

Nov. 12, 1979

**TVB at quarter-century mark:
Poised for even bigger business future**

Broadcasting Nov 12

The newsweekly of broadcasting and allied arts

Our 49th Year 1979

MORNINGSIDE COLLEGE
SIOUX CITY, IOWA 51106

STARSKY & HARRIET



To put it another way, if you want women 18-49,
you want Starsky & Hutch.

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LIBRARY
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PER

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DIST. BY COLUMBIA PICTURES TELEVISION



There's more to St. Louis than just the blues.

Gary Ahrens knows that for a fact, because he sells radio time there.

He knows that St. Louis is one of the hottest markets in the country. The home of Monsanto, 7-Up, Anheuser Busch, Ralston-Purina, and Banquet Foods.

In order to sell effectively, he needs to know the market, the stations he represents, and the needs of the advertisers he calls upon.

What makes St. Louis unique is what sells radio there. What makes Gary Ahrens unique is that he knows it.

 **McGAVREN GUILD RADIO**
People who know the territory.



TIME-LIFE TELEVISION
proudly presents

THE
GAME
STRIP
HIT
OF
THE
80's

Missmatches

We've taken the best—and proven elements
of today's most successful game shows—
to bring you tomorrow's winner!



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LOS ANGELES
Jack Donahue
(213) 385-8151



The la
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On October 1, 1979 more than ¼ million people gathered on the Boston Common to witness Pope John Paul II's historic Mass. An impressive audience, indeed.

That same evening over 2 million people in the Boston area watched the Mass on TV. And during the 8 hour rating period Channel 5 WCVB-TV Boston achieved an impressive 21 rating and 41% share*.

Has history repeated itself? Well, last July 15th, Channel 5 earned a similar 22 rating and 41% share** during our two-hour live remote of the commemorative Arthur Fiedler "Con-

cert for the Maestro." On that evening we even outranked a couple of prime time network giants.

As far back as 1976 our coverage of Queen Elizabeth and The Tall Ships scored a 13 rating and 59% share.†

Why do so many New Englanders tune in to Channel 5 for the big news happenings? Because they know they can count on the quality and authority of our news reporting and the technical excellence of our overall news coverage.

That's because here at WCVB we've made a genuine commitment

to deliver news in the absolute best possible way, no matter what it takes.

For the Papal coverage it took 15 WCVB cameras, over 150 people; technicians, news staff, writers, photographers and others, putting in literally thousands of hours to plan and execute our coverage of this entire historic visit.

When history happens in New England, we're there making a little broadcasting history of our own. And we've got the numbers to prove it.



WCVB TV Boston

The Week in Brief

NETWORK RACES TIGHTEN □ ABC-TV still leads comfortably but the competition mounts some strong challenges. **PAGE 31.**

OKAY FOR VIACOM □ The FCC unanimously approves its acquisition of Sonderling. **PAGE 32.**

TIGHTENING THE REINS □ Senator Ford introduces legislation that would narrow the FTC's subpoena power, restrict public participation funding, end the children's advertising inquiry, among other actions. **PAGE 33.**

ONCE AGAIN □ Senate Republicans circulate modifications to S. 622—the Goldwater-Schmitt rewrite—that propose changes in the broadcast, cable and common carrier areas. **PAGE 34.**

RESERVED SATELLITE SLOTS □ The Third World countries at WARC push for a future conference that would divvy up orbital positions. **PAGE 34.**

TV'S COME A LONG WAY □ With the Television Bureau of Advertising holding its silver anniversary meeting this week in Atlanta, a Special Report focuses on that organization and the medium it has championed so well. **PAGE 36.** In a question-and-answer session with BROADCASTING, TVB President Roger Rice discusses the current health of television and offers a look at what's ahead. **PAGE 38.** TVB's success over the last quarter century didn't always come easily. A flip back of some of the pages of the organization's history explains. **PAGE 42.** An advance on who and what is on the Atlanta agenda. **PAGE 46.**

'JAWS' CHEWS COMPETITION □ Universal's theater film delivers the second highest TV rating ever among motion pictures. It gives ABC-TV the numbers for the week ended Nov. 4. **PAGE 49.**

SHIBEN'S SHOP □ In the wake of GAO criticism, the FCC drastically reorganizes its Broadcast Bureau under Richard Shibben. **PAGE 61.**

TOO SOON □ The three TV networks claim it is too early to sell political time in half-hour blocks. They answer a Carter-Mondale Committee complaint to the FCC by citing massive disruptions to schedules that could stem from equal-time demands. **PAGE 62.**

WHICH WAY? □ Nine citizen groups attack the FCC's proposals for radio deregulation, contending that the rulemaking fails to clearly indicate the commission's goals. **PAGE 66.**

RAB REALIGNS □ The Radio Advertising Bureau reorganizes into four divisions and plans to expand its staff. **PAGE 73.**

PERENCHIO REBUFFED □ Opposition by two Columbia Pictures shareholders prompts the Tandem president to withdraw his offer to buy 25% of CP. **PAGE 73.**

CARTER-KENNEDY DEBATE □ The Democratic candidates agree to a Des Moines confrontation. But the federal election law may be an obstacle. **PAGE 79.**

MOBIL'S MAD □ The corporation buys ads in major newspapers and trade magazines to protest CBS's handling of stories on its third-quarter profits. **PAGE 80.**

STAYING IN HIGH GEAR □ There are neither rocking chairs nor gardens in the plans of 64-year-old Bill Hesse when he leaves his AAAA vice presidency at the end of the year. Rather, he will immediately switch over to the chairmanship of Fahlgren & Ferriss to implement expansion for that agency in New York and Washington. **PAGE 105.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.50 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$40, two years \$75, three years \$105. Canadian and other international subscriptions add \$12 per year, U.S. and possessions add \$140 yearly for special delivery, \$90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* \$42.50. *Cable Sourcebook* \$20. *Across the Dial-Around the Channels* \$3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, \$35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$35).

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KOST 103_{fm}
Los Angeles

In Tune with Los Angeles

They came by the thousands this summer... nearly 27,000 people in all. Unfolding chairs. Spreading blankets. Fluffing cushions. Fluffing cushions. Settling down for enjoyable evenings of music by the 44-piece "KOST-FM Orchestra," under the direction of

Henry Brandon. The station sponsored nine free pop concerts at major shopping centers in the Los Angeles area. We enjoyed them. Our audiences obviously did, too. KOST-FM: In tune with Los Angeles.
 represented by Christal



COX
 Broadcasting

WSB TV-AM-FM Atlanta WHIO TV-AM-FM Dayton WSOC TV-AM-FM Charlotte WIC-TV Pittsburgh KTVU-TV San Francisco-Oakland WIOD, WAIA-FM Miami KFI, KOST-FM Los Angeles WLIF-FM Baltimore WWSH-FM Philadelphia

Ferris's fix

Now that Senator Edward Kennedy (D-Mass.) is pitted against President Carter for Democratic nomination, political condition of FCC Chairman Charles D. Ferris, Massachusetts native, comes into question. Regarded as member of Kennedy entourage that lobbied, albeit futilely, for Kennedy's selection as Senate majority leader over Robert Byrd of West Virginia in January 1977, Ferris may find his tenure, which began two years ago, subject to review.

Chairman serves at pleasure of President, and any incumbent FCC member—Republican or Democrat—could be named to chairmanship, with Ferris becoming one of seven commissioners, or shifted, with his acquiescence, to another post.

Money's object

ABC-TV will increase its commercial load by adding minutes in some late-night programming and some weekend sports and two minutes in some sports lasting two hours or more. In quid pro quo, stations will be given some additional breaks in weekend sports and late-night shows. Changes are effective in January.

Places in the sky

While Ted Turner's Cable News Network pours millions into creation of round-the-clock news service, it may be threatened by GalaVision, pay cable service of Spanish International Network, and Eastern Microwave, each of which asserts prior claim to one of four satellite transponders now assigned by RCA to Cable News Network, Showtime, HBO and National Christian Broadcasting on "all-cable" Satcom III, scheduled for launch next month.

If FCC or court decided that GalaVision or Eastern Microwave is right, displaced programmer would be stuck on Satcom I after all other cable delivery shifts to III next February. Since most cable earth stations will also shift to look at III, life on I wouldn't be easy.

Overgrown

General World Administrative Radio Conference under way in Geneva may be last of its kind. There is feeling among 1,800 delegates that conference, first in 20 years to review virtually all international radio regulations, is simply too big to function efficiently; hundreds of delegates sometimes attend subcommittee meetings. So there is said to be sentiment for new approach: to hold several

specialized WARC's, each dealing with specific area, then general WARC, with delegations limited to three or four members, to endorse work of specialized meetings.

Whatever results of 1979 WARC, it is becoming known for at least one thing—large number of women participating in it. No count is available, but women have shown up on delegations from all parts of world in numbers not seen at previous WARC's.

Originals

Television Bureau of Advertising will present first "founders awards" tomorrow (Nov. 13) at 25th anniversary convention in Atlanta (see page 36). Recipients: Clair R. McCollough, retired head of Steinman Stations, and Richard A. Moore, former manager of KTTV(TV) Los Angeles, now in Washington law practice, who were co-chairmen of TVB at its outset; Lawrence H. Rogers II, then of WSAZ-TV Huntington, W.Va., now principal in WOFL(TV) Orlando, Fla., TVB's first treasurer; and John Blair, retired head of John Blair & Co., and Eugene Katz, retired head of Katz Agency, who were influential in creation of TVB predecessor, Television Advertising Bureau. All but Katz are expected to be present for awards.

Back and forth

Top-level shuffling is being planned within CBS television and radio operations. J. William Grimes, now vice president, personnel, CBS Inc., and previously vice president, CBS Owned AM Stations, will be named to new job of senior vice president in charge of Owned AM and FM Stations. Gail Trell Barker, vice president, sales, CBS Television Stations Division, will move to radio as vice president, CBS Owned AM Stations, replacing Peter Lund who will be shifted to television as VP, services, CBS Owned Television Stations.

Toward press freedom

Twentieth Century Fund, which last year issued task force report on free and balanced flow of international communication (BROADCASTING, Oct. 23, 1978) is ready to urge creation of privately underwritten committee as conduit between Third World and Western nations to resolve conflicts over reporting and distribution of news. Project would include participation of London-based International Institute of Communication. Funding will be undertaken at meeting early next year.

Last year's report called government intervention "detrimental." New project

was informally discussed at meeting, Nov. 6-9, under U.S. State Department auspices, with formal title of UNESCO Preparatory Meeting of Experts for the Intergovernmental Planning Conference to Develop Institutional Arrangements for Systematic Collaborative Consultation on Communication Development, Activities, Needs and Plans.

Resuscitation

Insiders at ABC-TV, Hollywood, say *Nobody's Perfect*, Universal Television's sole situation comedy this season, is going back in line-up. Series (which has at times been called *Hart in San Francisco* and *The Man from Scotland Yard*) is about eccentric Scotland Yard detective in San Francisco, was included in network's schedule until mid-August when pulled for reworking (BROADCASTING, Aug. 20). No time slot has been set for revamped program, but network has ordered eight episodes of series—three of which have been shot.

Movement at CPB

Search to fill newly created job of director of Corporation for Public Broadcasting's program fund is nearing end. After screening more than 240 names, search committee has narrowed list to couple of dozen, will send three to five to CPB President Robben Fleming who will offer three, including recommendation, to board at Dec. 5-6 meeting. Committee is headed by William McGill, Columbia University president and chairman of Carnegie Commission on Future of Public Broadcasting. McGill says both "established" and "midcareer" types are on list. Job of overseeing program fund of \$24.5 million at outset will pay \$55,000-\$66,000 a year.

There's also talk in highest CPB circles of future ventures into subscription television as source of revenue. Thinking is that with development of pay cable, STV, videodisks and videocassettes, there may be market for specialized programming to be produced under CPB encouragement and seed money.

Warm-up

Debate shaping up between Jimmy Carter and Ted Kennedy next January (see page 79) is seen by Carter advisers as prelude to Great Debates next year with Republican opponent. (Carterites assume their man will be Democratic nominee.) Aides recall Carter overpowered then President Ford in 1976 face-offs, think he has been sharpened by give-and-take with press and public as President.





Four important
MTM Productions are now
distributed internationally*
by Columbia Pictures Television

White Shadow
WKRP in Cincinnati
Last Resort
Paris



Columbia Pictures Television

*Worldwide except the U.S. and Canada.

Business Briefly

TV ONLY

Hershey □ Five-week campaign for After Eight chocolates begins today (Nov. 12) in 16 markets including Boston and Philadelphia with spots placed in day and fringe times. Agency: Ogilvy & Mather, New York. Target: adults, 18-49.

Pioneer □ Five-week campaign for Hi-Bred seed corn begins Jan. 4 in about 40 Eastern and Midwestern markets. Agency: Creswell, Munsell, Shubert & Zirbel, Cedar Rapids, Iowa. Target: men, 18 plus.

John's Jeans □ Five-week campaign for jeans begins Nov. 15 in Little Rock, Ark., and Dallas, with spots placed in news, fringe and prime times. Agency: Mangan Rains Ginnavan Associates, Little Rock. Target: adults, 18-34.

Dallas Products □ Four-week campaign for Hot Pick comb begins Nov. 23 in 14 markets with spots running in prime access, prime and late fringe. Agency: Creative Dept., Dallas. Target: men, 18-49.

American Can Co. □ Four-week campaign for Dixie Cup Originals begins today (Nov. 12) in 20 markets with spots in fringe and prime times. Agency: SSC&B, New York. Target: women, 18-49.

Bulova □ Four-week campaign for Caravelle watches begins Nov. 19 in 54 markets with spots in fringe, prime access, late news and sports times. Agency: Scali, McCabe, Sloves, New York. Target: adults, 18-49.

Arby's □ Four-week campaign to promote Norman Rockwell glasses at Arby's Roast Beef Restaurants begins mid-November in about 50 markets. Agency: Dancer Fitzgerald Sample, New York. Target: adults, 18-34.

Foot Locker Stores □ Four-week campaign for athletic shoes begins Nov. 26 in nine markets. Agency: Sawdon & Bess, New York. Target: teen-agers, 12-17, adults, 18-24.

Scherer Labs □ Three-week campaign for vitamin C begins Nov. 25 in nine Southern and Southwestern markets

Rep Report

KFDX-TV Wichita Falls, Tex.: To Katz Television Continental from Peters, Griffin, Woodward.

KJAC-TV Beaumont, Tex.: To Katz Television Continental from Peters, Griffin, Woodward.

WWSA(AM)-WCHY(FM) Savannah, Ga.: To Torbet Radio from Katz Radio.

WBLM(FM) Lewiston, Me.: To Schutz & Co. from Roslin Radio Sales.

WFGL(AM)-WFMP(FM) Fitchburg, Mass.: To Kettell-Carter from The Queen Co.

WREB(AM) Holyoke, Mass.: To the Queen Co. (for New England only).

including New Orleans and El Paso, Tex. Agency: Ad Mark, Dallas. Target: men, 18-54.

Estee Lauder □ Three-week campaign for Aramis men's fragrance began in early November in 85 markets including Boston, Chicago and Philadelphia. Agency: Waring & LaRosa, New York. Target: men, 18-49, women, 18-49.

Renfield Importers □ Three-week campaign for Martini & Rossi Asti Spumonte wine begins Nov. 19 in Houston, Dallas and Denver. Spots are placed in early news, prime and late fringe times. Agency: Glenn, Bozell & Jacobs, Dallas. Target: adults, 18-49.

American Dairy Association □ Two-week holiday promotion for butter begins today (Nov. 12) in various Wisconsin markets. Promotion will stress holiday baking as tradition. Agency: CreatiCom, Madison, Wis. Target: women, 18-49.

Ferrero U.S.A. □ Two-week campaign for Lucky Drops candy begins late this month in about 24 markets. Spots are in day and fringe times. Agency: SFM, New York. Target: women, 35 plus.

Dana Perfumes □ Two-week campaign for Canoe men's fragrance begins Nov. 26 in about 10 markets including New York and Los Angeles. Spots will run during late fringe, prime access and late news. Agency: Avrett, Free & Fischer, New York. Target: men, 18-plus, women, 18-49.

Alberto Culver □ Two-week campaign

Radio only

MASLA MEANS BUSINESS

Ask Doyle Peterson
KNUS, Dallas

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

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

THIS CHICKEN WAS WORTH \$18,000 TO THE DENVER ZOO.

The Denver Zoo was looking for increased public support in the form of 500 new members, so its board was very pleased when KIMN offered to lend them a hand.

But they were a little skeptical of a campaign that intended to capitalize on the popularity of the station mascot.

Perhaps the Denver public was actually fond of the chicken, and no doubt his presence at Nugget games was conspicuous, but how did that qualify him as a fund-raiser?

Nevertheless, on Saturday, July 21, 1979, the plan went into motion.

The chicken "retired" from public life, moving to the Zoo.

At the same time the station deejays began live broadcasts, protesting the chicken's decision

and urging their listeners to visit the Zoo at once and talk him out of seclusion.

The broadcasts continued all weekend. By Sunday night no less than 12,000 people had shown up and paid their admissions to give the bird the word.

It was one of the most successful fund-raisers in the Zoo's history, and we were pretty flattered ourselves.

After all, it's not hard for a broadcaster to be involved with the community. But you

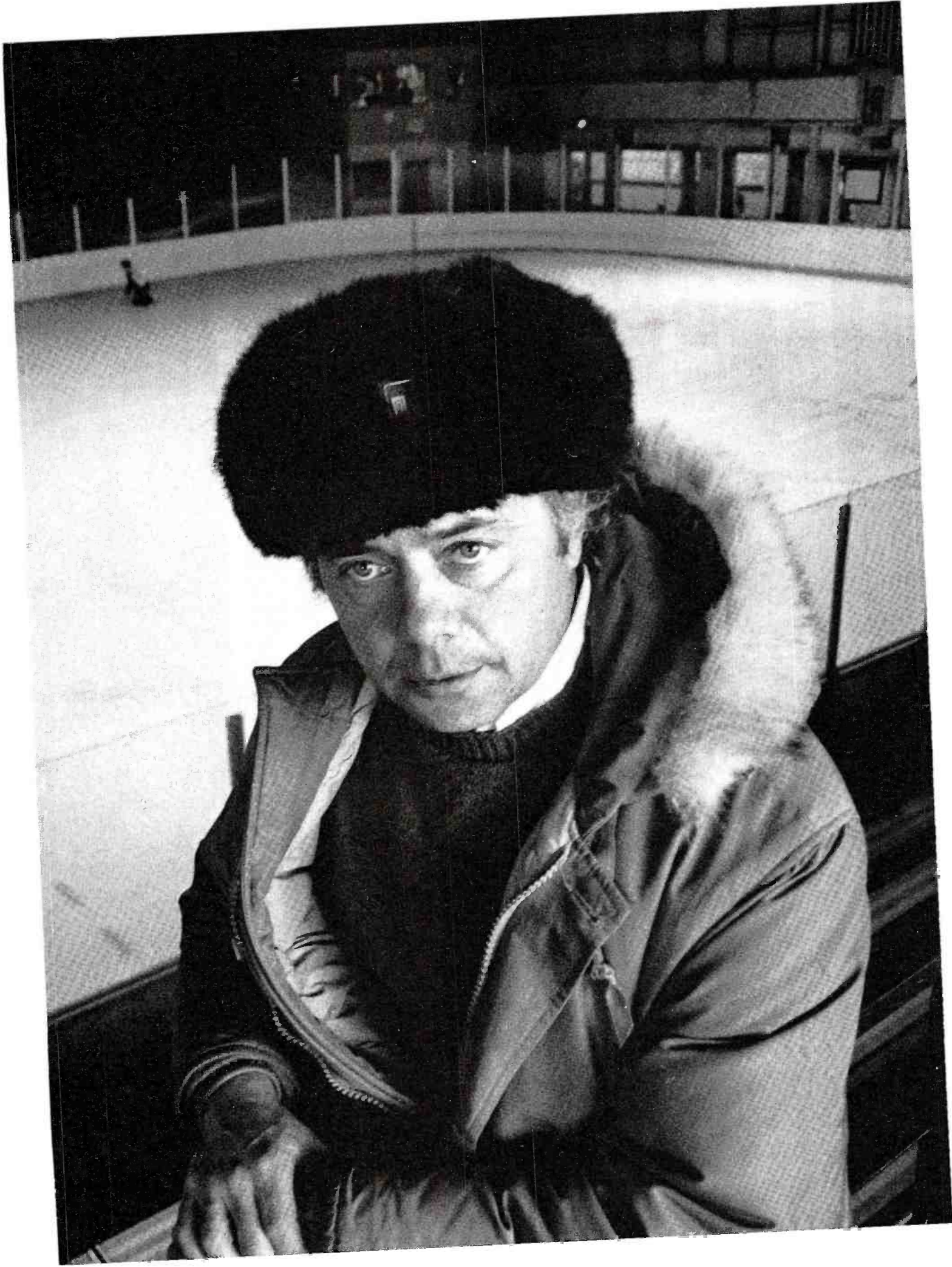
really know that you're doing the job when you find that your community is also involved with you.

KIMN
STEREO FM



Jefferson Pilot Broadcasting

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



LA DUKE



"Film is compatible with everything. Everywhere."

Whether you visit the Winter Olympics as a working professional or watch it on TV, you'll profit from Jack La Duke's labors. He is director of Audio Visual Services for the XIII Olympic Winter Games, and part of his job is helping filmmakers make sure a news-hungry world gets the picture.

"There shouldn't be too many unexpected problems for the professional cinematographers during the Olympics; they know their equipment. Of course, it will be cold. You ought to have lots of spare batteries on hand. I keep one set in my pocket and switch back and forth because they lose power as they get cold. Measuring incident light in the snow, I find I can trust my light meter pretty well. Neutral density filters give you a little better snow quality.

"I use a camera with a heating element in it, and that works pretty well. We recommend taking all the grease out of the camera. When we have to bring a camera in out of the cold we put it in a plastic bag and twist the top shut. That way no moisture gets to it. If you don't, it takes forever to get the condensation out.

"During the international events here last year, the European news teams shot a lot of film, and so did the U.S. teams. They come all this way, the event only happens once, it's cold and easy for mechanical things to break—they just figure that film is dependable. Also film is the standard. We have to supply pictures to the whole world. Some take 3/4-inch tape, some one-inch, some two-inch. If we supply them with 16 mm film, everybody's happy. Everybody can take film. Everybody likes the feeling of it. It's compatible with everything. Everywhere.

"A motion picture production and post-production facility will be installed right here at Olympic Headquarters. Kodak is consulting on the job and Process RVNP will be used. It gives us fast processing, and we'll need it. For example, we'll be turning out a twenty-minute film of the game highlights every day.

"We'll be shooting Eastman Ektachrome video news film 7240 and 7250 for this 20-minute wrap-up. I expect most teams will be using it. It's fast, and it looks good on the air. Processing time will be about 15 minutes from exposed film to dry print.

"There will also be a sort of 'pro' shop for the professionals, in case they'd like advice or assistance with their production.

"I'd tell a young filmmaker to get started by learning what it takes to make a film. A lab is actually a good place to start. You learn by seeing what others have done. Learn why a picture gets on a piece of film. It's not magic. There is a lot of magic in this business, but it's not all magic. There's a reason why an image gets on a piece of film and why it doesn't."

In our publication, TELEK, broadcasters talk about their experience, and we tell you about our latest technical and product developments. If you would like to be on our mailing list, write: Eastman Kodak Company, Dept. 640, Rochester, NY 14650.



EASTMAN KODAK COMPANY
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DALLAS: 214/351-3221
HOLLYWOOD: 213/464-6131
NEW YORK: 212/262-7100
ROCHESTER: 716/254-1300
SAN FRANCISCO: 415/928-1300
WASH., D.C.: 202/554-9300
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Kodak...Official motion picture consultant to the 1980 Olympic Winter Games.

MOST HONORED.

TV-13 IS PROUD that its commitment to excellence in television news coverage has been recognized by its broadcast peers.

UNITED PRESS INTERNATIONAL BROADCASTERS OF NEW YORK

Best Newscast
Best Enterprise — Public Affairs Reporting
Best Television Feature Story

THE NEW YORK STATE BROADCASTERS ASSOCIATION

Best Documentary Program
Best Editorial Series (Honorable Mention)
Best Continuing Public Affairs Program (Honorable Mention)

NEW YORK STATE ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Best Regularly Scheduled Local News Program
General Excellence in News Photography
General Excellence in News Photography (Special Mention)

13:NEWS. The choice of News Professionals.

Division of Sonderling Broadcasting Corporation



MOST CONTEMPORARY.

LONG-RANGE planning and a commitment to innovative engineering have enabled TV-13 to become the most modern station in its market.

CIRCULAR POLARIZATION

TV-13 IS THE FIRST AND ONLY commercial television station in the northeast to utilize this revolutionary signal transmission system to penetrate geographically hard-to-reach areas.

LIVE ON-THE-SCENE NEWS COVERAGE

TV-13 IS THE FIRST AND ONLY station in its market to provide live microwave coverage of the news as it happens, with its "live-eye" mobile van.

SYNDICATED CAPITOL NEWS SERVICE

TV-13 IS THE FIRST AND ONLY station in New York State to provide full-time news coverage of the state government in action — coverage so reliable that 13 stations statewide take advantage of TV-13's Capitol Area News Service.

INSTANTANEOUS ELECTION RETURNS

TV-13 IS THE FIRST AND ONLY station in its market to coordinate an on-premise computerized election return system to give viewers the fastest, most accurate results.



Represented Nationally
by TELEREP

WAST 13

ALBANY • SCHENECTADY • TROY N.Y.

for Static Guard begins Dec. 10 in 10 markets including New York and Boston. Spots will run during fringe times. Agency: Draper Daniels, Chicago. Target: women, 18-49.

Knirps □ Two-week campaign for umbrellas begins Dec. 10 in about 15 markets including New York and Chicago. Spots will run during day, fringe and prime times. Agency: Kelly Scott & Madison, Chicago. Target: total adults.

Whirlpool □ One-week campaign for microwave ovens begins Nov. 14 in 34 markets with spots in news and prime times. Agency: D'Arcy MacManus & Masius, Bloomfield Hills, Mich. Target: women, 18-49.

RADIO ONLY

Superior Fast Freight □ Fifty-two-week campaign for freight forwarding service begins Jan. 1 in Los Angeles, Seattle, Phoenix, Portland and Eugene, both Oregon, Seattle and Spokane, Wash. Spots are placed primarily during morning and afternoon drive times. Agency: Spectrum Advertising, Seattle. Target: men, 25-49.

Pacific Gas & Electric □ Six-week campaign for energy conservation begins today (Nov. 12) in eight California markets. Campaign will stress "Get ready for Winter" energy conservation program. Spots will run during morning and afternoon drive times. Agency: Media Investment Services, San Francisco. Target: adults, 25-54.

Caves Allianca □ Four-week campaign for Allianca wine begins Nov. 26 in four

markets including Philadelphia. Spots will run during morning and afternoon drive times plus Saturday afternoon. Agency: Marvin H. Frank, Chicago. Target: adults, 18-49.

Dannon □ Four-week campaign for yogurt begins in January in about 30 markets including Atlanta, Dallas/Fort Worth, Nashville, St. Louis, Indianapolis and Baltimore. Agency: Marsteller, New York. Target: adults, 18-49.

Keyes Fibre □ Three-week campaign for Chinet paper plates begins Dec. 3 in 12 markets including New York. Spots will be running in all dayparts. Agency: American Media Consultants, Los Angeles. Target: women, 18-34.

Weisfield's □ Two-week campaign for jewelry starts Nov. 28 in 31 markets in California, Oregon, Washington, Arizona and Nevada. Agency: Cole & Weber, Seattle. Target: adults, 18-24.

Celanese Corp. □ Two-week campaign for supersuede fabric begins Nov. 26 in about eight markets including Boston and Philadelphia. Agency: Doyle Dane Bernbach, New York. Target: women, 25-54.

Dubuque Packing Co. □ One-week Thanksgiving promotion for various meat products begins today (Nov. 12) in 40 markets. Agency: Campbell-Mithun, Chicago. Target: women, 25-54.

Prime Time Publications □ One-week campaign for new *Prime Time* magazine begins Dec. 4 in Los Angeles, Washington, Chicago and New York. Agency: Drossman, Yustein, Cloves, New York. Target: adults, 35-64.

"GRIZZLY ADAMS" SOLD MARKETS

- KHJ-TV Los Angeles
- WGN-TV Chicago
- CBET Detroit
- WXNE-TV Boston
- KTVT Dallas-Fort Worth
- WPGH-TV Pittsburgh
- KHTV Houston
- WANX-TV Atlanta
- KMSP-TV Minneapolis-St. Paul
- WTVT Tampa-St. Petersburg
- KCRA-TV Sacramento-Stockton
- KWGN Denver
- WTV Milwaukee
- KATU Portland, Or.
- WSM-TV Nashville
- KTVK-TV Phoenix-Flagstaff
- WFBC-TV Greenville-Spart-Asheville
- WBTV Charlotte
- XETV San Diego
- WOTV Grand Rapids-K'mazoo-B. Creek
- WOFL Orlando-Daytona Beach
- WYAH-TV Norfolk-P'mouth-N. News
- KUTV Salt Lake City
- KARK Little Rock
- WNEM-TV Flint-S'naw-B. City
- WUHF Rochester
- WICS-TV Champaign & S'fld-Decatur
- WOC-TV Davenport-R. Island-Moline
- KREM-TV Spokane
- WCSH Portland-Poland Spring
- WJHL-TV Tri-Cities (Tn-Va)
- WFFT-TV Fort Wayne
- KELO-TV Sioux Falls
- WHYN-TV Springfield, Mass.
- KVIA-TV El Paso
- KVII-TV Amarillo
- WCBD-TV Charleston, S.C.
- KVAL Eugene
- KTVB Boise
- KCRL-TV Reno
- KFYR-TV Minot-B'marck-Dickinson
- KTSB Topeka
- KPWR-TV Bakersfield
- KEVN-TV Rapid City
- KULR Billings
- KMTV Twin Falls
- KIMO-TV Anchorage

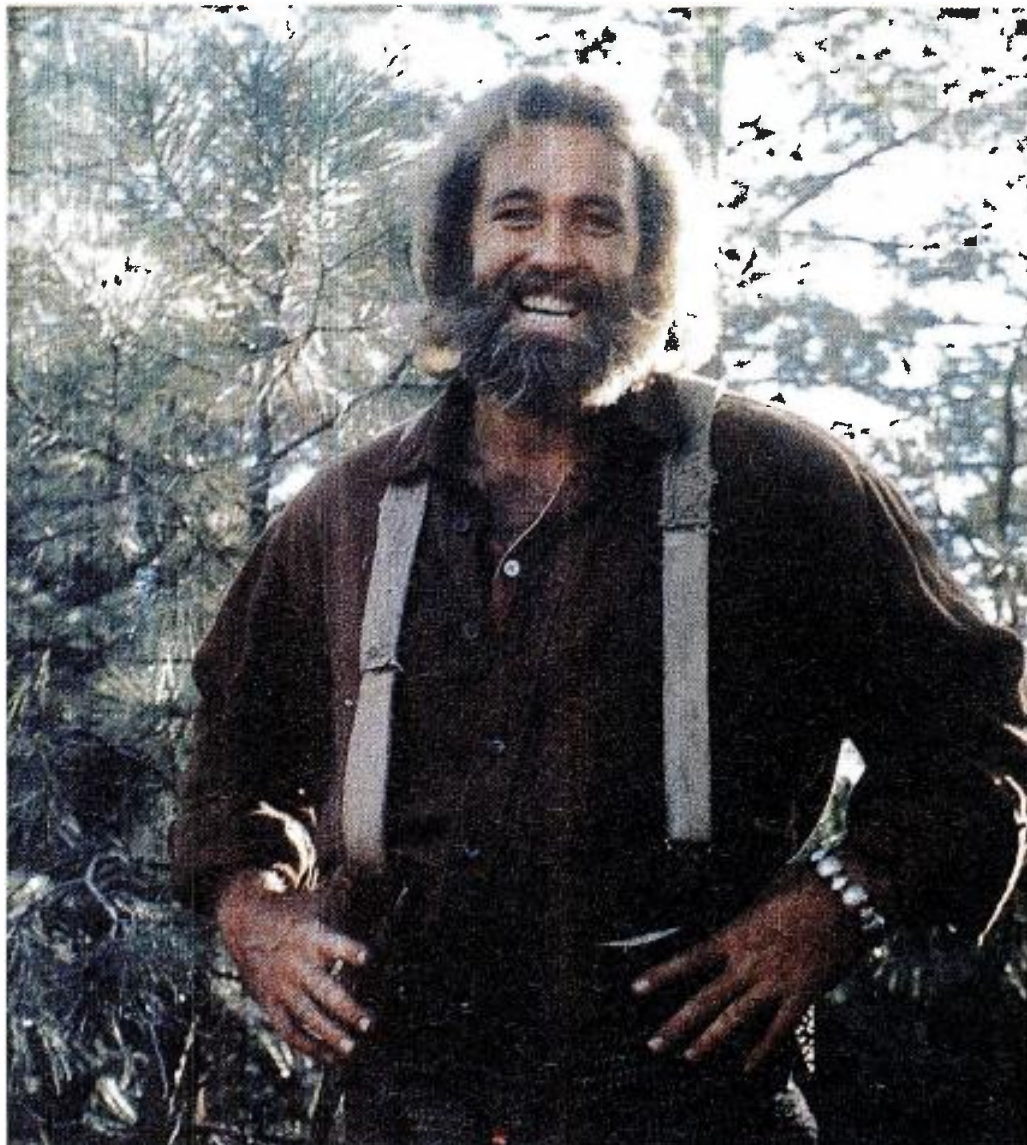
Fall increase. Investments in network television in September climbed by 18.3% to \$405,380,600, according to Broadcast Advertisers Reports figures released last week by the Television Bureau of Advertising.

For the first nine months of the year, the figures show that network TV expenditures rose by 13.7% to \$3,197,370,100. ABC-TV was in the kingpin position for the period with \$1,160,612,100, followed by CBS-TV, \$1,058,656,700 and NBC-TV, \$978,101,300.

	September			January-September		
	1978	1979	% change	1978	1979	% change
Daytime	\$119,485,200	\$140,581,600	+17.7	\$968,147,600	\$1,087,545,500	+12.3
Mon.-Fri.	69,974,000	76,489,500	+ 9.3	664,626,100	726,441,500	+ 9.3
Sat.-Sun.	49,511,200	64,092,100	+29.4	303,521,500	361,104,000	+19.0
Nighttime	223,049,100	264,799,000	+18.7	1,844,609,700	2,109,824,600	+14.4
Total	\$342,534,300	\$405,380,600	+18.3	\$2,812,757,300	\$3,197,370,100	+13.7

	ABC	CBS	NBC	Total
January	\$118,635,300	\$113,706,300	\$127,111,300*	\$359,452,900*
February	131,387,400	118,562,200*	103,456,700	353,416,300*
March	138,522,600	118,101,100*	113,657,600	370,281,300*
April	143,151,700	127,959,800	114,959,300	386,070,800
May	146,483,100	133,350,900	118,907,200	398,741,200
June	116,572,300*	108,053,600	99,193,000	323,818,900*
July	104,002,000*	101,583,300	90,992,000*	296,577,300*
August	110,302,400*	102,620,500*	90,707,900	303,630,800*
September	151,545,300	134,719,000	119,116,300	405,380,600
Year-to-date	\$1,160,612,100	\$1,058,656,700	\$978,101,300	\$3,197,370,100

*Revised



© 1979 Viacom International Inc.

FAMILY MAN

You know him as mountain man Grizzly Adams.
But big Dan Haggerty is really a family man.

The kind who builds big family audiences with adventure-filled hours of programming that delight parents as much as kids.

This proven all-family appeal is precisely why 47 stations to date—in markets as different as Los Angeles and Atlanta, Chicago and Dallas—have acquired “Grizzly Adams” in its first syndicated season.

Join this growing lineup, and get 35 great hours and two 90-minute holiday specials.

They're guaranteed to bring in viewers by the houseful!

The Life and Times of

Grizzly Adams



Monday Memo®

st advertising commentary from Shirley Young, executive vice president, Grey Advertising, New York

The 'me decade' and changes in advertising

Today's trends define the role of advertising in tomorrow's marketing mix, greatly altering what services tomorrow's advertising agency must provide for its clients.

Yesterday's advertising was the era of mass advertising: attempting to reach the most people with the same message the most times. Tomorrow's advertising will be aimed at segments of population. The media will be segmented too, reflecting the special interests of individual consumers. Copy messages will be streamlined to reach not everyone, but a few selected consumers instead.

What forces are causing the breakdown of mass marketing and mass media?

First are the major changes in the consumer environment. Sociologists and futurists agree that we are living in what writer Tom Wolfe calls the "me decade." Focus on self. Self-improvement. Self-fulfillment. These are the catchphrases of today. Less than 20 years ago, John F. Kennedy urged us to "Ask what *you* can do for your country." Today, people say, "What has my country done for *me* lately?"

Advertising to the me-oriented consumer will require you-oriented advertising that says: "I understand you, and here's why my product meets your needs."

The second force leading to the segmentation of marketing is the ongoing segmentation of the media.

In radio, there are nearly 8,000 commercial stations throughout the country. Each is programed to a specific target audience: news, rock 'n' roll, country and western, classical, beautiful music, ethnic and so on. Today's radio advertisers are not only aware of the proliferation of radio outlets but also take advantage of it by matching the sound of their commercials to the sound of the radio station.

And now television, which has remained a mass medium, is finally on the threshold of a technological revolution that will dramatically increase the number of ways that consumers can use it.

The most immediate development likely to take place will be in the importance of cable television, which already has a household penetration level of 17%. By the early 1980's, this is expected to climb to 30%, which is the level at which important programming development becomes economically feasible. Cable already has the capacity for 36 channels, and this can be increased dramatically through fiber optics—a technology that would allow hundreds of channels to be transmitted to any given household.

Satellite transmission is another means by which dramatically increased program



Shirley Young, executive vice president and director of research services and marketing for Grey Advertising, New York, has had 24 years of consumer research, marketing, planning and advertising experience. She was with Alfred Politz Research, Hudson Paper & Pulp Co. and Benton & Bowles before she joined Grey in 1959. Young was named senior vice president of research services and marketing in 1970 and executive vice president in 1976.

options will be available. It will allow national transmission of programs from anywhere in the world, bypassing the traditional transmission mechanisms of the networks. Satellites are already being used by the Public Broadcasting Service, Home Box Office and other cable networks.

Home video recording, which allows consumers to record programs for playback, will be broadly marketed for the first time next year. This obviously increases the selectivity of consumers, enabling them to set up their own programming schedule.

It is clear that television is moving away from a few images distributed widely on a few channels and toward many images distributed narrowly on many different channels—narrowcasting instead of broadcasting. The opportunity for individualizing television channel selection will be a fact of life in the next few years.

How does this all affect tomorrow's advertising? Three major implications are worth noting.

The first is that advertising to the consumer must be tailor-made in order to be persuasive. To create a "you-oriented" message will require a much deeper un-

derstanding of consumers—not just their demographics, but their attitudes, values, needs, psychographics, life styles, how a particular product or service fits into their lives, what their problems are with given product categories and how they see themselves or want to be seen. Furthermore, instead of dealing with consumers in total markets, advertisers will have to understand market segmentation: that is, groups of consumers within a given market who have specialized needs.

A second implication for the advertising message will be the need for advertising to develop a unique and enduring character for a brand. Advertising will have to answer these questions about brands for the consumer: Who are you? Do you look like someone I know? Do you stand for something I care about?

A good example of a company that has built an enduring brand character over many years is Timex. Its watches have stood for durability and toughness as demonstrated through various torture tests. This brand character has now been extended into the new digital watches and serves Timex well by conveying a consistent advertising image in many countries around the world.

A third implication is for the role of advertising in the marketing mix. In developing a memorable brand character, it will become increasingly important to integrate all components of the marketing mix with the brand character established in the advertising.

And how does all this change the role of the advertising agency?

Advertising agencies must provide clients with more than pictures and words. They must also provide creativity in understanding the consumer's needs. They must creatively position a product, guide product development to match, provide creativity in media usage, creativity in all of marketing, as well as creativity in the advertising itself.

Moreover, this creativity must be based on sound quantitative research on consumer needs and rigorous analysis of market data; the value of ideas must be proved in the marketplace through consumer research and market performance.

Tomorrow's advertising must respond to the changes that are present today—the consumer's increased desire for personalization and the media's increased capability for specialization in an era of corporate accountability.

Mass marketing as it was known in the past decade will become an outmoded concept, displaced by the era of personalized marketing. The future is now—and those who recognize the trends are benefitting already.

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

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



Bill Clark, General Mgr.
KABL/KABL-FM

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

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

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

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

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

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

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

Call or write for FREE market analysis.

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

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

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

Beautiful Music

TM TM Programming
1349 Regal Row
Dallas, Texas 75247

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



A subsidiary of Shamrock Broadcasting Company, Inc.

The Professional

He Works For You: John Schweitzer

When John Schweitzer moved from North Dakota to Ozarks country, he started asking where the best ice fishing was.

It didn't take him long to learn: There isn't any.

So now he just works. He's the AP Broadcast Executive for Missouri and Kansas, helping stations get the most from their news service.

With 20 years experience, he must be worth listening to.

We like that. We're like John Schweitzer.

Professional.

AP

Associated Press
Broadcast Services
(212) 242-4011



Datebook

■ indicates new or revised listing

This week

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

Nov. 12-14—*Television Bureau of Advertising* annual meeting. Omni hotel, Atlanta.

Nov. 13—*Public Radio in Mid-America* board of directors meeting. Conrad Hilton, Chicago.

Nov. 13—*Association of National Advertisers* new-product marketing workshop. Plaza hotel, New York.

Nov. 14-15—*American Association of Advertising Agencies* Eastern annual conference. New York Hilton.

Nov. 15-16—*Arizona Broadcasters Association* fall convention and annual meeting. The Pointe Resort, Phoenix.

Nov. 16-Dec. 17—*American Film Institute* "A Salute to the BBC" retrospective series of 21 shows. AFI Theater. John F. Kennedy Center, Washington.

Nov. 16-17—*National Federation of Local Cable Programers* northeast regional conference. Visual Studies Workshop, Rochester, N.Y. Information: Portable Channel, 1255 University Avenue, Rochester; (716) 244-1259.

■ **Nov. 16-18**—West Coast convention of *Intercollegiate Broadcasting System*. Biltmore hotel, Los Angeles. Information: Greg Barbocovi or Scott Mason, (213) 997-0001.

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

Nov. 17—*Radio-Television News Directors Association of the Carolinas* fall seminar. Holiday Inn Woodlawn, Charlotte, N.C.

Also in November

Nov. 19-20—*National Association of Broadcasters* television conference. Hyatt Regency hotel, Houston.

Nov. 20—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York. Speakers: Richard Wald, John Chancellor, Charles Collingwood and Av Westin.

Nov. 26-27—*Society of Cable Television Engineers* regional technical meeting. Hartford Hilton, Hartford, Conn.

Nov. 26-30—*Difusiones InterAmericanas* conference for Hispanic evangelical broadcasters at station HOXO Panama City, Panama.

Nov. 28-29—*Advertising Research Foundation* business advertising research conference. Stouffer's Inn on the Square, Cleveland.

Nov. 29—Fourteenth annual Gabriel Awards banquet, sponsored by *UNDA-USA*. Ambassador hotel, Los Angeles.

Nov. 29—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Gene Jankowski, president, CBS/Broadcast Group. Century Plaza hotel, Los Angeles.

Nov. 29-30—*American Association of Advertising Agencies* agency management seminar. Royal Sonesta hotel, New Orleans.

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

Nov. 30—Deadline for submission of entries in 59th Annual Exhibition of Advertising, Editorial and Televi-

sion, Art and Design of *The Art Directors Club*. Entry material may be obtained from club at 488 Madison Avenue, New York, N.Y., 10022.

■ **Nov. 30**—*Federal Communications Bar* luncheon, Capitol Hilton, Washington. FCC Chairman Charles Ferris is luncheon speaker.

December

Dec. 2-5—*Association of National Advertisers* annual meeting. Palm Beach, Fla.

Dec. 3-6—*National Association of Regulatory Utility Commissioners* 91st annual convention. Peachtree Plaza, Atlanta.

Dec. 6-7—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Town and Country hotel, San Diego.

■ **Dec. 6-8**—*Syracuse University's Synapse Video Center* broadcast workshop for independent producers. Information: Alex Swan, Associate Director, Synapse Video Center, 103 College Place, Syracuse, N.Y. 13210.

Dec. 7—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Jane Fonda. Century Plaza hotel, Los Angeles.

Dec. 9-11—*National Cable Television Association* board of directors meeting. Disneyland hotel, Anaheim, Calif.

■ **Dec. 11**—*Cable Television Administration and Marketing Society* Western regional seminar. Disneyland hotel, Anaheim, Calif. Information: Netia Lowell, (713) 578-7980.

■ **Dec. 12**—*Cable Television Administration and Marketing Society* board meeting. Disneyland hotel, Anaheim, Calif. Information: Tom Johnson, (303) 320-1212.

Dec. 12-14—Western Cable Show. Disneyland hotel, Anaheim, Calif.

Dec. 18—*International Radio and Television Society* Christmas benefit luncheon. Waldorf-Astoria hotel, New York.

Dec. 19—Deadline for comments in *FCC* notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-368).

January 1980

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

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

Jan. 9-10—*Virginia Association of Broadcasters* meeting. Richmond Hyatt House.

Jan. 11-12—National radio-television conference of *Investigative Reporters and Editors*. Hyatt, Louisville, Ky. Contact: James Polk, NBC News, Washington 20016, or Richard Krantz, WHAS-TV Louisville 40202.

Jan. 13-15—*California Association of Broadcasters* winter convention. Palm Springs Spa hotel. Speakers: William Leonard, CBS News; Elton Rule, ABC Inc.; Richard Shiben, FCC.

Jan. 13-16—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston.

■ **Jan. 14**—Deadline for entries for 40th annual George Foster Peabody Radio and Television awards sponsored by *Henry W. Grady School of Journalism and Mass Communication, University of Georgia*, Athens, Ga. 30602.

Jan. 14-15—*Society of Cable Television Engineers* regional meeting and technical workshop. Tallahassee, Fla.

Jan. 16-17—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi*. Hall of Congress, Philadelphia.

Jan. 17—*International Radio and Television Society* newsmaker luncheon featuring NBC President Fred Silverman. Waldorf-Astoria hotel, New York.

■ **Jan. 17-18**—*Florida Cable Television Association* annual winter management conference. Quality Inn-Cypress Gardens, Winter Haven. Information: Tom Gilchrist, (305) 842-5261.

Jan. 17-19—*Alabama Broadcasters Association* winter conference. Plaza Hotel South, Birmingham.

Jan. 20-23—*National Religious Broadcasters* annual convention. Washington Hilton, Washington.

Jan. 20-25—Joint board meeting of *National Association of Broadcasters*. Canyon hotel, Palm Springs, Calif.

Jan. 24-26—Winter convention, *Colorado Broadcasters Association*. Sheraton Denver Tech Center.

Jan. 30-31—*New Jersey Broadcasters Association* mid-winter managers meeting. Woodrow Wilson School of Princeton University.

February 1980

Feb. 1-3—*Florida Association of Broadcasters* meeting. Sheraton River House-Airport, Miami.

Feb. 3-5—*Louisiana Association of Broadcasters* convention. Baton Rouge Hilton.

■ **Feb. 5**—Mike Award dinner of *Broadcast Pioneers*. Hotel Pierre, New York.

Feb. 5-6—*Society of Cable Television Engineers* fifth annual conference on CATV reliability. Adams hotel, Phoenix.

Feb. 6-11—*International Radio and Television Society* Faculty/Industry Seminar and College Conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 7-8—*National Association of Broadcasters* television conference. Century Plaza hotel, Los Angeles.

Feb. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

Feb. 16-21—*National Association of Television Program Executives* conference. Hilton hotel, San Francisco.

Feb. 19—Deadline for reply comments in FCC notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-368).

Feb. 20-23—*Texas Cable Television Association* annual convention. San Antonio Convention Center, San Antonio, Tex.

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

Feb. 28—*Southern Baptist Radio and Television Commission's* 11th annual Abe Lincoln Awards banquet. Wilson C. Wearn, Multimedia Inc., will be keynote speaker. Green Oaks Inn, Fort Worth.

March 1980

March 5—*International Radio and Television Society* anniversary banquet. Waldorf-Astoria, New York.

March 10-29—Region II conference of *International Telecommunications Union* for medium frequency broadcasting. Buenos Aires.

March 12—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Frederick Pierce, president, ABC Television. Century Plaza hotel, Los Angeles.

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

March 16-18—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi*. Williamsburg, Va.

March 18-20—*National Public Radio* annual conference. Crown Center hotel, Kansas City, Mo.

■ **March 21-23**—*Intercollegiate Broadcasting System* annual convention. Sheraton Centre, New York. Information: Jeff Tellis, (914) 565-6710.

■ **March 23-29**—International Public Television Screening Conference, under auspices of *Rockefeller Foundation and various North American and European broadcasters*. Dupont Plaza hotel, Washington. Information: David Stewart, Corporation for Public Broadcasting, (202) 293-6160.

March 24-25—*Society of Cable Television Engineers* mid-Atlantic technical meeting and workshop. Hyatt House, Richmond, Va.

March 26—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

March 26-28—Viewdata 80, international exhibition and conference on video-based systems and microcomputer industries, sponsored by *British Post Office*. Wembley Conference Center, London.

April 1980

April 10-11—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Marriott hotel, New Orleans.

April 13-16—*National Association of Broadcasters* annual convention. Las Vegas Convention Center.

■ **April 15**—Pioneer breakfast sponsored by *Broadcast Pioneers* during National Association of Broadcasters convention. Las Vegas Convention Center.

April 16-24—*MIP TV* international program market. Cannes, France. U.S. office: John Nathan, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.

April 22—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

April 23-25—*Indiana Broadcasters Association* spring conference. Marriott Inn, Clarksville.

April 26-29—*Society of Cable Television Engineers* meeting and workshop. Sheraton Inn, Memphis.

■ **April 30**—Peabody Awards luncheon sponsored by *Broadcast Pioneers*. Hotel Pierre, New York.

May 1980

■ **May 2-4**—*Illinois News Broadcasters Association* spring convention. Holiday Inn-Illinois Beach Resort, Waukegan.

May 12-30—*International Telecommunications Union* 35th session of the Administrative Council. Geneva.

May 12-14—International invitational conference on World Communications: Decisions for the Eighties, sponsored by *Annenberg School of Communications, University of Pennsylvania*, Philadelphia. Information: World Communications Conference, Annenberg School, U. of Pa., Philadelphia 19104.

May 16-21—*National Cable Television Association* annual convention. Convention Center, Dallas.

May 19-20—*Society of Cable Television Engineers* Northwest technical meeting and workshop. Rodeway Inn, Boise, Idaho.

May 20-23—*Public Radio in Mid-America* spring

SHIRLEY & HUTCH



To put it another way, if you want teens,
you want Starsky & Hutch.

A SPELLING-GOLDBERG PRODUCTION  DIST. BY COLUMBIA PICTURES TELEVISION

It's News!

What you have been hearing is true. It's news, your station's news, that makes the difference between being number one or out of the running in your market.

Well-executed local television news develops a bond between the audience and the station which is essential to success, and it does it on a daily basis. This feeling overflows into almost all the other areas of programming. If you doubt it, just check how many stations are first in total day share that don't lead in local news—very few, and almost none in key markets.

McHugh and Hoffman is the most experienced broadcasting consultant in the United States. We are staffed by professionals with years of front-line, working experience in news, programming, promotion and research.

Through McHugh & Hoffman, you will learn in detail about your news personalities, content and visual presentation based on in-home research with your audience, as analyzed by our experts.

We tailor a plan with specific suggestions for your improvement. We monitor your station and your competitors throughout the year and advise on how the objectives you set for news superiority can be established and maintained.

Please call us today for a no-obligation presentation.

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3970 Chain Bridge Road
Fairfax, Virginia 22030
(703) 691-0700

meeting. Howard Johnson Downtown, Madison, Wis. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

May 29—*International Radio and Television Society* annual meeting. Waldorf-Astoria hotel, New York.

June 1980

June 1-3—*Virginia Cable Television Association* annual convention. Omni International hotel, Norfolk.

June 3-7—*American Women in Radio and Television* 29th annual convention. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex.

June 5-7—*Associated Press Broadcasters* convention. Fairmont hotel, Denver.

June 5-8—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks.

June 7-11—*American Advertising Federation*, annual convention. Fairmont hotel, Dallas.

June 11-15—*Broadcasters Promotion Association* 24th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal.

June 12-14—Annual convention of *Iowa Broadcasters Association*. Holiday Inn, Ottumwa.

June 12-14—*South Dakota Broadcasters Association* convention. Holiday Inn, Watertown.

June 19-20—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Sheraton-Washington, Washington.

June 25-27—*National Association of Broadcasters* children's programming conference. Key Bridge Mar-

riott, Arlington, Va.

July 1980

July 16-19—Summer convention, *Colorado Association of Broadcasters*. Keystone Resort, near Dillon.

July 27-29—*California Association of Broadcasters* meeting. Del Monte Hyatt House, Monterey.

August 1980

Aug. 3-7—*Cable Television Administration and Marketing Society* annual meeting. St. Francis hotel, San Francisco. Information: Lucille Larkin, (202) 296-4219.

Aug. 24-27—*National Association of Broadcasters* radio programming conference. Hyatt Regency, New Orleans.

September 1980

Sept. 30-Oct. 3—*Public Radio in Mid-America* annual meeting. Lodge of the Four Seasons, Lake Ozark, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

October 1980

Oct. 6-9—*National Radio Broadcasters Association* annual convention. Bonaventure hotel, Los Angeles. Future convention: Sept. 20-23, 1981, Marriott hotel, Chicago.

Major Meetings

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

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

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

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

Dec. 12-14—Western Cable Show. Disneyland hotel, Anaheim, Calif.

Jan. 13-16, 1980—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston. Future convention: Jan. 18-21, 1981, Century Plaza, Los Angeles.

Jan. 20-23, 1980—*National Religious Broadcasters* convention. Washington Hilton, Washington.

Feb. 16-21, 1980—*National Association of Television Program Executives* conference. San Francisco Hilton. Future conferences: March 13-18, 1981, New York Hilton; March 12-17, 1982, Las Vegas Hilton.

March 16-20, 1980—*National Public Radio* annual conference. Crown Center hotel, Kansas City, Mo. Future conferences: Phoenix, May 3-7, 1981; Washington, April 18-22, 1982.

April 13-16, 1980—*National Association of Broadcasters* annual convention. Las Vegas Convention Center. Future conventions: Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

April 18-24, 1980—*MIP TV* international program market. Cannes, France.

May 18-21, 1980—*National Cable Television Association* annual convention. Convention Center, Dallas. Future conventions: Los Angeles, May 29-June 1, 1981; Las Vegas, May 25-28, 1982; New Orleans, May 1-4, 1983; San Francisco, May 22-25, 1984; Atlanta, April 28-May 1, 1985.

June 3-7, 1980—29th annual convention, *American Women in Radio and Television*. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex. Future convention: May 6-10, 1981, Sheraton Washington hotel, Washington.

June 7-11, 1980—*American Advertising Federation*, annual convention. Fairmont hotel, Dallas.

June 11-15, 1980—*Broadcasters Promotion Association* 24th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

Aug. 24-27, 1980—*National Association of Broadcasters* radio programming conference. Hyatt Regency, New Orleans.

