

In time for the Century Plaza:
Networks line up for fall

Broadcasting May 7

The newswEEKly of broadcasting and allied arts

Our 48th Year 1979

NEWSPAPER

THE WHITE HOUSE
WASHINGTON

August 9, 1974

Dear Mr. Secretary:

I hereby resign the Office of President of the
United States.

Sincerely,



11.35 AM

The Honorable Henry A. Kissinger
The Secretary of State
Washington, D. C. 20520



"BLIND AMBITION"
on the CBS Television Network
Sun May 20, 8 to 10 pm (ET)
Mon, Tues, Wed May 21, 22, 23, 9 to 11pm (ET)

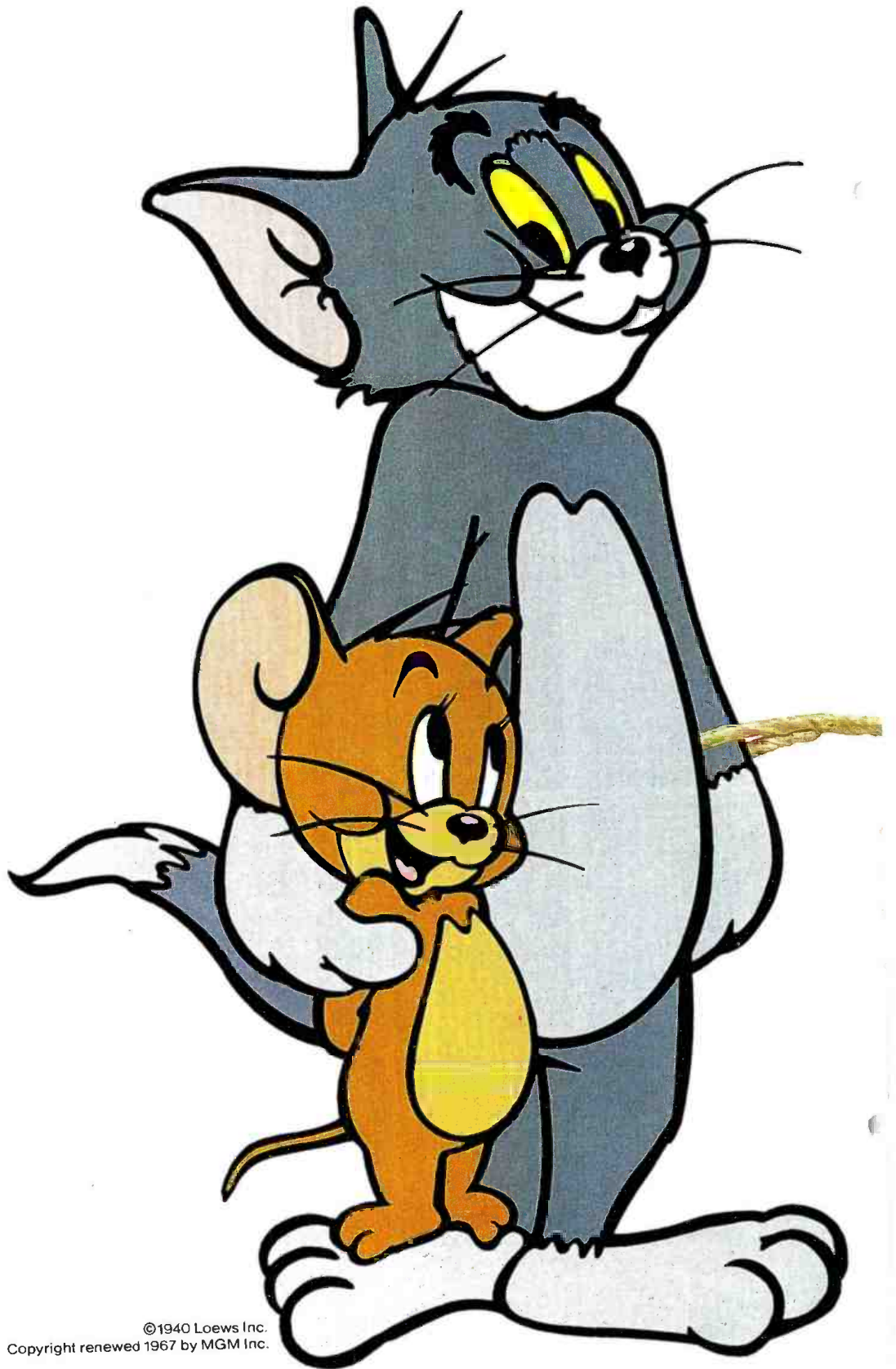
A dramatization of the saga of Watergate, as seen through
the eyes of John and Maureen Dean. An inside account
of the biggest political scandal in the history of the nation—
and a moving and passionate love story.

Starring Martin Sheen • Executive Producer David Susskind • Directed by George Schaefer
Based on the books by John Dean and Maureen Dean • Teleplay by Stanley R. Greenberg

Produced by George Schaefer and Renee Valente
Music by Walter Scharf (1 & 2)/Fred Karlin (3 & 4)

A Time-Life Television Production

51250
KDCR RADIO
CORRIGT COLLEGE
SIDUX CENTER IA 51250
B9259 MUA NOV/79



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WANX-TV	Atlanta	WXII-TV	Greensboro/ Winston-Salem, NC	WTAE-TV	Pittsburgh
WMAR-TV	Baltimore	WFBC-TV	Greenville, SC	WOKR	Rochester
WBRZ	Baton Rouge	WCTI-TV	New Bern, NC	WQRF-TV	Rockford
KVOS-TV	Bellingham, WA	WFSB-TV	Hartford	KSTU	Salt Lake City
WLVI-TV	Boston	KRIV-TV	Houston	KTVU	San Francisco
WCIV	Charleston, SC	WHMB-TV	Indianapolis	WHME-TV	South Bend
WSOC-TV	Charlotte, NC	KBMA-TV	Kansas City, MO	KPLR-TV	St. Louis
WFLD-TV	Chicago	WDHO-TV	Toledo	WTVH	Syracuse
WXIX-TV	Cincinnati	WTVK	Knoxville	KTEW	Tulsa
WJKW-TV	Cleveland	WTVQ-TV	Lexington	WTTG	Washington, DC
WIS-TV	Columbia, SC	KTTV	Los Angeles	WIVB-TV	Buffalo
WYEA-TV	Columbus, GA	WCIX-TV	Miami	KGW-TV	Portland, OR
KIII-TV	Corpus Christi	WTV	Milwaukee	KCRA-TV	Sacramento
WKEF	Dayton	WTCN-TV	Minneapolis	WYTV	Youngstown
WHO-TV	Des Moines	WSM-TV	Nashville		
WKBD-TV	Detroit	WVUE	New Orleans		
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TOM & JERRY
A WINNING TEAM



MGM TELEVISION

**CATCH THE APPETIZER ON
NBC-TV THIS FRIDAY.**

**THEN ORDER
THE MAIN COURSE
FROM NTA ON MONDAY!**

**EVEN MORE OF THE BEST
OF THE BEST OF DEAN!**

The class act for September '79!

DEAN MARTIN

For nine top-rated network seasons, Dean played host to just about every major star in the entertainment galaxy. From Don Adams to Jonathan Winters, from Hope to Crosby, from Hawn to Horne, from Borge to Borgnine, from Sellers to Sinatra, from Benny to Berle, from Liberace to Lollobrigida, as well as Lucy, Pearl, Carol, Angie, Ella, Ethel, Juliet, Debbie, Ginger, and Raquel. Not to mention Woody, Louis, Eubie, Red, Glen, Myron, Tim, Howard, Sammy, George, Andy, Buddy, Carroll, Rich, Danny, Flip, and Zero.

**26 FULL HOURS IN FULL
COLOR FOR THIS FALL**

At the head of the class for prime
time and/or late night play.

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Chief Operating Officer

ARTHUR S. GROSS
V.P., World-Wide Sales

Friday

MAY 11, 1979 • 9 PM to 11 PM

9:00 **4** NBC-TV

**THE BEST OF DEAN
Variety**

Highlights from a decade of Dean Martin variety shows, produced by Greg Garrison. Orson Welles, Bob Newhart, Dom DeLuise, Gene Kelly, Jimmy Stewart, Don Rickles host. (2 hrs.)



The Week in Brief

ALL IN A ROW □ Schedules for the fall from the three networks are out as CBS and NBC set their line-ups. **PAGE 31.**

IT'S VERVEER □ FCC Cable Bureau chief is named to head the Broadcast Bureau in a personnel shift that splits the commission. **PAGE 33.**

ULLMAN WANTS THE REWRITE □ Ways and Means Committee chairman thinks the fee is a revenue mechanism and as such part of his jurisdiction. **PAGE 36.**

CALIFORNIA HERE THEY COME □ ABC's affiliates lead off the annual spring rites with their meeting at the Century Plaza this week. **PAGE 36.**

AHEAD OF THE PACK □ Lionel Van Deerlin has led the way in Congress in updating the Communications Act of 1934. His first version, introduced last year, wasn't given much chance of passage by many observers. But, with the same persistence he applies to his running, the 64-year-old Representative from California has seen his idea grow from a sure loser to an even bet. This "Fifth Estate" article tracks the man behind the legislation. **PAGE 39.**

THE FOCUS SHIFTS □ With the FCC deciding two weeks ago that its distant-signal and syndicated-exclusivity rules for cable TV may no longer be needed, it opens a new can of worms by asking for comments on how the marketplace can be factored into regulation of the medium. **PAGE 51.**

A PLUS FOR PIERCE □ The president of ABC Television is given a large vote of confidence as he is named executive vice president of ABC Inc. and put next in line for the presidency. **PAGE 52.**

MUM'S THE WORD □ At a special joint board meeting, the NAB considers the various rewrite bills in Congress, but decides to voice no official opinion. **PAGE 52.**

MINORITY MAKES IT □ FCC grants 92.7 mhz in Flint,

Mich., to a black group by approving an agreement between it and a competing applicant.

CLIPPING RECONSIDERED □ While the Supreme Court upholds the FCC decision denying renewal to KORK-TV Las Vegas for network clipping, the commission is now trying to decide whether it should be involved in policing that practice. **PAGE 63.**

BROADCASTERS ON THE HILL □ BROADCASTING's biennial report on who among the members of Congress has broadcasting interests turns up 13 with direct or family ties to the industry. **PAGE 65.**

MAN OF THE MOMENT □ At RCA's annual meeting, NBC President Fred Silverman is in both the spotlight and on the hot seat as it's announced that a substantial profit drop is expected in 1979 for the network. RCA chief Edgar Griffiths gives Mr. Silverman a vote of approval, however, saying the network's problems were there before Mr. Silverman came aboard. **PAGE 71.**

LEAK DIALOG □ ABC's recent Supreme Court scoops, and the leak that made them possible, are the subject of remarks by Chief Justice Burger to a Norfolk, Va., TV station and debate between journalists over the professional ethics involved. **PAGE 72.**

PROHIBITION PROTESTED □ California Representative Henry Waxman, the Pacifica Foundation and the League of Women Voters file suit in federal court in Los Angeles challenging the constitutionality of the statute prohibiting noncommercial stations from editorializing. **PAGE 74.**

VIDEO FRONTIERSMAN □ Showtime Entertainment's Jeff Reiss has brought that company from a distributor of bicycled pay-cable programing to number two in the industry with satellite distribution. His background includes a knack for working with evolving technologies—from the early days at Tandem Productions to pioneering efforts with videocassettes and developing made-for-TV movies for ABC—all of which he sees as groundwork for what's to come. **PAGE 105.**

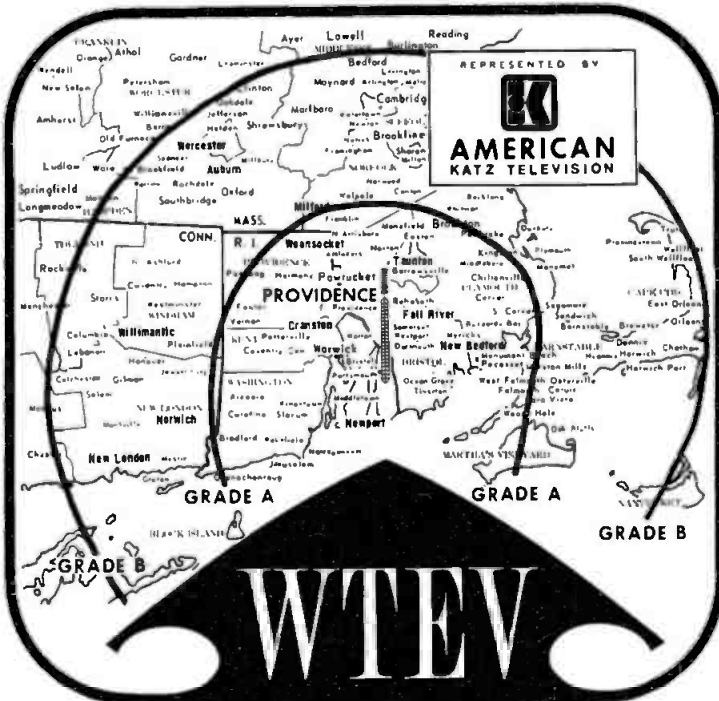
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MISSING PERSONS



To cover the Providence DMA - use WTEV



Missing persons—literally hundreds of thousands of viewers not measured by any rating—nonetheless, an impressive addition to your WTEV-6 summer audience. These are the money-spending seasonal residents and tourists who come to Southern New England during the summer. When you buy WTEV-6, you get a growing Providence DMA plus some half million additional summer residents and vacationers daily on Cape Cod, in Newport, Nantucket, Mystic Seaport and other resorts along the 547 miles of WTEV-6 shoreline. An important force in the sale of your product.

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A CBS AFFILIATE

Vance L. Eckersley, Manager

STEINMAN TELEVISION STATIONS

WTEV Providence, R. I./New Bedford-Fall River, Mass.
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Station relations

Spot-TV dollars, like network revenues, follow network ratings. How much is shown in compilations from leading station reps. Rep sources say that in first quarter of 1979, spot billings of affiliates of front-running ABC-TV were up 13% from 1978 first quarter, affiliates of last-place NBC-TV were up 3% and those of CBS-TV were up 8%, or "about average."

One alone?

Trend at FCC toward tighter restrictions on multiple ownership is expected to be in evidence at commission meeting this week. Broadcast Bureau staff, after investigating question at commission's direction, finds no evidence that UHF station's viability depends on infusion of revenues from co-located radio affiliate. As result, staff will recommend that commission tighten up one-to-market rule, which now permits purchase of UHF-radio combinations on case-by-case basis. Staff's recommendation is that commission treat UHF as it does VHF—prohibiting purchase of UHF-radio package unless purchaser can prove waiver is warranted.

Nor is that all. Now commission wants staff to examine question of whether it should continue to permit sale of AM-FM as package. Betting is that staff's answer will be in negative, though with possible exception for daytime-only stations. Last week Commissioner Tyrone Brown voted against acquisition of local AM by Chicago FM owner on grounds of media concentration (see page 60).

Friendly persuasion

Eyebrows lifted when FCC Chairman Charles Ferris was spotted dining at table taken by American Society of Composers, Authors and Publishers at White House correspondents banquet April 28. Table takers usually invite guests they do business with, or would like to. ASCAP sources say there's no mystery: Mr. Ferris is long-time personal friend of ASCAP general counsel, Bernard Korman, and has been sitting at ASCAP table at these affairs for years, going back to time when he was chief aide to Senator Mike Mansfield, then majority leader of Senate.

Nobody mentioned it at correspondents dinner, ASCAP sources say, but there's good chance ASCAP will have some business to do with FCC in relatively near future. ASCAP plans to talk to FCC's network inquiry staff about, as one put it, "some notions we have about the way

networks do business that are illegal." They feel, for instance, that networks monopolize market for music, and that, in effect, three people—TV network heads—are making decisions for 700 stations.

Up, up and away

Radio broadcasters look at future with confidence. That's one highlight of Radio Advertising Bureau's almost completed survey of radio sales outlook to 1985. RAB board was told last week that study shows stations are looking for annual growth rates in double digits—and also expect to be using many more sales people.

Survey indicates 10,000, perhaps as many as 15,000, salespersons may be added, which for many stations would represent 30% increase over present staff. Board also gave final approval to major radio "positioning" campaign, developed for RAB by Ries, Cappiello, Colwell agency, scheduled to break on radio and in business magazines in late summer.

Unhappy shop

"I've never seen morale lower." That was comment of veteran staffer at FCC after word last week of 4-3 split among commissioners over Chairman Charles D. Ferris's private selection of Philip Verveer as chief of Broadcast Bureau (see page 33). It's common knowledge that veteran Broadcast Bureau Chief Wallace E. Johnson retired April 30 because of interference from Ferris assistants and being bypassed by chairman himself. Others complain of frustrations, and even harassment. There are whispered allegations that staff recommendations are ignored, revised or otherwise manipulated to fit preferences of chairman's office.

News at 8?

If NBC Vice Chairman Richard S. Salant ever sells NBC his idea of scheduling one-hour TV network news at 8-9 p.m., he can count on support from one source that networks don't usually turn to for aid and comfort. Donald H. McGannon, chairman of Westinghouse Broadcasting and perennial gadfly of networks, says he's for idea, and presumably Westinghouse's two NBC affiliates—WBZ-TV Boston and KYW-TV Philadelphia—would go along. Mr. McGannon himself has advocated one-hour network news in prime time but in past has suggested it start at 9 p.m. or 9:30, on theory no network would risk entire night's ratings by opening evening with

entire hour of news.

For his part, Mr. Salant doesn't think his idea will be a quick sell, but still insists that there will be one hour of network news in prime time, "probably at 8-9," within five years. "It's an idea whose time has come," he says. "People just haven't recognized it yet."

No sweat

Noticeably missing from preparations for this year's hearings on Communications Act rewrite is usual furor over make-up of witness list from broadcasting. So far National Association of Broadcasters hasn't even asked to appear, although it probably will ask. Because of conflicts with their affiliate meetings television networks won't appear in broadcast hearings scheduled for weeks of May 14 and 21, but will testify June 5. Broadcasters generally think this year's sessions less critical than last year's on first rewrite.

House Communications Subcommittee staff is casting panels for discussion of minority ownership, EEO and radio and TV broadcasters as public trustees. But star event will probably be May 14 hearing on proposed retransmission consent for cable. Witnesses tentatively scheduled include Ted Turner, Norman Lear, Jack Valenti, commissioners of professional sports and Henry Geller, head of National Telecommunications and Information Administration, who revived consent idea.

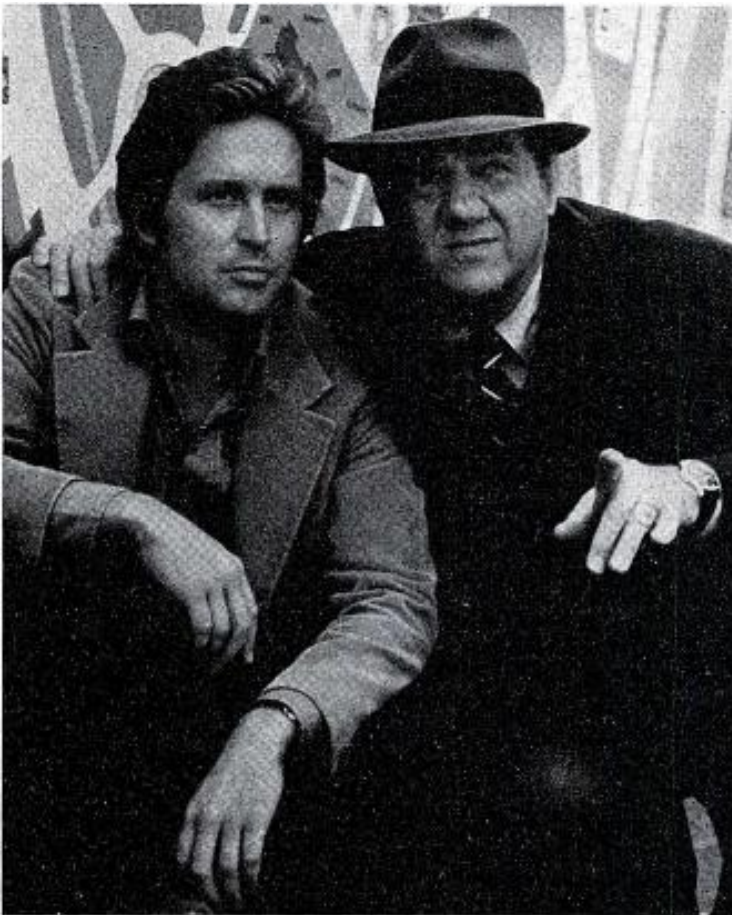
Helper

Although FCC Chairman Charles D. Ferris's office has been drawing flak for allegedly "interfering" with work of staff before it is presented to commission, Commissioner Tyrone Brown does not hesitate to attempt to influence staff on drafts of documents presented to him in advance of meeting if he thinks them inadequate. Case in point is draft of radio deregulation to be considered in meeting this week but on which staff has been briefing commissioners individually for past two weeks. Commissioner Brown reportedly was highly critical of economic justification of deregulation: He thought it poorly organized and obtuse; he even found fault with some of its analysis.

He is said to have done considerable amount of work on it himself—some of it, according to one source, not only away from office but on flat rock in Potomac river, on sunny day. Document now proposes deregulation in perhaps 100 biggest markets, maybe more, with end of ascertainment everywhere.

Crowded

**"Streets" superstars Karl Malden and Michael Douglas are drawing bigger-than-ever crowds!
And better-than-ever crowds: women 18-49 and men 18-49! In fringe, early evening and late night time periods.**



Source: NSI, 2/79 and 2/78.
Audience estimates are subject to limitations of the rating service.

FRINGE CROWDS

Boston (WNAC-TV, 4:30pm, M-F):
No. 2 in 6-station market. Doubles lead-in rating and share. Households up 124%, women 18-49 up 100% and men 18-49 up 225% over lead-in.

Cincinnati (WLWT, 5:00pm, M-F):
Households up 27%, women 18-49 up 29% and men 18-49 up 67% over year-ago programming in time period. Same demos up 38%, 35% and 67% over lead-in.

Fresno (KJEO-TV, 5:00pm, M-F):
Station moves from 4th to 2nd place in rating and share with 50% and 100% increases over year-ago programming. And from 4th to 1st place in women 18-49 and men 18-49 with 78% and 120% increases. More big increases over lead-in.

Miami (WPLG-TV, 5:00pm, M-F):
Up from No. 5 to No. 1 in women 18-49 with 173% increase over year-ago programming. Up from No. 4 to No. 2 in men 18-49 with 286% increase. Other impressive increases in rating, share and all key demos.

Milwaukee (WITI-TV, 4:30pm, M-F):
No. 1 in women 18-49 with increase of 12% over year-ago; 71% over lead-in. No. 1 in men 18-49 with increase of 15% over year-ago; 188% over lead-in. Households up 16% over year-ago; 68% over lead-in.

"Streets."

Minneapolis (KMSP-TV, 4:00pm, M-F):

No. 2 in time period. Women 18-49 up 27% over year-ago; 8% over lead-in. Men 18-49 up 50% over year-ago; 100% over lead-in.

EVENING CROWDS

Atlanta (WANX, 7:00pm, M-F):

A 33% share increase over year-ago programming in time period. 100% more women 18-49 and 200% more men 18-49 than lead-in.

Los Angeles (KCOP, 6:00pm, M-F):

Rating up 50% over year-ago; 100% over lead-in. Households up 75% over year-ago; 113% over lead-in. Women 18-49 up 58% over year-ago; 481% over lead-in. Men 18-49 up 52% over year-ago; 228% over lead-in.

Sacramento (KTXL, 7:00pm, M-F):

Rating up 25%, share up 20%, households up 34%, women 18-49 up 8% and men 18-49 up 59% over year-ago programming.

LATE CROWDS

Birmingham (WAPI-TV, 10:30pm, M-F):

Rating and share up 17% and 19% over year-ago programming. Women 18-49 up 7%. Men 18-49 up 10%. 24% share increase over lead-in.

Champaign, Ill. (WCIA, 10:30pm, Su.-Thu.):

No. 1 in time period. 23% more women 18-49 and 30% more men 18-49 than year-ago levels. Share up 12% and households up 19% over year-ago.

Kansas City (KCMO-TV, 10:30pm, M-Thu.):

No. 2 in time period with 7% share increase and 16% households increase over year-ago programming. Women 18-49 up 14% and men 18-49 up 39% over same period.

Las Vegas (KVVU, 11:30pm, M-F):

100% increase in households and 67% increase in share over year-ago. Women 18-49 up 50% and men 18-49 up 200%. Share up 47% over lead-in.

Peoria (WMBD-TV, 10:30pm, M-F):

Strong No. 2 with 50% rating increase, 35% share increase and 47% households increase over year-ago. 125% more women 18-49 and 75% more men 18-49. Share up 15% over lead-in.

San Antonio (KSAT-TV, 11:00pm, M-F):

No. 1 in women 18-49 with 14% increase over year-ago programming. Men 18-49 up 22%, households up 11% and share up 8% over year-ago. 23% share increase over lead-in.

Quinn Martin's

"The Streets of San Francisco"

Victory Television

45 East 45 Street, New York 10017

New York (212) 687-1516,

Chicago (312) 329-0825,

San Francisco (415) 435-9113.

Business Briefly

TV only

Church & Dwight □ Seven-week campaign begins May 21 in New York and Cleveland for Arm & Hammer baking soda. Agency: The Clyne Co., New York. Target: adults, 18-49.

Sunbeam □ Two-week campaign for men's shavers begins early next month in 30 markets. Agency: N W Ayer ABH International, Chicago. Target: total men.

American Tourister □ Four-to-five-week campaign for luggage begins May 14 in about 14 markets. Agency: Doyle Dane Bernbach, New York. Target: men and women, 25-54.

Geauga Lake □ Ten-week campaign for Aurora, Ohio, amusement complex begins May 31 in Detroit, Buffalo, Pittsburgh, Cleveland and Columbus, Toledo and

Youngstown, all Ohio. Agency: Mills, Hall, Walborn, Cleveland. Target: adults, 25-49, and children, 6-11.

Chevrolet □ Three-week campaign begins in mid-June for local Chevrolet Dealers Associations in Chicago, Milwaukee and Green Bay, Wis. Agency: Eisaman, Johns & Laws, Chicago. Target: total men.

Burgess Vibrocrafters □ Two-week campaign begins in early June for sprinklers in 17 markets during fringe and daytime. Agency: Marsteller, Chicago. Target: adults, 25-49.

S.C. Johnson □ Four-week campaign begins in mid-May for indoor insecticide fogger in 87 markets during prime, fringe and daytime. Agency: Foote, Cone & Belding, Chicago. Target: women, 25-54.

Swift □ Four-week campaign begins in mid-May for meat products in 35 markets

during fringe and daytime. Agency: Grey-North, Chicago. Target: women, 18-54.

Stokely □ Two, four and five-week campaigns will run in June, July and August for pork and beans product in 28 markets. Agency: Clinton E. Frank, Chicago. Target: women, 18-49.

Trailways □ Three-week campaign starts next week for bus company in 30 markets in early fringe time. Agency: Ogilvy & Mather, Houston. Target: total adults.

Clorox □ Three-week campaign begins in late May for Hidden Valley Ranch salad dressings in 51 markets. Agency: Young & Rubicam. Target: women, 25-51.

General Motors □ Two-week campaign begins in mid-June for Oldsmobile division in 25 markets during fringe and prime time. Agency: Leo Burnett, Southfield, Mich. Target: men, 18 and over.

Kinney Shoes □ Campaign for sandals, geared to Memorial Day holiday, will run May 21-27 in about 30 markets including New York and Los Angeles. Agency: Sawdon & Bess, New York. Target: women, 18-49.

Radio-TV

Bon Jour Paris Sportswear □ Five-month radio and TV campaign begins in April for French jean manufacturer in approximately 10 markets including New York, Denver, Salt Lake City and Dallas. Agency: Hi-Time Enterprises, New York. Target: Women 18-34.

Can Manufacturing Institute □ Eight-week radio and TV campaign begins in May for group's recycling program in six or seven Michigan markets. Agency: Tatham-Laird & Kudner, Chicago. Target: women, 18-49.

Continental Oil □ Six-week radio and TV campaign begins in mid-May in 60 TV markets during late fringe, news and sports time and in 11 radio markets, including three Spanish-language. Agency: Metzdorf Advertising, Houston. Target: men, 18-49.

Friendly's □ Four-week radio and TV campaign begins in Mid-May for chain of

MASLA MEANS BUSINESS

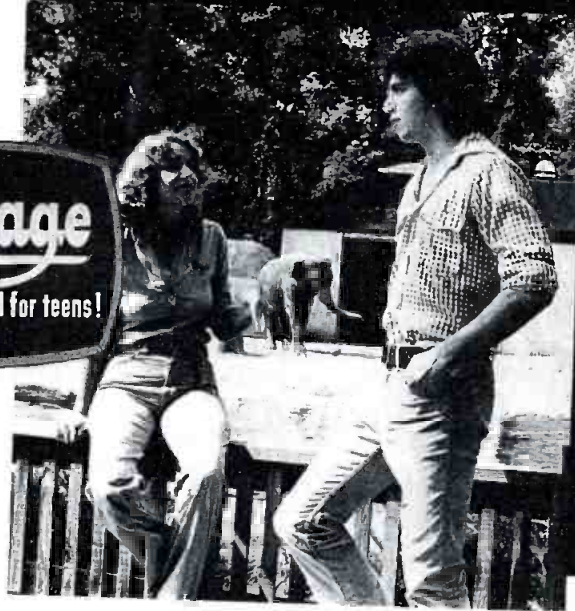
Ask Dave Rapaport
WKTU, New York

JACK MASLA & COMPANY, INC.
MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

New York, Chicago, Detroit, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco



Collage
The show by and for teens!



**30
MINUTES**



LISTEN, THEN COMMUNICATE

It's no secret that broadcasters must learn to listen before they communicate. Over a decade and a half ago, WJIM was in the listening business, tuning a sensitive ear to the problems, the needs and the aspirations of its vast Mid-Michigan audience.

Years ago when human neuroses were sheltered in dreams and professional offices, WJIM took a giant step towards bringing these problems to light through television. Locally produced public service and public affairs programs have been an integral part of WJIM's program plans for 28 years.

Today, they include, among others, such features as "COLLAGE", a monthly summary and portrayal of youth activities and "THIRTY MINUTES", a localized edition to the popular network program "SIXTY MINUTES".

Today . . . as in the past, WJIM-TV is a better communicator, because it listens.

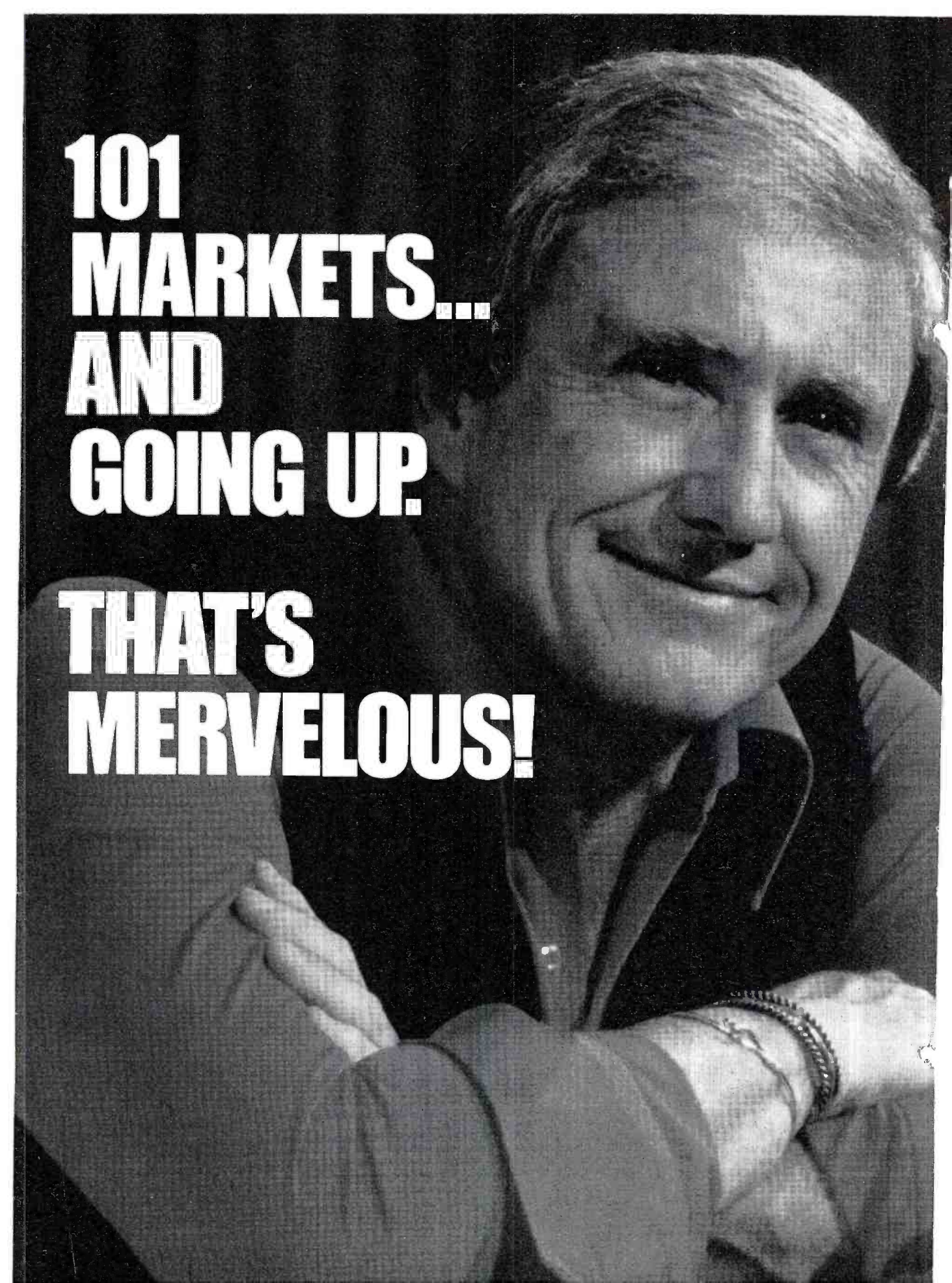
WJIM-TV

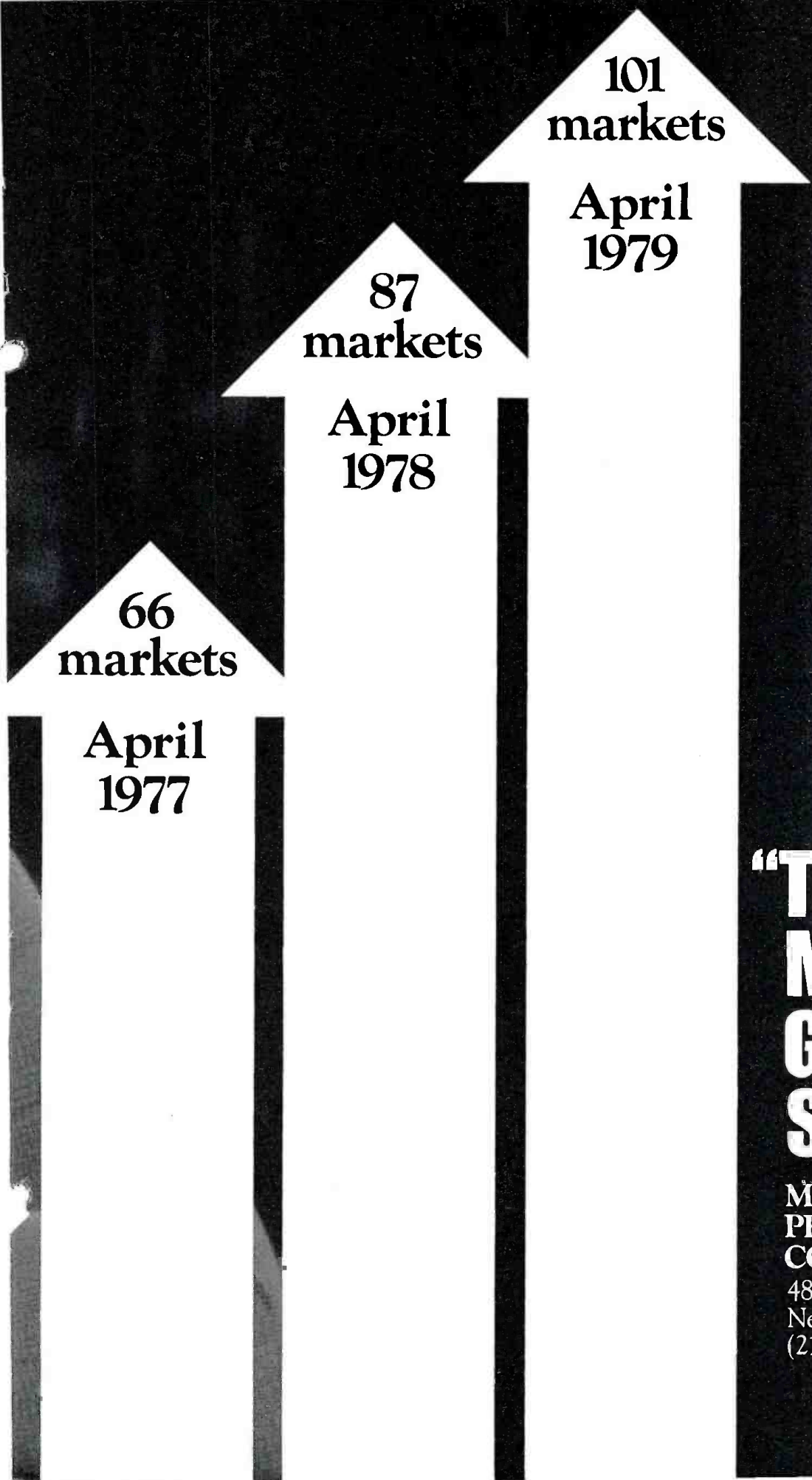
IMPORTANT IN MID-MICHIGAN

Gross Telecasting, Inc. — Lansing, Michigan

**101
MARKETS...
AND
GOING UP.**

**THAT'S
MERVELOUS!**





**66
markets**

**April
1977**

**87
markets**

**April
1978**

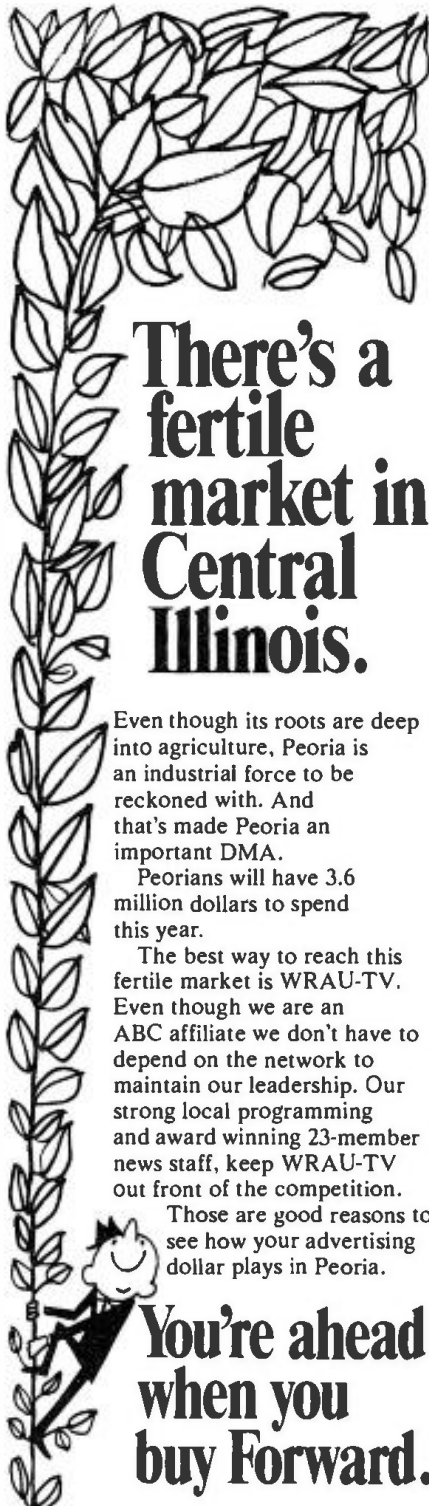
**101
markets**

**April
1979**

**“The
Merv
Griffin
Show”**

**METROMEDIA
PRODUCERS
CORPORATION**

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New York, N.Y. 10017
(212) 682-9100



There's a fertile market in Central Illinois.

Even though its roots are deep into agriculture, Peoria is an industrial force to be reckoned with. And that's made Peoria an important DMA.

Peorians will have 3.6 million dollars to spend this year.

The best way to reach this fertile market is WRAU-TV. Even though we are an ABC affiliate we don't have to depend on the network to maintain our leadership. Our strong local programming and award winning 23-member news staff, keep WRAU-TV out front of the competition.

Those are good reasons to see how your advertising dollar plays in Peoria.

You're ahead when you buy Forward.

WRAU-TV

PEORIA, ILLINOIS

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

Rep Appointments

- WWOL(AM)-WWOR(FM) Buffalo, N.Y.: Market 4 Radio, New York.
- WKWK-AM-FM Wheeling, W. Va.; WNCG(AM) North Charleston, S.C. and WKTM(FM) Charleston, S.C.; WLOR(FM) Toledo, Ohio and WLQA(FM) Cincinnati: Torbet Radio.
- WRNL(AM)-WRXL(FM) Richmond, Va., and WOIO(AM) Canton, Ohio: Selcom Inc., New York.
- KRIB(AM) Mason City, Iowa: Courtney Clifford Inc., Minneapolis (for Minneapolis).

ice cream shops in 10 radio and six TV markets in Northeast. Agency: Quinn & Johnson, Boston. Target: adults, 18-49.

Houston, Atlanta and San Diego. Agency: SFM Media, New York. Target: adults, 18-49.

Radio only

Spencer Gifts In advance of national roll-out, 13-week test campaign for gift stores will begin in mid-June in Philadelphia. Agency: LSF Media, New York. Target: adults, 25-49.

Carter-Wallace Five-week campaign begins in mid-June for Nair depilatory products in more than 30 markets including Boston, Atlanta, Philadelphia, Pittsburgh and San Francisco. Agency: SFM Media. Target: women, 12-24.

Eddie Bauer Two-month campaign begins in early June for retail clothing stores in about four markets including Seattle and San Francisco. Agency: George Lowe Advertising, Seattle. Target: men, 25-49.

Diners Club Three-week campaign begins May 14 in Sacramento, Calif., and Dallas for credit card. Agency: Wunderman, Ricotta & Kline, New York. Target: men, 25-54.

Oscar Mayer Seven-week campaign begins May 14 for wieners in about 55 markets. Agency: J. Walter Thompson, Chicago. Target: women, 18-49.

Shasta Two-week campaign starts in mid-May for Shasta beverages in Los Angeles, Denver and San Francisco. Agency: Hoefer Dietrich & Brown, San Francisco. Target: adults, 18-34 and teenagers.

Heublein Six-week campaign begins in late May for Kentucky Fried Chicken chain in about 24 markets including

Hit or Miss Two-week campaign begins in mid-May for clothing store chain in nine markets. Agency: Ingalls Associates, Boston. Target: women, 25-54.

BAR reports television-network sales as of April 15

ABC \$461,675,500 (36.1%) CBS \$415,891,800 (32.6%) NBC \$400,254,200 (31.3%) *

Day parts	Total minutes week ended April 15	Total dollars week ended April 15	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.	171	\$1,424,800	2,359	\$17,200,800	\$15,052,700	+14.3
Monday-Friday 10 a.m.-6 p.m.	996	17,948,200	14,925	264,058,200	245,119,200	+7.7
Saturday-Sunday Sign-on-6 p.m.	306	8,527,600	5,234	153,580,500	135,624,300	+13.2
Monday-Saturday 6 p.m.-7:30 p.m.	96	4,940,300	1,476	73,932,600	64,728,300	+14.2
Sunday 6 p.m.-7:30 p.m.	27	1,535,300	356	25,068,100	21,263,600	+17.9
Monday-Sunday 7:30 p.m.-11 p.m.	406	48,722,300	6,187	662,208,100	577,028,500	+14.8
Monday-Sunday 11 p.m.-Sign-off	239	9,059,100	3,486	81,773,200	65,988,900	+23.9
Total	2,241	\$92,157,600	34,023	\$1,277,821,500	\$1,124,805,500	+13.6

Source: Broadcast Advertisers Reports

Datebook

■ indicates new or revised listing

This week

May 6-12—Twenty-ninth annual Broadcast Industry Conference of *San Francisco State University*. Broadcast Preceptor and Broadcast Media Awards will be conferred May 12. Theme of conference will be "Ethics in Broadcasting." San Francisco State University. Information: Janet Lee Miller or Darryl Compton, SFSU.

May 7-9—*Southern Educational Communications Association* conference. Speakers will include Lillie Herndon, Corporation for Public Broadcasting, and Sheila Mahony, Carnegie Commission on the Future of Public Broadcasting. Hyatt-Regency, Lexington, Ky.

May 7-10—*Western Association of Broadcasters Engineers* convention. Hotel MacDonald, Edmonton, Alberta.

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

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

■ **May 10**—*National Association of Broadcasters* legal workshop. Sheraton Twin Towers, Orlando, Fla.

May 11—*Radio Television News Directors Association of Canada* British Columbia regional conference. Harrison Hot Springs, B.C.

May 11-13—*UCLA Extension's* symposium and demonstrations on "The Revolution in Home Entertainment: New Technology's Impact on the Arts." Hilton hotel, Los Angeles.

May 12—Meeting of *Region 1 of Radio Television News Directors Association*. Portland, Ore. Contact: Charles Biechlin, KATU(TV) Portland, or Dean Mell, KHQ(AM) Spokane, Wash.

May 12—*Women in Communications Inc.* Dayton chapter luncheon. Speaker will be Phil Donahue, TV personality. Dayton, Ohio.

May 12—Presentation dinner for National Headliners Awards winners, sponsored by *Press Club of Atlantic City*. International hotel, Atlantic City, N.J.

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

May 13-16—*Public Broadcasters' Organization of Michigan* annual meeting. Boyne Highlands Resort, Harbor Springs, Mich. Contact: George E. Lott, Northern Michigan University, Marquette 49855.

Also in May

May 14—Hearings throughout week on broadcast and cable sections of Communications Act rewrite, before *House Communications Subcommittee*. Rayburn House Office Building, Washington.

May 14-17—Conference for journalists on "The Role of Television and Newspapers in American Life," sponsored by *The Washington Journalism Center*. Speakers and discussion leaders will include Representative Lionel Van Deerlin (D-Calif.); Henry Geller, assistant secretary of commerce for communications; Peter Hoffman, McHugh & Hoffman, and author Ben Stein. Watergate hotel, Washington. Registration and information: (202) 331-7977. Conference will be limited to 15 to 20 working journalists.

May 15—New deadline for comments to FCC on AM stereophonic broadcasting (Docket 21313). Previous deadline was March 30. Replies are now due June 15.

May 15—Deadline for entries in *National Press Club* consumer journalism awards competition. Submissions should be for material broadcast in 1978. NPC, National Press building, Washington 20045.

May 15-18—*Audio Engineering Society* convention. Hilton hotel, Los Angeles.

May 16—*National Radio Broadcasters Association*

radio sales day. Americana, New York.

May 16—*Federal Communications Bar Association* luncheon. Sheila Mahony, executive director, Carnegie Commission on the Future of Public Broadcasting, will speak. Capitol Hilton hotel, Washington.

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

May 17—*Television Bureau of Advertising* regional sales meeting. Marriott, Kansas City.

May 17-18—Consumer conference of *University of Wisconsin's Center for Consumer Affairs*, with assistance from *Milwaukee Journal*, WTMJ-TV Milwaukee, WMAQ-TV Chicago and *University of Wisconsin Department of Agricultural Journalism*. Theme will be the problems, strategies and rewards of consumer journalism. Marc Plaza hotel, Milwaukee. Information: (414) 224-4177.

May 17-19—*New Mexico Broadcasters Association* annual convention. Holiday Inn, Farmington, N.M.

May 18—*Radio Television News Directors Association* Prairie regional conference. Sheraton Centre, Regina, Sask.

May 18—*Pacific Pioneer Broadcasters* luncheon meeting and salute to TV personality Soupy Sales. Sportsmen's Lodge, Studio City, Calif.

May 18-19—Meeting of *Radio Television News Directors Association Region 12* in conjunction with *Pennsylvania AP Broadcasters*. Treadway Resort Inn, Lancaster, Pa.

May 18-19—*National Broadcast Association for Community Affairs* Mid-Atlantic states regional conference. Marriott hotel, Philadelphia.

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

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

May 21—Hearings throughout week on broadcast and cable sections of Communications Act rewrite, before *House Communications Subcommittee*. Rayburn House Office building, Washington.

May 21-24—*National Public Radio* annual conference. Hyatt Regency, Washington.

May 22-24—*Electronic Industrial Association* annual seminar, "Telecommunications: Trends and Directions," designed to brief members of the financial community on the status of the telecommunications industry. Dunfey's Hyannis Resort, Hyannis, Mass. Information: Peter Bennett or Karen Settevig, (202) 457-4937.

May 23—Revised date for *National Radio Broadcasting Association* radio sales day. Sheraton Airport Inn, Atlanta.

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

May 24—*New York Market Radio Broadcasters Association's* third annual Radio Day Festival, Sheraton Centre hotel, New York.

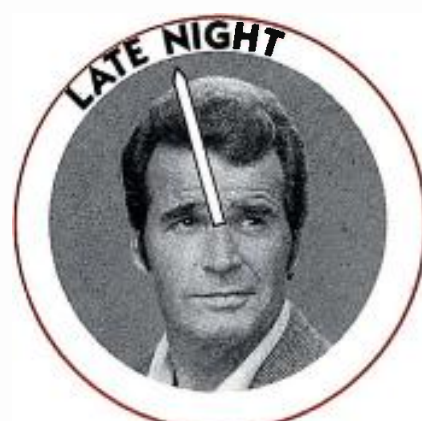
May 25—*Radio Television News Directors Association* Central/Canada regional conference. Sheraton Connaught hotel, Hamilton, Ont.

May 25-27—Southeast regional meeting of *National Association of Farm Broadcasters*. Myrtle Beach, S.C.

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

May 30—*International Radio and Television Society* annual meeting. Broadcaster of Year Award will be presented to Bob Keeshan of CBS-TV's *Captain Kangaroo*, Waldorf-Astoria, New York.

May 30-31—*American Research Foundation* fifth



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He's so popular with young adults, he's the ideal lead-in to your Early News.

And The Rockford Files' perfect mix of adventure and whimsy makes it the ideal opener in prime time.

And he's number one late night*.

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113 hours available Fall 1979.**

MCA TV

*Source: NTI, 1978-1979 season. Subject to survey limitations.

annual midyear conference. Detroit Plaza hotel, Detroit.

May 30-June 2—*Iowa Broadcasters Association* convention. Julien Motor Inn, Dubuque, Iowa.

May 31-June 2—Symposium on "Childhood and Creativity" and 25th anniversary tribute to Fred Rogers, *Mister Rogers Neighborhood*. Keynote speaker will be Pulitzer prize-winning author Erik Erikson. Others will include Les Brown, *New York Times* radio-TV correspondent, and Dr. Harvey G. Cox. St. Vincent College, Latrobe, Pa. Information: David Newell, *Family Communications Inc.*, Pittsburgh 15213; (412) 687-2990.

June

■ **June 1**—Deadline for entries *National Commission on Working Women* broadcast awards program. Submissions for programming about working women must have aired between May 1, 1978, and April 30, 1979. NCWW, 1211 Connecticut Avenue, N.W., suite 400, Washington 20036.

June 1-2—*Radio Television News Directors Association of Canada* national conference. Chateau Halifax, Halifax, N.S.

June 3-6—*Association of Media Producers* third annual executive forum. Representative William Ford (D-Mich.) will be keynote speaker. LaCosta Resort, Carlsbad, Calif. Information: AMP, 1707 L Street, N.W., suite 515, Washington 20036.

June 5-6—*American Association of Advertising Agencies* media seminar. Fairmont hotel, San Francisco.

June 5-7—*Ohio Association of Broadcasters* spring convention. Stouffer's, Dayton, Ohio.

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

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

June 6-9—*Broadcasters Designers Association* second annual seminar, in conjunction with Broadcast Promotion Association. Nashville. Reservations: Bob Regler, KOLN-TV, Box 30350, Lincoln, Neb. 68503.

June 7—*Television Bureau of Advertising* regional sales meeting. Hyatt O'Hare, Chicago.

June 7-8—Fifth annual Northeast CATV technical seminar, sponsored by *New York State Commission on Cable Television, Society of Cable Television Engineers, State University of New York* and *New York State CATV Association*. Empire State Plaza Convention Center, Albany, N.Y.

June 7-9—*Alabama Broadcasters Association* spring convention. NAB President Vincent Wasilewski will be keynote speaker. Holiday Inn, Pensacola Beach, Fla.

June 7-9—*Kansas Association of Broadcasters* convention. Hilton Inn, Wichita, Kan. Convention chairman: Frank Gunn, KAKE(AM) Wichita.

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

June 7-9—*Arizona Broadcasters Association* spring convention. Westward Look, Tucson, Ariz.

June 7-10—1979 national conference of *Investigative Reporters & Editors*. Mike Wallace of CBS will be keynote speaker. Also on agenda is address by Federal Trade Commission Chairman Michael Pertschuk. Boston Plaza hotel. Contact: Norita Lee, (617) 523-6611.

June 7-10—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge, Branson, Mo.

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

June 10-11—*Montana Broadcasters Association* annual convention. Fairmont Hot Springs, Anaconda, Mont.

June 10-12—*National Association of Broadcasters* public affairs programming conference. Mayflower hotel, Washington.

June 10-13—*Western States Advertising Agencies Association* 29th annual conference. Doubletree Inn in Fisherman's Wharf, Monterey, Calif.

■ **June 11**—*National Association of Broadcasters* legal workshop. Airport Hilton, Indianapolis.

June 14-15—*Oregon Association of Broadcasters*

Major Meetings

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 Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, May 25-28, 1982.

May 2-24—*National Public Radio* annual conference. Hyatt Regency, Washington. 1980 conference will be March 16-20, Crown Center hotel, Kansas City, Mo.

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

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

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

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

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

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

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

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

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

Oct. 21-26—*Society of Motion Pictures and Television Engineers* 121st technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

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.

Feb. 16-21, 1980—*National Association of Television Program Executives* conference. Hilton, San Francisco. Future conference: Feb. 13-18, 1981, New Orleans.

April 13-16, 1980—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

spring meeting. Bowman's Resort, Wemme, Ore.

June 14-15—*Broadcast Financial Management Association/BCA* board of directors meeting. Sir Francis Drake hotel, San Francisco.

■ **June 14-16**—Annual convention, *International Broadcasters Idea Bank*. Airport Hilton Inn, Memphis.

June 14-16—*South Dakota Association of Broadcasters* annual meeting. Sylvan Lake in Black Hills, S.D.

June 14-17—*Mississippi Broadcasters Association* annual convention. Sheraton-Biloxi Motor Inn, Biloxi, Miss.

June 15-16—*North Dakota Broadcasters Association* spring convention. Lake Metigoshe, Turtle Mountain Lodge, Bottineau, N.D.

June 15-16—*Radio Television News Directors Association* board meeting. New York.

June 15-17—Meeting of *Radio Television News Directors Association of the Carolinas*. Max Robinson, ABC News, will speak. Santee, S.C.

■ **June 17**—*Television Critics Association* seminar, Century Plaza hotel, Los Angeles.

June 17-19—*New Jersey Broadcasters Association* 33d annual convention. Playboy Resort and Country Club, Great Gorge, N.J.

June 17-23—Eighth sales manager seminar of *National Association of Broadcasters*. Harvard Business School, Boston.

June 18-19—*Society of Cable Television Engineers* regional technical meeting. Radisson South, Minneapolis.

■ **June 19**—Radio workshop sponsored by Associ-

ation of National Advertisers and Radio Advertising Bureau. Waldorf-Astoria hotel, New York.

June 19-20—*American Association of Advertising Agencies* media seminar. Biltmore hotel, New York.

June 19-20—*Southern Cable Television Association* financial seminar. Host hotel, Tampa International Airport. Information: Ed Frazier, (813) 877-1144.

June 19-21—*Armed Forces Communications and Electronics Association* 33d annual convention. Sheraton Park hotel, Washington.

June 19-22—Annual convention of *National Broadcast Editorial Association*. Richard Salant, president of CBS News and vice chairman designate of NBC, will receive association's Madison Award. Menger hotel, San Antonio, Tex.

June 20-22—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 21—*Federal Communications Bar Association* luncheon. Robert Bruce, FCC general counsel, will speak. Capitol Hilton hotel, Washington.

June 21-23—*Wyoming Association of Broadcasters* convention. Hilton hotel, Casper, Wyo.

June 22-24—*Association of North American Radio Clubs* 15th annual convention. Agenda will include discussion of clear-channel issue and feature Gordon Mikkelsen of WCCO(AM) Minneapolis. Radisson Downtown hotel, Minneapolis. Contact: ANRC, (612) 825-8405.

June 23-27—*Georgia Association of Broadcasters* 45th annual convention. Speakers will include Jane Pauley of NBC-TV and Dennis James, game show host. Callaway Gardens, Ga.

Dissenter

EDITOR: While I am reluctant to bring further attention to ABC's self-aggrandizing use of the U.S. Supreme Court for publicity purposes ("ABC dishes up two scoops," BROADCASTING, April 23), it is important that your readers know that other reporters at the court do *not* "heartily approve."

The journalistically unprincipled use of unverified, peripheral sources to claim knowledge of the court's deliberations—even though the source proved to be right in two of four elements reported by ABC News—was valueless and degrading conduct of a type long resisted by most news agencies.—*Carl Stern, NBC News, Washington.*

(Mr. Stern is NBC's Supreme Court correspondent.)

Sims on the status quo

EDITOR: First, I want to thank BROADCASTING for reporting my comments on calling for a new National Association of Broadcasters president as accurately as you did. My sentiments were handled most fairly.

For the record, I originally brought up my suggestion at a closed meeting of the outgoing radio directors in January. We were asked what might be done to improve the association and I responded candidly. I later wrote my thoughts down for possible future reference.

BROADCASTING learned of my comments and asked for details. Since I received positive response from over a hundred broadcasters and interested past and present board members, I wrote the entire board to begin an open discussion.

