-air reunion. All newscasts for three days (Dec. 13 to 15) were co-anchored by a former and a current anchor, while former news directors delivered the editorials. The station also broadcast a special one-hour program with present and former news personnel (pictured) participating in a round-table discussion. In first row (l to r): Ed Planer, former news director, now with NBC News; John Chase, editorial cartoonist, wdsu-TV; Doug Ramsey, former anchor, now news director for wdsu-TV; Kim Peterson, wdsu-TV anchor, and Bill Monroe, former news director, now moderator of NBC's *Meet the Press*. Second row: Tim O'Brien, former anchor, now with ABC News; Joe Glover, former anchor, now with WJBK-TV Detroit; Steve Schiff, former anchor, now with KMox-TV St. Louis; Ford Rowan, former anchor, now with NBC News; Bill Slatter, former anchor, now with NBC News; John Corporon, former news director, now VP-news, WPIX-TV New York; Leon Soniat, former anchor, now insurance agent, and Mel Leavitt, former editorialist and on-air personality.

Bridgeton, N.C., joins WMSQ(FM) Havelock, N.C., as director of news and public affairs.

Sue Pearson, reporter and photographer, KSBY-TV San Luis Obispo, Calif., joins KCRA-TV Sacramento, Calif., as night reporter.

Walter Martin, national broadcast sports editor, and **Barbara Hillebrand**, news editor, broadcast newswire, UPI, named associate news director in national broadcast department of UPI. Mr. Martin continues his duties as sports editor and both will be based in Chicago. **Steven R. Reed**, in Dallas bureau of UPI, named Houston bureau manager. **E. Michael Flynn**, in Seattle bureau, named regional executive for northern California and northern Nevada.

David Shoup, from KFQD(AM) Anchorage, and **Jerry Bodlander**, from WGNV(AM) Newburgh, N.Y., join AP Radio, Washington, as editors.

Marsha Kaminsky, director of public service and community affairs, WOR-TV New York, named director of public affairs.

Ann Williams, news director, WRAN(AM) Dover, N.J., joins WBBM-FM Chicago as public affairs director.

Joan Miller, producer and host of *Good Morning Dayton* program on WKEF(TV) Dayton, Ohio, assumes additional duties as public service director. She succeeds **Audrey Moore**, who died Jan. 25 (see page 80). **Cissy Lovett**, secretary in community affairs and special events department, assumes additional duties as assistant public service director.

James E. Crosson, information specialist, Power Authority of State of New York and former NBC News producer there, joins broadcast division of Dow Jones & Co., New York, as announcer-editor.

Alfred T. Robbins, producer for *NBC Nightly News*, New York, named producer for NBC News special broadcasts unit.

Paul D. Malkie, assignment editor, WJZ-TV Baltimore, named executive producer of news. **Paul A. Gluck**, weekend news producer, named 6 p.m. weekday news producer.

Kelth L. Nichols, news operations manager and news producer, WCIV(TV) Charleston, S.C., joins KMTV(TV) Omaha as news producer. **Carolyn Schultz**, news intern, KMTV, named associate news producer.

James J. Kilpatrick, syndicated newspaper columnist and conservative spokesman on "Point-Counterpoint," portion of CBS program, *60 Minutes*, named to receive William Allen White Foundation's award for journalistic merit at University of Kansas, Lawrence.

Frank Gonzalez, editorial director, KFWB(AM) Los Angeles, named reporter. **Cathy O'Neill**, columnist for *Santa Monica (Calif.) Evening Outlook*, succeeds Mr. Gonzalez.

Carlos Amazcua, reporter, KOOL-TV Phoenix, joins news staff of KOIN-TV Portland, Ore.

Jerry Penacoli, field producer and writer, WTNH-TV New Haven, Conn., joins WJKS-TV Jacksonville, Fla., as reporter.

Lesley Yves Crosson, reporter-writer, WCAU(AM) Philadelphia, joins co-owned WEEI(AM) Boston as director of editorials and public affairs. **Howard Nelson**, announcer and producer at WEEI for 26 years, retires but will continue to work for station on freelance basis.

Frank Lee, news director and news commenta-

tor, WNYR(AM)-WEZO(FM) Rochester, N.Y., named public affairs director of co-owned WHK(AM) Cleveland.

Dick Bay, executive news producer, WDTN(TV) Dayton, Ohio, appointed executive producer of documentaries.

Bruce Corris, newsroom assistant, WIVB-TV Buffalo, N.Y., joins WKBW-TV there as weekend assignment editor.

Jackqueline Runice, public affairs and editorial director, and **Phil Morgan**, newsman, WDAI(FM) Chicago, named producers and hosts of public affairs programs.

Hank Dolmatch, reporter, WVEC-TV Hampton, Va., named overnight anchor.

Linda Brazell, public relations director, Savannah (Ga.) Christian School, joins WTOG-TV there as weather reporter.

Cynthia Hesslin, from KHOW(AM) Denver, joins KOA(AM) there as evening co-anchor.

Don Williamson, staff writer, *Wichita (Kan.) Eagle/Beacon*, joins noncommercial KPTS(TV) Hutchinson, Kan., as public affairs coordinator.

George Popkin, producer, KCAU-TV Sioux City, Iowa, joins WAFF(TV) Huntsville, Ala., as photographer and producer of 6 p.m. news.

John Scapple, commercial photographer, WKOW-TV Madison, Wis., named chief news photographer.

Adam C. Powell III, manager of radio news operations, CBS News, New York, received Dr. Martin Luther King Jr. award presented by

National Association for the Advancement of Colored People Jan. 26.

Promotion and PR

Candace Farrell, VP-advertising and publicity, Lorimar Productions, Burbank, Calif., named senior VP of worldwide advertising.

Joseph S. Balrd Jr., from WXEX-TV Petersburg, Va., joins KDKA-TV Pittsburgh as promotion manager.

Greg Stehlin, administrator of advertising and promotion, WKYC-TV Cleveland, named manager of advertising and promotion. **William Natale**, from promotion department of WTMJ-TV Milwaukee, succeeds Mr. Stehlin. **Bob Noll**, publicist and advertising director for Cleveland Ballet, Hanna Theater and Kenley Players, joins WKYC-TV as administrator of publicity and public relations.

Rhonda Maehara, assistant promotion director, KHON-TV Honolulu, named promotion director. **Lynne Budar-Goo**, from noncommercial KHET(TV) there, succeeds Ms. Maehara. **Christine Pritchard**, from Thompson-Grande Advertising, Minneapolis, joins KHON-TV as manager of creative services.

Steven Israel, assistant promotion manager, and also in charge of administering art and film editing departments, WQAD-TV Moline, Ill., named director of promotion and program services.

Linda Waldman, director of promotional development, WLS(AM) Chicago, named director

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of advertising and promotion. **James Corboy**, salesman for Eva-Tone Soundsheets, Chicago, succeeds Ms. Waldman.

Rosemary Marranta, account executive, Phil Dean Associates, public relations firm specializing in broadcast communications and business and financial public relations, New Rochelle, N.Y., named VP-sales development.

Patricia L. Jacobs, research director, WCAR(AM) Detroit, joins WDEE(AM) there as promotion director.

Marley Brant, from Chrysalis Records, Los Angeles, joins Watermark Inc., Hollywood, as director of publicity.

Cable



Cavazzini

James J. Cavazzini, general manager of Warner Cable Corp.'s Star Channel pay-TV service, named to new post of VP, program operations, Warner Cable, New York.

Glenn A. Britt, Time-Life Books representative in Iran, joins co-owned Home Box Office, New York, as VP

in charge of network and studio operations. **J. Robert Bedell**, director of national sales planning, HBO, named VP-marketing.

Beverly J. Land, director of community relations, Cox Cable, and member of company's corporate development staff, joins Communications Equity Associates, Tampa, Fla., as VP of Northern Cablevision, affiliate of CEA. She will also work in client services division of CEA.

Bernard P. Gallagher, from After Six Inc., Philadelphia, joins Comcast Corp., Bala Cynwyd, Pa., concentrating on financial and administrative matters.

Robert Schena, senior product manager, Digital Equipment Corp., joins Acton Corp., Acton, Mass., as director of management information systems.

Broadcast Technology

A. Don Branum, VP-operations, satellite communications division of Harris Corp., Melbourne, Fla., named VP-general manager.

Stephen S. Barone, VP-licensing, RCA Corp., New York, named senior VP. **Marvin E. Kramer**, VP-sales, RCA Sales Corp., Indianapolis, named executive VP-sales. **Arnold T. Valencia**, VP-warranty programs, and executive VP of RCA Distributing Corp., named executive VP-marketing operations. **Donald E. Quinn**, director of public affairs, RCA American Communications, named VP-Alascom relations of RCA Americom, based in Piscataway, N.J.

Frank Brown, manager of sustaining engineering, Ampex Corp., joins Sony Video Products Co., broadcast division, New York, as manager of engineering.

Minoru Ohnishi, managing director of Fuji Photo Film Co. Ltd., appointed head of Fuji's Japanese market operations. **Junichi Takahashi**, manager of Fuji's industrial photo

products division, named manager of newly formed export sales division.

Paul Kendrick, senior systems engineer for Commercial Electronics Inc., Mountain View, Calif., named chief engineer at Micro Consultants Inc., Palo Alto, Calif., which sells and services digital video systems for TV broadcasting. **Jim Oster**, field service engineer for Prime Time Computer Corp., joins Micro as technical services manager.

Herb Winawer, VP-marketing and sales, S/T Videocassette Duplicating Corp., named VP-general sales manager of co-owned Teletronics, New York.

F. Davis Merrey, general manager of Electro-Voice microphone manufacturing facility in Sevierville, Tenn., named VP-general manager of Technical Audio Products Co., Redmond, Wash., recently acquired by Electro-Voice. **Bernie Ullom**, general manager of speaker manufacturing plant in Newport, Tenn., Electro-Voice, named VP-manufacturing in charge of all Electro-Voice facilities.

Donald E. Meehan, in sales and new product development for Telex Communications, Minneapolis, named marketing director of its broadcast and professional audio products group.

Hank Wilks, broadcast sales manager, Videomedia, Sunnyvale, Calif., named national sales manager. **Keith Reynolds**, from Tri-Tronics, succeeds Mr. Wilks.

Jim Drummond, manager of Southeast region for Videomax, Atlanta, joins IGM there as Southeast sales engineer for company's broadcast equipment and automation products.

Stacey Brown, with WCRB Sound Systems Inc., subsidiary of Charles River Broadcasting Co., Waltham, Mass., named sales manager.

Holly J. Holmes, with Jefferson Data Systems, Charlotte, N.C., computer division of Jefferson-Pilot Broadcasting, named installations manager.

Thomas C. Runge, assistant secretary and treasurer, Oak Industries, Crystal Lake, Ill., elected treasurer. He succeeds **R. Douglas Wilber** who retired.

Martin L. Myers Jr., VP-marketing, McCoy Electronics Co., Mount Holly Springs, Pa., subsidiary of Oak, named VP-administration.

David King, principal in CPA firm in Torrance, Calif., joins Omega Video, Lawndale, Calif., as general manager of administration. **John Spiker**, responsible for video system and equipment sales to broadcast and professional end users on West Coast for Omega Video, named product manager.

David C. Bauer, manager of market analysis, Zenith Radio Corp., Glenview, Ill., named director of audio product planning.

John Camarda, general sales manager, Thomson CSF Labs, Stamford, Conn., joins RF Technology Inc., Westport, Conn., as director of marketing.

Debra Parr, from Elixir Industries, Little Rock, Ark., joins Jim Cope & Associates, broadcast engineering consultant firm, and co-owned Alpha Productions, commercial audio recording studio, both in Little Rock, as marketing administrator.

Marge Pickens, special assistant to president, Station Business Systems, Greenwich, Conn., named manager of company's new Western

client service center, Los Angeles.

Rich Brockway, Pennsylvania technical representative, Sencore, Sioux Falls, S.D., named head of factory customer service division.

Allied Fields

Nat Lieberman, director of licensing, SESAC, New York, named VP.

Barry D. Umansky, attorney, FCC, Washington, joins legal department of National Association of Broadcasters there.

Richard E. Wiley, former chairman of FCC, now with Kirkland & Ellis communications law firm, Washington, named to receive Thomas Jefferson award, sponsored by Texas daily and weekly newspaper and radio and television associations and Texas Tech University, Lubbock, presented annually to honor outstanding public official who achieved distinguished service in defense and preservation of freedom of news media.

Deaths

John F. Meagher, 69, former VP for radio, National Association of Broadcasters, Washington, died Feb. 12 of heart failure at his home in Falls Church, Va. Mr. Meagher worked for NAB from 1954 to 1964 when he joined Washington brokerage firm of Hamilton-Landis & Associates. Before joining NAB, he was general manager of KYSM-AM-FM Mankato, Minn., and had worked for station since 1938. He also served as first president of Minnesota Association of Broadcasters. Survivors include his wife, Eleanor, one daughter and one son.

Mitchell Grayson, 63, television and radio producer-director, died of cancer on Feb. 8 in Beth Israel Hospital, New York. He was staff director and producer at New York radio and TV stations and for Group W Productions. He is survived by his wife, Beverly, and two sons, Jeffrey and David.

Richard Applegate, 66, former news correspondent for NBC and United Press, died last Tuesday (Feb. 13) in Massachusetts General hospital after long illness. During 1950's he was captive of Chinese Communist for 18 months. He is survived by his wife, Helen; sister, Elizabeth, and brother, John.

Gordon Paul Crawford, 56, manager of technical center, WRC-TV Washington, died of leukemia Feb. 10 at George Washington University hospital. He joined NBC-owned WRC-TV in 1951 as studio engineer and was supervisor of technical operations before being named manager of technical center in 1975. Survivors include his wife, Katherine, and one son.

Dr. Daniel Starch, 95, psychologist who developed method of measuring sales effectiveness of advertising, died Feb. 8 in White Plains (N.Y.) hospital. Dr. Starch established research company in 1923 and was involved in early radio audience research. Surviving are sister and brother.

Audrey Moore, 23, public service director, WKEF(TV) Dayton, Ohio, died Jan. 25 of cerebral aneurysms at St. Elizabeth Medical Center in Dayton. Mrs. Moore was also producer of *Evening* program on WKEF. She joined WKEF in 1976 as producer. Survivors include her husband, Derek Floyd.

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Feb. 5 through Feb. 9.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

AM applications

■ Needham, Mass.—Radio Needham Inc. seeks 910 khz, 500 w-D. DA. P.O. Address: 78 Sargent St., Needham 02192. Estimated construction costs \$127,768; first quarter operating cost \$27,540 and revenue \$42,000. Format: MOR. Principals: Roland J. Boucher (50%), George D. Forsythe (10%) and David M. Rodman (40%). Mr. Boucher is director of corporate communications for Bedford, Mass., manufacturer. Mr. Rodman is anchorman for WNAC-TV Boston and WRKO(AM) Boston. Mr. Forsythe is radio-TV specialist for U.S. Dept. of Health, Education and Welfare in Boston. Ann. Dec. 1.

■ Goldsboro, N.C.—Parker Broadcasting Co. seeks 1300 khz, 1 kw-D. Address: 1012 S. Andrews Ave., Goldsboro, N.C. Estimated construction costs \$62,500; first year operating cost \$101,166; revenue \$130,000. Format: top 40. Principals: G. Jerome Parker Jr. and Kenneth C. Rogers (50% each). Messrs. Parker and Rogers are Goldsboro businessmen. Mr. Parker is also station manager at WYNG(AM) Goldsboro. They have no other broadcast interests. Ann. Dec. 1.

FM applications

■ Belhaven, N.C.—Roach-Pennington Communications seeks 92.1 mhz, 3 kw, HAAT: 282 ft. P.O. Address: Box 351, Belhaven 27810. Estimated construction costs \$54,134; first quarter operating cost \$6,243; revenue \$65,000. Format: variety. Principals: Robert R. Roach and William J. Pennington (50% each). Mr. Roach is half owner of record store in Liberty, N.C., and part time announcer for WGBG(AM) Greensboro, N.C. Mr. Pennington is general manager of WASU(FM) Boone, N.C. Ann. Jan. 22.

■ *Newark, N.J.—Rutgers University seeks 90.3 mhz, TPO: 10 w. Address: Rutgers University, New Brunswick, N.J. 08903. Estimated construction costs \$5,120; first year operating cost \$1,000; revenue \$2,000. Format: contemporary. Principals: Board of Governors, which also operates WRSU(FM) New Brunswick, N.J. Ann. Jan. 11.

■ Frederick, Okla.—Tilco Broadcasting Inc. seeks 95.3 mhz, 3 kw, HAAT: 262 ft. Address: 108 W. Grand, Frederick 73542. Estimated construction costs \$49,829; first year operating cost \$43,332; revenue \$54,000. Format: easy listening. Principals: Roy V. Floyd (49%) and Joe C. Horton (51%). Mr. Floyd is owner of KBGH(AM) Memphis, which he is selling, and KFYN(AM) Bonham, Tex. He also has application pending for new FM in Bonham. Dr. Horton is physician in Frederick; he has no other broadcast interests. Ann. Jan. 22.

■ Cresson, Pa.—Sherlock-Hart Broadcasting Inc. seeks 94.3 mhz, 3 kw, HAAT: 611 ft. Address: 300 Thompsonville Rd., McMurray, Pa. 15317. Estimated construction costs \$43,360; first quarter operating cost

\$4,491 and revenue \$13,500. Format: Polka/MOR. Principals: Edward J. Horak and his wife, Karen L., and Neil F. Rosenbloom and his wife, Donna (22.5% each) and Greg G. Perich (10%). Mr. Horak is music director at WWSW(AM) Pittsburgh. Mr. Rosenbloom is sales rep for Pioneer/Pittsburgh Electronics. Mr. Perich is salesman for WEEP(AM) Pittsburgh. Messrs. Horak and Rosenbloom are brothers-in-law. Ann. Jan. 22.