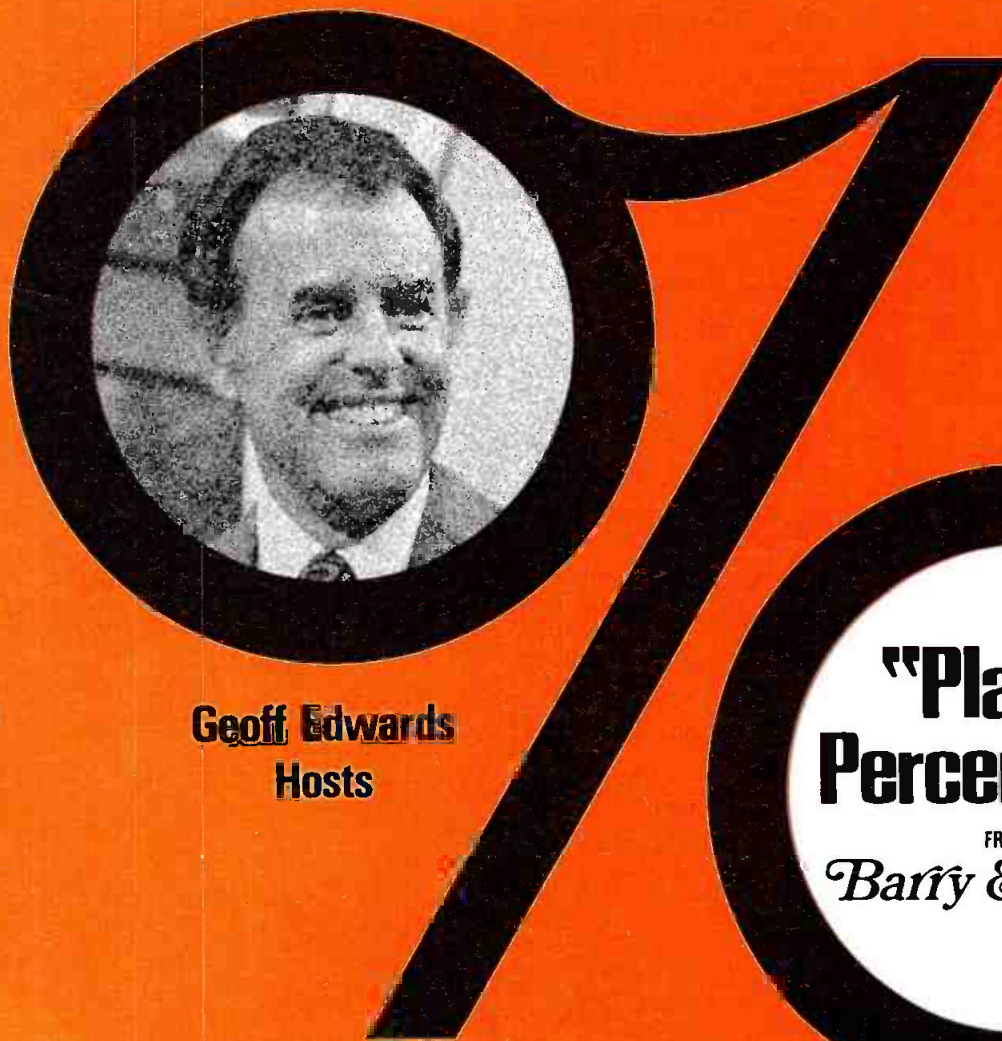
Sept. 14-17, 1980—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conference: Sept. 20-23, 1981, Sheraton Washington.

Sept. 20-24, 1980—*Eighth International Broadcasting Convention*. Metropole Conference and Exhibition Centre, Brighton, England.

Oct. 6-9, 1980—*National Radio Broadcasters Association* annual convention. Bonaventure hotel, Los Angeles. Future convention: Sept. 20-23, 1981, Marriott hotel, Chicago.

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

Pilot Now Available For Your Personal Screening!



**A NEW
HALF-HOUR
GAME STRIP**

Geoff Edwards
Hosts

**"Play The
Percentages"**
FROM
Barry & Enright

***Production Begins
November 26th
for January Start Dates***

The Odds-On Favorite For The New Year...in New York, Los Angeles, Philadelphia, Cleveland, Detroit, Cincinnati, Atlanta, Pittsburgh, Miami, Seattle, St. Louis — over 30 major markets already committed!

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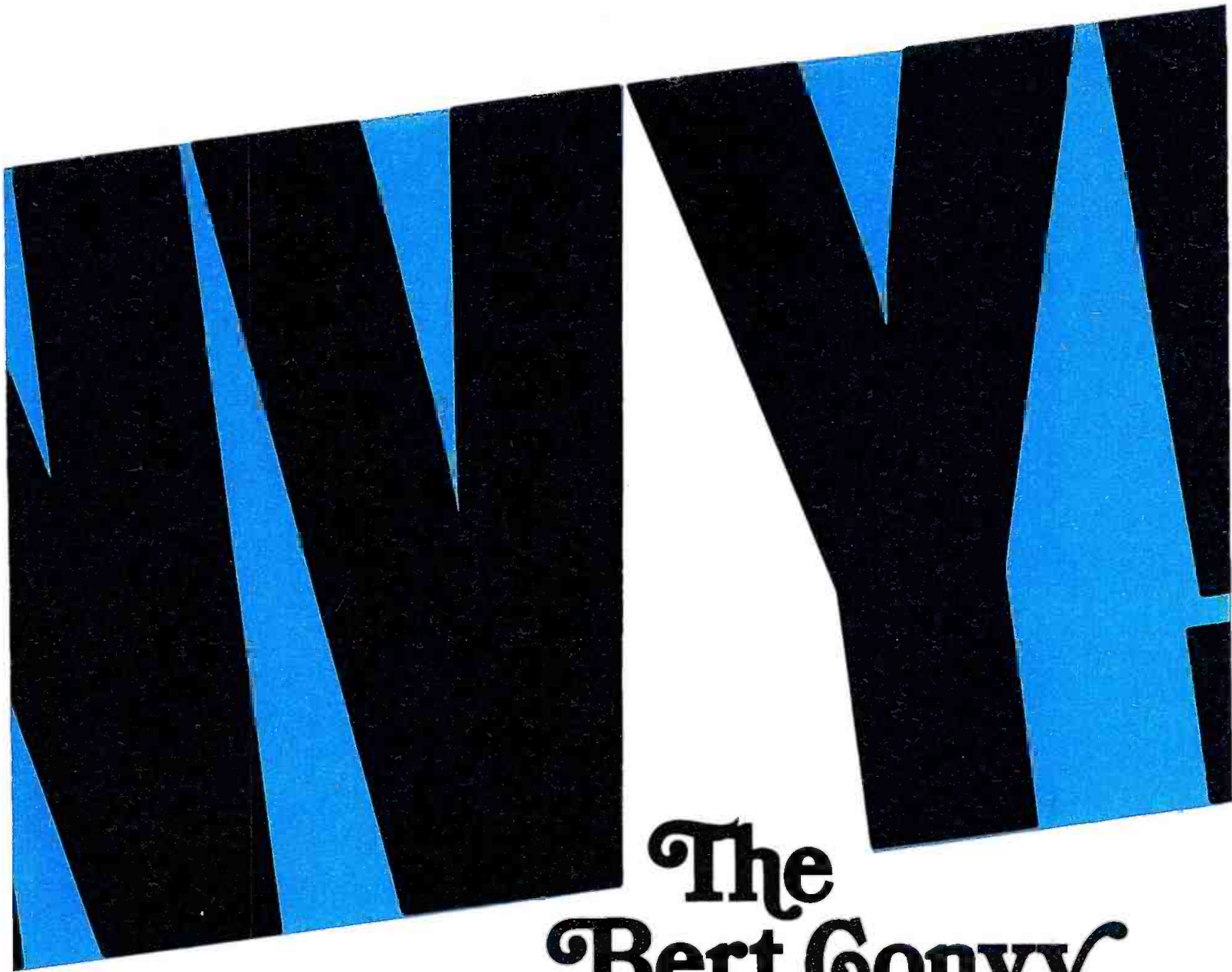
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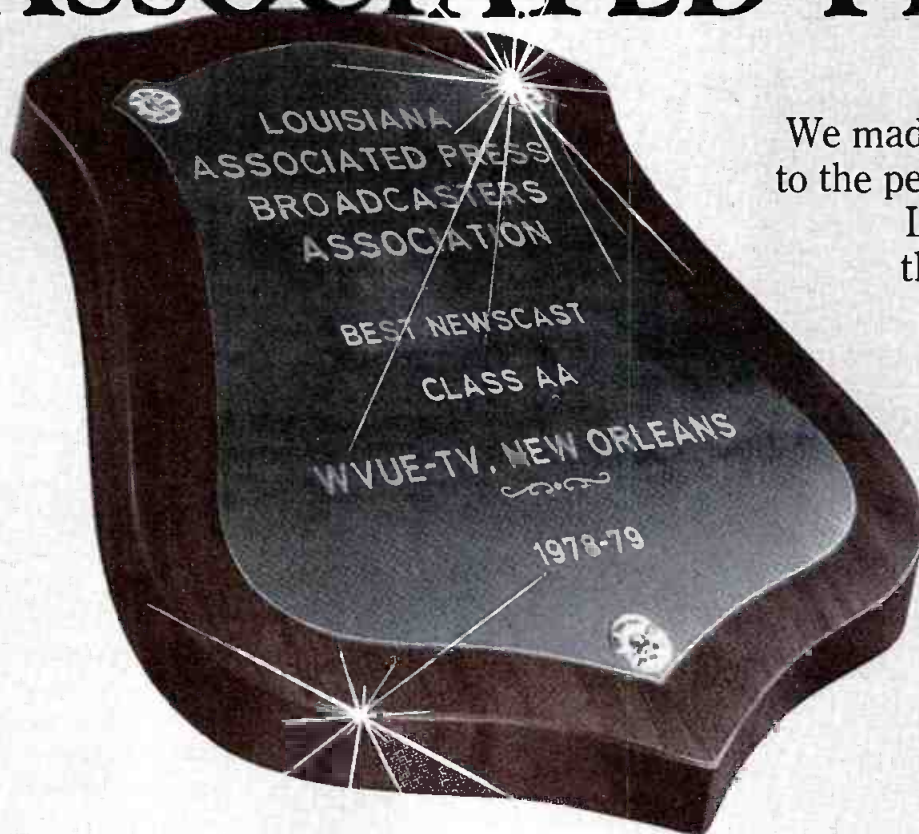
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Doctor in the house

EDITOR: Roy J. Humphrey's mortuary notice for AM ("Open Mike," Oct. 29) certainly has the merit of stating his position without quibbling: He avows flatly that the patient will soon be dead.

This demise is sure to come as something of a surprise to the owners of certain metropolitan Class I's, II's and III's that I think we could all name—let alone a host of other operations in lesser places. But apart from that, two disparate thoughts enter my mind in connection with the controversy:

(1) If AM is indeed headed for the boneyard, why waste time at the World Administrative Radio Conference trying to extend the band beyond its present limits?

(2) Since I come from a generation when it is generally recognized that the art of showmanship was the essence of successful radio, I continue quaintly to be convinced that the exercise of showmanly ingenuity will result in forms—monaural or binaural—that will maintain AM as a vital medium. I see it happening already.

To quote the Greeks, "panta rhei"—all things flow. But not necessarily to the nearest cemetery.—*Arnold Hartley, president, KATZ(AM)-WZEN(FM) St. Louis.*

At the receiving end

EDITOR: Recently, letters have appeared in this publication predicting the downfall of AM broadcasting. One thing is certain: If receiver manufacturers don't get their act together, the listening public is going to make that prediction a reality.

During the past 5-10 years, the public has been educated on what constitutes good audio quality. Equipment is being produced in mass quantities that is capable of performance simply unavailable five years ago.

Unfortunately, an amplifier with a slew rate of 200 v/us and distortion approaching the residual of the best distortion analyzers isn't worth beans when connected to the average (or even most esoteric) receiver's AM tuner. Most AM tuners can't even pass the basic proof-of-performance standards that every AM broadcaster must meet.

This is not idle talk or conjecture. In leading trade and consumer publications, independent testing laboratories bear this out. A review of these tests shows that high-fidelity components' AM sections have useable frequency response that extends to about 3.5 khz, being as much as 20 db down at 7.5 khz. This is scarcely more than the direct-dial telephone.

Improving bandwidth is the single most important improvement receiver manufac-

turers can make to make AM sound decent. Usually, when bandwidth and/or frequency response is improved upon, the other criteria for high-fidelity reproduction fall into place. With adequate bandwidth, selectivity and low distortion, AM can and does sound well.

Plenty of stations use modulation monitors that operate from direct radio reception. I have had an opportunity to sample several station's audio direct from the modulation monitor in this manner, and the audio quality being transmitted by most AM stations easily exceeds proof-of-performance requirements by an order of magnitude or more.

With all of the synchronous detectors, ceramic filters, microprocessors and such that are generally available, there is absolutely no excuse for building an AM radio that cannot meet AM proof-of-performance specifications with adequate bandwidth. Such technology has been available for years. While it is true that AM broadcasters have serious technical problems inherent in the medium, building AM radios which pass AM proofs makes sense. It would go a long way in im-

proving AM's stature.—*David Anthony, chief engineer, WENZ(AM) Richmond, Va.*

No fan of Silverman

EDITOR: I have just finished reading, for the third time, Fred Silverman's predictions for the future of NBC. Who is responsible for putting such a man in charge of that network? Silverman and his imitators at ABC and CBS have, at their fingertips, control of the greatest communications system in history, and the best we can hope to look forward to is a sanitized version of *Sheriff Lobo*?

Silverman, it seems, is only interested in delivering the largest possible audience to advertisers, but almost in the same breath, he calls the weekly ratings meaningless. In his quest for these meaningless numbers, he subjects the television audience to carbon-copy situation comedies with plots so juvenile that the average 9-year-old feels mildly insulted.

It is obvious to me that Silverman's long-range plans don't exist. I am certain that a year from now, we'll probably find

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ourselves contemplating the evening's TV offerings, trying to decide if we want to stare at *Sheriff Lobo in the 25th Century* or *Hello Laverne and Shirley*.

I once thought "The Peter Principle" was a cleverly written farce. Now, I am not so sure.—*Jack Sheehan, news director, WKRT(AM) Cortland, N.Y.*

Kimberly Wiley

EDITOR: I wanted to take this opportunity to express heartfelt appreciation to the many readers of your magazine who wrote me concerning the sudden death of my little daughter [BROADCASTING, Oct. 8]. These expressions of sympathy and friendship meant a great deal to my entire family.—*Richard E. Wiley, Kirkland & Ellis, Washington.*

Near and far

EDITOR: Hats off to local radio broadcasters and the big broadcasters too. While Mobile was taking a horrible pounding from Hurricane Frederic, the local broadcasters were doing a hero's job keeping the populace informed. When it was no longer possible for local radio stations to broadcast because of damage from the storm, the 50 kw New Orleans stations became our link with what was happening.—*Patricia L. Yunker, media buyer, All Southern Advertising, Mobile, Ala.*

BOOKNOTE

"*Inside the TV Business*," coordinated by *Sonny Fox* and edited by *Steve Morganstern*. Sterling Publishing Co., New York. 221 pp. \$14.95.

Ten top decision makers in television offer insights into the medium.

Sonny Fox, a former air personality and network executive, coordinated this book which is based on 1978 lectures by the 10 at the University of Southern California's Annenberg School. The experts and the components:

Ratings strategies, programing decisions and economics of network shows are discussed by Paul Klein, one-time NBC vice president and now an independent producer. Alan Landsburg, independent producer, talks about development and sale of new programs to the networks and syndicates. Richard Wald, senior vice president, ABC News, and Don Ohlmeyer, executive producer, NBC Sports, concentrate on their areas of responsibility. Joseph Barbera, Hanna-Barbera, and Margaret Loesch of NBC-TV, focus on children's television. Norman Horowitz shares his syndication experiences at Columbia Pictures Television Distribution.

The perspective of the independent station and the O&O comes from Lawrence Fraiberg, former president of Metromedia Television, and Dennis Swanson, news director of KABC-TV Los Angeles. Rowland Perkins, one of the five founders of Creative Artists Agency, covers the world of the talent agent.

"I'll fill in the government's blanks."

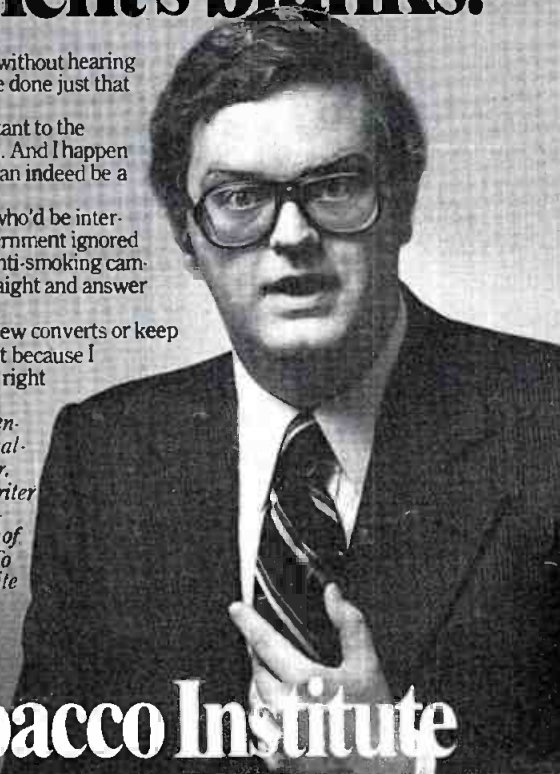
No judge would decide a case without hearing both sides. But a lot of people have done just that on the subject of smoking.

I'm Walker Merryman, Assistant to the President of The Tobacco Institute. And I happen to believe that a little knowledge can indeed be a dangerous thing.

So if you've got an audience who'd be interested in some of the facts the government ignored when it embarked on its current anti-smoking campaign, I'd like to set the record straight and answer their questions.

Not because I want to make new converts or keep anybody from quitting. I don't. But because I think the American public has the right to the whole truth.

Walker Merryman has an extensive background in broadcast journalism. He has served as news director, documentary film producer, and writer for several radio and television stations and is a member of a number of prestigious professional societies. To arrange for a guest appearance, write The Tobacco Institute, 1776 K St., N.W., Washington, D.C. 20006; or call (800) 424-9876.



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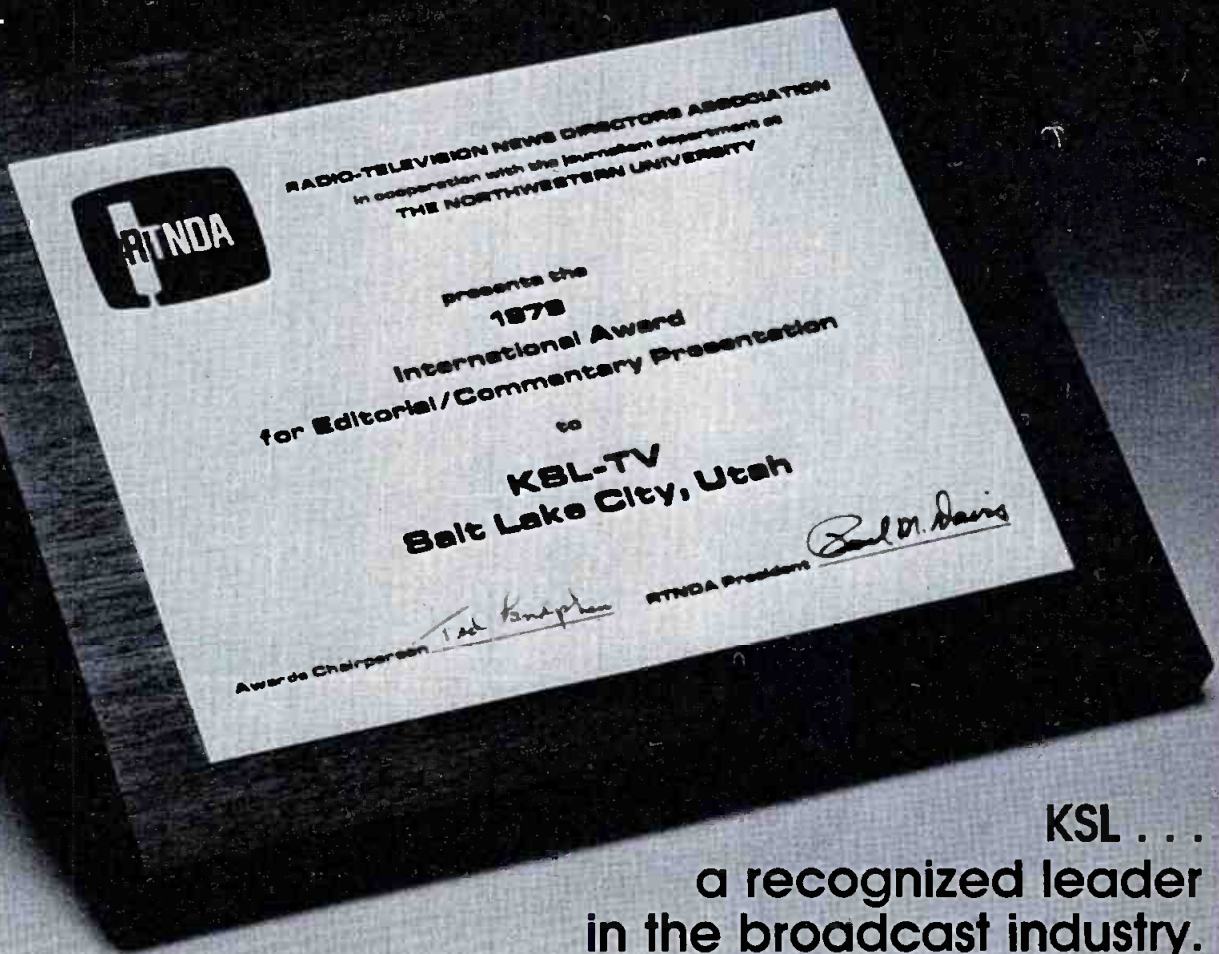
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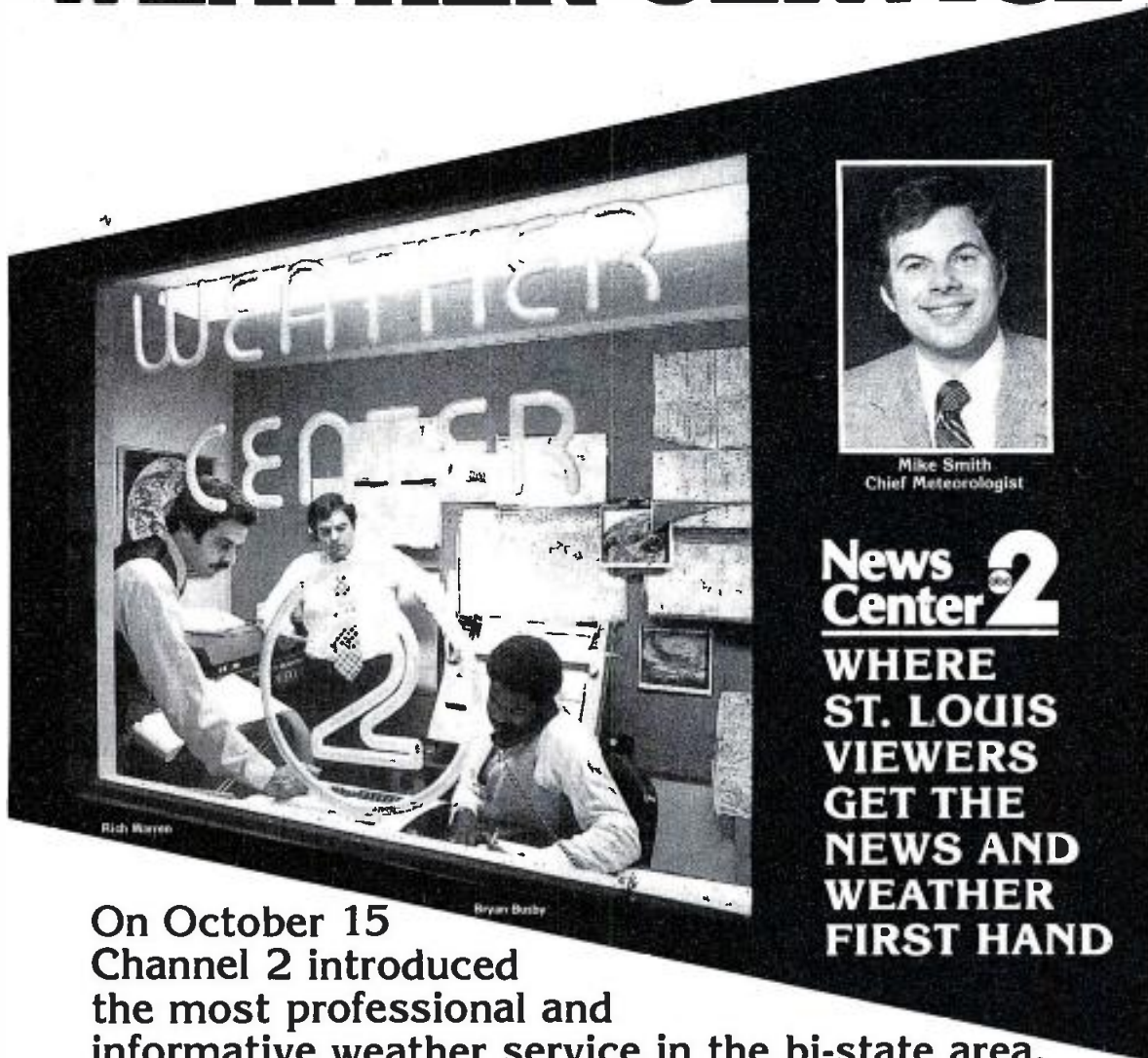
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Broadcasting Nov 12

Vol. 97 No. 20

TOP OF THE WEEK

Network races tighten up

Since Sept. 17, when all three television networks began competing with new programs, ABC-TV has managed to maintain its position as the number-one network. Holding to an average rating of 19.8 for the seven-week season, the top network is remaining ahead of number-two NBC-TV by 1.4 rating points and is outdistancing number-three CBS-TV by 2.1.

Through Nov. 4, however, CBS has managed to place six of the top-10 regular

series while—in marked contrast to the results at the end of October 1978—ABC has three shows among the leading series. NBC has one.

At the same point last season, ABC boasted eight of the top-10 series. The other networks had one each.

These figures have been supplied by CBS, and ABC—which began its season a week earlier than the others—has slightly different numbers for this year's competition. According to ABC's eight-week compilation, it leads with 19.9 rating versus NBC's 18.0 and CBS's 17.8.

But both sets of figures suggest a considerably closer network contest this year than last. Through October of last season ABC had a 20.5 rating, NBC a 19.5 and

CBS trailed with a 17.3.

While CBS can take pride in the performances of its regular shows thus far, the network must also claim the bulk of the season's losers. It has six of the bottom-10 programs as well. ABC can claim that distinction for three of its programs. NBC's sole entry at the bottom is its *Prime Time Sunday* magazine.

Eight of the bottom programs have been canceled or removed with only ABC's *Detective School* (66th) and *Prime Time* (64th) still holding slots in network schedules.

Among the new programs this year, CBS's *Trapper John, M.D.* (15th) ranks the highest. That network's new *Archie Bunker's Place* ranks 16th for the season-

PRIME TIME'S SEASON TO DATE □ SERIES PROGRAMING SEPT. 17-NOV. 4

RANK	PROGRAM (NETWORK)	RATING	SHARE	RANK	PROGRAM (NETWORK)	RATING	SHARE
1.	<i>60 Minutes</i> (CBS)	26.5	44	41.	<i>Rockford Files</i> (NBC)	17.6	30
2.	<i>Three's Company</i> (ABC)	25.8	40	42.	<i>NBC Tuesday Night Movie</i> (NBC)	17.6	29
3.	<i>M*A*S*H</i> (CBS)	25.5	38	43.	<i>Best of Saturday Night Live*</i> (NBC)	17.4	30
4.	<i>Alice</i> (CBS)	24.8	37	44.	<i>20/20</i> (ABC)	17.4	30
5.	<i>One Day at a Time</i> (CBS)	24.3	36	45.	<i>Buck Rogers in the 25th Century*</i> (NBC)	17.4	28
6.	<i>Eight Is Enough</i> (ABC)	24.2	40	46.	<i>Hello, Larry</i> (NBC)	16.9	28
7.	<i>Little House on the Prairie</i> (NBC)	24.2	38	47.	<i>Incredible Hulk</i> (CBS)	16.8	30
8.	<i>Charlie's Angels</i> (ABC)	23.9	37	48.	<i>Disney's Wonderful World</i> (NBC)	16.6	27
9.	<i>The Jeffersons</i> (CBS)	23.6	36	49.	<i>Hawaii Five-O</i> (CBS)	16.5	27
10.	<i>Dallas</i> (CBS)	22.7	39	50.	<i>NBC Wednesday Night Movie</i> (NBC)	16.5	27
11.	<i>WKRP in Cincinnati</i> (CBS)	22.7	34	51.	<i>A Man Called Sloane*</i> (NBC)	16.4	31
12.	<i>CHiPs</i> (NBC)	22.4	42	52.	<i>The Associates*</i> (ABC)	16.4	25
13.	<i>Barney Miller</i> (ABC)	21.7	35	53.	<i>White Shadow</i> (CBS)	16.2	25
14.	<i>Mork & Mindy</i> (ABC)	21.7	34	54.	<i>Kate Loves a Mystery*</i> (NBC)	16.0	28
15.	<i>Trapper John, M.D.*</i> (CBS)	21.6	38	55.	<i>CBS Wednesday Night Movie</i> (CBS)	15.8	25
16.	<i>Archie Bunker's Place*</i> (CBS)	21.6	33	56.	<i>ABC Friday Night Movie</i> (ABC)	15.6	27
17.	<i>ABC Sunday Night Movie</i> (ABC)	21.3	34	57.	<i>Shirley*</i> (NBC)	15.3	27
18.	<i>Dukes of Hazzard</i> (CBS)	21.1	36	58.	<i>240-Robert*</i> (ABC)	15.2	24
19.	<i>NBC Monday Night Movie</i> (NBC)	21.1	34	59.	<i>California Fever*</i> (CBS)	14.5	23
20.	<i>Happy Days</i> (ABC)	21.0	35	60.	<i>The Ropers</i> (ABC)	14.2	27
21.	<i>Angie</i> (ABC)	21.0	33	61.	<i>Eischied*</i> (NBC)	14.1	24
22.	<i>Benson*</i> (ABC)	20.9	34	62.	<i>Lazarus Syndrome*</i> (ABC)	13.7	23
23.	<i>Taxi</i> (ABC)	20.9	33	63.	<i>Salvage-1</i> (ABC)	13.1	21
24.	<i>Soap</i> (ABC)	20.6	33	64.	<i>Prime Time Sunday*</i> (NBC)	12.5	22
25.	<i>Vega\$</i> (ABC)	20.4	35	65.	<i>Last Resort*</i> (CBS)	12.4	20
26.	<i>Diff'rent Strokes</i> (NBC)	20.0	35	66.	<i>Detective School*</i> (ABC)	12.2	23
27.	<i>Love Boat</i> (ABC)	19.8	35	67.	<i>Paris*</i> (CBS)	11.2	22
28.	<i>Laverne & Shirley</i> (ABC)	19.8	33	68.	<i>Struck by Lightning*</i> (CBS)	10.7	17
29.	<i>Quincy, M.E.</i> (NBC)	19.8	32	69.	<i>Out of the Blue*</i> (ABC)	10.3	18
30.	<i>Hart to Hart*</i> (ABC)	19.0	35	70.	<i>Bad News Bears</i> (CBS)	9.9	18
31.	<i>Big Event</i> (NBC)	19.0	29	71.	<i>New Kind of Family*</i> (ABC)	9.8	17
32.	<i>Real People</i> (NBC)	18.8	30	72.	<i>Working Stiffs*</i> (CBS)	8.3	16
33.	<i>Misadventures of Sheriff Lobo*</i> (NBC)	18.6	30	73.	<i>Big Shamus, Little Shamus*</i> (CBS)	8.2	15
34.	<i>BJ & the Bear</i> (NBC)	18.4	33				
35.	<i>NFL Monday Night Football</i> (ABC)	18.4	31				
36.	<i>CBS Tuesday Night Movie</i> (CBS)	18.3	30				
37.	<i>Lou Grant</i> (CBS)	18.1	30				
38.	<i>Barnaby Jones</i> (CBS)	18.0	31				
39.	<i>Fantasy Island</i> (ABC)	17.8	32				
40.	<i>The Waltons</i> (CBS)	17.7	29				

*New program.

Only one regular series, CBS-TV's *Working Stiffs*, has been officially canceled this season. Several shows have been pulled from network line-ups, however, with suggestions that they may return. On ABC-TV those programs are: *The Associates*, *Lazarus Syndrome*, *Out of the Blue* and *A New Kind of Family*. On CBS-TV programs in limbo are: *Last Resort*, *Paris*, *Struck by Lightning*, *Bad News Bears* and *Big Shamus, Little Shamus*. NBC-TV has pulled none of its programs. Compiled by CBS research department from A.C. Nielsen data.

to-date. *Benson* (22d) ranks as ABC's highest rated new program. NBC's is *Misadventures of Sheriff Lobo* at 33d rank.

Among returning series, there has been a considerable fall-off for many of the ABC programs that carried that network to its rating dominance last year. Although *Three's Company* (second), *Eight Is Enough* (sixth) and *Charlie's Angels* (eighth) have remained in their customary top-10 positions, other network stalwarts such as *Barney Miller* (13th), *Mork & Mindy* (14th), *Happy Days* (20th), *Taxi* (23d) and *Laverne & Shirley* (28th) have dropped out of that exclusive club.

CBS has done well with its long-dominant Sunday night line-up, which is headed by the number-one program of the season, *60 Minutes*. Its other Sunday programs among the top-10 are *Alice* (fourth), *One Day at a Time* (fifth) and *The Jeffersons* (ninth). CBS's performance has also been boosted by the continuing strong showing of *M*A*S*H* (third) and the number-10 show, *Dallas*. Of all returning programs on any network, *Dallas*'s improvement over last season is the greatest. (At this time last year, it ranked 59th.)

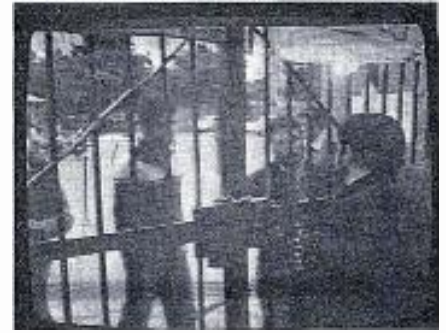
NBC's *Little House on the Prairie* remains as that network's only top-10 show—as it was last year—but the network's over-all improvement can best be seen toward the bottom of the scale. In sharp contrast to last season when seven NBC shows were among the bottom-20 programs, thus far this season it has four—*Kate Loves a Mystery* (54th), *Shirley* (57th), *Eisched* (61st) and *Prime Time* (64th).



Insider. America's Iranian crisis became the news focus of the nation last week, and ABC News, the only network with staff newsmen in Iran during the early days of the crisis, claimed some notable beats. NBC News and CBS News people were admitted to Iran on Thursday (American time) and began trying to catch up. CBS and NBC had been using coverage provided them by foreign news people until then.

ABC News correspondent Bob Dyk and his news crew were let into Iran on Sunday, shortly after Iranian students stormed the American embassy in Teheran and held U.S. officials hostage there. Dyk was said by ABC News to be the only American newsman in Iran during the early days of the crisis. He and his crew were reported working virtually around the clock providing coverage by satellite.

An NBC News crew led by correspondents Martin Fletcher (for TV) and Phil Till (radio) was admitted Thursday night. CBS News said two of its newsmen were also let in on Thursday but declined temporarily to identify them "for security reasons."



Viacom-Sonderling deal passes FCC muster

Program-cable firm adds eight radio stations, one TV to portfolio

By unanimous vote of the FCC last week, Viacom International was transformed from a program syndicator and cable operator with a UHF station as a sideline into a major broadcast group owner.

Last Tuesday the commission approved the merger of Sonderling Broadcasting Co.

into Viacom. Viacom presently owns UHF WVTI(TV) New Britain, Conn., and is a leading program syndicator and cable operator. Sonderling owns six AM stations, five FM's and one VHF Two AM's and an FM are being spun off.

The Sonderling deal, valued at roughly \$32 million, will give Viacom control of WMZQ(FM) Washington, WWRL(AM)-WRVR(FM) New York, WDIA(AM)-

InBrief

In what is believed to be **largest single spot radio program buy in history**, **K Mart Corp.**, Troy, Mich., has begun campaign to last more than one year on prime newscasts of radio stations in 47 major markets. Placed through Ross Roy Inc., Detroit, effort by nationwide discount chain is reported to cost **\$2 million-\$3 million**. CBS Radio Sales and Christal Co. are credited with having spearheaded negotiations but station list includes outlets handled by other representatives.

Senator Barry Goldwater (R-Ariz.), in letter to FCC Chairman Charles Ferris, has expressed **great dissatisfaction with announcement that commission is considering setting minimum time standards for educational children's TV**. Goldwater said increased regulation is exactly what Congress doesn't want, and he plans to take action. "I think I can safely say that the Subcommittee on Communications is not going to stand still for this over-regulating of the industry and if it becomes necessary to act in a piecemeal way I am going to recommend to the chairman that we meet, write legislation prohibiting this in-depth regulation and just see where the ball bounces," Goldwater wrote. **"If you are interested in deregulating, then let's do it. If you are not, say so, and let's have the lines of battle drawn."**

ABC-TV hopes to be **"first network to break the \$2-billion mark** [in annual sales] in 1981, and we should double that in 1984," James E. Duffy, ABC-TV network president, said Friday in speech to Western regional conference of American Advertising Federation at Phoenix. He said ABC-TV had about 30% of three-network market in early 1970's, now has about 37% after becoming "largest single advertising medium

in the world in 1977 as the first network to break the \$1-billion mark in annual sales." Duffy said television's growth has not been as damaging to other media as popularly supposed, and that "whatever television is doing to other media has largely been done. A fairly stable pattern has emerged in which the major media have assumed complementary roles."

Star Channel, Warner Cable's pay service, goes **from 16 to 24 hours** daily Dec. 1, under **new name: The Movie Channel**. It's part of Warner and (future partner) American Express's plans to beef up pay-TV presence. Right now Star has 175,000 subscribers but mostly in Warner systems. Competitive thrust, according to Jack Schneider, president of new Warner Amex Satellite Entertainment Corp. subsidiary (BROADCASTING, Nov. 5), is to sell Movie Channel as companion service in addition to—and not instead of—likes of Home Box Office and Showtime. Also being considered is new Warner/Amex venture, perhaps "shopping channel."

Warner Communications also announced last week it has sold its **9.5% holding in Coca-Cola Bottling Co. of New York** to Atlanta-based parent Coca-Cola Co. 1,825,000 shares went for \$8.10 each, \$14.8 million total, while stock closed Thursday at \$6.25. Meanwhile, New York Coca-Cola is planning to **get out of partnership with Larry Israel** in WIXT(TV) Syracuse, N.Y. Coke was 51% participant in group that acquired station in 1977 for \$11 million. Bottler's interest will be sold to Israel's group, Wixt Inc., after January 1981, when trafficking prohibition no longer will apply.

National Association of Broadcasters has filed friend-of-court brief defending three TV networks' refusal to sell Carter-Mondale Presidential Committee half hour of prime time for nationwide broadcast (see also page 72). **NAB said basic issue is "not whether any particular**

WQUD(FM) Memphis, KIKK(AM) Pasadena, Tex., KIKK(FM) Houston, KDIA(AM) Oakland, Calif., and WAST(TV) Albany, N.Y.

Egmont Sonderling and his son Roy, as Sonderling Radio Corp., will retain WOPA(AM)-WBMX(FM) Oak Park, Ill., and will sell WOL(AM) Washington, which has been set for hearing, in a distress sale to a minority group (BROADCASTING, Nov. 5). They will also keep their theater chain.

Since Viacom was originally to get WOL before the station was designated for hearing on licensee-control issues, there have been liability clauses set up in the definitive agreement. Viacom will receive a \$120,000 note from Sonderling, which represents the two Sonderlings' percentage of their share of the difference between the fair market value of WOL (\$1.45 million) and the distress sale price (\$950,000). In addition, to insure that the Sonderlings will not benefit from the distress sale, they have agreed to use any funds from the sale to pay for the station's indebtedness, pay for costs incurred from the sale and the licensee's liability, and give the remainder of the funds to the National Association of Broadcasters' Minority Investment Fund.

Under terms of the agreement, not less than 40% or more than 49% of the 1.12 million Sonderling shares outstanding at merger time would be exchanged for cash. All Sonderling stockholders will receive a ballot sheet on which they will state their preference for either \$28 per share of Sonderling or one share of Viacom convertible preferred stock or a combination thereof.

Viacom will also get control of Sonderling's radio rep firm, Bernard Howard Co.

Flanking attack on the FTC in the Senate

While House ponders legislative veto, on other side of Hill Ford puts up bill that would reduce powers of commission, send children's ad proceeding back to drawing boards

While the House last week held up voting on legislation that would give Congress a strong rein over the Federal Trade Commission, a bill was introduced in the Senate that would significantly alter the way the commission operates—including sending the children's advertising proceeding back to square one.

Wendell Ford (D-Ky.), chairman of the Senate subcommittee with FTC oversight, last Thursday introduced legislation that would narrow the agency's subpoena power, restrict public participation funding and require that the agency publish the text of a rule prior to beginning a rulemaking proceeding. This last provision, which would be applied retroactively, would put an end to the present children's advertising inquiry, and require that any similar proceeding be started over.

A key provision that Ford recommended would limit the authority of the FTC in advertising cases to falsities and deceptions, eliminating its authority over unfair advertisements.

In announcing his bill, Ford said he thought the basic mission of the FTC was

an important one, but he thought the agency had overstepped its mandate. "The eight days of oversight I conducted in September and October revealed that the FTC had indeed strayed in several areas from what I perceived to be the prescribed ones," he said.

Ford said he has received subcommittee support for his proposals, and he expected to have co-sponsors for his bill. In addition, he said that further hearings were unnecessary, and he expected to move right to a mark-up of the legislation, most likely beginning on Thursday (Nov. 15), with an eye toward getting the language approved before the session ended.

When asked to anticipate the FTC's reaction, Ford said he thought that he and the commission weren't too far apart in their views of what was necessary to keep the agency in line. The commission, however, had a different opinion.

Shortly after Ford's announcement, FTC Chairman Michael Pertschuk issued the following statement: "Having read the summary of Senator Ford's package, we are deeply concerned about the impact of the proposed amendments on our ability to insure fair competition and protect consumers against marketplace abuses. The commission will forward its detailed comments to the committee as soon as we have had an opportunity to review the text of the amendments."

Although Ford's amendments clamp down on the FTC's authority, he still opted to forgo the legislative veto, which the House is leaning toward, and which apparently has been gaining at least some support in the Senate. Ford said he would

federal candidate is entitled to access but when access must be granted."

American Family Life Assurance Co., **charging libel and slander, has sued ABC for \$275 million** over Nov. 27-29, 1978, "Insurance Fraud" reports on *World News Tonight*. Suit, filed in New York State Supreme Court, makes various allegations—among them, one charging that certain members of House Select Committee on Aging worked undercover, and illegally, with ABC. Assurance company's parent, American Family Corp., is group broadcaster, owns NBC affiliates WYEA-TV Columbus, Ga., and WAFF(TV) Huntsville, Ala., and CBS affiliates KFVS-TV Cape Girardeau, Mo., and WTOG-TV Savannah, Ga.

"I know it's not sports, but it's an Iranian flag and anybody from Iran in this country who doesn't like this should leave." With that, *wews-tv* Cleveland sportscaster Gibb Stanley **set fire to flag on Thursday 11 p.m. news show**. Stanley later apologized to station's news director, and although management was "unhappy" with incident, said spokesman, it was dismissed as "emotionally charged moment." *Wews-tv* was said to have received about 500 calls regarding incident, only about 15 of them negative.

United Way promotional messages prepared by National Football League and shown in NFL televised games are to be **attacked in fairness complaint at FCC**. National Committee for Responsive Philanthropy will charge networks are presenting only one side of controversial issue in airing United Way spots. Committee asserts United Way tag line, "It works for all of us," triggers fairness doctrine. Committee says United Way represents no more than 17% of country's charities and that causes it does not represent suffer in their efforts to raise funds.

Combined Communications, now subsidiary of Gannett Co., has agreed to **buy wjrw(FM) Tampa, Fla., from R. W. Rounsaville for \$4**

million. Rounsaville has sold two other stations this year—WDAE(AM) Tampa for \$5.5 million and, subject to FCC approval, WVOL(AM) Berry Hill, Tenn., for \$1.3 million.

National Association of Broadcasters television code board has told McDonald's that its **"nobody can do it like Ronald can" theme is violation of code** provision disallowing competitive/comparison/superiority claims or host selling in children's TV. NAB looked at McDonald ads after J. Walter Thompson agency grumbled on behalf of its client, Burger King. In separate action, NAB radio code board also adopted recommendation of television board to allocate \$50,000 for study of television and radio advertisements for personal products and contraceptives.

Attempts to allow **television coverage of SALT debates are running into trouble**. Senator Jake Garn (R-Utah) last week tried to have resolution authorizing coverage attached to pending bill, but later withdrew it because of procedural action by Senate Majority Leader Robert Byrd (D-W. Va.). Garn said he would continue to fight for broadcast coverage and has asked Byrd to allow lighting test of chamber.

Edward W. Dooley joined FCC last week as chief of public information division of Office of Public Affairs. He will be responsible for press relations and supervision of public information staff. Dooley, 37, had been chief spokesman for President's Council on Wage and Price Stability.

Lee Hanna, executive vice president and chief operating officer of Columbia Communications, Houston-based firm that plans UHF TV and cable TV ownership, has taken leave of absence to become project director for national candidate forums and debates of League of Women Voters. Hanna is former vice president and general manager of WMAQ-TV Chicago.

Try, try again. The National Association of Broadcasters executive committee has summoned its joint board to Washington Dec. 12 for a special meeting—the second of its kind—to adopt an NAB position on radio deregulation. The December meeting—being held just one month before the board is scheduled to meet for its regular semiannual meeting—has been set in hopes that the association can arrive at a position in time to file comments before the Jan. 25 deadline in the FCC deregulation proceeding. (NAB's indecisiveness on the issue is costly: Each time it brings the radio and television boards to Washington, the bill runs as high as \$20,000). When the joint board last met in a special meeting in October, it ordered the legal department to present the executive committee with options that would be designed to insure license stability for radio broadcasters. Last week, the department presented the executive committee with three options for nonentertainment programming standards: an absolute minimum percentage; community ascertainment and the showing of a good faith effort to meet the needs of the community, or a showing of substantial service. The first is preferred by the radio board chairman, Arnold Lerner of WLLH(AM)-WSSH(FM) Lowell, Mass. Lerner called for percentage standards when the board drew up its first resolution in October (BROADCASTING, Oct. 22). That resolution called for adoption of rules "setting a standard that combines maximum licensee discretion with a presumption of license renewal." The second option is essentially what broadcasters are doing now. The last would leave all programming decisions up to broadcasters. At the December meeting, the radio board will discuss the options first, and will make its recommendation to the television board and then the joint board. The NAB last week also stated that it will oppose any requests for an extension of the Jan. 25 deadline. It called a petition by nine public interest groups (see story, page 66), which asks the FCC to "rescind and refine" its deregulation proposal, a "delaying" tactic.

try to go to a House-Senate conference without the legislative veto, but he noted that the provision may come up on the floor. He predicted, however, that the measure would eventually be defeated, particularly when members realized how much extra work they and their staffs would have scrutinizing FTC actions. "When the political reality hits home, we'll have more support on our side," he said.

In addition, the Ford bill would require the FTC to publish an analysis of rulemaking options when it begins a proceeding and publish a semiannual agenda of all planned rulemaking activities; it would preclude ex parte meetings between the rulemaking staff and the commissioners, and it would require publication of an advance notice of rulemaking, followed by a report to the subcommittee, with a 30-day waiting period before publishing a notice of proposed rulemaking.

In the House, meanwhile, opponents of the veto provision stalled a vote on the FTC authorization last week in the hopes of finding support for their position. The bill has been rescheduled for debate on the House floor tomorrow (Nov. 13).

Goldwater, Schmitt make another try

They circulate revised version of their revision bill; major changes deal with common carrier

With SALT, energy and presidential elections occupying the interest of Capitol Hill, Senate Republicans last week unveiled a new version of their Communications Act revisions, S. 622, with the hope of renewing interest in the legislation and promoting some dialogue among concerned parties.

Modifications to the so-called Gold-

water-Schmitt bill were not formally introduced as amendments, but were rather circulated to affected industries and organizations with a request for comments on the changes within two weeks. The changes were drafted on the basis of testimony heard during last summer's hearings on S. 622 and Senator Ernest Hollings's (D-S.C.) bill, S. 611.

An aide to Senator Barry Goldwater (R-Ariz.) said the new version of S. 622 is intended as a draft, and represented tentative judgments about what a final version of a bill might look like when the subcommittee begins marking up legislation. He added it was hoped that the new effort would generate further discussions and help iron out unresolved issues.

If legislation is to come out of this session, common carrier provisions will be the key. Whether there is still time for a mark-up in either house, however, is still uncertain, but most observers don't believe it can be accomplished before the Dec. 14 target date for adjournment.

The two Senate bills differed on major points the first time around, and Goldwater and Hollings still seem on opposite sides of the fence on some major points. For example, Goldwater still opposes a spectrum fee, which Hollings favors.

Goldwater's changes in the broadcast provisions include requiring the FCC to renew a TV license if the licensee is free of serious violations, prohibiting the FCC from regulating radio commercials, eliminating the requirement that TV stations present controversial issues, a change in the equal time provisions concerning debates among federal candidates, and enacting into law the current agreement with the National Football League concerning the TV sports blackout.

The amendments also contain a number of cable provisions, at least one of which looks unfavorable for broadcasters. This would put the burden of proof on broad-

casters in certain cases to show why signal carriage restrictions are necessary to protect the public interest.

Push is on at WARC for reserved satellite slots

Third World countries trying for future conference that would divvy up orbital positions; U.S., Canada coming to terms

The World Administrative Radio Conference now under way in Geneva may be headed toward a decision that industrialized nations fear could result in serious obstacles to the development of international satellite communications systems.

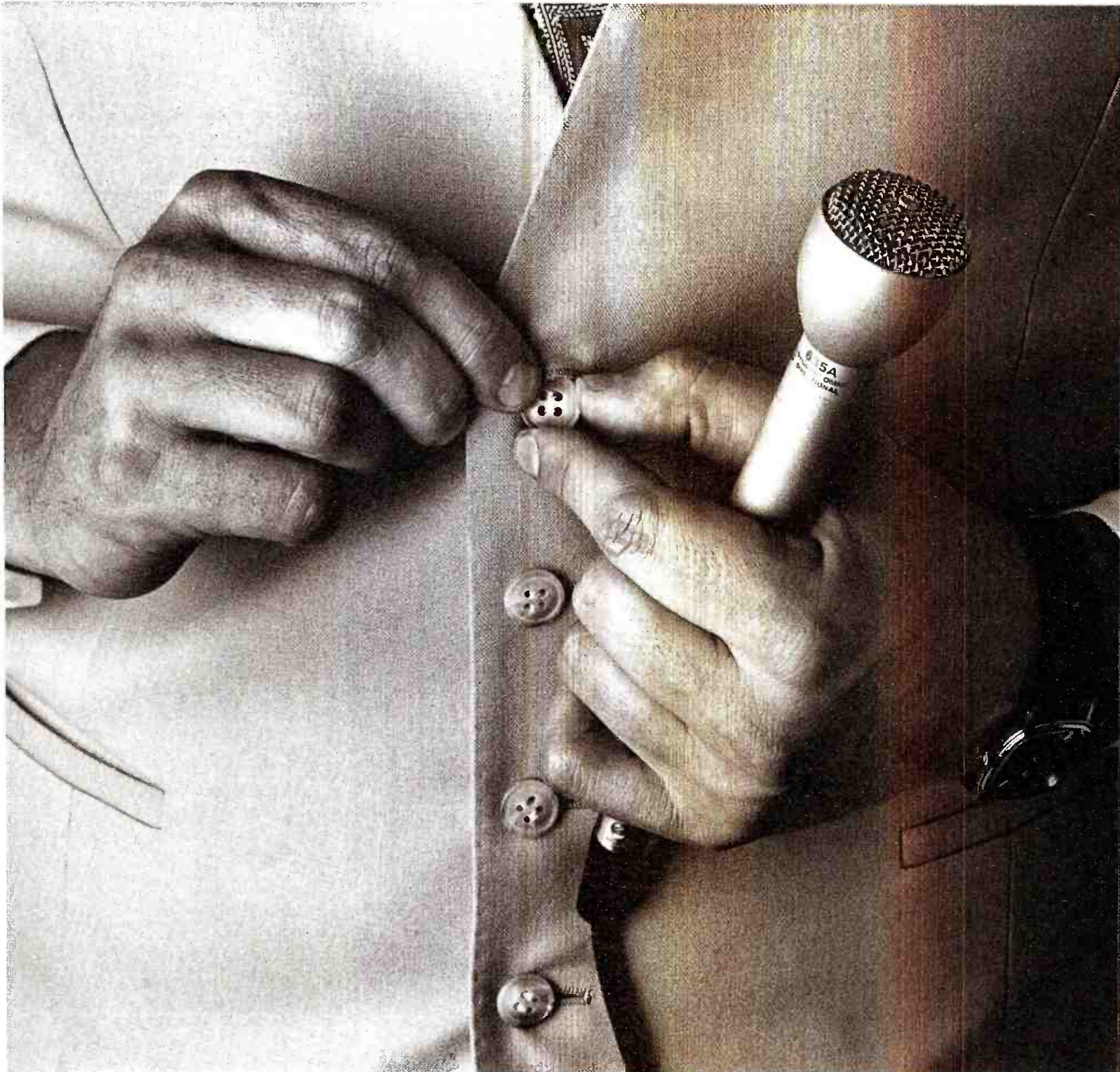
Third World countries are backing a proposal for a subsequent conference to plan use of fixed service satellites (FSS)—and the plan that U.S. officials are worried would emerge is one that would allocate orbital slots and frequencies among nations on an as-needed—and if-needed—basis.

Third World countries have backed such a plan as a means of assuring themselves satellite facilities when they need and can afford them. But the U.S. and other developed countries maintain that such a plan would be wasteful—that slots and frequencies either would lie fallow or be used by one government as a bargaining chip in dealing with another whose communications plans require the slot and frequency.

The conference itself is still several steps away from voting on the proposal to hold the other conference. But the matter of FSS planning and access to the geostationary orbit has been referred to an ad hoc group, and, U.S. officials say, there is strong support for a future planning conference.

In another satellite matter of critical importance to the U.S., the news is mixed. The good news is that the U.S. and Canada apparently have reached a compromise of their dispute over the use to be made by broadcast and fixed-service satellites in the 12 ghz band in Region 2 (the Western Hemisphere). As the U.S. has proposed, the band would be doubled in size to 1000 mhz, then divided into subbands for each service as a means of sharply increasing the number of satellites of both services that could be accommodated. But provision would be made for Canada's use of a hybrid satellite providing both services in each band, although under tight restrictions.

The bad news is that a majority of Region 2 countries have indicated a preference for deferring a decision on the 12 ghz matter until a 1983 regional conference on the broadcasting-satellite service. However, U.S. officials last week were hopeful they might be able to persuade some Latin American countries to agree to resolve the issue during the conference.