Apparently, though, I heard from nearly everyone with a like mind before I attended the NAB convention in Dallas. The reaction there was, at best, quite cool.

With only a handful of board members really interested in pursuing the matter, there is no doubt that any further discussion will only make matters more divided, defensive and disruptive to our industry.

I still believe we need new directions, new blood, someone who's "been there"—a broadcaster as NAB president. Apparently, the vast majority of the board does not agree. I was naive enough to think discussion of the question, taking the heat myself, would start a movement. After hearing from most of the board in Dallas, I have come to the absolute conclusion that Vince Wasilewski is entrenched for as long as he chooses. I commend our president for commanding such support.

I certainly appreciate the many comments from broadcasters all over the country. Most, like me, are small-market radio

folks and desire a change. To them I can only say: Hold on, it ain't gonna happen any time soon.—*Bill Sims, Wycom Corp., Laramie, Wyo.*

(Mr. Sims canceled his NAB memberships for all but one of his stations after the NAB convention this year, a reaction to the "real hostility" he encountered in Dallas, he says. But he has since reversed himself, saying the move put his partners in "an awkward position, that of having to defend me." All five Wycom stations "will continue to support NAB," he says.)

The costs of change

EDITOR: I have read the continuing arguments concerning the proposed spectrum fee. Frankly, I cannot understand why I should have to "trade off" anything if deregulation is something whose time has come.

Concerning the breakdown of clear channels, I must say that this too is an idea whose time has come. Thus far, the greatest loss I have heard expressed in support of the clear channels is that WSM's *Grand Ole Opry* would have to leave the air. This is absurd; the *Opry* can be broadcast via a network. The problem with that of course is that WSM would no longer reap all the monetary benefit.

However, I don't believe that a station of lesser means would be able to continue misleading the public while the FCC sits back and waits for someone to "file a complaint."—*Tom Joyner, president, WPVA-AM-FM Petersburg, Va.*

Fed up with the FCC

EDITOR: The present turmoil within the FCC is turning into a national disgrace. With tremendous backlogs of applications for new facilities, major changes, transfers and even minor pleadings we see months, even years go by without action.


With reported staff discontent, personnel shortages and complacent attitudes about nearly everything, the nation is on the verge of a total breakdown of having a viable communications authority.

The frustrating part is that we as individual broadcasters, as well as collectively through our associations, appear to be virtually powerless to change the situation.—*Bob Greenlee, general manager, KADE(AM)-KBCO(FM) Boulder, Colo.*

Fleming fan

EDITOR: Just a note of congratulations on your excellent story on Bob Fleming, the CPB president, (April 23). My bias is clear, of course, but I found the piece a very sensitive and professional description of the man and his agenda.—*Amos B. Hostetter, member of the board, Corporation for Public Broadcasting, Washington.*

The bald and the beautiful.



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Don't forget the basics

EDITOR: Your report, "Public programmers snipe at NTIA ideas" in the April 23 issue contained an unfortunate reference to our motives for filing comments. You said: "Minnesota Public Radio expressed fears that the program may leave MPR in a bad position," since we urged NTIA to "take into account the poor state of existing plant facilities, especially in radio," while accommodating its emphasis on greater participation by minorities and women.

Our comments did not question the new priorities but rather dealt with the need to strike a balance among priorities. Our concern lies not so much with our own network, but rather with the public radio system as a whole. Too many public radio stations across the U.S. are operated with

second-hand tape recorders, poor studio-transmitter links and outmoded transmitters. Such a system can ill afford to ignore its own capital needs while it attempts to expand coverage and participation.—*Thomas J. Kigin, general counsel, Minnesota Public Radio Inc., St. Paul.*

An immediate need

EDITOR: It looks as though a tug of war is brewing between the FCC and the rewrite proponents. The FCC say it is deregulating as quickly as it can, while the rewrite staff says only Congress can truly deregulate our industry.

I hope the Communications Act rewrite will be passed as expeditiously as possible, and that thousands of my fellow broadcasters will write legislators and push for

passage. We don't need it five years from now; we need it now.—*Randy Miller, branch manager, WSMI-AM-FM Litchfield, Ill.*

Lerner learns

EDITOR: Your April 2, lead article on Rewrite II and your April 9 comparison of the three new communications bills were extremely well done and were important pieces. They were very helpful to me in analyzing these bills.

The industry is quite fortunate that it has BROADCASTING magazine with its uniformly thorough and perceptive coverage. Thanks for, once again, an outstanding job of reporting.—*Arnold S. Lerner, chairman, WLLH(AM)-WSSH(FM) Lowell, Mass.*

Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications

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AM allocations. FCC has initiated rulemaking that could result in addition of 125 or even

Inflation!

A word on everybody's mind. But, it is foolhardy for any broadcaster to react by curtailing his news budget during a time when the audience is, more than ever, deeply dependent on the news provided by electronic media.

Today, it is essential to build your broadcast facility into a strong Number One position in your market. As ad dollars slack off in many areas of the country, the Number One stations will continue to get the prime share of spendable dollars; so it makes good economic sense to become and to stay Number One. This is even more true in smaller markets than in the top fifty.

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more AM stations in clear and adjacent channels. Commission decided against higher power for clear channel I-A stations as means of providing service to areas without nighttime radio service (BROADCASTING, Jan. 1). That action is coupled with increased discussion about converting daytime radio operations into full-time operations, with several actions pending. Among them: House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has sided with Daytime Broadcasters Association and its chief spokesman in Congress, Representative Paul Findley (R-Ill.), in advocating conversion of daytimers. First Communications Act rewrite would require FCC to do something about it. National Telecommunications and Information Administration has proposed reducing AM spacing to 9 khz to create more radio channels. Joint board to National Association of Broadcasters has proposed that FCC form industry-government advisory committee to study all proposals leading to universal full-time radio service for all, but without diminishing operation of existing full-time stations. Board of National Radio Broadcasters Association has called for industry-government committee to study 9 khz proposal.

AM stereo. FCC last year instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding are five proposed systems—Belar, Harris, Kahn, Magnavox and Motorola.

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programming area, but

some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, have asked court to dismiss suits, and last fall, judge in case refused (BROADCASTING, Nov. 6, 1978). Federal Trade Commission also has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31, 1978) and late last year held seminar on media concentration (BROADCASTING, Dec. 18, 1978).

AT&T rates. FCC has rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Commission indicated it would designate existing tariff for hearing, after which commission could prescribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued last spring, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10, 1978). Commission has rejected AT&T petition for reconsideration.

Automatic transmission systems. FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations soon.

Blanking intervals. FCC last June issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12

microseconds) for horizontal to give industry time to correct problem. Then in January, commission issued public notice saying that until July 1, it will issue no advisory notices or notices of apparent violation for blanking in excess of standards. The Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August to "identify problem areas and recommend corrective action" to the FCC. The group is made up of representatives of the three commercial networks, the Public Broadcasting Service, the National Association of Broadcasters and several station groups (see "In Sync," Oct. 23, 1978).

Broadcasting in Congress. House of Representatives, which began testing its \$1.2 million system for televising its daily proceedings live on Feb. 22 (BROADCASTING, Jan. 26), officially turned on system nationally for TV and cable (BROADCASTING, March 26). Only organization making regular use of feed is Cable Satellite Public Affairs Network (C-SPAN), beaming proceedings in full to cable subscribers across country. Network news departments, having lost their battle to control feed, grudgingly say they will use pieces of it, but only during big events and with "super" that identifies material as being House-produced. Senate is expected to open its chamber to television in wake of House's action, but no proposals have been made yet.

Cable deregulation. FCC is embarked on course that will take it to eliminating last remaining rules cable industry considers restrictive—distant-signal and syndicated exclusivity regulation—but has opened possibility of establishing some kind of marketplace regulation of industry (BROADCASTING, April 30; also see page 51 this issue).

Carter use of broadcasting. President has held 48 televised press conferences since assuming office. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy to his appearance in March at National Association of Broadcasters convention (BROADCASTING, April 2).

Children's advertising. Federal Trade Commission concluded legislative phase of inquiry examining proposals to limit or ban advertising aimed at children. First two weeks of hearings were held in San Francisco in January; four additional weeks came in Washington beginning March 5. Next phase is disputed-issues hearings. Schedule is tentative, pending discretion of hearing judge, Morton Needelman, and pending achievement of commission quorum. FCC, meanwhile, has received reply comments in its inquiry into children's programing and advertising (BROADCASTING, Jan. 22). And Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced that his unit will be looking into matter.

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) At end of March, Joseph Califano Jr., secretary of health, education and welfare, announced initiation of

program by ABC, NBC and Public Broadcasting Service to operate captioning project that will get under way early next year (BROADCASTING, March 26). ABC and NBC will eventually caption about five hours a week (mostly prime time) and PBS more than 10 hours. Sears, Roebuck & Co. will manufacture and distribute decoding equipment for home sets. Adapter for set will cost about \$250, while 19-inch color set with one built in will sell for about \$500. CBS declined to participate, saying it is more interested in proceeding with its work with teletext process to provide not only captioning, but other information services as well (BROADCASTING, March 12).

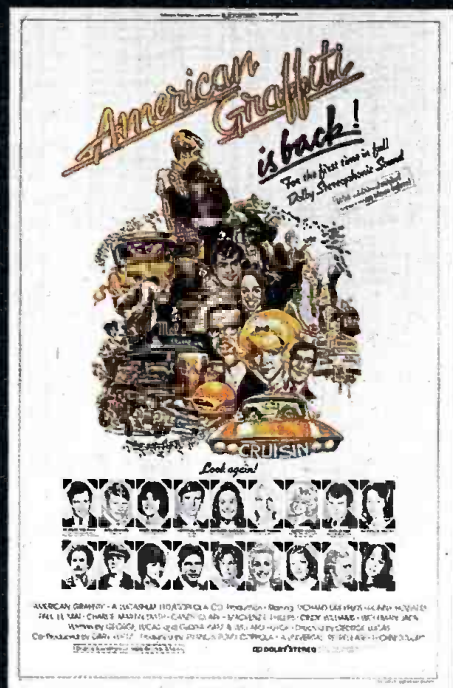
Communications Act. Revised Communications Act rewrite has been unveiled by sponsors Lionel Van Deerlin (D-Calif.), James Collins (R-Tex.) and James Broyhill (R-N.C.) (BROADCASTING, April 2), two weeks after two major Communications Act revisions were introduced in Senate—S.611 written by Senator Ernest Hollings (D-S.C.) and S.622 written by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.) (BROADCASTING, March 19). Rewrite II takes broadcast deregulation a great deal further than Senator Hollings's bill, calling of complete deregulation of radio immediately, for TV after 10 years. But both bills have spectrum fee that broadcasters have adamantly opposed. Messrs. Van Deerlin and Hollings plan to move their bills quickly to vote. Both Senate and House subcommittees have begun hearing process, House on international telecommunications matters; Senate on common carrier (BROADCASTING, April 30). House subcommittee plans two weeks of hearings on broadcasting and cable beginning week of May 14.

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of "egregious" crossownership cases (BROADCASTING, June 19, 1978).

Crossownership (television broadcast-cable television). FCC has amended its rules to require divestiture of CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review, arguing rule should be broader. Two system owners involved are appealing on appropriate grounds (BROADCASTING, April 26, 1976). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has promulgated new cable EEO regulations anyway (BROADCASTING, Oct. 22, 1978). In broadcast EEO area, commission has tentatively voted to amend Form 395, commission's annual employment reporting form, to require licensees to rank employes according to salary and to identify minorities and women (BROADCASTING, Nov. 6, 1978). However, after that action generated considerable criticism, commission decided to issue further notice of rulemaking

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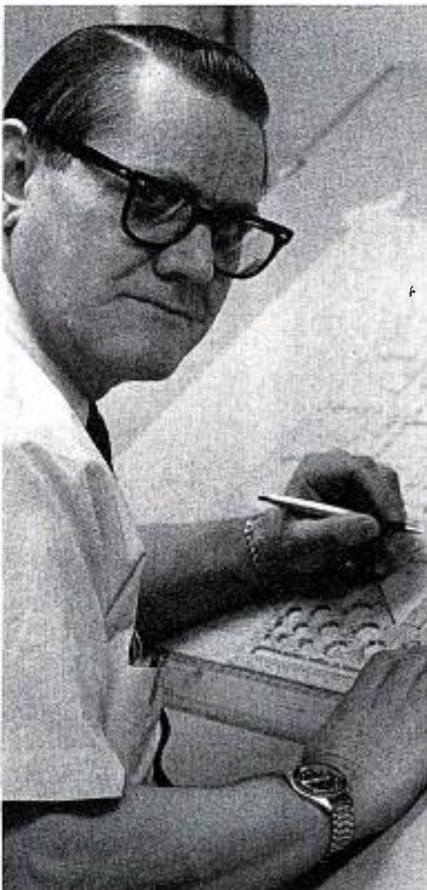
Know those commando movies where an unbeatable team does the impossible... Niven's the dynamiter, Quinn can lick anybody, another guy can get radio signals out of barbed wire.

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Radio Network



to obtain comments on various options (BROADCASTING, Jan. 1).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

FCC fees. Commission has adopted report and order providing for refund of fees in excess of \$129 for radio stations and \$121 for television facilities. It expects to begin making refunds this summer. (BROADCASTING, Feb. 5).

FM quadrasonic. National Quadrasonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadrasonic techniques. Comments were filed over year ago (BROADCASTING, Dec. 19, 1977); second notice of inquiry was issued early this year (BROADCASTING, Jan. 15).

Format changes. FCC more than two years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 13, 1976); oral argument was held last month at U.S. Court of Appeals in Washington.

License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became more urgent after Washington appeals court's WESH decision in October, although that decision was later amended (BROADCASTING, Jan. 2). Issue is treated in Communications Act revisions bills introduced in House and Senate (BROADCASTING, April 2), and it appears any action on renewal issues will take place within context of those bills. Introduction of renewal measures, reaching flood stage in previous years, is limited to just two bills this year, both reruns from last Congress.

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, April 24, 1978). FCC also has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast

loans last year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$9 million from networks and other broadcast organizations for nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1). National Radio Broadcasters Association has created program where its members help minorities learn station operations. All-black firm has received approval for purchase of VHF WAEO-TV Rhinelander, Wis., under commissions distress-sale policy (BROADCASTING, April 30).

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI and has filed a class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23).

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.

Network standings. Prime-time TV ratings averages, Sept. 18, 1978-April 29: ABC 20.8, CBS 18.6, NBC 16.9.

Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, changes in FM table of allocations for educational assignments and extension to noncommercial licensees of limits on ownership applicable now only to commercial licensees. Some comments have already been filed by public TV radio groups (BROADCASTING, Nov. 27, 1978).

Operator licensing. FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits can now perform routine techni-



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cal chores at radio stations (BROADCASTING, Jan. 1). Commission has not yet acted, however, on proposal calling for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters.

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). As industry, pay cable reached 1.6 million subscribers on over 600 systems in 1978. Pay subscribers represent about 25% of cable universe. There are four over-air pay TV stations currently telecasting: WTVG(TV) Newark, N.J., WASC-TV Corona, Calif., WOTV(TV) Boston and KWHY-TV Los Angeles.

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.). Although bill made little progress in last Congress, broadcast representatives in Washington are bracing themselves for more activity this year. Bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which has not scheduled hearings yet. It's entirely possible that Senate Judiciary Committee under new chairman, Edward Kennedy (D-Mass.), who voted for measure in 1974, will get involved again after inactivity in copyright area for last two years.

Public broadcasting. Congress passed new legislation last year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (BROADCASTING, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Public broadcasting is also treated in Communications Act rewrite, which proposes elimination of CPB, creation of Public Telecommunications Programming Endowment to support public radio and TV programming. Proposed National Telecommunications Agency would be empowered to fund public telecommunications and interconnection facilities. Second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (BROADCASTING, Feb. 5).

Shield legislation. Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29). After *Stanford Daily* decision, House Government Operations Committee has endorsed

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legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation (BROADCASTING, Jan. 1). Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has announced draft legislation to overcome effects of *Stanford Daily* (BROADCASTING, April 9). Still, Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did while with KAKE-TV Wichita, Kan. (BROADCASTING, Feb. 26) and last month's *Herbert vs. CBS* decision opens journalist's thought processes to scrutiny in libel cases (BROADCASTING, April 23).

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability, and made plans for spending up to \$610,000 on project (BROADCASTING, Jan. 8).

VHF drop-ins. This FCC proceeding, of

several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission (BROADCASTING, Dec. 19, 1977). Commission had matter on agenda in one of last meetings of last year, but postponed action (BROADCASTING, Jan. 1).

WARC. U.S. and 153 other member nations of International Telecommunications Union are in what technicians and officials involved regard as home stretch in developing national positions to present to World Administrative Radio Conference in 1979 (BROADCASTING, Dec. 11, 1978). WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals were due to be submitted to ITU in January (BROADCASTING, Jan. 1).

WESH. FCC renewal of license for Cowles Communications's WESH-TV Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (BROADCASTING, Oct. 2, 1978). Court decision then threw into disarray commission's policy on comparative renewals, but in clarification of its order, court, in view of commission and private attorneys, restored flexibility to commission's method of handling comparative renewal matters (BROADCASTING, Jan. 22).

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April, 1979

ACCURACY IN MEDIA'S Stellar Stonewall Award Goes to **William S. Paley** **Chairman of the Board of CBS**

Mr. Paley displayed his superb stonewalling skill at the CBS Annual Shareholders' Meeting on April 18. He evaded or refused to answer nearly every question asked from the floor. Accuracy in Media asked Mr. Paley if his desire to give huge grants to Public Broadcasting meant that he endorsed such PBS programs as "North Korea" and "Cuba: Sports and Revolution," which were virtually straight Communist propaganda films.

Mr. Paley refused to answer.

AIM called attention to documentary evidence from government files that showed that the main theme of a recent segment on "60 minutes" was false. We asked Mr. Paley if this shouldn't be brought to the attention of CBS viewers.

Mr. Paley refused to answer.

AIM asked if Mr. Paley agreed that it was unfortunate that CBS News did not report HEW Secretary Califano's testimony that the radiation exposure experienced by people living near Three Mile Island, Pa. was too small to cause a single additional cancer death.

Mr. Paley refused to answer.

AIM described evidence that the Rev. Jim Jones was a Communist, not a Christian, evidence which includes a tape of a personal history recorded by Jones. We asked if CBS should not correct statements by Walter Cronkite that Jones was a "power-hungry fascist" and by Betsy Aaron that Jones' message was "the gospel of Jesus Christ."

Mr. Paley refused to answer.

After Mr. Paley's last refusal, this dialogue ensued.

AIM: If the facts as I have described them are correct . . .

Paley: I can't answer that.

AIM: Could Mr. Leonard (President of CBS News) respond? (Leonard rises).

Paley: (To Leonard) No, you don't have to answer that, Bill.

AIM: Again no response. Why do we have this new policy of no response to questions?

Paley: You are making year after year these outrageous claims.

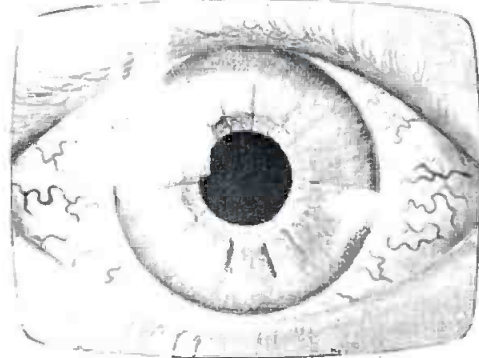
AIM: Outrageous? What is outrageous?

Paley: You have never come through with anything that we have had any belief and faith in after a very careful examination. You have been a person stirring up this meeting, making it difficult for other people to get the floor. (Mr. Paley had looked in vain for someone else to recognize when we rose to ask our questions). It is completely and highly objectionable, and I take offense—finally—to your coming to our meeting and trying to break it up the way you have.

AIM: I am not trying to break up the meeting. I have been very courteous. I have been very specific.



William S. Paley, Chairman of CBS



Paley: Well, you have asked questions, and we can't answer them. Now what do you want us to do?

AIM: Well, I would like you to try to answer them.

Paley: Well, you can't get an answer.

AIM: Why not? You told Mr. Leonard that he shouldn't even try.

At this point Mr. Paley ruled us out of order and adjourned the meeting.

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A broadcast advertising commentary from Leland B. Paton, senior VP and director of marketing, Bache Halsey Stuart Shields Inc., New York

Broadcast the best buy for image-conscious broker

In an industry where fierce competition has threatened the very survival of many investment firms, 100-year-old Bache has emerged stronger than ever by successfully employing innovative marketing and advertising strategies to meet the challenges of today.

In 1975, the lifting of the fixed-rate commission schedule by the Securities and Exchange Commission and the subsequent development of a highly competitive pricing structure put investment firms under substantial economic pressure. A general consolidation of the industry through investment firm mergers followed.

Bache embarked on an active acquisition program that resulted in mergers with Shields Model Roland, a major brokerage firm, with several regional brokerage firms and with West Coast insurance broker A.M. Bender & Co. The name changes associated with these and prior mergers made awareness of Bache's identity among investors even more urgent. We also diversified our product line to broaden our range of specialized services, including tax-sheltered investments and life insurance.

Despite such moves, research showed that awareness of Bache among our prospects—active investors who had not done business with us—was low. At the same time, satisfied customers using our services gave us very high marks. The research also underscored the fact that, in a very tight personnel market where brokers are ever tougher to attract and retain, a strong image for Bache was vital in attracting new brokers. In both areas, an aggressive program to build a clear-cut image was in order.

After several months of searching, we chose McCann-Erickson as our agency to aid us in creating a two-pronged advertising campaign aimed at both the investor and the broker. We worked with McCann to pinpoint our target audience—the active investor. We found that the number-one consideration among such investors in choosing a brokerage firm was a highly motivated, professional broker backed by sophisticated research, respected analysts and specialized services.

To communicate to potential customers that Bache had these capabilities, we developed a strategy as expressed in the campaign: "The winning attitude at Bache. Put it to work for you." The agency produced a series of television commercials featuring our own Bache brokers, chosen from the very best around the country, as spokesmen. The brokers gave tremendous credi-



Leland B. Paton, senior vice president and director of marketing, Bache Halsey Stuart Shields Inc., New York, is in charge of marketing planning and research, marketing development, new product development and advertising. Prior to joining Bache in 1969, he was with New England Merchants National Bank of Boston as officer in charge of the corporate trustee division. He is a member of the Securities Industry Association's marketing committee.

bility to the story of our capabilities. Their individual personalities and assertive delivery emphasized our key distinctions from other brokerage firms: Bache brokers are more innovative and more aggressive, and they understand the needs of the active investor.

After six months on the air in a sports-oriented network schedule, tracking studies showed that not only had overall awareness of Bache increased substantially, but a positive image of the firm was taking shape among our prospects as well. Our own brokers were enthusiastic. They responded overwhelmingly in an internal poll, praising both the commitment to television advertising and the use of brokers to express their own attitudes so accurately. These results were achieved with a relatively modest budget compared with the huge spending of some of our competitors.

We have further refined this highly successful advertising approach. McCann has just produced two new commercials, which aired in mid-February. They feature

additional Bache brokers and zero in on the specific information about specialized services that research had told us the target audience wanted. McCann also helped us to develop a visually stronger presentation of the Bache logo with which to tag all our commercials.

But our latest and most newsworthy effort was the December launch of *Wall Street Commentary*, a nationally syndicated radio show. The program package, which is placed by McCann's Media Investment Service (MIS) subsidiary, broke on 11 top-ranked radio stations, including WINS(AM) New York, WFAA(AM) Dallas, KSEA(AM) Seattle and WBNS(AM) Columbus, Ohio. By March 1, the number of stations in the syndicated network had grown to 28 and new stations are added weekly.

This local radio program was created by McCann-Erickson with the objective of extending our reach against active investors in important local markets. Each program also provides a direct response offer to generate new business leads.

The program sets Bache apart from other investment firms. While a number of stations provide market reports sponsored by brokerage firms, *Wall Street Commentary* takes a sophisticated behind-the-scenes look at developments in the financial world. It provides up-to-the-minute coverage of major economic happenings, such as the impact on the financial world of an Iranian oil shutdown, as well as more specific insights into the market scene. Three times a day, Larry Wachtel, nationally known market strategist and Bache vice president, develops the three-minute, 15-second reports. Monday through Friday, they are rushed to the stations for broadcast during prime morning, noon and evening times following news reports of stock exchange activities.

Many segments are brightened by informal topical references ranging from a Super Bowl post-mortem to cheerful comments about the advent of spring-like weather. Each closes with a line stressing that the program is "brought to you by the brokers at Bache," a further reinforcement of our strategy.

Response has already far outstripped our expectations. In one Southern market, our brokers tripled the number of their daily leads and have been able to convert these leads at an above-average level. In a major Eastern market, the new program produced 1,000 leads in the first six weeks.

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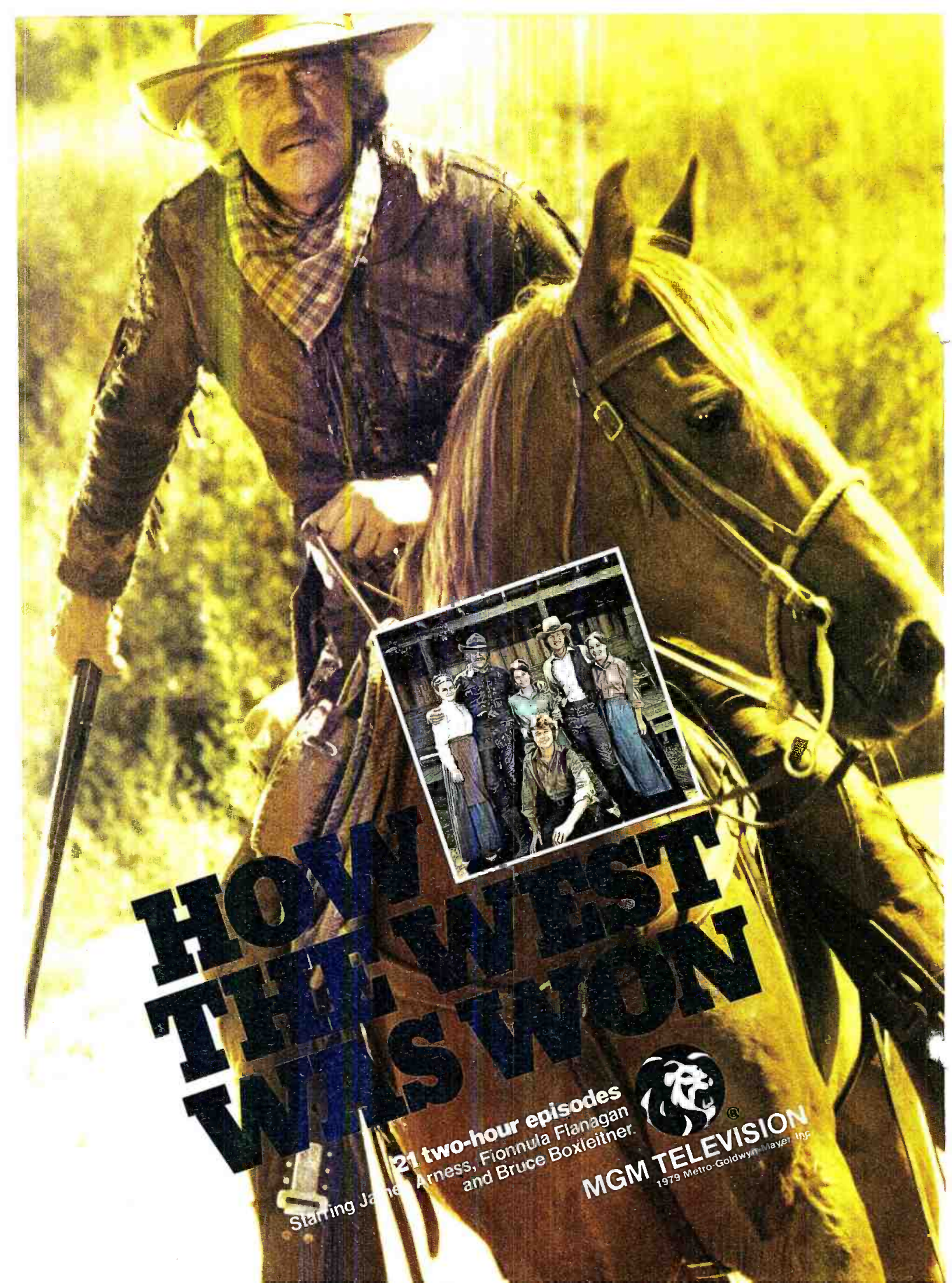
"Your Health and Your Wallet" was just one of a regular series written and produced

by Eyewitness News Correspondent Steve Gendel. Working with Gendel were Peggy Girshman, Associate Producer; Tad Dukehart, cameraman; Lisa Rosenberg, camera assistant and Jerry Gordon, editor.

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MGM TELEVISION
1979 Metro-Goldwyn-Mayer, Inc.

Broadcasting May 7

Vol. 96 No. 19

Top of the Week

See them in September

All three networks are out with their schedules; all three expected to run in same order next season in the ratings; NBC introduces six new shows while CBS launches seven

NBC and CBS disclosed their 1979-80 prime-time plans last week but did not, apparently, convince many people that the race's rank order of finish would be changed.

Some agency executives, after comparing the new schedules with the one ABC released a week earlier (BROADCASTING, April 30), felt that this year's ratings gaps would be narrowed but few seemed to doubt that the winning order would again be ABC, CBS, NBC.

The agency people saw NBC's first full Fred Silverman schedule en masse at a presentation Friday morning. They got a similar look at CBS's in an all-day showing Wednesday.

Mr. Silverman, nearing the end of his first year as NBC president, told the Friday-morning group that "the era of the fluid schedule on NBC is coming to an end," and that there will be "stability" with the new schedule.

The NBC schedule introduces six new series—fewer than had been expected—and includes among its returning series five from NBC's midseason development program. All of the new series are one-hour in length.

CBS is bringing in four new one-hour dramas and three half-hour situation comedies, and is returning three midseason entries.

Among the departing series on NBC, along with a raft of limited series given try-outs over the past few months, are the expensive but never very successful *Supertrain* and *Cliffhangers*, plus *Novels for Television*, whose exit reduces NBC's long-term nights to three.

Ticketed for departure from CBS, also along with numerous limited-run series that have dotted the schedule, are the critically acclaimed but low-rated *Paper Chase*, plus *Good Times* and *Kaz*.

■ Mike Weinblatt, president of NBC Entertainment, stressed that NBC's new schedule constructs a base on which to build in the future. The emphasis is on one-hour programs—which occupy the

lead-off spot every night of the week—because, he said, in the context of the opposition, hours seemed most likely to succeed.

It's hard to launch a new half-hour series "from a standing start" against strong opposition, he said, but he denied NBC was disenchanted with the half-hour form in its development approach. "Actually," he said, "we have a number of half-hour shows that are good and we'll probably order some for future use."

Three of the new hour series go into the 8-9 p.m. period: *Misadventures of Sheriff Lobo*, a comedy-adventure starring Claude Akins, on Tuesday; *Buck Rogers in the 25th Century*, based on the hit movie (which was originally designed as a TV pilot), on Thursday, and *Shirley*, a comedy-drama starring Shirley Jones that was taken to NBC by Procter & Gamble, on Friday.

The other new one-hour series wind up their nights: *From Here to Eternity: The War Years*, which appeared as a miniseries last season, Wednesday night; *The Force*, detective adventure derived from the NBC *To Kill a Cop* miniseries, on Friday; *The Man Called Sloane*, adventures of a James Bond-like secret agent, on Saturday, and *Prime Time* with Tom Snyder, successor to the unsuccessful *Weekend* news magazine series, on Sunday (starting in June).

Five series introduced at midseason are coming back: *Different Strokes* and *Hello Larry*, which move to 9-10 on Wednesday; *Kate Columbo* (formerly *Mrs. Columbo*) which remains in its present 10-11 p.m. slot on Thursday; *BJ and the Bear*, which remains at 9-10 Saturday, and *Real People*, which remains in the kick-off spot Wednesday at 8.

"We've had more success than we've

been given credit for," Mr. Weinblatt said, "perhaps because some of our failures were such big failures, not working at the 17-18 share level instead of not working at the 22-25 level. But we've obviously had some returnable shows too."

In all, he said, "15 hours of series are returning in their regular time periods, providing us with a stability we have not had in years. The strong program development we had hoped for and have now realized has enabled us to reduce our nights of long-form programming to three."

The long-form period being eliminated is the Wednesday-night *Novels for Television*. The long-form blocks remaining—on Monday, Tuesday and Sunday—"will include a strong mix of major theatrical films, *World Premiere* movies, outstanding miniseries, specials and a line-up of *Big Events* that are truly worthy of the name," Mr. Weinblatt said.

Among the *Big Events* scheduled for 1979-80 are "Freedom Road" with Muhammad Ali and Kris Kristofferson; "The Miracle Worker," with Patty Duke Astin and Melissa Gilbert; "The Martian Chronicles"; a three-hour *Little House on the Prairie* retrospective; "Goldie and the Boxer," with O.J. Simpson; "MacArthur," and repeats of "Holocaust," "Jesus of Nazareth," "One Flew Over the Cuckoo's Nest" and "American Graffiti."

■ Robert Daly, president of CBS Entertainment, said the new CBS schedule put emphasis on "continuity and stability," because "viewing habits get broken" when changes are made.

Thus three nights remain unchanged—Monday, Thursday and Friday—while 13 series are returning from last fall and three from midseason introductions. Only one

Silverman's lining. Fred Silverman has set himself a deadline of sorts for improved fortunes at NBC: "1980 is going to be a very good year; at least that's what my timetable is." The president of the network made that prediction at what NBC sources termed an "internal meeting" which was called "to try to clear the air and describe what actually is going on at NBC in all areas of the program schedule and the organization."

Mr. Silverman told the meeting that "many people rely on gossip in newspapers and magazines to obtain information about the company, and they believe what they read." What he would like them to believe, he said, is that NBC "is a company in a transition period now, shifting to a new and more stable future, and we'll start to move up."

Mr. Silverman said one of the most significant elements of this transition period has been the development of a working rapport between him and Jane Cahill Pfeiffer, NBC chairman. He described her as a "very active chairman" with whom he is in daily consultation. He and she, Mr. Silverman said, are "of exactly the same mind on everything, from programming to organizational matters." He also spoke highly of former CBS News President Richard Salant, who signed on last week as vice chairman of NBC. Mr. Silverman cited Mr. Salant's "impeccable credentials as a broadcast journalist" and "an all-around broadcaster."

Mr. Silverman noted the numerous other executive changes that have taken place at NBC and said he may make still more. "If there is any legacy that Jane and I are going to leave NBC," he said, "it's going to be an organization that is second to none in every area of our network operation."

returning series, *The Jeffersons*, moves to a new time period (Sunday at 9:30-10, from Wednesday at 8).

Sunday remains "structurally" unchanged, Mr. Daly said, although *All in the Family* will become *Archie Bunker's Place*, centering on Archie's tavern (Jean Stapleton will make "at least six" appearances as Edith, and Mr. Daly hopes to get the Mike and Gloria pair of Rob Reiner and Sally Struthers to appear in some). *Jeffersons*, moving into the *Stockard Channing in Just Friends* spot, and one of the new entries, *Trapper John, M.D.*, a contemporary *M*A*S*H* that takes over the *Mary Tyler Moore Hour's* period, "fit into the comedy flow" and will keep Sunday a winning night for CBS, in Mr. Daly's opinion.

(Although *Stockard Channing* is not on the fall schedule, CBS said it will return by the end of the year. And CBS announced earlier that a new situation comedy starring Mary Tyler Moore will open in the fall of 1980.)

All of the other CBS nights—except the three that are unchanged—get a new series, and most get two.

"*We're Cruisin'*, a youth-oriented show

about "two boys enjoying the period between adolescence and adulthood," will replace *Paper Chase* as the lead-in to Tuesday-night movies.

Working Stiffs, about "two bumbling brothers who seek to climb fortune's ladder," starting as janitors in an uncle's office building, will go at 8-8:30 Wednesday and be followed by *The Last Resort*, a half-hour comedy set in "a genteel hotel in the mountains that is a peaceful retreat for its guests but a madhouse to the young college students who flock there for summer jobs."

Saturday gets two new one-hour series: *Big Shamus*, *Little Shamus*, featuring an old-fashioned hotel detective and his 13-year-old son, is set for 9 p.m. and *Paris*, starring James Earl Jones as a captain of detectives, at 10.

Mr. Daly said he was grateful to ABC for moving *Laverne and Shirley* out of its solid Tuesday-night comedy block, for moving *Mork and Mindy* out of Thursday night and *Fantasy Island* out of Saturday night. All these moves, he felt, would "help us and hurt ABC." With *Mork* out and *20/20* in, he said, CBS definitely expects to win Thursday night.

Sunday

	ABC	CBS	NBC
7:00			
7:30	To be announced	60 Minutes (CBS News)	Wonderful World of Disney (Walt Disney)
8:00	Mork & Mindy** (Paramount/Miller-Milkus/Henderson)	Archie Bunker's Place (Tandem)	
8:30	The Associates* (Paramount)	One Day At a Time (TAT)	The Big Event (Various)
9:00		Alice (Warner Bros.)	
9:30		Jeffersons** (TAT)	
10:00	The ABC Sunday Night Movie (various)		
10:30		Trapper John, M.D.* (20th Century Fox)	Prime Time With Tom Snyder* (NBC News)
11:00			

Monday

	ABC	CBS	NBC
8:00			
8:30	240-Robert* (Filmways TV/Rosner TV)	White Shadow (MTM)	Little House on the Prairie (NBC/Friendly)
9:00		M*A*S*H (20th Century Fox)	
9:30		WKRP in Cincinnati (MTM)	
10:00	Monday Night Football		Monday Night at the Movies (Various)
10:30		Lou Grant (MTM)	
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Happy Days (Paramount/Miller-Milkus)		
8:30	Hart in San Francisco* (Universal)	We're Cruisin* (Warner Bros.)	The Mis-Adventures of Sheriff Lobo* (Universal)
9:00	Three's Company (Nicholl/Ross/West)		
9:30	Taxi (Charles Walter/Paramount)		
10:00		The CBS Tuesday Night Movies (Various)	Tuesday Night at the Movies (Various)
10:30	Lazarus Syndrome* (Blinn/Thorpe Productions)		
11:00			

Wednesday

	ABC	CBS	NBC
8:00		Working Stiffs* (Universal)	
8:30	Eight is Enough (Lorimar)	The Last Resort* (MTM)	Real People (George Schlatter)
9:00			Different Strokes** (TAT)
9:30	Charlie's Angels (Spelling/Goldberg)		Hello, Larry** (TAT)
10:00		The CBS Wednesday Night Movies (Various)	
10:30	Vegas (Aaron Spelling)		From Here to Eternity: The War Years* (Columbia)
11:00			

Thursday

	ABC	CBS	NBC
8:00	Laverne & Shirley** (Paramount/Miller-Milkus/Henderson)		
8:30	Benson* (Witt/Thomas/Harris)	The Waltons (Lorimar)	Buck Rogers in the 25th Century* (Universal)
9:00			
9:30	Barney Miller (Four D)	Hawaii Five-O (CBS/Leonard Freeman)	Quincy (Universal/Larson)
10:00	Soap (Witt/Thomas/Harris)		
10:30	20/20 (ABC News)	Barnaby Jones (Quinn Martin)	Kate Columbo (Levinson/Link Universal)
11:00			

Friday

	ABC	CBS	NBC
8:00			
8:30	Fantasy Island** (Spelling/Goldberg)	The Incredible Hulk (Kenneth Johnson/Universal)	Shirley* (Jon Epstein)
9:00			
9:30		The Dukes of Hazzard (Warner Bros.)	The Rockford Files (Universal)
10:00	The ABC Friday Night Movie (Various)		
10:30		Dallas (Lorimar)	The Force* (David Gerber)
11:00			

Saturday

	ABC	CBS	NBC
8:00	The Ropers** (Nicholl/Ross/West)	Bad News Bears (Arthur Silver/Bob Bruner)	
8:30	Angie** (Paramount)	Struck by Lightning* (Fellows/Keegan)	CHiPs (NBC/MGM)
9:00			
9:30	Love Boat (Aaron Spelling)	Big Shamus, Little Shamus* (Lee Rich and Phil Capice)	BJ and the Bear (Larson/Universal)
10:00			
10:30	Hart to Hart* (Spelling/Goldberg)	Paris* (Steve Bochco)	The Man Called Sloane* (OM Productions)
11:00			

Broadcast Bureau job goes to Verveer, but not without a struggle

Jones, Fogarty and Brown side with Ferris in unusual discord over personnel decision; Nichols to head Cable Bureau, Washington gets Long's policy post

The FCC's Cable Television Bureau chief has been named head of the commission's Broadcast Bureau, in a transformation that caused an unprecedented split among the commissioners and concern among broadcast industry representatives. Philip Verveer, who has been head of the cable bureau for 14 months, was named Broadcast Bureau chief on a 4-3 commission vote, following a short (about 20 minutes) but occasionally heated discussion among the commissioners in a closed meeting on Wednesday afternoon. He takes office this Wednesday (May 9).

Mr. Verveer, 35 years old and a former Justice Department antitrust lawyer, was nominated by Chairman Charles D. Ferris, who had recruited him for the commission in the first place, and he received the votes also of Commissioners Joseph Fogarty, Tyrone Brown and Anne P. Jones.

The dissenters—Commissioners Robert E. Lee, James H. Quello and Abbott Washburn—although regarded as the conservative wing of the commission, were said to have argued vigorously for the appointment of the bureau's deputy chief, Martin Levy, long viewed by broadcasters as one of the "liberal" staffers. He has been with the commission 31 years, 25 of them with the Broadcast Bureau.

All three reportedly said his experience and knowledge made Mr. Levy, 58, the most qualified person available to succeed Wallace Johnson, who left the post last week.

Nor was it simply their admiration for Mr. Levy that seemed to fuel the willingness to confront the chairman on an issue normally regarded as his prerogative.

There was opposition to the selection of Mr. Verveer. As Commissioner Quello said later, although he has no doubts about Mr. Verveer's "ability and integrity," he views him, as a former Cable Television Bureau chief and "a strong advocate of cable," as "the wrong man at the wrong time in the wrong job."

But perhaps a matter of even greater consequence is the resentment on the part of at least some of the dissenters over the manner in which the chairman is administering the commission—a resentment that reportedly boiled over in the closed meeting in Commissioner Quello's attributing Mr. Johnson's decision to retire to "interference" from the chairman's office and the Office of Plans and Policy, whose chief, Nina Cornell, was chosen by Mr. Ferris.

Reports have circulated for months

about Mr. Johnson's unhappiness with the treatment he felt he was receiving at the hands of "the two Franks"—Frank Lloyd, the chairman's administrative assistant, and Frank Washington, his legal assistant. (Mr. Washington figured in one of two other personnel matters announced Friday. He was named chief of the Broadcast Bureau's Policy and Rules division, succeeding Roscoe Long. In the other, Willard R. Nichols, assistant to the chief of the Common Carrier Bureau, was named chief of the Cable Television Bureau; see page 35).

Some commissioners expressed concern that the "interference" had reached a point where the integrity of the Broadcast Bureau, and others, was being compromised. One said Mr. Johnson felt that, after 37 years with the commission, he had become "a figurehead" bureau chief.

The two aides said they felt they are doing the job the chairman wants done. But while Mr. Lloyd said their work in-

enough] so they could respond. But I can't order them to do anything, so I can't interfere. I have no secret Gestapo powers."

But whatever the reason, the depth of the dissenters' feelings can be gauged by the fact they made their votes public. Commissioners frequently have differences of opinion on personnel matters, but almost in every case in the past those who found themselves in the minority switched so a unanimous vote could be recorded. Mr. Lee, who has been a commissioner for more than 25 years, cannot recall the recording of three dissenting votes on a personnel item.

The chairman's selection of Mr. Verveer was not a complete surprise. Rumors circulating as far back as January—and rumors the principals did not scotch—indicated the chairman was interested in Mr. Verveer for the Broadcast Bureau job ("Closed Circuit," Jan. 29).

However, the job was not open at the time. And it was not until Monday (April 30) that the chairman asked him definitely whether he would permit his name to be submitted to the commissioners for consideration. (There was a fortunate congruence of events. The post became open at almost the same time the Cable Television Bureau completed work on the inquiry into cable's impact on television. Mr. Verveer had said he felt committed to the cable job only until that report was completed.)

The commissioners were not aware of the chairman's choice until the closed meeting, which the chairman called at the request of Commissioner Lee. As Commissioner Quello had done earlier, (BROADCASTING, April 30), he had submitted a memorandum to the chairman urging the appointment of Mr. Levy.

The controversy surrounding the Verveer appointment apparently is not restricted to the commission. Indeed, the dissenters' views seem to mirror the concerns some broadcast industry representatives have expressed.

One National Association of Broadcasters executive said that, with Mr. Verveer as chief of the Broadcast Bureau, broadcasters are "like a hockey team without a goalie in the net." And one communications lawyer, no fan of the Ferris FCC, said, "I think what we have here is the elevation of another inexperienced, unknowledgeable, theoretical guy to a top position."

However, while the same lawyer, basing his comment on his observation of Mr. Verveer's performance at the commission meeting on cable deregulation, said Mr. Verveer has an "inflexible mind," there are others who offer a contrary view. Not surprisingly, Chairman Ferris is one.

Mr. Verveer, the chairman said last week, is "one of the most able, most intellectually honest lawyers I have come across in government, and one of the most fair-minded policy makers." He will, the chairman added, "bring a fresh" point of view to his new job that "will yield enormous benefits." He also said Mr. Verveer's record as a "deregulator," at the ca-



Verveer



Washington



Nichols

involved coordinating the product of the bureaus, not in changing "the bottom line" of recommendations the bureaus submit to the commission, Mr. Washington had no hesitancy in stating he had made "suggestions" on items which bureaus have accepted. "Any commissioner's office can do this," he said. Furthermore, he said, "even when I feel strongly about a matter, they [the bureaus] don't always go along."

As for Dr. Cornell, she, too, said she is only doing her job. "When I felt their [the bureau's] logic wasn't compelling, I have said so," she said. "I tried to say it [early

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ble bureau, "should excite" broadcasters.

For the "fresh point of view" includes an antitrust lawyer's bent. A former high-ranking official in the cable bureau who speaks well of Mr. Verveer—"very fair, hard-working and conscientious... no biases"—said of him: "He definitely believes in an economic approach to regulation, in how a rule affects the marketplace."

Those views seemed to echo the remarks of one of the commissioners who supported Mr. Verveer: "He's not anti-broadcasting; he's procompetition." But while his marketplace philosophy suggests a deregulatory approach, one communications attorney who knows him said it also could presage "recommendations for a further tightening of the restrictions on ownership."

What's more, Mr. Verveer has the cre-

dentials of a person who has risen rapidly in government service. Mr. Verveer joined the Justice Department's antitrust division in 1969, after receiving his law degree from the University of Chicago Law School. He was lead counsel in the Justice Department's antitrust suit against AT&T.

Because of the concern expressed regarding Mr. Verveer's appointment, a conversation a commissioner had with him regarding his job may prove significant. The commissioner, reportedly made it clear that the bureau is to bring to the commission's attention any disagreements among the staff on "major issues." What's more, Mr. Verveer was informed that the commissioner intended, as in the past, to rely heavily on the views of Mr. Levy.

■ The commission last week also made plans for phasing the cable bureau, whose workload has decreased as deregulation of

that industry has proceeded, into the Common Carrier Bureau. Randy Nichols, a special assistant to Common Carrier Bureau Chief Lawrence Darby, was named to replace Mr. Verveer at the cable bureau. And officials said there would be close coordination between the two bureaus, with personnel moving back and forth between them, as needed, "against the possibility," as one staffer said, "of consolidation."

A decision on consolidation will await the outcome of the rulemaking adopted two weeks ago aimed at repealing the distant-signal and syndicated exclusivity rules now administered by the cable bureau. "Everyone is anxious that there be no prejudgment of the rulemaking," one official said. But it is hard to find anyone at the commission who does not think it will be adopted.

Photo: Ann Lemongello



Pick of the Peabodies. Recipients of annual George Foster Peabody awards, administered by the Henry W. Grady School of Journalism of the University of Georgia to honor "most distinguished and meritorious public service," are shown following the Peabody awards luncheon, sponsored by the Broadcast Pioneers, in New York last Wednesday. Two who were not there were also honored: the late Fred Allen and Jack Benny were the first entertainers named to the Broadcast Pioneers' Broadcasters Hall of Fame. Harold Niven of National Association of Broadcasters presided as Pioneers vice chairman. University of Georgia participants included Dr. Fred C. Davison, president, and Dr. Scott M. Cutlip, dean of the school of journalism. Shown (l to r):

Front row: Gertrude Broderick, former Peabody board member (special award); Nino Martin, executive producer, KHET-TV Honolulu, for *Damien*; Hal Linden, for *Barney Miller*, representing ABC-TV and Four D Productions/Trisene Corp.; Richard Salant, vice chairman of NBC, individual award; Bob Keeshan (*Captain Kangaroo*, CBS-TV), individual award; Jules Power, senior producer, KOED-TV San Francisco, for *Over Easy*; Jane Henson, accepting for *The Muppet Show*, Henson Associates; Jo Moring, vice president, radio news, NBC, accepting for *Second Sunday* on NBC Radio; Eli Segal, WMUK(FM) Kalamazoo, Mich., for live radio dramas; William White, news director, WOGB(AM), West Yarmouth, Mass., for *The Last Voyage of the Cap'n Bill*.

Second row: Dr. Robert Fuisz, M.D., writer, *The Body Human: The Vital Connection*, representing Tomorrow Entertainment/Medcom Co. and CBS-TV; Jay Rayvid, executive producer and senior vice president,

WOED-TV Pittsburgh, for *A Connecticut Yankee in King Arthur's Court*; Evan White, producer, *Old Age: Do Not Go Gentle*, KGO-TV San Francisco; I. Keith Tyler, former Peabody board member (special award); Carl T. Rowan, columnist/commentator, *Race War in Rhodesia*, WDM-TV Washington; John Ball, president, Survival Anglia Ltd., for *Mysterious Castles of Clay* and NBC-TV; Milton Krentz, executive producer, *The Eternal Light* for Jewish Theological Seminary of America and NBC Radio; Dallas Townsend, CBS News correspondent, for *CBS World News Roundup*; Joshua Darsa, producer, *Dialogues on a Tightrope: an Italian Mosaic*.

Third row: Alfred Kelman, producer, *The Body Human: The Vital Connection*, Tomorrow Entertainment/Medcom Co., and CBS-TV; Alfred Shands, executive producer, *Whose Child is This?* WAVE-TV Louisville, Ky.; Joel Heller, executive producer, *30 Minutes*, CBS News; Steve Gendel, reporter/writer/producer, *Your Health and Your Wallet*, WDM-TV Washington; Mason Adams, *Lou Grant*, MTM Productions/CBS-TV; Robert Berger, producer, *Holocaust*, Titus Productions and NBC-TV; Rick Handley, WENH-TV Durham, N.H., for *Arts in New Hampshire*; Yuri Rasovsky, executive producer, The National Radio Theater of Chicago, for Chicago Radio Theater; Michael S. Bucki, news and public affairs director, WABE(FM) Atlanta, for *The Eyewitness Who Wasn't*; John Stevens, producer/writer/director, *A River to the Sea*, Southern Baptist Radio and TV Commission;

Top row: Bernard Shusman and John Peaslee, "Cartoon-A-Torial," Newsweek Broadcasting; Judy Crichton, co-producer, *The Battle for South Africa*, CBS News.

Ullman wants a look at Van Deerlin's fee

Ways and Means chairman requests referral of rewrite, concerned that it is 'revenue measure'

In a move that could delay the House Communications Act rewrite, House Ways and Means Committee Chairman Al Ullman (D-Ore.) has asked the Speaker to refer the bill to his committee for examination of the proposed spectrum fee.

Rewrite author Lionel Van Deerlin (D-Calif.), who is seeking rapid passage of his bill—he has expressed optimism that it could be finished in this Congress—called the Ullman letter a “troubling development.” He said it is the first time he has been accused of raiding someone else’s jurisdiction, and, as of Thursday, wasn’t sure how he would deal with the problem.

Although no one was taking credit, it is possible the bill was brought to the attention of the Ways and Means Committee chairman by one of the industry groups lobbying against the H.R. 3333’s license fee. Broadcast representatives in Washington have speculated that referral of the bill to another committee would certainly delay the bill and, in the most drastic scenario, could result in killing the fee (“Closed Circuit,” April 16).

Representative Ullman, in his letter to Speaker Thomas P. O’Neill (D-Mass.), dated April 24, said he wanted “to express our profound and sincere concern with

respect to the proliferation of revenue legislation which imposes a ‘fee,’ ‘charge’ . . . or other revenue device which is not referred to the Committee on Ways and Means for consideration.” Among his other points, he said that “characterizing the revenue device as a ‘fee’ or ‘charge’ does not change the fundamental nature of the legislation as a revenue measure.” He urged the Speaker to send the rewrite and three other bills—dealing with oil pollution, asbestos hazard and airplane safety—to Ways and Means for its consideration.

If Speaker O’Neill complies with Mr. Ullman’s request and if he follows the normal route, there would be a deadline after which Ways and Means would have to release the measure.

The first shall be first

ABC affiliates gather this week in Los Angeles, will hear from slew of the network’s executives

Front-running ABC-TV will tell its affiliates how it plans to stay there with its new fall programming and promotion plans during the network’s annual meeting with its outlets in Los Angeles starting today (May 7).

Approximately 900 affiliate representatives and their spouses are expected to gather at the Century-Plaza hotel for four days of presentations and meetings, ending on Thursday.

Today will be devoted to registration and the opening reception at 6:30 p.m. The business part of the schedule begins tomorrow at 8:45 a.m. with remarks by James E. Duffy, president of the ABC Television Network.

Tomorrow morning will also feature a discussion on various facets of ABC-TV programming in talks by Anthony D. Thomopoulos, president, ABC Entertainment; Squire Rushnell, vice president, children’s and early morning programming, and Roone Arledge, president, ABC News and Sports. Others participating in the presentation on news will be ABC News correspondents Barbara Walters, Peter Jennings, Max Robinson and Frank Reynolds.

Scheduled for tomorrow afternoon are presentations by Lewis Erlicht, vice president and general manager, ABC Entertainment, late night; Mr. Arledge; James Spence, senior vice president, ABC Sports, and John Martin, vice president, programs, ABC Sports.

Highlighting Wednesday morning’s activities will be a talk by Fred Pierce, executive vice president, ABC Inc., and president of ABC Television. Others on the agenda that morning will be Marvin Mord, research services, ABC-TV; Sy Cowles, vice president, creative services, ABC-TV Network; Richard J. Connelly, vice president, public relations, ABC Television, and Pamela Warford, director of community relations, ABC Television.

Also, Jake Keever, vice president for sales, ABC-TV; Mr. Thomopoulos and

In Brief

FCC Commissioner Robert E. Lee definitely plans to retire at end of his current term (June 30, 1981), he told Long Island AP Broadcasters conference last week. He also said he would not practice law or engage in business after retirement. Meanwhile, he said, he intends to continue to speak out—and did, saying he didn’t see how pending **Communications Act rewrite bills** could be passed “with an election year approaching,” and calling FCC’s move toward **partial deregulation of cable** “premature” and “a mistake.” Mr. Lee also said one result of **Sunshine Act** has been to “bestow more power upon the [FCC] chairman and to isolate the other commissioners,” inhibiting commission’s functioning “as a collegial body.” Of Sunshine, Freedom of Information Act and similar rulings he said: “No one can oppose ethics or openness. But if we place too much emphasis on buzzwords and broad constraints, the result may be counterproductive.” He also said he favored **single, 15-year term for FCC commissioners**.

ABC-TV has snared WTLV-TV Jacksonville, Fla., from NBC-TV, meaning ABC-TV will move from UHF affiliation on Ziff Corp.’s (formerly Rust Craft’s) WJWS-TV to VHF channel 12. Deal’s not official yet but Robert Marbut, president and chief executive officer, Harte-Hanks Communications, licensee of WTLV, said he intends to switch to ABC-TV and hopes NBC-TV affiliation agreement could end earlier than contract’s Sept. 1, 1980, expiration date. WTLV reportedly now leads WJWS-TV by 26,000 homes in network evening news; 34,000 homes in local evening news; 4,000 homes in prime time; 7,000 homes in daytime and 15,000 in early morning.

Late-night host **Johnny Carson** told his *Tonight Show* audience last week that he plans to **continue with NBC-TV show definitely until after Oct. 1 and possibly into 1980**. Mr. Carson’s contract officially

runs until spring 1981; he wants out sooner (BROADCASTING, April 23) and NBC says matter is still under discussion.



Four members of **Congressional Womens Task Force met with National Association of Broadcasters television code board** at board’s invitation Thursday to express their concerns about television programming. Focus of their presentation was on children’s programming and advertising and TV violence, last of which continues to be problem even if no longer focus of controversy, they said. Tipper Gore, wife of House Communications Subcommittee member Albert Gore Jr. (D-Tenn.), said group complained that NAB code is inadequate for protecting children during times other than Saturday morning—and children do most of their watching during week days and prime time, she said. She added she is “gratified they had the dialogue,” but is skeptical much will come of it. There is talk of another session with producers and directors, who would discuss inner workings of TV program development. Members of task force were: (l to r) Mrs. Gore; Kathy Murphy, wife of Representative John Murphy (D-N.Y.), another Communications Subcommittee member; Suzie Dicks, wife of Representative Norman Dicks (D-Wash.), and Landis Neal, wife of Representative Stephen Neal (D-N.C.). **On other fronts:** Code board pronounced TV networks in 100% compliance with new time standards that went into effect Jan. 1; board announced code membership at all time high (479 stations representing 68.4% of stations on air, covering over 85% of U.S. TV homes).

Brandon Stoddard, senior vice president, dramatic programs, motion pictures and novels for television, ABC Entertainment; Marcia Carsey, senior vice president, comedy and variety programs, ABC Entertainment, and Pam Dixon, senior vice president, talent, ABC Entertainment.

Leonard H. Goldenson, chairman and chief executive officer of ABC Inc., and

Elton H. Rule, president and chief operating officer, will address the affiliates Wednesday afternoon. Also on the schedule that day will be presentations by Mr. Thomopoulos on television specials and by Mr. Stoddard on novels for television.

There will be a closed network affiliates board meeting on Thursday morning and a black-tie banquet that night. ■

from the cable business. "Full utilization of new technologies, in the public interest, dictates that telephone companies as well as others must be able to use all available technologies, or whatever bandwidth, in providing telecommunications," he said. Mr. Abbott added that evolving technology might make rural CATV service more feasible if one facility was used to provide both narrowband and broadband telecommunications services.

