

**UHF: Coming on strong  
Dick Salant: Going out swinging**

# Broadcasting Feb 26

The newswEEKly of broadcasting and allied arts

Our 48th Year 1979

**NEWSPAPER**



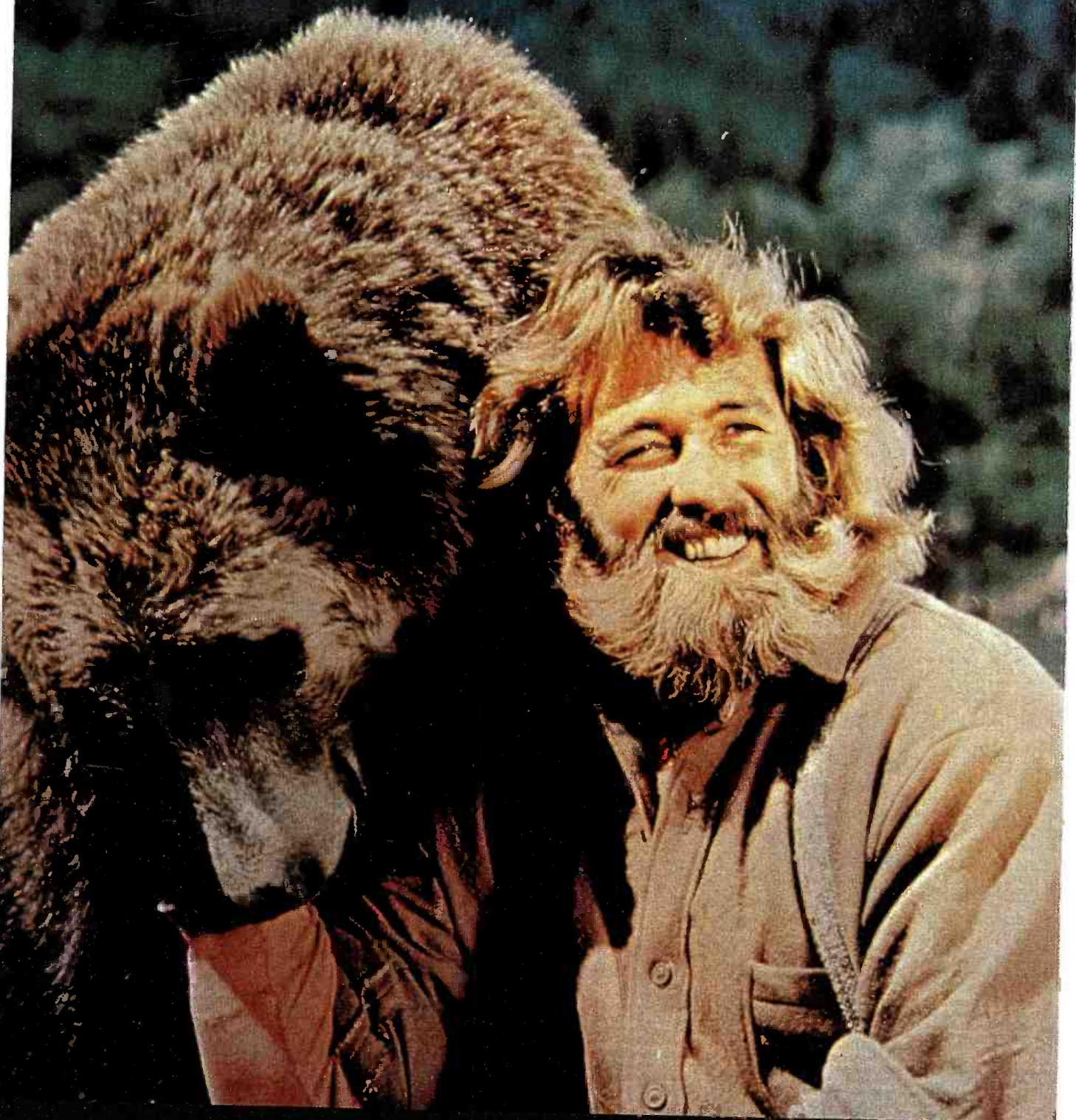
## **The Best Of Dean Martin.**

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

NATPE Hospitality Suite, Penthouse, 26th Floor

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# Gentle Giants.



**Viacom.**  
**Your best bet**  
**at the NATPE.**  
MGM GRAND,  
PENTHOUSE SUITE,  
26TH FLOOR.

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

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

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

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

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

Now, “The Life and Times of Grizzly Adams,” filmed entirely on location in the mountains of Utah and Arizona, is available for September 1979.

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

Call for this proven all-family favorite.

## **“The Life and Times of Grizzly Adams”**

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



# "Most Professional Coverage"

## WSYR-TV 3 SYRACUSE



OFFICE OF THE DISTRICT ATTORNEY  
COUNTY OF ONONDAGA  
ONONDAGA COUNTY CIVIC CENTER  
TWELFTH FLOOR WEST  
SYRACUSE, NEW YORK 13202

RICHARD A. HENNESSY, JR.  
DISTRICT ATTORNEY

January 31, 1979

Herb Weisbaum  
WSYR TV - 3  
1030 James Street  
Syracuse, New York

Re: Drug Problem Coverage

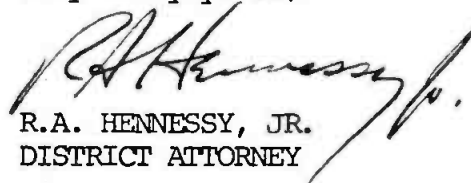
Dear Herb:

The District Attorney's Drug Abuse Identification and Recommendation Task Force Report was recently given the most detailed and professional coverage by Channel 3 as a result of your personal efforts combined with the talents of your video crew.

The Report took the media to task and challenged it to devote comprehensive coverage to educate the public and, I must say, that you and Channel 3 have been and continue to be the outstanding exception in this community in that you have been doing a fine job in this area.

Nevertheless, I want you to know that I appreciate all you have done in this regard in the past, congratulate you for what you are presently doing and look forward to continued cooperation.

Very truly yours,

  
R.A. HENNESSY, JR.  
DISTRICT ATTORNEY

### THE NEWHOUSE BROADCASTING CORPORATION

WSYR  
AM/FM/TV  
Syracuse, N.Y.

WSYE-TV  
Elmira, N.Y.

KTVI  
St. Louis, Mo.

WTPA  
FM/TV  
Harrisburg, Pa.

WAPI  
AM/FM/TV  
Birmingham, Ala.

# The Week in Brief

**MACHINATIONS** □ Nixon-administration documents reveal the extent to which the White House tried to interfere in public broadcasting. **PAGE 35.**

**MORE TIME, MORE FREEDOM** □ Silverman says NBC will be announcing the fall schedule even earlier to give producers more lead time; he also says the network will give program-makers more creative room to maneuver. **PAGE 36.**

**ONE MORE BARRIER PASSED** □ The House of Representatives begins closed-circuit testing of new monitoring system that will make signals available to radio, TV and cable by March 12. **PAGE 37.**

**ANOTHER SETBACK** □ The Supreme Court refuses to review the conviction of a broadcast newsman who refused to disclose the identity of a person who talked to him during the Mildra Sandstrom trial. Reporter faces jail even though he never used the material for which the source is sought. **PAGE 38**

**IN EYE OF BEHOLDER** □ Differences arise over the effectiveness of the new clutter-limitation restrictions in the NAB code. Feelings are expressed following meeting of broadcasters and agency-advertiser representatives. **PAGE 39.**

**SOFTBALL** □ Anne Jones has a perfunctory confirmation hearing before the Senate Communications Subcommittee for her seat on the FCC. **PAGE 40.**

**'ROOTS II' SUCCESS II** □ Continuation of black-family saga pulls ratings that help put ABC in a commanding lead in the February sweeps. **PAGE 40.**

**UHF: TV'S LAST FRONTIER** □ Largely on their own and with little help from others, those in the ultra high frequency television universe have come into their own. This special report on all phases of UHF begins on **PAGE 43.** A state-by-state listing of the 374 operating licensees and 53 permittees, along with the 691 still-available UHF channels. **PAGE 44.** From a financial standpoint, these stations are outpacing the TV industry as a whole in rate of growth of revenues and profits. **PAGE 44.** A sign of U's maturity is its 94% penetration over-all and its ability to successfully compete with V's in many markets. **PAGE 51.** In the station-trading market, buyer interest is at an all-time high. **PAGE 60.** An



**Snow job.** When a blizzard strikes the nation's capital (and much of the East Coast), that's national news. But it was up to the local stations to muck out in the mess and keep snowbound area residents informed. And that they did, often on foot or four-wheel drive. Above, Barton Eckert of WTTG(TV) gets a report on public transportation; below, WRC(AM)'s Tina Gulland delivers from a drift. **PAGE 89.**



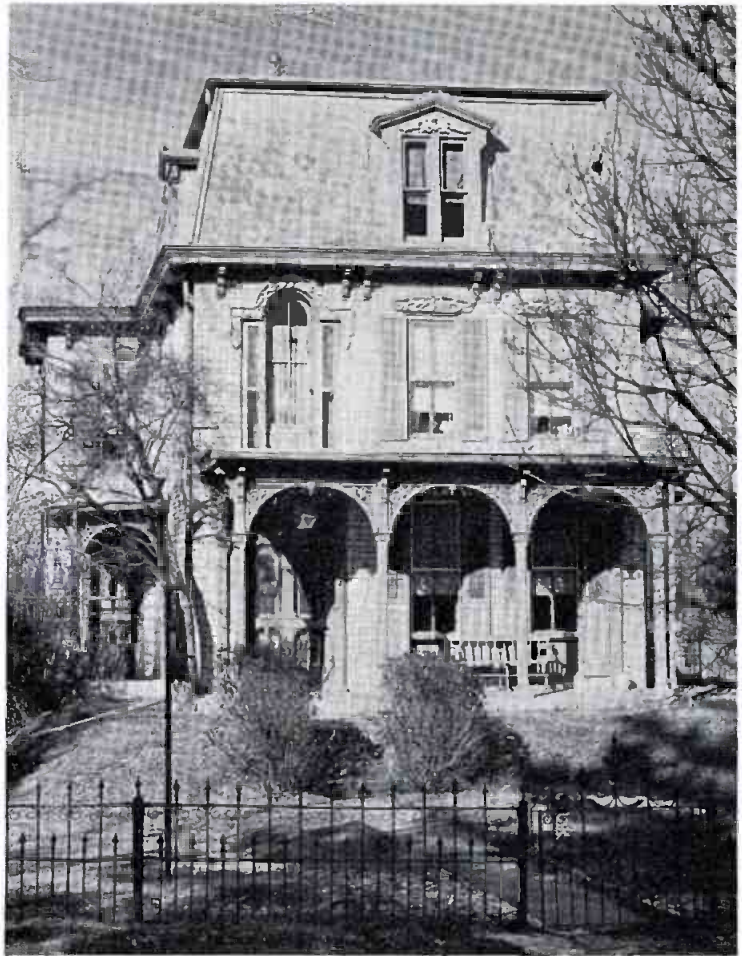
examination of programming finds UHF's competing in the high end of the market for syndicated shows while staking out claims on news and sports. **PAGE 62.** Over-the-air pay entrepreneurs are finding a home in the UHF band. **PAGE 70.** A look at the medium's history and comments from those who have built it. **PAGE 72.** The technological past and future of UHF is examined. **PAGE 72.**

**MARCH ON CAPITOL HILL** □ Planners for Wednesday's rally against over-regulation expect a turnout of 400 broadcasters. A late add to the agenda draws a protest from the NAB. **PAGE 81**

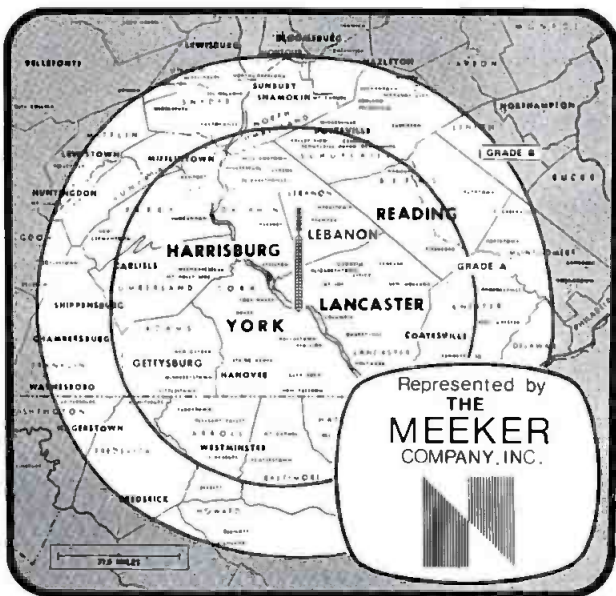
**PARTING SHOTS** □ As Richard S. Salant heads for the door after 16 years as head of CBS News, he reflects on a standout career. He discusses what has been and what he hopes will be in broadcast journalism. **PAGE 90.**

**MORK AND MARCY** □ Besides being the highest-ranking woman programmer in the business, Marcy Carsey is also, at 34, one of the youngest of either sex. As senior vice president, comedy and variety programs, ABC Entertainment, she is compiling a track record of developing and maintaining successful and unusual shows, including her most recent winner, *Mork and Mindy*. **PAGE 113.**

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# WGAL-TV is the wise choice in CLEVERSBURG



And for a very good reason. Day-in and day-out, viewers in this Cumberland County village can depend upon a strong, sharp Channel 8 signal. It's the same kind of consistently good coverage which WGAL-TV offers the hundreds of other prosperous Pennsylvania towns and cities in this rich 9-county DMA of some 1,200,000 persons. So, in your media buying, it pays to contrast this WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen, 1978 County Coverage Report

# WGAL-TV 8

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

# Closed Circuit®

Insider report: behind the scene, before the fact

## Clearance sales

In wake of formal signing of contract Wednesday for merger of Cox Broadcasting into General Electric (see page 39), speculation began on disposition of stations to bring new structure into compliance with group license limitations (seven AM, seven FM and five VHF-TV, plus two UHF).

Believed in cards is transfer of WHIO-TV Dayton, Ohio, to group headed by Stanley G. Mouse, long-time manager of Dayton properties before moving to Atlanta headquarters as executive vice president, for about \$40 million. Also available—and with plenty of bidders—are Cox's WSOC-AM-FM-TV Charlotte, N.C., and GE's WNGE(TV) Nashville. Cox's clear-channel WSB(AM) Atlanta is believed slated to go to Metromedia in swap for WCBM(AM) Baltimore, plus about \$10 million. WSB-FM will be spun off; among bidders is said to be at least one minority group.

## Curb needed

Huge expense of this month's blockbuster sweep-period programming by TV networks has network officials wondering how costs might be kept down in future sweeps. All three networks are said to have consulted Arbitron, Nielsen, or both, on feasibility of year-round sweeps, with networks paying some or all of extra costs. These are estimated unofficially at \$25 million or so (about double current estimated payments) if both Arbitron and Nielsen measured all markets 52 weeks per year, though station sources think costs would go much higher.

Other alternatives under study at one or more networks: expansion to eight or some other number of weeks beyond present four, and institution of "surprise weeks," in which sweep measurements would be conducted without prior notice, so that networks (and stations) would not know when to schedule special blockbusting.

## House ads

ABC-TV's hit miniseries, *Roots: The Next Generations*, got special attention on network's owned and operated television stations, including newscasts. All five O&O's ran series of interviews with *Roots* stars in news shows. KABC-TV Los Angeles produced reports on roots of other minorities. Additional "tributes" to *Roots* were carried in O&O's public affairs and morning shows.

Spokeswoman for one station explained that "*Roots* was history as far as television was concerned, and history is news. We were promoting these as human interest

stories and a lot of news today is human interest." ABC Entertainment executive, exultant at station attention, credited Richard O'Leary, O&O division president, with "one of the great selling jobs on the O&O's in broadcasting history."

## Clear warning

Campaign that clear channel broadcasters are waging against FCC proposal to break down clears (BROADCASTING, Feb. 19) is reaching ears of Congress. Commission staff is receiving six or eight calls each day from congressional offices inquiring about proceeding. Calls are prompted by letters from constituents expressing concern about possible loss of favorite station.

Of some 100 letters received at commission, most oppose duplication plan, with some writers saying they prefer to listen to programming offered by distant clear rather than hear another local rock station. But some correspondents favor duplication idea, and indicate they would be interested in filing for new assignments that plan would make possible.

## Next?

With House of Representatives finally moving into "television era" (see page 37), can Senate be far behind? That's question that occurred to many last week as House flipped switch on its new system for covering floor debates. So far no one has made a move in Senate, although in past years resolutions have been offered to authorize daily live TV coverage and have been supported by Majority Leader Robert Byrd (D-W.Va.) and Minority Leader Howard Baker (R-Tenn.), among others.

As soon as House members begin showing up on TV news shows back home, senators' interest will probably pick up, observers predict. Said one Senate source: "We're like a bunch of sheep up here."

## Broader front

Action for Children's Television is widening its attacks on advertising and products directed to youngsters. Tomorrow morning (Feb. 27) ACT will file petition with U.S. Consumer Product Safety Commission calling for look at toy marketing practices. At press conference, ACT will show new film on children's television, "Kids for Sale," then display some toys it's unhappy about.

## Head hunt

Once National Association of Television Program Executives finishes annual conference next month, search will be made for executive director to run things. Full-time job would lessen load on

NATPE president, who also holds down full-time job as program executive, as organization continues to grow. Membership now totals 1,180. Salary, headquarters location and other details of new job are open to negotiation.

Organization now functions with part-time employes and consultants: Bob Bernstein of March Five Inc., New York public relations firm; Dick Block, conference consultant, and Pat Evans, secretary-treasurer who operates out of Lancaster, Pa.

## Closer ties

Proposal will be made during meeting of state broadcast association presidents in Washington this week that vehicle be created to improve coordination of National Association of Broadcasters and state associations. Under plan to be offered by Thomas C. Sawyer, executive vice president of Ohio Association of Broadcasters, clearinghouse office would be set up, either independent of NAB, or within association, for sharing of Washington news and state events of common interest. "Consortium" of states would also be represented on key NAB committees.

Author of proposal says no criticism of NAB is intended, but he sees political organization at state level becoming increasingly important in industry affairs and thinks it should be brought into main stream of daily activity.

## Violence in perspective

Results of violence study conducted in England under \$290,000 grant that CBS made nine years ago are soon to find their way into U.S. in book form. Book is 530-page "Television Violence and the Adolescent Boy," by William A. Belson of North East London Polytechnic, and highlights of its findings—notably that, although other factors also contribute, viewers of violent TV programs are more likely to commit violent acts than viewers of more passive fare—were made public over year ago (BROADCASTING, Sept. 26, 1977).

Full report, of course, goes farther, concluding, for instance, that violence in TV science fiction, slapstick comedy, cartoons and sports has little or no "violent" effect and finding no support at all for popular theory that TV violence "desensitizes" viewers to real-life violence. Study also examined, less extensively, effects of violence in comic strips, movies and newspapers, exonerating newspapers but finding evidence of effect by comics and violent movies.



**“Match  
Game PM”**

**reaches more women  
than any competing  
program  
in New York and...**



**Chicago**  
**Detroit**  
**Dallas-Ft.Worth**  
**Pittsburgh**  
**St. Louis**  
**Miami-**  
**Ft. Lauderdale**  
**Seattle-Tacoma**  
**Baltimore**  
**Indianapolis**  
**Sacramento-**  
**Stockton**  
**Kansas City**  
**San Diego**  
**Providence**  
**Oklahoma City**  
**Dayton**  
**Knoxville**  
**Syracuse**  
**Jacksonville**  
**Rochester, N.Y.**  
**Green Bay**  
**Cedar Rapids-**  
**Waterloo**  
**Spokane**

**Youngstown**  
**Paducah-**  
**Cape Girardeau-**  
**Harrisburg**  
**Jackson, Miss.**  
**Waco-Temple**  
**Savannah**  
**Santa Barbara-**  
**Santa Maria-**  
**San Luis Obispo**  
**Traverse City-**  
**Cadillac**  
**Columbus, Ga.**  
**Fort Myers**  
**Utica**  
**Bakersfield**  
**Meridian**  
**San Angelo**

**GOODSON-TODMAN'S**

**“Match  
Game PM”**

**...a woman's favorite!**

**Victory Television**

45 East 45 Street, New York 10017  
(212) 687-1516

## TV only

**Johnson & Johnson** □ Six-month TV campaign starts in mid-March for Band-Aid brand adhesive bandages in 12 markets during fringe and prime time. Agency: Young & Rubicam, New York. Target: women, 25-49.

**Shell Oil** □ Sixteen-week TV campaign begins in mid-March for motor oil in 37 markets during fringe, prime access, weekend and news time. Agency: Ogilvy & Mather, Houston. Target: men, 18 and over.

**Mazda** □ Fourteen-week TV campaign begins in mid-March for Mazda trucks in West Coast markets during fringe, prime, prime access and sports time. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: men, 18-49.

**Heublein** □ Three-month TV campaign begins in mid-March for Ortega refried beans in three markets during fringe and daytime. Agency: SFM Media, New York. Target: women, 18-49.

**Colgate-Palmolive** □ Three-month TV campaign starts in late March for Fresh Start heavy-duty detergent in 135 markets during day and prime time. Agency: Kenyon & Eckhardt, New York. Target: women, 25-54.

**California Strawberry Board** □ Ten-week TV campaign starts in mid-April in 25 markets during fringe and daytime. Agency: Botsford-Ketchum, San Francisco. Target: women, 25-49.

**Lloyd's Bank** □ Ten-week TV campaign starts in mid-March in four markets during fringe and prime time. Agency: Della

## Rep appointments

- WCJB(TV) Gainesville, Fla., and WKJG-TV Fort Wayne, Ind.: Katz Television Continental, New York.
- WAYL-AM-FM Minneapolis: Buckley Radio Sales, New York.

Femina, Travisano & Partners, Los Angeles. Target: men, 25-54.

**Brown's Chicken** □ Eight-week TV campaign begins in late March in Chicago and Kansas City, Mo., during all day parts. Agency: Weber Cohn & Riley, Chicago. Target: adults, 18-54.

**Pillsbury** □ Eight-week TV campaign begins in early March for apple juice in about 24 markets during day time. Agency: W. B. Doner, Southfield, Mich. Target: women, 18-49.

**Pabst** □ Two-month TV campaign begins this week in 96 markets for Pabst's Blue Ribbon beer during fringe time. Agency: Young & Rubicam, New York. Target: men, 18-49.

**Western Manufacturing Housing Institute** □ Eight-week TV campaign begins in late March for mobile homes in about 30 markets during fringe and daytime. Agency: Estey-Hoover, Newport Beach, Calif. Target: total adults.

**Purex** □ Six-week TV campaign begins in early April for Doan's pills in Southern markets during day and early fringe time. Agency: D'Arcy-MacManus & Masius, San Francisco. Target: women, 35 and over.

**Parts Plus** □ Seven-week TV campaign starts in mid-May for auto parts group in

10 markets during fringe, news, weekend and sports time. Agency: Puckett & Associates, Memphis. Target: men, 18-34.

**Crown Zellerbach** □ Seven-week TV campaign starts in mid-March for Spillmate towels in about seven markets during fringe and daytime. Agency: Tradewell, New York. Target: women, 25-54.

**Giumaria Wineries** □ Seven-week TV campaign begins in early March for Giumaria wines in Los Angeles and San Francisco. Agency: RNF Media, Los Angeles. Target: adults, 18-49.

**Wendy's** □ Six-week TV campaign begins in May for hamburger chain in about 10 markets including Seattle, Salt Lake City and San Francisco during fringe, prime access, news, prime, weekend and special time. Agency: Stockton-West-Burkhart, San Francisco. Target: adults, 18-49.

**Chesebrough-Pond's** □ Five-week TV campaign begins this week for Ragu spaghetti sauce in 30-35 markets during fringe time. Agency: Waring & LaRosa, New York. Target: women, 25-54.

**Arnold Bakeries** □ Five-week TV campaign starts in early April in three markets during fringe and daytime. Agency: Isidore Lefkowitz Elgort, New York. Target: total women.

**Armour-Dial** □ Four-week TV campaign starts in early March for Tone soap in 23 markets during late fringe time. Agency:



**Sharp campaign.** A war of the razors shaped up when Bic Pen Co. began an \$11-million advertising push promoting its Bic Shaver as "equal to or better than" the higher-priced Gillette Trac II. Bic's comparative advertising campaign, which relies heavily on network TV but also uses spot TV, spot radio and print, points up the price differential between the Bic Shaver and Trac II and features the results of a blindfold shaving test. Agency: Wells, Rich, Green Inc., New York.

## Southern Baptist Radio and Television Commission's


### Distinguished Communications Recognition Award

**DORIS ANN**  
 Manager, Religious Programs, NBC News  
 For revolutionizing the concept of religious broadcasting

*10th Anniversary*  
**ABE LINCOLN AWARDS**  
 TO DISTINGUISHED BROADCASTERS

Presented on the evening of the Awards—March 1, 1979

6350 WEST FREEWAY / FORT WORTH, TEXAS 76150 / PAUL M. STEVENS, PRESIDENT



On Tuesday January 30 the  
city of Boston watched  
And the people of Boston  
responded.

**Why Do I Feel This Way?**

A locally produced show that deals  
with depression and how to cope.  
The response was overwhelming.  
Over 3200 calls to Channel 5 from  
people seeking help and information.

**Why Do I Feel This Way?**

A locally produced show that  
delivered an 18 rating with a 36  
share against first-run network  
prime time programming.

**Why Do I Feel This Way?**

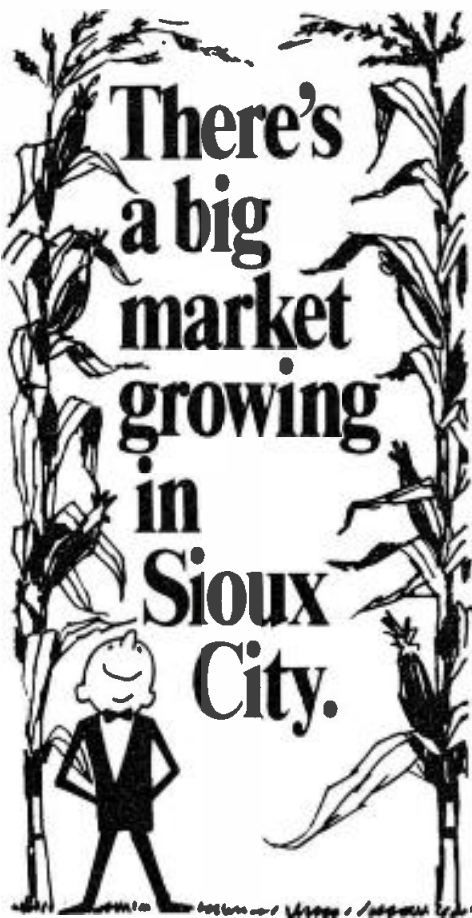
Programming that works, that  
touches people and answers  
questions otherwise lost in  
our hectic world.

Channel 5 is proud of its  
impact on the community and  
its continuing development of  
quality programming.

**Why  
Do I Feel  
This Way?**

**WCVBTV 5 Boston**

nationally represented by hrp



Sioux City is a 2.25 billion dollar market and it's still growing. Television households increased 19% last year. In this emerging market the leader is clearly KCAU-TV, a Forward station.

KCAU-TV — #1 in the 6 and 10 o'clock news slots consistently scoring two to one over the competition.

KCAU-TV and ABC — #1 in prime time.

KCAU-TV — the outstanding buy in Siouxland.

**You're ahead when you buy Forward.**

**KCAU-TV**  
 SIOUX CITY, IOWA  
 Represented by Meeker

**MEMBER... FORWARD GROUP**

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

Foote, Cone & Belding, Chicago. Target: women, 18-49.

**Carling National Breweries** □ One-month TV campaign begins in mid-March for Tuborg beer in nine markets during prime time. Agency: W. B. Doner, Baltimore. Target: men, 18-49.

**Cribari** □ Four-week radio campaign starts next week for Cribari wine in nine markets including Cleveland, Philadelphia and Seattle. Agency: Dailey & Associates, San Francisco. Target: adults, 18-34.

**Frito-Lay** □ One-month TV campaign starts in late March for Frito-Lay corn chips in about six markets during day and prime time. Agency: Foote, Cone & Belding, New York. Target: women, 25-49.

**Garden Pharmaceutical** □ Three-week TV campaign begins in early March for Slim One diet pills in 14 markets during all dayparts. Agency: A. Eicoff & Co., Chicago. Target: total women.

**Schieffelin & Co.** □ Two-to-four-week TV campaign begins in April for Chianti Classico wine in five markets during prime and late fringe time. Agency: Della Femina, Travisano & Partners, New York. Target: adults, 25-49.

**Dollar General Stores** □ Two-week TV campaign begins in late March for discount department stores in 30 markets during day, fringe and prime time. Agency: Buntin Advertising, Nashville. Target: adults, 25-49.

**Captain D's** □ Two-week TV campaign starts this week for seafood restaurant chain in 15 markets during all day parts.

Agency: Noble-Dury & Associates, Nashville. Target: adults, 18-49.

**American General** □ One-week TV test starts in mid-March for film distributor's feature film "The Mafu Cage" during fringe, weekend and movie time. Agency: Goodman/Nemoy & Partners, Hollywood. Target: adults, 18-34.

Radio only

**General Tire & Rubber Co.** □ Eight-week radio campaign begins in March in about 20 markets. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich. Target: men, 18 and over.

**U.S. Coast Guard** □ Six-week radio campaign begins in late April for recruitment division in six markets including Atlanta, Philadelphia and St. Louis. Agency: Henry J. Kaufman & Associates, Washington. Target: minorities, 18-24.

**Ford Motor Co.** □ Four-week radio campaign starts in early March for Lincoln-Mercury division in 47 markets including Atlanta, Houston, Miami, New York and San Francisco. Agency: Kenyon & Eckhardt, Dearborn, Mich. Target: adults, 18-49.

**Eastern Airlines** □ Four-week radio campaign begins in early March in 37 markets including Boston, Louisville, Ky., New Orleans and San Antonio, Tex. Agency: Young & Rubicam, New York. Target: men, 35-49.

**BAR reports television-network sales as of Feb. 4.**

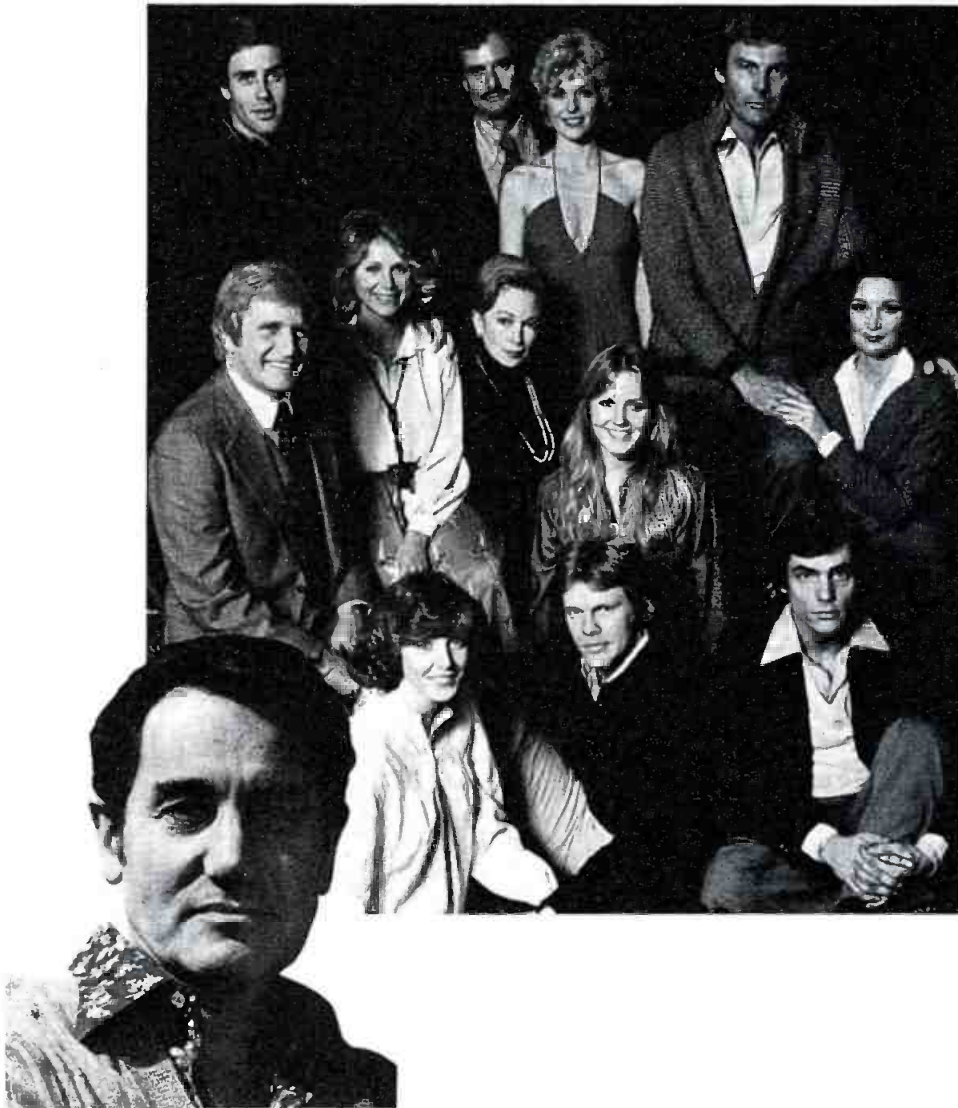
ABC \$135,857,100 (33.0%) □ CBS \$134,469,500 (32.7%) □ NBC \$141,459,500 (34.3%)

Day parts	Total minutes week ended Feb. 4	Total dollars week ended Feb. 4	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.	144	\$ 1,064,700	718	\$ 5,218,400	\$ 4,429,500	+17.8
Monday-Friday 10 a.m.-6 p.m.	962	16,357,000	4,936	87,279,200	84,301,000	+3.5
Saturday-Sunday Sign-on-6 p.m.	340	9,657,900	1,676	52,100,200	46,237,400	+12.6
Monday-Saturday 6 p.m.-7:30 p.m.	100	4,902,700	501	24,146,900	21,013,700	+14.9
Sunday 6 p.m.-7:30 p.m.	25	1,585,700	108	11,132,700	10,331,700	+7.8
Monday-Sunday 7:30 p.m.-11 p.m.	417	47,766,200	2,056	206,784,600	186,688,300	+10.8
Monday-Sunday 11 p.m.-Sign-off	231	5,415,800	1,132	25,124,100	21,365,000	+17.6
<b>Total</b>	<b>2,219</b>	<b>\$86,750,000</b>	<b>11,127</b>	<b>\$411,786,100</b>	<b>\$374,366,600</b>	<b>+10.0</b>

Source: Broadcast Advertisers Reports

# The Latest Love Triangle:

David Lawrence, Fox & Peyton Place '79



20th Century-Fox Television is pleased to announce an exclusive agreement with David Lawrence, who will produce under his Castle Combe Productions banner.

First project now in production: "Peyton Place '79," today's version of the original Fox series.



## Peyton Place '79

A lot of good things are going on at Fox.



# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Richard Hammer, vice president-general manager, Christal Radio Networks, New York

## Network radio: She ain't what she used to be

Advertisers and advertising agency people want to know more about network radio... I mean meat-and-potatoes information about the medium. No doubt this is partly the result of the dramatically increased acceptance and use of the medium within the last few years.

Many advertiser and agency people are involved with one (or more) of the three forms of network radio executions for the first time. Changes within the medium have occurred in subtle ways, so that even those people involved regularly may not be aware of what appear to be confusing and somewhat esoteric differences in national line-connected, national/regional nonline and statewide line-connected network usage.

In response to this need for more information about network radio, The Christal Radio Networks began a series of seminars last March to explain the intricacies of each network form. Here is a summary of the most asked questions or frequently voiced concerns, and some of the answers, for each form of network radio execution.

### National line-connected radio networks

How many and what percent of all the radio stations in the U.S. are affiliated with one or more of the 10 national networks? (3,278 or 44%.) What is the trend of the number of affiliates? (Up dramatically since 1969.) What has caused that trend? (Increased network compensation dollars.) Where are those affiliates located geographically and how does that affect media value?

How do the national networks adjust commercial feed patterns to serve four time zones in the U.S.? (Three systems, similar to network TV.) Are commercials and program material fed separately and if so, what about sponsorship identification? (Oftentimes yes; when isolated, no sponsor ID is available.) What are "clock time", natural and unnatural feeds? Are there clearance differences between news and nonnews programs?

How can an advertiser know what network commercial scheduling flexibilities are exercised by affiliated radio stations? (Affiliates file a "declaration of clearance" annually or whenever network is "recleared".) Why are some network commercials heard in local programming?

Do the networks know how the affiliate intends to air the commercial that is in each network program? (Yes, from the declaration of clearance.) Why do some affiliates report clearance information



Richard B. Hammer has spent 20 years in radio sales and management. While at the University of Illinois at Champaign, he was announcer and later commercial manager of WPGU(FM). Subsequently he worked as a local salesman for WBBM(AM) and WGN(AM) in Chicago and WIP(AM) Philadelphia. Before he joined Christal in 1978 as vice president and general manager of the Christal Radio Networks Division, Mr. Hammer had served as a salesman with ABC Radio and as director of marketing for RKO Radio Sales.

weekly while others do so monthly? What is a "positive" and "negative" clearance report?

What are the differences and similarities in the network radio research sources? Why are there three volumes of the RADAR reports? Is the Arbitron nationwide report the sum of the syndicated 170 markets? (No, it includes audiences of affiliates who do not meet metro-minimum reporting standards and audiences beyond 170 syndicated markets.) Simmons has a new network radio report—what will it add to our understanding of network audience delivery?

### National/regional nonline connected networks

What conditions contributed to the creation of this network form? (Partly, the sold-out position of national line-connected networks.) What is the trend, current position and future for this part of the network industry? Which rep companies offer the service? (At least Blair, Christal,

Eastman, Katz, McGavren-Guild and Torbet Radio.)

What are the advertiser and agency benefits of this type of execution versus the national line-connected network? (Control and selectivity.) How are audience guarantees extended? What about cost efficiency and economy?

What audience research sources can be used to tell us what the advertiser gets for their money? (Arbitron syndicated market reports.) Can a post-buy analysis be prepared? (Yes, but it must be negotiated up front.)

What line-up flexibilities can the agency exercise in order to affect geographic and/or demographic selectivity? (It varies.)

### State-wide line-connected networks

How many such networks exist in the U.S.? (About 25.) Where are they geographically? (Predominantly Northwest, Midwest and Southeast.) What potential population coverage do they offer? (Around 48%.) What growth trend is apparent? (It's explosive.)

What regional programming services do these networks provide that advertisers can use to their advantage? (Sports franchises, agricultural, regional news, special.)

What unique media opportunities does a state network offer national advertisers? (Geographic selectivity, regional news and sports identification, etc.)

Which national advertisers use statewide line-connected networks? Why?

It is common for one advertiser to use a combination of "network" radio executions to achieve media/marketing objectives.

Meow Mix (Gardner Advertising) uses a combination of three national line-connected networks plus two regional nonline networks to assure national, regional and market-by-market audience delivery that is consistent with existing and potential sales patterns for the product.

Kraft Packaged Dinners (Foote Cone & Belding) utilized four national line-connected and three regional nonwired networks to achieve desired media objectives.

Lancer's Wine (Marschalk) used a combination of regional nonwired networks and a specialized (ethnic) state network to achieve desired geographic and demographic selectivity.

All three forms of "network" radio have experienced exciting revenue growth in the last few years. This growth has come from existing advertisers who spend larger budgets, but more important, from new advertisers using the medium for the first time. The trend is almost certain to continue through 1979 and 1980.



# The Grand Ole Opry goes public...

Public Television, that is.

In March, 1978, for the first time, the Grand Ole Opry went national, live, on PBS Festival. It played to one of the largest audiences, drew stacks of letters asking for more, and pulled more viewer donation dollars than any other program in public-television history.

"The response from people who'd been listening to the Grand Ole Opry on clear-channel WSM for

years just overwhelmed the stations when it was broadcast last year," said Bob Shepard, general manager of WDCN-TV, the originating PBS station in Nashville.

More, the viewers cried. More they get.

On March 3, 1979, produced by clear-channel WSM and presented through PBS by WDCN-TV.

It's our pleasure.

One more reason to keep the Opry alive.

**WSM RADIO 65 IN NASHVILLE.**

**The clear channel station  
that gets to the people.**

***"HERE'S TO OUR LATEST RATINGS!"***

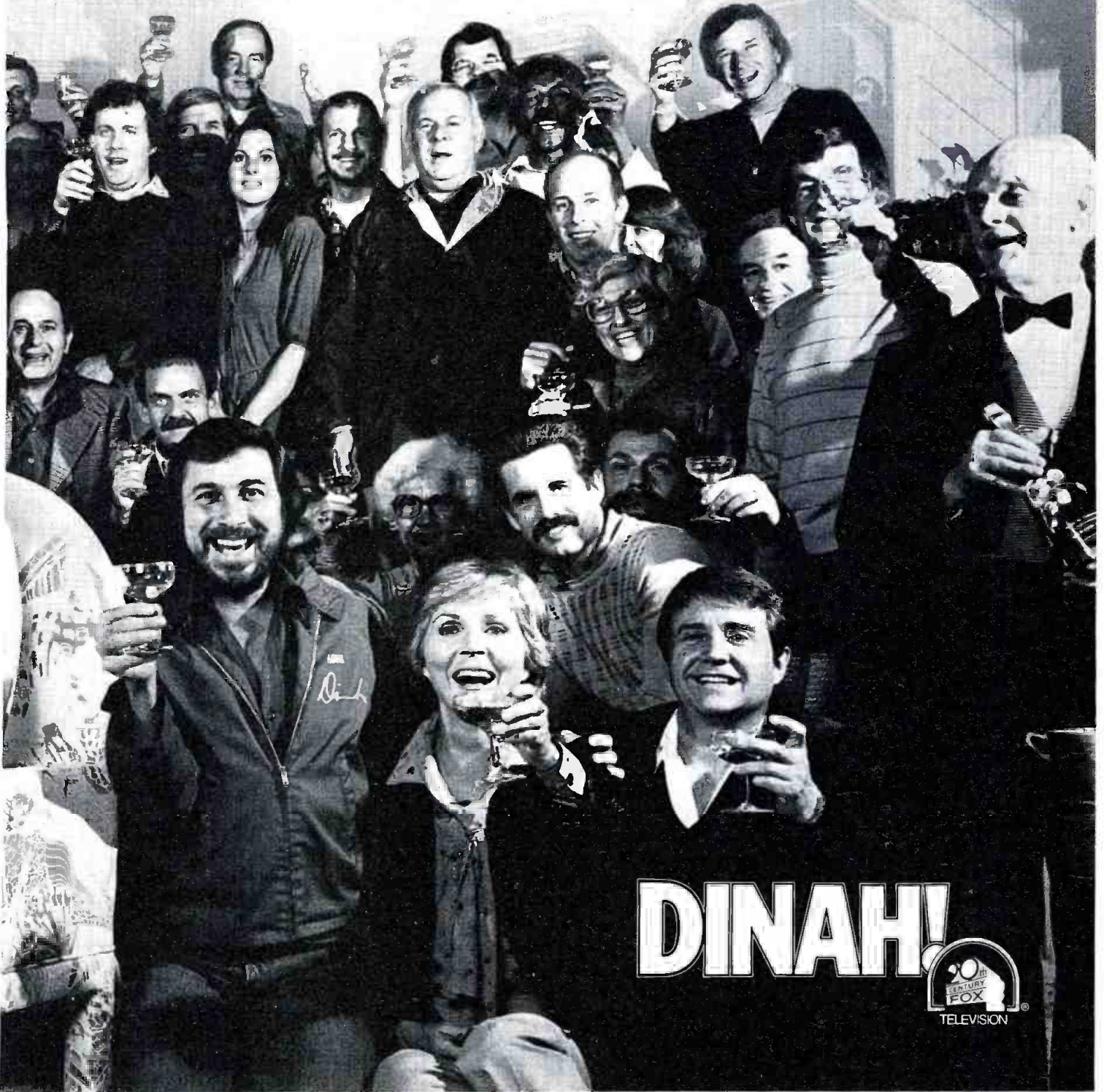


© 1979 by Twentieth Century-Fox Film Corporation. All Rights Reserved.

We're pleased to report that, in our current year  
Oct. '78 in DMA rating, share, total women and women 18-49  
We think it's worth a toast!



**"AND HERE'S TO YEAR SIX!"**



ive, NSI Nov. '78 shows Dinah's performance improved over

■ indicates new or revised listing

## This week

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

**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**—Forum of *New York chapter of The National Academy of Television Arts and Sciences* on "Sex in TV Advertising. Panelists will include Shirley Polykoff, Shirley Polykoff Advertising; Ed McCabe, Scale, McCabe & Sloves; Gloria Steinem, *Ms. Magazine*; Frank Mankiewicz, National Public Radio; Ralph Daniels, NBC-TV, and Gunilla Knutson, actress in Nox-

zema's "Take It All Off" commercial. Moderator: Ned Sherrin, PBS. Americana hotel, New York.

**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. Registration: SCTE, P.O. Box 2665, Arlington, Va. 22202.

**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 Association*, 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). Previous deadline was Jan. 27. Replies are now due March 28.

**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. Entry forms and information: Sydney Nickerson, KCBS(AM) San Francisco 94111.

**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. Broadcasts 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.

## Also in March

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

**March 5-6**—*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

## 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 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.

# The Professional

## The Assignment: She Invented It The Award: She Earned It

She is Julie Frederikse. She earned 1978's prestigious Dupont-Columbia Broadcast News Award. Boy, did she earn it!

While in the Mississippi delta region on an "assigned" assignment for AP Radio, she conceived the idea for a wholly different story. She conceived it. She investigated it. She conducted the interviews. She produced it.

Her story? "The New South: Shade Behind the Sun Belt." It seems dollars headed for economically impoverished areas were somehow going elsewhere.

She found out where. She also found the resourceful leaders who are transforming civil rights into economic power. Point is, she did it all on her own. We like that.

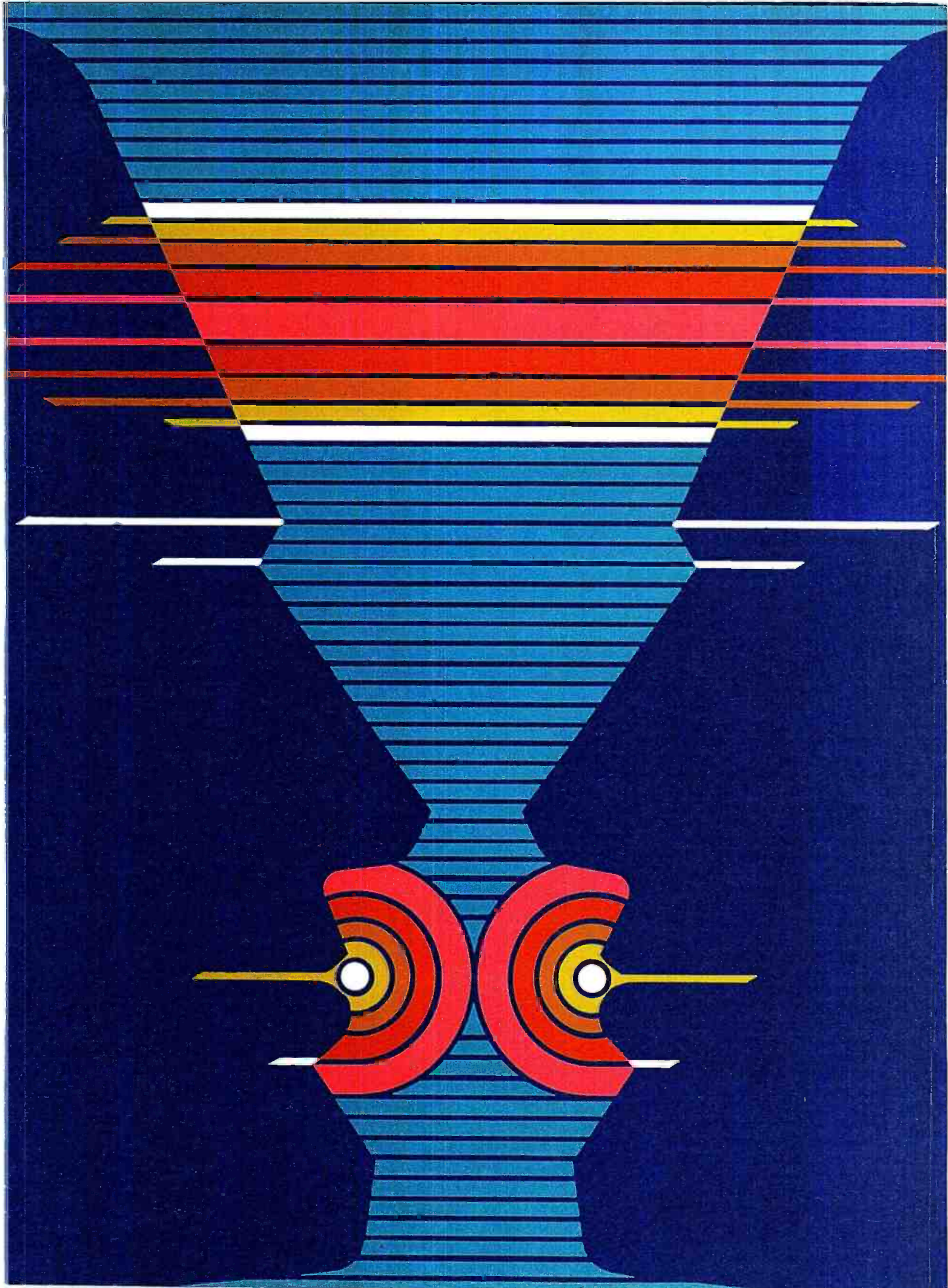
Julie Frederikse is the sort of person who's helping to make AP Radio one of the most respected broadcast networks in the country. We're only 4 years old, but we're winning the awards that are making the rest of the industry sit up and take notice. No wonder. We're like Julie Frederikse. Professional.

# AP Radio

Associated Press Radio Network



Julie Frederikse/Associated Press Radio Network



# THE RIGHT TO RESPOND

The first situation comedy where the viewers in your market can actually participate. Each week our Baxter family presents a provocative issue which your studio audience resolves.

In this unique half-hour format, the best of Norman Lear's social comedy provokes and reveals the convictions, emotions and prejudices of the people in your community.

Hosted by one of your station's on-air personalities, this high entertainment program qualifies as locally produced public affairs.

---

Co-produced by Norman Lear's T.A.T. Communications Co. and your station.

---

# THE BAXTERS

More than entertainment...  
The right to respond.

Produced and Distributed by **TAT** Communications Co.  
In Association with B.B.I.  
1901 Avenue of the Stars, Suite 666 • Los Angeles, CA 90067 • 213-553-3600



# Announcing an unprecedented offer

for an off-network smash series. There are 141 episodes,  
but you buy only one year's stripping,  
not the usual multi-year deal.

## Just a 1 year commitment

of 260 plays.

In other words, we are taking the chance  
on the long term strength of the show and you get the short term advantage.

It's an offer you can't afford to miss  
and it's available immediately...

# Mouade

...for laughs, for ratings, for a year.

A **TANDEM** Production • Distributed by P\*I\*T\*S Films  
In Association with M.I.S.

1901 Avenue of the Stars, Suite 666 • Los Angeles, CA 90067 • 213-553-3600

# TANDEM

LOOK WHO'S JUST JOINED  
OUR **GOOD TIMES** FAMILY!—

James Armistead  
WRDW, Augusta, Ga.

Richard Laughridge  
WLTX, Columbia, S.C.

Bill Jenkins  
WCTI, Greenville—New Bern

William Patton  
KATC, Lafayette

Don Swartz  
KMSP, Minneapolis

Joel Cooper  
WTVZ, Norfolk

AND—



Paul Rayman  
WAGA, Atlanta



Dale Wright  
WMAR, Baltimore



Gus Bailey, Sr.  
WISC, Charleston, S.C.



Jack Jacobson  
WGN, Chicago



James M. Hart  
WLWT, Cincinnati



Lynn Avery  
WTVM, Columbus, Ga.



George Mitchell  
WKEF, Dayton



Richard Weiner  
KMBS, Honolulu



Jerry Marcus  
KRIV, Houston



Ken Gardes  
WAFF, Huntsville





*William Dillard, Sr.  
WLBT, Jackson, Miss.*



*George Anderson  
WTLV Jacksonville, Fla.*



*Evan Thompson  
KCOP, Los Angeles*



*Charles Trub  
KRIO, Millen - Brunswick*



*D.A. Noel  
WHBQ, Memphis*



*Harold Crump  
WTVF, Nashville*



*Jack Patrick  
KONL, St. Louis*



*J. Fred Pierce  
WICL, Savannah, Ga.*



*Milt Grant  
WOCB, Washington, D.C.*

# GOOD TIMES

~ A SOLID HIT, A SOLID FAMILY SHOW ~  
A SOLID PROGRAMMING CHOICE!