■ Amherst, Va.—Amherst Broadcasting Associates Inc. seeks 107.9 mhz, 50 kw, HAAT: 500 ft. Address: Box 522, Amherst, Va. 24521. Estimated construction cost \$115,000; first year operating costs \$138,500; revenue \$180,000. Format: variety. Principals: Michael R. Starling (23%), Marshall Mays (25%), S. Vance Wilkins Jr. (25%) and three others. Messrs. Starling and Wilkins each own 23% of Charlottesville Broadcasting Associates which has applied for new FM in Charlottesville, Va. Mr. Starling is also president of WKYY(AM) Amherst. Mr. Wilkins is Amherst businessman. Mr. Mays is owner and operator of Mays Farmer Service there. Ann. Jan. 22.

TV applications

■ *DeKalb, Ill.—Northern Illinois Public Tele-Communications Corp. seeks ch. 48; ERP: 4560 kw vis., 456 kw aur., HAAT: 1093.1 ft.; ant. height above ground: 1045.2 ft. Address: 203 Alleged Hall, Northern Illinois University, DeKalb 60115. Estimated construction cost \$3,555,000; first year operating cost \$146,000; revenue \$178,402. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Steel, Andrus & Associates, Silver Spring, Md. Principal: Applicant is nonprofit corp.; Alfred E. Wisgoski is chairman of board of directors. Ann. Feb. 2.

■ *Manistee, Mich.—Grand Valley State Colleges seeks ch. 21; ERP: 1,405 kw vis., 140.5 kw aur., HAAT: 1,189 ft.; ant. height above ground: 999 ft. Address: College Station, Allendale, Mich. Estimated construction cost \$1,239,000; first year operating cost \$120,000; revenue \$120,000. Legal counsel Bonner, Thompson, O'Connell & Gaynes, Washington; consulting engineer John F. X. Browne & Associates. Principals: Board of Control of colleges. Station will be satellite of WGVC(TV) Grand Rapids, Mich. (ch. 35). Ann. Feb. 2.

■ Medford, Ore.—Highland Communications Inc. seeks ch. 12; ERP: 186 kw vis., 37.2 kw aur., HAAT: 2704 ft.; ant. height above ground: 140 ft. Address: 132 West Main St., Suite 204, Medford 97501. Estimated construction cost \$739,292; first year operating cost \$750,120; revenue \$1,213,000. Legal counsel Baraff, Koerner & Olender, Washington; consulting engineer Silliman, Moffet & Kowalski, Arlington, Va. Principals: Gerald R. Proctor (80%) and his wife, Barbara (10%), and two others. Mr. Proctor is third owner of restaurant chain in Houston. He formerly had half in-

terest in KIVA-TV Farmington, N.M.; KUBC(AM) Montrose, Colo., and KHGM(FM) Beaumont, Tex. Ann. Feb. 2.

■ Columbia, S. C.—Carolina Christian Broadcasting Inc. seeks ch. 57; ERP: 167.3 kw vis., 16.73 kw aur., HAAT: 573 ft.; ant. height above ground: 623 ft. Address: 3409 Rutherford Rd., Taylor, S.C. 29687. Estimated construction cost \$393,725; first year operating cost \$88,320; revenue \$176,000. Legal counsel Fisher, Wayland, Southmayd and Cooper, Washington; consulting engineer Edward F. Lorentz & Associates, Washington. Principals: James H. Thompson (98.6%) and Fred E. Crain (1.4%). Mr. Thompson is book publisher in Taylors, S.C., where Mr. Crain works as preparation supervisor. Carolina Christian also owns WGGG-TV Greenville, S.C. Ann. Feb. 2.

■ Knoxville, Tenn.—Tennessee State Board of Education seeks ch. 15; ERP: 1271 kw vis., 252 kw aur., HAAT: 1683 ft. Address: 100 Cordell Hull Bldg., Nashville 37219. Estimated construction cost \$1,371,389; first year operating cost \$433,584; revenue \$433,584. Legal counsel William Leech, attorney general of Tennessee. Principals: Sam H. Ingram, chairman of board of governors, and commissioner of state Department of Education. Ann. Jan. 24.

AM Actions

■ England, Ark.—Broadcast Bureau granted Lonoke Broadcasting Co. 1530 khz, 250 w-D. P.O. address: 1704 Northline, North Little Rock, Ark. 72116. Estimated construction cost \$38,474; first year operating cost \$30,600; revenue \$40,000. Format: C&W/MOR. Principal: Lowell S. Jumper is salesman/personality on KATV(TV) Little Rock, Ark. (BP-20,459) Action Feb. 2.

■ Wickliffe, Ky.—Broadcast Bureau returned as unacceptable for filing application of Ballard-Carlisle Broadcasting Co. for CP for new AM on 1380 khz. Action Feb. 2.

FM actions

■ Needles, Calif.—Broadcast Bureau returned as unacceptable for filing application of Calnevar Broadcasting for CP for new FM on 97.9 mhz there. Action Jan. 26.

■ Champaign, Ill.—Broadcast Bureau returned as unacceptable for filing application of William T. Snider for CP for new educational FM. Action Feb. 2.

■ Hingham, Mass.—Broadcast Bureau dismissed application of Hingham Public Schools for CP for new educational FM there. Action Jan. 4.

■ Blair, Neb.—Broadcast Bureau granted BCB Inc. 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 613 South 18th St., Blair 68008. Estimated construction costs \$79,151; first year operating cost \$34,356; revenue \$80,000. Format: MOR/country. Principals: Buck Burke (45%), Kenneth Cameron (45%) and Roy A.



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Brown (10%). Messrs. Burke and Brown are in real estate business in Blair. Mr. Cameron is manufacturer's representative of plumbing and heating supplies. None have other broadcast interests. (BPH-11101). Action Jan. 2.

■ Mount Vernon, Ohio—Broadcast Bureau dismissed application of Knox County Community Educational Broadcasters Inc. for CP for new noncommercial educational FM there. Action Jan. 4.

■ North Bend, Ore.—Broadcast Bureau granted Larson-Wynn 100.9 mhz, 800 w, HAAT: 598 ft. P.O. address: 816 C 12th Ave., South Nampa, Idaho 83651. Estimated construction cost \$28,863; first-year operating cost \$31,170; revenue \$72,000. Format: standard pop. Principals: Brent Larson (51%) and Elwyn T. Wynn (49%). Mr. Larson is licensee of KAIN(AM) Nampa and has CP for FM there; he also owns 50% of KXA(AM) Seaside and 51% of KODL(AM) Dalles, Ore. Mr. Wynn owns remaining 49% of KODL. (BPH-10017). Action Feb. 1.

■ Nashville—Broadcast Bureau dismissed application of Tennessee State University for CP for new noncommercial FM there. Action Jan. 4.

■ Bishop, Tex.—Broadcast Bureau returned as unacceptable for filing application of D. K. Meek for CP for new FM there. Action Feb. 2.

■ *Pullman, Wash.—Broadcast Bureau granted Washington State University 90.7 mhz, 16 w, HAAT: 105 ft. P.O. address: French Administration Building, Pullman 99164. Estimated construction cost \$4,095; first-year operating cost \$1,400. Format: educational. Applicant is state university; Dr. Glenn Terrell is president. (BPED-2603) Action Jan. 31.

TV actions

■ Grand Junction, Colo.—Broadcast Bureau granted Pikes Peak Broadcasting Co. ch. 8 (180-186 mhz); ERP: 158 kw vis., 32 kw airt.; HAAT: 2973 ft.; ant. height above ground: 537.3 ft. P.O. address: 3 South 7th Street, Box 1457, Colorado Springs 80901. Estimated construction cost \$1,353,000; first-year operating cost \$645,000; revenue \$775,000. Principals: Harry W. Hoth Jr. (100%). Pikes Peak is also licensee of KRDO(AM) Colorado Springs. (BPCT-5155). Action Jan. 8.

■ Salisbury, Md.—Broadcast Bureau returned application of URC Management Services Corp. for CP for new commercial TV on ch. 47. Action Feb. 6.

■ *Bemidji, Minn.—Broadcast Bureau granted Northern Minnesota Public Television VHF ch. 9 (196-192 mhz); ERP: 316 kw vis., 63.2 kw airt.; HAAT: 1097.7 ft.; ant. height above ground: 1074 ft. P.O. address: Memorial hall, Birchmont Drive, Bemidji, Minn. 56601. Estimated construction cost \$1,351,692; first-year operating cost \$200,000; revenue not given. Principals: Applicant is non-profit public corporation organized to furnish noncommercial radio and TV service to northcentral and northwestern Minnesota. (BPET-598). Action Jan. 8.

AM starts

■ KHAM(AM) Horseshoe Bend, Ark.—Authorized program operation on 1000 khz, 250 w-D. Action Nov. 17.

■ KDAO(AM) Marshalltown, Iowa—Authorized program operation on 1190 khz, 250 w-D. Action Dec. 5.

FM starts

■ KQKK(AM) Manteca, Calif.—Authorized program operation on 96.7 mhz, ERP: 3 kw, HAAT: 300 ft. Action Jan. 4.

■ KLMR(FM) Lamar, Colo.—Authorized program operation on 93.9 mhz, ERP: 100 kw, HAAT: Action Dec. 8.

■ *WERB(FM) Berlin, Conn.—Authorized program operation on 89.9 mhz, TPO: 10 w. Action Jan. 4.

■ WJSN-FM Jackson, Ky.—Authorized program operation on 97.7 mhz, ERP: 580 w, HAAT: 610 ft. Action Dec. 20.

■ KIOW(FM) Forest City, Iowa—Authorized program operation on 102.3 mhz, 3 kw, HAAT: 300 ft. Action Nov. 8.

■ KRGS(FM) Spencer, Iowa—Authorized program operation on 104.9 mhz, ERP: 3 kw, HAAT: 300 ft. Action Dec. 28.

■ WAQA(FM) Grasonville, Md.—Authorized program operation on 103.1 mhz, ERP: 3 kw, HAAT: 300 ft. Action Dec. 29.

■ *WSOE(FM) Elon College, N.C.—Authorized program operation on 89.3 mhz, TPO: 10 w. Action Nov. 8.

■ *WVCP(FM) Gallatin, Tenn.—Authorized program operation on 88.3 mhz, ERP: 40 kw, HAAT: 6 ft. Action Jan. 3.

■ KHLB-FM Burnet, Tex.—Authorized program operation on 107.1 mhz, ERP: 3 kw, HAAT: 300 ft. Action Dec. 15.

■ *WRRR(FM) Radford, Va.—Authorized program operation on 89.9 mhz, TPO: 10 w. Action Oct. 5.

AM License

■ Broadcast Bureau granted following license covering new station:

■ WENA(AM) Penuelas, P.R. (BL781031AB).

FM licenses

■ Broadcast Bureau granted following licenses covering new stations:

■ *KWIT(FM) Sioux City, Iowa (BLED-1740); WHGC(FM) Bennington, Vt. (BLH-780821AA).

TV licenses

■ Broadcast Bureau granted following licenses covering new stations:

■ WNNE(TV) Hanover, N.H. (BLCT780925KJ); WPCT-TV Crossville, Tenn. (BLCT2531), *WNST-TV Rock Hill, S.C. (BLCT-2595).

Ownership Changes

Application

■ WBRB(AM) Mt. Clemens, Mich. (1430 khz, 500 w)—Seeks assignment of license from Malrite Broadcasting Co. to Radcomm Inc. for \$800,000, including real estate. Seller is principally owned by Milton Maltz, who owns KEYE-AM-FM St. Paul, Minn.; WZVU-AM-FM Milwaukee; WNYR(AM)-WEZO(FM) Rochester, N.Y., and WCTI-TV New Bern, N.C. It sold WBRB-FM to Inner City Broadcasting last fall for \$1.5 million. Buyer is owned by Neil N. Goodman and Michael F. Radner, Detroit real estate investors; Leigh N. Feldsteen, vice president and sales manager at WWCT(FM) Peoria, Ill., and Gilda S. Radner, star of NBC's *Saturday Night Live* and brother of Michael Radner (25% each). None have other broadcast interests. Ann. Jan. 29.

Actions

■ KKT(AM) Los Angeles and KUTE(FM) Glendale, Calif. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 101.9 mhz, 640 kw)—Broadcast Bureau granted assignment of license from Tracy Broadcasting Co. and Progress Radio Network, respectively, to Inner City Broadcasting Corp. of Los Angeles for \$4,500,000 plus \$800,000 noncomplete agreement and \$76,000 consultancy agreement. Tracy is parent of Progress and is wholly owned by Richard B. Stevens who also owns KUPL-AM-FM Portland, Ore. Buyer is wholly owned subsidiary of Inner City Broadcasting. Percy E. Sutton is chairman and 29.3% owner. His brother Oliver has 22.5% interest. No other stockholder has more than 5%. Group, through subsidiaries, owns WLIB(AM)-WBLF(FM) New York; WBRB-FM Mt. Clemens, Mich. and KRE-AM-FM Berkeley, Calif. (BALH781205EE, BAL 781205ED). Action Feb. 5.

■ WFGL(AM)-WFMP(FM) Fitchburg, Mass. (AM: 960 khz, 1 kw-U; FM: 104.5 mhz, 50 kw)—Broadcast Bureau granted assignment of license from WFGL Inc. to Montachusett Broadcasting Inc. for \$592,000. Seller is owned by George I. Chatfield and his wife Marie, who have no other broadcast interests. Buyer is owned by two former Ford White House staffers, Robin B. Martin (55%) and L. William Seidman (22%); Ernest S. Johnston (22%), and Thomas Shine (1%). Mr. Johnston is Washington advertising executive. Mr. Martin is also principal owner of WOLF(AM) Syracuse and WRUN(AM)-WKGW(FM) Utica, both New York. Mr. Shine is general manager and Messrs. Seidman and Johnston are minority owners of Utica stations (BAL781116EA, BALH78116EB). (Editor's note: This corrects "For the Record" item that appeared Jan. 29). Action Jan. 11.

■ WHHR(FM) Hilton Head Island, S.C. (106.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Hilton Head Radio Corp. from John J. Henry et al (100% before; none after) to Cordem Inc. (none before; 100% after) Consideration: \$1,190,000. Sellers are John J. Henry (69.2%), DeLyle B. Medlin (28.5%)

and Issac W. Wilborn (2.3%). None has other broadcast interests. Buyer is owned by H. Stewart Corbett Jr. (60%) and DeMatteis Female Children's Trust (40%), of which Frederick and Alfonso L. DeMatteis (brothers) are trustees and their daughters beneficiaries. Mr. Corbett is former vice president and assistant treasurer of Cox Broadcasting. Frederick and Alfonso DeMatteis are chairman and president, respectively, of Leon D. DeMatteis Construction Corp., Elmont, N.Y. They have no other broadcast interests. Action Feb. 5.

■ KFYO(AM) Lubbock, Tex. (790 khz, 5 kw-D, 1kw-N)—Broadcast Bureau granted assignment of license from KFYO Inc. to South Plains Broadcasting Co. for \$1.3 million. Seller is owned by S. B. Whittenburg and family members who have no other broadcast interests. Buyer is 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 (BAL781013EA). Action Jan. 15.

■ KUGR(AM) Green River, Wyo. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Wycom Inc. to Wagonwheel Communications Corp. to allow Al Harris, station manager, to obtain 49% interest in station. Consideration: \$150,000 (debt to be assumed by Wagonwheel, not Mr. Harris). Wycom retains other 51%. Mr. Harris also owns small interest (.3%) in Wycom. Action Dec. 21.

■ KWYO(AM)-KLWD(FM) Sheridan, Wyo. (AM: 1410 khz, 1 kw-D; FM: 96.5 mhz, 25 kw)—Broadcast Bureau granted assignment of license from Wycom Corp. to Big Horn Communications Corp. in reorganization intended to increase local control of station. Consideration: \$232,750 (debt to be assumed by Big Horn). Wycom, which is principally owned by William R. Sims, retains control of station with 51% of Big Horn; other 49% is owned by five station employees—Donald R. Hargis (14%), James L. Speckler (11%), Douglas Ryan (10%), Frank Sickel (7%) and C. Eldon Thomas (7%). Action Dec. 21.

Facilities Changes

AM application

■ KWBZ(AM) Englewood, Colo.—Seeks mod. of CP to make changes in directional ant. system (nighttime site).

FM applications

■ WAMU-FM Washington—Seeks CP to install new aux. ant.; change type trans.; ERP: 13.5 kw; HAAT: 398 ft., and change TPO. Ann. Feb. 7.

■ WMCB-FM Michigan City, Ind.—Seeks CP to make changes in transmission line; change type ant. and change TPO. Ann. Feb. 7.

■ WNDU-FM South Bend, Ind.—Seeks CP to make changes in ant. system; change TL to Ironwood Rd., South of Kern Rd., South Bend, change type trans.; change type ant.; decrease ERP: 12.17 kw (H&V); increase HAAT: 880 ft. (H&V), and change TPO. Ann. Feb. 7.

■ KRMD(FM) Shreveport, La.—Seeks CP to install new aux. trans. at proposed AM trans. site: 1902 Park Ave., Shreveport; install new ant. to be operated on ERP: 8.69 kw (H&V); HAAT: 245.75 ft. (H&V). Ann. Feb. 7.

■ WLBS(FM) Mt. Clemens, Mich.—Seeks CP to make changes in ant. system; change type trans.; change type ant.; increase ERP: 40.3 kw (H&V); increase HAAT: 408 ft. (H&V), and change TPO. Ann. Feb. 8.

■ WVOF-FM Liberty, N.Y.—Seeks CP to install aux. tran. at main TL: East Mongaup Rd., near Liberty, N.Y.; install aux. ant. to be operated on: ERP: 0.85 kw (H) 0.84 kw (V); HAAT: 231 ft. (H) and 226 ft. (V), and change TPO. Ann. Feb. 7.