Allan Arlow, vice president of Central Telephone & Utilities Corp., rejected the notion that the cable industry would suffer if the telephone companies got into the business. "We believe the future holds well for both industries, and we're looking for cable investments to prove it," he said.

Charles Wohlstetter, chairman of Continental Telephone Corp., said he believed the public will want to take advantage of all broadband services available to them from one single, economic source. "Whoever is willing to take the risk and expense of offering any or all of these broadband facilities or services to the subscriber should be allowed to do so," he said. "If CATV companies decide to offer voice in our areas and we do not meet the challenge as far as offering similar broadband services, then we must accept the consequences."

Meanwhile, the Organization for the Protection and Advancement of Small Telephone Companies announced it would undertake a formal study to measure the impact such proposals would have on its constituents.

Open the cable door to telcos?

CATV establishment fears they'll be driven out of business; phone companies tell rewrite hearing they'd be beneficial in the industry

The House Communications Subcommittee last week took a hard look at the Communications Act rewrite provision that would allow telephone companies to own and program cable television systems in their service areas. A long line of witnesses testified before the subcommittee, with telephone industry representatives favoring the proposal and cable operators voicing strong opposition.

Gustave Hauser, chairman of Warner Cable Corp., said his greatest concern was that once phone companies entered the cable business, no one would be able to compete with them.

"The independent cable operator must finance his capital-intensive operations through risk capital borrowed at prevailing rates in the marketplace," he said. "But

AT&T and major independent telephone companies can raise money at dramatically lower rates because of their monopoly base, and separate subsidiaries can benefit from the cheap money available to their parent."

William Bresnan, president of Teleprompter Cable TV, said the involvement of phone companies in the cable industry would result in reduced service at a higher price. Mr. Bresnan said the phone company "abhors" competition, and the rewrite, in his view, doesn't provide the public with safeguards against monopoly. He added, however, that in a small rural area, there may be no other way to provide service than by allowing the local phone company to do it. He suggested that these cases be determined on a case-by-case basis.

The telephone companies, however, had a totally different view. Lyle Abbott, assistant vice president of General Telephone & Electronics, said it would be counterproductive to exclude phone companies

Chief Justice Warren E. Burger, who has been taking more relaxed view of television in past couple of weeks (see story, page 72), spoke at dedication of new law school building at Mercer University, Macon, Ga., in ceremony that received heavy local television coverage. Barrett McGurn, Supreme Court press officer, said he had informed university of "clarification" of ground rules under which chief justice would permit coverage: avoid bright lights shining in his eyes, restrict cameras to fixed location, and make no effort to buttonhole him later for interviews. Last point was said to reflect concern about being asked questions concerning matters affecting litigation. □

Saying "if the Supreme Court drops the ball on [First Amendment issues], it is up to Congress and the Administration to pick it up," Senate Judiciary Committee Chairman **Edward Kennedy** (D-Mass.) last week pledged "to do everything in my power" to protect press freedom. "No reporter should have to go to jail for defending the First Amendment," he told American Society of Newspaper Editors in New York. "No editor should be forced to take a lie-detector test at the whim of a disgruntled plaintiff in a libel suit. No publisher should be the victim of large fines for defending his editors and reporters or his basic right to publish." One of senator's staffers said there may be hearings soon on whole range of press issues raised in courts in last year. □

Radio Television News Directors Association is taking lead in asking U.S. Judicial Conference to amend rules of procedure in light of Supreme Court decision in **Herbert vs. CBS case**. Court, while holding that public officials suing for libel could probe journalists' thought processes, indicated some protection could be afforded through changes in rules of civil procedure. RTNDA last week wrote Judge Roszel C. Thomsen, chairman of committee on rules of practice and procedure, recommending that committee consider changes that would "reflect a recognition of First Amendment interests..." RTNDA sent copies of letter to 17 other organizations concerned with print and broadcast journalism, with suggestion they file comments of their own.

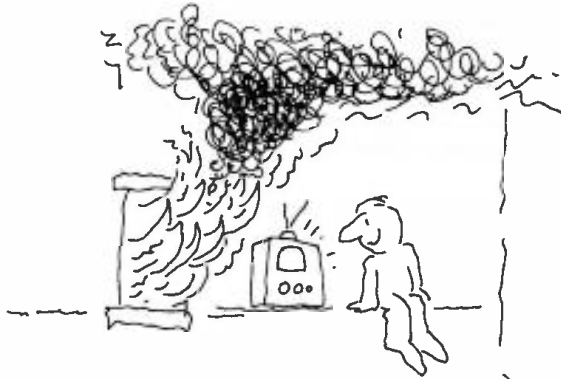
Ellis O. Moore, VP, public relations, ABC Inc., named VP corporate relations, taking on additional responsibility for planning and policy. **James L. Abernathy**, VP, corporate relations, named VP, corporate affairs, with added responsibility to deal with press on corporate finance. **Richard J. Connelly**, VP, public relations, broadcasting, named VP and divisional head, public relations, ABC Television. □

Marty Greenberg, VP and general manager, WLS(AM) Chicago, named president, ABC-owned FM group, succeeding **Allen Shaw**, resigned. Mr. Shaw said he wants to "develop some business ideas" and "definitely will remain in radio." □

Paul Bortz, deputy director of National Telecommunications and Information Administration, has resigned effective June 30. Mr. Bortz, whose wife and three children live in Denver, where she conducts nonprofit business providing enrichment programs to public schools, says plans she had that would have permitted move to Washington have fallen through. As result, he will return to Denver, where he expects to enter consulting business. □

Carl Spielvogel, vice chairman and chairman of executive committee of Interpublic Group of Companies Inc., New York, has resigned after 19 years with organization. No reason was given for his departure by either Mr. Spielvogel or Interpublic. Mr. Spielvogel said he plans to make his office for several months at Franklin Corp., New York, small-business investment firm, before taking on new assignment. □

George E. Akerson, 61, former chairman of Boston Herald-Traveler Corp. and its WHDH Inc., died May 1 in St. Luke's Hospital, New Bedford, Mass. Latter organization's WHDH-TV Boston lost its ch. 5 license in 1972 to present owners of WCVB-TV there. After retiring that year, Mr. Akerson purchased *Westport* (Mass.) *News*. Survivors include wife, Phyllis, and three sons.



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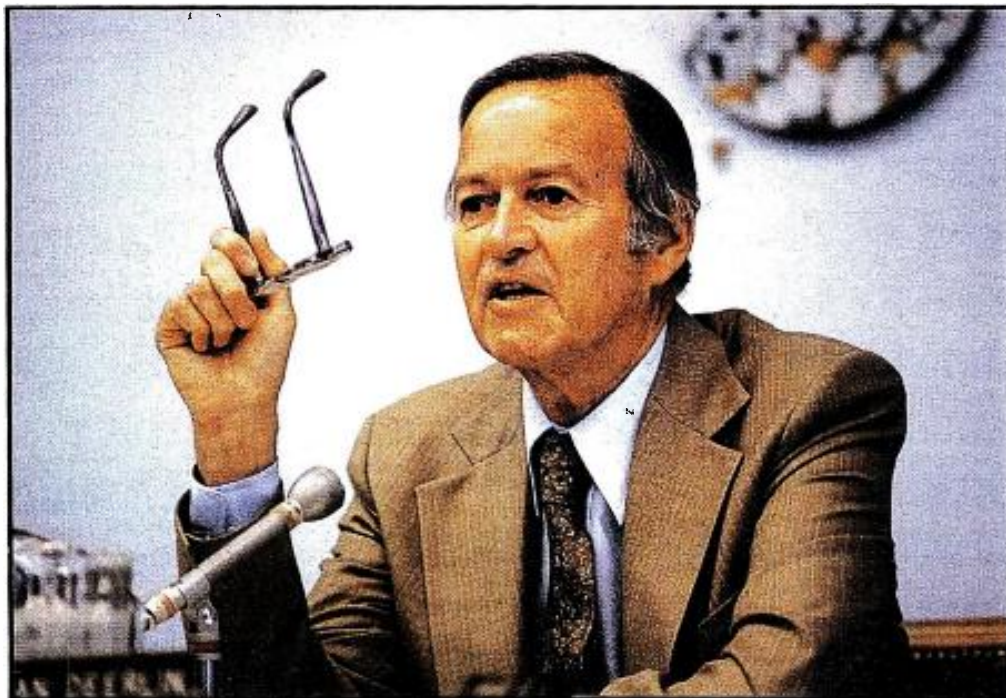
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Fifth Estate



Van Deerlin: Making a difference

The scene is a walnut-paneled, high-ceilinged hearing room in Washington's Rayburn House Office Building. A subcommittee is in session. The room is packed with visitors, but only three congressmen are there, counting the chairman. The chief counsel has been pitching questions, at times contentiously, at a witness. He's begun to bear down with a series of interrogations of the sort that begin, "Isn't it true that . . ." As tension builds and the witness's lips grow tighter, the chairman, who has been leaning back relaxed in his swivel chair, turns toward his microphone and cracks a joke. The tension dissolves in the audience's laughter. The chief counsel moves on to other areas.

It's a familiar scene in hearings before the House Communications Subcommittee in the three years since Representative Lionel Van Deerlin (D-Calif.) took over as chairman. The man who has set for himself the mighty goal of rewriting the rules by which electronic communications companies live is known more for the speed of his quips than the speed of his gavel. His mind is like a trap that springs whenever a straight line wanders by.

Confrontation, either with witnesses or other members, isn't his style. Indeed, Lionel Van Deerlin—"Van" to nearly all acquaintances—might win a contest for most likable member of Congress. Lobbyists can't say enough about how fair and open he is. "While we may have some reservations about his bill, he's always available," says Eugene Cowen, Washington vice president for ABC. "You really can't ask for more." Roy Elson, vice president for government relations at the National Association of Broadcasters, says: "I don't think he knows how to think bad thoughts."

Many of Mr. Van Deerlin's greatest admirers are his congressional colleagues. "Members trust him," says Representative James Broyhill (R-N.C.), a friend and co-sponsor of H.R. 3333, the Communications Act rewrite. "He won't sandbag you and he won't embarrass you politically."

Representative James Collins (R-Tex.), whose conservative vote would usually cancel Mr. Van Deerlin's liberal one, became a co-sponsor, too. "He's one of the best men in Congress to work with," Mr. Collins says. "He's open-minded, pragmatic. He makes sure everyone has an opportunity to be heard."

The subcommittee staff comes near to gushing over Mr. Van Deerlin. "It's a joy to work for him," says Carolyn Sachs, a staffer. Says chief counsel Harry M. (Chip) Shooshan: "I wish that everybody who came to work for Congress had an opportunity to work for Van Deerlin."

It's not difficult to see why the subcommittee chairman has that effect on people. In an institution where egos are exercised openly, Mr. Van Deerlin's is almost completely hidden. He returns telephone calls unfailingly and leaves his office door open to just about everyone, it seems. Once inside his suite in the Rayburn building, the visitor is at once struck by the informality of it. Likely as not, the congressman will settle himself on the couch so that his lanky, six-foot frame looks more as if it were tossed than seated there.

In his other lives he is a devoted husband and father of six children, all grown. He is a former print and broadcast newsman whose way to Congress was partly paved during his years as a San Diego television newscaster and commentator. He is a jogger,

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KTTV Los Angeles

WFLD-TV Chicago

WKBS-TV Philadelphia

**KBHK-TV San Francisco-
Oakland**

WCVB-TV Boston

WDIV Detroit

WDCA-TV Washington

WTAE-TV Pittsburgh

KRIV-TV Houston

KPLR-TV St. Louis

**KMSP-TV Minneapolis-
St. Paul**

**WPLG Miami-
Ft. Lauderdale**

**KIRO-TV Seattle-
Tacoma**

WTCG Atlanta

**WFLA-TV Tampa-
St. Petersburg**

WMAR-TV Baltimore

KWGN Denver

**WFSB-TV Hartford-
New Haven**

**KOVR Sacramento-
Stockton**

WXIX-TV Cincinnati

WVTV Milwaukee

KMBC-TV Kansas City

KTVK-TV Phoenix

**WLOS-TV Greenville-
Spartanburg-Asheville**

WFTV Orlando-

Daytona Beach

WIXT Syracuse

KTVX Salt Lake City

Top 50 markets.

**WVEC-TV Norfolk-
Portsmouth-
Newport News**
WTVR-TV Richmond
WDHO-TV Toledo
WJXT Jacksonville
**WSLS-TV Roanoke-
Lynchburg**
WLUK-TV Green Bay
KMJ-TV Fresno
WDEF-TV Chattanooga
**WPEC West Palm Beach-
Ft. Pierce**
**WITN-TV Greenville-
N. Bern-Washington**
WYTV Youngstown
WPTA Ft. Wayne
**KRDO-TV Colorado
Springs-Pueblo**
WFR-TV Rockford
**WEAU-TV LaCrosse-
Eau Claire**
WCIV Charleston

KVAL Eugene
WECT Wilmington
**WOAY-TV Beckley-
Bluefield-Oak Hill**
KSHO-TV Las Vegas
KBCI-TV Boise
WBBH-TV Ft. Meyers



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Family”**



who began pounding the streets 10 years ago before the sport had become fashionable and who, at the age of 62, completed a 26-mile marathon.

By the time he has finished his run in Congress, he may also be the father of a new communications act.

The rewrite is no longer Mr. Van Deerlin's exclusive show. Although his efforts served as inspiration, there are two Communications Act revision bills in the Senate now, moving under their own steam. One is S. 611 by Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.); the other S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.).

But it was Mr. Van Deerlin, in collaboration with former Representative Lou Frey (R-Fla.), who will be remembered for having started the project. And he says he is going to stick around to see it finished.

Whether his wish will be fulfilled is anybody's guess. Washington lobbyists are about evenly divided on the question of whether a bill can be passed. But the fact that there are any who think Mr. Van Deerlin will succeed is a radical change from two years ago,



Chairman Van Deerlin and his bipartisan Rewrite II co-sponsors: James Broyhill (left) (R-N.C.) and James Collins (R-Tex.)

when his announced intention of rebuilding the Communications Act of 1934 was widely discounted.

That the project is still alive—not only alive but getting stronger—has caused some to take a closer look at this California congressman, who, to most of the country, remains obscure. Is he going to disprove the Leo Durocher aphorism about nice guys?

There are those who say Mr. Van Deerlin is thoughtful and fair—to a fault. If he wants to pass landmark legislation, their line goes, he has to begin running a tighter subcommittee ship. "He's not authoritarian enough," says one broadcast representative. "He gives a great deal of authority to other members."

That trait proved a liability when the Van Deerlin subcommittee enmeshed itself in the television violence debate. Two years ago, bowing to the wishes of some of the members, Mr. Van Deerlin allowed the subcommittee to become involved in the forging of a report that strongly condemned the networks and suggested, among other things, that they be restructured. While the networks lobbied to soften the wording of the report, it went through a half dozen drafts. Subcommittee meetings on the matter were inconclusive; bad blood seemed to be developing among some of the members.

During this period, which dragged on for months, Mr. Van Deerlin acknowledged privately that he had little taste for the whole proceeding and would have preferred to keep Congress out of any controversy over TV programing. But he nevertheless gave each subcommittee member his say and patiently waited for a consensus that would allow him to put a cap on the episode amicably.

It didn't quite work that way. A meeting in August at which the matter was supposed to be brought to a head broke down, and the

report was sent back to the staff for its sixth revision. Afterward Mr. Van Deerlin confessed: "I think the leadership I've provided on this has not been as firm as or as helpful as it could have been." On the next try in October, a watered-down version of the report was finally passed by a badly split committee, 8-7. The members' inability to resolve their differences, commented Representative Henry Waxman (D-Calif.) at the time, "raises some questions about our ability to do a thorough rewrite."

Perhaps the most puzzling facet of the Van Deerlin style has been the freedom he has extended to subcommittee staff members to join the public debate over the rewrite. While they may wield considerable power with their expertise and advice to members, congressional staffers' public personae are generally underdeveloped, if not invisible. But it is not uncommon for Van Deerlin subcommittee staff, particularly its chief counsel, Chip Shooshan, to make speeches—not just ceremonial addresses, but policy addresses in which they challenge and cajole their audiences. Mr. Shooshan has had more than one personal confrontation with the broadcasting establishment; his exposure rivals that of any of the subcommittee members, a fact that has not escaped them.

But the chairman and chief counsel disagree with those who have portrayed the subcommittee staff as "blowing around like loose cannon" (Mr. Shooshan's words). Says Mr. Shooshan, "I don't do anything or say anything that Van Deerlin doesn't know about or approve." He has at times been the "lightning rod" Mr. Shooshan says of his role, but "it's a game plan that Van controls."

Mr. Van Deerlin says his loose reins on the staff "have paid off. First of all you attract and keep staff by not insisting they be little bees in a hive." Furthermore, "They've all been perfectly responsive to leadership. They don't surprise me. They don't go off

making speeches or taking positions without checking first. But I think if I were to say that all pronouncements will have to come through my lips, I would be suffocating a lot of very spontaneous people."

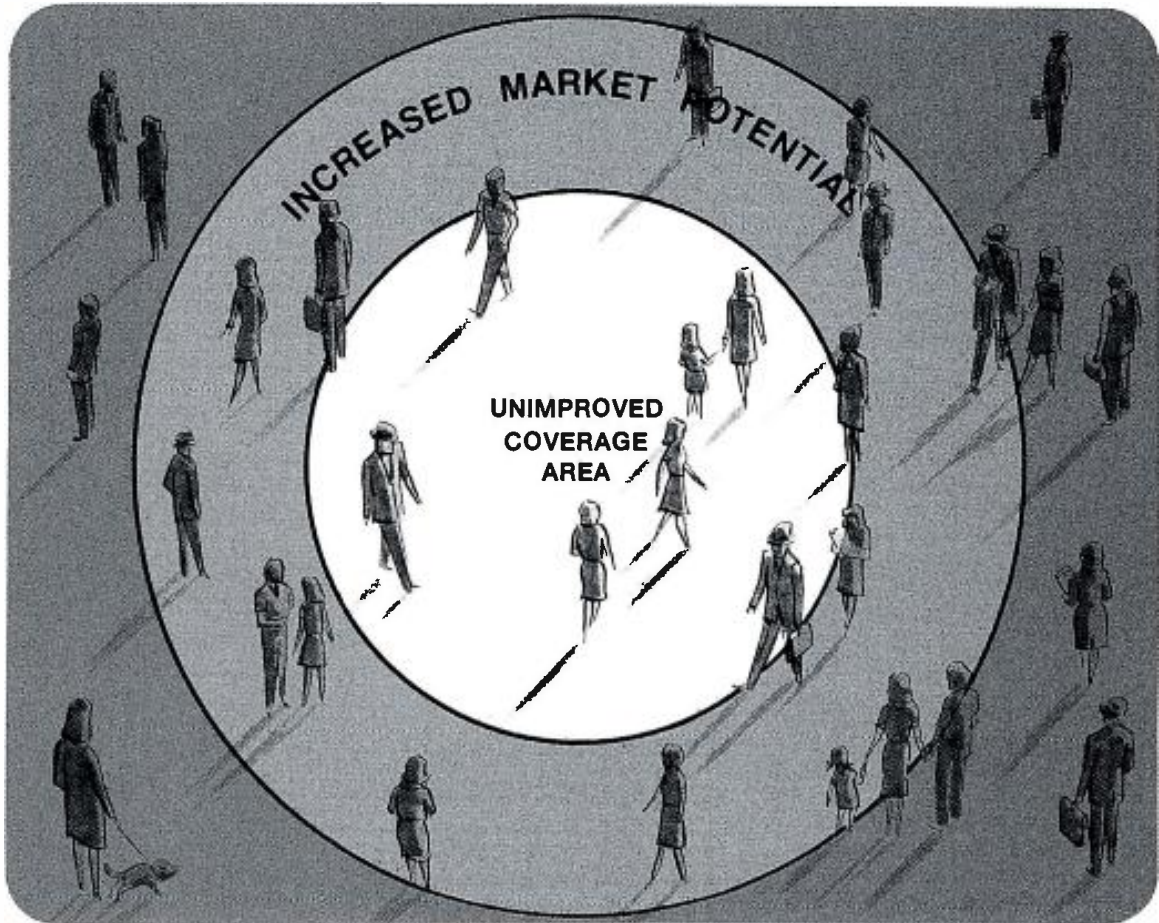
Continuing about his staff members, the congressman says: "God knows I'm not [their intellectual equal]. My job is to try to assess in general the reliability of the people on whose judgments I must rely or whose judgments I must challenge. This is pretty much a congressman's task, anyhow."

Says Mr. Shooshan in return: "He makes me feel like a professional."

A few of the congressman's close acquaintances try to dispel as a "myth" the notion that Mr. Van Deerlin is too soft to push through something as big as the rewrite. Howard Chernoff, a former broadcaster and State Department functionary who was once Mr. Van Deerlin's boss, admonishes: "He's easy-going, yeah, but beware of those guys." Mr. Chernoff was general manager of the *San Diego Journal* when Mr. Van Deerlin was a reporter and head of the American Newspaper Guild unit there in the late 1940's. "He and I had a lot of negotiations together," Mr. Chernoff says. "Some were goddam vigorous." Mr. Chernoff served as consultant on the rewrite before the first draft was introduced last year and is convinced "that Van's dedicated to getting some legislation through." He says, "When the chips are down, the broadcasters may see a different Van Deerlin."

Actually, they may have already caught a glimpse. An exchange in January 1978 between Mr. Van Deerlin and the NAB shows that he can, indeed, throw a punch. It started when a Van Deerlin request for the industry's suggestions for the rewrite was rebuffed by a 15-member broadcast advisory committee he had formed. He let it be known that that rebuff had turned to insult when word

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of the decision failed to reach him directly; he had to read about it instead in the press.

NAB President Vincent Wasilewski stepped in with a letter offering apologies for any wrongs Mr. Van Deerlin may have felt were done him, but did nothing to advance the dialogue over the rewrite, toward which NAB was remaining belligerently neutral. Mr. Van Deerlin sat down at his Royal manual and typed out a reply: "Do you seriously ask us to look upon the 'statement of principles' adopted by your board on the island of Maui last February as an effort to help our subcommittee adjust old law to new needs?" he wrote. "The document's main thrust seems to be—Keep the gold in Fort Knox. It reads like the report of a committee project co-chaired by King Midas and Marie Antoinette, with Barbara Fritchie penciling in the rhetoric." He continued: "Believe me, I don't criticize you or the board for this. The broadcasters didn't elect you to uncouple their gravy train."

The broadcasters decided to roll with that one and made no reply; it is probably the closest Mr. Van Deerlin has come lately to direct confrontation.

□

There are those who say at least part of Mr. Van Deerlin's motivation in rewriting the Communications Act is to erect a monument. He dismisses that notion, saying: "I don't look upon this as a manifest destiny. I have come far enough into it now to realize that there is something to be done and should be done rather promptly." His role, he says, is that of "conduit" for getting the project done.

But in further conversation he reveals a bit of that well-hidden ego. "Around here," he says, "I guess there's a time of life when you are willing to decide that you're never going to ride up Pennsylvania Avenue behind eight motorcycles, and at that point you assess what your contribution should be. I guess I wouldn't want a great-grandchild to say, 'Well, my great-grandfather was in Congress for 20 years, but I don't know what he accomplished.' I want him to know."

Before the rewrite there have been few major actions to connect with Mr. Van Deerlin's name. One was the law establishing stiffer antipollution standards for cars sold in California than in the rest of the country. Mr. Van Deerlin organized the floor fight on that and won.

And it was he who rose to request that Congress refuse to seat Adam Clayton Powell at the start of the 90th Congress. Congress did refuse Mr. Powell, a flamboyant black congressman who was wanted in connection with a slander suit in his home state, New York, but the Supreme Court later overruled Congress.

Mr. Van Deerlin acknowledges that a "strange" relationship with his conservative constituency has enabled him to compile a liberal voting record and remain popular at home. A poll taken in 1968 showed that if only the people voting for George Wallace in the presidential election that year had voted in the congressional election, Mr. Van Deerlin still would have won. In his last five elections, he has carried over 70% of the vote.

It wasn't always so easy. The congressman's first successful



Congressman in the making. Mr. Van Deerlin credits his exposure as a San Diego broadcast journalist as instrumental in putting him in Congress.

election in 1962 was his third try, even then with only 51% of the vote. What gave him the win finally, he says, was his recognition as a TV newscaster.

Mr. Van Deerlin's career in news spanned more than 20 years, the last 10 of them in broadcasting. Asked which of his careers he liked better, broadcasting or Congress, he leans toward Congress.

"The nice thing about Congress is you don't have deadlines," he says. He recalls his days as news director at XETV(TV) Tijuana, Mexico, where he was a virtual one-man band, writing the news and five minutes of commentary every night. By contrast, he says now, "The nice thing about here is that if you don't finish something on Wednesday, it goes over to Thursday without any fever or flummox."

Yet when it came to meeting deadlines, according to those who knew him as a newsman, Mr. Van Deerlin was unsurpassed. At the *Daily Journal*, "he was a fast man with a typewriter," says Howard Chernoff. Fred Kinne, now editor of the *San Diego Evening Tribune* but managing editor at the *Daily Journal* when Mr. Van Deerlin was there, was impressed with Mr. Van Deerlin's quickness and accuracy. "He was one of the best rewrite men I ever worked with," Mr. Kinne says. "He could give you alternate takes on two different stories simultaneously. He was the only guy I ever met in the business who could do that."

Mr. Van Deerlin, a native Californian (born in Los Angeles, July 25, 1914), began his journalism career at the University of Southern California, where he became editor of the student-run *Daily Trojan*. He attended USC on scholarship and lived with his aunt, the only way he could have gone to college, he says. Far from wealthy to start with, his family had been hit by the Depression, which had thrown his father, a bank employe, out of work for three years.

Although the congressman has a sizable nest egg now—his biggest assets include his Washington house, worth about \$200,000, and two and a half acres of commercial property in San Diego, worth about \$500,000—he didn't have much when he left journalism to run for Congress. On his third election attempt he dissipated his savings months before election day, and his wife went to work, putting in four months without a night off and taking care of the six children while Mr. Van Deerlin campaigned. It was six months after being sworn in, he says, before he could afford to move the family east to Washington.

Back in 1937, things were tight, but not so tight that Mr. Van Deerlin wasn't willing to walk out on his first job at the low-paying and now defunct *San Diego Sun* (where he was making \$20 a week after a raise) in quest of better pickings. He and a friend got in a car and went looking from town to town, winding up eventually in Minneapolis, where Mr. Van Deerlin became a copy reader at the *Tribune*.

In 1940 he married Mary Jo Smith, a registered nurse who was then a stewardess for Northwest Airlines. A year later they had the first in their brood. The birth got Mr. Van Deerlin a discharge from the Army, into which he had been drafted in 1941, and he became a copy reader for the *Baltimore Sun*. He was called back into the Army when the war broke out and wound up working for *Stars and Stripes* in the Mediterranean.

When the war ended, he went back to San Diego, where he worked at the *Journal* for four years. He was city editor there when the paper folded in 1950.

In 1951, he founded a newsmagazine called *Point*, but couldn't make enough money with it. He says an analyst studied the books and concluded "we were paying 17¢ to produce a magazine that we were selling for 10¢."

In 1953, after being soundly beaten in his first try for Congress, he embarked on his career in broadcast news. His stints included two years as a newsman for XETV, three years (1955-58) as news director for KFSD-AM-TV San Diego, then two more years (after his second election defeat in 1958) at XETV, where he became news director.

XETV, the first time he was there, sandwiched a 15-minute news show at 9:45 p.m., between two movies. That explained why the program consistently scored higher than the network news

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with 17's and 18's, says Mr. Van Deerlin, who was anchorman. With numbers like those, "you would seem to have some sort of gold mine," he says, but the station had difficulty selling advertising for it. The advertisers assumed—correctly, probably—that people were using the space between movies to put the kids to bed or take care of other business. "The show became known in the business as Van Deerlin's flush rating," he says.

He laughs now at some of the more chaotic moments on the low-budget show, for which he did everything from developing pictures to delivering the nightly commentary in his second stint. "I would go down some nights to Tijuana and we'd take film reels and still pictures and all the rest, and I would not have the first idea what I was going to talk about . . . I would bang something out literally in the last 20 minutes before air time."

Some of the snafus he recalls were due to the language barrier between Mr. Van Deerlin and the technical staff members, most of whom were Mexican nationals who spoke English minimally or not at all. "They could stand quite placidly while there would



The tough cop and the nice cop. Chairman Van Deerlin lets senior aide Chip Shooshan and other staff member do the downfield blocking—and trial ballooning—on rewrite issues.

be a picture of Senator McCarthy having a hearing, and I was on a caption about the finals of the Miss America pageant," he says.

But the most memorable moment, he said, came one night at the conclusion of his commentary: "You were supposed to go to a commercial, but the red light was still on on the camera. You can only keep that frozen smile for so long, but I sat and sat. We had heard some kind of ruckus in the next room. Finally the light went off. A prop man came over and said in heavily accented English, 'Mr. Van Deerlin, the producer and the director are having a fist fight.'"

Mr. Van Deerlin may make fun of the program, but others say it wasn't bad. Mr. Kinne says Mr. Van Deerlin broke quite a few exclusives. Julian Kaufman, the station's vice president and general manager then and now, recalls that the commentaries struck a few nerves. Van Deerlin reports were threatened with more than one libel suit, Mr. Kaufman says, including one in which Mr. Van Deerlin disclosed wide discrepancies in the pricing of prescription drugs at San Diego pharmacies. When Mr. Van Deerlin became a congressman, Mr. Kaufman said he looked in vain for a replacement. He scrapped the whole news operation after a year.

And if he mocks his ratings, Mr. Van Deerlin was apparently seen by enough people to establish an election base. Asked if he thought he could have gotten elected without the television exposure, he replies: "No way."

Seventeen years have passed since he was in broadcasting, but Mr. Van Deerlin says he still has a fondness for the business and its practitioners. In 1975, when Representative Torbert Mac-

donald (D-Mass.) died and it became apparent Mr. Van Deerlin was going to trade the chairmanship of the Consumer Subcommittee for the Communications Subcommittee Mr. Macdonald had headed, he told an NAB audience that he thought being with broadcasters was going to be a lot more than fun than being with manufacturing chemists. "I meant it. I still mean it," he says. "They're a very enterprising, a very stimulating and entertaining group to deal with."

And he smiles as he quickly adds: "In fact they're so bright I wonder at their failure to appreciate all the things I'm trying to do to help them."

Mr. Van Deerlin says he is satisfied personally with the new rewrite measure. He had to give way on a couple of matters to get bipartisan backing, but "not substantially," he says. One provision that did not survive, for instance, was the requirement in last year's bill that AT&T divest itself of Western Electric. He also curbed his ambition for the license fee by about \$100 million. Under the original formula prepared by the subcommittee staff, broadcasters would have had to pay \$267 million every year. The new formula anticipates about \$150 million in broadcast collections, which is still the largest by far of the fees proposed in any of the three Communications Act revision bills.

As his bill moves through mark-up and amendment stages, there will be more compromises. Mr. Van Deerlin says he is prepared for that. But when the give and take begins, there are at least two areas in which he doesn't plan to give.

Not surprisingly, the fee is one. He says he is not wedded to the specific formula or amount, but "I think that the principle has to be in there, and I think it has to be substantially more than the limited costs of processing an application."

Another is the First Amendment. The bill would immediately repeal the fairness doctrine and equal time for radio, for television after 10 years. Until the day television becomes completely deregulated, fairness and equal time in watered-down forms would continue to be enforced. Relaxing the fairness doctrine and equal time has never been politically salable, and if it were brought to a vote of the House today, it would probably fail, Mr. Van Deerlin says. But, "slowly you can make the case, I think . . . I certainly wouldn't give there willingly or quickly," he says. "If we don't do something about First Amendment rights in this legislation, it may not be done in this century."

No one can know what the bill will look like when the process is complete. But Mr. Van Deerlin hopes it will retain its basic structure. "If it's worth going through with and taking to conference," he says, describing how he thinks it will look, "it will certainly have a strong measure of deregulation. It will provide for orderly competition in common carriers. It will give us an approach to future change which puts the burden of proof on an established entity to show that a change represented by a new technology is not only against his interest but against the public interest. And it will certainly have a regulatory commission that has some firmer guidelines than Congress provided in 1934."

Mr. Van Deerlin's responses to other questions about his bill, broadcasting and himself offer more insight into the thought processes of Congress's premier Communications Act rewriter:

■ On the license fee: "I must say I feel a little stung now and then by charges that deregulation is gouging at the public interest . . . that it's comparable to Teapot Dome or the railroad land grants. It's quite clear that if you didn't have some substantial quid pro quo, it could be very well represented as that kind of give-away.

"And you know, dammit, broadcasters are going to save a lot of money in deregulation. [There will be] less need for the expensive and time-consuming effort that goes into logging commercials and filing license renewal applications."

When asked if it is fair to single broadcasters out among all media for a special government-imposed fee, Mr. Van Deerlin responds, "You find me the newspaper publisher who has his newsprint and ink given to him. You're paying a fee as part of your ability to make a hell of a return on your investment.

"This has nothing to do with impinging on your right to say

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guesses do you
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what you please on the air, any more than to require the newspaper publisher to install a fire escape on the third floor of his plant so that his employees can get out. He's not being impressed into taking any editorial viewpoint."

■ On substituting marketplace forces for regulation: "What we're saying is you shouldn't be paying a commission to sit around in Washington deciding for broadcasters and cable operators whether they want to be paying \$75,000 for an earth station that may be too big for them or \$15,000 for one that may be too small . . . The only mistake [the businessmen] can make is a mistake of the pocketbook. Now what the hell do we need with a bunch of busybodies on a commission sitting here telling them that they've got to get a certificate to pay their own money to get a receive-only earth station on grounds they may not need it 10 years from now? That's the stupidest invasion of the marketplace that I can conceive of."

■ On eliminating the broad public interest standard: Mr. Van Deerlin gives the example of a station that performs a telethon to raise money for charity. "The whole community is aware of what that station did," he says. "There is nothing in the regulation of broadcasting that requires a commitment like this . . . Do you mean to tell me that if the public interest standard were taken out of the law, that that station would say, 'Ha hah! Now we will go to the lowest common denominator. Now we will devote ourselves to exclusively making money.'? There are some witnesses before our committee who would have you believe this."

Expanding the concept, he says: "The lowest common denominator may be what we get on election day. Maybe if you analyze the theory, the lowest common denominator is about what you should expect in a democracy. An enlightened democracy will also provide for the interests and tastes of those who want something a little different—the minority tastes—and that's what we're attempting to do in government support of public broadcasting."

"But I sure don't think it's the job of a regulatory commission sitting in Washington . . . I just don't think we need to be told that a good-music station must, at the top of the hour, interrupt for five minutes of news in order to fill the quota of time the commission has given it to hold a license. If I want news on the top of the hour, I know where to find it, and I do."

■ On broadcasters who favor retaining public interest regulation: "I saw a television piece last week about a guy who had been in prison 45 years, and the parole board said it was safe to let him out. He said he didn't want to go. He wants to stay there the rest of his life."

"The broadcasters who would make that argument [for public interest regulation] are the very same broadcasters who damn well don't want to see the reduction to nine khz so that you can have broadcasters in every community and [minorities] can have a station of their own. Sure—they love it the way it is."

■ On the future of over-the-air television: "I think it's an open question. It's probable that there are a lot more economical uses of the electromagnetic spectrum than filling up all the VHF space with entertain-

ment broadcasting.

"But it's also quite possible, it seems, that 1989 might find us connected almost entirely by wire, satellite and microwave and optical fiber. Maybe in 1989, you'll wonder what all the fuss was about."

■ On his own performance as chairman of the Communications Subcommittee: "I'm not as well versed as it would be desirable to be. But that's improved with time, too. I've been learning something about common carriers and some of the things that were totally arcane to me at the outset."

"I think that people doing business with the subcommittee feel comfortable, that they're fairly treated and that they're given an opportunity to keep control over what they want to get into the record. Some other subcommittee chairmen, for whom I have great affection, are not always quite so considerate, I think, of the feelings of witnesses."

When he retires, Mr. Van Deerlin thinks he'll have no difficulty slipping into an easier life style. But he has something he wants to finish first. Mr. Van Deerlin's prediction for expeditious passage of a rewrite is less optimistic than he might have let on up to now. Under the most sanguine of game plans, both houses of Congress would pass rewrites this year. There would be a short conference to reconcile differences between House and Senate bills early next year, and the result would be on its way to the White House by Easter next year. The telephone industry is no longer an immovable obstacle in the bill's path, Mr. Van Deerlin says, and he continues to believe that despite broadcasters' attitude, they will come around. But even assuming he succeeds with those groups, there is still one problem in the way of passage—

and it's a big one. "All bets will have to be off," Mr. Van Deerlin acknowledges, if the process isn't far enough along before the presidential campaign gets under way.

Mr. Van Deerlin likes to tell audiences about how impatient his wife is for him to retire. But it's beginning to look as if he will have to seek another term—his ninth—in Congress. "Even Mary Jo has accepted that," he says with a smile.

Observers of the process talk about the task facing Mr. Van Deerlin in terms that suggest a military campaign. He has to get control of his subcommittee, some say. He has to start picking his battles. But Mr. Van Deerlin just keeps moving at a steady pace like the one he uses on the mornings that he runs the eight miles into his office. With the same deliberate speed he has turned what ABC's Mr. Cowen called an "ephemeral" idea into a bill that is given serious chance of adoption in some form. Some chairmen considered stronger haven't done as well in the past, Mr. Cowen says.

The thought obviously pleases Mr. Van Deerlin, who can translate it into his experience in Washington's Marine Corps marathon two years ago. "The thing I remember about the marathon is that last three or four miles when one after another you'd pass up these huge short-cropped-hair Marine and Navy types who obviously had burned themselves up at the outset. You passed them up and it felt good." Mr. Van Deerlin was far back in the pack, but he was a finisher. ■



FCC redrawing the battle lines over cable TV

As it moves away from its old ways of regulation, it looks to the possibility of a new method—the marketplace

The FCC's action two weeks ago in adopting a notice of proposed rulemaking involving the deregulation of cable television has ended—all but formally—one war, but laid the basis for a new one.

The war that is all but over involves the commission's distant-signal and syndicated-exclusivity rules (BROADCASTING, April 30). The 6-1 vote by which the notice of rulemaking was adopted—plus the statements of Chairman Charles D. Ferris and Commissioner Joseph Fogarty—make it clear those rules are doomed. They have become, the commission said in effect, anachronisms.

The new conflict that is shaping up involves the question of whether a marketplace mechanism should be introduced to govern the operations of cable systems. The commission, after a confused and lengthy discussion that was not resolved until two days after the April 25 cable meeting, decided to invite comments on such a proposal.

The commission, in the rulemaking, said it was proposing to delete the rules designed to limit the number of signals cable systems may carry and to afford stations exclusivity protection for their syndicated programs because there was no evidence they were needed.

The commission based that finding on two studies—an "Economic Inquiry Report" and a "Syndicated Exclusivity Report." The commission said that in both it had measured its cable television policies against three criteria: consumer welfare (the responsibility to assure "efficient" communication service to the most consumers); distributional equity (the allocation between various segments of society and benefits of a particular policy), and external effects (the value of a service to society and especially in the functioning of the nation's democratic institutions).

Chairman Ferris hailed the commission's action almost as much for the manner in which it was reached as for the result itself. "The FCC has been moving toward zero-based analysis of all its regulatory programs," he said, in a separate statement. "In this case, that analysis clearly indicated that the signal-carriage and syndicated-exclusivity rules contribute little if anything to helping viewers of over-the-air television while substantially penalizing subscribers to cable services."

What is particularly significant in terms of the commission's process, he added, is that "the reports establish a full economic

predicate upon which the recommendations" in the rulemaking "can be and are solidly based."

And in case the significance of the action itself was lost on anyone, the chairman spelled it out: That action demonstrates "that this commission has recognized that the market in which our regulatees operate is a dynamic one, that innovation in technology makes possible new services for the public to choose among and also causes change to existing participants in those markets, and that this change does not necessarily serve as a basis for protectionist regulation."

Commissioner Fogarty expressed a similar view: "In an era of explosive technological innovation, the public interest is better served by regulatory deference to the marketplace and competitive forces until experience, rather than speculation, demonstrates the existence of problems or inadequacies. With these actions, the burden of proof is now where it properly belongs: on those seeking protection against competition, diversity and innovation."

However, the drive to unshackle cable was not quite as successful as those statements might suggest. For a paragraph that found its way into the notice of rulemaking seeks comments on how the payments to producers could be factored into the process by which cable systems obtain programs.

The paragraph was built on the wreckage of the National Telecommunications and Information Administration's petition for rulemaking aimed at requiring new cable systems to obtain consent of originating stations before retransmitting their programs.

The commissioners had rejected the proposal, which would have grandfathered existing systems under present rules as unduly complicated and as being inconsistent with the policy toward which it was moving. But with Commissioner Anne Jones expressing sentiment for the idea of examining the feasibility of instituting a marketplace mechanism (even though she, too, disliked the NTIA proposal), the

commissioners agreed to a modest bit of rewriting to accommodate that view.

The effort to draft language satisfactory to all proved difficult, however. And the paragraph that finally emerged was the work largely of Commissioners James H. Quello and Abbott Washburn, two members of the majority who had not been comfortable with the proposals to repeal the distant-signal and syndicated-exclusivity rules.

It expresses the view that the commission should examine the "retransmission consent aspect of the proposal to the extent it constitutes a marketplace solution in lieu of governmental regulation and is not inconsistent with the approach" proposed in the rulemaking. But the commission's interest in marketplace solutions is not limited to NTIA's; comments on "any other way to allow the market process to work with the least amount of intervention" are also invited. The paragraph specifically mentions "pre-transmission notification," under which cable systems would inform stations of plans to carry their programs.

"We are confident that a wider ranging examination of all relevant information on cable-broadcasting programming markets free of the complications imported by NTIA's specific two-tier grandfathered plan will prove more fruitful than concentrating on a single, concrete proposal."

And in a sentence that may prove critical in the months ahead, the commission states in the paragraph that it is not resolving the question of whether it has the jurisdiction to adopt the retransmission consent proposal. The Cable Television Bureau and the General Counsel's Office had argued vigorously that, when Congress enacted the 1976 copyright act providing for compulsory licenses for cable systems, it foreclosed the commission from imposing full copyright liability on cable systems. And the notice contains the arguments that the commission lacks jurisdiction. But the issue remains open.

Thus, broadcasters seeking some means for slowing or making cable's growth more costly have a vehicle to ride. And besides

Plain speaking. Beginning in July members of the public and reporters who attend FCC meetings may be given something of a fighting chance to at least start off even with commissioners when they discuss the arcane items that find their way onto the agenda. At the urging of the commission's Public Affairs Office, which was responding to requests of representatives of the press and industry groups, the commission has agreed, on a test basis, to divulge a bit more information regarding items than the cryptic two- and three-liners that now appear on the sunshine notices announcing commission meetings. The staff will boil items down to a half page—"hopefully, in plain English," as Chairman Charles D. Ferris put it. Robert Mann, chief of the Public Affairs Office, said there is "a genuine need for communicating commission actions." Among other benefits, he cited the time staff and commissioners would be spared answering questions of reporters and others regarding agenda items.

The half-page summaries will begin appearing in July, and continue for six months. Then the commission will decide whether to continue the service. Not all the commissioners were enthusiastic about the project. Commissioners Robert E. Lee and Abbott Washburn wondered about the time that would be taken from other, more urgent duties (like whittling away backlogs) and the ability of the staff to do the summaries. But in the end, they cast concurring votes for the project aimed at letting a little more sunshine into commission matters. Earlier, the commission modified sunshine notices in another fashion. Acting on Commissioner Lee's recommendation, it voted to require the notation of the name of the commissioner requesting postponement of action on a scheduled item.

Commissioners Quello and Washburn, Commissioner Robert E. Lee, who cast the lone vote against the rulemaking, can probably be expected to support some form of marketplace solution. (Although he has "serious reservations" about the retransmission consent proposal, he said in a statement "the present copyright arrangement does not provide for a competitive marketplace.")

Commissioner Jones, therefore, would probably have the swing vote. Commissioner Tyrone Brown, at the meeting two weeks ago, sided with Chairman Ferris and Commissioner Fogarty in opposing the retransmission consent proposal. And in a statement last week, he said he would reject it "because, as a matter of communications policy, there is no justification for it in light" of the findings of the economic and syndicated exclusivity inquiries.

But there is another player important to the outcome. Cable Television Bureau Chief Philip Verveer, who led the fight against retransmission consent, on jurisdiction as well as policy grounds, last week was named chief of the Broadcast Bureau. It was that bureau two weeks ago that supported the NTIA proposal.

Fred Pierce heads for top

He's named second to Rule in parent company while retaining ABC TV presidency

Frederick S. Pierce, president of ABC Television, was officially designated next in line for the presidency of ABC Inc. last week.

He was named executive vice president of ABC Inc. and will also continue to serve as president of ABC Television, where he led ABC-TV to prime-time dominance.

Elton H. Rule, president and chief operating officer of ABC Inc., said the new appointment "clearly" marks Mr. Pierce as his eventual successor.

Mr. Rule, the number-two man, to whom Mr. Pierce will continue to report, is 61 and has a contract calling for his full-time employment until June 30, 1982. Leonard H. Goldenson, chairman and chief executive officer, is 73 and has a contract extending to June 30, 1981. Mr. Pierce is 46 and also has a contract extending to June 30, 1981.

In his new post, Mr. Pierce "will be responsible for overseeing the company's contemplated production of theatrical motion pictures, as well as the development of programming for the new communications and entertainment forms," according to the announcement by Mr. Goldenson and Mr. Rule.

The new "forms" include programs for cable, pay cable, video disks and video cassettes. Officials indicated that if the market warranted, ABC could start producing such programming this year, and

might also move into theatrical movie production in the not distant future.

They also emphasized that Mr. Pierce's new responsibilities will not require enough of his time to interfere with those as head of ABC Television.

The announcement called Mr. Pierce "uniquely successful in a wide range of executive assignments in almost every area of television" during his 23 years at ABC.

"Fred Pierce is an executive of unusual creative and administrative abilities under whose leadership ABC Television has achieved unprecedented success in all areas over the past four years," Messrs. Goldenson and Rule said. "His promotion demonstrates the strength and depth of the senior ABC management team as the company positions itself to meet the opportunities and challenges of the 1980's."

Mr. Pierce joined ABC in 1956 and



Pierce

served in research, sales, planning and development before being named senior vice president of ABC Television in January 1974 and president of the division nine months later.

■ ABC-TV last week also announced creation of the new post of vice president, network program affairs, and named a 15-year veteran of the company, Edwin T. Vane, to the position.

Mr. Vane, who has been vice president

and national program director, ABC Entertainment, New York, will serve in a post that the network believes does not exist in the same form at other networks. Mr. Vane will be ABC-TV's chief programming spokesman, working with the highest levels of advertisers, special interest groups, affiliates and other industry representatives on matters related to programming carried on the ABC-TV network.



Vane

Mr. Vane has been in broadcasting for more than 25 years, starting at NBC as a page and moving up to manager of

daytime programming until joining ABC in 1964 as director of daytime programming, East Coast.

More of the same from NAB over rewrite plans

At special joint board meeting, association takes no new positions on legislation in the works; Van Deerlin, in hearings the next day, warns that if he doesn't get support, it may be decades until broadcasting is deregulated

With House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) continuing to press the broadcasting industry to join the rewrite fold, the joint board of the National Association of Broadcasters continued to demur last week.

The board, meeting in a special session outside Washington to discuss the new Communications Act revision bills, had what participants called a "very good discussion," but it did nothing to alter the association's noncommittal position on Communications Act reform.

The official word from NAB board chairman Donald Thurston was that there were "no changes in position, no votes taken ... We continue to support those things we think are in the best interest of a free, commercial broadcasting system, and oppose those we think are against it." Mr. Thurston said he thinks the board is being "more positive" toward the revision bills than before. "I think rewrite II is far superior to rewrite I," Mr. Thurston said. "There's no question about that."

Board members contacted had these observations about Monday's meeting:

■ It was a surprise to TV board members that the radio directors did not enthusiastically embrace the new rewrite, H.R. 3333. While the bill would deregulate radio almost totally, members of the NAB radio board expressed concern that their licenses would still be open to challenge at any time under the bill's revocation provisions.

■ There was not ironclad opposition to paying any kind of fee. At the meeting, Mr. Thurston summarized what he understood to be a consensus: that broadcasters continue to oppose a spectrum-use fee (of the sort proposed in Representative Van Deerlin's bill and in Senate Communication Subcommittee Chairman Ernest Hollings' bill, S. 611), they would not oppose a "reasonable" fee based on the cost of FCC regulation of broadcasting (as in Senator Barry Goldwater's bill, S. 622). No one rose to contradict him.

■ While the House's rewrite remains central to the discussion, "a lot of the focus" is on the Senate bills, one participant said at the board meeting. While in regard to Mr. Van Deerlin's bill, the net-

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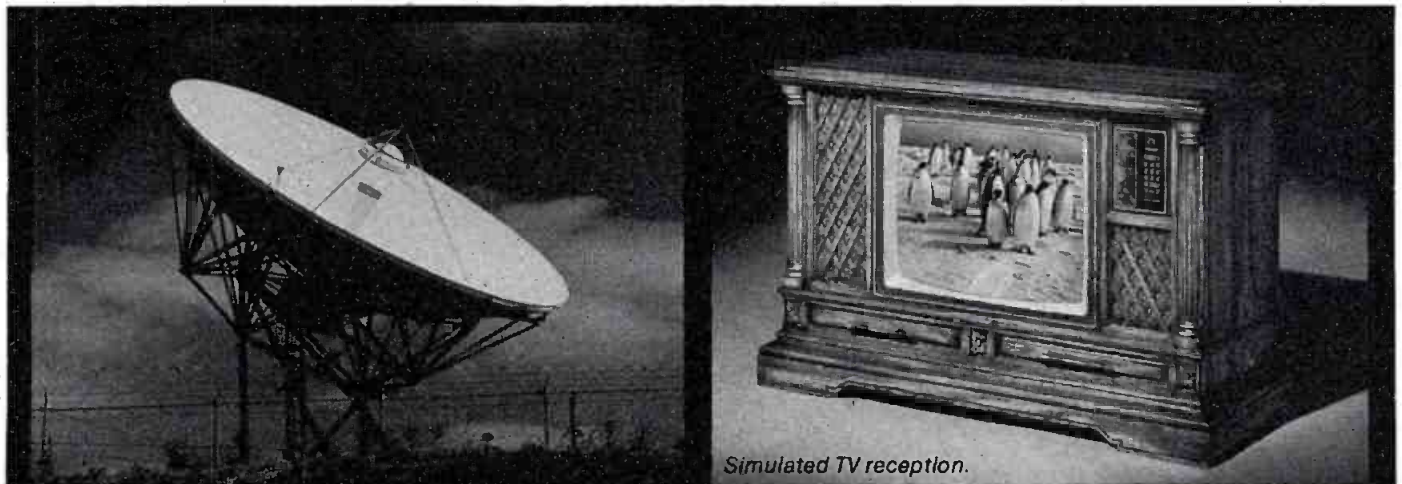
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WYBR	Belvidere/ Rockford	WAMB	Nashville
WKOP	Binghamton	WWL	New Orleans
KYME	Boise	WOKT	Norfolk
WEEI	Boston	WMMM	Norwalk/ Westport
WJOY	Burlington	KTOK	Oklahoma City
KHAK	Cedar Rapids	WKIS	Orlando
KKOY	Chanute	WMEZ	Pensacola
WTIP	Charleston, WV	KTAR	Phoenix
KVWO	Cheyenne	KQV	Pittsburgh, PA
WBBM	Chicago	KPAC	Port Arthur
WWWV	Cleveland	WDCS	Portland, ME
WCOL	Columbus, OH	KYXI	Portland, OR
KRLD	Dallas	WHPN	Poughkeepsie
KOAQ	Denver	WHWH	Princeton
WHO	Des Moines	WEAN	Providence
WAYY	Eau Claire/ Chippewa Falls	WKIX	Raleigh/ Durham
WFNC	Fayetteville	WCWC	Ripon
KIX	Fort Collins	KDIG	Riverside/ San Bernardino
KFPW	Fort Smith	KROC	Rochester, MN
WMAX	Grand Rapids	WROC	Rochester, NY
WBG	Greensboro/ High Point	KFBK	Sacramento
WNCT	Greenville, NC	WSGW	Saginaw
KHVH	Honolulu	KMOX	St. Louis
KTRH	Houston	KSXX	Salt Lake City
WXLW	Indianapolis	WOAI	San Antonio
KCMS	Indio/Palm Springs	XETRA	San Diego
WEXI	Jacksonville, FL	KXRX	San Jose
KLIK	Jefferson City, MO	WQSA	Sarasota
WQLR	Kalamazoo	WTOC	Savannah
KMBR	Kansas City	KIRO	Seattle
WEZK	Knoxville	KBCM	Sioux City
WIOU	Kokomo	KSPO	Spokane
WGRO	Lake City, FL	WNUS	Springfield, MA
KNUU	Las Vegas	KBUG	Springfield, MO
KOMS	Lebanon, OR	WONS	Tallahassee
WLSR	Lima	WWBA	Tampa/St. Petersburg
KARN	Little Rock	WNPT	Tuscaloosa
KEDO	Longview	WTOP	Washington, DC
KNX	Los Angeles	WNVR	Waterbury
WVEZ	Louisville	WWNY	Watertown
KLLL	Lubbock	KIAM	Wenatchee
WLGM	Lynchburg	WILM	Wilmington, DE
WIBU	Madison	WNAX	Yankton
WEPM	Martinsburg	WSBA	York/ Lancaster/ Harrisburg
KMND	Midland		
WWTC	Minneapolis		
KOCN	Monterey County		



Hold that line. NAB Chairman Donald Thurston, standing, presided at the joint board's meeting Monday. Immediately at his left are four of the association's other officers (l to r): TV board Chairman Thomas Bolger, President Vincent Wasilewski, radio board Chairman Walter May and radio Vice Chairman Carl Venters.

works are said to come down like this: CBS feels there have been great improvements over last year's bill, while ABC continues to oppose legislation entirely supplanting the Communications Act of 1934. NBC is somewhere in between, probably closer to ABC than CBS.

Tuesday, the day after the board meeting, Congressman Van Deerlin sent a message to the broadcasting establishment. In hearings on the bill, he solicited and received from Henry Geller, head of the National Telecommunications and Information Administration, the opinion that H.R. 3333's common carrier provisions are too important to be lost in a fight over broadcasting. If the broadcasting provisions get in the way of the bill's passage, Mr. Geller said, they should be severed and the bill moved without them.

Mr. Van Deerlin, pleased with the response, said after the hearing that he wants broadcasters to understand that if they don't support the bill, "it may be decades before they get deregulation."

Coming a day after the board meeting, the Van Deerlin comment evoked no response from the NAB board.

NAB staff members, who had earlier expressed ambivalence about the board holding a special meeting, expressed pleasure that no new positions were taken. They say they want to retain as much flexibility as possible to deal with the Communications Subcommittees.

Participants at the Monday meeting also said there was more board discussion than ever about broadcasting's place among future technologies. Specifically, concern was expressed about the telephone company being permitted to get into cable operations, a concern that has reached alarm proportions in the cable industry.

A group of cablecasters headed by Russell Karp of Teleprompter met with members of the NAB executive committee and network representatives three weeks ago, reportedly seeking the broadcast-casters' help in lobbying against the telephone-cable provisions of S. 611 and

H.R. 3333. While they scored a few points with the broadcasters with their argument that competition from AT&T could have disastrous effect on the current television industry structure, the broadcasters said they thought the cablecasters were not sufficiently sensitive in return to some of their concerns—chiefly to fight for the retransmission consent plan that would require cablecasters to obtain clearance from broadcasters or program owners for the programs they retransmit.

Mr. Thurston, who favors a liaison with cable operators to work on issues of common concern, said support of the idea from some broadcasters convinces him some informal group will be formed. But under current attitudes, it isn't likely that it would be directly connected with NAB or the main cable association, the National Cable Television Association, and it would not do any lobbying.

Clarification sought on sale policy

Minority-controlled group headed by Barbara Jordan asks FCC to clear up how distress sale prices should be arrived at

Barbara Jordan, the former Texas congresswoman who left the political arena last year, is now involved in the broadcast business as chairman and chief stockholder of Manchaca Enterprises Inc., a minority-controlled corporation organized to acquire broadcast property.

The group, however, has hit at least one snag, and has filed with the FCC two petitions relating to the commission's distress sale policy.

In the first petition, Manchaca asked the commission to conduct an investigation into the efforts of two Texas broadcasting companies—Grayson Enterprises Inc.

and Texas Key Broadcasting Co.—to assign the licenses of their stations through utilization of the commission's distress sale policy.

In July, 1977, the commission designated for hearing renewal applications of the companies' properties. Texas Key, which owns KTXS-TV Sweetwater, Tex., is a wholly owned subsidiary of Grayson, which owns KLBK-TV Lubbock, KMOM-TV Monahans and KWAB(TV) Big Spring, all Texas.

In September, 1978, Manchaca began discussions with Grayson about a distress sale of its stations, and the following month Grayson notified the commission it had elected to assign its TV licenses to a minority group pursuant to the commission's distress sale policy.

According to Manchaca, at a November meeting, Grayson President Theodore Shanbaum said he could find other minority buyers if Manchaca did not want to pay "his" price—as opposed to a bona fide distress price. After the meeting, letters of intent were negotiated and exchanged, stating that Manchaca would be an acceptable buyer if a price could be agreed upon.

The petition adds that on Feb. 2, Manchaca received an evaluation report estimating that KMOM-TV, KWAB and KTXS-

TV had a fair market value of nearly \$9 million.

An analysis of the report, Manchaca said, disclosed that the appraisal was highly exaggerated, and the net worth was actually \$4 million.

Manchaca subsequently informed Grayson that the \$5,750,000 price mentioned in its draft offer of Feb. 5 was no longer acceptable, and it would instead pay a distress sale price of \$4 million. Mr. Shanbaum, Manchaca said, decided he could get a better price, and discussions between them were terminated.

In its petition, Manchaca claims that Grayson has not only caused the company harm, but has also acted contrary to the public interest. Manchaca has asked the commission to halt the distress sale process before it results in an accepted application, to insure that Manchaca will not be "eternally harmed by not having had an adequate opportunity to acquire the Grayson facilities."