A **TANDEM** PRODUCTION • DISTRIBUTED BY P•I•T•S FILMS  
1901 AVENUE OF THE STARS, SUITE 666 • LOS ANGELES, CA 90067 • 213 553 3600

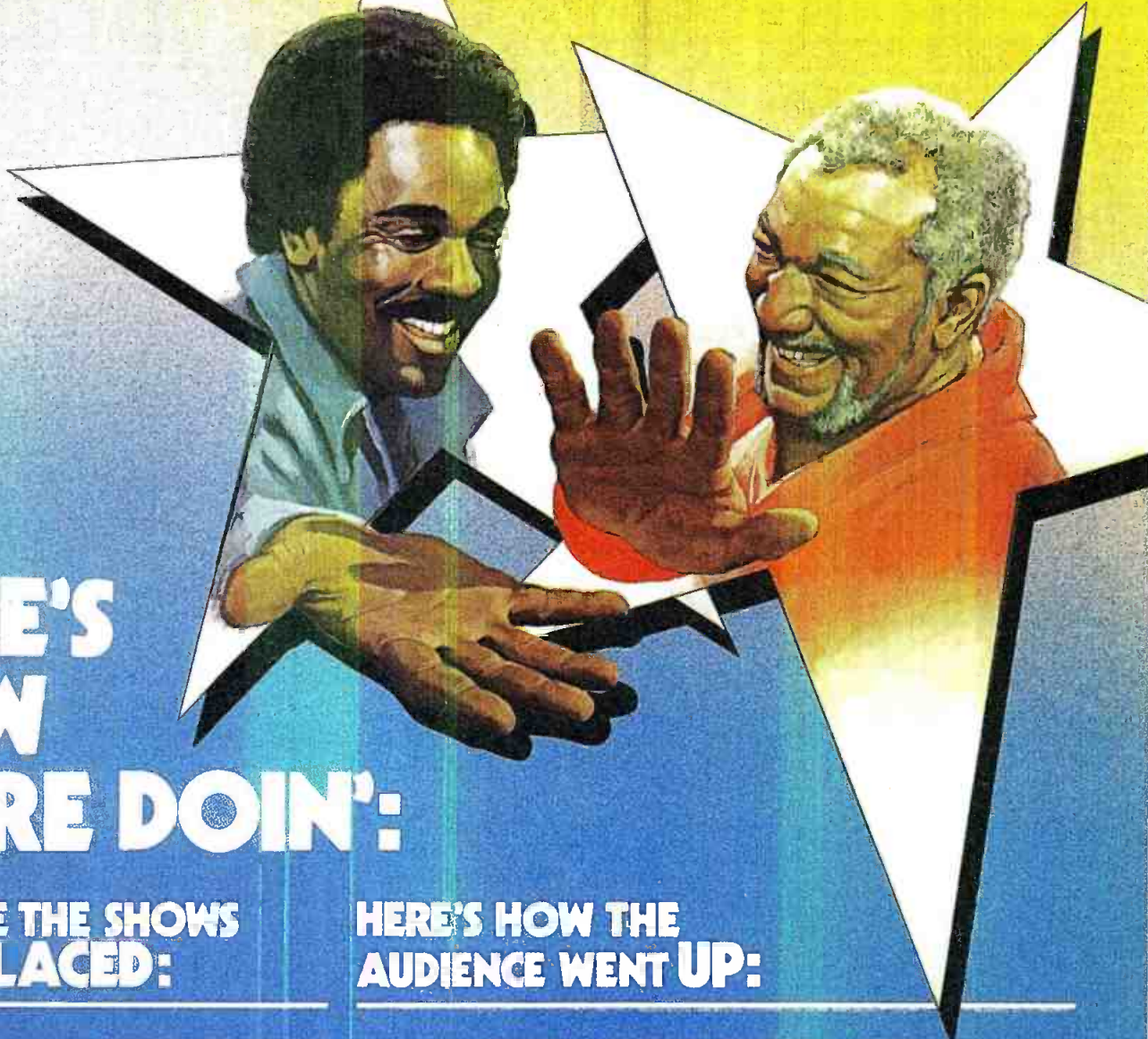
# Sanford & Son

## HERE'S WHERE WE ARE:

Atlanta .....	WTCG	El Paso .....	KDBC	Monroe-El Dorado .....	KTVE
Augusta .....	WJBF	Evansville, Ind. ....	WTVW	Montgomery .....	WKAB
Baltimore .....	WBFF	Florence, S.C. ....	WBTW	New York .....	WPIX
Baton Rouge .....	WBRZ	Fort Myers .....	WEVU	Panama City .....	WMBB
Beaumont-		Fort Smith .....	KFPW	Philadelphia .....	WKBS
Port Arthur .....	KBMT	Fresno .....	KMPH	Pittsburgh .....	WPGH
Birmingham .....	WBRC	Greensboro-		Richmond .....	WTVR
Boston .....	WLVI	High Point .....	WGHP	Rochester, N.Y. ....	TBA*
Bristol-Kingsport .....	WJHL	Greenville-		Sacramento-	
Charleston, S.C. ....	WCSC	New Bern .....	WCTI	Stockton .....	KTXL
Charleston-		Greenville-		St. Louis .....	KDNL
Huntington .....	WCHS	Spartanburg .....	WSPA	San Antonio .....	KENS
Charlotte .....	WRBT	Greenwood-		San Diego .....	XETV
Chattanooga .....	WDEF	Greenville .....	WABG	San Francisco .....	KBHK
Chicago .....	WFLD	Houston .....	KRIV	Savannah .....	WJCL
Cincinnati .....	WKRC	Huntsville-Decatur .....	WAAY	Shreveport-	
Cleveland .....	WUAB	Indianapolis .....	WTTV	Texarkana .....	KSLA
Columbia, S.C. ....	WLTX	Jackson, Miss. ....	WLBT	Sioux City .....	KMEG
Columbus, Ga. ....	WRBL	Jackson, Tenn. ....	WBBJ	Tallahassee .....	WCTV
Columbus, Ohio .....	WCMH	Jacksonville .....	TBA*	Toledo .....	WDHO
Corpus Christi .....	KIII	Jonesboro .....	KAIT	Tucson .....	KZAZ
Dallas .....	KDFW	Kansas City .....	KBMA	Tulsa .....	KTUL
Dayton .....	WKEF	Knoxville .....	WATE	Washington, D.C. ....	WDCA
Denver .....	KWGN	Lafayette, La. ....	KATC	West Palm Beach .....	WPEC
Detroit .....	WKBD	Las Vegas .....	KVVU	Wilmington, N.C. ....	WWAY
El Centro-Yuma .....	KYEL	Lexington .....	WLEX		
		Little Rock .....	KATV		
		Los Angeles .....	KCOP		
		Louisville .....	WDRB		
		Lubbock .....	KCBD		
		Macon .....	WMAZ		
		McAllen-			
		Brownsville .....	XRIO		
		Memphis .....	WHBQ		
		Minneapolis-			
		St. Paul .....	KMSP		
		Mobile-Pensacola .....	WEAR		

\*STATION CALL LETTERS TO BE ANNOUNCED

# 78 MARKETS!



# HERE'S HOW WE'RE DOIN':

## HERE ARE THE SHOWS WE REPLACED:

## HERE'S HOW THE AUDIENCE WENT UP:

MARKET	FORMER PROGRAM IN TIME PERIOD	RATING	(% Change)				
			HOUSE HOLDS	WOMEN 18-49	WOMEN 18-34	MEN 18-49	KIDS
<b>PRIME ACCESS:</b>							
Los Angeles	Adam 12	UP 60%	UP 69%	UP 87%	UP 104%	UP 57%	UP 56%
Philadelphia	Star Trek	UP 67%	UP 84%	UP 104%	UP 48%	UP 112%	UP 150%
Atlanta	Heroes	UP 150%	UP 116%	UP 226%	UP 243%	UP 96%	UP 279%
Louisville	Free Sons	UP 120%	UP 124%	UP 131%	UP 100%	UP 220%	UP 146%
Shreveport-Texarkana	Andy Griffith	UP 39%	UP 42%	UP 90%	UP 50%	UP 50%	UP 131%
Monroe-El Dorado	Mary Tyler Moore	UP 44%	UP 43%	UP 70%	UP 133%	UP 75%	UP 400%
<b>EARLY FRINGE:</b>							
New York	Star Trek	UP 38%	UP 46%	UP 59%	UP 10%	UP 37%	UP 98%
Cleveland	Hogan's Heroes	UP 83%	UP 87%	UP 145%	UP 112%	UP 154%	UP 106%
Houston	Heroes	UP 25%	UP 27%	UP 142%	UP 144%	UP 30%	UP 7%
Charleston-Huntington	Smoke	UP 75%	UP 65%	UP 44%	UP 50%	UP 75%	UP 210%
El Paso	Dragnet	UP 50%	UP 45%	UP 133%	UP 150%	UP 60%	UP 200%
Augusta	Beverly Hillsbillie	UP 85%	UP 83%	UP 75%	UP 56%	UP 113%	UP 73%
Las Vegas	Andy Griffith	UP 50%	UP 67%	UP 83%	UP 60%	UP 150%	UP 83%
<b>LATE NIGHT:</b>							
Chicago	Comedy 2 Night	UP 50%	UP 34%	UP 44%	UP 54%	UP 16%	UP 1125%
St. Louis	Comedy Couple	UP 50%	UP 94%	UP 45%	UP 33%	UP 78%	UP 300%

Source: Arbitron. Details available upon request.

A **TANDEM** Production • Distributed by **P+T+S Films**  
 1901 Avenue of the Stars, Suite 666 • Los Angeles, CA 90067 • 213-553-3660

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**—Society of Professional Journalists, Sigma Delta Chi Region 2 conference. Participants will include Senate Minority Leader Howard Baker, State Department Assistant Secretary Hodding Carter and 60 Minutes Producer Marlon Goldin. L'Enfant Plaza hotel, Washington.

**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.

**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, PO. Box 385, Washington 20044.

■ **March 23-26**—Gospel Music Week and Dove Awards presentation of Gospel Music Association. Opryland hotel, Nashville. Information: (615) 383-2121.

**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 24**—Radio Television News Directors Association Region 13 seminar. Adult Education building, University of Maryland, College Park. Contact: Ted Landphair, WMAL(AM) Washington.

**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 Broadcasters 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.

■ **March 31**—California Associated-Press Television-Radio Association's 32nd annual convention. Marriott hotel, Newport Beach, Calif.

## 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, Organisationsbüro Prix Jeunesse im Bayerischer Rundfunk, Rundfunkplatz 1, D 8000, München 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.

■ **April 7**—Women in Communications Inc. Fort Worth chapter celebrity breakfast. Green Oak Inn, Fort Worth.

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

**April 8-10**—West Virginia Broadcasters Association spring meeting. Lakeview Inn and Country Club, Morgantown, W. Va.

**April 9-11**—Meeting of Alaska Broadcasters Association. Anchorage Hilton, Anchorage.

■ **April 10**—Women in Communications Inc. Cleveland chapter luncheon. Speaker will be Marlene Sanders, CBS correspondent. Cleveland Plaza hotel, Cleveland.

**April 10-11**—Ohio Association of Broadcasters Washington dinner. Hyatt Regency, Washington.

**April 11**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

**April 11**—New England Cable Television Association spring meeting. Sheraton Inn and Conference Center, West Lebanon, N.H. Contact: Bill Kenny, NECTA, (603) 286-4473.

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

**April 11-13**—Kentucky Broadcasters Association spring convention. Hyatt Regency, Louisville, Ky.

**April 13-14**—Meeting of Texas Association of Broadcasters. Sheraton, Abilene, Tex.

■ **April 13-14**—Society of Professional Journalists, Sigma Delta Chi Region 7 conference. Lincoln, Neb.

■ **April 13-14**—Alabama UPI Broadcasters Association annual meeting. Governor Fob James will be speaker at Saturday night awards banquet. Downtowner Motor Inn, Montgomery, Ala.

■ **April 13-14**—Seventh annual broadcast journalism seminar of William Allen White School of Journalism in conjunction with Radio Television News Directors Association Region 6 meeting. University of Kansas, Lawrence. Contact Professor David Dary, (913) 864-3903.

## "Hollywood" Has Vamps, Tramps, And Swashbucklers...



A brand new series spotlighting all the romance, adventure, and excitement of the early movie years...

Scenes from more than 600 great silent features, including rare footage from private collections...

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## "The Benny Hill Show" Has Spoofs, Goofs, And Shenanigans...



"He'll make you laugh out loud, not once but often," writes Lee Winfry in The Philadelphia Inquirer of Benny Hill's premiere in that city.

Ranked among Britain's top three shows since 1969, "The Benny Hill Show" is winning new audiences everywhere with its wild style and irreverent wit.

### An Irresistably Funny Half-Hour Series For Stripping Or Once-A-Week

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## Clear need

EDITOR: As a member of a mixed racial family, I am interested in seeing more minority broadcast ownership. Realistically, though, hundreds of limited signals in a crowded 1800-1860 khz band and devaluation of the remaining clears need not be the only answer.

Clear channel radio stations serve the public interest in a way that could never be totally measured. Their value is much like that of a national park. There are many Americans who depend on the clear channel stations.

Why not keep the clears and as they come up for sale, really push for minority ownership? Minority ownership of a clear channel giant would be very significant indeed as it would be an example of our American ideals put to practice for listeners across the country.—*Peter Hunn, Norristown, Pa.*

EDITOR: In regards to the revamping of the AM band, I can agree on the 9 khz bandwidth proposals, but the clear and adjacent frequencies should not be used for the addition of 125 or more new stations.

There are millions of listeners in the U.S. and Canada who are fascinated and just enjoy listening to these 50,000 waters, and can get a variety of entertainment and public service, from news to talk to music. I think a lot of people would hate to see these stations go downward in ranking. Let them enjoy their continued reign as the giants of the AM airwaves.—*Philip J. Zocco, WPTZ-TV Plattsburgh, N.Y.*

## No money, no Sears ads

EDITOR: It is shocking to learn (BROADCASTING Feb. 5) that yet another Sears, Roebuck agency has left many stations hanging for payment. Your report stated that "Sears traditionally has disavowed responsibility for agency payments." But what about Sears's responsibility to the broadcaster? Our own experience has been that Sears appears to have done little to help the innocent stations, including ours, when such a calamity happens.

We have yet to see one cent of over \$1,000 net owed us when Lindsey, Bradley & Johnston went under in 1977.

Just this past year, it took us (and other area stations) a full four months to receive payment from Ogilvy for a one-day Sears schedule—and then, only after a series of long-distance phone calls, letters and mailgrams.

Needless to say, any future business offered us on behalf of Sears will be strictly cash in advance. However, I suspect that, should you publish this letter, we are not likely to be faced with that prob-

lem.—*Peter M. Bardach, president, WSUS(FM) Franklin, N.J.*

## Death wish

EDITOR: John Oliver's Feb. 12 "Monday Memo" at last provided an answer I wanted before I die: the name of the person responsible for the gruesome MONY television advertisements.

Now I have only one last wish. I want to visit Mr. Oliver's family on a pleasant Sunday afternoon when they are all gathered around the television set and discuss with his wife and children the fact that their father is going to die eventually, perhaps soon, maybe even tomorrow. Then we can have the fun of discussing how they will all spend the money he leaves them. It would be too bad if Mr. Oliver's own family missed out on the enjoyment that these thoughts can bring, since my own family was not so lucky.—*David A. Williams, Freeport, Me.*

## Back with the USSR

EDITOR: I read with interest the Feb. 12 "In Brief" report on plans of WSDR(AM) Sterling-Rock Falls, Ill., to rebroadcast Radio Moscow English-language programs.

High on the list of programs that moved me to seek a career in broadcasting was *Radio Moscow*, produced for WBT(AM) Charlotte, N.C., by Alan Newcomb. In those bomb-shelter days of the early 60's I listened to WBT's *Radio Moscow* programs every week. Newcomb's work was always carefully researched and well written. His programs were a tribute to him and to his employer.

Though the East-West political atmosphere is very different now, I'll bet WSDR's audience will still find *Radio Moscow* interesting listening.—*Chuck McConnell, production manager, New Jersey Public Television, Trenton.*

## The issue-advertising issue

EDITOR: Broadcasters must realize that licensees are stewards of the public airwaves and that open public discussion of public issues is a cornerstone of democracy. How callous to hoard billions of dollars each year in profits made from advertising products and then try to act as censor when someone wants to discuss an issue.—*John E. Bowles, Louisville, Ky.*

(Mr. Bowles is responding to the Jan. 15 point-counterpoint "Monday Memo" in which broadcaster William O'Shaughnessy and National Association of Broadcasters General Counsel Erwin Krasnow debated the issue-advertising controversy.)

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Phone: 212-757-3260.  
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Douglas Hill, staff writer.  
Diane Burstein, editorial assistant.

Winfield R. Levi, general sales manager.  
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Harriette Weinberg, Priscilla K. Johnson, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.

Bill Merritt, Western sales manager.  
Sandra Klausner, editorial-advertising assistant.



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—Television* 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.

PRIME ACCESS STRIPS	RATING	SHARE
<b>"The Cross-Wits"</b>	<b>19</b>	<b>32</b>
<b>"Newlywed Game"</b>	<b>18</b>	<b>32</b>
<b>"Tic Tac Dough"</b>	<b>17</b>	<b>29</b>
<b>"Joker's Wild"</b>	<b>14</b>	<b>24</b>
<b>"Dating Game"</b>	<b>13</b>	<b>22</b>

Source: ARB November, 1978, 7:30-8:00pm. All markets. Subject to qualifications of the rating service.

# The game is up. Way up.

A look at the chart tells the story. For "The Cross-Wits," it's a happy story, indeed.

In strip competition, "The Cross-Wits" enjoys a higher average rating than "Joker's Wild," "Newlywed Game," "Dating Game," and "Tic Tac Dough." In fact, in profitable prime access, no other stripped game show has a higher average share.

Now in its fourth successful season, "The Cross-Wits"



shows what can happen when a crossword puzzle (once as private an area as solitaire) goes public.

The appropriate word — three letters across — is "hit."

## "The Cross-Wits"

**METROMEDIA PRODUCERS  
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\*MGM GRAND, LAS VEGAS

# Ratings?

EARLY FRINGE (3:30-6:00 PM) RATING SHARE RANK

<b>Bakersfield</b>	<b>KERO-TV</b>	<b>12</b>	<b>30</b>	<b>FIRST</b>
<b>Buffalo</b>	<b>WIVB-TV</b>	<b>9</b>	<b>29</b>	<b>FIRST</b>
<b>Chattanooga</b>	<b>WDEF-TV</b>	<b>15*</b>	<b>35*</b>	<b>FIRST</b>
<b>Chico-Redding</b>	<b>KHSL-TV</b>	<b>10</b>	<b>30</b>	<b>FIRST</b>
<b>Columbus, Ohio</b>	<b>WTVN-TV</b>	<b>13</b>	<b>39</b>	<b>FIRST</b>
<b>Dallas-Fort Worth</b>	<b>KDFW-TV</b>	<b>8</b>	<b>29</b>	<b>FIRST</b>
<b>Des Moines-Ames</b>	<b>KCCI-TV</b>	<b>10</b>	<b>30</b>	<b>FIRST</b>
<b>Fresno</b>	<b>KFSN-TV</b>	<b>14</b>	<b>36</b>	<b>FIRST</b>
<b>Fort Myers</b>	<b>WINK-TV</b>	<b>10</b>	<b>37</b>	<b>FIRST</b>
<b>Harris.-Lanc.-Leb.-York</b>	<b>WGAL-TV</b>	<b>14</b>	<b>40</b>	<b>FIRST</b>
<b>Madison</b>	<b>WISC-TV</b>	<b>12</b>	<b>40</b>	<b>FIRST</b>
<b>Miami-Fort Lauderdale</b>	<b>WTVJ</b>	<b>14</b>	<b>38</b>	<b>FIRST</b>
<b>Milwaukee</b>	<b>WTMJ-TV</b>	<b>10</b>	<b>32</b>	<b>FIRST</b>
<b>Norf.-Ports.-Newport News</b>	<b>WTAR-TV</b>	<b>15</b>	<b>38</b>	<b>FIRST</b>
<b>Odessa-Midland-Monahans</b>	<b>KOSA-TV</b>	<b>13</b>	<b>43</b>	<b>FIRST</b>
<b>Orlando-Daytona Beach</b>	<b>WFTV</b>	<b>10</b>	<b>30</b>	<b>FIRST</b>
<b>Philadelphia</b>	<b>WPVI-TV</b>	<b>8</b>	<b>24</b>	<b>FIRST</b>
<b>Portland-Poland Spring</b>	<b>WGAN-TV</b>	<b>14</b>	<b>32</b>	<b>FIRST</b>
<b>Providence</b>	<b>WPRI-TV</b>	<b>11</b>	<b>29</b>	<b>FIRST</b>
<b>Richmond-Petersburg</b>	<b>WXEX-TV</b>	<b>11</b>	<b>32</b>	<b>FIRST</b>
<b>San Angelo</b>	<b>KCTV</b>	<b>18</b>	<b>58</b>	<b>FIRST</b>
<b>San Francisco-Oakland</b>	<b>KRON-TV</b>	<b>6</b>	<b>20</b>	<b>FIRST</b>
<b>Sioux City</b>	<b>KCAU-TV</b>	<b>7</b>	<b>28</b>	<b>FIRST</b>
<b>South Bend-Elkhart</b>	<b>WSBT-TV</b>	<b>10</b>	<b>34</b>	<b>FIRST</b>
<b>Spokane</b>	<b>KHQ-TV</b>	<b>16</b>	<b>45</b>	<b>FIRST</b>
<b>Tampa-St. Petersburg</b>	<b>WTVT</b>	<b>16</b>	<b>46</b>	<b>FIRST</b>

Source: NSI-November 1978. \*Indicates tie.  
Estimated audiences are subject to the limitations of the rating service.



# Mervelous!



In early fringe time, “The Merv Griffin Show” is doing spectacularly throughout the country.

The program ranks No. 1 in its time period in rating, share of audience and women viewers

in many markets coast to coast.

It’s the kind of glowing success that belongs to the only talk/variety program originating in Hollywood, Las Vegas and New York — the entertainment capitals of the world.

Come to think of it, “The Merv Griffin Show” is one of the entertainment capitals of the world.

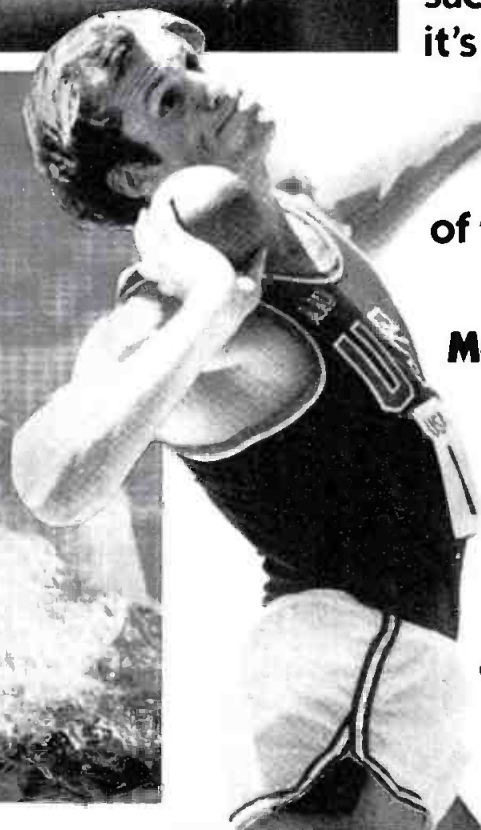
## “The Merv Griffin Show”

**METROMEDIA PRODUCERS  
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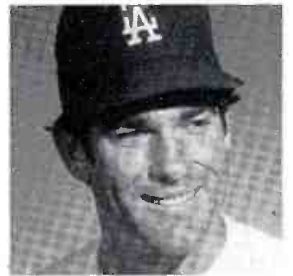
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# THE ROAD TO MOSCOW 1980



The only weekly series\* leading up to the Olympics. Hosted by everybody's all-star, the Los Angeles Dodgers' Steve Garvey.



Action profiles of the top athletes vying to represent the United States at the 1980 Olympics in Moscow. These are the gold medalists to be—shown training and competing, shown with family and friends, at school or work. The intensity, the sacrifices, the pressures—it's all here.

This is the most extensive coverage of Olympic athletes outside of the Olympics itself.

Take "The Road to Moscow—1980". Available exclusively for local stations January 1980.

**MCA TV**

\*30 weekly one hour programs (22 originals, 8 selected repeats) leading up to the Olympic Games in Moscow, Summer 1980.

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## Top of the Week

### Not-so-secret Nixon war against public medium now in the open

**Administration memoranda show extent to which White House went to attempt to influence noncommercial broadcasting and its programing; Carnegie argument for insulation now has hard evidence of interference**

Over a thousand pages of Nixon-era documents released by the government last week provide a vivid picture of an administration embattled with public broadcasting, determined to alter the structure of the medium and rid it of "antiadministration" programing.

The documents, provided by the National Telecommunications and Information Administration in response to freedom of information requests from BROADCASTING and others including the Carnegie Commission on the Future of Public Broadcasting, should figure prominently in the coming debate over Carnegie's recommendations for a public broadcasting system that is well insulated from federal interference. For the present structure is not substantially different from what it was in the days when, the documents show, President Nixon and his administration exploited a potential for government meddling.

The White House papers made available last week are memoranda for the most part and deal with Nixon administration strategy on public broadcasting from 1969 through 1974, primarily as expressed by and to officials at the now disbanded Office of Telecommunications Policy.

There is much in the documents to confirm and illuminate reports at the time regarding the Nixon administration's attitude toward public broadcasting.

In 1969, for instance, Clay T. Whitehead, then a White House aide and later director of OTP when it was created in 1970, expressed concern about the difficulty setting up a production unit to "compete" with NET, "since the liberal bent of people in the performing arts is well known."

And his superior in the White House, Peter Flanigan, in a memorandum he sent

to Mr. Whitehead a few days later, said he had told Frank Pace, the Johnson administration hold-over chairman of CPB, that government funds "should not be used for the creation of antiadministration programing or for the support of program-producing organizations which use other funds to create antiadministration programs."

But probably some of the most unvarnished prose regarding public broadcasting was authored in October 1971 by Jonathan Rose, then a White House aide and later a deputy assistant chief of the Justice Department's Antitrust Division. "In spite of what it may seem," he wrote in a memo to Larry Higby, who was on the staff of Nixon chief of staff H. R. Halde- man, "no one participating in this exercise has ever been unclear as to the President's basic objective: to get the left-wing commentators who are cutting us up off public television at once, indeed yesterday if possible."

That memo was written several weeks after President Nixon had caused an uproar in the White House by calling for a cut-off of funds for public broadcasting. The President, said White House aide Jon M. Hunstman in a memorandum to Mr. Flanigan, had read that Robert MacNeil and Sander Vanocur—both regarded as biased against the administration—were to do a weekly show on public television, and was "greatly disturbed." He said the President considered that "the last straw."

Mr. Whitehead's short answer to the request was that the funds could not be cut off. But it was several drafts later before he

had one he felt could be sent to Mr. Halde- man for transmission to the President. It called for a two-pronged approach to the problem of "slanted programing," and revealed a number of the facets of the Nixon administration's attitude toward public broadcasting.

One approach was muscular. It called for inducing programers "to keep some balance" through criticism "from our friends on the CPB board and among the general public," for replacing Mr. Pace as chairman of CPB and John Macy as president, for taking "more effective control of the CPB board," and for building "more actively the public case against CPB programing bias."

The second approach was more discrete; it called for a "structural" change in the system—a solution Mr. Whitehead urged throughout his years at OTP. "No matter how firm our control of CPB management," he said, "public television at the national level will always attract liberal and far-left producers, writers and commentators." His answer was to cut CPB's budget and to strengthen the independence of local stations by providing them with direct federal funding on a matching basis (an idea that was eventually adopted in modified form.)

(The exchange of memoranda touched off by the President's call for a cut-off of CPB funds produced one bit of irony. Charles Colson, in referring to a paragraph in which Mr. Whitehead said the President had "expressed serious concern regarding Vanocur/MacNeil and the National Public Affairs Center for Television [NPACT]



**Machinators.** The Nixon vendetta against public broadcasting in the words of several of his administration officials (l-r): *Clay T. Whitehead:* Public broadcasters "are seeking funds and independence to create a TV network reflecting their narrow conception of what the public ought to see and hear. This should not be allowed to happen." *Jonathan Rose:* "The President's basic objective: to get the left-wing commentators who are cutting us up off public television at once, indeed yesterday if possible." *Charles Colson (to Mr. Whitehead):* "I don't think you need to put things quite so explicitly ... This is a serious mistake for whatever records this piece of paper ends up in or, perish the thought, should it get out."

funded by the Corporation for Public Broadcasting . . ." said, "I don't think you need to put things quite so explicitly . . . This is a serious mistake for whatever records this piece of paper ends up in or, perish the thought, should it get out.")

But in his effort to serve the President, Mr. Whitehead apparently did not stop with memoranda on policy options. In a memorandum submitted to Mr. Halde- man, Mr. Whitehead disclosed "what we are doing behind the scenes on the Vanocur/MacNeil situation"—planting with the trade press "the idea that their obvious liberal bias would reflect adversely on public television," and encouraging speculation regarding the salaries the two were paid—speculation that led Mr. Macy to reveal that Mr. Vanocur was earning \$85,000 and Mr. MacNeil \$65,000. Mr. Whitehead also said he planned to "solicit critical articles" concerning Mr. Vanocur's salary (larger than that of every public official except the President), "and his ob- vious bias," and to encourage station man- agers "to put pressure on NPACT and CPB to put balance in their programing or risk the possibility of local stations not carrying their programing."

Mr. Whitehead was not alone in offering suggestions. Thomas Moore, a former ABC-TV president who was one of the CPB board members regarded by the ad- ministration as a stalwart, also con- tributed. He suggested that the board be urged to refrain from funding news, news analysis and commentary, and public affairs programing.

Another CPB director who made it a point to be helpful to the administration during his term on the board was Jack Wrather, of Wrather Corp. (*Lassie, Lone Ranger*). He sent Mr. Whitehead informa- tion he had obtained from Mr. Macy regarding NPACT and the appointment of Messrs. MacNeil and Vanocur as senior correspondents. Mr. Wrather asked that the information, however, be kept "confi- dential."

By 1973, the beginning of change was evident in CPB. In May, a "partnership agreement" between CPB and the Public

Broadcasting Service had been negoti- ated—at the cost of CPB Chairman Tom Curtis, who quit over what he said was a "difference of opinion" with Mr. Whitehead; he complained that Mr. Whitehead had lobbied members of the board without his knowledge. Among other things, the agreement provided for an increased percentage of CPB appropria- tions directly to the member stations. And in July, Mr. Whitehead recommended that the President sign a two-year CPB authorization bill that the administration had opposed with a one-year bill.

Indeed, in October, Mr. Whitehead was saying, in another memorandum, that the "centralization" on which the 1972 veto was based was eroding, with Ford Founda- tion grants drying up and public affairs programing "on the downswing." Since there are fewer grounds for opposing it, he added, the administration should support long-range funding, which he said is favored "not only in Congress but by our friends on the board who feel they have 'done a job for us.'"

Six months later, in April 1974, Mr. Whitehead sent a memorandum to the President recommending a bill providing funding for CPB over a five-year period, without annual appropriation but with an- nual oversight. Mr. Whitehead urged sup- port of the bill as one offering the most likely way to reduce the danger of "cen- tralized control of public broadcasting by either foundation or government entities." He said public broadcasters were support- ing restructuring only because of the long- range funding commitment then in effect. And when the President rejected the plan, in June, Mr. Whitehead made a vigorous appeal for reconsideration. In a memo to General Alexander Haig, the new White House chief of staff, Mr. Whitehead said that "the commitment to federal funding of public broadcasting has been made" and that for the President to attempt to back away from that commitment now is "unwise, unworkable and quixotic."

On July 11, Mr. Whitehead was in- formed that the President had approved the proposal for long-term financing.

## Silverman urges Hollywood to put down its rifles

**NBC president outlines steps network will take to assure better liaison**

Fred Silverman, NBC president, told the Hollywood production community last week that they and the networks are partners and must "stop acting like the Hatfields and the McCoys."

In a speech Friday to the Academy of Television Arts and Sciences, he pledged positive steps by NBC to make the partnership more workable:

■ To give producers more lead-time, an announcement of NBC-TV's 1979-80 fall schedule in April and a gradual move-back over the next few years to a Washington's Birthday announcement. "And we intend to make the same effort on our second-season production," Mr. Silverman added.

■ A reduced network role in the day-in, day-out production process. "It is perfectly proper," he said, "for networks to work in close collaboration with you in shaping the concept, casting and execution of the first few episodes" and in "setting the direc- tion" of a series. "But at that point in the collaboration," he said, "our respon- sibility should not require as great an in- put." He said the objective was "a working relationship that protects our respon- sibilities and lets you do your job."

■ An open door for new program ideas: "You'll not only get a warm welcome, you'll stand a damn good chance of getting it on the air. We do not want a third- generation version of *Laverne and Shirley*. This company is determined to break new ground, so don't second-guess us."

■ "A more orderly way of running our business." He said "our goal is stability, and that will require regular series playing in their regular time periods, pre-emptions planned well ahead and limited episodic series used for real program testing and not for stunting or as a substitute for deci- sion-making."

Mr. Silverman noted that creative people often think wistfully of "a life without net- works," selling their programs directly to fourth networks, cable, superstations and the like. But he reminded them that "for the foreseeable future," their primary markets will be the networks, which he said currently order some 2,000 hours of original programing a year, at an average of \$500,000 to \$600,000 an hour.

"It will be years, if ever," he said, "before other technologies will come close" to that kind of prices or volume.

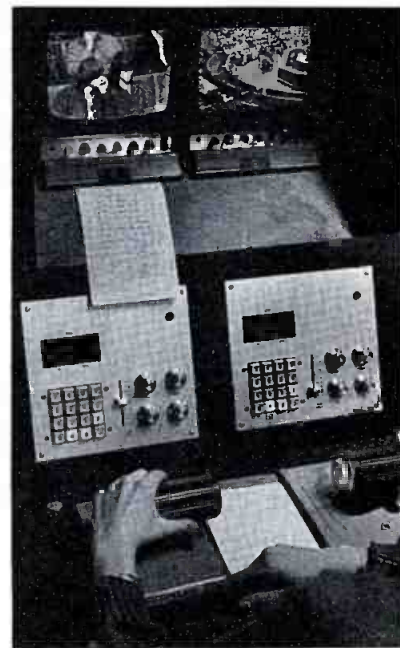
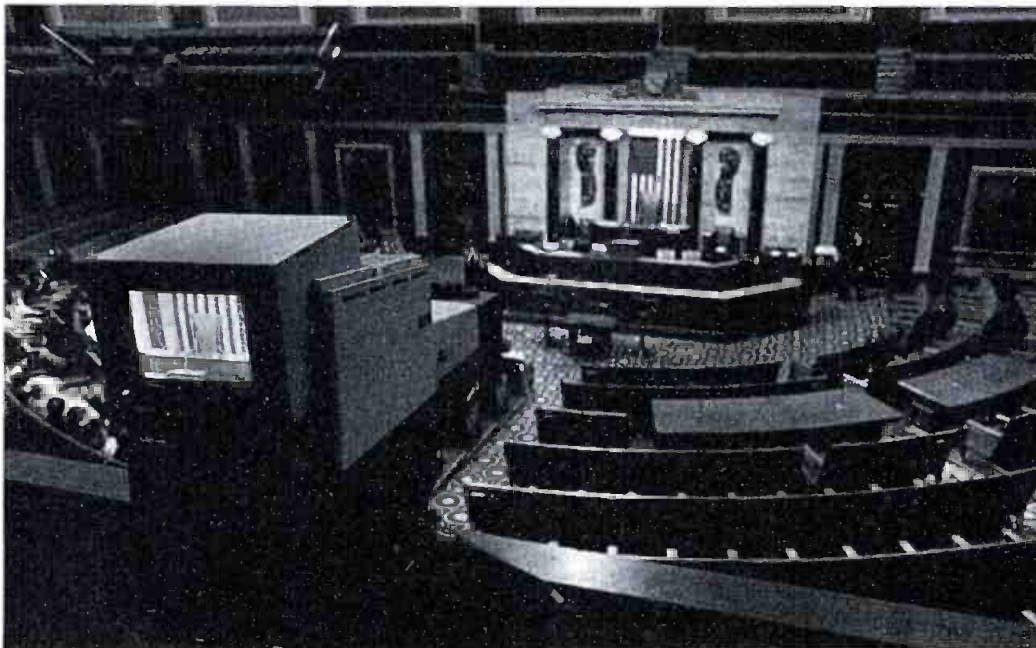
Mr. Silverman said broadcasters and the creative community must solve their prob- lems together. He cited the FCC's prime time access rule as an example of what happens when outsiders try to solve them. "The road to *The Gong Show* is paved with good intentions," he said.

**Nixon-Whitehead unanimity.** On Feb. 5, 1973, less than two months after Clay T. Whitehead, then director of the Office of Telecommunications Policy, made his now-famous Indianapolis speech denouncing the networks for allegedly biased news reporting, President Nixon praised the manner in which he was doing his job, specifically in connection with the networks and broadcasting generally.

What's more, he specifically endorsed Mr. Whitehead's strategy that the administration insist on broadcast industry support in improving network news in return for support of the license-renewal bill Mr. Whitehead had proposed in the speech—a bill aimed at providing broadcasters with protection against challenges at renewal time.

That, at least, is the history Mr. Whitehead recorded in a memorandum for the file he dictated after meeting with the President, H. R. Haldeman, then White House chief of staff, and White House aide Charles Colson. According to the memo, the President "expressed agreement with the strategy of both seeking and professing First Amendment goals in broadcasting, while at the same time working vigorously in private to get more exercise of local broadcast responsibility and a wider range of points of view on TV news."

Cable television was mentioned in the meeting as the most likely long-run solution to many of the problems said to result from "the current network dominance of broadcasting." President Nixon was said to regard the networks and broadcasting as representing "a most serious problem," one "that had to be pursued vigorously, but one in which we were up against formidable adversaries."



## One more barrier about to be breached by broadcasting

**House begins closed-circuit testing of new monitoring system, will make signals available to radio, TV and cable on March 12; rig is first rate, but broadcasters still want to run it alone**

The House of Representatives last Thursday (Feb. 22) turned the final corner toward televising its chamber proceedings—hitherto hidden from all but visitors to the Capitol—instituting for internal circulation its newly installed TV system. For the next two weeks the \$1.2-million system will be telecasting only by closed circuit to the offices of House leaders in the Capitol and House members in office buildings across the street, but its coordinators think the kinks should be smoothed out and the feed ready for general distribution to radio, television and cable by March 12. The previous target date of March 5 fell by the wayside after heavy snows forced the House to shut down for three days last week.

In the House chamber, the only evidence of the TV system are the six RCA TK-46 cameras that stand unattended in the visitors' gallery above the floor. They are manipulated remotely from the control room in the basement of the Capitol. Although the cameras can cover the entire House floor they will remain pointed only in the direction of the Speaker's platform, and the tables from which the Democratic and Republican floor leaders operate.

The system is completely under the House's control; the technicians, many of whom came out of commercial broadcasting, are the House's employees. The feed they produce when it finally goes public, will be available to any broadcaster or cable system live or on a taped basis. There will be a charge for tapes: \$100 for 30 minutes or less, unedited (the House employees will do no editing). The coord-

inators think that charges for tapes ultimately will bring in enough to offset the \$270,000 annual budget for the system, that going for salaries of the staff.

Reactions from commercial network news representatives in Washington were indifferent, giving no promise that they will become frequent users of the House's feed. The networks covered Thursday's activity as a news story, and privately the news chiefs were complimentary about the equipment, which they said is state of the art. But they restated their opposition to the House's covering itself, and said that if they use any of the material, they will clearly label it as having been supplied by

the House of Representatives.

Among the features of the controls pictured: the cylindrical devices that aim and focus the cameras and keyboards that can be used to call up a maximum of 99 pre-selected camera shots. At the lower right is the chroma-key monitor, here displaying a name familiar to broadcasters.

Ironically, as the House opens its chamber doors to let television in, it still restricts other forms of news coverage. Still pictures are prohibited; those shown here were taken during a special photo session authorized by the Speaker before the House began its business Thursday morning.



## Another setback to safekeeping of news sources

High court leaves TV newsman facing jail for his silence; Virginia court orders another to betray news confidences

The U.S. Supreme Court's unwillingness to protect a reporter seeking to maintain the confidentiality of a source was evident again last week—this time in a case involving a television reporter. And this time the reporter faces jail even though he never used the material for which the source is being sought.

The reporter is Joe Pennington, now with KP1X(TV) San Francisco. He was with KAKE-TV Wichita, Kan., covering the murder trial of Milda Sandstrom, accused of murdering her husband, Thad, a broadcast executive with Stauffer Publications, when Mr. Pennington was sentenced to 60 days for contempt by the trial judge. She later was convicted of first-degree murder.

Mr. Pennington had refused to divulge the identity of a person he said had told him that a man who later became a prosecution witness at Mrs. Sandstrom's trial had threatened to kill Mr. Sandstrom. The threat was said to have been made at a social affair several days before the murder.

Mr. Pennington never used the information in a story because he could not verify it. He did pass it on to defense and

prosecution attorneys, but he refused to reveal the source.

The prosecution said the identity was not relevant to the guilt or innocence of Mrs. Sandstrom—who had pleaded innocent by reason of insanity—and noted that the information itself was inadmissible in court as hearsay. Mrs. Sandstrom's lawyers, who had sought the identity of the informant, made no other effort to learn the person's name.

The state supreme court, in affirming the conviction, said that the First Amendment protection Mr. Pennington sought to invoke did not apply because, even though the identity was not relevant, the information might lead to evidence that was relevant to the defense of Mrs. Sandstrom.

The Supreme Court's refusal last week to review the case means that Mr. Pennington faces the prospect of serving 60 days in jail in Kansas. However, Mr. Pennington, who has said he would return to Wichita to serve the time, last week said one last attempt would be made to avoid jail. He said his attorney will file a motion in the trial court asking that the sentence be vacated on the ground that since the trial is completed, the information being sought is no longer relevant.

Only two justices—Thurgood Marshall and William J. Brennan—voted to grant review. The votes of four justices are needed.

Beyond its bearing on Mr. Pennington's immediate future, the court's decision is seen as providing reporters with an additional warning that it is not concerned with reporters' claims of First Amendment privilege where the protection of sources is

concerned.

One of several earlier such cases involves the court's refusal to review a decision of the New Mexico supreme court affirming a lower court's order directing reporters for KOB(AM) Albuquerque, N.M., to disclose to a trial judge the sources of information used in a series of investigative reports (BROADCASTING, May 22, 1978).

The trial judge, Richard Traub, is to determine on the basis of an in-camera inspection of taped interviews with the informants provided by the station whether the identity of the sources should be revealed to four present and former deputy sheriffs who have filed a \$17-million libel suit against KOB and two reporters who are no longer with the station. The station's reports led to a grand jury probe that resulted in three members of the sheriff's department, including the sheriff, going to jail for contempt of court.

Judge Traub has not yet issued an order, but it is understood he is considering revealing to the plaintiffs the names of at least some of the sources.

It wasn't only the Supreme Court last week generating bad news for reporters on the confidential sources issue. A Virginia state court ordered a former reporter for WTVR-TV Richmond, Va., to disclose the identity of sources who provided information for a story that resulted in the filing of a \$2.5-million libel suit against the Roy Park station and the reporter, Neil Cotiaux. Circuit Judge David F. Berry said the identity of the informants relied on by Mr. Cotiaux is relevant, and disclosure would not be improper.

## InBrief

Two prominent Senate Republicans have leveled **attacks on Public Broadcasting Service**. Senator **Barry Goldwater** (Ariz.) said PBS's coverage of state visit by China's Vice Premier Teng Hsiao-ping presented "superficial image" of him and "failed entirely to address the vital issues raised by the Carter administration's abandonment of Taiwan." Teng coverage suggested, he said, that PBS should stand for "Peking Broadcasting Service." In separate action, Senator **Harrison Schmitt** (N.M.) wrote Corporation for Public Broadcasting President Robben Fleming complaining of "creeping networkism" at PBS. **Responded Mr. Fleming**: "The argument within the PBS family of members as to whether they should reach some limited agreement in terms of shows does not seem to invoke the kind of 'network' problems which Congress had in mind."

FCC has **designated for hearing** license renewal applications of WDAS-AM-FM **Philadelphia**. Commission says it has information raising "serious questions" whether Max M. Leon Inc. was qualified to remain licensee. FCC will investigate, among others, whether Mr. Leon or employees placed own interests over public's in selecting programming; whether licensee used stations to compete unfairly in nonbroadcast business fields, and whether Mr. Leon inaccurately completed financial reports from 1972 to 1977. Proposed sale of stations to National Black Network must now await hearing outcome.

**New officers for National Cable Television Association** (to take office following annual convention, May 20-23): Douglas Dittrick of Douglas Communications Corp., Glens Falls, N.Y., chairman; William

Bresnan of Teleprompter, vice chairman; Gustave Hauser of Warner Cable, treasurer, and Richard Loftus of AmVideo Corp., Medway, Mass., secretary. NCTA board meeting in Woodlands, Tex., last week, approved \$1.912 million budget for coming year, with income up \$200,000 from last year due to increased dues-paying membership. Board voted **\$151,000 for Communications Act rewrite activities** and created two new staff positions to work specifically on state regulatory matters. It rejected move to eliminate associate membership for NCTA and passed by-law revision to get rid of one-term limit for at-large directors (17 of 31 NCTA directors are at-large). It also **urged FCC not to alter internal structure** until it and Congress have established clear cable TV regulatory policy. There have been rumors of FCC merging Cable Bureau with Common Carrier Bureau.

ABC-TV said its *Good Morning, America* pulled **highest weekly rating ever** in week ended Feb. 16, averaging 4.8 rating and 27 share (to NBC *Today's* 5.2/28) and actually outrated *Today* in last half-hour each day (5.5/28 to *Today's* 5.2/27). **James Cagney** appeared in four-part interview on *GMA* that week, but not always in final half-hour.

**David C. Adams**, vice chairman, NBC, has been selected to receive **Grover Cobb award** given annually by National Association of Broadcasters-affiliated Television and Radio Political Education Committee to broadcaster or public servant for "unusual dedication to improving the relationship between broadcasting and the federal government." Plaque will be presented to Mr. Adams during Wednesday luncheon at NAB convention in Dallas March 25-28.

**Melvin R. Goode**, 71, said to be first black reporter for TV network (ABC), **honored by President Carter** among 14 others, including Mar-

## Code improvements in eye of beholder

**Broadcasters and agency-advertiser representatives look at same practices, see different results**

Differences over the effectiveness of the new clutter-limitation restrictions of the National Association of Broadcasters TV code emerged between broadcasters and advertiser-agency representatives following a meeting of the NAB TV code board last week.

Broadcasters said the code authority's monitoring of code performance since the changes went into effect the first of the year showed what one called "a rather dramatic reduction" in nonprogram time during prime time. Code officials said their monitoring found 92% compliance with the new standards—which limit non-program time to a maximum of 10 minutes per prime-time hour—and that most of the remaining 8% consisted of debatable points and thus was subject to clarification.

A representative of the Association of National Advertisers and American Association of Advertising Agencies, leaders of the push for more stringent curbs on clutter, seemed much less enthusiastic. He said ANA-AAAA's own monitoring showed "some improvement over past practices" but infractions of the new standards nevertheless. He said the ANA-AAAA group, which met with the code board, had not been shown results of the



**On the dotted (bottom) line.** Officials of Cox Broadcasting Corp. and the General Electric Co. signed a definitive merger agreement last week in Atlanta. The companies also announced changes in the merger contract that could increase the value of the transaction almost \$20 million—up to \$507.9 million. Under the terms of the definitive agreement, if closing of the deal has not been completed by Sept. 30—and neither company expects that it will be—Cox shareholders will receive not less than \$68 nor more than \$75 in GE common stock for each share of Cox common. Under those terms, the minimum value of the deal has been set at \$460.5 million. (Under the terms of the original agreement the value ranged from \$440 million to \$488 million [BROADCASTING, Oct. 9, 1978].) Present at last week's signing were (l to r): Robert W. Chambers, member, Cox board; Garner Anthony, chairman of Cox's executive committee; Anne Cox Chambers, principal Cox shareholder and U.S. ambassador to Belgium; Clifford M. Kirtland, president of Cox, and John F. Welch, GE senior vice president and sector executive, consumer products and services sector. The signing was held last Wednesday (Feb. 21) at "White Columns," Cox's headquarters.

tin Luther King Sr. and track star Jesse Owens, as "potentially unsung heroes" for contributions to society.

□

**Getty Oil Co. has acquired 85% interest** in Entertainment and Sports Network Inc., Plainville, Conn., cable TV program supplier. ESPN will begin delivering National Collegiate Athletic Association sports events via RCA's Satcom I satellite this fall. NCAA spokesman said ESPN "will cover the entire range of sports conducted by NCAA members"—except "specific events and sports programming already committed to other networks." ESPN will show NCAA football events on delayed basis, in accordance with NCAA-ABC Sports contract.

□

**Worldvision Enterprises**, already international distributor of NBC-TV hit *Little House on the Prairie*, will put show on U.S. sales block at National Association of Television Program Executives conference next month. *Little House's* syndicated run is slated to begin September 1981, which would be after seventh network season with about 165 episodes.

□

Federal Trade Commission Chairman **Michael Pertschuk**, barred by court from participating in FTC's current hearings on children's advertising (BROADCASTING, Nov. 6, 1978), will conduct "hearing" on children's advertising on Warner Cable's two-way Qube service in Columbus, Ohio, on April 3, according to Warner sources.

□

**Charles A. Whitehurst**, VP-general manager, WFMY-TV Greensboro, N.C., elected president-elect, Associated Press Broadcasters, to succeed **Ralph Renick**, VP, news, WTVJ-TV Miami, who becomes president at annual meeting in New Orleans June 7-9. Outgoing president is **Walter Rubens**, president and general manager, KOBE(AM) Las Cruces, N.M.

Television Bureau of Advertising reports **daily TV home viewing during January 1979 registered all-time high**—seven hours and 20 minutes, eclipsing previous record of seven hours and 16 minutes set in January 1977. TVB attributed gain to increase in weekend daytime viewing, coupled with extremely harsh winter weather that kept many people at home.

□

Although formal release didn't spell it out, one mission of **Paul M. Stevens**, following his retirement next October as president of Southern Baptist Radio-Television Commission ("In Brief," Feb. 19), will be to oppose "charlatan religious broadcasters." He has criticized growing commercialization of religion and what he describes as "exploitation of the public." Dr. Stevens has headed SBRTC since 1953 and his successor will be selected by search committee. Meanwhile, **Harold E. Martin**, executive vice president, will direct operations.

□

Washington law firm of McKenna, Wilkinson & Kintner has filed freedom of information requests seeking information from FCC and National Telecommunications and Information Administration regarding NTIA's **petition for rulemaking to reduce AM channel spacings from 10 khz to 9 khz**. Firm, which says it needs data to prepare comments on proposal, made requests at same time it **asked FCC to extend deadline for comments** until 30 days after disclosure of documents being sought. FOI requests seek engineering studies underlying NTIA petition and "any records or studies" commission made concerning possible reduction in channel spacings.

□

**J. Kenneth Moore**, 48, VP-general manager of CBS Technology Center, Stamford, Conn., died of apparent heart attack last Wednesday (Feb. 21) while working in office.

code authority's monitoring but that the group hoped to get details in order to make comparisons.

Code officials also said comparisons—and analysis—were needed and would be made. One board member said the ANA-AAA monitoring misidentified some announcements as nonprogram material but that, even so, its figures were close to if not within the code's 10-minute limit.

The code board, which met Tuesday and Wednesday, also considered but did not act upon possible changes in the code's children's guidelines and personal products guidelines. The children's guidelines question was the plan to standardize "separators" or "bumpers" between programming and commercials in children's programs (BROADCASTING, Feb. 5). Board members said the hang-up was over the approach to take, not whether to do it, and that a resolution was expected shortly. The board also heard a presentation of General Mills's views on advertising and programming for children, and turned down an application by Young & Rubicam and the New York Telephone Co. for an exemption from restrictions on astrology, so that they might advertise a dial-a-horoscope type of service offered by the phone company.

### Looking to code on warning signs

A group from the Association of National Advertisers, led by President Peter Allport, called upon the National Association of Broadcasters' TV code board last week to give thought to improving communications that would let viewers know about the content of upcoming TV programming. The group did not suggest a rating or grading system for programs but emphasized its belief that communications with viewers should be improved.



Miss Jones (l) and Representative Margaret Heckler (R-Mass.)

**Few sparks, little illumination.** Anne P. Jones, President Carter's nominee to succeed Margita White as an FCC commissioner, sailed through her confirmation hearing last Friday (Feb. 23) with little trouble—and without giving much indication of the kind of commissioner she will be.

Miss Jones, who is now general counsel of the Federal Home Loan Bank Board, was before the Senate Commerce Committee for some 15 minutes. The questions were not demanding and her answers were general. In response to a question from Senator Howell Heflin (D-Ala.) she said she would like to see television programming offering "intellectual stimulation." As for radio, she said it provides "a vital function" in terms of "news and localism," but suggested "greater diversity" would be desirable—and noted it appears to be technically feasible.