■ WQXR-FM New York—Seeks CP to make changes in ant. system; change type ant.; increase ERP: 7.5 kw (H&V); increase HAAT: 1277 ft. (H&V), and change TPO. Ann. Feb. 7.

AM actions

■ KGUB(AM) Tucson, Ariz.—granted CP to increase

Professional Cards

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<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCE</p>	<p>VIR JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO Member AFCE</p>	<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p>JOHN H. MULLANEY Consulting Radio Engineers, Inc. 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 Member AFCE</p>	<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 3525 Stone Way N. Seattle, Washington 98103 (206) 633-2885 Member AFCE</p>	<p>MIDWEST ENGINEERING ASSOCIATES Consulting Engineers 6934 A N. University Peoria, Illinois 61614 (309) 692-4233 Member AFCE</p>	<p>MATTHEW J. VLISSIDES, P.E. STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications, Inspections, Supervision of Erection 7801 BURFORD DRIVE McLEAN, VA 22102 Tel (703) 356-9504 Member AFCE</p>
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daytime power to 5 kw DA, change TL to north side of Irvington Rd., .25 miles E of Mission Rd., near Tucson (daytime) two site operation, change type trans.; conditions (BP-20.713). Action Jan. 31.

■ WEPA(AM) Eupora, Miss.—Granted CP to increase power to 25 kw, install new trans. (BP-21.040). Action Feb. 5.

■ WNPV(AM) Lansdale, Pa.—Granted CP to add nighttime power with 500 w, change hours of operation to unlimited, install DA-2; conditions (BP-20.471). Action Feb. 5.

■ KDSJ(AM) Deadwood, S.D.—Granted CP to increase daytime power to 5 kw; change type trans. (BP-21.099). Action Jan. 31.

■ KBUD(AM) Athens, Tex.—Returned as unacceptable for filing application for CP to operate with daytime power of 1 kw and nighttime power of 250 w. Action Feb. 2.

■ KBGG(AM) Merkel, Tex.—Granted CP to make change in ant. system, increase power to 1 kw and increase height to 317 ft. (BP-21.271). Action Jan. 31.

FM actions

■ WFDR(FM) Manchester, Ga.—Returned as unacceptable for filing application for CP to change ant. site and HAAT. Action Feb. 2.

■ WLOO(FM) Chicago—Granted CP to install new aux. trans. at main TL to be operated on 4.2 kw (H&V); ant. height: 1150 ft. (H&V) (BPH781004AE). Action Feb. 5.

■ KWBG-FM Boone, Iowa—Granted CP to make changes in ant. system; change type trans. and ant.; conditions (BPH780926AJ). Action Feb. 5.

■ Rochester, N.H.—Granted mod. of CP to make changes in ant. system of FM station; change type trans. and ant.; increase ERP: 3 kw (H&V); ant. height: 300 ft. (H&V); conditions (BMPH781010AY). Action Feb. 5.

■ KMJK(FM) Lake Oswego, Ore.—Granted CP to change main SL to Kristin Square, 9500 S.W. Barbur Blvd., Portland, Ore. (BPH781127AF). Action Jan. 25.

■ KQQQ(FM) Pullman, Wash.—Broadcast Bureau dismissed application for CP to change ERP: 3 kw (H); ant. height: 273 ft. (H&V); change type ant. and make changes in ant. system (increase height) (BPH-10637). Action Jan. 29.

TV actions

■ KVOA-TV Tucson, Ariz.—Granted authority to operate trans. by remote control from 209 West Elm St., Tucson. (BRCTV-781016KF). Action Jan. 23.

■ *KHJ(TV) Salinas, Calif.—Granted authority to operate trans. by remote control from 901 Blanco Rd., Salinas. (BRCTV-63). Action Jan. 31.

■ WTSP-TV Largo, Fla.—Granted mod. of CP to change ERP: 145 kw; max. ERP: 316 kw; ant. height: 1500 ft.; change type trans. and ant.; conditions (BMLCT-781115KE; BMPCT-781214LC). Action Feb. 2.

■ WTVJ(TV) Miami—Granted CP to change ERP to vis. 100 kw, aural 20 kw; change type trans. and install alt. main trans. at main TL and ant. location (BPTC-781002KF, BPTC-780926KJ). Action Jan. 31.

■ KLOE-TV Goodland, Kan.—Granted authority to operate trans. by remote control from Star Rt. 27, Goodland (BRCTV-781120KG). Action Jan. 31.

■ KEZI-TV Eugene, Ore.—Granted authority to operate trans. by remote control from 2225 Coburg Rd., Eugene (BRCTV-781128KE). Action Jan. 31.

■ WPTY-TV Memphis, Tenn.—Granted authority to operate trans. by remote control from 22 Union Ave., Memphis (BRCTV-408). Action Jan. 2.

■ WXEX-TV Petersburg, Va.—Granted mod. of CP to change ERP to 257 kw; max. ERP: 269 kw; ant. height: 1050 ft. (BMPCT-7737). Action Jan. 2.

■ KXLY-TV Spokane, Wash.—Granted CP to change transmission line (BPTC-780912KF). Action Jan. 31.

In Contest

Procedural rulings

■ WKYO(AM)-WIDL-FM Caro, Mich.—(Tuscola Broadcasting Co. and Cass River Broadcasting Co.) **AM and FM proceeding:** (Doc. 78-214-217)—ALJ Thomas B. Fitzpatrick, by three separate actions,

Summary of broadcasting

FCC tabulations as of Nov. 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,499	5	43	4,547	34	4,581
Commercial FM	3,016	2	74	3,092	138	3,230
Educational FM	945	0	37	982	73	1,055
Total Radio	8,460	7	154	8,621	245	8,866
Commercial TV						
VHF	513	1	2	516	7	523
UHF	211	0	1	212	52	264
Educational TV						
VHF	94	1	7	102	5	107
UHF	151	2	5	158	4	162
Total TV	969	4	15	988	68	1,056
FM Translators	249	0	0	249	84	333
TV Translators						
UHF	1,143	0	0	1,143	250	1,393
VHF	2,404	0	0	2,404	195	2,599

*Special temporary authorization

**Includes off-air licenses

granted motion by Broadcast Bureau and directed Tuscola to produce specified documents for copying and inspection; denied petition by Cass River for leave to amend engineering portion of its application and rejected amendments; granted motion by Tuscola to extent that issues are enlarged to determine whether Cass will have available deferred credit from its equipment supplier and whether Cass is financially qualified to construct and operate proposed stations. Action Jan. 3.

■ Carlisle, Pa. (WIOO Inc. and Carlisle Broadcasting Associates) **AM Proceeding:** (Docs. 21506-7)—ALJ Lenore G. Ehrig granted motion by the Broadcast Bureau and extended to Feb. 28 time for filing proposed findings of fact and conclusions of law and to March 16 time for filing replies. Action Jan. 29.

■ Berryville, Va. (Berryville Broadcasting Co. and Berryville Media Group) **FM Proceeding:** (Doc. 21185-6)—Office of Opinions and Review granted joint motion by applicants and extended to Feb. 26 time for filing application for review of the Review Board's decision released Dec. 15. Action Jan. 30.

Fines

■ KVRC(AM) Arkadelphia, Ark.—Notified of apparent liability for forfeiture of \$800 for repeated violation of rules which requires licensees to have program, operating and maintenance logs kept by person competent to do so. Action Jan. 18.

■ WBEX-AM-FM Chillicothe, Ohio—Ordered to forfeit \$1,000 for repeated violations. Rates stations charged for 97 thirty-second spot announcements to Mr. Nicholas Holmes, candidate for public office, exceeded lowest unit charge of stations. Action Jan. 30.

■ WDHP-FM Presque Isle, Me.—Notified of apparent liability for forfeiture of \$200 for failure to have properly licensed operator on duty to maintain transmitting system. Action Jan. 23.

■ KREI(AM) Farmington, Mo.—Notified of apparent liability for forfeiture of \$500 for operating with full daytime power during hours authorized for reduced, presunrise power only. Action Jan. 23.

■ WKVM(AM) San Juan, P.R.—Ordered to forfeit \$800 for repeated failure to make equipment performance measurements. Action Jan. 30.

■ WCAY(AM) Cayce, S.C.—Reduced forfeiture amount from \$500 to \$250 for having operator on duty and in actual charge of the transmitting system who did not hold operator license or permit of required grade. Action Jan. 23.

■ WTMB-AM-FM Tomah, Wis.—Notified of apparent liability for forfeiture of \$2,000 for repeated violation of rules including failure to make equipment performance measurements for 1977. Action Jan. 31.

Allocations

Action

■ Big Pine Key, Fla.—Broadcast Bureau has proposed assigning 93.5 mhz there as its first FM. Proposal was in response to petition by the Lower Keys Broadcasting Corp. Comments are due April 2, replies April 23.

Cable

■ Following operators of CATV systems have filed service registrations:

■ Cablesystems of Alabama Inc., for Bessemer, Ala. (AL0172) new system.

■ Valley Cable TV Co., for East Pittsburgh, Pa. (PA0583) add signal.

■ Westmoreland Cable Co., for West York, Pa. (PA0116) add signal.

■ Buffalo Center Cable TV, for Buffalo Center, Iowa (IA0083) new system.

■ Gallup Cable Television, for Gallup, N.M. (NM0011) add signal.

■ Springvalley Cable, for Chatfield, Minn. (MN0172) new system.

■ National Cable Co. of Suwannee Ltd., for Madison, Fla. (FL0452) new system.

■ Trinity Cable TV Co. Inc., for Trinity, Calif. (CA0782) new system.

■ Cablecom-General Inc., for Sioux City, Iowa (IA0084) new system.

Other

■ Newark, N.J.—FCC has granted review of June 2, 1978, decision of Review Board which found that all four applicants for CP to operate WNJR(AM) Newark, N.J., were unqualified to operate the station on permanent basis. Four applicants for permanent authority to operate WNJR—Gilbert Broadcasting Corporation, Community Group for North Jersey Radio Inc., Sound Radio Inc. and Fidelity Voices, Inc.—as well as Broadcast Bureau petitioned for review. Action Feb. 2.

■ FCC has granted reconsideration of its Feb. 22 decision imposing equal employment opportunity reporting requirements on renewal of license for KUFF(AM) Albuquerque, N.M., but denied reconsideration of decisions imposing same requirements on renewals of KAFF(AM)-KFLG(FM) and KOAI(TV), all Flagstaff, Ariz. Action Jan. 22.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

NC's dominant FM station accepting applications for Sales Manager position. Must be capable of training, motivating and leading staff of 4. Limited inventory and top ratings require ability to maximize dollar return. Full details and earnings history to: Personnel, WRAL, PO Box 12000, Raleigh, NC 27605. EEO/MF.

NC's dominant FM station still accepting applications for the new position of Station Manager. Must be effective leader and strong administrator. 1st class opportunity with advancement possibilities for a person capable of handling this challenging position. Full details and earnings history to: Personnel, WRAL, PO Box 12000, Raleigh, NC 27605 EEO/MF.

Dominant Middle Tennessee growth market AM contemporary seeks full-time manager with proven sales track record. Person will handle top agency/local list plus direct activities of sales staff and report to corporate supervisor. Send resume to: Jim Broadus, Music Square Services Corporation, 200 Fourth Avenue, North, Nashville, TN 37219.

General Manager, Northeast major market adult contemporary, self-starting, sales oriented motivator with good management background ready to work hard with this growing station. Group operation. Resume/salary requirements first letter. Box B-15.

Selling General Manager for Eastern Arkansas Small market, country format, Buy-in possible 615-794-3799.

General-Sales Manager—New FM outlet under construction in the beautiful Virginia resort country. Capable of recruiting and motivating a small staff to high professional broadcast standards. Send resume, references, and salary requirements to: FM Manager, PO Box 1106, Harrisonburg, VA 22801.

General Manager for AM/FM in major eastern market sought by dynamic broadcast group. Strong sales management background required. Send resume with salary requirement to Box B-106.

Florida Coastal Station has unusual opportunity due to retirement for aggressive, hard-sell salesperson to take over key list and to be trained to become sales manager due to plans to promote present sales manager. If you are not a good enough sales person to make \$25,000 a year on our commission and guarantee plan, don't apply. Send resume detailing sales last 2 years to Bill Brown, WOVM/WIRA, Fort Pierce, FL 33450. An Equal Opportunity Employer.

Somewhere there is a street selling salesperson ready to manage new Midwest AM. Compensation 22-30,000. Send detailed resume to Box B-144.

HELP WANTED SALES

Sell WGIG AM-Super Country, and WSBI FM-Adult Contemporary and make money for both of us. On the Ocean mid way between Savannah and Jacksonville. Sports play by play also available if qualified. You must have at least one year's experience selling on the local level. \$200. per week, first two months, then \$100. per week, plus 15%, plus gas allowance. You should average over \$1,100 per month. Write or call Alan Bishop, 801 Mansfield Street, Brunswick, GA 31520. 912-265-3870.

Experienced radio salesperson needed for dynamic growth area. Send resume and references to Ray Stephens, KGAK Radio 401 East Coal Ave., Gallup, NM 87301. Phone: 505-863-4444.

The Sunniest, poshest sun belt of them all—Orange County, California. Live where you can surf, sail or swim one week-end and ski just an hour away the next. KWIZ, Santa Ana, is looking to add to its super sales staff—somebody who can really sell our new \$100 spot rate. We need a bright salesperson whose good appearance smacks of the dignity, honesty and integrity for which KWIZ is famous! Contact: Pat Michaels, Station Manager, KWIZ, Santa Ana, CA 92703. An equal opportunity M/F employer.

Experienced Radio Salesperson wanted for Florida's most powerful modern country station, preferably with knowledge of Central Florida Market. Good opportunity and company benefits. An equal opportunity employer. Contact WGTO, PO Box 123, Cypress Gardens, FL 33880.

Sales Manager—we want one good person to implement our proven sales plan in Midwest Medium Market. Must be aggressive, have a strong desire to advance, and a proven sales record. EOE. Send resume to Box S-119.

Houston's top adult station—KYND-FM has an opening for a top-notch account executive. If you have experience and a proven track record as a producer we offer a liberal draw against high commissions and one of the industry's best benefit packages. Contact Drew T. George, Sales Manager, 713-654-9200 or send resume to KYND Radio, 2100 Travis, Houston, TX 77002. EOE.

Growing group looking for experienced salesperson who wants to move up to a larger market ... either Chicago or Milwaukee. You must be aggressive and a self-starter. EOE/MF. Send resume to Ron Leppig, Group VP, WYEN, 2400 E. Devon Avenue, Des Plaines, IL 60018.

Western North Carolina opportunity: Above average earning potential for aggressive Account Executive, also future management-ownership possibilities. Call 404-283-3084 Evenings; Resume—WQXZ, Box 997, Taylorsville, NC 28681.

We are expanding. Radio station group seeking an experienced sales person with a potential for management and/or sales management our starting position has a \$1000 per month guarantee against a 15 percent commission with an existing \$70,000 account list. This is an unusual opportunity for an individual whose present position does not allow for adequate personal growth. Reply to Gordon Stafford, Radio Station KLMR, PO Box 890, Lamar, CO 81052. If you wish you may call Mr. Stafford at 303-336-2206. No collect calls accepted. An equal opportunity employer.

HELP WANTED ANNOUNCERS

Great Opportunity for someone who wants to become a Program Director. We are looking for an announcer with a first who has experience in music and/or programming. Initially you'll do mid-days and be Assistant Program Director-Music Director. Suburban Washington, D.C. location. Call Randy Swingle 703-368-3108 weekdays before 3 PM. EOE.

Boston/Cambridge AOR—Need jock who can project mature personality and entertain in AM drive with very broad music-oriented format including rock, jazz, and folk. Talent more important than experience. Broad music knowledge essential. EOE. Send full resume, broadcast interest, and tape to WCAS, 380 Green St., Cambridge, MA 02139. Call (no collect) 617-492-6450 after 10 am for more info.

News people wanted for new News talk station in Southeast major market. Prior on-air experience at all-news station a MUST. Send resume and salary requirements. EOE. Box B-58.

Air Personality, contemporary format, strong on production. Group ownership. Benefits. Resume/air-check to Bob Day, WCPA, Box 1032, Clearfield, PA 16830. An equal opportunity employer.

Open line talk show personality wanted for new News/Talk station in Southeast major market. Send resume, salary requirements and prior ratings experience. EOE. Box B-59.

Immediate opening for clever morning person. Minimum one year experience. Some sales available if desired. Send tape and resume along with salary requirements to Al Kahn, WAGR, Lumberton, NC 28358.

WGAC Augusta's leading Adult Contemporary Station is looking for a Morning Personality. Send your tape and resume to Webster James, Program Director, WGAC PO Box 1131, Augusta, GA 30903. WGAC is an equal opportunity employer.

WGIR and WGIR-FM, Knight Quality Group Stations in New Hampshire, are accepting applications for future full-time positions. Positive attitude essential. We have the finest facilities in New England, the best people and anticipate openings as we grow. Candidates with solid experience in soft rock and/or personality MOR format should send complete resume and telescoped air check to: Mark Lewis, Program Manager, PO Box 487, Manchester, NH 03105. We are equal opportunity employers.

Modern Stations need MOR adult format staff announcer or announcer-copy writer. Prefer experienced person but will consider well trained beginner. Send voice tape with details as to experience and training. Will return. No phone calls. Reply to Wayne Gallimore, WSNW/wbFM, Box 793, Seneca, SC 29678. E.O.E. Employer.

WELK, Charlottesville, Virginia seeks jock who will fit in with our popular Soft Rock format. Hurry tape and resume to John Powell, WELK, PO Box 1294, Charlottesville, VA 22902. An Equal Opportunity Employer.