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WNYR/WEZO/Rochester, N.Y.
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WUHF-TV/Rochester, N.Y.
Cleveland Browns Radio Network
Outer Banks Cablevision, Inc.
Malrite Television Productions/Rochester, N.Y.
Corporate Headquarters/Cleveland

Special Report

TELEVISION ADVERTISING: THE WAY THINGS WERE, AND MAY BE

Total ad volume and television ad volume
from 1960 to 1978 (actual) with projections through 1990

	Ad volume		TV ad volume		
	\$Millions	% Change	\$Millions	% Change	% of Ad Volume
1990	148,000		40,000		27.0
1985	89,380	+10.0	21,845	+12.5	24.2
1984	81,260	+10.0	19,210	+12.5	23.6
1983	73,870	+10.0	17,070	+12.5	23.1
1982	67,160	+13.0	15,170	+18.0	22.6
1981	61,050	+13.0	13,490	+18.0	22.1
1980	55,500	+13.0	12,015	+18.0	21.6
1979	49,130	+12.0	10,180	+13.0	20.7
1978	43,840	+15.0	8,979	+18.0	20.5
1977	38,120	+13.0	7,612	+13.3	20.0
1976	33,720	+19.4	6,721	+27.7	19.9
1975	28,230	+ 5.6	5,263	+ 8.5	18.6
1974	26,730	+ 6.4	4,851	+ 8.8	18.1
1973	25,120	+ 7.8	4,460	+ 9.0	17.8
1972	23,300	+12.3	4,091	+15.8	17.6
1971	20,740	+ 6.1	3,534	- 1.7	17.0
1970	19,550	+ 0.7	3,596	+ 0.3	18.4
1969	19,420	+ 7.4	3,585	+11.0	18.5
1968	18,090	+ 7.2	3,231	+11.1	17.9
1967	16,870	+ 1.4	2,909	+ 3.0	17.2
1966	16,630	+ 9.0	2,823	+12.2	17.0
1965	15,250	+ 1.8	2,515	+ 9.9	16.5
1964	14,150	+ 8.0	2,289	+12.6	16.2
1963	13,100	+ 5.4	2,032	+ 7.1	15.5
1962	12,430	+ 4.8	1,897	+12.2	15.3
1961	11,860	- 0.8	1,691	+ 3.9	14.3
1960	11,960	+ 6.1	1,627	+ 6.4	13.6

BY 1979 standards, television in 1954 was a pygmy. Billings were a little over \$800 million, an exciting figure in those days but less than 8% of the almost \$10.2 billion projected for this year. That growth has been the product of many factors, most important the inherent vitality and sales effectiveness of television itself, strengthened by far-reaching advances in the arts and technologies of programing and selling. But a considerable share of the credit unquestionably also goes to the Television Bureau of Advertising, currently celebrating the 25th anniversary of its founding.

TVB's contribution is not measurable in dollars of billings. Nor may it even be said that television would have failed to become a dominant advertising vehicle if the TVB had never existed. Indeed, when TVB went into business, television had already become—although just barely—the leading national advertising medium. But certainly the TVB, representing all elements of the television broadcasting business, has been a prime force in television's climb to the heights.

But where does television go from here? Having passed the \$10-billion mark, and facing imponderables that range from the

effects of a recessive economy to the consequences of a multitude of emerging and yet-to-come technologies, will television broadcasting as it is known in 1979 be able to continue its upward pace, or will it be transformed into something else, its growth stifled or stunted?

To TVB—whose past projections have tended to prove conservative—television's future remains almost unfailingly bright. "The opportunities are still unlimited," the bureau says in a report to be distributed at the silver anniversary meeting of its members this week in Atlanta. A measure of that confidence is reflected in the table on this page: TVB expects television's billings to increase by 18% next year, exceeding the \$12-billion mark, and then to approach \$22 billion in 1985 and reach \$40 billion in 1990.

TVB's optimism is summed up in the theme it has adopted for this week's meeting: "25 Years ... Only the Beginning." The reasoning behind that confidence, views on a wide range of other subjects bearing on the future and a review of highlights of TVB's first 25 years—which like television's have had their ups and downs—are wrapped up in this special report.

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TVB PRESIDENT ROGER RICE

“Television is still the best buy”

What are your billing projections for this year, for the next five years and as far ahead as you want to go?

We feel very strongly that 1980 is going to be an extremely strong year, just like all presidential years and all Olympic years. It tightens up the inventory and utilizes dayparts and different times of the year that are not normally used. Not all of it falls in the second and fourth quarters because the Olympics are in February and July, and the primaries start in January and extend into the third quarter, with the conventions in the third quarter. So the reason the year comes out so strong is that every month is being utilized more.

We have said that spot will be up 17% next year and that local will be up 24%—which we think looks pretty good. This year, spot will end up 12% plus. Going into the year, we said it would be up 8%, so it's up 50% better than any of us anticipated. We said local would be up 12%, and it's going to be up 17% to 20%. So we hope we can be just as wrong next year in the same direction. We think the 17% and 24% are pretty consistent.

Is television more or less recession—maybe not proof—but recession resistant?

That's right, absolutely, because advertisers are fighting so much for their share for their brand. Television has become the basic medium for everything but the retailer, and we're making great progress on that.

What's the five-year outlook?

In 1985, we see that television will hit \$21 billion. In 1974, the industry, coming out of the McKinsey & Co. report, had set a goal of \$8 billion for 1980. We just changed that to \$12.1 billion by next year, so we will be 50% better than the goal assigned by the industry. By 1985, we see network hitting \$8.2 billion, we see spot

hitting \$5.7 billion and we see local hitting \$7.7 billion.

Now an interesting thing is going to happen . . . it will come some time during 1980, probably about August: Local will exceed spot in total dollars. In 1979, spot is 28.4% of total television dollars, local is 27.8%. In 1980, spot will go to 28.1% and local will go to 29.3%.

What accounts for this?

More and more local advertisers using television, plus the fact that the structure of the station sales department has changed drastically. Up until a couple of years ago, individual stations usually had their sales management and three local salesmen. Today, television stations have seven, eight—up to 13 local salesmen. As the billing has grown, they've added more salespeople rather than cut commissions.

You have some 1990 projections?

The 1990 projections are that we will hit \$40 billion. That will be \$14.5 billion for network, \$10 billion for spot and \$15.5 billion for local.

Where are all these gains coming from? What part is rate increases, what part is new advertisers?

The majority of it is new advertisers—more advertisers. For instance, stations used to have to rely on what the big corporates did in national spot. Now, local advertisers have been sold on television, and if one department store in a city goes on television, others follow. If one fast foods goes on, all the other fast foods have to

follow or they lose market share. Television is so powerful and so effective that the competition has to be on television. So it multiplies—every time a new category in a city goes on, the others in that category have to go on or they lose market share. There are that many more local advertisers than there are national advertisers.

Generally, your projections have tended to be conservative, haven't they?

Yes, they have, and it hurt us going into 1976. In 1976, we said we anticipated local being up 12% and spot being up 10%. At the end of the first quarter—that was the last presidential year—advertisers started to scream, “We don't have the budget for it; we think television is increasing so fast we've got to look at alternative media.” So we felt we ought to be more realistic. We think that's justifiable, and it may be slightly conservative now, but I think it's only fair for the advertisers to know so they can budget for next year.

How much have rates increased?

They have varied by market. Some markets, rates are up considerably, some are up very slightly. It gets back to the demand and the market. Some markets have a higher demand, and those demand markets are like the commodity market. The demand markets have increased faster than the nondemand markets. It's sometimes by area, sometimes by size of market.

But because of spot and regional, many advertisers have started off in one market, then go to a second market and now are buying in a region or buying 15 markets. A business that starts out with one outlet or one market has prospered using television and now is multimarket. It's gone from a local account into a national spot account. Because of that, we find it used to be the top-10 markets, the top-20 markets, the top-30 markets did extremely well

Broadcasting

At Large

in national spot. We now are finding that because of this phenomenon in the regional accounts—the strength of regional accounts, plus national spot not putting extra weight in the top markets—that market lists are growing longer, they're more selective. We find that the stations beyond the top-50 markets have increased tremendously in national spot, where before it was a kind of a pattern.

One of the things that TVB has been pushing very hard is getting advertisers to put their money and advertising weight where the advertiser needs it most. Many times, they'll find that in the 86th market, they're doing a tremendous share, or that's a development market they want to go into. They may lay down a base of network, but they're adding these markets. It's been a great boon to all size markets.

According to our time sales survey, first quarter '79, local was up 18%, spot was up 8%, network comp up 6%, total time sales up 11%. We break it down by market, dollar volume on the station. Here are 63 stations reporting to the FCC with \$12 million-plus. Fifty-two of those 63 reported in this sample. Let's take a look at spot. Those stations doing less than \$2 million were up 28%. By regions: South Atlantic is doing best in local. West Coast was next. Then East Coast. Then South Central and North Central. We do it by number of stations in a market, and we do it by market rank. Let's take a look at market rank. Let's take spot. Spot in the top-10 markets was up only 7%. Traditionally, they used to get the bulk of the spot. In markets 11 to 25 it was up 11%, and 101-plus it was up 11%. So spot is going much deeper than it ever has before.

Let's take a look at the second quarter. Same kind of thing. Take it by market rank: 100 plus, 18%; top-10 markets up only 9%; 11-25 up 14%; 26-50 up 13%. All of those better than the top-10 markets.

What is your budget now?

I'll give you a comparison. \$1.3 million in 1974 when I came here Nov. 1. We will be almost \$4.2 million next year. The money comes because we have increased our membership—we now have 550 members; we added 73 this year—and increased our support of the industry.

Five years ago, TVB made newspapers the number-one target. How well have you succeeded in getting money away from them?

We have done very well in getting money away from them. Those were the goals given, coming out of the McKinsey study on the direction I was to take and that TVB was to take, and I can tell you that TVB, with a very active board, has followed those goals.

Categories were also set as a priority for us. Passenger cars: In '74, they were \$95.2 million. In '78, they were \$193 million, up 104%. So that has really paid off, working on that category. We've got a very active vice president in Detroit in Dick O'Donnell, who works very hard for the industry and has done a magnificent job. Auto dealers, this is on the local side, have gone up 158%, far better than that 44.2%, which is straight inflation. Apparel and clothing went from \$72 million to \$96 million—it's gone up 33%. Airlines were one of our targets, it's gone up 40%. Department stores have gone up 100%. Food stores have gone up 75% and that's in spite of the serious problems that your big

supermarket chains are having. A&P has closed over a third of their stores and others have had serious problems. The competition is tremendous and they work on a very small margin. Drug chains up 170%. Home improvement category up 126%. So \$1.5 billion was what we have from these target categories in '74, and in 1978 we got \$2.5 billion, up 65% on those target categories that were assigned to us.

Are they still your main targets?

No, we've broadened out. They are still our targets, but we have many more targets. For instance, on spot. The National Sales Advisory Committee has a sales target committee made up of rep principals. That committee meets once a month. They go over our sales reports on our national sales calls. They assign targets. We review the targets. We fine-tune them—decide "let's eliminate that one, we made progress on that, here's a new one to go after"—so that TVB is an effective arm of the business. We've also gone from nine salesmen to 17 salesmen in that five-year period. We had four offices in 1974—New York, Chicago, Detroit and Los Angeles. We've added Dallas and Atlanta. This year, because the year had progressed so well, I went back to the board and told them that we are a nonprofit organization, we're running way ahead on revenue. We added three new sales people that weren't even budgeted for this year. As we're growing, we're turning this back into services for the industry, for our members. More videotapes, more sales people, more sales calls. And that's why we're growing.

Five years ago, you pointed out there were some areas where you were pretty well sold out, some dayparts. Are there still dayparts where you can expand?

There are during certain times of the year. We're still in a peak-and-valley business and as long as it's a peak-and-valley business, there's going to be open inventory at certain times of the year. You can't get enough inventory in second and fourth quarter, and you've got too much inventory in first and third quarter. That is why television is like the commodity market. When you have the early news or the late news, or you've got your early fringe open, an advertiser can make tremendous buys. But if it's tight, it's going to cost him more money.

What are you doing to level that out?

We started a year ago with "Jump into January." January is the time when viewing is highest and since it's got an open inventory, the rates are more reasonable. So we have a campaign that we worked with the reps to get advertisers to start their schedules earlier. They can get more bang for the buck. They can make better buys, get more efficient advertising if they buy early. We've sent out "Jump into January" commercials to stations; they're running right now in many markets, and in December they'll be running very heavily.

About five years ago, the TVB board decided to put its priority on local and regional, rather than national. Why?

They did that coming out of the McKinsey report. In 1975, the reps felt that was wrong. We only had nine dues-paying reps. They came in and made a presentation to the board. The board accepted it and said we should be concentrating on both—national and local. And the reps wanted more involvement—they got

more involvement—and so we are concentrating on both. In 1974 that was what McKinsey and the TVB Select Committee said—but they said that for an entirely different reason. They said we have limited resources and instead of trying to serve everybody, let's concentrate on local. As you can see, when our budget has gone from \$1.3 million to \$4.2 million next year, we now have sufficient resources. We've gone from nine sales people to 17 sales people, we're a lot more efficient. We're targeted on specific accounts. So it's not the problem that the board back in those days saw.

Do you foresee any changes in commercial lengths or in the ways advertisers use television?

I really don't. The 30 has been for a considerable time the basic unit. This is nonnetwork. Five years ago, some agencies predicted that the 10-second spot would be the element. Not only hasn't it happened, but we now have Procter & Gamble testing 45 seconds because they feel they need more time for brand awareness. While I'm not pushing the 45—it could present certain inventory problems—I would rather see longer than shorter spots because it's less clutter. I cannot speak for everybody but I think most of the broadcasters feel that way. If you take a look at what's happened to the 10-second spots, there really has been very little change. Ten seconds are only 7.8% of all spots, and 30 seconds are 83.8%. 60 seconds are down to 7.04%.

Going back to those 45 seconds, isn't P&G using them as a combination of 30 and 15?

No they're not. 45's for one product.

Are they buying a minute?

No, what they're buying now on network is two 45's back to back in a 90-second position. They have bought in some markets in spot, but they've always bought two 45's back to back in a 90-second position.

What do the stations think about that?

Some stations will accept it back to back, but will not accept the 45-second single because it presents inventory problems, traffic problems. I think they would rather have longer spots than shorter spots because it's less clutter. Broadcasters are very jealous about having their medium accepted by the viewer. They have a great regard for the viewer.

Are those viewers going to continue watching more and more?

I think there's a limit, but television has gone from an entertainment medium to part of your way of life. When you spend six hours and 23 minutes every day—that's the average—or seven hours in the winter months, you come home every night, and it's a way of life to turn on that set. You do not feel that you've touched base with the world until you've looked at the evening news. You do not feel that your night is complete unless you've watched prime-time television. Most Americans cannot go to bed without at least touching base with the world and looking at the 11 o'clock news or 10 o'clock news. They feel insecure without it. It's almost as much time spent with television as working and they're not going to give up working. They equate the two together. It has become a way of life and not just an entertainment medium.

What about some of the new tech-

nologies? Cable, videodisks, home cassettes?

They are a challenge to the broadcaster in the '80's. If you look at the technology—at the Buck Rogers aspects of the new technologies—it's a potential threat if—if—the software measures up to the hardware. I don't think the software will measure up to the hardware. What can cable put on that is going to compete with the billions of dollars the networks and the stations spend to woo that audience away?

The audience is a fickle audience. It doesn't care whether it comes in on cable or whether it comes in on direct to home or satellite to home. The program is the key. Just as independents have had to compete with networks, the new technologies will have to counterprogram. The way they're talking about countering is by going to more selectivity. More selectivity means going after very narrow, little audiences that will be highly specialized. They will compete more with magazines. Cable will compete more with magazines—if they ever get their act together on the software—than they will the mass medium of television.

Television is the only mass medium left. Radio has had to fractionalize—go after a

picture for the existing channels. I had to have cable in my apartment in Manhattan because without it I get too many ghosts.

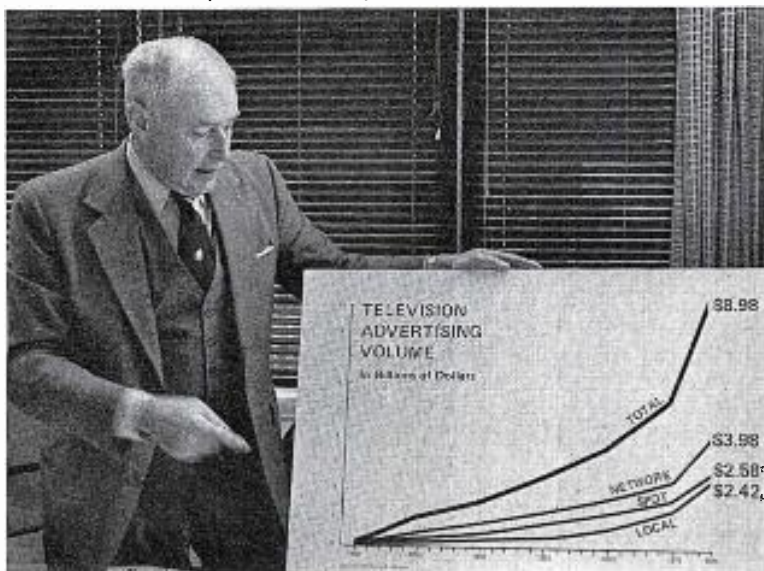
When do you think cable will become a significant carrier of advertising?

When they develop a large enough audience that can justify it.

Can you do it at 30% penetration?

You can do it at 5% penetration if the viewers are watching the particular program. Everybody mixes up cable—30% cable—with 30% viewing to a particular channel, and that's where the whole thing breaks down. When they program a particular program on cable, it's got to have sufficient audience to be measured. Unless it's measured, the advertiser is not going to put money on it. It's only going to be "compliments of a friend"-type dollars.

In 1948, advertisers spent about \$2.5 million on television. That's all stations. Now they're spending \$12.2 billion next year. Who's to say that all this conglomeration of cable systems and individual cable programs won't grow pretty spectacularly too?



Rice plots the way upward from 1950 to 1978.

narrow target. Magazines have had to specialize to survive. Newspapers have had to pull back from the national scene because they couldn't compete with television, and try to do a better job in just the core city. Television is the only mass medium left.

When you see 30% cable penetration, it means that 30% of the homes in America will have cable. Now where did this growth start? Outlying areas that were not able to get a good signal. I would say that in 1985, in the majority of that 30% of the homes, 98% of the viewing will be to the existing network programming over local stations. I've got 32 channels—I'm on Manhattan Cable—and I can get programs in Japanese, Chinese, about three of them in Spanish, two soft-core channels, I can get superstations. But I watch basically the six New York stations. I have Home Box Office. I usually watch maybe two movies a month, but if I watch them it's added on top. I don't think 30% cable is going to make much difference than when they hit 20% because it just means better

It'll grow, but they've got to solve the software problem. You can say 30% cable. No advertiser is impressed that 30% is wired up. At the time my ad runs, what size is the audience? That's all they care about. So it's got to be a program that can compete with existing free systems. That calls for an awful lot of dollars. You've got to counterprogram. The only kind of programs so far are very specialized.

Take a look at the Qube experiment. There is only one thing that has paid for itself. They started off with pay movies where you pay on a per-play basis. They could not make ends meet. They then went to a set-up where if you order it in the morning, they'll leave it connected all day long so the wife could watch it in the morning, kids after school, the family at night. It still didn't pay off. They tried instructional programming—narrow programs for hobbies, etc. They didn't pay off. The only thing that paid off was soft-core pornography.

What's teletext going to do?

It can go both ways. There's concern that while a commercial is on, somebody might switch over to check the ball scores or the weather or how the Dow Jones came out. I think that has been solved because it now can be supered so that you never leave the program. But that's a matter of degree. I think it will be very brief, I don't think it's going to be that much of a concern to the advertiser because it'll be a small percent at any one time, but I think that from the station standpoint, just as FM was the stepchild of AM, and now the stepchild is getting as big or bigger than the parent, it is a by-product and I think the broadcasters are looking at it as another way to get more revenue. I think it's going to grow tremendously in the next five years, and in the next 10 years definitely. It's got great advertiser usage. For instance, an advertiser, say Arrow Shirts, can run spot in 25 markets, then they have on teletext, dial A5 for the dealers in your area. You punch out A5 and here's a list of all the dealers where you can buy the special Arrow Shirt for Father's Day with a tie as an extra gift.

If they punch up A27, they are going to be covering the program that comes on next.

Either covering it or punching it up where it's supered. That doesn't mean they have to punch it up right that minute. They can punch it up when the program's over. A27 is on there 24 hours a day. That dealer list is on there 24 hours a day.

There's other systems where they will have the stock market report and sell the lower third or lower quarter to a Paine Webber. There's added revenue. Stations have a limited inventory and this gives additional inventory to sell. Or when you show the weather, you've got a department store on there. Go right down into the dealers.

What about a local supermarket using teletext or whatever comparable system to display his specials for the day?

Absolutely. I also see it as a service to the community where the station that has the teletext will put comparative values down. They will see A27 for the best place to buy chicken and they will show that A&P has 89¢ a pound, that Safeway has it for 87¢ a pound, that Giant Eagle has it for 77¢.

Might not an A&P use the teletext instead of regular TV advertising?

It gives them another option. But the revenue is still going to the television station. It depends which is the more effective.

It's not going to take away from the entertainment viewing or the news viewing or the informational viewing. During the day, if my wife is going to check an airline schedule or wants to check where the best buys are, she would do it in her nonviewing time. I can see a housewife checking it for values, where the sales are on right now. It's a tremendous service to a household, along with advertising.

To what extent do you think that videodisks and home VTR's are going to affect broadcast viewing?

So far they've added to viewing. That may taper off. It's slightly faddish when you first get it. I might say I want to watch this program and I want to tape this program. Later in the evening I want to watch this program. I've got to get

REX HUMBAR

A TELEVISION PIONEER

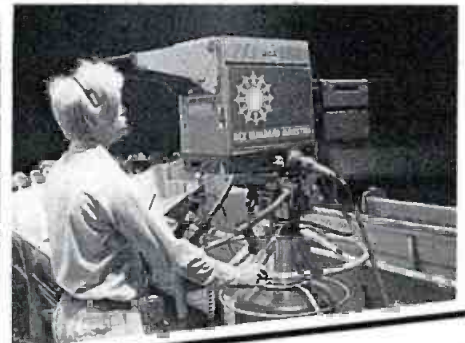


27 YEARS AGO

Rex Humbard realized the potential of sharing God's love through television.

TODAY

Rex Humbard and his family continue to expand the television ministry in seven languages worldwide.



YOU ARE LOVED

REX HUMBAR is the most widely distributed, weekly, syndicated, one hour, religious television program in the world.

around to looking at the other program I taped. That will be looked at when I've got time. I know an awful lot of friends who tape an awful lot of stuff they never get to see because they're so busy watching, they don't have time to. But when they do watch it, it's watched not at the expense of something else they would watch. They may watch a lesser show. It will not affect the most popular shows.

Blair has been experimenting with delivery of commercials by satellite. Do you think that's going to succeed?

Absolutely. The FCC has deregulated satellite receiving dishes, and that is going to have a marked effect. Eventually stations will be able to buy a dish for \$10,000 instead of \$40,000 to \$100,000. Instead of *Lawrence Welk* or *Hee Haw* or *Hollywood Squares* being sent through the mail and bicycled, they will be put down the line after hours and recorded. But they haven't worked out protection. There are still problems of protecting the people who are using the satellites. I think that the commercial delivery Blair is doing is very imaginative. In the next five years, the majority of stations will have

satellite dishes because it's going to be a way of life for program distribution and commercial distribution.

If advertising on cable reached a significant volume, where would you stand?

We have turned down many cable systems that are selling locally that would like to join TVB. We have turned them down because we think they should go through their own trade organization. We represent the broadcaster.

And in conclusion?

Television is still the best buy.

In its first 25 years, the Television Bureau of Advertising has accomplished what it was set up to do, and then some.

But there are those who think it would have fallen short—and perhaps not reached its 25th anniversary as an effective sales-promotion organization—except for a fundamental reorganization that occurred five years ago.

That reorganization made changes in the cast and structure of the TVB professional staff, but no less significantly, in the opinion of people close to the bureau, it changed the outlook and the responsibilities of the board of directors. More accurately, the board changed its own outlook and responsibilities. It took charge.

Marvin L. Shapiro, senior vice president of Westinghouse Broadcasting Co. and current chairman of the TVB board, is one of those who regard the reorganization as the most important event in recent TVB history. Shapiro was chairman of the select study committee that, in conjunction with a study done by the management consulting firm of McKinsey & Co., set the changes in motion.

The committee had been formed in difficult times. A recession, television's loss of cigarette advertising in the early 1970's and a national energy crisis had substantially slowed television's growth, and by the fall of 1973 there was increasing talk that changes should be made in TVB's top management.

Some board members wanted Norman E. (Pete) Cash replaced as president, the office he had held since 1957. Others wanted him retained. In the ensuing back-and-forth, the TVB executive committee went so far as to develop a plan under which Cash would become a consultant and be replaced as president by John Otter, former NBC-TV sales vice president, now senior vice president and director of network programming SSC&B, New York. But when the plan came to a vote, the full board overwhelmingly turned it down.

In that kind of climate, according to one participant, "the whole place began to come apart at the seams," and the select study committee was formed to review the structure, strategy, programs and manpower needs of TVB and to make recommendations. Out of that review came a report in mid-1974, "A Challenge for the Next 20 Years," that set the tone for the

future. Approved by the board, it said that, among other things, TVB should clarify its priorities and objectives, strengthen its staffing and structure, develop more targeted programs and get members more involved in TVB affairs.

"The major accomplishment," says Shapiro, "is that it gave the board of directors responsibility for directing the activities of TVB and set up a review system for evaluating the performance of TVB. It put the board in the job of doing the planning and the staff in the job of managing."

Cash was put in the job of vice chairman and given a full-time assignment to develop membership—an assignment in which all hands agree he has been highly successful. A steering committee of the board was created to work with TVB management, management audit and compensation committees were formed and a search committee was named to seek a successor to Cash as president—a search that ended in the fall of 1974 with the election of Roger D. Rice, formerly of Cox Broadcasting, who has just been signed to a second three-year term ("Closed Circuit," Nov. 5).

Shapiro credits Kenneth M. Johnson of KTRK-TV Houston, who was TVB chairman in 1974-75, and Walter E. Bartlett of Avco Broadcasting, now of Multimedia Broadcasting, who was Shapiro's immediate predecessor as chairman, with much of the bureau's success in implementing the select study committee report. He also credits TVB board members and TVB staff, from Rice and Cash on down.

"The board," he says, "is made up of people who would not be comfortable if they weren't active and didn't participate."

The board "runs TVB like a business," setting goals, evaluating performance, rewarding superior work (out of an incentive fund set aside as TVB's counterpart to industry's year-end bonus funds). Board work can be demanding. Any time TVB holds a seminar or regional meeting, for example, a board member volunteers or is assigned to attend, observe and report back to the board, with recommendations if indicated.

TVB's budget has more than tripled since 1974, going from \$1.3 million to almost \$4.2 million this year. The gain is attributable to increased membership, since, except for built-in cost-of-living adjustments, there has been no change in

the rate card. The growing membership, in Shapiro's view, is a tribute both to Pete Cash's work in membership relations and to the work of Roger Rice and the other professional staff members in carrying out the board's mandates.

"TVB upgraded its staff," he says, "hiring good people who are good, not just out of work or between jobs. It organized the communications process to reach members as well as agencies and advertisers, so the members know what is going on. We've put our big thrust on local and regional sales, and we've done it without neglecting national sales. The results are reflected in the size of our membership. TVB is important to them now."

Oldtimers at TVB's annual meeting in Atlanta this week will be reminded—and younger members will be advised—of highlights in the bureau's history in a TVB anniversary report to be circulated there.

TVB was not the product of one founding organization, but of two. First there was the Television Advertising Bureau (TVAB), created as a stations-only sales organization after a meeting called by the Station Representatives Association and its then-president, John Blair of John Blair & Co., in April 1954. Richard A. Moore of KTTV(TV) Los Angeles, who also had been active in calling the meeting, was elected temporary chairman. The TVAB put on a presentation during the annual convention of the National Association of Radio and Television Broadcasters in May 1954 and more than 100 stations indicated they would support the new sales organization.

Meanwhile, the TV board of the NARTB (now the NAB) had been working on plans to create a television marketing organization open not just to stations but to all elements of the TV industry. A potential intra-TV feud was averted when Clair R. McCollough of the Steinman stations, chairman of the NARTB board, and the TVAB's Chairman Moore and other leaders of the respective groups got together and agreed to merge.

Both sides gave up something in the agreement. TVAB had been planned for stations only but agreed to accept networks in membership. The NARTB had wanted to set up its TV sales arm within the NARTB and later spin it off as an independent organization, as it had done with what is now the Radio Advertising Bureau;



The people's choice.

LORIMAR

JUMP ON THE BANDWAGON. CALL ROBERT B. MORIN, PRESIDENT, LORIMAR SYNDICATION, 1345 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10019 (212) 765-1061

instead, it agreed that the new bureau would be independent from the start.

The new organization was named the Television Bureau of Advertising, abbreviated as TVB, a symbol proposed by BROADCASTING ("Closed Circuit," Aug. 2, 1954). Its first year's budget was to be \$400,000.

TVB's initial assignments included the following:

"1. To promote the broader and more effective use of television as an advertising medium at all levels (local, regional, national-spot and network).

"2. To sell present and prospective advertisers (and their agencies) the productive use of television advertising for their particular goods and/or services.

"3. To keep members and their staffs informed of advances in the art of salesmanship and tested and successful television techniques, and to supply promotional support for the application of such knowledge.

"4. To serve as a clearinghouse of information on television advertising, its audience, its economics and the vital force which it exerts in the business life of the American community.

"5. To foster continued progress and development of television as a medium of advertising.

"6. To provide such services and perform such functions as may be necessary and proper to effectuate these purposes and objectives."

The first board of directors had equal representation from NARTB and TVAB, and in September 1954 McCollough of NARTB and Moore of TVAB were elected co-chairmen for the first year. In November, Oliver Treyz, director of the ABC Radio network, was named TVB's first president, effective Dec. 1, and staffing began.

TVB officially opened in January 1955. It had 52 members. By the end of the year, it had 174—stations, station reps and networks. Television was expected to do an \$805-million business that year: \$610 million in network and national spot, \$195 million in local. That seemed promising, but a lot of big advertisers, it was noted, did not use television at all. TVB had its work cut out for it.

Oliver Treyz resigned as president in 1956 to become president of ABC Television. He was succeeded by Pete Cash, TVB's vice president in charge of client relations, who had been one of the bureau's original five staff members.

Stations were brought deeper into the TVB act in 1958 with the formation of the Sales Advisory Committee, consisting of station sales managers from markets of varying size and geographic locations. Annual sales clinics were also launched in 1958—16 of them that year, in different cities. The high mark was reached in 1963, when 101 were held, attended by 2,639 station people.

In 1974 came the TVB reorganization and a redirected approach. Among the new targets specified by the steering committee

and approved by the board, as recalled in TVB's anniversary report:

■ TVB's goal for the next five years should be to increase total television advertising investment 77% from 1973's \$4.5 billion to \$8.0 billion by 1980. [Actually, the \$8-billion goal was exceeded in 1978; the current projection for 1980 is \$12,015,000,000.]

■ The major TVB efforts should be concentrated in some 15 key areas [including:] comparing media, studying TV's effectiveness, selling spot television, selling local/retail television, policing rating services, selling chain headquarters, preparing sales tools, learning prospects' needs, expanding spot television lists, reporting co-op funds, selling against newspapers and sales training.

■ TVB should target its national spot sales calls on underspent categories.



TVB Chairman Shapiro

■ TVB's prime sales target should be the advertiser budgets in newspapers which represent the greatest dollar potential for television growth.

In a move whose effects would continue to be felt, in 1975 all 23 major TV-station representation firms joined TVB at once. Until then, TVB had had only six station-rep members. Now a National Sales Advisory Committee (NSAC) was set up, consisting of one principal from each rep firm, to select targets and help TVB in selling national and regional spot. A National Sales Executive Committee was also formed, consisting of seven rep-firm members, to set goals, identify research needs and goals and monitor results. And rep-firm representation on the TVB board was increased from two seats to five.

More and more emphasis has been put on sales. The post of executive vice president-sales was created; it is now occupied by Robert Lefko. New offices were opened in Atlanta in 1976 and Dallas in 1977. The sales force has been almost doubled since

1974; it now numbers 17.

TVB's anniversary report also recalls many "firsts" that have occurred in the last five years: "There was a first co-op workshop for dialogue between manufacturers, retailers and broadcasters; a new sales training conference for potential representative salesmen and a first television commercial workshop, first corporate and financial workshops, first co-op television plans book and innovations in presentation.

"The bureau's sales advisory committee role was expanding also, with the establishment of a retail development board to generate better understanding of retailers' needs by stations and by retailers as to how to use television effectively, in addition to accelerated sales training, implemented through Sterling Institute programs. . . .

"On the research front, TVB's Interactive Market Systems (IMS) were launched to provide stations with computer-generated analyses of a current or prospective client's advertising schedule and the net reach, frequency and cost-per-thousand of the proposed television schedule together with the prospect's newspaper and/or radio schedule."

TVB also had a study of the rating services undertaken by Booz, Allen & Hamilton, with an eye to the possibility of setting up a third national TV rating service to compete with Arbitron and Nielsen. The study concluded, however, that establishment of a third service is not feasible now, primarily because of costs. Rather, BA&H suggested that broadcasters set up an industry group to work closely with Arbitron and Nielsen.

In 1977, after advertisers began complaining about high TV costs and threatening to move into alternative media, TVB put together one of its large-scale presentations: "Television: The Sum of the Alternatives," premiered it in 30 cities on the same day, reaching close to 10,500 advertiser guests, and showed it later to others in nearly 100 cities. Two years later its "Television: Your Competitive Medium" was shown to 28,000 retailers in approximately 140 markets on the same day and to thousands of others in later showings.

Along with other sales materials, TVB now provides videotapes of commercials by category, for use in local selling and for ideas on local commercial production. About 100 videotapes have been added each year since the library was started in 1975. This year, a feature tape-of-the-month service was introduced.

TVB has also produced or underwritten the production of on-air spots, such as one promoting the values of using TV advertising in January and a new one, by W. B. Doner & Co., promoting television advertising generally, which will be shown to the TVB meeting this week in Atlanta.

So in its first 25 years, TVB's membership has grown from 52 to 550, its annual budget from \$400,000 to over \$4 million. And TV advertising volume has grown from \$800-plus million to more than \$10

Pitch the rich.



Mon.



Tues.



Wed.



Thurs.



Fri.



Sat.



Sun.

If you've got the spots, we've got the sports. Reach affluent 18-34 year old men 7 days a week on the new ESPN Total-Sports Network.

Give male-oriented advertisers ESPN Total Sports Network programming—all sports, every day of the week—and you present them with the added sales potential of 4 million high-income cable households. Figuring at a realistic 4.1 viewers per household, that comes out to *16 million* very desirable viewers.

New A.C. Nielsen Research Data not only says ESPN has more younger heads of households than noncable households, but spells out just how surprisingly affluent they are. Compared to noncable households...

- 36% more ESPN viewer households have incomes of \$35,000+.
- 51% more ESPN viewer households have incomes of \$50,000+.
- 22% more are going to buy a larger car in the next 12 months.
- 30% more own stocks, bonds and mutual funds.
- 76% more take 3 or more airline trips per year.
- 85% serve wine more than once a week, etc., etc.

And the reason they're mesmerized by ESPN's NCAA-oriented programming is simple: they're college people. Compared to noncable households, 56% more heads of ESPN households are college grads. And 83% more have attended graduate school.

As a subsidiary of the Getty Oil Company we have the backing we need to do top level sports programming, so we can deliver the full gamut of NCAA sports, including 34 championships in 18 different sports. There'll be over 50 NCAA major football games, and nearly 200 key NCAA basketball games. Plus top-rated professional golf and WCT tennis, hockey, boxing, automobile racing, bowling, soccer, karate, and more. Plus frequent, 'round-the-clock live telecasts from the unique ESPN Sports-Center studio for news, scores, updates, interviews and commentary that put all the day's sports into perspective.

Call ESPN's Advertising Sales at 203-584-8477 and let us tell you how economically you can put your clients' spots on over 4 million high-income screens. And we can also tick off the names of the major advertisers who have already taken advantage of this unique media opportunity.

As we said, *if you've got the spots, we've got the sports.*



See ESPN on Manhattan Cable TV. Call 212-477-8700
Or on Teleprompter Manhattan Cable Television. Call 212-567-5150.

billion this year.

So what's in store now? "The opportunities are still unlimited," TVB's anniversary report concludes in a look at "The Next Quarter-Century." It sees particular potential in local advertising, noting that local TV in 1977 overtook

newspaper volume in all areas where they compete head-to-head (all but classified, liquor and cigarette advertising). "By 1986," TVB says, "we anticipate television will become the leading local advertising medium in all respects."

It acknowledges that new technologies

will bring changes—some, at least, to television's advantage. "The next quarter-century," TVB's report holds, "unquestionably will materially broaden the impact of television. Its powers are simply too all-encompassing for anything otherwise to occur."



TVB looks back and ahead at convention in Atlanta

With record number registered, group's 25th gathering features workshops on what's in store for advertising in the 1980's

Advance registrations for the Television Bureau of Advertising's 25th annual meeting in Atlanta this week hit 654 by the middle of last week, surpassing the previous record of 568, set in 1978, by 15%. All told, TVB expects more than 700 people, including guests, to attend the meeting being held in Atlanta's Omni International hotel on Nov. 12, 13 and 14. Matching that futuristic setting, the theme of this year's gathering is "25 years: only the beginning," with workshops and speeches addressing issues of concern to broadcasters facing the coming decade.

Monday's light schedule will give participants a chance to recover from their jet lag and also see something of the city hosting the silver anniversary gathering; the only official event is the 7 p.m. welcoming buffet and reception. Things get down to business after breakfast early Tuesday morning, however. Attendees will receive a formal welcome at 9 a.m. in the Omni's International ballroom from WAGA-TV Atlanta's Paul Raymon and the city's mayor, Maynard Jackson. TVB's chairman, Marvin L. Shapiro of Westinghouse Broadcasting, will then present the Chairman's Report, titled "How far we have come." "Right now . . . in 1979" is the subject of TVB President Roger D. Rice's address, which will be followed with a talk by featured speaker Richard Thorsen of Chicago's Commonwealth Edison.

Other speakers at the morning session will be Robert E. Rice of WRAU-TV Peoria, Ill., who will discuss "The future . . . in the 80's;" and Jack Trout of Trout & Ries, examining "Positioning and marketing warfare in the 80's." TVB's national sales advisory and sales advisory committees will

also present reports to the ballroom crowd that morning, and the pre-luncheon schedule will conclude with the nomination and election of new board members (results to be announced at lunch).

The meeting will expand into the north and east foyers adjoining the ballroom for the 12:15 p.m. reception and luncheon, at which J. Christopher Burns of The Washington Post Co. will address "What changes the 80's hold for television advertising."

Two workshop sessions are planned for that afternoon, one running from 2:30 to 3:30, the other from 3:30 to 4:30. Workshops A, B and C are to be presented during the first hour; D, E and F during the second. With the same division for the two workshop sessions Wednesday morning, those at the meeting will be able to catch four out of the total of six workshops. Wednesday's workshops will run from 9:30 a.m. to 10:30 a.m. and from 10:45 a.m. to 11:45 a.m. Individual workshops will be held at the same location on both days.

Workshop A, hosted by William E. Wuerch of WPRI-TV Providence, R.I., is titled "New sales through local commercial production." Panel members for this discussion, to be held in Glenmar Rooms A & B, are Richard Weiner of KGMB-TV Honolulu; Douglas A. Smith of WFBC-TV Greenville, S.C.; and Patricia Shoemaker of KSL-TV Salt Lake City.

The Omni's Swanton Room will be the scene of workshop B, "The legal side of political broadcasting plus controversial issue selling." Allbritton Communications Co.'s Thomas B. Cookerly is to host a panel composed of Victor Ferrall of the Washington firm of Crowell & Moring; Thomas Dougherty of Metromedia and Paul Wischmeyer of KRON-TV San Francisco.

"Sales training and new programs from TVB" will be workshop C, in the Knoll-

wood Rooms A & B. Philip R. Beuth from WKBW-TV Buffalo will host this presentation; Martin Ozer of Metromedia, Phil Faris of the Sterling Institute, Keith Bronnitt of The Forum Corp. and Daniel V. Swartz of Halebrook Corp. are panelists.

It's back to the Glenmar Rooms for workshop D, "Selling with vendor tapes." Robert E. Rice will be the host. On the panel are Jay Sondheim, KTVU(TV) San Francisco; Sherman C. Wildman, CBS; Albert V. Aguiar, Macy's, San Francisco, and O.J. Reiss, also of KTVU.

Workshop E will meet in the Swanton Room, hosted by Multimedia Broadcasting Co.'s Walter E. Bartlett. The topic "Saleable programming in the 80's and where is it to come from" will be discussed by William Andrews of Viacom, William Hillier of Hillier Productions, and A. R. Van Cantfort of WSB-TV Atlanta.

The sixth workshop, F, "Management's role in co-op as a new business source," meets in the Knollwood Rooms, with John Conomikes of WTAE-TV Pittsburgh as host. Panel members are Jack Shenkan, also of WTAE-TV; WDBJ-TV Roanoke, Va.'s Charles McKeever and Wheeler Rudd from WAVE-TV Louisville, Ky.

Following the workshops, there will be a 4:30 p.m. meeting of the new board of directors in the Thornton Room, and the day closes with a reception, buffet and entertainment in the International Ballroom from 7 p.m. to 10 p.m.

The last day will start at 8 a.m. with separate breakfast meetings featuring eight TVB territory specialists, and continue with the repeat of the workshop sessions.

This 25th annual meeting will close with a noon reception and luncheon in the Rutherford Room and the International ballroom. Participants will be treated to a premiere of TVB's new presentation "Television: the persuasive medium," and encouraged to attend the 26th meeting, to be held in Las Vegas.



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12
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*1. "The Pro-Israel Lobby"/The Ohio State Award 2. "Abortion: A Religious Confrontation"/Religion in Media Award 3. "Lost in Space"/The Space Writers Association Award 4. "A Case for Lawyers"/Freedoms Foundation Honor Certificate 5. "A Case for Lawyers"/The ABA Certificate of Merit 6. "Second Sunday"/The George Foster Peabody Award 7. "Whatever Happened to the Almighty Dollar"/The Amos Tuck School of Business Award 8. "Killer Cargo"/The Clarion Award.

 **NBC Radio
Network**

Programming

'Jaws' is a real killer

ABC movie takes a big bite of the audience, delivering 39 rating/57 share; CBS finishes second, NBC third for the week ended Nov. 4

"Gone with the Wind" still holds the record. But among all movies shown on television, "Jaws" now ranks second in households delivered.

With 29,760,000 homes per average minute, ABC-TV's "Jaws" crushed the competition Sunday, Nov. 4, pulling a 39.0 rating and 57 share during its 8:30-11:15 p.m. telecast. ABC researchers estimate 80 million people watched all or part of the movie.

The theatrical film from Universal closed out a winning week for ABC, which had a prime-time average of 21.3/34.5, considerably above second-place CBS-TV,

18.8/30.6, and the trailing NBC-TV, 16.5/26.6, in the basement for the third consecutive week.

In addition to taking second place among movies, in delivery of total audience, "Jaws" took over 14th place among all programs on television, behind seven episodes of *Roots*, three *Super Bowls*, a *Super Bowl* pregame show and the two parts of "Gone with the Wind" (ranked fourth and fifth).

In its first network airing on Nov. 7, 1976, "GWTW" part one scored a 47.6/65 and part two the following night a 47.4/64—all told amounting to 33,890,000 homes per average minute.

Aside from "Jaws" on Sunday, ABC won four other nights for the week ended Nov. 4: Tuesday, Wednesday, Thursday and Saturday. CBS took Friday and NBC, Monday. The November ratings sweeps started on Wednesday, meaning that ABC jumped into an early lead over CBS and NBC, four-to-one-to-zero.

While "Jaws" might have been expected to clamp down on the competition,

it especially hurt NBC's *MacArthur*. The second part of that Gregory Peck movie which aired against the shark brought in a meager 10.6/15. *20,000 Leagues under the Sea*, which preceded *MacArthur* and ran into a half hour of "Jaws" competition, scored only a 16.2/24.

CBS, however, went down fighting. Against "Jaws," *One Day at a Time* managed a 22.4/31, followed by *Alice* (21.3/29) and *The Jeffersons* (19.4/27). Even *CBS Reports* rounding out prime time managed a 12.9/20. A network documentary up against a blockbuster movie might usually be expected to do more poorly, but this time the subject was a Kennedy who is making a bid for President: "Teddy."

Even without the "Jaws" competition, NBC was experiencing long-form troubles. Part one of *MacArthur* on Saturday brought in only a 15.6/28. The highly promoted *Freedom Road* with Muhammad Ali started out Sunday, Oct. 28, with an acceptable 19.1/31 but concluded on Tuesday with a 14.2/24. Thursday's *Other Side*



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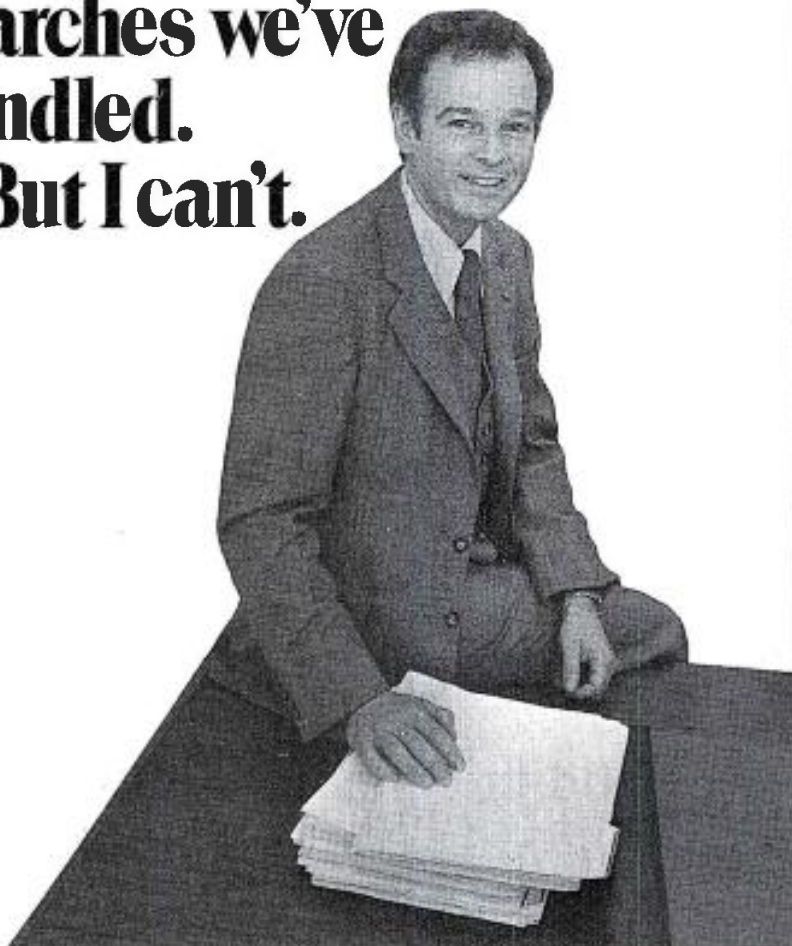
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of the *Mountain Part II* earned a 13.7/23.

CBS fared somewhat better with its movies: Tuesday's *One on One*, 17.3/29; Wednesday's *The Two Worlds of Jenny Logan*, 16.1/28, and *Avalanche*, 14.1/26.

Prime-time animation worked for both NBC and CBS. On Tuesday 8-9, NBC's *Casper Halloween* and *Witches Night Out* scored a 19.1/31 and 19.1/30 respectively. CBS's *Bugs Bunny Halloween* repeat (14.9/25) and *Raggedy Ann & Andy* (14.4/24) didn't bring big numbers but still managed to be an improvement over what *Last Resort* and *Struck by Lightning* had been averaging for CBS in those time periods earlier this season.

ABC programed Friday with specials. *Battle of the Network Stars* earned an 18.9/32 followed by *Guinness Book of World Records* repeat which dropped off to a 13.7/23.

Besides *Teddy*, (12.9/20) CBS also offered another documentary which came up with a similar rating and identical share: Tuesday's *The Baby Makers* (12.4/20).

The top-10 programs of the week were ABC's "Jaws" (39.0/57) and *Three's Company* (28.6/45); CBS's *60 Minutes* (28.3/44), *M*A*S*H* (27.4/41) and *Dallas* (25.9/44); NBC's *Little House on the Prairie* (24.8/37); ABC's *Mork & Mindy* (24.8/36) and *Taxi* (24.6/40), and CBS's *WKRP in Cincinnati* (24.3/37) and *Dukes of Hazzard* (23.6/40).

Scoring 11th was CBS's *Archie Bunker's Place* (23.5/34) which competes head-to-head with *Mork & Mindy*. Both networks have been finding success in that Sunday 8:30-9 time period; the week before, *Mork* also beat *Archie* but both were in the top 10.

NBC claimed a couple of coups on Wednesday. *Diff'rent Strokes*, with 19.2/31, beat the first half hour of *Charlie's Angels*, 18.5/30—said by NBC to be the first time *Angels* lost a half hour to a regular series. (NBC's *Hello Larry* 17.2/28, however, proved no competition to the second half.) NBC's *Real People*, earlier that night, beat ABC's *Eight is Enough*, 20.0/33 to 18.0/30. NBC said that was the first time *Eight* gave up its time period to a regular series.

In some other places however, NBC didn't have much to boast about. *Shirley* on Friday scored only a 13.2/22; *Buck Rogers in the 25th Century* opened Thursday with a 16.3/25 and *Kate Loves a Mystery* closed it with a 15.1/26.

From ABC came claims that the strength of the week was not just based on "Jaws." Apart from those five half hours, the network said it won 19 of the remaining 38, with 11 to CBS and eight for NBC.

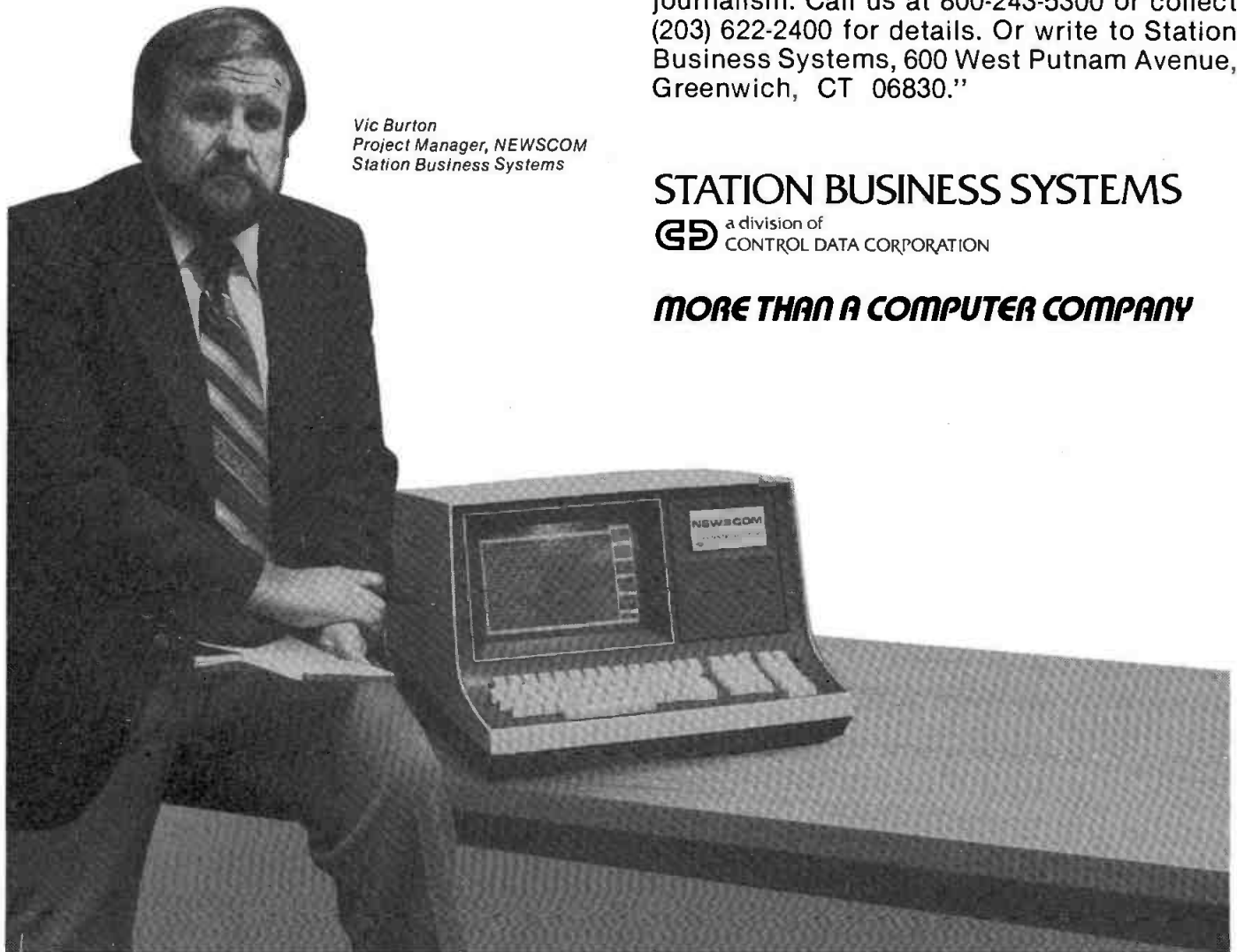
Bottom rated of the week, from position 65 on up were: NBC's *MacArthur* part two; ABC's *Detective School* (11.5/20); the two *CBS Reports*; ABC's *Salvage I* (13.1/21) returning to the schedule as a replacement for poorly rated *Out of the Blue* and *A New Kind of Family*; NBC's *Shirley*; NBC's *Other Side of the Mountain* movie; ABC's *Guinness Book of World Records*; ABC's *The Ropers* (13.8/24) and CBS's *Avalanche* (14.1/26).

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Update. CBS-TV is still object of intense campaign against appearance of British actress Vanessa Redgrave in made-for-television film, "Playing for Time." Story of Auschwitz survivor Fania Fenelon in which Redgrave has been cast is now subject of advertisement in *Los Angeles Times*. Ad carried 2,000 entertainment industry names under banner Committee for Equal Time, which is headed by producer Larry Gelbart. Group calls for CBS to give equal time to "other side" of holocaust story and again claims that Redgrave's appearance amounts to "political statement" by actress who has supported efforts of Palestine Liberation Organization. CBS issued statement announcing its "regrets that this casting has offended some people" but denying group's request. "We cannot accept this petition's attempt to return to an era when art and politics were inseparable," CBS said, "and where an individual's personal views were seemingly more important than his or her talent. If there is any 'political statement' implied in the television production of 'Playing for Time' it will be one involving the inhumanity of Hitler's Germany in the extermination of millions of people including six million Jews."

□
Stop the 'world'. NBC-TV has reduced its 13-episode order of TAT Communications' new situation comedy, *Joe's World*, to seven. Network's action was result of unexpectedly strong showing of its regular series, however, and not from dissatisfaction with progress of replacement series (BROADCASTING, Oct. 1).

□
Marketplace notes. Upcoming Capital Cities *Special Report*, "Energy: A Light at the End of the Tunnel," scheduled for TV syndicated play Dec. 6, will have *MacNeil/Lehrer Report's* Robert MacNeil as host. Hour documentary is barter, with Capital Cities holding four 60's for national sale; stations get four local minutes plus 73-second end-break . . . Group IV Distributors says it has lined up more than 50 TV markets for *Rex Reed's Movie Guide* (from Movie Guide Productions). Weekly half hour combines reviews and opinion pieces with other features. Among those going for 13 weeks to start WNEW-TV New York, KCOP(TV) Los Angeles and KRON-TV San Francisco. . . and JWT Syndication is handling *The Body Works*, five TV half hours from BBI Communications. Health show with Dr. Timothy Johnson is targeted towards youth. JWT claims nine out of top-10 markets already sold and all five NBC owned-and-operated stations in fold.

□
Top disk. Led Zeppelin's *Stairway to Heaven* has been selected as decade's number-one record by Drake-Chenault researchers. Record will top list of *The Top 100 of the 70's* radio syndicator is putting together for year-end airing. According to D-C, *Stairway* was most requested, most played record of decade. Twelve-hour radio special is already set for play on over 100 stations—including WXLO(FM) New York, KHJ(AM)-KRTH(FM) Los Angeles and WASH(FM) Washington.

□
Bigger and bigger. D.I.R. Broadcasting is expecting to break its own record for "largest live rock radio broadcast in history" with Foreigner concert from Atlanta Nov. 15 at 10 p.m. (NYT). DIR claims 170 U.S. radio stations on board in U.S. plus Armed Forces Radio Network. Pabst Brewing is sponsor.

□
Rolling. Alan Landsburg Productions has begun shooting new CBS-TV replacement series, *The Chisholms*. Western series is based on six-hour miniseries of same name that ran on network last spring. Alan Landsburg is executive producer.

