

Nov. 19, 1979

What's going on up there:
The SRO outlook for satellites

Broadcasting Nov 19

The newsworthy of broadcasting and allied arts

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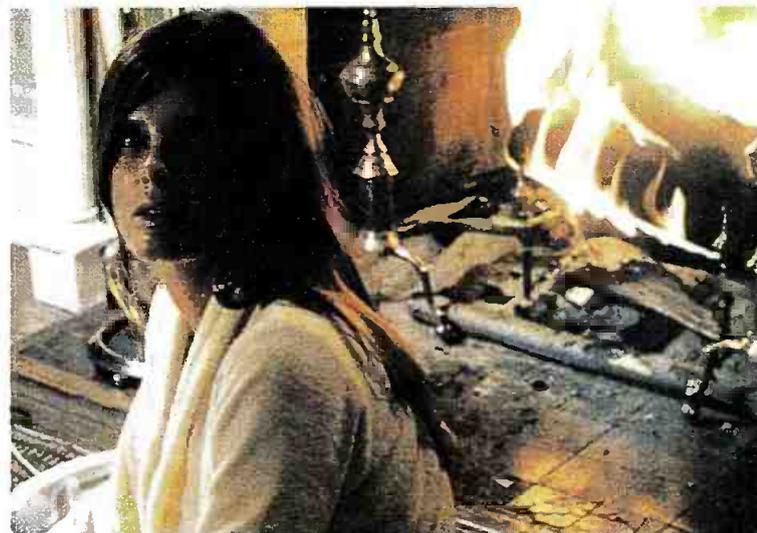
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KTRK-TV	Houston
WTMJ	Miami-Ft. Lauderdale
WTBS	Atlanta
KING-TV	Seattle-Tacoma
WTTV	Indianapolis
WVIT	Hartford-New Haven
KCMO-TV	Kansas City
KTXL	Sacramento-Stockton
KWGN	Denver
KPHO-TV	Phoenix-Flagstaff
WLOS-TV	Greenville-Spartanburg-Asheville
KOKH	Oklahoma City
WTVZ-TV	Norfolk-Portsmouth-Newport News
WJRT-TV	Flint-Saginaw-Bay City
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WJAC-TV	Johnstown-Altoona
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KCOY-TV	Santa Barbara-Santa Maria
KVVU-TV	Las Vegas
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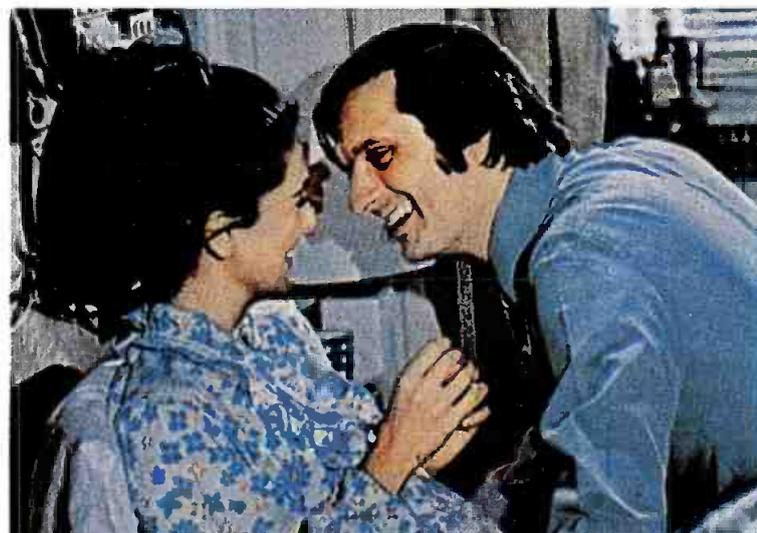
"SLEUTH"

4 Academy Award nominations! "Totally engrossing entertainment... the kind of mystery we keep saying they don't make anymore."
—CHICAGO SUN-TIMES



"THE STEPFORD WIVES"

43% network share! "I can promise you an eerie, spine tingling good shiver down the spine."
—NY DAILY NEWS



"JENNY"

"Marlo Thomas and Alan Alda are first-rate."
—CHICAGO SUN-TIMES
"A warm, touching, funny movie... Miss Thomas is remarkably gifted."
—NEW YORK MAGAZINE



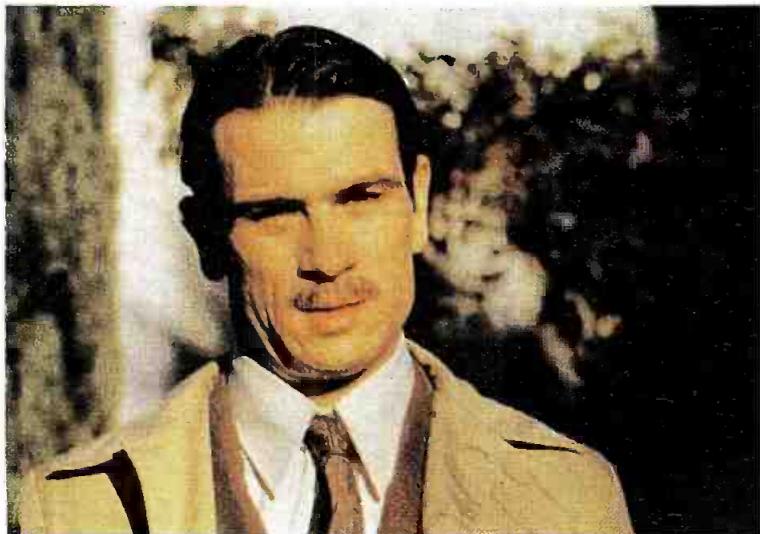
"THE HEARTBREAK KID"

"An unequivocal hit—a first-class American comedy, as startling in its way as was 'The Graduate.'" —THE NEW YORK TIMES



"THE MISSILES OF OCTOBER"

"Probably the finest historical drama television has ever presented." —CHICAGO TRIBUNE
 "An example of how great TV can be."
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"THE AMAZING HOWARD HUGHES"

43% and 53% network shares! "Sweeps through Hughes adult life like a searchlight... Tommy Lee Jones acquits himself well in title role." —DAILY VARIETY

AN ALL-NEW GROUP!

25 movies that are all first-run for syndication.

35% AVERAGE NETWORK SHARE!

Very competitive when compared with other current releases:

	Avg. Share
Viacom Features VI	35%
MCA Champagne Movies	34%
Paramount Portfolio 8	31%
United Artists Showcase 10	31%

(NTI. Weighted average shares for premiere showing of all movies that have appeared on prime-time network television.)

LONG RUNNING!

All 25 movies suitable for 2-hour or longer time slots.

**BUY NOW.
PLAY NOW!**

14 movies available immediately.



FIRST AGAIN!

Broadcasting
November 19, 1979

News
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and



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AM/FM/TV-Birmingham • WSYR AM/
FM/TV-Syracuse • KTVI-St. Louis • WTPA
FM/TV-Harrisburg • WSYE TV-Elmira.

The Week in Brief

THE LOST HOUR □ Family viewing rears its head again as a federal appeals court says, in effect, that the FCC should have been the first stop for plaintiffs in the case. Next step is up in the air.

PAGE 28.

FRIENDLY EXCHANGE □ House oversight hearings for the FCC produce no fireworks; indeed, some praise is elicited for the commission. **PAGE 28.**

TEHERAN INCIDENT □ As U.S. network and station news teams descend on the scene of international crisis, one gets too close. An NBC-TV crew is temporarily seized. **PAGE 32.**

CARL BERNSTEIN TO ABC □ The *Washington Post* man of Watergate fame to take over as head of the Washington news bureau. **PAGE 33.**

RCA'S NUMBER-TWO MAN □ Maurice Valente of ITT is tapped by Griffiths to be president, chief operating officer and a director. **PAGE 34.**

UNDER INSPECTION □ A House Judiciary subcommittee begins hearings on copyright legislation to see if changes are warranted in the 1976 bill, especially in light of the cable retransmission consent proposal.

PAGE 34.

SATELLITES: THE BIRDS IN FULL FLIGHT □ Demand is outstripping supply as more and more broadcast services look to the skies for transmission facilities. This "Special Report" examines the companies that have launched satellites in geostationary orbit, who their customers are and how they are being served. **PAGE 36.** A capsule look at some of the key figures on the satellite landscape. **PAGE 46.**

25 AND STILL GROWING □ TVB draws 650 to its silver anniversary meeting in Atlanta where key speakers address the opportunities and challenges that lie ahead for television. **PAGE 48.** Workshops at the conference get

down to the local level, stressing what stations can do to boost their revenues. **PAGE 54.**

ELLER QUILTS GANNETT □ Disagreements with top management are cited by the head of subsidiary Combined Communications Corp. Broadcast reins are turned over to Flanagan. **PAGE 60.**

ABC-TV BETS ON 13 □ Marcia Carsey and her prime-time crew ready six comedies and seven dramas as second-season replacements. **PAGE 62.**

CBS-TV SHUFFLES TOO □ The network chalks in four new series and shifts three existing ones in moves affecting four nights. **PAGE 64.**

BEND BUT NOT BREAK □ CBS-TV's Rosenfield contends the new communications media may affect commercial TV's audience, but that the networks will adjust and still prosper. **PAGE 68.**

FTC RESTRAINTS □ The House and Senate are close to a vote on a measure that would limit the commission's power. The White House and FTC make their cases against restrictions. **PAGE 70.**

CLOCK RUNNING OUT □ With Congress set to adjourn Dec. 14, the prospects for legislation that would amend the Communications Act continue to diminish. **PAGE 72.**

STATUTE OF CLAY □ The Justice Department and the FCC tell Congress that they could not defend the constitutionality of the Public Broadcasting Act that forbids editorials on noncommercial stations. **PAGE 72.**

MUTUAL'S MAN FOR ALL REASONS □ Martin Rubenstein isn't satisfied that MBS is the biggest radio network in existence. He also wants it to be the best in programming, profits, people and in all the other areas that he oversees as executive vice president and member of Mutual's executive committee. **PAGE 97.**

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RANK	MARKET	POP. (000)
1	New York	18,313.6
2	Los Angeles	10,582.1
3	PULITZER	9,213.1
4	Chicago	8,348.1

Now...the third largest broadcast market in America.

That's right. Combined, our seven stations touch the lives of over nine million Americans. That's more people than in Chicago. And a big responsibility. It's our way of saying we're now a vital

factor in the broadcast industry... bringing the Pulitzer professional integrity to a large part of America. Because that is... the Pulitzer standard of broadcast journalism.

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Omaha

WGAL-TV 
Lancaster/York/
Harrisburg/Lebanon

WTEV-TV 
Providence/
New Bedford

KTAR & KBBC-FM 
Phoenix



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Touching the lives of over nine million Americans.

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Insider report: behind the scene, before the fact

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Fuqua's prices

That "unidentified buyer" of WTVC(TV) Chattanooga, which Fuqua Industries is selling along with rest of its station group (see "In Brief," this issue), is Belo Broadcasting Corp., licensee of WFAA-AM-TV and KVEW-FM Dallas and KFDM-TV Beaumont, Tex., and associated in ownership with *Dallas Morning News*. Price for ch. 9 ABC-TV affiliate is \$19.5 million. Sale papers were signed in Dallas last Friday by J.M. Moroney Jr., chairman, and Mike Shapiro, president, for Belo and by Carl Patrick, vice chairman of Fuqua Industries, and Joseph Windsor, president of Fuqua Communications Inc.

Evaluations placed on other Fuqua properties after independent appraisals by Richard P. Doherty, of Cape Cod, Mass., and Paul Kagan, of Carmel, Calif., are said to be, in round figures: \$22.5 million for ch. 7 WTVW-TV Evansville, Ind.; \$19 million for ch. 9 WTVM-TV Columbus, Ga.; \$1.5 million for WROZ(AM) Evansville, and \$1.5 million for WTAC(AM) Flint, Mich. J.B. Fuqua personally owns control (77%) of ch. 6 WJBF-TV Augusta, Ga., his first property. Although not reportedly on block, that is appraised at \$26 million.

Got away

Belo's acquisition of Fuqua's WTVC(TV) Chattanooga (see above) came in same week that it announced it had tried and failed to buy KTAL-TV Texarkana, Tex. But Belo didn't say what it had bid for station, which is for sale in one of divestitures ordered by FCC to break up "egregious" concentrations of media control. Belo reportedly offered \$16.6 million. KTAL-TV, ch. 6 NBC-TV affiliate for Shreveport, La.-Texarkana market, is co-owned with *Texarkana Gazette and News* and KCMC(AM)-KTAL-FM Texarkana.

Three for the money

Unusual coalition of Borg-Warner, 20th Century-Fox and Metromedia has been studying acquisition of Rollins Inc., Atlanta-based diversified service company. As tentatively planned, Fox would wind up with Rollins broadcast and cable operations, Metromedia with its outdoor plants and Borg-Warner with all else—termite and pest control, security services, oil and gas drilling services, janitorial and maintenance services. O. Wayne Rollins, chairman of company, said Friday that companies he would not identify had "expressed interest" in acquiring Rollins but that no offers had been made. Other sources said Fox was separately negotiating to buy Random House publishing operation that RCA has

announced intention to sell ("In Brief," Sept. 10).

Rollins's stations are WEAR-TV Mobile, Ala.-Pensacola, Fla.; WPTZ(TV) Plattsburgh, N.Y.-Burlington, Vt.; WCHS-AM-TV and WBES(FM) Charleston-Huntington, W.Va.; KDAY(AM) Santa Monica, Calif.; WAMS(AM) Wilmington, Del.; WBEE(AM) Harvey, Ill., and WRAP(AM) Norfolk, Va. Cable systems, with 70,000 subscribers, are in Wallingford, Conn., and Wilmington, Del. Rollins has outdoor plants in 300 North American cities, with heavy concentration in Mexico.

Help wanted

FTC Chairman Michael Pertschuk is in market for image maker. Way he and his agency have been kicked around Capitol Hill, his top aides think he needs one. And what better place than as director of press office? Incumbent director, Frank Pollock, leaves this week for private pursuits, and rather than appoint Deputy Director Ira Furman, as most top press people have advocated, Pertschuk and aides have been looking for public relations type, perhaps woman.

Taking stock

What its officials expect to be "benchmark study" of "new electronic media of the 80's" is being planned by Arbitron in conjunction with Video Probe Index, prominent cable measurement company. It's slated to cover all emerging nonbroadcast electronic media and, among other things, appraise their likely effects on broadcast television, motion pictures and other media. Plans will be announced today (Nov. 19).

Sales working

Betting now is that UPI's plan to sell off ownership units to broadcasters and publishers is, if not yet home free, on its way there. After round of meetings with prospective buyers that stretched over three weeks, UPI officials say it'll be December before they know for sure, but outlook seems favorable. Plan is to sell no more than 90% and no less than 86% interest in UPI at \$180,000 per "unit" of 2%, with no one buyer to acquire more than five units (BROADCASTING, Oct. 1).

Gannett on move

Next big change at expansion-minded Gannett Co. is expected to be move of corporate headquarters from Rochester, N.Y., with New York or Washington in forefront and odds favoring nation's

capital. Special committee was at work prior to announcement last week of resignation of Karl Eller, who directed broadcast-outdoor advertising policy from pre-merger Combined Communications location in Phoenix (see page 60). Alvin G. Flanagan, president of Gannett broadcast division, now based at KBTW(TV) Denver, will report directly to Gannett chairman-president, Allen H. Neuharth.

Headed for high

Sales of U.S. television programs and theatrical movies to TV broadcasters overseas appear to be en route to another record this year. Authorities say it's too early to make firm estimate but that overseas sales have been running ahead of last year's, which totaled estimated \$280 million. They say it's not irrational to expect total to hit \$300 million for first time.

Up to date

State-of-art, fully electronic newsroom is one part of plans at Ted Turner's Cable News Network. Electronic newsroom principle will even extend to wire service inputs; they'll connect to video terminals, not hard copy machines. Reese Schonfeld, CNN president, will soon announce CNN's plans on another technological front: half-transponder satellite feeds. Development of split transponder capability—it's been done before, by CBS and Robert Wold, among others—would permit CNN's Atlanta headquarters to get feeds from planned New York and Los Angeles bureaus through single transponder, and otherwise double system's capacity.

Turner network is still set to begin operations next June 1. Some electronic gear on order won't be ready then. Leased gear will temporarily substitute.

High and dry?

In view of Fuqua Industries' intention to withdraw from broadcast business (see above), question late last week was: What happens to HR Television? Fuqua acquired major interest in HR Television in early 1979. Nobody was talking.

More BBC

Time-Life Television, which just marked first 10 years of association with BBC-TV as co-producer and U.S. distributor, has still another ambitious import program under discussion: three-hour nightly package of BBC-TV contemporary (as opposed to historical) light entertainment for U.S. pay cable.

Business Briefly

RADIO ONLY

Alaska Airlines □ Thirty-to-thirty-six-week campaign begins in January for air travel in San Francisco, Seattle and Alaska markets. Agency: Chiat/Day, Seattle. Target: men, 25-49.

Grapefruit Advisory Board □ Eight-week campaign for grapefruit begins Jan. 16 in Los Angeles, San Francisco, Sacramento, Calif., Portland, Ore., and Seattle. Agency: Lee & Associates, Los Angeles. Target: women, 18-49.

Simplicity Computers □ Five-week campaign for computers begins Jan. 7 in Oregon. Agency: Mosher, Levy & Associates, Portland, Ore. Target: adults, 18 plus.

Herfy's □ Five-week campaign for Pietro's Golden Crust pizza begins Dec. 26 in Seattle, and Portland, Medford and Eugene, all Oregon. Spots will run during drive times and midday. Agency: Graf, Hanson, Hoke, Seattle. Target: adults, 18-34.

Levi Strauss □ Four-week campaign

promoting Levi's pants for men begins this week in about 25 markets including Cincinnati and Seattle. Spots are in all dayparts. Agency: Foote, Cone & Belding/Honig, San Francisco. Target: men, 25-49.

Frontier Airlines □ Three-week campaign for Denver-Phoenix flights begins Jan. 15 in Denver and Phoenix. Agency: Tracy-Locke, Denver. Target: adults, 25-54.

Pet □ Three-week campaign for 26-ounce pies begins Nov. 26 in over 20 markets including Boston, Philadelphia, Hartford-Meriden, Conn., New Haven, Conn., and Providence, R.I. Agency: The Haworth Group, San Francisco. Target: women, 18 plus.

Skipper's Fish 'n' Chips □ Three-week campaign promoting "sit down to a real meal" campaign for restaurant franchise begins Dec. 3 in Washington, Oregon, Idaho and Utah markets with spots in morning and afternoon drive times. Agency: Seresco Advertising, Seattle. Target: adults, 18-49.

Minute Maid □ Two-week campaign for

Rep Report

WKMF(AM)-WGMZ(FM) Flint, Mich.: To Katz Radio from Jack Masla.

WSGA(AM)-WZAT(FM) Savannah, Ga.: To Katz Radio from Torbet Radio.

KIDO(AM)-KIDO(FM) Boise, Idaho: To Blair Radio (no previous rep).

Advantage

Demographic dividends. Analysis by Blair Radio of availabilities for first nine months of 1979 shows continuing increase in both 25-54 and 18-34 groupings. Blair said that 22.4% of all availabilities in 1979 period asked for 25-54, rise of almost four percentage points over 1978, and placing this group in first place. This age category supplants 1978 leader, 18-49, which slipped from 20.5% in 1978 to 17.3% of availabilities. 18-34 group showed major jump, moving upward from 13.8% in first nine months of 1978 to 22.1% in 1979. Blair noted this demographic is used heavily by motion picture and record companies. Blair said availabilities for teen-age audience continued to fall, dropping from 8.6% in 1978 to 5.8% in 1979.

TOTAL MUSIC PROGRAMMING

The *Tanner Musical Spectrum* offers the broadcaster complete music programming and formatting for any station in any market. Name your need — Beautiful Music, Middle of the Road in three distinct personalities, Contemporary Rock for the 18 to 34 demographic, and Contemporary Country with the greatest hits of all time.

Announced or Unannounced . . . for automated or live-assist operations, the Tanner Musical Spectrum programming is good listening and most important, *profitable*. Call for a demonstration of the *Tanner Musical Spectrum*. Call Dick Denham collect at (901) 320-4433. Tell him you want the very best for your station . . . today!



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COMPANY, INC

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BOSTON • NEW YORK • PHILADELPHIA • CHICAGO • DALLAS • LOS ANGELES • SAN FRANCISCO

chilled orange juice begins Nov. 26 in eight markets including San Antonio and Houston, Tex., and Tulsa, Okla. Agency: Marschalk, New York. Target: women, 25-54.

Polyglycoat □ Two-week campaign for auto paint protector begins Nov. 26 in more than 15 markets including New York, Chicago, Detroit, Miami, Baltimore and San Francisco. Agency: Execuselling, Scarsdale, N.Y. Target: adults, 25 plus.

U.S. Air □ Two-week campaign for air travel begins Nov. 26 in about 25 markets. Agency: J. Walter Thompson, Washington. Target: adults, 18 plus.

TV ONLY

Mobay Chemical Corp. □ Thirteen-week campaign for herbicide begins Feb. 4 in 34 markets. Agency: Valentine-Radford, Kansas City, Mo. Target: adults, 18 plus.

Pacific Gas & Electric □ Eight-week



Prime time for new roles

No "super studs"...no "super duds." Rather, a realistic portrayal of a Black family dealing with the personal and business dilemmas of real life. With that objective, WSB-TV's Walt Elder and creative Atlantans began a two-year project culminating in "The Phillips Saga"—a one-hour

prime time drama written by and cast with local talent. Atlanta's Mayor and Georgia's Governor both issued proclamations heralding the unique effort to provide positive role models for Blacks. WSB-TV: an Atlanta tradition for creative programming reflecting the community.

represented by TeleRep



WSB TV-AM-FM Atlanta	WHIO TV-AM-FM Dayton	WSOC TV-AM-FM Charlotte	WVIC-TV Pittsburgh	KTVU-TV San Francisco- Oakland	WIOD, WAIA-FM Miami	KFI, KOST-FM Los Angeles	WLIF-FM Baltimore	WWSH-FM Philadelphia
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There's a golden market originating in the hills of West Virginia.

There is real gold in the hills... 2.5 billion dollars in terms of total effective buying income in the Wheeling-Steubenville DMA, which includes large audiences in Pennsylvania and Ohio.

There's no doubt who the leader is in the Wheeling-Steubenville market. WTRF-TV.

WTRF, a Forward Station, consistently outpulls the competition in almost every time slot and carries a 61 market share.

You're ahead when you buy Forward.



WTRF-TV
WHEELING, WEST VIRGINIA
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MEMBER... FORWARD GROUP



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



K Mart's KO buy. Present for the signing of the reported largest spot radio buy in history (see page 54) were (l to r) Mike Lutomski, vice president and broadcast account executive, Ross Roy Inc.; Hal Rumble, senior vice president, Ross Roy; John Fouts, senior vice president, Christal Co.; Ed Kreitz, director of advertising and marketing, K Mart; Tom McGilligan, broadcast advertising manager, K Mart; Don Jumisco, Detroit manager, CBS Radio Spot Sales, and Hap Hazard, vice president and Detroit manager, Radio Advertising Bureau.

campaign for winter energy conservation begins Jan. 1 in eight California markets. Campaign promotes conservation to avoid "high bills." Agency: Media Investment Services, San Francisco. Target: adults, 25-54.

Florida Citrus Commission □ Five-week campaign for fresh grapefruit begins this week in about 35 markets including Buffalo, N.Y., Kansas City, Mo. and Charlotte, N.C. Agency: Dancer Fitzgerald Sample, New York. Target: women, 25-54.

N.Y. Telephone □ Four-week campaign begins Nov. 26 in eight markets including New York City, Albany and Buffalo, N.Y. Spots are in fringe and prime times. Agency: Young & Rubicam, New York. Target: adults, 25-34 and 35 plus.

Best Products □ Three-week campaign for discount store franchise begins this week in six markets including Los Angeles and Philadelphia. Spots will run during fringe, prime access, prime and weekend times. Agency: Webb & Athey, Richmond, Va. Target: adults, 25-49.

Shoney's □ Two-week campaign for floating candles begins Nov. 26 in 28 markets including Baton Rouge, Fort Smith, Ark., and Wilmington, N.C. Agency: William B. Tanner, Memphis. Target:

adults, 18-49.

Dallas Products □ Two-week campaign for Hot Pick comb begins in early December in more than 10 markets. Agency: Creative Department, Dallas. Target: men, 18-49.

American Dairy Association □ Two-week campaign to promote use of butter in holiday baking begins Dec. 3 in various Wisconsin and Illinois markets including Chicago. Agency: CreatiCom Advertising, Madison, Wis. Target: women, 18-49.

Whirlpool □ One-week campaign for microwave ovens begins Dec. 13 in 34 markets. Agency: D'Arcy, MacManus & Masius, Bloomfield Hills, Mich. Target: women, 18-49.

RADIO AND TV

Colonial Penn □ Eleven-week campaign for insurance begins Jan. 2 in about 150 markets. Agency: Direct Response Network, Philadelphia. Target: adults, 50 plus.

Tinder Box □ One-week Christmas campaign for tobacco stores begins Nov. 30 in 29 radio markets and 41 TV markets including Chicago and Los Angeles. Agency: RNF Media Corp., Los Angeles. Target: women, 18-49.

Lessons learned. Advertisers who try to protect their bottom lines in a recession by making wholesale cuts in their advertising and deferring the introduction of innovative products are going to suffer in the long run. That was one of the points made by Paul C. Harper Jr., chairman of Needham, Harper & Steers, in a speech at an Association of National Advertisers new-product marketing workshop in New York last week. "I can tell you from bitter observation," he said, "that marketers who responded this way in the last recession are in the worst shape right now." Harper also noted a decline in public acceptance of advertising in recent years, which he attributed to "one, the quantity of advertising, the glut on the airways; two, the fact that most advertising is for parity products, so that claims of excellence or exclusivity increasingly ring less true, and finally, the fact that too much advertising doesn't speak the consumer's language." Edgar B. Walzer, editor and publisher of *Progressive Grocer* told the workshop of a survey by his magazine that found, among other things, that retail advertising in the 1980's will expand, "perhaps even double," and that chain-store leaders foresee "a swing to radio and TV—those media are apt to get 25% of the total budget before the '80's end."

WE BARRICADED DOWNTOWN CHARLOTTE FOR THE GOOD OF THE COMMUNITY.

"Fair On The Square" was one of the most substantial exhibitions of human services ever presented in the Southeast. Organized and promoted by WBTV and the Information & Referral Service, more than 2,000 people worked very hard to make it a success.

Two square blocks were closed to traffic for the use of more than 125 non-profit

agencies including personal and family counselors, social service workers, consumer credit advisors, and educational and recreational personnel.

Demonstrating its medical screening services, one agency alone detected and referred four instances of suspected diabetes and eight of anemia for further testing.

Even a mobile city hall was

there, making its services more accessible.

In the course of a single day, 10,000 people discovered they had access to counsel and instruction whose existence they hadn't even suspected.

Suggesting that if you want to open your city to its people, occasionally you should shut it down.

WE TV
CHARLOTTE

Jefferson Pilot Broadcasting

Charlotte: WBT, WBCY, WBTV, Jeffersonics, Jefferson Productions, Jefferson Data Systems. Richmond: WWBT. Atlanta: WQXL, WQXI-FM. Denver: KIMN, KYGO-FM. Greensboro: WBIG. Wilmington: WWIL, WHSL.

ROCKFORD FLIES!

**IN EARLY FRINGE, PRIME TIME
AND LATE NIGHT.**

Jim Rockford's proving a big winner any time of the day or night. Whether he's leading into the early news or challenging a top-rated sit-com or a popular talk show. And he's doing it with huge numbers among viewers 18 to 49!

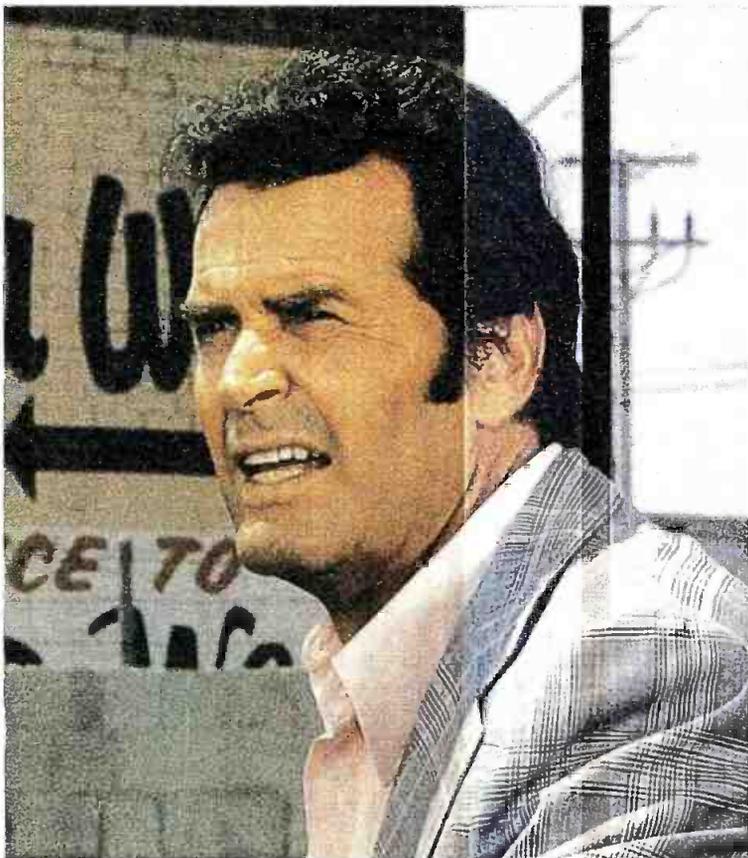
THE ROCKFORD FILES

113 hours* available from

MCA TV

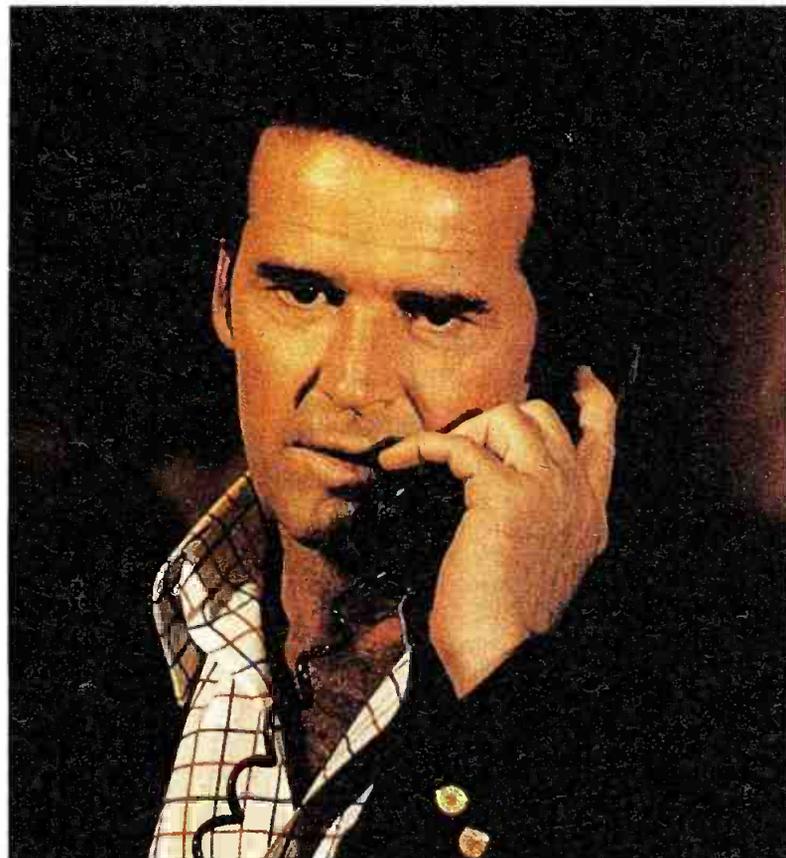
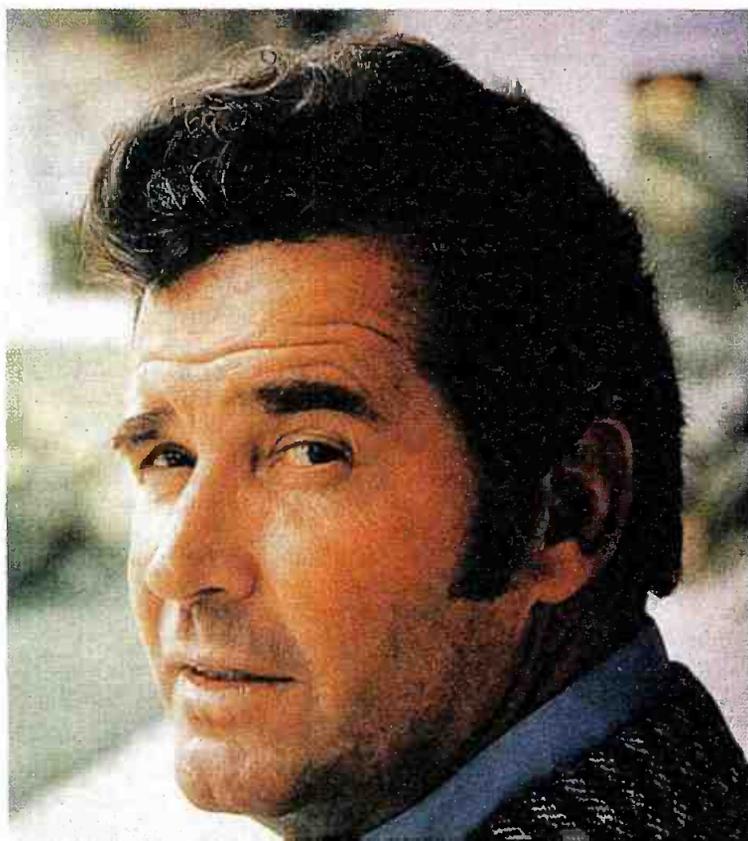
* Plus 1979-80 season.

Source: Latest October-November ARBitron and Nielsen. Subject to survey limitations. © 1979 Universal City Studios. All rights reserved.



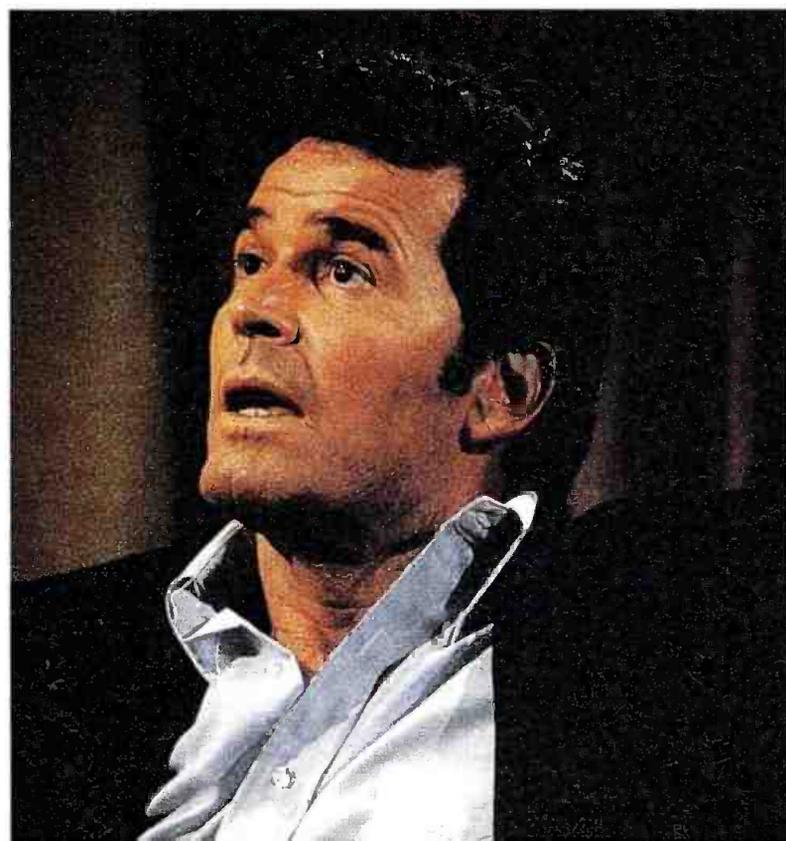
3:30–4:30 pm KNXT Los Angeles
Number 1 in its time period...
boosts early news rating 100%.
11:45 pm–12:45 am Sundays.
Number 1 in its time period.

5:00–6:00 pm WXIA-TV Atlanta
Lifts time period ranking from 4th
to 2nd... doubles 18–49 audience.



4:30–5:30 pm WITI-TV Milwaukee
Number 1 in its time period
... 38% share of 18–49s.

8:00–9:00 pm WPIX New York
Doubles time period rating...
triples 18–49 audience.



Monday Memo®

A broadcast advertising commentary from Joanne Black, senior VP, card marketing services, American Express Co., New York

It's not whom you know, it's how you advertise

We at American Express are surely no strangers to the power of broadcasting. For years now, we've been using broadcast to spread the word about our products and services to a wide audience of business and professional travelers, vacationers and individuals who want to live and entertain in style.

The phrases introduced in some of our television advertising have even entered the vernacular. "Don't leave home without us," and "Do you know me?" have shown up as comedy punchlines in shows like *Saturday Night Live*.

But what most people probably don't realize is that providing services to the consumer is only one aspect of our business. The other side of the coin is the vast network of consumer-service facilities—restaurants, airlines, car rental agencies, hotels, resorts, theatres, retail establishments—to which we bring the business of our cardholders.

We refer to these businesses as our service establishments, and we are engaged in an intimate, vigorously interactive marketing partnership with them. We not only review them intensively, to make sure they are the kinds of places our cardholders will want to go, but once they put the decal on the door that says they honor the American Express Card, we see it as our responsibility to help them build their businesses.

For years, we have been supporting these service establishments with print and direct-mail promotions, acting as a kind of marketing catalyst for them. The results have been highly satisfactory to them and to us. But we've chafed at the realization that the most powerful media of all, the broadcast media with which we've had so much experience and success, weren't being harnessed to the same effort.

This has been particularly galling in the area of fine dining. Radio and television work powerfully for the fast-food chains, because with their multiple locations they can take advantage of the mass appeal of broadcast. But what do you do for a first-class restaurant in a single location?

We think we've found the answer.

We first hit on it a couple of years ago. In a massive undertaking with logistics that can only be compared to a Hollywood extravaganza, we produced some 2,500 different radio commercials, with more than 2,000 different restaurant proprietors in 51 markets within six weeks.

We had eight writer-producer teams and we shuttled them around the country like ants at a picnic, recording each individual



Joanne Black, senior vice president, card marketing services, has been working in marketing and advertising since 1966. She joined American Express Card Division in 1975 as a vice president responsible for the research, advertising and promotion of the card division's products in the United States. Before joining American Express, Black was advertising manager for Celanese Fibers Marketing Co. where, in addition to promoting the company's own products, she worked as a consultant with American Celanese customers, analyzing their businesses and recommending marketing programs. Earlier she was director of marketing for Bali Co., product manager at Bristol-Myers and an account executive with Foote, Cone & Belding and Ogilvy & Mather.

restaurateur talking about his own establishment, and starting each with the by-now-celebrated line: "Do you know me?" Included among them were such renowned establishments as Sardi's in New York, the Brown Derby in Los Angeles, the Pump Room in Chicago, DiMaggio's in San Francisco, Brennan's in New Orleans, Anthony's Pier 4 in Boston and Duke Ziebert's in Washington.

Of course there were many more in each of the 51 cities. Our production team would arrive in town, set up field headquarters in a local studio, and then begin recording the restaurant proprietors in relays, scheduled one hour apart through some unbelievably full days. The time allowance proved necessary indeed: While some of the restaurant people were very smooth and easy, others absolutely froze when they faced the microphones, and some had to be recorded as many as 20 times. An amusing sidelight is that these highly sophisticated restaurateurs arrived

dressed to the nines—for a radio commercial.

Altogether, we aired more than 31,000 spots on 230 AM and FM stations in 51 markets, focusing the mass purchasing power of American Express and the mass appeal of radio on the experience of fine dining at individual restaurants all around the country.

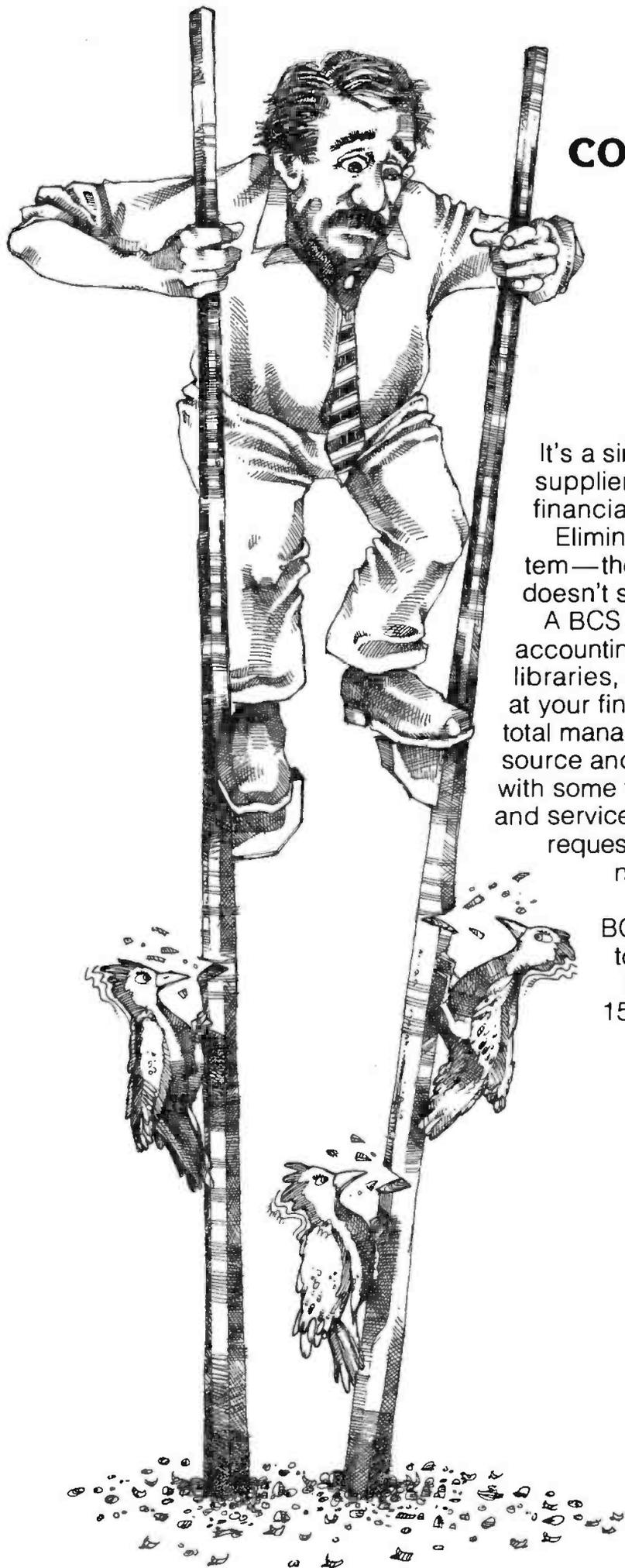
This year, we've taken it a step further: to television. In September, we launched a group of 30-second commercials featuring well-known celebrities, having fun dining out at fine restaurants, and we backed them with 10-second commercials, carrying tags for 119 different restaurants in 38 markets.

The celebrities we've chosen convey the image of style and quality—and of fun—with which our affluent, mobile cardholders identify, and of course they carry on the tone and the feeling of the "Do you know me?" campaign that's been such a smashing television success for American Express. In the 30's and one of the 10's, for example, we feature Lena Horne and Count Basie, sitting down to dinner in a luxurious restaurant with a little company—the whole Basie band. Another 10 pairs up Billy Jean King with Bobby Riggs, for the sports-minded, and still another has Imogene Coca with Jill St. John. I guess my own personal favorite has Jim Henson sitting down to dinner with a group of friends, relaxing after a heavy day, and of course the waiter who shows up with the menu is one of his Muppets.