Colorado Springs Outdoor Paradise—hiking, skiing, fishing, camping—KRDO AM & FM needs one, mature highly experienced announcer for daytime shift, 5½ day week. Good voice, knowledge of FM automation helpful. Chance to do occasional talent work for our TV affiliate. Applicants should be able to come to Colorado Springs at their own expense for pre-employment interview. We need you now, but will wait for the right person. Salary above average for the market. Rush tape & resume to: David G. Hixson, PD, KRDO, Box 1457, Colorado Springs, CO 80901.

Hartford, Connecticut WCCC AM-FM looking for strong morning personality. A.O.R. format. Previous station experience necessary. Good salary. Contact Program Director immediately. 203-549-3456. Equal Opportunity Employer.

O-95 WOVM Ft. Pierce, a dominant FM adult-rock station on Florida's Treasure Coast, seeking experienced air personality. Qualified applicants will be considered for PM drive shift. Minorities encouraged. Resume, tape and salary requirements to Bill Brown, PO Box 3192, Ft. Pierce, FL 33450. WOVM is an equal opportunity employer.

Good mature voice ... ability to read ... good on production. Live and work on beautiful Cape Cod ... number one WCIB FM stereo 102 ... playing the 'best of everything.' Qualified? Tape and resume to Jim Connors, WCIB, Falmouth-Cape Cod, MA 02540.

Midday Personality, also FM Automation. Must work as part of team. Great working conditions, benefits, staff. Phone 608-742-2350; within Wisconsin 800-362-9631.

Experienced D.J. wanted for Contemporary format in Southern N.E. ... should be capable of doing some production. Send resume to Box B-157.

Afternoon drive opening for warm, natural, relaxed, and experienced MOR pro. Production experience necessary. New York's Mid-Hudson Valley area. Minorities encouraged to apply. EOE. Resume to Box B-139.

HELP WANTED TECHNICAL

Assistant Engineer with accent on studio and recorder maintenance to start, with opportunity to learn automation, directional and other engineering fields. EOE. Mr. Smith, 503-882-8833.

Network Systems Audio Engineer to help design and improve audio facilities for FM network including the construction of a new studio/office complex in St. Paul, Minnesota, with seven control rooms and studios. Requires strong experience with state-of-the-art FM studio and control room equipment and practice, FCC First Class license and additional RF experience desirable. Resume, references, letter of interest and salary requirements to Dan Rieder, Director of Network Engineering, Minnesota Public Radio, 400 Sibley Street, St. Paul, MN 55101. AA/EOE.

**HELP WANTED TECHNICAL
CONTINUED**

Maintenance Engineer for Western NY automated stereo FM. Above average salary based on ability & experience. Box B-45.

Assistant Chief Engineer for small market AM/FM. No air shift. First phone required. Ideal for beginning engineer. Box B-74.

Opening—Chief Engineer—In 2 months our present engineer will leave to join a consulting firm. The person we are looking for must have a good working knowledge of directional systems and will be responsible for the maintenance of all equipment at a full time 5KW station located in Florida and part of a large broadcast group. We are an equal opportunity employer. Send all resumes to Box B-77.

Chief Engineer: experienced with automation AM/FM transmitters, STL and RPU, Quality Audio, adept at studio construction. Immediate opening. Starting Salary 15,000-18,000. Send complete resume to Arnold Lerner, WLLH/WSSH, PO Box 1400, Lowell, MA 01853.

Chief Engineer for AM/FM both automated. Ed McKernan Station Manager KVOE/KLRF, Box 968, Emporia, KS 66801. 316-342-1400. EOE.

Assistant Chief looking to become Chief Engineer or Chief Engineer looking for new opportunity. Beautiful college town. 30 miles outside of Pittsburgh, Pennsylvania. A.M. and FM. Must have transmitter and audio maintenance experience. Send resume to WHJB, 245 Brown Street, Greensburg, PA 15601.

Chief Engineer wanted. WYSO FM public and community radio for the greater Dayton area. Transmitter and studio maintenance experience and FCC First Class needed. Salary 7,000 plus benefits. Send resume by March 1 to: Mark Mericle, Station Manager, WYSO, Yellow Springs, OH 45387. Call 513-864-2022. An Equal Opportunity/Affirmative Action Employer.

Chicago Suburban needs Chief-asst. general manager. Four tower, dual site operation. \$18-22K to start, three weeks vacation, top major medical plan, year-end bonus. EOE/IF. Experienced professional 1st phones only write Box B-117.

**HELP WANTED
NEWS**

Needed Immediately ... Two reporter/anchors for regional radio station in Upper Midwest. These people should sound reasonably good on the air. He/She may do our morning drive newscasts. Experience preferred. Salary is negotiable and our company has good fringe benefits. 44 hour week with every third weekend off. Send tape and resume to: Jan Thomas, News Director, KFYR Radio, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

Newsperson Experienced—Sunny and warm South Texas Medium Market Station needs local news gatherer. Write KVOU, Box 758, Uvalde, TX 78801.

Florida WIRK AM/FM immediate opening. Drive news anchor some street reporting. First opening in two years. John Picano, ND, Box 3828, West Palm Beach, FL 33402.

KDTH/KFMD, Dubuque is looking for a morning news anchor. We need an aggressive reporter with a strong on-air sound and strong writing ability. Two years experience; college degree preferred. Stations have strong local news commitments and reputations. EOE. Send resume, tape to Doug Breisch, ND, KDTH/KFMD, 8th & Bluff Sts., Dubuque IA 52001.

Professional broadcast journalist for reporter/editor/newscaster position at WJR, Detroit. Must have college degree, 3-5 years experience in broadcast news and demonstrable excellence as a field reporter, writer and broadcaster. Please send letter, resume, writing samples and tape to Dave White, News Director, WJR, Fisher Building, Detroit, MI 48202. No telephone calls please.

News/Information A-M in major market fringe needs general assignment newsperson. Duties heavily reportorial, some air work. Send tape and resume to Leigh Williams, WKRS, Box 500, Waukegan, IL 60085. Equal Opportunity Employer.

Experienced news professional wanted for afternoons. Send tape and resume to Bob Sands, KXLY, W 500 Boone, Spokane, WA 99201. EOE.

Writer/Reporter. Independent all-news in top 30 market needs experienced journalist for inside writing/reporting position. Position created due to promotion. Voice not important, but strong writing and news gathering skills are a must. Complete credentials, including references, in first letter to Mike St. Peter, News Director, WEBR, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

Growing Northern California market needs News Director NOW. Self-starter to run one-person show. Strong local coverage. Resume, salary, tape to KORV, Box 1340, Oroville, CA 95965.

News Radio Station looking for three newsmen. We need an anchor plus two people to handle reporting and editing. Salaries negotiable. Tape and resume to News Director, KPAC, 7700 Gulfway, Port Arthur, TX 77640.

Anchor/Reporter to handle news at Maine's number one contemporary FM station. Must have strong on-air voice, have the ability to gather and edit, and be able to play off the morning man to a certain extent. Starting salary range \$240. plus. Equal opportunity employer. Send tape and resume today to: Bruce A. Biette, WIGY-FM, PO Box 329, Bath, ME 04530.

Virginia-News Director, dig, write and air news in AM shift. Journalism degree a must. Tape/resume to: Frank Grimes, WFIR/WPVR, Box 150, Roanoke, VA 24002. EOE.

News Director for Eastern Pennsylvania powerhouse AM/FM Stations. Must be able to gather, write and air the news in a thoroughly professional manner. Compensation commensurate with experience and ability. An equal opportunity employer. Send resume, with references to Box B-112.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Program Director—24 hour, class C FM in the Midwest seeks experienced Contemporary PD/morning drive personality. Station is programmed live 6A-9A and 10P-2A; Automated with local personalities (non-syndicated) remainder of the day. Looking for take-charge type who really knows how to take advantage of Harris automation system capabilities. Must have full knowledge of FCC regs, be able to supervise announcing staff, develop sales promotions, handle public affairs/ascertainment requirements, music selection. Send resume and salary requirements. EOE. Box B-22.

Program Director for Contemporary FM. Supervise music format, news, production, contests promotions. Harris system 90 automation. New facilities. Large company. Security. Equal opportunity employer. Reply Box 2188, Minot, ND 58701.

Program Director needed by regional adult AM in a friendly Northern Indiana community. Experience needed. Must enjoy communicating one to one. Excellent pay and working conditions. Operation guided by religious principals. Send resume to Ed Moore, GM, WCMR/WXAX, Box 307, Elkhart IN 46515. Phone 219-875-5166.

Upper Midwest medium market stereo rock FM seeks take-charge, creative, on-air program director. Strong on production with automation background. EOE M/F. Send resume with references and letter of application stating salary expectations to Box B-5.

Unique b'cast co. Needs several P/T instructors to direct radio shows. Prof. on air exp. req. Mostly eve & w/e work at your convenience—\$4 hr. start. New York studios—212-279-2360. Philadelphia studios—215-665-8744.

Southern/County AM. New facilities, top-rated, highly respected, people oriented station seeking dedicated PD. with 3-5 years experience preferred. Require active community promotional approach, air shift, creativity supervisory capability of personnel, music and production. EOE. Send resume and financial requirements to WBHP Radio % Buster Pollard, PO. Box 547, Huntsville, AL 35804.

Production enthusiast: creativity a must, deep voice, excellent production equipment to work with. AM-FM automated, Midwest. Box B-152.

Producer/Writer for public broadcasting stations at major southwest University. We are looking for a mature, responsible individual to produce, write and host programs. Programming will focus primarily on public affairs and news including governmental coverage. Individual must have ability to develop program ideas, gather information, produce, host and edit programs. Send resume including salary requirements to KUAT, Radio-TV-Film Bureau, University of Arizona, Tucson, AZ 85721. The University of Arizona is an Equal Opportunity Affirmative Action Title IX Section 504 employer.

**SITUATIONS WANTED
MANAGEMENT**

General Sales Manager who is not a gambler looking for stable permanent position with proper company. Top credentials, references. Box S-148.

General Manager, running successful station in top 100. Family desires return to Florida. 43 year old with excellent twenty year record. Box S-112.

General Manager. Seeking challenging senior management level opportunity. Strong background in sales, programming and administration in medium and major markets. Accustomed to total profit center responsibility. Take charge pro with over 20 years experience. Lets Talk! 714-658-2414.

We work. She runs station, keeps books, has seven years in news and broadcasting. He sells, and hires, trains, develops super sales staff, has PI, twenty years in broadcasting, seven in sales and management. If you can use this professional team in your small or medium market, send best offer to Box B-90.

See MBA's in Television Section.

Station Manager, VP—With large group seeks relocation. Highly successful. Experienced all areas of station operation. All market sizes considered. Box B-124.

Manager with many successes looking for immediate permanent position. Proven winner with heavy track record, best qualifications, references possible. Tired of mediocre applicants? Answer this ad! Box B-133.

General Manager experienced, successful, and young looking for new challenge. Presently manager with Broadcast sales consultant firm. Investment in ownership considered. Prefer PA, NY, NJ, VA. Reply Box B-115.

General Manager seeks new challenge. Experienced with major market track record, references. Top 100 markets only. Box B-120.

Professional, experienced in management, operations, sports, news, sales and announcing. Looking for management or operations. Write Box B-118.

**SITUATIONS WANTED
SALES**

Management Plus—sales, engineering, announcing, production! Husband/wife team currently East Coast. Box B-75.

Stable broadcast veteran of 16-years looking. Sales, PBP, jock, news, copy, production background. Box B-132.

**SITUATIONS WANTED
ANNOUNCERS**

Morning Smiles don't come cheap, neither do we. Team ready to move up! Box B-13.

Read Me! Morning adult contemporary personality available. Top 150 markets. 10 years experience. Your search could end with this call. 615-388-2453.

C.M.U. Broadcasting Grad., copywriting and production skills. Good voice. Want to relocate in Michigan. Bill Thompson, W. Airline Rd., Weidman, MI 48893. Phone: AC 517-644-3905.

Recent college grad seeking sportscasting and/or PBP position. 3rd endorsed, will work anywhere. Dave, 615-865-5900.

Experienced announcer, versatile, good ratings in contemporary adult format, talk show host, news and copywriting experience, Eastern U.S. Box B-20.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Small Town Radio Lover wants to improve your struggling station and stay there. Desire community-oriented station in a one-station town. 2 years diversified experience. FCC First Class. Prefer West or In-termountain area. Call Kurt, 213-349-3324 before March 4.

Announcer/DJ—3rd Endorsed, experienced, mature, innovative, single, willing to relocate. Looking for MOR, soft rock format. Call Gary between 9-6EST 1-617-336-9605.

Experienced young jock seeks top 40/contemporary format in small or medium market. Mike Young, Box 322, Lincoln, ME 04457.

CT Contemporary or MOR: Student taking time to get teeth into career. 6 years experience; some commercial. Good production. Hard worker. Excellent references. 203-347-7445. Ask for Al.

Experienced, responsible Contemporary Personality seeks professional situation. PD, MD experienced. Prefer Indiana-Ohio area or South. Box B-105.

Talk All Night—10 years experience in all markets, talk and interviews, specializing in blending controversy, humor and "human interest" subjects, for a well rounded entertaining and informative night show. Call Art Murphy 617-758-9235. 25 Deep Woods Drive Mattapoisett, MA 02739.

Experienced DJ. Country or MOR. Excellent production and news. Third ticket. Prefer Southeast. Box B-116.

DJ, knows CW Format with three years board experience and one year of PBP. Will work graveyard shift. TW McGowan 804-486-6249.

Talk Show Host—Interviewer, dynamic, sensitive and proven on-air-salesman; political, business, advertising background; youthful, seasoned pro in major market now ready to move to top 20 city for top S. Box B-103.

Radio is more than transistors ... informative and community oriented, on a personable level. Hard worker, married, ready to get involved in small-to-medium market with good financial rewards. College degree, three years commercial, presently morning drive, talk show host, plus more ... write Box B-137.

College graduate with some experience seeking position in Top 40, Contemporary, MOR. Prefer Southwest, South. Bruce, 512-452-6536.

Experienced programmer seeking Pop/Adult or Country position in Northeastern Medium market. Box B-149.

SITUATIONS WANTED NEWS

Helicopter pilot, seven years experience including Viet Nam, recent journalism graduate, seeking helicopter reporter position. Call 602-268-7709.

Award-winning newscaster/investigative reporter seeks position in, or leading to, broadcast news management. Self-starter. Top references. B.S. Journalism. Young/experienced. Presently drive-time New York anchor/reporter. Box B-60.

Experienced News Person seeks opportunity in large to medium market in Central or Northern California. Currently employed. Box B-111.

I challenge you to find a better PBP audition tape. Sports director now in small market seeks medium market position. Background includes major college and high school PBP (basketball, football, baseball). Three years commercial experience. 3rd endorsed, BA journalism. Excellent news delivery also. Available April. 212-663-0503, Jerry or Box B-153.

Award Winning Sports Director looking for move up. No small markets, no news, no music, no sales, just serious sports. Box B-121.

Sports—Experienced Sports Announcer looking for right move. Solid anchor-reporter background in award-winning news department. University, high school PBP all sports. Seeking sports anchor position medium market Radio, small market TV. Box B-146.

Creative NY Newsmen, award winning, former News Director seeks major market reporter/editor position. Presently employed. College degree. Box B-114.

Not Just Another pretty voice. Former ND with metro experience wants back in the saddle again. Blue Chipper. Write Box B-135.

Results oriented ... writer/reporter. One man news department. Seeks larger market. Southeast. Box 3252, Myrtle Beach, SC 29577.

B.A. Communications, experienced, news and sports. PBP want to expand talents versatile, strong technical ability Box B-156.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced auditor in broadcast-related organization, seeks accounting position in radio group or television. Degreed, early 30's, single. Will relocate and travel anywhere. Resume furnished. Box S-165.

Looking for production director or production position only. Write Rob Sprinkle, WHUN, Huntingdon, PA 16652.

Format in trouble? Ratings low? Aggressive Programmer who will produce. Box B-126.

Program Director & Chief Engineer. Combo. Mature, take charge individual offers creativity and experience in exchange for good \$\$\$ and benefits. 914-565-5365.

Dynamic, versatile and hardworking air personality with 13 years experience and First Class license seeks announcing/production with advancement opportunity to operations, programming or music position in major or large market. Top 40, Pop, AOR or C&W. Box B-128.

Country Programmer and Personality 20 years, impressive track record, sales oriented. Seeking long term position. Call Dave Donahue at 612-699-1330 or 612-690-1150.

TELEVISION

HELP WANTED MANAGEMENT

Development Information Manager for public broadcasting stations at major southwest University: Responsibilities include business underwriting, all phases of individual fund raising including broadcast work, and overall direction and guidance of promotion department for KUAT-TV-AM/FM. Please send resume including salary requirements to KUAT, Radio-TV-Film Bureau, University of Arizona, Tucson, AZ 85721. The University of Arizona is an Equal Opportunity Affirmative Action Title IX Section 504 employer.

General Manager/Sales Manager—Unusual opportunity for experienced executive for new TV station located in major Northeast suburban market. Attractive salary, incentive, benefits. All replies strictly confidential. Send complete resume including history and references to Box B-104.

Station Manager for a full-color UHF university-licensed public TV station. Responsible for total administrative leadership of all phases of station operation, including budget, personnel, programming and transmission. Bachelor's degree with broadcast administration and management experience required. Submit resume by March 1 to Vice President for Institutional Development, Zumberge Library, Grand Valley State Colleges, Allendale, MI 49401. GVSC is an Equal Opportunity/Affirmative Action institution.

Promotion Manager for the No. 1 station in Portland, Oregon, named the country's most liveable city. You need solid credentials in creative station promotion, including TV & radio spot production, publicity, print advertising. Promotion is a major station department with sizeable budget, staff of three. Salary: \$16,000-\$20,000 annually, excellent benefits. We are an equal opportunity affirmative action employer. Applications from women and minorities are encouraged. Send detailed resumes and work references to Bob McGill, Personnel Manager, KOIN-TV, 140 S.W. Columbia, Portland, OR 97201 or call 503-243-6647.