□
Rolled. Robert D. Wood, former president of CBS-TV Network, has wrapped up two-and-half-hour special for that network, *Gaugin the Savage*. Show by Wood's Nephi Productions was filmed in southern France and Tahiti as well as Los Angeles. No air date has been set, but Wood is looking for January or March.

□
Hanging in. Tony Thomopoulos, president of ABC Entertainment, announced that *The Associates*, critically acclaimed Paramount Television situation comedy that never performed well in its Sunday 8:30-9 p.m. NYT period and has been removed from schedule, will return in March. Show will be positioned on Thursday night at 9:30, following *Barney Miller*. "We are proud of *The Associates*, and we do not intend to let it perish," Thomopoulos said. Show's new slot is currently occupied by *Soap*, which network does not rerun in regular time slot but moves to late-night.

□
In memoriam. Artifacts from career of late Jack Soo (Nick Yemana on ABC-TV's *Barney Miller*) have been presented to Smithsonian Institution in Washington. They will be displayed in institution's "A Nation of Nations" exhibition devoted to achievements of American entertainers of different cultural and ethnic backgrounds. TV props, along with other mementos of late Japanese-American's career, were formally accepted by Carl Scheele, community life curator of museum, at ceremony attended by Soo's family, Hal Linden and Steven Landesberg of *Miller* and Representative Norman Mineta (D-Calif.).

Getting ready for part two of the TV year

The three network presidents talk of their second-season programming ideas before an HRTS luncheon in Hollywood

"How can I tell you when I don't know?" responded ABC President Anthony Thomopoulos to a question about how his network intends to recoup the audience losses it has incurred due to its well-publicized Sunday night comedy gamble. His comment was made after he and his counterparts at CBS and NBC, Robert Daly and Mike Weinblatt, had stepped down from the podium at last Tuesday's Hollywood Radio and Television Society luncheon. The hour-long, question-and-answer session with the three division presidents netted little in the way of news (even Thomopoulos admitted later that the prepared, written questions lacked bite), but getting the three together was enough of a draw to make the event the largest of HRTS's regular get-togethers.

Attendance last week topped 950, and another 100 were turned away for lack of space. And if the pay-off didn't come with headline-making comments, the gentlemanly jibes each made entertained the packed ballroom at the Beverly-Wilshire hotel in Beverly Hills, Calif.

Daly fielded the first question, offering his assessment of the three-network competition this season. When the dust finally clears, he said, "it looks like ABC will win" the 1979-80 competition. Daly placed the bulk of ABC's strength in the upcoming winter Olympics next January. "I agree," added Thomopoulos.

Few of the questions asked of the presidents were engineered to evoke solid responses, and there was ample room for each of them to sidestep even some of the more intricate queries. Weinblatt, for instance, responded to one question about NBC's lack of situation comedies on its fall schedule and what the network planned to do about the situation. "We have a number of pilots," he said, and mentioned two previously announced projects—Larry Gelbart's new *United States* and Universal Television's *Good Time Harry*. Weinblatt said that NBC had 25 to 30 new projects "in either the commitment or pilot stages."

To a similar question, Thomopoulos said that ABC had eight comedies and eight dramas currently in development as well as some long-term projects. He added that within two or three weeks there may be a decision as to which of those, if any, will be finding places in ABC's midseason schedule.

Both Daly and Thomopoulos admitted that for their new programs, the 1979-80 season had been none too kind. "I'm still trying to figure out what happened Wednesday at 8," said Daly, referring to



All smiles. Competitors Thomopoulos, Daly and Weinblatt.

the poor performances of the network's new situation comedies in that time period. He said CBS had "underestimated" its Wednesday night competition. Daly also let it be known that two of those comedies, *The Last Resort* (MTM) and *The Bad News Bears* (Paramount), may yet again make it to the schedule. Of the former, he said, "we will bring it back," and he compared it to last season's late bloomer, *WKRP in Cincinnati*. He said *Bears* "has a chance of coming back in the spring."

Thomopoulos fielded one question about one of his losers—*Lazarus Syndrome* (now in "refocusing"). He called its early-season failure "a particularly personal disappointment for me," but he added that the decision to pull the program was "not solely based on ratings performance." Rather, he said, the show "lost some of its direction."

Finally, Weinblatt took one question from the floor asking whether there would be other sponsor-produced programs such as Procter & Gamble's *Shirley* on television. Without citing specifics, "maybe there will be others," Weinblatt said.

Public affairs TV needs more pizzazz, according to Lear

Television producer Norman Lear took a look at television's responsibility to the public and found it wanting.

Speaking at the fifth annual conference of the National Broadcast Association for Community Affairs in Los Angeles, Lear said that public-affairs issues are not presented in a "sufficiently theatrical manner" so that viewers will absorb them.

It is easy to denigrate the public as "having a 12-year-old mentality," Lear said, "but we have an obligation to arrest the attention of an audience to news or public affairs-oriented ideas. We have a duty to produce with a sense of theater when we make shows that are designed to inform."

Lear conceded that *60 Minutes* does deliver information with a "sense of theater that works as an entertainment." But he gave low marks for such shows as *Meet the Press*, *Face the Nation* and *Issues and Answers*, which he said needed inquisitors who don't mind appearing tough or hard or insensitive.

"I want to see the beads of perspiration when the heat of argument is turned up—the jaw muscles tightening when rage is

contained . . . because that is theater," he declared.

Lear also condemned the obsession for ratings "which surely stultifies and destroys the noblest efforts for public affairs programing."

Anything for money

Why would a man bake a kayak out of sourdough bread and then paddle it across San Francisco Bay? For that matter, why would a woman belly-dance down that city's Lombard Street while balancing a sword on her head?

Such feats will be performed this week if all goes well in the final days of adult contemporary radio station KYUU(FM) San Francisco's "Most Outrageous Contest Ever Aired." First prize in the contest is a troy pound of gold, weighing 12 ounces, which the NBC-owned-and-operated sta-

tion promises to award to one of five finalists who have offered to perform the most outrageous feat they could think of for the prize.

The station purchased the gold more than a month ago from a local brokerage at a cost exceeding \$5,000, according to Patricia Hicks, promotion manager. That would put the cost per ounce at more than \$417. The market price for gold fluctuates daily and late last week hovered just below \$400 an ounce.

Responses to the contest, according to Hicks, have ranged from suicidal to the exhibitionist to the simply ingenious. Finalists will be given a chance to perform their feats this week for judgment by station personnel.

If officials at San Francisco's Marine World decide it is safe, one finalist will play the *Goldfinger* movie theme on a violin while underwater in the shark tank. He will do so on his specially designed, underwater violin, or "aqualin" and will wear a tuxedo.

Two finalists have offered to perform while suspended from moving helicopters. A man will carry a sign reading, "I Love You KYUU" while dangling on a 100-foot rope eating lunch. And a woman promises to tap dance on a platform flown over a sold-out 49ers game.

The contest, which grew out of a sug-

STANLEY & HUTCH



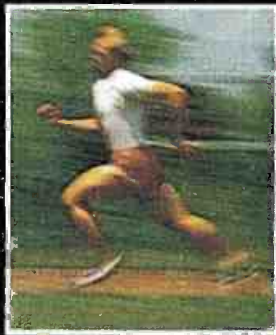
To put it another way, if you want men 18-49, you want Starsky & Hutch.

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gestion by the station's program manager, Mike Phillips, will officially end this Wednesday, when prizes will be awarded. Second prize is round-trip first class air fare for two to New York, hotel accommodations, and tickets to NBC's *Saturday Night Live*. Third prize is a week's vacation in Hawaii.

Only one entrant will have two chances to win the most outrageous contest. Because he entered the contest twice and each entry was deemed worthy of finalist status, the man offering to brave the bay in a sourdough kayak will also have a chance to do so in a pumpkin.

WCBS-TV thinks it has a hit in 'Real Life'

New York's first regularly scheduled TV magazine series in prime-access time, *Real Life!*, premieres tomorrow (Nov. 13) amid the hopes of its creators at WCBS-TV that it will evolve into the industry's first "sit-mag" (situation magazine).

Jeff Schiffman, director of broadcasting for WCBS-TV, tagged the "sit-mag" label on *Real Life!* because the Tuesday, 7:30-8 p.m. series will differ from other magazine programs that consist of various unrelated segments.

"On *Real Life!* we try to build a situation that will tie together all the elements in the program," Schiffman explains. "We do this by having the first guest on each program participate in other segments. For example, on the premiere show, our host, Huell Howser, interviews a window-washer at the Empire State building who's also a singer at his neighborhood bar in Queens. Howser accompanies the window-washer to the bar and talks to him there. After that segment is completed, Howser switches the show to other segments, but from the Queens bar the window-washer and the host comment on the developments at other locations. I think this makes for a 'seamless transition' and sets up a situation."

In subsequent weeks, according to Schiffman, *Real Life!* will show segments on a poor man who became rich, a blind sailor, a roller disco show and a grandmother who has been a Playboy bunny.



On the Street. *Real Life!* host Huell Howser draws a crowd.

Schiffman says there won't be an emphasis on "celebrities," but well-known personalities may be included if they have some relevance to life in New York.

Schiffman and a number of others connected with *Real Life!* have joined WCBS-TV in recent months from Group W, which has had success with its *PM Magazine* at its owned TV stations and with the syndicated version called *Evening Magazine* ("Closed Circuit," Nov. 5). Until three months ago Schiffman was vice president, program operations, Group W. Five weeks ago Michael A. Fields, executive producer of the group's KDKA-TV Pittsburgh, joined WCBS-TV as director of programs. Other former Group W staffers who have signed on with *Real Life!* are Jim Dauphinee, its executive producer; John Tomlin, cinematographer; Sheila Bowe, field producer, and Jimm Freedman, editor.

Sounding Gabriel's horn

Winners of the 14th annual Gabriel Awards for outstanding programming have been announced by UNDA-USA, the national Catholic association for communicators. The awards will be presented during the association's annual convention Nov. 29-Dec. 1 at the Ambassador hotel in Los Angeles.

ABC-TV □ *Friendly Fire* and *Roots: The Next Generations* (entertainment, national).

KRON-TV San Francisco □ *In Celebration of Tutankhamun* (entertainment, top 25 markets).
WAVE-TV Louisville, Ky. □ *All Your Parts Don't Wear Out at the Same Time* (entertainment, markets 26-100).

ABC-TV □ *Who Are the DeBolts?* (informational, national).

WCAU-TV Philadelphia □ *Eye On... To Die*

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in Peace (informational, top 25 markets).
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WHA-TV Madison, Wis. □ *First Ladies of Music* (informational, markets 101-212).
American Lutheran Church, St. Paul □ *We're No. 1, Sports and Business* (religious, national).
KRON-TV San Francisco □ *Tell-A-Vision* (religious, top 25 markets).
Office of Communications, Archdiocese of Cincinnati □ *Visions* (religious, markets 26-100).
Home Box Office □ *Emmet Otter's Jug-band Christmas* (youth-oriented, national).
WBBM-TV Chicago □ *Good Gang Express* (youth-oriented, top 25 markets).
WAVE-TV Louisville, Ky. □ *School Daze* (youth-oriented, markets 26-100).
United States Catholic Conference □ *Shaping Our World* (PSA, national).
WBZ-TV Boston □ *Ballet* (PSA, top 25 markets).
University of Wisconsin □ *Clyde the Kid* (PSA, markets 101-212).



Iron out an irony. Representative Robert Garcia (D-N.Y.), seated, and Norman Louvau, former head of television for Columbia Pictures, have joined forces in an effort to free up for distribution in the U.S. American programs that have been dubbed in Spanish for the foreign market. Garcia, whose district is heavily populated with Spanish-speaking Puerto Ricans, and Louvau petitioned the FCC last week to prohibit television stations from acquiring exclusive rights to foreign-language versions of U.S. feature and syndicated films they do not intend to broadcast. Their petition says the distribution rights that stations now acquire apply to all versions, not only the English-language one. The result, they say, is

that Spanish-language stations are denied access to any of the approximately 10,000 features released for television that have been dubbed in Spanish for sale to stations and theaters in Puerto Rico and South America. The petition says the ability of stations to withhold from the market the Spanish-language version of the American films they acquire constitutes a barrier to additional service to Spanish-speaking viewers as well as to the establishment of additional Spanish-language stations. The petition notes that Spanish International Network presents Mexican programming to a large Spanish-speaking audience. But, it adds that "many" Spanish-speaking viewers prefer American programming dubbed in Spanish. Louvau is interested in providing Spanish-language programming for pay television.

Radio

Canadian Broadcasting Corp. □ *Mostly Beecham* (entertainment, national).
KNEW(AM) Oakland, Calif. □ *Dreaming Together* (entertainment, local).
NBC Radio News □ *John Paul Goes Home* (informational, national).
WNYC-AM-FM New York □ *New York Considered* (informational, local).
Canadian Broadcasting Corp. □ *Echoes of Children* (religious, national).

KLX(AM) Portland, Ore. □ *Marriage Encounter* (religious, local).
KGW(AM) Portland, Ore. □ *Open Door* (youth-oriented, national).
KFRC(AM) San Francisco □ *Father Harry: God Squad* (youth-oriented, local).
KSFO(AM) San Francisco □ *To Whom It May Concern* (PSA, local).

Station awards

KNOM(AM) Nome, Alaska
WCVB-TV Boston

Personal achievement award

Robert B. Beusse, former secretary for communications, United States Catholic Conference.

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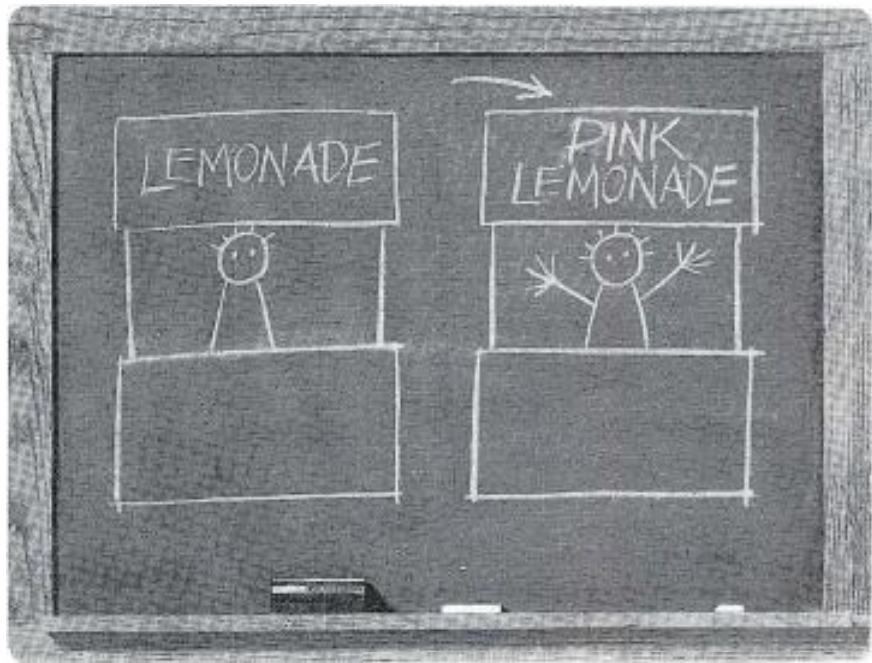
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Shiben's shop to be restructured

FCC Broadcast Bureau chief will get staff for planning and evaluation; AM-FM applications to go through separate chutes

In the wake of a General Accounting Office report criticizing management at almost every level of the FCC, the commission has been giving itself a bureaucratic facelift. Its latest maneuver is a major reorganization of the Broadcast Bureau.

Bureau Chief Richard Shiben said the principal changes will be the establishment of a program planning and evaluation staff within his immediate office and a streamlining of the broadcast facilities branch, the unit responsible for processing all broadcast applications.

Shiben said the reorganization will give the bureau "increased capability for planning and developing policies in light of new and advancing technologies that tend to blur the lines between video, audio, cable, common carrier and broadcast."

The program planning and evaluation staff, Shiben said, is intended to keep the bureau chief and his division chiefs aware of what technological changes are taking place in the communications industry, what impact they will have and what new policies and procedures will insure full public benefit from the changes. He added that this staff will be his "arm" for establishing the bureau's goals and priorities.

The most important changes for the facilities branch are the formation of separate AM and FM branches to handle the full array of applications and issues affecting each radio service (this will mirror the UHF-VHF design of the television branch), the establishment of an auxiliary services branch to handle the 3,000-per-year translator and auxiliary services applications, and the reassignment of the educational broadcasting branch to the policy and rules division's policy analysis branch.

Commissioners James Quello and Abbott Washburn joined in a statement denouncing the changed status of the educational broadcasting branch. "The facts are" they said, "that there will no longer be any recognizable entity within the commission charged with the responsibility of concentrating expertise and resources to deal explicitly with the problems and interests of the educational broadcasting community . . . The needs and special interests of educational broadcasting are being viewed by the commission with diminished concern."

Shiben countered by saying he feels placing educational broadcasting under policy and rules will give more emphasis to educational rulemaking activities—emphasis that has been placed elsewhere in the past. Previously there were two people responsible for expediting educational applications in the facilities division. Shiben admits there are tradeoffs with the new set-up, but says he is ready to try a system he believes will better the cause of educational broadcasters.

In the past, the Broadcast Bureau has been criticized for a haphazard approach to rulemakings, a lack of organization, and most of all, its morale problem. Shiben believes all that's changing. "In April, on a scale of one to ten, I would have given us a four . . . now I give us a nine." Shiben, whose sensitivity to the people who work for him is praised by many, thinks it's important to get as many people on the "team" as possible.

He has instituted weekly meetings with all his division chiefs and office managers and briefing sessions on a number of major issues to make them more understandable to staff. "If we can keep in touch

with one another, if we can avoid overlapping . . . we can get as much done as we can, as quickly as we can," Shiben said.

Other reorganization steps for the bureau include:

- Formation of the technical and international branch in the policy and rules division which will include its present engineering branch, the technical and allocations branch of the broadcast facilities division, and all personnel handling international matters.

- Creation of an equal employment opportunity branch within the renewal and transfer division.

- Abolition of the Office of Network Study and reassigning its functions to policy and rules' legal branch.

As with any major reorganization of the FCC, this is subject to congressional approval. Both the House and Senate Appropriations Committees put a stipulation in the FCC's 1979 appropriations bill that Congress be informed of any changes within the commission. Margaret Sharkey, a staff assistant in the FCC executive director's office, said the procedure, however, is "pro forma."

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Networks defend refusal to sell political periods

All three say it's too early to start airing 30-minute slots; scheduling disruptions would be massive if other candidates wanted equal time

The three television networks last week said that it's too soon, nine or 10 months ahead of the political conventions and a year before the presidential election, for them to begin selling half hours to presidential candidates. The potential disruption of their schedules, they claim, would be considerable—more than they could reasonably be expected to accept.

ABC, CBS and NBC made those arguments last week in responding to the complaint the Carter-Mondale Committee filed with the FCC after the networks rejected a request to make a half hour of prime time available on Dec. 4, 5, 6 or 7. The time is being sought in connection with President Carter's scheduled announcement for renomination and re-election on Dec. 4 (BROADCASTING, Oct. 29). Their action, the networks maintained, was reasonable and within their discretion.

The Carter-Mondale Committee based its complaint on the "reasonable access" provision of the Communications Act. That provision authorizes the commission to revoke the license of a station guilty of "willful or repeated failure" to afford reasonable access to a candidate for federal office.

But the networks say a multitude of candidates—about a dozen Republican and Democratic hopefuls who are at least reasonably well known, plus some 60 others who have already filed a notice of their candidacy with the Federal Election Commission—are in the race.

And, NBC said, if it sold time to the Carter-Mondale Committee under the reasonable access provision, "there would seem to be no basis on which the network could refuse to sell a similar time period"

to any other legally qualified candidate, of either party. (Not only the reasonable access provision but the equal-time law would be applicable.) "The enormity of the potential disruption of the NBC television network prime-time schedule is obvious," the network said.

Carter-Mondale had contended that, "at most," the networks would be faced with requests from only six candidates—three in each party; that others would lack the resources to buy the time. But the networks regard that as speculation on which they cannot base decisions that would bind them legally. (Republicans John Connally and Ronald Reagan have also requested and been denied half-hour buys by the networks.)

The networks all stress the "flexibility"

they say the commission has afforded broadcasters in dealing with requests for time under the reasonable access provision. They note that the commission has recognized the validity of broadcasters' concerns about the possible disruption that multiple political broadcasts would cause in their schedules.

And, as CBS said, at this point in the 1980 campaign ... [it] "has made the judgment that the public interest does not require the pre-emption of extensive segments of its national program service for political broadcasts of half-hour duration."

CBS, moreover, noted that it is making time available to the candidates—in five-minute program segments. Connally and Reagan have purchased two, one in prime time and the other during the day. But the Carter-Mondale Committee feels the five-minute segment is not adequate.

The question of at what point in the presidential campaign the reasonable access provision applies to networks—if at all—is one the commission will have to resolve. Although CBS has begun selling time, NBC notes that the Democratic national convention is 10 months off—in August—and that to the extent a candidate seeks national network time, "it is with regard to that national event." (NBC said the earliest any network sold a half hour to a presidential candidate in 1976 was March 31, when it sold the time to Ronald Reagan.)

Candidates seeking time in connection with individual state primaries, conventions or caucuses, NBC adds, should seek it in those states from individual stations,

Washington Watch

WDCA-TV fight continues. Improvement Leasing Co. has gone to court in its effort to regain ownership of wdca-TV Washington, whose sale to Taft Broadcasting Co. FCC approved on Aug. 16. Improvement Leasing and Washington Association for Television and Children, in separate appeals, are asking U.S. Court of Appeals in Washington to reverse FCC order denying WATCH's motion for order requiring Taft and Improvement Leasing to rescind their consummation of transfer as premature. Parties closed within hours of commission vote on transfer. Improvement Leasing changed its mind about sale after closing; it reportedly received offer topping Taft's \$15.5 million by \$5 million. Besides its appeal of commission's refusal to order unscrambling of sale, WATCH is appealing order approving transfer.

Study of the Spanish-speaking. Commerce Department's Office of Minority Business Enterprise has awarded \$45,000 grant to National Association of Spanish Broadcasters to develop marketing profile of Hispanic population in U.S. and Puerto Rico. Profile will explore product consumption and media habits of Hispanics, with goal of bringing advertisers into Hispanic market and encouraging growth of Spanish-language broadcasting. Study is targeted for distribution next February.

Quello support. Broadcasters are beginning to push for Commissioner James Quello's reappointment to the FCC when his term expires June 1980. Missouri Broadcasters Association has urged its members to write their congressmen supporting Quello's reappointment. MBA has warned that "the immediate danger right now is that the appointment will go to someone else because no pressure is being put on the White House ... rumors on his successor are running rampant. Most frequent ... a representative from the Mexican-American minority."

Commerce completed. As expected, Representative Robert Matsui (D-Calif.) has joined full House Commerce Committee, taking spot vacated by Marty Russo (D-Ill.), who moved to Ways and Means ("Closed Circuit," p. 7). Process to fill Communications Subcommittee seat vacated by Russo hasn't yet started, however.

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not the networks. In that connection, NBC says the reasonable access provision does not appear to apply to networks, since it "refers explicitly to use of 'a broadcast station' and is contained in a section of the Communications Act dealing with license revocation." And, it added, "networks are not licensed."

ABC and CBS do not make that argument. But they stress that the nominating process involves a series of primary and convention contests over a period of months. And a network, ABC adds, is "a national medium." The Carter-Mondale Committee "suggestion that a single state caucus"—Iowa holds precinct caucuses on Jan. 21—"is sufficient to trigger access to a national medium, as distinguished from individual stations in and serving that state, is misguided."

ABC, which in denying the Carter-Mondale request said it would not sell time to presidential candidates until "early" in 1980, used its pleading to be more specific: "the first week in January 1980." It noted that the first program time it sold in 1976 was a five-minute segment on April 23.

Besides the question of when access should be granted, ABC posed, in a footnote, the question of whether even that question is "properly" before the commission. For, it notes, "the request for time comes on behalf of a person who is not yet a legally qualified candidate."

Meanwhile, the Carter-Mondale Committee's media adviser, Gerald Rafshoon, is continuing to receive responses to a request for half-hour availabilities dispatched to stations around the country two weeks ago as part of a "backup" plan designed to assure the President of the television time he wants in connection with the kick-off of his campaign (BROADCASTING, Nov. 5). Beverly Ingram, timebuyer on the project, said she was "not unhappy" with the responses thus far, but declined to say how many stations had offered to sell the time.

FCC has to march up to the Hill, but NTIA won't

**Oversight hearings for commission
this week; Geller gets excused**

Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee decided last week to postpone oversight hearings for the National Telecommunications and Information Administration, opting instead for a written explanation from NTIA on common-carrier legislation it has been drafting. The FCC, however, will not get off the hook so easily, as three consecutive days of previously scheduled scrutiny will begin tomorrow (Nov. 13).

Day one takes up fairness doctrine issues, with representatives of all three commercial television networks on hand, including Everett Erlich of ABC, Gene Mater of CBS and Corydon Dunham of NBC. Joining them on this panel will be

Arthur Ginsburg, chief of the FCC's complaints and compliance division; Andy Schwartzman, of the Media Access Project; Cornell Maier, of Kaiser Aluminum; James Gallant, of WMAL (AM) Washington, whose station was one of many radio outlets that has carried a Kaiser ad, which TV networks have refused to run.

The second day will take up two different topics, with two separate panels. The first group will explore the FCC's new uniform system of accounts for telephone, while the second panel will take a look at the commission's management practices. Representatives of the General Accounting Office, which recently released a study critical of the FCC's management, will be on hand for this panel. It is anticipated that additional topics will also be looked at, including the commission's network inquiry, radio and cable deregulation, consumer regulations and budgetary matters.

On Thursday all seven commissioners and top bureau people will be available for questioning, with Chairman Charles Ferris the only one expected to deliver any prepared statement.

WNAC-TV insider wants outsider to stay out

NETV president says Hub, which seeks entry, is special-interest group that lacks legal standing

David G. Mugar, president of New England Television Co., has not waited for his attorneys to file a formal reply to Hub Broadcasting Inc.'s effort to enter the 10-year-old Boston channel 7 case involving RKO General Inc.'s WNAC-TV. NETV issued a news release in which Mugar calls the pleading "an outrageous abuse of the legal process and an attempt to move into the situation at the 11th hour."

NETV is a merger of Community Broadcasting of Boston Inc. and the Dudley Station Corp., which had initiated the case in 1969 as challengers for the license held by RKO. The parties are attempting to settle the case by RKO's sale of the station to NETV.

But Hub says the case has reached an administrative dead end and that the commission should start over by opening the proceeding to applicants.

Mugar calls Hub's action "a blatant attempt to piggyback a special interest group's ideas into this case and is without legal standing."

He also took issue with allegations Hub made regarding him.

Where Hub said NETV faces an anti-trust issue because Mugar and Dudley's Irving Rabb have ownership interests in the largest and second largest supermarket chains in Boston, Mugar said his family's interest in one chain is less than 3% and could not control its activities.

As for Mugar's purchase of 3,693 shares of stock of RKO's parent, General Tire & Rubber Co., Mugar said the stock amounts to "less than two-hundredths of 1% of General Tire's shares," was

purchased as part of his over-all investment portfolio, and was sold over six months ago. He also said the purchase did not involve an effort to influence a stockholder suit against General Tire that was filed in Cleveland. Hub noted that while Mugar could have been included in the four shareholder suits that were filed, he was not named as plaintiff.

Ferris futurist

In print media speech, he talks of difficulties and drawbacks in fitting new technologies into old regulatory framework, and of some dangers they may pose

FCC Chairman Charles Ferris believes all citizens should "devote their imagination" to the challenges of technological advances in communications.

Speaking at the Audit Bureau of Circulation's annual convention in New Orleans last Wednesday, Ferris said "historic distinctions between electronic media, like the telephone and television, and print media, like newspapers and magazines, are breaking down and fading away." Ferris used as an example the recent deregulation of satellite-receive earth stations. He said this FCC action will permit "lower-cost use of satellite communications for the national newswire services."

However, he said that "this domino

effect, this far-reaching impact of our actions, makes our task as complex as it is important." He said the complexity lies in devising a regulatory approach that takes into account the distinctions between common carrier services and broadcasting.

Ferris said the FCC's present concern with common carrier services is insuring that the rates they charge are reasonable and the access they provide their customers is equitable. Broadcasters, on the other hand, have First Amendment rights in a "free marketplace of ideas," though they are required by law to act as public trustees of the airwaves, insuring access to diverse speech by listeners, he said. "Events are quickly making these classifications unwieldy, if not sometimes incoherent."

"New technologies like fiber optical cable, cellular mobile radio, videodisks and advanced satellites seek entry into the marketplace, and the regulatory apparatus strains to find ways to fit them into our existing categories or to devise exceptions when they do not fit," Ferris said.

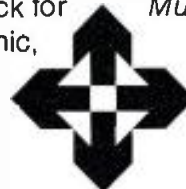
Ferris said the answers lie not in "redesigning" the regulatory structure, but "they go to the heart of what the nature of government involvement in communications will be in future decades."

Ferris said the best examples of the merger of print and electronic media are the teletext and viewdata systems. "When our television sets become the receivers and our phone lines the transmitters of in-

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formation that we would expect to find in newspapers, what should the role of government be?" he asked. He speculated that there should be a "middle course" with the government sitting as an "impartial umpire over videotext systems, assuring only that rates are regulated and access guaranteed to those who could meet the fair price. No one who controlled a transmission system would be allowed also to provide the data and programing transmitted. Those who performed the videotext programing function would have the rights of print publishers under the First Amendment."

Ferris expressed his concern about the invasion of privacy through technologies entering the home. "If they serve as our burglar and fire alarms; if they can meter our purchases and record the information we choose to retrieve and the entertainment we choose to watch or the government official we choose not to; if they reveal who our friends are and are not, and what we say to them—and if they are, most importantly, linked together in one new brave information empire—they can become the vehicle for stripping us of our privacy, our freedom and our dignity."

In ending, he said he does not believe the FCC should stand in the way of these developments, but should direct its efforts toward identifying the problems they may present. He said, "my view of the future is tempered by an awareness of its dangers ... we must master technology or technology will be the master of us."

Attack on FCC proposals for radio deregulation

Groups contend commission didn't indicate which way it's heading in its rulemaking proceeding

Nine citizen groups have joined in asking the FCC to alter its radio deregulation rulemaking proposals. The petitioners complain that the commission's rulemaking doesn't indicate adequately which direction the agency is leaning in the proceeding.

The groups—the American Civil Liberties Union, Black Citizens for Fair Media, the Consumer Federation of America, Ecumedia, the National Citizens Committee for Broadcasting, the National Citizens Communications Lobby, the Media Reform Committee of the National Organization for Women, the Public Media Center, the WNCN Listeners' Guild—contended that the radio deregulation notice of proposed rulemaking states a "preferred option" for "radical" relaxation of FCC rules. The FCC, according to the groups, seems to incline toward elimination of ascertainment requirements and standards for news, public affairs and commercial volume.

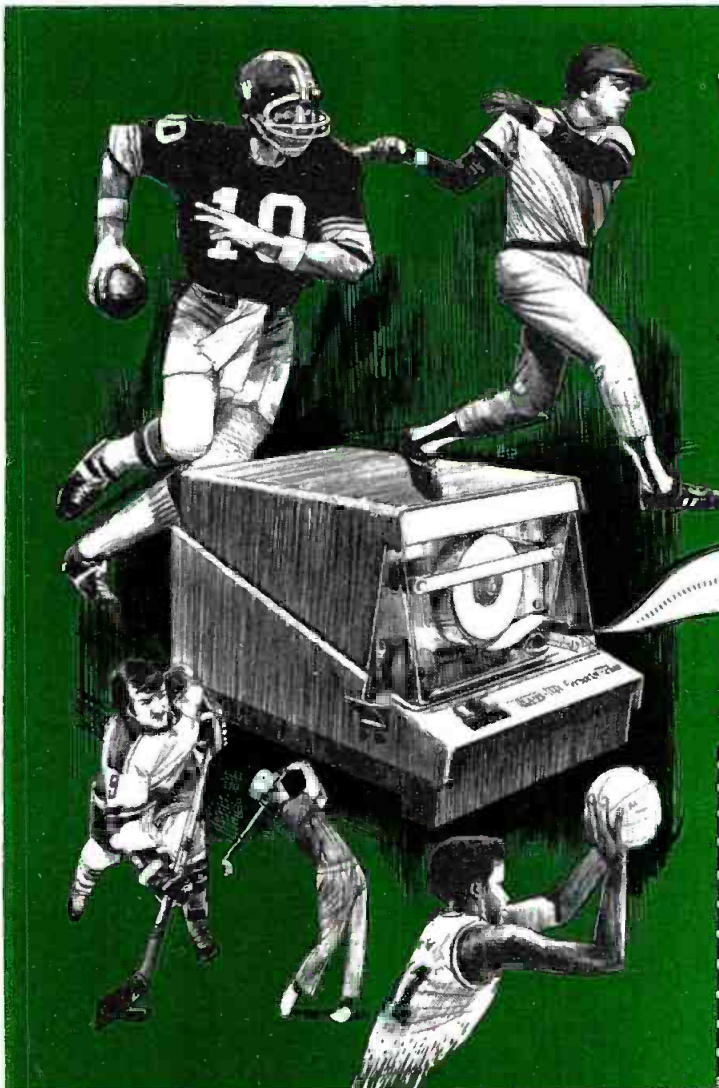
The citizen groups argued that unless

the commission indicates to the public its inclinations and priorities in this rulemaking, the public will be unduly burdened by having to respond to every option. They said the public should be in a "position to assess which options are seriously being considered."

Last month the FCC adopted its notice of proposed rulemaking, which looks to the lifting of many of the regulations governing radio. Although it was clear that the staff supported elimination of most of the policies now governing the industry, the commission adopted a wide-ranging proposal that seeks comment on any of the many listed options.

The citizen groups also criticized the commission for not seeking comment on the staff report from which the notice was adopted. The groups cited much of the evidence in the staff report as "faulty" and said there were a number of statements and conclusions that had no support.

Besides asking the FCC to refine its position, the groups asked that the commission publish in the *Federal Register* all documents relating to the staff report and the full results of the FCC's recent experimental study of ascertainment in small markets, hold extensive commission hearings throughout the country addressing all radio deregulation questions, issue a tentative decision and allow 120 days for public comment, hold an oral argument on the results of this decision and comments, and extend the amount of time for the public to file comments.



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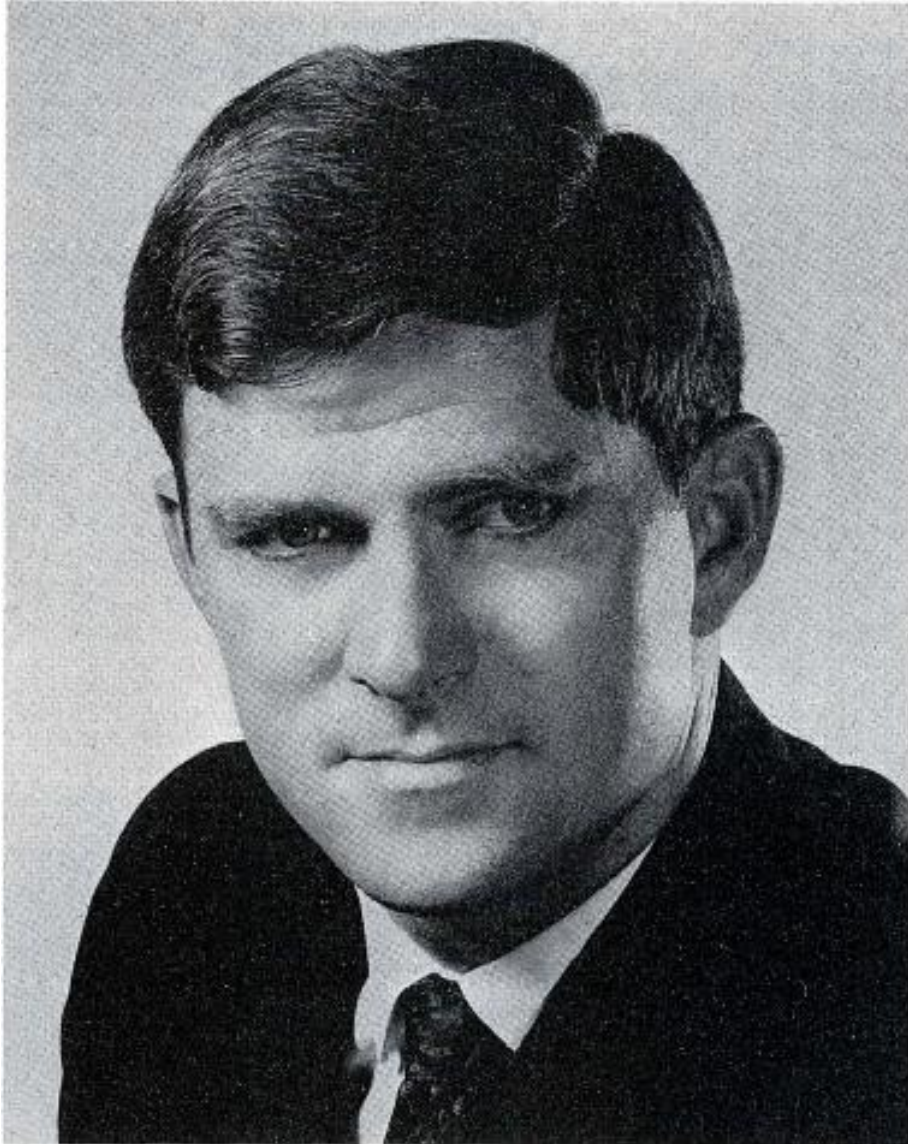
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Multimedia Program Productions, Inc., 140 West Ninth Street, Cincinnati, Ohio 45202. *Source NSI May '79 estimates. Qualifications on request.

NOW gearing up for programing, EEO campaigns

Bonk plans to monitor employment in three states, wants to help push shows dealing with women

The National Organization for Women, long a force in the citizen movement in broadcasting, is broadening the scope of its activities in the industry. Petitions to deny license renewals won't be ignored. But beginning in December, NOW will undertake a "pilot project" with three new objectives: to analyze equal employment opportunity programs at broadcast stations in at least three states, to examine the role of women in station ownership, and to assume a major role in promoting the production and syndication of public affairs programs dealing with women's issues.

The project was conceived by and will be carried out principally by Kathy Bonk. For 10 years, Bonk has served NOW as a volunteer in media reform. The \$35,000 she is in the process of raising in grant money will, she said last week, enable her to devote most of her time to the project for its expected six-month life. "After 10 years," she said, "I finally reached the point where I saw what had to be done, but decided I couldn't do it on a volunteer basis."

By spring, she hopes to obtain sufficient funding to transform the project into an ongoing one. She talks of \$200,000 and a staff of three or four, including a lawyer.

The EEO project, which will involve minorities as well as women, will focus on an issue that has long plagued the FCC—how accurate are the job titles broadcasters use in reporting on their employment of representatives of those groups. "We will look for misclassification," Bonk said.

What's more, the study will deal with how many women are employed at the stations checked and at what level they enter station employment. "Major market stations and network-owned-and-operated stations are generally OK," Bonk said. "We need pressure on smaller stations."

The states where the study will be made have yet to be selected. But Bonk said one would be among those where stations are up for renewal in 1980, while another would be among those where stations were renewed this year. The third would be a Western state, where stations are due for renewal in 1981.

The study will be conducted by NOW chapters, with support from the United Church of Christ, the National Black Media Coalition and other groups.

On the ownership issue, Bonk said, "I need six months to talk to people"—she mentioned specifically FCC Chairman Charles D. Ferris and Assistant Secretary of Commerce for Communications and Information Henry Geller—"on where the women's movement should go." She expects the research to result in the issuance of position papers that NOW and other groups can use in developing policy. But one thing she is determined to avoid in the ownership issue is a confrontation between white women and minority men. "I don't want them fighting over the crumbs," Bonk said.

But it is the syndication element of the project that represents the sharpest departure from past NOW actions in the broadcasting area. She said some stations are producing quality public affairs programs on women's issues and on the changing roles of men and women that other broadcasters might be interested in carrying if they knew of them. "I get tons of calls from stations interested in carrying such programs," she said. NOW, she added, "could act as a nonprofit clearinghouse."

There is more to Bonk's interest in programing. She feels NOW could offer "positive reinforcement for quality programs." She spoke glowingly, for instance, of an upcoming CBS made-for-television movie, the *\$5.25 an Hour Dream*, starring Linda Lavin as a divorced woman

with a family to support, learning how to survive in a blue-collar world. NOW groups, she said, will help promote the film.

There is however, another side to that interest in programing. "Negative stuff"—which is how she indicated she would characterize ABC's popular series, *Three's Company*—would be given different treatment. "We'll either blast it publicly or organize campaigns." But, she said, NOW would respect the First Amendment. "Feminists," she said, "are civil libertarians."

CPB documents use of ITV at colleges

Television may be popular in the home, but a new study released last week shows that the nation's colleges and universities can't seem to exist without it.

The Higher Education Utilization Study, conducted for the Corporation for Public Broadcasting by the National Center for Education Statistics, shows that a substantial number of colleges and universities used television last year either to offer courses or to supplement instruction.

Of the 2,812 schools responding to the survey, 71% said they used television last year, while 61% said they offered courses



On the dotted line. Articles of incorporation creating a new Association for Public Broadcasting have been formally signed. The association, which grew out of the Public Broadcasting Service's annual meeting in June, will act as a center for national planning, research and representation for public TV licensees, allowing PBS to concentrate more on the design and delivery of programing. From left to right: Lawrence K. Grossman, PBS president; Gordon MacInnes Jr., New Jersey Public Television; Ira M. Koger, WCTV-TV Jacksonville, Fla.; Barbara Roper, WMFE-TV Orlando, Fla.; Andrew M. Bradley, WITF-TV Hershey, Pa.; Charles Northrip, KTOO-TV Juneau, Alaska; Alfred C. Galloway, WOCN-TV Nashville; Zoel J. Paranteau, KPTS-TV, Wichita, Kan.; Edward J. Pfister, KERA-TV Dallas; Homer D. Baddidge Jr. (committee chairman), Connecticut Public TV; Bob Allen, Oklahoma ETV; Hartford N. Gunn Jr., PBS vice chairman, and Edward E. Hales, WHA-TV Madison, Wis.

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Joe Dingus, who works at Bethlehem's Buffalo Tank Division, was awarded a new car for his better idea: an inexpensive template to facilitate intricate burning of steel plates during fabrication.

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During our 1978 program, Bethlehem employees turned in more than 9,000 ideas for new ways of working smarter. Over the next three years, we expect to save more than \$15 million solely from suggestions generated by that campaign.

And we expect equally as good results from our 1980 program.

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When you get right down to it, deficit spending by government is the chief cause of inflation. We need to take better ideas to the top in government, too. We need to keep government aware that unfettered spending must be brought under control—and that one way to check inflation is to make our tax dollars more productive.

Let's all take our better ideas to the top.

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That someone may be President Carter...your boss... your governor...your representatives in Congress...?????

Your idea, like Joe's, *can* make a difference. But only if you share it.

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Working Smarter

over TV or used it as an instructional aid. CPB president Robben W. Fleming said the study was important because it documented, for the first time, the extent that television is used by colleges, and shows how the TV system is working.

According to the report, 19% of the institutions that did not use TV last year for instruction had used it in the past, while 37% of those schools that didn't use it last year had plans for future use.

The study found that one major factor that encourages the use of TV in schools is faculty support for the idea. One negative factor, which discourages use of TV, is the inability of colleges to provide support services for television for instruction.

Fleming said that analysis of data will continue for another few months, and a second phase of the study will assess the impact radio has on instruction. "We suspect that much instruction does or can benefit from radio as well as television," he said.

sponsored by the Justice Department, the Anti-Defamation League of B'nai B'rith, the Urban League and 59 other groups, heard WABC-TV New York commentator Janet Langhart and WCVB-TV Boston producer-hostess Sonya Hamlin admit they have problems being objective.

"We're the watchers," said Langhart, "but we need watching by you. We try to be objective, but that's very, very difficult."

"We have as much prejudice as all of you," Hamlin told some 600 civic and community leaders. "The television medium is first and number one a business that sells time. It's a myth to criticize it for not changing America."

Since TV's target is a mass audience and not minorities, Hamlin said, "it's useless

to get mad." She urged her listeners instead to "give the media information in a constructive way, not with hostility."

WCVB-TV News Director James Thistle said the best response to a "destructive" story is an "articulate" letter. "We can do a bad job and get zero letters about it," he said. "We get reactions about announcers' hair styles and clothes. But if I get an articulate letter, I can use it to tell the reporter to 'Do your homework. You don't have a license to be a star every night.'"

Thistle condemned live coverage as too often a "license to use cameras as a gimmick. Some of the worst reporting" he has seen during his 16 years in Boston has been "on-the-scene, because the reporter has no chance to find out what really happened, much less think about it."

Changing Hands

PROPOSED

Broadcasters admit to imperfections, urge responsible criticism

Television executives and commentators admitted to the possibility of bias and superficiality—and urged community leaders to criticize their shortcomings—at a New England regional conference on race relations. The Boston session, co-

■ **WDNR(AM)-WNTQ(FM)** Syracuse, N.Y.: Control sold by Wechsler Coffee Corp. to WN Broadcasting Inc. for \$1,871,980. Seller is controlled by Harry F. Wechsler and Jack Burriss as voting trustees. Buyer is owned by Ralph C. Guild and McGavren-Guild Inc. Guild is president of the employe-owned McGavren-Guild, radio sales representative firm. Guild is also


principal owner of KFAC-AM-FM Los Angeles. WDNR is on 1260 khz with 5 kw fulltime. WNTQ is on 93.1 mhz with 97 kw and antenna 660 feet above average terrain.

■ **WMCP(AM)** Columbia, Tenn.: Control of licensee, Maury County Boosters Corp., sold by G. Paul Crowder (33 1/3%) and B.C. Eddins (33 1/3%) to T. Earl Williford; his sons, Tom E. and M. Keith, and his half-brother, J. Mack Shaw, for \$350,000. Crowder has no other broadcast interests. Eddins also owns WFMH-AM-FM Cullman and WAGF(FM) Dothan, both Alabama, and has purchased WARI(AM)-WXLE(FM) Abbeville, Ala. (BROADCASTING, Sept. 24). Elder Williford currently owns 33 1/3% interest in station. Tom has been announcer at WMCP since 1974 and Keith is civilian electronic specialist working for Army at Redstone Arsenal, Ala. Shaw has been commercial manager of station since 1963. WMCP is 1 kw daytimer on 1280 khz.

■ Other proposed station sales include: **WVMG-AM-FM** Cochran, Ga., and **KIPC(FM)** Albuquerque, N.M. (see "For the Record," page 83).

APPROVED

■ **KMJ-TV** Fresno, Calif.: Sold by McClatchy Newspapers to San Joaquin Communications Corp. for \$13.5 million. Seller is owned by Eleanor McClatchy and family; her nephew, Charles, is president. It also owns three California newspapers and **KBEE-AM-FM** Modesto and **KFBK(AM)-KAER(FM)** Sacramento, both California, and **KOH(AM)** Reno, Nev. It has sold, subject to FCC approval, **KOVR(TV)** Sacramento (BROADCASTING, July 9). Buyer, owned by 14 local businessmen, farmers and ranchers headed by R.W. Millard, president, had filed competing application for KMJ-TV facility. McClatchy sold to avoid long and costly hearing (BROADCASTING, May 28). KMJ-TV is NBC affiliate on ch. 24 with 191 kw aural, 38 kw visual and antenna 2,350 feet above average terrain.



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11/12/79

■ **KDKO(AM)** Littleton, Colo.: Sold by Radio Station KDKO Inc. to Sterling Recreation Organization Co. for \$1.1 million. Seller is principally owned by David M. Segal, who also owns **WGVM(AM)-WDMS(FM)** Greenville, Miss. Buyer is principally owned by Frederic Danz, who also has controlling interests as individual or in fiduciary capacity in **KALE(AM)-KIOK(FM)** Richland, **KBFW(AM)** Bellingham-Ferndale and **KEDO(AM)-KLYK(FM)** Longview, all Washington; **KASH(AM)** Eugene, Ore., and **KSJO(FM)** San Jose, Calif. In addition he owns 22.7% of **KZOK-AM-FM** Seattle, **KSND(FM)** Springfield, Ore., and **KXRX(AM)** San Jose. **KDKO** is on 1510 khz with 1 kw day and 5 kw night.

■ **KVAN(AM)** Vancouver, Wash.: Sold by New Broadcasting Corp. to Patten Communications Corp. for \$967,725. Seller is owned by Howard R. Slobodin (90.1%) and his brother, Alan (9.9%). Neither has other broadcast interests. Buyer, owned by Myron P. Patten and 24 others, also owns **WGMW(FM)** Riviera Beach, Fla.; **WMPX(AM)** Midland and **WKHM(AM)-WJOX(FM)** Jackson, both Michigan; **KLNT(AM)-KLNQ(FM)** Clinton, Iowa, and **WYXE(FM)** Sun Prairie, Wis. **KVAN** is on 1480 khz with 1 kw day and 5 kw night.

■ **WMOH(AM)** Hamilton, Ohio: Sold by Raymar Communications Inc. to RaKel Inc. for \$900,000, including \$150,000 for consultancy and agreement not to compete. Seller is principally owned by R. Markey & Sons Inc., New York, principally owned by Hugh A. Markey. Bill R. McRae is president and minority shareholder. Raymar sold only other broadcast interest, **WYCH(FM)** Hamilton, Ohio (now **WOKV**), in March 1978. Buyer is wholly owned subsidiary of Superior Distributing Co., Tiffin, Ohio. It is principally owned by Robert Klepper, who has no other broadcast interests. **WMOH** is on 1450 khz with 1 kw day and 250 w night.

■ **KQMS(AM)** Redding, Calif.: Sold by J.L. DeArmond, George R. Johnson and John R. Dellenback (partnership) to Barker Broadcasting Inc. for \$840,000. Sellers also own **KTVL(TV)-KMTL(FM)** Medford and **KTvZ(TV)** Bend, both Oregon. Buyer is owned by Harry E. Barker, general manager of **KQMS**. **KQMS** is on 1400 khz with 1 kw day and 250 w night.

■ **KIDN(AM)** Pueblo, Colo.: Sold by Heparchy Inc. to Scribner Broadcasting Inc. for \$700,000 plus \$80,000 for agreement not to compete. Seller is owned by Rick Thom (60%), Leon Peterson (20%) and John Findley (20%). None has other broadcast interests. Buyer is owned by David G. Scribner, former president of Doubleday Broadcasting Inc., who has no other broadcast interests. **KIDN** is on 1350 khz with 5 kw day and 1 kw night.

■ **KLCO-AM-FM** Poteau, Okla.: Sold by LeFlore County Broadcasting Co. to Collins Broadcasting Corp. for \$775,000. Seller is owned by R.B. Bell and his wife, Bernice, who have no other broadcast interests. Buyer is owned by Roy D. Collins, former general manager of **KXOL(AM)** Fort

Worth, who has no other broadcast interests. **KLCO** is on 1280 khz with 1 kw day. **KLCO-FM** is on 97.9 mhz with 100 kw and antenna 2,000 feet above average terrain.

■ Other approved station sales include: **KOSO(FM)** Patterson and **KWBZ(FM)** San Luis Obispo, both California; **WMPP(AM)** Chicago Heights, Ill.; **WELX(AM)** Xenia, Ohio, and **KESI(FM)** Edinburg, Tex. (see "For the Record," page 83).

AWRT begins search for its roots

Group launches drive to find the first women in various categories in broadcasting

The American Women in Radio and Television wants to identify the women pioneers in broadcasting.

Timatha S. Pierce, AWRT president, has announced a four-month national drive to find and document such names.

Noting the increasingly important roles that women are assuming, she said: "Today's woman in broadcasting is riding, in part, on the wave of legacy left by the first women to break sound and sight barriers, whether it was in the 1920's at the birth of radio or just yesterday in the field of electronics maintenance. It is time we rec-

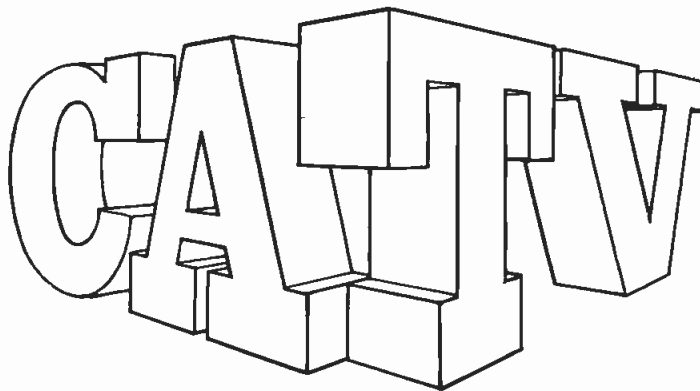
ognized our own history and sought out those to serve as model roles for the generations of women in broadcasting to come."

AWRT intentionally did not specify the categories for "first" but to stimulate responses did list some classifications. Those include: disk jockey, star of a network comedy series, radio station owner, TV station owner, cameraperson, sportscaster, news producer, network news correspondent, White House correspondent, salesperson, station manager, media buyer, engineer, talk show hostess, station business affairs manager, agency creative director and traffic helicopter pilot.

In listing its examples, AWRT noted that while the primary intent is to discover first women in broadcasting, it also wants to document first women in allied fields.

Nominations will close March 31 with plans to honor the chosen women during the closing night (June 6) banquet of the 29th annual AWRT convention in San Antonio, Tex.

Nominations should be forwarded to Pierce at AWRT, 1321 Connecticut Avenue, N.W., Washington 20036. Submissions should include nominee's name, address and phone number (if deceased, someone other than the nominator should be listed for verification purposes); nominator's name, address and phone number; category for the "first" and the date of it.

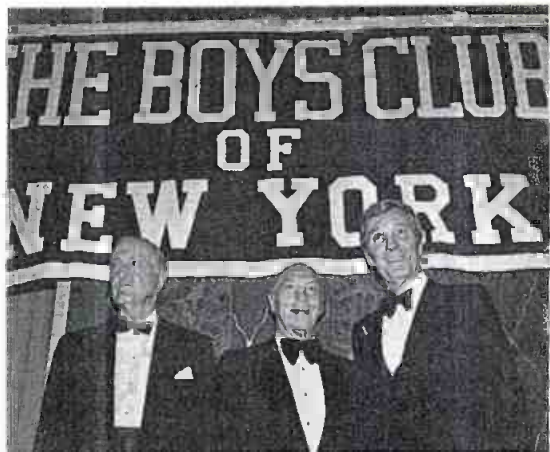


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Boys' friend. Leonard Goldenson (center), chairman of ABC Inc., was honored last week at the fourth annual Boys' Club All Sports Hall of Fame dinner at the Waldorf-Astoria in New York. He received the Harriman award from the Boys' Club of New York for his "involvement in youth programs and sports." Minot K. Milliken (l) chairman of the Boys' Club of New York, and David Mahoney (r), chairman of Norton Simon Inc. and dinner chairman, presented the award to Goldenson. More than 1,300 people attended the black tie benefit, including sports stars Yogi Berra, Diana Nyad, Bob Feller and Lynn Swann. Frank Gifford was master of ceremonies.

Magnavox gets a profile of videodisk purchasers

Magnavox, after surveying purchasers of Magnavision videodisk players in its Atlanta test market, says that a third of the

buyers of the \$775 machine are also owners of another piece of expensive electronics equipment, a videocassette player.

The company says its Atlanta research shows that purchasers are "likely to be male, well-to-do and interested in high quality sound reproduction." Some might think that statistic supports the contention that the future of the consumer market for videodisk units lies with mechanical format machines like RCA's which are promised to be substantially cheaper. Still, Magnavox claims consumers will want the "quality" offered by its optical system and its potential for longer-lasting disks. The high-fidelity audio market, a company spokesman asserts, first developed among the more well-to-do before broadening, while initial research in the second Magnavision test market, Seattle, shows buyers of videodisk systems are "more of a family type."