The 30-second spots are running in major markets. The 10-second spots that are tagged to individual restaurants—all 38 markets—from now to the end of the year will be evaluating the effectiveness of this campaign, and if the results are what we expect them to be, we'll be looking into broadening the exposure.

We're also using television, with spots on shows like *Good Morning, America* and *Today*, to implement our marketing partnership with our other types of service establishments, such as hotels, airlines, car rental agencies and the like. The format is a series of travel tips that focus on the interests of our mobile, travel-oriented cardholders and tie them in to the various service establishments. The results are very positive, both for our cardholders and the establishments, so we think we've found an appropriate platform for this kind of promotion.

But the real challenge has been the "mass and class" wedding of television's enormous reach with the individuality of fine, high-quality restaurants, and if our answer to that challenge is borne out by our testing—of which you can bet we do plenty—I think we'll have broken some new ground.



**The more
computing suppliers,
the merrier?**

Wrong.

It's a simple fact. An abundance of computing suppliers just pecks away at your station's financial stability—as well as your nerves.

Eliminate these jitters with our BCS 1100 system—the powerful management tool that doesn't stop at just traffic and billing.

A BCS 1100 can also put complete automated accounting, control of carts, news and film libraries, and demographic information right at your fingertips. What's more, because this total management capability is available from one source and one system, we can provide you with some timely extras. Like reduced hardware and service costs. Unlimited demographic requests at no additional charge. And a significant drop in aggravation.

So get back on firm ground with the BCS 1100. For complete details, call us today at (303) 599-1601, or write Kaman Sciences Corporation, P.O. Box 7463, 1500 Garden of the Gods Road, Colorado Springs, Colorado 80933.

bcs
SYSTEMS

KAMAN SCIENCES CORPORATION
A KAMAN COMPANY

Our systems belong in your station.



The tragedy that had a happy ending.

Last year, the Globe Theatre—an old San Diego landmark—was completely destroyed by fire. It burned to the ground.

But in sifting through the ruins, look who turned up to become the symbol of the drive to build a new Globe Theatre: None other than William Shakespeare himself.

And thanks to San Diego's commitment to live-theater and KCST-TV's commitment to the community, the drive is well underway.

Because the Storer station in San Diego, KCST-TV, held a four hour Telethon and raised over \$350,000 toward rebuilding the old theater.

The show was hosted by Marion Ross—Star of ABC's "Happy Days"—who first performed at the Old Globe in 1949 and actor Victor Buono who first appeared at the Globe in 1956.

Ms. Ross and Mr. Buono headed a cast of 15 other well-known Globe alumni and, in all, over 25 celebrities participated.

The "Old Globe Telethon" is just another way Storer Stations get involved with their communities.

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

STORER

STORER BROADCASTING COMPANY

The Professional

He Works For You: Jim O'Keefe

The AP's Rhinestone Cowboy rides the circuit in Utah, Idaho and Montana. And he never calls it "Montaner."

Born in the Bronx, Jim went west to Wichita Falls, Texas, where he was the only Country disc jockey with a Bronx accent.

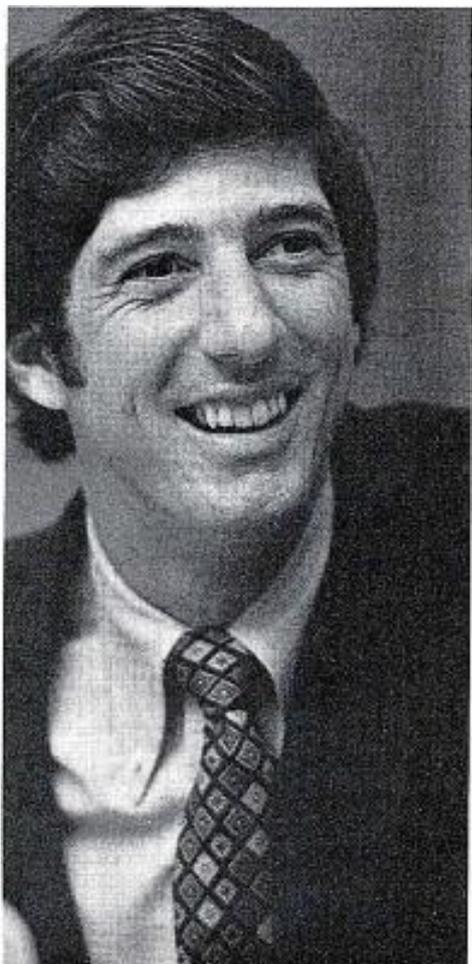
He shed the accent, more or less, and became top-billing salesman at several stations, then signed on with The AP, one of the bigger spreads.

We like that. We're like Jim O'Keefe.

Professional.

AP

Associated Press
Broadcast Services
(212) 242-4011



Datebook

■ indicates new or revised listing

This week

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.

Also in November

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. 26-29—*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 Television, 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. 7-8**—Seminar on "Communication Policy: Platform for the 80's" sponsored by the *Council of Communication Societies*. Executive House, Washington. Information: Council of Communication Societies, Box 1074, Silver Spring, Md. 20910; (301) 953-7100.

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. Entertainment by Tony Orlando.

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. 7-9**—Pacific Telecommunications Conference. Ilika hotel, Honolulu. Information: Richard J. Barbet, Social Science Research Institute, University of Hawaii, Manoa, 2424 Maile Way No. 704, Honolulu 96822; (808) 948-7879.

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. 16-18**—Meeting of *South Carolina Broadcasters Association*. Carolina Inn, Columbia.

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. 16**—Annual convention of *Utah Broadcasters Association*. Little America, Salt Lake City.

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*



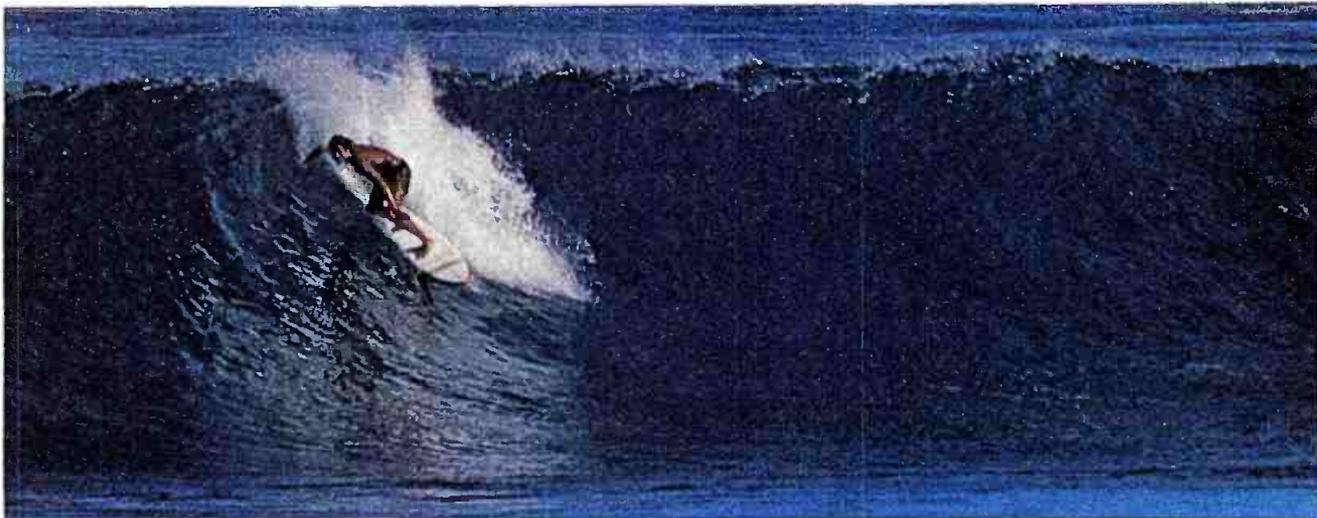
ALL 63 U.S. CLIO
AWARD-WINNING
TELEVISION COMMERCIALS
FOR 1979 ORIGINATED
ON FILM.

FOR WINNERS, THERE'S
ALWAYS TIME TO DO IT RIGHT.



Whether it's the surf in in Chicago, Metromedia what's up.

Keeping up with what's happening locally isn't always easy. Especially if you live in a large city. That's why Metromedia's 13 owned-and-operated radio stations enjoy such popularity in the nine cities they serve. While they may vary in the type of programming they offer — from rock to all news — when it comes to passing along information of local interest or importance they're all the same. Outstanding.



Whether it's elections, entertainment, sports, or business, every Metromedia radio station does its very best to keep its listeners up-to-date. And by doing it we manage to make their lives more rewarding, more interesting, and more fun.



M

METROME

Important stations

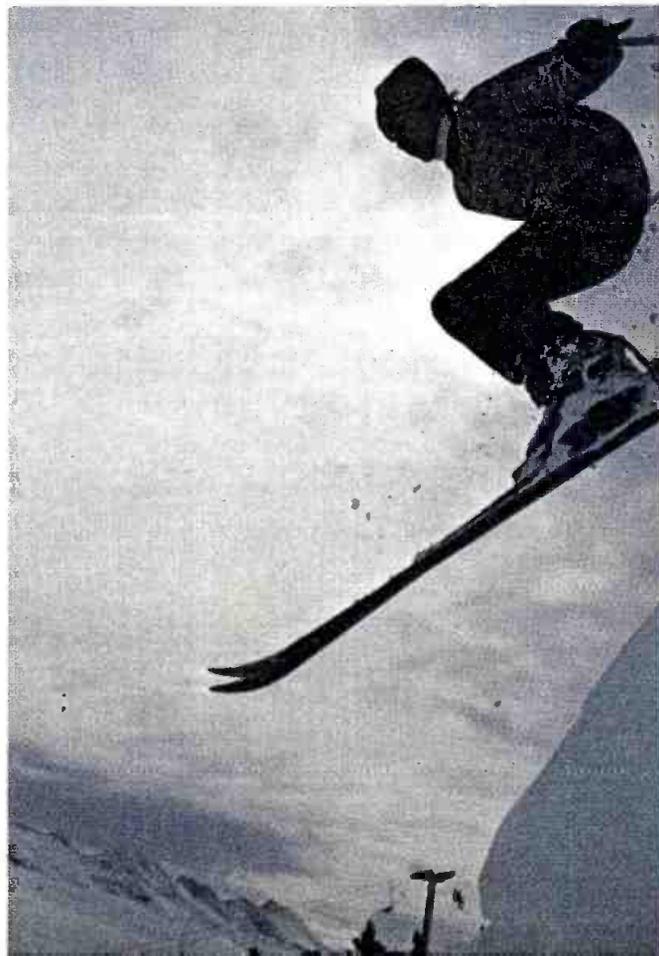
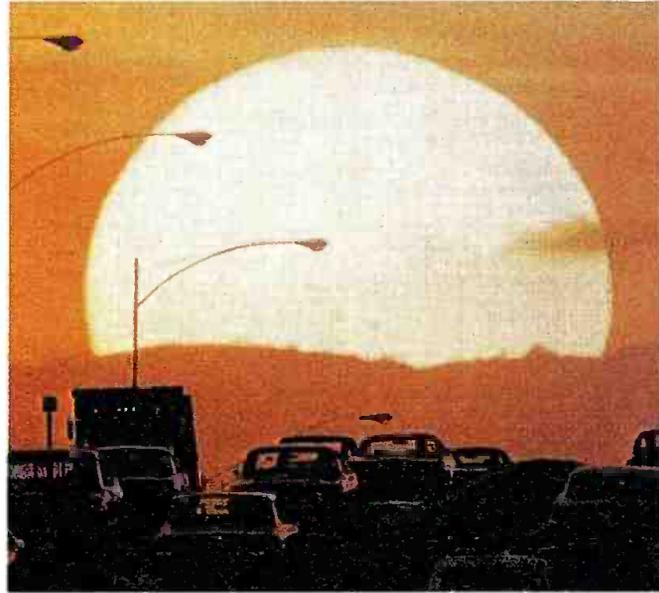
New York WNEW / WNEW - FM
Baltimore WCBM Washington D.C. WASH
Dallas KRLD Los Angeles KLAC / KMET

L.A. or the price of grain listeners always know



That's why boaters and golfers in Detroit tune to WOMC. Theater-goers in New York listen to WNEW. Businessmen in Philadelphia keep up with WIP. Drivers in Los Angeles don't make a move without KLAC. Politicians in Washington keep in touch with WASH. And commodity investors in Dallas turn to KRLD.

It helps our ratings, of course. But it does a whole lot more. Like turning big cities into communities. And we're proud of that. After all, when it comes to using radio effectively, we know what's up, too.



▼
▲
DIA RADIO.
in important places.

Philadelphia WIP/WMMR
Detroit WOMC Chicago WMET
San Francisco KNEW/KSAN

mid-winter managers meeting. Woodrow Wilson School of Princeton University.

■ **Jan. 31**—Deadline for entries in 12th annual *Robert F. Kennedy Journalism Awards* for coverage of the disadvantaged by radio, television, print and photojournalism. First prize of \$1,000 in each category. Grand prize of \$2,000. Students in same categories compete for three-month journalism internships in Washington. Information: Coates Redmon, executive director, 1035 30th Street, N.W., Washington 20007; (202) 337-3414.

February 1980

■ **Feb. 1-2**—*Society of Motion Picture and Television Engineers* 14th annual television conference. Sheraton Centre hotel, Toronto.

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. 5-8**—*Wisconsin Broadcasters Association* annual winter meeting and legislative reception and dinner. Concourse hotel, Madison.

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. 18-21—*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. 24-28—*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 14-15**—11th annual *Country Radio Seminar* on "Answers to the Questions of the 80's." Hyatt Regency, Nashville.

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.

Errata

In list of winners of Gabriel awards in Nov. 12 issue (page 58), **station award** should have been listed as going to **KING-TV Seattle**, not wcvb-TV Boston which won certificate of merit.

March 18-18—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 28—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

March 28-28—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 8-12**—*Satellite 80*, international satellite conference and exposition. Palais des Expositions, Nice, France.

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 18-24—*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 28-29—*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 2-3**—Annual convention, *National Translator Association*. Hotel Utah, Salt Lake City.

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.

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.

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

Jan. 13-18, 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. 8-9, 1980—*National Radio Broadcasters Association* annual convention. Bonaventure hotel, Los Angeles. Future convention: Sept. 20-23, 1981, Marriott hotel, Chicago.

Oct. 28-30, 1980—*National Association of Educational Broadcasters* 56th annual convention. Las Vegas.

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

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



SHEDDING LIGHT ON DARK GOVERNMENT PRACTICES

BOISE, Idaho—Boise's downtown needed revitalization and the city council was pushing a renewal plan created by a council-chosen developer.

The council refused to provide a forum for a community discussion of a second renewal plan that had some public support.

The council simply closed the door on public discussion.

The Idaho Statesman, a Gannett newspaper, provided the forum through two town meetings which attracted 1,600 people.

The meetings led to formation of citizen advisory committees, and to a revised plan incorporating some of the best aspects of both proposals.

The citizens of Boise exercised their right to participate in shaping the future of their city.

At Gannett, we support and encourage such efforts as those of The Idaho Statesman to develop community discussion.

They symbolize our proudest goals: professional excellence in news coverage and total commitment to strong, independent service

to the community.

At Gannett, we have a commitment to freedom in every business we're in, whether it's newspaper, television, radio, outdoor advertising or public opinion research.

And so from Oakland to Oklahoma City, from Binghamton to Battle Creek, every Gannett newspaper, every television and radio station is free to express its own opinions. Each is free to serve the best interests of its own community in its own way.

Gannett
A World Of Different Voices
Where Freedom Speaks



YOU'RE LOOKING AT THE

It's called the Library of Congress.

Every year almost a million new books, records, films and other pieces of information arrive here.

Joining a collection that already numbers over 75 million items.

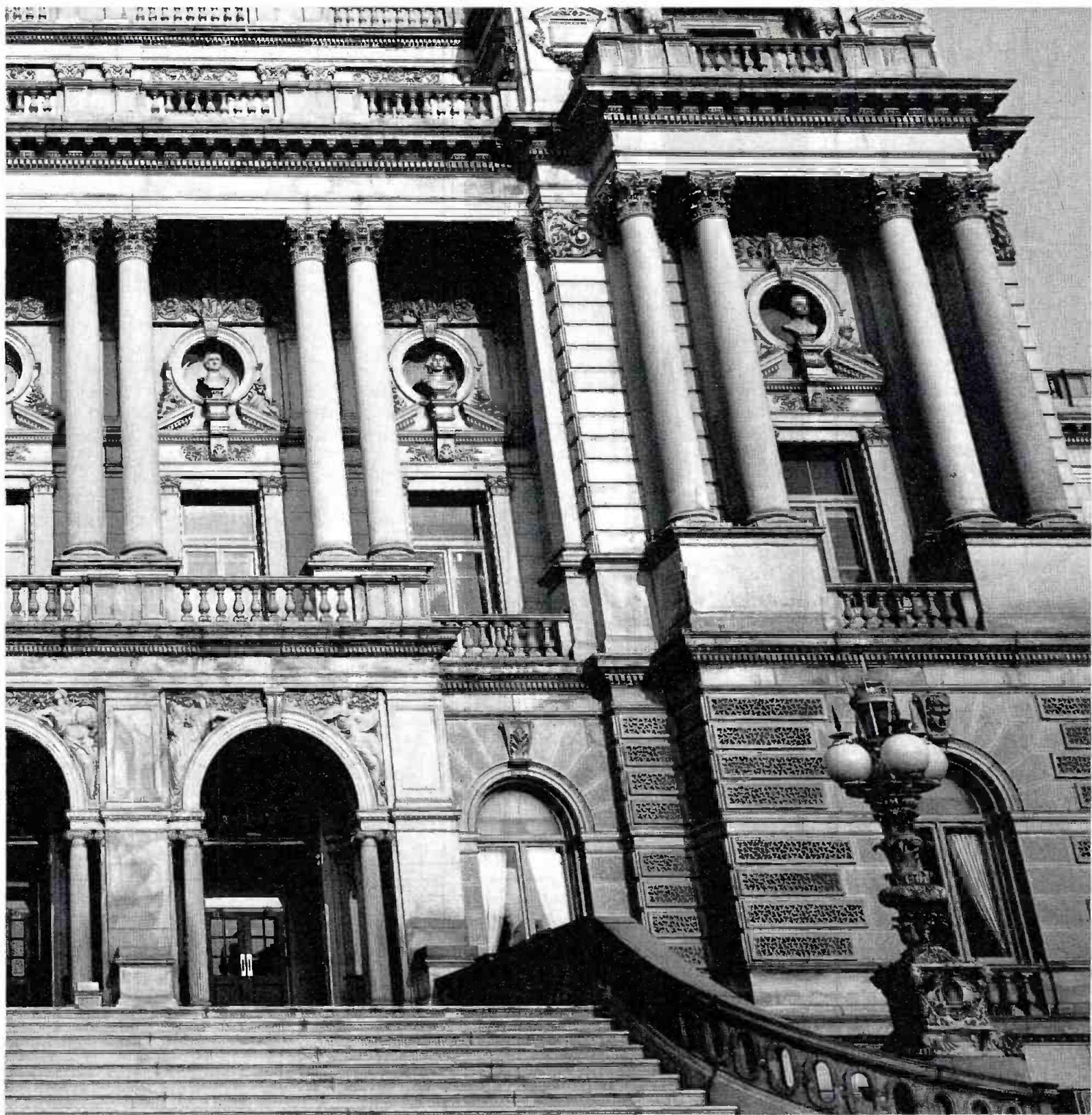
How do they ever keep track of all that?

With patience, resourcefulness, computers,

and millions of catalog cards. Cards produced with the help of a Xerox electronic printing system.

Information about each new title is entered into a computer. The Xerox system takes this information straight from the computer. Then, using laser beams, it prints out sheets of catalog cards at an incredible two sheets a second.

In runs of one, or one hundred thousand,



WORLD'S LARGEST "IN" BOX.

or whatever is needed.

All of which is important, since the Library doesn't just print these cards for its own use. It sends them out to as many as 100,000 other libraries, all over the country.

Which is another reason the Library of Congress uses this Xerox information management system.

Because the world's largest "In" box also happens to be one of the world's largest "Out" boxes.

XEROX

XEROX® is a trademark of XEROX CORPORATION.

Open Mike®

DSA nomination

EDITOR: Again this year, I am placing the name of Mark Evans Austad in nomination for the 1980 National Association of Broadcasters Distinguished Service Award. Austad, the former United States ambassador to Finland and presently vice president for public affairs, Metromedia Inc., is a 40-year veteran in broadcasting. He is an outstanding American who has served his country and our industry with distinction.—*John Alexander, executive vice president, WFLA(TV) Tampa, Fla.*

Request granted

EDITOR: As an owner of a small daytimer in upstate New York, I suppose I should be living in sheer fright at the prospect of "dying and becoming a pleasant memory," but may I make one last request: Who in hell is Roy Humphrey?—*Dean Slack, president and general manager, WCBA(AM) Corning, N.Y.*

Editor's note: Humphrey, who has occupied various industry engineering and programing posts for over 25 years, is now production director of noncommercial WDUQ(FM) Pittsburgh. In an Oct. 29 "Open Mike," he commented, "AM is dying, and within the decade will become a pleasant memory."

Parts of the big picture?

EDITOR: The headquarters of Far East Network of American Forces Radio and Television Service is compiling the history of military broadcasting in the Western Pacific. If your readers have partial histories of early-day, military radio broadcasts, photos of people and equipment being used, or any other evidence of what took place in that regard during the island-hopping campaigns of World War II and immediately afterward, we request that they share such documents with us. All materials provided would be copied and the originals returned to the owners.

Materials loaned to us may be mailed to: Historian, 6204th BRS (FEN), APO San Francisco 96328.—*William H. Thompson, major, USAF, commander, 6204th Broadcast Squadron.*

Missed was Multimedia

EDITOR: I am as dismayed as I am surprised that [you] could possibly neglect to mention Multimedia Broadcasting's *Young People's Specials* in the Oct. 29 feature on children's television. The series is broadcast in 124 markets, including the five NBC O&O's.

Young People's Specials have been honored with the prestigious Peabody

Award, commended by the National Parent Teacher's Association, and endorsed by the National Education Association. In addition, the series has won over 50 awards, including Action for Children's Television, Freedoms Foundation, Ohio State Awards, International Film and Television Festival of New York, Chicago International Film Festival, the American Bar Association Achievements Award, and the American Film Festival Blue and Red Ribbons.—*Don Dahlgren, vice president, syndicated sales, Multimedia Broadcasting, Cincinnati.*

Fonda memory

EDITOR: Edmund Joyce ("Open Mike," Nov. 5) is correct about Henry Fonda's having appeared in *The Smith Family* a few years ago, but that wasn't his series debut either. Has everyone but me forgotten an old half-hour western called *The Deputy* [NBC, 1959-1961]?—*Neil Edward Parks, Livingston, N.J.*

EDITOR: Edmund K. Joyce of Seattle also erred when he said Henry Fonda had his debut in a series called *The Smith Family*. Fonda played a U.S. marshal a few years before *Smith* in a series titled *The Deputy*. If my trivia sense hasn't failed me I believe the title role starred a man named Allen Case.—*Gary L. Fisher, continuity director KCCI-TV Des Moines, Iowa.*

EDITOR: Edmund K. Joyce corrected your "Monitor" section by saying that Henry Fonda's TV debut was *The Smith Family*. I would like to correct Joyce. Henry Fonda made his TV debut in a series he starred in called *The Deputy*.—*Paul Baker, program director, WTPA(TV) Harrisburg, Pa.*

Fan mail

EDITOR: Your special report on minorities in broadcasting [Oct. 15] was a tremendous treatise on the present state and progress of this most interesting area of broadcasting. Your report did much to present a research base upon which further information can be developed on the subject.—*Roosevelt Rick Wright Jr., assistant professor-telecommunications, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, N.Y.*

EDITOR: It has been my pleasure to have used your *Yearbook* on several occasions over the past years. It is by far the best publication of its kind, perhaps in any industry.—*E. Lee Warren, account manager, Office Products Division, IBM Corp, Gadsden, Ala.*

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BUREAUS

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Rufus Crater, chief correspondent (bureau chief).
Rocco Famighetti, senior editor.
Jay Rubin, assistant editor.
Anthony C. Herrling, staff writer.
Karen Parhas, editorial assistant.
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Harriette Weinberg, Marie Leonard, advertising assistants.
Hollywood: 1680 North Vine Street, 90026.
Phone: 213-483-3148.
James David Crook, assistant editor.
Sandra Klausner, editorial-advertising assistant.

London: 50 Coniston Court, Kendal Street, W2.
Phone: 01-402-0142.
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TOP OF THE WEEK

Family viewing back up in air

Appeals court reverses Ferguson decision on jurisdictional grounds, says FCC—not district court—was proper forum to decide merits; what happens next isn't yet clear

The November 1976 decision that held the family viewing concept unconstitutional was thrown out last Thursday by the Ninth Circuit U.S. Court of Appeals in San Francisco, which remanded the case to a lower court with instructions that it be sent back to the FCC. The tables turned on the question of jurisdiction.

In a unanimous decision, a three-judge panel found that Judge Warren J. Ferguson erred in concluding that a U.S. District Court in Los Angeles was the proper forum. In so holding, the court ordered judicial review of the administrative proceedings of the case before the FCC, with claims made against the networks and the National Association of Broadcasters held in abeyance until the commission completes its actions.

The only reaction late Friday had come from NBC, which said the decision "holds that the FCC must now consider whether there was any misconduct on the part of the commission in connection with the adoption of the family viewing hour policy." Other lawyers involved in the case were not prepared to go even that far; the idea of the FCC judging the appropriateness of what the FCC had done was puzzling to many. Nor were the plaintiffs yet ready to say what they might do next. Among their options would be an appeal of the Ninth Circuit's ruling to the Supreme Court—a course some felt less circuitous than starting back at the FCC and winding back up through the judicial maze.

In its opinion, the appeals court noted that the lower court made clear its belief that the FCC acted in an unconstitutional manner and disregarded the requirements of the Administrative Procedures Act.

"Perhaps the district court is right and our reservations with respect to its fundamental holdings are without substance," it said. "Nonetheless, we cannot believe that the ultimate judicial resolution of these issues will not be aided by the FCC's thorough consideration of them. Then, and only then, should courts step with even modest confidence into these sensi-

tive and difficult areas."

The decision added that while some of the techniques used by the FCC present serious issues, "we nevertheless believe that the district court should not have thrust itself so hastily into the delicately balanced system of broadcast regulation."

The October 1975 lawsuit against the FCC, the three networks and the National Association of Broadcasters was filed in federal court by the Writers Guild of America, both East and West chapters; the Directors Guild of America; the Screen Actors Guild, and a number of individual writers, directors and producers.

The suit charged that then FCC Chairman Richard E. Wiley pressured the networks into adopting the family viewing concept—essentially, that adult material not be broadcast between 7 and 9 p.m.—and that the networks coerced the NAB to add it to its television code. Wiley, the suit said, decided "to initiate, foster, encourage and pressure the broadcast industry networks and the NAB to censor prime time programs in an attempt to circumvent the time-consuming procedural safeguards for rulemaking [and] the restraints of Section 326 of the Communications Act and the First Amendment." Section 326 forbids the FCC from censoring programs.

In its opinion, the appeals court said that the activities of Wiley in the suit were beyond dispute. "It is not known, however, what the position of the FCC would have been, or in the future will be, when confronted by the plaintiff's claims in a proper administrative proceeding. Such a proceeding will make possible a range of responses by the FCC that are either foreclosed or made tactically difficult in the setting of this lawsuit as it developed in the trial court," it added.

Among points made in the original complaint was that family viewing "unreasonably restrained and lessened competition in television," since TV show creators were denied from a third to a half of the market if they cannot or decline to write for this period. In addition, it said the family viewing hour principle hampered independent TV stations in competing with network affiliates, since the family viewing period—which applies to them as well—doesn't permit them to counterprogram against the networks.

Not only had the First Amendment rights of viewers been infringed, the complaint said, by depriving them of the right to decide what they want to watch and when, but the concept was also "irrational, arbitrary, capricious and discriminatory."

In seeking both a preliminary and permanent injunction, the plaintiffs asked

that the FCC be forbidden to take any punitive action against stations that may not comply with the family viewing precepts.

In his November 1976 ruling, Ferguson rendered a decision that was a decisive, all but complete victory for the plaintiffs. Ferguson said that family viewing does in fact violate the First Amendment guarantees of freedom of speech. And he said that although the networks were free to continue the policy if they wished, they could not link such decisions to concern for government reaction.

Norman Lear's Tandem Productions filed a separate suit, seeking \$10 million in damages. Tandem claimed it had suffered financial losses as a result of the plan, as it adversely affected the chance that its programs would be sold in syndication after their network run. Ferguson ruled that the networks and the NAB were liable for damages in that suit, with the exact amount to be litigated in a separate trial.

Weapons are put away for FCC oversight hearings on Hill

Van Deerlin subcommittee holds low-key review of commission's activities; airs issue of editorial advertising and GAO report on management

The House Communications Subcommittee the FCC faced last week was in a far different mood from the one the commissioners encountered last spring. In April, the FCC's brass clashed with Lionel Van Deerlin's (D-Calif.) subcommittee over charges that it was inept and confused. Last Thursday, however, the atmosphere was, as one FCC official put it, "like a love-in."

Armed with a 41-page statement listing the commission's recent accomplishments, Chairman Charles D. Ferris seemed confident that there would be no skirmishes with the congressmen. His statement noted that in the last six months the FCC had acted on, among other things, deregulation of satellite receive-only earth stations and subscription television, UHF comparability, 9 khz channel spacing, cable distant signal and syndicated program exclusivity, and children's television programming.

Van Deerlin congratulated Ferris on the FCC's efforts. In a statement which Van

Deerlin said "may come as a surprise to some people," he applauded the FCC for "beginning to dismantle the regulatory barriers that have delayed the development of telecommunications in this nation for more than a decade . . . Because it is so unusual for a regulatory agency to deregulate anything, I am especially appreciative of your efforts."

Van Deerlin, whose attempts to rewrite the Communications Act have been frustrated, said, however, that the commission's activities are limited by an outdated statute and urged the commission to look to Congress for "legislative guidance and change when you find yourselves stymied by an unclear and obsolete statute."

That was on the last of three days of oversight hearings the subcommittee held last week. On day one, the Van Deerlin unit devoted its energies to the fairness doctrine and editorial advertising; on day two, the subcommittee heard testimony from a representative of the General Accounting Office, who detailed the GAO's extensive criticisms of the FCC's management set-up.

The discussion on Thursday was multifaceted, highlighting such issues as children's programming, cable syndicated exclusivity, the GAO report on FCC management, and broadcasters' financial disclosure.

The only excitement generated last week came during a discussion Thursday on cable syndicated exclusivity. Van Deerlin said a yet-unreleased Congressional Research Service study has concluded that the FCC does not have responsibility for retransmission consent (see page 31). He asked Ferris if the FCC should be relieved of any such regulatory responsibility, but Ferris answered that the matter is currently the subject of a rulemaking petition, and he would like to keep the record open for comment.

Van Deerlin began the questioning by referring to the GAO's recommendation that the number of commissioners be reduced to five and their term of office extended, and that the FCC appoint a managing director.

Ferris, who carried the ball on almost all the questions, said that the current number of commissioners is not an "impediment because the commission needs a good cross-section of viewpoints on the issues we discuss." He believes that there is no basis for longer terms since even the current seven-year term often is not completed. And as for a managing director—or "city manager" as Van Deerlin referred to it—Ferris replied: "A city manager always makes the mayor's job more ceremonial. I'd rather be in the trenches." Ferris said he believes it is "unfair" to delegate too much authority to the commission's bureaus and that everyone should have the benefit of "interplay and dialogue."

Van Deerlin also cited the GAO's report of a communications gap within the commission. Ferris replied: "That is very, very true," but he believes all that is changing. "Two years ago we had bureaus that would



Van Deerlin



Collins



Broyhill



Mottl



Commissioners Brown, Washburn, Lee, Ferris (chairman), Quello, Fogarty and Jones

not talk to each other; everyone was interested in protecting their own turf." Ferris said recent management planning sessions are succeeding in breaking down those barriers and establishing dialogue and cooperative planning among the bureaus.

Commissioners Abbott Washburn and Tyrone Brown agreed with the chairman on the need for seven commissioners. Washburn said, "if you cut it down to five, that means you will have three people making decisions affecting millions of people."

James Collins (R-Tex.) was next with questions. He talked specifically about what he believes is biased coverage of the energy situation. "What can the American public expect with fairness in news if you will not intervene?" he asked.

Ferris said the remedy of government intervention is far more severe than any ailment, and that the real solution is "going to come in opening up more pathways for information."

Commissioner Robert Lee added he would rather see "isolated incidents of misjudgment than government intervention."

Ronald Mottl (D-Ohio) pressed Ferris on the matter of making broadcasters' annual reporting forms public. Mottl has introduced a bill to that effect.

Ferris replied that the staff has been instructed to redo the form since the information now included wouldn't be meaningful to the public. And, he said, he couldn't see why, once the form was revised, there would be any reason to withhold it.

Mottl urged the FCC to make the forms public, saying, "If the public has more information, the broadcaster will be more ac-

countable."

Carlos J. Moorhead (R-Calif.) questioned the commission's rulemaking on cable syndicated exclusivity. Moorhead said the cable rule protects producers and without it, the Copyright Act would offer no protection, since both were designed to work together.

Ferris said the commission has no intention to create rules that would have an adverse effect on the quality of programming. "Cable has been a tremendous friend to over-the-air broadcasters—they've delivered a lot of eyes and ears. The question is, how do they get compensated?"

Allan B. Swift (D-Wash.) pressed for the elimination of ascertainment procedures for radio broadcasters. He said the procedures are "burdensome and are of no use to anyone." He said that ascertainment is useful, "but not in its present form."

Commissioner Abbott Washburn, meanwhile, brought a separate statement to Thursday's hearing. He made a case for limitation on ownership of cable TV facilities, saying, "it is obviously inconsistent to limit ownership of conventional TV stations to seven, while permitting the ownership of several hundred cable TV systems."

Day one of the FCC oversight hearings focused almost entirely on editorial advertisements for television and fairness doctrine issues, followed by a brief discussion of FCC plans to move 100 employees of the Private Radio Bureau from Washington to Gettysburg, Pa.

Representatives of all three commercial networks were on hand for the first panel, joined by Andrew Schwartzman, director of the Media Access Project, and Cornell Maier, president of Kaiser Aluminum. An



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officer of Mobil Oil, which has had disagreements with the networks on advertising policy, was also tentatively scheduled to appear, but did not. Mobil refused to appear when it was denied time for an uninterrupted half-hour opening statement by Van Deerlin, who said it was entitled to a five-minute presentation, the same as other panelists.

Earlier this year, the television networks refused to air Kaiser commercials urging people to speak out on American free enterprise and contact their congressmen. Maier called rejection of the ads "a flagrant abuse of what is tantamount to an absolute power of censorship on the part of the networks."

He claimed a double standard was being used, as a number of radio stations across the country aired a similar commercial. In addition, he rejected the networks' argument that only organizations with the most money would have access to the airwaves. "The 'deep pocket' threat can be protected against," he said. "The people who speak the loudest on issues of real concern in this country aren't those with the biggest pocketbooks. Those who speak the loudest are those with the biggest soap boxes."

Maier called for legislation that would guarantee a limited right of access to the airwaves. He suggested using the same rules for issue advertisements now used for political commercials, affording everyone an opportunity to purchase equal time.

Representatives of the networks all argued that issue advertising should not be allowed.

Corydon Dunham, executive vice president and general counsel of NBC, said NBC believes "that the public is better informed under the time-honored standards of professional news coverage than it would be under a system of government-mandated access for those advocates who can afford to buy commercial announcement time to express their viewpoint on issues they choose to discuss."

CBS and ABC agreed. Gene Mater, vice president of the CBS/Broadcast Group, said it has always been the network's policy not to sell time for advertising addressed to issues of public controversy, as the public is best served by a journalistic recounting of such issues. "We also do not believe that we would serve either our audience or the public interest by providing time to partisan spokesmen because of their ability to pay," he said. "We do not believe that television time for the expression of points of view on public issues should be offered to the highest bidder."

Everett Erlick, senior vice president and general counsel of ABC, predicted that if mandatory access were instituted as a substitute for the fairness doctrine, the public agenda "would be set by a few vocal partisans for particular causes or by those who could buy time to air their editorial views. It would probably result in public dialogue being dominated by the most vocal, or the richest," he said.

Blow to NTIA hopes. The Congressional Research Service will make public this week a study that concludes the FCC does not have the authority to promulgate retransmission consent for CATV. The study was done at the request of House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) because of conflicting claims by the National Telecommunications and Information Administration and the FCC. NTIA is seeking an FCC rulemaking on retransmission consent, but the FCC is doubtful it has authority in that area. The CRS study concluded that the commission, in fact, doesn't. According to Dave Stiffall, a legislative attorney for CRS who did the study, the issue of retransmission consent was looked at generally and not specifically in the context of the NTIA proposal, which would create a marketplace mechanism whereby cable systems would negotiate the right to carry a station's programming and thus open the door for compensation of program producers.

Erlick said that even if there were no fairness doctrine, ABC would still operate under the same general philosophy, and provide good, responsible journalism. "We don't claim perfection, but we try hard," he said.

NBC asserted that the fairness doctrine should be abolished. Dunham called it "an aberration," stating that it has no place in a democratic society. "The effect of the doctrine is to require the broadcast press to anticipate government reaction to complaints about its coverage in order to avoid government sanction," he said.

All three were questioned about political advertising, for presidential candidates and why their organizations had turned down requests for time.

The consensus was that making time available this early in the campaign was not necessary, as the election is still one year away. Erlick said that a decision to make time available beginning in January is the earliest start ever, and even that date, he thought, was "pushing it."

Representative Albert Gore (D-Tenn.) complained that the decision to wait until January was probably motivated by economic factors. He noted that newscasts are filled with campaign material, which means that news executives believe the campaign has begun. He said it is a disservice to candidates to deny them the opportunity to state their viewpoints at the outset of their bids for election.

Representatives James Collins (R-Tex.) and James Broyhill (R-N.C.) both complained about television coverage of news events. Broyhill said that TV news offers sensationalism, rather than in-depth reporting, while Collins charged that television news programs appear more concerned about ratings than the presentation of news. Collins pointed to coverage of the oil industry as being particularly slanted, saying that the networks have been attack-

ing the oil companies because of their large profits, while never revealing their own profits, which, he said, are also large.

Schwartzman also complained about the lack of networks' coverage of themselves, and added that the networks have adopted "a reprehensible position" concerning the presentation of viewpoints on controversial issues. "The arrogant assumption that Mobil and Ralph Nader cannot present their opinions forcefully, while Eric Sevareid can, deprives the listeners of the chance to make first-hand judgments about these issues," he said. "We deserve to hear strong opinions, strongly stated."

Schwartzman suggested that the networks and other broadcasters establish a special advertising rate for corporate spokesmen—twice the going rate—and a reasonable amount of time would be set aside for discussion among the purchaser of the time and representatives of other positions, selected by the broadcaster.

The hearing shifted gears abruptly, with a representative of the union that represents FCC employees testifying before the subcommittee.

Edward Devaughn, president of chapter 209 of the National Treasury Employees Union, said the union was never consulted about the commission's proposed employee move to Gettysburg, and he thought the move would result in hardships for a substantial number of FCC employees. Most employees, he said, do not want to relocate, and he feared they would not be placed in new jobs, even though the commission said it would give priority to finding them new positions. He added that the union would be filing an unfair labor charge against the commission.

Day two of the hearings focused more closely on commission actions, with a look at the General Accounting Office's July report on the FCC's management effectiveness (BROADCASTING, Aug. 6).

Henry Eschwege, a GAO official, told the subcommittee that changes in the size and structure of the commission and its staff could greatly improve management efficiency. Eschwege recommended that the number of commissioners be reduced—from seven to perhaps five—and the length of their term be increased from seven years to perhaps 15. By increasing the length of the term, he said, the caliber of the commissioners would be improved as they would be involved in a career commitment.

In addition, Eschwege suggested that the function of the chairman be strengthened, as his role is presently weaker than that of the chairmen at other agencies. He also noted that the commission's bureaus and offices operate independently of one another, which results in a lack of communication.

Another flaw of the agency, Eschwege said, was that it lacked comprehensive future and short-term plans. "The result has been weakened over-all commission management, increased regulatory delay, and regulation which is ad hoc and reactive as opposed to anticipatory and preven-

tive," he said. He added that the reason for this lack of planning is that the commission's charter doesn't require it to perform such a function. He noted, however, that such planning for the agency is essential because it would arrange priorities. "We're putting out fires rather than getting at the most important things that have to be done."

Networks get close to story in Iran

NBC almost gets too close as one of its crews is seized, but media manage to move into country for on-the-spot coverage

An NBC News crew in Teheran was seized and held by militant Iranian students for several hours last Thursday (New York time) and then released, apparently unharmed.

NBC News authorities in New York said a news tape that apparently provoked the students—showing militants putting sandbags on top of the U.S. embassy as if preparing to defend against a siege—was confiscated and that some other, unidentified tapes also were taken.

The three newsmen were identified as correspondent Martin Fletcher, cameraman Barry Fox and soundman Derek Herincx. All three were said to be British citizens.

Correspondent Fletcher said in a report on Thursday's *NBC Nightly News* that the crew was arrested Wednesday "for about an hour when the students saw us filming from the top of the rooftop" overlooking

the embassy compound. The students took away the tape cassettes and arrested the crew members again when they appeared at the embassy the next morning, and took them inside the embassy.

"Then they wanted to take me alone to the hotel, to search our rooms," Fletcher continued. "I didn't want to go with them. They were armed with machine guns and pistols. I didn't think I should get in the car alone with them . . . I said I'd go with the police anywhere if I was arrested . . . They drew a pistol on me, pushed me around a bit [and] I decided the best thing to do would be to go with them . . . They kept me outside the hotel in a car with two guards for about an hour and a half while they searched the rooms of the NBC staff, and my own."

Fletcher said the students told him "they thought that we were . . . American spies . . . They don't want us to show any signs of the activity inside the embassy. We saw lots of students today walking around with pistols, rifles, machine guns, we saw students with binoculars scanning the buildings overlooking the embassy. They were in radio contact with all parts of the embassy. They're very well organized inside the embassy. That's what they didn't want us to show."

"But I'm sure the hostages are safe, as long as the students are told to look after them. That could change . . ."

NBC said Friday that Fletcher's arrest had made him "part of the story" and that he would return to London and be replaced in Iran by Correspondent Keith Miller of the London bureau.

The incident occurred as newspeople from all three networks, gaining admittance to Iran in larger numbers (BROADCASTING, Nov. 12), stepped up their

coverage of the crisis. And at least one U.S. radio station, WITS(AM) Boston, claimed a beat in talking with an Iranian gunman at the embassy.

WITS said two of its news people, Rich Kirkland and Anne-Marie Rowan, after an all-night effort to reach the embassy, got the gunman on the telephone and questioned him in two 45-minute interviews, portions of which were used on NBC Radio and WCVB-TV Boston and which were scheduled to be carried in full on Mutual.

The first American correspondent to enter the country after the takeover on Sunday, Nov. 4, was London-based ABC correspondent Bob Dyk (BROADCASTING, Nov. 12). He started sending out satellite reports on the next day. As of last week, ABC had the largest contingent of any network with 20 people. These included four camera crews and Peter Jennings, co-anchor of *World News Tonight*.

The European producer for *World News*, Bob Fry, said problems with Iranian immigration authorities had been "pretty well straightened out" by last week.

NBC News was next in, on Tuesday, and it later moved in two camera crews, three reporters and a producer, totaling eight people. Walter Millis, manager for news in Europe, said the figure would be increasing. He declined to discuss any immigration problems encountered.