Written answers to 22 questions submitted by the committee in advance indicate Miss Jones has done her homework and is familiar with the issues—although not to the point where she would commit herself on any. In response to a question on spectrum use fees, she said: "At first blush" they would "appear to have considerable merit." But, she added, she is not sure that "all, or even a majority, of the goals" of national telecommunications policy would be met through simple spectrum auctions.

The hearing was not without a touch of controversy. Two Hispanic-American women testified in opposition to Miss Jones's nomination, although they made it clear their concerns went beyond the nominee. Sharleen Maldonado, of the Chicana Forum, Washington, expressed concern that despite what she said was five years of attempting to make their voices heard, members of the Spanish-speaking community have been unable to persuade the government to address their problems of what she called the "Hispanic telecommunications industry." And Nelda Ojeda Wyland, of the United Latin American Citizens, Washington, made it clear Hispanic-Americans want representation on the commission. "This slot belongs to us," she said.

Miss Jones will have to dispose of stock in AT&T (\$5,500 common and \$195 preferred), Western Union (\$152 common), and Aetna Variable (\$312), which owns shares of ABC, IBM and Aetna Life, the last two of which are involved in satellite communications. Her financial record indicates net worth of \$122,789 with total assets of \$170,789.

## 'Roots II': from phenomenal to just sensational

Two years after the phenomenal success of *Roots*, ABC-TV's continuation of the black family saga last week was pulling in sweep-clinching ratings and averaging mid-40's audience shares.

The 14-hour *Roots: The Next Generations* opened on Sunday, Feb. 18, with a 27.8 rating and 41 share against blockbuster competition on both competing networks (see page 87). On Monday, it pulled a 29.5/41 against tough competition from NBC-TV's *Backstairs at the White House*. Confronted with lesser fare on Tuesday, *Roots II* jumped to a 32.7/50, and held up with a 31.8/48 on Wednesday despite facing NBC's highly promoted *From Here to Eternity*. And local overnights for Thursday's segment suggested another national score in the high 40's.

Those numbers represented an average viewership of about 67 million people each night, and decisive nightly victories for ABC as well. Through Wednesday, the network led in the February sweep period with an average rating of 22.8 versus 19.1

for CBS and 17.6 for NBC.

To be sure, *Roots II*'s ratings were not of the magnitude pulled by the original, which averaged 44.9 rating and 66 share from Jan. 23-30, 1977. But ABC's vice president in charge of both miniseries, Brandon Stoddard, said last Thursday he was satisfied with the results. "I'm very pleased," he said. "The numbers are pretty much on target with what we expected, and some are a little better than what we expected."

Two agency executives said, however, that ABC was more optimistic in its projections to advertisers. Jack Otter of SSC&B and Lou Dorkin of Dancer-Fitzgerald-Sample both said ABC was talking about mid-50's shares. Mr. Otter himself had predicted shares in the low 40's; Mr. Dorkin was expecting 60's or better. As it was, Mr. Dorkin thought the \$210,000-\$260,000 price per minute ("Closed Circuit, Feb. 12) turned out to be "a good buy—about what you'd usually pay for C-P-M's in prime time." (The first

*Roots* was one of the biggest advertiser bargains in history; since ABC's "most optimistic" projection for it was about a 36 share, said Mr. Stoddard.)

Besides the heavy competition from the other networks, *Roots II* also was affected by sweep programming from independent stations, Mr. Stoddard believes. "They have a very big stake in this too," he said. "They're not getting huge shares of the audience, of course, but they're nickel and diming you, and three or four share points here and there means a lot."

*Roots II* also was not driving homes using television (HUT) levels up as dramatically as did its predecessor. ABC's research indicated that for the first three episodes, HUT's were only 1%-2% higher than the same days a year ago, although on Wednesday they were 7% higher. For the first *Roots*, HUT's rose as much as 11% on some nights (BROADCASTING, Jan. 31, 1977), but again, the usual scarcity of blockbuster programs in January may have heightened the discrepancy.

*Roots: The Next Generations* was to conclude with two-hour episodes on Friday and Sunday.

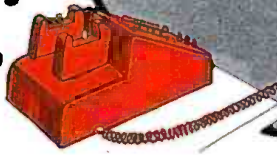


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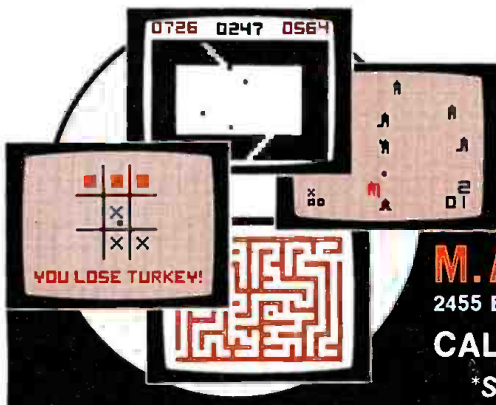
- KING, Seattle
- WXIA, Atlanta
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- KHTV, Houston
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- WAVY, Norfolk
- KMBC, Kansas City
- KSL, Salt Lake City
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- WTVK, Knoxville
- WPTF, Raleigh-Durham
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- WHEC, Rochester
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- KOCO, Oklahoma City
- WLUK, Green Bay
- WBRZ, Baton Rouge
- WSTV, Wheeling-Steubenville
- WEYI, Flint-Saginaw
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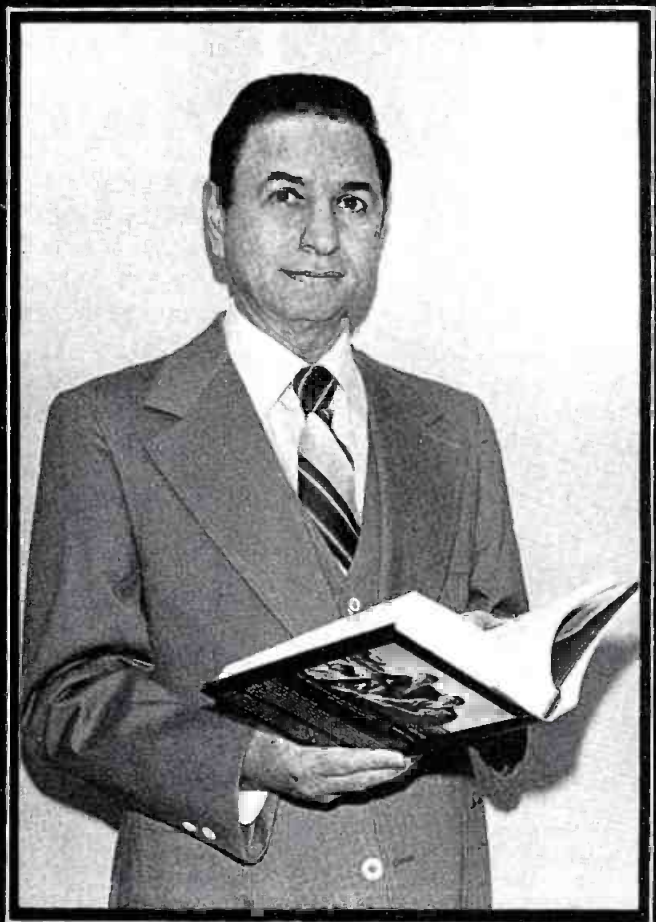
In 1957, the Federal Communications Commission opened the airwaves on a broader scope. The era of UHF stations was about to begin. Pioneering was the "watchword" for a fledgling dimension of the ultra high frequency band, skeptical business advertisers, exploration for more power to propel this new breed of television.

In 1964, only 7 years after the field was opened Bahakel Broadcasting made an unprecedented move. Three bankrupt UHF stations were purchased. Upgrading the properties meant towers and antennas, expertise in engineering, astute business management and dedicated people.

In 1977, WBAK-TV 38 in Terre Haute, Indiana was acquired and joined WCCB-TV-18 in Charlotte, N.C. - WKAB-TV 32 in Montgomery, Alabama - WOLO-TV 25 in Columbia, S.C., making the total of four UHF stations owned and operated by Bahakel Broadcasting which owns and operates sixteen broadcast facilities.

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**WKIN AM**

Kingsport, Tenn.

**WABG**

Greenwood, Miss.

**WCCB-TV CH. 18**

Charlotte, N.C.

**WABG-TV CH. 6**

Greenwood-Greenville, Miss.

**WOLO-TV CH. 25**

Columbia, S.C.

**WBBJ-TV CH. 7**

Jackson, Tenn.

**WKAB-TV CH. 32**

Montgomery, Ala.

**WBAK-TV CH. 38**

Terre Haute, Ind.

## UHF: TV's last frontier

*The ultra high frequency television universe has come to comprise 374 operating stations, 53 others authorized but not yet on the air and 69 million television households. Commercial revenues are approaching the half-billion-dollar mark, and the rate of UHF growth is far exceeding that of any other segment of the television industry. Long television's poorest of poor relations, long segregated from their wealthier VHF cousins by what many perceive as little more than neglect at the FCC, and long the victims of inferior engineering in home television receivers, UHF stations have finally come into their own. They have turned that proverbial corner, and they have done it largely alone, with little help from others and over tremendous obstacles placed in their way.*

*As Richard Block, a television consultant and the former president of UHF-pioneering Kaiser Broadcasting, said, "If someone had tried to think up problems, UHF is what they would have come up with."*

*The first UHF television station to begin broadcasting was KPTV(TV) Portland, Ore., channel 27, which went on the air Sept. 20, 1952 (BROADCASTING, Sept. 22, 1952). It later acquired a channel 12 VHF assignment — on which it broadcasts today. Following in its wake, there are now 158 commercial UHF stations and 216 noncommercial ones. Some of the former are among television's most successful; some still are among its poorest.*

*UHF television is a mixed bag, filled with network affiliates, commercial independents, and public broadcasters. There are plenty of others who wish to join them. According to a survey by BROADCASTING, 207 groups have applied for open UHF frequencies in the country. But 691 channels are still unused and unapplied for. UHF is truly broadcast television's last frontier. As such, it is the likely place where broadcast television will grow in the coming years. Even more likely, it is a place for fortunes to be made. In 1976, the medium had a better than 500% increase in profits.*

*That figure alone could explain why so many are willing to invest their futures in UHF television today, as well as invest large sums competing for channels in larger, more desirable markets. According to the FCC, more than 55 channels are now the subject of competing applications, and, although none has yet, it is conceivable that some of those could become long, drawn-out legal fights. At present, channel 29 in San Antonio is the most heavily contested allocation with nine competing applicants. Several others have four or five applicants. Some contests are further complicated by one applicant's appeal for a subscription television authorization in markets where existing stations have made STV requests.*

*The special report on UHF that follows includes examinations of the present state of its finances (page 44), its programming (page 62) and an extra note on the booming business of subscription television (page 70). The report also offers a look at the medium's history and comments from some of those who have built it (page 72). Finally, the report examines the technological future (page 79).*

## UHF finances: up and up

**As a group, these stations are outpacing the TV industry as a whole in rate of growth of revenues and profits**

According to the FCC's 1977 television industry financial figures, the most recent available, 181 UHF stations reported revenues of \$400,900,000—up 10.6% from their 1976 total of \$363 million, and profits of \$71 million—up 9.6% from \$64.8 million the previous year. Although when compared to the \$1.4 billion income on \$5.9 billion in revenues for the entire industry, the UHF contribution is rather small—5% of income and 7% of revenues—UHF station sales and income have been growing at a significantly faster rate than their VHF counterparts.

In 1977, 474 VHF stations (not including network owned-and-operated outlets) reported a 7.7% increase in revenues and a 6% increase in income. The UHF stations, as indicated above, reported a growth rate several percentage points better. And in 1976, perhaps television's best year ever in terms of real growth, UHF's percentage rates of revenue and income growth rode high—UHF stations reported a 38.2% revenue increase and an extraordinary 557.1% increase in income.

(In dollar terms, of course, the UHF stations are still well behind the other seg-

## State of the art in UHF

The table below presents the entire UHF universe of 365 licensed stations, 62 granted construction permits, 207 applicants for new stations and 691 unapplied-for UHF channels. It was compiled with information supplied by the FCC and other sources and is believed to be complete and up to date as of last week. The state-by-state listings show which, if any, UHF channels are currently occupied and those for which applications have been filed with the FCC. Licensees and construction permit holders are listed in roman type, applicants in italics. Each state's listing is followed by a compilation of all available, unapplied-for channels within it. Where several applicants are competing for a channel, each has been noted. Where an applicant's name is followed by the name of a community—XYZ Broadcasting (Boston), for example—the applicant has asked the commission to reassign a channel to that community. Several entries are footnoted to show the FCC's application cut-off date—the day after which the commission will accept no more applications for a channel. The chart was prepared with the assistance of Karen F. Brooks, paralegal, Dow, Lohnes & Albertson, Washington.

Alabama				
City	Channel	On-air	CP	Licensee/ Applicant(s)
Anniston	40-	WHMA-TV		Anniston Broadcasting Co.
Birmingham	21-			<i>Chapman Radio &amp; TV Co. (Homewood)</i> <i>Birmingham Broadcasting Co.</i> Birmingham TV Corp.
	42+	WBMG		
Demopolis	41*		WIIQ	Alabama ETV Commission
Dothan	18	WDHN		Southeast Alabama Broadcasting Co.
Florence	15	WOWL-TV		Television Muscle Shoals Inc.
	36-*	WFIQ		Alabama ETV Commission
Gadsden	44+			<i>Gadsden Television Inc.</i>
Huntsville	19	WHNT-TV		Northern Alabama Broadcasters Inc.
	25+*	WHIQ		Alabama ETV Commission
	31+	WAAY-TV		Rocket City Television Inc.
	48-	WAFF		American Valley Broadcasting Co.
Louisville	43+*	WGIG		Alabama ETV Commission

**Tradition in the creation of a new business.**

We at Springfield Television Corp. are proud of our new station: KSTU-TV20 in Salt Lake City.

KSTU is a great addition to Salt Lake City's broadcasting community. As an independent, KSTU is bringing more live sports coverage, more motion pictures, more children's programs, specials, and community affairs coverage to America's finest city. And KSTU's first ARB & Nielson will tell you that the people of Utah strongly support our effort.

KSTU's philosophy is the same as Springfield

Television Corp's WKEF in Dayton, Ohio and WWLP in Springfield, Massachusetts: **Sound investment combined with solid programming and creative management results in successful broadcasting.**

America's finest tradition of competition in America's finest city—KSTU-TV20 in Salt Lake City.

**America's finest tradition is taking place in America's finest city**

**TV20**  **20**

# ***KTXL – GROWING EVEN FASTER THAN SACRAMENTO!***



KTXL's net weekly household circulation has increased **816%** over the past 10 years in California/Nevada alone.\*

Households in the Sacramento metro area have increased 36.1% over the past 10 years.\*\*

On top of that, KTXL's Sacramento/Stockton market, as of Jan. '78, ranks:\*\*\*

- 23rd in Total Households
- 25th in Total Effective Buying Income
- 22nd in Total Retail Sales
- 21st in Total Food Sales
- 22nd in Total Automotive Sales
- 15th in Total Drugstore Sales



**KTXL-TV40**

***THE WEST'S LEADING MAJOR MARKET  
UHF INDEPENDENT†***

\* SOURCE: Arbitron Reports for Sacramento/Stockton (N.S.I. not available for 1968.)

\*\* SOURCE: Market Statistics, Inc.

\*\*\* SOURCE: Arbitron Television Markets and Rankings Guide 1977-78

†SOURCE: Arbitron, November 1978. Total Day Share, Top 50 Market.

**Represented Nationally by MMT Sales**

City	Channel	On-air	CP	Licensee/Applicant(s)
Mobile	42*	WEIO		Alabama ETV Commission
Montgomery	20 26+* 32	WCOV-TV WAIO WKAB-TV		Wcov Inc. Alabama ETV Commission Montgomery Independent Television Inc.
Tuscaloosa	33	WCFT-TV		Service Broadcasters Inc.

**Open in Alabama:** Birmingham (62+\*, 68+); Dothan (39+\*, 60-); Florence (26); Gadsden (60-); Huntsville-Decatur (54); Mobile (15+, 21+, 31\*); Montgomery (45-); Munford (16-\*); Opelika (66); Selma (29-); Tuscaloosa (17, 39-\*); Tuscumbia (47-).

### Arizona

Phoenix	15- 21 33		KNXV-TV KPAZ-TV KTVW-TV	New Television Corp. Trinity Broadcasting of Arizona Inc. The Seven Hills TV Co.
---------	-----------------	--	-------------------------------	--

**Open in Arizona:** Ajo (23-\*); Coolidge (43\*); Douglas (28\*); Flagstaff (16\*); Globe (14+\*); Holbrook (18+\*); Kingman (14-\*); McNary (22+\*); Nogales (16+\*); Page (17\*); Parker (17-\*); Phoenix (39\*); Prescott (19\*); Safford (23+\*); Tucson (18-, 27-\*, 40); Yuma (16-\*).

### Arkansas

Fayetteville	29+ 36		KTVF KTVF	Noark Investment Co. Noark Investment Co.
Fort Smith	24+ 40-		KLMN KFPW-TV	MCM Broadcasting Co. KFPW Broadcasting Co.
Jonesboro	19+*		KTEJ	Arkansas ETV Commission

**Open in Arkansas:** Batesville (17\*); El Dorado (18-, 30+\*); Harrison (31+\*); Hot Springs (20\*, 26); Little Rock (16-, 36\*); Pine Bluff (25-, 38-, 28+\*).

### California

Anaheim	56-		KGOF	Golden Orange Broadcasting Inc.
Bakersfield	17 23- 29		KPWR-TV KERO-TV KBAK-TV	Gillett Broadcasting of California Inc. McGraw-Hill Broadcasting Co. Harriscope Broadcasting Co.
Chico	24			Superior Broadcasting of California

ments of the industry. Total 1975 income for 188 reporting UHF's, for example, was only \$9.9 million—versus \$105.7 million for the 15 network-owned TV stations alone.)

Also in 1977, 127 UHF stations reported making profits (one—an independent—making more than \$5 million) and 46 reported losses, with six losing more than \$400,000. Thus, 73.4% of the UHF stations reported profits for the last reporting period. That, too, compares favorably with the 1976 figures when 66.9% of the stations reported profits.

A further breakdown of those figures suggests that while on the whole a network-affiliated UHF may be more likely to produce income than an independent, there is considerable room for UHF independents to make substantial profits. In 1977, 13 independents reported profits exceeding \$1.5 million while only one affiliate did. Over-all, 38 independents reported profits (67.9%) and 18 reported losses (32.1%). Among the affiliated UHF stations, 89 (76.1%) reported making a profit while 28 (23.9%) reported losses.

The comparable figures for 1976 showed that 10 independents had profits in excess of \$1.5 million and, again, only one affiliate did. That year, 68.4% of the affiliates made money, and 31.6% did not. Among the independents, the percentages were 63.9% and 36.1%, respectively.

While UHF revenues and income are rising, so are expenses—and, again, sig-

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 HEPBURN**  
**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 HEPBURN**  
**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 HEPBURN**  
**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

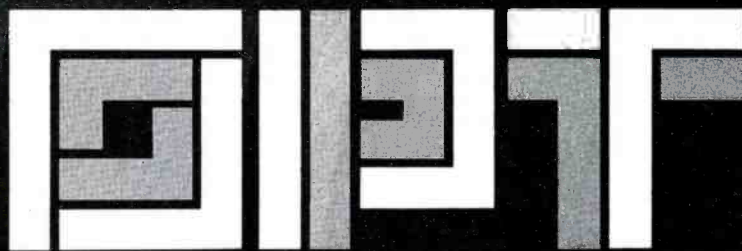
The undersigned initiated this transaction and represented the seller in the negotiations.

**THE**  
**TED HEPBURN**  
**COMPANY** Cincinnati, Ohio

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

# Knowledge and ability in UHF!

**THE**  
**TED HEPBURN**  
**COMPANY** Cincinnati, Ohio



## OPERATION PRIME TIME

OPT has come a long way since that history-making day in 1976, when it was formed to organize a consortium of television stations for the purpose of producing top quality prime time programs for local station use. Under its aegis, four major television prime time mini-series have already been produced by MCA-TV/Universal and scheduled on lineups of over 90 stations covering over 85% of all U.S. TV households. The four projects in 1977 and 1978 proved beyond doubt that local stations can produce hit programs with the audience appeal and quality of the best of network fare.



# NOW OPT PRESENTS FIVE MAJOR T.V. MINI-SERIES EVENTS FOR 1979 & 1980

# OPT I&II / 1977-1978

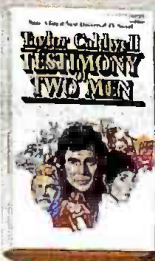
## A RATING SUCCESS IN ALL SEASONS

### Program

### Competitive Challenge

### Results

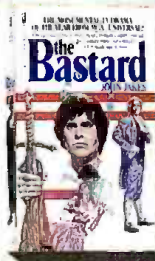
MAY,  
1977



To attract network size audiences first time out against record number of network specials.

**Immediate Rating Success**—beating the networks in many markets—achieving a national rating close to the 3 network average.\*

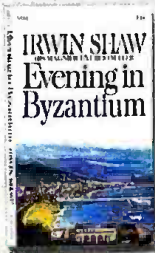
MAY,  
1978



To surpass OPT's own excellent May '77 rating performance in the face of stiffer competition from network specials, including CBS' highly promoted "Dain Curse."

**A national rating 30% higher than the 3-network May, '78 average, a rating higher than over 80% of the regularly scheduled shows and specials aired that month. Locally**—outdrew 2 of 3 networks in its time period in 76% of all markets where ratings could be compared. **Creative Praise**—nominated for a Golden Globe Award as 1978's Best Motion Picture made for TV.

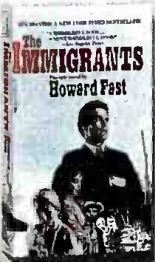
AUGUST,  
1978



To maintain big audience delivery despite low summer viewing levels.

**A surprising 18 rating nationally**—beating all 3 networks—averaging over 20% higher rating than the 3-network average for August. Outstanding shares in N.Y. and L.A. overnights.

NOVEMBER,  
1978



The acid test—to score high ratings against the toughest first-run network competition of the year during a crucial Fall sweep rating period.

**A historical sweep achievement**—actually beating the national rating average for all prime time shows on one of the 3 major national networks, in the most important rating period of the year. Equalled or bettered the prime time average on half of all the CBS and NBC affiliates carrying OPT. **Creatively**—nominated along with "The Bastard" for a Golden Globe Award as 1978's Best Motion Picture Made for TV.

★ OPT PROJECTS HAVE STAR POWER ★

die Albert • Richard Anderson • Ina Balin • Noah Beery • Ralph Bellamy • J.D. Cannon • Kim Cattrall • Michael Cole • William Daniel  
• Dan Dailey • Steve Forrest • Sharon Gless • Erin Gray • Lorne Greene • James Gregory • Randolph Mantooth • Roddy McDowall  
• Cameron Mitchell • Simon Oakland • Eleanor Parker • Barbara Parkins • Donald Pleasence • Linda Purf • Andrew Stevens • Greg

Sources: NSI reports; NTI regular and specially commissioned reports in May, 1977 and 1978; August, 1978; NTI regular and special reports from November 13 to December 10, 1978. All above national NTI ratings compared are on a program station basis. OPT ratings include double-run of episode wherever scheduled. 3-Network prime time averages measured from 8-11 pm Mon-Sat, 7-11 pm Sun (EST & EDT).

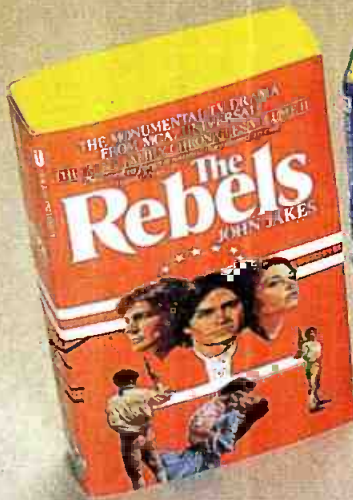


OPT III / 1979-1980

# A PROGRAMMING PLAN FOR ALL SEASONS

1. MAY, 1979

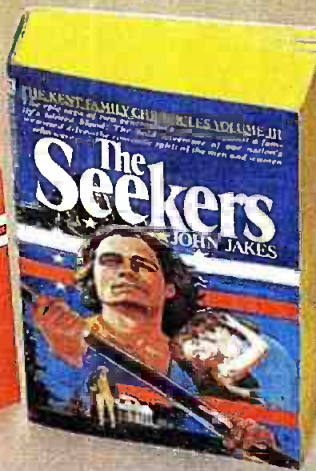
4 hours, 2 episodes  
Produced by  
MCA-TV/Universal



Book II of JOHN JAKES' best-selling Americana series has a huge, avid audience eagerly awaiting this sequel to "THE BASTARD." Andrew Stevens returns as Philip Kent, along with a star-studded cast including Doug McClure ... Richard Basehart ... Tom Bosley ... Kim Cattrall ... Peter Graves ... Joan Blondell ... Robert Vaughn ... Jim Backus.

2. NOVEMBER, 1979

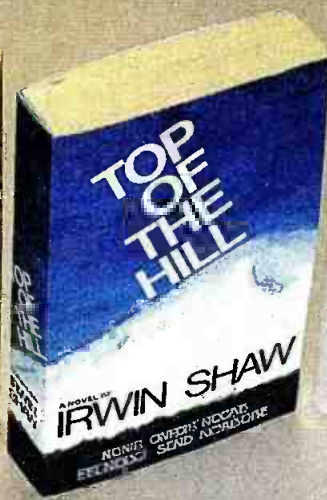
4 hours, 2 episodes  
Produced by  
MCA-TV/Universal



Book III in JAKES' Kent Family Chronicles continues the epic saga of two generations in the bold adventure and romantic spirit of America's westward pioneers.

3. FEBRUARY, 1980

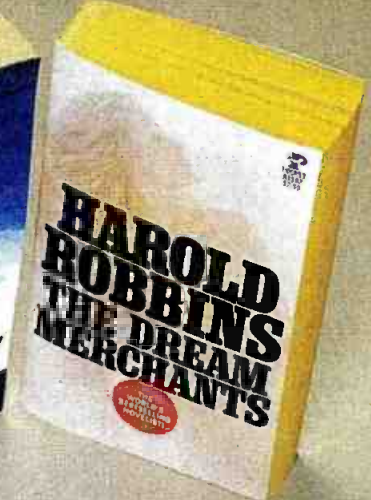
4 hours, 2 episodes  
Produced by  
Paramount Television



An original TV script written especially for OPT by one of America's most popular authors, IRWIN SHAW. This incisive personal drama is set in the breathtaking atmosphere of the 1980 Olympics at Lake Placid.

4. MAY, 1980

4 hours, 2 episodes  
Produced by Columbia  
Pictures Television



A towering best-seller about the dynamic entrepreneurs and creative talents who pioneered and developed the American film industry. The author is the world's best-selling novelist, HAROLD ROBBINS.

5. NOVEMBER, 1980

A FIFTH EVENT DRAMATIZING A CURRENTLY POPULAR MAJOR WORK BY A MAJOR AUTHOR.

★ OPT PROJECTS ARE HIGHLY PROMOTABLE ★

an Strasberg • Barry Sullivan • Joan Van Ark • Theodore Bikel • David Birney • Lloyd Bochner • Peter Bonerz • Tom Bosley • Gloria  
illand • Keenan Wynn • Kevin Dobson • Buddy Ebsen • Vince Edwards • Glenn Ford • Harry Guardino • Olivia Hussey • Shirley Jon  
a • Stephen Macht • Patrick Macnee • Harry Morgan • Patricia Neal • Kathleen Nolan • Margaret O'Brien • Pernell Roberts • John S

# MORE STATIONS THAN EVER BEFORE!!!

**97 STATIONS: 27 NBC • 29 CBS • 15 ABC • 26 IND.**

- Covering approximately 90% of all U.S. T.V. households
- Have already committed for OPT's 5 new Prime Time Projects for 1979 & 1980

## OPT III STATION LINEUP FEBRUARY 1, 1979

MARKET	STATION	AFFIL.	MARKET	STATION	AFFIL.	MARKET	STATION	AFFIL.
New York	WPIX	I	New Orleans	WDSU-TV	N	Albuquerque	KOAT-TV	A
Los Angeles	KCOP	I	Oklahoma City	KTVY	N	South Bend-Elkhart	WNDU-TV	N
Chicago	WGN-TV	I	Orlando-Daytona Beach	WDBO-TV	C	Youngstown	WYTV	A
Philadelphia	WPHL-TV	I	Wilkes Barre-Scranton	WBRE-TV	N	West Palm Beach	WPTV	N
San Francisco	KTVU	I	Raleigh-Durham	WTVD	C	Bristol-Kingsport-Johnson City	WKPT-TV	A
Boston	WLVI-TV	I	Louisville	WDRB-TV	I	Evansville	WFIE-TV	N
Detroit	WJBK-TV	C	Charleston-Huntington	WSAZ-TV	N	Peoria	WRAU-TV	A
Washington, D.C.	WDCA-TV	I	Albany-Schenectady-Troy	WAST	C	Lexington	WKYT-TV	C
Cleveland	WUAB-TV	I	Dayton	WHIO-TV	C	Tucson	KZAZ	I
Dallas-Ft. Worth	KTVT	I	Norfolk-Portsmouth- Newport News-Hampton	WTAR-TV	C	Greenville-New Bern- Washington	WITN-TV	N
Pittsburgh	WIIC-TV	N	Salt Lake City	KSL-TV	C	Austin, Tex.	KVUE-TV	A
Houston	KHTV	I	Birmingham	WBRC-TV	A	Ft. Wayne	WPTA	A
St. Louis	KPLR-TV	I	San Antonio	KENS-TV	C	Columbia, S.C.	WIS-TV	N
Minneapolis-St. Paul	KSTP-TV	A	Tulsa	KTEW	N	Colorado Springs-Pueblo	KRDO-TV	C
Miami	WTVJ	C	Greensboro-Winston Salem- High Point	WFMY-TV	C	El Paso	KDBC-TV	C
Atlanta	WSB-TV	N	Wichita-Hutchinson	KARD-TV	N	Wichita Falls-Lawton	KFDX-TV	N
Tampa-St. Petersburg	WTOG-TV	I	Flint-Saginaw-Bay City	WNEM-TV	N	Joplin-Pittsburgh	KTVJ	C
Seattle-Tacoma	KSTW-TV	I	Toledo	WDHO-TV	A	Savannah	WSAV-TV	N
Baltimore	WBAL-TV	N	Syracuse	WTVH	C	Amarillo	KFDA-TV	C
Indianapolis	WTTV	I	Jacksonville	WJXT	C	Montgomery	WSFA-TV	N
Denver	KWGN-TV	I	Rochester	WHEC-TV	C	Beaumont-Port Arthur	KJAC-TV	N
Portland, Ore.	KPTV	I	Green Bay	WBAY-TV	C	Charleston, S.C.	WCSC-TV	C
Hartford-New Haven	WFSB-TV	C	Roanoke-Lynchburg	WDBJ-TV	C	Wilmington	WWAY-TV	A
Sacramento-Stockton	KTXL	I	Omaha	WOWT	C	Corpus Christi	KPIS-TV	N
Milwaukee	WTVV	I	Fresno	KMPH-TV	I	Honolulu	KGMB-TV	C
Cincinnati	WKRC-TV	A	Springfield-Decatur- Champaign	WICS-TV	N	Las Vegas	KLAS-TV	C
Kansas City	KBMA-TV	I	Johnstown-Altoona	WJAC-TV	N	Boise	KIVI	A
San Diego	XETV	I	Davenport-Rock Island-Moline (Quad City)	WHBF-TV	C	Ft. Myers	WEVU-TV	A
Buffalo	WUTV	I	Spokane	KREM-TV	C	Reno	KCRL-TV	N
Nashville	WZTV	I	Paducah-Cape Girardeau- Harrisburg	WPSD-TV	N	Odessa-Midland	KMID-TV	N
Providence	WJAR-TV	N				Missoula-Butte	KECI-TV	N
Columbus, Oh.	WTVN-TV	A				Idaho Falls	KPVI	A
Phoenix	KPHO-TV	I				Twin Falls	KMVT	C-N
Charlotte	WBTV	C						

## WITH MORE TO COME!

**IF** You're a station in a market not listed and, like the above impressive lineup, want to expand your prime time inventory with premium, in-program positions...

**IF** You're an advertiser, impressed with the consistent winning OPT track record, and want more information about participation in any or all OPT markets...

**CALL: AL MASINI • DENNIS FITZSIMONS • MARY JANE HASTINGS • 212/759-8787**

nificantly faster than most other segments of the television industry. In 1977, expenses for the 181 reporting UHF stations totalled \$329.8 million—82% of their revenues. For the industry as a whole, however, expenses accounted for only 76% of revenues. Furthermore, UHF expenses rose 10.6% from 1976 to 1977. (That figure is lower than the 13.7% rise reported for the entire industry, but the bulk of that increase was in the networks, which had a 19.4% rise. The O&O's and the 474 reporting VHF stations had expense increases of 8% and 8.6%, respectively.)

Among the UHF stations, 14.8% of expenses were attributed to technical operations. The VHF's, however, reported that 11.5% of their expenses were for technical operations, and the O&O's were even lower with 11.3%. General and administrative costs accounted for 52% of the total UHF expenses. That figure was well above the 33% for the VHF's and 18.7% for the O&O's.

Relatively fixed costs for UHF operations run well ahead of those for other stations. Technical, general and administrative costs for the UHF's totalled \$217,986,000 or 54% of their total revenues. The same expenses for the VHF stations were 30% of revenues, and for the O&O's 21%.

**A sign of U's maturity:  
94% penetration over-all, and  
holding their own and then some  
against V's in many markets**

Like UHF's financial fortunes, its audience also is on the increase. According to the fall 1978 Arbitron Television Census, there were 69,331,600 UHF television households, 94% of the American television universe of 74 million homes. In 1974, 89% of the the television homes could receive UHF signals. The UHF total was 61.6 million homes. In the 1978 report, several of the larger areas of dominant influence were reported to have better than 95% UHF penetration. Among those were Atlanta, Baltimore, Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia and Washington. Smaller ADI's above the 95% mark included: Baton Rouge; Birmingham, Ala.; Fresno, Calif.; Harrisburg-York-Lancaster-Lebanon, Pa.; Jacksonville, Fla.; Louisville, Ky.; Milwaukee; the Tidewater area of Virginia; Providence, R.I.; Rochester, N.Y.; San Diego; South Bend-Elkhart, Ind.; Tampa-St. Petersburg, Fla.; Wilkes Barre-Scranton, Pa., and Youngstown, Ohio. Arbitron reported only four ADI's with less than 80% UHF penetration.

There is evidence to suggest as well that UHF stations, affiliates and independents, can maintain respectable standings against the competition in their markets. Average weekly ADI ratings and shares and total survey area viewing households for some selected UHF stations are:

■ WBMG(TV) Birmingham, Ala., a channel 42 CBS-TV affiliate in a market with 14% cable penetration, had an average rating of 4, a 13 share and was

City	Channel	On-air	CP	Licensee/Applicant(s)
Concord	42			<i>Bohannon Broadcasting Co. First Century Broadcasting Co.</i>
Corona	52	KBSC-TV1		Oak Broadcasting Systems Inc.
Fontana	40	KTBN-TV		International Panorama TV Inc.
Fresno	18+* 24 30+ 47 53	KMTF KMJ-TV KFSN-TV KJEO KAIL		Fresno County Board of Education McClatchy Newspapers Capital Cities Communications Inc. Retlaw Enterprises Inc. Trans-America Broadcasting
Hanford	21	KFTV		Spanish International Communications
Los Angeles	22 28* 34 58- 68-*	KWHY-TV1 KCET KMEX-TV KLCS		Coast TV Broadcasting Corp. Community Television of Southern Calif. Spanish International Communications Los Angeles Unified School District <i>Quality Public Broadcasting Corp.</i>
Modesto	19-	KLOC-TV		KLOC Broadcasting Co.
Oxnard	63+		KTIE	Limitless Learning
Palm Springs	36- 42	KMIR-TV KESQ-TV		Desert Empire Television Corp. Sulmeyer & Kupetz
Riverside	46	KBSA		Broadcasting Service of America (Guasti)
Sacramento	31- 40-	KMUV-TV KTXL		Channel 31 Inc. Camellia City Telecasting Inc.
Salinas	35- 56*		KHIJ	<i>KLOC Broadcasting Co. Leejon Broadcasting Co.</i> Monterey County Board of Education (Salinas-Monterey)
Salinas-Monterey	46-	KMST		Monterey-Salinas TV Inc.

# Affiliates Make More Money Than Independents ...so AFFILIATE!

Call, Write, Wire... Find out how you can join the growing family of SelectTV Affiliates on the way to bigger income by adding Pay-TV income to your station's revenue. You'll make more from selling time to us than to advertisers.

We are now signing affiliates to the SelectTV PAY-TV Network. Get the complete story, including an analysis of the cash flow potential for your station.\*

Contact **Malcolm C. Klein**  
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# April 16

## The Balance of Trade in TV Programing

### Part I

In advance of the 15th annual MIP-TV exhibition in Cannes (April 20-26)<sup>®</sup>—the international program(me) market—

BROADCASTING will present a special report on the overseas action for American TV programing. Who the sellers are. Who the buyers are. What programs will be on the block (or "in the stands")

With a special distribution to delegates at the Palais des Festivals.

# April 30

## The Balance of Trade in TV Programing

### Part II

A special report on MIP-TV itself, prepared on the scene and showcasing the newest entries in the worldwide competition for the TV viewer.

You belong in

# Broadcasting

April 16/30

City	Channel	On-air	CP	Licensee/Applicant(s)
San Bernardino	18-	KSCI		Global Television Inc. San Bernardino Community College Faith Center
	24-*	KVCR-TV		
	30	KHOF-TV		
San Diego	15*	KPBS-TV		California State University Kcst-TV Inc. Gross Broadcasting Co.
	39	KCST-TV		
	51		KJOG-TV	
San Francisco	14	KDTV		Bahia de San Frisco TV KEMO-TV Inc. Lincoln TV Inc. KQEC Inc. Faith Center Field Communications Corp.
	20-	KEMO-TV		
	26-	KTSF-TV		
	32+*	KQEC		
	38	KVOF-TV		
44-	KBHK-TV			
San Jose	36	KGSC-TV		Continental Urban TV National Group TV Inc. Santa Clara Board of Education
	48-		KSTS	
	54*	KTEH		
San Mateo	60*	KCSM-TV		San Mateo Community College
Santa Ana	40			<i>International Panorama TV Inc. Saddleback Broadcasting Co.</i>
	50-*	KOCE-TV		Coast Community College District
Santa Rosa	50-			<i>Sonoma Broadcasting Inc. Galaxy Broadcasting System</i>
Stockton	64			<i>Family Stations Inc.</i>
Tulare	26+	KMPH		Pappas Telecasting Inc.
Vallejo-Fairfield	66 <sup>2</sup>			Redwood Television Ministries Inc. <i>Golden State TV Inc. Bay Area Community TV Inc. Bay Area Telesystems Inc.</i>
Ventura	16+ <sup>2</sup>			<i>KEMO-TV Inc. Asian International Broadcasting Corp. CA Broadcasting Corp. Channel Islands TV Corp.</i>

**Open in California:** Bakersfield (39-\*); Barstow (35+\*); Bishop (14-\*); Blythe (22-\*); Brawley (26\*); Chico (18\*, 30-\*); Coalinga (27-\*); Cotati (22-\*); Fort Bragg (17+\*); Indio (19+\*); Modesto (23+\*); Redding (16); Ridgecrest (25\*); Riverside (62\*); Sacramento (15); Salinas-Monterey (67-); San Jose (65); San Luis Obispo (15-\*); Santa Barbara (14, 20\*, 32\*); Santa Cruz (16-\*); Santa Rose (62\*); Stockton (58); Susanville (14\*); Visalia (43\*); Watsonville (25+\*); Yreka City (20+\*).

### Colorado

Boulder	14 <sup>2</sup>			<i>Family Television Inc. Rocky Mountain 14 Inc. CS TV Inc. Boulder Telecasting Corp.</i>
Denver	20 <sup>3</sup> 31			<i>American TV &amp; Communications Corp. Trinity Broadcasting of Denver Inc. La Unidad Broadcasting Corp.</i>
Fort Collins	22+			<i>Satellite &amp; Outreach Ministries Inc. (Loveland)</i>

**Open in Colorado:** Alamosa (16\*); Colorado Springs (21); Craig (16+\*); Denver (41\*); Durango (20-\*); Glenwood Springs (19+\*); Grand Junction (18+\*); Gunnison (17-\*); La Junta (22+\*); Lamar (14-\*); Leadville (15-\*); Montrose (22\*); Pueblo (26+, 32-); Salida (23+\*); Sterling (18+\*); Trinidad (24\*).

### Connecticut

Bridgeport	43-3 49-*			<i>Hi Ho Television Corp. Bridgeways Communications Corp. Connecticut Educational Telecommunications Corp.</i>
			WEDW	
Hartford	18- 24*	WHCT-TV		Faith Center Connecticut Educational Telecommunications Corp.
			WEDH	
New Britain	30+	WVIT		Viacom Broadcasting Inc.
New Haven	59+ 65*		WTVU	Import Systems Inc. Connecticut Educational Telecommunications Corp.
			WEDY	
Norwich	53*	WEDN		Connecticut Educational Telecommunications Corp.
Waterbury	20	WATR-TV		Thomas Television Inc.

**Open in Connecticut:** Hartford (61+); New London (26+).

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## Delaware

City	Channel	On-air	CP	Licensee/Applicant(s)
Seaford	38			John R. Powley URC Management Corp.

Open in Delaware: Dover (34\*); Wilmington (61).

## District of Columbia

Washington	14- 20+ 26-*	WDCA-TV WETA-TV		Washington Christian TV Outreach Inc. Channel 20 Inc. (Taft Broadcasting) Greater Washington Educational Telecommunications Assn. Inc. Howard University Lee W. Cowan, Trustee in Bankruptcy
	32+* 50		WHMM WGSP-TV	

## Florida

Clearwater	22		New	Christian TV Corp.
Cocoa	52			Astro Enterprises Inc. Good Life Broadcasting Inc.
Fort Lauderdale	51	WKID		CBTV Corp.
Fort Myers	20+ 30*	WBBH-TV		Broadcasting-Telecasting Services Inc. University of South Florida
Fort Pierce	34	WTVX		Indian River Television Inc.
Gainesville	20	WCJB		Gainesville Television Inc.
Jacksonville	17 30+ 47-	WJKS-TV	New	Rust Craft Broadcasting Co. Crown Broadcasting Corp. Christian TV of Jacksonville Inc.
Leesburg	55			Sharp Communications Inc.
Miami	17- 23- 33	WLRN-TV WLTV		Dade County School Board Spanish International Communications Corp. Coral Television Corp. Miami STV Inc. Contemporary Television Broadcasting Inc. Lester Sumrall Evangelistic Association Inc. Caloosa Television Corp.
Ocala	51-		WOCA-TV	Gator Broadcasting Corp.
Orlando	24- 35+	WMFE-TV WSWB-TV		Florida Central East Coast ETV Edward F. Starr Jr., receiver
Pensacola	23*	WSRE		Pensacola Junior College, Trustees
St. Petersburg	38			Sun Coast 38 Inc. Bay TV Inc.
	44+ 40	WTOG WXLT-TV		Hubbard Broadcasting Inc. Sarasota-Bradenton TV Co. Inc.
Tallahassee	27+	WECA-TV		Allen Communications Inc.
Tampa	16* 28	WUSF-TV		University of Southern Florida Suncoast Telechoice Inc. Family TV Corp. Inc. Tampa Broadcasting Corp.
West Palm Beach	25+ 42+*			Malrite of Florida Inc. Public Broadcasting Foundation of Palm Beach Community TV Foundation of Southern Florida Wilshire Corp. (Palm Beach).
	53			

Open in Florida: Boca Raton (14\*, 62+\*); Bradenton (19\*); Cocoa (18-\*, 26); Fort Pierce (21-\*, 26); Jacksonville (59\*); Key West (16+, 22+); Lake City (41\*); Lakeland (32); Leesburg (45-\*, 56); Madison (36-\*, 56); Marianna (16+\*); Melbourne (43+, 56); New Smyrna Beach (15+\*); Orange Park (25); Ocala (29\*); Palatka (42\*); Panama City (28-); Pensacola (33+, 44); Sebring (27\*); Tallahassee (40+).

## Georgia

Albany	19- 31		WJFT-TV WTSG	Southwest Broadcasting Inc. Southeast Broadcasting Co.
Atlanta	17- 30* 36 46- 57+* 694	WTCG WETV	WATL-TV WANX-TV	Turner Communications Corp. Atlanta Board of Education US Communications of Georgia Inc. Christian Broadcasting Network Amistad Productions Inc. Channel 69 of Georgia Inc. Telechoice of Georgia Inc. Broadcasting Corp. of Georgia Inc. CLW Communications Group Supreme Broadcasting Enterprises Inc.

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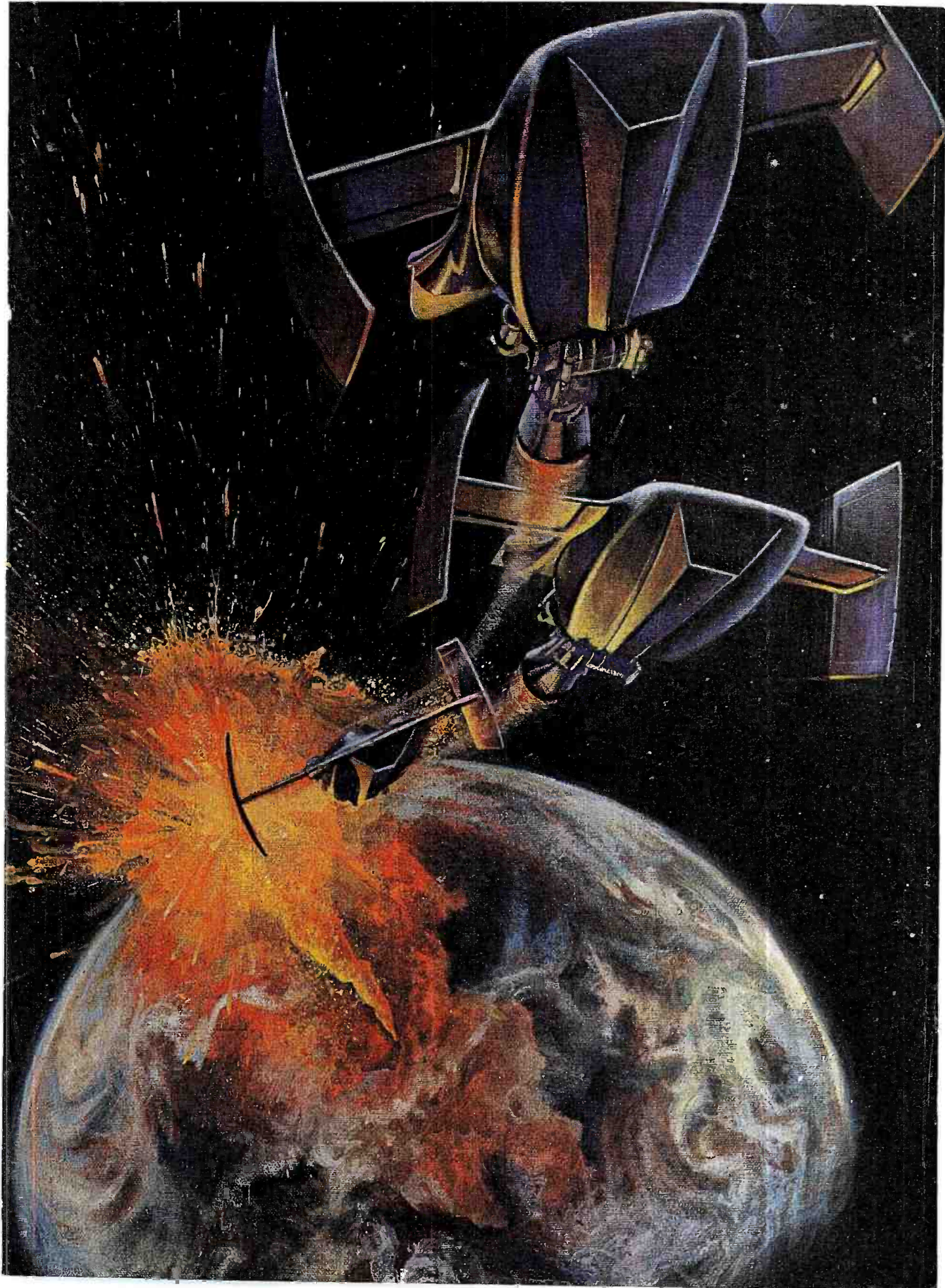
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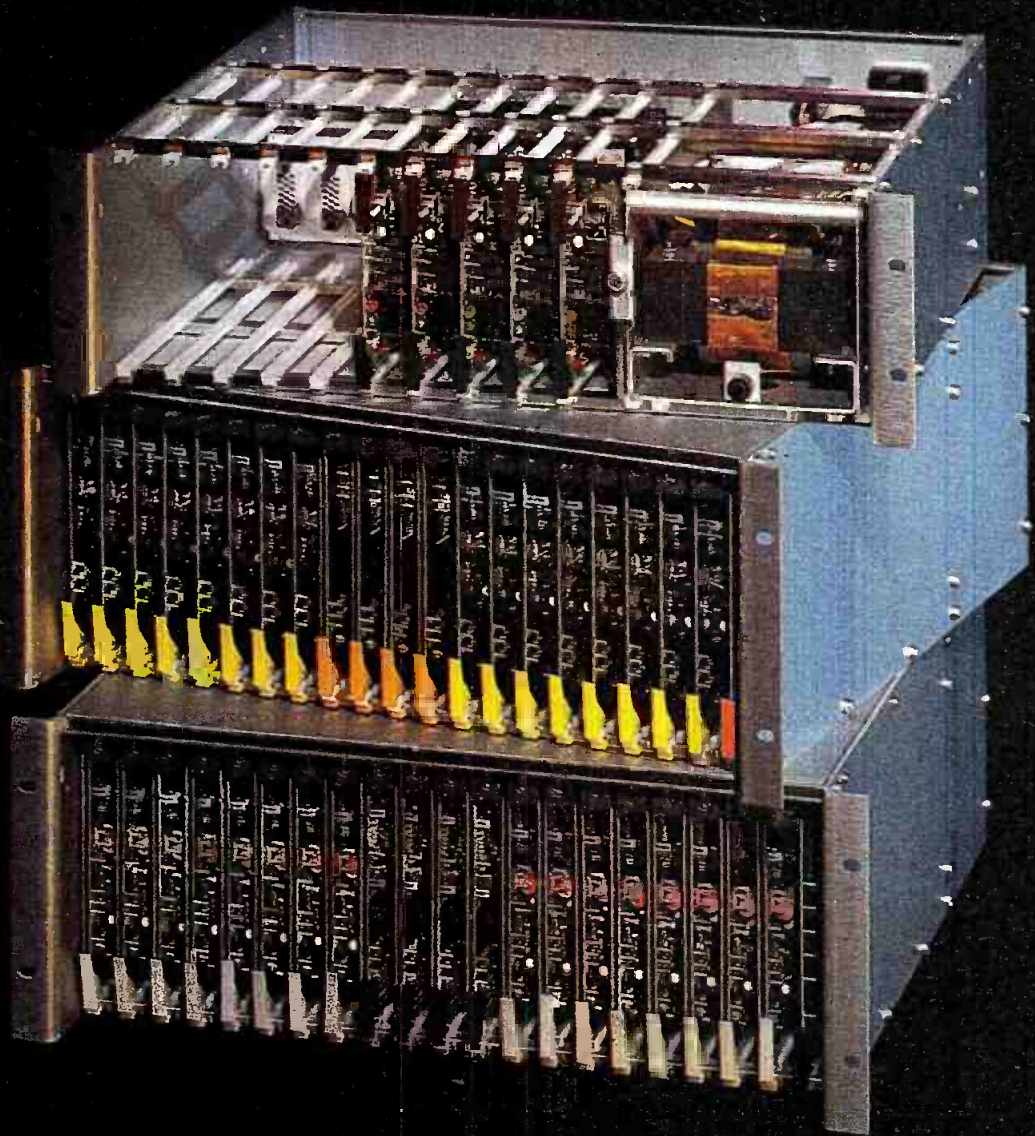
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City	Channel	On-Air	CP	Licensee/Applicant(s)
Augusta	26	WATU-TV		Augusta Telecasters Inc.
Chatsworth	18-	WCLP-TV		Georgia State Board of Education
Cochran	15*	WDCO-TV		Georgia State Board of Education
Columbus	28* 38+	WJSP-TV WYEA-TV		Georgia State Board of Education American Eagle Broadcasting Co.
Dawson	25*	WACS-TV		Georgia State Board of Education
Macon	24+ <sup>5</sup> 41+	WCWB-TV		<i>Russell-Rowe Communications Inc.</i> <i>Middle Georgia Communications Inc.</i> Bibb TV Inc.
Pelham	14-	WABW-TV		Georgia State Board of Education
Savannah	22	WJCL		Lewis Broadcasting Corp.
Valdosta	44-			<i>Peachtree Telecasting Inc.</i>
Wrens	20-	WCES-TV		Georgia State Board of Education

**Open in Georgia:** Ashburn (23+\*); Athens (34); Augusta (54-); Brunswick (21); Carrollton (49-); Cedartown (65-); Columbus (48\*, 54+); Draketown (27-); Elberton (60+); Flintstone (51-); Lafayette (35\*); Macon (47+); Rome (14+); Royston (22); Savannah (28-); Toccoa (32-, 68-); Valdosta (33\*); Vidalia (18+); Young Harris (50+).