Other disclosures from the Atlanta survey indicate that owners use the players an average of four times a week, with movies the most popular subjects on disks and men the most frequent watchers. Second in popularity are performances by musical entertainers, and two-thirds of player owners have connected them to stereos.

The company is "right on target" with its plans for widening distribution in 1980. However, one thing it hadn't counted on was a "too great" demand for disks: it had

projected an initial sale of 20 disks per player, but forecasts consumers purchasing the disks in quantities closer to 45 per player.

Back on the job at ITV

After an 11-week shutdown, Britain's commercial television network (ITV) has settled a protracted labor dispute and is back on the air. The technician unions involved have won a 45% salary increase.

In return management has won the right to introduce ENG equipment, which union resistance has up until now kept out of Britain, both at ITV and the BBC. Specifics on the use of the electronic equipment, including size of crews, are still to be negotiated.

The main loser in the strike will be ITV's competition, the BBC, now that its temporary television monopoly has ended, the BBC will be hard-pressed to find the money to pay its employees anything near what ITV workers will now be making (as much as \$45,000 a year). The BBC is totally financed by an annual license fee, now at \$52 a year for each television set owner. The government is reluctant to increase the fee, since it would add to Britain's already high inflation rate.

BBC employees went on strike last year over the low salaries in comparison to their ITV colleagues.



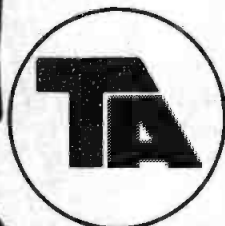
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RAB realigns for the times

Four operating divisions created; some new hiring will be done

The Radio Advertising Bureau has reorganized its operations into four divisions and plans an expansion in staff as part of a bureau effort to meet radio's needs in the next decade.

RAB said that the restructuring, authorized by the board of directors, was in line with recommendations emerging from a "Future of Radio Sales" study in which more than 1,000 radio broadcasters provided ideas and suggestions.

Under the new plan, all operations are consolidated in four divisions reporting to Robert Alter, executive vice president, under President Miles David. They are the business administration division, headed by Howard Brahm, RAB vice president-business affairs, who has been named senior vice president-business administration; the sales service division, encompassing research, member services and sales tools, directed by Richard Montesano, who becomes senior vice president, marketing and sales services; the local sales division, supervised by Joe Vincent, RAB senior vice president, and the national sales division, for which a new senior vice president, national sales, will be selected.

RAB said that a new research director will be hired to report to Montesano and a new sales promotion writer will be engaged to report to William Peterson, RAB vice president for sales tools. Montesano previously had supervised research and member service. Another change was the promotion of Kenneth Costa from manager, marketing information, to vice president, marketing information.

President David said the changes in operations "will have direct dollars-and-cents benefits for the industry." He said they are a response to what broadcasters reported were the most urgent needs, such as "more direct help with co-op; continuously updated sales information; the ability to provide more immediate help whenever there's a sales problem and a continuing campaign to sell radio as a prime medium."

Elmo Ellis of WSB(AM) Atlanta, RAB chairman, said the changes will put RAB in shape for the 1980's. "With this and continuing involvement from broadcasters," said Ellis, "the new-model RAB will be better equipped than ever before to meet the sales development needs of the 1980's."

"I'm particularly pleased to see both



Huddle. The Radio Advertising Bureau, which has reorganized into four operating divisions, holds the weekly meeting of its management plans committee, headed by Miles David, president (second from left) and Robert Alter, executive vice president (far right) and consisting of senior vice presidents overseeing each division: Howard Brahm (l) is senior vice president, business administration; Richard Montesano, senior vice president, marketing and sales service and Joe Vincent, senior vice president, local sales. Fourth senior vice president, to supervise national sales division, is being sought by RAB.

local sales development and national sales development given new separate identity so that each can be pursued to meet radio's full growth potential. Under the new structure additional emphasis will be given to co-op as well, which most broadcasters believe has great significance for the future."

A special RAB board committee, led by Dwight Case of RKO Radio, figured prominently in developing the restructuring.

David noted that the restructuring will enable him and Alter to spend more time on long-range planning and less on day-to-day operations, although they both will continue to be involved in such operations.

The RAB board also named Elliott E. Franks III, executive vice president and general manager of WOIC(AM) Columbia, S.C., as a new director.

Perenchio attempt to buy into Columbia Pictures gets shot down

Tandem chairman sought purchase of 25% of movie firm for price of about \$122 million, withdraws it after management says any offer must be made to all stockholders; TAT signs up producer Lucy Jarvis

Rebuffed by two shareholders who control 8.5% of Columbia Pictures Industries' stock, Jerry Perenchio has dropped an offer he was contemplating that would

have included purchase of Kirk Kerkorian's 25% interest in the company. (Kerkorian also holds 48% of MGM). Perenchio, acting as chairman and chief executive officer of Tandem Productions, said he was "exploring the possibility of merging Tandem and related closely held entities into Columbia Pictures in transactions which would result in Norman Lear, Bud Yorkin, Perenchio and their associates acquiring a major stock interest and working control of Columbia."

The exploration involved a proposal of \$50 a share for the Kerkorian holdings, which would have yielded a substantial return over the \$24 a share Kerkorian paid at the beginning of the year for 1.75 million shares (20%) of Columbia. The full quarter-interest would have had a price tag of about \$122 million.

Perenchio is not only chairman of Tandem, the Yorkin/Lear production company, but also of TAT Communications, the producer of Lear's later series. Perenchio's other interests include National Subscription Television in Los Angeles and WNJU-TV Linden, N.J.

Details of the proposition came to light in a series of prepared statements issued last week by Kerkorian, Columbia, and Perenchio. It was widely assumed that Kerkorian's announcement, coming after negotiations had stalled, was his indication to other potential buyers that his share of Columbia could be had at the right price.

The various statements indicate that Kerkorian requested a meeting on Nov. 2 with Columbia's president and chief executive officer, Francis T. Vincent Jr., and Herbert A. Allen, a director and major shareholder. Vincent and Allen were told of Perenchio's offer to Kerkorian, and, Columbia says, Perenchio wanted to "dis-

BottomLine

Storer go-ahead. Shareholders of Storer Broadcasting overwhelmingly approved two-for-one stock split at Nov. 2 Miami Beach meeting. Board subsequently voted 18 cents-per-share dividend on split shares for fourth quarter, representing 10.8% increase over prior dividend of 32.5 cents on unsplit shares. Stockholders approved increase in authorized shares from 8 million to 25 million shares. Split, effective Nov. 2, and increase in authorized shares had been recommended two months ago by board (BROADCASTING, Sept. 17).

Canadian merger thoughts. Citing "threat of takeover of the cable television industry" by telephone interests, Canadian Cablesystems Ltd, Toronto, has made unsolicited offer to acquire Premier Cablevision Ltd, Vancouver, another north-of-border CATV'er. It's claimed merged companies would serve 30% of the country's CATV subscribers. Canadian Cablesystems proposed \$20 (Canadian) per share cash or stock deal to "certain shareholders" holding over 50% of Premier. Transaction is subject to approval by Canadian Radio-Television and Telecommunications Commission, and price would reportedly total \$66 million (Canadian). Canadian Cablesystems noted that CRTTC has denied two previous applications for change of Premier control, says "there is no assurance" of approval this time around.

Together. Melbourne, Fla.-headquartered Harris Corp. has signed preliminary agreement for merger with Farinon Corp. of San Mateo, Calif., telecommunications equipment manufacturer. Harris estimated cost of stock deal at \$125 million; company will issue eight-tenths of a share for each Farinon share. Transaction is structured to be tax-free to Farinon holders; that company last year reported \$93 million in sales.

Look to the East. Lee Enterprises, Davenport, Iowa-based newspaper and broadcasting group, has established joint venture that gets its foot in China-trade door. Called SINO Information Resources, and jointly owned by Lee and BNC Enterprises of New York, new venture will manage contracts BNC recently made with People's Republic government for magazine advertising sales, travel guide publications and establishment of 250 "technology transfer centers." Centers will be outfitted with videotape units to let interested foreign company "tell Chinese industrial and technical decision makers about itself." SINO is to be located in New York.

To the rescue. Troubled British entertainment conglomerate, EMI, has accepted takeover bid from Thorn Electrical Industries, U.K. television rental and electrical appliance firm. Offer is worth \$355 million. Merger comes two months after negotiations with Paramount collapsed on purchase of EMI's record division, including United Artists label. EMI's leisure interests, including partial ownership of Thames Television, are to be regrouped and run by Lord Delfont, currently chief executive of EMI. New company is to be known as Thorn EMI.

Money to build. UA-Columbia Cablevision Inc. announced arrangement to borrow \$28 million from several insurance companies through 17-year notes carrying fixed interest rate of 10.7%. At same time, company has upped its revolving back credit from \$24 million to \$30 million. President Robert M. Rosencranz said borrowings will supplement company's cash flow and be used for construction in San Antonio, Tex, Westchester county, N.Y., and northern New Jersey. For several months, company will use funds from bank line, replacing them next year with insurer lendings.

Off the bus. Metromedia is selling "substantially all" assets of its transit advertising division to New York Subways Advertising Co. Move, to be consummated on or about Nov. 30, reflects decision to concentrate company's resources on Foster & Kleiser outdoor advertising division, according to statement. No price was reported for transaction. Transit advertising operations are in five major cities and suburbs of Cleveland and Detroit.

Taking a dive. Results at Marvin Josephson Associates, parent of ICM and owner of *Captain Kangaroo* production company and WKR(AM)-WNC-FM Dearborn, Mich., were down in first quarter, ended Sept. 30. Revenues dropped 5.2% to \$9 million and earnings took 37% dive to \$961,100. Per-share earnings went from 51 cents to 37 cents. President Alvin H. Schulman called figures "on target as measured against management's budget" for year, and said "relatively small fluctuations in the flow of revenues can account for substantial fluctuations in income" because company's operations have "virtually no variable costs."

Striking out. Britain's Thames Television has suffered decline in profits for year, attributed mainly to long blackout of commercial network due to labor trouble. Thames announced annual profits had declined \$13.4 million to \$35.9 million. Sales increased, however, to \$145 million from \$123 million year before. Aside from strike, Thames said it had invested heavily in new programs during the year.

cuss the circumstances under which" he could acquire Allen's stock and that of another major shareholder and director, Matthew B. Rosenhaus. Allen said they couldn't "entertain" such an offer unless it was open to all Columbia stockholders, a position he iterated in a separate meeting with Perenchio that weekend.

However, purchase of all the stock of Columbia "would not be consistent with Tandem's goals," according to Perenchio, and as that precluded "a friendly arrangement with the Allen group" he said; "Tandem is now re-evaluating the entire matter."

Lear had stated early last year that he was taking "an extended leave from series television" to work on feature films and the development of "innovative forms for television" (BROADCASTING, March 6, 1978).

In a separate development, TAT announced that Lucy Jarvis of Creative Projects has signed an agreement with the company. Jarvis, a producer with 16 years at NBC, made the documentary, *The Forbidden City*, the first American network production in the People's Republic of China, which received an Emmy. TAT said that under the agreement Jarvis will "create, develop and produce the kinds of innovative television and film properties for which she has become internationally recognized" and that although based in New York she will be working closely with Lear.

Studying perception among TV spot viewers

Is there a correlation between the perception of TV advertising by professionals and consumers regarding creativity and selling effectiveness?

"That's the question that often came up here at DKG Inc.," said Shepard Kurnit, board chairman of the advertising agency. "We decided to do something about it and have started what we call the Television Advertising Perception study."

Earlier this year DKG asked leading agencies to submit TV commercials that they felt represented their best work. Twenty-seven agencies responded and five reels of a total of 270 commercials were assembled.

Starting about six months ago, DKG sent the commercials for viewing and evaluation both to advertising professionals (agency creative and account people; marketing executives at major companies and local advertising clubs) and to consumer groups. Each 30-second commercial was judged on a scale of two to five on the basis of two criteria: creativity (degree of interest and enjoyment) and persuasiveness (does it make a person want to buy the product?).

Sessions last less than an hour and participants judge about 80 commercials, according to Kurnit. He said he would like a total of about 2,000 people to view each reel to make the project truly representative.

"We have had about 1,000 who have viewed each reel so far," Kurnit reported, "and we would like to have more input now from consumer groups. This might be an interesting project for a TV station that could invite local organizations to participate. We would like to hear from interested consumer groups."

Kurnit estimates it may take another year to complete the judging and evaluation of the responses. All results will be fed into a computer and will be cross-indexed by viewer group and product category.

"We hope that out of this project will come some insight into what makes an effective commercial," Kurnit observed. "It may well be that there will be a marked difference of opinion between the advertising professional and the consumer."

Lorillard to the rescue

The financially beleaguered Media Corp. of America, New York, and its creditors committee agreed last week upon a plan to settle the indebtedness of the media-buying and planning service.

Full details of the arrangement were not disclosed pending approval by creditors. The creditors committee, headed by Fred Cige of Metromedia Inc., recommended that the plan be accepted.

The indebtedness of Media Corp. is estimated at between \$10 million and \$12 million.

A key element in the arrangement, previously announced, is the proposal by the Lorillard Corp., a former Media Corp. client, to supply \$6 million (BROADCASTING, Oct. 29). Lorillard offered to pay \$3 million directly to creditors with Lorillard advertising bills and another \$3 million, through the creditors committee, to all creditors. The first payment would represent about 50 cents on the dollar and the second, about 22 cents on the dollar. Beyond this, Media Corp. pledged to supply an additional but unspecified sum.

In a statement last week the creditors committee said it "believes that the company and its resources will permit it to fulfill the obligations of the plan."

Steubenville switch. Signing of Ziff-Davis Broadcasting Co.'s WTOV-TV Steubenville, Ohio, as a primary NBC-TV affiliate was announced by the network last week. The signing reportedly came despite a hard campaign by ABC-TV to win the WTOV-TV affiliation ("Closed Circuit," Oct. 29). In the NBC line-up, WTOV-TV, on channel 9, will replace channel 7 WTRF-TV Wheeling, W. Va., which is moving to CBS-TV. ABC has secondary affiliations with both WTOV-TV and WTRF-TV. Date of the WTOV-TV/NBC affiliation was not disclosed, but presumably it will be no later than next April 1, effective date of the WTRF-TV switch to CBS, and could be earlier if all parties agree.

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Broadcast Programming International, Inc.

How CBS on October 24, 1979, prefabricated the news.

October 24 was the day we announced Mobil's third-quarter earnings. We did so in a 10-page news release explaining most of the information on our profits. But it was all a total waste of time—as far as CBS News was concerned. Because CBS had prefabricated most of its report—and all of its thesis—about our earnings well before we announced them. So our effort to convey useful information to the public on our earnings—about how and where they were made—didn't stand a chance. The actual news didn't fit the scenario CBS had constructed—and the fact that their scenario didn't have the slightest relation to our earnings didn't seem to bother CBS at all.

Here now is the story of some manufactured news:

What the Public Saw and Heard

Transcript as taken from taping of CBS-TV Evening News, October 24, 1979

WALTER CRONKITE: Good evening. Five more oil companies today reported huge profit increases for the third quarter, among them the giant Mobil, whose July-August-September profits were 131% higher than the same quarter last year. SOHIO reported a 191% gain, Sun was up 65%, CITGO up 64% and Marathon up 58%. Ray Brady reports.

RAY BRADY: Mobil, like other international oil companies, says the big profits were not made here, but in foreign markets, which would mean that foreign consumers were the ones getting hit. Abroad though, a top analyst of the world oil industry says that is not necessarily so.

MARTIN BEUDELL, "British Oil Analyst": They are a great scapegoat in the U.S., the oil industry, the energy industry. So, you are inclined to do that, to de-emphasize your home profits and stress what you make overseas.

RAY BRADY: American critics charge that it is simply a matter of bookkeeping, to earn a foreign profit from an American consumer.

EDWIN ROTHSCHILD "Energy Action Educational Foundation": Every time he goes and buys a gallon of gasoline for a dollar a gallon, some of that profit is made in the United States, but the rest of the profit these companies earn is spread around their foreign subsidiaries.

RAY BRADY: Roughly 40% of our oil comes from abroad, about 1/5 of it already refined. The oil companies say there are limits on what they can charge, but critics say for \$18 they can buy a barrel of oil in Saudi Arabia, then it might make the long trip to a refinery in the Caribbean, where they can sell it to their own subsidiary or another company for \$25. After costs, the difference of \$7 is profit—a foreign profit earned abroad. Once the oil is refined, it

could go to the U.S., the critics go on, sold to a marketing firm for a price of, say, \$35. After costs, the difference of \$10 is more foreign profit. The oil companies argue that many of their profits go to their stockholders as dividends. The government would like to put a windfall profits tax on some of those profits earned in this country, but oil company critics say that would simply result in the oil companies coming up with more foreign profits.

Ray Brady, CBS News, New York.



What the Public Wasn't Told

• **The CBS Build-up.** We should have seen this curveball coming, but we didn't. Even before we had the final third-quarter numbers from our accountants, CBS-TV reporter Ray Brady was on the Evening News October 23rd telling viewers that Mobil Oil's "profit report" was due on the following day and that "oil analysts say they expect the company's increase in profits will be spectacular."

The following morning—again before our news release was cleared by Mobil management—CBS followed up "spectacular" with "tremendous"—this time using Bob Schieffer on the October 24th CBS Morning News to report that: "Mobil is scheduled to announce its third-quarter earnings today, and the company's profit increase is expected to be tremendous..."

CBS News knew about the film they had ready to roll. We didn't.

• **The Third Strike.** On October 24th we kept getting phone calls from CBS reporter Ray Brady's researcher, asking for the news release on our earnings. We said we hoped to get the numbers approved and our release issued during the afternoon. We got it out at 4:45 p.m.—and quickly dispatched messengers with the 10-page release to the newspapers, the wire services, and network news departments—including CBS. (CBS signed for it at 5:30 p.m., an hour and a half before they went on the air.)

At 5:20 p.m., we called the CBS researcher to offer an oral summary of the more important statistics and the reasons for them. This was our first inkling that somebody was laying for us—because CBS didn't want the detail, wasn't interested in the sources of our improved earnings. All the researcher wanted was the earnings themselves, for third-quarter and nine-months of 1979, and the comparable figures for 1978. The researcher took the figures on Mobil's worldwide petroleum earnings per gallon sold but declined figures describing rates of return.

We thought then that we knew what was coming. We figured CBS would stress our third-quarter gain of 131 percent in comparison with third-quarter 1978—and they did. We figured they wouldn't say a word about the analysis and perspective on our earnings, although these were in our news

release. And they didn't.

But we never suspected that CBS was merely going to plug our numbers into a prefabricated story that really had nothing to do with them—the worst, the most unfair, report on Mobil earnings that we've ever seen!

What the Public Should Know

Take another look at the way Ray Brady explained how oil companies "earn a foreign profit from an American consumer"—and finished his story posed in front of the Mobil sign. Once such an irresponsible flight of fantasy is launched, it is impossible for the target to avert it. The damage is done.

But we can put the facts before the public today, and let the public decide on their merits. And here, in specific detail, is how CBS News played fast and loose with the truth on October 24th:

1. The thesis developed by CBS News about foreign earnings bore absolutely no relationship to the earnings the viewer was led to believe were under discussion: namely, Mobil's.

Brady's report implied that U.S. energy profits are being hidden abroad, in foreign subsidiaries, by using phony book-keeping prices. But the announcement that we issued on October 24—and that CBS ignored—went into great detail on the sources of our foreign earnings, and made it obvious that they could in no way fit the pattern described by CBS. If CBS had bothered to check, they could have learned easily that U.S. tax law and price control regulations forbid the scam they describe. Mobil does not engage in such practices—and after countless investigations of our activities by the U.S. Congress and the Department of Energy, and after regular and thorough audits by the Internal Revenue Service, nobody has ever suggested that we've even tried to do it. We pay U.S. taxes on our U.S. profits—and the Internal Revenue Service makes sure all our U.S. profits are included.

Brady dismissed the industry case with the comment, "oil companies argue that many of their profits go to shareholders as dividends." Why didn't he say that an amount in excess of our profits is being invested in finding and producing more energy, especially here in the United States? This is the point we have made time and again that he chose to ignore.

2. The thesis developed by CBS News about our earnings was developed even before the earnings—and their sources—were announced.

The "British oil analyst" clearly was interviewed before Mobil's earnings were announced and before we had given any information on the source of these earnings. We suspect that his sandwiched 17-second "interview" on the program was part of a much larger interview which might have put his remarks in quite different context than the scenario Brady unfurled. But when we asked CBS to let us look at the full tape of this interview, and even to tell us how lengthy it was, we were refused. We also asked CBS to tell us who else was interviewed but not aired (perhaps because they were at odds with Brady's thesis). This request, too, was denied.

The American "expert" interviewed was from the Washington-based Energy Action Educational Foundation, a virulent anti-oil group that can often be found, as here, quoting fantasy as fact. What is Energy Action? Who are the private individuals who provide its funds? What kind of changes are they really trying to bring about in America through their repeated attacks on our country's energy industry? These are answers Brady owed his viewers before presenting an Energy Action spokesman as a seeming authority.

Worse: the viewer was given the distinct impression that Energy Action's charges, with their implications of illegality, applied to Mobil—which they most emphatically did not.

CBS asked us nothing about any relationship we might have to the scenario of its "exposé." We could have told them this:

- Mobil bills all our Saudi oil to our U.S. and worldwide operations at the official Saudi prices (plus freight, which results in nothing like the \$7 a barrel "profit" Brady put forward). If the Saudi charge for a barrel of oil is \$18, that plus freight is the charge paid by any Mobil refinery. And what we charge U.S. refineries is the same cost that goes into our U.S. pricing calculations—which are monitored by the U.S. Government. This same procedure also applies to oil from other sources.

- The Internal Revenue Service won't permit hiding profits abroad. The Department of Energy requires that transfer prices represent fair market value—not artificially kited prices produced through some internal shell game. Earnings made abroad, whether they be from production abroad, refining abroad, inventory profits, or currency conversions, are foreign earnings. Earnings from U.S. operations are U.S. earnings—and they are reported and taxed as U.S. earnings.

- Mobil allocates crude oil to its worldwide facilities and customers based on historical demand patterns, not based on the whimsical scheme Brady projects.

3. When we questioned CBS about its prefabrication, we were told that its reporter simply used a news technique called "hunching the story."

CBS thought that Mobil's earnings abroad would be large—and prepared a story in advance about the sources of those foreign earnings: a story they must have known was wrong when they received our announcement. In utter disregard of the easily ascertained facts—the true sources of our foreign earnings, our pricing of Saudi oil at the official Saudi prices, U.S. laws against the scheme they described—they recklessly proceeded with their "hunch" and put it on the air beside the Mobil sign.

4. Even when we told CBS News of its mistake, the network refused to give us an opportunity to correct the erroneous impression its broadcast had created.

We followed our oral request for clarification with a written request for an opportunity to present our response to their grossly misdirected "hunch." CBS News refused.

What the Public Should Understand

Much of the intemperate and inflammatory rhetoric about oil company earnings published during the last few days is the result of this sort of biased and careless presentation of energy news. Such shoddy TV journalism is inflaming a public that would have understood the facts, honestly presented. We hear Governor Byrne of New Jersey charging that the oil companies have been "taking advantage of oil shortages and making a profit on long gas lines." President Carter says some oil company profits are "unearned" and threatens legislation "which could be quite punitive to the oil industry." Many other public figures have been violent in their condemnation of oil industry earnings.

No wonder—if they think, as CBS News suggested, that foreign profits are made by selling Saudi crude from one to another of our own subsidiaries and raising the price steeply with each transaction.

It isn't happening. We don't do it—and we don't know of any company that does. And it would have been easy for CBS News to discover the truth.

Based on the foregoing, it is clear that an injustice was done not only to Mobil and the rest of the oil industry, but to the American public's need to know the facts. If our nation is to develop sound energy policy it is critically important that the public and our national leaders receive forthright and accurate information.

Mobil®

The Broadcasting PlaylistTM Nov 12

Contemporary

Last This week	This week	Title □ Artist	Label
3	1	<i>Babe</i> □ Styx	A&M
4	2	<i>Still</i> □ Commodores	Motown
6	3	<i>No More Tears</i> □ Streisand/Summer	Columbia/Casablanca
2	4	<i>Heartache Tonight</i> □ Eagles	Elektra
1	5	<i>Rise</i> □ Herb Alpert	A&M
5	6	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
15	7	<i>Ships</i> □ Barry Manilow	Arista
8	8	<i>Dim All the Lights</i> □ Donna Summer	Casablanca
11	9	<i>Sad Eyes</i> □ Robert John	EMI/America
16	10	<i>Please Don't Go</i> □ K.C. & Sunshine Band	TK
21	11	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
10	12	<i>Pop Muzik</i> □ M	Sire
7	13	<i>Don't Stop Til You Get Enough</i> □ Michael Jackson	Epic
25	14	<i>Take the Long Way Home</i> □ Supertramp	A&M
13	15	<i>Tusk</i> □ Fleetwood Mac	Warner Bros.
32	16	<i>We Don't Talk Anymore</i> □ Cliff Richard	EMI/America
24	17	<i>Escape</i> □ Rupert Holmes	Infinity
23	18	<i>You're Only Lonely</i> □ J.D. Souther	Columbia
9	19	<i>Sail On</i> □ Commodores	Motown
12	20	<i>Good Girls Don't</i> □ The Knack	Capitol
20	21	<i>Ladies' Night</i> □ Kool & The Gang	De-Lite
14	22	<i>I'll Never Love This Way Again</i> □ Dionne Warwick	Arista
31	23	<i>Send One Your Love</i> □ Stevie Wonder	Motown
27	24	<i>Half the Way</i> □ Crystal Gayle	Columbia
28	25	<i>If You Remember Me</i> □ Chris Thompson	Planet
29	26	<i>This Night Won't Last</i> □ Michael Johnson	EMI/America
41	27	<i>Do That To Me</i> □ Capt. & Tennille	Casablanca
39	28	<i>Cool Change</i> □ Little River Band	Capitol
33	29	<i>Please Don't Leave</i> □ Lauren Wood	Warner Bros.
18	30	<i>Lovin' Touchin' Squeezin'</i> □ Journey	Columbia
17	31	<i>Come To Me</i> □ France Joli	Prelude
30	32	<i>All My Love</i> □ Led Zeppelin	Swan Song
—	33	<i>Coward Of the County</i> □ Kenny Rogers	United Artists
43	34	<i>So Good So Right</i> □ Brenda Russell	A&M
33	35	<i>I Know a Heartache</i> □ Jennifer Warnes	Arista
—	36	<i>This Is It</i> □ Kenny Loggins	Columbia
44	37	<i>Rock With You</i> □ Michael Jackson	Epic
36	38	<i>Hold On</i> □ Ian Gomm	Epic
46	39	<i>Where Were You When I Was Falling In Love</i> □ Lobo	MCA
34	40	<i>Dreaming</i> □ Blondie	Chrysalis
—	41	<i>I Want You Tonight</i> □ Pablo Cruise	A&M
40	42	<i>Dream Police</i> □ Cheap Trick	Epic
49	43	<i>Cruisin'</i> □ Smoky Robinson	Motown
—	44	<i>Head Games</i> □ Foreigner	Atlantic
—	45	<i>Better Love Next Time</i> □ Dr. Hook	Capitol
—	46	<i>Gotta Serve Somebody</i> □ Bob Dylan	Columbia
—	47	<i>I Need a Lover</i> □ John Cougar	Riva
22	48	<i>After the Love Has Gone</i> □ Earth, Wind & Fire	Columbia
—	49	<i>Jane</i> □ Jefferson Starship	Grunt
—	50	<i>Pretty Girls</i> □ Melissa Manchester	Arista

Playback

Sound from a new space. Reaction among programers to Stevie Wonder's new single, *Send One Your Love* (Motown), is appreciative and respectful. Palmer Stewart, program director at KCBN(AM) Reno, Nev., comments, "There's no doubt it's a number-one record, but, as with Fleetwood Mac's *Tusk* (Warner Bros.), it will take the general listening audience a few weeks to get used to it." Jim Jordan, program director at WLK(AM) Lexington, Ky., reports "strong listener response" to the single, and A.J. Stone, music director at WLOF(AM) Orlando, Fla., describes it as "a smash all the way." *Send One Your Love* earns its third consecutive bolt on "Playlist" this week as it moves from number 31 to 23. **Repeat performance.** Michael Jackson's *Don't Stop Til You Get Enough* (Epic) drops from "Playlist's" top ten this week as his newest single, *Rock With You* bolts from 44 to 37. It is described by programers as another smash with even broader demographic appeal than *Don't Stop*. Dave Nichols, assistant program director at WHBQ(AM) Memphis, describes it as "an excellent record that fits all formats." And Kevin McCarthy, program director at WERC(AM) Birmingham, Ala., calls it, "a great record that can be played in all dayparts." **Comeback confirmed.** "Herb Alpert is definitely back," says McCarthy, who describes Alpert's new single, *Rotation* (A&M) as "a total knockout." Chuck Morgan, music director at KOFM(FM) Oklahoma City, reports the single appeals to teen-agers as well as adults and thus has broader demographic appeal than did *Rise*, which recently held the number-one position on "Playlist" for four consecutive weeks.

Country

Last This week	This week	Title □ Artist	Label
6	1	<i>Blind in Love</i> □ Mel Tillis	Elektra
10	2	<i>Lady In the Blue Mercedes</i> □ Johnny Duncan	Columbia
7	3	<i>Blue Kentucky Girl</i> □ Emmylou Harris	Warner Bros.
2	4	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
14	5	<i>No Memories Hangin' On</i> □ R. Cash/B. Bare	Columbia
3	6	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
11	7	<i>All the Gold in California</i> □ Larry Gatlin	Columbia
4	8	<i>Should I Come Home</i> □ Gene Watson	Capitol
5	9	<i>Come With Me</i> □ Waylon Jennings	RCA
1	10	<i>Half the Way</i> □ Crystal Gayle	Columbia
12	11	<i>Put Your Clothes Back On</i> □ Joe Stampley	Epic
13	12	<i>Sweet Summer Lovin'</i> □ Dolly Parton	RCA
15	13	<i>My Own Kind of Hat</i> □ Merle Haggard	MCA
9	14	<i>Before My Time</i> □ John Conlee	MCA
22	15	<i>You Show Me Your Heart</i> □ Tom T. Hall	RCA
—	16	<i>I Cheated Me Right Out Of You</i> □ Moe Bandy	Columbia
—	17	<i>Missing You</i> □ Charley Pride	RCA
—	18	<i>My World Begins</i> □ Dave & Sugar	RCA
25	19	<i>You're a Part Of Me</i> □ Charly McClain	Epic
18	20	<i>I'd Rather Go On Hurtin'</i> □ Joe Sun	Ovation
—	21	<i>Whiskey Bent & Hell Bound</i> □ Hank Williams Jr.	Elektra
8	22	<i>Sail On</i> □ Tom Grant	Republic
24	23	<i>Ain't Got No Business</i> □ Razy Balley	RCA
17	24	<i>You Ain't Whistlin' Dixie</i> □ Bellamy Bros.	Warner Bros.
16	25	<i>Fooled By a Feeling</i> □ Barbara Mandrell	MCA

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

Campaigns 1980

Carter, Kennedy agree to debate; election law clouds possibility

Des Moines newspaper offers forum early next year, candidates accept; there's chance, however, that FEC will raise sponsorship issue

Des Moines, Iowa, could become the political center of the U.S. early in January, with network camera crews and journalists from all over the country swarming to cover the first confrontations of presidential candidates during the 1980 campaign. President Jimmy Carter and his principal challenger for the Democratic nomination, Senator Edward M. Kennedy (D-Mass.), are already set for one, and several Republican hopefuls are likely participants in another.

But there may be an obstacle to the creation of that media event—Section 441(b) of the Federal Election Campaign Act of 1971. It prohibits corporations or unions from making expenditures “in connection with any election, primary election or political convention or caucus.”

And the *Des Moines Register and Tribune* is sponsoring the debates. It invited the participants and will pay the costs involved in renting the 2,500-seat Civic Center in downtown Des Moines.

FEC officials were not prepared to comment directly on the newspaper's plan without having all of the facts. But David Osterhaut, executive assistant to FEC Chairman Robert O. Tiernah, said, “Someone [involved] might want to think of the law's application to that situation.” Another official noted that the FEC has said that it does not intend to regulate the media. But, he said, “If it's a corporation, it's covered by the law.”

James Gannon, executive editor of the newspaper, who invited the candidates to participate in the “Candidate Forums,” did not seem concerned. “Congress did not intend to bar the media from holding events where public issues are discussed,” he said.

Conceivably, the debates could slip by without challenge. Osterhaut said the commission does not act on its own motion; it acts only in response to requests from a party to an issue for an advisory opinion or to a formal, written complaint.

At the moment, the FEC is making a second attempt to draft regulations aimed

at carving from the law an exemption that would at least permit the League of Women Voters to sponsor presidential debates in 1980, as it did in 1976. The regulations would permit corporations and unions to contribute to such sponsorship.

The FEC's first attempt at drafting those regulations failed when the Senate vetoed the proposal, on Sept. 18. It acted after broadcasters and newspapers complained that, as written, the proposed regulations would prohibit the corporations among them from sponsoring debates.

The FCC has backed the broadcasters in that interpretation. It has filed comments in the new FEC rulemaking, urging that agency to refrain from exercising any regulatory authority over the conduct, sponsorship or news coverage of debates.

And, while the FCC's legal arguments apply primarily to broadcasters, they would appear to cover newspapers as well. The commission cites, for instance, a section providing a specific news exemption. It also says: “To limit the sponsorship of [public candidate debates] to a narrow group of organizations enjoying special status under the Internal Revenue Code is at odds with the concept of free speech.”

Although the problem, if there is one, is not the candidates', Kennedy's campaign counsel, William C. Oldaker, can discuss the issue with special familiarity. Until a few weeks ago, he was the FEC general counsel, participating in the development of regulations that troubled newspapers and broadcasters. In his new role, he said, “I do not think there is a problem,” and referred to the news exemption.

Gannon initiated the debates project several weeks ago with an eye on the Iowa precinct caucuses to be held on Jan. 21; when state Democrats and Republicans begin the process of selecting delegates to the party nominating conventions next

summer.

President Carter, whose aides had leaked word he was interested in debating Kennedy, responded first, last Tuesday. When informed of the President's response that day, Kennedy promptly accepted the invitation as well. He formally announced his candidacy the next day.

Governor Edmund G. (Jerry) Brown Jr. of California, who is a third candidate in the race and who formally entered the contest on Thursday, was not invited. Gannon did not think Brown had mounted a sufficiently serious campaign in Iowa.

That was the same criterion used in inviting Republican hopefuls to participate in a “Candidate Forum” on Jan. 5. Those contacted were Ronald Reagan, John Connally, Senator Howard Baker (R-Tenn.), George Bush, Senator Bob Dole (R-Kan.), Representative Philip Crane (R-Ill.) and Representative John Anderson (R-Ill.). Connally, Dole and Anderson have tentatively accepted, and the others are still considering it, Gannon said.

The same format would be followed in both debates. Although all details remain to be settled, Gannon said he would serve as moderator and that questions would be posed by a panel of four reporters, and later by members of the audience. Each program would run 90 minutes or two hours.

The *Des Moines Register and Tribune* announcement captured the media's attention and set news organizations to thinking of how they would cover this first confrontation between the President and the challenger from his party—assuming 441(b) of the election act does not prove an obstacle. Indeed, network news executives saw it as possibly warranting live coverage. But it was not the only joint appearance of debate talk heard in connection with the campaign.

Brown's aides last week were contacting

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representatives of Carter and Kennedy with a view to a series of three joint appearances involving all of them in advance of the New Hampshire primary, on Feb. 26. Brown had picked up on a Kennedy remark to the effect that he would welcome a debate involving the three candidates.

A Brown spokeswoman said the representatives of the three candidates had agreed to meet at some time in the future to make detailed plans. However, Kennedy's press spokesman, Tom Southwick, said there was "nothing definite," that it was "a little early" to discuss such matters. But that was before Kennedy accepted the invitation to Iowa. The Carter aide said to have been contacted, Jack Walsh, could not be reached.

Mobil's mad

And it takes it out on CBS in the form of \$275,000 worth of print ads that argue its side of profits picture

The Mobil Oil Corp. took two-page ads in print media last week to protest TV network news coverage of its third-quarter earnings report.

One page offered "19 dull and unsensational facts about our profits the TV networks didn't tell you—and won't allow us to tell you." Without naming any network, this page told readers that "the TV networks gave you only one fact"—that Mobil's third-quarter earnings were up 131% over the 1978 third quarter's. "Every day," the ad said, "the network news departments condense a mass of material into a severely limited format, with strong emphasis on sensationalism and dramatic confrontations." In the current case, Mobil claimed, the networks "ignored" a 10-page news release giving more detail on the third-quarter gain.

On the other page, Mobil attacked CBS News's coverage, under the headline: "How CBS on October 24, 1979, prefabricated the news." The thrust of this one was that CBS News not only ignored the Mobil release and refused to take additional details when offered by telephone, but also merely dropped news of the Mobil earnings into a prepared story, by correspondent Ray Brady on the *CBS Evening News*, "that really had nothing to do with [the Mobil figures]—the worst, the most unfair, report on Mobil earnings that we've ever seen." And "even when we told CBS News of its mistake, the network refused to give us an opportunity to correct [it]."

For its part, CBS News said through a spokesman that it "stands by its report." The account by correspondent Brady, the spokesman said, "dealt not primarily with Mobil, but with international oil companies' method of reporting their profits. It labeled opinions of oil-company critics as precisely that, and not as the opinion of CBS News."

19 dull and unsensational facts about our profits the TV networks didn't tell you—and won't allow us to tell you

Mobil

How CBS on October 24, 1979, prefabricated the news.

Mobil

Mobil's ad spread rebutting CBS's reporting.

The statement also said that CBS News had "sought and [was] unable to obtain an on-camera interview with a Mobil spokesman on the day of the story in question."

The statement said CBS News "will continue to report on all sectors of the energy industry, including Mobil, and will continue to reflect the views of a wide variety of observers on the question of oil company profits."

Though ABC was not named in the ad, an ABC News spokesman said its coverage was responsible and included Mobil's statement that the bulk of profits came from overseas. NBC had no comment.

A Mobil spokesman said the two-page spread was appearing in the *New York Times*, *Washington Post*, *Washington Star*, *Boston Globe*, *Boston Herald-American*, *Atlanta Constitution*, *Chicago Tribune*, *Los Angeles Times* and, if possible last week, the *Wall Street Journal*. In addition, redesigned versions of the CBS side of the spread were to appear in *BROADCASTING*, *Time*, and *Advertising Age*. The spokesman put the cost at about \$275,000.

In the ads, Mobil renewed its complaint

that the networks would not sell time in which it could present its views, even when Mobil offered to pay for the airing of any opposing views under the fairness doctrine.

Generally, networks take the position that, in addition to fairness doctrine risks in selling time for such discussions, all sides of important issues are covered in newscasts and to sell time to others would be unfair to those who could not afford to buy time.

The Mobil ads told their readers that the networks had failed to report that "the great bulk" of its third-quarter earnings came from foreign sources; that "a very significant part of that was book profits on inventories"; that "the increase in U.S. energy earnings was modest at best"; that Mobil's "expenditures for exploration and production of new oil and natural gas and other energy investments greatly exceeded our profits" and that "by any financial index, the amount of money Mobil earns on its nearly \$24 billion of assets representing previous investments is not excessive."

'Morning Edition' hits the airwaves

NPR's latest offering, related to 'All Things Considered,' hopes to develop its own style

With its afternoon news show, *All Things Considered*, a long-standing winner, National Public Radio last week launched *Morning Edition*, an early-hours news program that has received more time, attention and money than any NPR undertaking since *ATC's* debut eight years ago.

Like its afternoon counterpart, the two-hour *Morning Edition* offers a mixed bag

of both straight news and features, with each hour divided into eight segments. The show first airs at 6 a.m., with 8 a.m. and 10 a.m. feeds to the Midwest and West Coast. The features remain the same, but the news is updated five times throughout the morning.

While *Morning Edition* is looking to establish its own identity, it clearly has at least some of the feel of *ATC*, partly because it has a number of *ATC* veterans in key on-air and managerial spots. Newscasters include former NPR anchor

Carl Kassel and Jackie Judd, formerly a weekend host of *ATC*. In addition, co-hosts for the morning show are on loan from *ATC*: Bob Edwards from weekdays and Barbara Hoctor from weekends.

Edwards and Hoctor were recruited for the show when the two original co-hosts, Mary Tillotson and Pete Williams, were released just two weeks ago after complaints from member stations about the sound of the program during trial runs. Also released were the show's executive producer, Ted Landphair, and producer, Mark Kuhn, who were both replaced, at least for the time being, by NPR veterans Rick Lewis and Jay Kerns.

While the search for permanent hosts and executive producer continues, however, the show got off to a smooth start. Carriage reports will not be available for at least one month, as NPR surveys one-quarter of its stations each week, but preliminary conversations with stations indicated that approximately half of NPR's 222 stations planned to carry at least a portion of the show daily. Some stations are expected to carry part of the show, interspersed with local news, while others will be running it in its entirety.

With an annual budget of \$1.7 million and a 20-person staff, *Morning Edition* hopes to build a substantial morning audience. Complementing its staff of 14 reporters in NPR's Washington bureau, along with correspondents from member stations, the show will rely on the services of more than 20 commentators and critics



NPR's new breakfast offering:

reporting on such areas as sports, music, art, literature and consumer affairs. The list of critics includes political consultant Mark Shields, Harvard Law School professor Arthur R. Miller, CBS commentator Rod MacLeish, members of the Fire-sign Theater comedy group and folk singer Steve Goodman, who will be a "singing" life style reporter.

In a memo to member stations, acting executive producer Rick Lewis said *Morning Edition* will no doubt be compared with *All Things Considered*, but the two will necessarily be different. "The difference will come in personality, pacing and time of day; we and *ATC* will often be on different sides of a story, one previewing and the other reviewing. While some will say we are duplicating *ATC*, I for one don't think it's possible. If we are able to provide as important a service as *ATC*, we will have had a good beginning."

Journalists descend on the Big Apple

New York's the scene of the 70th annual SDX convention

Elections and Olympics. "Fair press/free trial" and ethics.

Those are among the subjects to be addressed this week in New York when the Society of Professional Journalists, Sigma Delta Chi, holds its 70th annual convention Nov. 14-17 at the Waldorf-Astoria hotel.

Some 1,000-1,100 conventioners are expected, up from the 900-1,000 average of the past few years. By midweek last week, the organization had about 700 registrations in hand from both professional journalists and students of the field.

Keynote speaker for the conference is Eugene Roberts, executive editor of the *Philadelphia Inquirer*. His address Thursday morning will be followed at lunch by U.S. Attorney General Benjamin Civiletti.

Friday morning, "point-counterpoint" style pits Mary McGrory, *Washington Star* and syndicated columnist, against William F. Buckley, columnist and host of *Firing Line*, on the subject: "Warning: Presidential Election Ahead."

They'll be followed at Friday's lunch by Don Ohlmeyer, executive producer, NBC Sports, who'll talk about the network's upcoming coverage of the Moscow Olympics. Following dinner on Friday there's an address by Charles Osgood, CBS News correspondent.

Two panels each have been set for Thursday and Friday afternoons.

Thursday's (2 p.m.) "Fair Press/Free Trial" features Grant Dillman, manager, UPI, Washington; David E. Halvorsen, managing editor, *San Francisco Examiner*; John E. Leard, executive editor, *Richmond Times-Dispatch* and *News Leader*, and Robert Lewis, Washington correspondent, Newhouse News Service.

Following that at 3:30 p.m. is "Why Don't They Love Us Out There?"—a discussion of media critics with Herbert Gans, Columbia University sociologist and author of "Deciding What's News;" Bob Schulman, news critic, *Louisville*

Times; Reed Irvine, chairman, Accuracy in Media, and U.S. Representative Jim Wright (D-Tex.).

Friday afternoon at 2 p.m. the subject is "Ethics: Yours, Mine and Theirs," featuring Michael Cordts, reporter, *Rochester Democrat and Chronicle*; Tim O'Brien, Supreme Court correspondent, ABC News; Frank Wright, managing editor, *Minneapolis Tribune*, and Pam Zekman, reporter, *Chicago Sun Times*.

At 3:30, it's "A Little Good Writing Can't Hurt Us" with Rich Adams, editorial director, WDMV(TV) Washington; Edward Bliss, retired head of American University's broadcast journalism department; Roy Peter Clark, assistant director of the Modern Media Institute, St. Petersburg, Fla., and William Zinsser, director of editorial publications, Book-of-the-Month Club.

BOOKNOTE

In the Public Interest—II: A Report by The National News Council, 1975-78, published by the council, New York; 437 pp.; \$5.

Picking up where a first, two-year report left off in fall 1975, this volume is a compilation of the full texts of complaints taken up by The National News Council from Aug. 1, 1975, through Dec. 31, 1978. That amounts to 93 cases involving either broadcast or print journalism.

Statistics are provided, showing, for example, that of the 54 complaints against TV networks since the council began in 1973, 10 were found warranted. The networks, in fact, were the subject of the most complaints. Only six were made against TV stations and only one against a radio network.

Other information included in the report ranges from a list of current contributors to the council to statements in defense of press freedom. The volume concludes with a page on "How to Complain . . ."

Eleven hundred copies of the report already have been mailed to journalists, academics and others. Additional copies are available for \$5 from the council, 1 Lincoln Plaza, New York 10023; (212) 595-9411.

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For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 29 through Nov. 2.

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. MEOW—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

■ **Blowing Rock, N.C.**—Mountaineer Broadcasting Service seeks 1510 khz, 1 kw-D. Address: 265 Abingdon Rd., Lenoir, N.C. 28645. Estimated construction costs \$55,700 first year operating cost \$10,000; revenue \$55,000. Format: Variety. Principals: Samuel Sturgis (26%), Robert E. Chandler (25%), Samuel B. Tate (26%) and Gregory G. Triplett (23%). Sturgis is assistant recreation director for Lenoir; Tate is director of continuing education for technical college in Hickory, N.C.; Chandler is dispatcher for Caldwell County police department; and Triplett is employed by furniture retailer in Lenoir. None have other broadcast interests. Ann. Oct. 24.

■ **Poultney, Vt.**—Vermont-N.Y. Broadcasting Co. seeks 1340 khz, 250w. Address: P.O. Box 196, Poultney, 05764. Estimated construction costs \$36,370 first quarter operating cost \$15,085; revenue none. Format: Variety. Principals: Norval K. Ramson; his son Richard N. Ramson, and son-in-law D.A. Prescott, all one-third. Norval is retired, Richard is director of public safety for state of Vermont in Montpelier, Vt. and Prescott owns Prescott Tower Co., Rutland, Vt. None have other broadcast interests. Ann. Oct. 24.

FM applications

■ **Sitka, Alaska**—Raven Radio Foundation Inc. seeks 104.7 mhz, 11.17 kw, HAAT: —568 ft. Address: P.O.

Box 936, Sitka, 99835. Estimated construction cost \$229,825; first-year operating cost \$147,100; revenue \$152,100. Principal: non-profit corporation, Marika Partridge is president. Ann. Oct. 15.

■ **Williston, N.D.**—BBRV Inc. seeks 98.5 mhz, 100 kw, HAAT: 905 ft. Address: P.O. Box 671, Williston, 58801. Estimated construction cost \$96,558; first-quarter operating cost \$14,100; first-quarter revenue \$9,000. Format: contemporary. Principals: Henry F. Beuchler, John P. Blake, Rodney L. Romine and John E. VonRueden—all 25%. All four applicants are station managers—Beuchler at KXMC-TV Minot; Blake at KXMD-TV Williston; Romine at KCJB(AM) Minot and VonRueden at KXMB-TV Bismark—all North Dakota. There are no other broadcast interests. Ann. Oct. 24.

■ **Cleveland, Ohio**—Cleveland Public Radio seeks 90.3 mhz, 50 kw, HAAT: 500 ft. Address: 800 National City Bldg., E. 6th, Cleveland 44114. Estimated construction cost \$96,252; first-year operating cost \$407,210; revenue \$427,747. Principal: non-profit corporation. William B. Norris Esq. is president. Ann. Oct. 15.

TV applications

■ **Mobile, Ala.**—Hess Broadcasting Co. seeks ch. 15; ERP 2754 kw vis., 97.7 kw aur., HAAT 1240 ft.; ant. height above ground 1312 ft. Address: 4900 Bayou Blvd., Pensacola, Fla. 22503. Estimated construction cost \$1,311,115 first-quarter operating cost \$140,850; revenue \$1,528,542. Legal counsel: Hamel, Park, McCabe & Saunders, Washington, D.C.; consulting engineer: Jules, Cohen. Principals: Milt deReyna (20%), Roy L. Hess (79%) and his daughter Shelley Jean (1%). deReyna is executive vice-president of Hess Marketing Center; Hess is president. Firm is engaged in sales and service of airplanes, boats, and automobiles. Shelley is student. There are no other broadcast interests. Ann. Oct. 26.

■ **Chico, Calif.**—Far West Broadcasting Co. seeks ch. 24; ERP 5000 kw vis., 682 kw aur., HAAT 7757 ft.; ant. height above ground 816 ft. Address: 79 Scripps Dr., Sacramento, Calif. Estimated construction cost \$2,288,000; first-quarter operating cost \$369,000. Legal counsel: Koteen and Burt, Washington, D.C.; consulting engineer: Ronald Grandnison. Principals: David E. Caldwell (20%) and Kelly Broadcasting Co. (80%). Caldwell is president and owner of Communications by Design Inc. operator of KBLF(AM)-KSNR(FM) Red Bluff, Calif. Kelly Broadcasting operates KCRA-TV Sacramento, Calif. There are no other broadcast interests. Ann. Oct. 24.

■ **Chico, Calif.**—Southwest Television Ltd. seeks ch. 24; ERP 5000 kw vis., 500 kw aur., HAAT 1763 ft.; ant. height above ground 889 ft. Address: 2445 N. Tucson Blvd., Tucson, Ariz. 85716. Estimated construction

cost \$1,250,736 first-quarter operating cost \$105,100; revenue \$187,500. Legal counsel: Verner, Liipfert, Bernhard & McPherson, Washington, D.C.; consulting engineer: Kessler Assoc. Principals: Eugene and Ellen Adelstein and Edward and Barbara Berger, 12.66% each along with 31 limited partners. Southwest Television is applicant for UHF stations in Albuquerque, N.M. and Spokane, Wash. Adelstein and Berger, along with 31 others are also partners in KZAZ(TV) Nogales, Ariz. There are no other broadcast interests. Ann. Oct. 24.

■ **Stockton, Calif.**—William H. Schuyler Co. Inc. seeks ch. 58; ERP 5000 kw vis., 500 kw aur., HAAT 1800 ft.; ant. height above ground 346 ft. Address: Port of Stockton, 2201 Washington St., Stockton. Estimated construction cost \$1,403,816; first-year operating cost: \$1,730,537; revenue \$1,201,907. Legal counsel: Pierson, Ball, & Dowd, Washington, D.C.; consulting engineer: Steel, Andrus & Associates. Principals: William H. Schuyler and wife Kristine (100% jointly). Schuyler is television consultant and Kristine is housewife. Schuyler is 10% owner of KMST(TV) Monterey, Calif. Ann. Oct. 26.

■ **Melbourne, Fla.**—Southern Broadcasting Corp. seeks ch. 43; ERP 1759 kw vis., HAAT 1009 ft.; ant. height above ground 1029 ft. Address: 1000 South Harbor City Blvd., Melbourne 32901. Estimated construction cost \$1,049,000; first-quarter operating cost \$110,250. Legal counsel: Midlen and Reddy, Washington, D.C.; consulting engineer: Robert Silliman. Principals: Louis Frey Jr. (25.8%); Wharton K. BURGREN (22.5%); Hugh M. Evans Sr. (22.5%); Oscar Juarez (4.2%); William Hampton (8.3%), and E.J. Kendall Jr. (16.7%). Frey is partner of Pepper, Hamilton and Scheetz, Washington Law firm; BURGREN is Melbourne restaurateur; Evans is owner of real estate firm in Melbourne; Juarez is partner in government and political consulting firm in Orlando, Fla., Hampton was licensee of KRNS Radio in Burns, Ore. until Dec., 1978; and Kendall has various interests in banking and insurance in Merit Island and Titusville, Fla. There are no other broadcast interests. Ann. Oct. 24.

■ **St. Petersburg, Fla.**—National Subscription Television Inc. seeks ch. 38; ERP 2679 kw vis., 204 kw aur., HAAT 1223 ft.; ant. height above ground 1251 ft. Address: 1901 Avenue of the Stars, Los Angeles 90067. Estimated construction cost \$1,218,970 first-quarter operating cost \$1,361,290. Legal counsel: Glasser, Fletcher and Johnson, Washington, D.C.; consulting engineer: Ralph Dippell. Principals: Andrew J. Perenchio and Tandem Productions Inc.—50% each. Perenchio owns 50% of Oak Broadcasting Systems Inc., licensee of KBSC-TV Corona, Calif. Perenchio owns 50% of Oak Broadcasting Systems of New York Inc., which has exercised its option rights to acquire all of capital stock of WNJU-TV Linden, N.J. Perenchio owns 100% of National Subscription Television of Portland Inc., applicant for ch. 24, at Portland, Ore. Perenchio wholly owns Chartwell Communications Inc., general partner in limited partnership known as Chartwell Communications Group. Chartwell Group owns 49% of National Subscription Television of Los Angeles, the STV franchisee for KBSC-TV Corona, Calif. Additionally, Chartwell owns 50% of National Subscription Television of Michigan Inc., STV franchisee for WXON-TV Detroit and 44% of National Subscription Television of New York Inc., STV franchisee for WNJU-TV, Linden, N.J. Tandem is television program producer. It owns 100% of DARB Inc., Los Angeles, advertising agency and TV producer of athletic events. It has no broadcast interests and holds no authorizations issued by FCC. It is, however, committed to provide financing for CP and STV applications of National Subscription Television of Portland, Inc., and financing for proposed STV franchisees for Ch. 29, San Antonio, Tex.; ch. 20, Denver and ch. 30, Memphis. Ann. Oct. 24.

■ **Lansing, Mich.**—Kare-Kim Broadcasting Co. Inc. seeks ch. 36; ERP 3630 (M) kw vis., 513 kw aur. (H), HAAT 380 ft.; ant. height above ground 400 ft. Address: 2405 W. McNichols Detroit, Mich 48221. Esti-

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mated construction cost \$1,854,000 first-quarter operating cost \$420,900; revenue \$1,441,000. Legal counsel: Cohn & Marks, Washington, D.C.; consulting engineer: A.D. Ring & Associates, Washington, D.C. Principals: Harold L. Van Arnum (49%) and Donald L. Haney (51%). Van Arnum is computer specialist and land developer in Michigan and Florida. Haney is talk show host for WXYZ-TV, Detroit. Neither has any other broadcast interests. Ann. Oct. 24.

■ Lansing, Mich.—F&S Comm/News Inc. seeks ch. 35; ERP 1380 (M) kw vis., 77.6 kw (H) aur., HAAT 1090 ft.; ant. height above ground 1134 ft. Address: 4280 W. Saginaw Hwy, Lansing, Mich. 48917. Estimated construction cost \$2,157,000; first-quarter operating cost \$366,500; revenue \$2,002,000. Legal counsel: Lovett, Ford and Hennessey, Washington, D.C.; consulting engineer: Jules Cohen and Associates, Wash. D.C. Principals: Joel I. Ferguson (48.5%), Sol L. Steadman (48.5%), and 3 others. Ferguson and Steadman are co-owners (50% each) of F&S Development Co., a real estate concern. Neither has any other broadcast interests. Ann. Oct. 24.

■ Riverhead, N.Y.—LIFE Broadcasting Network Inc. seeks ch. 55; ERP 5000 kw vis., 500 kw aur., HAAT 695 ft.; ant. height above ground 496 ft. Address: 175 Crossways Park West, Woodbury, N.Y. 11797. Estimated construction cost \$1,704,279 first-quarter operating cost \$129,500; revenue \$1,000,000. Legal counsel: Gammon & Grange, Washington, D.C.; consulting engineer: Serge Bergen. Principals: Non-profit, non stock corporation, Michael C. Pascucci is president. There are no other broadcast interests. Ann. Oct. 24.