Production Manager: Go-Getter with heavy commercial production and sales experience for rapidly growing top ten market station. EOE. Box B-143.

HELP WANTED SALES

Account Executive: Group-owned NE Affiliate. Established list includes direct, agency, regional. Commissions \$30 K+. Minimum two years' TV sales experience. EOE. Box B-82.

HELP WANTED TECHNICAL

Maintenance Professional—Group-owned commercial VHF station is searching for a professional television broadcast maintenance person to support our professional production and news departments by maintaining helical and quad VTR's, RCA cameras and associated terminal equipment. Position requires expertise in audio, video-analog and digital, microwave, and an FCC First Phone. Experience highly desirable. Large expanding multi-media corporation with salaries, fringes and progressive atmosphere to complement. Submit resumes and salary history to: Tom Weems, Director of Engineering, WTVH-TV, 980 James Street, Syracuse, NY 13203. EOE M/F

Television Chief Engineer needed for established medium market VHF station in environmentally-ideal Oregon. Send application in confidence to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

Maintenance Engineers familiar with RCA cameras and quad tape, Grass Valley switching for East Coast Production Facility. Openings in studio, production van and disc unit. Resume to Director of Engineering, E.J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008, or call 215-543-7600.

Chief Engineer: California Public. Television Licensee needs qualified "working" Chief Engineer to build staff and equipment. Experience in all engineering aspects of color and digital remote controlled UHF 30 kw transmitter as well as studio. Minimum 5 years experience. Salary-consideration for placement on step 2 may be granted based on experience. Applications are being taken for the purpose of establishing an eligibility list. Apply: Fresno County Department of Education, Personnel Office, 2314 Mariposa Street, Fresno, CA 93721. Deadline: Open until applicant selected from list.

Video Engineer—Syracuse University needs a qualified Video Engineer for studio maintenance and operations. The person must have an AAS in electronics (or an equivalent combination of education/experience) and three years experience in color studio maintenance procedures. The annual salary is \$12,200. Syracuse University's liberal benefits include free employee tuition (12 cr. hrs./yr. transferable to spouse), free tuition for the employees children (four years undergraduate), and an annual one-month vacation. Send resumes before 2/22/79 to: Ms. Kelly Rose, Syracuse University Personnel Dept., Skytop Offices, Syracuse, NY 13210. Syracuse University is an Equal Opportunity Affirmative Action Employer.

Radio Television Engineering Supervisor—University of Florida—Duties include responsible technical and supervisory work in the engineering department of a public TV station. Requires bachelor's degree in electrical engineering or electronic engineering technology. Relevant experience may be substituted on a year-for-year basis for the required education. Possession of a first class ticket is also required. Beginning salary \$11,275. Excellent fringe benefits. Send resume by March 12, 1979 to Connie Fort, University of Florida, Personnel Division, 2nd Floor HUB, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

Chief Engineer—We are a UHF Network affiliate in Central Virginia looking for a chief with management ability and a maintenance background. Salary in the mid-twenties plus fringe benefits. Contact Harold B. Wright, WVIR-TV, Charlottesville, VA 22902. 804-977-7082. Equal Opportunity Employer.

CPTV has opening for experienced video/VTR engineer. Minimum two years experience and FCC 1st required. Send resume F. Abramowicz, Conn. Public TV, 24 Summit St., Hartford, CT 06106. An equal opportunity employer.

Control Room Operator-First Phone. Northeast UHF ABC affiliate. Responsible for on-air operations and to assist in production. Will train. Reply to Box B-125.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer—for University telecommunications center. Midwest location. Responsible for engineering planning, supervision and maintenance. Qualifications: Bachelor's degree required. Masters preferred; minimum of three years successful experience in engineering management; demonstrated technical expertise, including up-to-date knowledge of digital electronics, systems design and production facilities. Written and oral communications skills essential. Applicants should furnish a detailed resume, references, and salary history. Salary: \$17-\$20,000 per year. An affirmative action, equal opportunity employer. Box B-108.

Switcher/Operator/Director. FCC First a must. Technical experience preferred. NBC VHF, with opportunities for personal development. Gene Heskett, KIVA-TV, 505-327-9881.

HELP WANTED NEWS

Producer/Reporter—Miami public broadcasting station is seeking producer/reporter to assist in writing, reporting and production of nightly business news program, in addition to acting as Producer/talent of other news and public affairs programs. Candidates must be bilingual with educational background in journalism—broadcast or print. News reporting and writing skills required. College degree, course work in economics, political science or related field; or comparable work experience. Experience as on-air talent a plus. Apply Personnel, PO Box 610001, Miami, FL 33161.

Producer—KCRA-TV's News Department seeks producer to handle variety of producing chores. Must have television news background and strong writing skills. College degree preferred. Scripts and/or tapes to: Executive Producer, KCRA-TV News, 310 Tenth St., Sacramento, CA 95814. EOE.

Photographer, experienced in film and ENG, shooting and editing. Upper Midwest medium market. E.O.E. Send letter and resume to Box B-78.

Anchor. Veteran journalist willing to get involved. Must be able to write, report, co-produce, edit tape. Will anchor early and late news in large Sunbelt market. Experienced anchors only, please. Box B-81.

Anchor for Noon news in Southeast. Good ad-libber. Smooth rapport with various co-hosts. Experienced anchors only. Salary expectations in first letter. EOE. Box B-127.

News Director—Southwest major market. News leader applicant must be experienced in all areas of news gathering techniques. Send all information first letter. Box B-142.

Senior Producer/News & Public Affairs for KETC-TV St. Louis. Duties: Supervise and expand public affairs program production activities, share anchor/reporting responsibilities in studio and on location. Requires: Solid background (minimum 3-5 years) in broadcast journalism, with journalism degree preferred, supervisory and organizational experience desirable. Professional salary commensurate with experience. Applications must include resume, cassette and writing samples. Application Deadline: March 5, 1979. Contact: Mary Wachtel, Personnel Department, KETC-TV, PO Box 24130, St. Louis, MO 63130. Equal Opportunity Employer M/F.

We are still looking for a Sports Director. We've already placed ads, gotten lots of tapes, but not the right person. Our director shoots 16mm film, edits, writes great copy and anchors two sportscasts a day, five days a week. We're in a Big Ten town so the individual has to know his stuff. If you've got a Go Get 'Em attitude, send tape and resume to: Ron Davis, News Director, WICD-TV, 250 Country Fair Drive, Champaign, IL 61820.

Weekend Anchor/Reporter: Need experienced anchor/reporter with ENG background. Send tape, resume and writing sample to News Director, KWLL-TV, 500 E. 4th St., Waterloo, IA 50703. Equal Employment Opportunity Employer.

Wanted Weatherperson/Reporter to do weekday weather shows and women-oriented reports. Also reporter/photographer general assignments. Send resume and tape (no calls) to Bill Griffin, News Director, KJAC-TV, PO Box 3257, Port Arthur, TX 77640.

News Anchor. Previous broadcast anchor experience preferred. One of Midwest's top independent stations expanding news coverage. Audition tape and resume required by 3/2/79. Send to Dick Stawicki, WFFT-TV, P.O. Box 2255, Ft. Wayne, IN 46801.

Reporter, Weekend Anchor needed for NBC-TV affiliate in Midwest market. Must have street experience as a reporter, and preferably, some anchor experience. You will produce your own newscast so writing is very important. If you've got pizzazz, are aggressive and can do more than just hold your own, send tape and resume to: Ron Davis, News Director, WICD-TV, 250 Country Fair Drive, Champaign, IL 61820.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director for group owned Midwest network affiliate market size 50-75. Experience should include program development, administrative skills, knowledge of FCC rules, supervision and motivation techniques, public contact and ascertainment. An equal opportunity employer. Salary negotiable. Send resume, references and requirements to Box B-38.

Producer/Director—Opportunity for Television Producer/Director specializing in directing news programs. Appropriate academic background required. Send resume and salary requirements to: Sharon Stinnette, PO Box 741, Dayton, OH 45401. Tapes may be requested later. Equal Opportunity Employer M/F/H.

Program Manager: Requirements/qualifications: Strong administrative skills; ability to manage and motivate a creative staff; Good competitive skills; Decision maker who works well with others; Must be ready to accept responsibility for program schedule, including knowledge of product, ability to analyze, evaluate, negotiate and purchase product; understands research, pricing and market conditions; Ability to guide and supervise activities of Program & Production departments; familiar with budgets and financing; familiar with FCC rules and regulations and NAB code; Strong feeling for issues that face community and a knowledge of television production; Responsible for utilizing resources to produce stimulating on-air programs that service the natural interest and development of the community and maintain the competitive position of the station in the market; College degree in communications or related field preferred and previous experience in similar capacity. Contact Ms. Tadesse, 203-525-0801, Ext. 280, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06115. We are an equal opportunity employer.

South Florida Television Station is seeking a staff artist for its production shop. Send resume, sample of art works, and salary requirement to WTVX-TV, Rt. 1, Box 313, Ft. Pierce, FL 33450. No phone calls. EOE/M/F.

Program Manager—For medium market CBS Affiliate. Must be experienced in television programming and able to administer Production and News Departments. Send resume to James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Production Manager: Go-Getter with heavy commercial production and sales experience for rapidly growing top ten market station. EOE. Box B-143.

Television Production Manager—Develops, implements production policies, standards and procedures; advises producer/directors; coordinates production personnel. Four year college degree, four years production experience (one year as TV producer/director). Salary: \$14,219.28. Contact: Jim Moran, Program Manager, WFSU-TV, 202 Dodd Hall, Tallahassee, FL 32306.

Producer/Announcer/Director—Must have college degree, minimum two years experience, ability to produce and direct programs/commercials, and be strong in news direction. Contact: Duane Borovec, KCRA-TV, 310-10th St., Sacramento, CA 95814. 916-444-7300. EOE.

SITUATIONS WANTED MANAGEMENT

Ten MBA's with diverse media backgrounds available soon. We will be at the NAB to meet with potential employers. For our resume packet, please write, MBA, PO Box 7345, University Station, Austin, TX 78712.

Program Manager, hard working, competitive, experienced with group, looking for next move to medium/major market affiliate. Send for resume, and talk to me at NATPE. Box B-151.

Successful broadcaster with 12 years G.M. experience and TV-Radio sales and news background seeks responsible management position. 517-349-3724.

SITUATIONS WANTED TECHNICAL

Female First Phone with Radar technical background, seeks employment in Houston, Texas area. Kay—Phone 1-713-498-4774.

Transmitter Engineer wants to locate on West Coast. Box 7222, Amarillo, TX 79109.

SITUATIONS WANTED NEWS

Perserverance, Resourcefulness, Drive. Reportorial qualities I can offer your top 50 newsroom. Add maturity, experience, knowledge, literacy. The sum is an accomplished reporter, available now. 417-463-2153.

Anchorman accomplished reporter/producer/writer. 8 years continuous on-air work. Youth, but with rich news credibility. Confidential resume and tape available. Box B-70.

Weathercaster/Meteorologist seeking small or medium sunbelt station. Presently employed major market. Box B-76.

Serious-minded Meteorologist seeks Midwest TV position—substantial forecasting experience—TV and extensive radio included. Box B-84.

Anchor/Reporter who gets off his anchor and gets the ratings seeks organization with commitment, not quick fix. Box B-53.

I Demystify the Law—make it easier to understand—fun to learn about. See for yourself. Experienced law reporter. Available this fall. Box B-85.

Producer-writer in top 10 market 10 years wants out of rat race and into life-long ambition; news director in small to medium market. Top references. Salary open. Box B-140.

Sportscaster/Reporter, eleven years radio and television, conversational style, play by play, will consider all offers full or part time. Will be in the Southern California, Los Angeles area in March or April, resume on request. Box B-107.

News Director/Anchor, heavy experience all facets TV news. 34, employed, but looking. Box B-131.

Solid reporter, 9 yrs. experience, can do consumer, general assignment, soft feature or digging. References, air checks available. Box B-141.

I'm unique and I do my homework. Besides doing play by play I host a sports magazine show which covers everything from the little leagues to the majors. If you're interested in a young, tireless sports reporter write Rod Michaud, 171 Hanover St., Bridgeport, CT 06604. 203-367-3250.

Midwest weekend anchor/producer seeks news position in Eastern region. Box B-148.

Experienced Black Weathercaster. Articulate, hardworking, personable. Ready to relocate. For tape and resume write Box B-56.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Director with 9 years of commercial broadcast experience looking to improve professionally. I can shoot from the hip in the studio or at the remote. Experienced on all types of equipment, tight news shows, and a long list of pleased agencies and house clients. Please reply Box B-66.

See MBA's in situations wanted, management.

50/50 Production/Engineering, BS Broadcasting, BS Electronics, 1st phone radar endorsement, ENG, 16MM, audio. Relocate South, West, atmosphere more important than salary. David Neuschuler 312-742-4928.

Creative, experienced, free-lance Producer-Director/Production worker seeking permanent position. Professional dedication to quality remote/studio results. GLB, 215-664-3346.

CABLE

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Leading Top Cable MSO seeks LO Program Director in S. Jersey. Must be skilled in color production, administration, promotion; sales ability helpful. BA or equiv. required. Salary commensurate with experience. Excellent company benefits. Opportunity to learn. Send resume to: Box B-110.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Join an affiliation of National Broadcast Brokers. Prefer extensive broadcast experience. Must sustain yourself financially. Send resume to Box B-155.

HELP WANTED TECHNICAL

Donrey Media Group is seeking all around TV studio maintenance engineers, radio engineers, and microwave technicians for positions in Nevada and Arkansas. Send resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101. 702-385-4241, ext. 330. An equal opportunity employer.

Television Transmitter Field Engineers. Good opportunity in a growing company specializing in television transmitting equipment. Telephone or write to Bob Romley, Townsend Associates, Inc., PO Box 1122, Westfield, MA 01085. Tel: 413-562-5055.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Video Services Staff position, open July 1, 1979. Primary job responsibilities will be researching, writing, producing, and directing video programming. Secondary responsibilities include generation of production ideas, grant proposals for production, and studio supervision. Primary expertise required in research, script writing, and all phases of video production. M.A. desired, B.A. required with significant professional experience. Apply to Dr. Thomas W. Bohn, Chairman, Faculty of Communication, University of Tulsa, Tulsa, OK 74104. The University of Tulsa has an Equal Opportunity/Affirmative Action Program for Students and Employees.

Experienced Director needed for position with fast growing production house in the West. Minimum three years commercial production experience a must. Location, studio, editing and sports experience are required. Also must have switching experience as person selected will do their own switching. Send resume to Box B-123.

Producer II: Accepting applications from individuals qualified to produce, direct and write slide/tape, film and television educational presentations. Minimum five years experience in commercial/educational media as Producer-Director. Associate Degree and experience in specialized production is desirable. Salary range: \$14,314-\$19,467. Submit detailed resume to Personnel Services, Miami-Dade Community College, 11011 S.W. 104 St., Miami, FL 33176. An Equal Access/Equal Opportunity Community College.

HELP WANTED INSTRUCTION

PhD to teach broadcast law, criticism, management; direct graduate program. Tenure track, excellent fringes. Females, minorities especially encouraged to apply. Write: Head, BCA, Central Michigan University, Mt. Pleasant, MI 48859. Deadline February 28. Non-discriminatory educational institution and employer.

Telecommunications: Assistant/associate professor with primary interests in teaching beginning and advanced level courses in the social and/or behavioral effects of telecommunications. Ph.D. or equivalent thereof. Two or more years college teaching experience desired. Commitment to research and/or electronic publications. Applications accepted until March 2, 1979. Address inquiries to: Charles Sherman, Chairman and Professor, Department of Telecommunications, Indiana University, Bloomington, IN 47401. Affirmative Action, Equal Opportunity Employer.

SITUATIONS WANTED INSTRUCTION

Broadcasting instructor and/or campus radio station advisor. Seven years radio experience in various capacities. B.A. Speech, M.A. Journalism & Communications in March. Currently graduate teaching assistant. Minority. 31. Box B-119.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need UHF transmitters, antennas, VTR's, color studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

Wanted V.H.F. Television Transmitter preferably, Channel 13, contact J. Devine, 307-382-4022.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air HeliAx Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

General Electric 4TT40 low band TV transmitter; also vestigial side-band filter, low band, 4PY32B-3 tuned Channel Six. KTAL-TV, 3150 North Market, Shreveport, LA 71107. 318-425-2422.

1-200' Self-Supporting tower, angle legs 2-300'. 1-180', 2-220', 48" face towers, all used Telco towers, 1-275' Tubular leg. Call 901-274-7510 days 901-853-8037 nights.

New TFT Model 7640 Telescan Automatic Logging and Alarm System, still in original cartons. Includes scanner boards and Hi-speed modem kit. Make an offer. Call Collect 617-537-4706, Eastern Broadcast Supply, 42 Main, Leominster, MA 01453.

10KW FM CCA, 6 yrs old, stereo, exc. cond. M. Cooper, 215-379-6585.

5 KW FM Collins 830-E. Stereo, exc. condition. M. Cooper 215-379-6585.

4 PC-70 truck, Ross switcher 16 x 6, OP AMP 8 x 4, GVG terminal, Tektronics, Conrac. Cash or terms. 213-425-3620.

GE Transmitter with attendant equipment Model TT59. 50 KW very good condition. Available approximately June 1. Bargain if you move. Reasonable if I move. Also, three PCP-90U cameras excellent condition. Sold to highest bidder. For details contact: E. B. Wright, 1018 West Peachtree St., Atlanta, GA 30309. 404-875-7317.

GE 12KW UHF Transmitter—Available with Channel 14 Antenna, \$28,000

GE PE 350 Color Cameras—Several available, good condition, \$8,000 ea.

RCA TR-4 Hi-Band VTR—Two available, new heads, \$14,000 ea.

IVC 500A Color Cameras—With all accessories, excellent shape \$16,000 ea.