In its second petition, Manchaca asked the commission to provide further clarification of its distress sale policy. The principle problem, Manchaca said, is that the current policy provides "little direction" for selecting a proper purchase price, and specific guidelines should be established on how a distress sale price should

be determined.

"It is now evident that a further clarification of the distress sale policy is urgently needed in order to effectively foster minority ownership and to prevent harm to parties the commission seeks to assist," the petition said.

In a recent order approving a station sale, the commission used fair market value as the benchmark to determine whether a proposed price for a station would qualify as a distress sale price. (BROADCASTING, April 30).

An attorney for Manchaca maintained, however, that fair market value is subject to interpretation. He suggested the FCC develop a formula that parties could use to agree among themselves about an appropriate distress price. This formula could take into account equipment value, market size, station ratings and other pertinent information.

FM assignment in Flint, Mich., goes to black group

FCC approves agreement between competing applicants that gives 92.7 to Flint Metro Mass Media; it also conditionally renews WPXY(FM) and approves sales of KFMR(FM), WAIT(AM) and Kingstip

The FCC has approved the application for what will be not only the first black-owned station in a predominantly black area that is not served by other black-owned media but also one of the still rare stations put on the air by a black group. Generally, minorities who own stations have purchased them.

The application granted was that of Flint Metro Mass Media Inc., which plans to construct and operate a black-oriented FM station on 92.7 mhz (ch. 224) in Flint, Mich.

The way to the grant was cleared when the commission approved an agreement under which a competing applicant, Flint Family Radio Inc., withdrew in return for reimbursement of some of its expenses. Metro will pay \$50,000 of what Family said were expenses totalling \$77,640.

The proposed settlement was reached after the review board affirmed an administrative law judge's opinion recommending a grant of Metro's application, though on different grounds. Rather than basing its decision on programming oriented to blacks, as the ALJ did, the review board cited Metro's black ownership and said Metro's proposed integration of ownership and management was superior to Family's.

The application of a third hopeful, Fuaqua Communications Inc., was dismissed by the review board.

The commission in other actions last week:

■ Renewed the license of WPXY(FM) Rochester, N.Y., but only on the condition

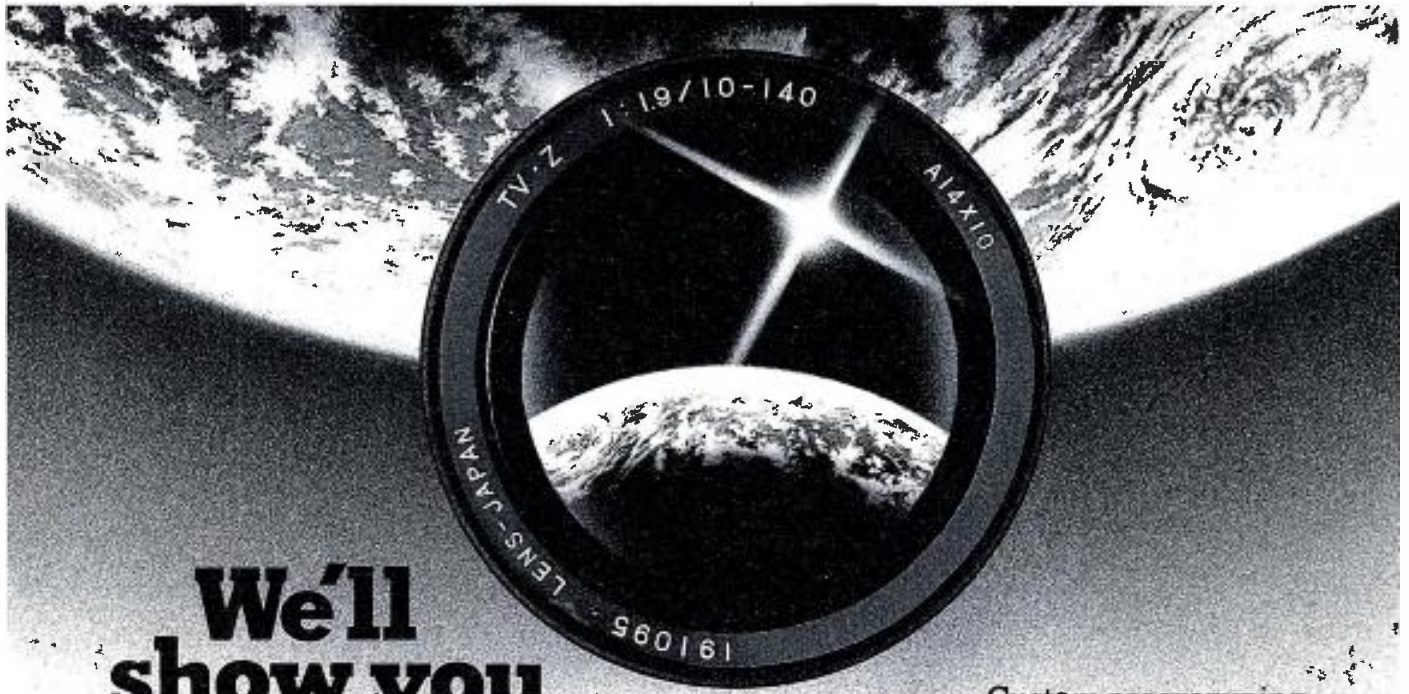


On which network? In what may well be the CBS Inc. chairman's first appearance (aside from perhaps news reports) on a network other than the one he founded, William S. Paley showed up on NBC's *Today* show last Tuesday (May 2) for an interview with host Tom Brokaw.

There with his recently published memoirs, "As It Happened," the founder of CBS also expressed pessimism about possibilities for an hour-long evening network news broadcast. "It would be just marvelous," he said, but "I don't think we could afford it. I'm not sure our stations would give us the time." As for CBS's anchor on the *Evening News*, Mr. Paley said "no decision's been made" about whether Walter Cronkite, 62, will continue on past 65. "That particular question is on the minds of a lot of people," he said, adding "I'm not even sure whether Walter would like to go on beyond the age of 65."

As for a segment in "Powers That Be," a book by David Halberstam (who appeared on *Today* the day before) saying that Mr. Paley told Bill Moyers a minute was worth too much to allow a regular prime-time spot for documentaries, Mr. Paley said he "never told him that."

How would Bill Paley like to be remembered?: "The man who founded CBS and helped it grow to what it is today. And, with great aspiration for the future."



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the station file quarterly reports on its public affairs programing—the first such condition ever imposed by the commission. The station had failed two license periods running to keep its public affairs programing promises. The commission's decision to renew the license conditionally was based in part on an agreement the station had reached with a local citizen group that provides for four hours of public affairs programing weekly by WPXY (far more than it had proposed in the past) and ing. The group, Metro-Act of Rochester, reached the agreement with the station's previous owner, Rust Craft Broadcasting, but the new owner, Associated Communications Corp., has said it will adhere to the terms.

■ Approved the \$500,000 sale of Alameda Broadcasting's KFMR(FM) Fremont, Calif., to Spanish Metro, in what Renewal and Transfer Division chief Richard Shiben called "a very unique First Amendment case." Although only 16% of the population of the community is Spanish-surnamed, the new owner of what is the only station in Fremont proposes no more than a half-hour daily of English language programing—news and public affairs, at 9 p.m. And the half hour was proposed in an amendment to the application. The staff had wondered whether the commission, under the First Amendment, could raise a question as to whether

the community's only station would be serving local needs with virtually all of its programing in Spanish. Eventually, a grant was recommended, and the commissioners approved the sale 7-0, with Commissioner James H. Quello concurring.

■ Approved the assignment of license of WAIT(AM) Chicago, now owned by Maurice Rosenfield and Milton I. Shadur, as co-trustees of three trusts, to a partnership that will be controlled by Century Chicago Broadcasting, licensee of WLOO(FM) Chicago. The commission also rejected a petition to deny the assignment filed by Chicago area residents critical of WLOO's programing. The vote was 6-1, with Commissioner Tyrone Brown dissenting because of the AM-FM crossownership that would result.

■ Conditionally granted the transfer of control (90%) of Kingstip Communications Inc., parent corporation of the licensee of KTVV(TV) and KHFI-FM, both Austin, Tex., from John and E. G. Kingsbery and Henry B. Tippie to LIN Broadcasting Corp. for \$5.6 million. The condition is that LIN divest itself of one of the stations within one year. The commission rejected the petition to deny of a group of minority Kingstip stockholders who had attempted to buy the stations from the majority owners. The commission said the stockholders' complaint was a matter not for the agency but for the courts.

Short wave switch

U.S. listeners report broadcasts of Radio Moscow appearing on frequency formerly used by Radio Havana

Short-wave listeners in the South report picking up new English-language Radio Moscow broadcasts on frequencies previously occupied by Radio Havana.

According to Larry Magne, Philadelphia international broadcasting consultant, the transmissions were first noticed on Sunday, April 22, by short-wave listeners in Florida, Tennessee and Houston on 9600 khz before 8 a.m. NYT and on 11840 khz from 9:30 a.m. to 5 p.m.

"Until the Cuban relay, Radio Moscow was not strong in North America, except at night," Mr. Magne said. He described programs as "news and straightforward propaganda."

Walter Roberts, executive director of the Board for International Broadcasting which operates Radio Free Europe and Radio Liberty, said the board "would never try to interfere with the [Radio Moscow] broadcasts", but added, "We wish the Soviet Union would take the same tolerant view of Radio Liberty broadcasts, which they have been jamming for the last 25 years."

Mr. Magne said with new service, Radio Moscow becomes number-one short-wave broadcaster (in total hours) to North America. He also said there are unconfirmed reports from Great Britain of Cuban broadcasts on Radio Moscow frequencies.

Pacific West settles with Post Office

Pacific West Management Inc., of Los Angeles has signed a consent agreement to settle an administrative complaint postal authorities had filed against it in connection with an alleged scheme to use the mail to obtain money from radio stations "by means of false representations." under the statute involved, the allegation does not imply intent.

The company is said to have written to at least 50 stations, claiming they had violated the Copyright and Communications Acts by playing music without authorization, and requesting payment specified on an accompanying invoice "in order to avoid any further legal action."

In signing the agreement, Willie L. Scott, general manager of Pacific West, consents to end such activities and to remit any funds "hereafter received" as a result of them.

Mr. Scott, in a letter to the FCC, which he had notified of his communications to the stations, said the reaction to his letter was "extremely negative."

The agreement is described in the document as being "for settlement purposes only and does not constitute an admission" of a violation of law.



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Changing Hands

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

Proposed

■ **WMBO(AM)-WRLX(FM)** Auburn, N.Y.: Sold by Auburn Media Inc. to Scott Broadcasting Co. for \$1 million. Seller is owned by Floyd J. Keesee (28%); George R. Iocolano, R. T. Milanette and William A. Rondina (18% each), and David S. Bowen and J. Lester Sawyer (9% each). None has other broadcast interests. Buyer is owned by Herbert Scott, who also owns **WFEC(AM)** Harrisburg, **WKST(AM)** New Castle, **WFEM(FM)** Ellwood City and **WPAZ(AM)** Pottstown, all Pennsylvania; **WTRY(AM)** Troy and **WHSB(FM)** Albany, both New York; **WJWL(AM)-WSEA(FM)** Georgetown, Del., and **WTTM(AM)-WCHR(FM)** Trenton, N.J. **WMBO** is on 1340 khz with 1 kw day and 250 w night. **WRLX** is on 106.9 mhz with 45 kw and antenna 530 feet above average terrain.

■ **WRMF-AM-FM** Titusville, Fla.: Sold by Advance Communications Inc. to Brevard Broadcasting Co. for \$790,000. Seller is owned by Frank P. Nugent, Elmo Franklin, John P. Jenkins and Andrew Rector, who purchased station in 1977 for \$575,000. A waiver of the FCC's rule against the sale of properties held by sellers for less than three years, except in hardship cases, will be sought. Mr. Franklin has minority interest in **WVOY(AM)** Charlevoix, Mich., and Mr. Rector in **WJHN(FM)** Normal, Ill. Buyer is principally owned by Alastair B. Martin who is president of Regional Broadcasters Group, owner of **WGRD-AM-FM** Grand Rapids, **WTRU(AM)** Muskegon and **WTRW(FM)** Whitehall, all Michigan; **WAAL(FM)** Binghamton and **WKNY(AM)** Kingston, both New York, and **WNGW(AM)-WZPR(FM)** Meadville and **WYFM(FM)** Sharon, both Pennsylvania. **WRMF** is on 1060 khz with 10 kw day and 5 kw night. **WRMF-FM** is on 98.3 mhz with 3 kw and antenna 234 feet above average terrain. Richard A. Shaheen aided principals in negotiating deal.

■ **KBUF-AM-FM** Garden City, Kan.: Sold by Midwest Radio Co. to Robert E. Ingstad Broadcast Properties for \$405,000 plus \$45,000 for agreement not to compete. Seller is owned by William VanHorn Smith, Roland Belcher and Dwight E. LeClerc, none of whom has other broadcast interests. Buyer is owned by Robert E. Ingstad who also owns **WTNT(AM)-WLVW(FM)** Tallahassee, Fla. (**BROADCASTING**, Feb. 5); **KGRZ(AM)** Missoula, Mont.; **KKOA(AM)** Minot, N.D., and **KKLS(AM)-KKHJ(FM)** Rapid City and **KGFX(FM)** Pierre, both South Dakota. **KBUF(AM)** is 5 kw daytimer on 1050 khz. **KBUF-FM** is on 97.3 mhz with 11 kw and antenna 230 feet above average terrain. Broker: Blackburn & Co.

■ **KEPT(FM)** Shreveport, La.: Sold by Good Music Inc. to Good News Broadcasting for \$423,000. Seller is owned by Dr. Bendel Johnson, president, and 15 others. They also own **KBCL(AM)** Shreveport. Buyer is owned by W. E. Moore and Gary L. Acker (50% each). Mr. Moore owns radio sales firm in Fort Worth, Tex., and **WTNN(AM)** Millington, Tenn. Mr. Acker owns 100% of **KWAS(AM)** Amarillo and 80% of **KJAK(AM)** Slaton, both Texas, and 25% of **KLET(AM)** Springfield, Mo. **KEPT** is on 96.5 mhz with 100 kw and antenna 250 feet above average terrain.

Approved

■ **WAAM(AM)** Ann Arbor, Mich., and **WIMA-AM-FM** Lima, Ohio: Sold by Lima Broadcasting Corp. and subsidiary to subsidiaries of **WKBN** Broadcasting Corp. for \$3.6 million. Seller is owned by 44 individuals, including Les C. Rau, general manager of **WIMA-AM-FM**, post he will remain after closing. None of other 43 has broadcast interests. Buyer, principally owned by Warren P. Williamson Jr., is

licensee of **WKBN-AM-FM-TV** Youngstown, Ohio. **WAAM** is on 1600 khz with 5 kw. **WIMA** is on 1150 khz with 1 kw and **WIMA-FM** is on 102.1 mhz with 15 kw and antenna 250 feet above average terrain.

■ **KSTT(AM)** Davenport, Iowa, and **wXLP-FM** Moline, Ill.: Sold by Frederick Epstein to Quad Cities Broadcasting Co. for \$1.8 million plus \$500,000 for agreement not to compete. Mr. Epstein has no other broadcast interests. Buyer is subsidiary of Guy Gannett Publishing Co., publisher of four Maine newspapers and owner of **WGAM-AM-FM-TV** Portland, Me.; **WHYN-AM-FM-TV** Springfield, Mass., and **WINZ-AM-FM** Miami Beach, Fla. Jean Hawley is chairman; John R. DiMatteo is president. **KSTT** is on 1170 with 1 kw full time. **WxLP** is on 96.9 mhz with 50 kw and antenna 500 feet above average terrain.

■ **WZMF(FM)** Menomonee Falls, Wis.: Sold by Falls Broadcasting Corp. to Darrel Peters Productions Inc. for \$650,000 plus \$150,000 for agreement not to compete and \$200,000 for consultancy agreement. Seller is owned by R. F. Amann, who has no other broadcast interests. Buyer, owned by Darrel Peters, is syndicated music service. Mr. Peters also is general manager of **WLOO(FM)** Chicago. **WZMF** is on 98.3 mhz with 3 kw and antenna 280 feet above average terrain.

■ **WWIW(AM)** New Orleans, La.: Sold by Sun Broadcasting to Radio Vanderbilt

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Corp. for \$500,000 and \$50,000 five-year consultancy agreement. Seller is principally owned by Lonnie Murray, who is also part owner of WQWD(FM) Tallahassee, Fla. Buyer is owned by Communications Corp. of the South (80%), which recently sold only property (WGNO-TV New Orleans) for \$4 million, and is looking for new broadcast properties. It is owned by Seymour Smith and his family. Mr. Murray will retain interest as 20% owner. Wwtw is on 1450 khz with 1 kw day and 250 w night.

■ Other approved station sales include: WFSH(AM) Valparaiso-Niceville, Fla.; WOGA(AM) Sylvester, Ga.; KPEP(AM) San Angelo, Tex., and WMTD(AM) Hinton, W. Va. (see "For the Record," page 89).

Roadblocks up for Newhouse deal with Times Mirror

St. Louis group and NBMC go to FCC to stop sale of five TV's

The proposed \$82.3-million package sale of five Newhouse Broadcasting Corp. television stations to the Times Mirror Co. has come under attack by two citizen groups, one local and one national. Violations of the FCC's policy of fostering nationwide diversity of ownership of broadcast media are charged in both.

The St. Louis Broadcast Coalition, which is composed of a number of local community organizations and has been feuding with Newhouse's KTVI-TV St. Louis for almost a decade, is the local group. Currently pending before the commission are petitions by the coalition and the Justice Department for reconsideration of the renewal of KTVI-TV's license in 1976. The petitions had been filed in 1976.

The national group is the National Black Media Coalition, which claims members and chapters in a number of the markets that would be affected by the merger. In seeking permission to intervene, NBMC says the precedents that would be established if the sale were approved "would adversely affect all black media consumers."

(The petitions were filed five days before the Times Mirror Co. disclosed the contents of an amendment to the transfer applications that is the outgrowth of discussion with other groups in three of the cities where Newhouse stations are located. The amendment promises a \$1-million program to aid minorities in purchasing stations and for aid to minority education as well as a strengthened EEO program throughout the Times Mirror Co. The economic provisions hinge on consummation of the transfer [see at right].)

The St. Louis coalition continues to maintain the renewal of KTVI-TV should be denied. It says the station's ascertainment

of community needs, programing to meet local needs and fair-employment practices are inadequate. And it says Newhouse's control over local news and advertising in the St. Louis market—besides the television station, Newhouse owns the *St. Louis Globe Democrat*—"is inconsistent with antitrust principles."

But more than that, the local coalition, like NBMC, says the proposed sale of the five Newhouse stations to Times Mirror would violate the FCC's top-50 policy. This limits the number of television stations a licensee can acquire in the top 50 markets to three, no more than two of them VHF, absent a "compelling public interest" showing. And both coalitions contend that such a showing has not been made.

Times Mirror now owns two VHF stations—KDFW-TV Dallas (market 11) and KTBC-TV Austin, Tex. (market 107). With the Newhouse package approved, it would own three other VHF's in the top 50—KTVI-TV (market 12), WSYR-TV Syracuse, N.Y. (market 47), and WAPI-TV Birmingham, Ala. (market 48), as well as two UHF's—WTPA-TV Harrisburg, Pa. (market 54), and WSYE-TV Elmira, N.Y., which operates as a partial satellite of WSYR-TV.

The top-50 policy, in effect since 1965, has yet to serve as a bar to the acquisition of a major-market television station—28 requests for exceptions to the policy have been made and granted.

One of Times Mirror's arguments for approval of the package sale is that the breakup of Newhouse television-newspaper crossownerships in each of the five markets involved would result in the creation of local media ownership diversity.

But both coalitions disagree that this would contribute to a "compelling public interest" showing. The St. Louis coalition said the goal of diversity in the context of the top-50 policy is not limited to ownership diversity within local markets, nor is it aimed only at reducing regional overlap

of media ownership. "Rather," it said, "the top-50 policy addresses the national market of television viewers."

And acquisition of the Newhouse stations would make Times Mirror—already a media conglomerate that owns six newspapers, cable systems in 13 states, and book and magazine publishing companies—a major force in television, the coalition said. The seven stations would have a combined total viewing audience of more than 3.5 million television homes.

NBMC made a similar argument. "In an age of increasingly nationally oriented media," it said, "it is ironic for a company as large and metaphysically distant from all its local markets as Times Mirror to argue that the breakup of the Newhouse crossownerships by substituting Times Mirror as the licensee serves any great public benefit. The original purposes of the crossownership policy were to foster diverse voices, access and local expression."

Both coalitions also said the proposed merger raises questions regarding the Clayton antitrust laws, in that the acquisition, as the St. Louis group said, "will 'substantially lessen competition' and 'tend to create a monopoly.'" And "the public interest standard in the Communications Act," NBMC said, "gives the commission the authority to apply the antitrust laws . . . to transactions such as this one."

NBMC also objected to the proposed transfer on two other grounds—programing and EEO.

It said that although Times Mirror cites the journalistic record of its newspapers as an argument for approving the sale, it said its analysis of Times Mirror's KDFW-TV Dallas shows that among commercial stations reporting 1977 programing to the FCC, it ranked third—out of three—in the percentage of airtime it devotes to local public affairs programing in prime time. And the Newhouse stations involved,

Second front. The Times Mirror Corp., whose effort to acquire Newhouse Broadcasting Corp.'s five television stations is under attack by two citizen groups, has filed proposals with the FCC to head off trouble from three other groups. The proposals, contained in an amendment to the transfer applications, provide for contingent expenditures of \$1 million and a strengthened equal employment opportunity program throughout the Times Mirror company.

The company's announcement said the proposals grew out of discussions with community groups in Birmingham, Ala., and Syracuse, N.Y., aided by the United Church of Christ's Office of Communication and a group in Elmira, N.Y. Times Mirror said the groups are expected to support FCC approval of the applications affecting their respective communities.

The undertakings, as announced by Franklin D. Murphy, chairman and chief executive officer of Times Mirror, include:

■ Creation, on consummation of the transfer, of a \$500,000 fund to be used to leverage minority investment in and ownership of broadcast stations. The fund would be used initially to help groups in Syracuse and Birmingham.

■ Establishment, on consummation, of a \$500,000 fund for assistance to minority education. The money will go to black universities and colleges, to programs that provide assistance to Hispanics and other minorities in their academic work, to the United Negro College Fund, and to nonuniversity-affiliated minority media training and production programs. Included in the fund would be two gifts, each of more than \$100,000, for minority training programs in Syracuse and Birmingham.

The steps to be taken in connection with EEO include recommendations by the board of directors and shareholders to add minority representation on the board, and the appointment of a special committee for EEO matters, including senior officers of Times Mirror with authority to implement companywide EEO policies and procedures.

NBMC added, do not bring a tradition of strong programming to the merger. NBMC said the stations "have generally operated in the cellars of their markets in public affairs programming performance."

As for EEO matters, NBMC said the records of both Times Mirror and Newhouse "are so inadequate" as to require the transfer applications be set for hearing before they can be approved. "Citizens groups in cities where Times Mirror and Newhouse have operated have long recognized these companies as public enemies of affirmative action," the coalition said.

Clipping may go way of hypoing at the FCC

Commission considers marketplace answer to problem; Supreme Court, meanwhile, upholds commission in earlier case in which KORK-TV lost license because of that practice

The FCC decision denying a renewal of license to KORK-TV Las Vegas, owned by the Donrey Media Group, was left undisturbed by the Supreme Court last week, in a decision ironic for its timing. The commission this week is expected to initiate an inquiry into the question of whether it should continue to concern itself with the kind of practice that led to the denial of KORK-TV's license—network clipping.

The commission had concluded that between Oct. 4, 1970, and May 7, 1971, KORK-TV had cut away early from at least 21 commercials fed by its network, NBC, and substituted its own advertising material. Las Vegas Valley Broadcasting Co., an applicant for KORK-TV's channel 3 license, did a study indicating that about 250 commercials were clipped in a 28-week period.

KORK-TV had claimed it only clipped "clutter."

The commission also based its decision on misrepresentations on the part of the licensee; the station had said any deletions of NBC commercials were the result of error, not station policy. And the commission said the sole owner of the station's parent corporation, Donald W. Reynolds Sr., failed to exercise the necessary control, while his son, Donald W. Reynolds Jr., had the responsibility for and knowledge of the station's practice of clipping.

The U.S. Court of Appeals in Washington in October affirmed the commission's decision regarding KORK-TV (BROADCASTING, Oct. 30, 1978). But it sent the case back to the commission for reconsideration of its decision to deny as well as the competing application of Valley. The court questioned the commission's conclusion that Valley was not financially qualified. That decision was also left standing.

The commission's decision in the KORK-

TV case, in July 1976 (BROADCASTING, July 5, 1976) came during the era of then-Chairman Richard E. Wiley's "new ethic," in which the commission was cracking down hard on violations of rules, whether the public was directly affected or not. Clipping and fraudulent billing were among the practices for which stations could, and did, lose licenses. Three weeks ago, the Supreme Court refused to review the commission's denial of renewals of WMOU(AM)-WXLQ(FM) Berlin, N.H. In that case the FCC based its decision on a finding that the stations' owner knew of and participated in fraudulent billing by the stations (BROADCASTING, April 23).

But the new wave of deregulatory feeling sweeping through the commission could clean out rules governing those and other practices that do not directly affect the public. Among the documents the commission will consider at its meeting on radio deregulation this week is a proposed notice of inquiry asking whether such rules and policies—about eight, in all, which are enforced by the Complaints and Compliance Division—should be eliminated. (Although the focus of the meeting will be on radio, some practices involved in the document, like clipping, affect television.)

Those are business practices for which, some staff members argue, the parties involved have other remedies, including court suits. However, one question the commission would have to resolve is whether it can ignore such practices, given the long history of commission and court cases linking consideration of "character" to the public interest determination that must be made. (The appeals court in the KORK-TV case even said the Communications Act requires the commission to consider "character.")

The commission already has given up efforts to police one business practice it once regarded as an inappropriate activity for a broadcast licensee—hypoing. The commission came to regard policing the activity as widely complicated and sensitive, particularly since it involved inquiry into reasons for programming decisions.

CPB shows where the money goes

Annual report details expenditures of over \$115 million; most went directly to the local stations

The latest annual report of the Corporation for Public Broadcasting shows it distributed \$115.8 million in fiscal year 1978.

During 1978, CPB committed \$19.4 million to TV program funding, including more than \$3 million for research, development and piloting of program series. The total for production and distribution of public radio programs topped \$9 million.

According to the report, CPB placed "a high priority" on development of children's programs. In addition, it

awarded 101 women's and minority training grants totaling \$1.3 million to expand the range of opportunities for employees of local public radio and TV stations. To further upgrade the skills of public broadcasting professionals, 114 in-service training grants, totaling \$76,711, were also awarded. And a three-year \$130,000 grant to the Native American Public Broadcasting Consortium was awarded to help make available programs of special interest to Indian audiences.

The report shows that CPB distributed a total \$115,755,806 during the fiscal year ended Sept. 30, 1978. Of this, \$62,281,602 went for direct support to local public television and CPB-qualified radio stations in unrestricted community service grants and coverage expansion grants for new or upgraded public radio stations. Additionally, more than \$12 million went for national distribution of public TV programs, and more than \$6 million was allocated for administrative costs, including staff salaries and building occupancy.

Getting together

As of Jan. 1, Nielsen will use same household and person figures as Arbitron in its calculations to lessen amount of difference between services

A major contributor to discrepancies between Arbitron and Nielsen television ratings should be substantially reduced next season.

The A.C. Nielsen Co. has announced that it will start using both households and persons universe estimates supplied by Market Statistics Inc.—the same company that supplies them for Arbitron Television.

In addition, Nielsen's figures will be as of next Jan. 1, as will Arbitron's. In the past, Nielsen has used MSI household estimates but they have been as of Sept. 1 each year, whereas Arbitron's have been as of the following Jan. 1. In the past, Nielsen has derived its persons universe estimates from the Census Bureau.

Thus for next season the two companies will be using essentially the same figures for the first time, although there will still be some differences in their organization of them. Research authorities say that, as a result, instances of widely varying results between the two services when they're measuring the same thing should be substantially reduced.

Nielsen said that, though its future figures will be estimated for Jan. 1 each year, they will be used from the start of the new network TV season the preceding September. Being prepared for Jan. 1, they'll also be higher than as of Sept. 1.

Walter Windsor, general manager of WFTV(TV) Orlando, Fla., one of the most outspoken critics of discrepancies between Nielsen and Arbitron results, said last week that the use of essentially common universe estimates should materially reduce the differences. "If it doesn't, we'll start yelling again to find out why."

Ferris, Geller face militants' music

At Pocono conference, Bonk and Marshall attack NTIA chief, especially on radio deregulation

FCC Chairman Charles D. Ferris and Henry Geller, who heads the Commerce Department's National Telecommunications and Information Administration, engaged in an "armchair" discussion of communications issues while off in the Pocono mountains of Pennsylvania one day last week, and found they had some differences. And when those differences involved proposed deregulation of radio, they found that members of the audience were almost hostile in their reaction to Mr. Geller's more extreme views.

The conversation was part of the seventh annual Telecommunications Policy Research Conference, which was held at Skytop Lodge. The conference, which brings together government policy makers, in the communications field, is sponsored by the FCC, NTIA, the National Science Foundation, and a number of other foundations.

Essentially, the two officials with leading roles in telecommunications policymaking restated their known positions on deregulation of radio. Mr. Geller favors complete deregulation of radio, even to the elimination of the public trustee concept of regulation, and obtaining revenues through fees to achieve the social goals regulation is intended to secure.

Chairman Ferris, on the other hand, would retain the public trustee concept, though perhaps in an altered form. He said Congress should give the commission the authority it needs to deal with a variety of problems.

Thus, although Mr. Ferris's views on deregulation are more advanced than those of many previous commissioners, it was Mr. Geller who took most of the heat from an audience whose members included a number of citizen group representatives, including Pluria Marshall of the National Black Media Coalition and Kathy Bonk of the National Organization for Women.

However, Mr. Geller held firm to his view that competition would be sufficient to regulate radio broadcasters. And to those in the audience who expressed the view that the commission continue to maintain regulatory control over stations to make sure the public interest is served, Mr. Geller pointed out that the petitions to deny that citizen groups have filed by the hundreds over the years have not accomplished much.

However, both he and Chairman Ferris said the commission could—and should—retain authority over equal employment opportunity matters. Even without a public trustee concept, Mr. Geller said the commission could act through cease and desist orders and heavy fines to enforce EEO rules.

One of NTIA's proposals for opening the door to minority ownership of broadcast stations—to reduce AM channel spacings from 10 khz to 9 khz and thus squeeze hundreds more stations into the AM band—was criticized by Mr. Ferris as one not likely to bear early fruit, if any. He noted that the proposal requires unanimous consent of nations in the western hemisphere and that it probably would not be presented to a conference of those nations until 1981. And obtaining the consent of Canada and Mexico, he said, will not be easy. The idea, he added, "is no quick fix."

To which Mr. Geller responded that another of NTIA's ideas for making more efficient use of the spectrum—one that would create room for additional FM stations (BROADCASTING, April 23)—does not raise international questions. He said that one is up to the commission to move as fast as it can.

ABC, NAB line up opposite ACT on renewal form add

At issue is proposal by syndicator that youth and teen-age ascertainment be part of TV stations' Form 303 filing

The National Association of Broadcasters and ABC have expressed displeasure with a proposal to alter FCC license-renewal applications (Form 303) for commercial TV stations. The change would enlarge the definition of the phrase, "Programs Designed for Children," to include a special category of youth and teen-age programming to cover those over age 12.

The request for a rulemaking came from Altman Productions Inc., the Washington-based producer of the high school quiz program, *It's Academic*, which claimed that its show has suffered because FCC regulations lack specific teen-age programming obligations.

ABC said that if the commission sanctions a programming preference to every group that requests it, it will have to turn its back on the First Amendment and Section 326 of the Communications Act.

In addition, ABC predicted that the proposed requirement would add to stations' reporting burdens, and would significantly add to the material to be regularly reviewed by the commission.

"Much more is necessary to launch a new programming inquiry than Altman's totally unsupported conclusion that 'under the present FCC position, teen-age programs have suffered and are practically nonexistent,'" it concluded.

NAB contended that Altman had failed to provide "even a modicum of proof" that licensees have been derelict in their duty to provide programming that meets the needs of youth and teens. It also raised potential First Amendment problems. "The government is neither legally competent nor socially desirable to take on the role of

the nation's super-programmer," NAB said.

Support for the proposal came from Action for Children's Television, which said that the addition to Form 303 would enable responsible licensees to get credit for airing programming in this area. "To the extent that adolescent programming is neglected because it earns no commission brownie points, the new category would cure the problem," ACT said. "Thus, the action requested in the instant petition would greatly benefit the young adolescent audience, as well as concerned parents and educators, while imposing a minimal burden on licensees."

Superstation stay argued

The National Association of Broadcasters and the National Cable Television Association have filed predictable pleadings in connection with Metromedia Inc.'s petition to the FCC to suspend all satellite authorizations required for superstation activity. The group TV station owner contends that unless the suspension is imposed, the policy options available to the government to deal with superstations will be severely limited (BROADCASTING, March 26).

NAB said that a temporary suspension is warranted in view of pending proceedings dealing with the subject of nationwide distribution of broadcast signals for retransmission by cable television systems. It also said some stations have been "disadvantaged" by satellite distribution of their signals "against their wishes."

NCTA said the petition should be denied because it asks for "a blanket suspension" of authorizations granted on a finding that the public interest would be served. "Granting the petition would be both a denial of due process and contrary to the public interest," NCTA said.

It added that Metromedia has not demonstrated that the relief it seeks is necessary to save stations from irreparable harm.

NRBA wants it all

The National Radio Broadcasters Association has joined the National Association of Broadcasters in urging the FCC to reject its proposed experimental deregulation of radio in favor of immediate and across-the-board deregulation.

The NRBA executive committee released a statement saying the commission should "move boldly and swiftly to deregulate radio to the maximum degree of the FCC's power under existing law." It called experimental deregulation "timid" and said it "will be especially unfair to the hundreds of small market broadcasters who will be asked to wait for years" for their turn. Complete deregulation, the association leaders said, is "the mandate of Congress, the administration and the American people."

Broadcaster kin on Capitol Hill

In the latest Congress are 13 with ownership links either personally or family to radio-TV

Broadcasters looking for sympathetic ears among the members of the 96th Congress might find 26 of them among the 13 senators or representatives who have direct or family interests in radio and television station ownership. But the number is fewer, a BROADCASTING biennial survey shows, than in the last two Congresses. In the 95th, there were 16 with ownership links to the broadcast media; in the 94th, there were 21.

Representative Cecil Heftel (D-Hawaii) currently has the most extensive holdings. In 1977, he was reported to be selling off much of his broadcasting interests which included three FM's, two AM's, one TV station and two television satellites: KEZK(FM) St. Louis, WHYI(FM) Fort Lauderdale, Fla., WKTQ(AM)-WSSH(FM) Pittsburgh, KGMB-AM-TV Honolulu and satellites KGMD-TV Hilo and KGMV-TV Maui, both Hawaii. He sold off all but the two satellites and KGMB(AM), saying that he did not have the time to think about running them after taking office. Since that time, however, Representative Heftel has changed his mind, adding four new FM stations and one AM station to his holdings. Mr. Heftel is no longer the president of Heftel Broadcasting Co. as reported in 1977. Operational responsibility now lies with President B. Thomas Hoyt.

In the Senate, freshman Nancy Landon Kassebaum (R-Kan.) has a major interest in the radio stations owned by her family in Kansas and Colorado, and is vice president of two of the broadcast companies.

FCC ownership records were used in gathering the information on congressional ownership and telephone confirmations were made with congressmen and their staffs. Following is the list for the 96th Congress:

■ Senator William L. Armstrong (R-Colo.) is president and owner of 7,000 common voting shares (40%) of Armstrong Broadcasting Corp., licensee of KOSI(AM) Aurora, Colo. and KOSI-FM Denver. The remaining shares are owned equally by the senator's parents.

■ Representative Thomas L. Ashley (D-Ohio) owns 3,438 common voting shares (out of nearly 11 million outstanding) of Combined Communications Corp., Phoenix. The CCC stations are:

KTAR -AM- TV-
KBBC(FM) Phoenix;
KBTV-TV Denver;
KARK-TV Little
Rock, Ark.; KHS-
AM-FM Los
Angeles; WPTA(TV)
Fort Wayne, Ind.;
KOCO-TV Oklahoma
City; WLKY-TV
Louisville, Ky.;
WXIA-TV Atlanta;
KSDO(AM)- KEZL



Armstrong

(FM) San Diego; WWWE(AM) Cleveland; WWDE(AM)-WCZY(FM) Detroit, and WVON(AM)-WGCI(FM) Chicago.

■ Representative Jack Edwards (R-Ala.) is a nephew of Farley Warner, owner of 100% of the Warner Group, licensee of WFNL(AM) North Augusta, S.C.

■ Representative L. H. Fountain (D-N.C.) is an uncle of L. M. Fountain and V.E. Fountain Jr., who own 40 common voting shares each (300 outstanding) of Coastal Plains Broadcasting Co., licensee of WCPS-AM-FM Tarboro, N.C. His brother, V. E. Fountain Sr., is vice president, secretary and treasurer of the company.

■ Representative Willie G. Hefner (D-N.C.) and his wife, Nancy, own Hefner Radio Inc., licensee of WRKB-AM-FM Kanapolis, N.C.

■ Representative Heftel is owner of Heftel Broadcasting Co. along with members of his immediate family. Heftel Broadcasting Co. is licensee of KGMD-TV Hilo and KGMV-TV Maui, both Hawaii, operated as satellites, and KGMB(AM) Honolulu. On the mainland Heftel has, since January 1978, acquired 100% interest in the following stations: KOZN-FM San Diego; WXKS-AM-FM Medford, Mass. (formerly WWEL-AM-FM); WIKS(FM) Greenfield, Inc. (formerly WSMJ(FM)) and WLUP(FM) Chicago. They have also purchased, subject to FCC approval, WITH-AM-FM Baltimore (BROADCASTING, March 19). Most of the stock of Heftel Broadcasting has been placed in family trusts voted principally by his wife, Joyce, with the exception of KOZN(FM) which is owned 100% by Representative Heftel and KGMV-TV in which he owns 40% of stock and Mrs. Heftel owns 60%.

■ Senator Jesse A. Helms (R-N.C.) owns 10.5 common voting shares (.7%) of Capitol Broadcasting Co., licensee of WRAL-FM-TV Raleigh, N.C. Senator Helms

is also a director and owns 42 common nonvoting shares (200,000 outstanding) and his wife, Dorothy, owns 290 preferred shares (166,010 outstanding). Prior to his election to the Senate in 1972, he was executive vice president, vice chairman, and assistant chief executive of the stations.

■ Representative Kenneth Holland (D-S.C.) is a nephew of Gerard T. Becknell, president, director and half owner of Tri-City Broadcasting Co., licensee of WAGY(AM) Forest City, N.C. Mr. Holland's aunt, Lula S. Lovelace, owns the other half.

■ Senator Walter D. Huddleston (D-Ky.) is one-sixth owner of Lebanon-Springfield Broadcasting Co., licensee of WLBN(AM) Lebanon, Ky. He is a past president of the Kentucky Broadcasters Association. Before his election to the Senate in 1972, Senator Huddleston was also president and general manager of WIEL(AM) Elizabethtown, Ky., although he had no in-



Heftel



Helms



Holland



Huddleston



Ashley



Edwards



Kassebaum



Rahall



Fountain



Hefner



Stevens



Stevenson

Foreign exchange, radio style

Illinois station that has been broadcasting Radio Moscow tapes will soon be sending programs for airing in Soviet Union

After 13 weeks of broadcasting Radio Moscow tapes (BROADCASTING, Dec. 18, 1978, Feb. 12), WSDR(AM) Sterling, Ill. may soon be returning the favor.

Correspondence between the editor-in-chief of Radio Moscow and WSDR management has resulted in a request from the Russians for sample programs. If they like the tapes, they plan to begin using the American programming in their 1980 line-up.

Carey Davis, station manager of WSDR, said the idea for an exchange of tapes came from station listeners. The idea was proposed to the Soviets in February, and a letter received at the station last week, after continuing correspondence, indicated they were in favor of the exchange.

Mr. Davis said his staff will be producing a number of sample programs—in Russian—during the next few months. He said he planned to avoid politics, and instead go with general interest features, such as gasahol, irrigation, women on farms and local holiday celebrations.

The programs will run three and a half minutes and translation will be done by Russian-speaking area residents. Mr. Davis said the response to the Radio Moscow programming has been good, and he hoped the WSDR material would be favorably received.

And while this exchange was being negotiated, Radio Moscow was working out a similar move into Canada. The broadcasts began last weekend over CKO-FM, a seven-station, all news network that will be running the Soviet spots twice each day.

CBS's classes on kids

CBS-TV will hold its second CBS Workshop on Children's Television June 4-7 in New York, with program directors and children's television producers from 22 CBS-TV affiliates participating.

Bob Keeshan and other members of the *Captain Kangaroo* creative team will be hosts, as they were at the first workshop last year. The agenda will include daily seminars on topics such as production, writing, communicating with children, research, news and information programming, talent, budgets and promotion.

Team projects will also be assigned, with participants designing and developing model children programs—assignments that in last year's workshop were said to have led to development of actual program elements and at least one new children's

nancial interest in the station.

■ Senator Kassebaum is vice president-director and owner of 35.9% of The Radio Station KFH Co., licensee of KFH(AM)-KBRA(FM) Wichita, Kan. Her former husband, Philip, owns 64.08% and is president, treasurer and director of the company. Senator Kassebaum also owns 25% of the voting stock of WREN Broadcasting Co., licensee of WREN(AM) Topeka, Kan., and KIIIX(AM)-KTCL(FM) Fort Collins, Colo. Her father, Alf M. Landon, is president and owner of 16 2/3%, her mother, Theo C. Landon, owns 25% of voting stock and her brother, John C. Landon, and sister, Margaret Landon Mills each own 16 2/3%. Senator Kassebaum additionally is vice president and owner of 1% of Seward County Broadcasting Co., licensee of KSCB(AM)-KEZS(FM) Liberal, Kan., and KEDD(AM) Dodge City, Kan. Alf Landon is president and owns 63% of the stock of Seward County Broadcasting.

■ Representative Nick Joe Rahall II (D-W.Va.) is of the Rahall broadcasting family that owned and operated Rahall Communications Corp. before its merger with Gulf United Corp. in 1978. Rahall Communications, now a division of Gulf United, includes WNNR(AM) Beckley, W.Va., WNDE(AM)-WFBQ(FM) Indianapolis,

WTSP-TV Largo, Fla., WKAP(AM) Allentown, Pa. and WVOJ(AM) Jacksonville, Fla. Representative Rahall was an account executive at WNNR prior to his election and remains a director of the station. At the time of the merger he owned 11,072 shares (of 1,263,641 outstanding) of Rahall Broadcasting and another 35,625 in trust. He now owns 0.05% of Gulf United.

■ Senator Ted Stevens (R-Alaska) owns 500 common voting shares (.261%) of Northern Television Inc., licensee of KBYR(AM), KTVA-TV, and KNIK-FM Anchorage, and KFRB(AM)-KTVF-TV Fairbanks, Alaska.

■ Senator Adlai E. Stevenson III (D-Ill.) owns in trust 5.17% of Bloomington Broadcasting Corp., licensee of WJBC(AM)-WBNO(FM) Bloomington, Ill. The senator's brother, Borden, owns 8.33% and brother, John F., owns 7.14% of common voting stock. Bloomington Broadcasting owns 50% of the stock of Metro Radio Co., the licensee of WGBF(AM) Evansville, Ind., and 100% of Radio Chattanooga Inc., the licensee of WGOW(AM)-WSKZ(FM) Chattanooga. Bloomington Broadcasting also owns 100% of stock of WJBC Communication Corp., a telephone answering service and radio communications center in Bloomington.

Media Briefs

Gift for design. Professorship of graphic arts has been established at Cooper Union, New York, by gift of Frank and Ruth Stanton. Dr. Stanton is former president and retired vice chairman of CBS. Gift from him and his wife reportedly amounted to \$500,000. John F. White, Cooper Union president, announced appointment of Rudolph de Harak, internationally known designer, as first Frank Stanton Professor of Graphic Arts. Cooper Union, founded in 1859, is private, tuition-free college for exceptional students in architecture, art and engineering (BROADCASTING, April 30).

Spreading its message. National Radio Broadcasters Association is urging its members to go on offensive against over-regulation by airing editorials to be supplied weekly by NRBA. "Over-regulation is costing you a lot of money," is message of first one that is going out to NRBA members this week. Ultimately, weekly messages will be mailed to all radio broadcasters.

Communications gift. Warner Communications Inc., New York, has contributed \$1 million to New York University toward creation of center for communications studies for university's school of arts. New facility, to be known as Warner Communications Center, will become permanent home for school's Institute of Film and Television. Total cost of project, including acquisition of new equipment, is expected to be \$3.5 million. Facilities will include three television studios;

two shooting studios; two mixing/dubbing/recording studios; acting studio; nine screening rooms; three theaters; sound stage and 40 editing rooms for film and video tape. New center will accommodate about 1,250 students.

Changes. Washington law firm of Miller & Shroeder announced name change to Kenkel & Barnard. It also announced that William S. Aramony will be associated with firm. Offices remain at 1220 19th Street NW, suite 202.

Practical experience. New York State Broadcasters Association has established Nelson A. Rockefeller Minority Training Program under which five college and senior high school students from ethnic minorities will be provided with 11 weeks of training at their local television and radio stations, starting June 18. Students are asked to inquire at their local stations for details on competition. Students will be paid prevailing minimum hourly wage, with NYSBA underwriting one-half of costs to stations. Program is being addressed to blacks, Hispanics, American Indians, Aleuts and Asiatics.

New consultancy. Terracom Broadcast Consultants is new firm, founded by Stephen Cooper and John Hershman, to specialize in operational and financial analysis, manpower scheduling, cost control systems and executive estate planning for broadcast stations and groups. Terracom is at 11800 Sunrise Valley Drive, suite 227, Reston, Va. 22091; (703) 620-3787.

show by participating stations.

Guest instructors will include Dr. Gordon Berry of the UCLA Graduate School of Education; Dr. Roger Fransecky, children's programing consultant to CBS; Joel Heller, executive producer of CBS News's *30 Minutes, In the News* and *Razzmatazz*; Steve Sohmer, CBS Entertainment's vice president for advertising and promotion, and Dr. Joseph Klapper, director of the CBS Office of Social Research.

ACT's annual act

The seventh annual "Achievement in Children's Television Awards" were presented by Action for Children's Television last week in Boston. Broadcasters—seven commercial and three noncommercial stations and two networks—received 14 out of 18 awards. Awards were given to producers of children's programing for "significant contribution towards improving children's television" and "continuing excellence." Three special awards were also presented.

Significant contribution

- CBS News** □ *30 Minutes*.
- KCET-TV** Los Angeles □ *Freestyle*, series of 13 programs.
- KING-TV** Seattle □ *I Like Myself*, series.
- KRON-TV** San Francisco □ *Just Kidding*, series.
- KYW-TV** Philadelphia □ *Expressway*, dally program.
- UA-Columbia Cablevision** □ *Calliope*, series.
- WBNG-TV** Binghamton, N.Y. □ *Action News for Kids*, weekly program.
- WBZ-TV** Boston □ *The City Show*, series of 15 programs.
- WGBH(FM)** Boston □ *The Spider's Web*, dally program.
- WSOC-TV** Charlotte, N.C. □ *Kidsworld*, weekly series.
- Workshop on Children's Awareness** □ *Feeling Free*, series of six programs.

Continuing excellence

- ABC-TV** □ *ABC Afterschool and Weekend Specials*.
- ABC News** □ *Animals Animals Animals*.
- WGBH-TV** Boston □ *Rebop*.
- WQEO-TV** Pittsburgh □ *Once Upon a Classic*.

Special awards

- Children's Television Workshop** □ On tenth anniversary of *Sesame Street*.
- KHJ-TV** Los Angeles □ For station's refusal to advertise highly sugared products during its daily children's series.
- McDonald's Corp.** □ For its support of the PBS series *Once Upon a Classic*.

The TV health class

After doctors and dentists, most Americans get their health information from television.

That was among the findings of a new nationwide study that explored health habits of the American people. It was sponsored by General Mills and conducted by Yankelovich, Skelly & White.

When asked to identify their main sources of health information, 45% of the

sample group answered doctors and dentists. Next on the list was television programs with 31%, followed by news stories on TV and in newspapers with 29%. Further down on the list, on a par with medical books and encyclopedias at 14%, were TV commercials and advertising in newspapers and magazines.

In another question, people were asked their degree of confidence in various sources of information. Television programs on health and medicine did about as well as doctors' columns in newspapers, with 17% expressing "a lot of confidence," 66% expressing "some confidence," and 16% saying they had "no real confidence" at all. Highest on the list were people's own medical doctors, who drew 77% in the first category, 22% in the "some confidence" category, and 1% in the final category. Lowest on the list was television dramas about doctors and hospitals, with 2% showing a lot of confidence, 18% claiming some confidence, and 80% expressing no real confidence. Next to last on this list was health claims for advertised products, with 5%, 42% and 53% for the three categories.

Television was also mentioned as a reason, in the opinion of parents, for the high incidence of teen-age pregnancies. Of those surveyed, 37% attributed the situa-

tion to parents' permissiveness, while 63% attributed it to outside influences, such as peer pressure, television and movies.

Hollywood in Buffalo, N.Y.

Locally produced movie, aired on WIVB-TV, beats prime-time offerings of ABC and NBC

Buffalo, N.Y., may not jump immediately to mind among film-making capitals of the world, but a local producer, the Archdiocese of Buffalo and WIVB-TV got their acts together for a unique event—an evening of locally produced prime-time entertainment programing that, according to a coincidental ratings survey, decked the network competition. It didn't do badly in the advertising department either.

The show, *The Skeleton Key*, a mystery, ran from 8:30 to 11 p.m. (local time) and garnered for WIVB-TV an over-all 19 rating and a 34 share against an 11/20 for the local ABC affiliate and an 11/19 for the NBC outlet. The station sold about \$7,000 worth of local advertising. According to

Continues on page 69.

Breaking in. During its annual conference in Las Vegas (BROADCASTING, March 12), the National Association of Television Program Executives claimed to have 226 distributors showing just about the same number of new programs for a syndicated fall premiere.

Since then, the list of those viable has dropped to 175 titles as collated by NATPE (see below). And with each coming week, the number is sure to continue dwindling. Compared to last year, the number of once-a-week access entries may be down, but not the number of hopefuls across the dayparts. At this point last year, there were 145 titles in the running.

A format breakdown of the 175 titles prepared by NATPE shows music/variety, 37; talk/interview, 16; instructional, 16; documentary, 15; game, 14; children's, 14; comedy, 11; sports, 7; public affairs, 6; drama, 5; docudrama, 3; science fiction, 3; mystery, 2; and adventure, 1. Add to that 26 off-network series that will go into first-run syndication.

Included in the list are those new properties either first introduced at NATPE or since Jan. 1 this year. Most of them were available for sales during the NATPE conference; however, also included are some that may not have been opened there, but were discussed as futures.

New First-Run Product

Title	No. Episodes	Length	Category	Distributor
All Star Secrets	24	½ hours	Game	20th Century-Fox Television
All You Need Is Love**	16	1 hours	Music/Variety	JWT Syndication/Group IV
America Still	52	½ hours	Documentary	Television Syndication Group
American Youth Movements	5	1 hours	Documentary	NTN Entertainment
Amigo and Friends	52	5 minutes	Children's	Group IV Distributors
And Then I Wrote		½ hr. strip	Music/Variety	MPC
Appointment with Joyce Brothers	65	½ hours	Talk/Intrvw	Telepictures Corp.
Archie Campbell Show**	24	½ hours	Music/Variety	Multimedia Program Sales
At Home with Family Circle*		½-hr. strip	Talk/Intrvw	Syndicast
The Baxters	26	½ hours	Public Affairs	T.A.T.
Bedtime Stories		½ hr. strip	Game	Filmways
Big Al's Doggs	26	½ hours	Music/Variety	Jim Owens Productions
Billboard's Disco Party*	3	1 hours	Music/Variety	JWT Syndication
Biography II	26	½ hours	Documentary	Television Representatives
Body Buddies		½ hr strip	Instructional	Rhodes Productions
Camp Wilderness	70	½ hours	Adventure	James Flocker Enterprises/Edward Shaw
Candy Candy	65	½ hours	Children's	Ziv International
Captain Harlock	40	½ hours	Music/Variety	Ziv International
Celebrity Cabaret	26	½ hours	Music/Variety	Allworld Telefilm Sales
Celebrity Charades	45	½ hours	Game	Columbia Pictures Television

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Title	No. Episodes	Length	Category	Distributor
Changing Worlds with Lorne Greene	14	1/2 hours	Public Affairs	Bruce Raymond Co.
Circle of Stars	12	1 hours	Music/Variety	Rhodes Productions
Circle Square	81	1/2 hours	Children's	Bruce Raymond Co.
Circus	24	1/2 hours	Music/Variety	Viacom
Comeback	20	1/2 hours	Documentary	Al-TV
Computer Astrology		strip	Instructional	Vipro
Conquest of Space	26	1/2 hours	Documentary	Edward Shaw Productions
Corner Drugstore	130	90-seconds	Instructional	Alcare Communications
The Country Club	26	1/2 hours	Music/Variety	Baron Enterprises
Country Roads	24	1/2 hours	Music/Variety	Osmond Television Sales
Country Serenade	26	1/2 hours	Music/Variety	Television Synd. Group
Countryside	26	1/2 hours	Talk/Intrvw	Compro
Country Traveler	104	3-minutes	Talk/Intrvw	Compro
Couples	130	1/2 hours	Talk/Intrvw	Rhodes Productions
Danceworld	26	1/2 hours	Music/Variety	Allworth Telefilm Sales
David Letterman Show*	24	90-minutes	Talk/Intrvw	Television Reps Int'l
Daytime Star	12	1 hours	Music/Variety	Al-TV
Dick Francis Thriller	6	1 hours	Drama	Trident Television
Disco Magic	27	1/2 hours	Music/Variety	Alfred Haber
Donahue	52	1/2 hours	Talk/Intrvw	Multimedia Program Sales
Don't Say Yes	65	5-minutes	Instructional	David Blumenthal Assocs.
The Dream Thing	26	1/2 hours	Music/Variety	Burt Rosen Co.
Edward The King	13	1 hours	Drama	ITC
Eyewitness to the Past	39	1/2 hours	Instructional	Int'l Commns Consultants
Five Star Whozit?		1/2-hr strip	Game	Rhodes Productions
For a Better World II*	6	1 hours	Documentary	JWT Syndication
Force Five	130	1/2 hours	Sci-Fi	American Way
Funny Man	26	1/2 hours	Comedy	Television Synd. Group
Giselle	1	2 hours	Music/Variety	Air Time
Godfrey's World	26	1 hours	Talk/Intrvw	Filmways
Good Ideas for Decorating* (Armstrong Cork)	52	5-minutes	Instructional	West Glen Films
The Good Life	100	1/2 hours	Talk/Intrvw	Time-Life Television
A Gorey Halloween	1	1/2 hour	Children's	JWT Syndication
Go Tell It	6	1/2 hours	Public Affairs	Post-Newsweek Programs
Great Adventure	100	1 hours	Documentary	Allworld Telefilm Sales
The Great Ones	26	1/2 hours	Documentary	Televorld
Guinness Games* (GF)	26	1/2 hours	Game	Ogilvy & Mather/20th Century-Fox Television
Hollywood: The Silent Years	13	1 hours	Documentary	D. L. Taffner
A Horseman Riding By	13	1 hours	Drama	Time-Life Television
Hot Pops	26	1/2 hours	Music/Variety	Neilsen-Ferns
Human Experience, The	6	1/2 hours	Documentary	R.C.P. Destination Films
Imagine That	26	1/2 hours	Children's	Television Synd. Group
Instant Interviews		3-min. strip	Talk/Intrvw	Mighty Minute Programs
International Sports Experience*	13	1/2 hours	Sports	Peter Starr Distribution
Invitation to Dance	26	1 hours	Music/Disco	Alcare Communications
It	25	1/2 hours	Comedy	Peanut Butter & Jelly Prods.
It's Your Business	26	1/2 hours	Talk/Intrvw	U.S. Chamber of Commerce
A Joke Is A Joke	24	1/2 hours	Comedy	TVS Television
Joker! Joker!! Joker!!!	52	1/2 hours	Game	Colbert Television
Joyce Davidson Show		1/2-hr strip	Talk/Intrvw	Time-Life Television
Kenneth and Company*		5-min. strip	Instructional	JWT Syndication
Kicks	13	1 hours	Music/Variety	Filmways
The Laff-A-Bits	130	5 minutes	Comedy	Laff-A-Bits Inc.
The Laff Boat	26	1/2 hours	Comedy	Fremantle International
Landmark of Civilization	40	1 1/2 minutes	Public Affairs	David Blumenthal Associates
Let's Dance	24	1/2 hours	Music/Variety	JWT Syndication
Letter for Letter	26	1/2 hours	Game	MPTVT Productions
Little Lulu	26	1/2 hours	Children's	Ziv International
Live SuperSatellite Concert	13	2 hours	Music/Variety	TVS Television Network
Lively Country	52	1/2 hours	Music/Variety	Visual Prods. Dist.
Lively Specials	26	1/2 hours	Music/Variety	Visual Prods. Dist.
Look Here	13	1 hours	Public Affairs	Richard Price TV Assoc.
Maharishi Mahesh Yogi*	108	1 hours	Instructional	Global Television
Make Me Laugh		1-hr strip	Comedy	Paramount Television
Making Ends Meet	156	1 & 1 1/2 mins.	Instructional	Alcare Communications
Marvin Gaye Live	6	1 hours	Music/Variety	Alfred Haber
Melody Ranch	65	1/2 hours	Music/Variety	Golden West/Edward Shaw Prods.
Millions to Inherit	26	1/2 hours	Instructional	Four Star Entertainment
Miss Peach	24	1/2 hours	Comedy	JWT Syndication
Moments in Terror	65	5 minutes	Drama	David Blumenthal Assocs.
Money Talks		1 1/2 min. strip	Instructional	Mighty Minute Programs
Music Country	13	1/2 hours	Music/Variety	Int'l Commns Consultants
Mysteries of the Indigo Depths	110	1/2 hours	Documentary	Telecas Japan
Nashville U.S.A.	52	1/2 hours	Music/Variety	U.S. TV Syndication
New Soupy Sales Show	90	1/2 hours	Comedy	Air Time
Nutz & Boltz Theater	39	1/2 hours	Music/Variety	Int'l Commns Consultants
The Olympiads	17	1 hours	Sports	20th Century-Fox Television
Olympic Champions* (Gen Mills)	60	1 minutes	Sports	DFS Program Exchange
On the Move	65	1 1/2 minutes	Sports	Mighty Minute Programs
\$128,000 Question*	26	1/2 hours	Game	Show Biz
One More Time	26	1/2 hours	Music/Variety	Osmond Television Sales

Continued from page 67.