■ Nashville, Tenn.—Carolina Christian Broadcasting Inc. seeks ch. 30; ERP 1162 kw vis., 116.2 kw aur., HAAT 745 ft.; ant. height above ground 649 ft. Address: 3409 Rutherford Rd., Taylors, S.C. 29687. Estimated construction cost \$608,745; first-year operating cost \$120,000; revenue \$340,000. Legal counsel: John G. Hardeman consulting engineer: Edward Lorenz. Principals: James H. Thompson (98.6%) and Fred E. Crain (1.4%). Thompson is owner, and Crain is supervisor of preparation department, of Faith Printing Co. in Taylors. Applicant is licensee of WGGV-TV Greenville, S.C. and applicant for CP for UHF in Columbia, S.C. Ann. Aug. 15.

■ Memphis, Tenn.—TV 30, Inc. seeks ch. 30; ERP 1276 kw vis., 79.4 kw aur., HAAT 865 ft.; ant. height above ground 1114 ft. Address: 1 Commerce Square, Memphis 38103. Estimated construction cost \$2,007,000 first-quarter operating cost \$198,100; revenue \$2,205,080. Legal counsel: Ginsburg, Feldman & Press, Washington, D.C.; consulting engineer: Cohen & Dippell, Wash., D.C. Principals: Fred L. Davis (5%), Lucia F. Gilliland, (21.25%), E. William Henry (21.25%), Henry W. Hooker (10%), John R. Malmo (21.25%) W. Downing Pryor (21.25%). Davis is insurance agent; Gilliland, a banker, Henry, lawyer; Hooker, corporate executive for stock exchange conglomerate; Malmo, advertiser; Pryor, car dealer. Henry is 4% owner of El Paso Broadcasting Corp which is licensee of KPAS(FM) El Paso and permittee of KVFM(FM) Ogden, Utah. Hooker is 10% owner and director of Broadcast Corporation of Georgia, applicant for new commercial TV station and STV authority there. Ann. Oct. 24.

■ Memphis, Tenn.—Levee Media Inc. seeks ch. 30; ERP 1561 kw vis., 240 kw aur., HAAT 508 ft.; ant. height above ground 502 ft. Address: 4608 Darcene Dr., Lakeland, Fla. Estimated construction cost \$132,340; first-quarter operating cost \$150,000. Legal counsel: William P. Bernton, Washington, D.C.; consulting engineer: Peter V. Gureckis. Principals: Russell Sugarmon, William Tanner and Florence Gregg—each one-third. Sugarmon is partner in Memphis law firm; Tanner is director of William B. Tanner Co., broadcast service and media placement firm in Memphis. Gregg is 71% stockholder of Florence Corp. which owns 25% of WQPD(AM) Lakeland, Fla. and 10% of WSHP(AM) Shippensburg and WFCR(AM) McConnellsburg, both Pennsylvania. There are no other broadcast interests. Ann. Oct. 24.

kw-D; FM: 98.7 3 kw)—Seeks transfer of control of Georgia Communications Corp. from E.W. John Johnson and F. Hunt Sanders (97% before; none after) to Howard M. Williamson and Howard Holman (none before; 97% after). Consideration: \$9,700. Principals: Johnson and Sanders are selling interest in station in order to pay off debt to Kenneth Matthews. Williamson owns third interest in WXPQ(AM) Eatonton, Ga. Holman has no other broadcast interests. Ann. Oct. 19.

■ KIPC(FM) Albuquerque, N.M. (91.5 mhz, 8.3 kw)—Seeks assignment of license from Albuquerque Public Broadcasting Corp. to Spindizzy Pubcom Inc. for \$10. Seller is bankrupt; Gary B. Ottinger is trustee. Seller has no other broadcast interests. Buyer is non-profit corporation; Ira Littman, part owner (13.5%) of KNCN(AM) Sinton, Tex., is president. Ann. Oct. 24.

■ WNDR(AM)-WNTQ(FM) Syracuse, N.Y. (AM:1260 khz, 5 kw; FM: 93.1 mhz, 97 kw)—Seeks transfer of control of Tower Broadcasting from Wechsler Coffee Corp. (90% before; none after) to WN Broadcasting Inc. (none before; 100% after). Consideration: \$1,871,980 plus adjustments at closing. Seller is owned by Harry F. Wechsler and Jack Burris as voting trustees. Arthur C. Kyle Jr. owns 10% interest. Control of WNTQ will also be transferred to buyer since Tower controls 51% of Signal Broadcasting Co., licensee of WNTQ. Buyer is owned by Ralph C. Guild and McGavren-Guild Inc. Guild is president of employee-owned McGavren-Guild, radio sales representative. Guild is also principal owner of KFAC-AM-FM Los Angeles. Ann. Oct. 25.

■ WMCP(AM) Columbia, Tenn. (1280 khz 1 kw-D)—Seeks transfer of control of Maury County Boosters Corp. from G. Paul Crowder and B.C. Eddins 66% before; none after) to T. Earl Williford (33% before; 38% after) and others. Consideration: \$350,000. Crowder has no other broadcast interests. Eddins also has interests in WFMH(AM-FM) Cullman, and WAGF(AM) Dothan, both Alabama, and has purchased WARI(AM)-WXLE(FM) Abbeville, Ala. Buyers are T. Earl Williford (38%), his sons, Tom E. (15%) and M. Keith, and his half brother J. Mack Shaw (32%). Prior to sale, elder Williford owned 33% of WMCP. Tom has been announcer at WMCP since 1974 and Keith is civilian electronics specialist, working on missile system for Army in Redstone Arsenal, Ala. Shaw has been commercial manager of WMCP since 1963. Ann. Oct. 17.

Actions

■ KMJ-TV Fresno, Calif. (ch. 24)—Seeks assignment of license from McClatchy Newspapers to San Joaquin Communications Corp. for \$13.5 million. Seller is owned by Eleanor McClatchy and family, who also own KBEE-AM-FM Modesto and KFBK(AM)-KAER(FM) Sacramento, both California, and KOH(AM) Reno, Nev. It has also sold, subject to FCC approval, KOVR(TV) Sacramento (Broadcasting, July 9). Buyer is owned by 14 individuals; R.W. Millard is president. None has other Broadcast interests. Ann. Nov. 1.

■ KOSO(FM) Patterson, Calif. (93.1 mhz, 1.55 kw)—Broadcast Bureau granted assignment of license from the Wireless Communications Co. to KOSO Inc. for

\$450,000. Seller is owned by Frank Imburg, who purchased station in 1977 and has asked for waiver of three-year rules based on his disability, resulting from heart attack. He also owns 15% of WABJ(AM)-WQTE(FM) Adrian, Mich. Buyer is owned by F.A. Koscielak and S. Walter Richey (50% each). Richey is chairman and Koscielak is financial vice president of St. Paul, Minn., financial services company. Richey and his wife own WCWC-AM-FM Ripon, Wis. Koscielak has no other broadcast interests (BALH 7908246W). Action Oct. 29.

■ KQMS(AM) Redding, Calif. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from DeArmond, Johnson and Dellenback partnership to Barker Broadcasting Inc. for \$840,000. Sellers are J.L. DeArmond, George R. Johnson and John R. Dellenback, who also own KTVL(TV)-KTMT(FM) Medford and KTVZ(TV) Bend, both Oregon. Buyer is owned by Harry E. Barker, general manager of KQMS (BAL 790817EQ). Action Oct. 19.

■ KZOZ(FM) San Luis Obispo, Calif. (93.3 mhz, 29.5 kw)—Broadcast Bureau granted assignment of license from Forrest Communications Corp. to KFYV Radio for \$500,000. Seller is owned by Robert A. Forrest, who owns KDON-AM-FM Salinas, Calif., and purchased KBBQ(AM)-KBBY(FM) Ventura, Calif., in July (BROADCASTING, July 30). Buyer is owned by George R. Scott (65%), Gary S. Ownes (25%) and James G. Mouyeos (10%), who also own KKAL(AM) Arroyo Grande, Calif. (BALH 790807FW). Action Oct. 29.

■ KWBZ(AM) Englewood, Colo. (1150 khz, 5 kw-D)—Broadcast Bureau granted transfer of control of Western Broadcasting Corp. from E.L. Cartwright and Sidney H. Wandel (55% before; none after) to Martha Welch (50%) and John C. Mullins (5%). Consideration: \$227,000 and assumption of \$700,000 debt. Principals: Sellers have no other broadcast interests. Mullins is 45% owner of KWBZ. Welch is housewife. (CP pending for 1 kw-N. DA). (BTC 790717FQ). Action Oct. 24.

■ KDKO(AM) Littleton, Colo. (1510 khz, 1 kw-D, 5 kw-N, DA-2)—Broadcast Bureau granted assignment of license from Radio Station KDKO Inc. to Sterling Recreation Organization Co. for \$1.1 million. Seller is principally owned by David M. Segal, who also owns WGVM(AM)-WDMS(FM) Greenville, Miss. Buyer is principally owned by Frederic Danz as individual and as trustee. Danz also owns as individual or through fiduciary capacity KALE(AM)-KIOK(FM) Richland, KBFW(AM) Bellingham and KEDO(AM)-KLYK(FM) Longview, all Washington; KASH(AM) Eugene, Ore., and KSJO(FM) San Jose, Calif. He also owns 22.7% of KZOK-AM-FM Seattle, KSND(FM) Springfield, Ore., and KXR(X)AM) San Jose (BAPL 790716FH). Action Oct. 26.

■ KIDN(AM) Pueblo, Colo. (1350 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Heptachy Inc. to Scribner Broadcasting Inc. for \$780,000. Seller is owned by Richard H. Thom (60%), John G. Findley (20%) and Leonne K. Peterson (20%), who have no other broadcast interests. Buyer is principally owned by David G. Scribner, former president of Doubleday Broadcasting Co. and

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Ownership Changes

Applications

■ WVMG-AM-FM Cochran, Ga. (AM: 1440 khz, 1

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24.5% owner of applicant for new UHF at Broomfield, Colo. He has no other broadcast interests (BAL 790813HK). Action Oct. 19.

■ **WMPP(AM)** Chicago Heights, Ill. (1470 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Seaway Broadcasting Co. from Estate of Charles Pinckard Sr. (100% before; none after) to James M. Benages (none before; 100% after). Consideration: \$150,000. Seller is debtor in bankruptcy; Charles Pinckard Jr. is administrator of estate. Benages is Melrose Park, Ill., physician, who has no other broadcast interests (BTC 790710EL). Action Oct. 18.

■ **WMOH(AM)** Hamilton, Ohio (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Raymar Communications Inc. to RaKel Inc. for \$900,000, including \$150,000 for consultancy and agreement not to compete. Seller is principally owned by R. Markey & Sons Inc., New York, principally owned by Hugh A. Markey. Bill R. McRae is president and minority shareholder. Raymar sold only other broadcast interest, WYCH(FM) Hamilton, Ohio (now WOKV), in March 1978. Buyer is wholly owned subsidiary of Superior Distributing Co., Tiffin, Ohio. It is principally owned by Robert Klepper, who has no other broadcast interests. (BAL 79082465). Action Oct. 22.

■ **WELX(AM)** Xenia, Ohio (AM: 1110 khz, 250w)—Broadcast Bureau granted assignment of license from receiver in bankruptcy to L&D Broadcasters for \$21,500. Buyer is owned by LaRue Turner (40%), Francis Thomas (33%), Darnell Turner (20%), Andrew Love (6%) and Tod Pidgeon (1%). LaRue Turner is director, telecommunications department, Central State University, Wilberforce, Ohio. Darnell Turner, his brother, is insurance salesman. Thomas is college professor. Love is school teacher. Pidgeon is mechanic. None has other broadcast interests. (BAL 781205EA). Action Oct. 12.

■ **KLCO-AM-FM** Poteau, Okla. (AM: 1280 khz, 1 kw-D; FM: 97.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from LeFlore County Broadcasting Co. to Collins Broadcasting Corp. for \$775,000. Seller is owned by R.B. Bell and his wife,

Bernice, who have no other broadcast interests. Buyer is owned by Roy D. Collins, former general manager of KXOL(AM) Fort Worth, Tex. He has no other broadcast interests (BAL 790813HL, BALH 790813HM). Action Oct. 24.

■ **KESI(FM)** Edinburg, Tex. (107.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Valley Broadcasters Inc. to Tippie Communications Inc. for \$478,000. Seller is owned by W. Lloyd Hawkins (24%) and his son, Lawrence (9%); Cloyd O. Kendrick (24%); Charles D. Rankin (17%), and Jimmie R. Champion and Gene P. Hobart (13% each). Hawkinses also own KURV(AM) Edinburg, Tex. Kendrick owns 42.5% of KENN(AM) and 40% of KRWN(FM), both Farmington, N.M. Buyer is owned by Henry B. Tippie, who is former chairman of board of Kingsvip Communications—licensee of KHFI-FM and KTVV(TV) Austin, Tex.—which merged with LIN Broadcasting, 55% owner of KBER(AM) Abilene, Tex., and less than 1% owner of Rollins Inc., owner of several TV and radio stations (BALH 790829AM). Action Oct. 22.

■ **KVAN(AM)** Vancouver, Wash. (1480 khz, 1 kw-D, 5 kw-N)—Broadcast Bureau granted assignment of license from The New Broadcasting Corp. to Patten Communications Corp. for \$967,725. Seller is owned by Howard R. Slobodin (90.1%) and Alan J. Slobodin (9.9%), brothers. Neither has other broadcast interests. Buyer, owned by Myron P. Patten (54.38%) and 24 others, owns WGMW(FM) Riviera Beach, Fla.; WMPX(AM) Midland and WKHM(AM)-WJOX(FM) Jackson, both Michigan; KLNT(AM)-KLNQ(FM) Clinton, Iowa, and WYXE(FM) Sun Prairie, Wis. (BAL 790815ED). Action Oct. 24.

Facilities Changes

AM applications

■ **WTBC(AM)** Tuscaloosa, Ala.—Seeks CP to make changes in ant. sys. and adjust trans. power output. Ann. Nov. 2.

■ **KETH(AM)** Ketchikan, Alaska—Seeks mod. of CP to make changes in ant. sys. and change TL to: corner of East and Siedman Sis., Ketchikan. Ann. Nov. 2.

■ **KWRM(AM)** Corona, Calif.—Seeks CP to increase nighttime power to 2.5 kw; make changes in ant. sys. Ann. Oct. 24.

■ **WINK(AM)** Fort Myers, Fla.—Seeks CP to change TL to: approx. 2.35 miles Southeast of Fort Myers and change type trans. Ann. Nov. 2.

■ **WDAE(AM)** Tampa, Fla.—Seeks CP to change daytime operation from directional to non-directional. Ann. Nov. 2.

■ **WCKL(AM)** Catskill, N.Y.—Seeks CP to make changes in ant. sys. Ann. Oct. 29.

■ **WANB(AM)** Waynesburg, Pa.—Seeks CP to change TL: 2.3 mi. SE of Morrisville near Waynesburg; (FM Site) increase ant. height. Ann. Oct. 29.

■ **WLYC(AM)** Williamsport, Pa.—Seeks CP to change TL to: Cemetery Rd., near Wildwood Cemetery between Williamsport and Garden View, Loyalsock Township, Pa. Ann. Oct. 29.

■ **KAAM(AM)** Dallas—Seeks CP to change TL to: 2200 ft. S. of the intersection of Beltline and Ledbetter Rds. W and N. side of Ledbetter Rd. near Carrollton, Tex.; install DA-2; make changes in ant. sys. Ann. Oct. 29.

■ **KVWC(AM)** Vernon, Tex.—Seeks CP to make changes in ant. sys. Ann. Nov. 2.

■ **WDOT(AM)** Burlington, Vt.—Seeks CP to change frequency to 1390 khz; install DA-N change TL. Ann. Oct. 24.

■ **WCQL(AM)** Pewaukee, Wis.—Seeks Mod. of CP to change SL to: 131 E. Wisconsin Avenue, Pewaukee and operate trans. by RC from proposed SL. Ann. Nov. 2.

FM applications

■ **KHYL(FM)** Auburn, Calif.—Seeks CP to install aux. trans. and ant. at: 3300 Grass Valley Hwy., Auburn; to be operated on 3.46 kw (H); HAAT: 410 ft (H) and change TPO. Ann. Oct. 29.

■ ***KSJV(FM)** Fresno, Calif.—Seeks Mod. of CP to make changes in ant. sys.; change type trans. change

type ant. SL and RC: 1044 Fulton Mall No. 403, Fresno, Calif. and change TPO. Ann. Oct. 29.

■ **KFMR(FM)** Stockton, Calif.—Seeks MP to change TL to: .58 mi. W. of Hwy. 99 on Hammer Ln., Stockton; change SL to: 555 Benjamin Holt Dr., Stockton, and operate by RC from 10 West Locust St., Lodi, Calif. ERP: 3kw; HAAT: 283.32 ft. Ann. Oct. 29.

■ **KBPI(FM)** Denver—Seeks Mod. of CP to change ant. radiation to 249 ft. Ann. Oct. 29.

■ **WSHE(FM)** Ft. Lauderdale, Fla.—Seeks CP to install aux. trans. and ant. at Main SL: 3000 SW 60th Ave., Ft. Lauderdale to be operated on: ERP: 61.5kw (H&V); HAAT: 160 ft. (H&V) and change TPO. Ann. Nov. 2.

■ **WCGQ(FM)** Columbus, Ga.—Seeks CP to make change in ant. sys.; change TL to: off Wommack Rd., U.S. Hwy. 80, 1.3 mi. W. of City Limits, Phenix City, Ala.; change SL and RC to: 1327 Warren Wms. Rd., Columbus, Ga.; change type trans.; change type ant. increase ERP: 100kw (H&V); increase HAAT: 628 ft. (H&V) and change TPO. Ann. Nov. 2.

■ **WLOO(FM)** Chicago—Seeks CP to increase ERP to: 8.3kw (H&V) and change TPO. Ann. Oct. 29.

■ **WIKS(FM)** Greenfield, Ind.—Seeks CP to make changes in ant. sys.; change TL to: 9301 E. Burk Rd., Indianapolis; change type trans.; change type ant.; decrease ERP: 10.0kw (H&V); increase HAAT: 947 ft. (H&V) and change TPO. Ann. Nov. 2.

■ **WCBS-FM** New York—Seeks Mod. of CP to increase ERP to: 7.25 kw (H&V); increase HAAT: 1,300 ft. (H&V); change type ant. and change TPO. Ann. Oct. 29.

■ ***WTLB-FM** Utica, N.Y.—Seeks CP increase ERP: 50KW (H) HAAT: 500 ft. (H) and make changes in ant. sys. Ann. Oct. 24.

■ **WKSM(FM)** Tabor City, N.C.—Seeks Mod. of CP to make changes in ant. sys.; change type ant.; increase ERP: 1.76kw (H&V); change TPO and add directional ant. Ann. Oct. 29.

■ ***WOFM(FM)** Greenville, Tenn.—Seeks CP change TL; HAAT: 1089 ft. (H&V) and make changes in ant. sys. Ann. Oct. 24.

■ **KMJQ(FM)** Clear Lake City, Tex.—Seeks CP to make changes in ant. sys.; change TL to: 2701 Senior Rd., Dewall, Tex. increase ERP: 100kw (H&V); increase HAAT: 1250 ft. (H&V); change type ant. and change TPO. Ann. Oct. 29.

■ **KMFM(FM)** San Antonio, Tex.—Seeks Mod. of CP to make changes in ant. sys.; change type trans.; change type ant.; decrease HAAT: 481 ft. (H&V) and change TPO. Ann. Oct. 29.

TV applications

■ ***KYNE-TV** Omaha, Neb.—Seeks MP to change ERP to vis. 520.36 kw, aur. 52.03kw; change type trans.; type ant.; make changes in ant. structure; and HAAT 425.3 ft. Ann. Oct. 31.

■ **WHKY-TV** Hickory, N.C.—Seeks CP to change ERP to vis. 273kw (M), aur. 54.6kw (M); and change type trans. Ann. Oct. 29.

■ ***WPTD(TV)** Kettering, Ohio—Seeks CP for changes: ERP vis. 3118.9kw, aur. 311.9kw; TL: 3896 Guthrie Rd., Dayton, Ohio; SL: 3440 Office Park Dr., Dayton; trans.; and HAAT 1135.9 ft. Ann. Nov. 2.

■ ***KOED-TV** Tulsa, Okla.—Seeks CP to change ERP to vis. 316kw, aur. 62.37kw; TL to N. of intersection of Muskogee Toll Rd. and S. 101st St., approx. 1.8 mi. E. of Oneta, Okla. change type trans.; change type ant. and HAAT 1661 ft. Ann. Oct. 29.

FM grant

■ **WPIX-FM** New York—Granted CP changing type of trans.; change type of ant. and TPO and ERP: 7.6kw(H), 5.4 kw(V); change ant. height: 1230 ft. (H&V) (BPH 790104AJ). Action Oct. 15.

In Contest

FCC decision

■ **FCC** has granted application of Ned Hughes Broadcasting Inc., licensee of WYNE(AM) to change its community of license from Appleton to Kimberly, Wis., increase power and add separate facilities for nighttime operation. It rejected petition to deny filed

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by Cummings Communications Corp., licensee of WNAM(AM) Neenah-Menasha, Wis., located within ten miles of Kimberly. Cummings originally had filed informal objection to Hughes' application based upon alleged reradiation due to proximity between proposed WYNE operation and WNAM. Proposed WYNE transmitter site is 1.2 miles from WNAM's site. Cummings again raised engineering problem in its petition to deny. Hughes replied that these problems could be resolved by standard engineering techniques. Action Oct. 16.

Designated for hearing

■ Chickasaw, Ala.—Broadcast Bureau designated for hearing applications of Phillips Radio Inc., and Chicasaw Broadcasting Associates for new FM station on 98.3 mhz at Chickasaw. (BC Docket Nos. 79-276-277). Action Oct. 15.

■ Batesville, Ark.—Broadcast Bureau designated for hearing applications of Biard Communications Inc. and White River Valley FM Radio for new FM station on 93.1 mhz at Batesville. (BC Docket Nos. 79-274-275). Action Oct. 15.

■ Flemingsburg, Ky.—Broadcast Bureau designated for hearing applications of Fleming County Broadcasting Inc. and Flemingsburg Broadcasting Co. for new AM station on 1060 khz at Flemingsburg. (BC Docket Nos. 79-278-279). Action Oct. 22.

■ Louisville, Ky.—Broadcast Bureau designated for hearing applications of Consolidated Broadcasting Co. to change frequency of WRDB-TV Louisville to ch. 21 and Word Broadcasting Network Inc., for new TV station on ch. 21. (BC Docket Nos. 79-280-281). Action Oct. 22.

■ Hudson, Wis.—Broadcast Bureau designated for hearing mutually exclusive applications of Cornwall Broadcasting Corp., Hudson, Wis., and John I. Hanten and Carol A. Hanten, Zumbroia, Minn., for new AM station on 740 khz, to determine areas and populations which would receive primary aural service from each of proposals and the availability of other primary service to such areas and populations. (BC Docket Nos. 79-283-4). Action Oct. 24.

Allocations

Petitions

■ Washington D.C.—Alan Gladish, Wyatt Rauch, Michael Voyles and Ronald Weeks requests amendment FM Table of Assignments to assign 102.3 mhz to Petersburg, Ind. (RM-3510). Ann. Oct. 31.

■ Washington D.C.—Golden-Door Properties Ltd. requests amendment TV Table of Assignments to assign ch. *49 in lieu of *43 at Visalia, Calif.; and assign ch. 43 as commercial channel at Clovis, Calif. (RM-3516). Ann. Oct. 31.

■ Washington, D.C.—National Telecommunications and Information Administration requests FCC to further stimulate minority ownership of broadcast facilities by issuing policy statement (a) clarifying its position as to grant of waivers of its multiple ownership rules, TV "Top 50" ownership policy and "three year rule," and (b) "Distress sale" policy (RM-3521). Ann. Oct. 31.

■ Lake Havasu City, Ariz.—New Life Christian School requests amendment FM Table of Assignments to assign 91.1 mhz to Lake Havasu City as noncommercial educational channel (RM-3519). Ann. Oct. 31.

■ KOAA-TV Pueblo, Colo.—Sangre de Cristo Communications Inc. requests amendment TV Table of Assignments to assign ch. 30 to Colorado Springs (RM-3520). Ann. Oct. 31.

■ Cocoa, Fla.—Astro Enterprises Inc. requests amendment TV Table of Assignments to assign ch. 65 to Winter Park, Fla. (RM-3513). Ann. Oct. 31.

■ Momence, Ill.—Roger C. Elliott requests amendment FM Table of Assignments to assign 104.9 mhz to Paxton, Ill. (RM-3517). Ann. Oct. 31.

■ Bonaparte, Iowa—Robert L. McDavid requests amendment FM Table of Assignments to assign 106.3 mhz to Bloomfield, Iowa (RM-3515). Ann. Oct. 31.

■ Frederick, Md.—Middletown Broadcasters Association requests amendment FM Table of Assignments to assign 103.1 mhz to Middletown, (RM-3512). Ann. Oct. 31.

■ Columbia, Mo.—Al Germond requests amendment

FM Table of Assignments to substitute 106.3 mhz for 101.7 mhz at Monroe City, Mo. and assign 101.7 mhz to Columbia. (RM-3509). Ann. Oct. 31.

■ Ogallala, Neb.—Ogallala Broadcasting Co. requests amendment FM Table of Assignments to assign 99.7 mhz in lieu of 92.7 mhz to Ogallala (RM-3514). Ann. Oct. 31.

■ WJES(AM) Johnston, S.C.—Edgefield Saluda Radio Company Inc. requests amendment FM Table of Assignments to delete 92.1 mhz from Batesburg, S.C. and assign it to Johnston; assign 95.3 mhz to Batesburg. (RM-3518). Ann. Oct. 31.

■ Garland, Tex.—Edd L. Roult requests amendment FM Table of Assignments to assign 95.9 mhz to Malakoff, Tex. (RM-3508). Ann. Oct. 31.

■ Lewisville, Tex.—Sharon Hess requests amendment FM Table of Assignments to delete 102.3 mhz from Crystal City, Tex. and assign to Uvalde, Tex. (RM-3506). Ann. Oct. 31.

■ Spokane, Wash.—Read Broadcasting requests amendment FM Table of Assignments to assign 99.3 mhz to Yakima, Wash. (RM-3511). Ann. Oct. 31.

■ Petersburg, W.Va.—Creative Broadcasting Inc. requests amendment FM Table of Assignments to assign 101.7 mhz to Petersburg (RM-3507). Ann. Oct. 31.

Actions

■ Murfreesboro, Ark.—Broadcast Bureau, in response to petition by Ball Broadcasting Co., assigned 95.3 mhz to Murfreesboro as its first FM assignment, effective Dec. 4 (BC Docket No. 79-150, RM-3344). Action Oct. 19.

■ Homasassa Springs, Fla.—Broadcast Bureau in response to petition by West Wind Broadcasting Inc., assigned 95.3 mhz to Homasassa Springs as its first FM assignment, effective Dec. 10 (BC Docket No. 79-165, RM-3355). Action Oct. 26.

■ Osage City, Kan.—Broadcast Bureau, in response to petition by William P. Turney, assigned 92.7 mhz to Osage City as its first FM assignment, effective Dec. 4 (BC Docket No. 79-135, RM-3290). Action Oct. 18.

■ DeSoto and Potosi, Mo.—Broadcast Bureau, in response to petition by Pinkney Cole, proposed assigning 100.1 mhz to DeSoto as its first FM assignment, and substitution of 97.7 mhz for 100.1 mhz at Potosi; comments due Dec. 18, replies Jan. 7 (BC Docket No. 79-267, RM-3342). Action Oct. 18.

■ Vandalia, Mo.—Broadcast Bureau, in response to petition by Roger C. Elliott, proposed assigning 100.1 mhz to Vandalia as its first FM assignment; comments due Dec. 26; reply comments Jan. 15, 1980, by Notice of Proposed Rulemaking (BC Docket No. 79-290, RM-3438). Action Oct. 26.

■ Ticonderoga, N.Y.—Broadcast Bureau, in response to petition by Molsinger Communications Inc. proposed assigning 103.9 mhz as first FM assignment; comments due Dec. 18, replies Jan. 7 (BC Docket No. 79-268, RM-3418). Action Oct. 19.

■ Duncan, Okla.—Broadcast Bureau, in response to petition by R&R Broadcasting Inc., assigned 96.7 mhz to Duncan as its second Class A FM assignment, effective Dec. 4 (BC Docket No. 79-122, RM-3119). Action Oct. 18.

Cable

■ The following cable operators have filed service registrations:

■ Cablevision Systems Long Island Corp. for Long Beach, N.Y. (NY0740) add signal.

■ Cable Television Inc. for Dale City, Va. (VA0019) add signal.

■ Cable Vue TV Inc. for Baxley, Ga. (GA0004) add signal.

■ Blackshear Cable TV Inc. for Blackshear, Ga. (GA0002) add signal.

■ Zion Television Cable Co. for Zion, Pa. (PA1754) add signal.

■ Manhattan Cable Television Inc. for New York (NY0234) add signal.

■ Keystone Communicable Inc. for Quarryville, Biglerville, and Butler, all Pennsylvania (PA0909,1666,5) new system.

■ Cablevision Systems Suffolk Corp. for Amityville.

Babylon, and Lindenhurst, all New York (NY0391, 423, 1) add signal.

■ Northern Valley Cable Co. for Bergenfield, N.J. (NJ0145) add signal.

■ Cablevision Systems Huntington Corp. for Huntington, N.Y. (NY0392) add signal.

■ Cablevision of New Jersey for Demarest, Tenafly, Fairlawn, Oradell, Paramus, New Milford, Dumont, and Cresskill, all New Jersey (NJ0293, 17, 59, 60, 311, 207, 11, 10) add signal.

■ Cablevision Systems Long Island Corp. for New Hyde Park, Westbury, Sea Cliff, Laurel Hollow, Roslyn Estates, Bayville, Roslyn, Glen Cove, Farmingdale, Massapequa Park, Mineola, Freeport, Floral Park, Stewart Manor, Williston Park, Valley Stream, Hempstead, North Hempstead, and Oyster Bay, all New York (NY0790, 03, 91, 664, 3, 5, 2, 11, 7, 35, 66, 749, 74, 48, 14, 41, 72, 453, 4, 89) add signal.

■ Sumner Cable Inc. for Hendersonville, Tenn. (TN0162) new system.

■ TV Cable of Waynesboro Inc. for Washington, Md. (MD0134) new system.

■ Midwest Cable Television Inc. for Yuma, Akron, and Otis, all Colorado (CO0034, 3, 84) add signal.

■ Cablevision of Knox County for Rockland, Camden, Owls Head, and Rockport, all Maine (ME0041, 98, 74, 99) add signal.

■ Lockhart Cable TV Service Inc. for Columbus, Lockhart, and Three Rivers, all Texas (TX0204, 91, 493) add signal.

■ Brookhaven Cable TV Inc. for Brookhaven, Lake Grove, Patchogue, and Bellport, all New York (NY0052, 451, 363, 581) add signal.

■ Viacom Cablevision of Cleveland for Cleveland Heights, Ohio (OH10695) new system.

■ Nation Wide Cablevision Inc. for Bremerton, Wash. (WA0003, 198) add signal.

■ Tele-Vue Systems Inc. for Mount Lake Terrace, Lynwood, and Snohomish, all Washington (WA0228, 3, 44) add signal.

■ Community Telecable of Seattle Inc. for Seattle, Wash. (WA0077) add signal.

Please send

Broadcasting

The newswEEKly of broadcasting and allied arts

Name _____

Company _____

Business Address
 Home Address _____

City _____

State _____ Zip _____

Type of Business _____

Title/Position _____

Are you in cable TV operations Yes No

Signature (required) _____

3 years \$105 2 years \$75 1 year \$40
(Canadian and international subscribers add \$12/year)
 1979 Cable Sourcebook \$20.00
(If payment with order: \$15.00)

Payment enclosed Bill me
 Across the Dial \$3.95
(Price includes postage and handling. Prepaid orders only.)

For Address Changes Place Most Recent Label Here.

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

- Master Cable TV Sys. for Mercer Island, and Seattle, both Washington (WA0110, 2) add signal.
- Community Telecable of Bellevue Inc. for Bellevue, Wash. (WA0148, 076) add signal.
- Vista Television Cable Inc. for Redmond, and Bothell, both Washington (WA0151, 49) add signal.
- Master Cable TV Sys. for Lake Forest Park, Wash. (WA0160) add signal.
- Vista Television Cable Inc. for King, Wash. (WA0150) add signal.
- Community Telecable of Bellevue Inc. for King, Wash. (WA0118) add signal.
- Master Cable TV Sys. for King, Wash. (WA0111) add signal.
- Fairfield Cablevision Associates for Lancaster, Ohio (OH0269) add signal.
- Bentonville Cable TV for Bentonville, Ark. (AR0054) add signal.
- Magnolia Cable TV for Magnolia, Ark. (AR0057) add signal.
- Valley Cable Corp. for Stoddard, Wis. (WI0201) new system.
- Continental Cablevision of Morton Grove Inc. for Morton, Ill. (IL0326).
- Cable Associates Inc. for Strasburg, Pa. (PA1820) new system.
- Teleprompter Corp. for Ironwood, Bessemer, Erwin, and Wakefield, all Michigan (MI0282, 1, 111, 026, 30) add signal.
- Teleprompter Corp. for Hurley, and Montreal, both Wisconsin (WI0080, 68) add signal.
- American Heritage Cablevision Inc. for Council Bluffs, Iowa (IA0092) add signal.
- Scott Cable TV for Scott, La. (LA0118) add signal.
- Broussard Cable TV for Broussard, La. (LA0017) add signal.
- Telecable Associates Inc. for Breaux Bridge, La. (LA0097) add signal.
- Lafayette Cable TV for Lafayette, La. (LA0033, 93) add signal.
- Crowley Cable TV for Crowley, and Bayne, both Louisiana (LA0047, 5) add signal.
- Abbeville Cable TV for Abbeville, La. (LA0046, 101) add signal.
- Kaplan Cable TV for Kaplan, La. (LA0017, 114) add signal.
- Teleprompter of Greenwood Inc. for Greenwood, S.C. (SC0024, 49) add signal.
- Community Telecable of Georgia Inc. for Manchester, Ga. (GA0099) add signal.
- Doniphan County Cable TV Inc. for Troy, Kan. (KS0199) new system.
- Rockland Cablesystems for Haverstraw, West Haverstraw, and Stony Point, all New York (NY0286, 7, 91, 0) add signal.
- Abingdon Cablesyst. for Abingdon, and Washington, both Virginia (VA0026, 117) add signal.
- Saltville Cablesystems for Saltville and Smyth both Virginia (VA0028, 118) add signal.
- Galax Cablesystems for Galax, Va. (VA0027) add signal.
- Marshall County Cablesystem for Cameron, and Glendale, both West Virginia (WV0130, 1) add signal.
- Stigler Cable TV Co. for Stigler, Okla. (OK0060) add signal.
- Peekskill Cablesystems for Peekskill, and Buchanan, both New York (NY0284, 1) add signal.
- Cablevision Co. for Trussville, and Jefferson, both Alabama (AL0184, 5) new system.
- Cablevision Co. for Alabaster, Pelham, Shelby, Fullondale, Gardendale, and Jefferson, all Alabama (AL01778, 9, 80, 1, 2) add signal.
- Southeast Cablevision Inc. for Pahokee, Palm Beach, Belle Glade, and South Bay, all Florida (FL0128, 355, 184, 320) add signal.
- Spring Video Inc. for Spring, Tex. (TX0573) add signal.
- Rock Valley Cablevision Ltd. for Oregon, Polo, Mount Morris, Byron, Forreston, and Stillman Valley,

- all Illinois (IL0234, 8, 5, 6, 9, 7) add signal.
- Com-West Inc. for Faribault, Minn. (MN0016) add signal.
- Macon Cablevision Inc. for Macon, Mo. (MO0137) add signal.
- Catawba Services Inc. for Rock Hill, S.C. (SC0013) add signal.
- Palmetto Cable TV Inc. for Fort Mill, S.C. (SC0020) add signal.
- Catawba Services Inc. for York, S.C. (SC0122) add signal.
- Teleprompter Corp. for Preston, W. Va. (WV0608) new system.
- Teleprompter of Mohawk Valley Inc. for West Winfield, and Bridgewater, both New York (NY0162, 296) new system.
- Cable Systems Inc. for Lakin, Kan. (KS0201) new system.
- Mandan Cable TV Division for Bismarck, and Mandan, both North Dakota (ND0006, 5) add signal.
- Hugoton Cablevision Inc. for Hugoton, Kan. (KS0053) new system.
- Cable TV of Tahoe Inc. for Tahoe City, Calif. (CA0703) new system.
- Teleprompter Corp. for Pence, Wis. (WI0132) add signal.
- Valley Video Systems Inc. for Peterson, Minn. (MN0177) new system.
- Peekskill Cablesystems for Cortlandt, N.Y. (NY0771) new system.
- Horton Cable Inc. for Horton, Kan. (KS0202) new system.
- TV Service Inc. for Knott, Ky. (KY0215) new system.
- Alexandria Cablevision Co. for Alexandria, Va. (VA0220) new system.
- Continental Cablevision of Ohio Inc. for Elyria, Ohio (OH0693) new system.
- United Cable Television Corp. for Ada, and Canyon, Idaho (ID0097, 8) new system.
- Halifax Cable TV Inc. for Ponce Inlet, Fla. (FL0219) add signal.
- Dotson TV Cable Inc. for Mohawk, and Ranther, both West Virginia (WV0606, 7) new system.
- Viacom Cablevision for Keizer, Ore. (OR0227) new system.
- Cable Installation Contractors et. al. for Tatum, N.M. (NM0084) new system.
- Signal Inc. for West Bend, Iowa (IA0058) new system.
- General Electric Cablevision Corp. for East Grand Rapids, Mich. (MI0336) add signal.
- Platte County Communication Co. for Weston, Lake Waukomis, Weatherby Lake, and Platte, all

- Missouri (MO0115, 20, 36, 074) add signal.
- Clay County Communications Co. for Gladstone, Mo. (MO00146) add signal.
- Halifax Cable TV Inc. for Daytona Beach, Port Orange, South Daytona Beach, Daytona Beach Shores, and District Five, all Florida (FL0057, 60, 1, 56, 220) add signal.
- Nation Wide Cablevision Inc. for San Carlos, Belmont, and Bedwood City, all California (CA0207, 007, 205) add signal.
- Peninsula Cable TV Corp of Menlo Park for Redwood City, Calif. (CA0573) add signal.
- Noble Cable TV Inc. for Ligonier, Ind. (IN0158) add signal.
- Platte County Communications Co. for Fort Leaven, Kan. (KS0198) new system.
- Oberlin CATV Inc. for Oberlin, Kan. (KS0047) add signal.
- Platte County Communication Co. for Parkville, and Platte Woods, both Missouri (MO0126, 41) add signal.
- Cablecom of Lufkin for Lufkin, Tex. (TX0182) add signal.
- Suburban Cablevision Inc. for Fanwood, N.J. (NJ0369) new system.
- Boardman Community TV Inc. for Boardman, Ore. (OR0225) new system.
- Cross Country Cable III et. al. for South Amboy, and Matawan, both New Jersey (NJ0370, 1) new system.

Complaints

- Total of 2,717 complaints were received from public by FCC Broadcast Bureau in Sept., increase of 776 over Aug. Other comments and inquiries for Sept. totaled 2,126, increase of 668 over previous month. Broadcast Bureau sent 926 letters in response to comments, inquiries and complaints. Ann. Nov. 1.

Other

- FCC has corrected and revised both its technical standards and technical operating procedures in broadcast rules. Revisions were based on comments, questions and experience of both station licensees and FCC staff in using rules. Several of separate rules for AM, FM and TV, each covering same basic subject and requirement, were amended and single common rule applicable to all services is substituted. This not only shortens "Quantity" of broadcast rules, but also facilitates use and understanding of rule by licensees operating more than one broadcast service. Action Sept. 27.

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

**Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager with strong sales background wanted by progressive, expanding group broadcaster. Send resume with salary requirements to: Entercom, One Bala Cynwyd Plaza, Suite 225, Bala-Cynwyd, PA 19004. EOE.

Sales Manager—We're located in the Sunny Southwest in a market expecting population of over one million by 1984. Our company is growing rapidly and the person selected to head our five person sales staff will have excellent growth potential. The station's adult contemporary format should earn the right person \$30,000+ his/her first year. EOE M/F. If you are ready to grow with our growing seven station chain send complete resume today to Box J-203.

Religious West Coast major fulltimer seeking strong self-starting general manager. Must be thoroughly experienced in religious and secular station management with emphasis on sales. Excellent base salary plus bonus incentives. Send full resume with references. Box K-46.

Group owner is in need of a Sales Manager capable of applying research in local sales. 'Rep' background helpful, but not essential. You must be able to mold a cohesive local sales force and maintain strong personal billing. This southeast station offers excellent base, incentives and fringe benefits. EEO. Box K-42.

Are you a successful Sales Manager ready to move up to GM? Eight or more years of commercial radio experience? RAB trained? AM station with great potential needs manager who will accept our formula and put it to work. Must have good "on the street" sales track record. Salary plus incentives. Send resume and references to Box K-11.

Director of Development wanted for WHIL-FM, new public station in Mobile. Responsibilities will include all aspects of fundraising, membership and grant preparation. Director will work with a staff of top-notch professionals, hand picked from all parts of the country; and a heavyweight Board of Directors. A successful track record is the main pre-requisite for this position. Salary is open. I'm more interested in finding the right person than haggling over a few dollars. Send detailed resume, references and salary history to: Joseph A. Martin, General Manager, WHIL, Gulf Coast Public Broadcasting, Inc., Box 160326, Mobile, AL 36616. EOE/Affirmative Action.

Sales professional with outstanding local sales record. Must be able to motivate others and obtain results quickly! Fulltime AM in beautiful medium Western growth market. Prefer West Coast applicants only. EOE/MF. Resume to Personnel Director, 115 Retiro Way, San Francisco, CA 94123.

General Manager Large market, knowledge of Spanish language helpful. Salary commensurate with experience. Good fringe benefits. Must be experienced. Box K-88.

Move up to GM: We're looking for a successful Sales Manager to join our team. Just one hour from NYC in a fast-growing area. Salary, override, benefits. EOE. Send resume and salary history to Box K-117.

New fulltimer in beautiful Upstate New York single station market looking for sales-oriented General Manager. Great opportunity for the right person. EOE. Send resume and salary requirements to Box K-87.

Manager—Alaska Public Radio Station seeks experienced person to manage non-commercial radio station and mini-TV station. Salary: \$19-21K DOE. Resumes to: Richard Yospin, Board Chairman, KRBD-FM, 2415 Hemlock Street, Ketchikan, AK 99901. Closes date for applications: November 15th. KRBD is an Equal Opportunity Employer.

Radio Station Manager needed. Group owner will consider candidates currently employed with a significant record of achievement as Radio Station Sales Managers. Aggressive, ambitious. This is a career opportunity. EEO-M/F-Reply Box I-117.

Los Angeles General Manager-KIQQ/FM. Prior experience as general manager, general sales manager of large radio station. Past profit responsibility important. Equal Opportunity Employer. Send resume to Dick Rakovan, Outlet Broadcasting Co., 111 Dorrance St., Providence, RI 02903.

Station Manager: Mature pro for fulltime FM stereo station, located in one of America's most beautiful seacoast areas within 100 miles of N.Y.C. Knowledge of FCC rules and reg's, local, retail, and national sales essential. Must be people oriented person. E.O.E. Send full resume in complete confidence to Box K-126.

General Manager for non-profit radio drama production house; grantsmanship, marketing, staff supervision, administration, business management, etc. \$18,300-\$20,000. National Radio Theatre, 612 N. Michigan, Chicago, IL 60611

General Manager—Investor group seeks self-starting general manager with sales orientation to operate AM/FM station in major Northeast market. Candidate should be willing to work with acquisition team in structuring pro formas, operating format and financing. Attractive compensation package and equity participation available for right person. All replies held in strict confidence. Send resume and salary history to Box K-141.

Resumes accepted now for GM position summer of 1980. New full time AM, Upper midwest, expanding company. Market of approximately 20,000. Previous experience in management or sales management required. EOE/M-F. Dakota North Plains Corporation, Box 1770, Aberdeen, SD 57401.

Only station in a nice community of 6,000 in Iowa. Looking for a sales oriented person to manage. Excellent opportunity. Send resume to: Box K-139.

KPFA Station Manager KPFA, Northern California's oldest listener-sponsored radio station, is seeking applicants for General Manager. Administrative, fiscal, and fund-raising experience combined with community awareness essential. Salary \$14,000 to \$16,000. Apply before December 1, 1979 to: Mgr. Committee, KPFA, 2207 Shattuck, Berkeley, CA 94704. KPFA is an Affirmative Action Employer.

HELP WANTED SALES

Mid. Ga. Med. Mkt. small town. Must have proven record. We got goodwill. We got listeners. What we need is a closer. City earnings, country living. No boozers, drifters. Permanent position. Open now. Contact: John Kea, 912—526-8122.

Sales person with 2 to 3 years broadcast experience. Good communication skills. Media research experience desired. Send resume to Mr. Frank Woodbeck, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An Equal Opportunity Employer.

Naples, Florida number one contemporary music station needs an experienced radio salesperson. You must possess a proven sales track record, have an outgoing personality, and the desire to work diligently for high income. Established account list, 20% commission. Position can lead to becoming sales manager. Send resume to General Manager, WRGI, 950 Manatee Road, Naples, FL 33942. An equal opportunity employer.

Immediate opening for salesperson, two years experience preferred. Send resume to WQDE, PO Box 1624, Albany, GA 31702.

Sales Department. Opportunity to make money. Salesperson earning over \$30,000. You can, too. Two college town. Salary plus commission. Send resume to Ron Gray, WJIL, PO Box 235, Jacksonville, IL 62650.

Local Account Executives: AM/FM station in nation's fastest growing area is experiencing growing pains in the sales department. Opportunity to join one of the area's most prestigious broadcasters with great future potentials. Prefer applicants with two (2) years experience but also looking for 'live wires'. Resume to: Norman Jones, Local Sales Manager WINK, PO Box 1060, Ft. Myers, FL 33902. An Equal Opportunity Employer.

Sunny Florida station seeks hardworking, experienced salesperson. Rapidly-growing station, only one in Florida's second fastest growing county WWJB, Box 1507, Brooksville, FL 33512 EOE-M/F.

Sales Manager. Successful salesperson possessing ability to be successful sales manager. Lead and inspire AM and FM sales staffs. If you're good and seeking good future, send resume. Norm Hankoff, VP & GM, K-TAHOE AM/FM, PO Box AM, South Lake Tahoe, CA 95705. EOE.

Sales Opportunity. Experienced, hard-charging radio salesperson wanted for sunny San Diego at the top rated country station, KSON AM & FM. If you want to make money and enjoy life in America's Finest City, contact Allan Stelmach at 714—286-1240. Equal Opportunity Employer.

Once in a lifetime opportunity to join new, exciting south Florida Radio station. We're called The Lady ... For Singles Only Earnings potential \$50,000+. Liberal fringe benefits. Prior radio sales experience essential. No amateurs please. Only top billers. Rush resume to Jim Glassman, VP, Community Service Broadcasting, PO Box LADY, Miami/Ft. Lauderdale, FL 33024.

Due to the increase of new business, KQIL is expanding its sales department and an immediate opening exists for a mature man or woman with a love for people and country music. Benefits include profit sharing, paid vacation, free medical insurance and more. Interested in a sound future? Contact Mr. Hatcher, KQIL, Box 340, Grand Junction, CO 81502.

Experienced Salesperson for suburban N.Y. Radio Station needed to handle established accounts and bring in new ones. Excellent sales opportunity for growth and management potential. Call Jerry Noble, WGBB Radio Station at 516—623-1240. EOE.

Experienced sales manager will earn minimum \$50,000 yearly at The Lady, South Florida's new, unique station. Qualifications include: (1) Excellent sales ability with retail and agency accounts. (2) Prior sales management experience in medium/large market. Only apply if you're the best and supremely confident about your sales management abilities. Rush detailed resume to Jim Glassman, VP/Owner, Community Service Broadcasting Inc., PO Box LADY, Ft. Lauderdale, FL 33024 EOE M/F.

Immediate opening for experienced salesperson in one of Minnesota's richest and fastest growing communities. Excellent opportunity for aggressive sales professional. Resume and sales commission history to Sales Manager, KCLD, Box 1458, St. Cloud, MN 56301.

Immediate opening for experienced salesperson/announcer combo for progressive Alabama modern country station. We offer growth for the right person. Send resume and salary requirements to Box K-113.

HELP WANTED ANNOUNCERS

Vermont Radio Inc. is expecting several openings in early 1980, in both programming and on-air positions. If you are considering a new position in the northeast, send cover letter explaining your goals, along with tape and resume to Gary Wheelock, WVMT, PO Box 12, Colchester, VT 05446. EOE M/F.

Northern Indiana Adult Contemporary station looking for evening personality with minimum of two years commercial experience. Send resume and air check to Allen Strike, WTRC, PO Box 699, Elkhart, IN 46515 EOE.

Experienced announcer with creative skills in air work and commercial production; good voice and air personality. N.C. AM/FM stations. EOE. Send resume to Box K-59.

Top five market—major station seeks top talent for morning drive program. Heavy personality, information plus, adult contemporary music. Stability experience a must. E.O.E. Send resume, salary requirements to Box K-28.

Two openings: announcer, announcer-salesperson. Excellent opportunity for sales-oriented individual to obtain high earnings. Cliff Davis, Manager, WMJS, Box 547, Prince Frederick, MD 20678.

HELP WANTED ANNOUNCERS CONTINUED

If you love country music, can handle responsibility and have broad radio experience, we have an opening. Group owned station. Great opportunity for right person. Lee Cook, 803-382-2361, WDKD, Box 525, Kingstree, SC 29556. E.O.E.

Immediate opening for air personality with commercial production-news experience. Extra \$ for P-B-P. Send tape and resume to Barry Banker, WHJB, 245 Brown Street, Greensburg, PA 15601. EOE M/F.

WRGI-FM, Naples number one adult contemporary music station, is looking for a disc jockey having PD experience; warm, personable adult approach to a Top 40 air show. Strong on production. Salary commensurate with experience. Send resume and air check immediately to WRGI-FM, 950 Manatee Road, Naples, FL 33942. An Equal Opportunity Employer.

Top Montana, 5KW, MOR-CW station needs experienced announcer. Salary open. Extra benefits. Send tape and resume to Bob Norris, KSEN Radio, Box T, Shelby, MT 59474 or call 406-434-5241.

Seattle Classical Music Station has two openings: program director and full time announcer. Need experienced, natural sounding talent willing to contribute to the commercial vitality of Seattle's number one fine arts station. Live and work in the nation's "most liveable city." Tapes and resumes to Station Manager, Classic KING-FM, Box 24525, Seattle, WA 98124. EOE.

WJKC-Tawas City, Michigan, looking for experienced announcers. Excellent starting salary. Good benefits. Contact John Carroll 517-362-3417.

Announcer Salesperson. Half: air time. Half: sales/service calls. Can train promising beginner. Salary plus high commissions. WLRB, Box 379, Rehoboth Beach, DE 19971.

Morning personality for central Indiana full time AM. Need fresh and witty professional. MOR contemporary. CBS affiliate. Good working environment for person with good character. Send resume to Box K-94.

Want Announcer-Salesperson to assist management or announcer-engineer to assist management. 314-586-8577 person to person for Mgr. only.

NE Ohio 5,000 Watt AM seeks a night talk show host. Applicant must be versatile, exciting and conversant and have a good voice. A background in talk helpful, or heavy in radio experience and know-how. No beginners please. Job is open January 1. All replies confidential. EOE. Send resume, letter, references and salary requirements to Box K-95.

HELP WANTED TECHNICAL

Chief Engineer wanted for one of the most successful three KW FM live stereo facilities in the Country. 2 new transmitters with exciters plus generators. We don't think small. Can you measure up? Need manager with excellent planning and personnel relationship abilities. Excellent salary. Send resume in confidence to George Scantland, President, WDIF Radio, Box 524, Marion, OH 43302 E.O.E.

Chief Engineer—Upper midwest class C FM. Thorough knowledge of FCC rules & regs required. Brand new facility features latest state of the art equipment from new production studio to transmitter, audio processing to test gear etc. Seeking a person strong in FM audio, computer automation and digital circuitry. Large company offers excellent pay, fringes and benefits. Equal Opportunity Employer. Resume and salary requirements to Box J-168.

Attention Engineers. Alabama, Mississippi, Georgia small South Eastern group operator needs chief with AM-FM-directional experience. Start \$14,400. Send resume to Box J-204.

Assistant Engineer wanted at first rate 100 KW FM, 10 KW AM facility in Phoenix area. Technical Training necessary, plus some experience. Working knowledge of microprocessors and digital desired. SBE certified applicant will get special consideration. Women and minorities encouraged to apply. Send resume and salary requirements to Bob Van Buhler, KDKB Radio, Box 4227, Mesa, AZ 85201.

Chief Engineer (AM/FM), directional AM-automated in Las Vegas. No board work. Please submit resume and salary requirements to: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone: 702-385-4241. An Equal Opportunity Employer.

KARV, Russellville, Arkansas seeks Chief Engineer. Lots of audio, 4 Tower Directional, RCA AVQ 10 Weather Radar. Contact Michael Home 501-968-1184.

Chief Engineer for northeast Pennsylvania fulltime AM. Excellent opportunity. Resume to Command Broadcasting Group, Box 511, Beacon NY 12508. 914-831-8000. E.O.E.

Caribbean AM is accepting applications for a fulltime Chief Engineer. An Equal Opportunity Station. Complete resume and salary requirements to Box K-111.

Dedicated Chief Engineer wanted for top market FM operation located Northeast. Must be strong in state of the art audio processing and equipment. You will be a staff of one, well paid with the technical assistance that a group operation can offer when you require it. If you feel that you are ready to move to a major market with a growing group owner, please contact us. Send resume to Box K-97.

Chief Engineer, FM/AM. Excellent opportunity with major company, major market. All replies confidential. Mr. Curtis Shaw, General Manager, WJMO, Cleveland Heights, OH 44106.

Midwest AM/FM facility looking for creative chief engineer. AM is directional. FM is 50,000 watts. Good benefits. Send resume as soon as possible to Box K-127.

Chief Engineer. Two tower directional, AM. Salary requirements, resume to: General Mgr., WNTY, Southington, CT 06482.

Engineer—Alaska Public Radio Station seeks experienced engineer to maintain FM and mini-TV stations. Salary: \$15-17K DOE. Resumes, etc. to: Manager, KRBD-FM, 2415 Hemlock Street, Ketchikan, AK 99901. Closing date for applications: November 15th. KRBD is an Equal Opportunity Employer.

Chief Engineer for leading facilities in beautiful medium market. Immediate start. 5kw directional AM and class A FM. Must be thoroughly experienced in DAs, FM, audio, automation, remote control, maintenance, design, construction, proofs, and FCC rules and regulations. Work under way on new studio and office complex. Aggressive, young ownership committed to quality engineering in expanding station group. Rubber band, bailing wire, and alligator clip specialists need not apply. Excellent compensation/benefit package. EOE. Rush resume with references and letter of application with salary requirements to: Steve Moravec, President, Radio Station KWEB and KRCH(FM) Rochester, MN 55901. No phone calls, please.

Chief Engineer. AM/FM. FM fully automated. Strong on maintenance. EOE. Resume and salary requirements to Box K-75.

Chief Engineer for Western Pennsylvania night time DA. Good pay, beautiful surroundings. First phone required. announcing helpful. Send resume to Bruce Lewis, PD, WWCB, Box 4, Corry, PA 16407.

Chief Engineer; TV station in Southeast. Top position with good pay and benefits. Competent staff, but without chief's qualifications. If you have supervisory engineering experience, we would like to hear from you to tell you all about this position. Write with full particulars. Opening is immediate. All inquiries answered. EOE. Box K-140.

HELP WANTED NEWS

News person needed in beautiful southeastern New Mexico town of 30,000. Immediate opening. Send tape and resume to Bob Tate, KAMQ, Box 1538, Carlsbad, NM 88220.