RCA TK42 & TK43 Color Cameras—Two of each, package includes TR-2 VTR, Sync Generator, Camera Mounts and Cables, entire 4-camera package, \$6,000. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

Scully 250-FT ... Full Track Mono Recorders. In stock. Bargain prices. Call collect Val-tronics 717-655-5937.

Vidifont—CSF Thompson Mark III Electronic Character Generator. Ideal for TV News, Commercials; Local, Regional, and Network Sports. Currently in use at more than 75 television stations. \$9,950. 212-753-3860.

Hitachi FP3030 ENG TV Color Camera w/12-120 Angenieux lens ... \$3000/offer. 415-676-7260.

Complete FM Equipment Package. 10 kw to 15 KW transmitter power range. Current generation AEL transmitter complete with exciter, stereo generator and harmonic filter. Marti solid state STL stereo system with transmitter and receiver. Marti remote control system. Belar monitors for FM, Stereo and SCA. \$23,000 complete. Holt Technical Services, Suite 205, Westgate Mall, Bethlehem, PA 18017. 215-865-3775.

For Sale: 16mm. Houston Fearless ME4-VF film processor (color) complete with flo meters, holding tanks, mixing tanks and plenty spare parts. Contact: Bob Stallworth, Houston, TX 713-771-4631, ext. 232.

Parts available for RCA BTA 5F transmitters, very complete selection. Les Kleven, KBHB, Sturgis, SD 605-347-4455.

Optomod—AM in stock, immediate delivery. David Green Broadcast Consultants Corporation 703-777-8660.

Seven GE 350 Studio Cameras, complete with 10:1 zoom lens, ccu's, cam heads, pedestals and cable. All cameras in excellent condition and in use at well known production company. \$9,500 each. 615-255-0516, Mr. Daniels.

CCA FM 3000D Transmitter. Excellent condition; CCA FM-LP-2 bay antenna. 400' 1 5/8" air heliAx. RUST remote control. Kim Aubry, CE WYSO, Yellow Springs, OH 45387, 513-864-2022.

For Sale: Harris MW-1 solid state kilowatt transmitter, 1 1/2 years old, set up on 1560 kHz. Call Bill Abbott, 712-322-4041.

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.

"Phantastic Phunnies" ... introductory month's 400 one-liners ... \$2.00! 1343-B Stratford Drive, Kent OH 44240.

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.

"Money Makers"—Proven radio sales idea book and weekly planning guide. \$19.95 Barnes Advertising, P.O. Box 602, Poteau, OK 74953.

The Secrets of Radio Programming Power are revealed in a new Book! Send \$15.00 to: Pat Martin, 809 Third Street, Stevens Point, WI 54481.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

Custom, client Jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 26 and May 7. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

First Class FCC License in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

1st class FCC, 6 wks., \$500 or money back guarantee, VA appvd. Nat'l Inst. Communications. 111488 Oxnard St., N. Hollywood CA 91608.

INSTRUCTION CONTINUED

First Class License in 6 weeks at First Class Communications School—4801 Classen Blvd., Oklahoma City, OK 73118—405-842-1978.

San Francisco, FCC License, 6 Weeks 3/12/79. Results guaranteed. Veterans Training Approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., SF 94102 415-392-0194.

RADIO

Help Wanted Sales

REGIONAL RADIO NETWORK

New York & Dallas

Southwest division of Mutual Broadcasting System is expanding its sales staff and has immediate openings for qualified sales executives in its Dallas and New York City Offices. Must be aggressive with a proven sales record. Network experience and background in selling radio sports helpful. Previous agency and client level selling desired. Send resume and call John Butler, Vice President, Mutual Southwest Radio Network, 4141 Office Parkway, Dallas, Texas 75204, (214) 827-2800.

An Equal Opportunity Employer M/F



mutual southwest radio network

Help Wanted Announcers

COMBO ANNOUNCER ENGINEER

desired for Midwest college town AM/FM. Salary commensurate on experience and ability. Will accept applications from announcers only if conversational and able to handle interviews, call-in and two-person talk shows. Write: Tom Parker, KTTR/KZNN, Box 727, Rolla, MO 65401.

Morning person

opening at one of the country's most progressive small market AM-FM stations. Requirements: Excellent air sound, the ability to handle heavy information and commercial commitment. Opportunity for management position is here for the person who wants to grow with us. Contact: Dave Ziebell, The KAGE Stations, Winona, Minnesota (507) 452-2867.

Help Wanted News

NEWS DIRECTOR

To Direct Five-Person Staff. This Is a Pace-Setting Station In Broadcast Journalism. Midwest Metro Contemporary Box B-83 EEO

1. News and A.O.R. can coexist successfully.
 2. There is no reason to assume that young adults don't care about the world around them.
 3. News can be bright, imaginative and demographically relevant without being shallow or flippant or foolish.
- If you have at least five years' on-air experience, a couple of them in major markets, agree with all three of the above statements and would like to help us prove them, send your tape and resume without delay to... Box 891, Radio City Station, New York, New York 10019.

An Affirmative Action Employer.

News Director

with broad experience in investigative and street reporting. Position requires Director that can demonstrate leadership and administrative ability, a cut or two above average, with a strong interest in public affairs and community involvement. Experienced only. may send tape, resume, and salary requirements to Byron Cowan, WSAC AM/FM, Box 70, Fort Knox, Kentucky, 40121. EOE.

Help Wanted Programing, Production, Others

OUTSTANDING PRODUCTION DIRECTOR

DISCO WDAI is seeking a creative Production Director, whose specialty is writing and producing creative spots that will deliver for retail accounts. Send resume, tape and cover letter to Mr. Ford Colley, c/o WDAI-FM, 360 North Michigan Avenue, Chicago, Illinois 60601. E.O.E.

Help Wanted Programing, Production, Others Continued

PROGRAM DIRECTOR WPEN PHILADELPHIA

We're looking for a top flight pro for an adult contemporary format. Demonstrated creativity and leadership ability is required. Air shift is not. Send your resume and a tape presentation of your station to:

Larry Wexler
General Manager
WPEN

One Bala Cynwyd Plaza
Bala Cynwyd, PA 19004
EOE/MF



A Greater Media Station

Situations Wanted Management

SUPERMAN

Problem Solver Extraordinaire! Made last station saleable. Turned station before that into an immense winner. Both large and medium markets. Outstanding record in sales, programming, FCC regulations and management. Excellent character. Outstanding references. Box B-134.

Situations Wanted Announcers

No one does it better.

Talk champ ready to go looking for a boss out there who isn't afraid and won't buckle under to pressure. Hard-hitting, opinionated, controversial, consistently colorful and top numbers (ARB) for past 12 years in Chicago and Northwest Indiana. John Anastaplos, 836 Highland in Hammond, Indiana 46320. Phone (219) 932-5834.

Help Wanted Management

RADIO PROMOTION MANAGER Top 10 Market Station

Major group broadcaster has opening for experienced radio promotion professional. Our people are aware of this ad. Interested applicants should send resume and samples immediately.

Box B-145
EOE/M-F

Situations Wanted Programing, Production, Others

UNIQUE TALENT

20 year broadcast pro with comprehensive math skills and the ability to interpret raw numbers into heavy selling/programming tools. Seeking operations position with research oriented station, group or rep firm. Experience in programming, sales and management. Box B-122.

TELEVISION

Help Wanted Management

PROMOTION MANAGER

with creative talents in writing, producing, designing for TV promotion & public relations efforts. Strong organizational & administrative ability. Top line department head. Experience or education in this or closely related fields. Brand new facility. Send resume & references to General Manager, KMTV, 10714 Mockingbird Dr., Omaha, NE 68127. An Equal Opportunity Employer.

Help Wanted Sales

TV SALES—RALEIGH-DURHAM

Experienced Television Salesperson needed now for the dynamic Raleigh-Durham market. Excellent opportunity to earn substantial income with WTVD-A Capital Cities Station. Send resume to: Richard Armfield, Local Sales Manager, WTVD, Box 2009, Durham, North Carolina 27702. WTVD is an Equal Opportunity Employer.

Help Wanted News

WEATHERCASTER

Excellent opportunity with major South-eastern, group owned network, affiliated station. Seeking an individual with solid knowledge of meteorology combined with real skill as a communicator. Must have previous broadcast experience. Salary is negotiable. Equal Opportunity Employer. Send resume to Box B-150.

ANCHOR

Group owned, major market station is accepting applications for anchor position. This is for main anchorperson. Not for beginners but will consider weekend/noon experience. Salary is in keeping with major market anchor requirements. Equal Opportunity Employer. Send resume to Box B-154.

FILM PHOTOGRAPHER

Major market East Coast net affiliate seeking resumes from talented 16MM film photographer/editors. Requires two years experience shooting and editing news and news features. Women and minorities encouraged to apply. EEO M/F Box B-113.

Help Wanted Technical

DIRECTOR OF ENGINEERING

Beautiful Shenandoah Valley

Progressive, unique market in Virginia seeks Director of Engineering. Require solid knowledge of studio, engineering and transmitter equipment. Prior supervisory experience necessary. Contact Arthur Hamilton, P.O. Box TV 3, Harrisonburg, Virginia 22801, (703) 433-9191. EOE.

Help Wanted Technical Continued

TV TECH SAUDI ARABIA

Immediate opening for Television Technician to work in the Audio-Visual Services Department of the King Faisal Specialist Hospital and Research Centre in Riyadh, the capital city of Saudi Arabia. The Hospital, managed by Hospital Corporation of America group, is a 250-bed referral and specialist medical center staffed with professionals from the United States, Europe, and the Middle East.

The candidate chosen will have an associate degree in Electronics or 2 years trade school or equivalent training in an Armed Forces school. Also required are at least 5 years relevant experience including 2 or more years in maintaining and repairing television and video systems.

Salary is excellent with furnished lodging, 30 days paid vacation with free transportation, free medical coverage, and other exceptional benefits.

Interested, qualified candidates should forward a resume with current salary and date of availability to:

Pershing Stahlman
Hospital Corporation International
One Park Plaza
Nashville, TN 37203
(800) 251-2561 outside Tennessee
(800) 342-2110 Tennessee



An Equal Opportunity Employer

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.

The ideal job It's new every day!

If you like to travel, enjoy hands-on-problem-solving, and want to expand your creative capabilities with the industry leader—this is the ideal opportunity for you.

RCA Broadcast Systems TECH ALERT is looking for individuals who have experience with broadcast equipment (such as cameras, video tape recorders, transmitters, or audio equipment), preferably on state-of-the-art RCA equipment.

Your responsibilities will include checkout of newly-installed RCA Broadcast Systems products in the field resolution of technical problems and instruction of customers in the operation and maintenance of equipment. An engineering degree or equivalent would be desirable. Relocation is not a prerequisite.

RCA offers excellent starting salaries and a comprehensive benefits program. Call collect or send your resume, with salary requirement, to:

R.R. Willoughby, Mgr. Empl.
RCA Broadcast Systems,
Dept. 8-219
Bldg. 3-2
Camden, NJ 08102
(609) 338-2501

An Equal Opportunity Employer F/M

RCA



**Help Wanted Technical
Continued**

**SONY-VIDEO
MAINTENANCE
INSTRUCTOR**

Sony Video Products Company offers this position to experienced maintenance engineers with at least two years of technical school. You should enjoy analyzing and explaining the theory and maintenance of the latest videotape and color camera equipment and be able to stand up before groups of broadcast engineers. You should be good with your hands to demonstrate mechanical disassembly and adjustment. If you are ready to be recognized as "The Sony Expert" Send your resume to:

Thomas Scott III, Mgr.
Video Maintenance School
Sony Corporation of America
2020 S. Central Ave.,
Suite No. 240
Compton, Ca. 90220
(213) 537-4300
An equal opportunity employer

**Help Wanted Programing,
Production, Others
Continued**

TV PRman/woman

Leading tax consulting firm in Southeastern Ohio with complete TV studio (3/4-in. professional Sony equipment) needs experienced TV journalist with scripting, production, PR and advertising know-how. Resume with salary expectations to:
Box B-71

ASSISTANT PROGRAM DIRECTOR

WXYZ-TV, Channel 7, Detroit is seeking experienced programmer with strong managerial, program production and communicating skills for day-to-day management of very large ABC O & O program department. An equal opportunity employer m/f. Resumes only to Jeanne Findlater, Box 789 Southfield MI. 48037

CAMERA VIDEO OPERATOR

Oral Roberts Evangelistic Association is seeking individual with production experience in multi-camera video shading. Send resumes to Oral Roberts University Personnel, 7777 South Lewis, Tulsa, Oklahoma 74171.



**Help Wanted Programing,
Production, Others**

ART DIRECTOR

for Top 20 market CBS affiliate. Opportunity for imaginative, technically skilled artist to implement total graphic image for station. Ideal candidate will have extensive experience in design and production of on-air graphics and possess print advertising production skills. If you're a qualified art director in a smaller market, or a No. 2 artist in a larger market who's ready for the challenge of being an art director in a major market, send resume and samples to: Angie Gordon, WISH-TV, 1950 N. Meridian St., P.O. Box 7088, Indianapolis, IN 46207.

An Equal Opportunity Employer M/F

Situations Wanted Sales

**"THE
KATZ
ASK"**



...Yes, ask any KATZ represented station about Jim Gillis' sales performance. Seventeen years of broadcast experience NOW AVAILABLE for top radio and/or TV sales position.
contact
(213) 762-1647 or (213) 769-3812

ALLIED FIELDS

Help Wanted Technical

**LENCO, INC.,
ELECTRONICS DIVISION**

The fastest growing video broadcast product company in the United States, offers the following challenging positions to a few outstanding individuals.

**VIDEO SYSTEMS
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Minimum five years professional experience. Must be able to plan and develop state-of-the-art video systems for broadcast applications.

**VIDEO DESIGN ENGINEER
ANALOG /DIGITAL**

BSEE or five years professional experience in broadcast product design.

**VIDEO ENGINEERING
TECHNICIANS**

At least three years experience with state-of-the-art broadcast equipment.

For a bright future with a company that is in the forefront of video technology, send your resume to *Personnel Director*

**LENCO, INC.,
ELECTRONICS DIVISION**
300 N. Maryland Street
Jackson, Missouri 63755
(314) 234-3147



An Equal Opportunity Employer

Situations Wanted Management

**TELEVISION STATION MANAGER/
GENERAL SALES MANAGER**

10 years broad TV sales and sales management experience with some radio. Background includes: local sales, national sales management; National Rep sales. Heavy in research, sales training and management. Results oriented, Degree, mid 30's, single, presently employed. Box B-102.

Situations Wanted News

SOCCKER COMMENTATOR

I am a TV sports reporter who would like to put my twelve years of experience as a soccer player and college coach into play by play or color for TV/Radio.

Box B-147

**TV PROGRAM
DIRECTOR**

For leading 50-60 station in Midwest market. We seek an individual with strong knowledge and experience in all programming and production areas, including promotion and public service—a thoroughly professional, creative person to head our programming department. This person must share our dedication to our community, our station and to excellence. All replies remain confidential. An EOE. Send resume to Box B-136.

**Help Wanted Technical
Continued**

DIRECTOR OF ANTENNA ENGINEERING

Cetec Antennas will select an outstanding senior engineering manager for the new position of Director of Antenna Engineering. It is a challenging assignment in design and manufacture of our famous FM and TV transmitting antennas. Plant and all-weather test range in the beautiful Sacramento Valley, mid-way between San Francisco and Lake Tahoe. Excellent climate, housing, schools, recreation.

Minimum 10 years' experience in design of FM and TV antennas, multiplexers, combiners, filters, isocouplers required. Send detailed resume and salary history (in confidence) to:

General Manager
Cetec Antennas
P.O. Box 28425
Sacramento, CA 95828



An equal opportunity employer

Wanted To Buy Stations

WANTED

radio property in Maryland, Virginia, the Carolinas, Georgia, or Florida. Up to \$500,000. Prefer terms. Reply to Box B-138.

Wanted to buy—prefer AM-FM—Midwest. Cash or terms up to \$1,500,000. J. Papenfuss, president, Result Radio Group, Box 767, Winona, Minnesota 55987. (507) 452-2867.

WANTED

AM-FM OR BOTH
MIDWEST & S.E.
UP TO 900M
PRINCIPALS ONLY
Box B-130

Free Film

Business Opportunities

**FREE FILMS? CALL
MODERN TV**
The leading distributor. We have the most PSA's & newsclips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

**BROADCAST TRANSMITTER
MFG. SITUATION**

Very skilled broadcast engineer (former C.E. Houston, Miami, and Boston) has design for 100% solid state 1,000 watt AM broadcast transmitter. Will be finest on the market! Active (engineers, etc.) or inactive with \$25,000 min.—ready to roll! Box B-129.

For Sale Stations

**ORIGINAL OWNER SEEKS RETIREMENT
AFTER 30 YEARS ...**

... will sell 5000W fulltime AM in dynamic SE metro market. Combo building on 7-1/2 acres. Principals only.

**\$850,000.00
Box B-109.**

Radio Programing

THE BIG BAND ERA LIVES

and is ready to produce profits for your station—Send for details:



STRIKE UP THE BAND
Box 221, Beloit, WI 53511.



Big name TV & Film Stars, Sports Celebrities available for personal appearances. They can come complete with autographed pictures (still the best premium going—great for openings, fund-raisers, etc.). For particulars, call or write the people who arrange everything:

Pfeiffer, Anderson & Co.

Talent Agents 8322 Beverly Blvd., Hollywood, CA 90048 (213) 658-5052.