### Hawaii

Honolulu	26			<i>Mauna Kea Broadcasting Co.</i>
----------	----	--	--	-----------------------------------

**Open in Hawaii:** Hilo (14+, 20+, 26+, 32+\*, 38+\*); Honolulu (14, 20, 32, 38\*, 44\*); Lihue (15-, 21-, 27-, 67\*); Wailuku (15, 21, 27\*, 33\*).

**Open in Idaho:** Boise (14); Burley (17+\*); Coeur D'Alene (26+\*); Filer (19-); Grangeville (15-); Idaho Falls (20, 33+\*); Pocatello (15, 25+, 31-); Preston (28\*); Sandpoint (16+); Weiser (17\*).

### Illinois

Aurora	60 <sup>5</sup>			<i>Aurora Chicago Telecasters Inc.</i> <i>Metrowest Corp.</i> <i>Hispanic American Television (West Chicago)</i> <i>Latin American Communications Inc. (West Chicago)</i> <i>College of DuPage (Glen Ellyn)</i>
Bloomington	433			<i>Grace Communications Corp.</i>
Champaign	15-	WICD		Plains TV Corp.
Chicago	20* 26 32 38- 44	WCME WCIU-TV WFLD-TV WCFC-TV WSNS		Chicago Metropolitan Higher Education Council Wiegel Broadcasting Co. Field Communications Corp. Christian Communications of Chicago Video 44
Decatur	17	WAND		WAND Television Inc.
Dekalb	48			<i>Northern Illinois Public Telecommunications Corp.</i>
Edwardsville	18-			<i>Southwestern Illinois Public TV Inc.</i>
Freeport	23	WIFR-TV		WIFR Television Inc.
Jacksonville	14		WJPT <sup>2</sup>	West Central Illinois Educational Telecommunications Corp.
Joliet	66+ <sup>2</sup>			<i>Lago Grande Television Co.</i> <i>Focus Broadcasting Corp.</i> <i>Channel 66 of Illinois</i> <i>American TV and Communications Corp.</i>
Macomb	22+* 27		New	Western Illinois University <i>Dennis F. Doelitzsch</i>
Moline	24-		WQPT	Western Illinois University
Onley	16-	WUSI-TV		Southern Illinois University
Peoria	19 25+ 31+ 47- <sup>7</sup>	WRAU-TV WEEK-TV WMBD-TV WTVP <sup>2</sup>		Forward of Illinois Inc. Mid-American TV Co. Midwest TV Inc. Illinois Valley Public Television Commission
Rockford	17- 39	WTVO	WQRF-TV	Winnebago TV Corp. Lloyd Hearing Aid Corp.
Springfield	20+ 55+	WICS	New	Plains TV Corp. Windmill Broadcasting Co.

viewed in 14,000 homes. Birmingham has three VHF stations—two network affiliates and one noncommercial outlet.

■ In Sacramento, Calif., channel 40 independent KTXL(TV) competes with two VHF affiliates, a noncommercial VHF and an independent Spanish-language UHF. KTXL had an average rating of 4 and an average share of 12. It reached 31,000 homes. Its ADI has 18% cable penetration.

■ An ABC-TV affiliate on channel 17, WJKS-TV Jacksonville, Fla., reported a 5 rating and an 18 share in a market with 10% cable penetration. It, too, competes against two affiliated VHF's and a noncommercial VHF.

■ Channel 32 independent WFLD-TV Chicago competes against five VHF stations (including three network-owned outlets) and four other UHF's. Its average rating was a 4 and its average share 10, reaching 110,000 homes. The Chicago ADI has 3% cable penetration.

■ KBMA-TV Kansas City, Mo., a channel 41 independent in a market with three VHF's and a noncommercial UHF, had a 3 rating and an 11 share. On the average, it reached 29,000 homes. Kansas City has 12% cable penetration.

■ WMGC(TV) Binghamton, N.Y., an ABC-TV channel 34 affiliate in a market with 49% cable penetration, had an average rating of 3 with a 9 share. It reached 4,000 households. The station competes against one affiliated VHF, an affiliated UHF and a noncommercial UHF.

■ The NBC-TV affiliate in Charlotte, N.C., WRET-TV, had a 3 rating and an 11 share, reaching 20,000 homes. In a market with 9% cable penetration, the channel 36 station competes against two affiliated VHF's and two other UHF stations.

### Buyer interest in U's is at an all-time high with the price for a facility averaging \$3.6 million last year and more interest from group owners

Concurrent with the improved financial condition of the UHF sector and the increased circulation, the UHF station-trading market is healthy. Last year 24 UHF stations were sold in deals totalling \$86,881,769. The average transaction was worth \$3.6 million.

The largest deal of the year was Viacom International's buy of WHNB-TV New Britain, Conn. (Hartford), for \$15,450,000. The sale was approved by the FCC last March.

The Superior Tube Co. sold WDCATV Washington to Taft Broadcasting Co. for \$13.5 million, and Metromedia bought KDOG-TV Houston for \$11 million. UHF prices ran the gamut, however.

The smallest deal of 1978 was for WLRE(TV) Green Bay, Wis. (not on the air), for \$2,617. Others ranged up to the \$10-million buy of WPHL-TV Philadelphia by Colony Broadcasting Co.

Joseph Sitrick, a vice president of Blackburn & Co., a Washington-based media brokerage firm, points to two other

# 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).

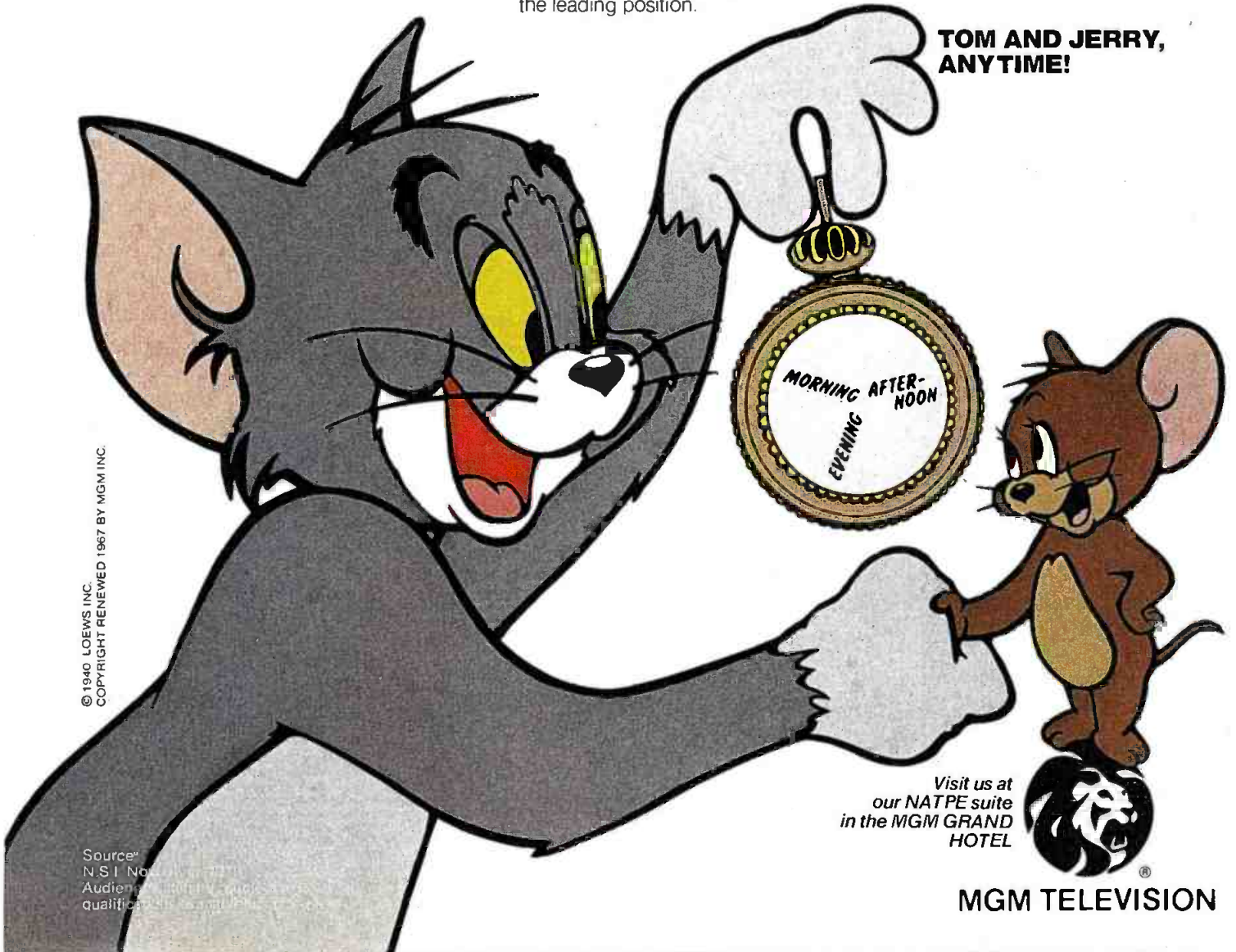
## **TOM AND JERRY IN THE AFTERNOON**

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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**MGM TELEVISION**

**City**      **Channel**   **On-air**   **CP**      **Licensee/Applicant(s)**

**Open in Illinois:** Danville (68); Decatur (23-); Dekalb (33\*); Elgin (66+); Freeport (65-\*); Galesburg (63); Joliet (14-); Kankakee (54-\*); LaSalle (35); Peoria (59+\*); Quincy (16+, 27+\*); Springfield (49-, 65+\*); Streator (64+\*); Urbana (27-); Vandalia (21\*).

**Indiana**

Bloomington	30-*	WTIU	Indiana University
Elkhart	28+	WSJV	WsJV TV Inc.
Evansville	14- 25- 44-	WFIE-TV WEHT	WFIE Inc. Gilmore Broadcasting Corp. Channel 44 Inc.
Fort Wayne	15+ 33- 55	WANE-TV WKJG-TV	Indiana Broadcasting Corp. Thirty-Three Inc. WFFT-TV Ontario Corp.
Gary	56+		GWNX-TV Inc.
Indianapolis	20- 40 59-4	WFYI WHMB-TV	Metropolitan Indiana TV Association Lesea Broadcasting Corp. Channel 59 of Indiana Inc. Indianapolis TV Corp. United TV Corp. of Indiana Indianapolis 59 Inc.
Lafayette	18	WLFI-TV	RJN Broadcasting Inc.
Muncie	49	WIPB7	Ball State University
Richmond	43+		Cincinnati Christian Communications
Roanoke	21+	WPTA	WPTA-TV Inc.
St. John	50*	WCAE	Lake Central School Corp.
South Bend	16 22 34- 46	WNDU-TV WSBT-TV WNIT-TV WHME-TV	Michiana Telecasting Corp. WSBT Inc. Michiana Public Broadcasting Lester Sumrall Evangelistic Association
Terre Haute	38	WBAK-TV	KXEL Broadcasting Co.
Vincennes	22-*	WVUT	Vincennes University

**Open in Indiana:** Anderson (67+); Bloomington (63+); Fort Wayne (39-\*); Hammond (62+); Indianapolis (69\*); Kokomo (29-); Lafayette (24\*); Madison (60+\*); Marion (23); Muncie (61-\*); Terre Haute (26-\*).

**Iowa**

Council Bluffs	32*	KBIN	State Educational Radio & Television Board
Dubuque	40-	KDUB-TV	Lloyd Hearing Aid Co.
Fort Dodge	21* 50+	KTIN KVFD-TV	State Educational Radio & Television Board Northwest Television Co.
Mason City	24+*	KYIN	State Educational Radio & Television Board
Red Oak	36*	KHIN	State Educational Radio & Television Board
Sioux City	14 27-*	KMEG KSIN	Medallion Broadcasters Inc. State Educational Radio & Television Board
Waterloo	32-*	KRIN	State Educational Radio & Television Board

**Open in Iowa:** Ames (23-, 34+\*); Burlington (57-\*); Carroll (18-\*); Cedar Rapids (28+); Centerville (31-\*); Davenport (18+, 30-, 36+\*); Decorah (14+\*); Des Moines (17+, 43-\*, 63-, 69); Dubuque (16-, 29-\*); Estherville (49+\*); Fort Madison (38+\*); High Point (14-\*); Iowa City (20-); Keokuk (44+\*); Keosauqua (54+\*); Lansing (41+\*); Mount Ayr (25-\*); Ottumwa (15+, 33-\*); Rock Rapids (25+\*); Sibley (33\*); Spirit Lake (38\*); Waterloo (22-).

**Kansas**

Hays	14*		Smokey Hills Public TV Corp.
Topeka	27	KTSB	Highwood Service Inc.

**Open in Kansas:** Chanute (30+\*); Columbus (34+\*); Dodge City (21-\*); Emporia (25+\*); Hutchinson (36+); Manhattan (21\*); Oakley (15-\*); Parsons (39\*); Phillipsburg (22-\*); Pratt (32+\*); Salina (18+, 34-, 44); Sedan (28\*); Topeka (43, 49); Wichita (15+\*, 24-, 33, 42\*).

**Kentucky**

Ashland	25- 61+	WKAS	Kentucky State Board of Education Tri-State Family Television Inc. (Huntington)
Bowling Green	53-*	WKGB	Kentucky State Board of Education

sales of recent times as indications that the UHF market is finally maturing. Gaylord Broadcasting Co. paid \$10.5 million for WUAB(TV) Lorain, Ohio (Cleveland) and Scripps-Howard Broadcasting paid \$7.5 million for KBMA-TV Kansas City.

"I really sense quite a turn-around in UHF," he said. "The values that sophisticated buyers are willing to pay for these stations indicate that. In 1970, similar properties might have brought approximately \$200,000 each. Part of it is the very strong success that UHF group owners have shown.

"Until recently, most UHF stations were operated by smaller, less-experienced broadcasters. As the group owners fill up their quotas, they have brought UHF stations and put all of their resources and knowledge into them—the Tafts, the Fields, the Metromedias."

UHF stations still do not go for the prices that VHF's do, Mr. Sitrick added. "There is a shortage of VHF's. You get to where the groups particularly can't trade up any more, and they buy U's. But I don't think they would buy U's if they didn't think they would show a profit. And I think prices will continue to rise."

Another top broker, Howard E. Stark of New York, agrees with Mr. Sitrick's assessment: "Anybody who owns two VHF stations would like to own three; anybody who owns three would like to own five, and anybody who owns five would like to own two good UHF stations."

UHF stations now "have recognized value because they have turned the corner," Mr. Stark continued. But the stations have turned the corner, he feels, not through any new-found intrinsic strengths but rather on the coattails of all of television's profit surge. "1976 was the boom year in television. That was the year that UHF had a turn-around because of an overflow of money in the market. The amount of revenue going into broadcasting allowed UHF to come into its own."

**Programing turnaround**

**As advertising revenues increase, UHF's find themselves competing in the high end of the market for syndicated shows while staking out claims on news and sports**

Independent UHF station schedules have long been among the least innovative in television. Their traditional standard fare has largely been made up of *Leave It to Beaver*, *I Love Lucy*, *Perry Mason* and the like—long-running syndicated programs that, in some instances, have been on television for just about as long as there has been television. By and large, UHF stations have failed to distinguish themselves in the programing realm. There is evidence to suggest, however, that at some stations, at least, that situation is changing.

Concurrent with the rise in advertising revenues and the increasing size of the UHF audience, some stations have man-

# WE'RE ASKING 19 MILLION PEOPLE TO VOTE 6 EXTRA TIMES THIS YEAR.

Recently the Governors of New Jersey, New York and Connecticut appointed a special task force to study the Regional Planning Commission and make recommendation on its power, its actions and even its survival.

The Regional Planning Commission is responsible for coordinating the planning for the Greater New York, New Jersey, Connecticut Tri-State Area where more than 19 million people live.

WOR-TV and the League of Women Voters have created a unique series of 6, one hour long programs called the TRI-STATE TOWN MEETING.

Each program is designed to help understand the Tri-State Area's problems and focus on the solutions. Programs will feature Government officials and other authorities. Topics to include land use, taxation, transportation, housing, economic development and how regional decisions should be made and the role of the regional planning body.

But more than that, Tri-State Town Meetings encourage area residents to make their voices heard in deciding the area's future. Viewers are asked to send in post card ballots on specific issues raised during each program.

At the conclusion of the series, a Citizens Advisory Panel will be formed and a consensus of findings and recommendations will be sent to the governors of the three states as well as the three state legislatures.



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**RIK@**  
TELEVISION



City	Channel	On-air	CP	Licensee/Applicant(s)
Covington	54+*	WCVN		Kentucky State Board of Education
Elizabethtown	23+*	WKZT		Kentucky State Board of Education
Hazard	35+* 57-	WKHA WKYH-TV		Kentucky State Board of Education Hazard TV Co. Inc.
Lexington	18+ 27- 46* 62	WLEX-TV WKYT-TV WKLE WTVQ-TV		WLEX-TV Inc. Kentucky Central TV Kentucky State Board of Education Starr Wtvp Inc.
Louisville	15* 21-	WKPC-TV		Jefferson Board of Education <i>Consolidated Broadcasting Co.</i> <i>Word Broadcasting Network</i>
	32- 41+ 68+*	WLKY-TV WDRB-TV WKMJ		Combined Communications Corp. of Kentucky Consolidated Broadcasting Co. Kentucky State Board of Education
Madisonville	35-*	WKMA		Kentucky State Board of Education
Morehead	38+*	WKMR		Kentucky State Board of Education
Murray	21+*	WKMU		Kentucky State Board of Education
Owensboro	31- 52+*	WKON	WKOH	Kentucky State Board of Education Kentucky State Board of Education
Paducah	29	WKPD		The Kentucky Authority for ETV
Pikesville	22-*	WKPI		Kentucky State Board of Education
Somerset	16 29+*	WKSO		<i>TV-8 Inc.</i> Kentucky State Board of Education

**Open in Kentucky:** Bowling Green (40+); Glasgow (62); Hopkinsville (51); Owensboro (19-); Pikesville (51+).

#### Louisiana

Alexandria	25+*			Louisiana ETV Authority
Baton Rouge	27+* 33-	WLPB-TV WRBT		Louisiana ETV Authority Rush Broadcasting Corp.
Lafayette	15 24*			Charles Chatelain Louisiana ETV Authority
Lake Charles	18*			Louisiana ETV Authority
Monroe	39+			Roger Pinton
New Orleans	20-			Lester Sumrall Evangelistic Association Inc. Coastal TV Co. Crescent City TV Corp. Greater New Orleans TV Inc.
	26	WGNO-TV		
Shreveport	24-*		KLTS	Louisiana ETV Authority
West Monroe	14-	KLAA		Monroe TV Inc.

**Open in Louisiana:** Alexandria (31+, 41+); DeRidder (23-\*); Lake Charles (29-); Morgan City (14+\*); Natchitoches (28-\*); New Iberia (36-); New Orleans (32+\*, 38+); Shreveport (33); Tullulah (19\*).

#### Maine

Biddeford	26-*	WMEG-TV		University of Maine
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**Open in Maine:** Fort Kent (46+\*); Fryeburg (18+\*); Houlton (25+\*); Kittery (34\*); Lewiston (35-); Millinocket (44-\*); Portland (51); Rumford (43+\*).

#### Maryland

Annapolis	22+*	WAPB		Maryland Public Broadcasting Commission
Baltimore	24+			Buford Television of Maryland Inc. <i>Jesus Lives Inc.</i>
	45 54	WBFF		Chesapeake Television Inc. <i>Peter &amp; John Radio Fellowship Inc.</i> <i>New-Vision Inc.</i>
	67-*	WMPB		Maryland Public Broadcasting Commission
Hagerstown	25- 31*	WHAG-TV WWPB		Henson Aviation Inc. Maryland Public Broadcasting Commission
Salisbury	16+ 28- 47-	WBOC-TV WCPB		Wboc Inc. Maryland Public Broadcasting Commission <i>MDV Television Co.</i> <i>URC Management Services Corp.</i>

**Open in Maryland:** Cumberland (52+, 65); Frederick (62\*); Oakland (36+\*); Waldorf (56-\*).

aged to compete with the larger, established VHF independents in the acquisition of programs. WDCa-TV Washington, for example, which competes in a market with three VHF network affiliates and one VHF independent (Metromedia's WTTG(TV)), has managed to acquire the market rights to *The Bionic Woman* and *Sanford and Son*. Those are two of "the most valuable off-network programs currently available," according to Milton Grant, vice president and general manager of the station.

The Washington independent will be adding *Good Times* and *All in the Family* to its line-up when those two Norman Lear-produced shows become available for syndication later this year. It will be the local outlet for the first run of the BBC's six-hour production, *The Africans*—a program the independents hope will become their own *Roots*.

The station has also participated in Operation Prime Time—the ad hoc network formed for the presentation of minis-



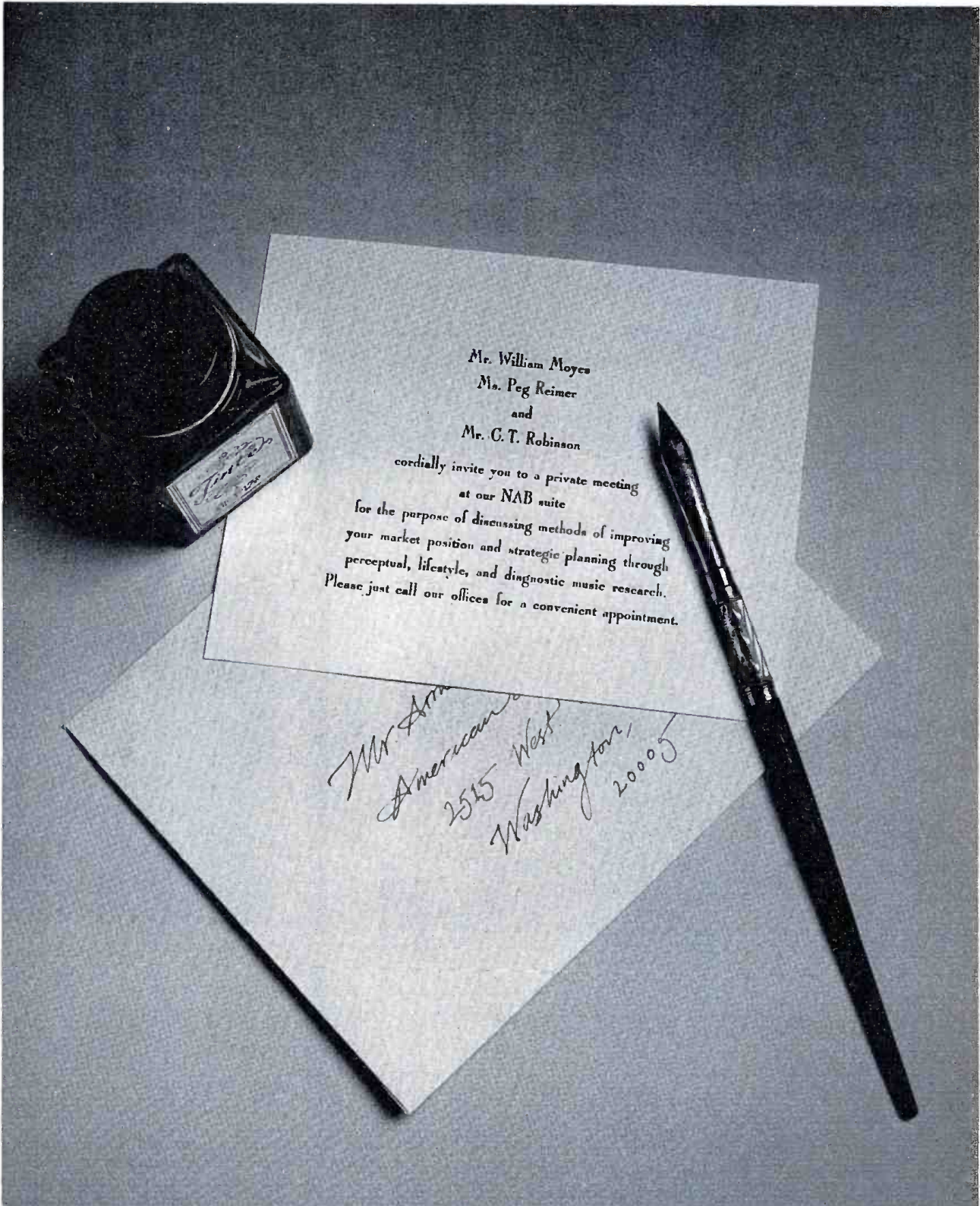
WDCa-TV's Grant

eries—most recently, *The Bastard*. Two other OPT projects from John Jakes's successful American Bicentennial series of novels are also slated for airing on the channel 20 station—*The Rebels* and *The Seekers*.

News in another area in which UHF stations traditionally have been undistinguished. In some areas, that, too, is changing. One of the pre-eminent UHF news stations has been KTXL(TV) Sacramento, Calif. According to Jack Matranga, president of the station, the KTXL news operation began in 1974 with a four-person staff and an outlay of \$87,000. At the time, the station offered a 30-minute news program at 10 p.m. local time.

In 1978, KTXL's news budget was nearly \$500,000. The news program had been expanded to a full hour, and the staff increased to 17. Addressing the Association of Independent Television Stations at its 1978 San Diego convention, Mr. Matranga, whose station competes with two VHF affiliates, a noncommercial UHF and an independent Spanish-language UHF, said bluntly that news is "not cheap, and it's not easy." Even though the prime-time newscast has not made the ratings splash the station had initially hoped it would, Mr. Matranga is committed to ex-





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### Massachusetts

City	Channel	On-air	CP	Licensee/Applicant(s)
Adams	19	WCDC		Knight-Ridder Broadcasting Inc. (North Adams)
Boston	25+	WXNE-TV		Christian Broadcasting Network
	38	WSBK-TV		New Boston Television Inc. (Storer)
	44+*	WGBX-TV		WGBH Educational Foundation
	68+		WOTV7	Boston Heritage Broadcasting Inc.
Cambridge	56	WLVI-TV		Field Communications Corp. (Boston)
Springfield	22	WWLP		Springfield Television Corp.
	40	WHYN-TV		The WHYN Stations Corp.
	57+*	WGBY-TV		WGBH Educational Foundation
Worcester	27	WSMW-TV		Sibos Inc.

**Open in Massachusetts:** Greenfield (32+); New Bedford (28-, 47-\*); North Adams (35\*); Pittsfield (51+); Worcester (14, 48+\*, 66).

### Michigan

Ann Arbor	31+		WRHT	Wolverine Broadcasting Inc.
Battle Creek	41+		WUHO-TV	Channel 41 Inc.
Detroit	20+		WXON <sup>1</sup>	WXON-TV Inc.
	50-		WKBD-TV	Field Communications Corp.
	56*		WTVS	Detroit ETV Foundation
	62			WGPR Inc.
	23-*		WKAR-TV	Michigan State University
Flint	28-*			<i>University of Michigan Regents</i>
Grand Rapids	17			<i>TV 17 Unlimited Inc.</i>
	35+*		WGVC	<i>APW Enterprises Inc.</i> Grand Valley State College
Lansing	36			<i>Benko Broadcasting Co.</i>
Manistee	21*			<i>Grand Valley State College</i>
Mount Clemens	38+2			<i>Adell Broadcasting Corp.</i> <i>Southeast Michigan TV Corp.</i> <i>Trinity Broadcasting Corp. for Warren, Mich.</i> <i>Macomb Broadcasting Co.</i> <i>APW Enterprises Inc.</i>
Mt. Pleasant	14*		WCMU-TV	Central Michigan University
Saginaw	25-		WEYI-TV	Rust Craft Broadcasting Co.
Traverse City	29-		WGTU	Michigan Television Network
University Center	19+*		WUCM-TV	Delta College

**Open in Michigan:** Ann Arbor (58+\*); Bad Axe (15-\*); Bay City (61+); Cadillac (27\*); Calumet (22-\*); East Lansing (69-\*); Flint (66-); Iron Mountain (17); Ironwood (15-\*); Jackson (18+); Kalamazoo (52+\*); Lansing (53-); Manistique (15+\*); Marquette (19); Muskegon (54+); Petoskey (23+\*); Port Huron (46+); Saginaw (45-); Sault Ste Marie (32-\*); West Branch (24\*).

### Minnesota

Austin	15-*		KAVT-TV	Independent School District 492
Minneapolis	23+			Viking TV Inc.
	29+		KTMA-TV	<i>Faith Broadcasting Network Inc.</i> <i>Buford Television Inc.</i>
St. Paul	17*		KTCI-TV	Twin Cities Public TV Inc. (Minneapolis-St. Paul)

**Open in Minnesota:** Alexandria (24\*); Bemidji (26+); Brainerd (22\*); Crookston (33\*); Duluth (21+, 27-); Ely (17-\*); Fairmont (16+\*); Hibbing (18-\*); International Falls (35+\*); Mankato (26-\*); Marshall (30-\*); Rochester (47-); St. Cloud (19, 25-\*; 41); St. James (32+); Wadena (20-\*); Willmar (14-\*); Winona (35+\*, 44-); Worthington (20\*).

### Mississippi

Biloxi	19+*		WMAH	Mississippi Authority For ETV
Bude	17+*		WMAU	Mississippi Authority For ETV
Greenville	15-			<i>Big River Broadcasting Co.</i>
Greenwood	23+*		WMAO	Mississippi Authority for ETV
Jackson	16		WAPT	American Public Life Broadcasting
	29+*		WMAA	Mississippi Authority for ETV
Meridian	14*		WMAW	Mississippi Authority for ETV
	24-		WHTV-TV	Central TV Inc.

panding KTXL's news operation "regardless of the cost."

The station receives the Independent Television News Association feed via satellite, and it has gone after local and regional news aggressively. "We're in a hard-news area," Mr. Matranga said, "and a recent survey we did indicated there was a need for hard-hitting, investigative reporting. Several of our recent news stories on rape, prison conditions and other public service issues have proved out that need and we will be concentrating on this type of public service journalism in the future."

In the fall of 1977, the station ran a major investigative report on a locally infamous "Sacramento Rapist." During the run of the series, the 10 p.m. news program's ratings doubled, according to the station, and it received considerable praise from both the public and the press.

Counterprogramming network prime-time schedules with local news shows is hardly unique in the larger markets. It is, however, in smaller markets such as the one in which KTXL broadcasts.

"We wanted to offer our Sacramento viewers an alternative to the network affiliated stations' news," said Mr. Matranga. "These newscasts are often restructured reruns of the earlier news programs. With



KTXL-TV's Matranga

an hour news program coming on an hour earlier than the affiliated stations' shows, we have an excellent opportunity to develop in-depth investigative reports and give our audience a fresh slant on late-breaking news—and let them get to bed at a reasonable hour."

Other UHF stations have gone after news less seriously, almost to the point of parody, and managed to attract attention to themselves that way. KGSC-TV San Jose, Calif., which calls itself "The Perfect 36," for years was known for its station identifications and editorials featuring Carol Doda, a voluptuous exotic dancer. The station also has a weekly 15-minute "good news" broadcast that avoids much of the hard news of the week and concentrates on stories such as the one about a man whose lost wallet was returned to him with all of his money still in it or another about a German shepherd that saved a person's life.

Ted Turner's WTCG-TV Atlanta has ap-

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parently found late-night viewers who enjoy the intentionally wacky *Bill Tush's News*, which comes on in the wee hours of the morning (usually around 3:30) and often features an interview with one vocal commentator. "The Unknown Newsmen," who hides himself under a paper bag.

Of course WTCG and Mr. Turner are in a class virtually by themselves. But the outspoken and unorthodox owner of the satellite-fed superstation has demonstrated the audience-drawing power of yet another programming area UHF broadcasters are courting—sports. Mr. Turner is the owner of the Atlanta professional baseball, basketball and soccer franchises and has built much of his programming around their schedules.

KBMA-TV Kansas City, Mo., a channel 41 independent headed by Bob Wormington, is another UHF station that has gone heavily into sports programming as well as satellite delivery (although not in the same way as WTCG). It has developed



KBMA-TV's Wormington

audiences by presenting the games of the local Royals baseball team, and the Kings of the National Basketball Association. The station paid \$350,000 for the rights to the baseball games in 1978, and the investment paid off when prime-time ratings during the season reached a 20 and the station's audience share rose to 40. The station supplements its sports packages with such popular and expensive syndicated programs as *Laverne and Shirley* and *Sanford and Son*.

"We've hitched our counterprogramming wagon to the national pastime," says Mr. Wormington, "and it has paid off well for us. It has given us a programming nucleus to build around."

Sports, syndicated programs, movies and special miniseries do not make up the full UHF programming picture, however. Almost half of the UHF stations on the air are noncommercial outlets offering the Public Broadcasting Service's prime-time schedule. Noncommercial television is, in many ways, a UHF medium since well over two-thirds of the PBS member stations are on the high band. Those stations, of course, can take much of the credit for introducing tennis to the American television audience as well as their contributions to memorable programming with offerings

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City	Channel	On-air	CP	Licensee/Applicant(s)
Oxford	18*	WMAV		Mississippi Authority for ETV

**Open in Mississippi:** Biloxi (25-); Clarksdale (21-); Cleveland (31-); Columbia (45\*); Columbus (27, 43\*); Greenville (44-); Hattiesburg (22, 47\*); Houston (45+); Jackson (40+); Laurel (18+); Meridian (30-); Natchez (42+\*); Senatobia (34-); Vicksburg (35-); Yazoo City (32-).

### Missouri

Cape Girardeau	12	KFVS-TV		Hirsch Broadcasting Co.
Columbia	17-	KCBJ-TV		Channel Seventeen Inc.
Joplin	16	KTVJ		Mid-America Broadcasting Inc.
Kansas City	19+*	KCPT		Public Television 19, Inc.
	41-	KBMA-TV		Scripps-Howard Broadcasting Co.
	50-		KYFC	Kansas City Youth for Christ Inc.
	62+			Buford Television of Missouri Inc.
				SelecTV of Kansas City Inc.
Poplar Bluff	15+	KPOB-TV		Turner Farrar, Inc.
St. Louis	24+			Midwest St. Louis Inc.
				New Life Evangelistic
	30+	KDNL-TV		Evans Broadcasting Corp.
	40-*			Double Helix Corp.
				St. Louis Regional Educational and Public Television Commission
Springfield	21-*	KOZK		Springfield Community Television
	27-	KMTC		Midland TV Corp.

**Open in Missouri:** Birch Tree (20-); Bowling Green (35+\*); Cape Girardeau (23, 39-); Carrollton (18\*); Columbia (23+\*); Flat River (22\*); Jefferson City (25, 36-); Joplin (22-); Kansas City (68-); King City (28-); La Plata (21+); Lowry City (15-); Poplar Bluff (26-); Rolla (28\*); St. Joseph (16-, 22); Sikeston (45-).

### Montana

**Open in Montana:** Billings (14, 20+); Butte (18, 24); Cut Bank (14-); Dillon (14+); Glendive (16-); Great Falls (16, 26, 32\*); Havre (18-); Helena (15+); Joplin (46, 52); Kalispell (29-); Missoula (17-, 23-); Wolf Point (17+).

### Nebraska

Hastings	29+*	KHNE-TV		Nebraska ETV Commission
Norfolk	19+*	KXNE-TV		Nebraska ETV Commission
Omaha	26*	KYNE-TV		Nebraska ETV Commission

**Open in Nebraska:** Albion (21+); Beatrice (23+); Falls City (24\*); Grand Island (17-); Lincoln (45, 51); Omaha (15, 42, 48-); Pawnee City (33+).

### Nevada

Las Vegas	21+			Broadcast West Inc. Alden Communications Corp. Channel 21 Corp. Dres Media Inc.
Reno	21+			Page Enterprises

**Open in Nevada:** Elko (14+); Fallon (25\*); Reno (27+); Tonopah (17\*); Winnemucca (15-); Yerington (16+).

### New Hampshire

Berlin	40-*	WEDB-TV		University of New Hampshire
Hanover	15+*	WHED-TV		University of New Hampshire
	31		WNNE-TV	Northern New England Television
Keene	52+*	WEKW-TV		University of New Hampshire
Littleton	49+*	WLED-TV		University of New Hampshire

**Open in New Hampshire:** Concord (21+); Manchester (50-, 60+); Portsmouth (17-).

### New Jersey

Atlantic City	53+			Atlantic City Television Corp. World's Playground Broadcasting System Inc.
Burlington (Philadelphia)	48-	WKBS-TV		Field Communications Corp.
Camden	23+*	WNJS		New Jersey Public Broadcasting Authority
Linden	47+	WNJU-TV		WNJU-TV Broadcasting Corp (New Brunswick)
Montclair	50+*	WNJM		New Jersey Public Broadcasting Authority

such as *Masterpiece Theatre*, the National Geographic specials, *Visions* (produced by UHF KCET(TV) Los Angeles) and the Boston Pops concerts. One PBS series, *Upstairs, Downstairs*, has even managed to cross over to commercial stations.

PBS and the Corporation for Public Broadcasting, the funding arm of the non-commercial system, have also been in the forefront of efforts to improve UHF broadcasting.

### Over-the-air pay entrepreneurs finding a home on UHF band

Another programing innovation that only recently has shown itself to be another area for potential UHF expansion is over-the-air pay television or subscription TV. Currently, there are four systems in the country—KBSC-TV Corona, Calif. (Los Angeles), KWHY-TV Los Angeles, WTVG(TV) Newark, N.J. (New York), and WQTV(TV) Boston—but others are on the way in Detroit, San Francisco, Philadelphia, Cincinnati, Phoenix, Milwaukee, Smithtown, N.Y. (Long Island), and another in New York City. Subscription television's advocates believe that over-the-air pay may be the way to get cable-quality movies and sporting events (as well as other programing) into the big cities where it may be prohibitively expensive to build cable television systems.

According to Solomon Sagall, president of Teleglobe Inc., a producer of subscription television decoding boxes, at the end of 1978 there were approximately 110,000 subscription television homes in the country. The largest system, National Subscription Television, a partnership between Oak Industries and Chartwell Communications on KBSC-TV, accounted for over 100,000 of those subscribers. The other Los Angeles subscription operation, American Subscription Television of California, has over 12,000 subscribers and has been adding them at the rate of 300 a day.

The subscription companies buy large blocks of time from the local stations, in some cases, and program their pay service usually during prime-time hours—traditionally the worst ratings time for independent stations. ASTC, for example, programs about 40 hours a week of movies. It pays KWHY-TV a minimum of \$50,000 a month for the hours.

Mr. Sagall estimates that by the end of this year 450,000 homes will be picking up the over-the-air pay signals. By 1984 there will be approximately three million subscribers paying an average of \$17 per month or \$204 a year—a figure roughly comparable to the average cable plus Home Box Office subscription charge.

If the number of subscribers reaches his estimate, Mr. Sagall says that the subscription television industry will be generating yearly revenues somewhere in the area of \$600 million. Roughly a third of that, \$200 million, should be available for program purchases. He thinks that by 1989, 25 million homes, about one-third of all television households, will be either over-the-air or cable pay subscribers. If the

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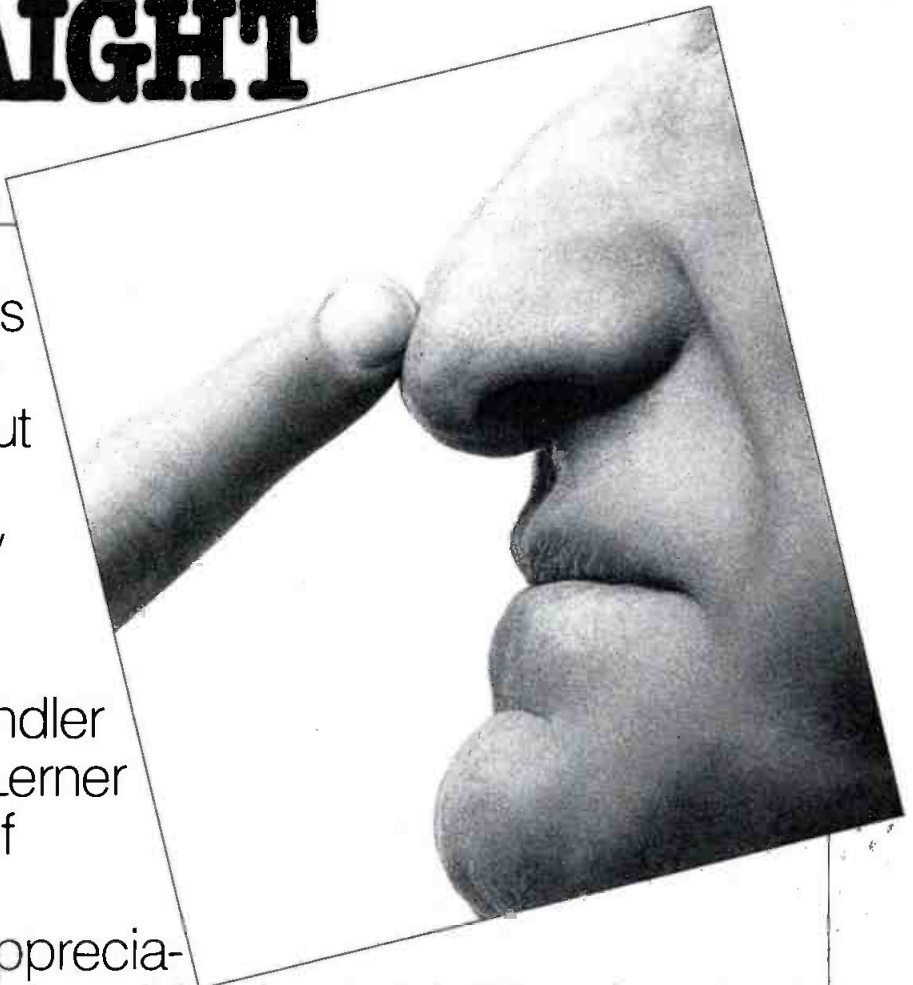
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City	Channel	On-air	CP	Licensee/Applicant(s)
New Brunswick	58*	WNJB		New Jersey Public Broadcasting Authority
Newark	68	WTVG <sup>1</sup>		Wometco Blonder-Tongue Broadcasting Corp.
Paterson	41-	WXTV		Spanish International Communications
Trenton	52-*	WNJT		New Jersey Public Broadcasting Authority
Vineland	65		New	Renaissance Broadcasting Corp.
Wildwood	40	WCMC-TV		Jersey Cape Broadcasting Corp.

**Open in New Jersey:** Asbury Park (58, 18\*, 36\*); New Brunswick (19-\*, 47+); Vineland (65-); Woodland (50).

### New Mexico

Albuquerque	14-			<i>Southwest Television Ltd.</i> <i>Galaxy Broadcasting Inc.</i> Spanish Television of New Mexico Inc.
	23-	KMXN-TV		
La Cruces	22-*	KRWG-TV		Regents New Mexico State University

**Open in New Mexico:** Alamogordo (18-\*); Albuquerque (32+\*); Carlsbad (15+\*, 25-); Clayton (17\*); Deming (16\*); Farmington (15+\*); Hobbs (29+); Las Cruces (48+); Lovington (19\*); Raton (18-\*); Roswell (21-, 27-, 33+\*); Santa Fe (19-); Socorro (15-\*); Tucumcari (15\*).

### New York

Albany	23-			<i>American International Communications Corp.</i> <i>(Albany-Schenectady)</i> <i>G&amp;M Broadcasting Corp.</i> <i>Albany TV 23 Inc.</i>
Binghamton	34	WMGC-TV		Pinnacle Communications Inc.
	40-	WICZ-TV		Stainless Broadcasting Co.
	46+*	WSKG		Southern Tier ETV Association Inc.
Buffalo	17*	WNED-TV <sup>7</sup>		New York ETV Association Inc.
	29-	WUTV		Whitehaven Entertainment Corp.
Elmira	18+	WSYE-TV		Newhouse Broadcasting Corp.
	36-	WENY-TV		WENY Inc.
Garden City	21-*	WLIW		Long Island ETV Council Inc. (Levittown)
New York	25*	WNYE-TV		Board of Education of New York City
	31-*	WNYC-TV <sup>7</sup>		New York Municipal Broadcasting System
Norwood	18*	WNPI-TV		St. Lawrence Valley ETV Council
Plattsburgh	57*	WCFE-TV		The Northeast New York ETV Assoc.
Poughkeepsie	54+			<i>Family TV Inc.</i>
Rochester	21*	WXXI		Rochester ETV Assoc.
	31+		WUHF	Malrite TV of New York
Schenectady	17+*	WMHT		Mohawk-Hudson Council on ETV
Smithtown	67		WSNL-TV	Suburban Broadcasting Corp.
Syracuse	24+*	WCNY-TV		Public Broadcasting Council of Central N.Y.
	43+		WONH	Onondaga UHF TV. Inc.
Utica	20+	WUTR		Roy H. Park Broadcasting
Watertown	16*	WNPE-TV		St. Lawrence Valley ETV Council
	50+			<i>R.B.G. Productions Inc.</i>

**Open in New York:** Albany-Schenectady (29+\*, 45); Amsterdam (39+\*, 55); Buffalo (23\*, 49-); Corning (30\*); Glen Falls (58-\*); Ithaca (52, 65+\*); Jamestown (46\*); Kingston (63); Lake Placid (34+\*); Oneonta (15, 42\*); Riverhead (55+); Rochester (61+\*); Syracuse (62+); Utica (33, 59\*).

### North Carolina

Asheville	21+	WANC-TV		WISE-TV Inc.
	33*	WUNF-TV		University of North Carolina
Charlotte	18	WCCB		WCCB-TV Inc.
	36	WRET-TV		Turner Communications Corp.
	42+*	WTVI		Charlotte-Mecklenburg Board of Education
Concord	58*	WUNG-TV		University of North Carolina
Durham	28+	WPTF-TV		Durham Life Broadcasting Service
Greensboro	61			<i>Consolidated Broadcasting Corp.</i>

level of viewership reaches that point, he says, \$500 million will be available for program buys. And that, he points out, is in the neighborhood of what one of the major networks pays for its programming today.

## The willing warriors

**Despite all the problems, UHF is growing and will continue to grow, say its proponents; its early history, however, stifled many enthusiasts**

The prices UHF stations are going for these days fail to indicate that for much of UHF's history few people really bothered to go into the medium. Its worst period was during the mid 1950's to the mid 1960's. The growth in UHF stations during that time had been largely in the non-commercial sector, and few commercial stations were going on the air. And those that were on, in large part, were losing money.

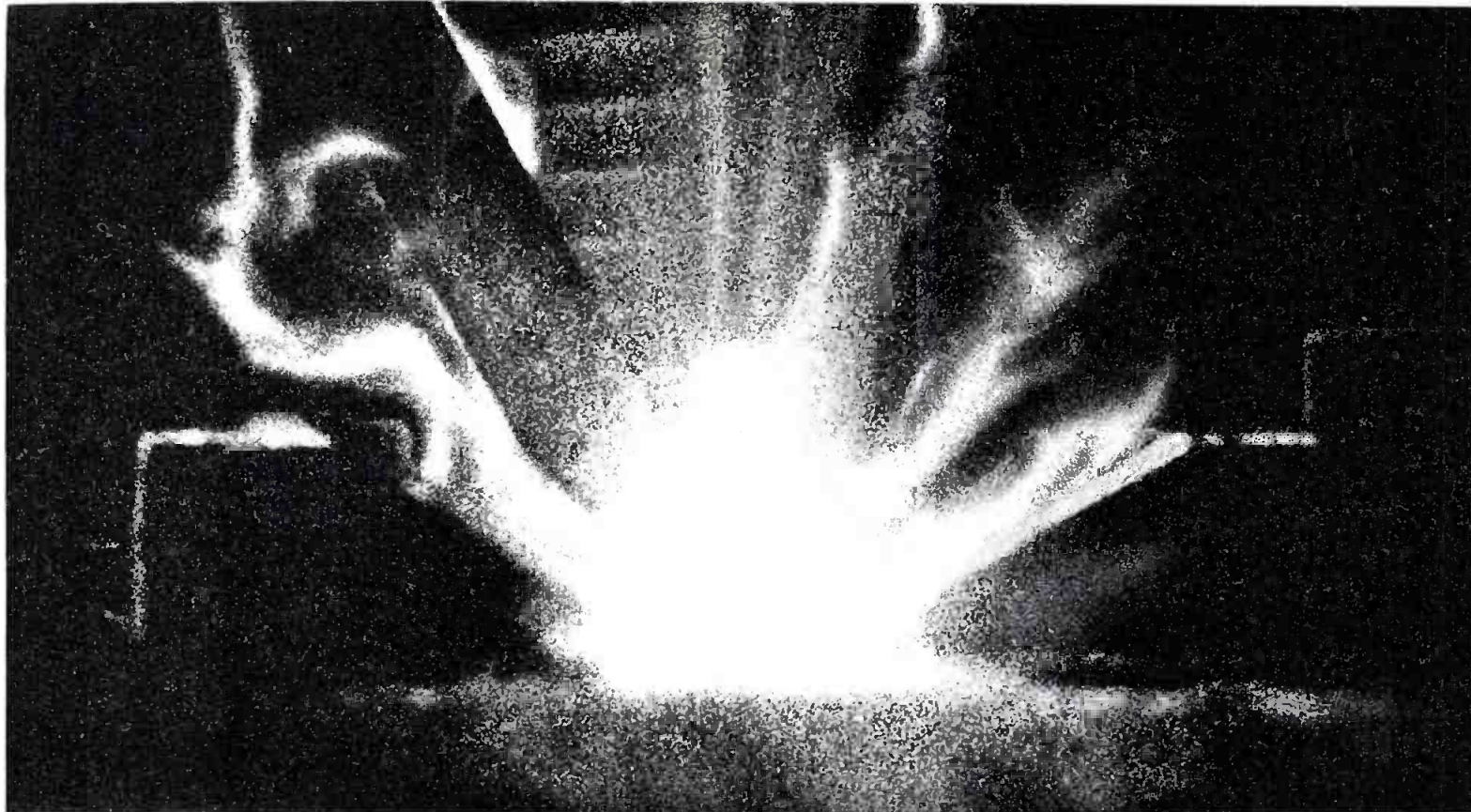
But there was a time, 27 years ago when the FCC first established the UHF service with its now famous Sixth Report and Order, when people not only wanted UHF allocations, they fought for them. Through the early 1950's applications for the UHF channels cascaded into the commission. In 1952, for example, the commission authorized four UHF stations by the end of the first six months of the new service. By the end of 1953, grants had reached 116, and they attained their first peak a year later when 119 UHF stations were reported to be operating.

But by then the love affair with the new medium was cooling—the technical advantages of VHF television had become clearly recognizable, and the networks sought out affiliations with V's rather than U's. It was the time when television executives watched the numbers of sets bought in the country with an intensity equalled by that with which they watch the ratings today. Because the new sets, in large part, were not equipped to receive UHF signals, the high-band stations failed to deliver the audiences of their low-channel competitors. In 1955, the number of operating UHF's had dropped to 105. The number continued to drop steadily—evenually bottoming out at 86 in 1958.

FCC Commissioner Robert E. Lee, who joined the commission in 1953, is of the opinion that the FCC itself can take much of the blame for the technical handicaps of UHF. Since the mid 1950's, UHF broadcasters have looked upon Mr. Lee as their champion on the commission. More recently Mr. Lee has been joined by Commissioner James H. Quello in his support of UHF.

"We forgot when we lifted the freeze and decided that UHF and VHF could work side-by-side that we had 108 VHF stations on the air and that receiving set manufacturers designed their assembly lines to produce only VHF sets," Mr. Lee says. "We made a very big mistake in





# The Atomic Bond.

Using tiny explosive charges, Western Electric engineers are bonding metals with the elemental "glue" of the Universe.

Here's how it works. The atoms of all metals have a natural attraction for one another. If it weren't for the ever-present film of impurities coating the surface — the oxides, nitrides, and absorbed gasses — all metal atoms would bond to each other when brought together.

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## Exploding Things Together.

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But the force of a high-intensity explosion on two adjacent metals will clean away the film of impurities. The explosion literally "blows" the impurities off the surfaces. So the atoms of the different metals can bond together.

The bond that results is stronger than both of the metals themselves.

As an industrial technique, explosive bonding has proved valuable in the manufacture of such heavyweight products as bi-metallic gun barrels.

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## Pinpoint Explosions.

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But how would explosives work in the delicate, intricate world of telephone circuitry?

Scientists at Western Electric's Engineering Research Center solved the problem by developing ways to miniaturize and control explosive bonding. Soon, they could splice the ends of two thin communications wires inside a miniature explosive-coated sleeve.