Reporter for an established news department in single station market. Ability to gather, write and broadcast is essential. Will consider beginner with proper education and desire. An equal opportunity employer. WBYS AM & FM, PO Box 600, Canton, IL 61520.

News Director for established news department. Take charge of a respected operation. Midwest/West. EOE. Resume to Box K-39.

WSGA/WZAT in beautiful Savannah is looking for a news director. Tape and resume to Box 8247, Savannah, GA 31412. EOE-M/F.

Immediate opening for news director; excellent pay, benefits, chance to grow and expand. Ability to work with Magid news consultant but still with freedom to make virtually all final decisions. Contact General Manager, M.D. Smith, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801 or call collect 205-539-1783. All applicants treated equally.

News Director. Must be able to continue strong local news emphasis, direct staff. Two college town, competition tough. Send tape, resume, salary needs to Ron Gray, WJIL, PO Box 235, Jacksonville, IL 62650.

News Director needed for AM/FM combo with reputation for news leadership. Aggressiveness in finding and covering news, good writing and strong delivery a must. Will also handle public affairs. Tapes and resumes to: Bart Hawley, Operations Manager, WIBM/WHFI, Box 1450, Jackson, MI 49204. EOE.

Southeast Florida AM-FM with strong news image wants experienced, dedicated reporters. Winning operation looking for positive thinkers. Women and minorities encouraged. EEO Employer. Resumes to Box K-72.

WQYK-FM Tampa/St. Pete has opening for top quality on air delivery. Must be a news seeker with good references. Contact Gen. Mgr, PO Box 20087, St. Petersburg, FL 33742.

Local News Director-Announcer needed. 80% gather news, 20% announcer. Box K-134.

Experienced Newswoman wanted for established station in North Central Illinois Valley. Emphasis on local news. Excellent starting salary, many fringes. Send resume and tape to Joe Hogan; Radio Station WLPO, PO Box 215, LaSalle, IL 61301. An Equal Opportunity Employer M/F.

News and Public Affairs Director for 50KW university FM in northeast Kentucky. Bachelors and related field required. Masters preferred. Minimum 2 years experience, plus proven ability to gather, write, rewrite and report news. Must also produce weekly public affairs programs and supervise staff of student interns. Quality work expected to meet standards of state news network and national public radio. Salary commensurate with education and experience. Excellent benefits. Application deadline extended to November 14. Position available November 15. Send letter of application, resume, air-check, and examples of writing to Larry Netherton, UPO Box 903, Morehead State University, Morehead, KY 40351. MSU is an Equal Opportunity Affirmative Action Employer.

News Director: Denver area AM-FM beautiful music station seeking experienced News Director to anchor morning news plus supervise department. We're looking for a professional who can find, write and deliver flawlessly to our adult audience in an authoritative manner. We offer good pay, stability and an association with an outstanding staff of professionals of well respected stations. Send resume and audition on cassette to Al Perry, General Manager, KOSI-AM-FM, PO Box 98, Aurora, CO 80040. An Equal Opportunity Employer M/F.

Central Maine's News leader is looking for a night newswoman to fill a rare opening on our staff. We're the dominant number one station in the market with an award winning reputation. Tapes and resume to Steve Andrews, News Director, WLAM Box 929, Lewiston, ME 207-784-5401. We are an equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Person wanted to program Medium market Adult Contemporary Class A FM in breath-taking Northeast area. Box K-58.

Program Director wanted. Minimum of five years broadcast experience required. No calls. Send tape and resume to Jim Ray, KOKE AM-FM, PO Box 1208, Austin, TX 78767. Equal Opportunity Employer.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

PBP for football, basketball, baseball, must be knowledgeable. EOE. Resume to Box K-33.

Production Manager. Annual salary \$10,753 + benefits. Writes, produces & supervises production of public service, promotion, and continuity material for broadcast. Supervises and coordinates set-up, technical arrangements and production of programs in studio or remote location, both live and taped. Supervises reservation and use of studio facilities and portable equipment. Coordinates selection and involvement of academic interns; supervises volunteer, interns, and part-time student production assistants. Assists in training new staff personnel for on-air and production work. Requires bachelor's degree in journalism, mass communication, radio/TV, broadcasting or related field. Send resume with references and non-returnable audition tape to Caroline Austin, Program Director, WFSU-FM, 420 Dittenbaugh Building, Florida State University, Tallahassee, FL 32306. EOE. Application deadline: November 23, 1979. Position available: December 7, 1979.

Wanted: Person who can write creative copy, direct certain aspects of station promotions, perform as back-up to on-air personalities, and assist the Program Director in other day-to-day activities. Excellent position with growing company. An Equal Opportunity Employer. Write Box K-102.

100kw automated FM rocker has immediate opening for production pro, deep voice, to work nights. Top pay for right voice. Excellent facilities. Competitive market. Minorities encouraged. Call Dan Mitchell 919-867-0121. WQSM, Fayetteville, NC 28303.

SITUATIONS WANTED MANAGEMENT

I want a challenge to bring organization to a station and make it a community name. Looking for first management position. 7 years radio experience in all phases of station operations, first ticket, will relocate, not commanding top dollar. Box J-226.

Sales/Marketing Pro, currently GM in Top 50 market, looking for new challenge/opportunity. 10 years experience in sales, programming, promotion, news. College Degree. Reply Box J-214.

General Sales Manager: twenty years broadcast experience, AM, FM, TV; ten-years successful sales management in TV, need to re-locate by Jan. 1. Box J-189.

Operations Manager, 9 years experience, professional, integrity, organizer & leader, knowledge in programming, music, production, sales, promotion, engineering, news, traffic, automation, FCC rules, license renewal, new station construction, seeks station manager position. Box K-55.

\$100,000—experienced General Manager with 15 year solid track record desires to operate your fulltime or FM property on buy-in/buy-out arrangement. Equity considerations only. Contact 415-883-2404 or Box K-41.

General Manager who excels in programming as well as sales available for permanent move. Outstanding qualifications! Tired of mediocre applicants? Answer this ad! Box K-21.

Florida-General Manager: Experienced all phases, large and small markets. Emphasis on sales. A serious, honest manager Florida only. Box K-108.

Doubled station income in 4 years of St. Louis area station. 9 years radio, last 5 as sales manager. Strong in programming, community involvement. Box K-125.

General Manager with both large and small market experience, programming and sales background and impressive sales track record seeks GM or GSM position in midwest. 6-1/2 years in management. Local and national sales experience. Strong references. Interested in ownership possibilities. Weekend interviews: Box K-120.

Right-hand man. Operations, traffic, renewals, programming. Box K-129.

Need challenging position in management. 19 years in radio, last 5 in management. Energetic, hardworking, dedicated and trustworthy. Excellent references. Call 517-684-1693.

SITUATIONS WANTED SALES

Asst. Man./SM; 25, nearly 2 years in sm. market under extremely disorganized GM desires oppty. with progressive org. I've been running things: most sales and service, prod., on-air staff organization, copy I develop accts., old and new. Degree. Month's notice. Pref. NE. Box K-74.

SITUATIONS WANTED ANNOUNCERS

Commercial Experience: D J prefers New England area station. Available immediately. Keith, 414-769-6966.

Immediate availability. Dependable, ambitious. Will relocate anywhere. 3rd. AOR, Top 40, R&B. Resume and tape available. Call or write Kenneth Mickey; 3925 N. Pine Grove, Chicago IL 60613. 312-929-8322.

Announcer 1 1/2 years experience. Tight board, good voice, hard worker looking for permanent position with an album rock station. Will relocate anywhere. Tapes and resumes available. Call 704-545-4630.

My name is Teaser! I'm creative, enthusiastic and I can get down with the sounds. My resume and audition tape are available. Call Phyllis Bellamy at 312-521-2630 between 9 am - 9 pm.

Male, D.J. disciplined, ambitious. 3rd phone. Hardworker. Dependable. R&B or disco format. Resume and tape available. Will relocate immediately. Call or write Gethmus Lavender. 213-599-6202, 1496 Walnut No. 19, Long Beach, CA 90813.

Male, 3rd phone, first lime out. Will relocate. Kevin McAteer, 12 Whitford St., Warwick, RI 02886.

Disco or R&B jock, ready now! Talented, good pipes, dependable, energetic, creative! 3rd phone. Send for resume and tape now! William Walker, 6531 S. Green, Chicago, IL 60621 or call 312-597-6979.

Unique air talent, who can communicate. Four years experience. Can do it all. Call Frank. 312-739-3068.

DJ, versatile, experienced, always dependable. Looking for break in Big Apple, but willing to relocate. Call or write Joe Caroccio, 2310 Holland Ave., Bronx, 10467 212-231-9724.

Seeking MOR/Entertainment Talk show in medium or secondary market. Experienced. Will relocate. Box K-133.

Dynamic, attractive woman, journalism degree, ten years on-air experience, five years NYC, jock and news, excels in production and promotion, seeks a challenge, prefer NYC area. 212-752-8067.

Veteran Broadcaster. Want programming and/or production. Great voice, ability and know-how. Todd 815-398-6060.

I'm 24 with 6 yrs. exp. Radio is my life, ask my wife. Have done PD. & PB.P. I love my wife, radio & sports, not necessarily in that order. Call 419-668-4020 or write Tom, 17 Chatham, Norwalk, OH 44857.

Good, easy voice with strong music/production background for AOR/MOR/Cont. Tape/resume, Tony Wigton, 271 West Marion, Mt. Gilead, OH 43338. Evenings at 419-946-3546.

AOR-Musical knowledge (history) is important, so is love of rock & roll. Dependable, hardworking, third. Will relocate immediately. Tape and resume available. Lou Andracki 312-689-1627 or 1516 Park Ave. North, Chicago, IL 60064.

SITUATIONS WANTED TECHNICAL

Female First Phone 4 years experience in NYC. Major radio and network. 2 & 4 track recording. Light maint, heavy editing, production boardwork. Seeking permanent position with reputable company. NYC-NJ area. Box K-19.

Experienced Chief Engineer seeks position with quality station. Box K-5.

Chief Engineer 9 years experience in AM, FM Stereo, Automation, DA's, Construction. Looking for position as CE of station or Engineering Director of Chain. Box K-68.

Major Market Chief, strong on maintenance, innovative applications and supervision wishes to relocate in West. 15 years in business, heavy-weight experience, in budgets and planning. Seek greater responsibilities and growth. Installation, DA and Automation Experience. Box K-7.

SITUATIONS WANTED NEWS

Small Market News Director wants move to larger market. Young, but experienced. Willing to step down in position. Available January 1st. East or near Midwest. 216-386-4934 after 5 pm.

A top notch morning anchor. With a personable yet authoritative delivery. And fine reporting and writing skills. Prefer major or upper-medium market. Box K-122.

Looking for major market job. 3-1/2 years experience. Prefer Midwest. 906-635-5631.

Personable newsmen stuck with new news director who wants the voice of doom. If you'd like a human sounding newsmen contact Box K-131.

Female reporter/anchor all-news experience prefer medium markets. East, South, Midwest. Will relocate. Pat Dolan 215-372-6485.

Washington, D.C. or vicinity. Sharp radio newsmen available immediately. Experienced with all news format. Strong delivery, reporting/writing/editing skills. 202-543-0567.

Operations Manager of non-commercial FM seeks to return to commercial News/Sports position, preferably management. Seven years broadcast experience, five years a pro. Extensive broadcast experience in all phases of radio, mostly news/sports. Top newsmen, street reporter, excellent writer, anchor, pbp, etc. Also jocking, production, promotions. Prefer position in Massachusetts, or N.E. I can do more for you. Call Jerry at 617-534-9076 after six.

If you're looking for someone totally dedicated to sports ... I'm your man! Experience in news, sports, and PBP. Some TV. Willing to do combo. Call Chad at 713-484-3977.

Seeking MOR/Entertainment Talk show in medium or secondary market. Experienced, will relocate. Box K-133.

Black male seeks first job as anchorman. Extensive college experience, some professional experience. Degree, Can DJ. Box K-99.

Sportscaster. One year major market sports experience. St. Louis my last stop. Solid PBP and production. Excellent references: Box K-135.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Free Agent—looking for new team. Top 10 market pro with good credentials seeking programming position. All markets considered. 415-573-8093.

Talk is the future of AM Radio. Let's talk about programming your station and about one of the very best talk pros doing your early morning slot for fun and profit. Or, how about a regular talk slot dealing with issues. If I can jump from a 2.5 to an 8.3 in just one year in one of the nation's most competitive top 15 markets I can do the same for you. Don't die with music. Let's talk! Box K-85.

Black broadcaster 14 years experience 1st phone, production, operations manager PD MD Super DJ. I will win for you! Box K-91.

Tired of left-wingers? Libertarian telephone-talk host/editorial writer wasting away as major market announcing/production talent. For 3 years I knocked-around with a controversial show that kept the phones ringing and salesmen busy. Let me do it again. Box K-67.

Tired of mediocre production? I'm tired of mediocre management! Let's get together if you're interested in a qualified, exciting producer with programming experience. reply Box K-103.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

TELEVISION

HELP WANTED MANAGEMENT

Manager of State PTV Network—Manager is responsible to the Alabama Educational Television Commission for general management of the Alabama public television and radio system. Duties include supervising daily operation and planning for growth and development of the system. Bachelor degree desired with five to seven years experience in station administration and management with demonstrated success in programming, fundraising, instructional television, post-secondary education and community service. Contact President of AETC, 2101 Magnolia Ave., Birmingham, AL 35205.

We are seeking a highly qualified individual to take on the No. 2 position of our major market TV station. Report directly to the general manager. Responsible for sales, programming and general station operations. Top salary and incentives no problem for the right person. Equal opportunity employer. Please send resumes to Box J-190.

Business Manager. Independent in Top 10 market needs best business manager in country with experience in internal and corporate reports as well as managerial experience in all phases of TV business office. Include financial requirement with resume. EOE. Box J-186.

Operations Manager. Will act as right hand man to general manager. Group with VHF network affiliate outlet in southeast market. Rank approx. 100 seeking operations manager to head production, traffic. News supervision experience helpful. Must have minimum three years experience in middle/high level management. Preferably three years prior experience as operations manager. Salary open. Excellent benefits. Equal Opportunity Employer. All replies strictly confidential. Send complete resume, state present salary to Box K-100.

Exciting opportunity in small midwest market with new growth company. Successful candidate must have previous TV general management or general sales management experience. This person will know how to build a sales operation and have a good understanding of promotion programming and news. Box K-130.

Sales Manager San Francisco UHF seeks strong organizer with proven record. EOE. Send resume including salary requirements to: A.B. Smith, KTSF, P.O. Box 506, Brisbane, CA 94005.

HELP WANTED SALES

Local Sales Manager for growing network affiliated, group owned UHF station. If you're aggressive, experienced, and are looking for a challenge in a highly competitive market send resume and salary requirements to General Sales Manager, WEYI-TV, PO Box 3265, Saginaw, MI 48605. An Equal Opportunity Employer.

Local Sales Manager: Have opening for local salesperson capable of moving to local sales manager w/in one year. Reply to L. Finch, WCWB-TV, PO Box 4328, Macon, GA 31208.

Sales Trainee. Group Owned, top ten, network affiliated television station seeking an individual for the position of Sales Trainee. Position to be established January 1, 1980. The individual hired will be involved in local sales. Equal Opportunity Employer. Send resume to Box K-77.

Local/Regional Account Executive opportunity with group owned Southeast network affiliate to handle existing account list. Prefer applicant with two years sales experience with emphasis on Agency Contact. Station employees are aware of this opening. EOE. Reply to Box J-187.

Local Sales Manager who loves to sell for net affiliate. Growing sunbelt, healthy economy, 101+ market. Five years experience local sales desired. B.S. Bus. Ad. preferred. Previous management helpful but necessary if you're ready to move up. If you use the rating book for a bible—preach elsewhere. All replies confidential. Send resume and income expectations to Box K-89.

HELP WANTED TECHNICAL

Electronic technicians for maintenance positions in National Operation. Some positions available in major cities. Applicant should have experience on 1" and 3/4" format. Digital background a plus. Send resume and salary requirements to: Gene Wright, 1018 West Peachtree St., Atlanta, GA 30309.

TV Engineer—Gulf coast network VHF needs technician with background in state-of-the-art technology. ENG tape knowledge desirable. Good fringe benefits and salary. EOE. Send resume to Box J-207.

Assistant Chief Engineer. ABC affiliate West Coast sunbelt needs engineer with strong hands-on experience in studio maintenance. Salary open. EOE, M/F. Resume to Box J-221.

TV Studio Maintenance Engineer, experienced with Ampex 1200, RCA-TR-70, Sony BVU-200 and JVC-4400. Send resume to: Don Smith, Chief Engineer, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Broadcast Maintenance Technician for Sunny Tallahassee, Florida. Familiar with RCA Equipment and Sony 3/4". Must have first class. Prefer production oriented. Send resume WECA-TV, Box 10027, Tallahassee, FL 32302 c/o Bill Vanscyoc or call 904-893-3127.

Maintenance engineer—Should be familiar with 2" and 3/4" tape, cameras and transmitters. Good opportunity for an operations person ready to step into maintenance. Send resumes to Al Scheer, C.E., WLEX-TV, PO Box 1457, Lexington, KY 40591. EOE AA.

Broadcast Engineer—Rapidly growing over-the-air Pay TV Service in Los Angeles seeks aggressive, technically oriented individual as lead engineer. Duties include technical product evaluation and development and liaison with television station. BS or equivalent required with 1st Class FCC License, broad interest and experience a plus. Excellent compensation package with full company benefits. Write: J. Daugherty at American Subscription Television of California, 8383 Wilshire Boulevard, Suite 900, Beverly Hills, CA 90211.

Operating/Maintenance Engineer for competitive UHF commercial station. Need RCA Quad VTR and TK44 experience, editing helpful. Send resume to Jim Boslough, % WANX TV-46, 1810 Briarcliff Rd., Atlanta, GA 30329, A CBN O&O call 404-325-3103 EOE.

Connecticut Public Broadcasting—Seeking TV Engineers with FCC First, minimum 2 years technical schooling and broadcast experience. Salary range \$10,348-\$18,565. Send detailed resume Fran Abramowicz, CPTV, 24 Summit St., Hartford, CT 06106. EEO.

Radio-TV Engineer and Radio-TV Technician to serve public broadcast facility at major sunbelt university. Engineer requires FCC first class license, A.S. in electronics or related field and minimum two years experience in maintenance of a broadcast facility. Technician requires FCC first class license and one year experience in operation of a broadcast facility. 40 hour week for both positions, including weekends and evenings. Outstanding fringe benefits. Send resume to Employment Manager, Texas A&M University, YMCA Building, College Station, TX 77843. Equal Employment Opportunity Through Affirmative Action.

Transmitter maint Engineer, Expanding Central W. Va. VHF TV has an opportunity for an experienced transmitter Engineer. Understanding system testing, video and audio processing. If interested, please submit resume and salary requirement to: WDTV, P.O. Box 480, Bridgeport, WV 26330. 304-623-5555 EOE.

We will have an opening for an experienced, licensed control room operator/engineer early January, 1980. Send resume and salary requirements to: Chief Engineer, WEAU-TV, PO Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

TV Broadcasting Transmitter Technician I: Must have 1st class license, AA degree, and one year related experience. Starting salary: \$9,390-\$10,516; range maximum: \$14,570. Forward resume by November 16, 1979, to Director of Engineering, WENH-TV, Box Z, Durham, NH 03824. AA/EEO.

Chief Engineer needed for UHF PTV station in 85th market. Responsible for technical operations, maintenance and planning; department numbers 11. Requires 1st phone, TV engineering experience, supervisory or management experience. Salary DOE. Send letter of application and resume to: Paul Hartman, Executive Director, KOZK-TV MPO Box 21, Springfield, MO 65801. Deadline: November 30. Equal Opportunity/Affirmative Action Employer.

Television Maintenance Engineer: 100 plus market. Located in the Black Hills of South Dakota. Transmitters, microwave and studio. You will work on equipment and supervise two other people. Send resume to: Box K-112.

Chief Engineer—for University telecommunications center. To manage technical operations of TV, FM and CCTV facility, including a major facilities upgrade project. Requires BS in related field, FCC first, two to five years' experience in engineering management, and demonstrated leadership ability. Salary to \$25,000 depending on qualifications and experience. An Affirmative action Equal Opportunity employer. Send application to Box K-92.

HELP WANTED NEWS

Opportunity to work for one of the best-equipped broadcast weather departments in the country. Meteorologist needed for weekend and morning weathercast, in addition to doing consulting work. Please send tape and resume to: Chief Meteorologist, Kansas State Network, PO Box 333, Wichita, KS 67201. An Equal Opportunity Employer.

Sports Anchor/Reporter, weekend sports anchor, weekday reporting. Send resume to: Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Anchor/Reporter, mature responsible journalist with some anchor experience preferred. Anchor weekend, reporter weekdays. Send resume to: Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Photographer/Editor, film and tape experience required. Send resume to: Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Southeastern market station is expanding news operations. Now accepting applications for assignment editors, anchors, producers, reporters. You must supply tapes, resumes, samples of work. Send to Box 4295, Chattanooga, TN 37405. Equal Opportunity Employer.

TV Anchor needed: Successful applicant must be able to think and write news, sharp and aggressive. EEO. If you are interested in being a part of midwest group owner's leading news team as TV Anchor, send resume, salary requirements and sample of writing to Box K-17.

Sports Anchor/Reporter—Emphasis on local coverage. ENG/Film experience a must. Resume/tape to: Bob Nelson, WMBB-TV, Box 1340, Panama City, FL 32401. E.O.E.

News Director—Construction permit issued for UHF Television Station Central Wyoming. We need a leader with experience in all areas of news gathering and production techniques. Send resume Chryostom Corporation, c/o Burke and Horn, Attorneys, City Center Building, Casper, WY 82601. Equal Opportunity Employer.

TV News Anchor: ability to gather, write, edit and anchor a quality local newscast. Florida-East coast, ground floor opportunities, area growth potential outstanding. Call Lloyd Behrendt—305-725-2436.

News Photographer—Minimum of one year's experience in ENG and film. A good attitude, experience in film processing and creative ability are essential. Dominant medium market news operation. Immediate opening. Resume and tape to Neil Dudley, Chief Photographer, WDBJ Television, Inc., Call Service 7, Roanoke, VA 24022. EOE M/F.

HELP WANTED NEWS CONTINUED

Major market group owned stations expanding news departments. Looking for experienced consumer and general assignment reporters as well as weekend anchor persons. Applicants with minimum 2-5 years experience, send latest resume. An Equal Opportunity Employer, M/F Box K-66.

News Director; medium southern market. Top rated news operation and network affiliate. Excellent chance to grow and try new ideas. If you have the spark, imagination, openmindedness, desire, drive, initiative, and ability, we can supply the place, support and opportunity to get even better and continue to improve. EOE. We use film, ENG, and live. Find out what we have to offer. Write Box K-137.

Field Reporter/Sub-Anchor: Experienced in all phases of street reporting with 16mm scoop and tape recorder. Self-starter, street-wise, not afraid to work. Good eye for visuals. Resumes to: Alan Ross, KCOY-TV, Drawer 1217, Santa Maria, CA 93456. An Equal Opportunity Employer.

Central Florida's leading news station needs weekend sports anchor who can hustle. We also need top notch video shooter-editor. If you'd like to join the best medium market news organization in the country, send tape and resume to News Director, WFTV, Box 999, Orlando, FL 32802. No calls. Experienced applicants only.

North Central market station is expanding to take on the current No. 1 station in market. Need reporters, camerapersons, and sportscaster. Send resume, salary needs to News Director. Box K-73.

Anchor. We're an aggressive, group-owned network affiliate in the Midwest and we're looking for an anchor who's probably already successful in a major market. Strengths should include strong delivery, lots of personality, the ability to deliver news with believability and wit. You'll join a first class news operation willing to reward you for your contribution to its winning news effort. Replies to Box K-90.

Central Florida's leading news station needs ace reporter who can dig up a story and make it come alive on television. Send tape and resume. Experienced only. No calls, please. WFTV, Box 999, Orlando, FL 32802.

ENG Editor: Experienced photographer/editors only. We need a person who can turn out a quality product in a hurry as well as critique the work of a young staff of photographers and provide direction. Send resume, tape and salary requirements to: Gary Anderson, News Director, WIS TV, Box 367, Columbia, SC 29202. EOE.

Weathercaster/Meteorologist: Top 50 Eastern market network affiliate seeking experienced weathercaster/meteorologist. Resumes to Box K-123.

Managing Editor for 20-person ABC Affiliate News Department in 81st Market. Responsible for day-to-day operations of News Department with emphasis on assignment desk operation and staff utilization. This is a number two slot. Only those with considerable reporting and/or desk experience desired. EOE. Resumes, writing samples and salary requirements to Box K-128.

Weekend weatherperson and general assignment reporter. Experienced in both weather presentation and ENG reporting. Medium market, Upper Midwest. EOE. Send letter and resume to Box K-98.

Assignment Editor: A fast-growing Central California network affiliate is looking for an experienced television assignment editor. Must have good organizational skills, solid news judgment and an ability to supervise. News Department currently has 27 employees. Send resume to: John Howell, News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

ENG Photographer/Editor for top rated prime time magazine in a top ten market. If you're creative, energetic, care about quality and have a tape to prove it, send your resume to Box J-157.

Director/Switcher, to direct live news program. Experience required. Send resume to: Charles Moody, Production Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Top 20 Florida ABC affiliate is seeking a fully experienced Graphic Director. Responsibilities include creation and execution of dynamic art for Promotion, Programming and News, supervision of work assignments and acquisition of art supplies. An Equal Opportunity Employer. Send resume and salary history to J-219.

Producer: for daily magazine-type program. Extensive experience in daily booking, post-production, and unit management necessary. Major Eastern market. An equal opportunity employer, M/F Box K-54.

Director of Programming—for VHF PBS station in state capitol. Requirements: Solid background in programming management, production and project management. Needs track record in public affairs. Legislative/governmental affairs production experience helpful. Must be able to develop ambitious local and statewide programming, as well as competitive national schedule. Salary: \$25,000 to \$27,000. Send resume to John D. Hershberger, General Manager, KVIE, Box 6, Sacramento, CA 95801. Deadline: November 23. KVIE is an affirmative action equal opportunity employer.

Director: ability to direct quality local origination programming; ENG, EFP, Advertising, Talk show, daily programming. Florida—East coast, ground floor opportunities, area growth potential outstanding. Call Lloyd Behrendt—305—725-2436.

Program Director—Construction permit issued for UHF Television Station Central Wyoming. We need creative person with substantial experience in all phases of television programming and production. Send resume Chrysostom Corporation, c/o Burke and Horn, Attorneys, City Center Building, Casper, WY 82601, Equal Opportunity Employer.

Producer/Director: Responsible for both early and late local news programs. Work with the best: live ENG, state of the art equipment, top-rated news team, large news department, and management that wants to keep its news product number one! Send resume to: Jim Mays, News Director, WTAR-TV, 720 Boush St., Norfolk, VA 23510. An Equal Opportunity Employer.

Television Magazine Reporters, Co-Hosts. Must have demonstrated skills in reporting, writing, and 3/4" editing. Accent on Human interest features. Submit 3/4" tapes and resume. PO Box 8799, Portland, OR 97208 No phone calls please. An affirmative action, equal opportunity employer.

Producer with demonstrated on air abilities to write and produce community affairs programs and documentaries. Broadcasting degree and 3 years experience minimum. Send tape, resume and salary requirements to Todd Pankoff, WWBT 12, PO Box 12, Richmond VA 23201. An Equal Opportunity Employer.

Graphics Technician Southwest PTV station requires professional artist with skill to execute artwork for TV production, print design, layout, studio set design, illustration and cartooning helpful. Demonstrated ability to work in variety of formats within established time deadlines and budgets. Knowledge of 35 MM photography helpful. 1 year professional television experience or equivalent. Send resume to: Greg Montgomery, Art Director, KNME-TV, 1130 University NE, Albuquerque, NM 87102. Deadline Nov 23, 1979. Equal opportunity employer.

Producer/Director—Southwest PTV station requires aggressive professional, experienced in public affairs programs and solid background in FCC regulations on public affairs material: demonstrated ability to produce, write, direct, programs and establish time deadline and budgets. On-camera experience helpful. Film and small format video knowledge necessary. 4-6 years experience in PTV public affairs work with minimum 2 years actual producing/directing, or equivalent experience. Send resume to: Jon Cooper, General Manager, KNME-TV, 1130 University NE, Albuquerque, NM 87102. Deadline Nov 23, 1979. Equal Opportunity Employer.

Program Manager PTV station, southwest, studio remote equipped, seeks aggressive professional, experienced in public program management or equivalent. Background in programming, local program development, supervision of producer/directors, demonstrated ability to develop program projects, grant proposals required. Knowledge of FCC, copywrite laws, technical standards. Experience with standard research methods and information related to PTV programming, ability to deal with community groups, independent producers helpful. 5-7 years public broadcasting experience in program production area, with minimum 2 years supervisory position or equivalent. Resume, letter of recommendation to: Jon Cooper, General Manager, KNME-TV, 1130 University NE, Albuquerque, NM 87102. Deadline: Nov. 23, 1979. Equal Opportunity Employer.

Senior Producer/Director for full-color, broadcast and instructional television production center. Position available immediately. Salary starts high teens. **Duties** include: supervision of creative staff, producing and directing television programs for broadcast and classroom use, production scheduling, project management. **Requires:** degree in communications or related area, or equivalent experience. Extensive TV production experience—studio and remote 2" to 3/4". Considerable producer/director experience. Administrative, supervisory, budget and cost reporting experience. Strong writing skills—from spots to full scripts. The successful candidate will be creative, energetic and enjoy working with diverse faculty and staff. Application deadline is November 21, 1979. Letter of application, complete resume and sample(s) of work on 3/4" videocassette should be sent to: David Watkins, Assistant Director of Media Services, B-27 MVR Hall, Cornell University Ithaca, NY 14853. An affirmative action/equal opportunity employer.

Promotion Director—\$17,000 to \$19,000. **Major responsibilities** include designing and implementing advertising and promotion projects to increase audience awareness and underwriter support. Will also include some statewide promotion. Create copy, produce taped spots, plan promotional events, purchase space and time. Publish monthly program guide. Manage promotion budget and staff. **Desired Qualifications:** Minimum two years experience in position of responsibility in broadcast promotion. Demonstrated ability to plan, manage people and money effectively, and to be creative and productive under pressure. Good writing skills a must. **Application Information:** Deadline is November 23, 1979. Send resume, references and examples of writing ability to: Horst Bruenjes, Director of Administration, KVIE-TV, PO. Box 6, Sacramento, CA 95801. KVIE-TV is an equal opportunity/affirmative action employer.

Director to switch news public affairs programs and commercial sessions. Experienced on vital and/or grass valley switcher. Send tape resume and salary requirements to Bill James, PO Box 12, Richmond, VA 23201. An Equal Opportunity Employer.

Production Manager needed for the number one station in Indiana. Manage 18-person department including 7 Producer/Directors. Group owned, ABC affiliate looking for someone who knows that there is money to be made in production if you hustle. Separate 3/4 inch equipment for production and programming. We've got the facilities and the people if you've got the energy. Salary open for the right individual. Send resume and cover letter to: Ken Ladage, Program Director, WRTV, 1330 N. Meridian Street, Indianapolis, IN 46206.

Director: Midwest market has immediate opening for qualified production director. Send resumes to: Production Manager, KOTA-TV, Box 1760, Rapid City, SD 57709.

Producer/Director—Southwest PTV station requires aggressive professional, experienced in developing, producing, writing, directing television programs. Demonstrated ability to function within time deadlines and budgets required. Proposal writing, contact with community groups necessary. 4-6 years experience in PTV with 2 years producing/directing or equivalent. Send resume to: Jon Cooper, General Manager, KNME-TV, 1130 University NE, Albuquerque, NM 87102. Deadline Nov 23, 1979. Equal Opportunity Employer.

Northwest Group is updating application file in all areas of News, Production, and Engineering. E.O.E. Box K-61.

**HELP WANTED PROGRAMING
PRODUCTION, OTHERS CONTINUED**

Program Manager, innovative with outstanding record of achievement in independent programming needed for Top 10 market station. EOE. Box K-69.

TV Director/Switcher: Minimum 2 years experience with 1st phone. Direct and switch local station time with some news and public affairs programming. Experience with Grass Valley switcher is helpful. Send resume and salary requirements to: Michael Gerson, PO Box 2720, Casper, WY 82602.

Operations Manager. Will Act as right hand man to general manager. Group with VHF network affiliate outlet in southeast market. Rank approx. 100 seeking operations manager to head production, traffic. News supervision experience helpful. Must have minimum three years experience in middle/high level management. Preferably three years prior experience as operations manager. Salary open. Excellent benefits. Equal Opportunity Employer. All replies strictly confidential. Send complete resume, state present salary to Box K-100.

SITUATIONS WANTED MANAGEMENT

Sales, Traffic & Accounting not working as a team? Then you're losing money through inefficiency or overstaffing or lack of direction. I have the background and thorough knowledge to help make a good operation even better. Computer experience. Guaranteed results, completely confidential. Part or full time. Box K-6.

Management employee at Top-50 Station with more than 25 years experience as technician (1st Phone), Director, Production Manager, Chief Engineer, Operations Manager. Now looking to make change preferably to New England. Details on request as to involvement with Station Planning, Purchasing, Budgets, Union Negotiations, Computers, etc. Box K-79.

Selling Independent Television can be profitable and enjoyable! Television sales professional with strong background in sales/sales management seeks position as GSM/NSM. Outstanding record in television sales and account development. Excellent management background. Ability to motivate and direct total sales effort. You will not be disappointed in credentials or potential of this GSM/NSM candidate. Currently employed. Box K-81.

SITUATIONS WANTED SALES

5 years broadcast sales experience—young woman seeks sales position in top 50 TV market. Box J-165.

SITUATIONS WANTED TECHNICAL

First Phone, good technical background, 3 years experience TV Technical operations. Desire opportunity in larger market. Box K-105.

SITUATIONS WANTED NEWS

Working as weekend sports anchor, seek fulltime sports job. 2½ years experience, e.g. Paul Sherry 707-584-9481.

Young news photographer with 7 years experience in film and E.N.G. wants to move to better station. Also reporting experience. Am willing to relocate. Tapes and resume available. Box J-208.

Excellent, experienced sportscaster looking for a good job. Four years experience. Strong on air and PBP 614-885-3890. College degree. Box J-120.

Small Market Radio News Director wants entry level TV news. Adapts fast, good attitude. Any position. Available January 1st. East or near Midwest. 216-386-4934.

Sportscaster. One year major market sports experience. St. Louis my last stop. Am excellent field producer and now want my shot at on camera work. Excellent references. Box K-76.

If you're a small market, I'd like to be your sports director. Five years radio experience...including pbb. One year TV experience. Box K-78.

News Anchor. Seeks challenge in medium to large market. Excellent demographics. Management experience. Shoot, edit ENG/film. Currently employed. Prefer South or West. Box K-96.

Princess (experienced) from recently overthrown county seeks challenge in palatial newsroom. M.S. from Columbia Univ. J. School. Has seen Mary Tyler Moore reruns. Sure to be a royal plus to newstaff. Impressive references, VCR and family jewels available. You won't be sorry. Box K-71.

Now head major market documentary unit but want "out of the rat race". Have 10 years as news producer, writer, on-air reporter. Top references, awards. Want small to medium market news director, assistant or similar challenge, western area. Box K-106.

**SITUATIONS WANTED PROGRAMING
PRODUCTION, OTHERS**

Will cover Olympic games Lake Placid—tape or film. International and National awards in documentary and news. Ken Resnick Films, New England/New York State. 802-247-3604.

Experienced auditor in broadcasting, seeks accounting position in group situation. Degreed, early 30's, single. Relocation and travel O.K. Box K-4.

Presently a film editor looking for a position with promotion possibilities. Have experience in other areas also. Willing to travel. Box K-115.

TV/Radio Talk Host/Producer. Excellent interviewer. One of the top pros in talk. Available for in-person interview and audition. Money second to opportunity. Box K-82.

Help! This job is smothering me. I want to write/produce news features, spots, and entertainment. The offbeat my specialty. Experienced with a degree. Box K-104.

Film/Reporter/Photographer: Female, 1st class F.C.C. 9 yrs. experience in TV. Want opportunity for audio, camera and writing. Southern California only. Grad. of Ron Bailie School of Broadcast. M. Taylor, 213-834-5692.

Experienced in children's programs. Resume on request. Available. Box K-107.

Three for the Money! Broadcasting, telecasting, theater. Two for the show! Witty, entertaining. Experienced. Roy Boesch, 111½ North 20th, Richmond, IN 47374. Call 317-962-6553.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Executive Director for Illinois Broadcasters Association full or part time. Send resume, presentation and salary requirements to IBA by November 20th. Illinois Broadcasters Association, 726 South College, Springfield, IL 62704.

HELP WANTED SALES

Syndication Salesperson/Sales Manager—Noble Syndications, located in San Diego, is looking for an aggressive Sales Manager who is not afraid to hit the street to launch this new syndication venture. Salary plus commission. Syndication sales or related fields experience required. Must have history of success and most importantly immense potential. Write John T. Lynch, Noble Syndications, 1250 Sixth Avenue, Suite 402, San Diego, CA 92101.

Business oriented, successful salesperson with good credit and character. This is a straight commission opportunity involving substantial dollar amounts. We'll train in brokerage. Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED TECHNICAL

TM Productions seeks additional maintenance engineer, extremely capable, familiar with multi-track gear. Send resume to Ken Justiss, VP/Operations, TM Productions; 1349 Regal Row; Dallas, TX 75247. No calls.

HELP WANTED NEWS

Ohio State University's School of Journalism is seeking persons with two or more years of experience in public affairs reporting to participate in the Kiplinger Public Affairs Reporting Program for 1980-81, while working on a master's degree, beginning Autumn 1980. For information, write or call: Chairman, Graduate Committee, School of Journalism, Columbus, OH 43210 614-422-7438.

HELP WANTED INSTRUCTION

Director: National Fellowships for Journalists. The University of Michigan. The Department of Communication at The University of Michigan, Ann Arbor, is seeking a Director of its National Fellowships for Journalists Program, starting with the fall term, 1980-81. Fellowships bring 12 to 15 experienced journalists to Michigan each year for individually designed courses of study. Applications invited from journalists with substantial professional credentials. Applicants for Director should have an appreciation of the importance of mid-career education for journalists. They also should be familiar with the structure, organization and objectives of a university and be able to work closely with faculty and scholars in a variety of humanistic disciplines. Joint appointment to the faculty of Communication also may be arranged. Inquiries and applications should be addressed to Peter Clarke, Professor and Chairman, Department of Communication, The University of Michigan, Ann Arbor, MI 48109. The University of Michigan is a non-discriminatory, affirmative action employer.

Broadcast Engineering Technology Instructor for two-year associate degree program training technicians in maintenance of broadcast equipment. Experience in broadcast engineering field. First class FCC license required. Salary commensurate with education and experience. Affirmative action, equal opportunity employer. Send resume to Personnel Office, Hocking Technical College, Nelsonville, OH 45764.

Marquette University's College of Journalism is seeking a person to teach various broadcast courses. Ph.D. or ABD preferred. Experience in radio or television news essential. Tenure track appointment beginning August, 1980. Salary will be competitive. Submit application and resume to William Thom, Chairman, Search Committee, College of Journalism, Marquette University, Milwaukee, WI 53233. Application deadline is December 15, 1979. An equal opportunity, affirmative action employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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.)

Wanted PAL or SECAM used Color Broadcast Equipment recorders (3/4, 1, or 2 inch), Cameras, TBC's Editors, Monitors, Switchers, Terminal, Test Equipment, Lights. Will pay cash—Call: 312-236-5535 ask for Ernie Panos or write to: Panos Productions—5th Floor, 168 North Michigan Avenue, Chicago, IL 60601.

Wanted: 5kw A.M. transmitter, less than ten (10) years old or excellent condition. Northstar Broadcasting, Inc., PO Box 1440, Medford, OR 97501. 503-773-1440.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz 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.

25 Cycle Production Generator with filter, rack mount, like new \$275.00. Call Crawford Communications 609-468-2585.

1 KW AM, Gates BC-1T Early 60's On the air Current proof of perf

10 KW FM CCA model 10,000 DS Less than 3 yrs. on air Exciter stereo generator.

10 KW FM GEL, FMT-10A, 60's model, excellent condition with proof of perf. Exciter, stereo, SCA, many spares.

5 KW FM Collins, 830E, 9 yrs. old, spare tubes. On the air, exciter, stereo, SCA. Excellent condition. For more information on our complete product line, please call M. Cooper, 215-379-6585.

**FOR SALE EQUIPMENT
CONTINUED**

GEPE-400 Color Cameras—Pedastals, Racks, like new, ea \$14.00.
GE PE-350 Color Cameras—All accessories, good condition, ea \$7,000.
GE PE-240 Film Camera—Automatic Gain & Blanking, \$8,000.
GE 12KW UHF Transmitter—With Channel 14 Antenna, \$18,000.
RCA TK-27A Film Camera—Good Conditions, TP 15 Available, \$12,000.
RCA TP-88 Projectors—Optical & Magnetic Sound, ea \$10,000.
Eastman 285 Projectors—Reverse, good condition, ea \$6,000.
RCA TP-8 Projectors—“Oldie But Goodie,” ea \$1,500.
RCA TVM-1 Microwave—7GHZ, Audio Channel, \$1,000.
Collins MW408D Microwaves—7GHZ, Audio Channel, ea \$4,500.
RCA TR-50 VTR's—CAVEC and DOC, 1 with editor, ea \$22,500.
RCA TR-22 VTR's—Hi-Band, CAVEC, DOC, ea \$16,000.
AMPEX VR 3000 VTR—Batteries, B & W Play, spare head \$10,000.
AMPEX VPR 7800 VTR's—1” Format, 5 available, ea \$1,000.
AMPEX 1200A VTR's—Loaded with Options, ea \$24,000.
NORELCO PC-80 Color Camera—Updated to PC-70, new tubes, \$12,000.
New Lenco Terminal Equipment—Fast Shipment, 30 Brands of New Equipment—Special Prices. 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.

Eastman 275 telecine 16mm projector, opt/mag \$4,995; Jan telecine 16mm opt/mag \$1,550; Eidaphor large screen projector \$9,995; Sony DXC 1200 color camera \$3,950; RCA TRT 1B chrome \$1,550. Free list—Wanted—Your old film equipment—Cash! ICECO, 6750 N.E. 4th Ct. Miami, FL 33138. 305-756-0699.

ENG Cameras—inventory clearance—Three new Sony BVP 100 Color Cameras with broadcast plumbicons. Full Servo Cannon 10 X 1 lens. Camera brace, carrying cases, cables and manuals. Please call Mr Taylor 215-367-6057.

Telestrator (instant animated graphics) Model 450 with a 12 symbol generator and key option. Perfect condition. Catholic Television Network of Chicago, 312-332-3860, Dick Petrash, Production Manager.

Broadcast Systems, Inc. stocks Conrac & Tektronix television products. Let us quote on your systems needs. 800-531-5232 or 512-836-6014.

Computer Equipment. 1 Data General Nova 32K Processor, 2 Centronics 588 printers with strands and 2 ADDS Model 580 CRT's-BIAS 202 System \$10,500. Frank Pilgrim, WDAM-TV, 601-544-4730.

Gates (Harris) Executive Solid State ten channel audio console, both stereo and mono channels. Clean. \$2,500. Truck mounted searchlight, 8,000 miles, \$8,000. Darrel Burns, KRSN, Los Alamos, NM 87544.

250 ft. 1 5/8" Andrew Heliac Line \$250, new Dokorder 10 1/2" tape deck \$350, new factory overhauled CBS Volumax-4000 \$250-Box K-80.

EMPLOYMENT SERVICES

Talk Hosts/News personalities. A new program consultancy aimed only at Talk/News stations invites airchecks from talkers and news persons in strict confidence. We anticipate having the most extensive file of talk/news personnel available. No fee. Station inquiries invited. Box D-246, 13787 SW 66th Street, Miami, FL 33183.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Phantastic Phunnies—400 introductory topical one-liners ... \$2.00!! 1343-B Strafford Drive, Kent, OH 44240.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801, 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Cheap Radio Thrills! Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamite tracks on 4 low-priced LPs!! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

National magazine seeking subscriptions now offering Pl. arrangement with generous terms. Conversion to cash arrangement possible. Tape supplied. Great for midnite-to-dawn, movies, etc. All replies confidential. Box I-198.

Radio and TV Bingo. Serving over 1000 stations, oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

Musical Themes ... ad copy that sells ... video and animation work ... jingles. Joining forces to bring you the finest in recorded musical campaigns. Call 716-663-7372 or 716-621-6270 for free demo tape. You've tried the rest for jingles, station images, musical theme projects ... now come to the best! Call D.G. Advertising, Inc./Dynamic Recording Company today collect!

Hundreds of original oldtime radio shows on tape. List of distributors \$1.00. Box 258B, Bartlett, IL 60103.

RADIO PROGRAMING

The superior Christmas music special ... Still available in many markets. *The Sounds of Christmas*, America's premiere holiday music program. Unparalleled variety of quality artists and repertoire; compatibility with all formats. For demo and information call now, *Shepherd Music* ... 419-693-9261.

Timely and saleable feature helps listeners fight inflation. "Dollarwise," 146 Terraceview, DeWitt NY 13214.

INSTRUCTION

Free booklets on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 2 and February 12. Student rooms at the school, 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

KIIS Broadcasting Workshop in Hollywood. Announcing, Disc Jockey, News. Plus top rated account Executive program—all taught by top L.A. radio-TV teaching broadcasters. Evenings or day sessions. KIIS Broadcasting Workshop, 1220 N. Highland, Hollywood 90038 213-462-5600. "Where tomorrow's broadcasters are today"

**RADIO
Help Wanted Technical**

MALRITE IS LOOKING

for engineering talent. Several choice engineering positions will soon be available in TV & Radio. Investigate now the opportunities for bright, creative engineers. Excellent fringe benefits including profit-sharing and above average pay are yours in the Malrite Group. Send your resume to Jim Somich, Chief Engineer, Malrite Broadcasting Co. Cleveland Plaza Cleveland, Ohio 44115. EOE-MF.

Help Wanted Management

WE'RE ON TOP ...

... and we want to stay there! No. 1 adult contemporary/news/sports AM and No. 1 contemporary FM seeks station manager to build on established success. Solid background and knowledge in programming and promotion to lead a top-notch professional staff backed by excellent facilities in medium-size, mid-western market. This is an outstanding opportunity with an established broadcasting firm. Must have integrity and administrative ability. An equal opportunity employer M/F. Please send resume and references in confidence to Box K-47.

DIRECTOR OF ENGINEERING

National Black Network seeks First Class Engineer with degree in Electrical Engineering or equivalent. Resume to include salary requirements; tell all in first letter. All replies held in strictest confidence. Send to: Del Raycee, EVP National Black Network, 1350 6th Avenue, New York, N.Y. 10019.

Help Wanted News

NEWS DIRECTOR

Sunbelt dominant AOR Station needs News Director who can communicate one on one. Creative, feature-oriented individual with good administrative skills. Job demands top talent. If you can meet the challenge, send tape and resume to Tom Owens, KZEW Radio, Communications Center, Dallas, TX 75202. An Equal Opportunity Employer.

GENERAL MANAGER

Midwest group property. Sales experience necessary. Personal integrity, ability to work with and direct people. Desire for performance as part of a professional radio company. Send complete resume. Box K-70. EOE.

Help Wanted Sales

EXPERIENCED AGGRESSIVE SALES MANAGER

needed for top 40 market. The person we hire for this position will make \$50,000 first year. Join rapidly expanding group of ten stations in four years and take a giant career step. Send track record and sales performance history letter to Box K-101.

Move up to the number one

beautiful music stations in Providence, R.I. WLKW AM/FM. We are looking for an experienced, enthusiastic salesperson looking for a move up. Good income and growth opportunity with McCormick Communications. Send resume to Gene Lombardi, 1185 North Main Street, Providence, R.I. an E.O.E.

GROUP OWNER LOOKING FOR EXPERIENCED SALES PERSONNEL

Two positions open. One of the East Coast of Florida, for a number one rated beautiful radio station, another for a country format in the state of Wisconsin. Equal Opportunity Employer. Send complete resume to Box K-116.

Help Wanted Programing, Production, Others

FM WSYR IS CHANGING

from automation to 'superstars'. Now staffing for program director, personalities. 100,000 watt facility. Put your background on paper, your creativity on tape. Radio experience a must. Hugh Barr, Manager, WSYR Radio, 1030 James St., Syracuse, New York, 13203. An equal opportunity employer.

Help Wanted Programing, Production, Others Continued

If you're ready

to become part of Cleveland's hottest new station, read on. WBBG in Cleveland is looking for a program director with a solid background in contemporary or adult contemporary radio. Your ability to do on air work is a plus. If you're heavily promotional oriented, this is your opportunity to make things happen in a major market. Send a resume and tape today to Joe Restifo, VP/Operations, WBBG, 3940 Euclid Avenue, Cleveland, Ohio 44115. An equal opportunity employer.

Help Wanted Announcers

PERSONALITY ENTERTAINER WANTED

for PM drive shift at number one-rated adult contemporary station. Medium sized, mid-western market with excellent facilities and support. An equal opportunity M/F employer. Rush resume to Box K-48.

Situations Wanted Announcers

TALK SHOW HOST

Top Rated major market talk show host looking for a new challenge. Controversial, humorous, well informed.

Box K-110

IS ANYBODY

in a medium to major market in a bind for a basketball play-by-play man?

Box K-136

TELEVISION

Help Wanted Technical

MALRITE IS LOOKING

for engineering talent. Several choice engineering positions will soon be available in TV & Radio. Investigate now the opportunities for bright, creative engineers. Excellent fringe benefits including profit-sharing and above average pay are yours in the Malrite Group. Send your resume to Jim Somich, Chief Engineer, Malrite Broadcasting Co. Cleveland Plaza Cleveland, Ohio 44115 EOE-MF.

Help Wanted Technical Continued

Remote/Maintenance Engineer:

Satellite program origination network seeks an engineer with a demonstrated depth of maintenance experience in mobil, digital and analog operations and with an ability to communicate with both clients/producers and other engineers. Hitachi, SK70's, Grass Valley Switching and Sony 1", C-Format VTR's. Competitive salary and benefits package. Send resume with salary history to Joe Commare, Director of Engineering, PO Box 369, Bristol, Connecticut 06010. We are an equal opportunity employer m/f.

STUDIO MAINTENANCE ENGINEER

for one of the finest production facilities in the Chicago area. Familiarity with station engineering operation, strong in equipment maintenance. Minimum five years experience. Salary commensurate with experience. Send resume to Box K-35.

MAINTENANCE TECHNICIAN

WNAC-TV Boston, a CBS affiliate and Division of RKO General Broadcasting, Inc., has an immediate opening for a TV technician with a minimum of 2 years experience with broadcast equipment, helical VTR, ENG and microwave. A strong background in electronics, video, VTR and digital as well as FCC first class license are also required.

RKO General offers a liberal benefit package and competitive starting salaries. For prompt consideration forward your resume including salary requirements to Diane Puglisi, Division Personnel Manager, RKO General Inc., RKO General Building, Government Center, Boston, MA 02114.



WNAC-TV BOSTON
A CBS AFFILIATE

**Help Wanted Programing,
Production, Others**

**Help Wanted News
Continued**

TELEVISION PRODUCTION MANAGER:

Major midwest network affiliate seeks experienced production manager. Production responsibilities for all current local programs, and for development of additional local programs. The person we're looking for will also have the ability to develop and expand commercial production business. This major staff position is an exceptional opportunity for an aggressive, production-oriented individual. Resume to Box K-3.

METEOROLOGIST

Top twenty market. Meteorologist preferred. Three years experience. Send resume to Box K-124.

Equal Opportunity Employer M/F

WKBW-TV in Buffalo

long time market leader is looking to replace a most talented reporter, Miranda Dunne, who is off to the west coast. If you're an experienced reporter who wants to join our highly motivated and highly rated newsteam and try to replace her, we want to see your tape. Contact Nick Lawler, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An equal opportunity employer.

**PRODUCTION
TEAM SUPERVISOR**

\$1085 to \$1388
With liberal benefits.

KCTS/9 PTV, Seattle, WA seeks person experienced in operating state-of-the-art television studio equipment to supervise production crew. Requires 2 years experience in broadcast, TV studio, operation and verifiable supervisory skills. Contact Juan Moncada, University of Washington, Staff Employment Office, 1415 NE 45th St., Seattle, WA 98195, (206) 543-2076, for TV Equipment Operator 3 application forms. Deadline Nov. 19, 1979.

An affirmative action, equal opportunity employer m/f/h.

NEWS REPORTER

Top-rated Miami TV station needs an experienced News Reporter with anchor potential. Prefer ENG experience. This position offers an excellent salary & benefits package. Send resume & tapes to:

Manager of Employment
P.O. Box 010787, Miami, Fla. 33101

Equal Opportunity Employer M/F

DIRECTOR

Unique opportunity for talented and versatile Director. Major East coast production company that produces TV programs, commercials and industrial presentations needs Director skilled in video tape and film. Located in one of America's premier cities, we offer excellent salary, excellent fringe benefits, superb facilities and a creative climate. That's our story: please tell us yours.

Send resume to Box K-83

EEO/AA Employer

Help Wanted Management

SALES MANAGER

KOA-TV, Denver, has an opening for a Sales Manager to handle either local or national responsibility. Previous television sales management experience required. Excellent Benefit package. All information received held strictly confidential. Send resume to Lon Lee, Station Manager, KOA-TV, Box 5012 T.A., Denver, Colorado 80217. An Equal Opportunity Employer.



Do it in the sun!

Forget about the snow, sub-zero temperatures, icy roads, and all of winter's other headaches. If you have the experience, we have the sun, sand, and the beaches. We need a top-notch producer/director for our 6:00 PM and 11:00 PM local news. We're top rated in the market, and we have the production resources along with a first-rate journalistic news team. Are you the one to put it all together and enjoy yourself living in a fantastic Top-50 market? Send resume to:

Jim Mays, News Director
WTAR TV
720 Boush Street
Norfolk, Virginia 23510

An Equal Opportunity Employer

PROMOTION MANAGER

Independent mid-south UHF seeks aggressive individual who can generate ideas, is creative and has ability to execute a detailed plan of over-all station promotion. Mature, with experience and confidence enough to take initiative and independent enough to follow through. Salary commensurate with experience. Send resume to Box K-30.

We are an equal employment opportunity/affirmative action employer.

Help Wanted News

NEWS DIRECTOR

Must have News management experience to take over No. 1 News Department in highly competitive news market. Must have strong managerial skills, ability to recruit and train, be able to improve young demographics while maintaining homes leadership. Send resume and references. Equal opportunity employer.

Bob Southard
WFRV-TV
P.O. Box 1128
Green Bay, WI. 54305

**TV
OPERATIONS
MANAGER**

Will act as right hand man to general manager. Group with VHF network affiliate outlet in southeast market. Rank approx. 100 seeking operations manager to head production, traffic. News supervision experience helpful. Must have minimum three years experience in middle/high level management. Preferably three years prior experience as operations manager. Salary open. Excellent benefits. Equal opportunity employer. All replies strictly confidential. Send complete resume, state present salary to Box K-100.

PHOTOGRAPHER

Must have at least 2 years ENG photography & BVU editing experience. Good salary & benefits package. Send resume to:

Manager of Employment
P.O. Box 010787
Miami, Fla. 33101

Equal Opportunity Employer M/F

ALLIED FIELDS

Help Wanted Technical

AGGRESSIVE FEMALE REPORTER

Looking for Sports/News/Magazine challenge in competitive news market. Knowledge of Film, ENG, State of the Art Editing. Excellent credentials. Contact: Miami Shores Post Office Box Number 530682 Miami Shores, Fla. 33153.

NEWSROOM UNHAPPY? PRODUCT SUFFERING?

Ratings so-so?

Over 20 years proven leadership available. Motivating news people my specialty. A happy ship need not be a sloppy one. Dozens of awards and citations prove I'm not bragging. Available on 30 days' notice; medium to large market. Box K-119.