Title	No. Episodes	Length	Category	Distributor
Open House Theatre	26	½ hours	Children's	Int'l Comms Consultants
Parkinson	52	1 hours	Talk/Intrvw	Productions Associates
Password Plus	26	½ hours	Game	Goodson-Todman Productions
People Watchers		1-hr & 1-hr strip	Music/Variety	Colbert Television Sales
Perfect Health	108	½ hours	Instructional	Global Television
Pet Vet	65	5 minutes	Instructional	Telepictures Co.
Peyton Place 79		½-hour strip	Drama	20th Century-Fox Television
Pinkyn Canandy	26	½ hours	Comedy	Four Star Entertainment
Pitfall	65	½ hours	Game	Catalena Productions
Portraits of Power	26	½ hours	Documentary	TVS Television Network
Race for the White House	10	1 hours	Docudrama	Air Time
The Radio Show	24	½ hours	Music/Variety	TVS Television Network
Remarkable	26	½ hours	Documentary	Television Synd. Group
Road to Moscow	22	1 hours	Sports	MCA TV
Road Dahl's Tales of the Unexpected	24	½ hours	Mystery	Survival Anglia Ltd.
Rock World*	52	1 hours	Music/Variety	NTN Entertainment
Romie-O and Julie-8	1	½ hour	Children's	Viacom
The Sam Diego Show	65	½ hours	Game	Television Synd. Group
Sammy Cahn's Words & Music*	2	1 hours	Music/Variety	JWT Syndication
Shorts	2	1 hours	Children's	Post-Newsweek Programs
Smart Alecks	24	½ hours	Game	20th Century-Fox Television
Sounds Good	52	½ hours	Music/Variety	Visual Prods. Dist.
Special Breed	39	½ hours	Sports	Global Television
Spectrum	63	½ hours	Sci-fi	Telecast International
Spotlight	6	½ hours	Music/Variety	JWT Syndication
Stan Kann Show	26	½ hours	Talk/Intrvw	Vitt Media
Stanley's Smogless Steamer	39	½ hours	Children's	Int'l Comms Consultants
Star Force	52	½ hours	Sci-fi	Claster Television Prods.
Stars on Ice	26	½ hours	Music/Variety	Worldvision Enterprises
Succeeding with Barbara Jordan	26	½ hours	Talk/Intrvw	Fremantle Int'l.
Success	104	½ hours	Talk/Intrvw	Television Synd. Group
Superstar Profile	13	½ hours	Documentary	Jerry Dexter Program Synd.
Tales of the American Troubador	6	1 hours	Documentary	Program Synd. Services
Tales of Magic	65	½ hours	Children's	American Way
Three's a Crowd		½-hr strip	Game	Firestone Program Synd.
Thrillmaker Sports	30	½ hours	Sports	Bandera Enterprises
TM: An Introduction	6	½ hours	Instructional	Global Television
Two Views		2-min. strip	Public Affairs	Gray-Schwartz
The Toymaker	130	½ hours	Children's	Int'l Comms Consultants
Up For Grabs	39	½ hours	Comedy	Television Synd. Group
Vic On Campus*	1	½ hour	Music/Variety	JWT Syndication
Wayne Thomas Comedy Show	26	½ hours	Comedy	Visual Productions
Weigh In America!		½-hr strip	Instructional	Syndicast
What A Year!*	25	½ hours	Music/Variety	Syndicast
What's Cookin'?		90-sec. strip	Instructional	Newsweek Broadcasting
Whitney and the Robot*	26	½ hours	Children's	Syndicast
Who Done It?		½-hr strip	Mystery	T.A.T.
Wild Country	6	½ hours	Documentary	Cori Films
Women of Russia	5	½ hours	Documentary	Program Synd. Services

OFF-NETWORK

Best of Donny and Marie	8	1 hours	Music/Variety	Osmond Television Sales
Best of Gleason	100	½ hours	Comedy	20th Century-Fox Television
Bing Crosby Life & Legend	1	2 hours	Documentary	Alfred Haber
Charlie's Angels	90	1 hours	Drama	Columbia Pictures TV
Family	90	1 hours	Drama	Columbia Pictures TV
Flip Wilson Show	100	½ hours	Comedy	NTA
Good Times	120	½ hours	Comedy	P.I.T.S. Films/T.A.T.
Great Circus Specials	6	1 hours	Music/Variety	Int'l Program Distributors
Holocaust	9	½ hours	Drama	Worldvision Enterprises
How The West Was Won	21	2 hours	Drama	MGM-TV
Laugh-Easy Specials	8	1 hours	Comedy	Int'l Program Distributors
Life and Times of Grizzly Adams	2	90 minutes	Drama	Viacom
Little House on the Prairie	170	1 hours	Adventure	Worldvision Enterprises
Make Room for Daddy	156	½ hours	Comedy	Weiss Global
Maude	141	½ hours	Comedy	P.I.T.S. Films/MIS/T.A.T.
Mitch Miller Show	26	1 hours	Music/Variety	Bob Neece & Co.
Pete and Gladys	72	½ hours	Comedy	Avco Embassy
Prestige I	10	1 hours	Children's	Televorld
Rhoda	109	½ hours	Comedy	Victory Television
Roots: The Next Generation	14	1 hours	Drama	Warner Bros. Television
Rowan & Martin's Laugh-In	140	1 hours + 6 specials	Comedy	Television Reps Int'l
Soap	76	½ hours	Comedy	Columbia Pictures TV
Starky and Hutch	90	1 hours	Drama	Columbia Pictures TV
Three's Company	110	½ hours	Comedy	D. L. Taffner
What's Happening?	80	½ hours	Comedy	Columbia Pictures TV

*Barter
**Barter and cash

WIVB-TV General Manager George Lilly, the station has been averaging about a 27 share airing the regular Friday-night lineup from CBS-TV.

The film was produced for the archdiocese by a local producer, Fred Keller, and featured 125 local actors. It even carried an original music score by Ray Leslee, music director for the University of Buffalo theater. Profits from the advertising went to the archdiocese.

Mr. Lilly said that the station could have picked up \$15,000 in advertising had the local banks not pulled out of the deal when they learned that a minor theme in the show dealt with the practice of red lining—a questionable denial of bank lending in certain neighborhoods. "We lost all the banks," Mr. Lilly said.

About a year and a half ago representatives of the archdiocese approached Mr. Lilly with the idea of running the show, which had no overt religious message. He agreed to do it but reserved the option "to run it at three in the morning" if it was not up to par. But when he saw some of the early rushes, Mr. Lilly recalled, he found it "comparable to a lot of made-for-television stuff out of Hollywood." Mr. Lilly expects to run the show again in the summer.

Would he work out a similar arrangement for some other show in the future? "Absolutely," he said.

OSU hands out honors

The 42d annual Ohio State Awards have been presented by that school's Telecommunications Center at a banquet at the National Press Club in Washington. The awards, given for "meritorious achievement in educational, informational and public affairs broadcasting," were presented by Janet Murrow, board member of National Public Radio and widow of Edward R. Murrow, Senator John Glenn (D-Ohio) and playwright Jerome Lawrence. Keynote speaker at the presentation was Henry Geller, assistant secretary of commerce for communications and information.

The winners were:

Radio

Alberta School Broadcasts, Edmonton □ *Flight Into Other Worlds: Danny, the Champion of the World.*

Canadian Broadcasting Corp., Toronto □ *Ideas: Friedrich Wilhelm Nietzsche 1844-1900, Blind Eye to Murder.*

CBS News □ *CBS Radio at 50—an Autobiography in Sound, The DNA Debate: Science Against Itself.*

Council of Ministers of Education, Canada/CBC, Toronto □ *Harry Somers's History of Music in Canada.*

Gamut Productions, Barrington, Ill. □ *Rozhinkes Mit Mandlin.*

KBPS(AM) Portland, Ore./**Oregon Public Schools** □ *The Last of Mrs. Lincoln.*

KNX(AM) Los Angeles □ *Assault on Rape Campaign.*
KPFA(FM) Berkeley, Calif. □ *The Right to be Wrong: Free Speech for Extremist Groups.*

KSJN(FM) St. Paul/Minnesota Public Radio □ *The Prairie Was Quiet, The Role of the Courts in a Changing Society.*

Latino Institute/American University,

Washington □ *Viva Latino*.
Manitoba Department of Education/CBC, Winnipeg □ *As Dance the Flames*.
Minnesota School of the Air, Minneapolis □ *Speak Easy*.
National Public Radio, Washington □ *Fascinating Rhythm: the Making of "Lady, Be Good."*
NBC Radio □ *The Pro-Israel Lobby*.
Ontario Educational Communications Authority, Toronto □ *Let's Write*.
Progressive Radio Network, Bronx, N.Y. □ *News Blimp*.
WCBS(AM) New York □ *Report on Medicine*.
WGBH(FM) Boston □ *The Massachusetts Poetry Series, The Spiders' Web*.
WHAS(AM) Louisville, Ky. □ *A Kentucky Legend: the Chandler Years*.
WNBC(AM) New York □ *Public Education: Priority One*.
WNYE(FM) New York □ *Private Eye On the Environment: London Killer Smog*.
WOCB(AM), West Yarmouth, Mass. □ *The Last Voyage of the Cap'n Bill*.
WPFW(FM) Washington □ *Children's Radio Theater*.

Television

ABC News □ *Animals, Animals, Animals—the Crane*.
ABC-TV □ *Roll of Thunder, Hear My Cry*.
Access, Alberta, Calgary □ *The Way I See: Reptiles*.
Auburn Television, Auburn, Ala. *Metrication*.
CBS News □ *60 Minutes*.
CBS-TV □ *The Defection of Simas Kudirka*.
Community Television of South Florida, North Miami □ *Eric Hoffer: the Crowded Life*.
Deutsche Welle, West Germany □ *People, Places, Events: Gunter Grass*.
Field Communications, San Francisco □ *Snippets*.
Georgia Educational Television Network, Atlanta □ *Lawmakers: Weekly Review*.
Hawaii Public Broadcasting Authority, Honolulu □ *Damien*.
KCET(TV) Los Angeles □ *Visions*.
KCET(TV) Los Angeles □ *The Age of Uncertainty—A Personal View by John Kenneth Galbraith*.
KLVX(TV) Las Vegas □ *First Grade in the News*.
KNBC(TV) Los Angeles □ *And Baby Makes Two*.
KOMO-TV Seattle □ *King Tutankhamun Documentary Minutes*.
Maryland Center for Public Broadcasting, Owings Mills □ *Of Earth and Man*.
Mississippi Authority for Educational Television, Jackson □ *Just Around the Corner: Prenatal Care and Vaccinations, The Islander, The Measuring Show*.
NBC-TV/Survival Anglia □ *Mysterious Castles of Clay*.
The Network for Continuing Medical Education, New York □ *Osteoporosis: a Disorder of Bone Remodeling*.
Ontario Educational Communications Authority, Toronto □ *Write On*.
Ontario Educational Communications, Toronto □ *Outreach Ontario*.
Penn State University Division of Instructional Services, University Park □ *Waiting For Lefty*.
University of Mid-America, Lincoln, Neb. □ *World Food Problems: Two More Every Second*.
University of Wisconsin, Green Bay/Wisconsin Educational Communication Board □ *The Mystery Ship*.
WCAU-TV Philadelphia □ *The Great Metric Mystery*.
WCVB-TV Boston □ *Catch a Rainbow: the Frogs*.
WGBH(TV) Boston □ *World*.
WJAR-TV Providence, R.I. □ *New England Alcohol Awareness Test*.
WJLA-TV Washington □ *A Race With Death*.
WNBC-TV New York □ *Becoming Jeanne . . . a Search for Sexual Identity*.
WPBT(TV) Miami/Community Television of South Florida □ *Extended TV coverage of Ronny Zamora trial*.
WTTW(TV) Chicago/Chicago Public Television □ *As We See It*.

It's a small world, or, who controls television?

In his book, 'The View From Sunset Boulevard', Ben Stein says the medium shows only a narrow, liberal view—that of the Hollywood writers-producers

Does television present a distorted view of reality—a view that corresponds solely to the liberal social values of the 200 or so Hollywood writers and producers who make almost all of the prime-time series?

It does, according to a new book, "The View from Sunset Boulevard," written by Ben Stein, a novelist, a columnist for the *Los Angeles Herald-Examiner* and occasional writer for Norman Lear's TAT Communications. Mr. Stein has also been a TV columnist for *The Wall Street Journal*, a part-time college instructor, a speech writer for the Nixon administration, and has practiced trade regulation law. His father is the economist, Herbert Stein.

Ben Stein sums up his conclusions in the book: "We do not need to go outside of the small group of Los Angeles writers and producers to find out about the people whose conscious and unconscious attitudes go into our TV shows . . . What we see on prime-time television is nothing less than the apotheosizing of Los Angeles [because] TV writers and producers replicate the world in which they live in their art, and the world they live in is the super-clean, super-bright world of Los Angeles, where even the slums are spotless and have palm trees in front."

Among the ramifications of that "view from Sunset Boulevard" that Mr. Stein says turned up constantly in TV programs he viewed are picture of businessmen as "bad, evil people"; of rich people as "stuffy cunning establishment figures"; of poor people as "saintly . . . honest folk whom anyone would trust"; of bureaucrats as "amiable but bumbling"; of small towns as places "where bad things happen to the city slicker-innocent"; of criminals as misguided victims of "some larger social failure or of the intentions of our particular society," and of the military as having no useful value "beyond its own self-preservation."

The theory that those attitudes essentially reflect the attitudes of TV's creators is based on a series of about 40 interviews with producers and writers, conducted by Mr. Stein or in some cases conducted for him, between the summer of 1976 and May of 1977. The actual quotations included in the books are drawn primarily from 25 of those interviewees who agreed to speak for attribution, Mr. Stein said in an interview. Despite the turnover that has occurred in prime-time programs since the research was completed, the author feels his findings hold up "100%" today.

Mr. Stein said one of the main objec-

tions people have voiced about his book is that the sample was too limited to accurately represent the production community. His response is that, statistically speaking, a sample of 40 can be used to represent a universe of as many as 2,000, although his sample was neither randomly selected nor scientifically weighted. Perhaps the main bone of contention, Mr. Stein has found, is that the book gives no consideration to the influence on programs of other elements of the production process, such as program executives, standards and practices, audience research, economics, advertisers or pressure groups. Mr. Stein believes those elements exercise their influence after the basic "menu" of a show has been determined by its writer and producer. "If you go to a Chinese restaurant," he said, "you can choose many things from the menu, but you can't choose Southern fried chicken or pizza . . . The TV menu is prepared in Hollywood."

Reaction to the book has been mixed. It received positive reviews in the *New York Times*, *Wall Street Journal* and *Washington Post*, for example, but was blasted in two reviews in the *Los Angeles Times*. In the *Post*, Tom Shales wrote that "some of Stein's arguments are a trifle tipsy, some of his own right-of-center bias seeps through . . . and he manages to misspell producer Garry Marshall's name at least a dozen times throughout the book. But [it] still gives a bracing and clarifying new angle on something that continues to amaze many of us—why television programming is so rotten."

Writing in the *Los Angeles Times*, however, author Budd Schulberg charged that "in his zeal to mount what is essentially an attack on Hollywood's liberal and social-minded community, Ben Stein has overlooked some of the prevalent patterns in American culture [which agree with the views held by producers and writers] . . . If the creators Stein interviewed were able to bring to the screen what they truly believed, it would really rock the viewers."

Mr. Stein said that several producers have told him they think the basic point of the book is valid. Perhaps not included in that group is Lee Rich, president of Lorimar Productions, who debated so heatedly with Mr. Stein on a recent NBC-TV *Tomorrow* show that several bits of dialogue were deleted for obscenity. Grant Tinker, president of MTM Productions, expressed a calmer but similarly skeptical view when asked for his opinion. "The broad thesis of the book—that we are a rather small, narrow, isolated group—is probably true," Mr. Tinker said. "Among creative people anywhere there's a leaning to the left, so I didn't find it such a surprising conclusion."

But Mr. Tinker considered many of the specific findings to be unrepresentative and oversimplified, particularly the passing over of network influence. "That wouldn't support his thesis," Mr. Tinker said, because "network executives are not on our little island."

Mr. Stein's book is published by Basic Books, New York, for \$8.95 hardcover and has 156 pages.

NBC profit drop for the year is expected

Silverman the focus at meeting of stockholders; he's given vote of confidence by Griffiths; RCA still looked to for a record

NBC President Fred Silverman was in the limelight and on the hot seat at RCA's annual meeting in New York last Tuesday (May 1) as shareholders heard the disappointing news that RCA expects a substantial dip in NBC earnings in 1979.

Although Mr. Silverman received a strong endorsement from RCA President Edgar H. Griffiths and a number of shareholders, Mr. Silverman was roasted by other stockholders, one of whom felt that Mr. Silverman could be blamed for the static performance of RCA stock. His reasoning was that it's NBC's TV programming fortunes that shape the RCA public image and that the network's lowly ratings have disaffected investor interest.

Mr. Silverman, who was in the audience, and Jane Pfeiffer, NBC chairman and an RCA director, who was on the dais, submitted to questioning by a shareholder who predicted that NBC-TV's ratings would sink even lower in the 1979-80 season and asked Mr. Silverman to justify his 15 program choices during the second season.

Mr. Silverman defended his schedule, saying that of the 15 programs he launched last November, five will be back in the fall.

"I think .333 is a good batting average on new programming," Mr. Silverman contended. "You have to judge a network's position on the whole season and not on



Griffiths (at left), Silverman

specific weeks. On a season to date, NBC is only about a point behind CBS and about 3.5 points behind ABC-TV. (Nielsen figures for the Sept. 18, 1978-April 29 period actually are ABC 20.8, CBS 18.6 and NBC 16.9)

In his speech to the stockholders, Mr. Griffiths said that RCA expected to roll up another record year (1977 and 1978 were peak years) but noted that he could not be sanguine about NBC prospects. "I have to tell you that, due to the very low ratings of the NBC programs over the past month and a half, it has been necessary to lower the profit estimate for NBC for the year, and I can now say that the profit for NBC will be substantially below that of the prior year." (In 1978 NBC's profit level slipped to \$122 million from \$153 million in 1977.)

Mrs. Pfeiffer also came in for criticism from stockholders, and Mr. Griffiths rallied to support her and Mr. Silverman.

"People have written in the press and speculated as to whether I would continue to support Mr. Silverman and Mrs.

Pfeiffer," Mr. Griffiths said. "I cannot speak more clearly than I will speak now and it is to the effect that they have my total and complete support."

A shareholder asked about the status of Johnny Carson, the host of the *Tonight* show, who has asked to be released prior to 1981, when his contract expires. Mr. Griffiths replied that NBC is holding discussions with Mr. Carson and his advisors but said it would not be proper to discuss the matter more fully. (Mr. Carson later said he was staying [see "In Brief"].)

Mr. Carson was nominated by a shareholder to be an outside director of RCA. The proposal was turned down.

Mr. Griffiths fielded a number of other questions, dealing with alleged liberal bias in NBC News programs (he insisted that the news operation is fair and objective) and with the progress involved in the investigation in the unit managers scandal (he said NBC and federal prosecutors are continuing their probe and noted that the money involved amounted to "well under a million dollars").

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

Company	Period / Ended	Revenues	Current and change				Year earlier		
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Adams-Russell.....	6 mo. 3/31	\$13,472,000	+20.5	\$761,000	+23.7	\$.60	\$11,180,000	\$815,000	.50
Blair.....	3 mo. 3/31	4,795,000	+10.6	2,362,000	+23.5	.95	38,646,000	1,912,000	.73
CBS.....	3 mo. 3/31	828,300,000	+11.3	17,800,000	-47.4	.64	744,200,000	33,800,000	1.22
Cohu.....	3 mo. 3/31	5,034,143	+17.1	204,502	+155.9	.12	4,297,847	79,893	.05
Combined Communications.....	3 mo. 3/31	68,407,000	+10.8	5,383,000	+30.9	.51	61,719,000	4,113,000	.41
Cowles.....	3 mo. 3/31	4,078,000	-12.3	1,130,000	+18.8	.28	4,645,000	951,000	.24
Doyle Dane Bernbach.....	Year 12/31/78	88,907,000	+20.9	7,618,000	+20.1	2.87	73,538,000	6,344,000	2.28
Eastman-Kodak.....	12 wks. 3/25	1,643,984	+19.3	197,487	+40.1	1.22	1,377,691	141,011	.87
Fuqua Industries.....	Year 12/31/78	1,643,364,000	+160.1	29,888,000	+81.6	2.25	631,733,000	16,456,000	1.71
Interpublic.....	3 mo. 3/31	72,989,000	+14.2	1,234,000	-48.4	.34	63,917,000	2,392,000	.65
Marvin Josephson.....	9 mo. 3/31	28,745,300	+18.6	4,376,200	+33.8	1.71	24,204,900	3,269,600	1.32
Kansas State Network.....	6 mo. 2/28	9,830,000	+20.3	1,080,000	+26.1	.60	8,171,000	856,000	.50
Knight-Ridder Newspapers.....	3 mo. 3/31	221,662,000	+13.1	16,379,000	17.0	.50	196,058,000	13,994,000	.43
Meredith.....	9 mo. 3/31	83,571,000	+8.4	4,780,000	10.1	1.54	77,030,000	4,342,000	1.41
Rollins.....	9 mo. 3/31	247,247,235	+17.8	18,154,808	+10.3	1.35	209,906,358	16,463,428	1.23
Scripps-Howard.....	3 mo. 3/31	14,640,000	+6.9	2,833,000	+4.6	1.10	13,692,000	2,709,000	1.05
Texscan.....	9 mo. 3/31	7,596,110	+4.9	232,845	+374.8	.27	7,237,855	49,031	.06
Times Mirror.....	12 wks. 3/25	342,560,000	+12.3	28,299,000	+5.1	.83	305,013,000	26,916,000	.77
Transamerica.....	3 mo. 3/31	938,786	+12.9	58,105	+20.1	.88	831,371	48,379	.73
20th Century-Fox.....	3 mo. 3/31	159,546,000	+0.3	19,090,000	+9.2	2.33	158,933,000	17,486,000	2.21
Valtec Corp.....	3 mo. 3/31	13,772,000	+59.9	570,000	+41.1	.14	8,610,000	404,000	.11
Washington Post.....	13 wks. 4/1	130,317,000	+15.5	8,636,000	+22.3	.54	112,806,000	7,063,000	.43

Storer blue chips. Cable television, buoyed by gains on the deregulatory front in the past 10 days, got a dollar-and-cents endorsement from Storer Broadcasting Co. at its stockholders meeting in Miami Beach, April 25. Storer last spring committed itself to a \$100-million development and acquisition program in CATV (BROADCASTING, May 8, 1978), an undertaking that has gone so well that the pioneer broadcast-cable organization has now enlarged its plans to a four-to-five-year expansion project and raised the ante to \$250 million. Storer Chairman Bill Michaels said that high on the list is a new system for a large part of Houston, on which construction is to start soon. He also cited first-quarter 1979 activity under Executive Vice President Terry Lee and Cable Division Vice President Arno Mueller. This included the major acquisition of General Television Inc., with systems in Minnesota, Maryland and Delaware (BROADCASTING, Feb. 19) and an agreement in principle to buy a major system in Connecticut. Amplifying on the expansion program through 1982-83, Mr. Michael said: "Some \$120 million in financing is being arranged in equal parts through a long-term loan of \$60 million and a revolving credit agreement of \$60 million, both of which have been informally assured. The radio stations being sold will gross nearly \$42 million and the company is producing \$40 million in annual cash flow before depreciation." □ □

□ **The widening worlds of ABC.** ABC is paying approximately \$42.6 million (\$86 per share) for 83.5% of the outstanding stock of Chilton Co., Radnor, Pa., magazine and book publisher. The acquisition is via a tender offer that expired April 25 and by earlier agreements with Glenmede Trust Co., Philadelphia, to buy Chilton-held shares. ABC intends to buy the 16.5% balance of stock. □ □ □

□ **Stylish move.** Multimedia Inc., Greenville, S.C. has reached an agreement in principle with California Fashion Publications Inc., Los Angeles, to acquire all outstanding common stock of the latter for approximately \$12 million. CFP publishes the nationally distributed *California Apparel News*, a 35-year-old tabloid of women's apparel industry, and *Men's Apparel News*. Earlier (April 19), Multimedia announced an agreement in principle to buy the *West Orange Shopper* of Winter Garden, Fla., for an undisclosed price from owner Ailine Arney. □ □

□ **Georgia off his mind.** Gerald Rafshoon, White House media adviser, has sold his Rafshoon Advertising Inc., Atlanta, for an undisclosed price to Howard Rothchild, current president of the agency, and a second investor, whose identity is being withheld. Mr. Rothchild will become chairman of the board for the 16-year-old agency that bills about \$7 million annually, with approximately 40% of that in broadcast. Among principal accounts: state of Georgia (tourism and industrial), Sears (regional) and Barwick (floor coverings). Mr. Rafshoon retains his Washington-based public relations firm, Rafshoon Communications, through a trustee. □ □ □

□ **Expansion funding.** Viacom International, the diversified communications company that is seeking to acquire Sonderling Broadcasting Corp., has arranged for additional financial help. It has established an unsecured, \$17-million, three-year revolving credit at the prime lending rate, which may be converted into a four-year term loan at 103% of the prime rate for the first two years and 105% for the remainder of the term. The lenders are Morgan Guaranty Trust Co., Chemical Bank and First National Bank of Chicago. □ □ □

□ **Good, but with a stutter.** First quarter revenues of the New York Times Co.'s broadcasting group rose 9.7% above year-ago levels, reaching \$2,569,000, "but, operating profit was slightly lower as a result of special one-time expenses at the company's Memphis television station [WREG-TV], "the Times company reported. Over-all revenues reached \$145,108,000, up 4.9%, while net income totaled \$7,641,000, up 7.6% □ □ □

□ **Blair's betterment.** Broadcasting accounted for \$36,843,000 (22%) of the revenues and \$9,285,000 (42%) of the operating profit of John Blair & Co. in 1978, according to the annual report. Virtually all of the rest came from graphics operations. Broadcasting included station-rep operations and WHDH(AM)-WCOZ(FM) Boston, to which are being added KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, and, subject to FCC approval, KOKH-TV Oklahoma City. The company reported 1978 net income of \$10,852,000, up 18% from 1977, on revenues of \$170,597,000, up 19.7%. □ □ □

□ **Cable outlook for D.C. area.** Cable firms looking to bring a system to Fairfax county, suburb of Washington, D.C., were warned last week that the investment may not be an attractive one—at least not right off. A study by Malarkey, Taylor and Associates, Washington-based consultants, said that cable investors in Fairfax county would have to be able to endure losses for about 10 years before hoping to make a profit. Because of county requirements for underground cable construction, as well as the large number of TV stations that can be received in the area off air, the county is not the best location for cable, the report said. But poor risk or not, one member of the consulting firm said last week, there are cable firms interested in the area. He attributed this to the prestige location and the county's long range prospects for high profits.

O'Brien reports stir debate about ethics

Reston and Burger criticize them as ABC's Watson defends decision to go public with Supreme Court decisions before official release; network may have another leak in the works

ABC's ability to break the security of the Supreme Court—and its readiness to report its findings (BROADCASTING, April 23)—are continuing to figure in the news. ABC's Washington bureau chief, George Watson, has crossed swords with the *New York Times's* James Reston on the issue. And Chief Justice Warren E. Burger has put himself on the record on the issue—and on television.

Mr. Reston, in a column devoted to growing tension between the press and the court—and to what he said was the need for "more understanding" between judges and editors—was sharply critical of ABC News's performance:

"The broadcasting by ABC of the Supreme Court's decisions in this latest case—before the court made it public—obviously serves no public purpose and is a drop of poison in the whole democratic process."

That kind of action, Mr. Reston added, "which has infuriated members of the court more than they dare admit ... is



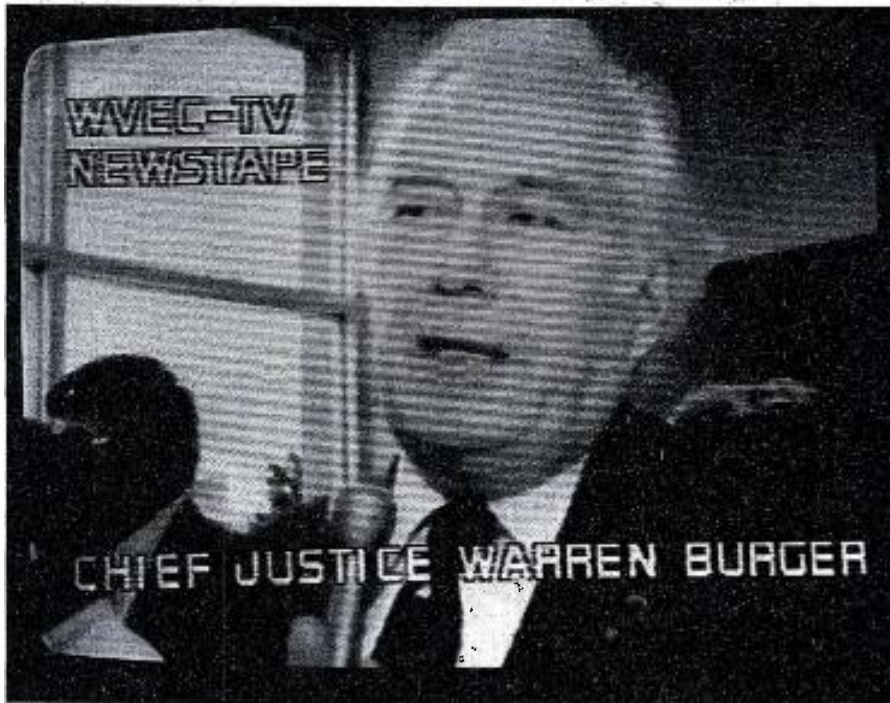
Watson



Reston

tending to place the press and the courts in contention and dividing them in their natural pursuit of justice."

Mr. Watson, in a response printed by the *Times*, asked if Mr. Reston really wants to set down "a public interest test for reporting." If so, he said, "by what criteria will decisions be made on what news to report and what to withhold? I hope that publishers and broadcasters alike regard their basic responsibility to be reporting the news, not gauging the public interest." He also said he was "uncomfortable with the notion that the press and the courts should work together in common pursuit." (Mr. Reston is not the only journalist going public with criticism of ABC for in effect scooping the court on its decisions. NBC's Supreme Court correspondent, Carl Stern, in a letter in "Open



Mike," calls ABC's actions "unprincipled" [see page 17].)

Chief Justice Burger's public entry into the dispute was surprising, not for what he said but for the medium he used.

He has never been comfortable in front of cameras and microphones, and in recent months he has seemed positively hostile to broadcast journalists' efforts to cover him.

But on April 28, after delivering a speech at William & Mary College in Williamsburg, Va. (which local television had recorded), he neither flinched nor appeared disturbed when he encountered David Browde, of WVEC-TV Norfolk, at a reception.

"I waited until he was free, I identified myself, and asked if I could ask some questions," Mr. Browde said last week. "He said as long as they didn't involve points of law." And that was all there was to it.

Mr. Browde asked about the leaks out of the court, and the chief justice expressed the court's concern over the possible repercussions of a security break in a case involving economic issues.

Breaking security in unimportant cases, lays "the foundation for breaking security—the integrity of the court's processes—in important cases," he said. "That is something no court can tolerate."

WVEC-TV, an ABC affiliate, sent the piece to the network for its Sunday evening news show, but it was never used. The piece did show up on another network on Sunday, however. CBS asked for it, obtained it, and ran it on the network's late night news show with Ed Bradley.

One of Mr. O'Brien's beats was confirmed when the court three weeks ago issued its opinion in the *Herbert vs. CBS* case—holding that public figures who are plaintiffs in libel suits may probe the thought processes of the journalists they are suing (BROADCASTING, April 23). The

court has not yet released the opinion in the second case on which Mr. O'Brien claims to have obtained advance information—one involving the rights of state prison inmates.

The investigation the chief justice was reported to have ordered in an effort to discover and plug the leak, led two weeks ago to reassignment of a government printing office employe working in the court's print shop (BROADCASTING, April 30).

However, Mr. O'Brien indicated last week the court has the wrong man. "Succeeding weeks will tell" if the court has plugged the leak, he said. He said he is working on another Supreme Court story, which he indicated the network would break, "when we get all the facts."

Crystal reports China moving out of its dark ages of television

The People's Republic of China is making "a major effort to modernize" its television service after years of doing little or nothing about it, Lester M. Crystal, president of NBC News, said in reporting on his recent visit there.

Accepting an honorary doctor of laws degree from the University of Tampa, Fla., on April 28, Mr. Crystal said that Chinese TV "facilities are simple—almost primitive in some cities"—because "during the era when TV exploded here, it appears to have been paralyzed there. That is changing now," he said. "TV sets are on sale in the Friendship stores in the large cities, though they are costly—more than three months of a worker's salary. There is an emphasis on educational TV. There is an eagerness for programing from and about other countries. There are entertainment and cultural programs—and in one

city they are even experimenting with commercials.

"But I am sure the leadership there will always rely on TV as an important tool to get its message and only its message to society."

Mr. Crystal said he looked forward to the time when U.S. networks are allowed to have permanent bureaus in China—a prospect that he explored on his visit and that is also taking CBS and ABC executives to China this month for similar explorations ("Closed Circuit," April 30).

"I feel it will be a measure of the leadership's stability and security when they decide to let us in," he said. "The decision-making process will never be as open as it is here, but I do believe we will be able to see enough and learn enough so our reporting will be substantive, and we will be able to record the transformation taking place in China."

Carter wows White House reporters

President's punch lines and praise for a free press are winning combination at annual dinner affair; Pierpoint of CBS to handle next year's

President Carter showed up at the annual White House correspondents dinner at the Washington Hilton hotel last week revealing his new hairdo and, what was more winning, an ability to capture an audience with a string of one-liners that had the press, and himself, as the butts. What's more, he finished off with a sentiment or two that won nods of agreement.

The White House transcript of the remarks indicates (laughter) or (laughter, applause) 49 times—possibly a record for remarks covering only a little more than four pages. What the transcript could not indicate was the expert timing with which the punch lines were delivered.

Probably the biggest laugh was drawn by a reference to the Democrat regarded as certain to try to take the party's nomination away from President Carter—Governor Jerry Brown of California. The Brown candidacy, Mr. Carter said, "is California's way of celebrating the Year of the Child."

A few paragraphs later, he had representatives of the broadcasting industry exchanging appreciative glances as he made a mock threat against the media: "Your understanding and our closeness is the reason that I am becoming increasingly interested, personally, in our nation's news media—the television, the radio, newspapers." ("See," one member of the audience said, nudging another, "he mentioned television and radio ahead of newspapers.") "As a matter of fact," the President continued, measuring his pauses with care, "to illustrate my own interest, I have recently asked [inflation fighter] Fred

Kahn to take a look at your advertising rates and at your first quarter's profits. And I can assure you that you will be hearing from us very shortly."

Then there was the passage in which, in recalling the Supreme Court's decision in the *Herbert vs. CBS* case, he managed a deft chop at the press. "You are certainly not the only one in trouble with the law," he said. "They are looking into my peanut business, just like they are looking into editors' minds. But you and I know [pause] we have nothing to fear. [pause] We both know they won't find anything."

But it was toward the end of the remarks that the President offered the clue he really was on the press's side. "Sometimes," he said, "we do engage in what Washington semanticists call an adversary relationship. But this nation of ours would be unimaginable without a free and vigorous press. That is why, when the founders wrote the Bill of Rights, they made the First Amendment the lead."

White House aides were not much help when asked who drafted the President's speech. They said contributions were offered by a number of White House staffers as well as "friends" on the outside, which recalled the line of an earlier President. "Victory," said President Kennedy in the wake of the Bay of Pigs disaster, "has a hundred fathers and defeat is an orphan."

■ Next year, the broadcasting industry will for the first time have a member of its own fraternity presiding over the dinner, as president of the White House Correspondents Association. CBS's Bob Pierpoint, now vice president, will ride the escalator to the top spot.

But in the meantime, the new president, Ralph Harris of Reuters, a British subject, set a high standard for graciousness. His election, he said, "is a marvelous tribute to the openness of the American press when the press is so under attack in the rest of the world."

Outwitting a twister

Rented generator and backup power supply that's part of emergency government plan keep two Texas radio stations on air following tornado

Some quick thinking and ingenuity allowed two radio stations to return to the air at reduced power after the recent tornado in Wichita Falls, Tex., knocked out electricity there (BROADCASTING, April 16).

KLUR(FM) saw the twister pass within four blocks of its studio, destroying power lines in the area. The station was broadcasting four hours after the tornado hit, however, by wiring into a generator near its transmitter.

KBID(FM) president Vernon Beck got his station on the air by actually going out and bringing a power supply back with him.

Mr. Beck drove to the Texas Electric Service Co. and got its last emergency gener-



ator audiences would be willing to pay directly for TV through license fees, thereby supplying news without advertising, and whether it is at all feasible for journalists to own their own news organizations and run them communally or with some other form of delivery systems: an Endowment for News, similar to the federal agencies that now endow the arts and humanities. He acknowledges that federal funding for the news media may create some dangers, as it would put an end to the long-standing formal separation of press and state, but he believes there are some "viable reasons" that justify it as well.

ator, which was driven to the station on a special trailer. It took approximately two hours to wire in the generator, and the station was broadcasting six hours after the twister left town, providing service to listeners some 20 miles away. KLUR(FM), which ordinarily has a 100-mile service area, could be heard 40 miles away.

Sam Beard, KLUR(FM) general manager, said he was now planning to install generating equipment to guard against the loss of public power. Only one Wichita Falls station, KTRN(AM), stayed on the air for the entire period following the twister's touchdown, and this was aided by an emergency generator provided under the Broadcast Station Protection Program.

The program, paid for by the Defense Civil Preparedness Agency and administered by the FCC, currently has nearly 600 stations participating. But if DCPA has its way, 2,000 additional stations will be eventually added to the list.

The problem, however, is money. According to Bill Beatty of the DCPA, the budget for this year is \$240,000, next year's budget is \$265,000, and no new station expansion is planned until the budget is increased substantially. The budget for the next two years will be used instead to upgrade equipment.

Mr. Beatty said that a proposal pending presentation to Congress for expansion of the program asks for \$4.6 million in fiscal 1981, with requested amounts escalating to \$47 million in 1986. The average cost to outfit a station with the necessary equipment, he said, is \$52,000. To add the additional 2,000 stations would therefore require more than \$100 million.

Mr. Beatty said it has become increasingly easier to get stations interested in the program. Although it is a civil

Investigating the reporting. Herbert J. Gans, professor of sociology at Columbia University, spent months in the newsrooms of CBS, NBC, *Newsweek* and *Time* in the late 1960's and went back for another look in 1975. What he came away with is "Deciding What's News"—an in-depth look at how America's reported in the national news media, and why it is so reported. Among his conclusions were that the electronic and print media's news presentations are produced by journalists who look at America in much the same way. This conclusion was reached after studying how the journalists selected the news and what they left out; how they reported the stories they selected; why they chose what they did; and what kinds of people they were.

Mr. Gans makes his way through such topics as values in the news, sources, story suitability, objectivity and censorship before arriving at some conclusions and recommendations that have caused a stir in some circles. Some questions he raises, for example, are whether American

defense program intended for use during a nuclear incident, stations are permitted—and encouraged—to use the facilities during other types of emergencies, such as power outages. Situations such as the recent one in Wichita Falls, he said, illustrate the value of the program to stations. CBS, he added, has been advising affiliates to get on the BSPP waiting list.

Another program that has interested broadcasters lately is the Emergency Broadcast System. Although EBS is a national warning system, there are statewide and local plans as well that can be activated by a governor, the civil defense or the National Weather Service.

According to Raymond Seddon, chief of the FCC's Emergency Communications Division, a number of areas have put comprehensive plans into effect, while other regions have resisted implementation of local plans.

Ban on editorials by public stations is taken to court

Waxman, Pacifica, Women Voters argue that the law violates First and Fifth Amendments

Representative Henry Waxman (D-Calif.), the Pacifica Foundation and the League of Women Voters of California have joined forces in challenging the constitutionality of the statute prohibiting noncommercial stations from editorializing. The plaintiffs, in a suit filed in federal district court in Los Angeles, contend the statute violates the First and Fifth

Amendments.

Congress enacted the statute as part of the Public Broadcasting Act of 1967, in the belief that stations receiving some of their support from federal and state governments might become "a giant, government-controlled propaganda machine."

The statute prohibits noncommercial stations from editorializing on any subject; expressing support of or opposition to political candidates also is barred. As the suit notes, the statute applies to all noncommercial stations, regardless of whether and to what extent they receive federal support, and whether they are owned by government entities.

The plaintiffs contend that, as a flat prohibition of speech, the law violates the First Amendment—that, at a minimum, it is overbroad in applying to all noncommercial stations, regardless of whether they receive money from Washington. They also say that the law violates noncommercial broadcasters' Fifth Amendment right to equal protection of the laws, since it applies only to them, not to commercial broadcasters.

The suit was filed in behalf of the three plaintiffs by the Center for Law in the Public Interest, a public interest law firm in Los Angeles, which has long been concerned about the editorializing restriction. Pacifica, a nonprofit educational corporation, operates noncommercial FM stations in five markets, including KPFK Los Angeles.

Representative Waxman, a former member of the House Communications Subcommittee, attempted in the previous Congress to weaken the ban on editorializing. He sponsored an amendment to the public broadcasting financing and reform bill that would have permitted noncommercial stations to editorialize, though it would retain the ban on supporting or opposing political candidates. The amendment was passed by the House, but was dropped from the Senate-House conference report on the bill at the insistence of the Senate.

Scripps determined on UPI

Edward W. Estlow, president of E.W. Scripps Co., told a meeting of UPI subscribers that UPI has not been a "a profit center for some time" but that a study is under way looking to strengthen it and "to further its perpetuity."

Mr. Estlow said that UPI's operations are subsidized by the Scripps company, which owns 95% of the news service. The remaining 5% is held by the Hearst Corp.

Both UPI management, headed by President Roderick W. Beaton, and the UPI Newspaper Advisory Board, led by Richard Capen of Copley Newspapers, are participating in the planning to strengthen UPI. Mr. Capen said the advisory board has urged the introduction of technological improvements and believes that distribution by communications satellite "will provide a key hedge against accelerating costs."

Broadcast Technology

Look at more than 9 khz, ABC urges

In comments, network tells commission it should study all the various proposals for adding more radio service, not just NTIA's, and set up industry-government committee

The National Telecommunications and Information Administration petition to the FCC for a reduction in AM channel spacing has generated another call for a wide-ranging inquiry to examine all of the many proposals offered to increase the number of radio assignments. This time, the proposal came from ABC.

In comments filed with the commission last week, ABC said "the desirability and feasibility of reduced channel spacings" cannot be adequately addressed "in isolation from other ongoing radio deliberations which individually and cumulatively can radically alter the shape and structure of radio services."

NTIA's proposal, which ultimately would require acceptance by all of the nations of the western hemisphere, would reduce channel spacings from 10 khz to 9 khz, and would make room for an estimated 2,300 new full-time stations.

But, as ABC noted, there are also pending proposals for expanding the AM band and breaking down the clear channels.

All told, ABC said, the proposals could permit the authorization of "as many as 5,000 to 8,000 or more new full-time AM stations," depending on power, class and contour protection.

An inquiry into the relationship of the various proposals and their possible impact on service to the public was recommended by the Association for Broadcast Engineering Standards Inc. two months ago (BROADCASTING, March 12). And the National Association of Broadcasters has recommended that a government-industry committee be established to study the feasibility of the various means of permitting daytime-only stations to operate at night.

ABC, in its comment, also urged the creation of a government-industry committee that would examine the engineering issues inherent in the deliberations and to study the feasibility of developing a computer program to aid in establishing a channelization and assignment plan for the AM service.

The issues ABC suggests be examined in an inquiry include the extent of unmet radio service, the regulatory goals to be served by any changes in existing policies, the feasibility and relative advantages or disadvantages of the various AM allocations options being considered, the feasibility of establishing a new AM table of assignments and/or comprehensive assignment principles, and the extent to which the radio marketplace can support

additional new radio stations without adversely affecting existing services.

ABC would not limit the proposed task force's concern to AM radio. The comment said the task force could serve as a forum for cooperative industry-government analyses of NTIA's proposal for an expanded FM radio service (BROADCASTING, April 23).

"Consequently," ABC said, "the 9 khz AM spacing proposal could be considered as part of a comprehensive overview of issues which will shape the future for the nation's radio service."

NAB and CBS upset over CB interference

The National Association of Broadcasters and CBS have complained to the FCC about interference to TV sets caused by citizen band transmission, but the two groups recommended different remedies.

CBS said that its stations have received complaints from viewers regarding interference from CB's, and the commission should consider establishing a radio frequency interference advisory committee to address the problem. This committee, CBS said, would be composed of members representing the government, broadcasters, manufacturers, CBers and other interested groups to consider and propose solutions to the problem.

NAB's comments, which came in response to a commission inquiry looking into ways of reducing interference, were considerably more direct. "The dramatic increase in interference to television and radio reception, especially due to the growth of legal and illegal citizens band transmitting equipment, cannot be overstated," it argued.

NAB said that a number of radio and TV stations have been injured by the loss of effective coverage due to frequency interference, and that broadcasters find themselves unable to resolve most consumer interference complaints.

As for a remedy, NAB suggested that as long as alternative remedies to the problem appear feasible, it didn't think additional regulations on the consumer electronics industry were necessary. But NAB said that unless there is a "renewed and expanded commitment" from that industry to solve the problem, government involvement may in fact be required.

"Although it would be preferred that the industries involved improve their products 'voluntarily,' it may be that the only effective method is through federal regulation," NAB concluded.

Technical Briefs

Liar satellites. Senate Communications Subcommittee member Larry Pressler (R-S.D.) has asked President Carter for action to guard against use of satellites by "enemy forces" to reach American homes. Senator said when satellite-to-

home broadcasts become reality, central control over information will be reduced in this country. Foreign satellites could broadcast false information "which would threaten our national security under certain conditions," he said.

On the frontier. FCC Broadcast Bureau is seeking comments on its proposal to assign VHF channel 10 to Dillingham, Alaska, fishing, trading and administrative center of 914 people 310 miles southwest of Anchorage. Dillingham Village Council, which requested allocation, said it was prepared to spend \$30,204 grant from Bureau of Indian Affairs to build station. Comments are due June 1, replies June 21.

Wants in. Robert Wold Co. has filed to intervene in case brought before U.S. Court of Appeals in Washington by ABC, CBS and NBC seeking partial reversal of FCC rulings involving rates AT&T can charge conventional and occasional networks. Wold firm is involved in ad hoc networking and would benefit from commission rulings that Bell should be charging each kind of network on direct-cost basis.

\$5-million deal. RCA color television studio equipment valued at more than \$5 million is being installed at Radio-Television Belgrade (RTB) in Yugoslavia. It includes 22 studio, field and portable production cameras, as well as film-originating systems and video tape recorders.

Gear for Egypt. Harris Corp. has been awarded \$5.2-million contract to build and install 80 transmitters for radio network in Egypt. AM transmitters will be at 20 locations to rebroadcast programs originated in Cairo. Harris will also supply high-frequency radio links to some sites.

NAB trying to block any home-computer waiver

The National Association of Broadcasters, concerned about possible television interference from home computers, has asked the FCC to deny a Texas Instruments request to waive certain rules that would allow TI to begin sale of a new home computer system.

TI's request for waiver followed its petition for rulemaking last February to amend the same rules for the technical standards and certification of class II TV devices. A rule waiver or change would clear the way for the sale of its Model TI-900 modulator with an associated home computer.

NAB said that many home computers and similar devices are "capable of emitting radio frequency energy that could cause intolerable interference to television reception." It said the fact that the FCC's Office of the Chief Engineer is now investigating possible television interference from video devices, should "raise a flag of caution."

NAB also said TI's request is an effort

to circumvent the rulemaking process, but that rules designed to protect the viewing audience should not be "conveniently" waived.

In response to TI's claim that other manufacturers are already marketing video devices that do not comply with FCC rules, NAB urged the FCC to bring those

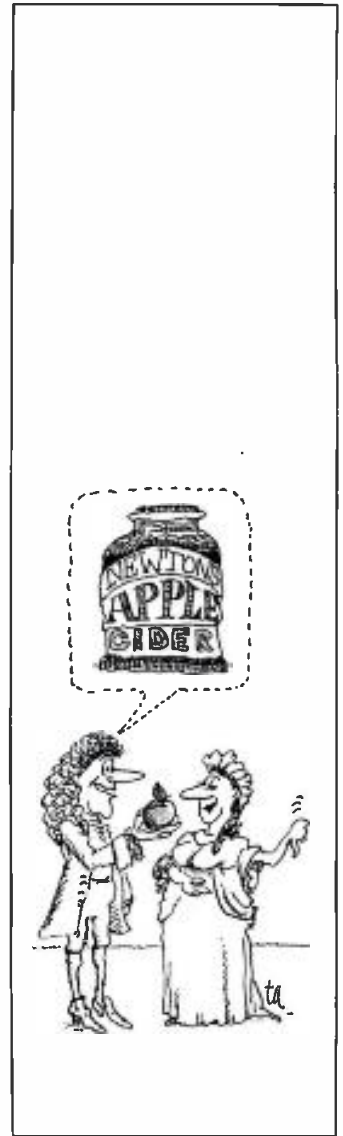
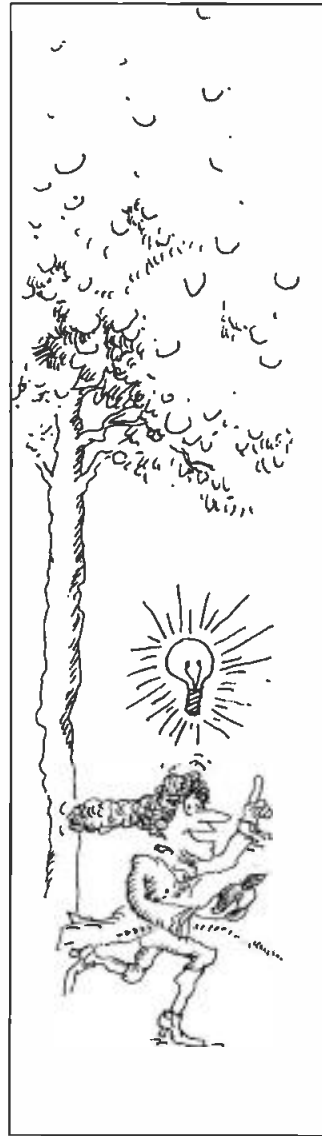
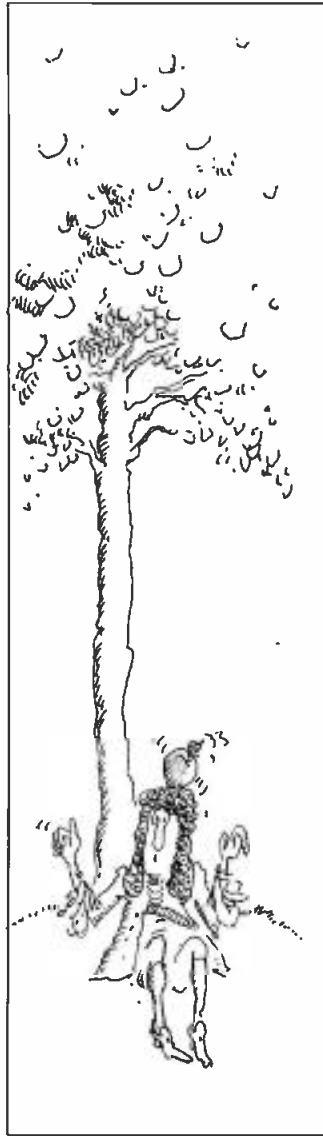
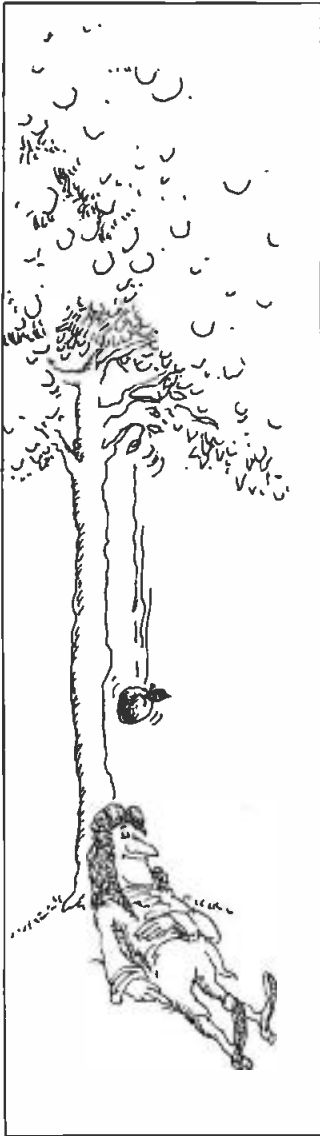
manufacturers into compliance with the rules or "cast them from the marketplace."

NAB cautioned that "now is the time to control ... the radiation levels of personal home video devices while this newly emerging technology is in its embryonic stage."

In Sync

From France. An agreement was signed in Washington last week by Microband National System Inc. to help develop and promote the French Antiope teletext system in the U.S. by means of common carrier or private microwave systems, including MDS. The first real-time demonstration of the Antiope/MDS distribution system was held Monday at the National Information Conference and Exposition, with a series of experiments scheduled to help identify the best approach for delivering the service to business and commercial users as well as the home-computer market. Included among the information sources displayed at the demonstration were SOPAD (summary of proceedings and debates) reports from the House Information Systems; the "Green Thumb Service," which provides weather and agricultural information; financial and business news, and horse-racing results. □ □ □ **More from France.** Sofratev, the French company promoting Antiope, has created an American subsidiary, AVS Inc.—Antiope Videotex Systems. Sofratev has been participating in the Electronic Industries Association Subcommittee on Teletext, and has been engaged in technical field trials over KMOX-TV St. Louis. In addition, Sofratev President Jean Guillerman took a side trip to New York last week to discuss with NBC officials the possibility of doing further tests over the network's WRC-TV Washington, and preliminary talks also have been held with WGBH-TV Boston and KTTV Los Angeles with possible future tests in mind. The Antiope/MDS program, known as Inteltext, will be originally aimed at business, government and institutional applications. □ □ □ **And in Mexico.** Televisa, Mexico's largest TV network, has ordered from Ampex Corp. more than 40 VPR-2 and VPR-20 helical scan video-tape recorders worth approximately \$3 million. The new equipment, which will be used to expand Televisa's broadcast services and provide additional production capability, will be installed in the network's two major production facilities in Mexico City. □ □ □ **Health care.** Hospital patients began receiving a new service last week when the Public Service Satellite Consortium began test marketing its nationwide television network. From May 1 to June 30, PSSC will transmit an hour's worth of health education programs each day. The service, which becomes operational on July 1, when service will be extended to two hours daily, will be transmitted by the National Satellite Network, PSSC's distribution service, via RCA's Satcom I. At present, more than 1,300 cable systems can receive a signal from Satcom I, and approximately 500 hospitals are connected to those systems. Cable systems will not be charged, and hospitals will pay one cent per hour per patient per day for the programming, which includes information on such topics as child care, hypertension, nutrition and strokes. PSSC says it hopes eventually to pay cable systems to run the programming; that won't come, however, until enough hospitals sign up and the service proves profitable. □ □ □ **Earth stations flying high.** A new study by Frost & Sullivan, "Commercial Satellite Communications Markets in North America," predicts that the earth-station market will jump from \$58 million this year to \$194 million in 1988, for a total market of \$1.1 billion over the next 10 years. The 281-page study suggests that the greatest expansion of satellite communications will be in entertainment television, but high speed data transmission is also on the horizon, which will create a market for computer communications via satellite. The study warns, however, that the forthcoming World Administrative Radio Conferences could mean some "significant changes" for the developed nations in terms of satellite use. □ □ □ **All systems go.** The first seminar dealing with private television satellite receiver terminals is expecting more than 500 participants at the three-day event Aug. 14-16. In addition to workshops on building terminals, a number of commercial satellite TV hardware manufacturers will be on hand to show their wares. Included in the group will be Homesat Inc., a new subsidiary of Scientific-Atlanta that will market ground-station equipment to homes, ranches and work sites ("In Sync," April 30). Registration fee for the seminar, scheduled for Oklahoma City, is \$125. For information: (405) 947-4717. □ □ □ **New dishes.** United States Tower Co. is testing a new series of four-meter and five-meter satellite receive dishes, an adaptation of its all-aluminum six-meter dish. The five-meter model (the 5MDF), aimed primarily at the cable TV market, will sell for \$6,300, while the smaller 4MLF is priced at \$3,800. The new dishes feature a reflective fiberglass skin over rigid, lightweight aluminum.

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Madison Ave. goes to Capitol Hill

AAF convention in Washington will feature speakers from agency and government worlds

The American Advertising Federation is gearing up for a look into the future next month when its annual convention will explore the theme, "Focus on the '80's."

Scheduled for June 9-13 at the Hyatt Regency hotel on Capitol Hill in Washington, the AAF agenda will feature a wide range of industry and government leaders who will tackle such matters as advertising and marketing trends, the outlook for regulation, the current and projected economic climate, and consumer behavior for the coming decade.

Key government representatives include Stuart Eizenstat, assistant to the President for domestic affairs and policy; Federal Trade Commissioner Robert Pitofsky, and Representative Elliott Levitas (D-Ga.). Mr. Eizenstat, featured at the June 11 keynote session, will speak on a number of issues, including economic matters. Mr. Pitofsky takes the podium at the June 11 luncheon for a look at the future role of the FTC as it affects business and consumers, while Mr. Levitas follows on June 12 with an explanation of H.R. 1776, his newly introduced bill that would establish a legislative veto of FTC rules.