And they could repair tiny defective contacts on delicate circuit boards. These gold contacts (membrane-thin "fingers" 1/10 by 3/4 of an inch) are re clad by thin sheets of gold foil (.0005 inches thick),

coated with explosives. The repairs are literally "blown" onto the contacts, without disturbing the delicate circuitry less than 1/10 of an inch away.

Miniaturized explosive bonding is only one way we're helping your Bell Telephone Company hold down the cost of your telephone service today. For the future, it promises the benefits of bonding widely disparate metals and all sorts of other materials.

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## You Can Take It For Granted.

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Most important, explosive bonds are contributing to the clarity of communications, the reliability of switching, the taken-for-granted assurance you have when you reach for your telephone.

The atomic bond — it's another innovation from Western Electric. *Keeping your communications system the best in the world.*



**Western Electric**

City	Channel	On-Air	CP	Licensee/Applicant(s)
Greenville	25*	WUNK-TV		University of North Carolina
Hickory	14-	WHKY-TV		Catawba Valley Broadcasting
Linville	17*	WUNE-TV		University of North Carolina
Raleigh	22		WLFL-TV	Carolina Christian Communications Inc.
Wilmington	39-*	WUNJ-TV		University of North Carolina
Winston-Salem	26+* 45	WUNL-TV	WGNN-TV	University of North Carolina Good News TV Network Inc.

**Open in North Carolina:** Andrews (59\*); Asheville (62+); Bryson City (67-\*); Burlington (16); Canton (27\*); Fayetteville (40+, 62); Franklin (56+\*); Goldsboro (17-); Greensboro (48-); Greenville (14); High Point (32+\*); Jacksonville (19); Kannapolis (64-); Lexington (20); Morganton (23-); Raleigh (34-\*); Rocky Mount (47+); Wilmington (29+); Wilson (30-).

**Open in North Dakota:** Bismarck (17-, 26+); Devils Lake (22+); Ellendale (19-\*); Fargo (15-); Grand Forks (27+); Jamestown (23\*); Minot (24); Williston (15-\*).

### Ohio

Akron	23+ 49+*	WAKR-TV WEAO		Summit Radio Corp. Northeast ETV of Ohio
Alliance	45+*	WNEO-TV		Ohio ETV Network Commission
Athens	20*	WOUB-TV		Ohio University
Cambridge	44-*	WOUC-TV		Ohio University
Canton	17-	WJAN		Heritage Village Church & Mission Fellowship
Cincinnati	48- 64-	WCET	WBT1	Greater Cincinnati ETV Buford Television of Ohio Inc.
Cleveland	19			<i>Cleveland Television Corp. Channel 19 Inc. Gaylord Broadcasting Co. of Ohio</i> ETV Assoc. of Metropolitan Cleveland Cleveland Associates Co.
	25+* 61	WVIZ-TV	WEEG	
Columbus	28-			<i>Commercial Radio Institute Christian Voice of Central Ohio</i> Ohio State University
	34*	WOSU-TV		
Dayton	22+	WKET		Springfield Television Corp.
Kettering	16+*	WPTD7		University Regional Broadcasting Inc. (Dayton)
Lima	35- 44+	WLIO		Lima Communications Corp. <i>Associated Christian Broadcasters Inc. Strang Telecasting Inc.</i>
	57+*	WBGU-TV		Bowling Green State University
Lorain	43	WUAB		Gaylord Broadcasting Co. of Ohio
Newark	52			<i>Christian TV of Ohio Inc.</i>
Oxford	14+*	WPTO		University Regional Broadcasting Inc.
Portsmouth	42-*	WPBO-TV		The Ohio State University
Sandusky	52-			<i>Christian Faith Broadcasting</i>
Springfield	26+			<i>Miami Valley Christian Broadcasting Association Inc.</i>
Toledo	24- 30+*	WDHO-TV WGTE-TV		D.H. Overmyer Telecasting Greater Toledo Educational
Youngstown	21- 27 33 58	WFMJ-TV WKBN-TV WYTV		Vindicator Print Co. WKBN Broadcasting Corp. Wytv Inc. <i>Northeastern ETV of Ohio Inc.</i>
Zanesville	18-	WHIZ-TV		Southeastern Ohio TV System

**Open in Ohio:** Akron (55-); Ashtabula (15); Bowling Green (27+\*); Canton (67); Chillicothe (53); Columbus (56-\*); Dayton (16\*, 45\*); Defiance (65+); Hillsboro (24+\*); Mansfield (47+\*); Marion (68-); Newark (31-\*); Portsmouth (30, 36); Springfield (66\*); Steubenville (62+\*); Toledo (54, 60-).

1952, and nobody could foresee it."

The history of UHF suggests that much of the past 27 years has been spent attempting to rectify that oversight. When the UHF's started going dark, Mr. Lee pushed for all-channel legislation and higher power authorization, set up a committee for the development of UHF and tried to fend off those who were prepared to reallocate UHF spectrum to other services.

Mr. Lee cites the 1962 All-Channel Act as a major factor toward UHF-VHF parity—the vogue word of the day that has since been supplanted by "comparability." The 1962 law required that all television sets shipped in interstate commerce be "capable of receiving" all 82 channels. "We finally came to the conclusion that the only way to make UHF work was to require that all sets that are manufactured be capable of receiving the two signals because the manufacturers just didn't find it feasible," the commissioner recalls. "The manufacturers' argument was that if they made all sets UHF and VHF it would add \$25 to \$35 to the retail cost of the set, and in that competitive field that was enough to knock them out of the box—unless everyone did it. Congress passed the legislation and President Kennedy signed it into law in '62. And there was a two-year period to give the manufacturers time to tool up, so it didn't become effective until 1964."

The act forced an improvement in UHF vis a vis VHF, but it did not do the whole job of making the two services truly comparable. Tuners, antennas and front-end electronics, UHF advocates say, still favor VHF reception and stand in the way of real parity. Few would dispute that claim either.

"There are problems with the set," Mr. Lee says. Some improvements could be made—especially in tuners.

"The first sets that came out always had a separate tuner. But they wouldn't click. You always had to fine tune UHF. People had been doing that with radio all their lives, but somehow they didn't want to with television. You could snap the V's on. So even though they had the stations, the operators felt they were being discriminated against because people wouldn't go to the trouble. We put in later requirements about the tuning. We interpreted the legislation to give us that kind of authority, and nobody challenged it," he says.

In more recent times, the commission has taken other moves to improve UHF home reception. It has contracted with Texas Instruments to build an electronic tuner, which can reduce by almost half the number of unusable or taboo UHF channels. (The commission imposes a table on UHF channel assignments that classifies as taboo approximately 18 UHF channels for each UHF transmitter licensed to a given area.) These taboos are based on current receiver performance, which because of a number of factors—image frequency problems, adjacent channel interference, crossmodulation and intermodulation and noise levels—is poor. Ac-

ording to TI, its set and tuner reduce visual noise and thus eliminate the taboos on roughly eight channels for each channel in use.

The commission has also attacked the noise level problems—although not as ardently as many UHF broadcasters would have wished. Last year, it mandated that sets manufactured after Oct. 1, 1981, must have a 14 db noise figure. It also said it would no longer certify sets with noise levels above that after Oct. 1 of this year. The commission included in its order that it expected manufacturers to have noise



FCC's Lee

levels down to 12 db by 1982 and that it would eventually expect that figure to drop down to 10 db. (The vote on the noise figures was 7 to 0, but Commissioners Quello, James Fogarty and Abbott Washburn made apparent their dissatisfaction with the move. They would have preferred a mandated 10 db level.)

Broadcasters have placed considerable store in the noise level question in part because of the generally held opinion that a reduction of 3 db in noise results in a virtual doubling of picture quality.

The FCC has also addressed another UHF problem—antennas. Sets manufactured after July 1, 1978, have been required to have permanently attached UHF antennas, just as they have permanent VHF antennas. The commission also required that the new antennas be capable of receiving signals on all UHF channels—a requirement that precluded the manufacturers from merely attaching a VHF antenna to the UHF antenna terminal.

As recently as last year, the commission instituted a broad UHF inquiry and set up a special study group under Nina Cornell, chief of the Office of Plans and Policy. Among other questions the group will be examining are: UHF picture and sound quality at the home set, UHF broadcast equipment and standards and the UHF appeal to advertisers.

But even the FCC's latest efforts have failed to instill enthusiasm for the commission among some UHF broadcasters. Hartford Gunn, vice chairman of the Public Broadcasting Service and a long-time UHF advocate, said that the UHF story was largely one of "nondirection and erratic regulation." He cited the noise figure issue as an example. The 18 db

## Oklahoma

City	Channel	On-air	CP	Licensee/Applicant(s)
Oklahoma City	14-			<i>Trinity Broadcasting of Oklahoma City Inc.</i>
	25-*	KOKH-TV <sup>7</sup>		<i>The Outlet Co.</i>
	34-			<i>Independent School District 89</i>
	43+			<i>WCEE-TV Inc.</i> <i>Oklahoma City Broadcasting Co.</i> <i>New Christian Broadcasting of Oklahoma</i>
Tulsa	23			<i>Oklahoma City Broadcasting Co.</i> <i>Wilson Communications Inc.</i>
	41+			<i>Tulsa 23, Limited Partnership</i> <i>Western Area Bureau of Information</i> <i>Green Country Television Inc.</i>
	47			<i>Satellite Television Systems</i> <i>David Livingstone Missionary Foundation</i>
				<i>Alden Communications Corp.</i>

**Open in Oklahoma:** Ada (22\*); Altus (19-\*); Ardmore (28-\*); Bartlesville (17+); Edmond (52); Elk City (15-\*); Enid (20-, 26+\*); Guymon (16\*); Hugo (15+\*, 48+); Lawton (16-, 36-\*); McAlester (32-\*); Miami (18-\*); Muskogee (19); Tulsa (35-\*); Woodward (17-\*).

## Oregon

City	Channel	On-air	CP	Licensee/Applicant(s)
Bend	21+		KTVZ	<i>Ponderosa Television Inc.</i>
Eugene	16+			<i>Sterling Recreation Organization</i>
Portland	24+			<i>Channel 24 Christian TV Inc.</i> <i>National Subscription TV of Portland</i>
				<i>Tavitac Corp.</i> <i>Broadcast Associates Inc.</i>

**Open in Oregon:** Astoria (21\*); Bend (15\*); Brookings (14-\*); Burns (18\*); Eugene (28-\*); Grants Pass (18+\*); Klamath Falls (22+\*); La Grande (16\*); North Bend (17+\*); Portland (30\*); Salem (22\*, 32); The Dalles (17-\*).

## Pennsylvania

City	Channel	On-air	CP	Licensee/Applicant(s)
Allentown	39*	WLVT-TV		<i>Lehigh Valley Educational Television</i>
	69	WFMZ-TV		<i>Maranatha Broadcasting Company</i>
Altoona	38-		WOPC	<i>John R. Powley</i>
Bethlehem	60-			<i>WBRE-TV Inc.</i>
Erie	24	WJET-TV		<i>The Jet Broadcasting Co.</i>
	35+	WSEE		<i>Gillett Broadcasting of Pennsylvania</i>
	54+*	WOLN		<i>Public Broadcasting of Northwest Pennsylvania</i>
Greensburg	40+		WPCB-TV	<i>Western Pennsylvania Christian Broadcasting</i>
Harrisburg	21+	WHP-TV		<i>WHP Inc.</i>
	27-	WTPA		<i>Newhouse Broadcasting Corp.</i>
Hershey	33+*	WITF-TV		<i>South Central Educational Broadcasting Council (Harrisburg)</i>
Johnstown	19+	WJNL-TV		<i>Cover Broadcasting Inc.</i>
Lancaster	15+	WLYH-TV		<i>Gateway Communications Inc.</i>
Philadelphia	17-	WPHL-TV		<i>WPHL-TV Inc.</i>
	29	WTAF-TV		<i>Taft Broadcasting of Pennsylvania Inc.</i>
	57 <sup>B</sup>		NEW	<i>Radio Broadcasting Co.</i>
Pittsburgh	16*	WOEX		<i>Metro Pittsburgh Public</i>
	22		WPTT-TV	<i>Commercial Radio Institute Inc.</i>
	53+	WPGH-TV		<i>Meredith Corp.</i>
Reading	51 <sup>B</sup>			<i>Reading Broadcasting Inc.</i>
Red Lion	49+		WGCB-TV	<i>Red Lion Broadcasting Co. Inc. (York)</i>
Scranton	16-	WNEP-TV		<i>NEP Communications Inc.</i>
	22-	WDAU-TV		<i>Scranton Broadcasters Inc.</i>
	44-*	WVIA-TV		<i>Northeastern Pennsylvania Educational Assoc.</i>
Wilkes-Barre	28	WBRE-TV		<i>WBRE-TV Inc.</i>
York	43	WSBA-TV		<i>Susquehanna Broadcasting Inc.</i>

**Open in Pennsylvania:** Altoona (23-, 47, 57+); Erie (66+); Hazleton (56); Johnstown (28+\*); Lebanon (59-); Philadelphia (35-\*); Scranton (38+, 64); State College (29+, 55+\*); Williamsport (20-).

City	Channel	On-air	CP	Licensee/ Applicant(s)
<b>Rhode Island</b>				
Providence	36* 64+	WSBE-TV	WNET	Board of Regents for Education Channel 16 of Rhode Island Inc.
<b>Open in Rhode Island:</b> Providence (16).				
<b>South Carolina</b>				
Allendale	14*	WEBA-TV		South Carolina ETV Commission
Anderson	40	WAIM-TV		The One Corporation
Beaufort	16-*	WJWJ-TV		South Carolina ETV Commission
Columbia	19+ 25- 35+* 57-	WLTX WOLO-TV WRLK-TV		Capitol Communications Inc. Columbia Television Broadcasters Inc. South Carolina ETV Commission <i>Carolina Christian Broadcasting Inc.</i>
Conway	23+* 13+		WBIW	<i>South Carolina ETV Commission</i> Daily Telegraph Printing Co.
Florence	15- 33+*	WJPM-TV		<i>Eastern Carolina Broadcasting</i> South Carolina ETV Commission
Greenville	16+ 29*	WGGG-TV WNTV		Carolina Christian Broadcasting Inc. South Carolina ETV Commission
Greenwood	38 <sup>7</sup>			<i>South Carolina ETV Commission</i>
Myrtle Beach			WGSE	King Communications, Inc.
Rock Hill	30+		WNBC-TV <sup>7</sup>	South Carolina ETV Commission
Spartanburg	49*			<i>South Carolina ETV Commission</i>
Sumter	27-*	WRJA-TV		South Carolina ETV Commission
<b>Open in South Carolina:</b> Aiken (44*); Florence (21); Georgetown (41-*); Rock Hill (55-*).				
<b>South Dakota</b>				
Aberdeen	16-*	KDSD-TV		State Board Directors ETV
<b>Open in South Dakota:</b> Allen (22); Lowry (56, 62+, 68-); Rapid City (15-, 21-); Sioux Falls (17-, 23*, 36+).				
<b>Tennessee</b>				
Chattanooga	45* 61-	WTCI WRIP-TV		Tennessee State Board of Education WRIP Inc.
Cookville	22*	WCTE		Tennessee State Board of Education
Crossville	55+		WCPT-TV	WCPT-TV Inc.
Johnson City	41*			<i>Broadside TV Inc.</i> <i>Tennessee Board of Education</i>
Kingsport	19	WKPT-TV		Holston Valley Broadcasting
Knoxville	26-	WTVK		South Central Broadcasting Corp.
Memphis	24 30		WPTY-TV	Delta Television Corp. <i>Memphis 30 Inc.</i>
Nashville	17+	WZTV		Reel Broadcasting Co. Inc.
<b>Open in Tennessee:</b> Cookeville (28+); Crossville (20+*); Fayetteville (52-*); Greenville (39-); Jackson (16+, 32+*); Knoxville (15-*, 43+); Memphis (14+*); Murfreesboro (39+); Nashville (30+, 42*).				
<b>Texas</b>				
Abilene	32+			<i>Big Country TV Co.</i>
Amarillo	14+ 18+		KLRU-TV	<i>Amarillo Family Television</i> Southwest Texas Educational TV Council
Austin	24 36	KVUE-TV KTUV		KVUE-TV Inc. Kingstip Communications Inc.
Belton	46-	KNCT <sup>7</sup>		Central Texas College
College Station	15-*	KAMU-TV		Texas A&M University
Corpus Christi	16* 28-	KEDT KORO		Southern Texas Educational Broadcasting Telecorp Inc.



PBS's Gunn

figure was established in 1964, and the FCC did not attempt to lower it for 14 years—a millenium in terms of the development of electronics. The U.S., he says, should have “the most sophisticated communications system that technology can provide.” but, as far as UHF is concerned, it does not.

UHF development is also hampered, some say, by the commission’s decision to allow land-mobile radio users to operate on the UHF frequencies—channels 14 through 20 where they have not been assigned to broadcasting. (Channels 70 to 83 have already been granted to land-mobile operators.) There is talk of still more divvying up of the UHF spectrum.

Independent UHF broadcasters also have a few choice words about the commission’s cable deregulation policy. Some, such as David Baltimore of WBRE-TV Wilkes-Barre, Pa. (Scranton), have come around to opposing cable after initially welcoming the service for its ability to extend coverage areas.

Speaking of the older, five-channel systems of the 1950’s, Mr. Baltimore admits that “in many places we were dependent on cable,” and his station, which went on the air Jan. 1, 1953, prospered because of it. He has, however, gone through a “complex change” in attitude toward cable.

Newer systems offering 30 or more channels have brought in distant signals that, Mr. Baltimore contends, have “led to a loss of a third of our audience.” Now, he says, he finds his small, independent UHF competing with stations brought in from New York and Philadelphia. Cable



WBRE-TV's Baltimore



WWLP(TV)'s Putnam

penetration in his market is now 52%. "It's a totally unfair system of competition," he says. And things are getting worse rather than better.

Cable grew up in the hills of Pennsylvania where coverage areas for VHF as well as UHF stations were limited. In California's broad, flat Imperial Valley, however, KTXL(TV) Sacramento has the "best of both worlds," admits President Jack Matranga. Cable penetration in his area of dominant influence is 18%, and most of the cable homes are on the fringes of his coverage area—thus extending his station's signal rather than bringing others into his market. "All of the ingredients here were just right."

Another cable opponent is William Putnam, chairman of the three-UHF Springfield (Mass.) TV group. One of his UHF's WRLP(TV) Greenfield, Mass., went dark last year, and Mr. Putnam put the blame for that squarely on cable. "Cable can thrive only in the absence of local service," he declares. Although his Springfield station, WWLP(TV), is carried on local systems, along with stations from New York and Boston, cable has failed to "increase our audience at all."

The triple assault on UHF—spectrum management, technical problems and cable—has failed to quell interest in the medium. It is still the only area of traditional broadcasting that is likely to grow appreciably. Richard Block, a television consultant, former president of UHF-pioneering Kaiser Broadcasting (which has since been acquired by Field Communications) and a prime mover in the Council for UHF Broadcasting, says he is



CUB's Block

City	Channel	On-air	CP	Licensee/Applicant(s)
Dallas	27- 33+ 39	KXTX-TV	KNBN-TV	Liberty STV Inc. National Business Network Inc. KDTV Broadcasting Co.
El Paso	14		KCIK	Missionary Radio Evangelism Inc.
Fort Worth	21-			Channel 21 Inc.
Galveston	48-			The Old Time Religion Hour Inc. Bluebonnet Broadcasting Co. Alden Communications of Texas
Harlingen	60			Texas Consumer Education & Community Development
Houston	20 26 39-	KRIV-TV KHTV		CPI Subscription TV Inc. Channel 20 of Houston Inc. Metromedia Inc. Gaylord Broadcasting Co.
Longview	51-		KICH	Channel 16 Inc.
Lubbock	28 34-		KMCC	McAlister TV Enterprises, Inc. Troy Raymond Moran Robert Voelker
McAllen	48		KVEO	Tesora Broadcasting Co.
Midland	18		KDCD-TV	Midland Telecasting Co.
Rosenberg	45			Pueblo Broadcasting Corp. Trinity Broadcasting of Texas, Inc. Texas 45 Broadcasting, Inc.
San Antonio	29+			Family Television Inc. Hubbard Broadcasting Inc. Las Misiones de Befar Television Co. Global Evangelism Television, Inc. Alamo Broadcasting Corp. Christian Telecommunications Inc. Lee Enterprises Inc. Tejas Broadcasting Co. United Television Broadcasting Co.
San Antonio	41+		KWEX-TV	Spanish International Communications
Victoria	19+		KXIX	Victoria Communications Corp.
Waco	25+			Central Texas Broadcasting Co. Business Communications Inc. Blacke-Potash Corp. Heart O' Texas Broadcasting Inc.
Wichita Falls	24*		KIDZ-TV	Wichita Falls Educational Translator Inc.

**Open in Texas:** Abilene (15, 20+\*); Austin (42-); Bay City (43+\*); Beaumont (21, 34-)\*; Big Spring (14\*); Brownsville (48); Childress (21\*); Corpus Christi (38+); Del Rio (24+\*); El Paso (26+, 38-)\*; Fort Worth (31+\*); Galveston (22\*); Harlingen (44\*); Houston (14\*); Laredo (27-, 39\*); Longview (16+); McAllen (23); Marshall (22-\*, 35+); Nacogdoches (19-, 32\*); Odessa (24-, 30, 36+\*); Paris (42+); Richardson (23); San Angelo (21+\*); San Antonio (23-)\*; Sherman (20-, 26-)\*; Texarkana (17-, 34\*); Tyler (14+, 38\*); Victoria (25); Waco (34+\*, 44-); Wichita Falls (18-).

### Utah

Salt Lake City	20+		KSTU	Springville Television of Utah, Inc.
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**Open in Utah:** Cedar City (16+\*); Logan (22\*); Moab (14+\*); Monticello (16-)\*; Ogden (18-\*, 24, 30); Price (15); Provo (16); Richfield (19\*); St. George (18-)\*; Salt Lake City (14- 26-)\*; Vernal (17+\*).

### Vermont

Burlington	22+ 33-*	WEZF-TV WETK		International Television Corp. University of Vermont
Rutland	28+*	WVER		University of Vermont
St. Johnsbury	20-*	WVTB		University of Vermont
Windsor	41*	WVTA		University of Vermont

### Virginia

Charlottesville	29-	WVIR-TV		Virginia Broadcasting Corp.
Fredericksburg	69+	WHFV		TV Fredericksburg Inc.

City	Channel	On-air	CP	Licensee/ Applicant(s)
Goldvein	53*	WNVT		Central Virginia Educational Television Corp.
Hampton	15*	WHRO-TV		Hampton Roads ETV Association Inc. (Hampton-Norfolk)
Manassas	66+		WTKK	National Capital Christian Broadcasting Inc.
Norfolk	33		WTVZ	TV Corporation of Virginia
Norton	47-*	WSVN-TV		Blue Ridge ETV Assoc.
Portsmouth	27	WYAH-TV		Christian Broadcasting
Richmond	23* 35+	WCVE-TV		Central Virginia ETV Corp. <i>Neighborhood Communications Corp.</i> <i>The Christian Broadcasting Network</i>
	57-*	WCVW		Central Virginia ETV Corp.
Staunton	51-*	WVPT		Shenandoah Valley Education

**Open in Virginia:** Blacksburg (43\*); Bluefield (63+\*); Bristol (28-\*); Charlottesville (41-\*, 64+); Courtland (52\*); Danville (24-, 44+, 56\*); Front Royal (42\*); Kenbridge (31-\*); Lynchburg (21-, 54+\*); Marion (52\*); Norfolk-Portsmouth-Newport News (49-, 55+\*); Oanancock (25+\*); Richmond (63); Roanoke (27+); West Point (46\*).

### Washington

Kennewick	42+	KVEW		Apple Valley Broadcasting
Pasco	19-	KEPR-TV		NWG Broadcasting Co.
Richland	25	KNDU		Columbia Empire Broadcasting
Seattle	22+			<i>Trinity Broadcasting of Seattle</i> <i>Tavitac Corp.</i> <i>Seattle STV Inc.</i>
Yakima	23+ 29+ 35 47*	KNDO KIMA-TV KAPP KYVE-TV		Columbia Empire Broadcasting NWG Broadcasting Co. Apple Valley Broadcasting Inc. Yakima School District 7

**Open in Washington:** Anacortes (24); Bellingham (34\*, 64); Centralia (15+\*); Everett (16-); Richland (31\*); Seattle (28+\*); Spokane (22, 28-); Tacoma (20, 56\*); Vancouver (14\*); Walla Walla (14-); Wenatchee (18+\*, 27).

### West Virginia

Clarksburg	46-			<i>Christian Communication Center</i>
Huntington	33+*	WMUL-TV		West Virginia Educational Broadcasting Authority
Morgantown	24-*	WWVU-TV		West Virginia Board of Regents
Parkersburg	15-	WTAP-TV		PMA Communications Inc.

**Open in West Virginia:** Bluefield (40-); Charleston (23, 29, 49-\*); Fairmont (66-); Keyser (48+\*); Martinsburg (44\*); Parkersburg (39+, 57\*); Weirton (50+\*); Wheeling (14, 41\*); Williamson (31+\*).

### Wisconsin

Eau Claire	18			Liberty Television, Inc.
Green Bay	26+ 38*	WLRE WPNE		TV 26 Inc. Educational Communications Board
La Crosse	19+ 31*	WXOW-TV WHLA-TV		Liberty Television Inc. Educational Communications Board
Madison	15 21- 27-	WMTV WHA-TV WKOW-TV		Forward Communications Corp. University of Wisconsin Liberty Television Inc.
Menomonie	28-*	WHWC-TV		Educational Communications Board (Colfax)
Milwaukee	18- 24+ 30 36*	WVTV wcv1 WMVT		Gaylord Broadcasting Co. BTF Broadcasting Inc. <i>Wisconsin Voice of Christian Youth</i> Milwaukee District Board of Adult Education
Park Falls	36+		WLEF-TV	Educational Communications Board

**Open in Wisconsin:** Appleton (32+); Bloomington (49\*); Fon du lac (34+); Highland (51\*); Janesville (57+); Kenosha (55-); Kieler (46+\*); Madison (47+); Manitowoc (16+); Oshkosh (22+); Racine (49+); Sheboygan (28); Superior (40); Suring (14); Tomah (25); Wausau (33-).

“delighted to see what’s been happening” in UHF.

“But,” he is quick to add, “the frustration we’ve met trying to improve the technology is a problem. There never was any coordination on the technology. It all just happened, and television is too complicated for that to work. There should be a dedicated group of good engineers at the FCC working on it, but the commission never comes to grips with UHF’s needs.”

When the commission made its policy decision that UHF and VHF would compete in the same markets (the Sixth Report), it became responsible for bringing UHF technology up to speed—a responsibility Mr. Block says the FCC has ignored. “There was an early consensus at the commission that UHF wasn’t worth a damn, and for a group charged with leadership that’s a very serious thing. That kind of attitude, negativism, has permeated the commission and also, ‘We’re concerned UHF has too much spectrum.’ We agree that isn’t sacrosanct, but to give up UHF working well because you want to reallocate the channels is entirely in conflict with the mandate of Congress. And we counter by saying: ‘Hey, that’s not your concern. Your concern is the congressional mandate to foster the growth of UHF. And you’re not fostering it.’ They say, ‘Well, it’s not going to grow anyway.’”

If Mr. Block’s assessment of the FCC’s attitude toward UHF is correct, the commission has failed to pay attention to its own monitoring of UHF development as well as the growing attitude among the broadcasters that they are no longer second-class citizens of the broadcasting community.

Donald Curran, president of Field Communications, says, “The UHF stigma is rapidly vanishing. I don’t think of ourselves as being any different. Already we find ourselves outpulling VHF network affiliates throughout the day.” Nor were those sentiments exclusively his. Mr. Matranga, whose station averaged a 16 audience share against three VHF stations in 1978, says his station is pushing back “the UHF crumb-bum image. We act like we’re channel 2. We don’t think of UHF, and we haven’t for two or three years.”

The final word on the subject, however, belongs to Mr. Putnam: “The futures are with us. We can still improve our circulation. Things can’t get any worse.”



Field’s Curran

## Technical trials

**Signals are more costly to send out, receivers aren't maximized for reception; broadcasters blame the FCC, but some are looking in other directions for the solution**

Can UHF compete technologically with VHF?

For years that has been a gnawing question about UHF. Thus far, the UHF broadcaster's end product, the image appearing on the home screen, says that UHF is basically an inferior mode of transmission. It is a more expensive means of transmitting, and a UHF signal does not have the reach of a VHF. To a commercial television system devoted to maximizing audience and profits, UHF's technological history has indicated that the medium will never reach true comparability with VHF. But there are those who see such comparisons in apples-and-oranges terms.

Philip Rubin, chief engineer of the Corporation for Public Broadcasting and an energetic force in the Council for UHF Broadcasting, a technical organization, says, "UHF can be good enough. I don't ever see the bands being truly equal. VHF will always have an inherent technical advantage due to propagation characteristics—that being a matter of basic physics.

"But the important thing is getting a picture on that tube that is good enough. The television set in the home today is capable of producing an excellent picture. The VHF signal delivers to that set a picture that is better than excellent. If UHF comes in with an excellent picture, it doesn't do you any good to be better than excellent. And I think we can eventually put an excellent picture on that screen.

"The FCC says if you took all existing stations to their theoretical maximum power, they would cover about 80% of the country when actually we've determined they would cover only about 50% because they have what we've come to know as the UHF handicap both in transmission facilities, existing receiver set operation and a whole host of other things that are a result of the FCC's inaction. It's the commission's responsibility to make UHF and VHF equal as it did with AM and FM. AM and FM are now very close to being equal bands, but UHF and VHF have a way to go. And we really feel that the commission can help us more than anybody else in seeing that equality comes to pass," Mr. Rubin says.

More bluntly, William Putnam of WWLP(TV) Springfield, Mass., says the services could become truly comparable if the commission would "implement the damn law. They've had 15 years to tell the manufacturers to make the sets." Instead, he says, the commission has chosen to listen to the manufacturers' "hollow" argument—"We just can't do it."

CUB and the National UHF Broadcasting Association, an organization of

## Wyoming

City	Channel	On-air	CP	Licensee/ Applicant(s)
Casper	14-			The Chrysostom Corp.

**Open in Wyoming:** Casper (20-); Cheyenne (17\*, 27-, 33-).

\*Noncommercial allocation.

Plus (+) or minus (-) sign after frequency means station must offset its carrier 10 khz above or below the normal carrier frequency.

<sup>1</sup>Authorized for subscription television.

<sup>2</sup>Jan. 31 cut-off

<sup>3</sup>March 20 cut-off

<sup>4</sup>Dec. 21, 1978 cut-off

<sup>5</sup>Sept. 7, 1978 cut-off

<sup>6</sup>Sept. 10, 1978 cut-off

<sup>7</sup>Noncommercial station on commercial allocation.

<sup>8</sup>A construction permit for channel 57 at Philadelphia has been granted to Radio Broadcasting Co., but the losing applicant, Vue-Metrics Inc., has appealed to the U.S. Court of Appeals.

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UHF broadcasters headed by Cy N. Bahakel of Charlotte, N.C., have already begun taking their cases to the commission and elsewhere in Washington. NUBA is now in the early stages of a major survey of UHF broadcaster opinion on a wide range of issues, including cable, noise figures and attitudes about the commission's UHF actions.

UHF broadcasters see much of their technical problems stemming from home receiver technology. At the front end, however, a UHF operator must use considerably more power to transmit than does his VHF colleague. In these energy-conscious times, that, of course, means that the UHF station has a considerably higher electricity bill than does a VHF.

WETA(TV) Washington, a noncommercial channel 26 station, spends approximately \$8,000 a month on electricity for its 2,254 kw transmitter. Figuring in only inflation, that monthly charge will be \$9,600 in two years. Another noncommercial UHF station, KCET(TV) Los Angeles, figures that it costs \$58,000 a year to run its transmitter. In two years that figure will be \$70,180.

Mr. Putnam's Springfield station spends \$17,000 a month on energy, and he estimates that a comparable VHF station would have a monthly bill only 10% of that. (As a side note, in its 26 years of existence WWLP has never had a heating system. It has always used heat generated



NUBA's Bahakel

by the transmitter.)

Some UHF broadcasters have turned to circular polarization (CP) as a means of enhancing their signals. Problems with the technique have been noted, however. (CP is a means of transmitting both horizontally and vertically polarized signals in such a way that a station's signal "spirals" around hills, buildings or other obstructions.) The technique is reputed to provide much better pictures. Doubts were cast on the usefulness of the technique last month, however, when CBS Inc. and Bonnevill International submitted independent reports to the FCC finding faults with the transmission system.

But new technologies are also offering

UHF broadcasters new opportunities for greater reception and new programming. Ted Turner's channel 17 WTCG(TV) Atlanta superstation is the most obvious and best example.

As of January, the Atlanta station was being transmitted via satellite to 669 cable television systems in 45 states serving 2,844,350 households. Throughout 1978, the station was adding new potential viewers at the rate of 134,000 a month. It expects to add over 200,000 homes in February (over half of those are on the Manhattan Cable TV system in New York, which began receiving WTCG Feb. 1.) According to Arbitron, the Atlanta metropolitan area has 607,600 UHF households (98% of the market). A conservative estimate, then, puts the WTCG signal into four million homes by June of this year.

Bob Wormington feels that "economy alone should dictate the importance of having a capability to receive satellite transmission.

"It's not the transmission wave of the future—it's here right now. And as more and more programming events are being beamed via satellite, stations are going to find them a necessity before too long—particularly UHF stations with no network affiliations. We're in the midst of a technological explosion in the communications industry, and a UHF broadcaster has to be two steps ahead to stay even." ■

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Milton E. Mitler, Manager, Marketing Services Division



## Rally's ralliers firm up plans for Washington protest meeting

**Planners still contend 400 will attend Washington rally to protest too-heavy hand of government; NAB complains about late add to agenda**

It's difficult to predict how many broadcasters will show up in Washington Wednesday (Feb. 28) for the "rally against overregulation," but planners are holding to their forecast of around 400. So far only about 150 people have written to the rally's special post office box to say they will go, but that doesn't reflect the telephone calls from whole delegations, the coordinators say. Calls last week indicated there will be 12 to 15 broadcasters planning to attend from Indiana, for instance, 20 from New Mexico, 12 from Colorado and "about 40 to 50" from Florida.

The rally's steering committee—representatives from the National Association of Broadcasters, the National Radio Broadcasters Association, the Daytime Broad-

casters Association, the Community Broadcasters Association and the Radio Television News Directors Association—are trying to get as many top officials with authority over broadcasting into the act as it can and reported last week receiving positive responses to invitations from several FCC commissioners and the authors of the first Communications Act rewrite.

The program for the gathering calls for a speech by Senator William Proxmire (D-Wis.) at a "kick-off breakfast" Wednesday morning at the Quality Inn on Capitol Hill. Senator Proxmire for four years has been pushing legislation to abolish the fairness doctrine and equal-time laws.

The broadcasters are to disperse after breakfast for meetings all morning with their legislators, during which time the steering committee is scheduled to meet with the White House domestic policy staff. Then all are to return to the hotel for a 12:30 lunch with FCC commissioners and their representatives. Commissioners Joseph Fogarty, James Quello and Margita White (on her last day at the FCC) are expected to attend. The others are expected to send representatives, except Commissioner Robert E. Lee who reportedly refused the invitation. Broadcast Bureau Chief Wallace Johnson also is expected to attend.

The plan for the luncheon, according to the planners, is for selected broadcasters

to stand and give addresses about their bad experiences with regulation. The FCC people are not scheduled to speak, but may wish to respond.

There is to be an "add-on" session at 1:30 p.m. to "preview" the Communications Act rewrite, which is expected to be introduced in March. Participants in that session, as of last week, included the authors of the first rewrite, Representative Lionel Van Deerlin (whose attendance hinges on his recovery from surgery two weeks ago) and former Florida Republican Congressman Lou Frey, now a Washington communications lawyer, with Henry Geller, assistant secretary of commerce for communications and information, Commissioner White and House Communications Subcommittee Counsel Harry M. (Chip) Shooshan.

Announcement of the last session, made unilaterally in the NRBA weekly newsletter last week, touched off complaints from the NAB staff members, who said they had heard nothing about the add-on session. William Carlisle, NAB vice president, government relations, and NAB's representative on the rally steering committee, said NRBA had violated an agreement among the associations to work things out jointly. NAB's biggest concern was that the extra session conflicts with NAB's annual state association president's meeting, around which the rally was planned and which reconvenes

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Station \_\_\_\_\_

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City, Zip \_\_\_\_\_

separately at NAB headquarters across town at 2:30 the same afternoon. A spokesman for NRBA said it seems certain that the rally will now extend beyond 2 p.m. when it had been scheduled to end.

**FCC slips back on its radio deregulatory timetable; dropped stitch blamed on inadequate intra-agency briefing**

Meanwhile, the FCC's schedule for developing and considering proposals for deregulating radio has slipped. Officials say

an item dealing with the subject, which was to have been before the commission last week, probably will not reach the commission agenda until late in March.

Key staffers involved were not satisfied with drafts that had been prepared in the Broadcast Bureau, the General Counsel's Office and the Office of Plans and Policy. One official said the staff members who did the work evidently had not been given sufficiently clear instructions.

There was said to be a need for additional facts to determine the smallest market where competition could be expected to be sufficient to warrant deregula-

tion. A question the General Counsel's Office has yet to resolve is whether the commission can legally eliminate a requirement that broadcasters provide some public affairs programming. Some lawyers feel that the fairness doctrine has been incorporated into Section 315 of the Communications Act and that it imposes an obligation on broadcasters to cover controversial issues of public importance.

The commission has expressed interest in eliminating for radio—at least on a test basis in major markets—the ascertainment requirement, standards for informational programming and limits on commercial time.

**Media Briefs**

**Break.** FCC issued tax certificate to Downe Communications for sale of WADO(AM) New York to Wilson Communications. Controlling interest of Wilson is owned by Hispanic-Americans.

**CBN under pressure.** Division of Public Charities of Massachusetts attorney general's office has filed Freedom of Information Act request with FCC asking for "anything you have" on WXNE-TV Boston and parent, Christian Broadcasting Network. Same office has suit in state court against station to require it to file certain financial reports with state—in accordance with state laws governing nonprofit organizations. State suit was brought last year, but CBN is contending it falls under exception for religious corporations in state law. FCC officials said Massachusetts request was probably too broad, and commission would have to ask attorney general to make another more specific request.

**No labels.** Federal Trade Commission attorneys recommended last week not to require energy-efficiency labels for television sets. Program is designed to tell consumers cost of operating different brands of appliance at time of purchase, but FTC staff said labels for TV sets aren't technologically or economically feasible and wouldn't help consumers in making purchase decisions.

**NRBA summer job.** National Radio Broadcasters Association has established Julian J. Trivers NRBA internship program offering \$1,000 for one college student to work in NRBA headquarters each summer. Mr. Trivers, who died Jan. 25, is former retailer and executive for radio equipment firm who was active in association during its early days as National Association of FM Broadcasters. His son, Stephen, president of WQLR(FM) Kalamazoo, Mich., is current member of NRBA board.

**Multimedia buys newspaper.** Multimedia Inc., Greenville, S.C., group broadcaster and newspaper publisher, has completed acquisition of *Daily News-Chief*, Winter Haven, Fla., for an undisclosed price. Multimedia owns four TV stations; seven AM and six FM outlets and recently announced plans to buy WZTV(TV) Nashville and WVEZ(FM) Louisville, Ky.



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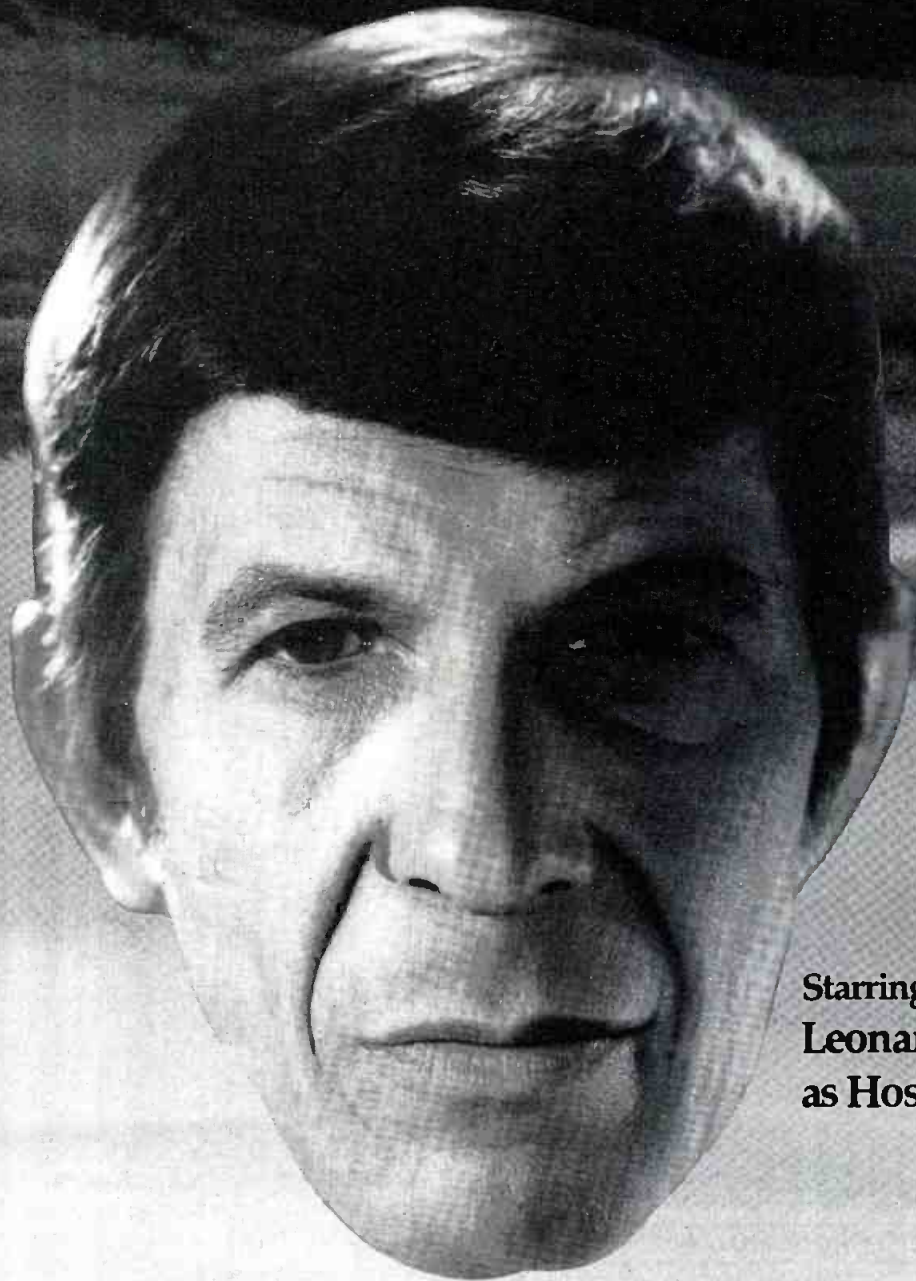


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# Changing Hands

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

## Proposed

■ **WGBS(AM)-WLYF(FM)** Miami: Sold by Storer Broadcasting Co. to Jefferson-Pilot Broadcasting Co., Charlotte, N.C., for \$12.5 million. (Seller had asked \$14 million for stations after it announced plans to sell off all radio stations [BROADCASTING, Dec. 11.]) It is also selling **WHN(AM)** New York and **WSPD(AM)** Toledo, Ohio, and will sell **WLAK(FM)** Chicago, purchased in April 1978, after fulfilling three-year ownership requirement of FCC rules. Buyer is wholly owned subsidiary of Jefferson-Pilot Corp. Parent and subsidiary together now own five AM's, four FM's and two TV's. Wallace J. Jorgenson is president and Cullie M. Tarleton is vice president for radio. WGBS is on 710 khz with 50 kw full time. WLYF is on 101.5 mhz with 100 kw and antenna 810 feet above average terrain. Broker: Ted Hepburn Co.

■ **KKUA(AM)-KQMQ(FM)** Honolulu: Sold by KoKUA Radio One Corp. to CCLA Communications Inc. for \$2.2 million. Seller is principally owned by H. G.

Fearnhead, who has no other broadcast interests. Buyer is wholly owned subsidiary of Coca-Cola Bottling Co. of Los Angeles. It also owns **KJOH(FM)** Los Angeles; Gordon F. Mason, VP-general manager of that station, is company's principal broadcast officer. **KKUA** is on 1170 khz with 10 kw. **KQMQ** is on 93.1 mhz with 100 kw and antenna 126 feet above average terrain. Broker: Blackburn & Co.

■ **WKLC-AM-FM** St. Albans, W. Va.: Sold by WBH Inc. to Appalachian Broadcasting Corp. for \$450,000. Seller is owned by William B. Harrison, who has no other broadcast interests. Buyer is owned by Richard Hustead, current salesman for those stations. **WKLC(AM)** is 1 kw daytimer on 1300 khz. **WKLC-FM** is on 105.1 mhz with 50 kw and antenna 500 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **WQQT(AM)** Savannah, Ga.: Sold by WQQT Inc. to WRAC Broadcasting Inc. for \$420,000. Seller, principally owned by Robert Powers, also owns **WXML(FM)** Savannah. Buyer is owned by J. William O'Conner, who sold **WRKR-AM-FM** Racine,

Wis., last November. **WQQT** is on 1450 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

## Approved

■ **KSBW-TV** Salinas and **KSBY-TV** San Luis Obispo, both California: Sold by Central California Communications Corp. to John Blair & Co. for \$16,843,540. Seller is principally owned by Elizabeth A. Cohan, widow of John C. Cohan, who died in 1974 (BROADCASTING, Jan. 14, 1974). Buyer is publicly owned and diversified; it has major station representation division, graphics companies and other broadcast interests (owns **WHDH(AM)-WCOZ(FM)** Boston and has purchased, subject to FCC approval, **KOKH-TV** Oklahoma City). Reid L. Shaw, formerly with General Electric Broadcasting, was named president of stations division two weeks ago (BROADCASTING, Feb. 12). **KSBW-TV** is on channel 8 with 240 kw visual, 44.7 kw aural and antenna 2,330 feet above average terrain. **KSBY-TV** is on channel 6 with 100 kw visual, 12 kw aural and antenna 1,570 feet above average terrain. Both are NBC-TV affiliates.

■ **WWOK(AM)-WJOK(FM)** Miami: Sold separately by Mission East Co.—**WWOK** to Metroplex Communications of Florida for \$1,540,000 plus \$200,000 for agreement not to compete, **WJOK** to Susquehanna Broadcasting Co. for \$2 million. Seller is wholly owned by Mission Broadcasting Co., owned by Jack Roth, who also owns **KONO(AM)-KITY(FM)** San Antonio, Tex.; **WAME(AM)** Charlotte, N.C., and **KERE(AM)** Denver. Metroplex is owned by Norman Wain and Robert C. Weiss, who also own **KOAX(FM)** Dallas, **KEZK(FM)** St. Louis and **WHYI(FM)** Fort Lauderdale, Fla. Mr. Wain also is 50% owner of Cleveland MDS system and Mr. Weiss owns construction company in Tarmac, Fla. Susquehanna, principally owned by Louis J. Appell Jr. and his family, owns **WSBA-AM-FM-TV** York, Pa.; **WQBA(AM)** Miami; **WKIS(AM)** Orlando, Fla., and **WLTA-FM** Atlanta. It also owns 90% of **WARM(AM)** Scranton, Pa.; **WHLO(AM)** Akron, Ohio; **WLQR(FM)** Toledo, Ohio; **WGBB(AM)** Freeport, N.Y.; **WFMS(FM)** Indianapolis; **WLQA(FM)** Cincinnati, and **KPLX(FM)** Fort Worth. **WJOK** would be company's seventh FM, maximum allowed by FCC. **WWOK** is on 1260 khz with 5 kw. **WJOK** is on 107.5 mhz with 100 kw and antenna 460 feet above average terrain.

■ **WHLI(AM)-WIOK(FM)** Hempstead, N.Y.: Sold by FM Broadcasting Corp. to Williams Broadcasting Corp. for \$1,417,750. Seller is owned by Paul Godofsky, president, who has no other broadcast interests. Buyer is owned by Robert L. Williams, marketing director, McGavren-Guild Inc., New York, station representative. He also has 15% interest in Park City Broadcasting, licensee of **WEZN(FM)** Bridgeport, Conn., and **WFTQ(AM)-**



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2/26/79

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

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
Adams-Russell Co.....	3 mo. 12/31/78	\$ 6,397,000	+19.3	\$366,000	+24.1	\$ .29	\$ 5,360,000	\$ 295,000	\$ .24
Communications Satellite Corp.....	Year 12/31/78	184,570,000	+ 9.7	34,238,000	+ 5.4	4.28	168,187,000	32,499,000	3.27
Conrac Corp.....	Year 12/31/78	129,108,000	-3.17	1,660,000	-7.4	.63	133,323,000	6,490,000	3.07
Cox Broadcasting Corp.....	Year 12/31/78	230,444,000	+23.6	33,847,000	+33.0	5.07	186,430,000	25,456,000	4.11
Dun & Bradstreet Companies Inc.....	Year 12/31/78	762,642,000	+14.0	70,285,000	+20.2	2.52	668,801,000	58,491,000	2.10
Farinon Corp.....	9 mo. 12/31/78	24,159,000	+18.4	3,691,000	+15.6	.77	20,409,000	3,193,000	.69
General Tire & Rubber Co.....	Year 11/30/78	2,230,040,000	+ 4.6	115,519,000	- .4	4.97	2,131,266,000	115,987,000	4.99
Gray Communications Systems Inc.....	6 mo. 12/31/78	11,167,582	+31.3	897,551	+31.4	1.82	8,506,866	682,859	1.08
Harris Corp.....	6 mo. 12/31/78	458,554,000	+14.1	27,957,000	+20.3	1.10	401,760,000	23,230,000	.95
Harte-Hanks Communications Inc.....	Year 12/31/78	184,560,000	+26.1	15,737,000	+22.2	1.73	146,374,000	12,883,000	1.44
Kansas State Network Inc.....	3 mo. 11/30/78	5,137,000	+20.3	617,000	+29.1	.34	4,271,000	478,000	.28
Kingstip Communications Inc.....	3 mo. 12/31/78	992,812	+32.1	169,044	+95.4	.36	751,312	86,523	.19
Knight-Ridder Newspapers Inc.....	Year 12/31/78	878,875,000	+16.9	76,756,000	+25.5	2.34	751,712,000	61,175,000	1.88
Lee Enterprises Inc.....	3 mo. 12/31/78	31,117,000	+17.3	4,293,000	-30.4	.59	26,532,000	6,170,000	.83
The Liberty Corp. <sup>1</sup> .....	Year 12/31/78	255,216,000	+30.9	30,940,000	+33.3	4.60	194,904,000	23,208,000	3.47
Media General Inc.....	Year 12/31/78	243,699,000	+12.4	17,972,000	+32.4	1.82	216,891,000	13,574,000	2.40
Metro-Goldwyn-Mayer Inc.....	3 mo. 11/30/78	143,395,000	+92.4	26,016,000	+216.7	1.70	74,522,000	8,215,000	.53
Metromedia Inc.....	Year 12/30/78	370,713,000	+23.3	35,272,000	+ 9.7	7.02	300,610,000	32,147,000	4.85
Multimedia Inc.....	Year 12/31/78	110,629,711	+19.6	15,600,455	+29.9	2.35	92,489,403	12,013,159	1.82
RCA.....	Year 12/31/78	6,647,700,000	+12.2	278,400,000	+12.7	3.65	5,923,400,000	247,000,000	3.23
ScrIPps-Howard Broadcasting Co.....	Year 12/31/78	65,342,624	+31.1	14,470,780	+25.4	5.60	49,829,179	11,538,735	4.46
Taft Broadcasting Co.....	9 mo. 12/31/78	135,491,611	+20.1	22,312,194	+30.3	2.64	112,797,340	17,121,292	2.08
Technical Operations Inc.....	3 mo. 12/31/78	28,021,000	+34.6	470,000	+305.2	.35	20,819,000	116,000	.09
Time Inc.....	Year 12/31/78	1,697,585,000	+35.9	125,742,000	+38.9	5.47	1,249,816,000	90,539,000	4.44
The Times Mirror Co.....	Year 12/31/78	1,427,931	+24.8	142,399	+48.2	4.13	1,143,744	96,110	2.77
Tocom Inc.....	6 mo. 12/31/78	3,357,269	+149.0	191,750	+142.8	.13	1,348,384	(134,257)	(1.11)
Transamerica Corp.....	Year 12/31/78	3,525,487,000	+ 9.7	209,705,000	+22.9	3.15	3,212,833,000	170,578,000	2.55
Twentieth Century-Fox Film Corp.....	Year 12/30/78	625,889,000	+23.5	58,390,000	+15.0	7.25	506,756,000	50,780,000	6.52
Viacom International Inc.....	Year 12/30/78	81,898,000	+40.1	7,415,000	+33.5	1.95	58,462,000	5,556,000	1.48
Wometco Enterprises Inc.....	Year 12/30/78	278,973,000	+23.9	18,781,000	+48.2	2.20	225,096,000	12,676,000	1.48

<sup>1</sup>Figures exclude investment gains of insurance operations.