CBS News was unable to do any film reports until one week after the takeover, according to its London bureau manager, Peter Kendall. He said the network encountered "terrible problems" in trying to get personnel into Iran. He said five camera crews were turned away at the airport before two producers were admitted three days after the story broke. They had

InBrief

World Administrative Radio Conference, meeting in Geneva since Sept. 24 and well behind on its lengthy agenda, **may extend sessions** several days past planned Nov. 30 adjournment date, according to State Department spokesman, who said Friday that delegates last Saturday and yesterday had switched to seven-day schedule.

Dissatisfied with return on capital investment, **Fuqua Industries plans to sell off broadcast division**, which includes WROZ(AM)-WTVW(TV) Evansville, Ind.; WTAC(AM) Flint, Mich.; WTYM(TV) Columbus, Ga., and WTVN(TV) Chattanooga. Fuqua said that it already has reached tentative agreement to sell wrvc to undisclosed buyer and expects to reach agreements for sale of other stations by Dec. 1. Fuqua is diversified, publicly owned company, headed by J.B. Fuqua, chairman.

Viacom International and Sonderling Broadcasting have reached agreement in principle to **extend their merger agreement** and related spin-off from Dec. 31 to March 31, 1980. Delay was occasioned by suit brought by several Sonderling stockholders who contend sale of stock at \$28 per share was too low. Sonderling said that suit now has been settled, and company is proposing to **declare special dividend** of \$4.50 per share, payable to Sonderling stockholders of record March 31 (not including Egmont and Roy Sonderling, company principals). Dividend would be increased if transaction goes beyond March 31. FCC already has approved sale of Sonderling to Viacom for about \$32 million (BROADCASTING, Nov. 12).

Completion of RCA's \$1.35-billion acquisition of CIT Financial Corp.

(BROADCASTING, Aug. 20, et seq.) moved step closer last week as RCA announced its **tender offer for CIT shares had been oversubscribed and would not be extended**. RCA had offered to buy 10,190,000 or 49% of CIT shares for \$65 cash per share. It said about 17.5 million had been tendered and, according to plan, 10,190,000 would be bought on pro rata basis and rest returned. Tender offer for remaining CIT shares, expected in February, will offer \$65 per CIT share in RCA stock, not cash.

James P. Greenan, Federal Trade Commission presiding officer in commission's three-year-old inquiry into whether **over-the-counter antacid TV commercials** should be required to include warnings, has **ordered another FTC report on matter**, followed by public comment. He said that regulators and advertisers may have to "experiment and innovate in attempting to determine where the realistic and practical approaches lie" in matter of how much material should be required in spots to warn who should not use certain antacids, including those with kidney ailments and allergies to milk.

American Family Life Assurance Co. which has sued ABC for \$275 million in libel and slander action (BROADCASTING, Nov. 12), last week **registered complaint with FCC over same matter**. American Family charged that three-part "Closeup" series carried on *ABC News World News Tonight* on Nov. 27, 28 and 29, was guilty of "inexcusable staging and unethical and illegal methods of news fabrication," and asked FCC to investigate.

House Speaker Thomas P. O'Neill (D-Mass.), who has had reservations about **House TV system, wants to know if members are happy** with way it has been working. To get reactions, Representative Charles Rose

no cameras, however, until the Bonn office manager slipped one through inside a suitcase four days later. Before that, Kendall said, CBS was using film shot by a West German network and some provided by the Iranians themselves. CBS had a total of nine people in last week, including chief correspondent Tom Fenton.

All the networks are operating from the Intercontinental hotel and are transmitting material through the Iranian network, NIRT, via satellite.

On the radio side, the major networks have been using television people. UPI Audio is using a part-time Dutch employe, who is also assisting its sole wire reporter, a Pakistani national.

AP has probably been worst hit, with no one in the country following expulsion a few months ago. An AP spokesman in London said it is relying on foreign radio broadcasts and interviews with people who had travelled in the country, but has no radio reports direct from Iran.

ABC News snares Carl Bernstein

Arledge hires Watergate star to head network's Washington bureau, also woos Armstrong from CBS to be head producer

ABC News claimed one of journalism's superstars last week, hiring Carl Bernstein, one of the key reporters in the Watergate expose, to head its Washington bureau.

In another coup, ABC News signed John Armstrong, senior Washington producer of *CBS Evening News With Walter Cronkite*, to be senior Washington producer of ABC's *World News Tonight*.

George Watson, ABC's Washington bureau chief since 1976, will move to New York as ABC News vice president for administration and operations. Bernstein,



Bernstein

currently at work on a book, is due to join ABC on March 1. Watson will probably remain in Washington a little past that date in the interests of transition. Armstrong is expected to join ABC News about Feb. 1.

Roone Arledge, president of ABC News and ABC Sports, conceded that Bernstein, whose only experience in television has been as a guest, was a somewhat unorthodox choice for bureau chief. But, he said, "Carl will be an editorial force—a very strong factor in improving our whole newsgathering process."

Bernstein's work, Arledge said, will be "almost exclusively in the editorial end," while the administrative end will be handled by Robert Frye, currently senior producer for *World News Tonight* in London, who will move to Washington as assistant bureau chief. "Bob is an old hand who was senior producer for *ABC Evening News* in Washington" until the newscast's format changed in 1978, Arledge said.

Arledge said in a telephone interview that Bernstein might do some on-air work, but "probably not right away." He empha-

Khomeini interviews? Who, if anyone from the U.S. networks would get an interview with the Ayatollah Khomeini remained to be seen. But by last Friday, it looked promising. "As of now," CBS News said, permission had been granted for Mike Wallace to meet with Khomeini Saturday. Also in Iran were Peter Jennings from ABC News and John Hart for NBC News. ABC said it was still waiting for word, and NBC was going under the belief that Hart would get to see him. The Public Broadcasting Service's Robert MacNeil, according to a spokesman, had been set for an interview but withdrew when he got word that other network newsmen also would be given time. MacNeil was said to have decided that the PBS coverage should be alternative, and that the commercial network interviews with Khomeini would be sufficient. Meanwhile, *The MacNeil/Lehrer Report* already had publicized that MacNeil's interview would be coming Friday evening. That day, however, MacNeil was on his way back to the U.S. At NBC, there was word that whatever interviews might be granted, they would be embargoed until 6:30 p.m. Sunday. ABC and CBS both have news at that time and CBS could follow through into *60 Minutes*. (CBS News, however, said it hadn't heard of any embargo or made groundrules yet.) If it's 6:30, it would create problem for NBC which has no news at that time and instead was scheduled to go with a football game. NBC said it expected to use an interview during *Prime Time Sunday*.

(D-N.C.), who chairs committee with oversight of system, **sent questionnaire to all his colleagues** asking for reactions. Results of survey are not expected for couple of weeks.

FCC has before it proposed order directing **WNET(TV) New York** to set up "unimpaired nonpre-emptible access to its New Jersey studio facility." WNET's license is up for renewal and it has asked FCC to waive its main studio location rules, as it has done in past. FCC, under pressure from New Jersey politicians and local interest groups, denied waiver request at Oct. 19 meeting and directed staff to draft order. FCC commissioners will vote on order tomorrow Nov. 20.

First lecturer in Chet Huntley Memorial Lecture series being sponsored by New York University was **Richard S. Salant** and, in his talk, vice chairman of NBC **looked back to days of Nixon Administration** when broadcast journalism was object of harassment by federal government. He described then Vice President Spiro Agnew as "the point man," but also included Dean Burch, who was chairman of FCC; Herbert Klein, Nixon's director of communications, and Clay Whitehead, director of defunct Office of Telecommunications Policy, as Nixon Administration officials who attempted to tamper with freedom of press. He said that although both print and broadcast journalism were under attack at time, it was, and still is, broadcasters who are most vulnerable because stations are licensed by government. "The government through its licensing power is both prosecutor and judge and the **guilty verdict is nothing less than capital punishment.**"

St. Petersburg (Fla.) Times ran item this month in its television section describing National Association of Broadcasters' plans for **research study on contraceptive advertising**. Item cites what it considered al-

ready deplorable use of feminine hygiene advertisements on television, and questioned whether public would be happy with contraceptive advertisements. It told readers to write to NAB with their views. NAB has already received 100 letters on subject, **mostly unfavorable**. This is added to 4,000 received in response to article, written about two years ago by Los Angeles columnist, questioning value of feminine hygiene advertisements.

Conservative government of British Prime Minister Margaret Thatcher last week yielded to protests from private and public officials at home and abroad and will **not cut upwards of \$5 million from BBC** foreign-language services. Instead, it will defer capital expenditures on overseas radio transmitters.

Reporter Steve Thompson and pilot Bernard Wicker of *WTOP(AM)* Washington **critically injured** Thursday evening (Nov. 15) when **single-engine traffic plane crashed** in suburban Vienna, Va.

Peter A. Lund, VP, CBS Owned AM Stations, New York, has been moved to CBS Television Stations division as VP, station services. He will be responsible for directing and coordinating various staff functions, including news, programming, sales, technical and advertising promotion, that provide assistance to CBS's five TV stations. **J. William Grimes**, VP, personnel, CBS Inc., has been named to newly created post of senior VP, CBS Radio Division, in charge of CBS owned AM and FM stations. **Gall Trell Barker**, VP, sales, CBS Television Stations division, has been moved to VP, CBS Owned AM Stations ("Closed Circuit," Nov. 12). Grimes also will replace Lund as member of National Association of Broadcasters radio board.

sized Bernstein's strength in news.

The 35-year-old reporter, who with colleague Bob Woodward won a Pulitzer Prize for the *Washington Post* with their reporting on Watergate, "has an awful lot of ideas," Arledge said. "He has great sources and a nose for tracking down stories.

"We're trying to get more background in our stories so people will understand them better, and he'll be a great help in that."

Arledge conceded that taking a "star" with no TV experience and making him bureau chief might create some morale problems but said he didn't expect them to be serious. "Most of the people—those who know him—are delighted," he said. "Some don't know him, but I think they'll respect him when they do."

He declined to say what Bernstein's salary would be: "I'll just say I'm sure he'll be worth it." Other sources speculated that the pay could run well into six figures.

Watson, when he moves from Washington to New York and his new post, will be responsible for the administration of all domestic and foreign bureaus and will be in charge of over-all managerial operations for the news division. He will report to Richard Wald, senior vice president, on news matters and to Irwin Weiner, vice president for financial affairs, on finance matters.

Bernstein is currently working on a book about domestic political persecution in the Cold War. He and Woodward are co-authors of two best-sellers, "All the President's Men," which became a movie, and "The Final Days," which told of the end of the Nixon administration. Woodward is now at the *Post* as metropolitan editor. Bernstein was "on the verge" of returning there, Arledge said last week, when he took the ABC job.

ITT executive picked as RCA's new president

Valente joins first of year; Griffiths moves up to chairman and chief executive and keeps NBC and Hertz under his wing

RCA President Edgar H. Griffiths, after a two-year search, went outside RCA last week and named Maurice R. Valente of ITT as RCA's number-two man.

Valente, 50, an ITT executive vice president, will become president, chief operating officer and a director of RCA on Jan. 1, at which time Griffiths will move into the currently vacant post of chairman, continuing as chief executive officer.

NBC and the Hertz Corp. will be exempt, at least initially, from Valente's jurisdiction. These two RCA subsidiaries will continue to report directly to Griffiths "at this time," the announcement said. Valente will have day-to-day responsibility for all other major operating units of RCA.

There was speculation that Griffiths held on to NBC and Hertz for personal as well as business reasons. He was the one who hired Fred Silverman as NBC president in 1978—at a reported million dollars a year—to turn NBC-TV's ratings fortunes around, and who has repeatedly insisted Silverman will succeed and is under no time pressure to do so. The speculation was that Griffiths, having started the job, wanted to keep close contact and see it finished. As for Hertz, it has been considered a Griffiths pet since he headed it when he was executive vice president and engineered an impressive turnaround in its profitability.

Hertz is currently RCA's most profitable subsidiary, a distinction once held by NBC.

Selection of Valente came as a surprise. There had been a widespread assumption that the new president would be selected from within the company. The speculation increased last June with the naming of four new executive vice presidents, including Neil Vander Dussen, who had headed the commercial systems division, and Roy Pollack, whose responsibilities were broadened to include commercial systems (BROADCASTING, June 18).

RCA directors and others close to the situation, however, were quoted as saying



Valente

Valente was a broad-gauge executive with experience in many areas that would prove helpful to RCA. At ITT he is a member of the office of the chief executive, responsible for the consumer products and services group.

Earlier he was a senior vice president in charge of worldwide staff activities and from 1974 to 1979, head of operations in Europe, Africa and the Middle East. Before joining ITT in 1965, he was with the Crane Co. for six years and before that, with Motorola Inc. for four.

Griffiths said that Valente "is an experienced and able executive whose talent and expertise will be an important addition to RCA's management. During his business career, he has earned a reputation for successful leadership in many areas of business, and this accumulated knowledge will be a major asset to RCA in the years ahead."

House puts copyright law under microscope

Judiciary subcommittee begins hearings to see if changes are warranted in 1976 bill in light of retransmission consent plan

While the Copyright Royalty Tribunal grapples with how to divide \$12 million to claimants, the House has decided to take another look at copyright issues. A Judiciary subcommittee last week held the first in a series of hearings that will examine how the 1976 copyright law is working, and what problems can be anticipated in the future.

Last Thursday's hearings focused on controversies surrounding cable television, with retransmission consent the main topic of conversation.

Henry Geller, head of the National Telecommunications and Information Administration, put a word in for retransmission consent, as he has done in the past. Geller said he has no quarrel with the current scheme of dealing with the cable industry, but he believes a change is neces-

sary for dealing with future developments in large markets.

Specifically, Geller suggested that the copyright owner be fairly compensated when a nonnetwork program sold for broadcast distribution in one major market is retransmitted by cable in another major market or nationwide. He said the present copyright laws were drawn against a background of FCC regulation of cable. Now, he said, the FCC's proposal to "do away" with its distant signal and syndicated exclusivity rules "poses a most important policy dilemma."

According to Geller, the crucial issue is how cable will develop in major markets. "The important point is that with a retransmission consent requirement or full copyright liability for distant signals in major markets, cable would be brought into the marketplace, free and fair competition would apply to all, and its application clearly understood," he said.

Geller argued that with the imposition of retransmission consent, there would be

no need for any direct government intrusion, and cable would have to compete for distribution rights and honor the exclusivity bargains of the broadcasters and copyright owners.

Barbara Ringer, the register of copyrights, took issue with Geller, saying that retransmission consent should not be adopted in any form. In essence, Ringer said the system just wouldn't work, as it would be overly burdensome for the marketplace to deal with.

Ringer also warned that changes in the FCC's rules should be carefully weighed. She referred specifically to the distant signal and syndicated exclusivity rules, as the Copyright Act did not anticipate the commission relinquishing its jurisdiction in these areas.

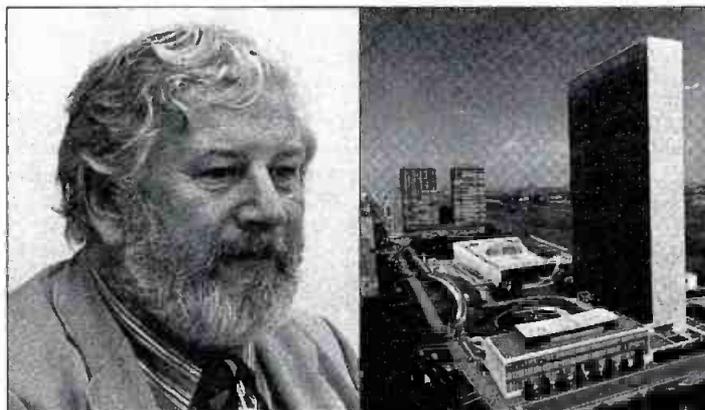
Ringer suggested that the tribunal be strengthened, perhaps with subpoena power in its royalty distribution and rate adjusting functions, and with the removal of constraints on its authority to adjust rates in response to changes in FCC rules.

Ring out The International Year of the Child on a happy note!

Viacom is pleased to offer, on a worldwide basis, the United Nations 1979 Human Rights Day Concert. Hosted by Peter Ustinov. And dedicated to the International Year of the Child.

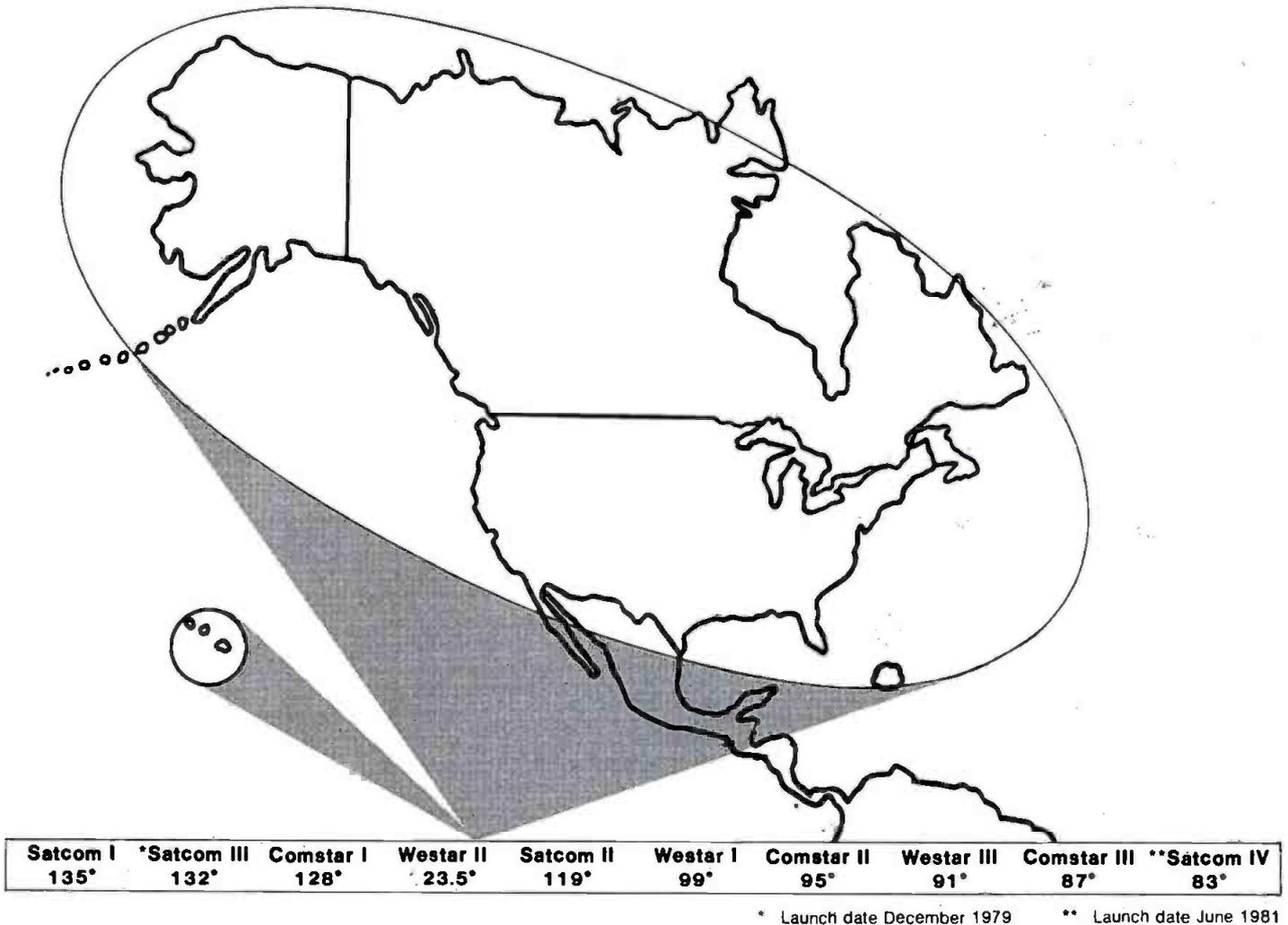
This gala concert, presented before a packed audience of delegates and dignitaries in the great hall of the UN General Assembly, features the renowned Pioneer Children's Philharmonic Orchestra. Composed of 100 Bulgarian school children. And recognized as the finest ensemble of its kind in the world.

The concert is a fitting finale, in the universal language of music, to a year that has been dedicated to all the world's children. It is available now as a one-hour special.



**UNITED NATIONS
1979 HUMAN RIGHTS DAY
CONCERT**

Viacom



Communications satellites: The birds are in full flight

Demand is outstripping supply as more and more broadcast services look to the skies for transmission

Nothing has had a greater impact on the transmission of radio and television signals in the United States over the last five years—and perhaps all electronic communications—than the widespread application of domestic, geostationary communications satellites.

Today there are eight of these satellites in orbit, with more planned for the near future. Each is equipped with transponders—devices that receive a signal and relay it back to earth and are capable of providing numerous video, audio and data channels to broadcasters, cablecasters, telephone companies and myriad business and government users.

For some of the advances in satellite tech-

nology mean only a more economical alternative to conventional means of transmission, but for others satellites have a much greater importance, opening the door to a new world of services that may render obsolete some of the conventional services of today.

The one thing that is holding back the development and further proliferation of satellites is the technical problems that limit the number of satellites that can be put into orbit to serve the United States. Since there is a limitation imposed by nature and present technology, satellite space is becoming scarce.

There are currently three companies that have launched satellites in geostationary orbit—RCA Americom, Western Union Telegraph Co. and Comsat General—and a survey of these companies and their customers indicates that transponder

use is nearing capacity.

Although RCA Americom has been the satellite company of choice for the cable television industry since 1975, RCA has stayed involved with broadcasting, government and business users of domestic satellites. With the launch of its third 24-transponder satellite, scheduled for Dec. 6, RCA hopes to provide greater satellite capacity for broadcasters and others.

RCA's Satcom I, launched in December 1975, now serves the cable industry, with the exception of few transponders used for commercial message traffic. Since 1975 the satellite has quickly filled with resale carriers and program distributors whose primary purpose is to send programming on a pay or advertiser-supported basis to an estimated 4.5 million cable subscribers.

The biggest user of Satcom II, launched

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**UPI | The
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Transponder	Program Service	Distributor	Hours programed/day	Transponder	Program Service	Distributor	Hours programed/day
1	KTVU Oakland, Calif.	Satellite Communications Systems (owned by Warner Communications)	24	15	Message traffic		
2	PTL TV Network	PTL	24	16	Showtime Plus Sports	Showtime Entertainment	Seasonal
3	WGN-TV Chicago	United Video	24	16	Appalachian Community Service Network	Appalachian Regional Commission	4.5
3	WFMT(FM) Chicago	United Video	24	17	wor-TV New York	Eastern Microwave (sub-leased from Showtime)	24
4	Out (failed on launch)			18	Reuters News Service	Reuters	12
5	Star Channel	Warner Cable	24	18	GalaVision	Spanish International Network (sub-leased from Reuters)	9 M-F 12 Sat-Sun
6	WTBS Atlanta	Southern Satellite Systems (owned by Satellite Syndicated Systems)	24	19	Message traffic		
6	UPI Newstime	Southern Satellite Systems	24	20	Total Communications Systems	TCS	20-25 hrs/wk
7	ESPN	Entertainment and Sports Programing Network	24	20	Home Box Office (spare and in-house)		
8	Christian Broadcasting Network	CBN Satellite Services	24	21	Home Theater Network	Satellite Syndicated Systems	2 M-Sat
9	Madison Square Garden Sports	UA Columbia Satellite Services	Seasonal	21	Satellite Program Network	Satellite Syndicated Systems	22 M-Sat 24 Sun
9	Calliope	UA Columbia Satellite Services	1 M-F	21	JASIL	Satellite Syndicated Systems	24
9	Thursday Night Baseball	UA Columbia Satellite Services	Seasonal	21	Disco Network	Satellite Syndicated Systems	24
9	C-SPAN	C-SPAN (sub-leased from UA Columbia)	Approx 7 M-F	22	HBO West	HBO	Approx 12
10	Showtime West	Showtime Entertainment	Approx 9 M-F 12 Sat-Sun	22	Modern Cable Programs	Modern Talking Picture Service (sub-leased from HBO)	5
11	Nickelodeon	Warner Cable	13-14	23	HBO Take 2	HBO	6
12	Showtime East	Showtime Entertainment	Approx 9 M-F 12 Sat-Sun	24	HBO East	HBO	Approx 12
13	Trinity Broadcasting	TBN	24				
14	Message traffic						

The cable satellite. With Home Box Office leading the way in 1975, Satcom I quickly filled with cable programmers each seeking to serve cable systems on an advertiser-supported or pay basis. Twenty of 24 transponders on the satellite are used for the distribution of cable television programming. Through time-sharing arrangements or subcarrier usage, more than one service can be offered on one transponder. Four different

services, for example, are offered over transponder 9, leased to UA-Columbia Cablevision—Madison Square Garden sports, Calliope, Thursday Night Baseball and C-SPAN—and, starting this January, a fifth will be added, Black Entertainment Television. A few of the Satcom users, including Trinity Broadcasting and the Christian Broadcasting Network, distribute programming to television stations as well as to cable systems.

in March 1976, is Alascom Inc., which serves the state of Alaska with telephone and broadcast communications. Alascom has taken over this function from RCA Alaska Communications, which was sold to Pacific Power & Light Co. earlier this year. The majority of Alascom's satellite time is used for message toll service within Alaska and to and from the contiguous states, but it also uses a transponder to feed network television daily into Anchorage from an uplink outside Los Angeles.

Satcom II is also used on a regular basis by NBC-TV for feeds between New York and Los Angeles, and on an occasional basis by ABC-TV and CBS-TV. NBC's *Tonight Show* is fed to New York from Burbank, Calif., every evening via Satcom

II, and the network also uses the satellite up to 10 hours a day for news and sports feeds, as well as other types of programming.

The ability of Satcoms I and II to serve broadcasting, government and business users with message and video/audio services will increase when Satcom III is added to the system. Cable programmers leasing transponders on Satcom I are expected to transfer to the same transponder numbers on Satcom III, which will be an all-cable bird. According to RCA, four transponders on Satcom I—4, 14, 15 and 19—not currently being used for cable traffic will be assigned to HBO, Showtime, Southern Satellite Systems (for transmission of the Cable News Network) and the National Christian Network on Satcom III. The assignments of these transponders

are still in question ("Closed Circuit," Nov. 12). In response to filings made by Eastern Microwave and Spanish International Network's GalaVision, the FCC has directed RCA to turn over certain information so that it can determine whether RCA discriminated against GalaVision and Eastern Microwave in the assigning of the transponders.

RCA plans to use nine transponders on the freed-up Satcom I as a "second cable network." Those transponders have been assigned by RCA, with four of them going to the Entertainment and Sports Programming Network; Total Communications Systems, a new firm based in Pittsburgh; United Video, and the Satellite Communication Network, a new resale carrier, based in New York. The other five

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WTMJ-TV Milwaukee's NBC affiliate WTMJ-TV employs the ADDA ESP-200 for its news programming. The ESP-200, like all ADDA ESP-Systems, is a highly cost-effective replacement for slide chains. ESP-Systems cost less than slide chain equipment and occupy less floor space (only six square feet). Labor and handling costs are substantially reduced and film processing costs as well as time delays are eliminated. ADDA's ESP-Systems provide considerably greater slide capacities. On-line editing allows sequences to be programmed in advance and then reprogrammed while on the air.

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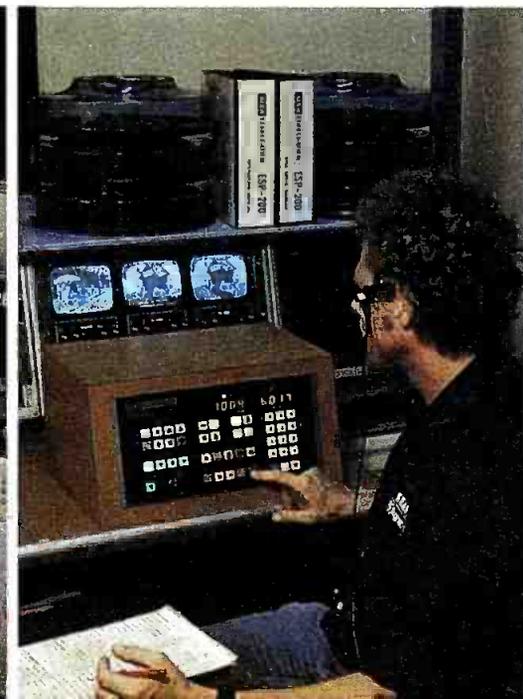
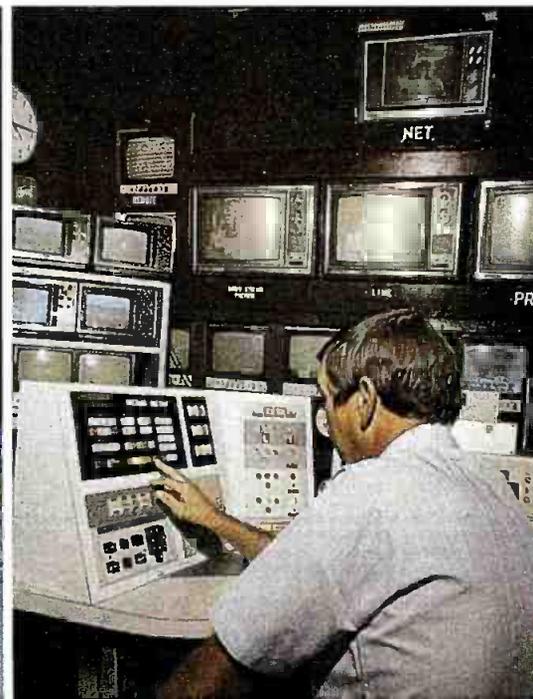
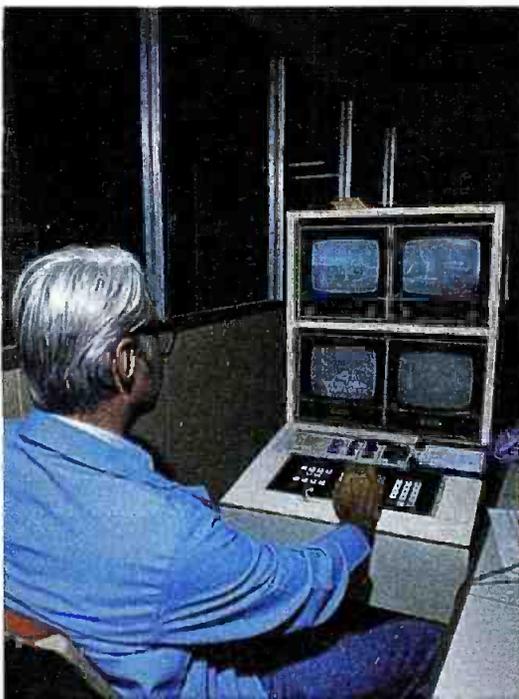
WCKT In Miami, NBC affiliate WCKT utilizes the ADDA ESP-750 to create, store, and retrieve stills instantly for its news programming. The ESP-750 features an on-line storage capacity of 1500 frames with up to 100 programmable sequences and 800 programmable frames. Last minute news coverage material can be inserted up to three minutes prior to air time. Only ADDA's ESP digital still store systems conform to new SMPTE digital recording standards at four times the color subcarrier. ESP-Systems are also great for recalling stored character fonts.

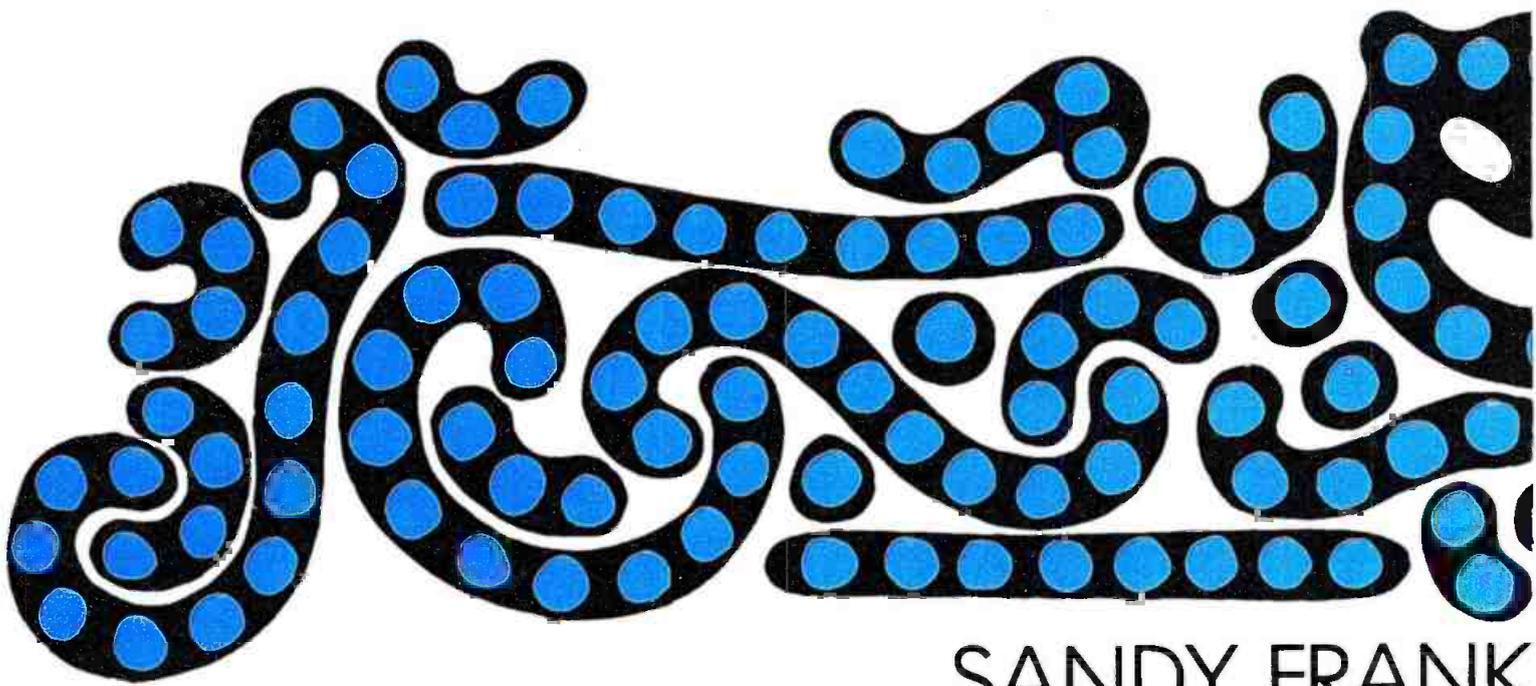
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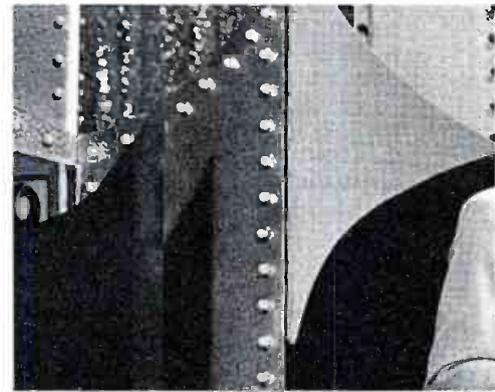


SANDY FRANK

PROUDLY

FACE THE

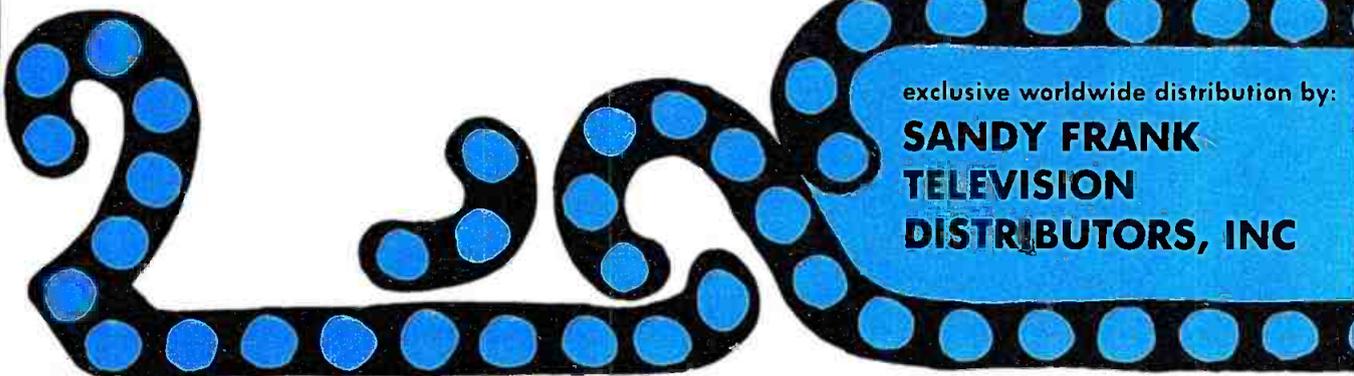
Host Ron Ely, motion picture star and TV's Tarzan... has just completed the pilot of an exciting *new* musical game show. **FACE THE MUSIC** and Ron Ely will capture America's viewers—especially Women 18-49—because it is the *only musical strip* in television!

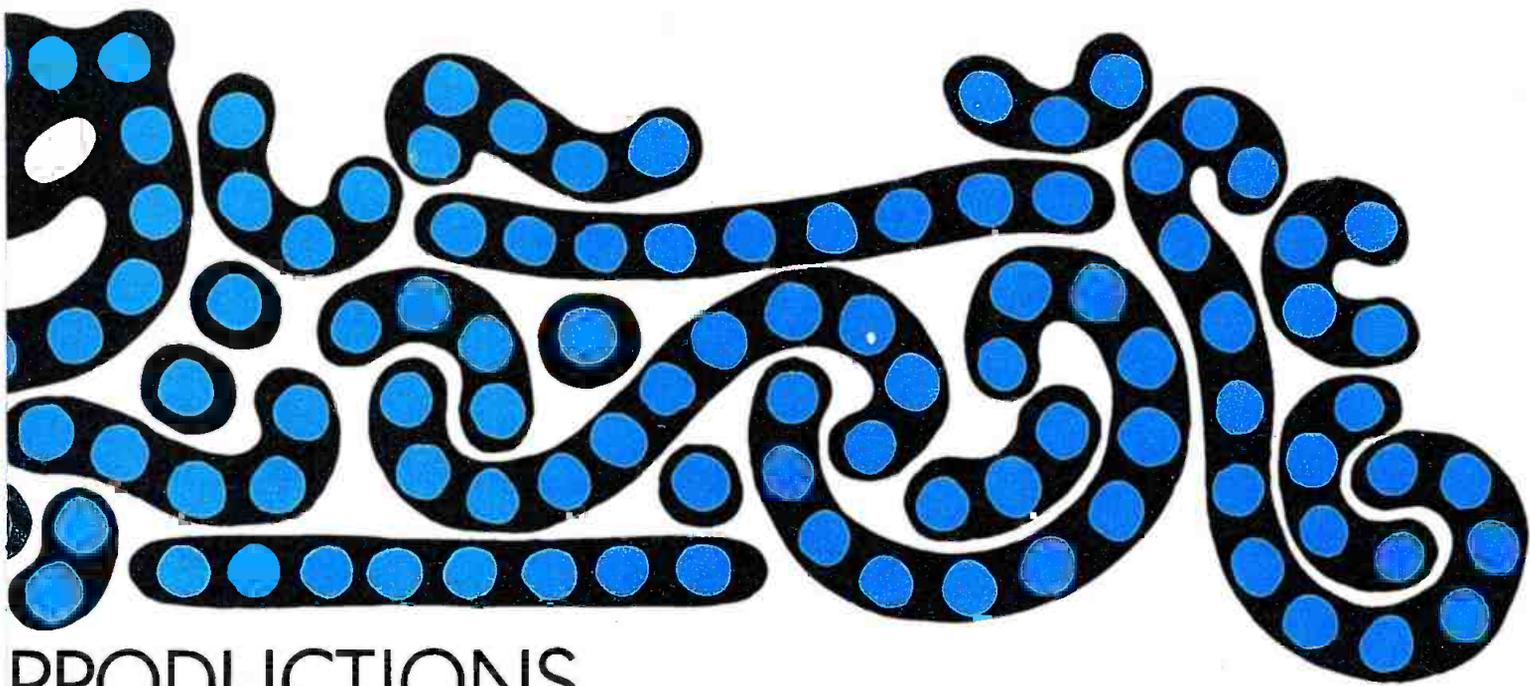


Warning: Top reps have determined that station's health. Wait for positive cure.

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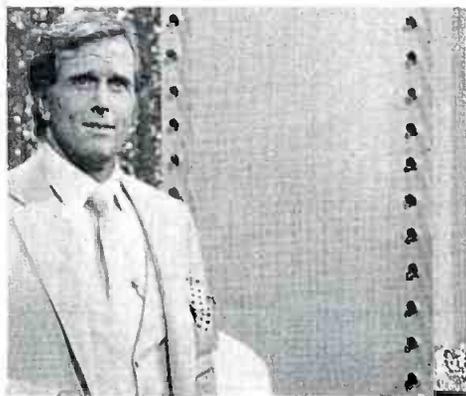




PRODUCTIONS

PRESENTS

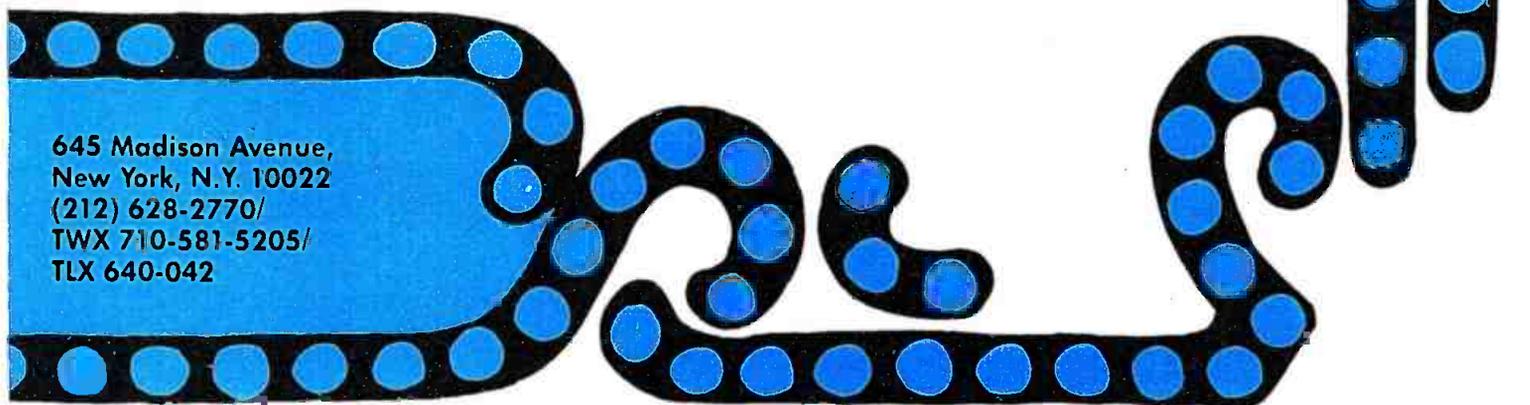
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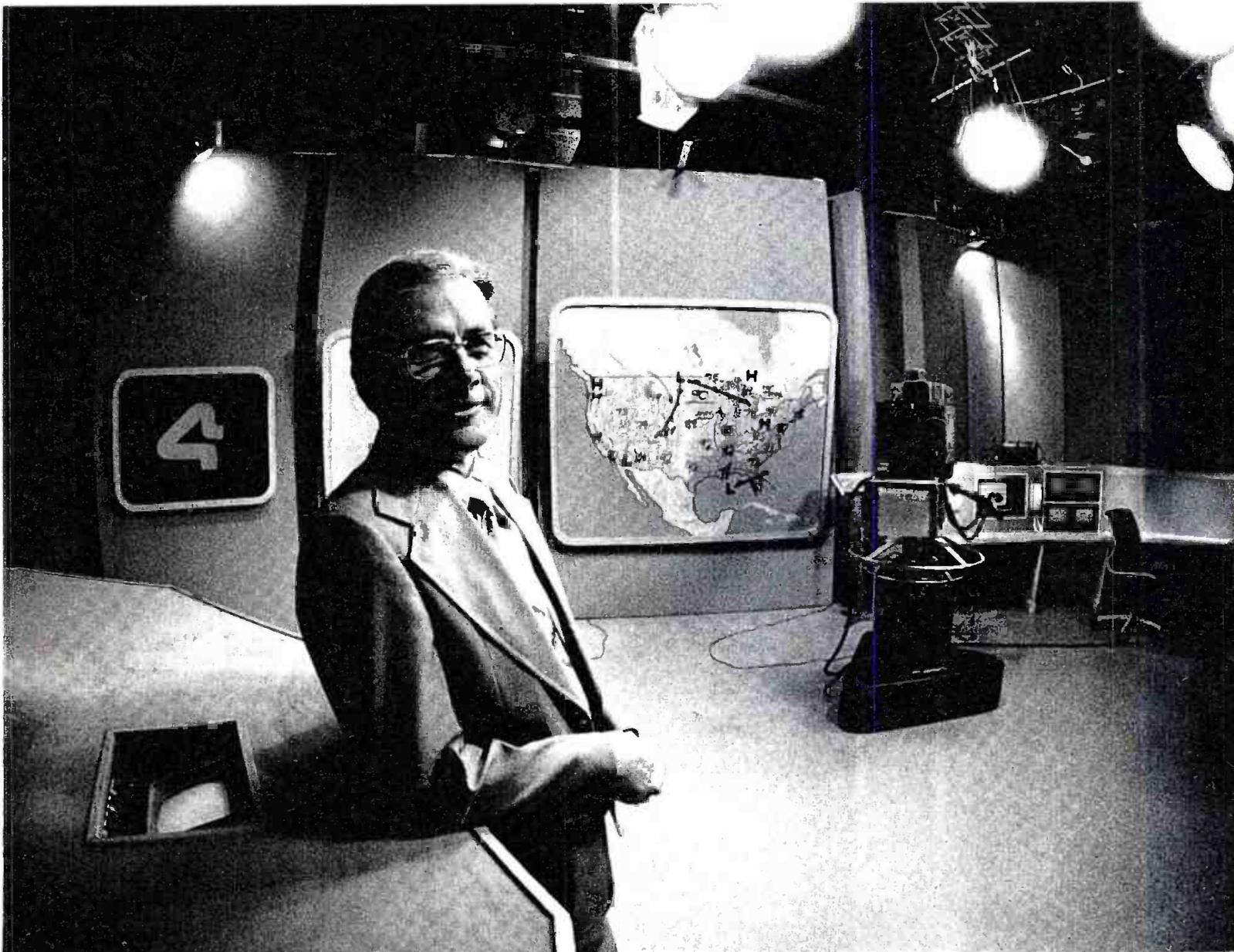


FACE THE MUSIC starts production this December for January premieres. 26 weeks of sparkling originals, to run through the February and May sweeps. For first crack at this quality, all-family hit strip, Telex or call us right now! Remember, WE DELIVER!

buying too soon is dangerous to your
Take "Face The Music" five times weekly.