One key panel, "Advertising in the '80's," will bring together agency executives Alfred Seaman, president of SSC&B; Marvin Honig, executive vice president and executive creative director, Doyle Dane Bernbach, and Jackie Da Costa, senior vice president, Ted Bates & Co. The trio will explore advertising and marketing trends on the international scene, creative advertising trends of the future and anticipated changes in communications media directed to various consumer audiences.

Additional convention speakers include AAF President Howard Bell and Executive Vice President Jonah Gitlitz, who will offer the federation's view on legislative and regulatory issues that affect the indus-

March on. Advertiser expenditures in network television in March totaled \$371 million, a 14.7% gain over March 1978, according to figures compiled by Broadcast Advertisers Reports for the Television Bureau of Advertising. For the first quarter of 1979, network TV investments ran 15.2% ahead of the first quarter last year. ABC-TV had 35.8% of the three-month total, CBS TV had 32.4% and NBC-TV 31.8%.

	March			January-March		
	1978	1979	% Change	1978	1979	% Change
Daytime	\$114,620,100	\$131,504,300	+14.7	\$335,839,700	\$ 373,512,700	+11.2
Mon.-Fri.	76,990,100	85,523,500	+11.1	224,990,900	243,017,700	+8.0
Sat.-Sun.	37,630,000	45,980,800	+22.2	110,848,800	130,495,000	+17.7
Nighttime	208,725,400	239,508,500	+14.7	605,416,000	710,477,300	+17.4
Total	\$323,345,500	\$371,012,800	+14.7	\$941,255,700	\$1,083,990,000	+15.2

	ABC	CBS	NBC	Total
January	\$118,635,300	\$113,706,300	\$127,110,800	\$ 359,452,400
February	131,391,400	118,682,200	103,451,200	353,524,800
March	138,514,600	118,828,600	113,669,600	371,012,800
Year to date	\$388,541,300	\$351,217,100	\$344,231,600	\$1,083,990,000

try today, as well as those that may have some impact in the next few years.

Other events scheduled are the Addy Awards presentation, a "student/pro rap session," the AAF national student advertising competition, and the Ad II public service competition.

Hotel and registration information may be obtained from Christie Dalgarno at AAF headquarters.

Tanner tangled in LB&J

The complicated bankruptcy of Lindsey, Bradley & Johnson Inc. has become more so with the Chattanooga disclosure that William B. Tanner Co., Memphis, has filed a motion objecting to the jurisdiction of the bankruptcy court in Chattanooga.

Last March the trustee for LB&J filed suit against Sears, Roebuck & Co. and more than 400 creditors, including broadcast stations and Tanner, claiming that the agency's principal client, Sears, acted improperly when it paid creditors directly when it heard that LB&J was on the verge of insolvency in the fall of 1977 (BROADCASTING, March 12). A total of about \$323,000 paid by Sears is being sought by the trustee.

Tanner, a media promotion and service company, claims that it is an unsecured creditor of LB&J in the amount of almost

\$450,000. For a period in the fall of 1977, according to the trustee, Tanner acted as an agent for LB&J in collecting expenditures for clients and this sum amounted to approximately \$60,000.

In its motion, Tanner claimed its principal place of business is in Memphis and as such is not subject to the Chattanooga court's jurisdiction.

Advertising Briefs

Black excellence. Forty-two categories have been established for the 1979 CEBA awards, sponsored by the World Institute of Black Communications to honor excellence in advertising and communications geared to black audiences. Institute was created in 1978 by National Black Network. Deadline for entries for CEBA—Communications Excellence to Black Audiences—is June 15, at World Institute, 1350 Avenue of the Americas, New York 10019.

Dental ads OK'd. American Dental Association has agreed, at least for the moment, not to restrict truthful advertising by dentists. Under consent agreement with Federal Trade Commission, final settlement of ADA case depends on outcome of similar suit brought by FTC against American Medical Association. If commission or court dismisses AMA case, ADA case would also be dismissed. Until AMA case is dismissed, however, ADA has agreed to remove from its code of ethics provisions that outlaw ads.

No-no. New York Court of Appeals has upheld two directives of state's Public Service Commission intended to curb advertising and promotions encouraging use of electricity. Court maintained that PSC regulation prohibiting electric corporations "from promoting use of electricity through use of advertising" was constitutional and also upheld another directive banning inserts mailed in envelopes with customers' bill in which utilities take positions on controversial issues. Decision cited non-competitive market in which electric corporations operate as reason for its stand.

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More pay for L.A.

HBO is to be the latest to offer programming for pay in Southern California, giving competition to Theta Cable and two subscription TV outlets

Los Angeles, already a competitive pay-TV market with Theta Cable's channel Z and two over-the-air subscription services, soon will have another supplier in the running: Home Box Office.

If all goes as planned in an agreement in principle, Time Inc.'s HBO service will be offered later this year on Sammons Communications' Glendale, Burbank and Sylmar systems (21,000 basic subscribers, passing 44,000 homes). Those areas will provide the first major head-to-head test of HBO against another premium service: the home-grown channel Z, already offered by the Sammons system, which plans major expansion.

In addition, HBO also will be moving into Los Angeles on a new system being built in Playa del Rey and Westchester (passing 25,000 homes), owned by TV personality/producer Jack Barry, and on Sunland and Tujunga systems (16,000 homes passed) owned by King Video Cable. HBO's Take 2 minipay package also will be hitting the city under an arrangement with Times Mirror for Los Angeles,

Orange and San Diego counties (70,000 homes passed).

While the Los Angeles entry is a major aspect of HBO's deal with the multiple-system operator, the arrangement is wideranging. In all, it calls for HBO introduction into 16 franchise areas with 104,000 basic subscribers and more than 238,000 homes passed. In Dallas, there will be 13,000 homes passed; other places involved are Harrisburg, Pa.; Pleasantville, N.J.; Gallaway township, Wash.; Morristown and Newport, Tenn.; Middlesboro, Ky.; Waynesville and Black Mountain, N.C., and Live Oak, Fla.

AP's cable mavens

The AP has put together a five-member board that will advise AP on its future role in cable television. The AP CATV advisory board, scheduled to meet at the National Cable Television Association convention May 20-23, will report on current operations and the future outlook.

The five volunteer board members are: Edward Allen, president, Western Communications Inc., Walnut Creek, Calif.; Bill Keller Jr., president, Clearview Cable TV, Dublin, Ga.; Dick Kirby, vice president-programing, the Cablevision Communications Center, Baton Rouge; Gene Linder, director of programing, American Television & Communications Inc., Englewood, Colo., and John Jacobs Jr., president, Gainesville Cable TV, Gainesville, Ga.

Broadband bill draws cable support

A Senate bill that would permit federal financing of broadband video facilities in rural areas was supported by the National Cable Television Association, among other organizations last week.

NCTA Chairman Robert Hughes told the Senate Agriculture Committee that though his association opposed such legislation last year, it is pleased to see that the new version of S. 836 by Senator John Melcher (D-Mont.) no longer limits recipients of the funds to telephone companies. Mr. Hughes said the point should be to "provide maximum service to consumers through the most efficient means possible, rather than favoring any particular industry or technology."

S. 836 would authorize the Rural Electrification Administration to lend money to extend television services to areas not adequately served now. The plan is an extension of REA's current authority to make loans to expand telephone services to those areas. Mr. Hughes said without the government loans, cable companies could not afford to build in rural communities.

He also urged inclusion of a pole attachment provision in the bill similar to that passed by Congress last year, that would permit cable operators access to local telephone poles at regulated rates.

Did it help ABC to switch to WAAY-TV in December 1977 in the Huntsville-Decatur-Florence market?

Boy! Did it ever!

Arbitron total homes Sun-Sat 7-10



The Broadcasting Playlist™ May 7

Contemporary

Last This week	This week	Title □ Artist	Label
4	1	Reunited □ Peaches & Herb	Polydor
2	2	Heart of Glass □ Blondie	Chrysalis
1	3	What a Fool Believes □ Doobie Bros.	Warner Bros.
3	4	Knock on Wood □ Amii Stewart	Ariola
9	5	Shake Your Body □ Jacksons	Epic
5	6	In the Navy □ Village People	Casablanca
6	7	Music Box Dancer □ Frank Mills	Polydor
18	8	Hot Stuff □ Donna Summer	Casablanca
13	9	He's the Greatest Dancer □ Sister Sledge	Cotillion
15	10	Goodnight Tonight □ Wings	Columbia
12	11	Disco Nights □ GQ	Arista
7	12	Lady □ Little River Band	Harvest
16	13	Take Me Home □ Cher	Casablanca
11	14	Stumblin' In □ Suzi Quatro & Chris Norman	RSO
10	15	I Want Your Love □ Chic	Atlantic
20	16	Blow Away □ George Harrison	Dark Horse
14	17	I Will Survive □ Gloria Gaynor	Polydor
17	18	Ain't No Stoppin' □ McFadden & Whitehead	Phila. Intl.
8	19	I Got My Mind Made Up □ Instant Funk	Salsoul
27	20	Ain't Love a Bitch □ Rod Stewart	Warner Bros.
33	21	We Are Family □ Sister Sledge	Cotillion
32	22	Logical Song □ Supertramp	A&M
35	23	Deeper Than the Night □ Olivia Newton-John	MCA
21	24	Love You Inside Out □ Bee Gees	RSO
22	25	Just When I Needed You Most □ R. Vanwarmer	Warner Bros.
28	26	Honesty □ Billy Joel	Columbia
23	27	Love Is the Answer □ England Dan & John Coley	Big Tree
24	28	Sultans of Swing □ Dire Straits	Warner Bros.
25	29	Love Takes Time □ Orleans	Infinity
37	30	Chuck E's in Love □ Ricky Lee Jones	Warner Bros.
31	31	There But for the Grace of God Go I □ Machine	MCA
34	32	You Take My Breath Away □ Rex Smith	Columbia
19	33	Tragedy □ Bee Gees	RSO
30	34	Love Ballad □ George Benson	Warner Bros.
49	35	Good Timing □ Beach Boys	Caribou
-	36	Boogie Wonderland □ Earth, Wind & Fire/Emotions	Col.
44	37	Rock 'n' Roll Fantasy □ Bad Company	Swan Song
48	38	She Believes in Me □ Kenny Rogers	United Artists
-	39	Minute by Minute □ Doobie Bros.	Warner Bros.
41	40	Dancin' Fool □ Frank Zappa	Zappa
47	41	I Want You to Want Me □ Cheap Trick	Epic
42	42	Renegade □ Styx	A&M
26	43	Do Ya Think I'm Sexy □ Rod Stewart	Warner Bros.
43	44	Little Bit of Soap □ Nigel Olsson	Bang
46	45	Such a Woman □ Tycoon	Arista
-	46	It Must Be Love □ Alton McClain & Destiny	Polydor
-	47	Old Time Rock And Roll □ Bob Seger	Capitol
45	48	Hot Number □ Foxy	Dash
-	49	Just the Same Way □ Journey	Columbia
38	50	Roxanne □ The Police	A&M

Playback

Disco history. Dennis Mockler, program director at WKWK(AM) Wheeling, W. Va., has predicted that "disco is going to evolve because people are going to start producing records with more of a balance." Donna Summer may be heralding such an evolution with her latest single, *Hot Stuff* (Casablanca). Jim Golden, program director at WBSR(AM) Pensacola, Fla., says the record "is the best she's ever done. It's more direct, less heavily produced and everybody likes the theme of a bad girl." In agreement with him is Bob Conrad, program director at KING(AM) Seattle, who calls the record, "a nice piece of rock 'n' roll" which answers the "anti-disco feeling building right now in almost every market." *Hot Stuff* bolts this week to number eight after its debut four weeks ago at 27. **An even greater dance tune.** Program directors seem to be unanimous in the opinion that *We Are Family*, the latest single by Sister Sledge, is a much stronger hit than *He's the Greatest Dancer*, which appears to have peaked on "Playlist" last week at number eight. Gerry Reed, program director at WINR(AM) Binghamton, N.Y., says his weekend club work brought the song to his attention as "having a particularly wide base of popularity. Different age groups dance to different records, but when you play *Family* everybody will get up and dance." Ken Curtis, program director at WLEE(AM) Richmond, Va., says, "even our business manager likes it. The initial reaction we're getting is that people like the record's theme of family unity." *Family* bolts this week from 33 to 21, and appears destined, in the words of Ken Warren, program director at WING(AM) Dayton, Ohio, to "go top 10."

Country

Last This week	This week	Title □ Artist	Label
1	1	Lying in Love With You □ J. Brown & H. Cornelius	RCA
22	2	Sail Away □ Oak Ridge Boys	ABC
2	3	Don't Take It Away □ Conway Twitty	MCA
8	4	Back Side of Thirty □ John Conlee	MCA
20	5	Lay Down Beside Me □ Don Williams	MCA
3	6	Down on the Rio Grande □ Johnny Rodriguez	Epic
7	7	Someone is Looking for Someone □ Gail Davies	Lifesong
12	8	Where Do I Put Her Memory □ Charley Pride	RCA
10	9	Slow Dancing □ Johnny Duncan	Columbia
5	10	All I Ever Need Is You □ Rogers & West	United Artists
19	11	Music Box Dancer □ Frank Mills	Polydor
4	12	I Don't Want To Be Right □ Barbara Mandrell	ABC
13	13	They Call It Makin' Love □ Tammy Wynette	Epic
11	14	Farewell Party □ Gene Watson	Capitol
9	15	I'll Love Away Your Troubles □ Janie Fricke	Columbia
15	16	Wisdom Of a Fool □ Jacky Ward	Mercury
-	17	Second Hand Satin Lady □ Jerry Reed	RCA
-	18	Isn't It Always Love □ Lynn Anderson	Columbia
18	19	Beautiful Body □ Bellamy Bros.	Warner Bros.
6	20	Touch Me With Magic □ Marty Robbins	Columbia
-	21	When I Dream □ Crystal Gayle	United Artists
16	22	Sweet Memories □ Willie Nelson	RCA
24	23	Nobody Likes a Sad Song □ Ronnie Milsap	RCA
14	24	I'm Gonna Love You □ Glenn Campbell	Capitol
17	25	I Just Fall in Love Again □ Anne Murray	Capitol

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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1979-1980

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Fates & Fortunes

Media

Alexander J. Williams, corporate VP of Great Trails Broadcasting Corp., Cincinnati, elected president of company, licensee of five AM and four FM stations in Ohio, Kentucky and Wisconsin. Charles Sawyer, president and principal owner of Great Trails, died at age 92 (BROADCASTING, April 16).



Williams



Nicolas

Emilio Nicolas Jr., operations manager, Magna-Verde Productions, division of SIN, National Spanish Television Network, New York, named general manager of newly formed National Spanish Radio Network, New York.

Robert C. Butler, VP and controller, NBC, New York, named executive VP and chief fi-

nancial officer. **Charles D. Black**, staff VP, in-



Butler



Black

dustrial relations operations, RCA Corp., New York, named executive VP, personnel and labor relations, NBC, New York.

Fernando M. Vender, town manager, Guadalupe, Ariz., named general manager, KTVW-TV Phoenix, Spanish-language station expected to begin operations Aug. 5.

Reynard Corley, general manager of wxii(TV) Winston-Salem, N.C., elected VP of licensee, Multimedia Broadcasting.

Thomas J. Josephson, VP-general manager, wsfa-TV Montgomery, Ala., joins kfvs-TV Cape Girardeau, Mo., as general manager.

Reeves A. Fowler, station manager, wnct-AM-FM Greenville, N.C., appointed general manager.

H. James Sharp, former owner of wlbe-AM-FM Leesburg, Fla., and most recently consultant for area businesses, joins wfuз(FM) Ocala, Fla., as general manager.

Robert Lorey, director of sales operations, wube-AM-FM Cincinnati, joins wsaI(AM) there as general manager.



Lorey

Toney Brooks, general sales manager, kaum(FM) Houston, joins kbpi(FM) Denver as general manager.

Chris Cage Caggiano, VP-general manager, wine(AM)-wrki(FM) Brookfield,

Conn., joins wbns-AM-FM Columbus, Ohio, as general manager.



Berk

Ann Berk, station manager, wnbc-TV New York, joins co-owned wrct-TV Washington in same capacity.

Anna Marie Morinelli, with ktlk(AM) Denver, appointed station manager.

Bill Campbell, general sales manager, wpro-AM-FM Providence, R.I., joins whas(AM) Louisville, Ky., as managing director.

John Hofmann, with wnbd(AM)-wlv(FM)

Daytona Beach, Fla., appointed operations manager.

Greg Walters, production director, noncommercial wnwc(FM) Madison, Wis., named assistant manager.

Elizabeth Satchell, from wcau-TV Philadelphia, joins wnjr(AM) Newark, N.J., as special assistant to general manager.

Evelyn Angeletti, attorney, Liberty Corp., Greenville, S.C., named assistant secretary. **Harold Lee Snipes Jr.**, in investment division, named assistant VP for corporate development.

Darryl Dillingham, National Association of Broadcasters director of community affairs, resigns. Successor has not been named.

Ronald Brinson, credit and collections supervisor, wbbm-TV Chicago, named director of finance for wbbm-FM.

Dr. Maxine L. Rockoff, from Department of Energy, Office of Assistant Secretary for Policy and Evaluation, Washington, joins Corporation for Public Broadcasting there as VP for planning and research. **Robert E. Washington**, equal opportunity program administrator in Department of Housing and Urban Development, division of housing and equal opportunity, Washington, joins CPB as assistant to president for human resources development.

Carolyn Wood, program coordinator and executive secretary to VP-general manager of wkbt(TV) La Crosse, Wis., joins wjla-TV Washington as director of personnel.

New officers, Palmetto chapter (South Carolina) of American Women in Radio and Television: **Lorraine (Rainey) Evans**, wcbd-TV Charleston, president; **Nancy Welch**, wspa-TV Spartanburg, VP; **Peggy Whitaker**, wcsc-TV Charleston, secretary, and **Jo Torrey**, wcbd-TV, treasurer.

Jay Van Andel, chairman of board of Amway Corp., owner of Mutual Broadcasting, inducted as chairman of Chamber of Commerce of United States at annual meeting in Washington last week.

Broadcast Advertising

Michael Sennott, senior account executive, McCann-Erickson, New York, named senior VP-management supervisor.

Richard Walsh, account supervisor on Saluto Foods account, D'Arcy-MacManus & Masius, Chicago, named VP. **Mike Claggett**, account executive, D'Arcy/San Francisco, part of DM&M, named VP-management supervisor with account responsibilities for Crown Zellerbach and Purex. **Howard Cohen**, research group head, Ogilvy & Mather, New York, joins DM&M there as associate research director assigned to U.S. Air Force, Colgate-Palmolive and M&M/Mars accounts. **Eric Medney**, account executive, Marsteller, New York, joins DM&M there as assistant account executive on Colgate-Palmolive account, assigned to Dynamo.

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John J. Morrissey, executive VP and general manager of Detroit office of Kenyon & Eckhardt, assumes additional post of chairman, succeeding **David J. Gillespie**, who becomes chairman emeritus and continues to be active full time. **Leo-Arthur Kelmenson** is president and chief executive officer of K&E.



Morrissey



Paulson

Paul J. Paulson, executive VP for client services, Doyle Dane Bernbach, New York, elected president of DDB Inc., New York office of DDB International.

William Bennett, management supervisor in New York office of Marsteller Advertising, and **Arthur Zimmerman**, account supervisor in Pittsburgh office, appointed VP's.

Jon Parmater, director of television, Wunderman Ricotta & Kline USA, New York, appointed VP-director of radio and television production.

John Foote, owner of frozen yogurt retail shops in Colorado and Minnesota, and formerly with Grey Advertising in Minneapolis, joins Compton Advertising in New York as VP-associate director of corporate development.

Ron B. Vaughn, former VP-sales, KYNO-AM-FM Fresno, Calif., joins Malmberg-Lavelle-Associates Advertising as executive VP, managing new office in Fresno. Company is based in Santa Clara, Calif.

James R. Van der Veen, account executive, Byer & Bowman Advertising, Columbus, Ohio, named account supervisor.

Shirley Gareffa, media buyer, Simons Michelson Zieve, Troy, Mich., and **Judy Feasel**, from Desmond Advertising, Oak Park, Mich., named media supervisors for SMZ.

Cheryl Karpman, from McCann-Erickson, New York, joins Waring & LaRosa there as broadcast buyer. **Paul Greenberg**, from NW Ayer, joins Waring & LaRosa as member of media planning group.

Deana Deck, from public relations position for Nashville's Advent Theater, joins McDonald & Associates in Nashville as creative director.

Michael Eckhard, from Kenrick Advertising, St. Louis, joins Vinyard & Lee & Williams there as art director.

Thomas J. Ashley, president, Turner Television Sales, New York, resigns "to manage a group of private investors" seeking CATV franchises and involved in program development. **William Ganley**, vice president, Turner Television Sales, assumes management responsibility until successor is named.

Paul Sacks, VP-sales manager, Petry Television, San Francisco, appointed VP-director of West Coast operations, responsible for San Francisco and Los Angeles sales offices. **Gloria De Maria**, account executive in San Francisco

office, named acting sales manager, reporting to Mr. Sacks. **John McInerney**, account executive in Petry's St. Louis office, transfers to San Francisco in same capacity. **John Dobson**, VP-regional sales manager for Bolton Broadcasting in Atlanta, joins Petry Television as sales manager of Atlanta office.



Castellaw

Appointments, Blair Television: **Steve Castellaw**, manager of Charlotte, N.C., office; **Dave Herman**, manager of New York CBS/green team; **James W. O'Neill**, manager of Chicago NBC sales team; **Robert Saracen**, manager of Minneapolis office, and **John Thackaberry**, manager of Los



Herman



O'Neill



Saracen



Thackaberry

Angeles NBC sales team, named VP's. In Blair's New York office, **Wayne Freedman**, from Blair's Minneapolis office, named to ABC/red team; **John Turver**, from WNEW-TV New York Spot Sales, and **Preston Putnam-Farr**, from TeleRep, New York, join NBC/red sales team, and **John J. Howard** from Buckley Radio Sales, New York, joins ABC/green team. **Chris Gordon**, from *Television/Radio Age* magazine, New York, joins ABC sales team in Chicago as account executive. **James Colson**, from Spencer Marketing, New York, succeeds Wayne Freedman in Minneapolis. **Julie Park**, sales associate in Minneapolis office, named sales executive. **Kristina Armstrong**, account executive, A.C. Nielsen Co., New York, joins Blair as research manager for independent stations.

Austin Walsh, sales director, WRKO(AM) Boston, joins Major Market Radio as VP and San Francisco manager.

Toney Thompson, account executive, MMT Sales, Los Angeles, named assistant sales manager there. **Judith Burch**, account executive with Erwin Wasey Advertising, joins MMT in Los Angeles in same capacity. **Susan Radden** and **Barry Hirsch**, account executives, Peters Griffin Woodward, New York, and **Robert McCaughey**, local account executive, WPRI-TV

Providence, R.I., join MMT in New York as account executives. **Tricia Erwine**, account executive, WWWE(AM) Cleveland, joins MMT in same capacity. **Alexander Cortessell**, from audience service department of NBC, New York, and **John Meyers**, graduate, Ohio University, Athens, join MMT, New York, as research analysts.

Brian Robinson, manager of Blair Radio's Minneapolis office, and **Francis Wilkinson**, manager of Los Angeles office, named VP's.



Robinson



Wilkinson

Richard Newman, director of radio syndication sales, Media Corp. of America, New York, joins Blair Radio there as account executive.

Jane Newman, from Katz Radio, New York, joins Metro TV Sales there in sales development capacity.

Charlie Keys, from Paramount TV Sales, and **Harvey Reinsteln**, from MGM, join Colbert Television Sales as sales representatives in San Diego and New York, respectively.

Howard Rosenblum, from A.C. Nielsen, New York, joins HR Television there as manager of new research division.

Weston C. Elliot, VP, special program sales, NBC-TV, appointed to new post of VP, international and special program sales, NBC-TV, New York.



Elliot



Allen

Jack Allen, assistant general manager, WDIV(TV) Detroit, joins KNBC(TV) Los Angeles as director of sales.

Barry Rosenthal, field producer of *Evening Magazine* for WBZ-TV Boston, joins WCVB-TV there as advertising manager.

Jan Kopic, account executive, KRTH(FM) Los Angeles, appointed general sales manager.

Howard Chandler (Skip) Vose III, national sales manager, KSTW(TV) Tacoma, Wash., joins KYUU(FM) San Francisco as general sales manager. **Patricia Hicks**, from KCBS(AM) San Francisco, joins KYUU as advertising and promotion manager. **Margot Brumfield**, account executive at KNBR(AM) San Francisco, named local sales manager for co-owned KYUU. **Cathleen Wagner**, sales coordinator in advertising and promotion for KNBR-KYUU, **Phyllis Mac-**

Donald, senior broadcast buyer, Hoefler, Dieterich and Brown, **Pete Smith**, account executive for All Sports All Day, sports network for cable television, and **Barbe Stanton**, account executive for World Wide Advertising, named account executives for KYUU.

Joe Simmons, general manager, KMZK(AM) Fort Worth, joins WNNH-TV Hanover, N.H., as local sales manager. **Brad Worthen**, former sales manager for WRFB(FM) Stowe, Vt., and most recently owner of ski rental business in Stowe, joins WNNH-TV as account executive.

Miller Parker, owner of advertising and public relations firm in Philadelphia, joins WNJR(AM) Newark, N.J., as general sales manager.

Chris O'Mary, in sales department of KJEZ(FM) Poplar Bluff, Mo., appointed general sales manager.

Jeff Peck, account executive, KHJ(AM) Los Angeles, appointed local sales manager.

Ken Karavitis, account executive, KRTH(FM) Los Angeles, appointed local sales manager.

Patrick McGuinness, from KLAC(AM) Los Angeles, joins co-owned KMET(FM) there as director of advertising, promotion and special projects.

Tom Jimenez, senior account executive, KFMB-AM-FM San Diego, joins XETRA-AM-FM Tijuana, Mexico (San Diego), as local sales manager.

Sandy Taylor, sales representative, WGG(AM) Gainesville, Ga., named sales manager.

Robert Evans, general manager, WRNB(AM) New Bern, N.C., joins WPTF(AM) Raleigh, N.C., as sales manager.

Stephen Scheu, account executive, WDAI(FM) Chicago, joins WLS-TV there in same capacity.

Margaret Heyburn, account executive, WKBD-TV Detroit, joins WDIV(TV) there in same capacity.

Joseph F. Cristiano, senior account executive, WDVM-TV Washington, joins WTTG(TV) there as account executive.

Paul Lockette Jr., associate marketing representative, IBM, joins KTVI(TV) St. Louis as account executive.

Warren Anderson, from W.B. Doner Advertising, joins WWJ(AM) Detroit as account executive.

Murray Smith, from WXKS-AM-FM Medford, Mass., joins WBZ(AM) Boston as account executive.

Winnie Brugman, media buyer, Richardson, Myers & Donofrio Advertising, Baltimore, joins sales staff of WFBR(AM)-WBKZ(FM) there.

Christopher Broullire, account executive, Mace Advertising, joins WTOP(AM) Washington as account executive.

Dawn Roberts, real estate broker, joins WDR-AM-FM Hartford, Conn., as account executive.

Jim Minor, production director, WANT(AM) Richmond, Va., named account executive.

Sally Bean, from traffic department of KUTV(TV) Salt Lake City, joins KTVX(TV) there as sales service manager, succeeding Joyce Ramsey (see separate item, this page).

Margaret McMahon, local sales secretary, WHEC-TV Rochester, N.Y., named manager of national sales service.

Aldona Masillonis, research director, WLS(AM)

Chicago, joins co-owned KGO(AM) San Francisco in same capacity.

Programming

Bruce McKay, director of variety programs, West Coast, NBC Entertainment, appointed VP-variety programs. **Joseph Salvaggio**, manager on-air operations, NBC Entertainment, New York, named director. **C. Dana Redman**, senior VP-director of media and programming, Compton Advertising, New York, joins NBC-TV there as VP-television research. **Steven Goldstein**, program director, noncommercial WICB(FM) Ithaca, N.Y., joins NBC Radio Network as regional manager of affiliate relations, based in Burbank, Calif. **Peter Hamilton**, associate editor of *NBC Newslines*, in-house employe newspaper, appointed press representative in press department of NBC, New York.

Julie Tarachow Hoover, director of East Coast broadcast standards and practices, ABC, appointed VP, East Coast, broadcast standards and practices.



O'Shea

Michael O'Shea, from KPOL(AM) Los Angeles, rejoins Golden West Broadcasters in Los Angeles as national program director, responsible for company's five AM and three FM stations. Mr. O'Shea was program director of GWB's KVI(AM) Seattle before joining KPOL.

Matthew Clennott, program director, WKTU(FM) New York, joins WDAI(FM) Chicago in same capacity.

Dan Boothe, audience promotion manager, WTVJ(TV) Miami, joins WPLG(TV) there as executive producer and assistant program manager.

Len Berman, freelance sportscaster for Home Box Office, New York, joins WCBS-TV there as

sports correspondent assigned to weekend broadcasts.

Jack Gallivan, news director, KUTV(TV) Salt Lake City, assumes additional duties as production coordinator.

Stanley Losak, manager of special programs-news, NBC, New York, joins noncommercial KQED(TV) San Francisco as director of program production.

Mike Phillips, program director, KGW(AM) Portland, Ore., joins KYUU(FM) San Francisco in same capacity.

David Heller, news director, KLOS(FM) Los Angeles, joins KYUU(FM) San Francisco as morning air personality.

Don Hein, commentator for WXLW(AM) Indianapolis, assumes additional duties as sports director for WTHR(TV) there.

Rick Dees, morning air personality, WHBQ(AM) Memphis, joins co-owned KHJ(AM) Los Angeles in same capacity.

Jane Reino, assistant program director, WHDH(AM) Boston, joins WMAL(AM) Washington in same capacity.

Martin Schneider, music director, noncommercial WQED-FM Pittsburgh, joins noncommercial WHIL-FM Mobile, Ala., as director of programming.

Mike Maloney, general manager of KVM(TV) Vail, Colo., joins KARN(AM) Little Rock, Ark., as program director.

Anthony Piazza, instructional television production manager for New York Institute of Technology, Old Westbury, joins noncommercial WLIW(TV) Garden City, N.Y., as director of instructional television.

Andrew Ruhl, acting director for division of radio and television, Eastern Kentucky University, Richmond, joins noncommercial WGTE-TV Toledo, Ohio, as producer-director.

Joyce Ramsey, sales service manager, KTVX(TV) Salt Lake City, named traffic manager.

John Ridge, art assistant, WPVI-TV Philadel-

Scholastics. Ten researchers have been awarded grants by the National Association of Broadcasters for studies in the broadcast field. All will receive funds to cover their out-of-pocket expenses for the projects. The NAB program, established 13 years ago, is aimed at developing new research and at encouraging the professional development of researchers both new and established in the field.

The winners of the 1978-79 research competition and the titles of the projects are as follows: Dr. Robert Clark and Donald Hinman, Bowling Green State University, Bowling Green, Ohio, "A Longitudinal Study of the Profile and Community Orientation of the Radio Station Manager and Newspaper Editor in Small Markets"; Jon S. Crane, University of Massachusetts department of communication studies, "A Content Analytic Study of the Historical Contexts of the Public Interest Regulatory Statute in Supreme Court Decisions: 1934-1978"; Joseph R. Dominick, University of Georgia school of journalism, Athens, Ga., "TV News and Business: Type of Coverage and its Impact"; David B. Kelliher, Pacifica, Calif., "The Music Selection Process: Radio Programers as Surrogate Consumers"; Irene B. Mossburg, West Virginia University, Morgantown, W. Va., "A Study of the Value of Guided Intervention in Children's Viewing of Commercial Television"; Kermit Netteburg, University of Minnesota, Minneapolis, "Cameras in the Courtroom: Is a Picture Worth a Thousand Words?"; George E. Smith, University of Wisconsin, Platteville, Wis., "Broadcast Research Model for Small Markets"; Lawrence Soley, Michigan State University, West Lansing, Mich., "Determinants of Radio Audience Size"; Michael O. Wirth and Lawrence D. Thompson, University of Denver, "The Cost of TV and Radio License Renewals," and Richard D. Yoakam, Indiana University school of journalism, Bloomington, Ind., "The Policy, Organizational and Operational Problems of Live" (ENG) News Coverage."

phia, named art director. **Susan Corbin**, graphic artist, Louis T. Klauder & Associates there, succeeds Mr. Ridge.

Karl Badgley, member of graphic arts department, WKYC-TV Cleveland, Ohio, named art director.

Jerry Cappa, art director, Spinder Slides, New York, joins WKBW-TV Buffalo, N.Y., as art director.

Mark Siegal, from WVLN(AM)-WSEI(FM) Olney, Ill., joins WRAU-TV Peoria, Ill., as assistant director with photography lab duties. **Sue Gavin**, from Foster & Gallagher in Peoria, joins WRAU-TV as assistant programmer in traffic department.

Philip Gore, partner in Telecaters, television buying service and program syndicator, joins Columbia Pictures Television Distribution, Burbank, Calif., as VP-special marketing.

Peter Waldvogel, manager of administration for Viacom Enterprises Canada Ltd., Toronto, named director of syndicated sales.

Joseph Zaleski, VP-general manager, Allied Artists Television, Los Angeles, joins Fries Distribution Co., theatrical and television distribution company, Studio City, Calif., as VP-general manager.

Harlan Kleiman, VP of special projects, Marble Arch Productions, New York, has formed Kleiman Entertainment Group, New York, to create, develop and produce programs for pay television and home video.

Harold Haas, treasurer and chief financial officer, and **Gene Froelich**, assistant treasurer, MCA, Universal City, Calif., named VP's. **Joni Robbins**, controller of MCA's television operations, named assistant treasurer.

Susan Eenigenburg, associate administrator, Independent Cinema Artists & Producers, New York, named administrator. **Laurie Young**, formerly freelance consultant, joins ICAP as associate administrator.

Robert Lieb, from *Sunset* magazine, New York, joins *The Mother Earth News*, syndicated radio program, as executive VP-director of media operations, based in New York.

News and Public Affairs



Ross

Don Ross, assistant news director of WBZ-TV Boston, named news director, effective June 1, succeeding **William Aber**, who recently was named assistant general manager of co-owned KDKA-TV Pittsburgh.

Charles Wolfson, associate producer of *CBS Evening News with Walter Cronkite* in Washington, named

manager of Tel Aviv bureau of CBS News, succeeding **Joel Bernstein**, who has been reassigned to New York as documentary producer. **Ted Savaglio**, news assignment manager for CBS-owned KNXT(TV) Los Angeles, named assistant manager of Los Angeles bureau of CBS News, succeeding **Mary Kane** (BROADCASTING, April 30). **Jennifer Siebens**, producer, *Morning*, CBS News, named associate producer of *CBS Evening News with Walter Cronkite*. **Suzanne Caraher**, assistant man-

ager of Chicago bureau of CBS News, named associate producer of weekend editions of *CBS Evening News*, based in Washington.

Willie Monroe, producer and co-anchor, weekend news, KXAS-TV Fort Worth, named correspondent, NBC News, Houston.

Dan Davls, sports director, KOAI(TV) Flagstaff, Ariz., named news director and 10 p.m. anchor. **Douglas Drew**, reporter, assumes additional duties as 6 p.m. anchor. **Chip Taberski**, graduate, University of Colorado, Boulder, joins KOAI as sports reporter and anchor.

Walt Christophersen, writer and video tape producer, KNBC(TV) Los Angeles, joins WNCT-TV Greenville, N.C., as news director.

Ron Cantera, VP of Boston public relations firm, Newsome and Co., joins KMJ-TV Fresno, Calif., as news and sports reporter. **Pat de Silva**, weekend news producer and anchor, KSBW-TV Salinas, Calif., joins KMJ-TV as co-producer and host of magazine news show.

Carol Luper, newscaster and reporter, WBNS-AM-FM Columbus, Ohio, named reporter for co-owned WBNS-TV there. **Mike Langthorne**, news photographer, WLWT(TV) Cincinnati, joins WBNS-TV in same capacity.

Robert Friedman, news director, WCSS(AM) Amsterdam, N.Y., joins WXOW-TV La Crosse, Wis., as general assignment reporter.

Alan Rayne, assistant news director, KIIQ-AM-FM Colorado Springs, joins Intermountain Network News as bureau chief in Denver.

Bob Soper, from KREM-TV Spokane, Wash., joins WKCT(TV) Miami as weather and environmental reporter.

Jacqueline Boulden, reporter, WNDU-TV South Bend, Ind., assumes additional duties as weekend anchor.

Vicki Williams, weather reporter and weekend news anchor, noncommercial WCVT(FM) Towson, Md., joins WMAR-TV Baltimore as weekend weather forecaster.

Phillip Sisneros, from KHJ-TV Los Angeles, joins KNX(AM) there as reporter-anchor.

Lynda Moore, news director, WZGC(FM) Atlanta, joins news team of KIMN-AM-FM Denver.

Andre Tregivne, news director, WJPC(AM) Chicago, joins news department of WFYR(FM) there.

Michael McKinley, anchor for Mutual Black Network, Washington, named newscaster for Mutual News.

Richard Lippincott, news director, WRNJ(AM) Hackettstown, N.J., joins WABY(AM) Albany, N.Y., as reporter.

New officers, Texas Associated Press Broadcasters Association: **Gene Burke**, KTRK-TV Houston, president; **Bruce Hughes**, KNUS(FM) Dallas, VP-radio; **Owen Rachal**, KTBC-TV Austin, VP-television; **Richard Fluker**, KKYR(AM) Marshall, secretary, and **David Taylor**, KSAT-TV San Antonio, VP-convention.

Jeanne Janes, early news producer and noon interviewer, KSAT-TV San Antonio, Tex., named community affairs director.

Craig Lundquist, production director, KMPX(FM) San Francisco, assumes additional duties as public affairs director.

Beverly Champion, producer for Sunshine Sound Productions, Miami, joins WHYI(FM) Fort

Lauderdale, Fla., as public service director.

Chuck Baker, director of minority affairs, KXAS-TV Fort Worth, named director of community relations.

Promotion and PR

Richard Schoenholtz, senior writer-publicist for press relations department, WCBS-TV New York, appointed manager of sales-promotion.

Susan Bresnan, client relations representative, ABC Sports, New York, joins NBC-TV Sports Sales there as manager of client relations.

Richard Love, reporter for *The Enterprise*, Salt Lake City business newspaper, joins KTVX(TV) there as assistant promotion manager.

Appointments in new advertising-video promotion department and restructuring of public information department, Public Broadcasting Service, Washington: **Karn Kershner**, associate director-public information, named director of advertising-video promotion; **Blaine Baggett**, manager-video promotion services, named associate director-video promotion; **Sara Reitz**, publicist, named associate director-publicist, responsible for PBS program promotion activities from Washington; **Mark Harrad**, special projects associate, named director of information services, and **Patricia Posey**, office manager, named information coordinator.

Peter V. Taylor, former VP-general manager of KFOG(FM) San Francisco, opens public relations and consulting firm there.

Daniel Leinweber, from Carl Byoir and Associates, New York, joins Stone Public Relations there as executive associate.

Cable

James C. Power Jr., operations manager of satellite communications division, Scientific-Atlanta, appointed division manager of cable communications division, succeeding John Levergood (see page 87).

Appointments, Cox Cable Communications, Atlanta: **Mark W. Sturm**, corporate controller, assumes additional duties as treasurer; **Neal D. Barronton**, business manager of Cox Cablevision and TeleSystems divisions, assumes additional duties as secretary of company; **John C. Thorne**, manager of Cox Cable system in Virginia Beach, Va., named director of corporate development, based in Atlanta; **Bruce Burnham**, director of research and analysis for corporate development, and **Thomas F. McGuire**, cable director of corporate communications, named assistant directors of corporate development, and **John Wright**, in engineering capacity for two Cox Cable divisions, named assistant director of engineering. **Bruce Bennett**, operations manager of Cox Cable Development Co., division of Cox Cable Communications, named general manager. **Bruce Ellis**, VP-general manager of Cox's Mission Cable TV, assumes additional duties as VP-general manager of Trans-Video Corp.

James F. (Pete) Collins, former owner and operator of Multiple Communications, Denver, joins Cablevision Construction Corp., Houston, as VP-general manager.

David A. Earle, staff marketing consultant, Manhattan Cable Television, New York, named director of promotion and programming. **Karen**

Welner, supervisor of advertising and promotion, named manager. **Robert Tenton**, director of engineering development for Home Box Office, joins Manhattan Cable as director of engineering.

Keith Spangenberg, quality assurance engineer in communications electronics, Harris Corp., New York, joins Magnavox Cable Television Systems, Manlius, N.Y., as test engineer.

Broadcast Technology

Russell W. McFall, chairman of board and chief executive officer of Western Union Corp., Upper Saddle River, N.J., retires May 1 but will continue to serve as director and consultant. **Robert M. Flanagan**, executive VP and controller, succeeds Mr. McFall.



Flanagan



Batt

Ralph Batt, VP-manager of engineering, WGN Continental Broadcasting Co., Chicago, retires after 39 years with company.

Chuck Jennings, staff engineer, WTTV(TV) Indianapolis (Bloomington, Ind.), named assistant chief engineer.

Appointments, Scientific-Atlanta, Atlanta: **John H. (Jay) Levergood**, division manager of cable communications division, named VP-communications group; **Dr. H. Allen Ecker**, manager of electro-products division, assumes additional duties as VP-research and development; **J. Graham Mobley**, principle engineer, assumes additional duties as assistant technical director, and **H. Mack Burt Jr.**, general manager of company's Southern Tool division in Anniston, Ala., named VP-industrial products group. **Richard J. Campbell**, director of busi-

ness development, appointed VP-general manager of Homesat, new subsidiary company of Scientific-Atlanta which will sell, install and service products from Scientific-Atlanta's satellite communications equipment. **John C. Bacon**, director of program management, named VP-operations of Homesat.

John Dozier, member of technical staff of Hughes Aircraft Co., Torrance, Calif., appointed manager of engineering for Hughes microwave communications products.

Leonard Mitchell, manager of engineering for Page Communications, joins U.S. Tower Co., Afton, Okla., as director of engineering operations.

Kurt A. Thoss, director of marketing for Grumman Corp.'s computer services subsidiary, supervisor of sales offices and district manager of New York office, joins American Satellite Corp., Germantown, Md., as director of network sales.

Gary Wilcox, sales engineer, Midwest region, Anixter, named manager of pay television and Jerrold Products Sales for Anixter's Pruzan division.

Joe Hanf, Eastern regional manager, technical service, Adda Corp., Campbell, Calif., named manager of technical service.

James Coleman Guthrie Jr., manager of professional products division of Paul Seaman Co., San Leandro, Calif., joins Sony Industries professional audio division, New York, as technical field sales manager.

Walter Van Stan, manager of product administration for RCA's government communications systems, Camden, N.J., appointed manager of cost estimating for RCA Broadcast Systems.

Dr. Leo Bluestein, associate department head of advanced systems department for Mitre Corp., Bedford, Mass., joins Oak Industries, Rancho Bernardo, Calif., as director of corporate research.

Deaths

Fred Coe, 65, producer and director for television dramas beginning in 1945, died of heart attack April 29 in Los Angeles. Mr. Coe was

working on two-hour film version of "The Miracle Worker" to be shown on NBC-TV when he died. He began his career presenting dramas on WSM(AM) Nashville. In 1945, he joined NBC as production manager and was named head of *Playhouse*, sponsored by Goodyear and Philco, in 1948. Other NBC programs he produced were *Mr. Peepers*, *Producers' Showcase* and *Playwrights '56* (in 1956). He joined CBS in 1957 and produced and directed *Playhouse 90*. Survivors include his wife, Joyce Beeler Coe, from whom he was separated, their two children, and two children by former marriage.

Morris Rittenberg, 63, president of Domestic Enterprises for NBC until his retirement in 1972, died on April 27 at his home in New York. He had been with NBC for 20 years and supervised distribution of programs to local stations at time when networks were permitted to be active in syndication. He is survived by his wife, Murie, son, Paul, and brother, Henry.

Nathan Sinrod, 75, founding partner of Sinrod & Tash, Washington certified public accounting firm numbering broadcast interests among clients, died May 2 in Sibley hospital, Washington, as result of stroke. Survivors include wife, Thelma, and sons by first marriage to wife who died, Dr. Harold Sinrod, Bethesda, Md., dentist, and Donald E. Sinrod, Washington lawyer.

Arthur W. Chipman, 59, national sales manager of KTVL(TV) and KTMT(FM) Medford, Ore., died April 23 of heart attack in Medford. Mr. Chipman had worked for company since 1963 and was scheduled to retire within few weeks. He had also worked for KYJC(AM) Medford. Survivors include his wife, Mary.

Kenneth Kern, 52, news director, WCMP-AM-FM Pine City, Minn., died April 19 at hospital in Worthington, Minn., of Lou Gehrig's disease. Mr. Kern had been news director there for 13 years. Survivors include his wife Dalores and eight children.



McCoy

Craig Stewart McCoy, 35, managing partner in Washington communications law firm of Cole, Zylstra and Raywid, was found dead April 28 after fall down elevator shaft in new office building where he worked. Police believe it was accidental. Survivors include his parents, Freda and Frank McCoy of

Sharon, Pa., and brother, William G., of Laguna Beach, Calif.

Kurt Russell, 49, air personality for WALK-AM-FM Patchogue, N.Y., and co-owned WRIV(AM) Riverhead, N.Y., died April 18. Mr. Russell collapsed year ago and had been in coma since then. During his career, he worked for WELI(AM) New Haven, Conn., WDRC-AM-FM Hartford, Conn., KDKA(AM) Pittsburgh and WMAQ(AM) Chicago. Survivors include his wife, Jean, and three sons.

John Carroll, 72, who played title role in several Zorro movies, died April 24 of complications from leukemia. Other movies he appeared in include "No, No Nanette," "The Marx Brothers Go West" and "Bedside Manner." Survivors include his wife, Lucille Ryman, former MGM talent executive, and daughter.



It's academic. Exhibit '79, sponsored by the Washington chapter of the American Women in Radio and Television and honoring area college communications students, was held April 25 at the National Association of Broadcasters building. Joseph Fogarty, FCC commissioner; Lynn McIntyre, president of Washington chapter of AWRT; Richard Wiley, former FCC chairman and master of ceremonies; Michele Gyson, award winner for advertising; Joan Castleman and Cindi Carpien, award winners for radio; Amy Wejntraub, award winner for video tape and film; Carol Hightower, award winner for photography, and Joyce Davis, award winner for radio.

As compiled by BROADCASTING based on filings, authorization, petitions and other actions announced by FCC during the period April 20 through April 27.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz.—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz.—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

AM applications

- Junction City, Ky.—Alum Springs Vision and Outreach Corp. seeks 1170 khz, 500 w-D. Address: Route 4, Danville, Ky. 40422. Estimated construction costs \$80,940; first-quarter operating cost \$5,750; revenue \$30,000 (year). Format: gospel. Principals: Donald A. Drake and Marvin S. Worley (50% each). Rev. Drake is Danville, Ky. minister. Mr. Worley of Houston is president and principal of oil and gas engineering corp. Neither has other broadcast interests. Ann. April 26.
- Wickliffe, Ky.—Ballard-Carlisle Broadcasting Co. seeks 1010 khz, 250 w-D. Address: P.O. Box 495, Wickliffe 42087. Estimated construction costs \$52,400; first-year operating cost \$50,000; revenue \$60,000. Format: country/top 40/gospel. Principals: Robert W. Gallaher (75%) and Charles R. Geveden (25%). Mr. Gallaher is 70% owner of WUCR(AM) Sparta, Tenn.; 20% owner of WKXN(FM) Greenville, Ala.; 26% owner of WKYR(AM) Burkesville, Ky.; third owner of WHAL(AM) Shelbyville, Tenn., and 17% owner of WTCV(FM) Shelbyville. Shelbyville stations have been sold, subject of FCC approval. Ann. April 26.
- Corrales, N.M.—Harold S. Schwartz & Associates Inc. seeks 1310 khz, 1 kw-D. Address: 6415 Sheridan Rd., Chicago 60626. Estimated construction costs \$87,250; first-year operating cost \$96,000. Format: religious. Principal: Harold S. Schwartz who owns KXEN(AM) Festus-St. Louis, Mo.; KHCS(AM) Phoenix; KBBX(AM)-KCGL(FM) Centerville, Utah, and 25% of WTHe(AM) Mineola, N.Y. His wife, Bernice, owns KQXI(AM) Arvada, Colo.

■ Columbia, Pa.—Columbia Radio Broadcasting Co. seeks 1580 khz, 500 w-D. Address: 445 Locust St., Columbia 17512. Estimated construction costs \$14,475; first-year operating cost \$34,179; revenue \$65,000. Format: religious/easy listening. Principals: Gordon Moul (65%) and Dr. Robert Collins (35%). Mr. Moul is insurance agent in York Haven, Pa. Dr. Collins is orthopedic surgeon in Washington. Neither has other broadcast interests.

FM applications

- Thatcher, Ariz.—Payne Broadcasting Inc. seeks 99.1 mhz, 100 kw, HAAT: 2383 ft. Address: 1 Wards Canyon, Box 1118, Clifton, Ariz. 85533. Estimated construction cost \$69,370; first-quarter operating cost \$12,000; revenue \$15,000 (year). Format: MOR. Principals: John W., Charles E. and Ronald K. Payne (brothers).
- Ventura, Calif.—Latino Broadcasting Corp. seeks 107.1 mhz, 251 kw, HAAT: 876 ft. Address: 6290 Sunset Blvd., Suite 1600, Hollywood, Calif. 90028. Estimated construction cost \$94,384; first-year operating cost \$35,733. Format: Spanish. Principals: Jose Molina and Yoshiharo Inadomi (50% each). Mr. Molina is half owner of ULC Reps Inc., Hollywood, Calif., and 8% owner of group applying for new TV in Guastil, Calif. Mr. Inadomi is Los Angeles businessman with interests in supermarkets and real estate, but no other broadcast interests. Ann. April 3.
- Ventura, Calif.—Richard H. Albert seeks 107.1 mhz, 280 kw, HAAT: 728 ft. Address: 24295 Hillview Dr., Laguna Niguel, Calif. 92677. Estimated construction cost \$35,242; first-year operating cost \$47,700; revenue \$175,000. Format: MOR. Principal: Mr. Albert of Laguna Niguel, Calif. is construction equipment salesman and marketer. He has no other broadcast interests. Ann. April 3.
- Ventura, Calif.—William Shearer and Arike Logan-Shearer seek 107.1 mhz, 282 kw, HAAT: 836.5 ft. Address: 5132 Garth Ave., Los Angeles 90056. Estimated construction cost \$22,500; first-year operating cost \$158,760; revenue \$85,000. Format: Disco. Principals: Mr. Shearer is general manager of KACE(FM) Inglewood, Calif. Dr. Logan-Shearer is physician who owns medical clinic in Inglewood, Calif., and 50% of import-export business there. Ann. April 3.
- Rexburg, Idaho—Snake River Valley Radio Inc. seeks 98.3 mhz, 3 kw, HAAT: 87 ft. Address: P.O. Box 458, Rexburg 83440. Estimated construction cost \$84,578; first-quarter operating cost \$18,000; revenue \$108,000 (year). Format: beautiful music. Principal: Don T. Ellis, who also owns KRXX(AM) Rexburg. Ann. April 13.
- Menominee, Mich.—Men-Mar Broadcasting Corp. seeks 106.3 mhz, 3 kw, HAAT: 149 ft. Address: 413 10th Ave., Menominee 49858. Estimated construction cost \$47,581; first-quarter operating cost \$9,504;

revenue \$45,000 (year). Format: easy listening. Principals: Loren B. Koesling and Vernon H. Vecker (48.145% each) and three others. They also own WAGN(AM) Menominee. Mr. Vecker also has 13% interest in KORV(AM) Oroville, Calif. Ann. April 26.

- Jackson, Mo.—Way, Truth & Life Ministries seeks 89.3 mhz, 2.52 kw, HAAT: 161 ft. Address: 1307 Clover, Jackson 63755. Estimated construction cost \$8,828; first-year operating cost \$20,000; revenue \$16,000. Principal: David J. Lottes is president of non-profit corporation. Ann. April 26.
- Taylor, Tex.—Tafoya Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 303 Duke St., Taylor 76754. Estimated construction cost \$79,759; first-quarter operating cost \$21,000; revenue \$84,000 (year). Format: black/spanish. Principals: Marcelo H. Tafoya (60%) and Ledrew Ballard (40%). They own KLFBB(AM) Lubbock, Tex., Mr. Ballard also owns KVMC(AM) Colorado City, Tex. Ann. April 26.

AM action

- Dayton, Tenn.—FCC granted Rhea County Broadcasting Co. 1520 khz, 500 w-D. Address: P.O. Box 591, Crossville, Tenn. 38555. Estimated construction costs \$33,560; first-year operating cost \$32,600; revenue \$40,000. Format: variety. Principals: Millard V. Oakley (51%) and Edward M. Johnson. Mr. Oakley is general counsel for the House Select Committee on Small Business. He is also 51% owner of WCSV(AM) Crossville, Tenn. and 36% owner of WLIV(AM) Livingston. He and Mr. Johnson have interest in applicants for new stations in Kingston and Newport, both Tenn. Mr. Johnson is general manager and 49% owner of WCSV. He is sole applicant for new station in Monterey, Tenn., and has 49% interest in applicant for new station in Burkesville, Ky. Action March 30.
- Greybull, Wyo.—Broadcast Bureau granted KMMZ Broadcasters 1140 khz, 5 kw-D. P.O. address: Box 466, Wray, Colo. 80758. Estimated construction cost \$68,550; first-year operating cost \$60,030; revenue \$67,312. Format: C&W/MOR. Principals: Robert and Marjorie Zellmer, who own KRZD(AM) Wray, Colo., and CP for KRZJ(AM) Beloit, Kan. (BP-21,032). Action March 16. (This corrects item that appeared in April 9 issue.)

FM actions

- *Ceres, Calif.—Broadcast Bureau granted Bet Nahrain Inc. 89.5 mhz, 10 w (TPO), HAAT: 158 ft. Address: P.O. Box 4116, Modesto, Calif. 95352. Estimated construction cost \$14,800; first-year operating cost \$1,200; revenue \$38,190. Principal: Bob Arsanis is president of nonprofit, charitable corporation (BPED-2585). Action March 28.
- *San Rafael, Calif.—Broadcast Bureau granted San Rafael High School District 88.1 mhz, 10 w (TPO), HAAT: 66 ft. Address: 3rd & E Streets, San Rafael 94901. Estimated construction cost \$4,200; first-year operating cost \$400; revenue \$5,000. Principal: Francis X. Kelly is president of school board (BPED-2497). Action April 4.
- Burlington, Colo.—Broadcast Bureau granted KNAB Inc. 104.1 mhz, 28 kw, HAAT: 360 ft. Address: Box 516, Burlington 80807. Estimated construction cost \$26,100; first-year operating cost \$800; revenue \$14,500. Format: duplicate AM. Principals: Ray H. Lockhart (40%) and E. Charles Robacker and Marvin Romig (60% each). They also own KOGA(AM) Ogallala, Neb. (BPH-11085). Action April 2.

Ownership Changes

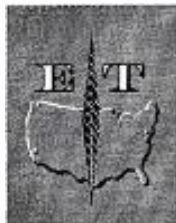
Applications

- WDHN-TV Dothan, Ala. (ch. 18)—Seeks transfer of control of Southeast Alabama Broadcasting from Betts Slingluff Jr. et al (81% before; none after) to Hi Ho Television Stations of Alabama Inc. (none before; 81% after). Consideration: \$621,126. Principals: Buyers are Jay B. Bragg (27.87%), chairman, Betts Slingluff, president, and 31 others. Buyer is owned by

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Summary of broadcasting

FCC tabulations as of March 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,508	5	36	4,549	65	4,614
Commercial FM	3,032	2	75	3,109	159	3,268
Educational FM	949	0	44	993	72	1,065
Total Radio	8,489	7	155	8,651	296	8,947
Commercial TV						
UHF	215	0	3	218	54	272
VHF	514	1	1	516	8	524
Educational TV						
UHF	152	2	4	158	5	163
VHF	94	1	7	102	7	109
Total TV	975	4	15	994	88	347
FM Translators	259	0	0	259	88	347
TV Translators						
UHF	1,161	0	0	1,161	266	1,427
VHF	2,423	0	0	2,423	199	2,622

*Special temporary authorization

**Includes off-air licenses

F. Francis D'Addario and Jerome Kurtz (33 1/3% each) and James D. Ivey and David Antoniak (16 2/3% each). Mr. D'Addario is Bridgeport, Conn., businessman with many diverse interests. Mr. Kurtz of Los Angeles is president of The Vidronics Company there. Mr. Antoniak is principal of PJJ(TV) Netherlands West Indies and ZBT(TV) Tortola, B.V.I. Mr. Ivey is principal (51%) of video tape production firm in Orlando, Fla., of which Mr. Antoniak owns remaining 49%. Group was recently granted CP for new TV in Valdosta, Ga. (BROADCASTING, April 30).

■ **KEPT-FM** Shreveport, La. (96.5 mhz, 100 kw)—Seeks assignment of license from Good Music Inc. to Good News Broadcasting for \$423,000. Seller is owned by Dr. Bendel Johnson, president, and 15 others. They also own KBCL(AM) Shreveport. Buyer is owned by W.E. Moore and Gary L. Acker (50% each). Mr. Moore owns radio sales firm in Fort Worth, Tex., and WTNN(AM) Millington, Tenn. Mr. Acker owns 100% of KWAS(AM) Amarillo, 80% of KJAK(AM) Slaton, both Texas, and 25% of KLFJ(AM) Springfield, Mo. Ann. April 24.

Actions

■ **WFSH(AM)** Valparaiso-Niceville, Fla. (1340 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from WFSH Inc. to Channel 13 of Las Vegas Inc. for \$310,000. Seller, owned by Charles F. Wister, owns WPAS(AM) Zephyrhills, Fla. Buyer is owned by Arthur P. Williams and family who own KWMS(AM) Salt Lake City (BAL790306FI). Action April 19.

■ **WOGA(AM)** Sylvester, Ga. (1540 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Worth County Broadcasters Inc. from Dr. William R. Crews (51%) and Freda V. Crews (49%) (100% before; none after) to Feldman Broadcasters (none before; 100% after). Consideration: \$250,000. Sellers are husband and wife. They have no other broadcast interests. Buyer is owned equally by Irwin R. Feldman and his wife, Martha. They also own men's clothing store in Booneville, Miss. Mr. Feldman worked for several Mississippi radio stations in various capacities between 1952 and 1962 (BTC790105EE). Action April 19.