WAAF(FM) Worcester, Mass. WHLI is 10 kw daytimer on 1100 khz. WIOK is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

■ WNHC(AM) New Haven, Conn.: Sold by New Haven Radio Inc. to Anthony R. Martin-Trigona for \$650,000. Seller is owned by Natle Urso and his wife, Elizabeth, and Carl Grande and Mr. Martin-Trigona, who is buying out others. Mr. and Mrs. Urso and Mr. Grande own WERI-AM-FM Westerly, R.I. Mr. Martin-Trigona owns WHET(AM) Waltham, Mass., and has real estate interests in Illinois. WNHC is on 1340 khz with 1 kw daytime and 250 w night.

■ KIXZ(AM) Amarillo, Tex.: Sold by Broadcasting Associates Inc. to Mel Tillis for \$550,000. Seller is owned by Sammons Enterprises (80%) and Raymond Ruff (20%). Sammons, principally owned by C. A. Sammons, is holding company with interests in hotels, CATV, insurance and broadcasting. Along with Mr. Ruff, it owns KTRN(AM) Wichita Falls, Tex.; KELI(AM) Tulsa, Okla., and KHOG(AM) Fayetteville, Ark. Buyer is country recording artist with no other broadcast interests. KIXZ is on 940 khz with 5 kw day and 1 kw night. Broker: Magruder Media Associates for buyer; Dan Hayslett & Associates for seller.

■ Other stations sales approved last week include: WHAN(AM) Haines City, Fla., and KBCH(AM) Lincoln City, Ore. (see "For the Record," page 99).

- *Negotiations*
- *Appraisals*
- *Radio*
- *T.V.*
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## In the palm of the hand

Broadcast Computing Inc., New York, in conjunction with Petry Television, there, has developed two statistical systems for convenient projection of reach and frequency levels for specific TV stations and for relating viewers of different TV program types to specific products.

The Television Portable Audience Statistic System (PASS), which charts the reach and frequency levels, and the Television TARGET System are designed for use with a Texas Instruments hand-held programable calculator. This permits stations, national representatives or other users to determine calculations at the desk of advertising prospects, according to Jack Allen, founder of BCI.

The availability of the television reach and frequency calculations and the computerized product usage system are expected to generate more television dollars by defining more precisely the advertiser's audience, according to Petry. The PASS and TARGET systems were designed by BCI for Petry, which will hold exclusive rights for several months.

BCI has devised similar systems for the radio field but this venture marks its entry into television computer services.

According to BCI, the PASS system

allows the user to calculate figures for reach, frequency, cost, gross impressions, net impressions, GRP levels, C-P-M/gross audience and C-P-M/net audience. The TARGET system makes use of W.R. Simmons product usage data showing the proportion of product users who can be reached based on 13 TV program types. BCI said it allows the user to calculate total product users by demographics, heavy product users by demographics, C-P-M/total users, C-P-M/heavy users, percentage of total users delivered and percentage of heavy users delivered.

## SIN squabbles with AFTRA

SIN, the U.S. Spanish television network, filed an unfair labor charge last week against the American Federation of Television and Radio Artists, asserting in a complaint to the National Labor Relations Board that AFTRA refuses to negotiate a renewal of the national code for Spanish-language TV commercials.

SIN said a short-term agreement was signed with AFTRA last Sept. 22 in which residual payments were fixed in proportion to the Spanish-speaking population of the U.S. SIN claimed that the union has refused to renegotiate that contract, which expired on Nov. 15. An AFTRA official denied this claim, saying that all of its commercial codes expired last Nov. 15 and

that it invited SIN to sit in on negotiations. He said AFTRA has sent a letter to SIN asking that talks be started.

## Advertising Briefs

**Paper chase.** Radio Advertising Bureau, in cooperation with Broadcast Computing Inc., New York, has developed SONAR (synthesis of newspapers and radio), computerized media comparison system intended for rapid calculations of reach and frequency programs for newspapers used alone or in combination with radio. SONAR system is available for radio stations either through BCI or RAB for \$350; stations also will need Texas Instrument TI-59 hand-held programable calculator.

**Two in one.** Richard K. Manoff Inc., New York, which was acquired in 1978 by Geers Gross Advertising, London, has changed its name to Manoff Geers Gross Inc. to reflect more closely its association with British agency. Both agencies will continue to operate autonomously, with total billings at \$70 million. Geers Gross bills about \$30 million and Manoff Geers Gross, about \$40 million, of which estimated 65% is in broadcast.

**Expanding westward.** Roslin Radio Sales Inc., New York, has opened office in California at 8665 Wilshire Boulevard, Beverly Hills, 90211 (213) 657-8541.

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A "beginner" in this instance is a newperson with fewer than three years full time experience in commercial or public broadcast journalism.

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## Kids know commercials when they see one, Roper research tells TIO

A poll of parents conducted by the Roper Organization Inc. reports that nine out of 10 of their children aged from 3 to 10 know the difference between television programs and commercials. Eight out of 10 children who know the difference between commercials and programs were said also to know that the purpose of commercials is to persuade them or a parent to buy a product or service.

The study was based on a national sample conducted among 2,000 persons, 18 and over, in December 1978. Its findings were released by Roy Danish, director of the Television Information Office, which commissioned the study.

Parents were asked if each of their children knew the difference between TV programs and the commercial, or if they think they are both the same thing. Among children 3 to 10, parents said that 89% knew the difference, 5% thought both are the same, and 6% didn't know or gave no answer. Among children 3 and 4, 72% were said to know the difference; 14% to think both were the same, and 14% not to know or gave no answer. In the 9 and 10 grouping, 95% were said to know the difference; 1% thought both are the same

and 4% didn't know or didn't give an answer.

Parents who said their children knew the difference between commercials and programs were asked if the children knew that the purpose of commercials was to persuade people to buy something. Among children 3 to 10, 79% were said to know the difference; 17% not to know, and 4% didn't know or did not give an answer. Among children 3 to 4, 57% were said to know the purpose of commercials; 40% not to know, and 3% didn't know or gave no answer.

"While the Federal Trade Commission staff proposed that children in the 2 to 8 range be treated as one class with limited intellectual development," Mr. Danish commented, referring to that agency's ongoing children's advertising inquiry, "clearly this study reveals otherwise. Even at the youngest age reported—3 years—a clear two-thirds of the parents indicated that the children understand the difference between programs and commercials, and only one-sixth thought their children do not."

"Although the FTC advances the theory that children under 8 know very little about the purpose of commercials and have limited comprehension, we see here that the majority of children learned early to understand the purpose of commercials as well as the difference between commercials and programs."

## Programming

### New series sputter on NBC

**Rivals' stunting contributes to network's poor ratings, returning it to third place**

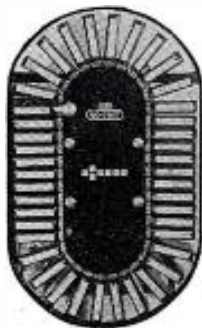
In another fiercely competitive sweep week, ABC-TV and CBS-TV stunted all over prime time while NBC-TV stuck to its regular schedule—and faced what may be the beginnings of a second-season debacle.

In the week of Feb. 12-18 there were ominous performances by NBC's new series. *Supertrain* dropped seven points from its special premiere episode the previous week to a 25 share on Wednesday. *BJ and the Bear* went from a 35-share special premiere to a 29 on Saturday, five points off its lead-in from *CHiPs*. *Little Women* fell from an 18-share premiere to a 14 on Thursday, and both it and *BJ* threatened established series on those nights, *Quincy* and *Rockford Files*.

The network's new Friday series block continued its dive to the basement despite the highest-ever share scored by its lead-off show, *Diff'rent Strokes*. *Strokes* had a 39, followed by *Hello Larry's 27*, *Brothers*

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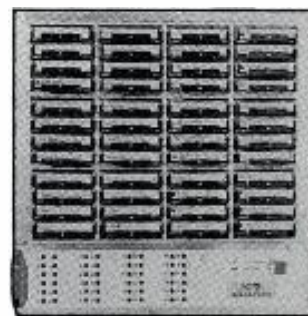


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and *Sisters*' 19, *Turnabout's* 17 and *Sweepstakes*' 16.

The week's ratings averages reflected those performances. NBC won no nights and returned to its third-place position with a 17.4. ABC won five nights to finish with a 22.2 and CBS took Monday and Friday to wind up with a 19.1. Averages through 19 days of the February sweep showed ABC with a 21.8, CBS with a 19.4 and NBC with a 17.7.

Besides *Diff'rent Strokes*, NBC's brightest spot of the week was the miniseries *Backstairs at the White House*, which scored a 36 share on Monday despite competing with the last hour of CBS's second installment of "Gone With the Wind." "GWTW" was the week's most-watched blockbuster, scoring a 28.8 rating and 40 share. The first segment of ABC's *Roots: the Next Generations* came in close behind with a 27.8/41 on Sunday (see "Top of the Week"). Both were out-ranked by ABC's regular series *Mork and Mindy*, *Three's Company*, *Laverne and Shirley*, *Angie* and *Happy Days*. *Three's Company* also aired in a special episode on Thursday and earned the distinction of placing both second and seventh on the week's program ranking list.

*Roots* easily won Sunday night for ABC, but both the other networks had respectable audiences. NBC's "American Graffiti" pulled a 22.5/33, CBS's "Marathon Man" an 18.9/31. NBC opened its miniseries

version of "From Here to Eternity" on Wednesday with a 33 share against fairly tough competition on ABC and CBS.

ABC's Friday scheduling of "Shampoo" produced a winning 38 share, but CBS still edged out ABC for the night with another strong performance from *Dukes of Hazzard* (a 34 share) and from *Dallas* (a 36). ABC's *Mork and Mindy* took the number-one program spot for the second week in a row with a huge 50 share on Thursday. *Angie* aired after *Mork* with a 45, an encouraging four points up from its performance the previous week, although the special episode of *Three's Company* that followed may have had an influence. Less encouraging for ABC was *Makin' It's* 19 share on Friday, a one-point decline. ABC also slotted its ailing *Battlestar Galactica* after *Roots*; it dropped nine share points to a 32.

## Program Briefs

**Sales anchor.** First sale of Gold Key Entertainment's "Neptune Journals" package of 12 feature films has been made to KCOP(TV) Los Angeles for price close to \$1 million, according to distributor. Features, ranging from "Voyage to the Edge of the World" to "Dive to Danger" involve "mysteries and dangers of the seven seas" and are first run for TV.

**Back in town.** After absence of about a year and a half, *Mike Douglas Show* will return to Chicago April 9 on WBBM-TV. *Douglas* earlier had short run on WSNS(TV) there and, before that, was on WMAQ(TV).

**Partners: Wrather, McDermott.** Formation of Wrather Entertainment International for development of TV properties and motion pictures has been announced by Jack Wrather and Tom McDermott. Wrather Corp., second largest stockholder in Teleprompter Corp., is diversified company that is already involved in TV and motion picture enterprises. Mr. McDermott, veteran agency and production executive, was most recently associated with RCA's SelectaVision, video cassette and video disk program business. He will be president and chief executive officer of new company.

**Back again.** NBC-TV has renewed prime-time series, *CHiPs*, for 1979-80 season. MGM-TV produces with NBC.

**Sports Emmys.** National Academy of Television Arts and Sciences handed out 12 Emmy awards for sports: six to CBS, five to NBC, and one to syndicated series *The Way It Was*. ABC had withdrawn from competition, disagreeing with separation of sports from prime-time Emmy broadcast.

**British outlet.** Trident Television Ltd., British broadcasting/entertainment firm, has formed New York-based TV distribution company with Viacom International veterans Arthur Zeiger and Elliot Abrams at helm and with undisclosed equity interest. Messrs. Zeiger and Abrams, both formerly Viacom corporate vice presidents, are president and chief executive and vice chairman and chief operating officer, respectively, of new Trident Television Associates. Firm, expected to begin operating in about month, will handle domestic and international distribution for independent producers.

**Anglophiles.** "Thames Week," with 7 p.m. to sign-off programming from Thames Television, British programer, has been scheduled on KHJ-TV Los Angeles, June 11-15. WOR-TV New York, another independent in RKO General group, did same in 1976.

**Add six.** ABC American Contemporary Radio Network has half-dozen new affiliates, bringing total to 374: KBEQ(FM) Kansas City, Mo.; KCBQ(AM) San Diego; WMC-FM Memphis; WNOX(AM) Knoxville, Tenn.; KROY(AM) Sacramento, Calif., and KMGX(AM) Tucson, Ariz.

**Chart toppers.** *The No. 1 Radio Show*, 24-hour program from Drake-Chenault featuring all number one records from 1964 to present, has been sold to 50 stations, among them WXLO(FM) New York, KSFO(AM) San Francisco and WRKO(AM) Boston.

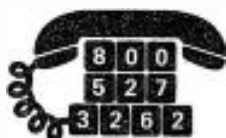
**Fall premiere.** MCA DiscoVision and Pioneer Electronics of Japan intend October announcement of their plans regarding joint introduction of laser-optical video disk system for consumers, to be compatible with system being test marketed by MCA and Magnavox.

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## When a snow job means a big job for radio-TV

**Storm emergency in East catches many broadcasters by surprise—but not for long**

Record-breaking snowfalls brought much of the East Coast to a standstill last week, but broadcasters—by hook or by crook—kept right on going.

It took cross-country skis, four-wheel drive vehicles and long hikes to the newsroom, but stations up and down the coast reported that the storm hadn't gotten the best of them. In fact, most news directors seemed to feel the weather (almost) proved no match. Typical of the job broadcasters did in the emergency were these reports to BROADCASTING:

In Washington, where 18 inches of snow topped eight already on the ground, a call for four-wheel drive trucks by local TV and radio stations kept news operations from being buried. WRC(AM) managed to get all but one of its staff members to the station, aided by a Jeep owner who answered a broadcast plea for help. Reporter Tina Gulland responded to the call of duty by bringing her 3-month-old child out on the road with her as she did spot reports on area traffic conditions.

WDVM-TV News Director Milt Weiss, like many of his cohorts, found motels a saving grace. Jeeps were dispatched to bring personnel to the station, and nearby motels housed the staff overnight while city road crews struggled to clear the streets. Mr. Weiss said one of his biggest problems was getting the station's helicopter airborne, but a few able bodies and some shovels eventually got the helipad cleared.

WTTG(TV) News Director Jim Schultz said his major problem came after the Monday night newscast—getting people home. "When the show was over at the end of the day there was a big sigh of relief," Mr. Schultz said. "There were some hairy moments." He added that the blizzard of '79 had taught station management a lesson: by Tuesday afternoon a station disaster plan was already being for-


**Go with the status quo.** Asked whether the news media should have "more influence and more freedom," Americans generally agree they should not. A 2,000-person nationwide sample surveyed last December by The Roper Organization found that 41% believed that press freedoms "should remain about the same." There were 28% against giving the press more power and 23% in favor of it. The remainder had no opinion. Compared to Congress, the news media came off better; 45% were against giving it more power.

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mulated, with a large map showing how far employees lived from the station, and who had snow-worthy vehicles.

The northern tip of the storm, which blanketed Philadelphia to New York, left no real problems for news crews. In Harrisburg, where 14 inches of snow fell, WTPA(TV) News Director Jamie Avery said his only dilemma was getting people to work. After that, he said, things went smoothly.

From Virginia to Georgia, where ice and sleet made life miserable for almost everyone, news teams were fully operational. Executive Producer Paul Paolicelli at WSB-TV Atlanta said that since conditions were so treacherous, people were not leaving their homes, which made for slower-than-normal news days.

Mark Pierce, at WCSC-TV Charleston, S.C., said his only troubles came when the antenna on one tower froze, causing difficulties with microwave transmission. For a while, he said, the signals kept getting dimmer as the towers iced up, but things eventually got back to normal. He added that he had a full staff except for his sports director, who got stuck in Miami covering a golf tournament. At WJZ-TV in Baltimore, a city hit hard by snow and looting, things were a little more hectic. "We just don't have time to talk with you," a female reporter said. "Many people couldn't get to the station. Those who could stayed here all night. We're coping the best we can."

## Never a newsman, always a journalist

**Richard S. Salant may well qualify as the most successful misfit in broadcast journalism; after 16 years as head of CBS News, he's heading for the door but not for pasture, collecting IRTS's gold medal along the way; reflections on a standout career as leader, buffer, coach and advocate**

A long, lethal-looking billy club hangs outside Dick Salant's office. It carries the legend, inscribed in brass, "Richard S. Salant: To be used only in the event of a police attack," and it is a memento, arranged by a good-natured CBS-TV affiliate, of an encounter—fortunately conducted through the mails—in which Mr. Salant defended CBS News against the maledictions of a police chief displeased by the way police actions had been covered.

He doesn't have any other billy clubs to show for it, but Dick Salant has made the defense of broadcast journalists' First Amendment rights a central part of the job he has held for 16 years as president of CBS News. Lately he's been getting, instead of billy clubs, a lot of awards, one of the most prestigious of which will be presented Thursday night in New York's Waldorf-Astoria: the 1979 Gold Medal Award of the International Radio and Television Society. For Mr. Salant, who has been in his job longer than any other network news chief, is retiring at the end of April—not willingly, but because he will be 65 by then and CBS has a mandatory retirement policy from which new federal law provides no exemption for executives of Mr. Salant's rank.

Mr. Salant took a look back at his two stints as CBS News president—and a look at what may be ahead for broadcast journalism—in an extended interview with BROADCASTING editors (see excerpts, beginning on page 92).

He made clear that he feels journalistic freedoms are in trouble with the courts, especially the Supreme Court, and that, given current court attitudes, he expects another bad jolt—perhaps before he leaves April 30—in the form of a Supreme Court decision upholding Colonel Anthony Herbert's demand to know the thought processes involved in a 1974 *60 Minutes* broadcast on "The Selling of Colonel Herbert."

"It's going to be a bad one," he said, and hurt print as well as broadcast journalists.

"If that view prevails, there's no protection of confidential sources, there's no protection of your outtakes, of your own mental process," he said. "[They want to know] why did you believe this guy? Why did you believe that guy? Why did you pursue this lead and not that? Maybe not even a day later can you dredge up professional hunches that you're paid to have. [Reporters would say] the hell with this, I'm going to do something nice and bland so I can go back to the business I'm paid to

do instead of spending all my time with lawyers."

Mr. Salant also made clear that he thinks CBS has the best broadcast news staff in the business—and he also told of one who got away—NBC News's John Chancellor.

"We got word—we didn't approach him; we got word—that he was tired [of anchoring *NBC Nightly News*] and what he'd really like to do was a few documentaries and take [Eric] Sevareid's place [doing commentaries]," he explained. "I jumped at the chance. We weren't allowed to have direct conversations with him. But we thought we had a meeting of the minds. But NBC made him an enormously attractive offer for a new contract. I don't blame him a bit—he has obligations to his family, to himself. It fell through. But I'd thought it was going to be all set."

Mr. Salant made no bones about difficulties in getting all the time he'd like to have for the news division in the CBS-TV schedule, and conceded there had been times when he would go home at the end of the week and tell himself: "There must be an easier way to make a living." But he denied he was bitter. "I know that's part of the system," he declared. And he gave the highest marks for the independence given CBS News by CBS's top management.

"We're dependent totally on them for two things," he said. "Money and time. Once we get our money and time, there is total independence—complete. They've been just marvelous about that."

"I'm sure we drive them up the wall on many occasions. But you don't hear how you've exasperated them for months and years afterward. [For proof] just the fact that I've survived these 16 years, the biggest pain in the ass they ever had."

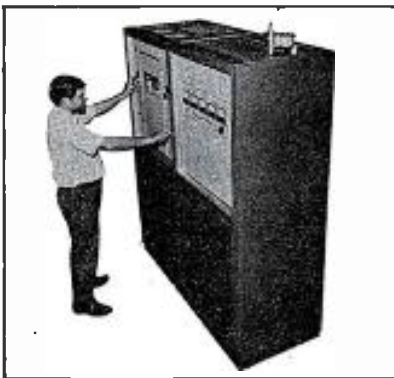
Colleagues at CBS News credit Mr. Salant with a number of accomplishments—among them the first half-hour nightly news, the first one-hour (morning) news, extension of *CBS Evening News* into the weekends, *60 Minutes Magazine*, *In the News*, *30 Minutes* and *Sunday Morning*. Some say one of his most valuable achievements has been to keep the outside pressures—from White House, advertisers or wherever—off the working newsmen.

He accepts the credit and also dismisses it. For instance, he says, "*60 Minutes* was brought to me by Don Hewitt [producer] and Bill Leonard [designated to become president when Mr. Salant leaves]. And the half-hour news—it didn't take any genius to think that 15 minutes wasn't long enough." As for keeping the pressures away from his people, he says "one of my main functions is to be a buffer," and, moreover, his own superiors—notably CBS Inc. Chairman William S. Paley and former Vice Chairman Frank Stanton during the Watergate period—made it easy by not telling him about the pressures being put on them.

"Since they're the guys who held the

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licenses," he says, "it took more guts for them to keep the heat off us. I had no trouble keeping the heat off my guys when I didn't know about it."

Among the programs introduced during his tenure, Mr. Salant seems specially proud of two that, in his words, "give people a shot at us." One is the "letters column," called *Your Turn*, which is now on once a month, and *Inside CBS News*, in which CBS News people visit various cities and answer questions from the public, with the result taped and edited for network broadcast. Mr. Salant calls them "my special babies." *Inside*, he says, has been put on the back burner temporarily because the same questions kept turning up all the time, but he expects it to be revived.

He also expects the issue of a one-hour network evening newscast to be revived and eventually resolved, but he said he had no idea when. The initiative, he said, must come from the top.

The problem of affiliate opposition to expansion of the current newscasts in station time, he suggested, might be solved by transferring the network newscasts entirely into network time, at 8-9 p.m. NYT. Where the networks are currently spending \$400,000 an hour for entertainment programming, he said, CBS News could produce another half-hour for no more than \$25,000.

He conceded audiences would be smaller during the news hour but insisted they would be at least proportionate to the cost. And affiliates, he said, might be given some of the availabilities within the newscast to make it more attractive to

them. Beyond that, he noted, affiliates would get back the half-hour in which they now carry *CBS Evening News*. "That's damn valuable time," he added.

Mr. Salant said he had proposed that approach but gave the impression he hadn't made much headway. "It's going to come some day," he said. "Not," he added, "before April 30."

Mr. Salant, when pushed, said he could foresee a possibility that TV stations would program primarily from disks, as radio stations do now, with news divisions providing "the one thing you'd have to go network on" and perhaps supplying software on disks, too. "But technology's not my bag," he said. "My job is to make it possible for my colleagues to make the best possible broadcast ... or that broadcast software for video disks or whatever. I can't spend a lot of time on technological aspects ... All those things to me are just tools. In our line of business, which is journalism, what are important are creative, damn good people, and the rest are just means."

Mr. Salant was asked to sort out some of the things he was proudest—and least proud—of.

In the most-proud category, one was that "we never compromised" in trying to cover "a very difficult period" that encompassed Watergate, the Vietnam war, racial conflicts, civil disorders, assassinations and riots.

"We did what we thought we ought to," he said. "And we remained strong."

"I think this is at least as good an organization as it was when I came in. And it was a hell of a good organization. We

haven't lost the standards, and the caliber of the people is just as good ... In some ways it may be stronger—that's for somebody else to say.

"I'm damn proud of the progress we've made in employment opportunities for women. Less proud of [progress in] minorities—we haven't made the progress I've wanted to, but we're ahead of where we were.

"And there are some specific things, some particular broadcasts, I suppose. Our development of a new form of election night broadcasting. And one of the things I'm proudest of is that we have the guts not to call a [political] race when all the others are calling it and it turns out to be too close and you don't know four weeks later who won. That takes more guts than going in fast."

What he was least proud of, he said, was CBS News's decision to pay H.R. Haldeman, White House chief of staff under President Nixon, for the extended interview that was made into two one-hour broadcasts. "That was a goof," he said. "I've made other mistakes, [but] certainly I should never have made the Haldeman payment."

□

Mr. Salant reached the CBS News presidency by a roundabout route. Born April 14, 1914, in New York, he graduated from Philips Academy at Exeter, N.H., in 1931, Harvard College in 1935 and Harvard Law School—magna cum laude, Phi Beta Kappa and an editor of the *Harvard Law Review*—in 1938.

From Harvard he went to Washington as

## Broadcast news: the unfinished agenda

a member of the legal staff of the National Labor Relations Board, later became acting director of the Attorney General's Committee on Administrative Procedure. From there he moved to the Solicitor General's Office of the Justice Department, where he got his first taste of communications law in helping to brief the government's defense of the FCC's far-reaching network regulations.

During World War II he was in the Navy, emerging in 1946 as a lieutenant commander after service that, except for three admittedly seasick days, was primarily desk-bound in the late Navy Secretary James Forrestal's office and on legal procurement work.

After the war he joined the New York office of the law firm serving CBS, where he was a key figure in the long FCC proceeding that led to the commission's approval of the ill-fated, incompatible color television system advanced by CBS. Later he could speculate that "with one more victory like that, I could put CBS out of business."

Instead, he joined CBS in 1952 as a staff vice president. Among other responsibilities he was in charge of the CBS legal department and CBS's Washington office and a member of the CBS editorial board and secretary to the CBS board of directors (of which he was also a member from 1961 to 1969).

□

He moved into the CBS News presidency for the first time in 1961 and served until 1964, when he became CBS Inc. vice president-corporate affairs, and assistant to Frank Stanton, then CBS president. He returned to the news presidency in February 1966 after Fred Friendly resigned the post in a huff over a corporate restructuring and the refusal of his new boss, John A. Schneider, to pre-empt morning TV programming for a third day of coverage of Senate Vietnam hearings.

What's next for Dick Salant?

"I don't know," he said earlier this month, before taking off with his wife, Frances, for 10 days at their home at Harbor Island, British West Indies. "It's the world's best job. I never had any right to have it in the first place, but I've enjoyed it. It's so hard to picture not being in this job. It's very satisfactory and it's fun. You work with the world's best people and you're always on the cutting edge of what's happening in the world. And you can't get flabby."

Mr. Salant hoped to spend some time on his vacation playing tennis—and sorting out his possibilities.

"There are so many things I don't know how to do. I don't know how to teach. I'm scared of it. The great advantage of this job was that it was on-the-job training. All the people taught me. But to go into something new, where I don't have a thousand people to help me—I just don't know."

This much he does know: "I'm not going to do nothing. And I'm going to stay as close as I can to this line of work."



**Are there any major items you want to see taken care of before you finish here?**

All the major items I'd like to see taken won't happen before I go. They're pretty much the same things I've wanted to see taken care of for the last 15 years—the long range things, mainly time and money. Mostly time: they give us enough money.

**How is your bench in terms of on-air talent?**

That's probably our greatest strength. If you look at us and look at the others, I think we have second and third back-up strength. They don't have a Schieffer, a Rather, a Wallace, a Bradley. Now if you're watching *Sunday Morning*, for example, you can see we can give a fellow a little room to spread his wings. Dick Threlkeld has come into his own. Just marvelous. And Bruce Morton's pieces. Not long ago, somebody at NBC or ABC, maybe it was John Chancellor, made that very point—that our great strength was second and third back-ups that they just don't have. They will some day. By then we'll be stronger.

What's holding us back, what's keeping us from our quantum leaps—is that you can't really attract any more competent people until you get more time on the air. Next to money, or maybe even ahead of money, what a reporter wants is a byline. It's no use having a whole bunch of people who never get on the air. They don't want to work here or any place else if they don't get on the air.

**You said at one point that you thought a realistic goal might be 25% of prime time or 25% of the whole schedule for news. How close are you and what is realistic today?**

Well, I've learned from the Bakke case never to use quotas. Instead of putting it in terms of percentages, what I have said for many years is that as a starter we ought to have a regular series of informational broadcasts in all dayparts: early morning, daytime, evening news, obviously, prime time, late night, Saturdays for the children. I think, we're getting there. When I first propounded this theory on our planning papers, we had almost none of that. Now we have almost all of it. Except, regular prime time, and our regular daytime is monthly. But we've still made a good start on that.

And if I ever did get the 25%, I'd raise it—30%, 35%. Whatever it is. I think that what we do is both important and interesting and our well never runs dry. Entertainment's does. Not only runs dry but the digging is very expensive. We never run out of material because we're dealing with life and you can see what's happening all around the world. There's no end to the issues and the events. So we can do so many things. Our material supplies itself every day.

**Are you serious about that? Say, if you got to 50%, you would go the rest of the way?**

Sure. I'm a pig. Male chauvinist and otherwise. It took me five years or so to get our 15-minute evening news expanded to half an hour. It finally happened on Sept. 2, 1963. And on Sept. 3, 1963, I came into the office and said, "When do we get our hour?" I thought free competitive enterprise existed on growth. News

divisions of networks are the only ones in the world that seem to be expected to exist on plateaus.

#### When do you think there'll be an hour network news?

When the first person in senior management at the networks just says we're going to have it . . . And it's going to come some day. Not before April 30.

#### What is the future of the documentary?

You're asking the wrong guy. [But] I think that they're imperative. They say, "Look how badly they do. They only get an 18 share, a 19 share." And it's a little like the guy who killed his parents and was convicted and then was asked "What do you have to say for yourself?" And he said, "Have mercy on me, I'm an orphan."

They hide them. They put them in the places where they'll do the least damage. You wait to see where the competition is going to run the Oscars and you put them in there. If [only] you had regularity, so people will know when they're coming, once a week, and it's a habit, and you know sufficiently in advance so you can publicize them, advertise them. Sometimes we're not even told in time for us to get a listing.

#### How do you feel about the trend that "60 Minutes" started toward minidocumentaries, the magazine style?

Every success brings its own problems. There are two problems *60 Minutes* has caused. One, it's so phenomenally successful, for reasons that are hard to isolate, that you can't clone it. People have tried. It results in rising aspirations. Now, everything we do [gets the comment] "Why can't it get the kind of ratings like *60 Minutes*?" Well, I don't know. It just can't. At least we haven't been able to find out how. And the other dark cloud is that there has been a tendency to say, "Look, you get that every week, you don't need so much time for documentaries." My answer to that is: We're in the information business. And people do rely on television. Whatever the figures are, give or take a few percentage points, we're the primary source, or the exclusive source, to many people. What is the business of information, of journalism? It's daily newspapers, it's magazines and it's books or long magazine articles. Well, our morning and evening news takes care of [the newspaper function], and now the Sunday news takes care of Sunday newspapers. Our *60 Minutes* takes care of the magazine equivalent.

But there are some things that just need full-length treatment so that we don't tap ourselves out of a very important part of information. You've got to have documentaries. The country would be in bad shape if you couldn't have a *Harper's* or *Atlantic* or any books published. I don't want us to be in the position where we don't have those equivalents.

There's a new drive today that worries me. The filmmakers say: "Get those journalists out. They're dull. Talking heads. They're dull." But that's what ideas are all about. Talking heads. That's what journalism is all about. It's journalists. And not these flights of fancy of the filmmakers who say "the hell with the journalistic [tradition]. We can't catch reality so we're going to create reality."

It's the kind of literature you got from Tom Wolfe—the new journalism, the stream of consciousness. The real difficulty is that you can't tell where fact begins and where drama ends and vice versa.

#### What about the accusations that "60 Minutes" is leaning towards yellow journalism?

During the summer, I told the guys down there to brace themselves. That whenever you do something that becomes very popular, people are going to begin sniping at it because popularity, in the minds of many critics, is a bad thing, there must be something wrong. But it's come. I think that the criticism is badly exaggerated. We do have to guard against being excessive, against having confrontations where they're not justified, where they're journalisticly not justified. But I think the fellows are being very careful about that.

I don't want to say that I'm not concerned about criticism. It does serve as a warning that we must not have confrontations for the sake of confrontations. We mustn't be unfair to the person who is confronted. Confrontation is perfectly all right where you have in your hand

and in your mind specific facts and you know the guy is lying to you. Because he is denying what you have right in front of you. Like the fraudulent meat-stamping. We have no stamps and here's the stamp. It's perfectly all right. Otherwise you're not performing your function as a journalist. To let a guy get away with that.

On the other hand, taking a guy completely by surprise with facts which he would have no reason to know. To make a hypothetical example, you're interviewing somebody in some industry and you pull out a report of a congressional committee that hasn't come out yet that accuses him of doing something but he's never read it and doesn't know what's in it and doesn't know what the contentions are. That's unfair. Naturally he's not going to be able to answer that. So you have to define the circumstances where this is permissible.

Generally speaking, do you think CBS News and network news in general have

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**been aggressive enough in challenging, say, the policies of the administration?**

There's no such thing as aggressive enough or too aggressive. It's just a matter of feel in particular circumstances. We have never been accused of playing with kid gloves. After all, we're the ones who went through Agnew, the Nixon administration and the Johnson administration and the rest. We were always being accused of playing too hard.

**You're one of the prime backers of the National News Council—and a lot of journalists don't agree with you. How do you feel about it now? Has it lived up to its promise?**

No. It hasn't lived up to its potential, let me put it that way. It's still floundering some. But, compared to the British Press Council, it's at about the same place in its life cycle. It took the British Press Council seven or eight or nine years to get established and became an integral part of the press.

The news council still has its limitations; it's not a panacea. It's not going to make all newspapers and all broadcast news absolutely superb. But it gives people a place to go. And it's learning. I think it's too bad that we have such stiff-necked organizations—including the *New York Times*—that take the position that nobody has a right to look over our shoulder. My theory is that we're supposed to have the First Amendment protection, and that *everybody* has a right to look over our shoulder except the government. We can't be officially accountable but we should be accountable to the public. There are many mechanisms to provide that accountability. Having transcripts of what you do. Making those transcripts available to anyone who wants to study them, or complain about you or shoot at you. All those things are part of accountability. But the *New York Times* has a great deal of influence among its peers, so a lot of people fall in line.

**You haven't gotten NBC or ABC to fall in line either, have you?**

No.

**Why has there been no replacement for Eric Sevareid?**

We really agonized over this. We have 23 minutes of time on the evening news. Eric averaged about two and a half minutes, which is 10%. You don't want to give up that 10% unless you have exactly the right person. Eric earned his way into it—30 years of accumulated

experience and wisdom and a marvelous writer as well as a thinker. We just had nobody who was quite ready. I didn't feel it was right just to put somebody in for the sake of putting it in, because of the 10% factor. I'm sure we'll come back to it if we ever have longer time.

**How independent is CBS News insofar as the rest of the corporation is concerned?**

We're dependent totally on them for two things: money and time. Once we get our money and once we get our time there is total independence—but complete. They've been just marvelous about that. I'm sure we drive them up the wall on many occasions. But you don't hear how you've exasperated them for months and years afterwards.

**Some say one of your biggest contributions is to keep the heat off the troops.**

I certainly have tried. But I shouldn't get too much credit for that. Because Paley and Stanton kept the heat off me during the toughest days. It wasn't until they put on the record some of those Colson and other memoranda in the Watergate hearing record that I knew about all that pressure. I didn't know it. They got those calls. They never told me. Since they're the guys who held the licenses, it took more guts for them to keep the heat off us. I had no trouble keeping the heat off my guys when I didn't know about it.

**Would you give us a general critique of network news?**

We don't spend enough time on important stories. We don't get the nuances and the complexities of stories on network hard news. Because we only have 23 minutes. We're better than a headline service but if you put a headline service over on this side and a 70-page newspaper over on this side, we are somewhere closer to the headline service than we are to the 70-page newspaper. And that I think is one of the great sins of today's reporting and today's society. It's a very, very complicated world; it's a very, very complicated society. And one of the worst things you can do under your responsibilities to a working democracy is to oversimplify. To make heroes and villains, black hats and white hats. We all have a tendency to do that. By making our stories as bang-bang as we do, we reinforce that very dangerous tendency. We leave out the [qualifications] that should be left in.

**Do you expect things are going to get worse or better in terms of broadcast**

**journalism's position in the courts?**

Worse. We're just going to have to wait for another court. That's exasperating. But that's the price you pay for a very good system of government. We have to have patience. I don't think that the answer is to impeach Warren Burger or any of that stuff. Look how long it took the blacks—and whites who had a sense of justice—to get away from the separate but equal doctrine. We all have to learn that in a democracy you don't turn on a dime and you have to be patient. You argue your points. You make speeches. You take your case to court whenever you can find a good case to take to court. And one of these days, if we're right, and I think we are, we'll come back.

**You've been talking for years now about broadcasting and the First Amendment. Do you ever get the feeling you're talking in a vacuum?**

Yes, in a double sense. One, because nothing happens, and two, because usually the people I'm talking to don't understand me—they don't know what the hell I'm talking about. One of the reasons we make so little progress is that I don't think in general the American public understands the First Amendment. So many letters I've gotten over the years have said: "I'm all in favor of free speech but not that outrageous thing."

**How are things going in the area of world press freedoms?**

Very badly. Very, very badly. We lose ground almost every day. Progressively more countries are curtailing press freedom as we understand it. More and more people are not living under a society of free press. And that's only a symptom. What you want to do is look at the number of people who are living under a dictatorship of one kind or another. Left or right. Where they are, there is no press freedom. Where they are living under some form of democracy there is a free press because they're so inextricably intertwined. Free press doesn't stand by itself as an art and eccentricity. It's a form of government.

And that's why this dang UN 19 [resolution] never should have happened. UNESCO is not the place to decide whether people are going to live under a dictatorship or a democracy. And they never realized that the whole question of free flow of information is really an issue of the form of government. It was foolish for us to think that we could persuade any of the dictatorships—communist or Third World or whatever—to say: "Oh, we're going to maintain our form of government but we're going to have free press." You can't.

**In terms of press freedoms in the U.S. and the world, are you disappointed in your colleagues for not standing up more?**

Yes. And I've said this not too delicately. I find that I get very depressed that station owners, station managers, do not put this among their top priorities. I've seen explicit statements by some of them that having a longer license period or protection against cable, that's the important thing. "Why fight this 315 or the fairness doctrine?" You fight it because that's what journalism is all about and it's a matter of principle. They want deregulation economically, but they're willing to take regulation in news content. This to me is very, very depressing.

**Do you think you'll ever win that one?**

It will be won some day. That's another thing that won't happen before April 30. ■

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# The Broadcasting Playlist™ Feb 26

## Contemporary

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
1 1	<i>Do You Think I'm Sexy</i> □ Rod Stewart	Warner Bros.
2 2	<i>I Will Survive</i> □ Gloria Gaynor	Polydor
3 3	<i>Fire</i> □ Pointer Sisters	Planet
12 4	<i>Tragedy</i> □ Bee Gees	RSO
6 5	<i>A Little More Love</i> □ Olivia Newton John	MCA
7 6	<i>YMCA</i> □ Village People	Casablanca
9 7	<i>Shake Your Groove Thing</i> □ Peaches & Herb	Polydor
11 8	<i>Soul Man</i> □ Blues Bros.	Atlantic
5 9	<i>Too Much Heaven</i> □ Bee Gees	RSO
10 10	<i>Heaven Knows</i> □ Donna Summer	Casablanca
14 11	<i>I Don't Know If It's Right</i> □ Evelyn King	RCA
23 12	<i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
15 13	<i>Livin' It Up Friday Night</i> □ Bell and James	A&M
4 14	<i>Le Freak</i> □ Chic	Atlantic
13 15	<i>Got To Be Real</i> □ Cheryl Lynn	Columbia
19 16	<i>Haven't Stopped Dancin' Yet</i> □ Gonzalez	Capitol
33 17	<i>No Tell Lover</i> □ Chicago	Columbia
17 18	<i>September</i> □ Earth, Wind & Fire	Columbia
27 19	<i>What You Won't Do for Love</i> □ Bobby Caldwell	Cloud
24 20	<i>Sultans of Swing</i> □ Dire Straits	Warner Bros.
8 21	<i>Lotta Love</i> □ Nicolette Larson	Warner Bros.
18 22	<i>Don't Cry Out Loud</i> □ Melissa Manchester	Arista
22 23	<i>Crazy Love</i> □ Poco	ABC
28 24	<i>Keep on Dancin'</i> □ Gary's Gang	Columbia
21 25	<i>Every 1's a Winner</i> □ Hot Chocolate	Infinity
26 26	<i>Dancin' Shoes</i> □ Nigel Olsson	Bang
20 27	<i>Shake It</i> □ Ian Matthews	Mushroom
16 28	<i>Somewhere in the Night</i> □ Barry Manilow	Arista
37 29	<i>Big Shot</i> □ Billy Joel	Columbia
36 30	<i>Knock on Wood</i> □ Amil Stewart	Ariola
38 31	<i>Music Box Dancer</i> □ Frank Mills	Polydor
30 32	<i>I Was Made for Dancin'</i> □ Leif Garrett	Scotti Bros.
35 33	<i>I Just Fall in Love Again</i> □ Anne Murray	Capitol
41 34	<i>Forever in Blue Jeans</i> □ Neil Diamond	Columbia
25 35	<i>The Gambler</i> □ Kenny Rogers	United Artists
39 36	<i>Lady</i> □ Little River Band	Harvest
42 37	<i>Maybe I'm a Fool</i> □ Eddie Money	Columbia
32 38	<i>Every Time I Think of You</i> □ Babys	Chrysalis
31 39	<i>My Life</i> □ Billy Joel	Columbia
40 40	<i>Heart of Glass</i> □ Blondie	Chrysalis
34 41	<i>Blue Morning, Blue Day</i> □ Foreigner	Atlantic
47 42	<i>Song on the Radio</i> □ Al Stewart	Arista
29 43	<i>Hold the Line</i> □ Toto	Columbia
44 44	<i>Stumblin' In</i> □ Suzi Quatro/Chris Norman	RSO
45 45	<i>Busting Loose</i> □ Chuck Brown & The Soul Searchers	Source
46 46	<i>I Love the Night Life</i> □ Alicia Bridges	Polydor
- 47	<i>I Want Your Love</i> □ Chic	Atlantic
- 48	<i>Previous Love</i> □ Bob Welch	Capitol
49 49	<i>New York Groove</i> □ Ace Frehley	Casablanca
- 50	<i>Stormy</i> □ Santana	Columbia

## Playback

**Tanner's technique.** When Bill Tanner took over as program director at WHY(FM) Fort Lauderdale, Fla. "we started out high energy; we were pretty loud, very intense, very excited, big-money giveaway" (The station gave away \$50,000 on two occasions.) But now the station is more conversation-oriented. "Bright sunny energy—all-natural energy—with a lot of humor, off-the-wall, not laid back. Our disk jockeys are well known and well liked." (They're also paid bonuses on the basis of station performance in the ratings.) Whatever the approach, it's worked; the station now ranks first among 34 stations rated by Arbitron in the Miami-Fort Lauderdale-Hollywood metro area (total persons 12+); it has never had less than a six share of the market since January 1974, when he signed aboard. Mr. Tanner says he plays mostly hits—"after five years you know what the market likes"—but does, however, play "a great deal of new product." **Top 40 here to stay.** Although top 40 is being bombarded by new formats (disco in particular), he says that the format—he prefers to call it "mass appeal"—is not threatened. "A lot of top 40's get scared when they get hit by different formats," he says, "and they lose their image instead of holding to the middle stream. Top 40 has to make an effort to stay mass appeal. The format is not failing, but some top 40's are. It has to do with commitment and programing. They don't perform so well so they go off on tangents. Top 40 is the most mass appeal format in the country; I believe that with all my heart."

## Country

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
17 1	<i>Golden Tears</i> □ Dave and Sugar	RCA
1 2	<i>Every Which Way But Loose</i> □ Eddie Rabbitt	Elektra
7 3	<i>Tonight She's Gonna Love Me</i> □ Razy Bailey	RCA
6 4	<i>Back on My Mind</i> □ Ronnie Milsap	RCA
3 5	<i>Why Have You Left</i> □ Crystal Gayle	UA
2 6	<i>Come On In</i> □ Oak Ridge Boys	ABC
5 7	<i>Happy Together</i> □ T.G. Sheppard	Warner/Curb
11 8	<i>I Just Can't Stay Married</i> □ Cristy Lane	LS
14 9	<i>If Everyone Had Someone Like You</i> □ Eddy Arnold	RCA
10 10	<i>Whiskey River</i> □ Willie Nelson	Columbia
4 11	<i>I'll Wake You Up When I Get Home</i> □ Charlie Rich	Elektra
12 12	<i>Maybellene</i> □ George Jones/Johnny Paycheck	Epic
18 13	<i>Texas (When I Die)</i> □ Tanya Tucker	MCA
8 14	<i>Everlasting Love</i> □ Narvel Felts	ABC
- 15	<i>I Had a Lovely Time</i> □ Kendalls	Ovation
- 16	<i>Somebody Special</i> □ Donna Fargo	Warner Bros.
15 17	<i>If I Could Write a Song</i> □ Billy "Crash" Craddock	Capitol
21 18	<i>I Really Got the Feeling</i> □ Dolly Parton	RCA
9 19	<i>Alibis</i> □ Johnny Rodriguez	Mercury
19 20	<i>Save the Last Dance for Me</i> □ Jerry Lee Lewis	Sun
16 21	<i>I Just Fall in Love Again</i> □ Anny Murray	Capitol
- 22	<i>Send Me Down to Tucson</i> □ Mel Tillis	MCA
24 23	<i>Son of Clayton Delaney</i> □ Tom T. Hall	RCA
- 24	<i>I Don't Want To Be Right</i> □ Barbara Mandrell	ABC
20 25	<i>Your Love Had Taken Me That High</i> □ C. Twitty	MCA

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

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## Media

**Eric Bremner**, VP-general manager of King Broadcasting Co.'s Seattle division (KING-AM-FM-TV), appointed to newly created post of VP, broadcasting, King Broadcasting. Company's three divisional VP's will report to him. Succeeding Mr. Bremner as VP-general manager of Seattle division is **Forest Amsden**, VP-general



Bremner



Amsden



Woodring



Starr

manager of King's KGW-AM-TV and KINK(FM), all Portland, Ore. Succeeding Mr. Amsden in Portland is **Dean Woodring**, VP-general manager of King's KREM-AM-FM-TV Spokane, Wash. Succeeding Mr. Woodring in Spokane is **Irwin Starr**, formerly director of broadcasting for WJLA-TV Washington.

**William B. Faber**, president and chief executive officer, WFLA Inc., Tampa, Fla., elected chairman of board. He succeeds **George Harvey Sr.**, who retires after serving eight years as chairman. **James A. Zimmerman**, controller, elected treasurer. He succeeds **Mary Parsons** who retires after 26 years with company.

**Walter Campbell Jr.**, VP-general sales manager, WJBF(TV) Augusta, Ga., named president and general manager, succeeding John Radeck (see page 79).

**Douglas J. Greenlaw**, general sales manager, WANX-TV Atlanta, joins WHFT(TV) Miami as VP-general manager.

**Virgil (Hap) Halligan**, general manager, KEYC-TV Mankato, Minn., elected VP.

**Jim Maddox**, VP-general manager, KMJQ(FM) Houston, named senior VP of Amaturio Group Inc., licensee of station.

**Dottie Matamua**, special projects coordinator, noncommercial KCPT(TV) Kansas City, Mo.,

named assistant manager.



Green

**Roger Green**, account executive, TeleRep, New York, named VP-general manager of Mutual Black Network, Arlington, Va. He held previous sales posts with ABC, NBC and Westinghouse Broadcasting.

**Bud Carey**, director of sales, KNBC(TV) Los Angeles, named station manager, succeeding

Charles Gerber who was named VP-program development for NBC's owned and operated television stations (BROADCASTING, Dec. 4, 1978).

**Gayle Olson**, news and public affairs director, WMAZ(AM) Springfield, Ill., named station manager of co-owned WSJM(AM)-WIRX(FM) St. Joseph, Mo.

**Frank DeFrancesco**, corporate controller, Downe Communications, group owner headquartered in New York, named VP-controller of Charter Broadcasting, also group owner headquartered in New York. Downe merged with Chartcom, communications subsidiary of Charter Co., last year. Charter Broadcasting is division of Chartcom.

**George W. Hager**, corporate attorney in Dallas office of Mobil Oil Corp., joins Christian Broadcasting Network, Virginia Beach, Va., as VP-legal. **Harry Eschbach**, VP-financial administration, European American Bank and Trust of New York, joins CBN as VP-financial controls and planning.

**Daniel Zimmerman**, from Touche Ross & Co., named controller of WGN Continental Broadcasting Co., Chicago.

## Broadcast Advertising

**Richard D. O'Connor**, president, Campbell-Ewald Co., Detroit, elected vice chairman of



O'Connor



John

board and chief executive officer. **Paul L. John**, executive VP and director of agency's Chevrolet account, succeeds Mr. O'Connor as president.

**Gerard Saviola**, in charge of casting in radio

and television production department, and **Bill Heath**, account supervisor, Grey Advertising, New York, named VP's.

**Richard Lyle**, art group head, and **Laurence Oswald**, advertising account manager, Ketchum MacLeod & Grove, Pittsburgh, named VP's.

**Charles J. Hemrich**, from Doremus & Co., joins Roman/Vischers Inc., Chicago, as VP-account supervisor.

**Marcia Gromley Klein**, senior sales representative, Hunt-Wesson Foods account, J. Walter Thompson, San Francisco, named account executive. **Ann C. Hoover**, special assistant at Phillips Academy, Andover, Mass., joins JWT, San Francisco, as account coordinator on Teledyne Water Pik account.

**Lois Gaelen**, group creative director, Cunningham & Walsh, New York, elected VP.

**Tom Thomas**, co-group creative director, Needham, Harper & Steers, New York, elected VP. **Larry Anas** and **John Welsh**, VP-associate creative directors, NH&S in Chicago, named creative directors.

**Susan Fehlinger**, VP-director of broadcast services, Waring & LaRosa, New York, named director of creative services.

**Patrick J. Devlin**, VP-general manager, Blair Television's Chicago office, named senior VP-sales operations for Blair in New York. **Leon H.A. Serruys**, VP-sales manager of NBC team in Chicago, succeeds Mr. Devlin. **James W. O'Neill**, account executive, NBC team, Chicago, succeeds Mr. Serruys. **Armand C. Grez Jr.**, former national sales manager, KTLA(TV) Los Angeles, and most recently in restaurant business in New Jersey, joins Blair Television's NBC-Green sales staff in New York. **Judith Ann Murphy**, media supervisor, Media Investment Service, subsidiary of McCann-Erickson, joins San Francisco sales team of Blair Television. **Gail Blanchard**, promotion manager, wvit(TV) New Britain, Conn., joins Blair Television, New York, as director of program information services for company's sales strategy division.

**Joel Allerhand** and **Walter Hart**, VP-account supervisors, Air Time, New York, named senior VP's.

**Thomas M. Comerford**, VP-sales, Corinthian Television Stations division, New York, joins Harrington, Righter & Parsons there as VP-special projects and planning.

**Robert W. McArthur** and **Richard B. Romanick**, sales managers in Chicago and Detroit offices of Katz Radio, respectively, named divisional VP's.

**Jay Keay**, VP-New York manager, Eastman Radio, assumes additional duties as VP-Eastern regional manager, responsible for Eastman's Atlanta and Philadelphia offices. **Jerry Donovan**, assistant office manager in Eastman's Chicago office, named Chicago office manager. **Dave Recher**, VP-Midwest region, based in Chicago, assumes responsibility for



Detroit office of Eastman, in addition to Chicago, Dallas and St. Louis, which he currently oversees. **Jay Kirchmaier**, salesman in Owens-Illinois glass container division in New York, joins Eastman's New York sales staff as account executive.

**Ann Cathleen Egan**, from market development department of CBS-TV, New York, joins Field Spot Sales there as director of marketing.



Radeck

**John A. Radeck**, president and general manager of Fuqua Television's WJBF(TV) Augusta, Ga., appointed president and chief executive officer of Fuqua Media Inc., New York. Company will be parent of Fuqua Television's recently acquired Broadcast Data Base-H/R, television broadcasting representative firm. He will continue on board of directors of WJBF.



Bello

**Anthony E. Bello**, general sales manager, KSD-TV St. Louis, appointed VP-director of sales.

**Elliot Bass**, national sales manager, WXIA-TV Atlanta, named VP-national sales. **Jon Beacher**, promotion manager, named VP-marketing and creative services.

**Philip S. Brown**, account executive, WMAL(AM) Washington, named sales manager.

**Ed Musicus**, sales manager, WMJQ(FM) Rochester, N.Y., joins WYOR(FM) there as VP-marketing and sales.

**Michael D. Osterhaut**, assistant sales manager, WRBQ(FM) Tampa, Fla., named general sales manager.

**Bruce Hale**, community relations director for Golden State Warriors basketball team, San Francisco Bay area, joins KNBR(AM) San Francisco as marketing manager.

**Kenneth Patt**, national sales manager, WCAR(AM) Detroit, joins WDEE(AM) there as local sales manager. **Charles W. Helcer**, local sales manager, KFIX(FM) Kansas City, Mo., joins WDEE as account executive.

**Barbara Levenson**, account executive, WINZ(AM) Miami, named regional sales manager. **Charles Bortnick**, account executive, WINZ-FM there, named regional sales manager.

**Elizabeth Young**, in sales department of KDKB(AM)-KDJQ(FM) Mesa, Ariz. (Phoenix), named local sales manager, KDKB. **Don Chatham**, from KLEU(AM) Waterloo, Iowa, joins KDJQ as local sales manager. **Janet Korte**, from *Today/Sun* newspaper, Phoenix, joins KDJQ as account executive.