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WTMJ wanted digital effects during the fact not after.

"We bought the real-time practicality of NEC's DVE®,"

Ray Hernday, Chief Engineer, WTMJ.

NEC's Digital Video Processing DVE is capable of simultaneous synchronization and special effects for real-time applications from chroma-key tracking on up—as opposed to other units which are post-production oriented.

"There's a lot of equipment out there that might do the job," said Ray Hernday. "But NEC had, by far, the most features at the best price."

Jim Wuliman, WTMJ's Director of Engineering, went even further. "Size and expansion capability were very important. We needed everything

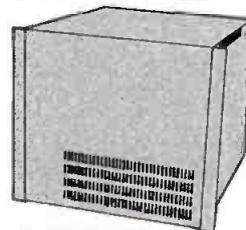
from basic synchronization to Digital Video Processing to multi-freeze. We got everything we wanted along with NEC's great reputation for quality and superior service."

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customers lined up by RCA have asked not to be identified, RCA said.

The balance of Satcom I and Satcom II will be used for further commercial voice and data, government and broadcasting traffic. Business users of the Satcoms for message traffic include IBM, Exxon, Holiday Inns, ITT, various insurance companies and brokerage houses and Japanese trading companies.

RCA has developed a digital audio distribution system with which it hopes to attract radio broadcasters to the Satcoms. It will also "attempt to penetrate the broadcast market" with its proposed SMARTS system, which would utilize three transponders on Satcom II, according to Walter Braun, director of engineering for RCA Americom. The SMARTS plan, which

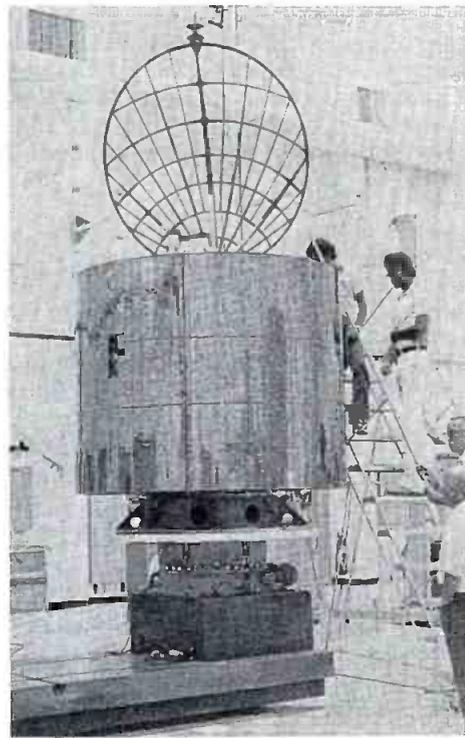
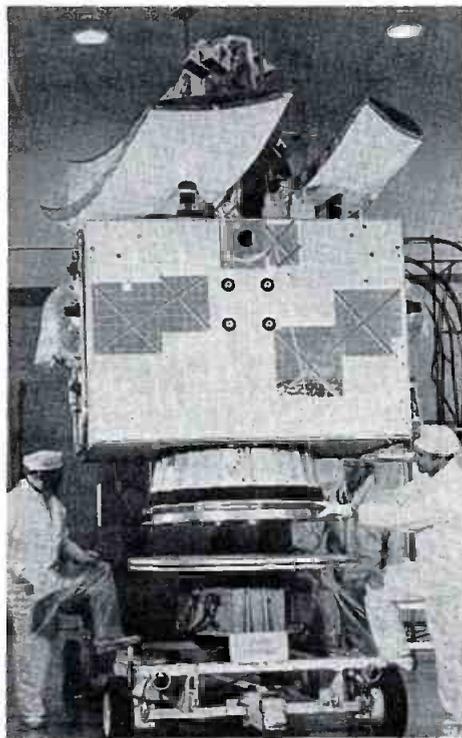
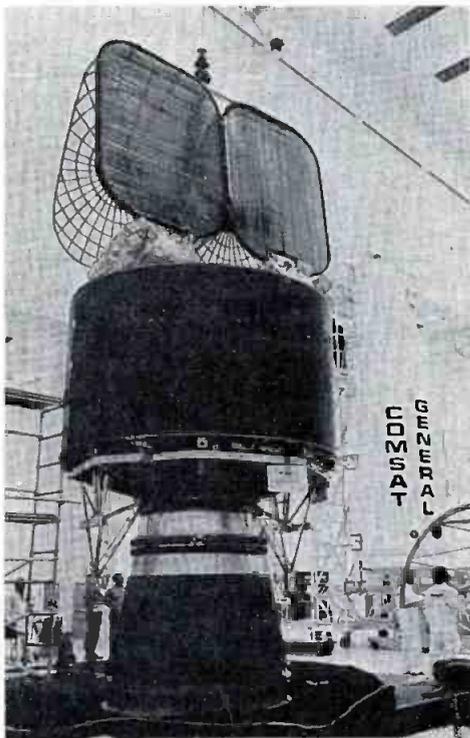
Fairchild Industries and Continental Telephone in exchange for needed capital (BROADCASTING, Nov. 5).

The three major users of broadcast time on the Westar system (which includes all but the Advanced Westar) are CBS-TV, Hughes Television Network and Robert Wold Co. Each has signed long-term commitments with Western Union by which they agree to buy a minimum dollar volume of time each year in exchange for lower hourly rates. Each has agreed to purchase an average minimum of \$950,000 worth of satellite time each year over the next three years. In exchange for this commitment, they can buy time at rates substantially cheaper than the occasional user can. If it also promises to buy five hours per day and to schedule the

regularly scheduled newscasts.

Wold and Hughes are rare birds in the satellite world. Although each produces some of its own programming and uses a small portion of its satellite time for distribution of that programming, both resell most of their satellite time as part of their broadcast production and transmission business.

Since a large portion of their business is resale, the question arises: Why aren't they classified by the FCC as common carriers and subject to the rules and regulations of common carriers? The answer is not simple. The FCC permits satellite customers to resell time if they don't make a profit, but, as one FCC attorney said, the determination of what constitutes a profit is not an easy one to make. According to



Birds of a feather. The three major commercial, communications satellite companies are represented in these earth bound pictures (l to r): Comstar I, prior to its launch in July 1976; Satcom III, due for launch

on Dec. 6, and Westar III, launched in August. The Comstar and Westar satellites were built by Hughes Aircraft and the Satcoms by RCA's own Astro-Electronics plant in Princeton, N.J.

RCA hopes to begin testing by early next year in cooperation with Viacom and four Post-Newsweek television stations, calls for RCA to supply and install seven-meter receive-only terminals at television stations for the reception of syndicated programming.

What RCA Americom is to the cable business, Western Union Telegraph Co. is to the broadcasting business.

The company currently has three Westar satellites (I, II, III) in orbit, each with 12 transponders. Plans call for the launch of an additional satellite, Westar IV, in late 1981 or early 1982 and an "Advanced Westar" with 12 transponders as well as additional wide-band capacity at a higher frequency, scheduled to fly sometime in 1983. Western Union has, however, agreed to relinquish control over a good portion of its satellite capacity to

time 90 days in advance, Hughes, for example, pays only \$107.50 for the first half hour of time and \$53.75 for each succeeding quarter hour during prime time. This rate is further reduced if Hughes or its customer supplies its own earth facilities.

The bad news for these bulk users is that Western Union filed tariff revisions at the FCC on Oct. 5, increasing the rates for the bulk users as well as the occasional users. If the FCC doesn't suspend or reject the revisions by Jan. 3, 1980, as the three have all urged the FCC to do, the higher rates will go into effect.

CBS-TV has been using the Westar system ever since the first two Westars were launched in 1974. The network uses the time for sports programming, news and occasional live broadcasts. The news use primarily entails sending taped reports back to New York for incorporation into

Theodore Waddell of the FCC, Hughes filed a request for a declaratory ruling by the FCC in August 1977 asking simply whether or not it is a common carrier. The FCC has yet to make that ruling.

Whether common carrier or just another satellite user with a lot of time to resell, it is necessary to look at the customers of these two companies to discover the real users of Westar's satellite capacity and ground station facilities.

Wold resells its time—it estimates it buys 6,000 hours of TV time and 3,500 hours of radio time each year—to broadcasters, cable operators, subscription television operators and MDS operators. Its principal clients, however, are broadcasters. ABC-TV leases or buys from Wold six-and-a-half to seven hours a day. It uses that time to distribute its early-morning *Good Morning, America*, to re-

ceive feeds from Chicago and Los Angeles for the nightly news, to transmit live sports events, and for other uses as needs arise. A spokesman for ABC said that the network turns to Satcom I when time is unavailable through Wold.

Although the Public Broadcasting System now leases four transponders directly from Western Union for distribution of its programming to member stations, it still uses Wold services for transmission of some sports and news events.

UPITN uses Wold time for one link in the transmission of its daily news report from New York. The report is sent from New York to San Francisco via Wold-Western Union and then sent back to an Intelsat satellite over the Pacific Ocean and picked up in Tokyo and Hong Kong.

Wold also provides its services to the Entertainment and Sports Programming Network, whose programming is sent out over Satcom I, transponder 7. ESPN transmits sporting events of the National Collegiate Athletic Association to its cable customers and uses the time bought from Wold and the necessary terrestrial lines to bring the games back to ESPN's "head end" in Bristol, Conn.

Another major client of Wold is the Independent Television News Association, the nightly news network serving 21 independent stations around the country. For its news feeds, ITNA buys from one-and-a-half to two hours of time, Monday through Friday, and a half hour on Saturdays and Sundays. Eight affiliates of the network receive the feeds via Western Union-owned downlinks and 14 via privately owned downlinks.

Wold also sells time to NBC-TV, which uses the satellites of its parent RCA for most of its occasional-use time; the Public Service Satellite Consortium, TVS Network, National Hockey League Network, All-American Network and a number of individual radio and television stations. The major television network affiliates in Hawaii use time purchased from Wold and the earth station of a Wold subsidiary, Satellink, to pick up the network feeds on the mainland. Robert Patterson of Wold said that Wold's satellite time and services are available to "anyone who has need to distribute live programming." He added that Wold is developing a teleconferencing service. As an example, he cited the convention of the World Soybean Association in Atlanta last August at which, through the facilities of Wold, those in attendance could discuss the state of soybeans with persons in London, Tokyo and Rio de Janeiro.

The Hughes Television Network offers services similar to those of Wold. Hughes provides an array of technical, production, networking and satellite interconnection services. The satellite segment of its service is made possible through its long-term arrangement with Western Union and some occasional time on the Satcom satellite. It has one major client, the Spanish International Network.

SIN transmits via satellite 100 hours per week of Spanish-language programming to

10 affiliated television stations and six program buyers. Five of the affiliates pick up the SIN signal through their own earth stations and the others through land lines linked to the five stations with earth stations. According to SIN's president, Rene Anselmo, because of the large amounts of time it is using, SIN would like to circumvent Hughes and buy a full transponder direct from Western Union when its present contract with Hughes expires.

A large portion of Hughes's business is made up of professional sporting-event transmissions. John A. Tagliaferro of Hughes said that Hughes transmits hundreds of baseball, basketball and hockey games played on the road back to the holder of the television rights in the home town. For this service, earth stations and land lines are usually leased from Western Union or other common carriers. If, however, the customer has its own earth station—as does Storer Broadcasting—the signals are sent directly to the customers.

As a subsidiary of the newly formed Madison Square Garden Communications Network, Hughes will be assisting in the production and satellite transmission of MSGCN's sports programming, which already includes coverage of the National Invitational Basketball Tournament and the television rights to the Eastern Eight college basketball league.

According to Tagliaferro, Hughes provides many "miscellaneous" services such as the coordination of special networks, distribution of syndicated programming and closed circuit television. Examples of the special networks Hughes creates are the annual Jerry Lewis muscular dystrophy telethon and Ronald Reagan's announcement of his candidacy for the Presidency last Tuesday (Nov. 13). Customers of the closed-circuit services are mostly businesses.

Western Union's other major customer is the Public Broadcasting Service. Through funding from the Corporation for Public Broadcasting, PBS became an all-satellite system in December 1978, using transponders 8, 9 and 11 on Westar I. In accord with the Western Union tariff designed specifically for PBS, the system has exercised an option and will put a fourth transponder into full-time service on Jan. 1, 1980. The PBS system includes 148 receive-only earth stations, with the main uplink in Bren Mar, Va., and regional uplinks in Hartford, Conn.; Columbia, S.C.; Tallahassee, Fla.; Lincoln, Neb., and Denver. A seventh uplink is planned for the West Coast. According to James Ragan, vice president of Western Union, PBS is paying \$800,000 per year for each of the first three transponders and will pay \$750,000 per year for the fourth.

Radio broadcasters using satellites have for the most part gone to Western Union for service. The Mutual Broadcasting System, National Public Radio, the RKO Radio Network, AP Radio, UPI Radio, the Physicians Radio Network and ABC, CBS and NBC radio networks are all making some use of the Westars.

Mutual is installing receive-only earth stations in the top-200 radio markets and expects to begin transmitting to the "dozens" it has in place by early 1980. Six hundred and fifty Mutual earth stations are expected to be in service by April 1981.

Mutual will use six channels on Westar I, transponder 2, when its system becomes fully operational. It is currently using only three of its channels to broadcast from Washington to regional offices in Dallas, Chicago and Los Angeles.

NPR is also in the process of installing earth stations at member stations nationwide and plans to complete construction of 150 receive-only dishes and 17 uplinks by May 1980. Using 2 channels on transponder 2, Westar I, NPR has been transmitting since Oct. 1 to the 20 or so affiliates with antennas already installed. NPR expects to be using four channels on that transponder by Jan. 1 and has an option with Western Union to expand to 20 channels as needed. The NPR system will allow sharing of programming generated by any of its over 200 affiliates, and will be available to any producer or distributor of noncommercial radio programming.

RKO and AP Radio have an agreement to share earth stations and satellite time on Westar I. The plan for their shared system calls for 15-foot dishes in 50 cities. APR has been testing on Westar I and has not announced when it will move to the satellite for all its audio and data transmissions. RKO has been broadcasting newscasts since Oct. 1 via Westar I to the 12 radio stations it owns, using Western Union uplinks and downlinks. RKO hopes to be on satellite 24 hours a day by Feb. 1, 1980, and plans to have over 100 affiliates in its radio network by the end of 1980, receiving news, sports and feature programs.

UPI plans to rely on satellite transmission for all its audio and data feeds and to be totally off the AT&T facilities it currently uses by June 1981. The news service has been testing on both Westar I and Satcom I, with 14 small-aperture six-to-eight-foot earth stations nationwide, and may use both satellites when its three-phase plan is fully operational. The three phases call for the first satellite service to 606 broadcasting (mostly radio) customers who receive both audio and teletype transmissions, and later satellite hookups for UPI's 1,140 newspaper clients and then 3,100 broadcasters who now receive only UPI newswire but, because of reduced costs using satellites, will also be able to receive audio news. Implementation should begin by July 1980 and UPI hopes that all of its customers will be reached by satellite by mid-1982.

ABC, CBS and NBC radio networks all use the Westar birds as well as Satcom satellites to carry feeds from and into New York. All three go through RCA for transmissions between New York and Los Angeles, and Western Union carries them between New York and Chicago.

The Physicians Radio Network is a medical news and information service

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Regional Sales Manager
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Key figures on the satellite landscape



By his own account, **Roy Bliss** has been "in and out of the cable business" all his life. Even his father owned cable systems in Wyoming and Illinois. So it's no surprise that Bliss is today serving the cable industry as executive vice president of United Video.

United Video's primary product is WGN-TV Chicago, which it distributes to cable systems over Satcom I. WGN-TV, he says, has a love-hate relationship with United Video. "They love the exposure and additional viewers, but don't like the heat they get from the producer side."

Bliss went to Tulsa and United Video when it was still a subsidiary of United Cable. He and Ed Taylor, now a competitor as head of Southern Satellite Systems, worked together there and built a 6,000-mile microwave system. Taylor went to Southern Pacific Communications Corp. when United Video sold its voice data network to SPCC and Bliss remained with United Video, staying on after it was sold to Lawrence Flinn in 1976.

Though he represents a common carrier, Bliss feels it isn't the carriers that have the most to gain from the continued expansion of satellite capacity and use. "The people who will benefit most will be the software producers ... an incredible amount of material can be transmitted over one satellite."

Ten years out of the University of Pennsylvania and just 32 years old, **Joseph Cohen** heads a diverse communications business, serving



both cable and broadcasting, as president and chief executive officer of Madison Square Garden Communications Network, the television arm of the Madison Square Garden Corp.

As Cohen explains it, MSG Communications Network is actually four companies: Madison Square Garden Cablevision, which packages 125 Madison Square Garden events annually for cable systems in the New York metropolitan area; the joint venture of MSG Cablevision and UA-Columbia Cablevision, which transmits "in excess of 250" Madison Square Garden events to cable systems throughout the United States via Satcom I; MSG Television, which holds the rights to various sporting events and Hughes Television Network, the multi-faceted producers and satellite carrier that has a bulk time arrangement with Western Union.

Because of the range of services the various entities provide, Cohen thinks that his company is in a "unique" position to exploit any opportunity that might arise in the cable or television business. "We think that our position in the cable and television industry combines to make us something special," he says.

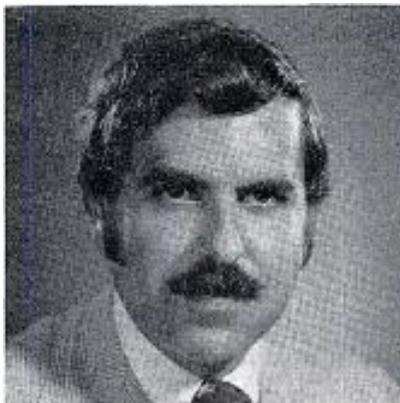
Andrew Inglis arrived in his position as president of RCA Americom in January 1977. To get there, he spent 24 years at RCA in a variety of positions. He has served as manager of broadcast studio planning, studio systems, closed circuit TV, broadcast



merchandising and engineering and as vice president of communications products, engineering and merchandising, broadcast systems, commercial electronic systems and commercial communications systems.

RCA is in head-to-head competition with Western Union for the lucrative broadcast and cable business. By securing the contract for Home Box Office, RCA Americom took the lead in service to the cable industry, but it has been outrun in the race to win broadcast customers.

To lure the broadcaster to the Satcoms Inglis and RCA have been busy promoting their SMARTS system and have presented NBC-TV with a proposal offering to augment the network's terrestrial system with the power of satellites.



That Satcom I is today the satellite of the cable industry is due in no small part to the pioneering efforts of Home Box Office and **Gerald Levin**. As chief executive officer of HBO in 1975, Levin moved HBO, which had

transmitted over Westar out of New York to 23 widely dispersed FM radio stations, which send it out over subcarriers.

Western Union, like Hughes and Wold, has its own miscellany of customers. They include the Satellite Business Systems, which is testing some of its facilities in anticipation of launching its own satellites for the transmission of digital data information; the Public Service Satellite Consortium, provider of teleconferencing and the distributor of health and educational programming for its membership, and several publishing concerns.

Time magazine is currently using satellite space on Westar II six or seven days a week, four or five hours a day for data facsimile transmissions from New York to Los Angeles. *U.S. News and*

World Report also has full-time access to three voice-grade channels on Westar. It's using its time to send data to remote printing plants in Los Angeles, Old Saybrook, Conn., and Chicago. *The Wall Street Journal* also uses the Westar system for transmission of high-speed data used in printing the daily business paper. The *Journal*, however, buys its time through the American Satellite Corp.

The American Satellite Corp., Germantown, Md., is the only large business communications customer of Western Union, and if a couple of deals made this fall get the stamp of approval from the FCC, it will become a part owner of Western Union's satellite operations, entitled to a substantial portion of the precious satellite time. Last August, Fairchild Industries and

Continental Telephone of Atlanta agreed to operate American Satellite as a joint venture, and last month Fairchild and Continental helped insure the future of American Satellite by buying a 20% share of the Westar system (Westar I, II, III and IV) and a 50% share of the Advanced Westar. American Satellite already leases substantial amounts of time on transponders 3, 5 and 7 of Westar I, which it uses to provide voice, data, facsimile and other wide-band communication services for primarily business applications.

On the drawing board for Western Union are agreements with Westinghouse Broadcasting, Video Communications Inc. and Muzak. Under an agreement announced last July (BROADCASTING, July 30) Westinghouse and Western Union will

been serving cable systems via microwave since 1972, to satellite and answered "the chicken or the egg" question. As a result of that move, cable systems installed earth stations and programmers lined up to buy satellite time.

Today Levin is a group vice president of Time-Life, responsible for four other operations—Manhattan Cable, American Television & Communications Corp., WORV(TV) Grand Rapids, Mich., and Time-Life Films—as well as HBO.

And Levin has no intention of resting on his laurels—one of which is the 1979 Beisswenger Award of the National Cable Television Association. "We are not only interested in putting up pay-cable service, but also services for basic cable," Levin said. He said that programming for such an advertising-supported service would probably come from the Time-Life Films division.

Levin joined HBO in 1972 as vice president of programming after several years with a New York law firm and an international management and consulting firm.



James Ragan, vice president of broadcasting services for Western Union, sees satellites as a programming tool. "If you look at satellites as just an economic alternative, you miss the significance of satellites to the broadcasting community," he says. "The creative people are no longer bound by a distribution system."

Ragan has been in his present position since 1976 when the satellite business as a whole began proving itself as an economical and reliable means of delivering cable and broadcast signals.

He began his career with General Electric,

ending his 15-year stint there with a job description that sounds like a perfect preparation for his present employ: "future business planning for the spacecraft department." He has also had a taste of problems at the other end of satellite transmissions. He operated cable systems for Gulf & Western and TCI.

Besides the programming opportunities that satellites make possible there is one other thing that he feels cable and broadcasting companies should be grateful for—competition. "This is a highly competitive business. We want to get into the cable side and RCA wants to get into broadcasting." The winner of such competition can only be the consumers, he said.



In 1976 when the long arm of the FCC threatened to come down on Ted Turner and his plans to be both broadcaster and common carrier by putting his WTCC(TV) Atlanta (now WTBS) on a satellite for cable distribution, Turner sold the carrier company, Southern Satellite Systems, to **Ed Taylor** for \$1. Taylor, operating as a common-carrier independent of Turner, carried out Turner's plans and made the lowly UHF into a "superstation."

But Taylor didn't stop there. Acquiring another full transponder on Satcom I, Taylor started the Satellite Program Network, which offers advertiser-supported programming to cable systems; added the slow-scan UPI news service to the subcarrier of the superstation transmission; and will begin carriage of another of Turner's projects, the Cable News Network, next summer if all goes according to plans. According to Taylor, his company also

share Western Union's ground facilities as well as Westinghouse-built earth stations in Washington and Los Angeles. Westinghouse plans to use the system to exchange programs among its various television stations as well as satellite distribution of other stations of syndicated programs produced by its Group W Productions. Video Communications, Tulsa, Okla., signed a deal to send movies, news and sports, and other entertainment programming to industrial personnel in remote and isolated areas of the world. Video Communications will transmit 12 hours a day in its initial service and increase that number to 24 by the end of 1980. Western Union has been given a \$2.8-million contract to provide Muzak, the New York music programmer, with satellite transmis-

sion services. Muzak will install 500 receive-only earth stations so that its franchise can receive the music via Westar directly from its New York production facilities.

Comsat General Corp. is also in the domestic satellite business with its three Comstars, which are leased to AT&T. AT&T currently uses the satellites for telephone and government private line services. GTE Satellite Corp. also leases space on the Comstars through AT&T to provide message toll, government and business communications channels. At present the only broadcasting service offered by AT&T and GTE on the Comstars is the transmission of network television programs to Hawaii. As of last July 23, when an FCC moratorium that

plans to get into the subscription television business. He said the company already has been awarded a construction permit for a UHF station in Ann Arbor, Mich., and there are three more pending.

Taylor's background includes work at AT&T, United Video (while it was still a subsidiary of United Cable) and Western Union.



Robert Wold, president and owner of the company of the same name, is a program packager. Through his company's bulk-time arrangement with Western Union, Wold takes the programming of its clients, set up land and satellite connections and delivers it wherever its clients wish.

Wold's principal satellite networking rival is the Hughes Television Network, which led the way in specialized TV interconnections (on a terrestrial basis) before Wold expanded his own business skyward when satellites became available. Both companies are now about even in terms of annual transponder hours.

Wold is credited with the first satellite broadcast of a live commercial program—a baseball game between the Milwaukee Brewers and the Texas Rangers on Aug. 9, 1975. That telecast has opened a door on a plethora of broadcasting services that have yet to be counted or—it can be said—imagined.

Wold taught himself the rudiments of programming when, as a salesman at WBBM(AM) Chicago in the early fifties, he put together programming for his clients and as an advertising executive later on, when he set up a network of 40 radio stations in six states to broadcast the baseball games of the Minnesota Twins.

restricted AT&T's and GTE's use of the Comstars was lifted, the two companies were free to offer further broadcast services on the satellites (BROADCASTING, July 30.) The telephone companies have yet to indicate their plans for future uses of the Comstars.

Comsat has announced plans for direct satellite-to-home pay television services for possible introduction by 1983 (BROADCASTING, Aug. 6). The system would involve three new satellites and small, inexpensive roof-top receiving antennas. Comsat envisions providing programming, free of commercial interruption, that could consist of movies, sports events, educational and cultural material, data and text transmission for a monthly fee to subscribers.

TVB: 25 and still growing

Atlanta meeting celebrates bureau's silver anniversary, but is keyed to the future, not the past; speakers address opportunities and challenges that lie ahead for the medium

Over 650 broadcast industry executives gathered in Atlanta's Omni International hotel for last week's 25th anniversary annual meeting of the Television Bureau of Advertising, setting a new attendance record for the group and spilling over into adjacent hotels for accommodations.

The meeting's theme, "25 Years: Only the Beginning," was keyed to looking at the future. TVB's President, Roger D. Rice, told participants at the opening session that for next year, total television advertiser investments should increase 18%, with local up 24%, spot up 17% and network climbing 15%. Rice put the total 1980 expenditure at \$12.2 billion.

For the longer term, Rice said, "we see new sales training, new emphasis on top management training and new by-tape training. We see emphasis going to 'how to use television' as well as why to use it. We are looking now for new categories of growth—like travel and energy... We see ahead a strong, healthy growing television industry. And with it I see a strong, healthy, growing TVB to serve that industry."

A nearly literal call to arms was sounded by one of the featured speakers called on to help the TVB members catch some glimpse of the future. Jack Trout of Trout & Reis Advertising, looking to the prospects for marketing in the coming decade, told the TVB meeting that what's needed in all business sectors is the adoption of military tactics, or "marketing warfare."

Broadcasters, however, "don't know what's happening" in the rest of the business world because they're blinded by their own current success, according to Trout. In reality, he said, many companies are "getting killed." Going into the '80's, he said, "marketing will enter a new era," with successful companies being "competitor oriented," instead of consumer oriented. That, he said, means knowing where the opposition is weak and attacking that point. Trout said that the best book on marketing is the 1832 volume, "On War," by the Prussian tactician Carl von Clausewitz, and he drew on von Clausewitz's examination of combat theory to provide the essential ingredients of marketing strategy for the next decade.

The two fundamentals Trout cited were "the principle of force" and "the principle of defense." The first Trout summed up as

the idea that the side with "more guys and more guns generally wins." The second is that the advantage lies with those defending a fortified position, be it Waterloo or dominance of market share.

Trout identified four types of warfare: offensive, defensive, flanking and guerilla, stressing that the appropriateness of any one for a company depends on its position in the market. Defense, for example, should be practiced only by market leaders, Trout believes, while he feels that most companies should be practicing guerilla tactics. Lacing his review of the principles of each type of war with examples from the histories of both marketing and the military, Trout pointed out that offensive players should launch their attack on "as narrow a front as possible" and at the enemy's weakest position. Flanking operations should concentrate on uncontested territory. "Pursuit is as critical as the attack itself," said Trout, who drew the applause of the TVB members by saying that flanking companies have to "keep pushing until you hear the feds." Guerillas have to find "a market segment small enough to defend" and must be ready to "bug out" at any time, Trout feels. "Pride," he said, should never get in the way of abandoning a product or market "if the tide of battle changes."

Looking at "the human side" of marketing, Trout suggested effective "marketing generals" should fight like General Patton, and he feels that too many corporate offices today are populated with "marketing chickens." The marketing battles of the 80's, in our "overcommunicated society" will occur on "the battlefield of the mind," Trout concluded. "Between those two ears, it will all take place."

The sort of "competitor-oriented" approach that Trout delineated was clearly on the mind of outgoing TVB Chairman Marvin L. Shapiro, senior vice president, Westinghouse Broadcasting, when he delivered his chairman's report earlier in the day. Citing "significant challenges to our future as the second quarter century gets under way for TVB" that are posed by new technologies, Shapiro said "no one of these new technologies will ring the death knoll of free television, but our medium must be prepared to face increasing inroads into our audience levels."

The response from broadcasters must be, according to Shapiro, "aggressive action with significant investments in quality production, and a commitment to excellence in programming, an excellence that will make our product clearly the standout selections of the viewing screen."

In Shapiro's analysis, viewers "acknowledge quality" and "will remain loyal if we provide the entertainment and information, stimulation and satisfaction they want from television." He summed up his position by noting that although the industry will face greater challenges in the years to come, "today, more than ever before, we hold the resources to make the future rich and rewarding. We need only the foresight, the energy and dedication to make it work for us."

A more detailed look at the threats posed by new communications media was provided during Tuesday's lunch by J. Christopher Burns, vice president, planning, of The Washington Post Co., who reviewed likely technical developments over the next 25 years.

The U.S. is moving, he said, "from urban systems to the high technology village, linked not by highways but by information systems." Key to this development has been the improvements in computer



Rice



Trout

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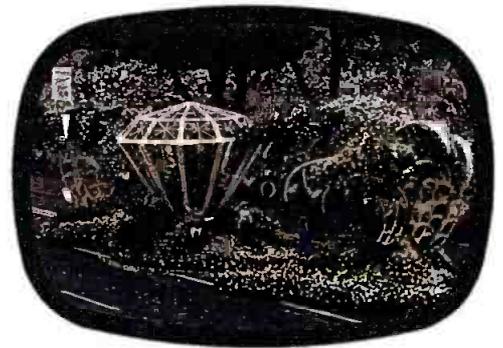
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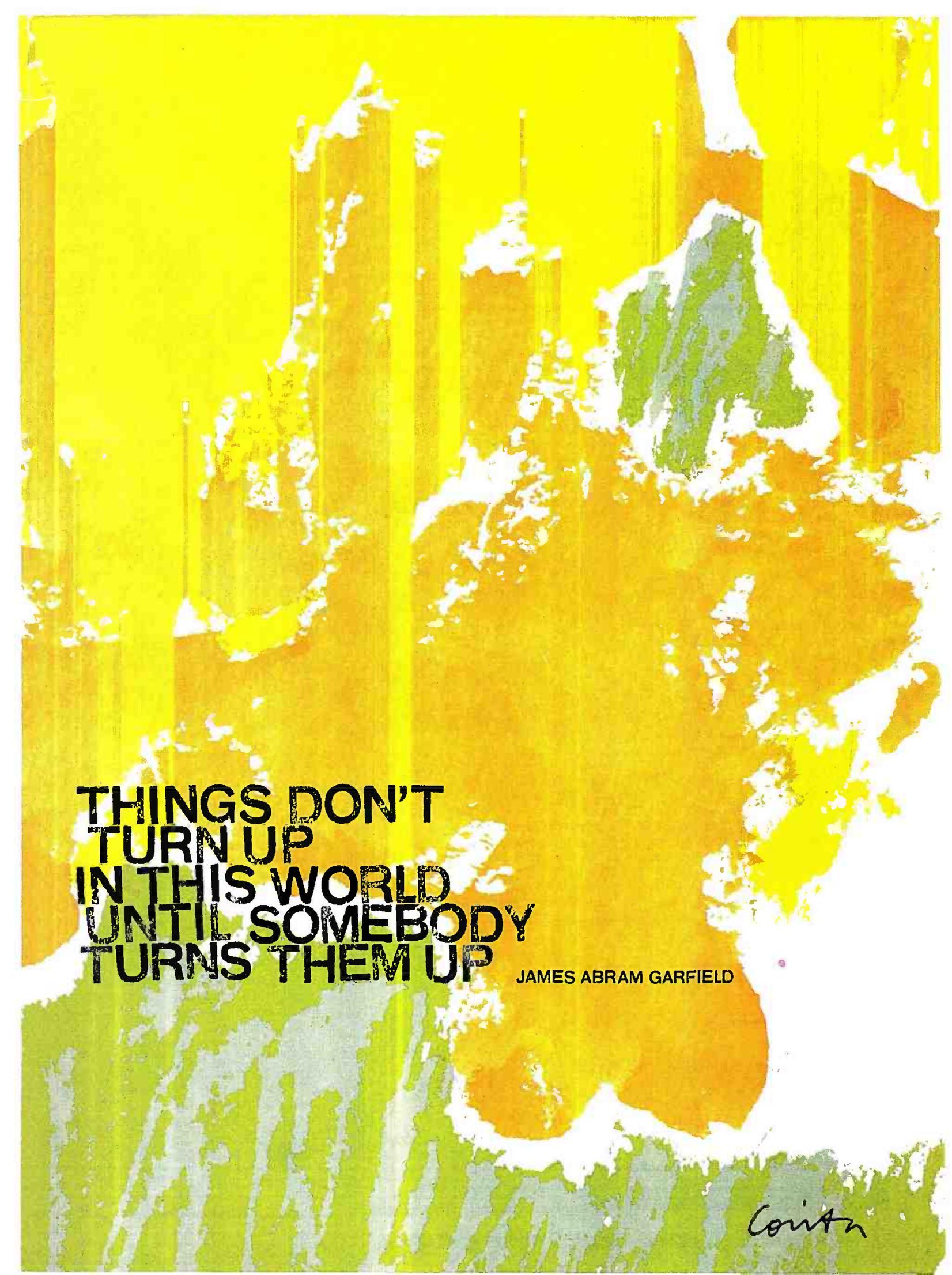
For only in a democracy can truth prevail.

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BALTIMORE WJZ-TV
PITTSBURGH KDKA • KDKA-TV • WPNT
FORT WAYNE WOWO
CHICAGO WINO
SAN FRANCISCO KPIX
LOS ANGELES KFWB

WESTINGHOUSE BROADCASTING COMPANY



**THINGS DON'T
TURN UP
IN THIS WORLD
UNTIL SOMEBODY
TURNS THEM UP**

JAMES ABRAM GARFIELD

Covert

Voting results. Thomas B. Cookerly, president of Allbritton Communications, was elected to a two-year term as TVB chairman, succeeding Marvin L. Shapiro, senior vice president, Westinghouse Broadcasting. Cookerly had previously been the organization's secretary, and Paul Raymon, general manager of WAGA-TV Atlanta, succeeds him in that one-year position. David Johnson, vice president, ABC Owned Stations Division, was elected treasurer, a one-year post, succeeding Robert E. Rice, WRAU-TV Peoria, Ill. Seven new directors also were elected by members of the groups making up the bureau. Station and group members elected four: David E. Henderson, president of Outlet Broadcasting; Marvin Reuben, vice president and general manager, WDM-TV Laurel-Hattiesburg, Miss.; William McReynolds, executive vice president, Meredith Broadcasting, and Thomas J. Tilson, president, Metromedia Television. With the exception of McReynolds, who will fill an unexpired one-year term, these will serve four years. Station representatives elected two new board members with three-year terms: Robert Kizer, president of Avery-Knodel, and John J. Walters Jr., president of Harrington, Righter & Parsons. Producer-distributor members of TVB elected Russell Barry, president of Twentieth Century-Fox Television; his is a two-year term.

technology, yielding "fingertip access to large data bases."

Educational purposes were singled out by Burns as the most compelling reason for home computers, and he included "how to" instructional material for adults in this category. Shopping, bill paying, ticket reservation were among the functions Burns said will also be performed from the home "with your computer, your telephone and your television set."

Burns called videodisks "an essential adjunct" to these devices, and said that the previous week he had met "two major magazine publishers planning videodisk editions."

Disk will be the video player format of the future, with videotape, in his opinion "doomed ... to becoming the wire recorder of the 80's." Meanwhile, Burns sees fiber optics replacing the current telephone network "down to the telephone pole" within the 25 years of his forecast, presaging the day "when cable systems may find it cheaper to lease circuits (from the telephone company) and pay for the local drop than to rebuild."

Despite all these visions of change, there was yet another technological innovation that Burns identified as "the most significant technological change we face": satellite communications. In his estimation, nothing "will affect television as profoundly" as satellite broadcasting, although direct-to-home satellite service will face "a long regulatory struggle."

The viewer of the future will be different as well, according to Burns: The TV

viewer will be older and place the highest value on the "nurturing of individual talent." That, in turn, will require more information, which people are likely to obtain in their homes, electronically.

Still, Burns doesn't see a necessarily bleak outlook for broadcasters. As opposed to the "dismantling of popular television," there will be a "predictable



Burns

shift of a fraction of the audience to programs that interest them more, no matter how they are delivered." And advertising will not turn viewers away: Burns called it "essential economic information" that consumers value highly.

In the advertising arena, Burns cautioned that "over the next 20 years, share of market ad dollars will increase in importance." Print media, he said, are tooling

up to deliver the "increased geo/demo efficiency" advertisers want, and "the key to local station profitability in the future may be local revenue, not national." Also mirroring Jack Trout's "competitor-oriented" marketing theory, Burns told TVB that "if local retailers don't know how to use television, you're going to have to teach them; you may even have to produce for them."

One category of local advertisers who desperately want more time on television was represented before the TVB meeting by Richard Thorsen, director of advertising for the Chicago-based utility, Commonwealth Edison, and president of the Public Utility Communicators Association. Thorsen challenged broadcasters to provide free access to broadcast time, saying he wants them "to find a way to air controversial issues directly, not filtered through news and editorial desks." The fairness doctrine, instead of achieving its aim of opening balanced and free debate, has in Thorsen's view "in too many cases turned it over to the bias of amateurs."



Thorsen

When it comes to controversial issues, Thorsen includes "the pros of TV" among the ranks of the amateurs. Advertisers and agencies, he said, spend more technical, scientific and legal talent to get their facts supported and stated correctly than do newscasters or any other communicators on or off the air ... They have to."

One solution he suggested was "packages of time at a premium above the rate card" for advertisers willing to pay it. The premium would be to cover the cost of time that might have to be given to opposing views, with Thorsen including the proviso that the opposition "must comply to the same verification standards that advertisers follow."

Among various committee reports meeting participants heard was one from Richard Severance, TVB senior vice president, national sales, who apologized that the bureau had generated "only" \$17 million in new spot business this year, saying he "should be embarrassed" that the figure was the same as the previous year. Severance went on to detail TVB's travel promotion campaign, which focuses on the "I Love New York" campaign, and he indicated that next year will see a push on

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"Since we installed our Cetec Spiral CP/TV antenna on our new tower this Summer, viewers are receiving KWTX-TV on home receivers on rabbit-ears as far away as 70 miles. The same viewers couldn't receive a satisfactory signal before, even with an outside antenna."

The speaker is M. N. Bostick, president and general manager of KWTX-TV, Channel 10, the ABC affiliate in Waco, Texas.

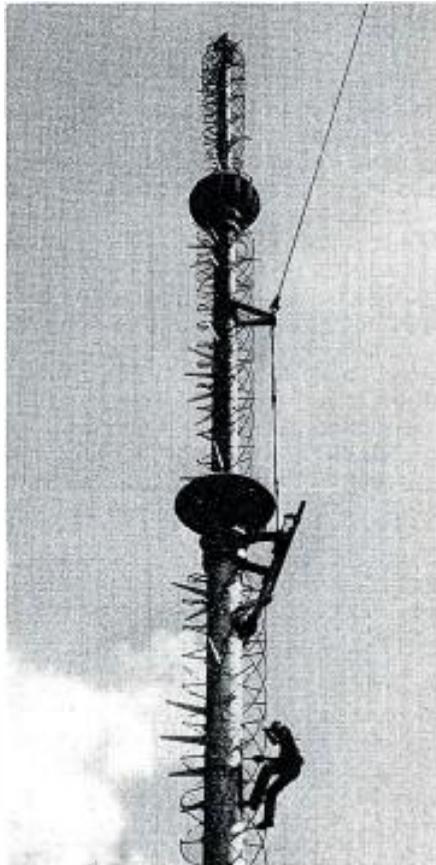
"Overall, we estimate CP/TV and our new tower have increased Channel 10's audience penetration 30 to 40 percent," Buddy Bostick reports.

Best coverage and strongest signal penetration add up to a clear competitive edge in any TV market.