Select Media Brokers

NC	Daytimer	225K	Small
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PA	Daytimer	575K	Suburban
WA	Daytimer	250K	Suburban
GA	Daytimer	467K	Metro
GA	Daytimer	385K	Small
AL	Fulltimer	635K	Small
NY	Fulltimer	1.6MM	Major
TX	Daytimer	695K	Medium

**P.O. Box 5
Albany, Georgia 31702
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DAILY FIVE MINUTE DRAMATIC NARRATIVE HORROR RADIO VIGNETTES OFFERED EXCLUSIVELY BY:
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The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Search \$25.00
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R2, Box 25-A, Lexington, Indiana 47138

Public Notice

The Town of Fairhaven, Mass. will accept applications for a license for a Community Antenna Television Franchise. Applications will be accepted until 5:00 PM., May 1, 1979 at the address below. All applications received will be available for public inspection during normal business hours at the same address.

Each application shall be accompanied by a \$100.00 nonrefundable filing fee, payable to the "Town of Fairhaven." CABLE TELEVISION COMMITTEE, c/o Board of Selectmen, 40 Centre Street, Town Hall, Fairhaven, Mass. 02719.

THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948
Elmira, NY 14902
(607) 733-7138

Brokers and Consultants to the Communications Industry



For Sale Stations Continued

CHAPMAN ASSOCIATES®
media brokerage service

STATIONS

STATIONS	CONTACT
S Small FM \$130K \$25K	Bill Chapman (404) 458-9226
S Small Fulltime \$395K Cash	Bill Chapman (404) 458-9226
E Small AM \$385K Terms	Warren Gregory (203) 767-1203
W Small Fulltime \$265K \$77K	Dan Rouse (214) 387-2303
W Metro AM/FM \$1MM 29%	Bill Whitley (214) 387-2303

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

HOLT CORPORATION
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Bethlehem, PA 18017
215-865-3775

Holt Corporation West
5944 Luther Lane, No. 401
Dallas, TX 75225
214-696-1353

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415/673-4474

East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022
212/288-0737

RALPH E. MEADOR
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Stock Index

Stock symbol	Exch.	Closing Wed. Feb. 14	Closing Wed. Feb. 7	Net change in week	% change in week	High	Low	1978-79	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting											
ABC	N	37 1/8	35 5/8	+ 1 1/2	+ 4.21	41 1/4	23 1/2	8		27,472	1,019,898
CAPITAL CITIES	N	40 1/2	41 3/8	- 7/8	- 2.11	75	38 1/2	11		14,300	579,150
CBS	N	54 1/2	53 1/4	+ 1 1/4	+ 2.34	64	43 7/8	8		28,100	1,531,450
COX	N	55 3/4	55 1/2	+ 1/4	+ .45	56 1/2	25 1/2	12		6,667	371,685
GROSS TELECASTING	A	20 3/4	21 3/4	- 1	- 4.59	23 7/8	13 5/8	8		800	16,600
KINGSTIP COMMUN.*	C	11 1/2	11 1/2			11 3/4	3 7/8	21		462	5,313
LIN	O	38 1/2	36 3/4	+ 1 3/4	+ 4.76	43	16 1/2	10		2,789	107,376
METROMEDIA	N	53	51 1/4	+ 1 3/4	+ 3.41	71	25 1/4	9		5,134	272,102
MCCNEY	O	5 1/4	5 1/4			6 1/2	1 7/8			425	2,231
RAHALL*	O	20 1/2	20 1/2			21 1/4	8 5/8	23		1,264	25,912
SCRIPPS-HOWARD	O	50	50			52	30 1/2	9		2,589	129,450
STARR	M	13 5/8	13 3/4	- 1/8	- .90	13 3/4		76		1,512	20,601
STRER	N	32 1/2	32 1/4	+ 1/4	+ .77	34 7/8	19 3/8	9		4,893	159,022
TAFT	N	21 1/2	20 3/8	+ 1 1/8	+ 5.52	24 7/8	12 1/4	8		8,508	182,922
									TOTAL	104,915	4,423,712

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	10 3/4	10 7/8	- 1/8	- 1.14	14 7/8	3 3/4	9	1,233	13,254
AMERICAN FAMILY	AFL	N	11 1/2	11 5/8	- 1/8	- 1.07	17 1/8	5 1/4	5	10,536	121,164
JCHN BLAIR	BJ	N	26 3/8	26	+ 3/8	+ 1.44	31 3/8	11 1/8	6	2,447	64,539
CHARTER CO.	CHR	N	6 5/8	5 7/8	+ 3/4	+ 12.76	8	3 7/8	6	17,941	118,859
CHRIS-CRAFT	CCN	N	11 3/8	11	+ 3/8	+ 3.40	11 3/4	4 1/2	10	3,696	42,042
CCCA-COLA NEW YORK	KNY	N	6 1/2	6 5/8	- 1/8	- 1.88	9 1/4	6 1/8	9	17,641	114,666
COMBINED COMM.	CCA	N	29 3/4	29 5/8	+ 1/8	+ .42	45 1/8	19	12	10,369	308,477
CCWLES	CWL	N	22 1/8	21 3/8	+ 3/4	+ 3.50	25 1/4	12 1/2	18	3,969	87,814
DUN & BRADSTREET	DNB	N	32 3/4	32 1/2	+ 1/4	+ .76	38	26 1/4	14	27,886	913,266
FAIRCHILD IND.	FEN	N	29 3/8	27 1/4	+ 1 1/2	+ 4.12	35 1/4	9 1/2	7	5,708	161,964
FUGUA	FGA	N	9 1/2	9 5/8	- 1/8	- 1.29	13 5/8	8	5	12,661	120,279
GANNETT CO.	GCI	N	40	40 3/8	- 3/8	- .92	49	32 3/4	14	22,430	897,200
GENERAL TIRE	GY	N	25 3/8	24 3/4	+ 5/8	+ 2.52	30 5/8	22 3/8	5	22,710	576,266
GRAY COMMUN.	C		21 1/2	21 1/2			24	8	7	10,212	10,212
HARTE-HANKS	HMN	N	21 3/4	22 1/4	- 1/2	- 2.24	24 1/2	13	13	9,104	198,012
JEFFERSON-PILOT	JP	N	30 1/4	30 1/4			34 1/2	26 5/8	8	23,134	699,803
MARVIN JOSEPHSON	MRVN	C	14 1/2	14 1/2			14 3/4	8 1/4	8	2,547	36,931
KANSAS STATE NET.	KSN	O	13 1/2	13 3/8	+ 1/8	+ .93	14 3/8	4 3/4	12	1,740	23,490
KNIGHT-RIDDER	KRN	N	22 7/8	22 3/4	+ 1/8	+ .54	28 1/8	13 1/4	10	32,797	750,231
LEE ENTERPRISES*	LEE	N	21 5/8	21 5/8			22 3/4	11 1/8	10	7,371	159,397
LIBERTY	LC	N	30 7/8	30 1/2	+ 3/8	+ 1.22	33 7/8	18	7	6,762	208,776
MCGRAW-HILL	MHP	N	27 3/8	28 5/8	- 1 1/4	- 4.36	32 5/8	15 5/8	11	24,753	677,613
MEDIA GENERAL	MEG	A	20 1/2	20 1/2			23 1/8	13 5/8	10	7,451	152,745
MEREDITH	MDP	N	29 1/4	27 3/4	+ 1 1/2	+ 5.40	40 1/4	17 3/8	6	3,082	90,148
MULTIMEOIA	MMED	L	25	25			28 1/4	16 1/4	11	6,630	165,750
NEW YORK TIMES CO.	NYKA	A	26 1/4	26 5/8	- 3/8	- 1.40	31 5/8	15 3/4	15	11,599	304,473
OUTLET CO.	OTU	A	21	21 3/8	- 3/8	- 1.75	32 7/8	16 5/8	5	2,445	51,345
POST CORP.	POS	A	17 3/4	17 3/4			19 3/8	8 1/8	8	1,824	32,376
REEVES TELECOM	RBT	A	4 7/8	5 1/4	- 3/8	- 7.14	5 1/4	1 3/4	54	2,388	11,641
RCLLINS	RCL	N	17	17 3/8	- 3/8	- 2.15	24 1/4	14 7/8	8	13,407	227,919
RUST CRAFT	RUS	A	32 1/2	32	+ 1/2	+ 1.56	32 1/2	8 1/2	15	2,319	75,367
SAN JUAN RACING	SJR	N	14 1/2	14 5/8	- 1/8	- .85	15 7/8	7 5/8	24	2,509	36,380
SCHERING-PLOUGH	SGP	N	29	28 3/4	+ 1/4	+ .86	44 3/4	26 3/8	8	53,580	1,553,820
SONDERLING	SDB	A	25	24	+ 1	+ 4.16	25	8 3/8	9	1,105	27,625
TECH OPERATIONS	TO	A	6 1/2	6 1/2			8 3/4	2 3/8	23	1,345	8,742
TIMES MIRROR CO.	TMC	N	30	30 3/4	- 3/4	- 2.43	35	20 3/4	9	34,811	1,044,330
TURNER COMM.	O		29	30	- 1	- 3.33	31	7 3/4		3,800	110,200
WASHINGTON POST	WPO	A	25	25 1/2	- 1/2	- 1.96	26 1/2	10 7/8	9	16,268	406,700
WOMETCO	WOM	N	15 1/4	14 3/8	+ 7/8	+ 5.08	18 1/4	10 7/8	8	8,524	129,991
									TOTAL	440,997	10,733,807

Cablecasting

ACTON CORP.	ATN	A	9 3/4	9 7/8	- 1/8	- 1.26	13 5/8	3 1/8	7	2,419	23,585
AMECC*	ACC	C					1/2			1,200	
ATHENA COMM.	O		3 1/4	3	+ 1/4	+ 8.33	5 1/2	1/8		2,125	6,906
BURNUP & SIMS	BSIM	O	5 1/4	5	+ 1/4	+ 5.00	6 1/8	3 1/8	40	8,531	44,787
CABLE INFC.*	O		2 1/4	2 1/4			3	1/4	11	648	1,458
CGMCAST	O		12 3/4	12 1/4	+ 1/2	+ 4.08	14 1/4	3 3/4	15	1,617	20,616
COMMUN. PROPERTIES	COMU	C	14	14			16 3/4	3 5/8	16	5,018	70,252
ENTRON	ENT	O	3 1/2	3 1/2			3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRI	N	30 1/4	29 5/8	+ 5/8	+ 2.10	40	17 5/8	8	7,682	232,380
GENEVE CORP.	GENV	O	13	13			15 3/4	7 1/2	4	1,121	14,573
TELE-COMMUNICATIONS	TCOM	O	17 1/4	16 5/8	+ 5/8	+ 3.75	19 1/8	2 7/8	42	5,327	91,890
TELEPROMPTER	TP	N	13 1/2	13 1/8	+ 3/8	+ 2.85	14 1/4	6 3/4	20	16,931	228,568
TEXSCAN	TEXS	O	2	2 1/8	- 1/8	- 5.88	2 7/8	1 1/4	12	786	1,572
TIME INC.	TL	N	38 7/8	38	+ 7/8	+ 2.30	50	31 3/4	7	20,505	797,131
TOCOM	TOCH	O	8 1/4	8 1/4			11	2 1/4	18	993	8,192
UA-COLUMBIA CABLE	UACC	O	42 3/4	40	+ 2 3/4	+ 6.87	43	15 1/2	21	1,679	71,777
UNITED CABLE TV	UCTV	O	30 1/2	28 1/2	+ 2	+ 7.01	30 1/2	3 7/8	25	2,036	62,098
VIACOM	VIA	N	28	27 1/8	+ 7/8	+ 3.22	29	16 5/8	16	3,799	106,372
									TOTAL	83,396	1,785,583

Stock symbol	Exch.	Closing		Net change in week	% change in week	1978-79		P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
		Wed. Feb. 14	Wed. Feb. 7			High	Low					
Programming												
COLUMBIA PICTURES	CPS	N	20 5/8	20 7/8	- 1/4	-	1.19	24 1/2	7 3/8	3	9,749	201,073
DISNEY	DIS	N	39 3/8	38	+ 1 3/8	+	3.61	47 5/8	32 1/4	13	32,416	1,276,380
FILMWAYS	FWY	N	14	14 1/8	- 1/8	-	.88	17	6 7/8	8	10,980	153,720
FOUR STAR			1 1/4	1 1/4				2 1/8	1 1/2	13	666	832
GULF + WESTERN	GW	N	14 7/8	14 3/8	+ 1/2	+	3.47	18 3/8	10 1/4	4	48,177	716,632
MCA	MCA	N	45 1/2	42 3/4	+ 2 3/4	+	6.43	48 1/4	25 3/4	8	23,227	1,056,828
MGM	MGM	N	22 1/4	20 5/8	+ 1 5/8	+	7.87	24 1/8	12 7/8	7	29,102	647,519
TRANSAMERICA	TA	N	16 5/8	16 5/8				19	13 1/4	6	66,475	1,105,146
20TH CENTURY-FOX	TF	N	35 1/8	33	+ 2 1/8	+	6.43	39 3/8	10	5	7,907	277,733
VIDEO CORP. OF AMER	O		5 7/8	5 7/8				9 3/4	3 1/2	17	988	5,804
WARNER	WCI	N	46 1/4	44 1/4	+ ?	+	4.51	56 7/8	25 3/4	8	14,054	649,997
WRATHER	WCO	A	14 1/8	13 1/8	+ 1	+	7.61	14 7/8	4 1/2	38	2,308	32,600
TOTAL										246,049	6,124,264	

Service

BRDD INC.	BRDD	O	33 3/4	33 3/4				38 3/4	22 1/2	8	2,513	84,813
CGMSAT	CO	N	41 1/4	39 1/4	+ 2	+	5.09	48 3/4	28 3/4	11	10,000	412,500
DOYLE DANE BERNBACH	DCYL	O	17 3/4	17 1/2	+ 1/4	+	1.42	31	16 1/4	7	1,776	31,524
FOOTE CONE & BELDING	FCB	N	18	17 3/4	+ 1/4	+	1.40	23 1/8	14 3/4	6	2,538	45,684
GREY ADVERTISING	GREY	O	34	34				36	16 1/2	4	624	21,216
INTERPUBLIC GROUP	IPG	N	33 1/2	33 1/2				39 1/4	22 1/2	7	2,387	79,964
MCI COMMUNICATIONS	MCIC	O	4 7/8	4 3/4	+ 1/8	+	7.63	5 3/4	7/8	44	20,431	99,601
MCVIELAB	MOV	A	3	2 7/8	+ 1/8	+	4.34	3 3/4	1	12	1,414	4,242
MPO VIDEOTRONICS	MPD	A	4 5/8	4 3/4	- 1/8	-	2.63	65 3/8	4	4	520	2,405
A. C. NIELSEN	NIELB	O	21 3/4	23 1/4	- 1 1/2	-	6.45	29 1/2	18 7/8	10	10,980	238,815
OGILVY & MATHER	OGIL	O	22	21 3/4	+ 1/4	+	1.14	56 1/2	20	7	3,610	79,420
TPC COMMUNICATIONS	TPCC	O	8 1/8	8 1/2	- 3/8	-	4.41	10 1/2	2 1/4	15	899	7,304
J. WALTER THOMPSON	JWT	N	21 5/8	21 7/8	- 1/4	-	1.14	32 7/8	15 1/8	5	2,649	57,284
WESTERN UNION	WU	N	16	15 1/4	+ 3/4	+	4.91	21 1/4	15	6	15,177	242,832
TOTAL										75,518	1,407,604	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	C	5 5/8	5 5/8				10 1/4	2 3/8	4	1,672	9,405
AMPEX	APX	N	15 1/2	14 1/2	+ 1	+	6.89	19 1/4	7 3/8	12	11,371	176,250
ARVIN INDUSTRIES	ARV	N	15 1/4	14 7/8	+ 3/8	+	2.52	22 1/2	12 1/2	5	5,959	90,874
CCA ELECTRONICS*	CCA	O	1/8	1/8				5/8	1/8	1	897	112
CETEC	CEC	A	5	4 5/8	+ 3/8	+	8.10	5 3/4	1 3/4	11	2,127	10,635
COHU	COH	A	3 3/8	3	+ 3/8	+	12.50	5 1/2	2 1/8	10	1,732	5,845
CONRAC	CAX	N	14 3/8	14 5/8	- 1/4	-	1.70	27 1/4	13 1/2	8	2,030	29,181
EASTMAN KODAK	EASKD	N	60 1/2	59 5/8	+ 7/8	+	1.46	86 3/4	42	12	161,376	9,763,248
FARINON	FARN	O	11 3/4	11 1/4	+ 1/2	+	4.44	16 1/2	8	12	4,782	56,188
GENERAL ELECTRIC	GE	N	46 3/4	46 1/2	+ 1/4	+	.53	56 5/8	44 1/2	9	184,581	8,629,161
HARRIS CORP.	HRS	N	28 3/4	27 5/8	+ 1 1/8	+	4.07	35 3/4	19 7/8	13	25,189	724,183
HARVEL INDUSTRIES*	HARV	O	6	6				6	3 1/8	16	480	2,880
INTL. VIDEO CORP.	IVCP	O	1 3/8	1 1/4	+ 1/8	+	10.00	2 5/8	1/4		2,701	3,713
M/A COM. INC.	MAI	N	36 3/4	37 1/2	- 3/4	-	2.00	41 7/8	20 1/4	17	1,320	48,510
3M	MMM	N	59 3/8	59 1/2	- 1/8	-	.21	64 3/4	43 1/2	13	116,473	6,915,584
MOTOROLA	MOT	N	37	37 1/2	- 1/2	-	1.33	56 7/8	34 1/4	9	28,544	1,056,128
N. AMERICAN PHILIPS	NPH	N	26 3/4	26 1/2	+ 1/4	+	.94	36	24 1/2	5	12,033	321,882
OAK INDUSTRIES	OAK	N	21 3/4	20 7/8	+ 7/8	+	4.19	24	6 1/4	21	2,973	64,662
RCA	RCA	N	26 3/4	25 7/8	+ 7/8	+	3.38	33 5/8	22 3/4	8	74,819	2,001,408
ROCKWELL INTL.	ROK	N	37 5/8	37 1/4	+ 3/8	+	1.00	38	28 1/4	7	33,900	1,275,487
RSC INDUSTRIES	RSC	A	3	2 5/8	+ 3/8	+	14.28	4	1 5/8	15	2,412	7,236
SCIENTIFIC-ATLANTA	SFA	A	34 3/4	34 5/8	+ 1/8	+	.36	36	16 3/4	16	2,644	91,879
SONY CORP.	SNE	N	8	8				10 3/8	7	13	172,500	1,380,000
TEKTRONIX	TEK	N	50 3/4	48 1/2	+ 2 1/4	+	4.63	68 1/2	28 1/4	14	17,995	913,246
TELEMATION	TLMT	O	1 1/2	1 3/4	- 1/4	-	14.28	2 1/4	1/2	2	1,050	1,575
VALTEC	VTEC	O	9 1/2	9 3/4	- 1/4	-	2.56	12 3/4	6 1/2	24	4,200	39,900
VARIAN ASSOCIATES	VAR	N	16 1/8	15 1/2	+ 5/8	+	4.03	21	13	11	6,838	110,262
WESTINGHOUSE	WX	N	17 3/4	17 1/2	+ 1/4	+	1.42	24 1/2	16 1/4	5	86,511	1,535,570
ZENITH	ZE	N	14	13 1/4	+ 3/4	+	5.66	28	11 3/8	20	18,800	263,200
TOTAL										987,909	35,528,204	
GRAND TOTAL										1,938,784	60,003,174	

Standard & Poor's 400 Industrials Average 110.16 108.00 +2.16

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.