**Ronald Allen Hardin**, in sales department of KHQ-AM-FM Spokane, Wash., named local sales manager.

**Bruce Stamo**, account executive, WLCY(AM) Tampa, Fla., named local sales manager.

**Michael J. McDonagh Jr.**, sales representative for RKO Television Representatives, joins co-owned WOR-TV New York as account executive. **Winston Edwards**, research manager, Field Spot Sales, New York, named account executive for WOR-TV.

**William Bean**, trainee, Television Advertising Representatives, New York, and **Peter Daniels**, technical assistant, KDKA-TV Pittsburgh, named account executive of KDKA-TV.

**Patty Ruiz**, account executive, KZAZ(TV) Nogales, Ariz., joins KGUN-TV Tucson, Ariz., in same capacity.

**Chris Cross**, sales manager, WORC(AM) Worcester, Mass., joins WRKO(AM) Boston as account executive.

**Michael Evans**, account executive, WOWI(FM) Norfolk, Va., joins WRQX(FM) Washington in same capacity.

## Programing

**Robert L. Lowary**, from Cooper Laboratories, joins CBS/Broadcast Group, New York, as commercial editor, program practices.

**Johnna Levine**, director of business affairs, motion pictures for television, ABC-TV, Los Angeles, named VP-business affairs, motion pictures for television.

**Paulette J. Douglas**, freelance director in New York, joins WABC-TV there as staff director.

**Al Brady**, program director, WHDH(AM) Boston,

joins WRQX(FM) Washington in same capacity.

**Richard Harris**, program director and air personality, WRHY(FM) Starview, Pa., joins WKQB(FM) Nashville as program director.

**Mike McVay**, program director, KTNQ(AM) Los Angeles, joins WAKY(AM) Louisville, Ky., in same capacity.

**Carolanne Pryme**, music director, WYBG(AM) Massena, N.Y., named program director. **Alex Ross**, program director, becomes music director.



Hartigan

**Albert G. Hartigan**, supervisor of acquisition activities in New York, and producer, Worldvision Enterprises, named senior VP-special projects.

**Jack Murphy**, independent sports and entertainment television producer/director, formerly with ABC-TV, CBS-TV and NBC-TV, named VP/marketing.

Continental Color Recording Corp., Hollywood, TV production facilities firm.

**Bob West**, producer-director, WFIE-TV Evansville, Ind., named production manager.

**Eric Stearman**, producer-director, WTMJ-TV Milwaukee, joins WISN-TV there in same capacity.

**Jay Rochlin**, director, audio engineer and

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Available free on a barter basis to stations in Arbitron measured markets and on a cash basis to unmeasured and foreign markets.  
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booth announcer. KGUN-TV Tucson, Ariz., named producer-director.

**Jan Landis**, administrative assistant, programming, KMOX-TV St. Louis, named associate producer in programming and public affairs department.

**Jon Douglas**, VP of ancillary division of Bill Burrud Productions, Los Angeles, named VP-sales.



Koener

**Flip Koener**, sales manager, Radio Arts, programming and syndication company in Burbank, Calif., named VP-general sales manager.

**Zita Campisi**, director of research and development, Ed Friendly Productions, Los Angeles, named VP-creative affairs.

**Orlando Suarez**, group chief financial officer, Warner Lambert Corp., Barcelona, Spain, joins Children's Television Workshop, New York, as VP-treasurer.

**Mike Klausmeier**, production manager, WLCY-TV Largo, Fla., joins OmniMedia Productions, Tampa, Fla., as producer-director.

**Steve Dollinger**, from Communications Group West, joins Paisley Productions, Hollywood, as staff director.

**Jonathan D. Shapiro**, assistant to executive VP-marketing and account executive for Eastern division, Worldvision Enterprises, New York, joins Telepictures Corp. there as account executive.

**Jon Holiday**, sales manager, Broadcast Programming International, Bellevue, Wash., **Ralph August**, from CBS-FM National Spot Sales, Los Angeles, and **Judith Stearns**, on national promotion staff of 20th Century Records, Los Angeles, join O'Connor Creative Services, Universal City, Calif., as regional sales directors. **Christine Biddle**, graduate, Indiana University, Bloomington, joins O'Connor as sales assistant.

## News and Public Affairs

**Tip Kindel**, from KCRA-TV Sacramento, joins KTXL(TV) there as news director. **Mary Simmons**, assignment editor, KXTV(TV) Sacramento, joins KTXL in same capacity.

**Larry Maisel**, news director, WTOL-TV Toledo, Ohio, joins WBNS-TV Columbus, Ohio, in same capacity.

**Lincoln E. Warren Jr.**, assistant news director, WLBT(TV) Jackson, Miss., joins WCBL-TV Columbus, Miss., as news director.

**Frank A. Le Pore**, assistant news director, WFAS(AM) White Plains, N.Y., named news director, WFAS-WWYD(FM) White Plains.

**Sharon Kha**, reporter and assignment editor, KGUN-TV Tucson, Ariz., named associate news director.

**Don Schaefer**, statehouse reporter, WMAY(AM) Springfield, Ill., named news director. **Dennis Roberts**, reporter, assumes additional duties as public affairs director.

**Paul Greenberg**, executive producer, special broadcasts, and **Joseph Angotti**, executive producer, *NBC Nightly News*, NBC News, New York, will exchange posts.

**Tracy Egan**, general assignment reporter, WRGB(TV) Schenectady, N.Y., joins WABC-TV New York as general assignment correspondent.

**Larry Shainman**, chief news correspondent and feature reporter, KYW-TV Philadelphia, joins WKYC-TV Cleveland as reporter.

**Max Page**, news director, WNEP-TV Scranton, Pa., joins WXIA-TV Atlanta as executive producer of news.

**Al Volker**, from WXYZ-TV Detroit, joins WISN-TV Milwaukee as executive news producer.

**Donna LaPietra**, former executive producer, WBBM-TV Chicago, rejoins station as producer for special news assignments.

**Rick Meyers**, editorialist, KATU(TV) Portland, Ore., named special projects director.

**Stuart Nicholson**, reporter, KTVO(TV) Kirksville, Mo., joins KETV(TV) Omaha in same capacity. **Jeff Gallant**, staff meteorologist, non-commercial WPSX-TV Clearfield, Pa., joins KETV as staff meteorologist and science reporter.

**Michael Cavender**, anchor-reporter, WREX-TV Rockford, Ill., joins KMOL-TV San Antonio, Tex., as reporter.

**Barbara Harrison**, field reporter and weekend announcer, KCBS(AM) San Francisco, named evening anchor.

**Bob Ingram**, owner and editor of *Alabama Magazine*, and syndicated Alabama newspaper columnist, joins WSFA-TV Montgomery, Ala., as editorial director.

**Ron L. Shelton**, aviation meteorologist, Continental Airlines, Los Angeles, joins KWTU(TV) Oklahoma City as meteorologist.

**Larry East**, on news staff of WHYN-TV Springfield, Mass., joins KULR-TV Billings, Mont., as weather anchor.

**Jan Spiegel**, writer and special news producer, WNAC-TV Boston, joins WEEI(AM) there as executive editor.

**Deirdre K. Parker**, public service coordinator, WOR-TV New York, named manager of public service and community relations.

## Cable

**Robert C. Fink Jr.**, senior controller, Polaroid Corp., and member of board of Acton Corp., Acton, Mass., joins Acton as VP-corporate affairs.

**Barbara Lukens**, consultant on franchising and public policy affecting cable television to Pennsylvania House of Representatives Republican Caucus, joins corporate development staff of Comcast Corp., Bala Cynwyd, Pa.

**Lee Zemnick**, former executive VP of Jerrold Electronics, Hatboro, Pa., and **Caywood Cooley Jr.**, owner of consulting organization, Cooley Associates, and former VP for Jerrold, Teleprompter, Magnavox and Comcast, form new firm, Zemnick, Cooley Associates, Langhorne, Pa. Company will purchase and sell existing cable systems, work on acquisition of new franchises for clients and provide consulting services.

**Dr. William Petty**, director of engineering, and **Gerald Tschikof**, Western regional manager, Cablecom-General, Englewood, Colo., named VP's.

**Richard Shows**, Alabama district manager, Storer Cable TV, named New Jersey area manager. **Ray Clemons**, director of franchise development, named Alabama district manager.

## Broadcast Technology



Summers

**Jim A. Summers**, general manager of Consolidated Video Systems, Sunnyvale, Calif., appointed president and chief operating officer. He succeeds **Nyal D. McMullin** who becomes chairman and chief executive officer.

**Frank J. Bias**, VP-engineering, Viacom Communications, named VP-science and technology, Viacom International, New York. He will report to office of chief executive.



Bias



Plemmons

**Gerald T. Plemmons**, director of engineering for co-owned noncommercial KQED(TV), KQEC(TV) and KQED-FM San Francisco, joins Outlet Co., Providence, R.I., broadcasting division, as VP-engineering.

**Paul R. Westgard**, VP-operations, Litton Microwave Cooking Products, joins Magnetic Controls Co., Minneapolis, as VP-manufacturing.

**Paul Kendrick**, senior system engineer for Commercial Electronics, manufacturer of color television camera systems, joins Micro Consultants, Palo Alto, Calif., as chief engineer. **Jim Oster**, field service engineer for Prime Computer Corp., joins Micro as technical services engineer, Western region.

**Mildred Hurwitz**, treasurer and assistant secretary, Chyron Corp., Melville, N.Y., assumes additional duties as assistant to president.

**Raymond M. Poland**, manager of engineering operations, WDTN(TV) Dayton, Ohio, named chief engineer. He succeeds **Harold Thompson** who was named director of engineering development.

**Norm Wright**, from WEEK-TV Peoria, Ill., joins WRAU-TV there as acting chief engineer. **Steve Beckett**, maintenance engineer, WRAU-TV, named technical supervisor. **Jessie Pickett Jr.**, from WGEM-TV Quincy, Ill., joins WRAU-TV as technician.

**Jeffrey Kryes**, director of program operations,

noncommercial WGUC(FM) Cincinnati, named to technical production task force, joint project of National Public Radio's satellite distribution office and engineering department of WGUC.

## Allied Fields

**Robert Lee**, member of Foreign Claims Settlement Commission, Washington, joins Daniels & Associates, Denver, as VP-governmental affairs, concentrating on development of Daniels national cable television franchise activities.

**Steve Meachem**, director of research, Mediatrac (television news research subsidiary of Media Statistics), Silver Spring, Md., joins The Media Associates, Dallas-based broadcast research and consulting company, as research

specialist in news division.

**Jack Gallagher**, anchor, reporter and producer, KDFW-TV Dallas, forms media services firm there, Jack Gallagher & Co., specializing in programing, media consultation, audio-video production and broadcast news reports.

## Deaths

**Clarence C. Moore**, 74, founder and president of Crown International, manufacturer of professional audio equipment in Elkhart, Ind., died Jan. 24 of heart attack at his home in Syracuse, Ind. Mr. Moore founded company in 1951. Survivors include his wife, Ruby, two sons and one daughter.

**Jody Gilbert**, character actress who appeared with W.C. Fields and also acted in "Hello

Dolly" and "Butch Cassidy and the Sundance Kid," died Feb. 3 at her home in Sherman Oaks, Calif., of complications following car accident last year. She also acted on radio in *My Friend, Irma*. Other television work included roles on *Sanford and Son* and *Love American Style*. Survivors include her mother, sister and brother.

**Louise Allbritton**, 59, television and stage actress in 1940's and 50's, died of cancer Feb. 16 in Puerto Vallarta, Mexico. Survivors include her husband, Charles Collingwood, CBS News correspondent.

**William Gargan**, 73, movie and television actor until 1960, died of heart attack Feb. 16 on flight from New York to San Diego. Mr. Gargan was best known for role in television series, *Martin Kane, Private Eye*. His acting career was ended in 1960 when he developed throat cancer.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Feb. 12 through Feb. 16.

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 actions

■ Carrville, Ala.—Broadcast Bureau granted Hughey Broadcasting Co. 1130 khz, 1 kw-D, P.O. address: Rt. 4, Box 245, Tallahassee, Ala. 36078. Estimated construction cost \$45,761.63; first-year operating cost \$20,000; revenue \$60,000. Format: contemporary music. Principal is Fred Randall Hughey (99.8%), who is station manager with WQSI(FM) Union Springs, Ala. (BP-20,706). Action Feb. 8.

■ Coalinga, Calif.—Broadcast Bureau granted McVay Communications 1470 khz, .5 kw-D, P.O. address: Box 375, Coalinga, Calif. 93210. Estimated construction cost \$14,500; first-year operating cost \$36,000; revenue \$48,000. Format: MOR. Principal: Robert T. McVay (100%), president and 100% owner KRKC(AM) King City, KRSA(AM) Salinas, partner in KGEN(AM) Tulare and 2-1/2% owner of KSDA(AM) Redding, all California (BP-21,078). Action Feb. 9.

■ Martin, Ky.—Broadcast Bureau granted Guaranty Broadcasting Co. 1440 khz., 2.5 kw-D. Address: Box 826, Martin 41649. Estimated construction cost \$174,852; first-year operating cost \$62,060; revenue \$100,000. Format: contemporary. Principals: William D. Gibson, maintenance engineer at WDIC(AM) Clintwood, Va.; Julius C. Martin and his brother, Sam, who have insurance, banking, mining and auto dealership interests, and Ben J. Spradlin, bank vice president. None have other broadcast interests. (BP-21,026). Action Feb. 9.

### FM actions

■ Palm Springs, Calif.—Broadcast Bureau dismissed petition for reconsideration and returned retendered application of Royce International Broadcasting Co. for CP for new commercial FM. Action Feb. 2.

■ Buffalo, N.Y.—Broadcast Bureau returned as unacceptable for filing application of Medaille College Inc. for CP for noncommercial educational FM. Action Feb. 2.

### TV action

■ \*Harlingen, Tex.—Broadcast Bureau granted Texas Consumer Education and Communications Development Committee ch. 60; ERP: 745 kw vis., 111 kw aur., HAAT: 774 ft.; ant. height above ground 803 ft. P.O. address: 741 E. Bowie St., Alamo, Tex. 78516. Estimated construction cost \$612,500; first-year operating cost \$120,000. Legal counsel none; consulting engineer Hatfield & Dawson. Applicant is non-profit educational corporation, Francisco Briones, chairman. Action Jan. 24.

## Ownership Changes

### Applications

■ KOCY(AM)-KXXY(FM) Oklahoma City (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 96.1 mhz, 100 kw)—Seeks assignment of license from Bonebrake & Co. to Summit Communications for \$1,900,000. Seller is owned by Matthew Bonebrake, wife Susan, and son Ronald. Buyer owns WSJS(AM)-WTQR(FM) Winston-Salem, N.C.; WCOA(AM)-WJLQ(FM) Pensacola, Fla., and WREC(AM)-WZXR(FM) Memphis. Gordon Gray is chairman and Lee R. Wallenhaupt president. Ann. Feb. 14.

■ KIKM-AM-FM Sherman, Tex. (AM: 910 khz, 1 kw; FM: 96.7 mhz, 3 kw)—Seeks assignment of license from Sher-Den Communications to Pyle Communications for \$750,000. Seller is owned by Lon H. Williams, who 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. Ann. Feb. 14.

### Actions

■ KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California—Broadcast Bureau granted transfer of control of Central California Communications Corp.

and assignment of license to John Blair & Co. for \$16,843,540. Seller, principally owned by Elizabeth A. Cohan, has no other broadcast interests. Buyer is publicly owned TV and radio rep; it also owns WHDH(AM)-WCOZ(FM) Boston and has purchased, subject to FCC approval, KOKH-TV Oklahoma City. Reid L. Shaw and Mr. Grande of broadcast division (BALCT781103KE-KF; KTC7807281A-1B) Action Feb. 14.

■ WNHC(AM) New Haven, Conn. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control from New Haven Radio Inc. to Anthony R. Martin-Trigona for \$650,000. Seller is owned by Nale Urso and his wife, Elizabeth, and Carl Grande and Mr. Martin-Trigona, who is buying out others. Mr. and Mrs. Urso and Mr. Grande own WERI-AM-FM Westerly, R.I. Mr. Martin-Trigona owns WHET(AM) Waltham, Mass., and has real estate interests in Illinois. (BTC-8719). Action Feb. 14.

■ WJOK(FM) Miami (107.5 mhz, 100 kw)—Seeks assignment of license from Mission East Co. to Susquehanna Broadcasting Co. for \$2 million. Seller is wholly owned subsidiary of Mission Broadcasting Co., owned in turn by Jack Roth. Mr. Roth also owns WWOK(AM) Miami, which he is selling (see below); KONO(AM)-KITY(FM) San Antonio, Tex.; KERE(AM) Denver and WAME(AM) Charlotte, N.C. Buyer is principally owned (88.11%) by Louis J. Appell Jr. and his family. Susquehanna owns WSBA-AM-FM-TV York, Pa.; WQBA(AM) Miami; WKIS(AM) Orlando, Fla., and WLTA-FM Atlanta. It also owns 90% of WARM(AM) Scranton, Pa.; WHLO(AM) Akron, Ohio; WLQR(FM) Toledo, Ohio; WGBB(AM) Freeport, N.Y.; WFMS(FM) Indianapolis; WLQA(FM) Cincinnati, and KPLX(AM) Fort Worth. (BALH781207EB). Action Feb. 14.

■ WWOK(AM) Miami (1260 khz, 5 kw-U, DA-2)—Broadcast Bureau granted assignment of license from Mission East Co. to Metroplex Communication of Florida for \$1,540,000 plus \$200,000 agreement not to compete. Seller is also owner of WJOK(FM) Miami (see above). Buyer is wholly-owned by Metcom Associates, owned by Norman Wain (47.5%) and Robert C. Weiss (47.5%). Mr. Wain is 50% owner of MDS system and Mr. Weiss is 100% owner of construction company. They also own KOAX(FM) Dallas, KEZK(FM) St. Louis and WHYI(FM) Fort Lauderdale, Fla. (BAL781213EC). Action Feb. 14.

■ WHAN(AM) Haines City, Fla. (930 khz, 500 2-D)—Broadcast Bureau granted assignment of license from Radio Central Inc. to WFXI Inc. for \$170,000. Seller is owned equally by Edward F. Shadburne and his wife, Bettie S. They have no other broadcast interests. Buyer is owned equally by David Kinschner and W. Robert Yesbek. Mr. Kinschner is announcer with

## Summary of Broadcasting

### FCC tabulations as of Jan. 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,506	5	38	4,549	50	4,599
Commercial FM	3,022	2	80	3,104	147	3,251
Educational FM	947	0	38	985	74	1,059
<b>Total Radio</b>	<b>8,475</b>	<b>7</b>	<b>156</b>	<b>8,638</b>	<b>271</b>	<b>8,909</b>
Commercial TV						
VHF	514	1	1	516	8	524
UHF	214	0	2	216	49	265
Educational TV						
VHF	94	1	7	102	6	108
UHF	151	2	5	158	4	162
<b>Total TV</b>	<b>973</b>	<b>4</b>	<b>15</b>	<b>992</b>	<b>67</b>	<b>1,059</b>
FM Translators	254	0	0	254	86	340
TV Translators						
UHF	1,151	0	0	1,151	260	1,411
VHF	2,408	0	0	2,408	205	2,613

\*Special temporary authorization

\*\*includes off-air licenses

WCBM(AM) Baltimore. Mr. Yesbek owns Washington-area recording studio and music publishing firm. (BAL78113EE). Action Feb. 6.

■ WHLI(AM)-WIOK(FM) Hempstead, N.Y. (AM: 1100 khz, 10 kw; FM: 98.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from FM Broadcasting Corp. to Williams Broadcasting Corp. for \$1,417,750. Seller is owned by Paul Godofsky, president; he has no other broadcast interests. Buyer is owned by Robert L. Williams, marketing director, McGovern-Guild Inc., New York, station representative. He also has 15% interest in Park City Broadcasting, licensee of WEZN(FM) Bridgeport, Conn., and WFTQ(AM)-WAAF(FM) Worcester, Mass. (BAL781220ED; BALH781220EE). Action Feb. 9.

■ KBCH(AM) Lincoln City, Ore. (1380 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Lincoln City Broadcasting Inc. to Brown Broadcasting Enterprises Inc. for \$380,000. Seller is owned by Leo A. McLachlan, who will continue as station manager for six months after closing. He has no other broadcast interests. Buyer is owned by William G. Brown, of Riverside, Ill., a retired container manufacturer new to broadcasting (BAL781221EC). Action Feb. 9.

■ KIXZ(AM) Amarillo, Tex. (940 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Broadcasting Associates Inc. to Tillis Communications Inc. for \$550,000. Seller is owned by Sammons Enterprises (80%) and Raymond Ruff (20%). Sammons, principally owned by C.A. Sammons, is holding company with interest in hotels, CATV, insurance and broadcasting. Along with Mr. Ruff, it owns KTRN(AM) Wichita Falls, Tex.; KELI(AM) Tulsa, Okla., and KHOG(AM) Fayetteville, Ark. Buyer is owned by Mel Tillis, country recording artist with no other broadcast interests (BAL781226EC). Action Feb. 14.

## Facilities Changes

### AM applications

■ KHHA(AM) Carlsbad, N.M.—Seeks mod. of CP to change TL and SL to 539 Radio Blvd., Carlsbad; change type trans. and increase height of tower to 291 ft. Ann. Feb. 13.

■ KORN(AM) Mitchell, S.D.—Seeks CP to make changes in ant. system; change TL to U.S. Rt. 16, 1.07 miles E of state road 37, .4 miles from Mitchell; increase height of tower to 416 ft. to accommodate FM ant. Ann. Feb. 13.

■ WCSV(AM) Crossville, Tenn.—Seeks CP to use daytime ant. site and trans. with power reduced to 250 w. for aux. purposes nighttime. Ann. Feb. 13.

■ WTNE(AM) Trenton, Tenn.—Seeks CP to make changes in ant. system; increase height of tower to 361 ft. and reduce trans. output power. Ann. Feb. 13.

### FM applications

■ WVCA-FM Gloucester, Mass.—Seeks mod. of CP to change TL to Kondelin Rd. in Cape Ann Park, Gloucester; change type ant.; increase ERP: 3 kw (H); increase HAAT: 261 ft. (H) and change TPO. Ann. Feb. 13.

■ WATD(FM) Marshfield, Mass.—Seeks mod. of CP to make changes in ant. system; change TL to Enterprise Dr., Marshfield; change type ant.; decrease ERP: 1.26 kw (H&V); increase HAAT: 436 ft. (H&V) and change TPO. Ann. Feb. 13.

■ \*WNMC-FM Travers City, Mich.—Seeks mod. of CP to change geographic coordinates. Ann. Feb. 13.

■ \*WCVJ(FM) Jefferson, Ohio—Seeks mod. of CP to change TL and SL to 4422 Lenox-New Lyme Road, New Lyme, Ohio; change type trans.; change type ant.; decrease HAAT: 351 ft. and change TPO. Ann. Feb. 13.

■ WRVM(FM) Suring, Wis.—Seeks CP to make changes in ant. system; change type trans.; change type ant.; increase HAAT: 545.32 ft. (H&V) and change TPO. Ann. Feb. 13.

### AM actions

■ KMLO(AM) Vista, Calif.—Granted CP to increase power to 5 kw; add nighttime service with 1 kw; change from DA-D to DA-2; change TL and SL NW of hwy. 76, approximately 1 mile E of intersection hwy. 76 and N. Santa Fe Ave., Oceanside, Calif.; change trans.; conditions (BP-20,536). Action Feb. 9.

■ KCFI(AM) Cedar Falls, Iowa—Granted CP to add nighttime operation with 500 w; install DA-2 unlimited; conditions (BP-20,565). Action Feb. 6.

■ WSRO(AM) Marlborough, Mass.—Granted CP to add nighttime service with 500 w; install DA-2 unlimited; change TL SW of Gate Pond and Chaplin Rd., intersection near Marlborough; conditions (BP-21,149). Action Feb. 9.

■ W FAG(AM) Farmville, N.C.—Granted CP to increase daytime power to 5 kw, add nighttime operation with 2.5 kw, DA-2, unlimited; change trans.; conditions (BP-20,446). Action Feb. 8.

■ WSPF(AM) Hickory, N.C.—Granted CP to increase power to 5 kw; change trans. (BP-21,090). Action Feb. 8.

■ WLUZ(AM) Bayamon, P.R.—Granted CP to increase power to 5 kw with DA-2; change trans.; conditions (BP-20,751). Action Feb. 8.

■ K BGG(AM) Merkel, Tex.—Granted CP to make change in ant. system and increase height to 317 ft. (BP-21,271). Action Jan. 31.

■ KASY(AM) Auburn, Wash.—Granted CP to increase power to 2.5 kw, install DA, change type trans.; conditions (BP-20,276). Action Feb. 9.

### FM actions

■ KCEE-FM Tucson, Ariz.—Dismissed application for CP to change ant. and make changes in ant. system (BPH780925AK). Action Feb. 7.

■ KKIQ(FM) Livermore, Calif.—Dismissed application for CP to make changes in ant. system, install new antenna and change TPO (BPH781005AH). Action Feb. 7.

■ \*WGHS(FM) Glen Ellyn, Ill.—Dismissed CP to change TL to 670 Crescent Blvd., Glen Ellyn (main SL), delete remote control and make change in ant. system (decrease height) (BPED-2543). Action Feb. 7.

■ WFBQ(FM) Indianapolis—Dismissed CP to make changes in ant. system; change type trans. and ant. and change TPO (BPH781012AG). Action Feb. 7.

■ WNIC(FM) Dearborn, Mich.—Dismissed CP to install aux. trans. at main TL. (BPH781023AJ). Action Feb. 7.

■ WMZK(FM) Detroit—Dismissed CP to install new aux. trans. at main TL on 97.9 mhz; change TPO, ERP and antenna height (BPH780920AE). Action Feb. 7.

■ WKKM(FM) Harrison, Mich.—Dismissed CP to install aux. trans. at main TL on 92.1 mhz (BPH781013AF). Action Feb. 7.

■ KSDZ(FM) Gordon, Neb.—Granted mod. of CP to decrease ERP and increase ant. height (BMPH781030AH). Action Feb. 7.

■ WKGW(FM) Utica, N.Y.—Dismissed CP to make change in ant. system, change type trans. and ant., decrease ant. height and ERP and change TPO (BPH781019AE). Action Feb. 7.

■ \*WWCU(FM) Cullowhee, N.C.—Dismissed CP to install new aux. trans. at main TL on 91.7 mhz (BPED781013AC). Action Feb. 7.

■ WZZP(FM) Cleveland—Dismissed CP to install new aux. trans. at main TL on 106.5 mhz (BPH780920AF). Action Feb. 7.

■ \*WBZI(FM) Xenia, Ohio—Dismissed CP to make change in ant. system, change type trans. and ant. and install former ant. as auxiliary (BPH781016AG). Action Feb. 7.

■ WIYQ(FM) Ebensburg, Pa.—Dismissed CP to make changes in transmission line and TPO (BPH781023AQ). Action Feb. 7.

■ KOGL(FM) Centerville, Utah—Granted CP to change TL to Bonneville Dr., south of Jones Canyon, Utah; change type trans. and ant.; make changes in ant. system (increase height); ERP: 0.5 kw (H&V) and ant. height: 650 ft. (H&V) (BPH-10778). Action Feb. 6.

■ KDAB(FM) Ogden, Utah—Dismissed application for CP to install new aux. trans. at main TL on 101.1 mhz; ERP: 10.25 kw (H&V); ant. height: 3742 ft. (H&V) for aux. purposes only (BPH781006AA). Action Feb. 7.

■ WVA(FM) Charleston, W.Va.—Dismissed application for CP to make changes in ant. system, change type trans. and ant.; change TPO (BPH781023AC). Action Feb. 7.

■ WNUW(FM) Milwaukee—Granted authority for subsidiary communications authorization (BSCA790105AG). Action Jan. 25.

### TV actions

■ \*WEIQ(TV) Mobile, Ala.—Granted CP to change ERP and max. ERP to 1170 kw; ant. height: 600 ft. (BPET-613). Action Feb. 9.

■ \*WXXI(TV) Rochester, N.Y.—Granted mod. of CP to change ERP to 1000 kw, max. ERP to 1380 kw, ant. height: 510 ft. (BMPET-910). Action Feb. 9.

■ KBTX-TV Bryan, Tex.—Granted CP to install aux. trans. at main TL and ant. location (BPCT780918KE). Action Feb. 9.

## In Contest

### FCC actions

■ KJLH(FM) Compton, Calif.—FCC has remanded to Review Board proceeding involving application of John Lamar Hill to change TL of station to Baldwin Hills, Calif. Action resulted from application by Hill for review of Review Board's decision released October 3, 1978. Action Feb. 8.

■ KCBS-AM-FM San Francisco—FCC has denied petition by Marcus Garvey Wilcher, individually, and on behalf of Community Coalition for Media Change (Coalition) for reconsideration of the FCC's August 11 grant of renewals of stations, licensed to CBS Inc. Coalition had petitioned to deny renewal applications, contending that CBS discriminated against blacks in employment; failed to present programming featuring

# Professional Cards

<p><b>ATLANTIC RESEARCH CORP.</b> Jansky &amp; Bailey Telecommunications Consulting Member AFCCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p><b>EDWARD F. LORENTZ &amp; ASSOCIATES</b> Consulting Engineers 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCCE</p>	<p><b>A. D. Ring &amp; Associates</b> CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFOEB</p>	<p><b>COHEN and DIPPELL, P.C.</b> CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCCE</p>
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<p><b>JOHN H. MULLANEY</b> Consulting Radio Engineers, Inc. 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 Member AFCCE</p>	<p><b>HATFIELD &amp; DAWSON</b> Consulting Engineers Broadcast and Communications 3525 Stone Way N. Seattle, Washington 98103 (206) 633-2885 Member AFCC</p>	<p><b>MIDWEST ENGINEERING ASSOCIATES</b> Consulting Engineers 6934 A N. University Peoria, Illinois 61614 (309) 692-4233 Member AFCCE</p>	<p><b>MATTHEW J. VLISSIDES, P.E.</b> STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications. Inspections, Supervision of Erection 7601 BURFORD DRIVE McLEAN, VA 22102 Tel (703) 356-9504 Member AFCCE</p>
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<p><b>Services</b></p>	<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired &amp; Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p><b>dataworld inc</b> Technical broadcast data base Engineering computations FCC actions "flag" service 1302 18th St., N.W., Suite 502 Washington, D. C. 20036 (202) 296-4790</p>	

black points of view and violated Fairness Doctrine by refusing to allow Coalition spokesman to appear on particular program and by refusing to broadcast Coalition message on employment discrimination. Action Feb. 6.

■ **WMBI-FM Chicago**—FCC has given Moody Bible Institute of Chicago 30 days in which to amend its application for CP to make changes in noncommercial educational station. Action Feb. 6.

■ **WADO(AM) New York**—FCC has issued tax certificate to Downe Communications Inc. for its sale of station to Wilson Communications Inc. Controlling interests of Wilson (75%) are owned by Hispanic-Americans. Action Feb. 6. In unrelated action, Broadcast Bureau granted name change of Wilson to Command Broadcasting Associates. Action Feb. 8.

■ **KCRC(AM) Enid, Okla.**—FCC has renewed license of Enid Radiophone Co. for station for remainder of regular renewal period for Oklahoma stations—June 1, 1980. On November 30, 1977, Commission granted Enid Radiophone short-term renewal due

to its continued failure to observe representations made to Commission with respect to commercial operation. Action Feb. 6.

## Allocations

### Petitions

■ **Long Beach, Calif.**—John Brown Schools of California Inc. requests amendment of FM table of assignments to assign 98.1 mhz to San Luis Obispo, Calif. Ann. Feb. 16.

■ **Lewiston, Idaho**—The Call of the Cross/Bill Dawkins Evangelistic Association requests amendment of FM table of assignments to assign 99.5 mhz there. Ann. Feb. 16.

■ **Kalamazoo, Mich.**—Thomas E. Pace requests removal of noncommercial reservation of ch. 52 there. Ann. Feb. 16.

■ **Penn Yan, N.Y.**—John C. Clancy requests amendment of FM table of assignments to assign 103.5 mhz to Cobleskill, N.Y. Ann. Feb. 16.

■ **Eugene, Ore.**—A-Train Radio Inc. requests amendment of FM table of assignments to assign 105.1 mhz to Ashland, Ore. Ann. Feb. 16.

### Actions

■ **Broken Bow, Okla.**—Chief of Broadcast Bureau, in response to request by Harold E. Cochran, extended time for filing comments and reply comments from Feb. 12 and March 5 through March 5 and March 27, respectively, in matter of amendment of FM table of assignments there. (Doc. 78-380). Action Feb. 12.

■ **Monroe City, Mo.**—Broadcast Bureau has proposed assigning 101.7 mhz there as its first FM allocation. Action was in response to petition by Kenneth L. and Myra L. Bass, Rodney L. and Lynette Peterson, and Harold and Henrietta Sprick. Comments are due April 13, and replies May 3. Action Feb. 12.

## Call Letters

### Applications

Call	Sought by
<b>New AM's</b>	
KETH	Gateway Broadcasting Co., Ketchikan, Alaska
KTBA	Navajo Bible School and Mission, Tuba City, Ariz.
WWWN	Dooly Broadcasting, Vienna, Ga.
KVIB	Harry M. Engel, Kihei-Maui, Hawaii
WLPO	O Radio Group Inc., Pittsburg, Kan.
WRLV	Licking Valley Radio Corp., Salyersville, Ky.
KSCR	Radio Renton, Renton, Wash.
WAOE	Red Cedar Broadcasters Inc., Rice Lake, Wis.
<b>New FM's</b>	
WRNZ	Jefferson County Broadcasting Corp., Wrens, Ga.
*WONA	Capital Area Vocational Center, Springfield, Ill.
KBWH	BCB Inc., Blair, Neb.
KODY-FM	North Platte Broadcasting Inc., North Platte, Neb.
WOIT-FM	Conti Broadcasting Inc., Grafton, W.Va.
<b>Existing AM's</b>	
KPMO	KMFB Mendocino, Calif.
WZAL	WJGA McDonough, Ga.
WONX	WLTD Evanston, Ill.
<b>Existing FM's</b>	
KEZO	KGMR-FM Jacksonville, Ark.
KCYN	KPOC-FM Pochontas, Ark.
KNOZ	KFLY-FM Corvallis, Ore.
WOIZ-FM	WPWR St. George, S.C.
KTMP	KONI-FM Spanish Fork, Utah
<b>Existing TV</b>	
WVVA	WHIS-TV Bluefield, W.Va.

### Grants

Call	Assigned to
<b>New AM's</b>	
WDDW	Dennis F. Doelitzsh, Johnston, City, Ill.
KJJR	Benny Bee, Whitefish, Mont.
<b>New FM's</b>	
*KESP	Ozark Public Broadcasting Inc., Eureka Springs, Ark.
WHPO	Walter J. Tatar Jr., Hoopston, Ill.
KIAE	Stephen G. Kalka, Aurora, Neb.
KPNC-FM	Montez Radio Co., Ponca City, Okla.
WGBK	Radio Blue Ridge Inc., Harrisonburg, Va.
<b>Existing AM's</b>	
WTKL	WAIL Baton Rouge, La.
KKJY	KPAR Albuquerque, N.M.
<b>Existing FM's</b>	
KCCY	KCSJ-FM Pueblo, Colo.
WOLM-FM	WCCF-FM Punta Gorda, Fla.
WOVR	WESO-FM Southbridge, Mass.
KKJY-FM	KPAR-FM Albuquerque, N.M.
WJYE	WBNJ Buffalo, N.Y.
WMMJ	WTSa-FM Brattleboro, Vt.

## Translators

### Applications

■ **Baker Valley and Baker, Ore.**—Blue Mt. Translator District seeks three UHF translators on ch. 46, 48 and 50 to rebroadcast signals of KXLY-TV Spokane, Wash.; KTVB(TV) Boise, Idaho, and KREM-TV Spokane, respectively. (All have 100 w TPO and 20 ft. HAAT). Ann. Feb. 20.

### Actions

■ **W65AM Lebanon, N.H. and White River Junction, Vt.**—Broadcast Bureau granted CP for TV translator on ch. 65 to rebroadcast signal of W'NNE-TV Hanover, N.H. (BPTT-7807241F). Action Feb. 6.

■ **Elgin, La Grande, Union and Baker, Ore.**—Broadcast Bureau returned as unacceptable application of Blue Mountain Television Association for CP for new UHF TV translator station on Channel 60. Action Feb. 8.

## Cable

■ The following CATV operators have filed service registrations:

■ **NTC Inc.**, for Eisenstein, Wis. (W10073) new signal.

■ **Frederick Cablevision Inc.**, for Frederick, Okla. (OK0126) new signal.

■ **Valley Television Service**, for Pikeville, Ky. (KY0083) new system.

■ **Fetzer Cablevision**, for Kalamazoo, Mich. (M10039) add signal.

■ **Fetzer Cablevision**, for Portage, Parchment, Oshemo, Cooper, Comstock and Kalamazoo, all Michigan (M10096, 99, 98, 97, 95) new signals.

■ **TV Cable Service Inc.**, for Fort Payne, Ala. (AL0045) new signal.

■ **Triad Cablevision Inc.**, for Albion, Mich. (M10073) new signal.

■ **Television Enterprises Inc.**, for Junction, Tex.

(TX0078) add signals.

■ **Tygart Valley Cable Corp.**, for Elkins, W.Va. (WV0186) add signal.

■ **Athena Cablevision Corp.**, for Berkeley and Richmond, both California (CA0006,487) add signals.

■ **Cablecom-General Inc.**, for Miami, North Miami and Commerce, all Oklahoma: Joplin and Webb City, both Missouri (OK0041, 55, 40, MO0038, 40) add signals.

■ **WSML Inc.**, for Lewisburg, Tenn. (TN0069) add signal.

■ **NTC Inc.**, for Park Falls and Lake, both Wisconsin (WI0032, 72) add signals.

■ **American Cablevision of Rochester Inc.**, for Rochester, N.Y. (NY0769) new system.

■ **Bruce CATV**, for Bruce and Pittsboro, both Mississippi (MS0008, 9) new systems.

■ **Cass Community Antenna TV Inc.**, for Havana, Ill. (IL0292) new system.

■ **Television Signal Service**, for Mena, Ark. (AR0035) add signal.

■ **Jackson Television Co. Inc.**, for Lonaconing, Midland, National and Carlos, all Maryland (MD0016-18, 14) add signals.

■ **Fetzer Cablevision**, for Kalamazoo, Portage, Parchment, Oshemo, Cooper, Comstock and Kalamazoo, all Michigan (M10094, 96, 99, 98, 97, 95) add signal.

■ **Shenango Cable TV Inc.**, for Brookfield, Ohio: Sharon, Hermitage and Sharpville, all Pennsylvania (OH0400, PA0486, 85, 87) add signal.

■ **Variety Cable TV Inc.**, for Farrell, Hermitage and Wheatland, all Pennsylvania (PA1439, 41, 40) add signal.

■ **Hancock Community Cable Inc.**, for Bay St. Louis, Waveland and Hancock, all Mississippi (MS0133, 35, 34) add signal.

■ **Knob Hill TV Cable Co.**, for Port Matilda, Pa. (PA1729) new system.

■ **Community Service Television**, for Williston, N.D. (ND0001, 46) add signal.

■ **G.S. Communications Inc.**, for Dillsburg and Franklinton, Pa. (PA1103, 1332) add signal.

■ **Mineral Area Cablevision Co.**, for Flat River, Elvins, Desloge, Bonne Terre, Esther, Rivermines and Leadington, all Missouri (MO0058, 60, 61, 62, 59, 81, 64) add signal.

■ **Multi-Channel TV Cable Co.**, for Martinsville, Collinsville, Bassett, Fieldale and Henry, all Virginia (VA0042, 70-2, 115) add signal.

■ **Cablevision-Edmond**, for Edmond, Okla. (OK0138) add signal.

■ **Battlefield Cablevision Inc.**, for Walker County, Fort Oglethorpe, Chickamauga, Catoosa and Rossville, all Georgia (GA0068, 88, 153, 192) add signal.

■ **TV Cable of Space City Inc.**, for Alamogordo, Holloman A.F.B. and Otero, all New Mexico (NM0023, 24, 75) add signal.

■ **Memphis CATV Inc.**, for Memphis, Tenn. (TN0063-4) add signal.

■ **Coaxial Cable TV Corp.**, for Cambridge Springs, Pa. (PA1699) new system.

■ **TV Service Inc.**, for Wayland, Estill, Hindman, Mousie, Topmost and Redfox, all Kentucky (KY0044, 43, 214, 216-18) new systems.

■ **Pied Montcatv Association**, for Cherokee County, S.C. (SC0135) new system.

■ **Lykens TV Co. Inc.**, for Port Matilda and Porter, both Pennsylvania (PA1726, 27) new systems.

■ **Island Creek Cable Systems**, for Stone Coal Creek and Johns Creek, both Kentucky (KY0221-2) new systems.

■ **Elgin Television Association**, for Elgin, Ore. (OR0054) new system.

■ **Couch Cable TV Service**, for Busy, Yerkes, Brownsfork and Krypton, all Kentucky (KY0324-26) new systems.

■ **Mahoning Valley Cablevision Association**, for Hubbard, Warren and Champion, all Ohio (OH0598, 270, 212, 216) add signal.

■ **Cox Cable TV of Pensacola**, for Pensacola, Fla. (FL0002) add signal.

■ **Robert F. McGinley Sr.**, for Doylestown, Pa. (PA1724) new system.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**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, WOJV/WIRA, Fort Pierce, FL 33450. An Equal Opportunity Employer.

### HELP WANTED SALES

**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.

**Hungry for an opportunity?** We can satisfy the right person with a top list in an aggressive medium market station. Send resume and call. WHON, Box 1647, Richmond, IN 47374. 317-962-1595. Kevin Rice, GSM. Equal Opportunity Employer.

**Hawaii Calls...** all experienced sales people, work and grow into sales manager position. Send resume and billing record to Don Cripe, K-108 Radio, 575 Cooke Street, Honolulu, HI 96813. E.O.E.

**WFHR/W103** wants a very good salesperson. Must be a radio sales professional—experienced—dedicated—a self-starter—a worker! If you're a real radio pro—prove it! Write or call: Dennis Gibson, WFHR/W103, 220-1st Avenue, South, Wisconsin Rapids, WI 54494. 715-424-1300. If you're it—you'll like what you hear!

**WIRA and WOJV** have not received a satisfactory number of applications from minorities for announcer and sales openings. Minorities interested in applying for announcer or sales openings with our stations should send a resume, and if applying for announcer openings, a tape to Bill Brown, WIRA/WOJV, PO Box 3032, Fort Pierce FL 33450. WIRA/WOJV is an Equal Opportunity Employer.

**We are expanding.** Radio station group seeking an experienced sales person with a potential for management and/or sales manager. 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

**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.

**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.

**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 WOJV 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. WOJV 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.

**Not a Disc Jockey.** If you can read the news, write spots, do some production ... send tape now. Semi automated station. Prefer six months experience doing same. Central California. PO Box KOCN, Pacific Grove, CA 93950.

**Wanted ... Experienced announcer** strong on production for established station with new facilities. Send tape and resume to Wayne Nosker, WMGW Radio, Box 397, Meadville, PA 16335. Immediate opening.

**Morning Drive Personality** for station near the beautiful New York Finger Lakes. Maturity, experience and community involvement required. Salary to \$13,000. EOE. Send resume and salary requirements to Box B-183.

**WIRA and WOJV** have not received a satisfactory number of applications from minorities for announcer and sales openings. Minorities interested in applying for announcer or sales openings with our stations should send a resume, and if applying for announcer openings, a tape to Bill Brown, WIRA/WOJV, PO Box 3032, Fort Pierce FL 33450. WIRA/WOJV is an equal opportunity employer.

**Witty Morning Personality.** Growing small market. Beginners considered. KRHS, Box 1604, Bullhead City, AZ 86430.

### HELP WANTED TECHNICAL

**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.

**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.

**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/MF. Experienced professional 1st phones only write Box B-117.

**Complete Charge of AM-FM**, partly automated. Some announcing. Box B-54.

**Three station Midwest** operation is looking for a 1st Class Engineer, experienced in studio maintenance and operation, to train for the position of Chief Engineer. Transmitter and antenna experience would be helpful. Excellent working conditions and good fringe benefits. Send resume and complete background to Box B-188.

**Small Market AM-FM** needs engineer-announcer. First Class, automation, production. Send resume and tape. WWDR, PO Box 38, Murfreesboro, NC 27855. EOE.

### HELP WANTED NEWS

**Newsperson** Experienced—Sunny and warm South Texas Medium Market Station needs local news gatherer. Write KVOU, Box 758, Uvalde, TX 78801.

**Professional broadcast journalist** for reporter/editor/news-caster 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.

**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.

**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 \$240.00 plus. Equal opportunity employer. Send tape and resume today to: Bruce A. Biette, WIGY-FM, PO Box 329, Bath, ME 04530.

**Day-time AM Station** in beautiful Upstate New York community looking for full-time news person. Good position for broadcast school grad who sounds good but needs some coaching in the other tools of journalism. Send tape, resume and all particulars to Ron Shapley, News Director, WDOS, Oneonta, NY 13820. No calls please.

**WBEL Radio News** team has opening for news person with news gathering, writing and on-air experience. Send short news tape, writing samples and resume to John Weitzel, WBEL, PO Box 27, Beloit, WI 53511, or call 608-365-6641. E.O.E.

## HELP WANTED NEWS CONTINUED

**KESE—Monterey, CA.** If you can gather, write and deliver with a distinctive professional style, the Monterey Peninsula is a great place to live, work and play. EOE/MF. Contact Ken Cooper, Box 2108, Monterey 93940, 408-373-1234.

**13 Station group** has two news openings. St. Joseph/Benton Harbor, Michigan; Experienced Morning Anchor/Editor. Airsound, writing, phonework important. Good news market, great living! Springfield, Illinois: Entry-level position. Anchor afternoon newscasts, cover education, general assignments. Occasional work in Statehouse Bureau. Both jobs contact Gayle Olson, WMAV, Box 460, Springfield, IL 62705, 217-629-7077

**News Director** leaving. Need solid newscaster. Experienced preferred. Will consider others. Send tape and resume. WCSS, Midline Rd., Amsterdam, NY 12010.

**Reporter/Anchor.** Excellent voice, writing production. NH's exciting as first-in-the-nation primary approaches! Tape, resume to Cynthia Georgina, WKNE, Box 466, Keene, NH 03431.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Southern/County AM.** New facilities, top-rated, highly respected, people oriented station seeking dedicated PD, with 3-5 years experience preferred. Require active community promotional approach, air shift, creativity supervisory capability of personnel, music and production. EOE. Send resume and financial requirements to WBHP Radio % Buster Pollard, P.O. Box 547, Huntsville, AL 35804.

**Program Director:** Midwest, two automated stations, AM-FM. Both rated No. 1. Strong pipes, must be creative, solid production background. Managerial position. Good benefits and salary, Box B-95.

**Production Manager** pro. Must be very, very good. EOE M/F. Tape, resume, references to KKAP, Box 483, Aptos, CA 95003. Salary open.

**Program Director** for highest paying station in California's Monterey Bay market who understands local radio and special needs of AM Daytimer targeting 18-49. Solid news, music and production background essential. Looking for veteran of major markets who wants to return to local, people-oriented radio: an honest-to-God programmer. EOE M/F. Tape, resume, references to KKAP, Box 483, Aptos, CA 95003.

## SITUATIONS WANTED MANAGEMENT

**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, V.P.—**With large group seeks relocation. Highly successful. Experienced all areas of station operation. All market sizes considered. Box B-124.

**Manager with many** 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.

**Pennsylvania, Maryland** stations owners. Young, creative, aggressive, educated, family man desires to return for stable, top management position. I built a losing station to break even situation and increased sales 47% in nine months. I've done it all—general manager, sales, announcing, programming, engineering. Box B-158.

## SITUATIONS WANTED ANNOUNCERS

**Morning Smiles** don't come cheap, neither do we. Team ready to move up! Box B-13.

**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.

**College graduate** with some experience seeking position in Top 40, Contemporary, MOR. Prefer Southwest, South. Bruce, 512-452-6536.

**Attention: Illinois and Indiana.** 18 year veteran d.j.-personality... desires play by play experience. Family man. On air audition, pic and resume available. Box B-159.

**24 year old** married, top afternoon man in small market is ready to grow. First phone, natural delivery, 2 years experience. Box B-175.

**Coming home to Florida.** Experienced, dependable Communicator. Radio or TV. Available two weeks notice. Box B-171.

**Broadcasting School graduate,** 1st phone, 23 year old ambitious male seeking permanent DJ position. Legally blind, equipment furnished for normal broadcasting operations. Reliable, Dedicated, call 318-744-5685.

**Experience female combo** desires advancement to medium market. Great delivery, write, produces spots. Relocate. Box B-176.

**805 days broadcast experience** Announcer/Disc Jockey 3rd endorsed. Excellent voice quality + production. Looking to move up. Will relocate. Contemporary/MOR/AOR. Call Mark 717-929-1843 before 11 AM EST.

## SITUATIONS WANTED TECHNICAL

**Experienced Engineer** looking for chief's position in smaller market with warm climate suitable for retirement in future. AM-DA, FM, stereo. Box B-173.

**Management plus—**Sales, engineering, announcing, production! Husband/wife team, currently West Coast. Box B-75.

## SITUATIONS WANTED NEWS

**Helicopter pilot,** seven years experience including Viet Nam, recent journalism graduate, seeking helicopter reporter position. Call 602-268-7709.

**Experienced News Person** seeks opportunity in large to medium market in Central or Northern California. Currently employed. Box B-111.

**Award Winning Sports Director** looking for move up. No small markets, no news, no music, no sales, just serious sports. Box B-121.

**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.

**Two years commercial experience,** one year play-by-play in medium market, seeking step up in news/sports/announcing combo. Box B-170.

**Sportscaster.** Experienced 6 years. Educated MS communications. 27 male. Current radio sports director 100KW FM-1KW AM Midwest. University PBP broadcaster. Looking for step up. Tapes (audio-video), resume, references on request. Box B-174.

**Worked News** then got my degree. Military, Commercial experience. Will relocate. Rich Kolker 301-937-7732.

## 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.

**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.

**Automation Programmer.** Currently supervising music format, news production and other on air material for adult MOR station using a Harris System 90. Music syndicator says we are lightest sounding station they service. Want to move to more challenging position anywhere in country. If you take as much pride in your automation sound as I do let's talk. Box B-172.

## TELEVISION

### HELP WANTED MANAGEMENT

**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.

**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

**Pacific Northwest NBC** affiliated seeks experienced, solid account executive with management potential. Send resume to Ben Shropshire, GSM, KNDO-TV, Box 10028, Yakima, WA 98907. Regional applicants preferred. EOE.

### 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 Hammitt & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

**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.



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**HELP WANTED TECHNICAL  
CONTINUED**

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**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.

**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.

**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: \$17,520,000 per year. An affirmative action, equal opportunity employer. Box B-108.

**Technical Operations Supervisor**—FCC First-Class License with two to four years academic experience related to broadcast operations and technology required. Minimum of three years current broadcast color experience, including maintenance and all operating positions. Must know video tape editing and studio lighting. Prior supervisory experience preferred. Submit resume to: Hugh Cleland, WCNY TV, 506 Old Liverpool Road, Syracuse, NY 13088.

**KUAM-TV needs two maintenance technicians.** If you have a first-class ticket, some formal electronics training and a working knowledge of broadcasting equipment and trouble-shooting, why not consider a sabbatical year or two on tropical Guam where challenging work and a rewarding foreign experience can be combined. Send resume in confidence to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

**Chief Engineer**—KQED, Inc. (San Francisco PBS) seeks innovative professional to plan and direct the technical production, broadcast, and maintenance operations of a major public broadcasting 3 station complex (VHF, UHF, and FM). Qualified candidates will have proven record of success in facilities design, equipment acquisition, maintenance, and personnel supervision at a major television production facility. This challenging position affords the opportunity to create new systems/procedures and affect creative problem-solving. We are looking for experience, maturity, dedication, and professionalism but, above all, solutions. We offer excellent salary, benefits, and growth potential. All resumes will be handled in confidence. KQED, Inc. is an Equal Opportunity Employer. For immediate consideration, send resume with salary history no later than February 28, 1979 to: Personnel Dept., KQED, Inc., 500 Eighth St., San Francisco, CA 94103.

**Asst. Chief Engineer**—immediate opening, CBS affiliate on California's Monterey Peninsula. Primarily responsible for maintenance of RCA studio and transmitter equipment. Salary negotiable. Contact Ron Fries KMST-TV, 46 Garden Road, Monterey, CA 93940. 408-649-0460. Equal Opportunity Employer.

**Tech. For S.W.FL TV.** Knowledge in RCA tape machines, color camera, transmitter, and ENG equipment. Send resume WEVU-TV, PO Box 6277, Fort Myers, FL 33901.