Circularly polarized transmission, as authorized by the FCC, can mean picture dominance, can reach that additional audience you are now missing — the thousands of viewers who watch the second or third TV set in every home, usually with rabbit-ear antennas.

The patented Cetec Spiral is the technological and performance leader in circularly polarized TV



transmission. Not a "put-together" horizontal and vertical conversion, but a true CP/TV antenna of advanced design and construction. Engineers will quickly recognize superior performance specifications; station managers will find better-than-competitive pricing and a shorter delivery schedule. Just ask Buddy Bostick what The Spiral has done for KWTX-TV.

All the test and performance data, for all VHF and UHF channels from 20 to 70, are available now. To find out exactly what a custom-designed Cetec Spiral CP/TV can mean for your station in your market, write or telephone today.

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 **Cetec Antennas**

Antenna division of Cetec Corporation

Convincing. TVB unveiled its new promotional videotape, "Television: The Persuasive Medium," in the closing moments of its annual meeting last week. Its message for advertisers: "Looking for high ratings or low cost is fine, but neither ratings nor cost is television. Television is really people talking with people, showing things to people, persuading people." Burgess Meredith narrates the presentation, which contains excerpts from 66 commercials illustrating "television's versatility and its effectiveness." The tape goes beyond arguments of television's superiority to give advertisers basic guidelines governing television commercial production, with an eye to suggesting how they might use television to achieve their particular purposes. Jan. 30, 1980 is TVB's kick-off date for the promotion, and the organization is looking to schedule luncheon meetings across the country to persuade advertisers to put more dollars into "The Persuasive Medium," which it describes in this new tape as "the largest gathering of people in all history, the most effective communications medium in all history, brought face-to-face."



Eugene Katz, retired head of Katz Agency, who were influential in creation of TVB predecessor, Television Advertising Bureau.

Proud of its past. Outgoing Television Bureau of Advertising chairman Marvin Shapiro watches as Richard A. Moore, former manager of KTTV(TV) Los Angeles, now in Washington law practice, accepts one of TVB's first "founders awards." The other recipients honored at the convention were: Clair R. McCollough, retired head of the Steinman Stations, who along with Moore were TVB's first co-chairmen; Lawrence H. Rogers II, then of WSAZ-TV Huntington, W.Va., now principal in WOFL(TV) Orlando, Fla., TVB's first treasurer; John Blair, retired head of John Blair & Co., and

particular promotions, he said. "They're lethal" was the description of vendor tapes given by O.J. Reiss, director of retail services, KTVU(TV) San Francisco.

Management's position in developing such co-op advertising in a market was the subject of another workshop. Those who attended were told that there is a "potentially huge" amount of money that could be secured through co-op arrangements, but that there is no quick or easy way to get into the field.

John Conomikes, vice president/general manager at Pittsburgh's WTAE-TV, cautioned managers who establish co-op coordinator positions at their stations not to pit them against others on the sales staff, and stressed the necessity to adequately compensate the coordinator for the time spent in research.

With an election year in the offing, the "Legal Side" session opened to a packed house. To enliven the presentation, its format featured role-playing by the panelists, who acted out various political advertising scenarios to demonstrate basic principles, such as selling to candidates at the lowest rate. The essential message for broadcasters at the workshop was summed up by Victor Ferrall, a Washington lawyer. "If you are reasonable, you'll seldom get hurt," he said.

Various forms of local programing development, particularly as a way to insure quality, were the principal solution offered by the workshop that sought to answer the question of where the programing of the 80's will originate. In-house production, local station cooperatives, ad hoc networks and boutique production firms will all be sources of increasing amounts of program material in the coming decade, according to William Hillier of Hillier Productions. As a means to meet the problem of cost for quality programing, Hillier used the example of his firm's development of the "synlocalation" concept for Group W's *PM Magazine*, combining local and syndicated production.

A.R. Cantfort, WSB-TV Atlanta's program manager, reiterated the call for local development, saying "it is imperative for local stations to have strong local programing in order to maintain their position in the market," and local news should be the 80's target—it's what stations do best, he said.

The sixth workshop, "Sales Training and New Programs from TVB" provided members with an overview of the various offering available to them to sharpen the skills of their staffs in preparation for the challenges of the 1980's.

Behind the scenes of the K Mart buy

Teamwork by two reps did the trick in landing radio account of over \$2 million

Close teamwork by two competitive station representatives—CBS Radio Spot Sales and the Christal Co.—led to a pre-

corporate accounts to help make up for the usual loss of dollars from that sector in the year following an election. Severance also reviewed TVB's efforts to develop an energy communications program, built around "noncontroversial" messages for "sensible energy conservation."

Americans, he said, could save \$15 billion to \$20 billion of oil, but the only way to educate and persuade them to do it "is with the most visible communications effort in peacetime history and that means a massive paid advertising campaign dominated by commercial television." The proposals TVB has been taking to Washington call for a \$200-million campaign, with \$145 million of that in television. A \$30 million target is set as a "first step" effort.

Down at the local level with the TVB

Workshops stress what stations can do to boost their revenues with ad production, vendor tapes, co-op, politics, programing

Enhancing the competitive market position of television advertising against other media was an important focus of the workshops held during the TVB meeting last week in Atlanta. Half of the six offerings touched on the subject: "New Sales Through Local Commercial Production," "Selling with Vendor Tapes," and "Management's Role in Co-Op as a New Business Source." Other panels discussed "The Legal Side of Political Broadcasting Plus Controversial Issues Selling," "Programing in the 80's: Where Is It to Come

From?" and "Sales Training and New Programs from TVB."

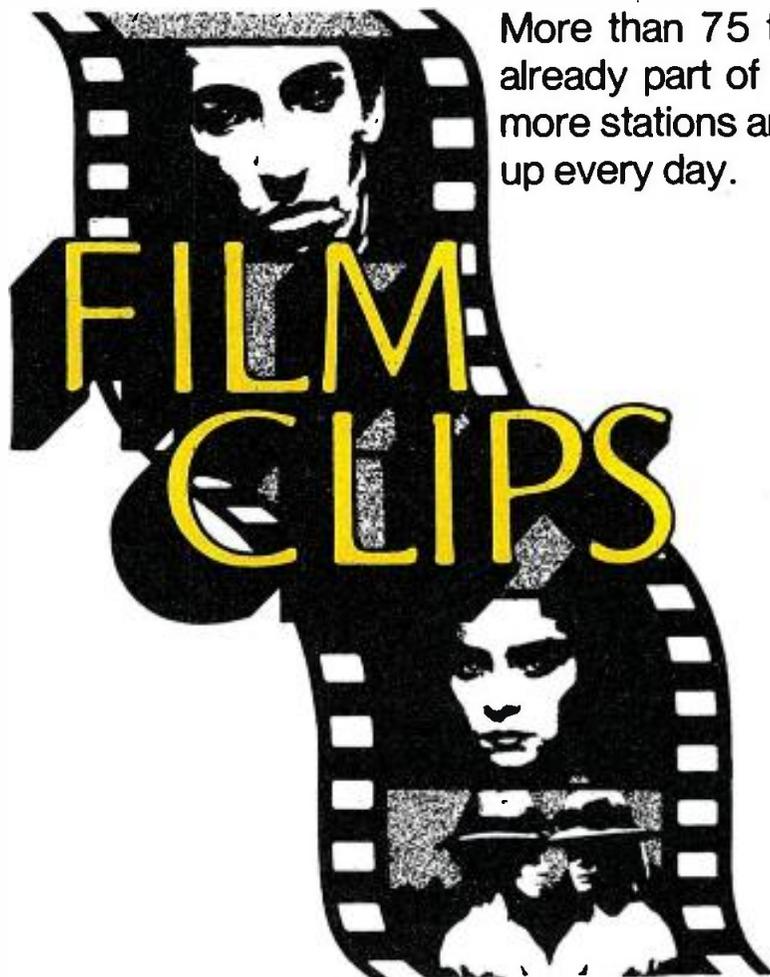
Douglas A. Smith, vice president and general manager of WFBC-TV Greenville, S.C., called local production the key to growing local sales, while Richard Weiner, general manager of KGMB-TV Honolulu said that the production house his station has established, Hawaii Production Center, has pulled in "millions in additional sales." Any station doing news and sports has the capability of handling such work, he said.

Patricia Shoemaker, director of sales research and development for Salt Lake City's KSL-TV, emphasized that local production has helped increase sales specifically by creating effective, low-cost commercials that allow television participation by advertisers who otherwise couldn't afford it. Working within a client's budget was a point also stressed in Smith's presentation, which included the observation that local production is an excellent way to build repeat business.

The vendor tapes workshop not only explained the process of helping a retailer prepare such a video presentation soliciting vendors' co-op participation in a special promotional campaign, but also the benefits that accrue to broadcasters in return. According to Sherman C. Wildman, CBS Television Stations director of marketing, "the revenue generated from selling with vendor tapes for any one event depends on many variables, but it can range from a low of a few thousand to as high as a half million dollars."

Robert E. Rice of WRAU-TV Peoria, Ill. who moderated the panel, assured the audience that the concept isn't limited to large retailers. Small specialty stores as well can secure vendor participation for

THEY PROMISE YOU THE MOON—WE GIVE YOU THE STARS.



More than 75 top stations coast-to-coast are already part of the **FILM CLIPS** network, and more stations are adding the show to their line-up every day.

FILM CLIPS

Ten 3-minute features each week spotlighting the superstars of Hollywood — boxoffice champions like Marlon Brando, Woody Allen, Barbra Streisand, talking about their lives, their films, their pasts and futures. Bette Midler sneak-previews her first movie. Burt Reynolds reveals who he'd *really* like to be. John Travolta gives us a look at an introverted idol.

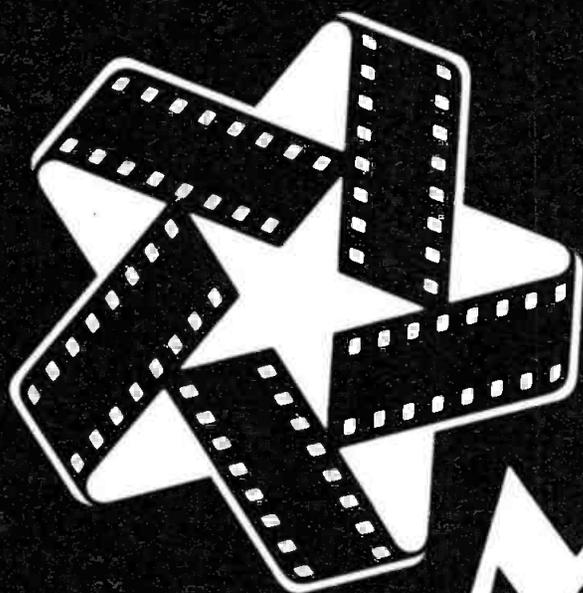
FILM CLIPS is hosted by noted film critic David Sheehan. If it isn't already in your market, you can get it on a barter basis — and you can get that audience of movie fans when the show goes on the air early in 1980.

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**a unique entertainment concept
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**the only 24-hour
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**Round-the-clock service
begins December 1.**

sensation that persuaded K Mart to launch a spot radio campaign believed to be the largest in history (BROADCASTING, Nov. 12).

The Troy, Mich.-based chain of about 1,500 discount stores is reported to be spending \$2 million-\$3 million to sponsor morning drive newscasts on leading news stations in 47 major markets for more than a year.

The K Mart buy traces back to a decision last summer by Chevrolet not to renew the spot radio effort it had run in about 50 markets for 14 years. Enter John Fouts, senior vice president of the Christal Co., Detroit, and Don Jumisco, Detroit manager of CBS Radio Spot Sales.

"We decided to work together and get another sponsor," Fouts said last week. "Chevrolet's sponsorship was to expire on Aug. 31. The station list included not only Christal and CBS Radio Spot Sales but also other reps. Don and I worked up the presentation and we got assistance from Hap Hazard, vice president and Detroit manager of the Radio Advertising Bureau. We made several presentations to other advertisers but K Mart bought it, and we didn't miss a day. K Mart started on Sept. 1."

In their presentation to advertisers, Fouts and Jumisco accented the value of radio news sponsorship in terms of building up a prestige franchise in major markets; reaching a quality audience in the important morning drive time; providing a service of local, regional and sports coverage, and permitting flexibility in advertising copy changes on a week-to-week basis. The agency for K Mart is Ross Roy, Detroit.

TV takes beating at AAAA meeting

Medium criticized for treatment of business in news reports and portrayal of people in programs

The hands that feed television bit the medium last week. At the annual Eastern conference of the American Association of Advertising Agencies in New York, the chairman of that group took television news to task for a bias against business. "There seems today to be an unwritten rule among some of the TV newscasters," said Leonard Matthews, "that no week should go by without some denunciation of business and its advertising practices."

Matthews was not only critical; he was mildly threatening: "To expect private companies to go supporting a medium that is attacking them is like taking up a collection among the Christians for money to buy more lions." Matthews said that for years there was "a natural affinity" between television and advertising. But recently, he said, this mutually healthy relationship has been impaired by the appearance of the investigative reporter for whom "big business is the stereotype villain." Matthews said that TV news "has become an entertainment medium, and as

such heroes and villains are needed."

He added: "The top management of the media, particularly TV, should look into these concerns. It's time that balance and responsibility be brought back to the news departments. Freedom of the press, like all freedoms, carries with it the responsibility to use that freedom fairly and objectively."

Another critical note about television was sounded by Ben Stein, writer, teacher and lawyer who mainly reprised the observations he made in his book, "The View From Sunset Boulevard." His principal thesis was that prime-time entertainment programs distort reality.

Stein claimed that situation comedies portray the businessman as "either a fool or a knave," while on adventure shows

he's often depicted as a criminal. Other villains on prime-time TV, Stein said, are small-town residents who are shown as "stupid"; the military, pictured as conspiratorial and dictatorial and the rich, "who come off as lecherous" and high-handed. On the other hand, according to Stein, poor people and criminals are praised on the theory they are victims of society.

In contrast, Stein said, TV commercials "love" small-town people, the elderly and beautiful women. He said there's "warmth, love and respect in commercials," qualities lacking in prime-time TV.

Jane R. Fitzgibbon, senior vice president of Yankelovich, Skelly & White Inc., New York, advanced the view that televi-

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sion programing is a reflector and not a generator of life styles or social values.

She suggested that programers and advertisers consider some of the changes that have developed in the past 20 years in shaping their TV productions and commercials. Fitzgibbon cited the shift away from self-denial by people of a generation ago to the present emphasis on "me"; the assertiveness of women and the emergence of the two-paycheck family; the growth in the single market and the blossoming of the "mature market."

"TV must become better attuned to changes in life style," she advised. "Both programs and commercials must reflect more quickly what's happening out there."

Ads pulled in San Diego during ratings period

Arbitron, local radio stations stirred up as some outlets drop commercials for periods of time and make promotion of it; 48-week surveys may be upshot

Commercial-free radio during Arbitron's October-November rating period has stirred up a hullabaloo in the San Diego market. Arbitron officials are scheduled to

meet with station executives there Dec. 6 in an effort to sort it all out.

One upshot, some stations say, may be "continuous" measurements—that is, measurements 48 weeks a year—in San Diego. Those advocating this course say it not only would eliminate "hypoing," but would probably be no more costly, and perhaps less costly, than the special promotions many stations put on during rating periods.

The commotion apparently started at the outset of the latest San Diego rating period, which ran from Oct. 18 to last Wednesday (Nov. 14). Two stations reportedly went in with a weekend of commercial-free radio and promoted it as such: KFMB-FM, which is on 100.7 mhz, programmed 100 hours commercial-free, and nearby XETRA(FM), Tijuana, Mexico, on 91.1 mhz, programmed 91 hours commercial-free.

Other stations protest the promotion of commercial-less radio on grounds that it amounts to hypoing and that, worse, it is a slur on all commercials and may cause advertisers to avoid radio. "It's like telling people that commercials are no good," says Dan McKinnon of KSON-AM-FM.

Dex Allen of KPRI(FM) offered a similar complaint in a letter to Arbitron: "... This is a misleading way to gain audience listening," he wrote, "and is unfair to other San Diego broadcasters who are sticking to their normal programing methods during a rating period."

More than that, he wrote, "the implication for an advertiser is disastrous because, in effect, they are being told that their commercials are not wanted. This may have a negative effect on all of us ... If this is not a classic example of 'rating distortion,' then I would like to know what rating distortion is."

KFMB-FM's Paul Palmer scoffs at the idea that commercial-less radio is derogatory to commercials or apt to harm the business. "That's not the issue at all," he said.

KFMB-FM Palmer said, has been running blocks of commercial-free programing off and on for more than four years, "sometimes within a rating period, sometimes outside." And the station does not reject commercials in those cases, he asserted, but merely moves them outside the commercial-less block.

Palmer said he had discussed the possibility of 48-week measurements with Arbitron, and also with other San Diego stations. "There's a great deal of support among broadcasters here," he reported. Some other broadcasters confirmed that report, at least as far as they were concerned, reasoning that it would be virtually impossible to put on big promotions for 48 weeks and that the money saved on promotion would pay—perhaps more than pay—the cost of the longer surveys.

Outside of San Diego, some observers doubted that 48-week measurements would be instituted in San Diego, if only because no other market, even among the largest, currently has 48-week rating periods. In fact, Arbitron plans shortly to propose 48-week service in three markets: New York, Los Angeles and Chicago. This



Decision Time!

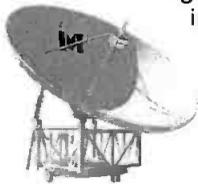
The facts are in.
Satellite programming can be profitably marketed to your subscribers.
Now you must decide on the best method of acquiring a TVRO ground station.

You have two alternatives. Be your own system's engineer and install components purchased from individual manufacturers. This is not as complex as it sounds and can save you money.

Or you can purchase a complete turnkey package including site selection and installation from a TVRO system supplier.

But first you should be talking to people: other station owners with on-line systems; equipment and system suppliers; and most importantly with experts who have knowledge and experience in this field.

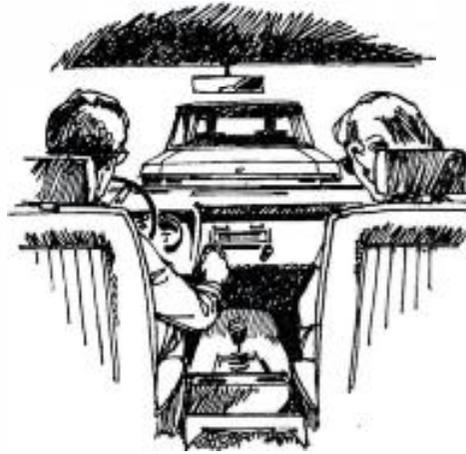
This is where Microdyne Corporation comes in. We are the largest single supplier of satellite receivers to the CATV industry. Our receivers are the standards against which all others are measured. As a result of this industrywide acceptance, our sales engineers have gained a level of experience unique to this dynamic market. We are in a position to provide a receiver or a complete turnkey installation. When you need information, it makes sense to talk to a leader.



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Public affairs programs are in their prime.

Instead of broadcasting them only to an audience of nightowls and insomniacs, WJFM Radio in Grand Rapids airs its public affairs programs when the public is most likely to be listening. Mini-interviews that deal with topics of interest to the community are played twice each day: afternoon and early evening. The Zig Ziglar "Lift for the Day" motivational minutes are run during morning and afternoon drive time. And, WJFM starts its broadcast week with several educational and religious programs on Sunday morning.

The response to making programs like these an integral part of WJFM's adult contemporary format has been enthusiastic. Interview requests and suggestions for Ziglar scripts come in almost daily.

Taking public affairs programming out of the dark is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

would be accomplished by extending each of four four-week rating periods to 12 weeks.

San Diego currently has two four-week rating periods a year and stations there recently signed up for a third.

Gail Saivar, advertising director of The Bedroom, a chain of seven furniture stores in San Diego and three in Phoenix, is one who hopes 48-week measurements come to pass. She canceled her company's subscription to Arbitron last month, contending that "hying in this market has reached unprecedented proportions" and "until Arbitron finds an effective means of prohibiting such questionable practices, your reports hold no credibility."

Eller quits Gannett

Head of Combined subsidiary leaves, citing disagreements with top management; Flanagan named to head broadcasting; Goss tapped for outdoor section

Karl Eller, who built Combined Communications Corp. into a \$370-million operation before merging it into the Gannett Co. last June (BROADCASTING, June 11), announced last week he would resign the management posts he holds with Gannett.

Alvin G. Flanagan, president of the



Eller



Flanagan

Gannett Broadcasting Group, reporting to Eller, was promptly given "total responsibility for the broadcasting operations" by Allen H. Neuharth, Gannett chairman and president. Flanagan will report directly to Neuharth. Similarly, Harry P. Goss, president of Gannett Outdoor Advertising, another division that came with Combined, was given full responsibility for all Gannett outdoor operations in the U.S. and Canada, also reporting to Neuharth.

Eller said he was resigning because of "serious disagreements over the philosophy, policy and style of top management of Gannett."

He said he would resign immediately as one of the five members of the office of the chief executive and at the end of the year as head of the Combined subsidiary, which includes seven TV, six AM and six FM stations in addition to the outdoor operations. He said he was remaining in that post until the end of the year to insure an orderly transition.

Eller said he would remain on the board of Gannett, in which he owns almost 458,000 shares of stock worth more than \$20 million at current market prices.

Neither Eller nor Gannett management would elaborate on the reasons for his departure, but both he and Neuharth are known as strong-minded, outspoken men, and there was wide speculation that sharp differences between them were inevitable.

Other reports said Eller was specifically unhappy about recent top-management changes at the *Oakland Tribune*, one of the two papers that Combined brought to the merger, and about Gannett's refusal to acquire a major outdoor advertising company in England that he had recommended.

There were also reports that he had wanted from the outset to be president of Gannett and was unhappy with being made no more than one of four equal members of the office of the chief executive under Neuharth.

In the resignation announcement, Neuharth said: "We accept and respect Karl Eller's decision. We wish him every success."

In the subsequent announcement of the elevations of Flanagan and Goss, Neuharth said Eller would not be replaced in the office of the chief executive "at this time."

"Both Al Flanagan and Harry Goss have compiled splendid success records in their fields," Neuharth said. "We are confident that under their direct supervision broadcasting and outdoor advertising will continue to grow."

IT Quality at \$895

THE PD II RECORDER plays mono tapes in "A" size cartridges. Stops automatically on 1kHz cue. Big and small buy it for the same reason: nothing else does this task so well, so long, so reliably, with so little maintenance. Also available in Reproducer Only for \$690.

CALL TOLL-FREE
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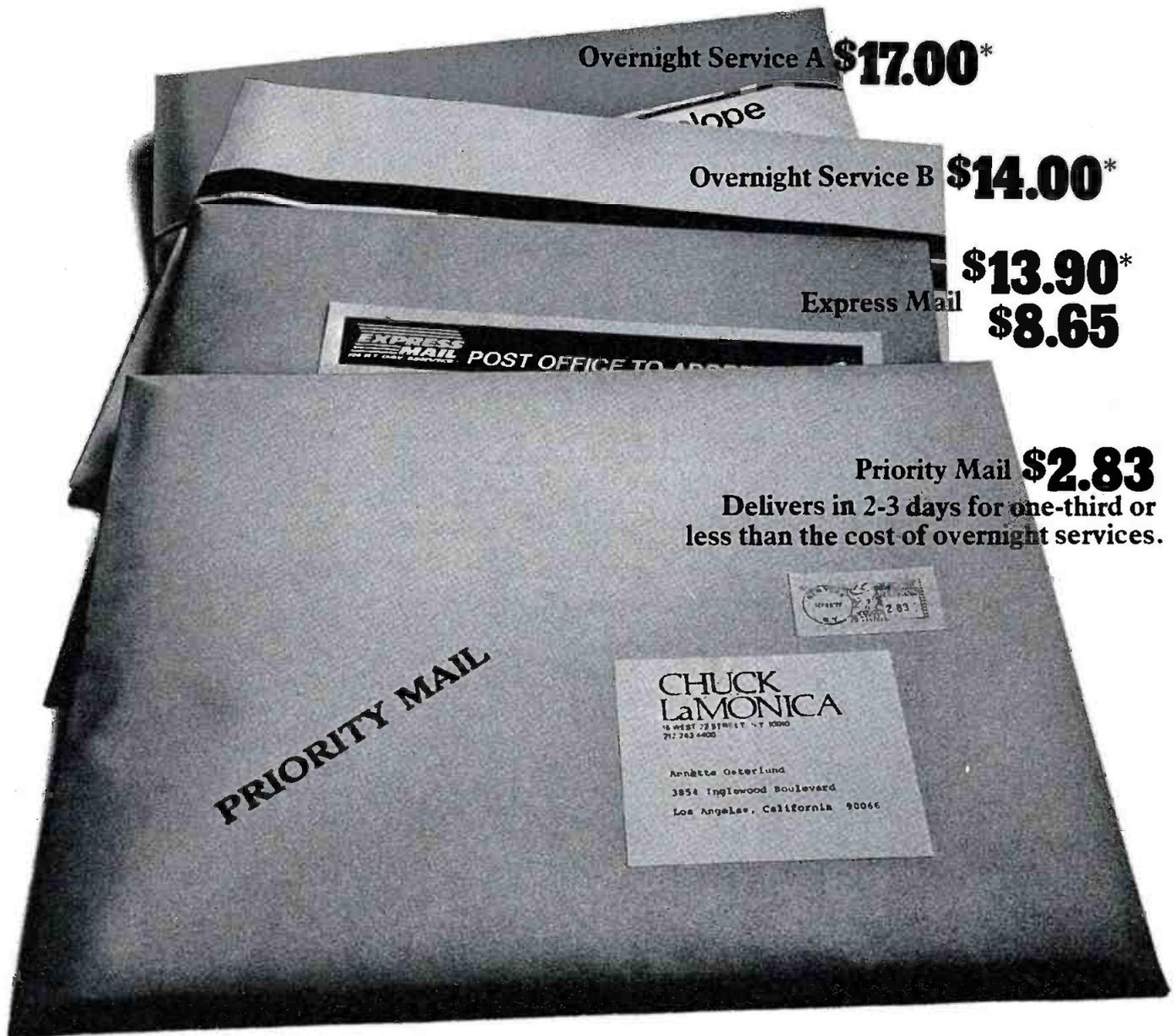
Ask about our no-risk, 30-day trial order. Call collect from Illinois, Alaska, Hawaii: (309) 828-1381. Standard 2-year warranty.

INTERNATIONAL TAPETRONICS CORPORATION
2425 South Main Street, Bloomington, Illinois 61701

Marketed exclusively in
Canada by McCurdy Radio
Industries, Ltd., Toronto



You could be wasting a lot of money making overnight decisions.



Overnight Service A **\$17.00***

Overnight Service B **\$14.00***

Express Mail **\$13.90***
\$8.65

Priority Mail **\$2.83**
Delivers in 2-3 days for one-third or
less than the cost of overnight services.

Take a 2-pound package. If you sent it Priority Mail between New York and Los Angeles, you'd pay only \$2.83. Overnight services would cost you anywhere from \$8.65 to \$17.00 or more.

Priority Mail has the jump on overnight services in still another way.

It goes anywhere in the U.S., with delivery direct to the addressee.

Priority Mail also provides a full choice of options such as insurance, COD, return

receipts, restricted delivery.

Of course, if you really need delivery overnight, there's Express Mail Next Day Service at 1600 Express Mail Post Offices. But if your package isn't in a great rush, ask for Priority Mail at the Post Office. It delivers in two to three days for one-third or less the price of overnight services.



Priority Mail

*Prices effective October 1, 1979 and include pickup.

Programing

At ABC-TV: moving up reinforcements

Carsey and her prime-time crew ready six comedies, seven dramas as replacements in second season

"ABC-TV has a desperate mentality. ABC has a number-three mentality—which is a very healthy thing. There are a lot of us here who remember what it was like, and we haven't changed the way we operate. You can't underestimate the competition. It's too close. We're on a roll right now, but we know it can turn around like that ... I always go in with a disaster plan."

Marcia Carsey is on the line. As ABC Entertainment senior vice president for prime-time series, a title she acquired only last summer, she is now in the midst of preparing her first schedule of mid-season replacement programs. And coming off a September that saw just two of seven new series reach undisputed levels of success—*Hart to Hart* and *Benson*—her work for the spring has been cut out for her.

In addition to a number of programs that she and other ABC executives still



Carsey

contend may reappear on their schedule (*Nobody's Perfect*, *The Associates*, *Out of the Blue* and *A New Kind of Family*), Carsey has six half-hour comedies and seven hour dramas on her list of development projects.

ABC has set no firm date for the in-

troductions of the new programs, and Carsey says some could start airing as early as January. Others, however, may not be seen by the public until well into the spring—if at all.

Carsey has risen steadily and rather swiftly through the network's ranks largely on the strength of her eye for comedies (she was senior vice president, comedy variety programs prior to taking her new position).

Still, her brief tenure heading ABC's prime-time efforts has sent her off in a direction where she has had relatively little experience. It is one thing to know a comedy hit, but drama is another animal.

"I've sort of applied the same rules to producing drama as I had for comedy," she says. "The first thing I did was to hire the best person I could find to help us—Jonathan Axelrod, vice president, dramatic series development—and cross Tom Werner, vice president and senior executive, prime-time development, over into drama as well as comedy development. We put Jonathan under Tom. So it's strong—strong people. Jonathan knows more about drama than Tom and I do.

"But generally, Tom and I applied the

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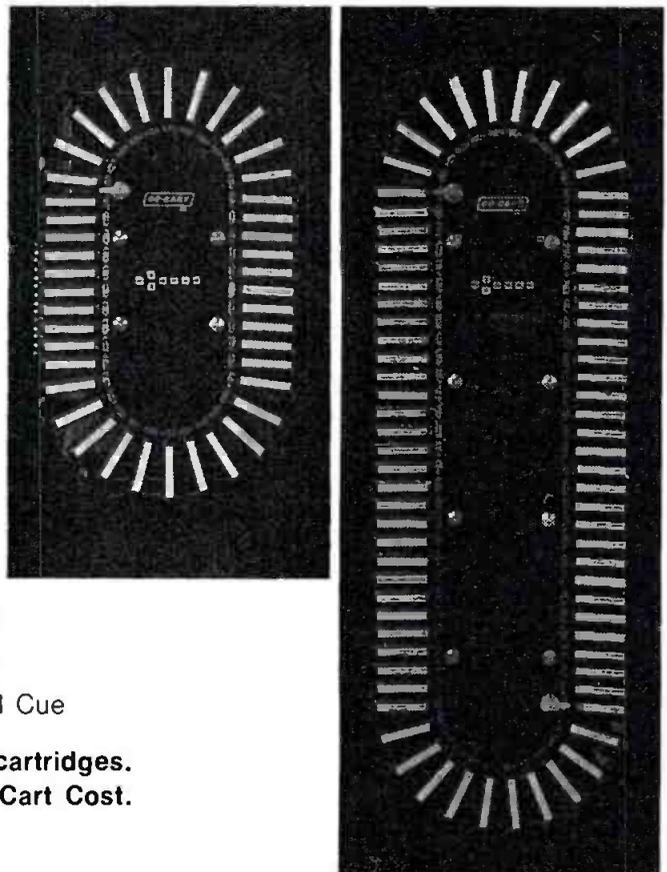


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Can Americans Save More Energy Without Changing Lifestyles?

Some experts believe Americans could live as comfortably on 30 to 40 percent less energy if conservation became a way of life. But new financial incentives are needed to make America more energy efficient.

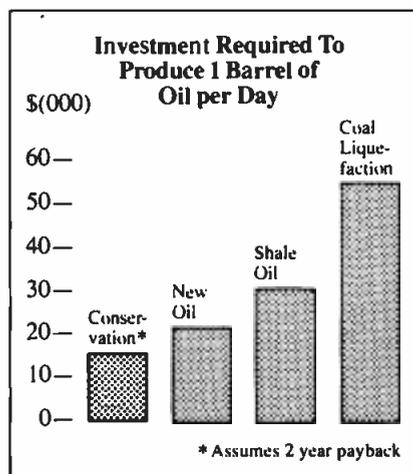
Ask a homeowner if he could conserve more energy without changing his lifestyle and the answer is likely to be no. But ask a growing number of energy analysts the same question, and they'd say Americans could live as comfortably as they do now on 30 to 40 percent less energy. Why the different answers?

We suspect "conservation" means different things to different people. It seems that conservation is too often associated with deprivation—when its real meaning describes the process of getting more for less. And the energy analysts are focusing on this *efficiency* dimension when they speak of conservation opportunities.

Conservation is cheap and fast.

Viewed from this perspective, conservation emerges as a near-term energy strategy that's cheaper and faster than new projects for coal, nuclear, solar and synthetic fuels. All of these sources have a place in the nation's energy future, but none offers any immediate relief from the burden of imported oil.

The economic advantages of improving energy efficiency, for example, are compelling. Presently, the investment required to find and produce a barrel of oil per day in the U.S. is about \$21,000. Investments to *conserve* a barrel of oil per day make economic sense up to at least this level, but there's substantial evi-



dence that actual investments in conservation are considerably lower. How much lower depends on how long energy users are willing to wait for the payback (in fuel savings) on their investment. A \$15,000 investment to conserve one barrel every day, for example, pays for itself in about two years at today's oil prices.

If improved energy efficiency is such a good buy, why aren't Americans investing in it more heavily? Unfortunately, many energy users—including industry—lack the capital they need for conservation projects, even when the potential payback is relatively fast. And for major conservation projects, the payback period may be quite long, further discouraging these investments. The result is less investment in conservation than national priorities require.

New incentives need support.

Two Senate committees recently approved new incentives to encourage residential and commercial conservation. Incentives for *industrial* conservation have yet to be acted on:

- Senators Malcolm Wallop (R-Wyo.) and Alan Simpson (R-Wyo.) have introduced a bill which would provide tax credits to industry for conservation investments.
- Senators Edward Kennedy (D-Mass.) and John Durkin (D-N.H.) are advancing a proposal which would provide rebates to industry for energy conserved.

Both proposals recognize the contribution industry can make to improving America's energy efficiency—and the power of incentives to bring this contribution about. The principle endorsed by the Senate committee in approving residential and commercial incentives should now be applied to the industrial sector, because conservation is the best transitional energy strategy the nation can pursue.

For a copy of a paper on conservation incentives presented to the Conference Board by Ronald S. Wishart, Union Carbide's director of energy policy, write "Conservation," Union Carbide Corporation, Box H-24, 270 Park Avenue, New York, New York 10017.



rules that we learned over the years in comedy. People watch people. People watch relationships and care about what's going on between people. That's the core of anything."

And what's going on among the people at ABC in Hollywood this November includes:

A half-hour comedy pilot with the working title of *Once in a Million*. A project from Toy Productions, this studio taped program revolves around a woman cab driver who suddenly inherits the controlling stock in a major corporation. Saul Turteltaub, Bernie Orenstein and Bud Yorkin, who last year put together the short-lived *13 Queens Boulevard* for ABC under the Toy banner, are the executive producers.

The Midas-touched team at Paramount Television, Tom Miller, Ed Milkis and Bob Boyett, have put together another half-hour called *The Good Time Girls*. Set in Washington of the 1940's, the story for this situation comedy revolves around four young women who share an apartment during World War II and after.

Two other Paramount producers, Austin and Irma Kalish, are shooting *Ghost of a Chance*—the story of a young woman who, on her wedding day, is visited by the ghost of her former husband. Carsey describes the former husband (named Tom Chance) as a "rogue and a crazy" who dies while sky diving naked. "It's a comedy based on situation as well as character," says Carsey. "And that's unusual for us."

Universal Television is making a comedy bid with the television version of "Semi-Tough," the successful football comedy movie. The program was originally slated for airing this fall, but, according to Carsey, it has been reworked for midseason.

Walter Kempley is supervising production for another Paramount project, *The Uglies*—"always mispronounced the ugliers," says Carsey. She describes it as the story of a family of misfits. "They're not cool; they're not fashionable; they're not trendy." The family recently moved to Los Angeles from New Jersey.

Executive producers Ted Bergmann and

Donald Taffner have done another American remake of a British situation comedy. Their version is called *Bird's Nest* (*Robin's Nest* in Great Britain) and it is about a young man and woman who live together. The show's conflict arises because the young man and the woman's father want the two to marry, but she is against it. Carsey is especially keen on the characters in the program—especially a one-armed dishwasher.

Stone, a Universal production, heads the network's list of dramatic projects. It is the story of a detective who is also a best-selling novelist. Stephen J. Cannell is executive producer.

Cannell also has a project on his own—*Ten Speed and Brown Shoe*. "It's action-drama with a great amount of humor based on characters," says Carsey. "It's wonderful." It is the story of a straight, business-type (who reads detective novels on the sly) and a streetwise con artist who team up "to do detective work or whatever."

The Coopers, produced by Dan Curtis, is based on an NBC-TV movie of two years ago, "When Every Day was the Fourth of July." It is a family drama set in Bridgeport, Conn., just prior to World War II.

Len Goldberg and Jerry Weintraub have reworked a pilot from last year, *When the Whistle Blows*. It centers on the personal lives of a gang of construction workers in a large city.

Aaron Spelling has two upcoming ABC projects. The network has made a series commitment to *B.A.D. Cats*. It is an action-adventure series about two race car drivers who are recruited by the Los Angeles police department to serve in the burglary-auto division.

Spelling's other project is called *Waikiki*, which will be shot on location in Honolulu. It is a private detective show.

Paul Witt and Tony Thomas, producers of *Brian's Song*, are making their first step in dramatic series production with *The Yagers*, the story of a fiercely independent logging family in the Northwest. "I guess you would call it an urban contemporary *Bonanza*—if you were a silly network person," Carsey says.

Second season, first edition

CBS announces time slots for three new series, shifts for three existing ones

In a staggered revamping of its schedule affecting four nights, CBS-TV is adding *Knots Landing*, *The Chisholms* and (as previously announced) *Young Maverick* to its line-up and is giving *Hawaii Five-O*, *Paris* and *Barnaby Jones* new time periods.

Unless further changes are made in the interim, the new look, to be completed by Jan. 26, is as follows:

Tuesday: *California Fever* at 8 p.m., followed by *Hawaii Five-O* at 9 and *Paris* at 10.

Wednesday: *Young Maverick* leading off at 8, then *CBS Wednesday Night Movies*.

Thursday: *The Waltons* at 8, *Barnaby Jones* at 9 and *Knots Landing* at 10.

Saturday: *The Chisholms* at 8, followed by *CBS Saturday Night Movies*.

The changes begin Wednesday, Nov. 28, when *Young Maverick* (Warner Bros.) takes the 8-9 slot (BROADCASTING, Oct. 29) which began the season with the low-scoring *Last Resort* and *Struck by Lightning*. For the past several weeks, CBS has filled the hour with specials.

On Dec. 4, the *CBS Tuesday Night Movies* will disappear and be replaced by *Hawaii Five-O* and *Paris*, moving from their respective Thursday at 9 and Saturday at 10 slots.

Barnaby Jones, now on Thursday at 10, moves up an hour on the same night as of Dec. 20.

Knots Landing (Roundelay Productions in association with Lorimar Productions) premieres Thursday, Dec. 27 at 10. It's about a member of the *Dallas* family and his wife who are "one of four couples in a dramatic exploration of modern marriage."

Chisholms (Alan Landsburg Productions), about a pioneering family on the Oregon Trail, begins as a two-hour special at 8 p.m. Saturday, Jan. 19, and then takes its regular 8-9 slot the following week. It will lead into the new *CBS Saturday Night Movies* beginning Jan. 26.

While the other three nights all have some shows from the season's original line-up, Saturday will be entirely different, having started with *Working Stiffs*, *Bad News Bears*, *Big Shamus*, *Little Shamus* and *Paris*. CBS currently has been offering specials and movies in their place.

Minow looks ahead

Newton Minow, chairman of the board of the Public Broadcasting Service, sees an upcoming change in mass communications that will result in the message becoming more important than the medium.

In a Nov. 9 address to the Academy of Television Arts and Sciences, Minow predicted that, during the next 25 years, mass

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communications will be marked by "a radical upheaval," with increasingly more messages competing for attention. "There will be so many highways, so many paths into the viewer's home, that each message will have to satisfy the individual viewer's capacity to select and choose," he said. "This emerging new reality is going to turn [Marshall] McLuhan on his head. The slogan for the next quarter-century, in my judgment, will be the exact reverse of McLuhan's the medium is the message. The message is what will count. The message will be more important than the messenger."

Minow warned that although the technological explosion will bring more channels, this will not automatically insure more quality programming. Thus, he added, it's going to take "hard work and high purpose" to make the abundant communications technology work better in the future.

As for public television's role in all this,

Minow believes it will be at the forefront. "We decided [last June] to be adventurers and risk-takers in the transition to the new satellite era, the new telecommunications era. We decided to embrace the new age, rather than hold it at arm's length."

Minow said that public television has always been in the lead on new technology, which has been partly responsible for its growth. Equally important, however, is its programming philosophy, which he says is helping to attract larger audiences. He noted that nationwide prime-time audiences for the first week in October were up 24% over last year and almost 50% over two years ago.

With multiple program services and creative new programming, Minow predicted that public television will be a highly valuable resource in the future. "Public television intends not only to ride the flood of abundance but also to contribute to it, in every way we can," he said.

ABC-TV dominates sweep week No. 1

It wins Tues., Wed., Thurs. and Sat. for a 20.5/32.8, but CBS garners 7 of week's top-10 shows

CBS-TV and NBC-TV both have had their prime-time victories earlier this season but during the first stages of the November ratings sweeps, neither network was able to offer much of a challenge to ABC-TV.

For the week ended Nov. 11, ABC came out solidly on top with a 20.5 rating and 32.8 share to CBS's 18.8/30.1 and NBC's 18.0/28.8, according to A.C. Nielsen numbers.

Nielsen began its sweeps on Nov. 1 and Arbitron started on Oct. 31. Averaging the two services since Oct. 31 shows ABC with a 21.0/33.8, CBS with 18.9/30.5 and NBC with 17.0/27.4.

Of the 12 days, ABC took eight and CBS four. NBC had yet to win one.

During the week through Nov. 11, ABC won Tuesday, Wednesday, Thursday and Saturday and CBS took Monday, Friday and Sunday.

CBS had seven of that week's top-10 shows with its newsmagazine *60 Minutes* (31.1/47) leading the pack, followed by ABC's *Eight is Enough* (27.6/43); CBS's *M*A*S*H* (27.0/39), *Alice* (26.6/37), *One Day at a Time* (26.5/38), *Archie Bunker's Place* (25.1/37) and *Jeffersons* (24.9/36); ABC's *Three's Company* (24.8/39); CBS's *White Shadow* (23.5/35) and ABC's *Happy Days* (23.4/38).

A newcomer there was the CBS Monday lead-in, *White Shadow*. Normally it has pulled CBS down, but with guest stars The Harlem Globetrotters, it earned a 23.5/35 and helped take the night away from the usual victor, NBC. A week before, *White Shadow* had earned a meager 16.8/25. *White Shadow* and *Archie Bunker's Place* earned their highest ratings so far this season.

Both ABC and NBC expanded some of their lead-in shows to two hours—a technique that brought higher numbers to ABC but mixed results to NBC. Tuesday's *Misadventures of Sheriff Lobo/BJ and the Bear* special on NBC placed second with a 19.1/30. Wednesday's *Eight is Enough* on ABC brought a successful 27.6/43.

A two-hour ABC *Love Boat* (22.2/37) on Saturday bested NBC's two-hour *CHiPs* (18.8/32). And on Sunday NBC's *Disney's Wonderful World* earned a 19.4/29.

The strongest movies of the week were found on NBC although none could be considered near blockbuster status. Sunday's "Dog Day Afternoon" scored a 21.2/33 and Monday's "Heroes" a 21.4/33. ABC's *Topper* remake on Friday brought a 19.1/33 and Sunday's *Love for Rent* a 21.0/31. CBS's films fared poorly: Wednesday's *Suicide's Wife* (15.9/26); Tuesday's *11th Victim* (15.5/25), and Saturday's *Act of Violence* (15.0/26).