■ **KSTT(AM)** Davenport, Iowa and **WXLP-FM** Moline, Ill. (AM: 1170 khz, 1 kw-U; FM: 96.9 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Frederick Epstein to Quad Cities Broadcasting Co. for \$1.8 million plus \$500,000 for agreement not to compete. Mr. Epstein has no other broadcast interests. Buyer is subsidiary of Guy Gannett Publishing Co. Jean Hawley is chairman; John R. DiMatteo is president. It owns, through subsidiaries, **WGAN-AM-FM-TV** Portland, Me.; **WHYN-AM-FM-TV** Springfield, Mass., and **WINZ-AM-FM** Miami Beach, Fla. (BAL790105EB, BALH790105EC). Action April 12.

■ **WWIW(AM)** New Orleans (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Sun Broadcasting Partnership to Radio Vanderbilt Inc. for \$500,000 and five year consultancy agreement. Seller is principally owned by Lonnie Murray, who is also part owner of **WOWD(FM)** Tallahassee, Fla. Buyer is owned by Communications Corp. of the South (80%), which recently sold only property (WGNO-TV New Orleans) for \$4 million, and is looking for new broadcast properties. It is owned by Seymour Smith and his family. Mr. Murray will retain interest as 20% owner (BAL781201EA). Action April 20.

■ **WAAM(AM)** Ann Arbor, Mich. (1600 khz, 5 kw) and **WIMA-AM-FM** Lima, Ohio (AM: 1150 khz, 1 kw; FM: 102.1 mhz, 15 kw)—Broadcast Bureau granted assignment of licenses from WAAM Radio Inc. and its parent, Lima Broadcasting Corp., to subsidiaries of **WKBN Broadcasting Corp.** for \$3.6 million. Seller is owned by 44 individuals, none of whom have other broadcast interests except Les C. Rau, executive vice president and general manager of **WIMA-AM-FM**. He will remain on as general manager there. Buyer, principally owned by Warren P. Williamson Jr., is licensee of **WKBN-AM-FM-TV** Youngstown, Ohio (BAL790301EA). Action April 16.

■ **KFVS-TV** Cape Girardeau, Mo. (ch. 12)—Broadcast Bureau granted transfer of control from Hirsch Broadcasting Co. to American Hirsch Broadcasting Co. for \$22,235,984. Seller is owned by Oscar C. Hirsch (62.27%) and family. Hirsch family also owns **KFVS(AM)** Cape Girardeau and **WHCO(AM)** Sparta, Ill. Buyer is subsidiary of American Family Life, publicly traded, Columbus, Ga.-based holding compa-

ny of American Life Assurance Co. It owns **WYEA-TV** Columbus and **WAFF(TV)** Huntsville, Ala., and has purchased; subject to FCC approval, **WTOC-TV** Savannah, Ga. (BTC781213LD). Action April 4.

■ **KPEP(AM)** San Angelo, Tex. (1420 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Simstone Broadcasting Corp. from Richard D. Sims (50.1% before; none after) to Linda Smith (none before; 50.1% after). Consideration: \$15,000 plus \$80,000 for agreement not to compete. Mr. Sims wishes to invest in another business. He has no other broadcast interests. Minority interest (49.9%) is owned by Robert W. Stonestreet. Miss Smith is manager of oil and gas property leasing firm in Brownwood, Tex., and former Sergeant at Arms for state of Texas. She has no other broadcast interests (BTC790129EF). Action April 9.

■ **WMTD(AM)** Hinton, W.Va. (1380 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Bluestone Broadcasters Inc. from David B. Jordan (64.34% before; none after) to Lonnie R. Mullins (35.66% before; 100% after). Consideration: \$90,075. Principals: Mr. Jordan also owns 25% of **WNRG(AM)-WMJD(FM)** Grundy, Va.; 75% of **WDTM(AM)** Selmer, Tenn., and 85% of **WJPJ(AM)** Huntingdon, Tenn., Mr. Mullins has been general manager and minority owner of station since 1964. He is also 25% owner of **WDTM(AM)** Selmer and 24% owner of real estate company in Hinton (BTC790212EE). Action April 16.

■ **WAEQ-TV** Rhinelander, Wis. (ch. 12)—FCC granted transfer of control of Northland Television Inc. from Alvin E. O'Konski (100% before; none after) to Seaway Communications Inc. (none before; 100% after). Consideration: \$912,588. Deal is first transfer granted under FCC's minority ownership distress sale policy adopted in May 1978. Mr. O'Konski, former congressman, has no other broadcast interests. Buyer is owned by John W. Swain (11.2%), president, Jasper F. Williams (2.8%), chairman, and 32 others, none of whom has more than 3% interest or other broadcast interests. Station is first minority-owned network-affiliated VHF (Doc. 21266). Action April 20.

■ **WZMF(FM)** Menomonee Falls, Wis. (98.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Falls Broadcasting Corp. to Darrell Peters Productions Inc. for \$650,000 plus \$150,000 for agreement not to compete and \$200,000 consultancy agreement. Seller is owned by R. F. Amann, who has no other broadcast interests. Buyer, owned by Darrell Peters, is syndicated music service. Mr. Peters also is general manager of **WLOO(FM)** Chicago (BALH790201EE). Action April 19.

April 27.

■ **KCAL(AM)** Redlands, Calif.—Seeks CP to increase nighttime power to 1 kw; install new trans. and make changes in ant. system. Ann. April 26.

■ **WPGR(AM)** Port Gibson, Miss.—Seeks mod. of CP to change SL to Crystal Springs, Miss.; change TL W of Crystal Springs past I-55 on Dees Rd. Ann. April 26.

■ **WHIM(AM)** Providence, R.I.—Seeks CP to change SL to East Providence, R.I.; increase power to 5 kw; change from non-DA to DA; make changes in ant. system and install new trans. Ann. April 26.

■ **WCSV(AM)** Crossville, Tenn.—Seeks CP to

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Facilities Changes

AM applications

■ **KBBA(AM)** Benton, Ark.—Seeks CP to change TL; change SL and RC to 1100 Military Rd., Benton. Ann.

change main SL and TL to Miller Ave., Crossville; change type trans. Ann. April 27.

FM applications

■ KDCR(FM) Sioux Center, Iowa—Seeks CP to change freq. to 88.5 mhz; change TL W of US Hwy. 75, S of Dordt College Campus Sioux City; install new trans.; increase ERP: 100 kw (H&V) and HAAT: 470 ft. (H&V); make changes in ant system. Ann. April 26.

■ WKTU(FM) New York—Seeks CP to change type trans.; increase ERP: 7.6 kw (H) and 5.4 kw (V); increase HAAT: 1,223 ft. (H&V) and change TPO. Ann. April 27.

■ KLAW(FM) Lawton, Okla.—Seeks CP to change TL 9 miles SW of Lawton; install new ant., make changes in ant. system (increase height); increase ERP: 100 kw (H&V) and HAAT: 585.375 ft. (H&V). Ann. April 26.

■ WMTS-FM Murfreesboro, Tenn.—Seeks CP to change TL W of Lone Oak Rd., and N of Couchville Pike, near Gladeville, Tenn.; install new ant.; change ERP: 100 kw (H&V) and HAAT: 810 ft. (H&V). Ann. April 20.

■ WNST-FM Milton, W. Va.—Seeks mod. of CP to change TL to Barker Ridge, 14 miles NE of Huntington, W.V.; change type trans.; change type ant.; decrease ERP: .120 kw (H&V); increase HAAT: 1226 ft. (H&V) and change TPO. Ann. April 27.

uled prehearing conference for June 12 at 9 a.m. and hearing for July 24 at 10 a.m. in Washington. Action April 24.

■ Enumclaw and Bremerton, Wash. (Robert J. Reverman and Ki-Pen-Bro Corp.) **AM proceeding**: (Docs. 79-82-83)—Acting Chief ALJ Thomas B. Fitzpatrick designated ALJ Walter C. Miller as presiding judge, scheduled prehearing conference for June 13 at 9 a.m. and hearing for July 25 at 10 a.m. in Washington. Action April 25.

Initial decision

■ WJPD-AM-FM Ishpeming, Mich.—ALJ Joseph Stirmer, in initial decision, has revoked licenses of stations licensed to WJPD Inc. and WJPD-FM Inc. wholly owned by Eugene A. Halker, president. (Doc. 78-80). Action April 27.

Procedural rulings

■ Burbank and Pasadena, Calif. (George N. Cameron Jr. Communications) **AM/FM proceeding**: (Docs. 20629-31; 79-65-67)—ALJ John N. Conlin scheduled further prehearing conference for May 10 at 9 a.m. in Washington. Action April 23.

■ KJLH(FM) Compton, Calif. (John Lamar Hill) **FM proceeding**: (Doc. 20756)—Chief ALJ Lenore G. Ehrig set certain procedural dates including hearing for June 20 at 10 a.m. in Washington. Action April 19.

■ Largo, Fla. (BIE Broadcasting Co.) **FM proceeding**: (Docs. 78-169-71)—ALJ Joseph Stirmer, by two separate actions, granted motion by Stereo FM 92 Inc. for summary decision and resolved section 73.315(a) issue in Stereo's favor (Action March 29) and denied motion by BIE to enlarge issues. Action March 30.

■ Baltimore (J.B. Broadcasting of Baltimore Ltd.) **AM proceeding**: (Doc. 21012)—Office of Opinions and Review granted petition by Leon Back and deferred action on this proceeding through July 16 after court approval of sales agreement. Action April 19.

■ Mesquite, Tex. (Milford A. Cooley) **Revocation proceeding**: (Doc. 79-78)—ALJ Walter C. Miller set certain procedures governing preparation for June 8 hearing and ordered that copy of order be sent to Cooley. Action April 16.

■ Mesquite, Tex. (Emmet L. McConathy) **Revocation proceeding**: (Doc. 79-41)—ALJ Walter C. Miller continued prehearing conference and hearing from May 17 to June 7 at 10 a.m. in or near Mesquite. Action March 29.

FCC actions

■ Seaford, Del.—FCC has granted motion by Delaware Citizens' Committee and Citizen's Committee for Expansion of Commercial Television to State of Delaware for expedited consideration of their mutually exclusive applications for new commercial UHF television station on ch. 38 there. Action Feb 26.

■ WUHQ-TV Battle Creek, Mich.—FCC has denied UHF station partial waiver of prime time access rule that would have permitted station to carry three hours per week of network and off-network material above usual three hours per night that rule allows. Action April 19.

■ KOB(AM) Albuquerque, N.M.—FCC has affirmed its Nov. 2, 1978, action dismissing amendment to application by station proposing Class I-A clear channel operation on 770 khz and granting underlying application proposing Class 11-A operation. Action April 17.

■ WNMB(FM) North Myrtle Beach, S.C.—FCC has denied North Myrtle Beach Broadcasting Corp. reconsideration of Feb. 14 action granting short-term renewal to station for failing to implement FCC's Equal Employment Opportunity requirements. Action April 17.

nated basis, and other by Joseph P. Robillard requesting assignment of 100.1 mhz to Stamps. Action April 19.

■ Dubach, La.—Broadcast Bureau has assigned 97.7 mhz there as its first FM assignment. Action was in response to petition by Joseph P. Robillard. Action April 17.

■ Nevada, Mo.—Broadcast Bureau has proposed assigning 97.7 mhz there as its first FM assignment. Proposal was in response to petition by Everett G. Wenrick. Comments are due June 18, replies July 9., Action April 17.

■ Springfield, Mo.—Broadcast Bureau has assigned television ch. 33 there as its fourth commercial TV channel. Action resulted from petition by Christian Center of the Ozarks Inc. Action April 17.

■ Columbia, N.C.—Broadcast Bureau has assigned 105.7 mhz there as its first FM assignment. Action resulted from petition by Thomas C. Cross and John Wollard. Action April 17.

■ Dayton, Ohio—Broadcast Bureau has proposed reserving television ch. 16 for noncommercial educational uses there. Action was in response to request by Ohio Educational Television Network Commission, licensee of WPTD(TV), which operates on ch. 16. Comments are due June 18, replies July 9.

■ Broken Box, Okla.—Broadcast Bureau has assigned 106.3 mhz there as its first FM assignment. Action resulted from petition by Chris Daniel. Action April 19.

■ Allen, S.D.—Broadcast Bureau has proposed assigning UHF ch. 22 there as its first television assignment. Action was in response to petition by Oglala Sioux Broadcasting Co. Comments are due June 18, replies July 9. Action April 17.

■ Savannah, Tenn.—Broadcast Bureau has assigned 93.5 mhz there as its second FM assignment. Action resulted from proposal by The Tennessee River Broadcasting Inc. Action April 19.

■ Ripley, W.Va.—Broadcast Bureau has assigned 98.3 mhz there as its first FM assignment. Action resulted from petition by Calvin E. Dailey Jr. Action April 18.

■ Hayward, Wis.—Broadcast Bureau has assigned 101.7 mhz there as its second Class A FM assignment. Action resulted from petition by Inland Communications Corp., licensee of daytime WHSM(AM) Hayward. Action April 17.

Rulemaking

Petitions

■ Washington—National Telecommunications and Information Administration requests amendment of rules to simplify and facilitate early determination of comparative broadcast hearings involving new applicants (RM-3366). Ann. April 25.

■ Washington—National Telecommunications and Information Administration requests revision of FM broadcast rules to (1) permit use of directional antennas and terrain shielding in adding new FM stations to table and (2) create new classes of stations which would serve to increase number of FM outlets. Also issue notice of inquiry to consider feasibility of additional technical changes which would permit creation of new FM stations (RM-3367). Ann. April 25.

Action

■ Chief of Broadcast Bureau granted motion by McKenna, Wilkinson and Kittner, Washington law firm, to include documents of National Telecommunications and Information Administration and FCC in public files of FCC, and denied request of MWK for 30-day extension of time in which to file responses to petition for rulemaking in matter of 9 khz AM channel spacings (RM-3312). Action April 19.

Other

■ FCC's Office of Administrative Law Judges will establish file containing one copy of each Order and each Memorandum Opinion and Order issued. File will be maintained in FCC Library (1919 M St., Washington). Ann. April 23.

In Contest

Designated for hearing

■ Tucson, Ariz. (Arvil L. Erickson) **Revocation proceeding**: (Doc. 78-81)—Chief ALJ Lenore G. Ehrig designated ALJ James K. Cullen Jr. as presiding judge, scheduled prehearing conference and hearing for May 31 in or near Tucson. Action April 16.

■ Avon Park, Fla. (Charles A. Esposito and Highlands Ridge Inc.) **FM proceeding**: (Docs. 79-84-85)—ALJ Thomas B. Fitzpatrick designated ALJ Frederic J. Coufal as presiding judge and sched-

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Allocations

Actions

■ Fairbanks, Alaska—Broadcast Bureau has reassigned 100.3 mhz from Fairbanks to North Pole, Alaska. Action April 19.

■ Stamps, Ark.—Broadcast Bureau has assigned 100.1 mhz there as its first FM channel. Action resulted from two separate petitions, one by POJO Enterprises requesting deletion of 92.1 mhz from Benton, La., and its assignment to Stamps-Lewisville, Ark., on hyphe-

Professional Cards

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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager for KOTZ, public 5000 watt AM radio station in Kotzebue, Alaska. Requirements: Working knowledge of FCC Rules and Regulations for a standard broadcast facility; experience in budget preparation, management, personnel, news, and programming; ability to adapt to arctic living conditions. Salary: \$27,100. Closing date: May 14, 1979. Send resume for preliminary examination to: Michael F. Porcaro, Executive Director, 400 Gambell St., Suite 302 Anchorage, AK 99501. Final selection will be made by KOTZ, an equal opportunity employer.

Entry level manager wanted to manage newly acquired full time a.m. in small Tennessee market. Excellent opportunity to grow with multi-market operators. Applicant must have proven ability to handle small market sales. Respond with resume to Jim Broaddus, Music Square Services Corp, 200 4th Ave North, Nashville TN 37219. No telephone interviews, please.

General Sales Manager wanted for Midwest AM and FM to lead and motivate an 8 person department. We have top facilities and ratings. You should have previous sales management experience. An equal opportunity employer. Rush complete resume to Box D-243.

General Manager. Northeast medium market. Must have heavy sales and promotion experience. Base plus override plus stock. Reply Box E-4.

Religious radio group owner seeking general manager for west coast fulltime station. Must be experienced in all phases of secular and religious broadcasting including strong sales record. Excellent starting salary plus bonus and other incentives. Full resume with references required. Box E-8.

Rapid expansion has created station manager position. Must be versatile and dedicated to running a station we both will be proud of! Contact David Keistert, Box 1577, Martinsville, IN 46151 or phone 317-342-3394. EOE.

Applications are now being taken for a general manager to head up three divisions of a broadcasting company in midwest metro area of 180,000. Compensation \$25,000 plus hefty profit bonus. A successful track record as a manager is important. This opportunity is one of the best openings in all broadcasting. All replies strictly confidential. M/F EOE. Send resume to Box E-26.

Group radio station in Denver needs business manager. Send resume to Box 4227, Mesa, AZ 85201. Attention Mr. Brooks.

General Manager, contemporary FM, Class C in Texas' beautiful Rio Grande Valley. 400,000+ population, tremendous growth area. Turn around situation, Should be No. 1 contemporary station in a year. I want a leader by example. Be involved in the community, a street sales person capable of building and maintaining an organization, promotional minded, creative, a "tiger" AND if you are good enough to make this station a winner, and do so, you will be able to earn 15% ownership over the next 3 year period. I want to see your track record. I want to know how successful you are and the reasons why, all in writing. Tell me what you have done and how you did it, full details, To: Dick Oppenheimer, Box 5820, Austin, TX 78763.

HELP WANTED SALES

Sales Manager. Are you now selling radio in a city of 15,000 to 40,000 with three years sales experience and ready to become a sales manager who can show three sales people how to do it using RAB consultant selling method? Are you earning good money but want more? Do you want to move to a West Coast state and live 50 miles from the beach and 70 miles from skiing? Then tell me why I should hire you! EOE. Reply Box D-149.

Account Executives needed. Send resume to Kim Love, Box 5086, Sheridan, WY 82801. EEO.

South Florida Coast: now is the time to start making that dreamed of move. Trade the snow and ice for palm trees and beach. At least 3 years fulltime radio only sales experience. Equal opportunity employer. Your resume in strictest confidence to Box D-199.

Your sales opportunity! Full time ABC, salary, commission. Tell all. KFRO, Longview, TX 75601. E.O.E.

Account Executive to \$20,000+,, excellent account list, profit sharing, top benefits, is wanted to add to our dynamic, well compensated sales force. If you understand what it takes to be successful and desire a solid career position in black contemporary radio, send resume, sales history to General Sales Manager, WAMM, 1223 South Grand Traverse, Flint, MI 48503.

If you can sell you can live the good life in the heart of Minnesota's Lakes, KDLM/KVLR is looking for a sincere, motivated salesperson. Radio Sales experience is desirable, but not necessary as training is provided. Welch Company students preferred. Immediate opening—call KDLM/KVLR 218-847-5624 or send resume to PO Box 746, Detroit Lakes, MN 56501. An EOE.

Religious Format, 100KW, needs announcer, salesperson, or announcer-sales combo. Contact KTOF-FM, 1957 Blairs Ferry Rd. N.E., Cedar Rapids, IA 52402.

Sales Manager sought for Sunbelt AM/FM combination. Aggressive, willingness to work hard and ability to train a sales staff are the primary qualifications I seek. Outstanding compensation to the right person. An Equal Opportunity Employer. Resume to Box D-211.

WOMAN Radio, America's most unique radio station, seeks an experienced sales representative for a position with excellent benefits and management potential. All interested parties are urged to contact Paula Schneider at WOMAN Radio, 1294 Chapel Street, New Haven, CT 06511 or call 203-777-6617.

Lifestyle Alternative. Your chance to get out! Redefine success. A unique AM & FM on the beautiful Northern California Coast looking for experienced salesperson. Send resume and sales records now! KMFB, Fort Bragg, CA 95437.

Sunny Central California! The sky's the limit. Join an Adult Contemporary winner in one of California's fastest growing markets, Guarantee and expense allowance to get started. If you're a winner, let me hear from you. Send resume and billing records to Bob Neutzling, K-MIX, PO Box 979, Modesto, CA 95354. (E.O.E.)

Combo Sales/Announcer, New FM, polished country format in South Central Florida. No draw, salary plus 15% commission from dollar one. Extra bucks for play by play sports. Grow with expanding chain. Call Jerry Kiefer 513-378-6097.

Salesperson Needed! \$15,000 Starting Base Salary plus monthly bonuses on cash. Call for application 216-373-1570 between 9am - 4pm Eastern Time. WTCL Radio, Warren, OH is a Equal Opportunity Employer.

On air early Autumn New 10kw AM daytimer seeks sales manager. Highly motivated self-starter with proven track record. Outstanding growth potential with progressive young management. Excellent living environment, Resume, salary requirements and references to WPOE, Box 823, Greenfield, MA 01301. AA/EOE.

Experienced Salesperson to become sales manager. Beautiful Music FM in beautiful resort area. WLRB, Box 254, Rehoboth Beach, DE 19971. E.O.E.

HELP WANTED ANNOUNCERS

Music/Production in adult, professional operation. AOR format with heavy news, talk, sports. EOE/MF/R. Kingman, V.P. Programs, WALE, Fall River, MA 02722.

Experienced Announcer with creative skills in air work and commercial production, good voice and air personality. First Phone. North Carolina AM/FM stations. EOE. Box D-8.

Experienced announcer needed to voice commercials and be the key voice in a unique morning show format combining news and information with beautiful music. A rare career opportunity with group-owned WEZN Stereo 100, a TM beautiful music station rated No. 1 for 5 years. Top priority: Excellent voice; warm smooth delivery. Send tape, resume and salary requirements to: Operations Manager, WEZN, 10 Middle Street, Bridgeport, CT 06604. EOE.

First-rate organization needs a first-rate professional communicator to hold critical weekend shift and assist in copy and production. Salary in teens. Opportunity in the sky. Cassette tape and resume to: Bill Hoverson, KFGO Radio, Fargo, ND 58108; or call 701-237-5346. EOE

Morning person—must be experienced, capable and dependable. Must know production. Sales available if desired. Send tape and Resume to Jerry Christy, PD, KBIZ Radio, Ottumwa, IA 52501. EOE. PH 515-682-4535.

Experienced air personality. to fill our morning drive slot. Must have good voice, production abilities and be able to host mid-morning call in program. We are an established leader offering good pay and advancement possibilities. Tape and resume to: Manager, WTON, PO Box 1085, Staunton, VA 24401. EOE.

Locutor con personalidad para hora de trafico. San Juan. Fluidez en Ingles Y Espanol... estilo gracioso. Envie experiencia y referencias a Box D-258.

Combo Person or Fulltime Engineer for large small-market operation in Oregon, to assist chief on big construction job and maintain studio equipment. Salary commensurate with ability, plus incentive program. EOE Mr. Smith, 503-882-8833.

Afternoon Announcer—strong on production—for Stereo FM. New equipment. Good benefits. Contact: PD, WECQ, Box 213, Geneva, NY 14456.

Morning drive. Mature communicator with warm delivery and production ability. You'll present news and weather on leading beautiful music FM in growing university market. Good growth opportunity with group owner. Tape and resume to Steve Hibbard, WYYD, Box 12526, Raleigh, NC 27605.

Country Station— staff announcer needed June 1st for 6pm-12Mid. Must have 2 years experience, warm me-to-me personality, production, Automation knowledge for our FM helpful. Send tape and resume to: Chuck Morkri, WTSO, PO Box 8030, Madison WI 53708. Women and minorities encouraged to apply. E.O.E.

KASU, Jonesboro, Arkansas, farm program producer/announcer to sign on station, produce farm programs, and handle other board shifts and announcing duties. Classical music knowledge also desirable. College degree, 3rd or restricted ticket required. \$8216 plus fringes. Deadline for applications May 25, 1979. Resume and tape to Manager, KASU, Box 4-B, State University, AR 72467. KASU is licensed to Arkansas State University which is an equal opportunity/affirmative action employer, M/F.

Evening Shift, First Phone a must—growing Midwest Contemporary AM, tape, resume to Kent Braverman, KCJJ Radio, Box 2118, Iowa City, IA 52240.

Beautiful Music Announcers with commercial experience: sent tapes now for future openings! WSSH, 4 Longfellow Place, Suite 3001, Boston, MA 02114.

Top Rated Adult Contemporary seeks air personality for evening slot. Stacy Taylor, WSIR, Winter Haven, FL 813-294-4111. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Small-market Rocky Mountain resort area AOR station needs experienced announcer. Like the mountains? Tape and resume to KMTN-FM, Box 927, Jackson Hole, WY 83001.

Are you a bright, hard worker who can accept responsibility? Good voice and top production a must. Send tape and resume to PO Box 5344, Wichita Falls, TX 76307. An Equal Opportunity Employer M/F.

Wanted: Air personality for East Coast beautiful music station. E.O.E. Send resume to Box E-20.

Modern Personality. Aware, interesting. More than time and temp. No beginners. Solid operation, 1922. Talent respected, not treated as commodity. Send info before calling. Tape, resume etc., Hugh Barr, Stn. Mgr., WSYR, Syracuse, NY. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Saginaw, Michigan Chief Engineer position open at WSAM-WKQC. Excellent compensation. Company paid insurance. Both top rated stations. Please send resume to Kenneth MacDonald Sr., Box 1776, Saginaw 48605 or call 517-752-8161. Equal Opportunity employer.

Chief Engineer for N.C. AM/FM radio station. First Phone. Must have complete maintenance background, including transmitter and audio production equipment; Automation and AM directional experience and knowledge of FCC Regulations. EOE. Box D-9.

Chief engineer needed for AM/FM combo. Automation experience helpful. Growing operation in Midwest. Write Box D-195.

Full Time Chief Engineer for full power FM station, northeast metropolitan market. First phone required, strong emphasis on audio quality. EOE. Very good fringe benefits. Send resume with references and salary expectations to Box D-207.

Chief Engineer for Network VHF. Hands on chief looking for Future with Growing Group. Position could lead to Director of Engineering position. Must have Studio and Transmitter Experience and ability to teach and direct young and hard working staff. Harry Neuhardt, KFDA-TV, PO Box 1400, Amarillo, TX 79189. 806-383-2226.

Chief Engineer for medium-market group-owned station. Applicants must possess skills in construction, automation, audio-processing, remote-control and AM & FM Transmitters. Opportunity to learn television. Video skills an asset. An engineer presently working as chief or assistant and desiring improvement will be given preferential consideration. Excellent pay and fringe benefits including life insurance and profit-sharing. Position available immediately. Salary in high teens. Reply with complete details first letter. Box D-219.

Transmitter Engineer: Two positions open. Requires 1st Class license. Thorough knowledge of all FCC rules and regulations, AM operation, electronic theory, experience in maintenance and operation of monitoring and test equipment. Contact Personnel Director, Broadcasting, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

We have an immediate need for a hard working, talented person to assume the duties and responsibilities of chief engineer of WAAF/WFTQ, Worcester, MA. Previous experience as a chief not required but knowledge of and "hands on" experience with AM/FM transmitters and studio equipment plus organizational abilities a must. WAAF/WFTQ is owned by Park City Communications. A growing, acquisition oriented company. This is a job with a future. Write to John Marino, Technical Director, WAAF/WFTQ, 34 Mechanic Street, Worcester, MA. EOE M/F minority applicants encouraged.

Sunshine! SW group AM-FM operations has opening for C.E. experienced with automation. Must be a motivated professional. Salary negotiable. Box E-3.

\$20,000 for Northeast Texas, small market group technical director. A-1 AM, FM, automation experience required with references. No board. P.J., Box 764, Magnolia AR 71753.

Chief Engineer with proven record. Vacancy in our group. No phone. Jim Rivers, Cordele, GA 31015.

1st Class Technician with experience in maintenance wanted for 5000 watt AM directional and 50 kw FM. Must have transmitter and audio maintenance experience. Current engineer will stay a few months to assist and train. Excellent pay and working conditions. Friendly northern Indiana community. Operation guided by religious principles. Send resume to Ed Moore, GM, WCMR/WXAX, Box 307, Elkhart, IN 46515. Phone 219-875-5166.

HELP WANTED NEWS

Knock ... Knock ... that's the sound of opportunity knocking ... If you're an experienced news person, it's your opportunity. Our town is growing so fast, we're busting out all over and we need a good news person to keep tabs on everything going on. Sierra Vista is the town, in Southeastern Arizona, steeped in the history of the old west. Tombstone and the OK Corral are only minutes away. Mexico is right next door. Tucson, only an hour away. KTAN-AM and KTAZ-FM are the stations, we're the only game in town, so we have to be good. If you're ready to be a BIG fish in a small pond and you have the experience to do the job, send me your resume, air check and financial requirements in the first contact. Russel Beckmann, General Manager, KTAN Radio, 2300 Busby Dr., Sierra Vista, AZ 85635. EOE M/F.

Reporter-Evening Anchor. Degree and/or experience. Grads welcome. Send short tape, resume, and writing samples to WTRC, c/o Curt Miller, Box 699, Elkhart, IN 46515. EOE.

WHIM, Providence seeks news pro with strong on-air, writing and reporting skills. Could lead to news director. Tapes and resumes to Jim Murphy, WHIM, 115 Eastern Avenue, East Providence, RI 02914.

News Director—to manage a staff of 6 reporters. Strong Broadcast Journalism background, leadership abilities, and a commitment to excellence. Management experience would be helpful. Send tapes and resumes to Ned Foster, WOWO Radio, Westinghouse Broadcasting Co., 203 W. Wayne Street, Ft. Wayne, IN 46802. An Equal Opportunity Employer.

Looking for a newperson to fill a 3-person staff. We're an award winning station that wants to stay on top. If you're experienced in writing, gathering and delivering news send tape and resume to Tony Bruscati, WHLS, PO Box 807, Port Huron, MI 48060.

News Director: To write and report in California's Capitol. Personality important. Send tape and resume along with salary requirement to: KROY-FM, 1019 Second Street, Sacramento, CA 95814. (EOE)

Area's number one and two stations need newperson immediately for AM-FM combo newsroom. Rush tape, resume and writing samples to Ron Russell, WHYI, Springfield, MA 01101.

WTLB has rare news opening with market's most respected radio news team. Good voice and writing ability a must for this May or June opening. 1979 grads encouraged to apply. Tapes and resumes to Brian Whittemore, WTLB, Box 781, Utica, NY 13503. EOE M/F.

Morning drive anchor/reporter for leading sunbelt station. Join a 9 person news department in the state capitol city. Group broadcaster with major emphasis on radio and TV news. Send resume and tape to Personnel WRAL, PO Box 12000, Raleigh, NC 27605. EOE/M/F.

Need immediate help to keep us No. 1 in market. Need dedicated, creative, and determined news director now for one-person show. Will consider current part-time news person looking to break in to full time spot. (Sports can be helpful). Send tape, resume, salary requirement to Charlie Cook, PD., WDXI Radio, Jackson TN 38301 EOE/M/F.

News Director for KLOE AM-TV, Goodland, Kansas. Some small market experience necessary. New television and radio facility. Must gather, write, report. Good salary and benefits. Call Kay Melia or Ken Halbleib ... 913-899-2309.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director needed for top station in Maine's second market. Highly successful 5000 watt AM, with Beautiful Music FM. Located in the heart of Maine's beautiful vacationland. Modern showcase studios under construction. Must be stable. \$12-14,000. No beginners. Tape, resume: Ron Frizzell, WLAM Box 929, Lewiston, ME 04240. We are an equal opportunity employer.

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. KROY in Sacramento, looking for strong background in technical and legal, as well as airshift. Send resume and tape along with salary requirement to: Mark Johnson, 1019 Second Street, Sacramento, CA 95814. (EOE)

Advertising agency needs a full-time talent/production coordinator. You will produce radio commercials based on information from fact sheets. In other words, you must be a good ad-libber. A deep voice is nice but your ability to communicate one-to-one is what we're looking for. Salary \$20,000. Send tape and resume: Lewis & Freese Advertising, Inc. 7 E. Franklin St., Richmond, VA 23219.

Prosperous small market AM/FM operation in Indiana seeking self-starting Program Director. Must have considerable supervisory, talk-show, promotion and programming experience. You will have necessary latitude in directing staff. Salary commensurate with experience. Send resume, salary requirements, checkable references, and your own philosophy on radio programming. This position is open for first time in 10 years, so apply only if you have credentials. Believe it! This IS the situation you have been looking for! EOE. Box E-34.

Music Director. Announce background. Good ear, judgment, track. Know methods, organization. Expansion position. MOR. Send info before calling. Tape, resume, etc., Hugh Barr, Stn. Mgr., WSYR, Syracuse, NY. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Manager. Looking for an opportunity with a growing and progressive company. Reward offered. A gen. mgt. with 15 years experience, strong sales and programming background heavy on promotions and motivating others. Experience includes AM & FM stations. Dedicated professional with a track record that speaks for itself. Managed medium and major markets. Presently employed as GM. Looking for a bigger challenge. Box D-237.

Canadian Financial Officer—6 years as Vice President-Finance of highly successful major market AM-FM station. Newspaper background and experience in all aspects of station administration. Box D-216.

Operations/GM. sales, programming, administration. Eight year pro. Excellent references. Top 100. Box D-210.

Stable, 48 year old, family man, over twenty years same company. Former group owner. Top management all phases radio and CATV looking for growing company or expanding group can invest in right situation and area, but not necessary. I would like to get back into broadcasting. Box D-208.

Success Oriented medium midwest operations manager ready to advance following spring sweep. Seeking position with chain interested in aggressive contemporary programming, promotion, sales interaction, in top 50 market. My goal is your satisfaction. Currently employed. Confidential. Box D-257.

Major market pro. 18 years expertise in sales, programming, engineering looking for first general managers position. Can do it all. Call 213-396-9368 for complete story or Box E-6.

General Manager. Major market experience. Experienced and results oriented. Best references. Box E-27.

SITUATIONS WANTED MANAGEMENT CONTINUED

Experienced Operations Manager and Program Director. Diversified background, excellent references. All opportunities considered. Box E-21.

General Manager Specialties include sales, sales and audience promotions, sales motivation. Long, successful track all phases AM-FM from CP to number one in market. Prefer small-medium market with potential; opportunity for \$30,000 plus. Box E-2.

Wanted: Challenging opportunity in Radio station management. 15 years experience in all aspects of station operation. Prefer West, Southwest, Northwest. Box E-11.

Workaholic, successful street-selling, solid profit-making GM, now employed, wants to hear from aggressive, growing-market station I may someday own part of. Located in community my family and I will enjoy and get involved in. I'm committed to excellence. Impressive sales and programming accomplishments. Replies confidential, answered. Box E-44.

SITUATIONS WANTED SALES

Announcer wants to move into sales. 8 years experience. Business degree in June. 26, single. Prefer Southeast. Box E-6.

SITUATIONS WANTED ANNOUNCERS

Seeking first job. Female 20 can work any format. Dependable, dedicated, hardworker. Recent broadcasting school graduate. Will relocate anywhere immediately. Tape and resume available. Call or write, Cathy Williams, 933 North Latrobe, Chicago, IL 312-287-0098 anytime.

Recent Grad Third Class wants first air personality job. Call Doc Rock anytime or write 4728 S. Princeton, Chicago IL 60609. 312-285-0873. Better hurry, relocating and going fast!!

Broadcasting Graduate, looking for first job. Excellent voice, delightful personality. 313-785-5887.

8 yrs. Pro D.J. with BA and 1st looking to relocate in medium to large market. Excellent voice. Delightful morning/afternoon DT DJ. 213-244-2077.

Seeking AOR or Oldies full-time announcing. 29, 4 yrs. experience, 3rd, copywriting, production. Great music knowledge, organizer; reliable. Prefer East. Available June. Box D-224.

I love radio-and I need a break. Experienced announcer, Music Director with B.A., currently working, looking to move up. Call Jim weekdays, 9-5, 607-433-2213.

Contact me if you are within 40 miles of NYC looking for a full-time announcer adaptable to your broadcast needs. Ron 212-579-5352 or 212-526-5717.

Female DJ; news, production and continuity experience. BS Broadcast Journalism. Knowledge of rock, jazz, MOR. I'm bright, a self-starter, dependable. Prefer Western U.S. Box E-39.

Dependable Announcer, 3rd Endorsed. Over 3 years experience all formats. Great Sports/play-by-play. Great Lakes area, or Southern Ohio preferred. Call Bill, 517-489-0822.

First Phone—Announcer, Operations Manager, Engineer. Technically minded, experienced, precise production, tight board, some newscasting and remotes. Fast learner, positive attitude, married. Tape available. Call 904-428-8298, Charles Hamilton, 534 Dora Street, New Smyrna Beach, FL 32069.

Programmer/announcer with 11 years experience including 3 in major market. Looking for good full-time opportunity. Write Box E-36.

I, John Pluta, due to circumstances beyond my control, have been out of radio since the early seventies, but let me assure you, that as the result of painstaking endeavor, I am the most improved news announcer and should merit your approval, correspondence school grad, 18 months prior experience. Kindly dial 315-736-1538. I'm 36, single, slender, sober and reside at 121 Whitesboro Street, Yorkville NY. P.S. I sport a flat top and mustache; may God be with you!

Classical Announcer—Adam to Zipoli creative production/programming. Bruce Thomson, 1508 Vailejo Drive, San Jose, CA 95130.

Currently working upstate NY DJ ready for bigger things. Good voice, tight board, excellent copy/production skills. All-around hard worker. Box E-12.

Female DJ. One to one style. 2 years experience. Public Affairs, production, news. Southern U.S. Chris, 919-637-4142, Route 2, Box 250-B, New Bern, NC 28560.

Experienced Announcer, 1st Ticket. 9 years including Metro. Available Immediately. 618-876-5919.

Ready to move up a market or two. Four years experience. Rock, Country, MOR oriented. Unusual show. Multi-talented. Good copy, great production. Box E-24.

Help! After two years and 300 tapes, I still don't have my career breakthrough. Box E-25.

Remember your first break? Please help me with mine. No experience but willing to work hard and learn. Will relocate. Please contact Don at 714-464-0850.

Disc Jockey Experience In small and medium markets. Tight board, good production desire AOR or Contemporary Format. Will relocate anywhere. Call 704-545-4630 or 377-2545 or write Jeff Reck % Clayton Monteith, Route 1, Bryson City, NC 28713.

It took 9 yrs. to find that I do best in a jazz format, with that late night mellow approach. Please help me to develop in jazz. 31, 1st, currently working. Box E-40.

SITUATIONS WANTED TECHNICAL

Broadcast tech seeking possible CE's position at AM facility, preferably in the West at medium-small to medium market. Have eight years experience, ASET Degree, and First Phone. Wish to perform strictly as CE; no announcing. For resume and list of equipment experience, write to Bob Carr, 480 E. 26th Place, Yuma, AZ 85364, or call 1-602-726-8929.

Experienced Chief Engineer, AM-DA, FM, stereo. Prefer South. Box D-159.

Quality-minded Chief Engineer seeks opportunity. Strong background which includes: First phone, ham, high power, DA's, FCC, construction, etc. West or Southwest. Box D-212.

Creative Individual—Wants to serve the Lord in religious broadcasting. Experienced with studio equipment repairs & maintenance and audio production. Charles Weisel, R.D. 2, Hadley, PA 16130 412-253-3610.

SITUATIONS WANTED NEWS

Experienced, Coitege Grad seeking news or sports position. PBP experience. Call Chad at 713-484-3977.

Progressive approach, conversational yet precise and tough reporter-anchor seeks right opportunity. Six year pro. MA Broadcast Journalism. Box D-108.

Want someone who is hard working, dedicated to radio? Currently looking to move to larger market. Presently news and public affairs director at AM/FM combo in sun belt state. Four years experience, plus PBP football and basketball, award winner. Looking for right position. Not really in that big a hurry. Box D-236.

Fourteen-year pro, experienced news director, commercial production supervisor/writer, award-winning sports play-by-play, can sell. 34, degree. Dave Ward, 504-395-3079.

Female broadcaster/copywriter seeks news break. 3rd endorsed, good voice, good delivery. T&R: Martine Wood 415-834-1124, 3122; 3009 Harrison Oakland, CA 94611.

You Name It—I've done it in sportscasting! Five years experience: play by play, interviewing, writing, production winner of WGN Radio National Sportscasting Contest. Masters Degree, Radio-TV. Two years experience, professional baseball administration. Desire sportscasting position in medium or major market. Box E-38.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Talk Show Host. Experienced, entertaining, articulate, knowledgeable. I make 'em think; I make 'em laugh. Box D-231.

Production, copywriting, announcing sought by '79 Ashland College R/TV graduate with professional experience. Mark Miller, 407 Jacobs, Ashland, OH 44805.

New York, Connecticut FM Managers: Leading A/C, MOR, Beautiful music programmer in 10th market seeks PD, position in large or medium market. Career record of supremacy in 25-49 ratings. I produce winners! Allyn Turse 713-781-4132. Box. D-225.

TELEVISION

HELP WANTED MANAGEMENT

Director of Development, large northeastern community PTV station. Real challenge for a real pro. Manage \$1.5 million development program for top-rated well-established public TV and 2 public radio stations. Also supervise publicity operation. Should have on-air membership experience, and program underwriting background. Direct mail experience helpful. Development/publicity staff of 11; budget of \$600,000. An Equal Opportunity Employer. Salary open. Send resume and salary requirements to: Box D-250.

Director of Administration. Challenging job for creative person. Responsible for all corporate financial and administrative functions for one public TV and two public radio stations. Includes corporate planning and some special projects. Reports directly to President. Three years' financial and administrative experience a must. Writing skills important. An EEO employer. Send resume and salary needs to Box D-251.

Controller for North East Ind. Experienced Business Manager to assume financial control. Accounting credentials and supervisory experience required. Responsible for Budgets, Statements, Receivables, Payables, Cost Control, Payroll, Insurance and Fringe Benefit Plans. Helpful to be familiar with Labor and Tax Laws. Equal Opportunity Employer. Send resume and salary history to Box E-46.

Promotion Manager for North East Ind. Challenging position available for someone seeking greater management opportunities. Must be creative, ambitious, thoroughly experienced in Promotion. Strong production background helpful. Superior writing skills essential. Equal Opportunity Employer. Send resume and salary history to Box E-47.

Chief Engineer for North East Ind. Thorough technical experience a necessity. Supervisory experience helpful. Excellent career opportunity to join management team of growing company. Benefits plus car. Equal Opportunity Employer. Send resume and salary history to Box E-48.

Assistant General Manager: Public broadcasting station has challenging opportunity becoming available for individual possessing experience in public broadcasting with degree, preferably in Business Administration. Applicants should be self starters, detail oriented with strong communication skills. Send resume with salary requirements in confidence to Personnel Manager, PO Box 610001, Miami, FL 33161. An Equal Opportunity Employer.

Director of Development KAKM, Anchorage, AK. Responsible for fund raising, membership special events; includes development of underwriting, production, and long range capital grants. Bachelors degree in communications or related field and three years experience in community relations, volunteer leadership, program coordination. Start July 1 1979. Application deadline June 1. Send resume, professional experience, four references, successful grant application you authored to: Elmo Sackett, KAKM, 3211 Providence, Anchorage, AK 99504. EOE.

Promotion Manager, Northeast affiliated station in Top 50 market seeks promotion manager with a minimum of three years experience as promotion manager or assistant promotion manager. Self-motivation, creativity, organization and experience in all facets of promotion at the station level is a definite requirement. Station is an Equal Opportunity Employer. Salary open. Box E-51.

HELP WANTED SALES

'Special Events' TV Sales Manager Major S.E. independent expanding sales management team. Position requires extensive experience in non-sports TV special events sales ... concerts, pageants, quality series, Equal Opportunity Employer. Please send resume in confidence to Box D-233.

WDEF FM has an opening in sales. Experience preferred. Send resume to Diane Ballinger, Sales Manager, WDEF, 3300 Broad Street, Chattanooga, TN 37402. EOE.

Local Account Executive. Top 100 market network affiliated VHF seeking applicants for a local account executive. Experience in sales required. An Equal Opportunity Employer. Send resumes to Box E-28.

Local Sales Manager—Large market ABC heavyweight. Excellent base, benefits, compensation. Self starter, personnel motivator, genuine team leader with class and enthusiasm needed. Great southern location. EOE/M-F. Detailed resume, earnings history and references to Box E-49.

One of the fastest growing independent stations in the top 30 markets is looking for a dedicated career-minded account executive. Experience in broadcast sales is preferred with a good background in retail and direct selling. EOE/MF. Write Mike Cohen, Local Sales Manager, WZTV, Box 90764 Nashville, TN 37209. 615—385-1717.

HELP WANTED TECHNICAL

Title: TV Maintenance Eng. Full time. Description: Associate Degree of minimum of 5 yr. experience and FCC First Phone required. UHF transmitter experience desirable. Excellent fringe benefits. Salary negotiable. Send resume to: Metromedia Inc., Attn: Personnel Dept. PO Box 22810, Houston, TX 77027. We are an EOE.

Donrey Media Group has positions available for TV assistant chiefs in Nevada. Requires heavy maintenance background in video tape, camera & projector systems. Must demonstrate thorough understanding of television basics & audio techniques. Send resume & salary requirements or phone: Director/Broadcast Engineering, Donrey Media Group POB 70, Las Vegas, NV 89101. 702—385-4241, Ext. 330. An Equal Opportunity Employer.

Mobile Unit Engineer. Commercial TV production house needs videotape truck engineer who is production and client oriented with can-do attitude. Prior operational and component-level repair experience with TR-600-A and TKP-45. Long and variable hours, some travel. Valid drivers license and good record. Resume and salary history to Oliver Peters, Manager of Production Services, Ted Johnson Productions, Inc., 150 Riverside Ave. Jacksonville, FL 32202. No Phone Calls.

Wanted immediately ENG/FP Maint. Engineer for Southern Gulf Coast VHF ... expanding facilities in news and production ... need maint. engineer with 3/4" helical VCR, editor and one-tube color camera or equivalent experience. Must know circuits and have above average mechanical ability. \$11.5k starting minimum, higher per experience. Advancement. Must have resume and references. Call Chief Engineer at 318—439-9071. KPLC-TV an equal opportunity employer.

Assistant Chief Engineer 5 year minimum, FCC 1st, experienced in studio and transmitter. No. 1 rated Rocky Mtn station. Excellent salary. Contact CE, KIFI TV, Idaho Falls, ID 208—523-1171.

Wanted Studio Maint. Supervisor for growing VHF in Southern Gulf Coast market ... urgently need 1st phone engineer with 2-5 years solid maint. experience on cameras and quad VTR's. 13k starting minimum—higher per qualifying experience. Advancement. Need resume and references. Call Chief Engineer at 318—439-9071. KPLC-TV an equal opportunity employer.

Television, Engineer: ABC Affiliate looking for Assistant Chief Engineer. Must have solid background in latest equipment. First class license, professional training, and at least five years experience in television maintenance. Transmitter experience helpful. Send resumes to: Chief Engineer WTVG-TV, Box 1150, Chattanooga, TN 37401 or call 615—756-5500. EOE.

Broadcast Technician: First phone (FCC) and video experience. Nuts-and-bolts people only. Send resume to: Chief Engineer, WCAE-TV, 123 Sesame Street, St. John, IN 46373.

TV Maintenance Engineer—Two years experience (or technical school) in studio equipment maintenance, especially color cameras. 3/4" tape maintenance experience helpful. Send resume and salary history to: David Archer, 1175 Potrero Avenue, San Francisco, CA 94110.

Progressive station in a top-50 southeastern market searching for talented engineers who want to move up. Openings in both management and non-management positions. EOE, M/F. Reply to Box D-223.

Experienced engineer for master control and maintenance. KOAA-TV, Colorado's most progressive station, 2200 Seventh Avenue, Pueblo, CO Ken Renfrow, Chief Engineer.

TV Maintenance Engineer, experienced in audio, video, VTR's, ENG and test equipment. FCC First. Salary commensurate plus fringe package. Major EOE group owner. Great future. Resume to Box D-252.

Chief Engineer. WGTE-TV, Toledo. First class license, strong broadcast experience plus E.E. degree or equivalent. Full charge of engineering staff. Call Art Hafer or Bob Smith for application information. 419—255-3330. Equal Opportunity Employer.

Maintenance Supervisor. WGTE-TV, Toledo. First class license, 2-year engineering degree or equivalent, strong experience in theory and maintenance of all television equipment, especially UHF transmitters and microwave systems. Call Art Hafer or Bob Smith for application information. 419—255-3330. Equal Opportunity Employer.

Columbus, Ohio: TV Maintenance Engineer Tele-Production Facility; New Equipment. No FCC license required, if qualified. Experienced only, please. OUBE, 1201 Olentangy River Road, Columbus, OH 43212. Attention: Rou Boylan 614—297-2202.

Chief Engineer for Television Services: Indiana State University. This position requires the supervision of three full-time engineers and four or five part-time engineers. It includes tube-to-digital electronics, making trouble-shooting experience essential. Television Services facilities include a color studio, a black and white studio, a 11,700 watt radio station, a campus cable system, three electronic field production color cameras, two EFG editing carrels, and a considerable number of black and white portable cameras and VTR's. Exceptional fringe benefits package with a salary commensurate with experience and qualifications. Direct letters of applications, resume and three letters of recommendation to Dr. Arvin Workman, Indiana State University, Terre Haute, IN 47809. (I.S.U. is an Equal Opportunity Employer.)

Television Systems Engineer: If you are a television systems engineer with a track record in designing color television studios, master controls, RF and base-band distribution systems, surveillance systems, and specification writing, or if you have equivalent design experience in broadcast television or a top CCTV business, industrial, or educational operation, if you want to advance your professional future by working with the leading television and audiovisual consulting and design firm in the field with offices in New York, Los Angeles, and London. If you want to work in New York City, where the action is, with top professionals, on projects which are setting the trend. Send your resume and salary history, in confidence, to: Robert J. Nissen, Vice President, Hubert Wilke, Inc., 280 Park Avenue, New York, NY 10017. Full company benefits. Salary commensurate with experience.

Engineering Supervisor for PTV-UHF station. New facilities. Minimum 5 years engineering and 1 year supervisory experience required. First Class License required with expertise in all phases of TV engineering equipment. Salary commensurate with experience. Attractive benefits package. Send resume to Personnel Dept., WXXI-TV, PO Box 21, Rochester, NY 14601. EOE.

WLFI-TV Lafayette Indiana is seeking a transmitter maintenance engineer. Responsibilities include maintenance of transmitter microwave and some studio maintenance. Call Ken Gardner 317—463-3516.

Need Immediately—TV transmitter engineer. Nearly new VHF facility. Mid-west location. Contact Gene Monday C.E. 605—996-7501.

Operations Engineer—transmitter, camera, video tape, etc. Ideal opportunity for recent technical school graduate. 1st class license required. An equal opportunity employer. Al Scheer, WLEX-TV, Lexington, KY 606—255-4404.

Major midwestern, group owned independent needs top rate engineer. Minimum requirements: FCC 1st class license, associate degree in electronics, knowledge of microprocessor based electronics, two years experience in broadcast TV equipment repair. An Equal Opportunity Employer. Send resume only to Box E-10.

HELP WANTED NEWS

Reporter/ENG Photographer. Experienced desirable. Basically photography and editing, some reporting. Equal Opportunity Employer. Tape and resume first letter to Peter Fenney, News Director, WSTV-TV, 320 Market St., Steubenville, OH 43952.

Chief Assignment Editor needed for aggressive news operation with NBC affiliate in beautiful San Diego. Immediate opening for the right person to head up a four person desk. Persons with less than 1 year experience need not apply. Send complete resume to Tom Mitchell, News Director, KCST TV, PO Box 11039, San Diego, CA 92111. An equal opportunity employer.

Reporter ... for a medium market midwest station with a very strong news commitment. Must be a self starter who knows how to dig up real news and package it with a flair. Equal Opportunity Employer. Box D-227.

Northern New York TV News Department still looking for the right person to fill an on-air reporter position. We are looking for reporter with minimum 2 years hands-on ENG experience and on-air work. Good job with good company for the right person. Previous applicants need not apply. Send tape and resume to News Director, WWNY-TV, Box 211, Watertown, NY 13601.

Sports Director—With NBC affiliate in sunbelt. Top 40 market. Previous on-air experience; reporting and editing skills as well as anchoring. EOE. Please send resume and previous salary history to Box D-248.

Weatherperson for 6 and 10PM news at NBC affiliate station in small Gulf Coast market; send tape and resume to WMBB-TV, PO Box 1340, Panama City, FL 32401. EOE.

The leading news station in one of the top ten markets is looking for an experienced ENG photographer. Hustle and an excellent eye are required. The first step is to send us a resume. We will then contact you for a tape. Box E-5.

Top 25 market network affiliate in northeast seeking producer for 6 and 11 o'clock newscasts. Excellent opportunity for an individual desiring to take charge of weekday newscasts. Station is an Equal Opportunity Employer. Send resume, written ideas about what news producing involves, and salary requirements to Box E-37.

Some exceptional people are looking for exceptional people. Don't think about this Company unless you love life, love challenge, love travel, love change, love television news, love thinking, love research, love professionalism, love winning, and love yourself. You could come to love this Company. If you feel you have strength-of-character, a high intellect, a strong desire to always tell the truth as you understand it, without fear, and have a desire to be part of the development of a Company whose goal is to provide the most advanced, state-of-the-art television news research and consultation, write: The Television News Group, Inc., 4440 Vineland Avenue, North Hollywood, CA 91602.

Co-Anchor. 60's market VHF network affiliate. Still hoping to expand our staff with a co-anchor who's got that something special that makes young women and men want to watch our news. Join a super staff and a super company and enjoy an excellent salary and benefits too. Box E-33.

**HELP WANTED NEWS
CONTINUED**

Weathercaster wanted for one of the fastest growing markets in the country. Experience a must ... meteorologist preferred. Send tape and resume to Ray Depa, News Director, KGUN-TV, P.O. Box 5707, Tucson, AZ 85703. No phone calls. An equal opportunity employer.

Experienced television news reporter/weekend anchor for medium market, mid-Atlantic area. E.O.E. Send resume, Box E-19.

Public Affairs: Writer, producer, talent needed for editorials, public affairs programs, and documentaries by leading Quad Cities network Radio/TV affiliate. Send resume and video tape to General Manger, WOC Broadcasting, 805 Brady, Davenport, IA 52808. An equal opportunity employer. No phone calls, please.

Sports Anchor: West Coast medium market station looking for an experienced sports reporter to do more than give scores. Person should have excellent writing skills and knowledge of film and ENG production. Excellent opportunity with an expanding news department. Resume including salary history and 3/4" tape to: Al Jaffe, News Director, KNTV, 645 Park Avenue, San Jose, CA 95110. No phone calls please! EOE M/F

Reporter—Top 60 market. Shoot, write, edit film and ENG. Experienced man or woman preferred. Resume and script samples to Box E-13.

Top 50 market Sunbelt rating winner looking for an experienced weathercaster. Equal Opportunity Employer. Send tape and resume to John Hayes, News Director, WBRC-TV, Birmingham, AL 35201. No calls.

News Cameraperson. Must have experience in shooting and editing videotape and 16MM film. Knowledge of ENG essential. Full details and salary requirements first letter. Write: John Banks, News Director, WSYR-TV, 1030 James Street, Syracuse, NY 13203. WSYR is an Equal Opportunity Employer.

Late news producer who can exercise authority over content, personnel, and production. Major market ABC affiliate in NE. No beginners. Need management skills. Equal Opportunity Employer. Box E-29.

Wanted; On air weather person, Monday through Friday. \$164.50. Send resume, tape with first letter, to Jon Janes, News Director, KAAL TV, PO Box 577, Austin, MN 55912.

Looking for creative person with experience in producing one hour newscast. Send resume and tape to Stan Hopkins, News Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. KTUL-TV is an Equal Opportunity Employer (EOE/MF).

Experienced newperson needed as anchor at expanding ABC outlet in top 100 growth market. Applicant will anchor early and late evening newscast, and will have excellent chance of upward move with company. On air appearance, drive, and reading skills essential. EOE/M-F. References and resume to Box E-50.

**HELP WANTED
PROGRAMING,
PRODUCTION, OTHERS**

Operations Manager for aggressive network VHF station in single station medium size market in SW coastal sun belt. Must be experienced in all phases of programming, production & operations. Excellent employee fringe benefits. EEO. Box D-228.

TV Camera person/Weekend News Director minimum 3 years commercial TV experience. Also experience in remote camera work on sporting events and fast paced weekend news programs. Send 3/4" tape to Charlie Riley, Production Manager, KITV 1290 Ala Moana, Honolulu, HI 96814 or call 808-537-3991. EOE.

Immediate opening for commercial staff artist. Should be experienced in all phases of television and advertising art and graphics. Experiences and samples of work required. Medium market television station in Southeast. An Equal Opportunity Employer. Send initial application along with salary requirements to Box D-181.

Artist: Experienced in commercial television, graphics, print media, billboards, set design. Some photographic experience. Number one position being vacated provides excellent working conditions, logistical support, creative expression in a very competitive TV production market. Salary commensurate with ability. For more information contact Kal Ruppel, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801 or call collect 205-539-1783. An Equal Opportunity Employer.

Production Assistant for major market production facility. Will perform lighting, camera operation, set building, graphics and various other studio jobs. B.A. in television production required; one year of production experience helpful. Send resume to: Craig E. Blohm, Production Supervisor, CRC-TV, 6555 West College Drive, Palos Heights, IL 60463.

Great opportunity for top promotion person, 3 station public broadcasting operation needs director of promotion and publicity. Top 30 market in Northeast. Great boating in summer, skiing in winter. One radio station is all news in public radio other is classical FM. TV is one of top UHF in top 30 markets, national program producer staff of 3. Professional publicity press relations background essential, prior public broadcasting experience helpful. An Equal Employment Opportunity Employer. Send resume and salary requirements to Box D-203.

Production Manager: Experienced in all phases of commercial and promotional assembly, including on location, film, ENG, studio, and live productions. If you are energetic, experienced, well-organized, a good leader of people and able to accomplish all objectives, then we have an excellent opportunity for you. Medium market, SE United States. Position available June 1. EOE. Send resume to Box D-230.

Production and Operations Managers, Madison, Wisconsin network affiliate reorganizing programming area. Need skilled, creative managers for production and operations supervision. Production manager will supervise all studio, minicam, and film production; should have creative talent, managerial skills, and in-depth knowledge of production techniques and equipment. Operations Manager will supervise traffic, promotion, and continuity departments. Should have excellent organizational and systems management skills, good writing and creative abilities. Send resume to: Station Manager, WMTV, 615 Forward Drive, Madison, WI 53711.