**Television Transmitter Supervisor**—McGraw-Hill Broadcasting Company station KERO-TV is seeking an experienced television engineer with an FCC First Class Radiotelephone license and a strong background in all areas of commercial television engineering. Primary responsibility will be the repair and maintenance of the television transmitter plant and supervision of an assistant. 40-hour work week, base salary \$18,000 annually with excellent fringe benefits. Send complete resume in confidence to Norman Hall, Director of Engineering, KERO-TV, Channel 23, PO Box 2367, Bakersfield, CA 93303. We are an Equal Opportunity Employer. M/F

**Television Transmitter Field Engineers.** Good opportunity in a growing company specializing in television transmitting equipment. Telephone or write to Bob Bromley, Townsend Associates, Inc., PO Box 1122, Westfield, MA 01085. Tel: 413-562-5055.

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**HELP WANTED NEWS**

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**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.

**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.

**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.

**News Anchor** Previous broadcast anchor experience preferred. One of Midwests top independent stations expanding news coverage. Audition tape and resume required by 3/2/79. Send to Dick Stawicki, WFFT-TV, PO. Box 2255, Ft. Wayne, IN 46801.

**Sports Anchor** wanted for a major market network-owned station. Five years of television sports experience a MUST. An Equal Opportunity Employer. Send resume to Box B-157.

**We are accepting applications** for News Anchor position. Send resume and audition cassette to: Roland King, KMSP-TV, 6975 York Avenue South, Minneapolis, MN 55435. EOE.

**News Anchor** wanted for major market network-owned station. Five years of television news experience a MUST. An Equal Opportunity Employer. Send resume to Box B-157.

**Television News Reporter.** College degree or equivalent experience. All ENG News Department. Videocassette and resume to Jim Bradley, WHSV-TV, PO Box TV 3, Harrisonburg, VA 22801. EOE.

**Reporter,** experienced broadcast reporter's (Radio or TV) sought for rapidly expanding affiliated network television station in Florida. Experience with ENG equipment helpful. E.O.E. Send resume, a sample of your copy, and salary requirements to Box B-163.

**News Director**—KQED, Inc. (San Francisco PBS) seeks innovative professional to direct weeknightly news operation. Extensive news management/reporting/production background, with emphasis on public affairs, required. Outstanding opportunity to take charge of a VITAL Community Service. Send resume in confidence to Personnel Department, KQED, Inc. 500 Eighth St., San Francisco, CA 94103. EOE.

**Meteorologist** or experienced weather anchor sought for rapidly expanding affiliated network television station in Florida. E.O.E. Send resume and salary requirements to Box B-162.

**Broadcast News Teacher:** Assistant Professor to join two other specialists in teaching radio/TV news courses beginning Sept. 1, 1979. Full-scale department with some 500 undergraduates and 50 graduate students, including about 80 broadcast journalism majors. University has own commercial, ABC-affiliated TV station. Preference given to candidates with graduate degree; solid broadcast news experience required. Application deadline: April 1. Contact Prof. Jack Shelley, Chairperson, Faculty Recruitment Committee, Dept. of Journalism and Mass Communication, Iowa State University, Ames, IA 50011.

**TV News Reporter** needed immediately for Midwestern, medium-sized market. Must have thorough knowledge of 16mm film, ENG, B.A. or strong minor in journalism. 1-2 years experience in commercial TV news, demonstrated on-air ability. Salary to \$12,500, depending upon qualifications, plus excellent fringe benefits. By March 10, 1979 send complete resume to Box B-179.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**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.

**Coordinator of Instructional TV** to be responsible for all aspects of broadcast TV use in schools. Applicant should be experienced in program scheduling, producing teacher guides, and ITV utilization. Send resume to Office B, WNED-TV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

**Children's Program Host/Producer**—Top 100 market network affiliated VHF seeking applicants to host and/or produce children's programming. Related experience and college education required. An Equal Opportunity Employer. Send resume and salary requirement to Box B-161.

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**SITUATIONS WANTED MANAGEMENT**

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**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.

**General Manager** with outstanding credentials! Television 22 years; Radio 12 years; Management 18 years. Now 49. Thoroughly experienced all aspects: ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in industry. Very competitive! In small, medium and major markets, achieved revitalization/rapid turnarounds; produced spectacular sales and profits, plus prestige. Accustomed to full responsibility; overcoming overwhelming obstacles to produce—at accelerated pace—outstanding ratings, sales, profits and prestige! Outstanding results guaranteed soon. Box B-166.

**Television Sales Professional** Currently with major sales responsibility at station in top 15 markets is looking for that final career move into medium size market or better in area of national sales or general sales manager position. Candidate has strong track record in area of local/national sales and in areas of LSM/GSM, both for network and independent stations. You will not be disappointed in track record: credentials; or potential of applicant. Box B-190.

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**SITUATIONS WANTED TECHNICAL**

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**Transmitter Engineer** wants to locate on West Coast. Box 7222, Amarillo, TX 79109.

**Transmitter Engineer: Maintenance.** Prefer South or East. Box B-169.

**First Phone,** 2½ years experience, studio, transmitter operations. Presently with medium market ABC station midwest, desire to move up, relocation no problem with right opportunity. Box B-177.

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**SITUATIONS WANTED NEWS**

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**Worked News** then got my degree. Military, Commercial experience. Will relocate. Rich Kolker 301-937-7732.

**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.

**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.

## SITUATIONS WANTED NEWS CONTINUED

**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.

**Native American Male**, two years experience as reporter, producer, and feature reporter. Two degrees and some medical school. Interested in top forty market. Box B-178.

**Working medium market TV reporter**, 28, female, would like to work major market ... experienced with film and ENG. Relocate anywhere. Box B-180.

**Sportscaster** currently top 20's market doing weekends. Young, degree, pro football and basketball play-by-play. Strong sports features. Box B-167.

**Clean Up Your Language!** Award winning newspaper editor/reporter seeking assignment editor or assistant producer spot with a station that's dedicated to news. Box B-182.

**Chief Photographer** top 10 market looking to relocate in similar position. Experienced in building and supervising an all ENG operation. Box B-186.

**News Director** ready to move up. I've accomplished all I can at my present station. Now ready to move to larger market and a bigger challenge, which will allow me to grow and prosper with one company. Looking for a permanent position with a News Oriented station. Box B-189.

**Photographer. Experienced.** Creative, hard-working professional seeks challenging temporary or permanent job. Box B-185.

**12 yr. newscaster/reporter**, 31, black wants larger market radio/television/newspaper/news & public affairs background. Box R-17.

**Medium Market** weekend anchor wants weekday slot. Experienced and solid at 37. Flair for features. Box B-184.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

See **MBA's** in situations wanted, management.

**Operations Manager**—Abilities surpass opportunities and challenges of present job. Looking for room to grow. Working conditions, surroundings, more important than salary. Enjoy working; switching, directing, program planning. First Phone. Ken Fitch, KLOE-TV, Goodland, KS 67735.

## 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 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.

## 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 PROGRAMING, PRODUCTION AND OTHERS

**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.

**Graduate Student Teaching Assistant**—Radio-Television. Halftime position for M.A. candidate offers \$3,600-\$4,300 for 9 months. Production experience necessary. Begins fall semester. Write: Head, Journalism Dept., Kansas State University, Manhattan, KS 66506. Equal Opportunity Employer.

## HELP WANTED INSTRUCTION

**Position—Director/Producer/TV Coordinator;** responsibilities—supervision campus TV services, Arts & Sciences college; familiar with all video formats; work with faculty developing video materials for classroom use; expected to pursue some production grants. Position also entails adjunct faculty assignment in television news film production. Qualifications—BS, Journalism/Mass Communications; MS desirable; 2 years experience in broadcast news; ability to teach television news film production. Twelve month assignment beginning June 1, 1979; salary \$10,000-\$12,000. Application deadline April 1. Contact—Bruce Hough, Director, Center for Instructional Technology, Creighton University, 2500 California St., Omaha, NE 68178.

**Mass Communications Department**—Opening for faculty member to teach broadcast news writing. Extensive professional experience required; Ph.D. desirable; prior teaching experience helpful. Assistant or Associate Professor, salary competitive. Apply by March 15, 1979, to George T. Crutchfield, Chairman, Department of Mass Communications, Virginia Commonwealth University, 817 West Franklin Street, Richmond, VA 23284. VCU is an affirmative action/equal opportunity employer.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently need 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.

**Wanted Studio, and 3 kw or 5 kw transmitter.** Write Box B-168.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5" Air Hellax Andrews HJ9-50.** Can be cut and terminated to requirement. Below 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.

**1-200' Self-Supporting tower,** angle legs 2-300'. 1-180', 2-220', 48" face lowers, 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 modom 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.

**4 PC-70 truck,** Ross switcher 16 x 6, OP AMP 8 x 4, VVG 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.

**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.

**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.

**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.

**Ramko Consoles Stereo**—Used only one year. 8 channel main and 5 channel production board. Current price new is \$3800. Cash price \$2100. For details call David Green, Broadcast Consultants Corporation 703-777-8660.

**For Sale**—Jamieson Compac 35/16 color film processor. Semi-automatic, equipped for Kodak ME-4. Make Offer: 813-597-6038.

## 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.

**How can you be so \$\*+!&S funny?** Write: Graffiti Weekly, Box 609, Stevens Point, WI 54481.

**Not Comedy**—Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 20093, Long Beach, CA 90801. (Phone 213-438-0508).

## 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.

**Custom, client jingles** in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

**"Feedback" ideas**—10 years industry proven! Contests, one liners, news, talk show tips—monthly pot-pourri of North American trends. \$2.90 month. Cancellation anytime. Exclusive. Newsfeatures, Box 14183, St. Louis, MO 63178.

**Free Jobsheet!** See why the Best is Not the most advertised. "Hot Tips", PO Box 678, Daytona, FL 32017. 904-252-3861.

## 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.

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 Technical

Mel Tillis Communications—has purchased, subject to FCC approval, KIXZ Radio, Amarillo, Texas. We are seeking a Chief Engineer for this, our first station. Those candidates wishing to perform other functions at the station will be considered. Please send your current resume, in confidence to: Mr. Davis, The Mel Tillis Company, 1722 West End Avenue, Nashville, Tennessee 37203. EOE/MF

### Help Wanted News

#### 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.

### Situations Wanted Programing, Production, Others

#### Respected Woman Music Director

Announcer, writer, publicist. 10 years major market experience, excellent references. Expert in both AOR and top 40. Many awards for community service. I'm seeking a challenging music, programming and/or on-air position with a company that will put my energy to good use. Box B-181.

#### Ready To Go To Work For You Now.

Veteran Programmer and Award Winning Air Talent. 22 years experience in all adult formats. Major and medium market winner. Get results immediately by calling: Craig V. Mollison (419) 893-1681.

## 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.

## TELEVISION

### Help Wanted News

### 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.

## TELEVISION

### Help Wanted Management

#### MANAGEMENT & OWNERSHIP

New Network Affiliate, located in Eastern United States, with expected on-air date in the Fall of this year, would like to hear from television broadcast executives experienced in station management, sales, or programming.

This is a ground-floor opportunity for any person who understands the risks and rewards of TV station ownership. We are looking for a station manager, as well as managers for sales and programming. Successful candidates will join with us in the building and operation of this station as well as the search for and acquisition of other properties.

To qualify, you should have a minimum of 10 years experience in the business, of which 5 have recently been earned in your specialty. However, Sales Managers wishing to move up to station manager will be considered. A cash investment in the mid 5 figures will be required.

Our people know of this advertisement so you can write in confidence. We are an equal opportunity employer.

Box B-160.

### Help Wanted Programing, Production, Others

## Graphics/Art Director

Leading network affiliate in midwest Top 30 Market is reorganizing its art department and seeks a creative, perceptive innovator to breathe new life into all aspects of concept and design, on-air graphics, print, set design. Challenging opportunity. Send samples of work, resume to Box B-187.

### Help Wanted Technical

#### 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

 **Cetec Antennas**

An equal opportunity employer

## Help Wanted Technical Continued

### Video Tape Maintenance Technician

RCA American Communications, Inc. has an opening at our Vernon Valley Video Tape Center, Vernon Valley, New Jersey (near Great Gorge) for an experienced Video Tape Maintenance Technician.

You will be responsible for journal maintenance of studio equipment such as RCA TR 600 Video Tape Recorders, TK28 B RCA Film Chain, and Grass Valley switching equipment.

Experience in digital technology necessary plus maintenance of Sony Cassette Recorders.

Minimum of 2 years related experience is required. We offer an excellent starting salary and a full range of company benefits.

To arrange an interview, send resume and salary requirement to:

Ms. Amy Beasley  
RCA American Communications Inc.  
201 Centennial Avenue  
Piscataway, NJ 08854

We are an equal opportunity employer  
F/M/V/H.



### Television Training Engineer

Sony Tape Production Services has a position open for an engineer with extensive experience in the operation and maintenance of Broadcast and Industrial Helical VTR, Color Camera and related studio equipment. To research, write and produce technical training tape series. Solid technical ability needed to analyze the circuitry involved and good communication skills are required. If you would enjoy the challenge involved in the production of technical video tapes, please call or send your resume to:

Ken Baird  
Tape Production Services  
Sony Corporation of America  
700 W. Artesia Blvd.  
Compton, Ca. 90220  
(213) 537-4300

### 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.

## 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.

### Miscellaneous



single subscriptions \$65 yearly

### 'Executive Broadcaster'

a report devoted to

tomorrow's profit performance today!

11800 sunrise valley dr., suite 227  
reston, va. 22091 (703) 620-3787

### NEED A NEWS SET?



TELE-VISION DESIGN

3246 Clarendon Rd., Cleveland Hts., 44118 (216) 621-0072

## 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.

### Salesperson

Chicago office of national rep offers unique opportunity for enthusiastic self-starter with television sales and/or promo experience. Excellent compensation package. Send resume with salary requirement to Box B-164.

## Public Notice

### Notice

The City of Cleburne, Texas (est. pop. 22,000, located 30 miles south of Fort Worth, Texas) is accepting proposals for a cable television system. All proposals must be on the City's application form and a non-refundable fee of One Thousand Dollars (\$1,000.00) must accompany each application. Application forms can be obtained by writing the Office of the City Secretary, City of Cleburne, P.O. Box 657, Cleburne, Texas 76031, or by calling (817) 645-2457. The deadline for all proposals is April 20, 1979.

## Radio Programing



### LUM and ABNER

5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors

410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884



### THE DAVE THATCHER SHOW

Interviews for your Adult Audience  
dave thatcher productions  
134 Union St. No. 21,  
Westfield, Mass. 01085

### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
... included in each series



PROGRAM DISTRIBUTORS  
11 Vista Drive  
Little Rock, Arkansas 72210  
501-378-0135



### THE NIGHTWATCH

DAILY FIVE MINUTE DRAMATIC NARRATIVE HORROR

RADIO VIGNETTES OFFERED EXCLUSIVELY BY:

UNIVERSAL SOUNDS UNLIMITED INC.

P.O. BOX 835, DEER PARK, WASH. 99004 509-276-2071

The Villages of Great Neck, Great Neck Estates, Great Neck Plaza, Kensington, Kings Point, Lake Success, Russell Gardens, Saddle Rock and Thomaston, in Nassau County, New York, jointly invite applications for cable television franchises. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until 4:00 p.m. on May 1, 1979, and all applications will be available for public inspections during normal business hours at the office of the undersigned.

Great Neck Peninsula Cable  
TV Advisory Committee  
c/o Village Clerk  
Village of Lake Success  
318 Lakeville Road  
Great Neck, New York 11020  
(516) 482-4411

## Wanted To Buy Stations

**Black Broadcast Group**, fully funded, seeking Television stations. Will consider radio. Reply in strict confidence to Box B-165.

### WANTED

AM-FM OR BOTH  
MIDWEST & S.E.  
UP TO 900M  
PRINCIPALS ONLY  
Box B-130

## Employment Service

**B  
A  
L**

### BROADCASTER'S ACTION LINE

The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Search \$25.00  
Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

## HOW TO WRITE, DIRECT & PRODUCE EFFECTIVE BUSINESS FILMS & DOCUMENTARIES—

New, vital book by Jerry McGuire.  
\*Indispensable to documentary film  
staffs and all advancing students of film  
writing and production.

\*A compelling, entertaining examination  
of everything involved in writing, direct-  
ing, and producing effective business  
films and documentaries. 280 pages, 32  
illustrations. \$14.95.

**BROADCASTING BOOK DIVISION**  
1735 DeSales St. NW Washington, DC  
20036

Please send me \_\_\_\_\_ copies of the above  
book / \$14.95 each. I enclose check for

Name \_\_\_\_\_

Address \_\_\_\_\_

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

## For Sale Stations

- 1kw Fulltimer. Southwestern Massa-  
chusetts \$450,000.
  - 1kw AM pre-sunrise. Real Estate.  
Eastern N.Y. \$575,000.
  - 10kw Directional in North Carolina.  
\$480,000.
  - Fort Worth/Dallas area. Fantastic  
coverage. Billing 500,000. Make offer.
  - AM-FM in Kentucky \$360,000. Terms.
  - Unusual circumstance regarding fan-  
tastic buy in New Jersey. Powerful day  
timer. Great market. \$650,000.
  - 3kw Stereo FM. Densely populated  
suburban area in Central Ohio. \$375,-  
000.
  - Eastern Georgia. 1kw Daytimer with  
very good coverage. \$420,000.
  - Underdeveloped facility in large metro  
area. \$1.5 million.
  - North Florida Metro area. Daytimer.  
\$360,000.
  - 10kw AM in Texas with Fulltime C.P.  
\$675,000.
  - FM in Waco, Texas area. \$140,000.
  - AM/FM. Southern Kentucky. Real  
Estate. \$340,000.
  - FM large metro area. Midwest. \$500,-  
000.
  - AM/FM in Louisiana with very high po-  
tential. \$425,000.
  - Overseas AM/FM/TV. New equipment.  
Automation. \$420,000.
  - AM/FM in New Hampshire. Real  
Estate. Profitable. \$460,000.
  - N.C. Daytimer. Real estate. Growing  
market. \$400,000. Terms.
  - Two central Georgia properties.
- All stations listed every week until sold. Let us list  
your station. Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS



## Gary Capps, President. Capps Broadcasting Group owns-operates 8 radio stations.

"...over the past couple years we have hired 5 graduates of the KiiS  
Broadcasting Workshop. One of these graduates, after a year and a half,  
is manager of one of our stations and should make between \$30,000-  
\$40,000 in 1979. The Workshop is the first place we turn to for salesmen."

Gary showed us a sales graph at one of his stations after the hiring of  
these Workshop grads—it looked like a diagram for a lunar launch.

Workshop members in our program are not kids. Many have been with  
IBM, Xerox, Mercedes-Benz or other such companies who want to switch  
to a career that promises management or eventual ownership.

If you want to look over The Workshop's current crop of tigers, call  
or write E. K. Walters for photos, resumes, etc.

And/or your station may enroll one or more of its sales staff in The  
Workshop's AE program. We'll send 'em back with blood in their eyes.

### **KiiS BROADCASTING WORKSHOP**

(213) 462-5600

1220 North Highland, Hollywood 90038

"Where tomorrow's broadcasters are today."

Sales Training • Newspeople • Announcer-DJs.

## H.B. La Rue, Media Broker

RADIO, TV, CATV, APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor-San Fran-  
cisco, California 94104 415/673-4474

East Coast:  
210 East 53rd Street, Suite 5D-New York, N.Y.  
10022 212/288-0737

## LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0385	202/223-1553
Suite 214	Suite 417
11681 San	1730 Rhode
Vicente Blvd.	Island Ave. N.W.
Los Angeles, CA. 90049	Washington, D.C. 20036

## Select Media Brokers

NC	Daytimer	225K	Small
NC	Daytimer	260K	Suburban
PA	Daytimer	575K	Suburban
WA	Daytimer	250K	Suburban
GA	Daytimer	467K	Metro
GA	Daytimer	385K	Small
AL	Fulltimer	635K	Small
	AM-FM		
NY	Fulltimer	1.6MM	Major
	AM		
TX	Daytimer	695K	Medium
	AM		

P.O. Box 5  
Albany, Georgia 31702  
(912) 883-4908

**THE KEITH W. HORTON COMPANY, INC.**

P. O. Box 948  
Elmira, NY 14902  
(607) 733-7138

*Brokers and Consultants to the Communications Industry*



**SHERMAN and BROWN ASSOC.**

**MEDIA BROKER SPECIALISTS**  
TV RADIO CATV

P.O. Box 4475, Ft. Lauderdale, Fla 33338  
Phone (305) 561-9334

**For Sale**

Long established daytimer in Carolinas—low dial position—regular 6 AM sign on.

Family illness and medical expenses forces owner to sell.

Present sales down due to owner's lack of managerial time. Until 1978—annual billings exceeded \$240,000.

Beautiful leased studios—built to specification—transmitter and tower property (4.2 acres) owned—only 3 miles from downtown. Market in top 100 with total AM and FM dollars over 4 million.

Asset sale—asking \$390,000 cash. First letter must show financial ability to pay cash. Minority buyers encouraged. Reply Suite 960, Time and Life Building, New York, New York 10020.

**MEDIA BROKERS APPRAISERS**

RICHARD A. **SHAHEN** INC.

435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**



**HOLT CORPORATION**

**BROKERAGE — APPRAISALS — CONSULTATION**  
OVER A DECADE OF SERVICE  
TO BROADCASTERS

The Holt Corporation Westgate Mall, Suite 205  
Bethlehem, PA 18017  
215-865-3775

Holt Corporation West  
5944 Luther Lane, No. 401  
Dallas, TX 75228  
214-696-1353

SW Small	Fulltime	\$325K	\$150K
S Small	AM	\$185K	SOLD
SE Metro	AM	\$550K	Cash
W Metro	Fulltime	\$825K	\$198K
MW Major	AM	\$550K	Cash

Atlanta, Boston, Chicago,  
Dallas, Los Angeles

**CHAPMAN ASSOCIATES**  
- nationwide service -

1835 Savoy Dr., N.E., Atlanta, Ga., 30341

**At last! The most comprehensive guide to RETAIL RADIO & TV ADVERTISING ever published!**



The new insider's look at retail advertising — indispensable to any station that's out after new business.

- 441 fact-filled pages. Paperback, 8 1/4 x 11.
- Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business. They help sell your prospects on the value of your medium and station.
- Easy-to-read, non-technical terms. (Created to make retailers more comfortable with broadcast advertising so they'll use it more!)
- Indexed so your sales people can find solutions to retail advertising problems in seconds.

**Helps your salespeople become retail marketing consultants, not just sellers of time.**

**Specifically, they'll learn "How to:"**

- Communicate with retailers in their language.
- Get in "sync" with the 3-to-6 month planning timetables of their retail prospects.
- Use in-depth research data to support a media mix of less newspaper and more broadcast.
- Make an effective newspaper switchpitch with examples of how newspaper and broadcast deliver over 4X the gross impressions as the same dollars in newspaper alone.
- Help create and produce effective low-cost commercials. (Text includes 34 scripts of award-winning spots).

**USE IT!**—for sales training — to switch-pitch newspapers — to support your next presentation to your hottest retail prospect!

**Let your sales team help their retail accounts:**

- Research and identify profitable customer groups.
- Research and analyze merchandising and promotional opportunities.
- Develop store positioning strategies.
- Target their advertising, using one of broadcast's greatest strengths, to reach their most profitable customer groups.
- Increase store traffic, sales, and profits!

**ORDER YOUR COPY TODAY!**

Mail to:  
Broadcasting Book Division  
1735 DeSales Street NW  
Washington, D.C. 20036

- Yes, please send me \_\_\_\_\_ cop(ies) of *Building Store Traffic with Broadcast Advertising* at \$50 each plus \$1 each for shipping.
- My check is enclosed for \$ \_\_\_\_\_

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

**BROADCASTING'S CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70¢ per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. \$5.00 weekly minimum. All other classifications: 80¢ per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Stock Index

Stock symbol	Exch.	Closing Wed. Feb. 21	Closing Wed. Feb. 14	Net change in week	% change in week	High	1978-79 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ABC	ABC	N	37 1/8	37 1/8			41 1/4	23 1/2	8	27,472	1,019,898
CAPITAL CITIES	CCB	N	40 1/4	40 1/2	- 1/4	- .61	75	38 1/2	11	14,300	575,575
CBS	N	52 1/8	54 1/2	- 2 3/8	- 4.35	64	43 7/8	8	28,100	1,464,712	
COX	N	57 3/8	55 3/4	+ 1 5/8	+ 2.91	57 3/8	25 1/2	12	6,667	382,519	
GRSS TELECASTING	GGG	A	21	20 3/4	+ 1/4	+ 1.20	23 7/8	13 5/8	8	800	16,800
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	O	38 3/4	38 1/2	+ 1/4	+ .64	43	16 1/2	10	2,789	108,073
METROMEDIA	MET	N	53	53			71	25 1/4	9	4,600	243,800
MOONEY	MOON	O	5 1/4	5 1/4			6 1/2	1 7/8		425	2,231
RAHALL*	RAHL	O	20 1/2	20 1/2			21 1/4	8 5/8	23	1,264	25,912
SCRIPPS-HOWARD	SCRIP	O	50	50			52	30 1/2	9	2,589	129,450
STARR	SBG	M	13 1/2	13 5/8	- 1/8	- .91	13 3/4	75		1,512	20,412
STORER	SBK	N	32 1/4	32 1/2	- 1/4	- .76	34 7/8	19 3/8	8	4,893	157,799
TAFT	TFB	N	22	21 1/2	+ 1/2	+ 2.32	24 7/8	12 1/4	8	8,508	187,176
									TOTAL	104,381	4,339,670

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	10 7/8	10 3/4	+ 1/8	+ 1.16	14 7/8	3 3/4	9	1,257	13,669
AMERICAN FAMILY	AFL	N	11	11 1/2	- 1/2	- 4.34	17 1/8	9 1/4	5	10,536	115,896
JOHN BLAIR	BJ	N	28 1/4	26 3/8	+ 1 7/8	+ 7.10	31 3/8	11 1/8	7	2,447	69,127
CHARTER CO.	CHR	N	7 1/8	6 5/8	+ 1/2	+ 7.54	8	3 7/8	7	17,941	127,829
CHRIS-CRAFT	CCN	N	11 7/8	11 3/8	+ 1/2	+ 4.39	11 7/8	4 1/2	10	3,696	43,890
COCA-COLA NEW YORK	KNY	N	6 5/8	6 1/2	+ 1/8	+ 1.92	9 1/4	6 1/8	9	17,641	116,871
COMBINED COMM.	CCA	N	31 1/2	29 3/4	+ 1 3/4	+ 5.88	45 1/8	19	13	10,369	326,623
COWLES	CWL	N	22 1/2	22 1/8	+ 3/8	+ 1.69	25 1/4	12 1/2	19	3,969	89,302
DUN & BRADSTREET	DNB	N	33	32 3/4	+ 1/4	+ .76	38	26 1/4	14	27,886	920,238
FAIRCHILD IND.	FEN	N	27 7/8	28 3/8	- 1/2	- 1.76	35 1/4	9 1/2	7	5,708	159,110
FUQUA	FQA	N	9 7/8	9 1/2	+ 3/8	+ 3.94	13 5/8	8	5	12,661	125,027
GANNETT CO.	GCI	N	41 1/4	40	+ 1 1/4	+ 3.12	49	32 3/4	14	22,430	925,237
GENERAL TIRE	GY	N	25 3/4	25 3/8	+ 3/8	+ 1.47	30 5/8	22 3/8	5	22,710	584,782
GRAY COMMUN.	O		21 1/2	21 1/2			24	8	7	475	10,212
HARTE-HANKS	HHN	N	22 1/2	21 3/4	+ 3/4	+ 3.44	24 1/2	13	14	9,117	205,132
JEFFERSON-PILOT	JP	N	30	30 1/4	- 1/4	- .82	34 1/2	26 5/8	8	23,134	694,020
MARVIN JOSEPHSON	MRVN	O	14 1/4	14 1/2	- 1/4	- 1.72	14 3/4	8 1/4	8	2,547	36,294
KANSAS STATE NET.	KSN	O	13 1/2	13 1/2			14 3/8	4 3/4	12	1,799	24,286
KNIGHT-RIDDER	KRN	N	23 3/4	22 7/8	+ 7/8	+ 3.82	28 1/8	13 1/4	11	32,797	778,928
LEE ENTERPRISES	LEE	N	22 5/8	21 5/8	+ 1	+ 4.62	22 3/4	11 1/8	10	7,285	164,823
LIBERTY	LC	N	31	30 7/8	+ 1/8	+ .40	33 7/8	18	7	6,762	209,622
MCGRAW-HILL	MHP	N	29 5/8	27 3/8	+ 2 1/4	+ 8.21	32 5/8	15 5/8	12	24,777	734,018
MEDIA GENERAL	MEG	A	21 5/8	20 1/2	+ 1 1/8	+ 5.48	23 1/8	13 5/8	10	7,456	161,236
MEREDITH	MOP	N	28 3/8	29 1/4	- 7/8	- 2.99	40 1/4	17 3/8	6	3,082	87,451
MULTIMEDIA	MMED	O	25 1/4	25	+ 1/4	+ 1.00	28 1/4	16 1/4	11	6,630	167,407
NEW YORK TIMES CO.	NYKA	A	27 1/8	26 1/4	+ 7/8	+ 3.33	31 5/8	15 3/4	15	11,599	314,622
OUTLET CO.	OTU	N	21	21			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	5 1/4	4 7/8	+ 3/8	+ 7.69	5 1/4	1 3/4	58	2,388	12,537
ROLLINS	ROL	N	17	17			24 1/4	14 7/8	8	13,407	227,919
RUST CRAFT	RUS	A	33 1/4	32 1/2	+ 3/4	+ 2.30	33 1/4	8 1/2	16	2,319	77,106
SAN JUAN RACING	SJR	N	14 5/8	14 1/2	+ 1/8	+ .86	15 7/8	7 5/8	24	2,509	36,694
SCHERING-PLOUGH	SGP	N	29 1/2	29	+ 1/2	+ 1.72	44 3/4	26 3/8	8	53,580	1,580,610
SONDERLING	SDB	A	24 1/2	25	- 1/2	- 2.00	25	8 3/8	8	1,105	27,072
TECH OPERATIONS	TO	A	6 3/8	6 1/2	- 1/8	- 1.92	8 3/4	2 3/8	23	1,352	8,619
TIMES MIRROR CO.	TMC	N	31	30	+ 1	+ 3.33	35	20 3/4	9	34,811	1,079,141
TURNER COMM.	O		29	29			31	7 3/4		3,800	110,200
WASHINGTON POST	WPU	A	23 1/8	25	- 1 7/8	- 7.50	26 1/2	10 7/8	8	16,268	376,197
WOMETCO	WOM	N	15 3/8	15 1/4	+ 1/8	+ .81	18 1/4	10 7/8	8	8,524	131,056
									TOTAL	441,043	10,956,524

## Cablecasting

ACTON CORP.	ATN	A	9 1/8	9 3/4	- 5/8	- 6.41	13 5/8	3 1/8	6	2,419	22,073
AMECO*	ACO	O					1/2			1,200	
ATHENA COMM.	O		3 5/8	3 1/4	+ 3/8	+ 11.53	5 1/2	1/8		2,125	7,703
BURNUP & SIMS	BSIM	O	5 1/4	5 1/4			6 1/8	3 1/8	40	8,531	44,787
CABLE INFO.*	O		2 1/4	2 1/4			3	1/4	11	648	1,458
COMCAST	O		13 3/4	12 3/4	+ 1	+ 7.84	14 1/4	3 3/4	16	1,617	22,233
COMMUN. PROPERTIES*	COMU	O	14	14			16 3/4	3 5/8	16	5,018	70,252
ENTRON	ENT	O	1 1/4	3 1/2	- 2 1/4	- 64.28	3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRL	N	30	30 1/4	- 1/4	- .82	40	17 5/8	8	7,692	230,460
GENVE CORP.	GENV	G	13	13			15 3/4	7 1/2	4	1,121	14,573
TELE-COMMUNICATIONS	TCOM	O	18 3/8	17 1/4	+ 1 1/8	+ 6.52	19 1/8	2 7/8	45	5,327	97,883
TELEPROMPTER	TP	N	13 7/8	13 1/2	+ 3/8	+ 2.77	14 1/4	6 3/4	20	16,931	234,917
TEXSCAN*	TEXS	O	2	2			2 7/8	1 1/4	12	786	1,572
TIME INC.	TL	N	41 3/8	38 7/8	+ 2 1/2	+ 6.43	50	31 3/4	8	20,505	848,394
TOCOM	TOCM	O	8 1/4	8 1/4			8 1/4	1 5/8	18	1,496	12,342
UA-COLUMBIA CABLE	UACC	O	42 3/4	42 3/4			43	15 1/2	21	1,679	71,777
UNITED CABLE TV	UCTV	O	30 3/4	30 1/2	+ 1/4	+ .81	30 3/4	3 7/8	25	2,036	62,607
VIACOM	VIA	N	27 7/8	28	- 1/8	- .44	28	16 5/8	16	3,799	105,897
									TOTAL	83,899	1,850,151

Stock symbol	Exch.	Closing Wed. Feb. 21	Closing Wed. Feb. 14	Net change in week	% change in week	High	1978-79 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Progaming</b>											
COLUMBIA PICTURES	CPS	N	20 1/2	20 5/8	- 1/8	- .60	24 1/2	7 3/8	3	9,749	199,854
DISNEY	DIS	N	39	39 3/8	- 3/8	- .95	47 5/8	32 1/4	13	32,416	1,264,224
FILMWAYS	FWY	N	13 5/8	14	- 3/8	- 2.67	17	6 7/8	8	10,980	149,602
FOUR STAR*			1/2	1 1/4	- 3/4	- 60.00	2 1/8	1/2	5	666	333
GULF + WESTERN	GW	N	14 7/8	14 7/8			18 3/8	10 1/4	4	48,177	716,632
MCA	MCA	N	44 1/4	45 1/2	- 1 1/4	- 2.74	48 1/4	25 3/4	8	23,227	1,027,794
MGM	MGM	N	21 3/4	22 1/4	- 1/2	- 2.24	24 1/8	12 7/8	7	29,102	632,968
TRANSAMERICA	TA	N	16 5/8	16 5/8			19	13 1/4	6	66,475	1,105,146
20TH CENTURY-FOX	TF	N	36	35 1/8	+ 7/8	+ 2.49	39 3/8	10	5	7,759	279,324
VIDEO CORP. OF AMER	O		5 5/8	5 7/8	- 1/4	- 4.25	9 3/4	3 1/2	17	988	5,557
WARNER	WCI	N	45 1/8	46 1/4	- 1 1/8	- 2.43	56 7/8	25 3/4	8	14,054	634,186
WRATHER	WCO	A	14 1/8	14 1/8			14 7/8	4 1/2	38	2,308	32,600
<b>TOTAL</b>									<b>245,901</b>	<b>6,048,220</b>	
<b>Service</b>											
BBOO INC.	8BBO	O	34 1/2	33 3/4	+ 3/4	+ 2.22	36 3/4	22 1/2	8	2,513	86,698
COMSAT	CO	N	40 7/8	41 1/4	- 3/8	- .90	48 3/4	28 3/4	11	8,000	327,000
DOYLE DANE BERNBACH	DOYL	O	18	17 3/4	+ 1/4	+ 1.40	31	16 1/4	7	1,776	31,968
FOOTE CONE & BELDING	FCB	N	18	18			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 1/4	33 1/2	- 1/4	- .74	39 1/4	22 1/2	7	2,387	79,367
MCI COMMUNICATIONS	MCIC	O	5 5/8	4 7/8	+ 3/4	+ 15.38	5 3/4	7/8	51	20,431	114,924
MOVIELAB	MOV	A	2 7/8	3	- 1/8	- 4.16	3 3/4	1	11	1,414	4,065
MPO VIDEOELECTRONICS*	MPO	A	4 5/8	4 5/8			65 3/8	4	4	520	2,405
A. C. NIELSEN	NIELB	O	21 1/4	21 3/4	- 1/2	- 2.29	28 1/2	18 7/8	10	10,980	233,325
OGILVY & MATHER	OGIL	O	21 3/4	22	- 1/4	- 1.13	56 1/2	20	7	3,610	78,517
TPC COMMUNICATIONS	TPCC	O	8 1/4	8 1/8	+ 1/8	+ 1.53	10 1/2	2 1/4	15	899	7,416
J. WALTER THOMPSON	JWT	N	23 1/4	21 5/8	+ 1 5/8	+ 7.51	32 7/8	15 1/8	6	2,649	61,589
WESTERN UNION	WU	N	17 3/8	16	+ 1 3/8	+ 8.59	21 1/4	15	7	15,177	263,700
<b>TOTAL</b>									<b>73,518</b>	<b>1,357,874</b>	
<b>Electronics/Manufacturing</b>											
AEL INDUSTRIES	AELBA	O	5 3/4	5 5/8	+ 1/8	+ 2.22	10 1/4	2 3/8	4	1,672	9,614
AMPEX	APX	N	15 1/4	15 1/2	- 1/4	- 1.61	19 1/4	7 3/8	11	11,371	173,407
ARVIN INDUSTRIES	ARV	N	14 5/8	15 1/4	- 5/8	- 4.09	22 1/2	12 1/2	4	5,959	87,150
CCA ELECTRONICS*	CCA	O	1/8	1/8			5/8	1/8	1	897	112
CETEC	CEC	A	4 5/8	5	- 3/8	- 7.50	5 3/4	1 3/4	10	2,127	9,837
COHU	COH	A	3 1/8	3 3/8	- 1/4	- 7.40	5 1/2	2 1/8	9	1,732	5,412
CONRAC	CAX	N	13 1/2	14 3/8	- 7/8	- 6.08	27 1/4	13 1/2	7	2,052	27,702
EASTMAN KODAK	EASKO	N	62 1/4	60 1/2	+ 1 3/4	+ 2.89	86 3/4	42	13	161,376	10,045,656
FARINON	FARN	O	12 1/4	11 3/4	+ 1/2	+ 4.25	16 1/2	8	12	4,782	58,579
GENERAL ELECTRIC	GE	N	47 1/2	46 3/4	+ 3/4	+ 1.60	56 5/8	44 1/2	9	184,581	8,767,597
HARRIS CORP.	HRS	N	27 3/8	28 3/4	- 1 3/8	- 4.78	35 3/4	19 7/8	13	25,461	696,994
HARVEL INDUSTRIES*	HARV	O	6	6			6	3 1/8	16	480	2,880
INTL. VIDEO CORP.*	IVCP	O	1 7/8	1 3/8	+ 1/2	+ 36.36	2 5/8	1/4		2,701	5,064
M/A COM, INC.	MAI	N	41	36 3/4	+ 4 1/4	+ 11.56	41 7/8	20 1/4	19	1,320	54,120
3M	MMM	N	59 1/4	59 3/8	- 1/8	- .21	64 3/4	43 1/2	13	116,473	6,901,025
MOTOROLA	MOT	N	36 1/4	37	- 3/4	- 2.02	56 7/8	34 1/4	9	28,544	1,034,720
N. AMERICAN PHILIPS	NPH	N	26 1/2	26 3/4	- 1/4	- .93	36	24 1/2	5	12,033	318,874
OAK INDUSTRIES	OAK	N	21 3/4	21 3/4			24	6 1/4	21	2,973	64,662
RCA	RCA	N	27	26 3/4	+ 1/4	+ .93	33 5/8	22 3/4	8	74,821	2,020,167
ROCKWELL INTL.	ROK	N	36 5/8	37 5/8	- 1	- 2.65	38	28 1/4	6	33,900	1,241,587
RSC INDUSTRIES	RSC	A	2 1/2	3	- 1/2	- 16.66	4	1 5/8	13	2,412	6,030
SCIENTIFIC-ATLANTA	SFA	A	36 5/8	34 3/4	+ 1 7/8	+ 5.39	36 5/8	16 3/4	17	2,644	96,836
SONY CORP.	SNE	N	8 1/8	8	+ 1/8	+ 1.56	10 3/8	7	13	172,500	1,401,562
TEKTRONIX	TEK	N	52 1/2	50 3/4	+ 1 3/4	+ 3.44	69 1/2	28 1/4	15	17,995	944,737
TELEMEATION	TLMT	O	1 1/2	1 1/2			2 1/4	1/2	2	1,050	1,575
VALTEC	VTEC	O	9 1/2	9 1/2			12 3/4	6 1/2	24	4,200	39,900
VARIAN ASSOCIATES	VAR	N	16 5/8	16 1/8	+ 1/2	+ 3.10	21	13	11	6,838	113,681
WESTINGHOUSE	WX	N	18	17 3/4	+ 1/4	+ 1.40	24 1/2	16 1/4	5	86,511	1,557,198
ZENITH	ZE	N	14	14			28	11 3/8	20	18,800	263,200
<b>TOTAL</b>									<b>988,205</b>	<b>35,949,878</b>	
<b>GRAND TOTAL</b>									<b>1,936,947</b>	<b>60,502,317</b>	

Standard & Poor's 400 Industrials Average 110.51 110.16 +.35

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 Hornblower & Weeks, Hemphill-Noyes Inc., 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.



## ABC's Marcy Carsey: from pushing burgers to selling 'Mork'

Something embarrassing happened to Marcia (Marcy) Carsey the day ABC Entertainment made her a vice president of comedy programs a few years ago: She turned up on late night TV as the star of a Right Guard commercial.

The spot was a carryover from a previous career, as a production supervisor of commercials as well as an occasional actress in them. "I always played young housewives or energetic young ladies on a date," she says. "I was the wife in the McDonald's commercial with two smiling children eating french fries. I look like a Midwestern housewife, I guess."

She doesn't fit that image, of course. Her husband, an independent writer and producer who often works at home, spends as much time or more watching the kids as she does. She almost never cooks, and she pays considerably less attention to interior decoration than do many of her male colleagues. "There could be a dead body in my office and I'd step right over it," she says. "I notice the functional things, and the things that aren't functional, I sort of don't. I have to tune myself in: 'Does my living room look . . . right?'"

But neither does she fit whatever picture resides in the industry's collective unconscious of what a "typical" network executive is supposed to look and act like. Besides being the highest-ranking woman programmer in the business, she's also, at 34, one of the youngest of either sex. Until recently, there was a crib in her office for her 15-month-old son, and she used to keep her 4-year-old daughter with her almost constantly during program meetings by day and at program tapings at night. And she doesn't seem driven by her considerable responsibilities to carry home armloads of scripts or to socialize with the high-living Hollywood stars and producers she deals with on the job. "If I would have had to do it that way, I probably wouldn't have done it," she said. "I don't care about success enough to have to live a life that I don't like. I eat at the House of Pies."

What Ms. Carsey does like, and what she's accomplished very nicely so far, is developing and maintaining successful, unusual comedy shows. *Mork and Mindy* is one example.

She and producer Garry Marshall had first tried to put the show together immediately after Robin Williams created the *Mork* character as a guest star on *Happy*



Marcia Lee Peterson Carsey—senior vice president, comedy and variety programs, ABC Entertainment; b. Nov. 21, 1944, South Weymouth, Mass.; BA, English literature, University of New Hampshire, 1966; NBC page, 1966; correspondent, production assistant, *Tonight* show, 1966-68; program supervisor, William Esty Advertising, 1968; television commercial acting and supervising, 1969-70; story analyst, story editor, executive story editor, Tomorrow Entertainment, 1971-74; general program executive, comedy, ABC Entertainment, 1974-76, promoted to vice president, prime-time comedy development, then to vice president, prime-time comedy programs, then to vice president comedy and variety programs, all 1976; present post, June, 1978; m. John Carsey April 12, 1969; two children—Rebecca, 4, Pete, 15 months.

*Days*. But they couldn't sign the comedian, and the idea was dropped until a few days before Ms. Carsey was to leave for last fall's scheduling meetings in New York. In a "Have we forgotten anything?" session with members of her staff, *Mork* came up, and she called Paramount to see if one last attempt could be made at making a deal. She got an affirmative answer while in New York, then faced the task of selling management on the show without a pilot.

"I've been here four-and-a-half years," she said, "and it helps to have a reputation with them that I'm leveling, that I'm being honest and that I believe in a show. But I also have to make my case . . . and I can be an unorthodox presenter. I remember grabbing Fred Pierce [president of ABC-

TV] by the shoulders and saying, 'Look at me. It won't hurt to make out a little card that says *Mork*—try it out on the board for Christsakes!'"

No wonder, then, that the producers and cast of what has become the biggest instant comedy hit in years recently sent her a framed and autographed copy of a Paramount advertisement proclaiming the show a national phenomenon. The inscription calls her "Mama Mork" and thanks her for "your faith and encouragement in this rather absurd project. You and me and the public understand. Love, Garry Marshall."

Ms. Carsey herself talks far more about what the success of her efforts with *Mork* means in regard to ABC than what it means in regard to her. "That's the reason it's such a pleasure to work here," she says, "because you have people who are willing to take chances." She sat through management's screening of the *Soap* pilot with a stomachache because she was so nervous, but the discussion about whether to schedule it lasted "about a minute and half," she said.

*Soap* is illustrative of several principles within Ms. Carsey's programming philosophy, among them the following: (1) Find shows with "a unique sound, an imprint" of their own if possible. "You can't put the *Soap* dialogue into any other show," she said. "The best of the comedy shows have a feeling and sound that's different than any other show on the air." (2) Remember that, in comedy, "the writer is the star. I don't allow our people to judge funny or not funny—to judge lines. We tell a program executive here that the only suggestions the network has a *right* to make are suggestions that have to do with the thrust of the series. When you get into the craft of the writer, I feel it's out of our range; it's not our business." (3) Execution is more important than concept, "always." And (4) make decisions at least 75% on instinct, not research. "You have to," she says. "This is a business of creating magic."

She's less sure of what works in variety, and acknowledges a certain "passivity" in seeking out projects in that area. "We're at a loss to know exactly where variety is going," she said.

To hear her tell it, Ms. Carsey may have given more thought to that problem than she has to where she might be going herself. She admits to some surprise that she's come so far so fast and so easily. When asked if she'll continue to, as she put it, "balance plates on sticks" for a network, she says, "I don't know, I really don't. I've never had a plan and I still don't. It's all sort of a continuum to me."

## Last week

It was a week to remember. Much of the Eastern half of the nation was snowbound. Official Washington practically stood still, and New York and other cities were buried in the worst blizzards of perhaps a half-century, resulting in airport closures as far south as Savannah, Ga., and as far north as New York.

Yet, despite the extreme conditions provoked by the storms, fatalities and injuries were minimal. People had been forewarned and were kept informed without regard to regular programming as to conditions in their immediate areas. The job was done by radio and television. It was spontaneous public service. No broadcaster had to be told by government what to do.

Countless lives were saved and property damage held down because of these radio and TV extra newscasts. At the local level announcements concerning school, religious, concert, social, sports or other events were made without regard to commercial commitments. Such organizations as the Parent-Teachers Association and Action for Children's Television (ACT), which derive benefits from such PSA's, must applaud. And the Federal Trade Commission as well as the FCC might be impelled to issue public statements citing the meritorious services performed in this emergency—a tradition entrenched with the broadcast media.

## Grown up

The retrospective with Dick Salant that is published elsewhere in this issue serves to remind us of the strides that broadcast journalism, particularly television journalism, has made.

They've been slow strides, Mr. Salant would say, but a single statistic will suggest what distances they have covered: In 1961, when he became president of CBS News for the first time, the evening newscasts of all three networks were only 15 minutes in length. There were no electronic cameras, no satellite transmissions and relatively little of the professionalism—despite the presence of some towering, first-rate individual journalists—that marks the bulk of today's much larger output, on stations as well as the networks.

The news divisions are getting more time now—at both the local and the national levels—and they're filling it better. They have earned the right to more. Their standards and their goals are higher, their performance is infinitely better, and the Dick Salants of the world are largely responsible for the change.

## It's all TV

A generation back, a freeze was imposed on the licensing of new television stations because it was evident that a nationwide, free, competitive system could not be accommodated on the 12 VHF channels staked out for countrywide service. An infinitely larger area, including 70 UHF channels in addition to the 12 VHF's, was provided for TV with the lifting of the freeze in 1952—four years after it was invoked.

But UHF channels were not gobbled up as the government had hoped. Some 108 pre-freeze VHF's had the audience because reception was better and easier. Manufacturers were reluctant to tool up for new receivers when the clamor was for the VHF band. Simple economics were involved because the VHF chips were bigger.

In this issue, an eloquent success story of UHF is unfolded. It wasn't easy for the UHF pioneers, but those who persevered

have not only achieved good quality in signals, some better than VHF, but have also received recognition by advertisers and agencies in the marketplace.

Networks no longer disdain UHF, although the older V's, with their established identities and protected contours, obviously get the first call. When a UHF in a market such as Hartford-New Britain, Conn., changes hands for \$15.5 million, it constitutes acceptance in the most sophisticated area of economics—what the competitive traffic will bear.

But the real answer comes in the supreme test. It is public acceptance. To the viewer with the modern receiver, it is television—not UHF or VHF. The channel, whether it's 7 or 17, or 37, is all the viewer needs to tune the program he wants. It is up to the enlightened broadcaster and the manufacturer (with a measure of understanding on the part of agencies of government) to erase the distinction between UHF and VHF.

It's all TV.

## Is it habit forming?

Three regional agencies with substantial Sears, Roebuck accounts have gone broke in the past couple of years, leaving unpaid bills at hundreds of broadcasting stations. If a fourth goes under any time soon, it will begin to look as though bankruptcy is an occupational disease of agencies placing Sears, Roebuck business.

First it was Cohen & Kelly, Manchester, N.H., which left bad debts for Sears timebuys all over Maine. Then it was Lindsey, Bradley & Johnston, Chattanooga, which went under owing radio and television stations throughout the Southeast and parts of the East. Now it is Rollband Inc., Philadelphia, with bills outstanding in Pennsylvania, New Jersey, West Virginia and Delaware. In the first two instances, Sears officials displayed little interest in the plight of the agencies or the broadcasters whose bills went unpaid. In the current instance, the advertiser's mid-Atlantic officials are talking about corrective practices but are giving no assurance that broadcasters will be paid what they are owed.

It is, of course, the official policy of the American Association of Advertising Agencies that agencies are solely liable for payment under their contracts with media, and Sears may take refuge in that. By this time, however, it should be apparent to Sears's Chicago headquarters that repair is necessary in its system of regional time placements.



Drawn for BROADCASTING by Jack Schmidt

*"Seriously now, counselor, would you really like to have Americans see and hear how justice is served?"*

# WTOP-AM. IT'S WASHINGTON'S DAILY NEWS.

News! That's what WTOP-AM is all about. Today's news, as it happens, 24 hours a day. Sports news and news features, too. For maximum coverage of national and international news, we offer the best of two outstanding networks, CBS and Mutual.

Reports from top correspondents like Walter Cronkite and Harry Reasoner. Features by Jack Anderson, Gordon Barnes. George Allen on sports, and many others.

Our own staff uses the most sophisticated new equipment in the industry to provide timely, in-depth coverage of local events.

At Outlet Broadcasting, we're committed to news and public affairs leadership by each of our radio and television stations. In Washington, WTOP-AM is the "Daily News" – the only all-news station in the nation's capital.

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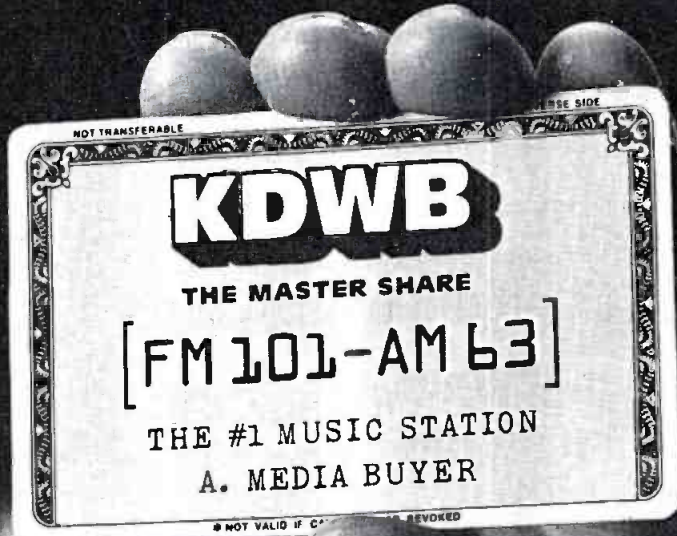
WDBO-TV (CBS)  
WDBO-AM  
WDBO-FM  
Orlando, Fla.

KIQQ-FM  
Los Angeles, Cal.

KSAT-TV (ABC)  
San Antonio, Texas

WCMH-TV (NBC)  
Columbus, Ohio

# #1 WITH CLOUT



**"Don't make a buy without us"**

Since 1975 KDWB has consistently been the #1 Twin Cities music station... that's 8 consecutive Arbitron surveys... THAT'S THE MASTER SHARE. Wherever you travel in the MSA you'll find KDWB AM/FM. It's the one station that's accepted by nearly half a million listeners and growing all the time. With KDWB AM/FM, you carry Twin Cities clout. Don't make a buy without it.

**KDWB AM 63**  
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**RT** RADIO ADVERTISING REPRESENTATIVES, INC.

KDWB • Minneapolis/St. Paul — KDWB FM • Richfield

Source: Arbitron, Apr/May '75 thru Oct/Nov '78. Total persons 12- AQH/Cume, MSA, Mon-Sun, 6A-mid. Estimates subject to limitations stated by Arbitron.