Monitor

Shadowing New York. The Shadow Network, traffic and transit news service supplying reports to radio stations in Philadelphia and Chicago, launches New York operations Dec. 3. Thirty-seven stations are said to have been lined up so far, ranging from six network-owned AM's and FM's to suburban outlets. Expectations are for 40-45 stations by time service begins. Like counterpart services in Philadelphia and Chicago (serving 20 and 29 stations respectively), New York Shadow will provide drive-time reports individually tailored to station formats. Commercials are included in Shadow package, with advertisers offered 10's, 30's, 60's and billboards on yearly basis. Stations also are able to sell time. General manager of New York Shadow, which will cover car, bus, subway and rail transportation, is Fred Feldman, former WOR(AM) New York helicopter pilot/traffic reporter. Shadow Network is affiliated with Air Time, New York.

□

Doing it. Syndicator Sandy Frank is branching into program production with new strip game show, *Face the Music*. It will be first to be made under new Sandy Frank Productions Inc. banner. Pilot of half-hour musical game show was wrapped last week at Metromedia's studio in Hollywood and was scheduled to be shown selectively in New York last Friday. Frank is aiming for Jan. 7, 1980, airing of program. Show features Ron (Tarzan) Ely as host and operates using well-known tunes as hints to guess famous persons, places or things. David Levy is executive producer. Ray Horl, who has worked *Cross Wits*, *You Don't Say* and *Name That Tune*, is handling producing chores.

□

And the winners. Three broadcast productions were among eight grand award recipients chosen at 22d annual International Film and TV Festival of New York held Nov. 9. Silver trophy bowls were given to BBDO for its TV commercial, "Skateboard Team," for PepsiCo Inc.; Bonneville Productions for its public service spot announcement, "Try Again," for The Church of Jesus Christ of Latter Day Saints, and ABC-TV New York for its TV news program, *Eyewitness News*. Festival attracted 3,000 entries, of which 104 were from foreign participants.

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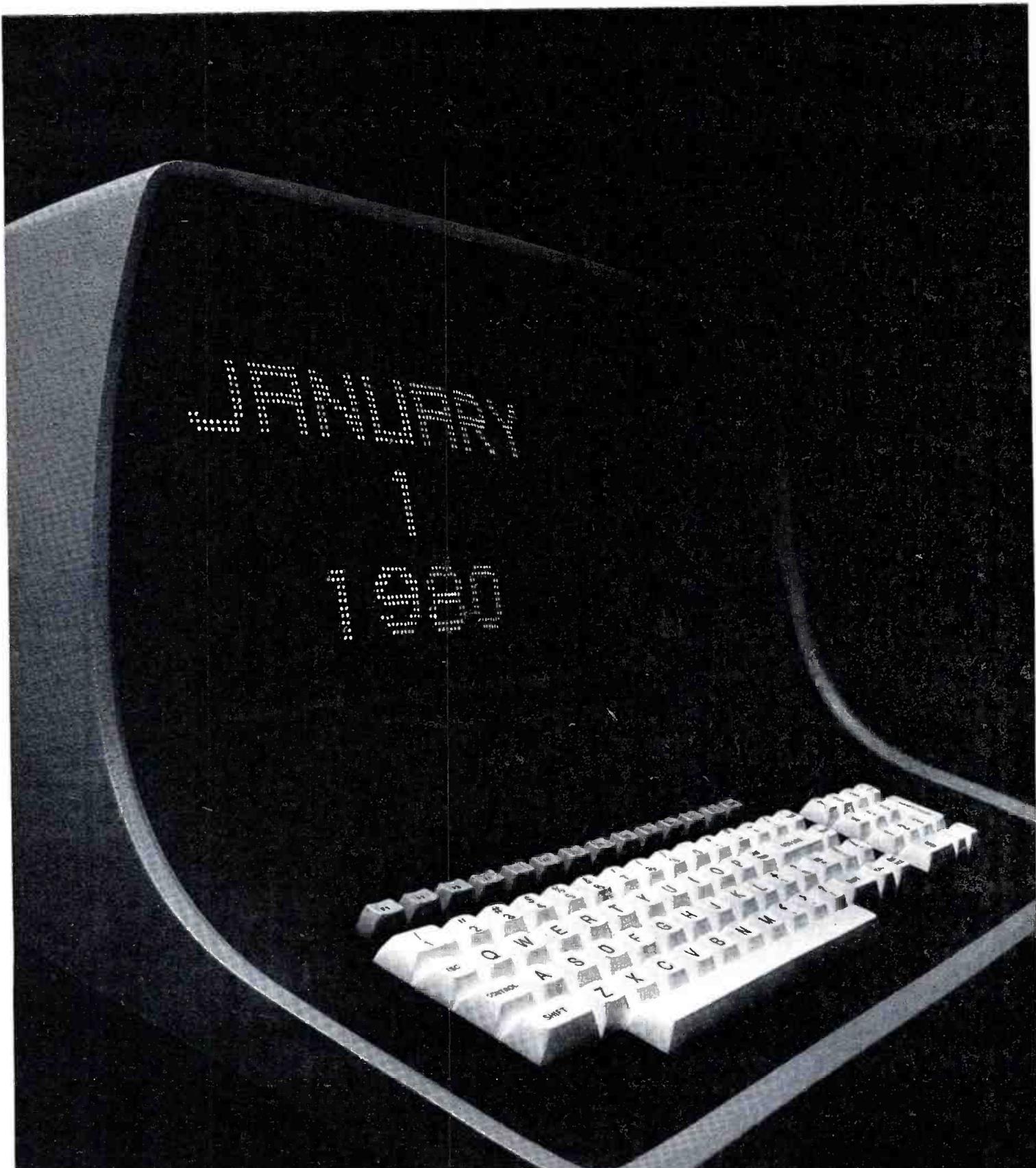
If at first. MCA-TV, which tried unsuccessfully to put together series for singer Toni Tennille (*Captain and Tennille*) last year with executive producer Bob Shanks, is sticking with star but in new package. *Toni Tennille Hour*, daily talk/entertainment hour, is in works for fall 1980. Pilot is in development in association with NBC Television Stations Division.

□

In the family. Noted actor Paul Newman will direct his wife, Joanne Woodward, in upcoming *ABC Theater* special, "The Shadow Box." Show is slated for airing during this season, but shooting is not scheduled to begin until Jan. 5, 1980.

□

Togetherness. Forty-one television stations have signed up for Metromedia Producers Corp.'s *Wild Times*, Golden Circle syndicated made-for-TV movie project. Set for airing in late January, film will be first of three planned for 1980. Station list includes five ABC affiliates, 12 CBS, 13 NBC and 11 independents. On list are WNEW-TV New York, KTTV(TV) Los Angeles, WTVJ(TV) Miami, WTTG(TV) Washington, KRON-TV San Francisco and KMBC-TV Kansas City, Mo.



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The Media

Rosenfield: We'll do quite well, thank you

CBS-TV president admits new media will cut into TV audiences, but not to the point that networks won't adjust, survive and prosper

Conceding that new communications media will make inroads into commercial television audiences during the 1980's, James H. Rosenfield, president of CBS-TV, nevertheless insisted that TV networks and stations would have "no serious problems" in adjusting to the changes.

Rosenfield offered this opinion during a speech before the 65th annual conference of the Audit Bureau of Circulations, during which he traced the development of the new media, including cable television, pay cable, superstations, subscription television, video recorders, videodisks and video games.

"If you put together all of the viewing to all of these new devices and apply it against the existing universe," he said, "it is possible by the end of the decade there will have been a 10% decrease in the networks' share of audience (since people with these new devices for the most part do more viewing, a good portion of this viewing is additive).

"The number of television homes will be growing simultaneously so that the actual size of the networks' audiences will be about the same 10 years out as it is now. And since the changes in any case will be quite gradual, commercial television should have no trouble adjusting."

The new technology, he noted, is likely to benefit from the prospect of a decade of diminishing energy resources. An energy shortage, he added, suggests an expanding market for a certain category of communications for service-oriented information that replaces out-of-home transactions or experiences.

"As providers of these new offerings," he continued, "they will add to existing viewing more than they will erode it. There are several reasons for this. One is simply quantitative. The largest of these

alternative delivery means—cable—is not likely to penetrate more than 40% of television homes by the end of the decade, with pay cable as a part of that at about 20%.

"Thus there will be no more than one out of five television homes with multi-services . . . Since much of the effect in that one-fifth will be additive viewing in any case, this will not seriously alter the total commercial television viewing universe.

"There is also an economic implication to these circulation levels. The revenue base for these systems will not support sustained, across-the-board level of production quality comparable to original commercial programming."

He agreed that at some point pay cable or STV may be able to invest in some "super attractions," such as the Olympic Games or a world heavyweight championship, but said the investment is high, as is the risk. He also acknowledged that alternative systems may be able to attract advertising.

"But I don't think this will have much impact on commercial television," he contended. "None of these systems offers a means of assembling the massive audiences television now commands, hour after hour, day after day.

Rosenfield said he was "comfortable with this scenario—except for one thing." He acknowledged it did not consider one factor—the government.

He said the FCC has shown marked enthusiasm for cable and satellites and the new hardware in general. He said that the commission has been encouraging so-called "structural changes" in communications as a means of affecting the number and types of available television viewing alternatives. (At the same meeting, FCC Chairman Charles Ferris spoke of the difficulties of dealing with the new technologies within the existing regulatory framework [BROADCASTING, Nov. 12].)

"There is nothing wrong with that," Rosenfield said. "But I am bothered by something that seems to be developing as a sort of by-product of this viewpoint. One finds increasingly these days, in papers and statements coming from Washington sources, the notion that the new era can come to pass only at the expense of the commercial networks."

He claimed that such an assumption is "unwarranted" and "ill-considered." Rosenfield reminded his audiences that 25 years ago there were fears that TV would spell the doom of radio. He said similar fears were expressed about the motion picture industry and the nation's reading habits and book sales. But these fears, he added, have proved ill-founded.



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Changing Hands

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■ **WJYW(FM) Tampa, Fla.:** Sold by Rounsaville of Tampa Inc. to Combined Communications Corp. for \$4 million. Seller is owned by R.W. Rounsaville who also owns **WSNY(AM)-WAIV(FM) Jacksonville** and **WLOF(AM)-WBJW(FM) Orlando**, both Florida. He sold **WDAE(AM) Tampa** for \$5.5 million last spring (BROADCASTING, April 2) and, subject to FCC approval, **wVOL(AM) Berry Hill, Tenn.** (BROADCASTING, Oct. 15). Buyer is subsidiary of the Gannett Co., publicly owned newspaper chain and group broadcaster headed by Allen Neuharth, chairman and president. WJYW will be Combined Communications' seventh FM, maximum allowed by FCC; company also owns six AM's and seven TV's. WJYW is on 100.7 mhz with 100 kw and antenna 460 feet above average terrain. Broker: R.C. Crisler & Co.

■ **KENE-AM-FM Toppenish, Wash.:** Sold by Radio Broadcasters Inc. to Capitol Communications Inc. for \$350,000. Seller is owned by Donald R. Nelson and his wife, Patricia, who have no other broadcast interests. Buyer is owned by Roger C. Turnbeaugh and his wife, Beatrice, who have no other broadcast interests. Turnbeaugh is former general manager of **WDAI(FM) Chicago**. KENE is on 1490 khz with 1 kw day and 250 w night. KENE-FM is on 92.7 mhz with 2.4 kw and antenna 35 feet below average terrain. Broker: Chapman Associates.

■ **WvFV(FM) Dundee, Ill.:** Sold by R. F. Broadcasting Co. to CLW Communications Group Inc. for \$315,000. Seller is owned by Ralph J. Faucher who has no other broadcast interests. Buyer is non-stock corporation owned by nonprofit AMG International, New Jersey-based religious organization, of which Spiros Zodiates is president. It also owns **wCRJ(AM) Jacksonville, Fla.;** **WHYD(AM) Columbus, Ga.;** and **wscw(AM) South Charleston, W. Va.** WvFV is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Richard A. Shaheen Inc.

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■ **WAPT(TV) Jackson, Miss.:** Sold by Television American Sixteen Inc. to Clay Communications Inc. for \$7,905,878. Seller, owned by Louis C. Hopper and family, Louis A. Farber, Robert G. Nichols and family, Curtis D. Roberts, William Neville III and Russell Birmingham (16.6% each), bought station three and a half years ago for \$500,000 plus assumption of about \$3 million liabilities (BROADCASTING, March 29, 1976). Buyer, owned by Lyell B. Clay and family, also owns

WWAY(TV) Wilmington, N.C., and **KFDX-TV Wichita Falls and KJAC-TV Port Arthur**, both Texas, and three West Virginia newspapers. George Diab is vice president in charge of television operations. WAPT is ABC affiliate on channel 16 with 794 kw visual, 155 kw aural and antenna 1,170 feet above average terrain.

■ **WSPD(AM) Toledo, Ohio:** Sold by Storer Broadcasting Co. to Wood Broadcasting Inc. for \$3.3 million. Seller is major group broadcaster in process of selling off radio properties. It has also sold, subject to FCC approval, **WGBS(AM)-WLYF(FM) Miami (BROADCASTING, Feb. 26),** and **WHN(AM) New York (BROADCASTING, March 5).** It also owns **wLAK(FM)**, which it will also sell after fulfilling three-year ownership requirement of FCC, and seven TV's. Buyer is owned by Willard Schroeder (56%), Edsko Hekman (28%), Michael Lareau (10%) and Clifford Christenson (6%). Group also owns **WOOD-AM-FM Grand Rapids, Mich.** WSPD is on 1370 khz with 5 kw full time.

■ **WNRS(AM) Saline and WIQB(FM) Ann Arbor, both Michigan:** Sold by Radio Ann

Arbor Inc. to Lake American Communications for \$1,235,000. Seller is owned by John B. Casciani, who has no other broadcast interests. Buyer is partnership of Thomas Merriman and Ernie Winn. Merriman is founder and former chairman of TM Programming and TM Productions of Dallas, both companies now owned by Shamrock Broadcasting. Winn, who has been general manager of TM Programming since 1971, will take over as general manager of stations upon closing. WNRS is 500 w daytimer on 1290 khz. WIQB is on 102.9 mhz with 10 kw and antenna 175 feet above average terrain.

■ **KGOL(FM) Lake Jackson, Tex.:** Sold by Coastal Broadcasting Inc. to John Brown Broadcasting Inc. for \$784,000. Seller, principally owned by Jim T. Payne and Lewis Wilburn (44% each), also owns **KBRZ(AM) Lake Jackson.** Buyer is owned by John Brown University; John E. Brown is president. University also owns **KUOA(AM)-KMCK(FM) Siloam Springs, Ark.,** and **KGER(AM) Long Beach, Calif.** KGOL is on 107.3 mhz with 28 kw and antenna 180 feet above average terrain.

■ Other approved station sales include: **WFNE(FM) Forsyth, Ga.;** **WPNM(FM) Ottawa, Ohio;** **WRWR-FM Port Clinton, Ohio;** **KTOW(AM) Sand Springs, Okla.,** and **KGOL(FM) Lake Jackson, Tex.** (see "For the Record," page 78).

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Carter campaign argues number of candidates means it's best networks start selling early

The Carter-Mondale Presidential Committee last week said the television networks "can't have it both ways"—they cannot claim a "multiplicity" of candidates and say it's too early in the campaign to sell prime time to presidential candidates.

In answering the networks' replies to the committee's complaint to the FCC over their refusal to sell it time, the committee said that if such a multiplicity exists, then the networks would do well to start selling time early in the campaign to maximize opportunities for the public to view the candidates and minimize program disruptions later in the campaign.

The Carter-Mondale committee wants a half hour on the networks for a documentary on President Carter that would be shown in connection with the President's announcement of his candidacy for renomination and re-election. The plan is to tie the television program to more than 2,000 grassroots fund-raising gatherings around the country. The networks turned down the committee, saying it was too early in the campaign to start selling large time blocks.

The committee then filed a complaint with the FCC saying the network's refusal was a "blatant denial" of the reasonable access provision of the Communications Act and "denies the public the opportunity of hearing and seeing the candidates in the manner" the candidates choose (BROADCASTING, Oct. 29).

The networks said the dozen Republican and Democratic hopefuls who are well known plus some 60 others who have filed a notice of their candidacy with the Federal Election Commission—and who all have rights to equal broadcast access under provisions of the Communications Act—would present an unreasonable disruption to their schedules (BROADCASTING, Nov. 12).

The committee, however, in answer, said: "If there are a large number of potential candidates, [the networks] should adjust their selling practices accordingly to accommodate candidates' anticipated needs. On the other hand, if the networks really believe that the campaign period has not started yet, then they must be

prepared to accept the consequences of disrupted schedules (in line with their restricted view of the campaign period) when there is less time left to meet candidates' needs."

The committee had asked the FCC to resolve the matter by last Wednesday. The FCC, however has scheduled the matter for consideration tomorrow (Nov. 20). It will be a sticky issue for the FCC. Senator Barry Goldwater (R-Ariz.) has warned the commission that if it and the networks do not produce a "satisfactory" resolution of the issue, "it will be incumbent on the Congress to attempt to solve the access question once and for all" (BROADCASTING, Nov. 5).

Meanwhile, the National Association of Broadcasters filed a brief with the commission on behalf of the networks, cautioning the commission not to "take any action which will unduly circumscribe the reasonable good faith judgment of broadcast licensees."

The National Citizens Committee for Broadcasting, on the other hand, supported the Carter-Mondale complaint. Sam Simon, NCCB executive director, said "if the networks so brazenly refuse to provide paid access upon request by the nation's President, Democratic and Republican challengers and third-party candidates are even less likely to be able to share their views with the public. And it is the public's right to hear those views that is at stake here."

Getting down to it on FTC

House and Senate close to voting on bills narrowing agency's power; White House and commission make their case against any restrictions

After months of discussion, weeks of dealing and days of stalling, the House sat down for an hour last Wednesday night to begin deciding what to do about the Federal Trade Commission.

With the commission's authorization under consideration, the House voted to attach an amendment to the FTC bill prohibiting the agency from promulgating a rule regulating the funeral industry. The bill itself, however, which contains the one-house veto, did not come to a vote, and it is expected that no action will be taken on it until after the Thanksgiving recess.

The Senate, which had been scheduled to begin marking up its version, S. 1991, postponed action until tomorrow (Nov. 20).

With votes on the agency's fate nearing, the commission was the subject of much discussion last week. Most significantly, the White House jumped into the agency's corner, stating that the provisions recommended for the FTC by the Senate would be detrimental to the commission.

In a letter to Senator Wendell Ford (D-Ky.), sponsor of S. 1991 (BROADCASTING, Nov. 12), and chairman of the subcommittee with FTC oversight, presidential assistant Stuart Eizenstat said some portions of the bill "give us pause."

Specifically, Eizenstat, who is President Carter's assistant for domestic affairs and policy, criticized a provision that would narrow the FTC's authority over advertising. "Even if the committee believes that the broad authority over advertising held by the commission for the past 60 years has occasionally been unwisely administered, it would be tragic to respond by cutting the heart out of a law that is the bulwark of consumer confidence in our national marketplace," he wrote.

In addition, Eizenstat opposed parts of the Ford bill that he said would make commission procedures more burdensome. "In general, the President strongly believes that regulatory reform should mean less red tape and procedural delay," he said. "The answer to defects in the regulatory process is better statutes, better agency management and meaningful opportunities for public participation." As such, he said the White House opposed provisions that would prohibit ex parte communications between commissioners and a rulemaking staff, as well as restrictions on subpoena power.

The FTC drafted its own response to Ford's bill, which it believes will severely limit commission authority and impair its ability to protect consumers. It raised objections about one section of the legislation that would restrict it from preventing unfair advertising, limiting it instead to authority over false and deceptive ads.

The FTC also expressed concern over provisions that would alter its rulemaking authority and procedures, as well as its subpoena powers. "Our concern with the provisions, as drafted, is that they may straitjacket the conduct of investigations and encourage more rather than less litigation."

Ford's proposals generated comments from outside government as well. Action for Children's Television, along with 30 other groups, sent Ford a telegram protesting the bill, which would kill the FTC's children's advertising proceeding.

Others, however, supported the bill. The American Advertising Federation, through its attorneys, sent Ford a letter saying that his bill "will go a long way

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toward correcting some of the abuses revealed" during oversight hearings earlier this year.

Calendar closes in on revisions of communications law

Although some efforts are being made to come up at least with amendments, adjournment nears

With time running out, the prospects of passing legislation to amend the Communications Act before Congress adjourns Dec. 14 appear dim. But everyone keeps saying anything can still happen.

Modifications to the so-called Goldwater-Schmitt bill, S. 622 (BROADCASTING, Nov. 12), have generated a good deal of interest, with all comments expected by the staff within two weeks.

Modifications to Senator Ernest Hollings's (D-S.C.) bill, S. 611, are also in the works, but they will not reflect any substantial changes in philosophy. The changes will clarify such things as formulas for spectrum fee charges, which have been under study since hearings were held on the legislation last spring.

All signals point to the fact that, even with a new round of comments on S. 622 and minor changes in S. 611, a mark-up before Congress returns for business in January is a slim possibility.

Republicans and Democrats apparently are still divided on a number of key issues, and the staffs have not yet met to try to

resolve these matters. The consensus is that moving to a mark-up without having solved these problems would be a pointless exercise.

In addition, both Senators Barry Goldwater (R-Ariz.) and Hollings are expected to be heavily involved in the upcoming SALT debates, and will not have the time available to devote to communications legislation. Some believe that Hollings will not want to begin a mark-up without adequate time to finish the process, but an aide said last week that was not necessarily so.

Although a mark-up is not likely, Senate Republicans had definite reasons for further exploring the issues at this time. The changes in their bill are intended to stimulate new discussion and to refocus attention on major issues. The changes do not, however, appear to be an attempt by Republicans to compromise things into one bill, as their new language still differs from the Hollings legislation on major points.

In addition, asking for comments now gives the staff an opportunity to analyze industry reaction, with the possibility of moving to a mark-up soon after Congress returns in January.

In the House, meanwhile, there has been little change—which means there is still no bill to consider. It had been widely rumored last week that a new common-carrier bill would show up—probably by Friday—but it never did.

Whether new language will be finished is uncertain, and the chances of a mark-up in the House before recess are not much better than the chances in the Senate.

While the Senate has an eye on SALT,

the House is knee-deep in energy legislation, and this may pre-empt any communications legislation, if a bill is ever ready for consideration. Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee is still working on preparing common carrier legislation, but whether there will be enough time to circulate it before adjournment and begin a mark-up is doubtful. But as in the Senate, anything can still happen in the House.

FCC and Justice throw up hands over ban on editorials by public stations

In answer to lawsuit, they say provision in law is unconstitutional

The Justice Department and the FCC have told Congress that they will not defend the constitutionality of the Public Broadcasting Act provision that prohibits noncommercial stations from editorializing.

The statement was made in response to a suit filed by the League of Women Voters, the Pacifica Foundation and Representative Henry Waxman (D-Calif.) in federal district court in Los Angeles last April. Their challenge contended that the law violates the First and Fifth Amendments (BROADCASTING, May 7).

In a letter to the Senate's legal counsel, Michael Davidson, Attorney General Benjamin Civiletti said: "We have concluded that the statute violates the First Amendment guarantees of freedom of speech and freedom of the press by restricting the ability of public broadcasting stations to comment on matters of public interest . . . there are less restrictive means to achieve the suggested purposes of the statute. The FCC has informed us that it agrees that the statute cannot be defended successfully in its present form."

Congress enacted the statute as part of the Public Broadcasting Act of 1967, in the belief that stations receiving some of their support from federal and state governments might become "a giant, government-controlled propaganda machine."

As the suit noted, the statute applied to all noncommercial stations, regardless of whether they receive federal support and whether they are owned by government entities.

Civiletti's letter noted this fact and said that "even if the Department of Justice could fashion an argument that the statute serves a compelling government interest, the statute would still be constitutionally defective on grounds of over-breadth."

The case had been stayed until Nov. 15, but there is now a two-month extension. It will now be up to Congress to defend its statute.

Sources say that the office of senate legal counsel is conferring with the Senate Communications Subcommittee on the matter.

Washington Watch

In favor, but. FCC has responded to Aug. 9 letter from House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) regarding Justice Department antitrust suit against commercial time limitations in National Association of Broadcasters television code. FCC Chairman Charles Ferris told Van Deerlin commission "was not formally or informally advised or consulted by the department before the filing of the suit," and only then-Broadcast Bureau chief, Philip Verveer, was informed of suit prior to filing. Letter added that FCC has encouraged concept of NAB code, "without necessarily endorsing all the specifics" of it. As for whether suit will discourage trend of networks voluntarily reducing advertising time during children's programming, Ferris said he couldn't predict whether elimination of code will make it competitively more difficult for networks or stations to reduce ad time during those shows.

Wants to be heard. National Association of Broadcasters has asked FCC to include oral argument in its inquiry into economic relationship between broadcast television and cable television. NAB stressed importance of cable inquiry, saying eliminating some cable rules "would substantially alter the semblance of a competitive balance that now exists between cable and broadcast television."

United front. Media Access Project has gone to FCC with complaint alleging three networks' airing of United Way PSA's during football games are violation of fairness doctrine ("In Brief," Nov. 12). MAP filing on behalf of National Committee for Responsive Philanthropy, has been trying to negotiate matter with networks since August. Claim is that slogan, "United Way works for all of us" cannot be substantiated since United Way and its affiliates serve only limited sector of society through its system of collecting and distributing funds. NCRP is coalition of 57 nonprofit groups, including Gray Panthers, National Black United Fund, NOW Legal Defense and Education Fund and Emergency Land Fund.

Journalism

TV bureau chiefs called to White House

ABC, CBS and NBC executives meet with Jody Powell who compliments Iranian coverage and urges continued responsibility and restraint

The heads of the networks' Washington news bureaus were called to the White House on Saturday, Nov. 10, for a discussion with presidential press secretary Jody Powell about coverage of the Iranian situation. Ed Fouhy of CBS, Sid Davis of NBC, and Kevin Delaney of ABC were told that the President appreciated the networks' even-handed coverage of events both at home and in Iran. Powell reportedly added that Carter hoped the networks would continue to exercise restraint in coverage of the demonstrations, as the reports could affect the safety of the Americans being held hostage in Teheran.

The meeting, which lasted approximately 20 minutes, was described as infor-

mal, with no suggestions by Powell that the news be censored.

In discussions with Powell, the three reportedly offered the opinion that their coverage has always been, and will continue to be, responsible.

The bureau chiefs had apparently wanted to keep the meeting low key, but the White House press office informed the networks' news desks that the meeting was taking place, and reporters were waiting, with cameras, when the three emerged from the White House.

Vermont U throws hat into the debate ring

A UHF station in Vermont has invited the three Democratic presidential candidates to take part in a televised debate that would be held one month before the New Hampshire primary.

WNNE-TV White River Junction, Vt., sent the invitations to President Jimmy Carter, Senator Edward Kennedy (D-Mass.) and California Governor Jerry

Brown last Tuesday. Bill Loftus, WNNE-TV's general manager, said that if the candidates agree to the debate, it will be televised during prime time on Jan. 29, 1980, less than one month before the New Hampshire primary. The debate has been tentatively scheduled to take place in Hanover, N.H.

Mike Fernandez, a spokesman for Brown's campaign committee, said "we are prepared to accept." Spokesmen for Carter and Kennedy said they had not yet seen the invitation and that the matter would have to be discussed.

If all the candidates agree to the debate, the station might be home free. It still has to sidestep a Federal Election Commission law prohibiting corporations or unions from contributing to "any election, primary election or political convention or caucus." Loftus said "we can't imagine that the FEC means that there shouldn't be a national debate in a presidential campaign. We really have no fears about that issue." Loftus said that if the mandate is applied to the station, he contends that the licensee is not a corporation, but a partnership held by 13 individuals.

NewsBeat

Stopping the Johns. Officials of city-owned WNYC-AM-TV New York indicated last week that their so-called "John Hour"—reading of names of convicted "johns," or men who patronize prostitutes—may not get its option picked up. They said that after broadcast of first list of names last month (BROADCASTING, Oct. 29), idea was not "new news" any longer. But they stopped short of saying flatly that they would not do it again. Mayor Edward Koch had initiated broadcast in hope that publicity would deter prostitution. He had dubbed it "John Hour," although the reading, which encompassed nine names and addresses, took less than two minutes. When told that practice might not be resumed, Koch said he "would like to see the news media continue to publicize the names, but I am not the Ayatollah. I do not direct the news media."

Follow-through. Immediately after ABC-TV telecast "The Late Great Me: Story of a Teen-Age Alcoholic" last Wednesday (Nov. 14) from 4-5:30 p.m. as part of *ABC Afterschool Special*, it began public service campaign related to theme of alcoholism. Maia Danziger, who stars in dramatic presentation, which was expanded for first time from 60 to 90 minutes, is featured in public service spots which will be run on ABC-TV for about two weeks in both 30- and 60-second versions.

ABC up front. Biggest winner in second annual Gainsbrugh Awards for excellence in economic news broadcasting, shortly to be announced, will be ABC networks, with radio and TV winning top (gold) citations in each category, plus second place (silver) in TV. Among top winners (gold) in individual local categories, according to preliminary word, are WGR-TV Buffalo, N.Y., and CBS-owned KNX(AM) Los Angeles. Awards are given by Fiscal Policy Council, Riviera Beach, Fla.

BBC news report criticized. BBC has been criticized by leading British politicians over filming of members of Irish Republican Army in Northern Ireland. News reports claimed team from current affairs program, *Panorama*, filmed 140 IRA soldiers as they sealed off town and paraded for camera showing sophisticated weapons. Reports said incident was "stage-managed" by BBC. When matter was raised in Parliament, Prime Minister Margaret Thatcher said it was time for BBC to "put its house in order." Police have seized film with search warrant, one of few times this has happened in Britain. BBC contends that there were only 15 IRA men and none of equipment mentioned in press reports, and they also deny that news team had any part in planning exercise.



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The Broadcasting Playlist Nov 19

Contemporary

<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
2	1	<i>Still</i> □ Commodores	Motown
1	2	<i>Babe</i> □ Styx	A&M
4	3	<i>Heartache Tonight</i> □ Eagles	Elektra
3	4	<i>No More Tears</i> □ Streisand/Summer ...	Columbia/Casablanca
5	5	<i>Rise</i> □ Herb Alpert	A&M
6	6	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
5	7	<i>Ships</i> □ Barry Manilow	Arista
8	8	<i>Dim All the Lights</i> □ Donna Summer	Casablanca
15	9	<i>Tusk</i> □ Fleetwood Mac	Warner Bros.
17	10	<i>Escape</i> □ Rupert Holmes	Infinity
10	11	<i>Please Don't Go</i> □ KC & Sunshine Band	TK
14	12	<i>Take the Long Way Home</i> □ Supertramp	A&M
21	13	<i>Ladies' Night</i> □ Kool & the Gang	De-Lite
16	14	<i>We Don't Talk Anymore</i> □ Cliff Richards	EMI/America
18	15	<i>You're Only Lonely</i> □ J.D. Souther	Columbia
11	16	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
12	17	<i>Pop Muzik</i> □ M	Sire
13	18	<i>Don't Stop Til You Get Enough</i> □ Michael Jackson ...	Epic
37	19	<i>Rock With You</i> □ Michael Jackson	Epic
27	20	<i>Do That To Me</i> □ Capt. & Tennille	Casablanca
28	21	<i>Cool Change</i> □ Little River Band	Capitol
20	22	<i>Good Girls Don't</i> □ The Knack	Capitol
30	23	<i>Lovin' Touchin' Squeezin'</i> □ Journey	Columbia
32	24	<i>All My Love</i> □ Led Zepplin	Swan Song
31	25	<i>Come To Me</i> □ France Joli	Prelude
40	26	<i>Dreaming</i> □ Blondie	Chrysalis
43	27	<i>Cruisin'</i> □ Smoky Robinson	Motown
24	28	<i>Half the Way</i> □ Crystal Gayle	Columbia
23	29	<i>Send One Your Love</i> □ Stevie Wonder	Motown
25	30	<i>If You Remember Me</i> □ Chris Thompson	Planet
33	31	<i>Coward Of the County</i> □ Kenny Rogers	United Artists
9	32	<i>Sad Eyes</i> □ Robert John	EMI/America
45	33	<i>Better Love Next Time</i> □ Dr. Hook	Capitol
44	34	<i>Head Games</i> □ Foreigner	Atlantic
22	35	<i>I'll Never Love This Way Again</i> □ Dionne Warwick ...	Arista
19	36	<i>Sail On</i> □ Commodores	Motown
49	37	<i>Jane</i> □ Jefferson Starship	Grunt
29	38	<i>Please Don't Leave</i> □ Lauren Wood	Warner Bros.
42	39	<i>Dream Police</i> □ Cheap Trick	Epic
26	40	<i>This Night Won't Last</i> □ Michael Johnson	EMI/America
36	41	<i>This Is It</i> □ Kenny Loggins	Columbia
41	42	<i>I Want You Tonight</i> □ Pablo Cruise	A&M
48	43	<i>After the Love Has Gone</i> □ Earth, Wind & Fire ...	Columbia
47	44	<i>I Need a Lover</i> □ John Cougar	Riva
-	45	<i>Don't Let Go</i> □ Isaac Hayes	Polydor
-	46	<i>Damned If I Do</i> □ Alan Parsons Project	Arista
-	47	<i>Train Train</i> □ Blackfoot	Atco
-	48	<i>Don't Do Me Like That</i> □ Tom Petty	Backstreet
-	49	<i>Third Time Lucky</i> □ Foghat	Bearsville
-	50	<i>Lonesome Loser</i> □ Little River Band	Capitol

Playback

Do It. Since *Love Will Keep Us Together* (A&M) achieved the number-one position on "Playlist's" top-100 records for 1975, Captain and Tennille's music has often been considered too "middle of the road" for contemporary radio. But their latest single, *Do That To Me One More Time* (Casablanca), appears to have turned the tables on that trend. "It's the best effort from them in a long while," comments Barry Cooper, music director at KODI(AM) Great Falls, Mont. "It has a classy sound that appeals to adults and fits perfectly with the sound of our station." Kris Mitchell, music director at KERN(AM) Bakersfield, Calif., reports "good over-all audience reaction" to the single after four weeks of airplay, with a significant number of requests from adults. *Do That To Me* has climbed with a series of bolts to number 20 since entering "Playlist" five weeks ago. **Don't do It.** Entering "Playlist" this week at number 48 is Tom Petty and the Heartbreakers' *Don't Do Me Like That* (Backstreet). Phil Irons, music director at KSLQ(FM) St. Louis, describes it as a "hip image record," good for attracting the young male listening audience, and Mitchell calls it "clean rock 'n' roll," not quite as radical as the group's former material. "With this," says Mitchell, the Heartbreakers "have a good chance at a major hit single." **Doing it again.** Hovering just below the "Playlist" is Abba's latest single, *Chiquitita* (Atlantic), which Steve Cooper, program director at WIFE(AM) Indianapolis, describes as "the strongest Abba will ever have." Cooper has spliced together English and Spanish versions of the song for airplay at his station, which underwent a format change last August from top 40 to adult contemporary.

Country

<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
4	1	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
6	2	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
8	3	<i>Should I Come Home</i> □ Gene Watson	Capitol
9	4	<i>Come With Me</i> □ Waylon Jennings	RCA
10	5	<i>Half the Way</i> □ Crystal Gayle	Columbia
1	6	<i>Blind In Love</i> □ Mel Tillis	Elektra
7	7	<i>All the Gold In California</i> □ Larry Gatlin	Columbia
3	8	<i>Blue Kentucky Girl</i> □ Emmylou Harris	Warner Bros.
2	9	<i>Lady In the Blue Mercedes</i> □ Johnny Duncan	Columbia
11	10	<i>Put Your Clothes Back On</i> □ Joe Stampley	Epic
21	11	<i>Whiskey Bent & Hell Bound</i> □ Hank Williams Jr. ...	Elektra
5	12	<i>No Memories Hangin' On</i> □ R. Cash/B. Bare	Columbia
13	13	<i>My Own Kind Of Hat</i> □ Merle Haggard	MCA
16	14	<i>I Cheated Me Right Out Of You</i> □ Moe Bandy ...	Columbia
14	15	<i>Before My Time</i> □ John Conlee	MCA
22	16	<i>Sail On</i> □ Tom Grant	Republic
17	17	<i>Missing You</i> □ Charley Pride	RCA
15	18	<i>You Show Me Your Heart</i> □ Tom T. Hall	RCA
19	19	<i>You're a Part Of Me</i> □ Charly McClain	Epic
18	20	<i>My World Begins</i> □ Dave & Sugar	RCA
12	21	<i>Sweet Summer Lovin'</i> □ Dolly Parton	RCA
23	22	<i>Ain't Got No Business</i> □ Razzy Bailey	RCA
-	23	<i>Last Cheater's Waltz</i> □ T.G. Sheppard	Warner Bros.
24	24	<i>You Ain't Whistlin' Dixie</i> □ Bellamy Bros.	Warner Bros.
-	25	<i>I've Got a Picture Of Us</i> □ Loretta Lynn	MCA

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

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As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Nov. 5 through Nov. 9.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

AM grants

■ Camp Lejeune, N.C.—Broadcast Bureau granted Francon Inc. 1580 khz, 10 kw-D, 5 kw-ch. Address: 237 Western Boulevard, Jacksonville, N.C. 28540. Estimated construction cost \$31,000, plus land lease; first-year operating cost \$104,546; revenue not given. Format: religious. Principals: Charles E. Franklin and John R. Kelbaugh (50% each). Franklin is Jacksonville veterinarian. Kelbaugh is major in Marine Corps. (BP-21, 076). Action Oct. 19.

■ Odessa, Tex.—Broadcast Bureau granted L&T Enterprises Inc. 1000 khz, 250 w-D. Address: 1315 W. Country Road, Odessa 79761. Estimated construction costs \$21,675; first-year operating cost \$37,350; revenue \$55,000. Format: contemporary Spanish. Principals: Adam and Alfredo Levario (brothers), Abraham Torres and George Veloz (25% each). Levarios are owners of small tool factory. Veloz has majority interest in several restaurants and produce stores. Torres is small business consultant. None has other broadcast interests. (BP-781106AO). Action Oct. 19.

FM grants

■ Osage, Iowa—Broadcast Bureau granted Osage Broadcasting Co. 92.7 mhz, 3 kw, HAAT: 150 ft. Address: 3144 W. Meadow Dr., Phoenix, Ariz. 85023. Estimated construction cost \$21,061; first-year operating

costs \$31,100; revenue \$50,000. Format: variety. Principals: Francis W. Carr and Duane Cornett (50% each). Mr. Cornett is chief engineer at WQIK(AM) Jacksonville, Fla. (BPH790109AJ). Action Oct. 19.

■ Crookston, Minn.—Broadcast Bureau granted SS Broadcasting Inc. 97.1 mhz, 100 kw, HAAT: 365 ft. Address: 721 South Mississippi, Mason City, Iowa 50401. Estimated construction cost \$134,831; first-year operating costs \$29,896; revenue \$169,020. Format: contemporary. Principals: Philip M. Sonksen (51%) and his wife, Deborah (49%). Sonksen has worked for radio stations since 1966; he is presently chief engineer at KLSS(AM)-KSMN(FM) Mason City, Iowa. (BPH781207AB). Action Oct. 19.

■ Baldwin, Miss.—ALJ Byron Harrison granted Superior Broadcasting Co. 95.9 mhz, 3 kw, HAAT: 300 ft. P.O. address: Box 2154, Jackson, Miss. 39205. Estimated construction cost \$20,500; first-year operating cost \$50,000; revenue \$72,000. Format: Pop music. Principals: J. Boyd Ingram (75%), James L. Mariin (10%) and O.T. Robinson (15%). Gentlemen own WJBI(FM) Clarksdale, Miss. In addition, Ingram has application pending for new FM in Starkville, Miss. Ann. Nov. 7.

■ *Philadelphia—Broadcast Bureau granted The Trustees of the University of Pennsylvania 88.9 mhz, 1.9 kw, HAAT: 280 ft. Address: 3905 Spruce St., Philadelphia. First-year operating cost \$179,316; revenue \$182,872. Principal: University of Pennsylvania is a private institution. The station will be operated by a five-man board. (BPED790604AD) Action Oct. 10.

TV grant

■ *Orlando, Fla.—Broadcast Bureau granted Florida Central East Coast Educational Television Inc. 90.7 mhz, 100 w. HAAT: 1,117 ft. P.O. address 2908 West Oak Ridge Road, Orlando 32809. Estimated construction cost \$138,560; first-year operating cost \$51,520; revenue none. Principals: Mrs. Bert E. Roper, Ronald Morrisseau, et al. Mrs. Roper is president. Morrisseau is executive vice president and general manager. (BPED1460). Action Oct. 19.

Facilities Changes

AM applications

■ WIXC(AM) Fayetteville, Tenn.—Seeks CP increase power to 10 kw. Ann. Nov. 15.

■ KXVI(AM) McKinney, Tex.—Seeks Mod. of CP to make changes. in ant. sys. Action Nov. 7.

FM applications

■ KOOL-FM Phoenix, Ariz.—Seeks CP to make

changes in ant. sys.; change type trans.; change type ant. HAAT: 1650 ft. (H&V) and change TPO. Action Nov. 7.

■ WKIO(FM) Urbana, Ill.—Seeks CP to reduce ERP: 2.0 kw (H&V) increase HAAT: 370 ft. (H&V) Ann. Nov. 5.

■ KEAZ(FM) DeRidder, La.—Seeks CP to increase ERP: 3.0 kw (H&V) HAAT: 300 ft. (H&V) and make changes in ant. sys. Ann. Nov. 5.

■ KEEZ-FM Mankato, Minn.—Seeks CP to make changes in ant. sys.; increase HAAT: 864 ft. (H&V) and change TPO. Ann. Nov. 7.

■ KYZZ(FM) Wolf Point, Mont.—Seeks Mod. of CP to make changes in ant. sys.; change TL to: 6 mi. N. of city on Volt Rd., Wolf Point, change type trans.; change type ant.; change ERP: 0.9 kw (H&V); increase HAAT: 500 ft. (H&V) and change TPO. Action Nov. 7.

■ KGBI-FM Omaha, Neb.—Seeks CP to install aux. ant. at main TL, on existing tower structure, to be operated on: ERP: 17.5 kw; HAAT: 330 ft. (H&V) and change TPO. Ann. Nov. 7.

■ WWDB(FM) Philadelphia—Seeks CP to utilize main trans. as aux., to be located at main SL: 3930 Conshohocken Avenue, Philadelphia. change type ant.; increase ERP: 50 kw (H&V) and change TPO. Action Nov. 7.

■ WVEZ(FM) Cincinnati, Ohio—Seeks CP to increase ERP: 15.8 kw (H&V); decrease HAAT: 905 ft. (H&V) and change TPO. Action Nov. 7.

AM actions

■ KCNO(AM) Alturas, Calif.—Granted CP changing TL to 0.5 miles W of U.S. Hwy. 395, 12 miles S of Alturas, 5 miles N of Likely; operate trans. by remote control from main SL; install new trans.; make changes in ant. sys. (BP-21, 237). Action Nov. 2.

■ KMJC(AM) El Cajon, Calif.—Granted CP to increase power to 5 kw (night) and 5 kw (day) DA-2; change TL to Moreno Ave., 2.5 miles N of Lakeside 1.4 miles NW of Moreno and Highway 67, Lakeside, Calif.; conditions (BP-790122AS). Action Oct. 22.

■ WCME(AM) Chicago—Granted mod. of CP changing ant.; ERP: 447 kw; MAXERP: 2570; ant. height: 1550 ft. (BMPET 79031KH). Action Oct. 30.

■ WMBL(AM) Morehead City, N.C.—Granted CP to change TL to Highway 70, .95 miles off Highway 24 Inxl., near Morehead City; change SL and remote control to .6 miles from City limits U.S. 70W; change type of trans. (BP790323AG). Action Oct. 26.