Television Artist. To create art work for use in television programs, films, the printed media and in-house graphics (for 2 PTV stations). Must have 2 years post high school training in graphic arts techniques from an accredited institution, plus at least 2 years of work experience in a television art department or closely related activity. Salary is \$480 to \$612 biweekly, plus full benefits. Apply to: Milwaukee Area Technical College, Office of Employee Services, Room 238, 1015 North 6th Street, Milwaukee, WI 53203.

Studio Co-ordinator—Schedules, trains and evaluates studio crew; supervises set construction and studio set-up and lighting. Requires B.A. and experience in TV production. Salary: \$11,500-\$12,500. Application deadline: June 8, 1979. Contact: Don Peterson, University Television, University of Nebraska at Omaha, Omaha, NE 68182.

Director's Position: Are you a top drawer director able to switch flawless newscasts and public affair's shows? Do you have a creative eye and enjoy the pressure of the control room during live productions? Do you want to live in the sunny-south at a rapidly expanding network affiliated station? If so, send resume and letters of recommendation to Box E-31. EOE/MF

Cultural Affairs Producer—Produce cultural programs for KUSD-TV and the South Dakota Public Television Network. College degree in arts, theater, English or communications and 3 years experience in cultural affairs, including the lively and popular arts, or an equivalent combination required. Direct experience in the arts and on-air television experience with extensive writing and editing skills and proven research abilities desired. Must be familiar with all facets of ENG, quad and cassette editing. Salary range \$12,252-\$15,366. Application deadline, May 31, 1979. Reply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

**SITUATIONS WANTED
MANAGEMENT**

General Manager with outstanding credentials! Television 22 years; Radio 12 years; Broadcasting 34 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. Produces—at accelerated pace—outstanding ratings, sales, profits and prestige! Now arranging weekend-interviews. Box E-14.

President of TV production corporation seeking Operations Manager position at small-medium market TV station with good future. 22 years experience in all phases of the business—including educational and commercial. Masters degree in speech. Community-minded. Salary negotiable. Box E-17.

**SITUATIONS WANTED
NEWS**

Sharp female anchor/reporter wants medium market TV opportunity. TV reporting/anchor experience plus Top market radio background. Journalism Degree. Box D-247.

Sportscaster. Weekend man top 25. Wants weekday spot. Strong writing, story production. Crisp, breezy style. 13 years experience all phases TV news. Box D-206.

6 and 11 p.m. Weekday Anchorman in medium market seeks major market anchor challenge. Vaulted current station into 2/1 ratings advantage over nearest competitor. Very strong reporter and writer. Award-winning documentary producer. Box D-253.

Young aggressive ENG photographer with 3 yrs. Experience seeks new challenge in new market call 315-471-5521.

Science Reporter. Award-winning science reporter seeks similar position. Experience includes nationally televised science news reports and documentaries. Can translate science into people's language. Ph.D. in chemistry. Proven track record and four years experience in major market. Box E-30.

Anchor/Reporter, experienced, seeking anchor, exec. producer, or assistant news director. Dedicated journalist, family man, 26, employed. Box E-43.

Accomplished: Creative, authoritative female with excellent ratings, B.A., and 3 years Television anchoring, producing, and reporting ... seeks position with totally professional news team in Top 75 market ... Box E-18.

Fourteen-year pro, news reporter/anchor/editor, sports air work experiences. 34, degree. Which hat(s) may I wear for you? Dave Ward, 504-395-3079.

Start Immediately. Experienced writer, reporter, photographer, editor, anchor with First Phone. Ted Wolfe, Box 133, Cabin Creek, WV 25035 or leave message Charlotte, NC 704-568-7535.

Sports Reporter/PBP, with two years in Radio and Television. 23. BS degree, willing to re-locate. Pat Shandorf 518-842-3741.

Bright, eager girl with talent for writing and reporting news looking for start in TV newsroom. PBS-TV behind-the-scenes and on-air college news/weather/sports experience. B.A. Communication (Univ. of Delaware)—concentration in TV broadcast/production. Will relocate. Resume/videotape available. Box E-23.

Mexican-American female anchor/reporter/producer who delivers the numbers in small market is looking for a move up. 1-314-867-8802.

Young woman reporter, strong writer, strong on air, seeks challenging position. Excellent professional and academic credentials. Tireless worker. Tape and resume available on request. 212-838-5673.

Major market pro reporter/anchor desires evening anchor. Knowledgeable, 34, degree family. Box E-52.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Going 24-Hours? Top-15 talent entertains, writes/programs wee hours! Box D-130.

Lady Director Available—commercials/news—currently medium market—first phone—five years experience. Box D-241.

Network experienced videographer/editor; Live remote cameraman. Willing to work film, news. Lighting whiz. Box E-1.

Looking to join creative broadcast TEAM. Willing to bat 9th on your team and am ready to perform like cleanup batter. Have experience and desire. Eric, Box E-32.

ALLIED FIELDS

HELP WANTED SALES

Business oriented, successful salesperson with good credit and character who really wants to improve his income level. This is a straight commission opportunity involving substantial dollar amounts. We'll train in brokerage work. Northwest location. Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

2 positions. Technical sales for branch of large video systems organization. Positions located in D.C. area. Persons applying should have strong hands-on technical experience in cable or television and be sales oriented. Draw plus commission. Excellent earning opportunity. An Equal Opportunity Employer. Reply to: Box E-7.

HELP WANTED TECHNICAL

Donrey Media Group is seeking chief technician for their CATV operation in California. Send salary requirements and 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 PROGRAMING, PRODUCTION AND OTHERS

Broadcast Editor—University seeks broadcast editor in University Relations Office. Experience in ENG, film, writing, BA in broadcast-related field required. Five years experience desired. Salary negotiable. University Relations, 300 Martin Hall, Auburn University, Auburn, AL 36830. Equal Opportunity Employer.

HELP WANTED INSTRUCTION

Instructor to teach radio & TV courses, advise campus radio station. Graduate degree, experience. Equal opportunity employer. Contact Dr. William Hammel, Communications, Loyola University, New Orleans, LA 70118.

Broadcasting instructor, Memphis City Schools. Person will teach basic radio and television broadcasting to high school students. Must have six years full-time professional broadcasting experience or equivalent, minimum of high school diploma or GED. Excellent salary and fringe benefits. Memphis City Schools, Division of Certificated Personnel, Room 164 2597 Avery Avenue, Memphis, TN 38112.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Chyron IIIB. Eric Address 215-543-7600.

We need Film Cameras, 16mm or 35mm, Lenses, Accessories, Editing Equipment, etc. Call Milt Gross, 305-949-9084.

FOR SALE EQUIPMENT

Two (2) Ikegami HL33 Minicameras. Make offer. 202-686-5895.

5" Air Heliac Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service, 904-877-9418.

Hitachi FP 1010 Color Camera with Saticon tubes. Includes 10:1 f1.8 zoom lens, ITE cam-link head, elevator tripod and dolly, and custom cases. This is an excellent camera with very few hours on it for sale at half the original cost. 415-841-4810.

For Sale—New Unused: Complete Harris Model TAB-6H-6 Bay Superturnstile Antenna, 46 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specially priced \$30,000. Contact Gil Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915-655-7383.

GE Transmitter with attendant equipment Model TT59, 50 KW very good condition on Channel 17. Available approximately June 1. Bargain if you move. Reasonable if I move. Also, three PCP-90U cameras excellent condition. Sold to highest bidder. For details contact: E. B. Wright, 1018 West Peachtree St., Atlanta, GA 30309. 404-875-7317.

GE 10KW FM Amplifier/Transmitter Model 4BF3A1 with modified sockets for available power tubes and with power supply. On air til December, 1978. One tube socket has arced. Ideal for spare parts or for someone wanting to rebuild. \$1,000. FOB Lebanon, Oregon. Phone 209-442-4889.

GE PE-350 Color Cameras: Excellent condition, 3 Available, \$8,000 ea.

RCA TR-4 Hi-Band VTRS. New heads, good condition, 2 Available \$16,000 ea.

GE 12KW UHF Transmitter: Ideal for new station, good condition, \$14,000.

GE-PE-250 Color Cameras: Includes lens, cables, CCU's, 2 Available \$3,000 ea.

IVC-500A Color Cameras: With all accessories, excellent shape, \$7,000 ea.

RCA TK27B Film Camera: Available with TP15 Multiplexer \$22,000.

RCA TP68 Projectors: Good condition. \$10,000 ea.

GE PE 240 Film Camera: Excellent Condition, \$8,000.

New Lenco Terminal Equipment: Discount prices, fast shipment.

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

Jamieson 16MM Color Processor with all tanks, valves, excellent shape. \$3000 firm call/KIFI TV, Idaho Falls, ID 208-523-1171. Operations.

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

RCA UHF TV Transmitter, Model TTU10A, presently on the air, available approximately July-1979. Includes filterplexer, asking \$30,000 or best offer, contact Bob Martins, 714-328-8881 or write KESQ-TV, PO Box 4200, Palm Springs, CA 92263.

Coaxial Cable 420 Ft. length of Cablewave HCC-300 50J 3 1/8" Line. New, in factory carton with new warranty. With connectors. Wholesale price \$4,500. Call Toll Free 800-241-7878 Mr. Kitchen. In GA call 404-324-1271.

Canon Lenses, 10 x 1, for ENG application, used, good condition. 202-686-5895.

Notch filters ... 2, one tuned to reject 101.9, one tuned to reject 97.9, both tuned to pass 100.9 mHz. Both can be returned. Original cost of both filters \$5000. \$1500. ea. or best offer. Call 413-525-4141 9am-5pm, Mon-Fri. for details.

Schafer 903 Automation, includes: 1 revox, plus complete interfacing for 3 more revox tape machines, 3 model 252 SMC carousels, complete time announce unit with 2 ITC wide-cart machines, studio/network interface board, remote control w/25' cable, complete VEL logging system with teletype and printer, deluxe rack cabinets. Personnel available to completely setup and instruct use of system. 24,500, or best offer within reason. Call 413-525-4141 9 am-5pm, Mon-Fri. for details. Owners may be willing to finance.

Schafer 903E program automation, three day memory, teletype logging, 4 reel-reel, 2 audiophiles, time announce, and more. 303-484-5449.

Tower Truck for sale. 1 1/2 ton, 1971 Chevrolet. Equipped with dual winches, tool boxes, and racks. Good condition. First \$6,500. Bill Angle, Jr. 919-752-7323.

For Sale—used Metrotech 500 stereo reversing logger S800. Phone 615-586-7993.

For Sale: IGM RAM automation, 16 months old. All updated modifications made. Includes 4 ITC reel decks, time announce, 3 carousels, 4 racks. Original cost new \$24,000. Replacement cost \$27,000—asking \$20,000. Contact: Kerby E. Confer, KSSN, Little Rock, AR 72201. 501-378-0200.

Searchlights! A pair of the best in the country. Included in price are supplies parts training and manuals. Call for Tim at 712-258-5595 anytime.

For Sale—DC8-MS 8 Channel Ramco Console; 18 input; 5 output; stereo; purchased new a year and a half ago, sell now for \$1500, due to expansion. Contact Vic Jester, WLAG, LaGrange, GA 30240 404-882-3505.

Five 3M Analog Drop Out Compensators Brand new, never been used. Call 312-348-4000.

For Sale: Gates FM 10-H Transmitter, as is: \$4500, 817-776-3900.

10 KW AM Harris BC 10 H. Same as current production model. Excellent condition. M. Cooper 215-379-6585.

20 KW Harris FM 20 H 3, TE-3 exciter and stereo. Many new components. On the air. Excellent condition. M. Cooper. 215-379-6585.

Ramco DC-38 10-S Console, new in August of 1978. Will sell with other Ramco associated items, Value was \$5000. Make offer in writing to David Green, Broadcast Consultants Corp, Box 590, Leesburg-VA 22075. Console may be seen at WYER, Mt. Carmel, IL-618-262-5111.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 1 KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

AM Transmitters (Used) 10 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

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.

Overwhelming response. Exclusive. Complete Show Material 365 days. \$5 monthly. AdVantage, Box 153, Mt. Prospect, IL 60056.

PUBLICATIONS

How to Write for TV News. 32 page booklet. \$1.00 Box 5209, San Francisco, CA 94101.

MISCELLANEOUS

Charted Artist Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

PI-ID The best sales-money idea in ten years. We have a great product that will increase your cash-flow in three directions. NO investment by your station. For information write Clare Productions POB 644, Glen Echo, MD 20768 or call 301-469-6825.

MISCELLANEOUS CONTINUED

Original Jingles, comedy spots, and music background by Dirty Lips Productions. Complete studio facilities. 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003.

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 May 7 and June 18. 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. 11488 Oxnard St., N. Hollywood CA 91606.

RADIO

Help Wanted Announcers

KFOG, San Francisco

San Francisco's Schulke formatted station is now accepting tapes and resumes from experienced beautiful music announcers for future full and part-time openings. Send all materials to: Gregg McPeck, KFOG, 900 North Point, San Francisco, CA 94109

An Equal Opportunity Employer.

Help Wanted Programing, Production, Others

ADULT CONTEMPORARY PROGRAMMER

wanted for WMBD-AM, Peoria, Illinois, a "full-service" personality, news, sports and community involved station. Rush resume and tape to: Dick Booth, WMBD, 3131 N. University, Peoria, IL 61604.

An Equal Opportunity M/F Employer

OPERATIONS MANAGER

Responsible for on air sound and format execution at leading AM-FM stations top 50 market Northeast. An equal opportunity employer. Send resume to Box E-54.

Help Wanted Management

WANTED

EXPERIENCED GENERAL
MANAGER
TOP 100 MARKET — MIDWEST
EQUITY OPPORTUNITY
BOX E-15

Help Wanted Management Continued

Controller

Radio/TV Stations New York City

Minimum 8 years accounting experience. Degree in accounting or finance required. Should presently hold position comparable to Controller or Assistant Controller. Broadcasting experience required.

Comprehensive benefits program. Resume must include work and earnings history and salary desired. Replies treated in confidence.

Box E-45

Equal Opportunity Employer, M/F/H/Vets

Help Wanted Sales

A 1980 CAREER OPPORTUNITY.

If you are actively involved in broadcast sales and are currently evaluating the future of your career in the decade ahead, Century Broadcasting Corporation has an offer for you.

Century is expanding its radio sales force. If you are a highly professional broadcast sales representative in search of a creative sales opportunity, contact us soon. Century stations offer challenge, career advancement, top working conditions and an excellent remuneration plan to those selected. Your qualifications must include at least 2 years broadcast or rep sales experience, good character references and a driving desire to work for a winner in the 80's.

As the number one FM radio group operation in America, Century intends to stay #1 in the 80's by building the most outstanding organization in the industry. If you are one of the sales executives we select to join us for some great growth years ahead, you will have an exceptional career future.

Write and send your resume, in complete confidence, to:

Century Broadcasting Corporation

875 N. Michigan Avenue
Suite 3212
Chicago, IL 60611

ATTN: Lynn Christian, V.P.

An Equal Opportunity Employer M/F.

Help Wanted Sales Continued

Move up to a major market and major facility!

WLKW AM & FM, No. 1 in Providence, has an Account Executive opening now!! Send resume ASAP to Pete Vincelette, EOE.

Situations Wanted Management

BANK ON A SURE THING!

Experienced, aggressive "overachiever" with Olympic track record of major market successes looking for GM and/or GSM opportunity. Will work 50-60 hours a week to produce the results you desire. Impeccable industry references document my superior abilities. Maynard Grossman 6525 Farmingdale Ct. Rockville, Md. 20855 (301) 948-5840. Adding me to your management team is as safe as putting \$\$\$\$ in the bank!

GENERAL SALES MANAGER

... with eight years of MAJOR MARKET management experience with one company. Abilities to develop, motivate and lead. Extensive retail, agency and national sales success. Knowledge of how to use the right media tools in any kind of situation. Excellent personal and business references. Box E-42.

RADIO MANAGEMENT

23 years in broadcasting. The past ten in aggressive management. Expense control, audience development, license renewal, agency, rep., & street sales, station owner, etc. Available at once. Jack A. Carpenter 801 Silverwood Tr. North Little Rock, Ar. 72116. (501) 771-1168

I AM BORED!

After 4 1/2 months "retirement" and a lifetime in broadcasting, I'm ready to go back to work. Former station owner, GM, SM, both radio and TV. My birth certificate says I'm old. If I'm old, so was Ben Franklin, John Foster Dulles and DiVinci when they did their best work. Lowell Thomas is still going strong. Make an offer "I can't refuse." Cy Newman, 2472 San Lucas Circle, Las Vegas, Nevada 89121. (702) 733-2151.

TELEVISION

Help Wanted Technical

TELEVISION BROADCAST TECHNICIAN

Baltimore television station has an opening for a technician. Must have FCC 1st Class License and technical school education. Send resume to: Chief Engineer, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. E.O.E. M/F.

Help Wanted Technical Continued

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

CENTRAL DYNAMICS LTD.

Expansion of our Engineering group in Montreal has created several new openings. These include analogue and digital video circuit design, requiring several years' experience. Phone or send resume in confidence to:

Jens Laursen
V.P. Engineering
Central Dynamics Ltd.
147 Hymus Blvd.
Pointe Claire, Que. H9R 1G1
Tel: 514-697-0810

Help Wanted News

News Director

Strong net affiliate needs experienced news director. Full responsibilities for administration of department personnel and activities. Journalism degree or equivalent and proven leadership abilities essential. Station commitment to news and public affairs in excess of 11 1/2 hours weekly. Group owner of East Coast V offers liberal benefits. Salary to 20's. E.O.E. M/F Box E-41.

Help Wanted Sales

GENERAL SALES MANAGER

Top-ranked station in West Coast market. Extensive local experience and ability to motivate and direct sales staff. Excellent compensation and benefits under group ownership. Send resume to Box D-235.

Equal Opportunity Employer

NATIONAL SALES MANAGER

WTVJ-TV Miami, Florida has an opening for a national sales manager. Must be a self-starter with a solid sales background & television ref sales or sales management. This position offers an excellent salary & potential along with a fine benefit package.

Send resume to:
Manager of Employment
Wometco Enterprises Inc.
P.O. Box 010787-Miami, Fla 33101

Equal Opportunity Employer M/F

Help Wanted Sales Continued

SALES REPRESENTATIVE

- Due to expanding sales -

A leading manufacturer of Television Broadcast and Post Production equipment has openings for Sales Representatives for the Northeast and Mid-West Regions.

The company has been in business for twenty years and has consistently led the industry in technical innovations in Switchers, Automation and VTR Editing.

The opening is a unique opportunity for personnel with technical sales experience in TV equipment to meet his or her own personal objectives in a well-established territory where the company already enjoys a large market share. The successful applicant will have an excellent base salary plus commissions with benefits. Company car and paid travel expenses.

For further information send your resume, in confidence to:

Central Dynamics Corporation
Attn: John Barker
Vice President
10 West Main Street
Elmsford, New York
10523

Help Wanted Programing, Production, Others



WISN-TV MILWAUKEE

Be part of the team which introduces PM Magazine to this top 25 market.

Two hosts for local weeknight magazine show to premiere September '79. Strong on-air talent with minimum two years medium or major market experience required. Understanding of basic field production and strong interview skills important.

We're looking for experienced teamworkers with warm, personal on-air presentation.

Equal Opportunity Employer

Send resume and video tape to: Employee Relations Director WISN-TV, P.O. Box 402, Milwaukee, WI 53201.

PROMOTION MANAGER

Major market network affiliate invites applications for promotion manager. Person selected will be responsible for budgeting and administration of department as well as heading up all creative aspects of print and on-air promotion/advertising. Appropriate prior experience in above areas required. Reply to: Nancy Fields, WMAR-TV, 6400 York Road, Baltimore, MD 21212. EOE, M/F.

ASSISTANT PROGRAM DIRECTOR

Must have experience in programming functions of a television station. Especially important: sound judgement in the screening and rating potential of movies based on knowledge and background of motion pictures. Call or send resume to Emanuella Upchurch, 915 N. La Brea, Hollywood, CA. 90038. (213) 851-1000. An equal opportunity employer. M/F.

Situations Wanted Announcers

SENSE OF HUMOR

Me and my sense of humor coupled with fifteen years of professional journalism experience want to travel to your station to interview for an on air position. My specialty is the art of conversation, the craft of interviewing and carrying on dialogue as planet earth takes the plunge into the 1980s. I want to host a talk show and moderate debates with an election year approaching. My experience includes panel discussion shows, two consecutive national journalism awards in print, and work in all phases of the fourth estate. I am not interested in happy talk journalism, being a talking head or the black art of the fifth estate of public relations. Tape, resume, samples of my work and references upon request but I prefer to pay my way to communicate with you on a personal level. My name is Jeff Gale. Please call me collect at 213-656-2498, or write me at Box D-256.

ALLIED FIELDS
Help Wanted Management

CREATIVE EXECUTIVE

There is a position available in L.A. as Chief Executive of a Production Company. To fill it, we need a truly talented person who is hell-bent on achieving significant creative and commercial results by producing high-quality programs for syndication.

Management experience is essential. Prime Time and Specials experience desirable. More importantly, we need someone with leadership and a sense of mission — someone who has important ideas for off-network programs and is looking for a place to make them happen. We want a David with Goliath-size ambitions and talents ... an unusual person who is ready for an unusual opportunity.

We're running this ad because we believe the best person may not be well known. We hope to hear from you.

Box E-22

An Equal Opportunity Employer

Male/Female

ENGINEERING
VICE PRESIDENT

Medium size manufacturer serving the broadcast equipment market requires high technology oriented, take charge type Vice President engineering. Position requires knowledge audio, digital and low level R F Video Technology. Excellent opportunity for further advancement. BSEE degree required. High remuneration and top benefit program.

Write in complete confidence to President, Box E-53.

Help Wanted Sales

ACCOUNT EXECUTIVE

Arbitron's New York office has an immediate opening for a Salesperson to call on television broadcasters and broadcasting representatives. We're looking for an outstanding individual with 3-5 years experience in the broadcast sales/research field. If you are a self-starter and don't mind travel, send your resume and salary history to:

Personnel Director

THE ARBITRON COMPANY

 a research service of
CONTROL DATA CORPORATION

1350 Avenue of the Americas
 New York, New York 10019

An Affirmative Action Employer M/F

Miscellaneous



PROMOTION IDEA NEWSLETTER

Promotional ideas from broadcasters that work. Both radio and TV. 10 solid ideas per issue, plus more...
\$40.00 — 12 issues
\$25.00 — 6 issues
\$5.00 — sample issue
 Promotion Idea Newsletter
 304 Union Arcade Building
 Davenport, Iowa 52801

Radio Programming



LUM and ABNER

5 - 15 MINUTE
 PROGRAMS WEEKLY
Program Distributors

410 South Main
 Jonesboro, Arkansas 72401
 Phone: 501-972-5884

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
 410 South Main
 Jonesboro, Arkansas 72401
 501-972-5884



FIBBER MCGEE & MOLLY
 The Original
 Network Radio Series
IS BACK ON THE AIR!



Now available for local purchase:

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 9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

Public Notice

NOTICE

Notice is hereby given that the undersigned pursuant to an order of the Superior Court of Wayne County, North Carolina, will offer for sale the assets of radio station WYNG, Goldsboro, North Carolina, by means of sealed bids, to be filed with the Clerk of Superior Court, Wayne County, North Carolina, no later than June 1, 1979 at 5:00 PM. All interested persons should contact the undersigned for further details and bidding instructions.

This 20th day of April, 1979.

J. Darby Wood, Receiver for
 Peace Broadcasting Corporation
 2401 E. Ash St., Suite 201
 P. O. Box 10188
 Goldsboro, N. C. 27532
 Telephone: (919) 734-8840

**TOWN OF SWAMPSCOTT
 CABLE TV BIDDERS**

Applications for the community antenna television license for the Town of Swampscott will be received by the Board of Selectmen, Elihu Thomson Administration Building, Monument Avenue, Swampscott, Massachusetts 01907. Applications should be filed on the Massachusetts C.A.T.V. Commission Form 100 and should be accompanied by a fee of \$100. All responses shall be filed no later than 4:30 p.m., July 9th, 1979. At least two copies of the application must be filed with the Board of Selectmen. A copy shall also be filed with the Massachusetts C.A.T.V. Commission.

On said July 9th, 1979, responses and applications shall be opened and thereafter copies made available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

SWAMPSCOTT BOARD OF SELECTMEN

meet your next big opportunity here

The only way to get ahead in broadcasting is to move ahead. Well, finding the right station with the right opportunities for you isn't the easiest task. In fact, it's downright impossible. That's where *Media Placement Systems* comes in. Through computer technology, they can match you up to that perfect station; the one that may mean the next big step in your career. The broadcast industry is growing daily and the job market is



expanding rapidly. At the same time, station managers want the right people. *Media Placement Systems* makes sure your name and qualifications are right there in the decision makers hands.

Sound good?! To find out more, fill out the coupon below or call for immediate listing. It could be your next big opportunity!

P.O. Box 4366 • Santa Barbara • CA • 93103
805 • 684 • 3066

Name: _____
Address: _____
City: _____ State: _____ Zip: _____



SOLID RESEARCH-PROVEN ANSWERS
to 100 of the most-asked questions about Sales, Programming, Engineering, and News, as published in **INSIDE RADIO**. National sample size: 81,000 completed interviews in 31 markets. To order, send \$50 to "Question-of-the-Week" Yearbook, Radio Index, Inc., Post Office Box 11347, Phoenix, Arizona 85061.

For Sale Equipment

FOR SALE
60 KW UHF
RCA TRANSMITTER
WITH SPARE KLYSTRON

CONTACT
MAX BERRYHILL
WTVX
305-464-3434

Business Opportunities

AM Broadcast Transmitters!

Very skilled broadcast engineer establishing mfg. operation. 100% solid state 1 KW AM transmitters. Best made! Active (degreed engineers) or inactive investors with \$25,000 minimum desired. Sales subject to FCC type approval. Box D-201.

MANAGEMENT

In search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box O-45.



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

Free Film

FREE FILMS? CALL MODERN TV

The leading distributor. We have the most PSA's & newsclips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

Radio Surveys

195 TOP-RATED STATIONS

in 56 of the Top 100 markets know the quality, depth, and reliability of RADIO INDEX audience measurement reports. Now, RADIO INDEX One-Shots, Overnights, and Newspaper Readership Studies come to Small Market Radio. To order, call TOLL FREE:

radio index

PROGRAMMING RESEARCH

(800) 528-6082 • (602) 242-6800

Wanted To Buy Stations

Will Purchase
Radio AM/FM and television stations or cable systems any market size.

Box D-239

Consultants

Bankers Trust Company, a \$28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

- Mergers
- Acquisitions
- Divestitures
- Private Placements
- ESOT's
- Lease Financing
- Management Consulting

Minimum transaction level \$2 million.

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.

PAUL GODOFSKY
Consulting Affiliates
Management-Acquisitions-
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3250 N. Palm Aire Drive
Pompano Beach, Fla. 33060
(305) 972-8509

WANTED: UNDEVELOPED BROADCAST PROPERTIES

Operating company with experienced turn-around management team seeks TV, radio and cable properties. Operations must now be conducted on a loss basis. Buyer wishes to maximize number of properties that can be acquired for \$45 million available cash. Minimum size for each transaction should be \$5 million. All U.S. locations considered but favor the snow belt. Prefer independent U's or V's but affiliated stations also considered if currently unprofitable. Brokers authorized by sellers protected. Inquire in confidence. Box E-35.

For Sale Stations

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

For Sale Stations Continued



STATIONS

W	Small	AM/FM	\$325K	\$140K	Bill Hammond	(214) 387-2303
W	Medium	Fulltime	\$350K	29%	Bill Whitley	(214) 387-2303
S	Metro	AM	\$350K	Cash	Bill Cate	(404) 458-9226
MW	Metro	FM	\$525K	\$125K	Jim Mackin	(312) 323-1545
E	Major	AM/FM	\$2.5MM	\$725K	Bill Cate	(404) 458-9226

CONTACT

To receive offering of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr. N.E., Atlanta, GA 30341

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474
East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

Midwest Class A FM

Small market
Grossing over \$100,000
Price \$120,000
Principals only reply to:
Box E-16

THE
KEITH W. HORTON
COMPANY, INC.

P. O. Box 948
Elmira, NY
14902
(607) 733-7138

Brokers and
Consultants
to the
Communications
Industry

FOR SALE BY OWNER

Southeast suburban clear channel daytimer, real estate, opportunity to go 5kw near future. Fast growing industrial market. \$185,000 terms, \$175,000 cash. Box E-9

MEDIA BROKERS
APPRAISERS

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SHAHEN
435 NORTH MICHIGAN - CHICAGO 60611
312-467-0040



RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

Select Media Brokers

VA	Daytime	180K	Small
FL	Fulltime AM	170K	Small
NJ	Daytime	650K	Medium
VA	Daytime	425K	Medium
NC	Daytime	225K	Small
WA	Daytime	250K	Suburban
GA	Daytime	467K	Metro
GA	Daytime	385K	Small
AL	Fulltime	635K	Small
	AM-FM		
NY	Fulltime AM	1.6MM	Major
TX	Daytime AM	695K	Medium
FL	Daytime	390K	Medium
FL	Fulltime FM	525K	Metro
SC	Daytime	180K	Small
LA	Daytime AM/	450K	Small
	Fulltime FM		
GA	Daytime	300K	Medium
PA	Daytime	350K	Medium
NC	Daytime	205K	Small
KY	Fulltime FM	120K	Small

(Distress Sale)

P.O. Box 5, Albany, Georgia 31702
(912) 883-4908

DESERT. Strong FM/AM in high growth market. \$2.75 million.

SUNBELT. AM in attractive market. \$1.5 million.

Exclusive Listings

CALL

Frank Calcagno or Brad Hart
(212) 692-2430 or (212) 692-2304

BANKERS TRUST COMPANY
280 Park Avenue, New York, N.Y. 10017

MAXIMUM POWER FM

Major market FM station available at 10X 1978 cash flow. Excellent historical record of consistent steady growth. First in target audience in ARB for 3 years. Big attractive market. Excellent physical plant. Principles only please. Box D-240.

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and BROWN
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Washington, D.C. 20036

- Spanish Station in California
- 1 kw AM in Texas. Real Estate. \$400,000.
- Densely populated area. Short range of Chicago. 1.5 million
- AM/FM Kentucky. Real Estate. \$420,000.
- 1 kw AM in Southern Ga. Real Estate. \$250,000.
- Fort Worth/Dallas area. Fantastic coverage. Billing 500,000. Make offer.
- AM-FM in Kentucky \$360,000. Terms.
- 3kw Stereo FM. Densely populated suburban area in Central Ohio. \$375,000.
- Eastern Georgia. 1kw Daytimer with very good coverage. \$420,000.
- North Florida Metro area. Daytimer. \$360,000.
- 10kw AM in Texas with Fulltime C.R. \$725,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.
BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

BROADCASTING'S
CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations: Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Stock Index

Stock symbol	Exch.	Closing Wed. May 2	Closing Wed. April 25	Net change in week	% change in week	High	1978-79 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)			
Broadcasting													
ABC	ABC	N	36 1/2	36 1/8	+	3/8	+	1.03	41 1/4	23 1/2	8	27,700	1,011,050
CAPITAL CITIES	CCB	N	40 1/8	39 1/2	+	5/8	+	1.58	75	37 3/8	11	14,000	561,750
CBS	CBS	N	46 1/8	45 1/2	+	5/8	+	1.37	64	43 7/8	6	28,100	1,296,112
COX	COX	N	60 3/4	61 1/8	-	3/8	-	.61	61 1/8	25 1/2	12	6,667	405,020
GROSS TELECASTING	GGG	A	22	22 3/8	-	3/8	-	1.67	24 1/2	13 5/8	7	800	17,600
KINGSTIP COMMUN.	KTVV	O	11	11 1/2	-	1/2	-	4.34	11 3/4	3 7/8	20	462	5,082
LIN	LINB	O	40	41	-	1	-	2.43	43	16 1/2	10	2,789	111,560
METROMEDIA	MET	N	54 1/4	54	+	1/4	+	.46	71	25 1/4	8	4,600	249,550
MOCNEY	MOON	O	5 3/4	5 3/4					6 1/2	1 7/8		425	2,443
SCRIPPS-HOWARD	SCRP	O	49	50	-	1	-	2.00	52	30 1/2	9	2,589	126,861
STARR	SBG	M	14 1/4	14 3/8	-	1/8	-	.86	14 1/2		45	1,547	22,044
STORER	SBK	N	40 1/4	40	+	1/4	+	.62	40 1/4	19 3/8	11	4,948	199,157
TAFT	TFB	N	21 1/4	21 3/4	-	1/2	-	2.29	24 7/8	12 1/4	7	8,508	180,795

TOTAL 103,135 4,189,024

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	13 7/8	14 3/8	-	1/2	-	3.47	14 7/8	3 3/4	11	1,266	17,565
AMERICAN FAMILY	AFL	N	12 1/8	12 1/8					17 1/8	9 1/4	5	10,536	127,749
JOHN BLAIR	BJ	N	28 1/8	28 1/2	-	3/8	-	1.31	31 3/8	11 1/8	6	2,447	68,821
CHARTER CO.	CHR	N	18 3/4	15 1/8	+	3 5/8	+	23.96	18 3/4	3 7/8	16	19,219	360,356
CHRIS-CRAFT	CCN	N	13 1/4	14	-	3/4	-	5.35	14 5/8	4 1/2	8	3,696	48,972
COCA-COLA NEW YORK	KNY	N	6 3/4	6 5/8	+	1/8	+	1.88	9 1/4	6 1/8	9	17,641	119,076
COMBINED COMM.	CCA	N	33 1/4	33 3/4	-	1/2	-	1.48	45 1/8	19	12	10,606	352,649
COWLES	CWL	N	22 1/2	23	-	1/2	-	2.17	25 1/4	12 1/2	18	3,969	89,302
DUN & BROADSTREET	DNB	N	33 1/2	34 7/8	-	1 3/8	-	3.94	38	26 1/4	13	27,886	934,181
FAIRCHILD IND.	FEN	N	32 1/2	31 1/2	+	1	+	3.17	35 1/4	9 1/2	7	5,708	185,510
FUQUA	FQA	N	12 1/8	11 3/8	+	3/4	+	6.59	13 5/8	8	5	12,661	153,514
GANNETT CO.	GCI	N	44 3/8	44 1/4	+	1/8	+	.28	49	32 3/4	14	26,886	1,193,066
GENERAL TIRE	GY	N	26 3/4	26 1/8	+	5/8	+	2.39	30 5/8	22 3/8	6	23,196	620,493
GRAY COMMUN.	O		24 1/2	24 1/2					24 1/2	8	8	475	11,637
HARTE-HANKS	HHN	N	20 1/2	21	-	1/2	-	2.38	24 1/2	13	12	9,262	189,871
JEFFERSON-PILOT	JP	N	31 1/8	31 1/8					34 1/2	26 5/8	8	22,895	712,606
MARVIN JOSEPHSON	MRVN	O	15 3/4	16 1/4	-	1/2	-	3.07	16 1/2	8 1/4	9	2,560	40,320
KANSAS STATE NET.	KSN	O	18 3/4	18	+	3/4	+	4.16	18 3/4	4 3/4	16	1,799	33,731
KNIGHT-RIDDER	KRN	N	22 1/2	23 1/8	-	5/8	-	2.70	28 1/8	13 1/4	10	33,031	743,197
LEE ENTERPRISES*	LEE	N	22 5/8	22 5/8					22 3/4	11 1/8	12	7,285	164,823
LIBERTY	LC	N	33 7/8	33 3/8	+	1/2	+	1.49	34 1/2	18	7	6,762	229,062
MCGRAM-HILL	MHP	N	27	25 1/8	+	1 7/8	+	7.46	32 5/8	15 5/8	11	24,777	668,979
MEDIA GENERAL	MEG	A	21 7/8	22 1/8	-	1/4	-	1.12	23 1/8	13 5/8	9	7,456	163,100
MEROITH	MDP	N	30	30					40 1/4	17 3/8	6	3,094	92,820
MULTIMEDIA	MMED	O	25 1/4	24 1/4	+	1	+	4.12	28 1/4	16 1/4	11	6,659	168,139
NEW YORK TIMES CO.	NYKA	A	25 1/2	26 3/4	-	1 1/4	-	4.67	31 5/8	15 3/4	19	11,599	295,774
OUTLET CO.	OTU	N	21 1/2	21 1/4	+	1/4	+	1.17	32 7/8	16 5/8	6	2,445	52,567
POST CORP.	POS	A	15 3/4	15 3/4					19 3/8	8 1/8	7	1,824	28,728
REEVES TELECOM	R8T	A	5 1/2	5 3/4	-	1/4	-	4.34	5 3/4	1 3/4	61	2,388	13,134
ROLLINS	ROL	N	19 7/8	19 7/8					24 1/4	14 7/8	10	13,407	266,464
SAN JUAN RACING	SJR	N	17	16 7/8	+	1/8	+	.74	18 1/8	7 5/8	22	2,509	42,653
SCHERING-PLOUGH	SGP	N	29 5/8	29 3/8	+	1/4	+	.85	44 3/4	26 3/8	8	53,580	1,587,307
SONDERLING	SOB	A	25 3/4	25 3/4					25 3/4	8 3/8	8	1,105	28,453
TECH OPERATIONS	TO	A	8 1/8	8 3/8	-	1/4	-	2.98	8 3/4	2 3/8	20	1,352	10,985
TIMES MIRROR CO.	TMC	N	29 3/4	30 1/8	-	3/8	-	1.24	35	20 3/4	8	33,955	1,010,161
TURNER COMM.***	O		14	14					15 1/2	3 7/8		9,880	138,320
WASHINGTON POST	WPO	A	22 3/4	23 1/8	-	3/8	-	1.62	26 1/2	10 7/8	7	16,056	365,274
WOMETCO	WOM	N	20	19 1/4	+	3/4	+	3.89	20	10 7/8	9	8,524	170,480

TOTAL 450,396 11,499,839

Cablecasting

ACTON CORP.	ATN	A	10 5/8	12	-	1 3/8	-	11.45	13 5/8	3 1/8	7	2,419	25,701
AMECO*	ACO	O							1 1/2			1,200	
ATHENA COMM.	O		4 3/4	4 3/4					5 1/2	1/8		2,125	10,093
BURNUP & SIMS	8SIM	O	5 7/8	5 5/8	+	1/4	+	4.44	6 1/8	3 1/8	31	8,447	49,626
CABLE INFO.	O		5 3/4	6	-	1/4	-	4.16	6	1/4	29	634	3,645
COMCAST	O		19 1/2	20 1/4	-	3/4	-	3.70	20 3/4	3 3/4	19	1,658	32,331
COMMUN. PROPERTIES*	COMU	O	16 1/2	16 1/2					16 3/4	3 5/8	17	5,018	82,797
ENTRON*	ENT	O	1 1/4	1 1/4					3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRL	N	38	39 5/8	-	1 5/8	-	4.10	40	17 5/8	10	7,794	296,172
GENEVE CORP.	GENV	O	13 1/2	13 1/2					15 3/4	7 1/2	6	1,121	15,133
TELE-COMMUNICATIONS	TCOM	O	28 7/8	24 1/2	+	4 3/8	+	17.85	28 7/8	2 7/8	36	5,327	153,817
TELEPROMPTER	TP	N	16 1/4	16 1/8	+	1/8	+	.77	16 3/4	6 3/4	21	16,952	275,470
TEXSCAN	TEXS	O	3 1/8	3 1/8					3 1/8	1 1/4	18	786	2,456
TIME INC.	TL	N	36 1/2	36 3/4	-	1/4	-	.68	50	31 3/4	7	20,505	748,432
TOCOM	TOCM	O	9 3/4	9 3/4					10 1/2	1 5/8	21	1,496	14,586
UA-COLUMBIA CABLE	UACC	O	52 1/4	53	-	3/4	-	1.41	53 1/2	15 1/2	24	1,679	87,727
UNITED CABLE TV	UCTV	O	38 1/4	39 1/4	-	1	-	2.54	39 1/4	3 7/8	27	2,035	77,838
VIACOM	VIA	N	30 7/8	31	-	1/8	-	.40	32	16 5/8	16	3,799	117,294

TOTAL 83,974 1,994,341

Stock symbol	Exch.	Closing Wed. May 2	Closing Wed. April 25	Net change in week	% change in week	High	1978-79 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Programming											
COLUMBIA PICTURES	CPS	N	23 1/2	23 1/8	+ 3/8	+ 1.62	24 5/8	7 3/8	4	9,749	229,101
DISNEY	DIS	N	36 3/4	38 1/8	- 1 3/8	- 3.60	47 5/8	32 1/4	12	32,416	1,191,288
FILMWAYS	FHY	N	18 1/2	14 3/4	+ 3 3/4	+ 25.42	18 1/2	6 7/8	11	10,980	203,130
FOUR STAR			1 1/4	1 1/4			2 1/8	1/2	13	666	832
GULF + WESTERN	GW	N	14 1/8	14 3/8	- 1/4	- 1.73	18 3/8	10 1/4	3	48,177	680,500
MCA	MCA	N	37 1/2	38 7/8	- 1 3/8	- 3.53	48 1/4	25 3/4	7	23,289	873,337
MGM	MGM	N	24 1/2	25 7/8	- 1 3/8	- 5.31	26 1/4	12 7/8	11	29,102	712,999
TRANSAMERICA	TA	N	17 1/2	17 7/8	- 3/8	- 2.09	19	13 1/4	6	66,019	1,155,332
20TH CENTURY-FOX	TF	N	40 7/8	41 1/2	- 5/8	- 1.50	41 1/2	10	6	7,790	318,416
VIDEO CORP. OF AMER	O		7 3/4	7 1/8	+ 5/8	+ 8.77	9 3/4	3 1/2	26	988	7,657
WARNER	WCI	N	34 7/8	35 3/4	- 7/8	- 2.44	56 7/8	25 3/4	8	19,611	683,933
WRATHER	WCO	A	16	15 3/4	+ 1/4	+ 1.58	16 1/4	4 1/2	43	2,308	36,928
TOTAL									251,095	6,093,453	

Service

BBDO INC.	BBDO	O	33 3/4	33 1/2	+ 1/4	+ .74	38 3/4	22 1/2	8	2,513	84,813
COMSAT	CG	N	45	45 3/8	- 3/8	- .82	48 3/4	28 3/4	11	8,000	360,000
DOYLE DANE BERNBACH	DOYL	O	20 1/2	20 1/2			31	16 1/4	7	1,776	36,408
FOOTE CONE & BELOING	FCB	N	17 1/2	17 3/4	- 1/4	- 1.40	23 1/8	14 3/4	6	2,607	45,622
GREY ADVERTISING	GREY	O	35	35 1/2	- 1/2	- 1.40	36	16 1/2	4	624	21,840
INTERPUBLIC GROUP	IPG	N	37 5/8	36	+ 1 5/8	+ 4.51	39 1/4	22 1/2	8	2,387	89,810
MCI COMMUNICATIONS	MCIC	O	8	8 1/4	- 1/4	- 3.03	8 1/4	7/8	100	20,692	165,536
MOVIELAB	MOV	A	6	6 1/8	- 1/8	- 2.04	6 1/8	1	11	1,481	8,886
MPO VIDEOTRONICS	MPO	A	4 5/8	5 1/8	- 1/2	- 9.75	65 3/8	4	5	520	2,405
A. C. NIELSEN	NIELB	O	24 3/8	24 3/4	- 3/8	- 1.51	28 1/2	18 7/8	11	10,986	267,783
OGILVY & MATHER	OGIL	O	21 3/4	21 3/4			56 1/2	20	7	3,610	78,517
TPC COMMUNICATIONS	TPCC	O	8 1/2	8 1/8	+ 3/8	+ 4.61	10 1/2	2 1/4	15	899	7,641
J. WALTER THOMPSON	JNT	N	28 1/2	26 1/8	+ 2 3/8	+ 9.09	32 7/8	15 1/8	6	2,649	75,496
WESTERN UNION	WU	N	17 1/4	18	- 3/4	- 4.16	21 1/4	15	7	15,177	261,803
TOTAL									73,921	1,506,560	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	7 1/4	8	- 3/4	- 9.37	10 1/4	2 3/8	6	1,672	12,122
AMPEX	APX	N	16 1/4	16 1/4			19 1/4	7 3/8	11	11,357	184,551
ARVIN INDUSTRIES	ARV	N	14 3/4	15 1/8	- 3/8	- 2.47	22 1/2	12 1/2	4	5,959	87,895
CCA ELECTRONICS*	CCA	O	1/8	1/8			5/8	1/8	1	897	112
CETEC	CEC	A	4 3/4	4 7/8	- 1/8	- 2.56	5 3/4	1 3/4	10	2,127	10,103
COHU	COH	A	4 1/8	4	+ 1/8	+ 3.12	5 1/2	2 1/8	14	1,686	6,954
CONRAC	CAX	N	15 1/4	16	- 3/4	- 4.68	27 1/4	13 1/2	24	2,052	31,293
EASTMAN KODAK	EASKD	N	62 5/8	64 1/4	- 1 5/8	- 2.52	86 3/4	42	11	161,384	10,106,673
FARINON	FARN	O	12 1/2	13	- 1/2	- 3.84	16 1/2	8	12	4,782	59,775
GENERAL ELECTRIC	GE	N	49 3/4	49 5/8	+ 1/8	+ .25	56 5/8	44 1/2	9	184,581	9,182,904
HARRIS CORP.	HRS	N	28 7/8	27	+ 1 7/8	+ 6.94	35 3/4	19 7/8	13	26,113	754,012
HARVEL INDUSTRIES*	HARV	O	6	6			6	3 1/8	16	480	2,880
INTL. VIDEO CORP.	IVCP	O	3/4	7/8	- 1/8	- 14.28	2 5/8	1/4	16	2,701	2,025
M/A COM. INC.	MAI	N	23 1/2	22 7/8	+ 5/8	+ 2.73	23 1/2	10 1/8	31	2,640	62,040
3M	MMM	N	55 3/8	56 5/8	- 1 1/4	- 2.20	64 3/4	43 1/2	11	116,473	6,449,692
MOTOROLA	MOT	N	42 3/8	42	+ 3/8	+ .89	56 7/8	34 1/4	10	28,544	1,209,552
N. AMERICAN PHILIPS	NPH	N	29 3/4	30	- 1/4	- .83	36	24 1/2	6	12,033	357,981
OAK INDUSTRIES	OAK	N	28 3/8	28 7/8	- 1/2	- 1.73	29 1/2	6 1/4	20	3,653	103,653
ORROX CORP.	ORRX	O	6 1/4	6 1/2	- 1/4	- 3.84	7 1/4	1/2	9	1,977	12,356
RCA	RCA	N	25 3/8	27	- 1 5/8	- 6.01	33 5/8	22 3/4	7	74,821	1,898,582
ROCKWELL INTL.	ROK	N	38 7/8	39	- 1/8	- .32	39 3/4	28 1/4	6	34,800	1,352,850
RSC INDUSTRIES	RSC	A	3 1/8	3 1/8			4	1 5/8	17	2,412	7,537
SCIENTIFIC-ATLANTA	SFA	A	38 1/8	37 7/8	+ 1/4	+ .66	38 3/8	16 3/4	17	2,644	100,802
SONY CORP.	SNE	N	9 1/2	10	- 1/2	- 5.00	10 5/8	7	16	172,500	1,638,750
TEKTRONIX	TEK	N	54	54 1/2	- 1/2	- .91	68 1/2	28 1/4	14	17,995	971,730
TELEMATION	TLMT	O	1 1/4	1	+ 1/4	+ 25.00	2 1/4	1/2	2	1,050	1,312
VALTEC	VTEC	O	10 5/8	10 5/8			12 3/4	6 1/2	23	3,985	42,340
VARIAN ASSOCIATES	VAR	N	18 5/8	19 3/8	- 3/4	- 3.87	21	13	103	6,838	127,357
WESTINGHOUSE	WX	N	17 1/2	18 1/8	- 5/8	- 3.44	24 1/2	16 1/4	5	86,511	1,513,942
ZENITH	ZE	N	15	14 7/8	+ 1/8	+ .84	28	11 3/8	14	18,800	282,000
TOTAL									993,467	36,573,776	
GRAND TOTAL									1,955,988	61,856,992	

Standard & Poor's 400 Industrials Average 113.59 114.54 - .95

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.

Showtime's Reiss: A video frontiersman

Why would an ABC Entertainment executive give up a programming job to gamble his career on pay cable? Probably for the same reason he already had jumped from off-Broadway production to take an early stab at the home video-cassette market.

"I like to be out there on the frontier," explains Jeffrey Reiss, president of Showtime Entertainment, a nationwide pay-cable service claiming some 675,000 subscribers and anticipating more than 900,000 by yearend.

Mr. Reiss went out on the pay cable frontier for Viacom three years ago when the program distribution firm and cable system owner decided Time Inc.'s Home Box Office needn't be the only pay cable programming game in town.

Since then, Showtime has gone the way of satellite transmission; brought on a partner, Teleprompter, the largest multiple system operator in the country; secured a subscriber base second only to HBO's (which claims more than two million—, and among other things, has added Front Row, a minipay service.

All this Jeff Reiss considers only "the beginning ... the groundwork for the 1980's."

Having just turned 37, and often mistaken for being younger, Mr. Reiss had already explored various media territories before Showtime: literary agent work, script reading and program development, off-Broadway production, video-cassette programming and network programming.

It was in the classroom, however, where Jeff Reiss's career started out. With a degree in biology from Washington University in St. Louis, he returned to his native Brooklyn, N.Y., as a lecturer in the sciences at Brooklyn College. At the same time he was pursuing an avocational interest in theater, taking courses at New York's Circle in the Square and acting.

Given the times and his own "need to contribute to the poverty effort" of the mid-60's, Mr. Reiss went back to the classroom with Project Apex at New York University, a program designed to prepare marginal high school students for college work. After a year of that and two more years on Long Island teaching sciences and continuing to work with underprivileged youths, Mr. Reiss again tried his hand in the media—this time, reading scripts and working on program and film development as assistant to Norman Lear at Tandem Productions.

Between himself and Mr. Lear, he recalls, there was "instant chemistry." A stronger relationship, however, developed with the boss's daughter, Ellen, whom Jeff



Jeffrey Charles Reiss—president, Showtime Entertainment; b. April 14, 1942, Brooklyn, N.Y.; BA, Washington University, St. Louis, 1963; lecturer, Brooklyn College, 1963-64; assistant in literary department, General Artists Corp. (now International Creative Management), New York, 1965; teacher, Project Apex, New York University, 1966; high school teacher, Commack, and Freeport, N.Y., 1967-68; assistant to Norman Lear, Tandem Productions, New York, 1968-69; partner Kleiman-Reiss Productions, New York, 1969-70; director of programming, Cartridge Television Inc., New York, 1970-73; director of feature films, ABC Entertainment, New York, 1973-76; joined Viacom January 1976, first as vice president, then as president, Showtime; m. Ellen Lear, Oct. 19, 1969.

Reiss married in 1969. He left Tandem because "I would not live and work in that shadow," he says. (His father-in-law, however, isn't Jeff Reiss's only relative in the business. His younger brother, Randy, is senior vice president, domestic syndication, for Paramount Television Distribution.)

It was at Tandem that he "realized that entertainment was what I loved" and that he wouldn't be going back to teaching. And after severing professional ties with Mr. Lear in favor of personal ones, he joined Harlan Kleiman (who has just formed his own pay TV and home video programming company) in Kleiman-Reiss Productions in 1969 and produced five off-Broadway plays including "Passing Through From Exotic Places" which took an Obie award. Several movie productions also were optioned.

Again a new frontier called in 1970, when Mr. Reiss joined Avco whose

Cartridge Television Inc. subsidiary was attempting to break new ground with its Cartrovision system. Mr. Reiss was responsible for pulling together the video-cassette library. Business already was under way, Mr. Reiss explains, and at the point of a nationwide launch through Sears Roebuck, Avco regrouped its investments and dissolved the venture.

His experience was enough to land him a job as director of feature films for ABC Entertainment in 1973, in charge of acquisition and scheduling of Friday and Sunday night movies, or as Mr. Reiss explains "deciding which films, getting the rights, supervising scheduling and promotion." Although more conventional, say, than Avco Cartrovision, network television did allow him to explore new ground. At ABC, for example, he did a study to demonstrate that two-hour made-for-TV movies were economically viable.

Viacom took Jeff Reiss on in January 1976 with a directive he describes now as: "If you can show us there's a business, we're interested." Mr. Reiss explains that churn—the level of subscribers signing up for HBO in Viacom's Suffolk, Long Island, system, then disconnecting—was the major reason prompting Viacom to get involved.

When Showtime was introduced in its first market in July 1976, Mr. Reiss says he set out to redefine customer expectations "to clearly demonstrate there wouldn't be a different show" all the time. For \$9.95 a month, higher than the average HBO asking price, Showtime gave subscribers 12 movies a month. The subscriber fall-off rate for Showtime during its start was only 10%, Mr. Reiss claims, calling it "phenomenal" for the times.

Showtime has continued to expand since then, receiving a major shot in the arm and about doubling its subscriber count with the Teleprompter partnership. In-house it has grown from eight employees the first year, to 25 before switching from cassette to satellite transmission in March 1978, to 75 now with expectations of that doubling.

Terrence Elkes, Viacom International's president, and a member of the Viacom/Teleprompter committee Jeff Reiss reports to, says Mr. Reiss "has one of the best approaches in the area of marketing." He characterizes the combination of Mr. Reiss's network TV background and "his own creativity" as "unique."

For his own part, Jeff Reiss says "my professional life will not slow up. Now my challenge is to manage a constantly expanding business environment." And with Showtime's push towards more original programming, he also expects to be "more creatively involved" in the 1980's.

Jeff Reiss's frontiers keep expanding.

False start

The conditions under which Philip L. Verveer became chief of the FCC's Broadcast Bureau last week all but guarantee new turmoil in an agency that was already suffering from deteriorating morale and worsening ineptitude. Whatever Mr. Verveer's professional qualifications for the job, the manner in which he was put into it has widened divisions among commissioners and is certain to intensify disenchantment in the staff. FCC Chairman Charles D. Ferris may be running the FCC to his own liking. He may also be running it into the ground.

Historically, FCC chairmen have had the principal say in important staff appointments. Never until now, however, has one made a selection by maneuvers that were certain to antagonize colleagues and demoralize staff.

The process was started by the application of harassments that finally made life intolerable for the career civil servant who has held the Broadcast Bureau job. Upon the accomplishment of Wally Johnson's resignation, the chairman, without warning to Commissioners Robert E. Lee, James Quello and Abbott Washburn, delivered Mr. Verveer as a fait accompli, obviously having tied up the votes of Commissioners Joseph Fogarty, Tyrone Brown and Anne Jones beforehand. That may be the way things are done in the Boston wards where Mr. Ferris learned Democratic politics. There are better ways to run a federal commission.

Mr. Verveer may be able to surmount the handicaps of his selection process. His legal skills are said to be considerable, and lawyers who have dealt with him on cable matters say he has been fair. Until he proves otherwise, however, he will be perceived as the chairman's choice to carry out the chairman's orders, which more often than not are at odds with broadcasters' desires. From such situations come congressional oversight hearings.

Heat's on

NBC-TV released its 1979-80 prime-time program schedule last Tuesday at about the same time that RCA stockholders, at their annual meeting, were demanding answers to the future of the broadcasting subsidiary and its president, Fred Silverman. CBS-TV issued its schedule too, a couple of weeks after the high command of CBS Inc. had been obliged to explain to stockholders why the high price of television program development was draining corporate profits.

ABC-TV had issued its schedule a week earlier, but it had some other news last week. Fred Pierce, the wunderkind president of ABC Television, was also made executive vice president and heir-apparent to the presidency of ABC Inc., a company that not so many years ago would have been hard put to count the money that is now rolling in. Mr. Pierce goes to the ABC stockholders meeting that is scheduled for May 15 secure in the prospect that if his network's ratings hold and profits continue to climb, he is destined to join his two superiors, Leonard Goldenson and Elton Rule, in the million-dollar-plus stratosphere of executive pay. He made \$783,000 in ABC's giddy year of 1978.

Never has the relationship between television network ratings and parent company fortunes been more distinct. ABC comes off a season firmly in first place, and its president ascends to corporate Olympia. NBC-TV wallows in third, and stockholders want sudden miracles from a former wunderkind who hasn't been on his new job a year. CBS, trailing ABC, must give assurances that dividends will mount once first place is reclaimed in Nielsen reports with those expensive new programs.

When stockholders start reading Nielsen pocketpieces and fac-

toring audience shares into price-earnings ratios, the pressures begin to build up. That is why the schedules presented elsewhere in this issue ought to be considered nothing more than first drafts, prepared primarily for presentation at the meetings of networks and affiliated stations that begin this week with ABC's. Before next fall, changes are certain.

That is also why Fred Pierce is earning his \$783,000 and Freddie Silverman his million that NBC reportedly guaranteed to take him from ABC. Theirs are high-risk jobs in a business of frenetic volatility.

By next spring's stockholders meetings, corporate scripts and casts could have radically changed.

Fees in the future

At their special meeting last week, directors of the National Association of Broadcasters faced up to the probability that a fee schedule of some kind will emerge in whatever compromise develops from the congressional review of the Communications Act. The consensus reportedly tended toward acceptance, if not support, of a fee covering the cost of regulation.

Of the three principal bills now before the Congress to amend or rewrite the Communications Act, Senator Barry Goldwater's comes nearest to meeting the NAB directors' specifications. As reported in BROADCASTING April 23, the senator's S. 622 would cost broadcasters a total of \$7.4 million a year. The sum is modest by comparison with levies contemplated in other bills—\$150 million, 80% of it from television, in Representative Lionel Van Deerlin's H.R. 3333 and \$80 million, 80% from television, in Senator Ernest Hollings's S. 611.

Apart from its lesser magnitude, the Goldwater fee schedule is preferable in principle. The Van Deerlin and Hollings fees are based on an asserted value of spectrum use, a concept explicitly rejected by the Congress that wrote the original Radio Act of 1927 (BROADCASTING, April 30). Mr. Goldwater's fees are intended merely to defray the FCC's cost of regulation.

As has been noted on this page before, there may be benefits to be obtained from the payment of a realistic license fee, aside from the deregulation promised in the Goldwater legislation. The purchase of a license to broadcast, like the purchase of a license to drive, could confer rights now missing in the broadcast licensing scheme.

Representative Van Deerlin and Senator Hollings have vigorously defended the size and purpose of their fees, but Senator Goldwater has history, law and justice on his side. With help from broadcasters, his could be the surviving legislation.



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