Kearl of Harte-Hanks: a step ahead of the new order in TV

On Feb. 1 Wayne Kearl was elevated to his present position as chairman and chief executive officer of the Harte-Hanks Communications television group. Since he was named president of the group in 1975, a position now occupied by William G. Moll, the group has expanded from one VHF station—KENS-TV San Antonio, Tex.—to include three others: WTLV(TV) Jacksonville, Fla.; WFMY-TV Greensboro, N.C., and KYTV(TV) Springfield, Mo. Now, says Mr. Kearl, one of the company's top priorities is to fill its complement of television stations.

Mr. Kearl has been in television for just about as long as there has been television, starting in 1949 (at age 31) in the sales department of KSL-TV Salt Lake City. In 1952 he worked briefly as a salesman at KNXT(TV) Los Angeles, the CBS-owned station there, before taking a real chance—moving to Honolulu to help put the first Hawaiian television station, KGMB-TV, on the air.

In 1954, he was back on the mainland, joining KENS-AM-TV San Antonio as sales manager. Despite his present corporate status, he literally has remained at the station ever since, preferring to keep his office there rather than at Harte-Hanks headquarters, five miles across town. "I have some odd habits," he admits, as he relates why he likes to show up at the office between 6:30 and 7 in the morning. "It gives me a leisurely few minutes" before the day begins to read his mail and check out the day's schedule. "I need a little period like that to reset my compass."

That compass points in a number of directions. In addition to his duties heading the television group, Mr. Kearl is past-chairman of the National Association of Broadcasters TV code board. He is also a vice president of the corporation and heads three corporate planning tasks forces that are now looking to where Harte-Hanks should be in 1983: a task force on conventional television broadcasting, another on manpower resources for the entire corporation and a long-range planning group that eyes cable and pay television.

It's in that last group, cable and pay television, that Mr. Kearl sees tremendous opportunities for his company. "The old order changeth," he quotes Tennyson. And "we accept that view" at Harte-Hanks, he says. He sees cable as a medium in which there is "kind of a little rebirth of the experimental and developmental spirit" of television's early days. It's the place where there are "opportunities for



Wayne Kearl—chairman and chief executive officer of Harte-Hanks Communications television group, San Antonio, Tex. b. Oct. 26, 1918, Edmonton, Alberta; University of Alberta, 1936; Brigham Young University, 1937-1941; announcer/copywriter, KOVO(AM) Provo, Utah, 1941-45; merchandising manager, KSL(AM) Salt Lake City, 1945; news director, KSL, and instructor of broadcast journalism, University of Utah, 1946; studied writing, Columbia University, New York, summer 1946; news director, KSL, 1946-49; salesman, KSL-TV, 1949-1952; salesman, KNXT(TV) Los Angeles, 1952; general sales manager, KGMB-AM-TV Honolulu, 1952; station manager, KGMB-TV 1953; general sales manager, KENS-AM-TV San Antonio, general manager, KENS-TV, 1954; president-general manager, KENS-TV, 1966; president, Harte-Hanks television group, May 1975; corporate vice president, May 1978; present position since Feb. 1; m. Dorothy Hatch, May 14, 1941; three sons—Stan, 35; Edward, 30, and Robert, 21.

enterprising program people."

Not that he sees the end of broadcast television, of course. "We aren't one of those groups who think the sun is setting on conventional television." But Harte-Hanks is a participant in Great Britain's new viewdata system—Prestel ("In Sync," Jan: 29)—and it is also looking at other new technologies and their potential effect on standard television. Of the viewdata experiment, Mr. Kearl says Harte-Hanks simply "wants to learn from it." Of cable, he is of the opinion that it "can be viewed as a threat or an opportunity."

"In a naked sense, more choice is some threat to those who dominate the choice now. But, Lord, look at the opportunities."

Opportunities are something Mr. Kearl has been watching for some time. He got into broadcasting, for example, when a girlfriend saw an advertisement in a local paper for an announcer at KOVO(AM) Provo, Utah, and persuaded him to apply.

"After I got the job, I had to marry the girl." (That was in 1941, and his wife, Dorothy, and he now have three grown sons.) "Broadcasting had never crossed my mind" before Arch L. Madsen, now president of Bonneville International Group, gave him that first job in Provo.

Although he is now an executive and does not take an active, day-by-day interest in the running of the Harte-Hanks stations, Mr. Kearl does manage to keep up with what's going on in his far-flung domain. He travels, he says, to each of the stations five or six times a year, and he is, of course, on the phone with each of his general managers at least twice a week. But it's Harte-Hanks's policy, and one with which he by "happy coincidence" agrees, that "the local guy is the one who runs his station." The local managers, who under the corporation's organizational chart are also presidents of their stations, "know more about their markets than I do," Mr. Kearl says.

When it comes to running his group, Mr. Kearl likes to think he is relying on the accumulation of experiences that a lifetime in broadcasting has given him. He especially likes to recall his days at KSL(AM)—where he was news director as well as a salesman. "They put you where they needed you. God, that was good experience."

At 60 now, Mr. Kearl can look back on his career and say, with justifiable pride, that "I really feel satisfaction at having taken part in the development of television." As marvelous as that experience has been, he says, he believes that the new technologies that are now coming to influence the medium mean the "most exciting period is ahead." He believes such advances as cable, home video cassette recording, video disks and teletext services will "significantly extend" today's basic television service.

He is also a fan of public television. He disagrees with those who are critical of the idea of enhancing and improving the non-commercial system. "I think we need more programming services," he says, and he thinks the public system contributes to satisfying that need. Commercial television, he adds, needs "more programming and more experimentation." Television should "enable people to reach and grow—not that we aren't doing some very good things now."

"The commercial television structure has given more people more information, more choice of entertainment and more sense of the world about them than mankind has ever enjoyed. But I think a better job could be done of serving specialized interests."

It's that "better job" that Wayne Kearl is pursuing.

Wave bye-bye

In the tonnage of comment elicited by the FCC in its children's television inquiry, the agency has been given all sorts of good reasons to abandon that proceeding and go on to other things that may legitimately fall within its jurisdiction. Taxpayers who yearn for an end to unnecessary government will hope the FCC takes the advice.

One suggestion was especially pertinent. It came from the American Association of Advertising Agencies which pointed out that a good deal of the information that the FCC is looking for in its children's inquiry is also sought in the expensive inquiry it is simultaneously conducting into television network practices. To avoid wasteful duplication, the AAAA thought the FCC should put off the children's inquiry until it educates itself to contemporary facts of television life in the network inquiry. Probably too sensible to be understood at the FCC.

Yesterday

Some of the most established of establishment figures in the American Bar Association were at the center of last week's vote against the admission of broadcasting equipment to courtrooms. There was Erwin N. Griswold, former solicitor general, urging Katy to keep the door barred against electronic ravishment. There was the venerable Whitney North Seymour Sr., a former president of the ABA, fearing the defoliation of lawyer oratory in newsroom editing. There in looming spirit was the chief justice of the United States whose aversion to broadcast journalism extends to his barring coverage of his speeches.

So once again broadcast journalism has been rejected by the ABA, this time after extensive study by a special committee that recommended a lifting of the historic broadcast ban. Just maybe it doesn't matter any more.

According to the Radio Television News Directors Association's latest compilation, the courts in seven states (Washington, Nevada, Colorado, Texas, Alabama, Georgia and New Hampshire) permit broadcast coverage. The courts in another 16 have experimented with audio-visual reporting or are committed to do so soon. All of these ventures have been undertaken despite the ABA's long-standing rule against broadcast coverage.

If the ABA's House of Delegates had voted in favor of its committee's recommendation last week, it would have removed an excuse that recalcitrant courts can use to perpetuate their discrimination against broadcasting. But its refusal to lift its ban in no way binds the courts to do likewise. The movement to gain access-must be pursued state by state.

Not the answer

There are disquieting implications in William S. Paley's proposal that the three commercial television networks set aside two weekly hours of prime time, each network on a different night, to present "special, high-quality programs that would appeal to educated, sophisticated tastes more than to the mass audience" (BROADCASTING, Feb. 12). Not the least disquieting is the implied admission that Mr. Paley has been a closet elitist, reluctantly programming to the rabble, for all those 50 years. The implication underrates Mr. Paley, television and the public.

To suggest that the networks and their affiliates construct an arrangement of the kind Mr. Paley has set forth is to say that the commercial television system is incapable of delivering "special,

high-quality programs" by individual effort. Worse, it is to say that the mass audience automatically rejects quality programming. Surely Mr. Paley cannot look back on a lifetime of distinguished broadcasting without recalling shows or series that have satisfied both educated and sophisticated tastes, including, we all must hope, his own.

The idea of shared responsibilities for "quality" programming is of early vintage. It was advanced by FCC Chairman John C. Doerfer nearly 20 years ago as an answer to criticism that had been generated by the quiz scandals and exposures of tainted television station grants. Within a week of Mr. Doerfer's suggestion, all three networks formally announced a cooperative plan to schedule three noncompeting evening hours a week the year around for "informational, educational or cultural programming." That plan, however, disappeared with the forced resignation of Mr. Doerfer six weeks later upon revelations of favors he had accepted from broadcast licensees.

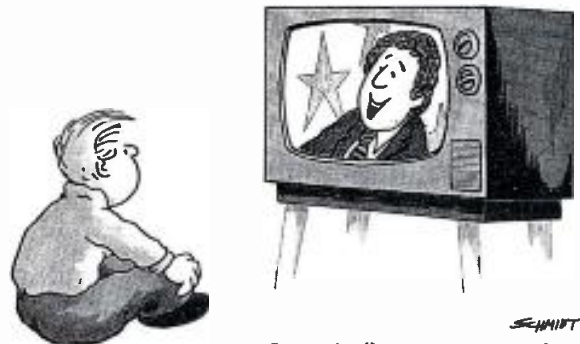
Other network cooperatives have been fitfully proposed, the latest by Kenneth Mason, president of Quaker Oats, who wants the networks to produce 90 hours of "the highest-quality programming possible for children" for simulcast by all three on Saturday mornings (BROADCASTING, Nov. 13, 1978). All proposals share the failures of Mr. Paley's to recognize that mass culture is not synonymous with vulgarity or junk, that "quality" is all but certain to elude any bureaucratic search for two hours of it a week and that an extraordinary range of information and diversion is provided by television now.

They also share the obvious assumption that the television system as now constituted is the only one that the country will ever have. With the stringing of every mile of cable, the delivery of every video cassette machine, the launching of every communications satellite, that assumption becomes more tenuous. The least progressive course the networks could take would be a joint cop-out from competition.

Test case

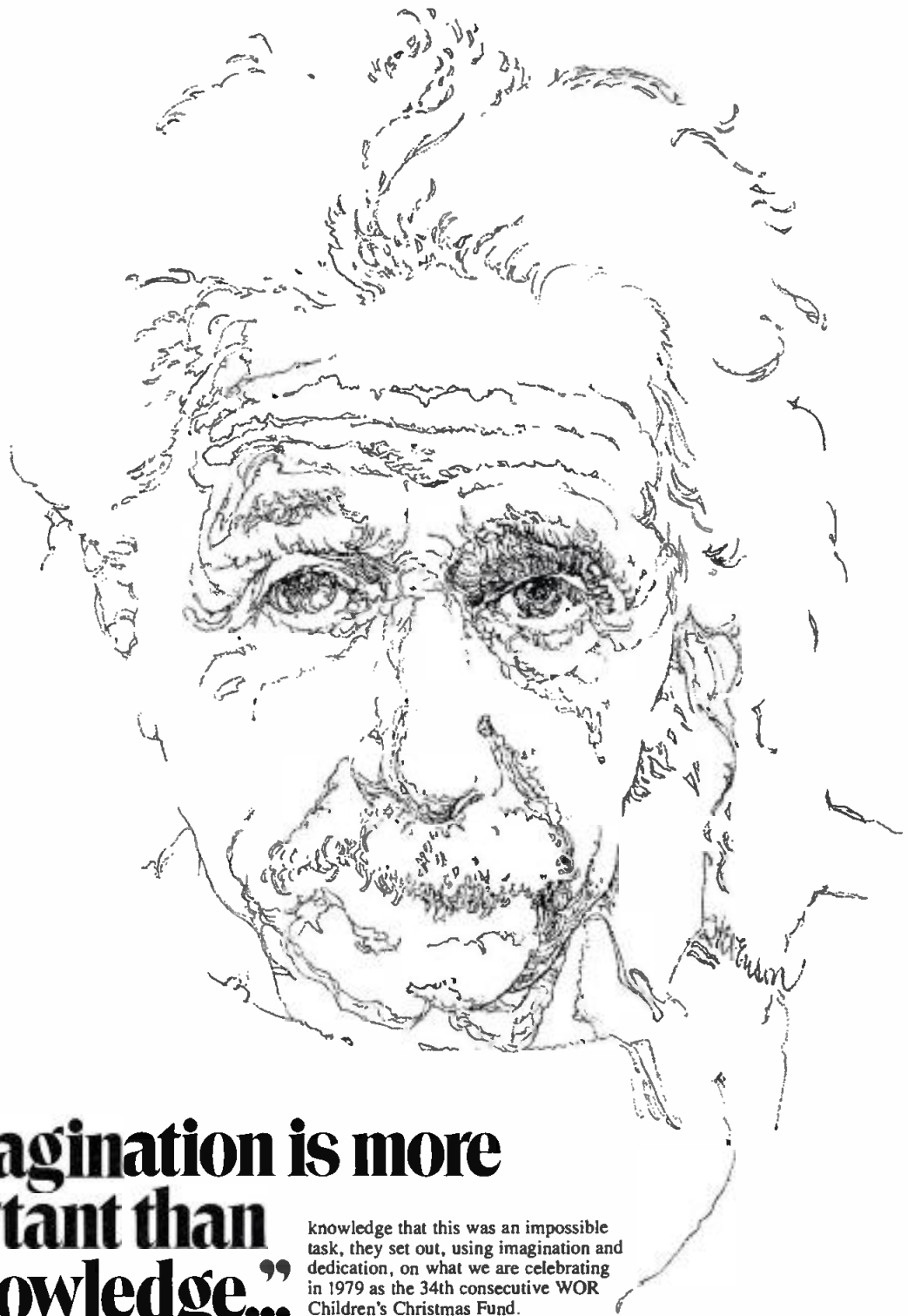
Elizabeth Hanford Dole's resignation from the Federal Trade Commission gives President Carter an opportunity to retain some balance of viewpoints on the agency or to deliver the FTC and the businesses it regulates to the proved antibusiness bias of the chairman he appointed.

Mrs. Dole, who presumably is freeing herself to help her husband, Senator Robert Dole (R-Kan.), campaign for the Presidency, was an independent force. If Mr. Carter gives Chairman Michael Pertschuk an ally or a patsy, the credibility of his claim to favor deregulation will be sorely damaged.



Drawn for BROADCASTING by Jack Schmidt

"Children, call your mother. We have a message for her."



"Imagination is more important than knowledge.."

Albert Einstein
1879—1955

In 1945 World War II had just ended. Christmas in New York was a mixture of happiness in the settlement of conflict and sadness for the loved ones who would not come home to place gaily wrapped gifts beneath the traditional tree. WOR radio sought a way to brighten the lives of the children of the city by providing clothing and toys for those who otherwise would not have a holiday.

However, the station was informed that a project of this scope and nature was impossible. Surely they knew of the tremendous logistical problems, they must be aware of the manpower burden. WOR was not to be deterred. With the

knowledge that this was an impossible task, they set out, using imagination and dedication, on what we are celebrating in 1979 as the 34th consecutive WOR Children's Christmas Fund.

This past holiday season, the fund purchased 75,000 pieces of clothing and 40,000 toys which were given to 70,000 children through 511 agencies, hospitals and institutions. Imagination is, for the children of New York, more important than knowledge. It has, after all, resulted in the RKO Broadcast Facilities in

New York being able to say "Merry Christmas" with gifts and love for over three decades.



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WRKO • WROR Boston/WFYR Chicago/
WAXY Fort Lauderdale-Miami/KHJ •
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The logo for CFTO 9 TV is mounted on the brick wall of the studio building. It features the call letters 'CFTO' in blue, a large stylized number '9' in a multi-colored circle, and the letters 'TV' in blue.

A circular sign is mounted on the white facade of the building. It contains the text 'FEB 27 1979' at the top, followed by 'Mr. Ward-Beck Library' and 'Member AFL-CIO' below it.

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