■ WPAY(AM) Portsmouth, Ohio—Granted CP changing TL to U.S. 23 & Ky. 10, Portsmouth; install skirt feed system; conditions (BP790730AP). Action Nov. 2.

■ WDEF(AM) Chattanooga, Tenn.—Granted CP to install new trans.; add MEOV's to nighttime directional pattern; conditions (BP-21, 264). Action Oct. 29.

■ WCSV(AM) Crossville, Tenn.—Granted CP changing main SL and TL to Miller Avenue, Crossville; change type of trans; conditions (BP790320AF). Action Oct. 29.

■ WRJZ(AM) Knoxville, Tenn.—Granted CP to change daytime directional to non-directional daytime operation (BP790419AJ). Action Oct. 29.

■ WAXO(AM) Lewisburg, Tenn.—Granted mod of CP changing directional to non-directional operation (BMP790405AD). Action Oct. 29.

■ WTKK(AM) Manassas, Va.—Granted CP changing type of trans.; ERP: 2090 kw (H); MAXERP: 2570 (H); ant. height: 585 ft. (H); conditions (BPCT790723KL). Action Nov. 7.

■ WGOE(AM) Richmond, Va.—Granted CP to make changes in ant. sys. and reduce height of tower (BP790730AO). Action Nov. 2.

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FM actions

- **KKAA(AM)** Aberdeen, S.D.—Granted CP increasing daytime power to 10 kw; change type of trans.; conditions (BP-20, 453). Action Oct. 19.
- **KBSN(AM)** Crane, Tex.—Granted CP to make changes in ant. sys.; change TL and SL to 5.8 miles North of Crane; change tower; increase height of tower (BP790214AC). Action Oct. 26.
- **KRQK(FM)** Lompoc, Calif.—Granted mod of CP to move TL approximately 200 ft. from present; change type trans.; change ant. (BMPH790810AK). Action Oct. 22.
- **WKZW(FM)** Peoria, Ill.—Granted CP to make changes in ant. sys.; change type of trans.; change type of ant.; change TPO; ERP: 40 kw (H&V); ant. height: 550 ft. (H&V) (BPH790827AP). Action Nov. 2.
- **KGRS(FM)** Burlington, Iowa—Granted CP changing type of trans.; change TPO; ERP: 100 kw (H), 21.5 kw (V); ant. height: 360 ft. (H) 320 ft. (V) (BPH790820AL). Action Oct. 26.
- **KGNO-FM** Dodge City, Kan.—Granted CP to utilize former trans. and ant. as aux., to be located at 1 mile N of Dodge City on Avenue A; to be operated on ERP: 25 kw (H); ant. height: 165 ft (H) (BPH790806AZ). Action Oct. 22.
- **WBOS(FM)** Brookline, Mass.—Granted CP to make changes in ant. sys.; change type of trans.; change type ant.; change TPO; ERP: 13 kw (H&V); ant. height: 860 ft. (H&V) (BPH790824AG). Action Oct. 26.
- **WBOS(FM)** Brookline, Mass.—Granted CP to make changes in ant. sys.; install new aux. trans.; change type of ant.; change TPO; ERP: 33 kw (H&V); ant. height: 295 ft. (H&V); conditions (BPH790824AH). Action Oct. 26.
- **KKOZ(FM)** Billings, Mont.—Granted CP to change type of trans.; change TPO; ERP: 35 kw (H); ant. height: -30 ft. (H) (BPH790827AR). Action Nov. 2.
- **WFAH-FM** Alliance, Ohio—Granted mod. of CP to make changes in ant. sys.; install new aux. trans.; change type of ant.; change TPO; ERP: 18 kw (H&V); ant. height: 500 ft. (H&V) (BMPH790803AK). Action Oct. 26.
- **KICE(FM)** Bend, Ore.—Granted CP to make changes in ant. sys.; change type of trans.; change SL and remote control to Waterside Bldg., 2445 N.E. First St., Bend; change TPO; ERP: 100 kw (H), 40 kw (V); ant. height: 600 ft. (H&V) (BPH790809AL). Action Oct. 26.
- **WZZO(FM)** Bethlehem, Pa.—Granted CP to increase ERP: 12 kw (H&V); and ant. height: 630 ft. (H&V); conditions (BPH790814AH). Action Oct. 26.
- **WGSX(FM)** Bayamon, P.R.—Granted CP changing TL to 1.1 miles NE of KM 9.2 Barrio Cubuy, P.R.; change type of trans.; make changes in ant. sys.; ERP: 7.0 kw (H&V); ant. height: 1745 ft. (H&V) (BPH10996). Action Oct. 19.
- **KEAN-FM** Abilene, Tex.—Granted mod of CP decreasing ant. height to 810 ft. (H&V) (BMPH791015AE). Action Oct. 29.
- **KMCV(FM)** Conroe, Tex.—Granted CP to make changes in ant. sys.; change TL to on Highway 1485 outside Grangerland, Tex.; change SL and remote control to Interstate 45, Spring, Tex.; change trans.; change type of ant.; change TPO; ERP: 100 kw (H&V); ant. height: 570 ft. (H&V) (BPH790716AJ).
- **KYKX(FM)** Longview, Tex.—Granted CP to change TPO and decrease ant. height to 950 ft. (H&V) (BPH790904AL). Action Oct. 22.

TV actions

- **KCOP(TV)** Los Angeles—Granted CP changing type aux. ant.; conditions (BPCT790806KF). Action Oct. 15.
- **KCOP(TV)** Los Angeles—Granted CP changing type ant.; make changes in ant. structure; ERP: 107 kw; MAXERP: 162 kw; ant. height: 2950 ft (BPCT790806KE). Action Oct. 15.
- **WKID(TV)** Fort Lauderdale, Fla.—Granted CP changing type of trans.; ERP: 661 kw (H); MAXERP: 2140 kw (H); ant. height: 1020 (H) (BPCT790606KH). Action Oct. 30.
- **WJKS-TV** Jacksonville, Fla.—Granted CP changing type trans.; change type ant.; ERP: 1450 kw (H); MAXERP: 1570 kw (H); ant. height: 990 ft. (H) (BPCT790608KF). Action Oct. 30.
- ***WFSU-TV** Tallahassee, Fla.—Granted CP chang-

ing type of ant.; ERP: 316 kw; MAXERP: 316 kw; ant. height: 760 ft. (BPET790718KF). Action Oct. 30.

■ **WSBK-TV** Boston—Granted CP to change ERP: 1170 kw; MAXERP: 3160 kw; ant. height: 1160 ft. (BPCT790628KG). Action Oct. 30.

■ **KDNL-TV** St. Louis—Granted CP to change ERP: 1950 kw; MAXERP: 2190 kw; ant. height: 1100 ft.; conditions (BPCT790629K1). Action Oct. 30.

■ **KNME-TV** Albuquerque, N.M.—Granted CP changing TL to Sandia Crest, 13 miles NE of Albuquerque; change type of ant.; and ant. height: 4226 ft. (BPET790123LE). Action Oct. 30.

Ownership Changes

Actions

- **WFNE(FM)** Forsyth, Ga. (100.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Forsyth Broadcasting Co. to P.O.S Inc. for \$257,500. Seller is owned by Carment D. Trevitt, who also owns WQMT(FM) Chatsworth, Ga. Buyer is owned by Larry R. Picus, who also owns half interest in WOBS(AM) New Albany, Ind. He has recently sold, WPDQ(AM) Jacksonville and WKUE(FM) Green Cove Springs both Florida (BALH790725HK). Action Nov. 1.
- **WNRS(AM)** Saline and WJQB(FM) Ann Arbor, both Michigan (AM: 1290 khz, 500 w-D; FM: 102.9 mhz, 10 kw)—Broadcast Bureau granted assignment of license from Radio Ann Arbor Inc. to Lake America Communications for \$1,235,000. Seller is owned by John B. Casciani, who has no other broadcast interests. Buyer is partnership of Thomas Merriman and Ernie Winn. Merriman is founder and former chairman of TM Programming and TM Productions of Dallas, both companies now owned by Shamrock Broadcasting. Winn, who has been general manager of TM Programming since 1971, will take over as general manager of stations upon closing (BAL790918E1, BALH790918EJ). Action Nov. 7.
- **WAPT(TV)** Jackson, Miss. (ch. 16)—Broadcast Bureau granted transfer of control of Television American Sixteen Inc. from stockholders (100% before; none after) to Clay Broadcasting Corp. of Mississippi Inc. (none before; 100% after). Consideration: 7,905,878. Sellers are Louis C. Hopper and family, Louis A. Farber, Robert G. Nichols and family, Curtis D. Roberts, William Neville and Russell Birmingham. Hopper and Roberts own 1/3 each in WLIN(AM) Jackson, Miss. Buyer is owned by Lyell B. Clay and family. It also owns WWAY(TV) Wilmington, N.C.; KFDX-TV Wichita Falls and KJAC-TV Port Arthur, both Texas, and three West Virginia newspapers. George Diab is vice president in charge of television operations. (BTCTV790829KE, BALCT790829KG). Action Nov. 7.
- **WPNM(FM)** Ottawa, Ohio (106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from

Triplett Broadcasting Co. to WPNM Inc. for \$400,000. Seller, owned by Wendell A. Triplett (51%) and his wife, Donna (49%), also owns WTOO-AM-FM Bellefontaine, Ohio. It has also purchased WRWR(AM) Port Clinton, Ohio (see below). Buyer is owned by Charles R. Earl (51.6%) and seven others. Earl has also purchased Triplett's WYAN-FM Upper Sandusky, Ohio (BALH790809GY). Action Nov. 1.

■ **WRWR-FM** Port Clinton, Ohio (94.5 mhz, 6.7 kw)—Broadcast Bureau granted assignment of license from Ohio Radio Inc. to Triplett Broadcasting for \$381,000. Seller is principally owned by Annette W. Reider as beneficiary of late husband's estate (26%); rest of stock is held by large group of local residents. Seller also owns WKTN(FM) Kenton, Ohio. Triplett has sold WPNM(FM) Ottawa, Ohio (BALH790731EL). Action Nov. 1.

■ **WSPD(AM)** Toledo Ohio (1370 khz, 5 kw)—Broadcast Bureau granted assignment of license from Storer Broadcasting Co. to WSPD Inc. for \$3.3 million. Buyer is owned by Willard Schroeder (56%), Edsko Hekman (28%), Michael Lareau (10%) and Clifford Christenson (6%). Group also owns WOOD-AM-FM Grand Rapids, Mich. (BAL790614HN). Action Nov. 8.

■ **KTOW(AM)** Sand Springs, Okla. (1340 khz, 500 w-D, 250 w-N)—Broadcast Bureau granted assignment of license from Proud Country Entertainment Inc. to Music Sound Radio Inc. for \$250,000. Seller is owned by American Entertainment Corp. Buyer is owned by John B. Jarrett III, Luther C. Graham and Joe Bowen (33.3% each). Jarrett and Graham own Sand Springs, Okla., steel fabrication investment, sand mining company and land development companies. Neither has other broadcast interests. Bowen is Sand Springs carpet retailer and former general manager of KTOW. (BAL790918EK). Action Nov. 7.

■ **KGOL(FM)** Lake Jackson, Tex. (107.3 mhz, 28 kw)—Broadcast Bureau granted assignment of license from Coastal Broadcasting Inc. to John Brown Broadcasting Inc. for \$784,000. Seller is principally owned by Jim T. Payne and Lewis Wilburn (44% each). It also owns KBRZ(AM) here. Buyer is owned by John Brown University; Dr. John E. Brown Jr. is president. It also owns KUOA(AM)-KMCK(FM) Siloam Springs, Ark., and KGER(AM) Long Beach, Calif. (BALH790214ES). Action Nov. 7.

In Contest

Procedural rulings

■ **Tucson, Ariz.** (Golden State Broadcasting Corp. et. al.) **FM PROCEEDING:** (BC Docs. 79-56-60—ALJ Frederic J. Coufal, by three separate actions, ruled on nine petitions to enlarge issues, action Nov. 1; granted petition by Tucson Community Broadcasting Inc. and amended its application to show time extension on bank loan commitment, granted petition by Old Pueblo Broadcasting Corp. to show change of employ-

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	962	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

ment by principal, granted petition by Great Southwest Communications Inc. to show change in residence of one of its principals, action Nov. 2; granted petition by Tucson and amended its application to show illness of Mrs. Rockler, one of Tucson's principals, and possibility of divorce between Mr. and Mrs. Rockler, both principals, but that Tucson shall not have benefit of any comparative advantage accruing from amendment. Action Nov. 5.

■ Burbank and Pasadena, both California (George E. Cameron Jr. Communications et al.) **AM AND FM PROCEEDING:** (Docs. 20629-31; BC Docs. 79-65-67)—ALJ John Conlin by ten separate actions, granted petition by A.W.A.R.E. Communicators Inc. and amended its application to report filing of FCC application involving assignment of certain broadcast licenses in which A.W.A.R.E. principal holds interests, action Oct. 19; granted motions by Cameron and Burbank, and Kenneth J. Roberts to extent that time in which file responses to Bureau's interrogatories is extended from Oct. 22 to Oct. 31; granted petition by A.W.A.R.E. to amend its application except for specification of Ann Davis as full-time director of Public Affairs, actions Oct. 22; denied motion by Cameron and Burbank for stay; denied motion by Cameron and Burbank to disqualify counsel for A.W.A.R.E., actions Oct. 25; granted motion by Baker-Smith Communications Inc. and extended through Nov. 12 time to respond to interrogatories served upon it Oct. 5 by Royce International Broadcasting Company; ordered that deponents need not honor request by the Broadcast Bureau that they produce "letters, notes, memoranda, drafts, etc."; dismissed motion by Cameron and Burbank to quash subpoenas duces tecum, actions Nov. 1; granted petitions by San Marco and Broadcast Bureau and enlarged issues to determine nature and extent of violations of FCC rules and regulation by licensee of KROQ(AM) Burbank, Calif.; and nature and extent of violations of FCC by KROQ-FM, Pasadena, Calif., action Nov. 2; granted to limited extent petition by A.W.A.R.E. and enlarged issues to determine whether James C. Gates, while owner of and/or while serving as general manager of station KLRO-FM, participated in preparation and/or use of misleading coverage maps and, if so, effect on San Marco's qualifications to be licensee. Action Nov. 5.

■ Charlevoix, Mich. (New Broadcasting Corp. and Island View Broadcasting Corp.) **FM PROCEEDING:** (BC Docs. 79-51-52)—ALJ Thomas B. Fitzpatrick granted to extent indicated on Oct. 24 transcript motion by New and enlarged issues to determine whether Island View amendment dated Sept. 28, 1979 was properly certified and executed by principal in accordance with FCC requirements, and, if not, whether Island View has misled FCC or has exhibited lack of candor relative to certification of amendment, and to determine whether Island View is qualified to be FCC licensee, and ordered further that burden of proof with introduction of evidence and burden of proof with respect to these issues will be on Island View. Action Oct. 25.

■ Atlantic City, N.J. (Atlantic City Television Corp. and World's Playground Broadcasting System Inc.) **TV PROCEEDING:** (BC Docs. 79-242-43)—ALJ John Frysiak, by three separate actions, rescheduled Nov. 26 prehearing conference for Nov. 29 at 9:00 a.m., on presiding judge's own motion, action Oct. 18; granted motion by World and extended to Nov. 19 time in which to respond to motion to disqualify counsel, action Nov. 5; and granted petition by Atlantic and amended its application to report changes in business and financial interests of Donald G. Barhouse, an Atlantic stockholder. Action Nov. 6.

■ Corpus Christi, Tex. (KUNO FM Inc. et al.) **FM PROCEEDING:** (BC Docs. 79-223-26)—ALJ John M. Frysiak, by two separate actions, rescheduled Nov. 27 prehearing conference to Nov. 30 at 9:00 a.m. in Washington, on presiding judge's own motion, action Oct. 18; extended from Nov. 8 to Nov. 19 the time to respond to petition to enlarge filed Nov. 1 by Big "C." Action Nov. 5.

■ Victoria, Tex. (McDougal Broadcasting Inc. and Demaree Enterprises of Texas Inc.) **FM PROCEEDING:** (BC Docs. 79-238-39)—ALJ John M. Frysiak, on presiding judge's own motion, rescheduled prehearing conference from Nov. 28 to Dec. 6 at 9:00 a.m. in Washington, D.C. Action Oct. 18.

FCC decisions

■ KJOG-TV San Diego—FCC has granted petition by University Television Inc. (UTI) and ordered further

proceedings to be held on UTI's financial qualifications in case involving application to assign CP of KJOG-TV San Diego from Gross Broadcasting Co. to UTI. In an initial decision, June 16, 1977, FCC ALJ David I. Kraushaar found UTI financially unqualified to purchase CP for KJOG-TV and denied its application. Action Nov. 2.

■ Waco, Tex.—FCC has set for hearing mutually exclusive applications of Central Texas Broadcasting Co., Business Communications Inc., Blake-Potash Corp. and Heart O' Texas Broadcasting Inc. for CP for new television station on ch. 25 at Waco, Tex. Action Oct. 25.

Designated for hearing

■ KCCT(AM) Corpus Christi, Tex.—FCC has renewed license of KCCT(AM) Corpus Christi, Tex., for remainder of its license term (until Aug. 1, 1980). Station had been granted short term renewal on June 15, 1978, to extend to Aug. 1, 1979. Short term renewal and notice of apparent liability for forfeiture were issued for improper logging, failure to log commercial material and using facilities in unfair competition with other entertainment sources. Action Nov. 6.

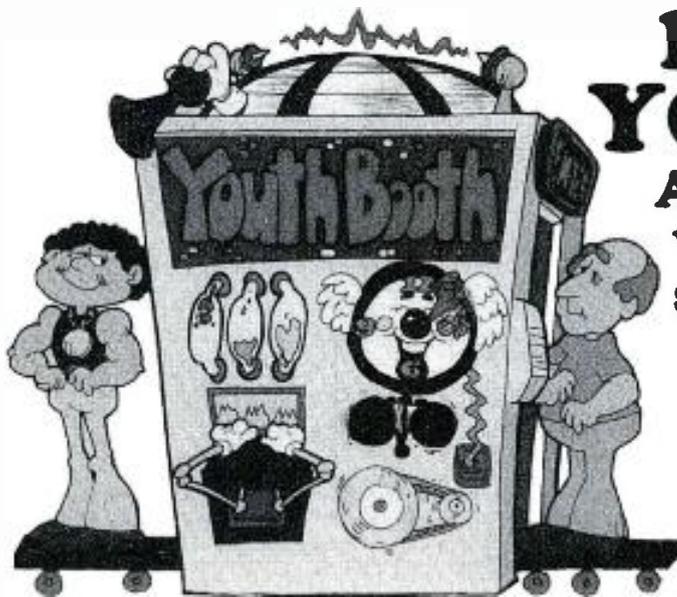
Translators

Applications

■ Uravan, Colo.—Union Carbide Communications Co. seeks CP for new VHF translator on ch. 3 (TPO: 1w, HAAT: 18 ft.) to rebroadcast indirectly KTVX-TV. Ann. Oct. 31. Salt Lake City.

■ River Falls, Wis.—State of Wisconsin Educational Comm. Bd. seeks CP for new UHF translator on ch. 55. (TPO: 100w, HAAT: 300 ft.) to rebroadcast directly WHWC-TV Menomonie, Wis. Ann. Oct. 31.

■ Township of Washington Island and Upper Door County, both Wisconsin—State of Wis. Educational Communications Board seeks CP for new UHF translator on ch. 55 (TPO: 100w, HAAT: 499 ft.) to rebroadcast directly WPNE(TV) Green Bay, Wis. Ann. Oct. 31.



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Services

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass 02138 Phone (617) 876-2810</p>	<p>DOWNTOWN COPY CENTER FCC Commercial Contractor AM-FM-TV & NRBA lists—tariff updates—search services—mailing lists, C.B., Amateur, etc. 1114 21st St., N.W., Wash., D.C. 20037 202 452-1422</p>	<p><i>contact</i> BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>
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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager 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.

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.

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.

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.

Single market AM/FM in Central Virginia is in need of a Sales Manager who can sell, motivated and has promotional ideas. Good solid radio market with lots of growth. Good area to live. If you can sell you can make money with us. Send information on yourself and salary requirements. Ted Gray, PO Box 512, Altavista, VA 24517.

Experienced Station Manager for new FM Radio Station on Florida's East Coast. Will be responsible for: operations, programming, personnel management, promotion. Contact: Dr. J. Leland Hall, Pastor, First Baptist Church, PO Box 366, Melbourne, FL 32901. 305-723-0561.

Detroit General Manager WQRS-FM* Past major market sales management experience, interest or experience in classical music programming helpful. Past experience in print media helpful. Equal Opportunity Employer. Send resume to: Dick Rakovan, Outlet Broadcasting Co., 111 Dorrance Street, Providence, RI 02903. *Subject to FCC. Approval.

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.

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.

HELP WANTED SALES

Immediate opening for salesperson, two years experience preferred. Send resume to WQDE, PO Box 1824, Albany, GA 31702.

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.

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.

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.

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.

Growing Central Florida AM needs aggressive street fighter. Investment possible-Percentage Probable-for the right person. PO Box 194, Mt. Dora, FL.

HELP WANTED ANNOUNCERS

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.

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.

WJKC-Tawas City, Michigan, looking for experienced announcers. Excellent starting salary. Good benefits. Contact John Carroll 517-362-3417.

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.

Anderson, IN deserves the best morning personality. WHUT is now looking! Rush your tape and resume to Mike Kase, WHUT, Box 151, Anderson, IN 46015. EOE.

Morning personality for western Maine's only fulltime AM-FM. We will pay. Tape and resume to WOXO, Norway, ME 04268.

Immediate Openings at 14-KELD, Eldorado, Arkansas, a mass appeal contemporary station in a very competitive, 4 station market. We have a prize car on the street, give-aways almost every hour cash calls, etc. 14-KELD is a part of the Noalmark Broadcasting chain and is an equal opportunity employer. We have a very strict format and you will be expected to follow it. Send tape and resume to Norm Davis, 14-KELD, 2525 Northwest Ave., Eldorado, AR 71730.

50,000 watt Ohio modern country station has opening for morning DJ with production experience. Experience required. Send resume to: Ron Aughinbaugh, WELA, PO Box 949, East Liverpool, OH 43920.

Excellent position open with advancement opportunities. Fast growing exciting West Texas City... ideal living conditions. Top rated station... good equipment. EOE. Rush resume to Box K-161.

Need 1st Phone Asst. Chief Eng. plus air work. Full time position! Experience helpful but not necessary. Dan Bennett, WREN Topeka, KS 913-232-0505.

29 Year Central Fla AM going full time. Need 1st ticket announcer—Contact Tom Thornburg, WIPC, Lake Wales, FL 813-676-1486. E.O.E.

Experienced announcer for morning drive shift. Real personality. Creative. Production. S.E. Penna. adult contemporary. Tape and resume: Don Gabel, WLPA, 24 S. Queen St., Lancaster, PA 17603. E.O.E.

Production specialist needed for Texas Station. Automation experience helpful. Good position working with fine staff. EOE. Send resume to Box K-167.

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, WDF Radio, Box 524, Marion, OH 43302 E.O.E.

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 Horne 501-968-1184.

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.

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 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 for Western Pennsylvania night time DA. Good pay, beautiful surroundings. First phone required. announcing helpful. Send resume to Bruce Lewis, PD, WWCBC, Box 4, Corry, PA 16407.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer. AM/FM. FM fully automated. Strong on maintenance. EOE. Resume and salary requirements to Box K-75.

Chief Engineer, top 20 market in Southern California, needs an audio whiz to maintain a very strong signal on a great dial position. Right opportunity for person who can produce results on the air and not technical jargon rationale about why it doesn't sound right. M/F. Equal Opportunity Employer. Resumes and salary requirements to: Box K-164.

WLSQ/WREZ Radio, Montgomery, Alabama, needs Chief Engineer immediately. Fulltime AM, Directional, Automated FM. Starting salary \$14,400. Call Gene Moorhead 205-832-4295.

Engineering Assistant. No. 1 beautiful music station, Houston, TX. Group owned, good benefits. First phone experience preferred. Send resume and salary requirements to Jon Bennett, Chief Engineer, KYND, 1001 E. Southmore, Pasadena, TX 77502. EOE.

KSCB, Liberal, Kansas is now accepting applications for an engineer to handle an AM and an FM. First class license a must. Our top 40 station is also looking for a full time jock. A third class license is required. Rush tapes and resumes to Steve Armstrong, PO Box K, Liberal, KS 67901.

HELP WANTED NEWS

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/WHF, Box 1450, Jackson, MI 49204. EOE.

Experienced Newscaster 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.

Major Market Leader needs morning anchor person. Writing style and ability to tell news is a must. Some street work helpful. Tapes and resumes to Ken Dennis c/o Frank N. Magid Associates, Inc., 2225 E. Randol Rd., Suite 522, Arlington, TX 76011.

Kentucky—Play by play person needed immediately for sports minded station in small market. Call 606-248-5842.

Radio news reporter and anchor needed. Experienced and/or degree preferred. Competitive pay and excellent benefits. Station has heavy local news commitment. Send resume, short news audition tape, writing samples and references with first reply to: Box 100 South Bend, IN 46624. Will contact candidates for opening by phone with details. E.O.E.

Central Maine's News Leader is looking for a night newscaster 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 resumes to Steve Andrews, News Director, WLAM Box 929, Lewiston, ME 207-784-5401. We are an equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Radio-Television Coordinator: Mississippi State University seeks college graduate with creativity in developing radio programming and some knowledge of ENG equipment. Good voice and some experience required. Salary: \$12,000 to \$16,000. Send tape and resume by November 26 to W. G. Gilmer, Director, University Relations, PO Box 5328, Mississippi State, MS 39762. Equal Opportunity Employer.

Columbus Georgia's only Beautiful Music FM, seeks on-air Operations Manager. AM-Drive shift, plus some managerial duties and liaison with consultant. Help oversee some dramatic new innovations. Mellow, rich-sounding voice a must, with previous management experience helpful. Immediate opening. Send tapes and resumes, asap, to Bernie Barker or Steve Kelly, c/o WEIZ-FM, Box 1640, Columbus, GA 31902. EOE M/F.

Program Director wanted. Minimum of five years broadcasting experience required. No calls. Send tape and resume to Jim Ray, KOKE AM-FM, PO Box 1208, Austin, TX 78767. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

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.

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.

Wanted: Challenging opportunity as GM, Operations Manager or Program Director. 13 years experience, last 10 in Cleveland. Experience includes MOR-Talk and Sport formats. Excellent references. Box K-163.

Station Manager seeking sales-oriented general managership. Employed. Nine years sales, programming, administration, ascertainment/license renewal. Box K-148.

SITUATIONS WANTED ANNOUNCERS

My name is Tesser! 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.

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.

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.

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.

Communications School Graduate (A.A.S. degree) is seeking employment with a station desiring personnel for any of the following formats: beautiful music, big-band, MOR, easy listening or adult contemporary. Contact Cory Nightengale, 31 Burbank St., Apt. G3, Boston, MA 02115. 617-536-8655.

Solid PBP man 4 years exp major NCAA basketball. Dan Lee 316-231-6205.

Immediate availability. Male 42—will relocate anywhere in Northwest. 3rd endorsed. Outstanding voice. Resume and tape upon request. Jim Lovejoy, 40 Wildwood Blvd., S.W. No. 207, Issaquah, WA 98027. 206-392-2435.

SITUATIONS WANTED TECHNICAL

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.

Chief Engr. AM-FM-DA installations. Small market low pressure western states. Box K-158.

SITUATIONS WANTED NEWS

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.

Personable newscaster stuck with new news director who wants the voice of doom. If you'd like a human sounding newscaster contact Box K-131.

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 newscaster, street reporter, excellent writer/anchor pbp, etc. Also jockeying, production, promotions. Prefer position in Massachusetts, or N.E. I can do more for you. Call Jerry at 617-534-9076 after six.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director/Jock. Experience and references. Management oriented programmer seeks medium market situation. Increase your listenership thru innovative programming. Let's talk! Call Mike 314-273-5471.

Veteran Broadcaster. Want programming and/or production. Great voice, ability and know how—Todd 815-398-6060.

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.

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. The AETC is an equal opportunity/affirmative action employer.

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.

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, STSF, PO. Box 506, Brisbane, CA 94005.

HELP WANTED MANAGEMENT CONTINUED

President and General Manager. Community-owned PTV station: Responsible for supervision and coordination of all management areas, which include financial, programming, engineering, development, and community and governmental relations. Reports to and is responsible to Board of Trustees. Candidates should have broad experience in management, fund raising, and public relations in public or commercial TV. Experience in Public Radio desirable. Degree in communications or related field preferred. Suitable work experience will be considered an alternative. Submit a detailed resume of experience, training, education and personal data including names of at least three references, a salary history, and last three employees. (Application deadline: December 15, 1979). Send resumes to: Search Committee, WNPE-TV, Box 114, Watertown, NY 13601.

HELP WANTED SALES

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.

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.

Experienced television sales pro needed to take over an established top billing account list. Must show a record of new business development and ability to work with direct retail and major agency clients. Future management potential will be a major factor in considering candidates. Send Resume to KREM-TV, Div. of KING Broadcasting, Box 8037, Spokane, WA 99203, Attn: Tony Twibell. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

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 Bostough, % 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.

TV Chief engineer for Northwest VHF Commercial station. 150+ market. Must be strong maintenance engineer with transmitter, VTR and studio equipment experience. Small staff requires personal attention to maintenance. Equal opportunity employer. Send resume and salary requirements to Box K-9.

T.V. Engineers: Michigan State University has vacancies for engineers for broadcast and instructional TV. First class license required. Quad video-tape post production experience most desirable. Maintenance & operation experience a must. Salary range \$13,937-\$18,815 plus benefits. Contact: Michigan State University, Personnel Office, 110 Nisbet Bldg., East Lansing, MI 48824 (517-353-3720). Refer to position C9796. An Affirmative Action/Equal Opportunity Employer.

Maintenance Engineer for combined station-production house. Help maintain WBRE-TV's state of the art equipment including TCR100, TR600, TK45, TK46, TK76 and Grass Valley DVE and E-Mem. An EEO Employer. Write Charles Baltimore, WBRE-TV, Wilkes-Barre, PA 18773 or call 717-823-3101.

Broadcast Maintenance Engineer. First Class License and at least 3 years experience with video circuitry, quad tape, 3/4" tape, cameras, digital basics. Send letter and resume to WTRF-TV, 96-16th Street, Wheeling, WV 26003, Attn: Robert McFarland. We are an Equal Opportunity Employer.

Television engineer needed for full color, closed-circuit studio, ENG and 3/4" editing. Prefer BA/BS in broadcasting with first class license. Competitive salary and benefits. Application deadline: December 7. Send letter, salary requirements, resume and references: Gregory Porter, Division of Radio-TV, Baylor University, Waco, TX 76703. An equal opportunity employer.

Television Engineer needed. Immediate opening. Full color university facility. Heavy maintenance and technical assistance on production. Experience essential. Call G. Ilka at 513-745-3736 or write Xavier University, Television Center Cincinnati, OH 45207.

Come in out of the cold: South Texas VHF looking for maintenance chief with superior technical qualifications. EOE. Box K-152.

Experienced TV Engineer needed for leading NBC Affiliate in sunny South. Must have thorough knowledge of all aspects of engineering maintenance and operation. Send resume to WESH-TV, PO. Box 1551, Daytona Beach, FL 32015.

Technicians: Washington-based PBS station is seeking technicians with experience in videotape editing or maintenance and 1st class FCC license. Salary commensurate with experience. Send resume to: O&E Dept., WETA-TV, Box 2626, Washington, DC 20013.

Engineering Manager: Wanted for production oriented PBS affiliate. Previous TV production and supervisory experience and 1st class license required. Thorough knowledge of audio/video production techniques. Salary commensurate with experience. Send resume to: O&E Dept., WETA-TV, Box 2626, Washington, DC 20013.

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 about this position. Write with full particulars. Opening is immediate. All inquiries answered. EOE. Box K-140.

Sun Belt beckons qualified, reliable assistant chief engineer for established Texas Gulf Coast VHF station. EOE. Box K-165.

Northwest Group is updating application file in all areas of News, Production, and Engineering. E.O.E. Box K-61.

HELP WANTED NEWS

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.

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.

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.

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.

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.

Reporter—Top 50 market looking for reporter with good on-air presence and writing skills. Send resume and videotape cassette to: News Director, WOWK-TV, 625 - 4th Ave., Huntington, WV 25701. Equal Opportunity Employer.

Reporter/Anchor opening for Northern California TV bureau. Must be an aggressive self-starter and know what journalism is all about. Excellent opportunity for advancement. Send tape, resume to Dan Adams, News Director, KHSL-TV, PO Box 489, Chico, CA 95927.

Meteorologist needed to join news team committed to leadership. Top equipment, surroundings, and opportunity. Should have abilities in meteorological and environmental reporting. Medium market. Send resume and salary requirements to Box K-151.

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 Supervisor to coordinate all phases of daily departmental management functions at strong middle market station. Talent in producing a prerequisite. Must provide meaningful input to staff. Reply to Henry Urick, Program Manager, WJRT-TV, 2302 Lapeer Road, Flint, MI 48503. EOE employer.

Sportscaster—Southeastern station needs sportscaster with at least two years on-air experience. Equal Opportunity Employer. Send resume to Box K-157.

TV Anchor: Need TV News co-anchor for midwest operation. Qualifications include ability to write, read and think news. EEO. Send complete resume including experience, salary required to Box K-145.

Two Co-Anchors needed (M/F) for noon and/or evening newscasts at ABC affiliate with dominant weekly audience cume. Will take newscast from No. 2 to No. 1. On-air presence and reporting experience important. Contact: Henry Urick, Program Manager, WJRT-TV, 2302 Lapeer Road, Flint, MI 48503. EOE employer.

Reporter position available at medium market mid-west ABC affiliate. Emphasis on abilities to produce quality piece. Contact Henry Urick, Program Manager, WJRT-TV, 2302 Lapeer Road, Flint, MI 48503. EOE employer.

Meteorologist for top-rated news department in 3-station small market. Weather fax, color radar and other aides. Two major evening weathercasts. Will consider inexperienced person with good academic background in meteorology. Send tape and resume to Don Blythe, KOAM-TV, Pittsburg, KS 66762. An Equal Opportunity Employer.

Group-owned VHF Net affiliate with a superior news department seeking anchors and reporters. Send resumes in strict confidence to this eastern medium market winner at Box K-162.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

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, P.O. Box 6, Sacramento, CA 95801. KVIE-TV is an equal opportunity/affirmative action employer.

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.

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.

Field Producer—for top rated top ten market prime time magazine show. We're looking for a television fanatic who can produce great features. E.O.E. If you have a feature tape that sparkles send your resume to Box K-43.

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.

Producer/Director for group-owned top 50 market. Looking for creative person with strong production skills and a minimum of 5 years experience. E.O.E. Send resume to Box K-144.

Commercial Continuity Writer with fresh ideas and strong creative ability for VHF television on beautiful Texas Gulf Coast. EOE. Box K-156.

Coordinate program production projects, serve as talent, evaluate/execute program concepts, prepare and monitor budgets, conduct program research and write scripts, select on camera program participants, supervise program esthetics and production deadlines. TV experience essential. Own producer/director/writing example must be available. KTWU is a public TV station. BA degree required. Salary commensurate with experience. Application to: Producer Search, KTWU, 301 North Wanamaker Rd., Topeka KS 66604. Washburn University licensee of KTWU is an Equal Opportunity Employer M/F/H. Applications received through December 1, 1979. Search may continue until suitable candidate found. Appointment January 1980.

Producer: WLS-TV has immediate requirement for a promotion on-air producer, with experience in developing and executing a wide variety of promotional themes associated with news and movies. Interested parties should send resume, salary history and video cassette to: Mr. Tim Bennett 190 North State Street, Chicago, IL 60601. EEO/M/F.

Producer-Director II for University Television Services, a public television production center. Requirements include a Bachelor's degree or the equivalent in related experience; one year of experience at the level of producer-director; and, experience in producing, directing and writing public affairs programs. Candidates should demonstrate a thorough knowledge of studio, field and post-production techniques. Contact Skip Hinton, 205-348-8210. Applications to Employment Office, PO Box 6163, University, AL 35486. Deadline November 30, 1979. The University of Alabama is an Equal Opportunity/Affirmative Action Employer.

Commercial Manager with good track record and administrative ability for progressive VHF in growing Sun Belt market. EOE. Box K-160.

SITUATIONS WANTED MANAGEMENT

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.

If 1979's bottom line looks disappointing, let's talk! Television sales/sales management professional seeks position as GSM/NSM. Experienced and aggressive with proven ability to motivate and direct total sales staff effort. Current and past sales achievements, plus potential will only help expedite your decisions regarding 1980! Currently employed. Box K-143.

SITUATIONS WANTED SALES

5 years broadcast sales experience—young woman seeks sales position in top 50 TV market. Box J-165.

SITUATIONS WANTED TECHNICAL

Audio Engineer, five years experience major New York stations. FCC 1st Class. Will relocate. Contact: Brian McGovern, 210 East 235th Street, Bronx, NY 212-324-6473.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a good job. Four years experience. Strong on air and BPP 614-885-3890. College degree. Box J-120.

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.

If you're a small market, I'd like to be your sports director. Five years radio experience. Including pbp. 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.

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.

Experienced News, E.N.G./Photographer, Reporter. Audition tape and resume on request. Call 612-866-8036 or Steven Bothun, 7345 13th Ave So, Richfield, MN 55423.

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.

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.

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.

Field Producer from Evening/PM Magazine available Jan 1. Experienced in shooting, producing and editing magazine-style program. Reel available. Box K-146.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Staff Executive for Unda-USA. The national Catholic association for broadcasters and allied communicators is seeking an executive to handle operations of a three hundred member service group with national participation. Must be well versed in broadcasting and its allied parts. Address requests for job descriptions to: Unda-USA, 320 Cathedral Street, Baltimore, MD 21201. Job requires Washington, DC, residency.

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 invites persons interested in graduate work at the master's level to apply soonest for positions as Teaching/Research/Administrative Associates starting Fall 1980. For application forms or information, write or call: Graduate Chairman, School of Journalism, Ohio State University, 242 West 18th Avenue, Columbus, OH 43210, or phone 614-422-7438.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

CMY Video Tape Editor, experience with RCA/Sony Type "C" one inch, quads, Vital switching equipment valuable. Miami's only full service production/post production facility looking for experience and proven track record in CMX editing. Excellent salary and benefits. Call: George Livingston, Channel One Video Tape, Inc. 305-592-1764.

HELP WANTED INSTRUCTION

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.

Supervisor, Radio Facility and to teach radio broadcasting. Salary competitive. Appointment Sept., 1980. M.A. plus 3 years professional and teaching experience required. Send completed application to Affirmative Action Officer, Winona State University, Winona, MN 55987, by Feb. 15, 1980. An Affirmative Action, Title IX, Equal Opportunity University.

Mass Communication. Instructor (tenure track) position available September, 1980. Duties include teaching of Basic Television Techniques, Advanced Television Techniques, and Television Writing. Master's degree required/Ph.D. preferred. Salary to \$15,964 depending on qualifications and experience. Minorities and women are encouraged to apply. Application deadline: February 1, 1980. Send complete credentials to: Dr. Irene Shipman, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204. An equal opportunity/affirmative action employer.

Broadcast News—Morehead State University invites applications for a faculty position in radio-television. Duties include teaching of broadcast news and public affairs and other basic courses and supervising students in production of newscasts on local cable. Available Jan. 1, 1980. Master's degree and broadcast news experience required. Doctorate preferred. Rank and salary based on qualifications. Letter of application and resume by Dec. 1, to Dr. Jack Wilson, Head, Department of Communications, Morehead State University, UPO Box 912, Morehead, KY 40351. MSU is an Equal Opportunity, Affirmative Action Employer.

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 Thorn, 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.

FOR SALE EQUIPMENT

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

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.

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

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-66 Projectors—Optical & Magnetic Sound, ea \$10,000.

Eastman 285 Projectors—Reverse, good condition, ea \$6,000.

RCA TP-6 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-60 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.

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.

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.

Good parts inventory for RCA TTU1B and TTU25 transmitter. Write KLOC-TV, PO Box 3689, Modesto, CA 95352.

Stand alone Vital 114 special effects unit. Rotary wipes, soft wipes, effects with borders. All the latest. Sony 3/4" Videocassette machines. Call 919-446-8734.

GE Transmitter with attendant equipment Model TT59, 50 KW very good condition on Channel 17. Available immediately. Bargain if you move. Reasonable if I move. For details contact: E.B. Wright, 1018 West Peachtree St., Atlanta, GA 30309. 404-875-7317.

2 TV Production Trucks: 40' 3 Ampex BCC-1 Plumbicon cameras, RCA TR600 2", American Data 558-3 Switcher (quad, split, rotary, soft wipes), 20 channel audio board, \$350,000 24'; 2 Ikegami cameras, RCA TR61 2", 12 channel audio, 3/4 2800 Sony w/microtime TBC, built in generator. \$140,000. 213-397-5922 Eve/JAM.

Gates KSP-10 Automation System, accepts 15 inputs, five digit logging system, needs tape machines; CBS FM Volumax. Call Steve Boyer, 215-258-6155.

Chyron IV, new, under warranty, dual disc drive, available immediately television graphics 201-262-5925.

Why Wait 16 to 30 weeks for monitors and scopes? Broadcast Systems, Inc. delivers from stock. Call 800-531-5232 or 512-836-6014.

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 Stafford 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 Pt. arrangement with generous terms. Conversion to cash arrangement possible. Tape supplied. Great for midnite-to-dawn, movies, etc. All replies confidential. Box I-198.

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.

Wanted: radio stations to trade commercial time for profit share of products from sports to psychology. Details from Alan Christian Enterprises, 8904 Flagstone Circle, Randallstown, MD 21133.

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.

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.

San Francisco, FCC License, 6 weeks 1/14/79. Results guaranteed, Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

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.

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 Sales

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.

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.

Help Wanted Management

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.

Situations Wanted Announcers

SPORTS ONLY POSITION WANTED

Solid news, sports and talk experience. Three yrs current position hosting all nite phone show in Detroit which is heavily sports oriented. Contact Bill Douglas at (313) 534-0251 after 1 PM. Eastern Time for more info.

Situations Wanted News

WE'VE GOT YOUR NEWS.

If you want your news to dominate the market, let us do the driving ... Two journalists, solid print & broadcast experience, will take over a.m. & p.m. news slots ... male anchor holds down mornings, female personality does afternoons. We know what it takes to deliver white-hot coverage. Box K-150.

TELEVISION Help Wanted News

TELEVISION REPORTER

Proven broadcast journalist with drive and professional experience. Resume and tape to Bill Jobes, News Director, WTVR TV, P.O. Box 11064, Richmond, Virginia 23230. E.O.E.

EXECUTIVE PRODUCER

Pulitzer Broadcasting in the Providence Market is now conducting a nation-wide search for a "take-charge" Executive News Producer with solid background and experience in a fast paced Action News format.

Send tape and resume to:
Peter Leone,
News Director
WTEV-6 Television Center,
New Bedford, MA 02741

Help Wanted News Continued

TV ANCHORMAN OR WOMAN WITH NETWORK NEWS CREDITS AND NATIONALLY RECOGNIZED NAME TO HOST MAJOR DOCUMENTARY/PUBLIC AFFAIRS SERIES

The program is a unique documentary public affairs series. Pilot programs received high ratings and critical praise in national broadcasts. Now going into national commercial syndication, the producers are seeking an anchorman or woman with a network news background and a national reputation for high journalistic standards—a top newsperson who can handle a hard hitting, factual, in-depth approach to a variety of subjects. Box K-147.

Help Wanted Management

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.

Help Wanted Technical

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.