BROADCAST ENGINEERING CONSULTANT

Washington area firm engaged in engineering consulting to the television and radio broadcasting industry currently has openings for:

- Senior Broadcast Engineers
- Broadcast Field Engineers
- Broadcast Facilities Design Engineers
- Engineers in training

Send resume in confidence with salary requirements to:

Carl T. Jones Associates
7901 Yarnwood Court
Springfield, Virginia 22153

Miscellaneous



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Help Wanted Programing, Production, Others

DOCUMENTATION SPECIALIST

Station Business Systems, a leader in the sale of computerized operations systems to the broadcast industry has a challenging opportunity immediately available. Responsibilities include writing user specifications, helping to produce training aids for system installers, customers, and sales personnel, and interaction with data processing personnel at various levels. General knowledge or experience with Radio/TV industry certainly will be an added plus. Position is in our Greenwich, CT headquarters. If you feel you have the know-how to help us and wish to join a growing organization, send a detailed resume today to Lee Factor, V.P. Technical Support.

STATION BUSINESS SYSTEMS

 a division of
CONTROL DATA CORPORATION

600 West Putnam Avenue
Greenwich, Connecticut 06830

Help Wanted Sales

Sales Manager

Broadcasting Publications Inc. is accepting applications for a position as Western Sales Manager. Successful applicant will sell and service advertising space clients in 11 Western states.

Background in broadcasting profession helpful but not required. Sales experience and/or desire to sell essential, with prime importance placed on ability to organize, plan and produce sales with a minimum of direct sales supervision. Excellent growth opportunity for the right person.

Starting compensation based on experience and ability. Outstanding company benefits.

Qualified applicants should send a job resume, including salary requirements, to:

David N. Whitcombe
Director of Sales and Marketing
Broadcasting Publications Inc.
1735 DeSales St., NW
Washington, DC 20036

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give your clients
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Financial group seeking
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Mid City Station, Dayton, Ohio
45402.

For Sale Stations

- Large Michigan metro area \$1,900,000.
- Fulltimer large metro area Georgia, \$925,000.
- 500 watt Daytimer with real estate,
- AM/FM/TV in South Pacific Islands. \$220,000. Cash.
- Good facility near Anchorage, Alaska \$1,200,000.
- AM-FM in Kentucky, \$360,000. \$70,000 down payment with deferred plan.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltimer. Large metro area. R.E. Indiana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$280,000.
- Fulltimer. N.W. Coastal. \$400,000.
- Daytimer. Mass.; Large Metro. \$850,000.
- Fulltime. Dominant. Metro. TX \$1,000,000.
- Daytimer. Million + Pop. in coverage area.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
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- N. Central Texas. Daytimer. \$400,000.

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Bargains are for financially qualified buyers. Outstanding franchise of major signal with lots of real estate and annual revenues of \$1,500,000. No downside here. Just excellent growth. With better money conditions this would bring \$4.2 million. Now you can buy it for under \$3.5 million. Box K-138.

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For Sale Stations Continued

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Selling due to health. Established, respected station in a growing area of Oklahoma. Includes real estate. Vast coverage with antenna 1810 ft. 29% down and owner will finance. Submit financial capabilities. To receive additional information Box K-84.

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Located west of the Mississippi in growing markets same owner is anxious to sell quickly for under 2MM

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Midwest fulltimer

with annual billing in half million range for sale to cash buyer for \$950,000. Attractive market in "second fifty". Station breaking even now with good growth potential. Box K-114.

For Sale Stations Continued



STATIONS

STATION	CONTACT
W Small AM \$135K \$39K	Ray Stanfield (213) 363-5764
S Small AM \$375K 29%	Corky Cartwright (303) 741-1021
S Medium AM \$575K \$167K	Bill Whitley (214) 387-2303
S Suburban Fulltime \$190K \$55K	Bill Chapman (404) 458-9226
E Suburban AM \$400K Terms	Art Simmers (617) 848-4893

To receive offerings of stations within the area of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

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Class B FM on West Coast with annual revenue of \$600,000 for sale on LIBERAL terms to qualified buyer for \$3,000,000 over ten or more years at interest rate substantially below prime. Down payment of \$500,000 required and financial qualifications will be requested. Box K-132.

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Land and complete engineering data for CP for 10,000 watt fulltime AM, in choice mountain states growth market. \$80,000 and pick up balance of payments on 28 acres of land. Box K-45.

R.D. Hanna Company

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The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes; video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 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.

Word count: include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COQ, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.



Select Media Brokers
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SELECT MEDIA BROKERS

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SC	Daytime AM	440K	Medium
FL	Daytime AM	330K	Medium
FL	Daytime AM	165K	Small
FL	Daytime AM	350K	Medium
WA	Fulltime AM	265K	Small
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Daytime AM	175K	Small
SC	Daytime AM & Fulltime FM	500K	Medium

912-883-4917
PO Box 5, Albany, GA 31702

Fates & Fortunes

Media



Kassner

Michael Kassner, VP of Bahakel Broadcasting, Charlotte, N.C., licensee of six AM, four FM and six television stations, named executive VP. He will be involved in corporate management.

Gerald Carrus, senior VP-controller, Metromedia Radio, New York, elected president of Progressive Communications Corp., Boston, licensee of WBCN(FM) Boston, KOMF(FM) San Jose, Calif., and WIVY(AM) Jacksonville, Fla.

Jerry P. Colvin, station manager and general sales manager, WUHQ-TV Battle Creek, Mich., named executive VP-general manager, succeeding **Lee G. Stevens**, who retires.

John Frain, former air personality, WTVN(AM) Columbus, Ohio, joins WRFD(AM) there as general manager.

Don Reider, account executive, WSCR(AM) Scranton, Pa., named general manager.

Glen Staats, operations manager, noncommercial WLSU(FM) La Crosse, Wis., joins noncommercial WGBW(FM) Green Bay, Wis., as station manager.

Steve Kayne, program director, WTTM(AM) Trenton, N.J., joins WLGM(AM)-WJJS-FM Lynchburg, Va., as station manager.

Donald Martin, assistant general attorney, ABC Inc., New York, named general attorney. **Joseph Pasqualetto**, manager of personnel information systems, named director of human resources, information systems.

Lucille Chazanoff, director of accounting and financial operations, NBC, New York, named VP-controller.

Peter D. Graves, executive assistant to Warner Communications Inc. vice president and director of investor relations, Roger R. Smith, appointed assistant director of investor relations for WCI.

Appointments, Storer Cable TV: **James**

Jenkins, manager of Storer's Venice-Nokomis-Englewood, Fla., system, named system manager of Gulfstream Cablevision's Dunedin, Fla., system, subsidiary of Storer. **Donald Jensen**, assistant controller, Storer's Eastern region, succeeds Jenkins. **Michael Robertson**, general manager of Vision Cable Communications, Morehead City, N.C., named system manager of Storer's Chesterfield (Va.) Cablevision. **Barbara Silkworth**, office manager, Futurevision (Storer) Cable Enterprises, Eatontown, N.J., named system manager.

New officers, North Carolina Association of Broadcasters: **Dan Griffin**, WBIG(AM) Greensboro, president; **Jim Goodmon**, WRAL-TV Raleigh, president-elect; **Wally Ausley**, WPTF(AM)-WQDR(FM) Raleigh, VP-radio; **Jack Callaghan**, WSOC-TV Charlotte, VP-television, and **Jack Starnes**, WQRB(AM)-WBAG-FM Burlington, secretary-treasurer.

Advertising



Weithas

William V. Weithas, executive VP of SSC&B Inc., named president and chief operating officer, assuming title held by **Alfred J. Seaman**, who became board chairman and chief executive officer in September when S. Heagan Bayles went into semi-retirement with title of founder; chairman. **John**

F. Bergin and **Harold V. Rover**, also executive VP's, named vice chairmen of SSC&B.

Alphonso Amato, **Ira Madris**, **William Scott Miller** and **Roger Mosconi**, VP's and creative group heads, McCann-Erickson, New York, elected senior VP's.

Appointments, Foote, Cone & Belding, New York: **Ira Lewis**, VP-account supervisor, Rosenfeld, Sirowitz & Lawson, New York, joins FCB as account supervisor on Lorillard account; **Christopher Lucking-Webb**, VP-director of international office of D'Arcy-MacManus & Masius, joins FCB as account supervisor on Life Savers account; **Guy Danforth**, VP-account supervisor, Grey Advertising, joins FCB as account supervisor on Sears account;

Linda Lustig, from Tinker Campbell-Ewald, joins FCB as account executive on Sears; **Janet Wylle**, from Hicks & Greist, joins FCB as account executive on Clairol account; **Tony Talalay**, assistant product manager, General Foods Corp., joins FCB as account executive on Frito-Lay account, and **Veronica Kludjian**, from Wilton, Coombs and Colnett Advertising, San Francisco, joins FCB as assistant account executive on Western Electric. Joining creative staff of FCB in New York are **Johanna Hawkins**, from William Esty Co., who will be copywriter, and **Steven Friedman**, from Wells, Rich, Greene, who has been named assistant producer. Named media planners are **Pamela Kerschner**, from Lieberman-Harrison, Allentown, Pa., **Larry Cooke**, from Grey Advertising, and **John Joyce**, from Bozell & Jacobs.

Todd Abrams, from Leo Burnett, Chicago, joins Tatham-Laird & Kudner there as account supervisor. **David Throop**, member of faculty at University of Illinois, Urbana, joins TLK as assistant account executive.

Tracy Kelly, account supervisor, SSC&B, New York, joins Keichum MacLeod & Grove there as account supervisor for new product assignments of Johnson & Johnson Baby Products Co.

Ed Gottmann, manager of Katz Radio's Boston sales office, and **Glenn Kummerow**, director of agricultural services and manager of Minneapolis sales office, appointed divisional VP's.

Bill E. Tucker, former manager of local sales for WRC-TV Washington, joins Blair Television's ABC-red sales team in New York as account executive. **Raymond Mirabella**, from KWJ(AM)-KJIB(FM) Portland, Ore., joins sales staff of Blair Radio-Northwest, Portland, Ore.

Mike Armstrong, account executive in Atlanta office of MMT Sales, named manager of MMT's new Miami office. **Barbara Babini**, formerly office manager of Buckley Radio Sales, joins MMT's sales staff in San Francisco.

Michael J. Donovan, director of market planning and sales development for CBS-TV until earlier this year when he formed his own consultancy firm, appointed VP and group head, RDR Associates/Timebuying Services, New York.

Marty Mills, variously with Metro TV Sales, TeleRep and MMT Sales, joins RKO Television Representatives, New York, as director of programming services.

Carl Meyer, account executive, NBC-TV, New York, named VP-special program sales. **Karl Kuechenmeister**, account executive for NBC in Chicago, named VP-Western sales, NBC-TV, Los Angeles. **North Callahan Jr.**, program director, Warner Cable TV division, Boston, named to new post of manager, advertising operations and traffic, NBC, New York.

Thomas P. O'Neill, manager, sales coordination, sales services, CBS-TV network sales, appointed director, sales coordination.

Their labors remembered. Two pioneer broadcasters, Mark Evans Austad and E. R. (Curley) Vadeboncoeur, have been honored by colleges for contributions outside radio and television.

In Ogden, Utah, Weber State College on Oct. 25 dedicated its Mark Evans Austad auditorium for the former ambassador to Finland, who began his career as a radio and TV personality and rose to a vice presidency of Metromedia Corp., taking temporary leave of the latter post to serve his ambassadorship. Austad, now residing in Scottsdale, Ariz., has made a deferred gift of \$100,000 to Weber State, where he was student body president and forensic student.

In Syracuse, N.Y., last Wednesday (Nov. 7), Vadeboncoeur was honored as the 17th recipient of the Simon LeMoyné Medal of LeMoyné College, conferred on a nationally known figure who has made significant and humanitarian contributions to society. The citation, which was placed in the *Congressional Record*, noted Vadeboncoeur's public service during a career that included a 40-year association with WSYR-AM-FM-TV there while becoming president of licensee, group owner Newhouse Broadcasting Corp.

Santo (Sandy) LaRocca, manager, allocations and inventory control, sales services, CBS-TV network sales, appointed director, inventory and allocations.

Named account executives with CBS Radio Network: **Paul Cioffari**, sales planner with CBS Radio; **Martin Daly**, manager, sports sales planning, CBS-TV, both New York, and **Karen Schmidt**, account executive with WDAI(AM) Chicago, who will be based there for CBS Radio.

Tom Storrier, assistant manager, sales proposals, ABC-TV, Chicago, named manager of unit.

Michael Rosenberg, former manager of Detroit Spot Sales office of ABC, based at ABC-owned WXYZ-TV Detroit named national sales manager for co-owned WLS-TV Chicago.



Winters

Robert M. Winters, account executive for CBS-owned WCAU-FM Philadelphia, named general sales manager, succeeding George Sosson, who was named VP-general manager of KCBS-FM San Francisco (BROADCASTING, Nov. 5).

Ben Roth, account executive, Petry Television, Chicago, joins WFAA-TV Dallas as regional sales manager.

Rob Friedman, account executive, Television Advertising Representatives, joins WLVJ-TV Cambridge, Mass. (Boston), as sales manager.

Gary Kleiman, president of A.S.K. Associates, advertising agency in Valley Forge, Pa., joins WBUD(AM)-WTRT(FM) Trenton, N.J., as general sales manager.

Carroll Seay, sales manager, WEET(AM) Richmond, Va., joins WJGM(AM)-WJJS-FM Lynchburg, Va., as general sales manager.

Kenneth Patt, former sales manager, WCZY(AM) Detroit (formerly WDEE), joins WLBS(FM) Mount Clemens, Mich., as general sales manager.

Daniel Lutgen, account executive, Cavalcade Advertising, Scotts Valley, Calif., named sales manager for KSBW-TV Salinas, Calif. **Gregory Kelly**, graduate, University of Denver, joins KSBW-TV as director of research.

Will Dougherty, VP of Television Bureau of Advertising, New York, joins WANX-TV Atlanta as director of retail and local sales.

Don Stein, from KFWB(AM) Los Angeles, joins KMET(FM) there as account executive.

Programming



Long

Jim Long, president of TM Companies, Dallas-based radio production group, has resigned, effective Dec. 31. He will continue to serve as consultant. Long has purchased KSSN-FM Little Rock, Ark., and, subject to FCC approval, KLRA(AM) Little Rock and KEYN-AM-FM Wichita, Kan. TM Companies include TM Productions (original company

formed by Long and Tom Merriman in 1967), TM Programming, TM Special Projects and TM International. Starr Broadcasting bought TM in 1973, and last July Starr merged with Shamrock Broadcasting, Los Angeles. Named to succeed Long: **Pat Shaughnessy**, VP-general manager of KIQQ(FM) Los Angeles and former VP-general manager of Drake-Chenault.

Kevin O'Malley, VP-communications, CBS Sports, appointed VP, program planning and development. **Tom Baskind**, publisher and general manager of CBS Publishing Group, succeeds O'Malley as VP-communications in



O'Malley



Baskind



Harrington



Wight

sports unit. **James F. Harrington**, director, program planning, named VP, program administration, CBS Sports. **Kay Wight**, VP, administration and assistant to president, CBS News, joins CBS Sports as VP, program compliance and administration. **Len DeLuca**, attorney with Crane & Inker, Boston, named manager, information services, CBS Sports.

Seth Willenson, director of feature film programs, RCA, New York, named staff VP, RCA SelectaVision videodisk programs, responsible for planning and acquiring program materials for videodisks, and for marketing and distribution.

Evan H. Baker, executive VP-general manager, Garcia Corp., manufacturer of fishing tackle, joins Entertainment and Sports Programming Network (ESPN), Bristol, Conn., as senior VP-marketing.

Tom Waldman, who has been involved in development areas, 20th Century-Fox Television, Beverly Hills, Calif., named supervising producer for television movies and other network projects.

Appointed associate producers of NBC Sports: **Lynn Baltimore**, **Terry Ewert**, **Michael Hadley** and **Peter Rolfe**, all of whom had been serving as assistants to producers.



Marson

Bruce Marson, program manager, WCVB-TV Boston, named VP-programming.

Bob Kalstad, production manager, KATU(TV) Portland, Ore., named program director.

Jim Worthington, executive producer of news and public affairs, WQAD-TV Moline, Ill., named director of programming.

Phil Cuppett, director of administration, Columbia Pictures Distribution, Los Angeles, named VP-financial administration.

Michael Davison, corporate marketing director, Golden West Radio, joins Watermark, Studio City, Calif., radio syndication firm, as senior VP-marketing. **Jeff Alan**, VP-director of marketing, Watermark, resigns to form his own marketing and consultation firm for radio and television.

Gail Frank, producer and director of 15 films for NBC-TV's *Hot Hero Sandwich*, new teen-age series, joins WABC-TV New York as producer of weekly magazine series, *You*.

Terry Belford, producer-director, KBMT-TV Beaumont, Tex., named producer-director, WPVI-TV, Philadelphia.

Towle Tompkins, operations director, WBGW(FM) Bangor, Me., named operations director for co-owned WABI-TV there. **Rich Kimball**, announcer, WABI(AM) Bangor, named program director for WBGW(FM).

Jan Stager, reporter, WLUK-TV Green Bay, Wis., named producer and host of daily talk show.

Bob Leonard, air personality, WYSP(FM) Philadelphia, joins WDAI(FM) Chicago in same capacity.

John Moran, sports director, KPVI(TV) Pocatello, Idaho, joins KSBW-TV Salinas, Calif., as weekend sports anchor.

Robert Stroud, music director and morning air personality, WQSR(FM) Sarasota, Fla., joins WMET(FM) Chicago as production director.

Chris Starr, former program director, WEJL(AM) Scranton, Pa., joins WSCR(AM) there in same capacity.

Zoll Vajada, formerly in production department of KTVY(TV) Oklahoma City, joins non-commercial KOKH-TV there as production manager.

Grayle Howlett, sports information director, California State Polytechnic College, Pomona, joins KVI(AM) Seattle as producer of two-hour weeknight sports magazine.

Mark Weller, reporter on *Alaska Review*, syndicated documentary program produced in Anchorage, assumes additional duties as associate producer.

News and Public Affairs

John Dancy, NBC News White House correspondent, named weeknight "Update" correspondent, handling segments that had been divided among several correspondents. He will also be contributor to "Special Segment" in-depth reports on *NBC Nightly News*. Successor to Dancy at White House has not been named. **Garrick Utley**, NBC News chief European correspondent, London, is returning to New York to play prominent role in coverage of 1980 political year. Succeeding Utley as chief European correspondent is **John Hart**, national affairs correspondent headquartered in Washington. **Sid Feders**, producer of *Sunday Morning* on CBS, joins NBC News in New York as producer, *Prime Time Sunday*.

Ann Garfield Black, associate producer, ABC News documentary unit, New York, named producer.



Thistle

James Thistle, news director, WCVB-TV Boston, named VP.

Phil Thomas, co-anchor and producer and host of weekly news magazine program on WHO-TV Des Moines, Iowa, named news director.

Steve Ridge, news director, WAAV-TV Huntsville, Ala., joins WKBW-TV Buffalo, N.Y., in same capacity.

Tom Preston, air personality, KCBS-FM San Francisco, named director of news and public affairs, succeeding **Dick Fitzmaurice**, who becomes weekend anchor on KCBS(AM) there.

Jack F. Moore Jr., former anchor and news director for WSAV-TV Savannah, Ga., joins WSPA-TV Spartanburg, S.C., as news director.

David Glodt, reporter and weekend anchor, KTRK-TV Houston, named executive news producer.

Carol Breahers, assignment editor, KFWB(AM) Los Angeles, named news director.

Bob McLain, reporter and weekend sports anchor, KDFW-TV Dallas, named 6 and 10 p.m. anchor.

Miranda Dunne, general assignment reporter, WKBW-TV Buffalo, N.Y., joins KPX(TV) San Francisco in same capacity.

Larry Todd, formerly with state government of Texas, joins KVET(AM)-KASE(FM) Austin, Tex., as news director.

Cora-Ann Mihalik, anchor-reporter, WHYN-TV Springfield, Mass., joins WHP-TV Harrisburg, Pa., in same capacity.

Mark Doremus, assistant to assignment editor of KGT(TV) San Diego, joins WFRV-TV Green Bay, Wis., and its satellite, WJMN-TV Escanaba, Mich., as upper peninsula correspondent. **Ray Wilck**, director of training for Academy of Broadcasting in Knoxville, Tenn., joins WFRV-TV as assignment editor. **Howard Gaines**, anchor and reporter for California News Service, Berkeley, joins WFRV-TV as reporter-photographer.

Michael Cascio, news producer for New Jersey Nightly News, joint presentation of non-commercial WNET(TV) Newark, N.J. (New York), and New Jersey Public Television, joins WPVI-TV Philadelphia as news writer-producer for 6 and 11 p.m. news.

Jackie Nedell, news editor, WTOP(AM) Washington, joins WRET-TV Charlotte, N.C., as reporter.

Kirsten Lindquist, general assignment correspondent, AP Radio, Washington, joins RKO Radio Network as Washington correspondent.

Harley Carnes, morning anchor, WBAP(AM) Fort Worth, joins WLS(AM) Chicago as reporter and newscaster.

Michael Eau Claire, former anchor-reporter, WRC(AM) Washington, joins WCFL(AM) Chicago

in same capacity.

Mark Mohr, associate producer, KFMB-TV San Diego, joins KXTV(TV) Sacramento as 11 p.m. news producer.

Gordon Hanson III, weekend anchor, WTAJ-TV Altoona, Pa., joins KARN(AM)-KKYK(FM) Little Rock, Ark., as reporter.

Creigh Yarbrough, former news and public affairs director, WAQX(FM) Manlius, N.Y., joins WAPI-AM-FM Birmingham, Ala., as afternoon anchor and reporter.

Mike Smith, chief meteorologist, KARD-FM-TV Wichita, Kan., joins KTV(TV) St. Louis as chief meteorologist and director of weather services.

Rich Warren, weekend weathercaster, WMAR-TV Baltimore, joins KTVI as meteorologist.

Sylvia Stevens, director of public service and public affairs manager, WCSC-TV Charleston, S.C., joins WRET-TV Charlotte, N.C., as public affairs director.

Betty Jeanne Bender, in news department of KOMO(AM) Seattle, named public affairs coordinator.

Lois Sugar, producer, WFTL(AM) Fort Lauderdale, Fla., named director of community affairs.

Promotion and PR

Ray A. Villarreal, on special assignment with ABC in coordination of meetings of ABC affiliates, board of governors and board of directors, named coordinator special projects, ABC Entertainment, Los Angeles, responsible for coordination and production of nonbroadcast entertainment events.

Marie Johnson, special assistant to president of Century Broadcasting, Chicago, named director of press relations for Century's WAIT(AM) Chicago.

Brian Redman, assistant public relations director and editor of monthly newspaper for Capital Center sports and entertainment complex in suburban Washington, joins Henry J. Kaufman & Associates, Washington, as account executive in public relations division.

Laura Hayes, assistant director of community affairs, WTAR-AM-TV Norfolk, Va., joins non-commercial WHRO-FM-TV there as director of public relations.

Technology

James R. Kelly III, director of technical operations, WLTX(TV) Columbia, S.C., joins RCA Broadcast Systems as sales representative, based in Atlanta.

Julian Sottys, marketing manager for CMOS custom microprocessor products, Solid State Scientific, Montgomeryville, Pa., named director of market planning, Magnavox CATV Systems, Manlius, N.Y.

Mike Worrall, formerly with KWVE(FM) San Clemente, Calif., joins KRUX(AM) Phoenix as chief engineer.

Allied Fields

John E. D. Ball, VP-engineering, Public Broadcasting Service, Washington, elected president of National Captioning Institute, Falls Church, Va. Corporation was chartered to provide closed-circuit television programs for hearing impaired.

Tom Watson Brown, former partner in Atlanta law firm of Morris, O'Brien, Manning & Brown, has become partner in Cofer, Beauchamp, Hawes & Brown, Atlanta. Brown, stockholder in Spartanburg Broadcasting Co. (WSPA-AM-FM-TV), Spartanburg, S.C., is counsel for Georgia Association of Broadcasters.

Bill Boyce, sales manager for Memphis-based Data Communications Corp.'s broadcast division, BIAS, which automates sales, scheduling and accounting functions for radio and television, named general manager of sales and service. **Dewey Hemphill**, regional manager, succeeds Boyce. **Dorothy Simon**, assistant regional manager, named regional manager of central region.

Deaths



Byron

James A. Byron, 76, retired director of broadcasting for Carter Publications, former licensee of WBAP-AM-FM-TV Fort Worth (now WBAP(AM)-KSCS(FM) and KXAS-TV), died Nov. 3 in Harris hospital there of cardiac arrest following two operations. Before becoming director of broadcasting in 1969, Byron was news director for stations. He had joined WBAP(AM) in 1944 as news director, and assumed responsibility for news operation of WBAP-TV when it went on air in 1948. He retired in 1974. Byron served as president of Radio-Television News Director Association in 1954, and was also first broadcast newsmen to become national president of Society of Professional Journalists, Sigma Delta Chi, in 1959. Survivors include three sisters.

Lloyd E. Squier, 78, president of Radio Vermont Inc., licensee of WDEV(AM) Waterbury, Vt., died on Nov. 1 of heart attack at his home in Waterbury. He co-founded station in 1931 with late Harry C. Whitehill and had been associated continuously with WDEV. Until time of his death Squier conducted daily five-minute program, *The Old Squier*, on which he recited his own poetry and that of New England poets. Surviving are his son, Ken, auto racing sportscaster for CBS-TV, and daughter, Sherol (Mrs. Raymond Cooley).

Elizabeth S.C. (Betty) Adams, 62, station manager of Newark studio, legislative correspondent, and host of public affairs program, New Jersey Public Broadcasting Authority, Newark, died Oct. 29 at United hospital in Portchester, N.Y. She had worked for New Jersey PBA since 1970. From 1963 to 1970, she was writer, producer and reporter for WABC-TV New York. Before that, Adams worked for WBZ-TV Boston as co-anchor, reporter and producer for four years. She began her career in 1955 with WJAR-TV Providence, R.I., as documentary producer. Survivors include son, John McKey, and daughter, Elizabeth Regler.

In the saddle. William Schallert has been elected president of the Screen Actors Guild, defeating Ron Soble by over 5,000 votes—7,655 to 2,415. Other officers elected to two-year SAG terms were: Philip Sterling, recording secretary; Gilbert Perkins, treasurer; Kent McCord, first vice president, and Larry Keith, second vice president in New York.

Stock Index

Exchange and Company	Closing Wed. Nov 7	Closing Wed. Oct 31	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	37 3/4	39 5/8	- 1 7/8	- 4.73	8	1,057
A Capital Cities	42 3/4	41 1/2	+ 1 1/4	+ 3.01	11	585
N CBS	45 1/8	46 1/2	- 1 3/8	- 2.95	6	1,268
N Cox	60 1/8	61 5/8	- 1 1/2	- 2.43	12	404
A Gross Telecasting	22 1/4	22 1/2	- 1/4	- 1.11	7	17
O Lin.	46	47	- 1	- 2.12	11	128
N Metromedia	62 1/2	64 3/4	- 2 1/4	- 3.47	9	287
O Mooney	9 1/2	10 1/4	- 3/4	- 7.31		4
O Scripps-Howard	51	50 1/2	+ 1/2	+ .99	9	132
N Storer	42 3/8	41 3/4	+ 5/8	+ 1.49	11	245
N Taft	28 1/4	29	- 3/4	- 2.58	10	244

Exchange and Company	Closing Wed. Nov 7	Closing Wed. Oct 31	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	14 1/4	14 3/8	- 1/8	- .86	12	25
A Affiliated Pubs.	24	23 3/8	+ 5/8	+ 2.67	8	82
N American Family	10 1/8	10 1/8			4	106
N John Blair	19 7/8	20	- 1/8	- .62	4	73
N Charter Co.	34 3/4	40 1/2	- 5 3/4	- 14.19	30	756
N Chris-Craft	18	17 1/8	+ 7/8	+ 5.10	10	77
N Coca-Cola New York	5 1/2	5 5/8	- 1/8	- 2.22	7	97
N Cowles	21 1/2	22	- 1/2	- 2.27	17	85
N Dun & Bradstreet	38	38 1/2	- 1/2	- 1.29	15	1,058
N Fairchild Ind.	30	31 3/8	- 1 3/8	- 4.38	6	171
N Fuqua	13 1/2	13 3/8	+ 1/8	+ .93	4	170
N Gannett Co.	45 1/2	46 7/8	- 1 3/8	- 2.93	15	1,223
N General Tire	20 1/8	20	+ 1/8	+ .62	4	466
O Gray Commun.	27 1/2	27	+ 1/2	+ 1.85	9	13
N Harte-Hanks	22 3/4	22 5/8	+ 1/8	+ .55	13	211
O Heritage Commun.	7 7/8	7 1/4	+ 5/8	+ 8.62		18
N Jefferson-Pilot	30 3/4	31 1/4	- 1/2	- 1.60	8	704
O Marvin Josephson	13 1/4	12 1/2	+ 3/4	+ 6.00	7	34
O Kansas State Net.	28 1/2	26 3/4	- 1/4	- .93	22	50
N Knight-Ridder	23 1/4	24	- 3/4	- 3.12	10	767
N Lee Enterprises*	22 5/8	22 5/8			12	164
N Liberty	35	35 3/8	- 3/8	- 1.06	8	236
N McGraw-Hill	24 1/2	24 5/8	- 1/8	- .50	10	607
A Media General	23 3/4	23 3/4			10	177
N Meredith	31	31 1/8	- 1/8	- .40	6	95
O Multimedia	28 1/2	29 3/4	- 1 1/4	- 4.20	12	189
A New York Times Co.	22 1/2	22 7/8	- 3/8	- 1.63	17	265
N Outlet Co.	19	18 1/2	+ 1/2	+ 2.70	5	47
A Post Corp.	15 5/8	16 1/4	- 5/8	- 3.84	7	28
A Reeves Telecom	4 5/8	4 1/2	+ 1/8	+ 2.77	51	11
N Rollins	28	26 3/8	+ 1 5/8	+ 6.16	13	375
N San Juan Racing	14 5/8	16 1/4	- 1 5/8	- 10.00	19	36
N Schering-Plough	27 1/2	29 1/2	- 2	- 6.77	8	1,470
A Sonderling	27 3/4	27 1/4	+ 1/2	+ 1.83	9	30
A Tech Operations	10 1/4	9	+ 1 1/4	+ 13.88	26	13
N Times Mirror Co.	32 1/2	32 1/2			9	1,103
O Turner Broadcasting*	8	(Closing 10/17; not reported in previous wks)				
A Washington Post	20 3/4	21	- 1/4	- 1.19	7	329
N Wometco	17 1/4	19 1/4	- 2	- 10.36	8	148

Exchange and Company	Closing Wed. Nov 7	Closing Wed. Oct 31	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLECASTING						
A Acton Corp.	11 1/4	10 3/8	+ 7/8	+ 8.43	7	29
O Ameco+						
O Athena Comm.	5 3/4	5 3/4				12
O Burnup & Sims	6 5/8	6 3/4	- 1/8	- 1.85	35	56
O Cable Info.*	13	(Closing 10/15; not reported in previous wks)				
O Comcast	19 1/4	18 3/4	+ 1/2	+ 2.66	19	32
O Entron*	5	5				4
N General Instrument	37 7/8	39 1/8	- 1 1/4	- 3.19	10	297
O Genev Corp.	22 3/4	21 1/2	+ 1 1/4	+ 5.81	10	25
O Tele-Communications	16 5/8	16 3/4	- 1/8	- .74	21	177
N Teleprompter	16 1/4	17	- 3/4	- 4.41	21	275
O Texscan	4 3/4	4 1/2	+ 1/4	+ 5.55	28	3
N Time Inc.	41 1/2	43 1/4	- 1 3/4	- 4.04	8	1,159
O Tocom	10 1/4	10 1/2	- 1/4	- 2.38	22	15
O UA-Columbia Cable	28 1/2	26 3/4	+ 1 3/4	+ 6.54	13	95
O United Cable TV	23	22 3/4	+ 1/4	+ 1.09	16	93
N Viacom	30	31	- 1	- 3.22	15	113

Exchange and Company	Closing Wed. Nov 7	Closing Wed. Oct 31	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
A Amer. Intl. Pic.	9 3/4	9 3/4				23
O Chuck Barris Prods.	4 1/2	5	- 1/2	- 10.00	2	14
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	28 1/2	25	+ 3 1/2	+ 14.00	4	277
N Disney	35 3/4	37 1/8	- 1 3/8	- 3.70	11	1,159
N Filmways	10 3/4	10 5/8	+ 1/8	+ 1.17	6	57
Four Star*	1	1				10
N Gulf & Western	14 3/8	14 3/4	- 3/8	- 2.54	3	684
N MCA	45	46 1/2	- 1 1/2	- 3.22	8	1,049
N MGM	16 3/4	17 1/2	- 3/4	- 4.28	8	510
O Medcom	3 1/2	3 3/4	- 1/4	- 6.66	14	6
N Transamerica	16 1/2	16 7/8	- 3/8	- 2.22	5	1,089
N 20th Century-Fox	41 1/2	37 1/4	+ 4 1/4	+ 11.40	6	331
O Video Corp. of Amer.	5 7/8	6 3/4	- 7/8	- 12.96	20	5
N Warner	39	39 1/2	- 1/2	- 1.26	8	803
A Wrather	14 3/8	15 1/8	- 3/4	- 4.95	39	33

Exchange and Company	Closing Wed. Nov 7	Closing Wed. Oct 31	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	29 3/4	31 1/4	- 1 1/2	- 4.80	7	74
O Compact Video	7	7 1/8	- 1/8	- 1.75		12
N Comsat	35 3/4	37 1/2	- 1 3/4	- 4.66	8	286
O Doyle Dane Bernbach	19 1/2	19 1/4	+ 1/4	+ 1.29	7	51
N Foote Cone & Belding	21 1/4	21 3/4	- 1/2	- 2.29	7	55
O Grey Advertising	37 1/2	35 1/2	+ 2	+ 5.63	4	23
N Interpublic Group	29 1/4	29 3/4	- 1/2	- 1.68	6	69
O MCI Communications	4 5/8	4 5/8				58
A MovieLab	4 7/8	4 7/8				9
A MPO Videotronics	4 3/8	4 5/8	- 1/4	- 5.40	4	2
O A.C. Nielsen	22 1/4	22 3/8	- 1/8	- .55	10	244
O Ogilvy & Mather	18 1/2	19 3/4	- 1 1/4	- 6.32	6	66
O Telemation	1 1/2	1 1/2				2
O TPC Communications	4 1/8	4 1/2	- 3/8	- 8.33	8	3
N J. Walter Thompson	24 1/4	26 1/8	- 1 7/8	- 7.17	5	64
N Western Union	20	19 1/2	+ 1/2	+ 2.56	9	303











Exchange and Company	Closing Wed. Nov 7	Closing Wed. Oct 31	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O Ael Industries	5 5/8	6 1/2	- 7/8	- 13.46	4	9
N Ampex	15 3/8	16 1/8	- 3/4	- 4.65	10	174
N Arvin Industries	11	12 1/8	- 1 1/8	- 9.27	3	65
O CCA Electronics*	1/8	1/8				1
A Cetec	4 1/2	4 3/8	+ 1/8	+ 2.85	10	2
A Cohu	4 1/2	4 1/4	+ 1/4	+ 5.88	15	7
N Conrac	12 3/4	12 7/8	- 1/8	- .97	20	26
N Eastman Kodak	48 3/8	49 7/8	- 1 1/2	- 3.00	9	7,806
B Elec Missile****	2 3/4	2 5/8	+ 1/8	+ 4.76	8	7
O Farinon	18 1/2	19	- 1/2	- 2.63	17	91
N General Electric	48 1/2	48 1/2	- 2	- 4.12	9	8,583
N Harris Corp.	28 5/8	31 1/2	- 2 7/8	- 9.12	13	737
O Harvel Industries	6 1/2	6 1/2				17
O Intl. Video Corp.	7/8	7/8				3
O Microdyne	20	20 1/2	- 1/2	- 2.43	21	2
N M/A Com, Inc.	27 1/4	27 3/8	- 1/8	- .45	35	1,540
N Motorola	48 5/8	50	- 1 3/8	- 2.75	10	5,663
N 3M	45 7/8	48	- 2 1/8	- 4.42	11	1,309
N N. American Phillips	26 5/8	27 3/4	- 1 1/8	- 4.05	5	320
N Oak Industries	28 1/4	27 7/8	+ 3/8	+ 1.34	19	102
O Orrox Corp.	5 5/8	5 3/4	+ 1/8	+ 2.17	8	9
N RCA	21 3/8	21 3/4	- 3/8	- 1.72	6	1,600
N Rockwell Intl.	42 1/2	40 1/4	+ 2 1/4	+ 5.59	7	1,496
A RSC Industries	3 1/8	3	+ 1/8	+ 4.16	17	7
N Scientific-Atlanta	36 1/4	35 1/4	+ 1	+ 2.83	21	161
N Sony Corp.	6 7/8	7 3/8	- 1/2	- 6.77	11	1,185
N Tektronix	54 1/8	54 7/8	- 3/4	- 1.36	14	973
O Valtec	11 1/4	12 1/2	- 1 1/4	- 10.00	24	44
N Varian Associates	23 3/4	23 1/2	+ 1/4	+ 1.06	132	162
N Westinghouse	17 3/4	18 5/8	- 7/8	- 4.69	5	1,535
N Zenith	9 3/8	9 3/4	- 3/8	- 3.84	9	176


Standard & Poors 400 Industrial Average 111.86 114.07 -2.21

Notes: A-American Stock Exchange B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poors' or as obtained by Broadcasting's own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split. ****Elec. Missile listed previously as Emcee; also closing price is as of Nov. 5. + Traded at less than 12.5 cents.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Nov 19  A transponder-by-transponder accounting of **what's going on up there** on all those domestic communications satellites. A help in keeping track of one of the fastest-changing elements of the developing TV nation.
- Dec 10  The latest official release date for **radio revenues in 1978**, as compiled by the FCC. Including market-by-market printouts of income and expense.
- Dec 10  After the fact: the full story, reported on the scene in Geneva, of **what happened at WARC '79**, to whom, and to what eventual effect.
- Dec 17  Annual special report on the **state of the art in broadcast equipment and technology**.
- Dec 17  The **top 100 records** on pop radio playlists in 1979, plus the **top 50** in country. Just in time for yearend programing.
- Jan 7  Annual double issue, featuring BROADCASTING's exclusive report and analysis of the **top 100 companies in electronic communications**.
- Jan 21  Will it be another record year in TV, AM and FM station sales? Read all about it in the annual **station trading special**, playing back the "Changing Hands" track record of 1979.
- Jan 28  Annual accounting of the **top 50 agencies in broadcast billings**—just one segment in a "state of the art" report on business and advertising.
- Feb 11  **Pre-NATPE.**
- Feb 18  **NATPE.**

Also  As yet undated special reports on "**Broadcasting: The Next 25 Years**" and "**The New Status Quo in Radio Networking**." Along with still other extra efforts just off the edge of our drawing board.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

Profile

4A's Bill Hesse: Total commitment to advertising

When William Hesse announced that at the end of this year he would be leaving the American Association of Advertising Agencies as its executive vice president, some who knew him said his retirement wouldn't last long. Workaholic, they said; likes what he's doing too much to stay away for any length of time.

Good prediction. On Jan. 1, the day after he officially leaves the 4A's, Hesse begins his tenure as chairman of the board of Fahlgren & Ferriss, an agency with offices in Cincinnati, Toledo and Columbus, all Ohio; Lexington, Ky., and Parkersburg, W.Va., and plans next year to open both a New York office specializing in new product development and a Washington office—where Hesse will have headquarters, concentrating on corporate or advocacy advertising and counseling. As chairman, Hesse will be dealing with policy matters, particularly long-range planning, and he expects to help build Fahlgren & Ferriss into a highly specialized agency.

Some retirement. But Hesse wouldn't have it any other way. His work week doesn't end Friday but goes right through the weekend. The Saturdays and Sundays in the 4A's offices are no sacrifice. "You don't do that because you have to," he says. "You do it because you love it."

And Hesse does seem to genuinely love the ad business, speaking on its behalf as if he were defending a kid sister. He says that advertising is absolutely important to the country's economic process—an omnipresent force in which he is a devout believer and "willing to fight for."

In his Washington role, Hesse has had to do some fighting—or at least sparring—for the industry in which he has worked for 34 years. These weren't agency/client disputes or interagency battles for new accounts, but public-policy questions, the kind that Hesse thinks are crucial to the well-being of the business.

Hesse says the move from Madison Avenue to the capital wasn't difficult, and the change of scene was actually exciting. One issue that has occupied his time has been the Federal Trade Commission's children's advertising inquiry, which has had the entire ad community in Washington on call.

To Hesse, this proceeding goes beyond whether cereal ads should be allowed on the air. Instead, he believes the investigation suggests that a function of advertising is suspect, and if a rule is issued that limits this form of advertising, a precedent will be set.

This, he thinks, is dangerous, but for



William Robert Hesse—executive vice president, American Association of Advertising Agencies, Washington; b. Jan. 19, 1914, Dayton, Ohio; AB, political science, University of Cincinnati, 1937; MA, psychology, 1938; personnel department, Procter & Gamble, Cincinnati, 1938-41; U.S. Army, 1941-45; director of sales training, P&G, 1945; account supervisor, BBDO, Pittsburgh, 1945-46; management supervisor, New York, 1946-49; vice president, 1949-56; with Benton & Bowles, New York, 1956-68 as vice president, 1956-57; senior vice president, 1957-58; executive vice president, 1958-61; president, 1961-65, and chief executive officer, 1965-68; president, W.R. Hesse Associates, New York and Greenwich, Conn., 1968-75; senior vice president, 4A's, Washington, 1975-78; interim president, 4A's, 1978; present post since January 1979; m. Anne Van Dervort, July 3, 1941; three children—William Jr., 33; Carole Anne (Stackhouse), 29; Mark, 23.

the moment he is not too worried about the final outcome because, he says, "I have a real belief that common sense prevails."

That's an interesting statement for a man whose career had some uncalculated twists and turns. His entry into the ad business, for example, an area he knew nothing about and had no apparent interest in, came as a result of suggestions by Army buddies.

With an undergraduate degree in political science and a graduate degree in psychology, both from the University of Cincinnati, Hesse's business career began with personnel research at Procter & Gamble. After four years in the Army, he returned to P&G, this time as director of sales training, but he soon took his friends' advice and joined the Pittsburgh office of BBDO, where he tried his hand at industrial advertising.

His move to Madison Avenue came unexpectedly, when Lever Bros. said it wanted BBDO to take on a major soap-

product account that a competitor had just resigned. Hesse, with BBDO's president, had recently made a presentation to Lever Bros. for another detergent, at personal gain he did not foresee at the time. When BBDO accepted the account, Lever asked for Hesse's assignment to it. Good-bye, Pittsburgh; hello, New York.

Hesse says he was happy with the move as he got to work with a lot of premier copywriters and account people. (It is not surprising that Hesse was happy with the move, as he says: "I find joy in whatever I do.")

After eight years as a vice president at BBDO, Hesse joined Benton & Bowles, where he supervised the General Foods account, overseeing the operations of Maxwell House and Post, among others.

Hesse says he has never been a prolific writer, although he has written a lot of headlines in his time. He rather sees himself as a marketing specialist and an expert in creative strategy.

And he has some definite views about the relationship advertisers have with broadcasters—particularly the networks. In simple terms, Hesse sees broadcasters as private enterprisers, looking to make a dollar, while advertisers are looking to buy time at a favorable price. In the past, he says, it used to be a good match-up, with negotiations possible. But now, he adds, the networks seem to call all the shots, which causes some abrasiveness.

The networks receive their lowest marks, he believes, in their interpretation of the fairness doctrine, as more voices need to be heard on controversial issues. And as someone who is forever keeping an eye out for business, Hesse says he would like to see someone at TV stations standing up for business—just to keep a balance with all the consumerists.

Of course the ad business itself is reputed to have more than its share of insecurity, but Hesse says he never worried about losing an account (which he did) or losing a job (which he didn't).

But it wasn't all work. Before going to college, Hesse played professional basketball—a guard with an accurate two-handed set shot—and athletics have remained a part of his life. You'll find him in the pool each afternoon putting in a half-mile or a mile. And there is still always time for golf and lectures and a night at the ballet.

In addition, there is always time for people. In a city that each day logs countless unreturned telephone calls, Hesse is always heard from. He is easy to get along with, knows what he's speaking about, and always courteous—even to the "opposition." As one of his New York colleagues put it: "He's one of the very few people down there who never caught Potomac fever."

Editorials

Join 'em

The flap over television network news reporting of Mobil Oil Co.'s third-quarter earnings, and over CBS News's coverage in particular, comes down to a point on which Mobil touched only briefly, and derogatorily, in the double-truck print ads it bought last week to air its complaints. The point is simply that the broadcast media lack the time to present the sort of detailed explanations that Mobil wants, in situations of this kind, and can buy in expandable publications.

There were more words in the Mobil double truck than can be recited in the whole of a *CBS Evening News* half hour of the kind that contained but a short piece on oil company earnings. The disparity in length between television news and print journalism is a condition that responsible broadcast journalists regret but accept as inherent in the business.

Without getting into the merits of who did what to whom in the Mobil-CBS dispute, we have a suggestion that might be helpful. The suggestion relates to Mobil's long-standing complaint, renewed in the current controversy, that the television networks won't sell time to air Mobil's so-called issue advertising, even though Mobil, on occasion, has offered to pay for time in which its critics could reply.

Mobil's offer to buy reply time notwithstanding, the networks' refusal is rooted in the fairness doctrine, which exposes broadcasters to endless demands for access by those who disagree with any controversial message on the air. If Mobil diverted some of its abundant energy from criticism of the networks to support of the broadcasters' long campaign for repeal of the equal-time and fairness law, the company's chances for expression in the television marketplace would be improved. Repeal would remove both the regulatory reason and the handy excuse to suppress the presentation of opinion on the air.

Slow suicide

Broadcasters are expressing predictable horror at the prospect that the FCC may adopt quotas of "educational and instructional" children's programming to be broadcast by commercial television stations (BROADCASTING, Nov. 5). They can visualize enormous losses of revenue and audience if forced to disrupt their weekday schedules with five weekly hours of teaching for preschoolers and two and a half hours for those of school age, as the FCC staff proposed. They may, however, find it awkward to oppose quotas for children's programming without disavowing quotas of other kinds that they have at least tentatively embraced.

As reported several weeks ago, the NAB board of directors came close to endorsing a quota system for news and public affairs on radio, as an inducement for the FCC to relax other forms of radio regulation (BROADCASTING, Oct. 22). Earlier the NAB executive committee had talked about a quota of something like 6% of all radio programming to be devoted to news and public affairs. At the next meeting of the NAB board, in December the subject is expected to come up again.

By that time there may be added argument to give the FCC a program standard that it can throw to the citizen groups that are ganging up on radio deregulation. As was evident in the petition filed last week by a coalition brought together by some of the lawyers who have profited most from so-called public service practice, the FCC will be increasingly attacked by hostile and yelping special interests.

While radio broadcasters consider the advisability of proposing

a quota for news and public affairs, television broadcasters await action by the FCC on a petition for rulemaking to fix quotas for information (15%) and local programming (another 15%). The petition, filed by Henry Geller of the National Telecommunications and Information Administration, proposed the quotas as standards to be met for protection against challenges to TV licenses (BROADCASTING, Nov. 6, 1978). Many broadcasters went immediately on record as favoring the Geller approach.

The quotas proposed for children's programming on television, for news and public affairs on radio and for information and local programming on television may differ in their figures, but they are identical in principle. They commonly assume that the government has the authority to require the broadcast of minimum volumes of programming that happens to be in governmental vogue at the time. There is no way that broadcasters can oppose one type of quota without opposing all. To favor any is to concede to an FCC majority the right to dictate what is to be on the air in every community of the United States.

As has been noted on this page before, the U.S. Court of Appeals has said that program quotas "would do more to subvert the editorial independence of broadcasters and impose greater restrictions on broadcasting than any duties or guidelines presently imposed." Do broadcasters wish to be parties to that subversion?

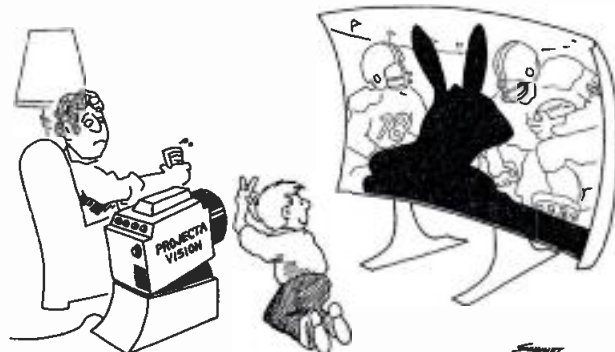
Alice in Washington

No week is apt to pass from now until the election of Nov. 4, 1980, without absurd encounters between the journalistic process and federal election laws. Last week was no exception.

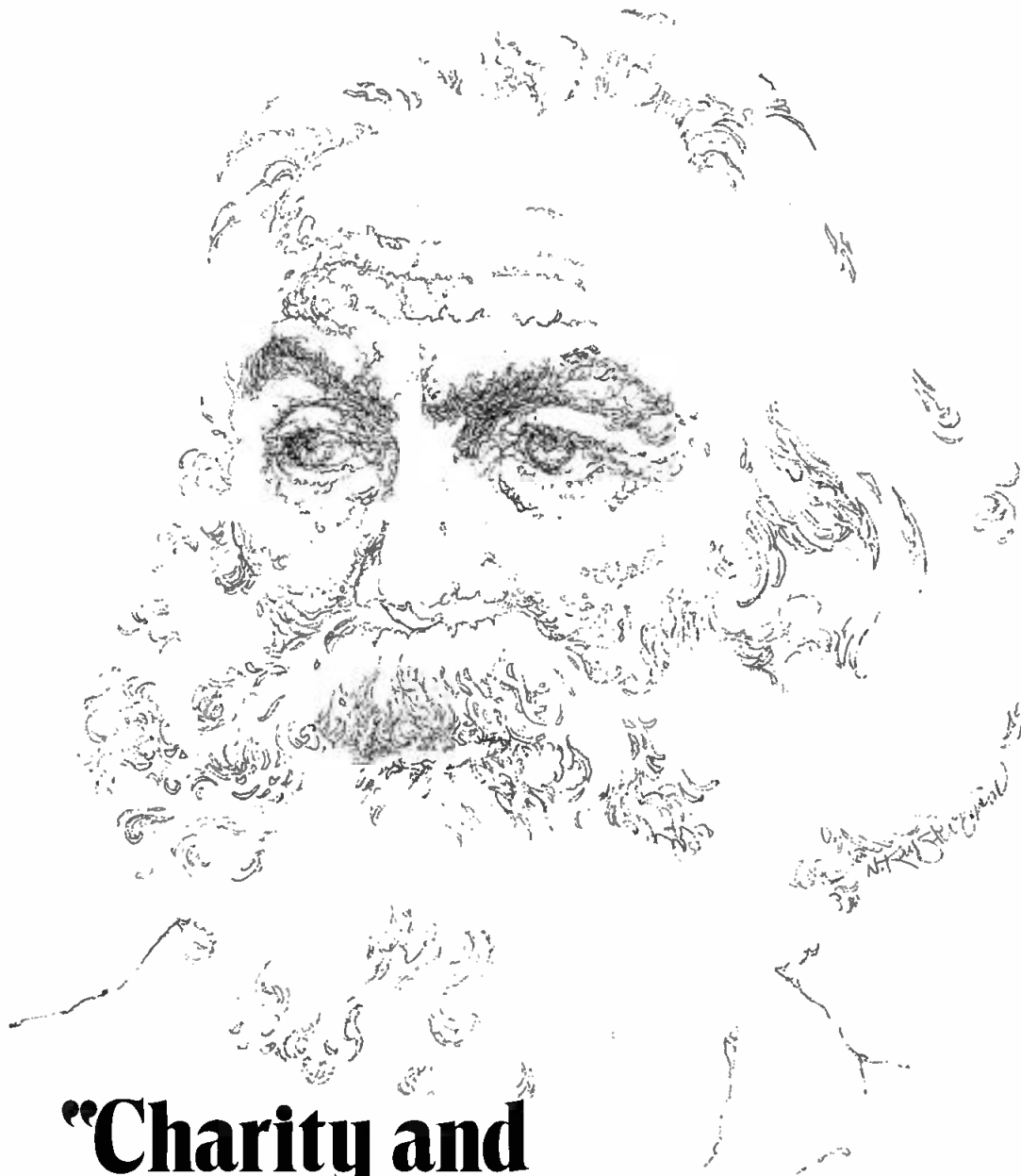
The *Des Moines (Iowa) Register & Tribune* managed a coup by inviting Jimmy Carter and Ted Kennedy to debate in advance of Iowa political caucuses and receiving acceptances. It is a forum ideally suited to the broad media coverage it deserves. As a news event, it is exempted from the equal-time provisions of communications law and thus available for broadcast carriage without obligation to put every other Democratic candidate on the air.

The *Register & Tribune*, however, didn't count on the Federal Election Commission's interpretation of the law that it clumsily administers. The paper's arrangements may constitute an illegal corporate contribution, according to FEC rules. As the FCC told the FEC last week in commenting on such an interpretation, it is "at odds with the concept of free speech."

Meanwhile, of course, the FCC was having its own problems with Jimmy Carter's demand for access to a half hour on network television. Can anyone really believe that the public is served by the election law on media "contributions" and the communications law on access, fairness and equal time?



Drawn for BROADCASTING by Jack Schmidt



"Charity and personal force are the only investments worth anything..."

Walt Whitman
1819-1892

A young Chicago businessman dies—his body wasted by pain and agony—his life stolen by a disease named for a Yankee baseball player who suffered at its hands decades ago. WFYR heard of Les Turner, the Chicagoan who refused to let Amyotrophic Lateral Sclerosis strike him out as it had done Lou Gehrig, without a fight. Les dreamed of a center for research to find a cure for this wasting malady which affects 20,000 young adults each year. WFYR decided to reinforce Les' personal force with the station's sense of charity. From this dream the Mammoth Music Mart was born, a giant sale of records, sheet music, musical instruments and even juke boxes.

The first Mart took place in 1978 with Dick Clark serving as chairperson. Last month the second annual Mammoth Music Mart was held with 100,000 items vended and over 25,000 dollars raised. A local tragedy, a local radio station and the personal sacrifice of a young man joined together: the result being the opening of The Les Turner Research Laboratory at Northwestern University Hospital in Chicago. The investment of WFYR's charity and the late Les Turner's personal force have paid off victoriously for the victims of A.L.S.



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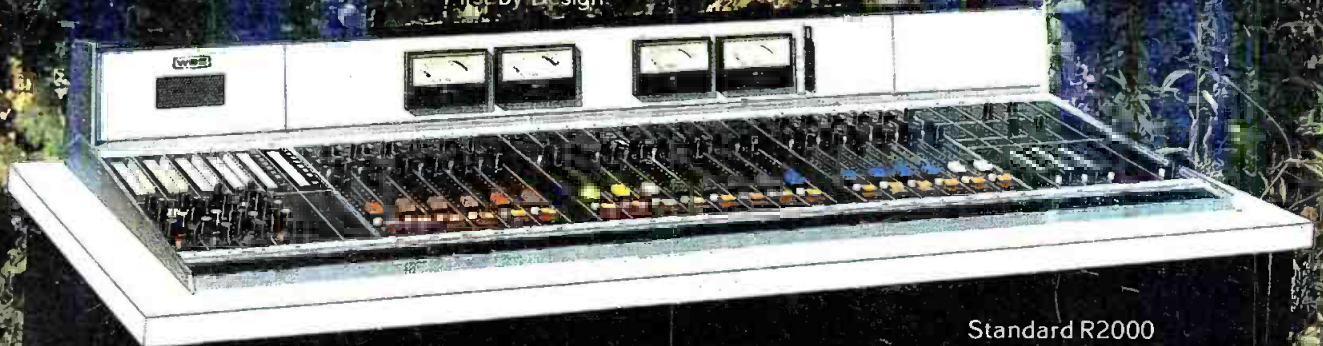
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