Wanted: Chief Engineer

for Cleveland AM-FM combination. 5KW DA-2, high power FM stereo with SCA. Strong on audio. Ability to direct and organize a must. Send complete resume and salary requirements to Joe Restifo, VP/Operations, WBBG/M105 Radio, 3940 Euclid Avenue, Cleveland, Ohio 44115. An equal opportunity employer.

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.

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.

TELEVISION MAINTENANCE TECHNICIAN

WCVB-TV, the ABC affiliate in Boston, seeks a full-time broadcast maintenance technician. Applicants should have 3 or more years of broadcast maintenance experience with heavy emphasis on digital technology and FCC first-class license. We offer a 4-day work week; a base salary of up to \$28,600 per year plus overtime; and a chance to work with new camera and transmitter installation, 1-inch tape, CMX editing system, and one of the busiest production stations in the country.

If qualified and interested, send resume (no telephone calls please) to Personnel Department, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

Help Wanted Programing, Production, Others

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

FILM MANAGER

Washington, DC network affiliate station is seeking an experienced film manager for its Program Department. Duties include hiring, training & critiquing a four-person film editing staff; maintaining the feature film/syndicated program inventory, supervising daily film operations as it applies to the on-air product and providing information and assistance to the Program Manager on scheduling and buying. EOE. Please send resume to Box K-149.

Help Wanted Programing, Production, Others Continued

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.

ALLIED FIELDS Help Wanted Sales

MEDIA BROKER

Established broadcast brokerage firm has opening. Qualifications are: must be sales oriented; ten years in the broadcasting industry with either an outstanding management record or ownership experience. Applicant should aspire and make effort to earn \$100,000 or more annually. You will be trained at our expense. Send resume to Box K-166.

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

Grass Valley Group Career Opportunities

The Grass Valley Group, a leading manufacturer of television broadcast equipment is offering some excellent career opportunities for individuals with television industry experience.

Sales Engineer

This key position requires someone with a strong technical background in broadcasting. A preference will be given to individuals with proven sales experience. Our compensation package includes excellent company benefits in addition to our sales and commission program.

Field Service Engineers

We need individuals to provide after-sales support for our wide variety of complex systems. The positions provide travel opportunities within the U.S. plus marketing and engineering career opportunities. Requires individuals with experience designing and/or maintaining television broadcast systems.

TV Systems Engineer

This career position offers you an opportunity to design custom systems for a variety of GVG customers. The individual chosen will have a solid technical background in television systems with good basic circuit design knowledge.

The Grass Valley Group offers a state-of-the-art technical environment in a serene rural setting. We are located at the foothills of California's Sierra Nevada mountains, where you'll find a relaxed lifestyle and abundant recreational activities.

Interested and qualified individuals are invited to send a resume in confidence to Sylvia Smith, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, California 95945. An Equal Opportunity Employer M/F/H.

Grass Valley Group

A Tektronix Company

**Help Wanted Programing,
Production, Others**

RCA Selectavision VideoDiscs

**PROGRAMMING
SPECIALIST**

To evaluate software programs from diversified sources for Selectavision release. Requires 2-3 years film, broadcasting or cable experience.

**DIRECTOR OF
SPECIAL PROGRAMING**

License and negotiate programs for Selectavision diversified catalog. Executive experience in broadcasting and knowledge of international program sources required.

Send resume in strictest confidence, specifying salary history and requirements to:
Box 1118PH, Rm 1100, 551 5th Ave, New York, NY 10017



A Tradition On The Move!

an equal opportunity employer

Employment Service

**B
A
L**

**BROADCASTER'S
ACTION LINE**

The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Search \$25.00
Call 812-889-2907
R2, Box 25-A, Lexington, Indiana 47138

Radio Programing

SRC SOUNDS OF FAITH

**BRING SUNDAY MORNINGS
BACK TO LIFE**

*Dramatic increase in Sunday listeners
Theme personality each quarter hour
Hours of music tailored to market
Programming sold successfully
Meets your "religious commitment"
Immediate sponsor/audience interest
Quarterly updated programming*

*SRC "matched-flow" music is
for you!*

Stereo Religious Communications, Inc.
Box 10323 Atlanta, GA 30319

FRANK N. MAGID ASSOCIATES, INC.

ONE RESEARCH CENTER / MARION, IOWA 52302

The result of rapid growth and expansion has opened new career opportunities in television consultation and research.

Consultant applicants should have years of solid experience in sound broadcast journalism. Must have the ability to communicate effectively orally and in writing, and be able to deal easily with people in all management levels.

Research applicants should have several years experience in social science research. An advanced degree is required.

For consideration, send a resume with earning history and requirements to: Dan Bormann, VP Finance and Administration.

MARION-CHICAGO-DALLAS-SAN FRANCISCO

LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Hilarious Xmas Comedy

Night Before Xmas
Sell to Sponsor or run Special
\$20- Broadcast City
c/o 34 N. Brentwood, No. 10
Clayton, Mo. 63105
314-863-0633

Public Notice

**November 26-27, 1979 Public Broad-
casting Service Board of Directors meet-
ing, Colonial Room, Mayflower Hotel, Wash-
ington, D.C. Meeting begins at 8:00 p.m. on
November 26 and reconvenes at 9:00 a.m. on
November 27. Consider reports and structural
recommendations of PBS Transition Commit-
tee and Center Incorporators Committee;
status of development of multiple program
services; budgets for new dual structure; PBS
finances to date in FY 1980; status of intercon-
nection contract; policy on program rights.**

**November 27, 1979, Interim Board of Trustees,
Association for Public Broadcasting meeting, 3:00
p.m., Colonial Room, Mayflower Hotel, Washington,
D.C. Adopt policy on admission of stations to mem-
bership in the Association; adopt by-laws and authorize
process for submission of by-laws for ratification by
membership.**

NOTICE TO BIDDERS

Sealed bids will be received by the City of Columbia, Missouri, at the Office of the Purchasing Agent, until 2:00 PM, December 19, 1979, for furnishing the City of Columbia, Consulting Services for a Technical Evaluation of the Columbia Cable Television System. Bid blanks and specifications may be secured in the Purchasing Office, First Floor, Daniel Boone Bldg., 701 East Broadway, Columbia, Missouri, 65201.

**ENTERTAINMENT
MARKETING DIRECTORS
SOUGHT . . .**

... for the World's Largest Circus under the Big Top. You will conduct market research, buy advertising, generate publicity, and set up promotions in behalf of this century-old family entertainment institution. These exciting positions require travel on a full-time basis, using your own car.

send resume to:

National Marketing Director
CLYDE BEATTY-COLE BROS. CIRCUS
P.O. Box 1570
Winter Park, Florida 32790

Television Programing

**FREE CHILDRENS FILMS
TO TOP 50 STATIONS**

THE LEARNING PARTY
1490 N.E. 155 Terrace
North Miami Beach,
Fla. 33162
305-945-1352

**The MEMORABLE Days
of Radio**

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
... included in each series

Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884

Business Opportunities

AVAILABLE

Pittsburgh, Detroit, Houston, Boston, Denver, Seattle, Minneapolis, Washington (D.C.), Honolulu, Mobile (Ala.), Wheeling (W.Va.), New Haven (Conn.), Williamsburg (Va.).

Unique opportunity available to own & operate a "tunnel radio station" in these markets. Can be owned by radio station in same market. Reaches all AM listeners while inside tunnel (on all AM channels). TRA, founder of system, provides all equipment & consulting services.

TRA systems on air: Ft. Lauderdale, Baltimore. On air soon: New York City, Norfolk, Montreal.

Only financially qualified locals in each market considered.
For more information contact:

R. Skinner-President
Tunnel Radio of America, Inc.
2900 N. Dixie Highway
Ft. Lauderdale, Florida 33334
(305) 561-1505

Wanted To Buy Stations

Want to buy AM
preferably in New England or
East Coast \$100,000 or less
Box K-168

Financial group seeking
broadcast stations for purchase
in Southwest Ohio. P.O. Box 833
Mid City Station, Dayton, Ohio
45402.

CHICAGO Suburban (50 miles)
MILWAUKEE Suburban (20 miles)
Private Party seeks
AM &/or FM ... Strict confidence
Box K-86

For Sale Stations

H.B. La Rue, Media Broker
RADIO · TV · CATV · APPRAISALS
West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

MEDIA BROKERS APPRAISERS
RICHARD A. **SHANEEN**
435 NORTH MICHIGAN · CHICAGO 60611
312-467-0040



RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

E	Metro	B/FM	\$600K	Cash
NY	Suburban	B/FM	\$625K	Cash
NE	Suburban	B/FM	\$575K	Cash
NE	Metro	B/FM	\$575K	Cash
NY	Small	B/FM	\$425K	Cash

Atlanta, Boston, Chicago
Dallas, Los Angeles

CHAPMAN ASSOCIATES
national service

1835 Savoy Dr., N.E., Atlanta, Ga., 30341

For Sale Stations Continued

BY OWNER
Growth market fulltime AM and
C FM in the recession proof
Southwest. \$500 million retail
sales. Will gross \$750,000 in
1979. Excellent cash flow. Modern
plant. Opportunity for Hispanic
ownership. Buy both or
AM only. Serious inquiries only
please. Write Box K-159.

BILL-DAVID ASSOCIATES
BROKERS-CONSULTANTS
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/826-0388 Suite 214
11661 San Vicente Blvd.
Los Angeles, CA. 90049
202/223-1553 Suite 417
1730 Rhode Island Ave. N.W.
Washington, D.C. 20038

THE KEITH W. HORTON COMPANY, INC.
P. O. Box 948
Elmira, NY 14902
(607) 733-7138
Brokers and Consultants to the Communications Industry



CLASS C FM
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.

R.D. Hanna Company
Brokers-Appraisers-Consultants
5944 Luther Lane Suite 505
Dallas, TX 75225
214-696-1022
8340 E. Princeton Ave.
Denver, CO 80237
303-771-7675

TIGHT MONEY SPECIAL
Class B FM on West Coast with annual revenue of
\$800,000 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.

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar - Suite 816 - Memphis, TN. 38157

- FM covering large Tennessee city. Ethnic group preferred. \$600,000 cash.
 - Fulltimer in large North Carolina city. \$1,500,000.
 - Fulltimer in large South Carolina city. \$2,000,000.
 - Ethnic station in large Michigan city. \$1,900,000.
 - Fulltimer large metro area Georgia. \$925,000.
 - Daytimer in East Tennessee small town. \$195,000.
 - 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.
 - Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
 - N. Central Texas. Daytimer. \$400,000.
- Let us list your station. Confidential!
- BUSINESS BROKER ASSOCIATES**
615-756-7635 24 HOURS

AM/FM - CATV - TV
CURRENT INVENTORY
SHERMAN and BROWN ASSOC.
MEDIA BROKER SPECIALISTS
(305) 371-9335 (904) 734-9355

GORDON SHERMAN 1110 Brickell Ave. Suite 430 Miami, Fla. 33131	ROBERT BROWN P.O. Box 1586 Deland, Fla. 32720
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At last! The most comprehensive guide to RETAIL RADIO & TV ADVERTISING ever published!



The new insider's look at retail advertising — indispensable to any station that's out after new business.

- 441 fact-filled pages. Paperback, 8 1/4 x 11.
- Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business. They help sell your prospects on the value of your medium and station.
- Easy-to-read, non-technical terms. (Created to make retailers more comfortable with broadcast advertising so they'll use it more!)
- Indexed so your sales people can find solutions to retail advertising problems in seconds.

Helps your salespeople become retail marketing consultants, not just sellers of time. Specifically, they'll learn "How to:"

- Communicate with retailers in their language.
- Get in "sync" with the 3-to-6 month planning timetables of their retail prospects.
- Use in-depth research data to support a media mix of less newspaper and more broadcast.
- Make an effective newspaper switchpitch with examples of how newspaper and broadcast deliver over 4X the gross impressions as the same dollars in newspaper alone.
- Help create and produce effective low-cost commercials. (Text includes 34 scripts of award-winning spots).

USE IT!—for sales training — to switch-pitch newspapers — to support your next presentation to your hottest retail prospect!

Let your sales team help their retail accounts:

- Research and identify profitable customer groups.
- Research and analyze merchandising and promotional opportunities.
- Develop store positioning strategies.
- Target their advertising, using one of broadcast's greatest strengths, to reach their most profitable customer groups.
- Increase store traffic, sales, and profits!

ORDER YOUR COPY TODAY!

Mail to:
Broadcasting Book Division
1735 DeSales Street NW
Washington, D.C. 20036

- Yes, please send me _____ cop(ies) of *Building Store Traffic with Broadcast Advertising* at \$50 each plus \$1 each for shipping.
- My check is enclosed for \$ _____

NAME _____

FIRM _____

ADDRESS _____

CITY/STATE/ZIP _____

B-1

For Sale Stations Continued

SUNBELT SPECIAL

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.



Select Media Brokers

P.O. Box 5 - Albany, Georgia 31702-0005

SELECT MEDIA BROKERS

MI	Fulltime AM & FM	300K	Small
SC	Daytime AM	150K	Medium
FL	Fulltime AM	390K	Medium
GA	Fulltime AM	375K	Medium
PA	Daytime AM	400K	Medium
SC	Daytime AM	440K	Medium
FL	Daytime AM	330K	Medium
FL	Daytime AM	165K	Small
FL	Daytime AM	350K	Medium
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Daytime AM	175K	Small
SC	Daytime AM	500K	Medium
	& Fulltime FM		

912-883-4917

PO Box 5, Albany, GA 31702

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.

THE HOLT CORPORATION

APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS
Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017
215-865-3775

Dan Hayslett

a associates, inc.

dh Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway - Dallas, Texas

OKLAHOMA FM

Profitable Class A. New Equipment. Bustling small market with good economy. \$270,000, terms. Southwestern Media Associates, Box 6130, Lubbock, TX 79413. (806) 797-1221.

PROFITABLE

Southern Radio Station Top growth market, AM Daytime, Price 2-1/2 times gross, 29% down with non-compete. Buyer must submit financial data resources with first letter. Write Box K-155.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 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, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media



Epps

J. Law Epps, executive VP-operations, Cosmos Broadcasting, Columbia, S.C., owner of two radio and four television stations, named president and chief operating officer.

Paul Kress Jr., general sales manager, WEEP(AM)-WDSY(FM) Pittsburgh, joins WWSW(AM) there as general manager.

Al Grosby, VP-general manager of KRAK(AM)-KEWT(FM) Sacramento, Calif., named executive VP of licensee, Affiliated Broadcasting.

William P. Dix, VP-general manager, WGMW(FM) Riviera Beach, Fla., joins WDBS(FM) Durham, N.C., as general manager, and president of licensee, WDBS Inc.

Larry Kindel, sales manager, WKIS(AM) Orlando, Fla., named station manager.

E. Ernest Goldstein, senior partner, Couder Freres law firm, Paris, named consultant on international development, CBS Inc.

David Van Valkenburg, VP-Western operations, American Television and Communications Corp., Denver, named to head new plant and facilities division, which will focus on expanding company's construction division, construction contract administration and coordination and cable system purchasing. **James Cottingham**, division manager in Eastern operations (based in Denver), succeeds Van Valkenburg. Succeeding Cottingham will be **Kevin Rorke**, central Florida regional manager.

Raymond Stice, director of marketing, UltraCom, cable system operator based in Montgomeryville, Pa., named VP-systems operations.

NBC finance organization has been reorganized, giving each of NBC's divisions its own VP-finance and administration. **Donald Carswell**, VP in charge of corporate business affairs, named VP-finance and administration for NBC-TV; **Henry Kanegsberg**, VP-business affairs and administration, news, named to post with NBC News; **Kirk Dodd**, VP-pricing evaluation and administration, named to post with NBC Entertainment; **Michael Sherlock**, in charge of NBC's production administration, named to post with NBC Sports, and **Edward Garrett**, division VP-finance for Solid State division of RCA in Somerville, N.J., named VP-finance and administration for NBC's operations and technical services. Each will report to his respective division president.

Alan Noyes, WSNQ(AM) Barre, Vt., and **Harry Davey**, WRNG(AM) North Atlanta, Ga., named to CBS Radio Affiliates Association board of directors. **Frank G. Stisser**, WEST(AM) Easton, Pa., and **Lawrence E. Richardson**, WINA(AM) Charlottesville, Va., who had been filling unex-

pired terms on board, elected to regular terms. **Albert H. Sanders Jr.**, WMAZ(AM) Macon, Ga., is board chairman.

Laurence Rubin, attorney, Office of General Counsel, Long Island (N.Y.) Railroad, named assistant general attorney, employment practices, legal department, ABC Inc.

Fred E. Scott, president pro tem, Long Island Educational Television Council, operator of noncommercial WLIW(TV) Garden City, N.Y., named chairman of board of trustees.

Robert D. Johnson, former business manager for Taft Broadcasting in Philadelphia, joins KOKH-TV Oklahoma City as business manager, and secretary to licensee of station, Blair Broadcasting of Oklahoma.

New officers, Tennessee Association of Broadcasters: **Jack Mayer**, WDXN(AM) Clarksville, president; **Dave Thomas**, WEZI(FM) Memphis, west Tennessee VP; **Len Hensel**, WSM-AM-FM Nashville, middle Tennessee VP, and **Lilly Kinley**, WJCW(AM)-WQUT(FM) Johnson City, east Tennessee VP.

Carl Ellenberg, president of and morning air personality on WRNY(AM) Rome, N.Y., elected mayor of Rome.

Advertising



Geis

Robert H. Geis, New York media director, Wells, Rich, Greene, elected senior VP.

Nat Allan, VP account management, and **Howard Nass**, VP, media, at Cunningham & Walsh, New York, named senior VP's of agency.

Kenneth A. Ash, account supervisor, J. Walter Thompson Co., New York, appointed VP.

Edward G. (Jerry) Bonsaign, VP and manager of local broadcast media, Wm. Esty Co., New York, appointed VP and manager of local broadcast, Backer & Spielvogel, New York.

Timothy Sharpe, VP of McCann-Erickson direct response division, New York, named senior VP and general manager, replacing **David Savage**, who returns to his own firm in that field, Response Industries Inc., New York, with which McCann had shared contractual relationship for two years.

Robert G. Simon, VP and manager of media business affairs, McCann-Erickson, New York, appointed senior VP. **Colin Bowring**, VP and associate research director of McCann, named senior VP and research director.

Appointments, D'Arcy-MacManus & Masius: **Robert Brownell**, director of production and traffic department in Bloomfield Hills, Mich., office, elected VP. **Marilyn Hayes**, account

supervisor for 3M consumer products business at DM&M in Minneapolis, transfers to New York office as account supervisor for M&M/Mars Milky Way bar and new products. **George Stephan**, account executive on M&M/Mars account in New York, named account supervisor for Twix cookie bars and new products. In Chicago office of DM&M, **Chris Oster**, assistant film production coordinator with Goldsholl Associates, Northfield, Ill., named broadcast production coordinator. In St. Louis office, **James Lucas**, account executive for Kal Kan pet foods account, named account executive for Budweiser. **Barbara Korn**, research analyst, named research account executive for Natural Light account. **Jeffrey Goetz**, account executive, Advertising Associates, St. Louis, joins DM&M as assistant media planner. **George Kotalik**, art director, Albert J. Rosenthal, Chicago, joins DM&M in St. Louis as art director for Budweiser and Red Lobster restaurants accounts.

Frank Izzo, copy supervisor at Grey Advertising, New York, named VP.

Jeff Wright, formerly with Case Food division of Procter & Gamble, Minneapolis, joins Carmichael-Lynch Advertising there as account executive on WCCO-TV Minneapolis and Viking

"The person you describe is the person I'll deliver"

Joe Sullivan

"Finding a first-rate executive isn't enough.

"You want the *right* one.

"Right for your company. Right for *you*."

"I understand your needs. I relate

them to my own 18 years of executive responsibilities in media and communications. When you tell me what you want, I search out and deliver the right person.

"I know where to look. How to evaluate critically in terms of your specific preferences. And how to create the right climate for successful recruiting.

"You get an effective, knowledgeable, professional search. And you get exactly the person you're looking for."

Joe Sullivan & Associates, Inc.
Executive Search and Recruitment

1270 Avenue of the Americas
New York, New York 10020
(212) 765-3330

Sewing Machine accounts.

Appointments to Kenyon & Eckhardt's Dodge Dealer Advertising Association account: in Buffalo, N.Y., **A. David Jones**, from BBDO, named VP-Eastern area supervisor, and **Timothy Swies**, from K&E in Detroit, named account executive; in New York office, **Edward (Ned) Van Winkle**, who formerly owned marketing consulting business in Reading, Mass., named account executive; in Los Angeles, **Elmer Schaefer**, from BBDO-West, named account executive; in Atlanta, **William Craig**, from Mace Advertising, Atlanta, named account executive; in Cincinnati, **Robert Riggsbee**, from BBDO there, becomes account executive, and in Timonium, Md. (Baltimore), **David Pivec**, partner and VP of Pivec & Pivec Advertising there, named account executive.

Phil Brushaber, associate media director, Hofer, Dieterich & Brown, San Francisco, appointed associate media director of Tracy-Locke Advertising and Public Relations Inc., Dallas.

Jan Franks, copywriter, Graphichouse Ltd., Washington, joins Henry J. Kaufman & Associates, Washington, in same capacity.

Ralph DeVito, copywriter at Ted Bates & Co., New York, joins Kenyon & Eckhardt Advertising, New York, in same capacity.

Linda M. Bruce, associate media director, Fahlgren & Ferriss, Pittsburgh, joins Handley & Miller, Indianapolis, as broadcast media director.

William Reidenbach, from Market Associates, Jacksonville, Fla., joins Hubbard, Duckett, Mason, Dow there as creative director. **Thomas Gallaspy**, director of marketing services, Diamondhead Corp., New Orleans, joins HDMD as account executive, succeeding **Robert Dow Jr.**, who retires. **Jane Fabritius-Miller**, who has been doing freelance work in New York for J.C. Penney, R.L. Newport Agency, Alexander's and Gimbels, joins HDMD as assistant art director.

Pat Schroder, account executive with WPTY-TV Memphis, appointed to sales staff of Katz Television's Memphis office.

Douglas Vergara, from KXAS-TV Fort Worth, joins Avery-Knodel Television, Dallas, as account executive.

Joseph Hoffman, account executive, Adam Young Inc., New York, joins Arbitron Television Station Sales there in same capacity.

Edward Miccolis, media supervisor, Dial Media, television direct response advertising agency in Warwick, R.I., named media director.

Ronald Nobile, assistant controller, Vitt Media International, New York independent media buying firm, named controller.

Wally Strauss, director with Lanny Hirschfield Productions, New York, named director of Ansel Productions Inc., New York, producer of television commercials.

Harold Levine, chairman of Levine, Huntley, Schmidt, Plapler & Beaver, New York, named general chairman of the UJA-Federation Advertising and Communications Division for the 1980 campaign.

Ben Schulman, general and national sales manager for KSET-AM-FM El Paso, Tex., joins KKOL(AM)-KINT-FM there as general sales manager.

Chris Lamoureux, team sales manager, WPHL-

TV Philadelphia, named special projects sales manager. **Jane Nathan**, account executive, succeeds Lamoureux. **Curtis Lee Jr.**, sales supervisor, WZZD(AM) Philadelphia, joins WPHL-TV as account executive.



Hobbs

Jack Hobbs, general sales manager, of Metromedia's KNEW(AM) Oakland, Calif., named to same position for co-owned WNEW(AM) New York.

Steve Dant, former account executive, WDTN(TV) Dayton, Ohio, joins WTOV-TV Steubenville, Ohio, as general sales manager. Named account executives at WTOV-TV: **Linda Blackburn**, from WSTV(AM)-WRKY(FM) Steubenville; **Rodney Krol**, former general manager of WWJM(FM) New Lexington, Ohio; **Connie James**, from traffic department of WTOV-TV, and **Martin Sokoler**, graduate, State University College, New Platz, N.Y., and intern with WROC-TV Rochester, N.Y., which is co-owned with WTOV-TV.

Herb Lacey, local sales manager, KTVH(TV) Hutchinson, Kan., named regional sales manager. **Ed Wacker**, from Commodity News Service, Kansas City, Kan., succeeds Lacey.

Charles Bortnick, regional sales manager, WINZ-FM Miami, assumes additional duties as regional sales manager of co-owned WINZ(AM) there. **Thomas Denniberg**, account executive, WINZ(AM), named director of co-op sales for WINZ-AM-FM.

Jack Perk, sales manager, WDAE(AM) Tampa, Fla., joins WLCY(AM)-WRBQ(FM) there as national sales manager.

Karen Kjos, assistant sales manager, WKIS(AM) Orlando, Fla., named sales manager.

Robert Johnson, copywriter, WMT-AM-FM-TV Cedar Rapids, Iowa, named marketing director.

Steven Horowitz, advertising manager for Coca-Cola in San Diego, joins Cox Cable's local origination channel in San Diego as general sales manager.

Wes Clananan, from local sales department of KOCO-TV Oklahoma City, joins KOKH-TV there as sales manager.

Ronda Ascher, from WFYR(AM) Chicago, and **Tom Reeve**, from WMAQ(AM) Chicago, join WBBM(AM) there as retail account executives.

Sarah Pressey, from sales staff of KYNO-AM-FM Fresno, Calif., joins sales staff of KJEO(TV) there.

Mary Tice, formerly with J.L. Tice & Associates Advertising in Orange County, Calif., joins KBZT(FM) San Diego as account executive.

J.W. (Bill) Nazum, former general manager of WTGC(AM) Lewisburg, Pa., joins WELM(AM)-WLWY(FM) Elmira, N.Y., as sales manager.

Judy Eudy Robinson, formerly with KARK-TV Little Rock, Ark., joins KARN(AM) there as account executive.

Leslie Schaffer, media director, E.B. Lane & Associates Advertising in Arizona, joins KNIX-AM-FM Tempe, Ariz., as account executive.

Bruce Cable, former broadcast executive for Associated Press, joins WRET-TV Charlotte,

N.C., as account executive.

Patty Hagen-Busch, account executive, KLOK(AM) San Jose, Calif., joins KOIT(FM) San Francisco in same capacity.

Barbara Vardin, retail sales representative, WGY(AM)-WGFM(FM) Schenectady, N.Y., named manager, radio sales.

Tim Medland, account executive, WIBC(AM) Indianapolis, named local sales manager.

Named account executives, KGMC(TV) Oklahoma City: **Patty Latimer**, from KOCO-TV Oklahoma City; **T. Dan Loving**, from Swanson Broadcasting in Tulsa, Okla.; **Kevin Norman**, from KKNG(FM) Oklahoma City, and **Cathy Shank**, from Ackerman Advertising in Oklahoma City. **Donnita Martin**, formerly with Holliday Financial Services in Oklahoma City, joins KGMC as national sales assistant.

Programing

Lance B. Taylor, program executive, current comedy programs, ABC Entertainment, Los Angeles, named director, current comedy programs, with responsibility for maintaining production and creative quality on all on-going prime-time series. **C. Z. Wick**, producer with 1980 Productions, Los Angeles, appointed dramatic development supervisor, ABC Entertainment, Los Angeles.

Norman S. Powell, former VP, production and development, Wrather Entertainment International, Los Angeles, named director, motion pictures for television, CBS Entertainment, Los Angeles.

Jean H. MacCurdy, manager of children's programs department, NBC-TV, Burbank, Calif., named to new post of director, animation programming, Warner Bros. Television, Burbank.

Jerry Gottlieb, VP, business affairs, West Coast, Viacom Enterprises, named VP-business affairs and will continue to be based in Los Angeles. **Sal Campo**, account executive, in Viacom Enterprises' domestic sales division, New York, appointed to new post of manager, pay television sales, Viacom Enterprises.

Stephen Powell, director of sports programming for Home Box Office, New York, named director of programming for Entertainment and Sports Programing Network (ESPN), Bristol, Conn. **George Grande**, from CBS News in New York where he handled sports portion of network feed to CBS affiliates, joins ESPN as senior announcer.

Candace Caruthers, editorial director, WABC-TV New York, named contributing producer of *A.M. New York*, station's live, weekday morning series.

Robert Rehme, executive VP and chief operating officer of Avco Embassy Picture Corp., subsidiary of Avco Corp., distributor of motion pictures, named president and chief executive officer. He succeeds **William Chaikin**, who leaves company to pursue interests in various fields, including motion picture and entertainment.

Bruce Sellers, director of marketing, Prism, cable sports and entertainment service, Philadelphia, named VP-marketing.

Gerry Lepkanich, station clearance representative, Syndicast Services Inc., New York, named director of syndicated sales for stations.

Michelle Thomas, account representative for affiliate relations, ABC, New York, joins Group W Productions as account executive, based in Chicago.

Appointments, Home Box Office: **Jan Pearce**, manager of program research for NBC-TV, Los Angeles, joins HBO there as Southwest regional manager for southern California; **Mark Freter**, marketing director, Ernest W. Hahn Property Management Corp., joins HBO as Southwest regional manager for Arizona, Colorado and Utah; **Janice Stocks**, graduate, University of Southern California, named Southwest affiliate relations coordinator for Arizona, Nevada and Utah; **Jody Daly**, administrative coordinator of affiliate relations, named coordinator for mid-Atlantic region, based in New York, and **Gilbert Jones Jr.**, graduate, Columbia University's Graduate School of Business, New York, named mid-Atlantic regional manager.

Bob Kalstd, production manager, KATU(TV) Portland, Ore., named program director, succeeding **Chuck Gingold**, who joined WABC-TV New York as director of programing (BROADCASTING, Oct. 22).

William Cuccinello, producer, director and videotape editor, Robert Gilmore Associates, Dedham, Mass., joins WQTV(TV) Boston as production supervisor.

Jim Conrad, anchor, KKTU(TV) Colorado Springs, joins KWGN-TV Denver as sports director.

Carl Cherkin, sports director, WIFR-TV Freeport, Ill., joins WTMJ-TV Milwaukee as sports reporter.

E. Benjamin Hill, program director, KMGK(FM) Des Moines, Iowa, joins WCBM(AM) Baltimore in same capacity.

Murray Schwartz, from *PM Magazine* staff at WXEX-TV Petersburg, Va., joins WDVM-TV Washington as associate program producer for *PM Magazine*.

Dave Kent, from WSAI-AM-FM Cincinnati, joins WDAI(FM) Chicago as air personality.

Bruce Gordon, staff announcer, KEAR(FM) San Francisco, named production director. He succeeds **Dave Dene** who joined KAMB(FM) Merced, Calif., in same capacity.

Roger Stallard, assistant program director, WKIS(AM) Orlando, Fla., named program director.

Mike Clark, film reviewer for *Jacksonville* (Fla.) *Journal*, joins WJXT(TV) there as movie critic. **Nick Cannon**, promotion assistant for WJXT, assumes additional duties as theater critic. **Marcus Keys**, production assistant director, named staff director. **Lee Chandler Kaufmann**, from creative services department, succeeds Keys.

Bob Alou, air personality, WOKV(FM) Hamilton, Ohio (Cincinnati), named assistant music director.

News and Public Affairs

Jane Bryant Quinn, *Newsweek* and syndicated newspaper columnist on personal finance and WCBS-TV New York business news reporter, named special economics correspondent for CBS News, effective next Jan. 1. **Sam Ford** and **Martha Teicher**, CBS News reporters based in Atlanta, appointed correspondents.

Lane Venardos, senior associate producer, *CBS Evening News With Walter Cronkite*, named Washington producer of program.



Planer



Meaney



Davis

Edward G. Planer, general manager, news gathering, NBC News, New York, named VP-news coverage. **Donald Meaney**, director of news, Washington, for NBC News, named managing director of affiliate and international

liaison. In this newly created position, Meaney will coordinate network news services with newsrooms of local NBC-affiliated stations, as well as with foreign broadcasters. **Sid Davis**, director of news in Washington, named bureau chief, NBC News, Washington, assuming many of duties previously held by Meaney. **John Palmer**, Paris correspondent for NBC News, named White House correspondent, succeeding **John Dancy**, who was named weeknight correspondent for *NBC News Update* (BROADCASTING, Nov. 12).

Christopher Isham, associate producer in ABC News Documentary Unit, named producer.



Hall

Cliff Love, editorial and community affairs director, WABC(AM) New York, named editorial director for co-owned WABC-TV there.

Arthur Alpert, from ABC-TV News, New York, joins KOGM-TV Albuquerque, N.M., as news director.

Eric Rabe, news director and anchor, WTAJ-TV Altoona, Pa., joins WCAU-TV Philadelphia as general assignment reporter.

Lew Ruggiero, assignment editor of KIRO-TV Seattle, appointed assignment editor, KPMX-TV Phoenix.

Ron Harbaugh, news director, KSAL(AM) Salina, Kan., joins KTSB(TV) Topeka, Kan., as 6 and 10 p.m. co-anchor.

Wendy McDonald, announcer and news reporter, KVOR(AM) Colorado Springs, and **Karen Vasquez**, film editor, KMGH-TV Denver, join KWGN-TV Denver as general assignment reporters.

Jim Moore, general assignment reporter, KTVV(TV) Austin, Tex., joins KGUN-TV Tucson,

Ariz., as investigative reporter.

Jack Krueger, manager of public affairs for WTMJ(AM)-WKTI(FM) and WTMJ-TV, all Milwaukee, retires in December after 41 years with WTMJ. **Ed Hinshaw**, editorial director for stations, named to succeed Krueger.

Jan Smith, assistant director of news information for ABC, Washington, joins WDAF-TV Kansas City, Mo., as general assignment reporter.

John Cody, reporter, WBBM(AM) Chicago, named head of investigative unit. **Sandy Bergo**, producer, named to investigative unit.

Brian Thompson, news director, WSOC(AM) Charlotte, N.C., joins WBTV(TV) there as managing editor of 6 p.m. news.

Michael Castengera, general assignment reporter, WJXT(TV) Jacksonville, Fla., named assignment editor. **Elaine Hume**, assistant assignment editor, continues that duty on weekends, and will be field reporter during week. **Daryl Wayne**, weathercaster, WSNY(AM)-WATV(FM) Jacksonville, named noon news weathercaster for WJXT. **Sharon Siegel**, senior producer and Sunday anchor for noncommercial WUFT(TV) Gainesville, Fla., joins WJXT as noon news producer. **Jan Blair**, executive producer, WUFT, named weekend news producer for WJXT. **Susan Groves**, production assistant, noncommercial WFSU-TV Tallahassee, Fla., joins WJXT as news photographer.

Rob Hinton, reporter, KYOK(AM) Houston, joins WRET-TV Charlotte, N.C., in same capacity.

Tim Richardson, producer and host of *Dimensions in Black* weekly program on KMBC-TV Kansas City, Mo., assumes additional duties as

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news anchor for "Total News Updates" inserts on *Good Morning* and *Good Morning America*.

Phillip Yzaguirre, from news department of WDM-TV Washington, joins WHP-TV Harrisburg, Pa., as early and late evening news producer.

Ralph Shaw, news director and assistant manager, WIFM-AM-FM Elkin, N.C., joins WKBC-AM-FM North Wilkesboro, N.C., as news director.

Joining news department of WTOV-TV Steubenville, Ohio: **Tom Griffith**, air personality, WDEL(AM) Wilmington, Del., named weekend anchor and reporter for WTOV-TV; **Midge Hill**, anchor, WTRF-TV Wheeling, W. Va., named head of Wheeling news bureaus for WTOV-TV; **John Holley**, air personality, WSTV(AM) Steubenville, named assignment editor for WTOV-TV; **Linda Miller**, from WCMH-TV Columbus, Ohio, and **Joann Nadar**, news intern from WFMJ-TV Youngstown, Ohio, named reporters for WTOV-TV; **Mike Reilly**, freelance reporter for *Pittsburgh Steeler Weekly*, named sports anchor for WTOV-TV. **Patrick Shelton**, from news department of noncommercial WDUQ(FM) Pittsburgh, named reporter-photographer, and **Tim Lohle**, freelance photographer from Allison Park, Pa., named photographer for WTOV-TV.

Tony Leita, assistant assignment editor, KIRO-TV Seattle, joins noncommercial KCMU(FM) there as news director.

Mari Koenig, news director, WELW(AM) Willoughby, Ohio, joins WERE(AM) Cleveland as writer.

Associated Press Broadcasters have elected **Peter Martin**, VP-news and public affairs, WCAX-TV Burlington, Vt., as VP representing television members, and **Bob Wells**, VP of Harris Enterprises of Garden City, Kan., as VP for radio.

Promotion and PR

Corky Alley, assistant advertising director of Solo Serve stores in San Antonio, Tex., joins KSAT-TV there as advertising and promotion manager.

Dorria DiManno March, assistant to production manager and public affairs producer of WTNH-TV New Haven, Conn., named director of station promotions.

Margery Luebke, from promotion department of WVUE(TV) New Orleans, joins WTOV-TV Steubenville, Ohio, as promotion manager.

Deborah Little, administrative assistant to general manager of KOKH-TV Oklahoma City, named promotion manager.

Technology

John E. Hidle, director of allocations and RF systems, ABC, New York, named VP-radio technical operations, ABC Broadcasting Operations and Engineering, responsible for all technical operations of radio division.

Kenneth H. Langenbeck, director of engineering and technical operations for Voice of America, Washington, retires this month after five years with VOA. **David Hipkins**, who had been deputy director to Langenbeck, named acting director. Permanent successor has not yet been named.

O. J. Hanas, director of engineering, CATV division of Oak Communications, Crystal Lake,

Ill., named VP-engineering.

Hugh P. Wilcox, systems manager, Cetec Broadcast Group, Carpinteria, Calif., named engineering manager.

Gino Ricciardelli, chief engineer, WICZ-TV Binghamton, N.Y., named director of engineering for licensee of station, Stainless Broadcasting Co., based in North Wales, Pa. He will be responsible for company's WICZ-TV and WCDL-AM-FM Carbondale, Pa., and WRAK-AM-FM Williamsport, Pa.

Ralph Beaver, chief engineer, WRBQ(FM) Tampa, Fla., assumes additional duties as chief engineer of co-owned WLCY(AM) there.

O.K. (Spec) Hart, maintenance and studio supervisor, KWTW(TV) Oklahoma City, joins non-commercial KOKH-TV there as chief engineer.

Timothy Goodbrake, production engineer and customer consultant for RCA Corp. in Marion, Ind., joins Continental Cablevision of Miami Valley as regional manager, responsible for Dayton, Ohio, area.

Allied Fields

Henry Brief, executive director of Recording Industry Association of America, elected to same post with International Tape Association, New York. He succeeds **Larry Finley**, who will continue with association as VP-membership and events and on board of directors.

Phillip R. Hochberg, partner in law firm of O'Connor and Hannan, becomes counsel to Washington office of Vorys, Sater, Seymour and Pease, which is based in Columbus, Ohio.

Richard V. Wallace, director of special sales, RKO Television Representatives, New York, joins Arbitron as Eastern television station sales manager.

Linda Beech Ebner, associate director of research and planning, National Cable Television Association, Washington, named director of congressional affairs.

Robert Rimes, VP of Hecht, Higgins & Patterson, New York, opens consulting firm in San Diego, Robert P. Rimes, specializing in broadcast advertising and promotion.

Catherine (Kit) O'Connell, from Bee Angell

Radio group honors TV pioneer.

The Radio Club of America has created a new award to recognize television's inventors and engineers. At its annual awards banquet held in New York last week, Thomas T. Goldsmith was named as the first recipient of the Allen B. Dumont citation. Goldsmith is known for his part in early research and development of the cathode-ray tube and black and white and color television cameras and systems. He was also active in the design and construction of the early Dumont (pioneer in television equipment and network owner) television facilities, including Washington's first station, WTTG(TV). The call letters represent Goldsmith's initials. He is currently on the board of directors of Metromedia Television, now the licensee of WTTG. FCC Commissioner Robert E. Lee was keynote speaker at the dinner.

& Associates, Chicago-based research firm, joins Market Research Bureau, subsidiary of Henry J. Kaufman & Associates, Washington, as marketing director.

Deaths



White in 1956

Frank K. White, 80, top executive with broadcast networks and one-time vice chairman of Interpublic Inc., now Interpublic Group of Companies Inc., New York, died Nov. 12 in nursing home in Leesburg, Va. White served as president of Mutual Broadcasting System from 1949 to

1952 and president of the NBC radio and television networks in 1953. In late 1953 he joined McCann-Erickson as president of its international division and in 1960 was named vice chairman of Interpublic, complex of agencies of which M-E is part. He retired in 1966. Before joining Mutual, White had held top posts with CBS Radio and *Newsweek* magazine. He is survived by his wife, Doris; two sons, Richard B. and David L., who is VP-administration, production facilities and production for CBS-TV.

Leonard Coe, 71, owner and president of KLRA(AM) Little Rock, Ark., died Nov. 7 after long illness. He began his radio career in 1930's in sales department of KLRA. In 1940's, he joined KVLC(AM) Little Rock (now KSOH) as part owner but sold interest in 1952. In 1949, he bought KTLN(AM) Denver (now KWBZ) and sold his interest in 1956. He bought KLRA in 1958. Survivors include his wife, Doris, one son and three daughters.

James L. Howe, 69, former owner and operator of WIRA(AM) Fort Pierce, Fla., and earlier, WCTC(AM) New Brunswick, N.J., died from heart attack complications at Bay Pines hospital in St. Petersburg, Fla., Nov. 7. Howe began his radio career in 1935 with WLVA(AM) Lynchburg, Va. From 1946 to 1956, he was owner of WCTC. In 1953, he bought WIRA and sold it in 1967. Howe was president of New Jersey Broadcasters Association in 1948-49, president of Florida Broadcasters Association in 1957, and on National Association of Broadcasters board of directors from 1961 to 1963. Survivors include his wife, Edith, and one son.

Murray Arnold, 69, retired executive VP of WPEN-AM-FM (WPEN(FM) is now WMGK) Philadelphia, died Nov. 5 at Desert hospital in Palm Springs, Calif. Arnold had also been program director for WFIL(AM) Philadelphia earlier in his career. He joined WPEN in 1954. Survivors include his wife, Marilyn, and two daughters.

Ruth Kent, 66, retired host of *Today in Georgia* program on WSB-TV Atlanta, died of heart attack Nov. 2 at West Paces Ferry hospital in Atlanta. Kent joined WSB-TV in 1951 and became host of *Today* program when it went on air in 1952. She retired in 1974. Survivors include one son.

Ernest Vaccaro, 74, retired White House correspondent for Associated Press, died Nov. 11 at his home in Memphis. He joined AP in 1924, quit to work for Memphis newspaper, and re-joined AP in 1929. He was sent to Washington in 1938 and remained until 1969. He retired in 1973. Survivors include two sisters.

Stock Index

Exchange and Company	Closing Wed. Nov 14	Closing Wed. Nov 7	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	39 1/2	37 3/4	+ 1 3/4	+ 4.63	8	1,106
N Capital Cities	44 5/8	42 3/4	+ 1 7/8	+ 4.38	12	611
N CBS	48	45 1/8	+ 7/8	+ 1.93	6	1,292
N Cox	60 3/4	60 1/8	+ 5/8	+ 1.03	12	408
A Gross Telecasting	22 1/4	22 1/4			7	17
O Lin.	46 1/2	46	+ 1/2	+ 1.08	11	129
N Metromedia	85 1/4	82 1/2	+ 2 3/4	+ 4.40	9	300
O Mooney	9 3/4	9 1/2	+ 1/4	+ 2.63		4
O Scripps-Howard	51 1/2	51	+ 1/2	+ .98	9	133
N Storer	44	42 3/8	+ 1 5/8	+ 3.83	12	255
N Taft	29 3/4	28 1/4	+ 1 1/2	+ 5.30	10	256
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	14 5/8	14 1/4	+ 3/8	+ 2.63	12	25
A Affiliated Pubs.	24 1/4	24	+ 1/4	+ 1.04	8	83
N American Family	10 1/8	10 1/8			4	106
N John Blair	20 7/8	19 7/8	+ 1	+ 5.03	5	77
N Charter Co.	37	34 3/4	+ 2 1/4	+ 6.47	32	805
N Chris-Craft	17 1/8	18	- 7/8	- 4.86	10	73
N Coca-Cola New York	5 7/8	5 1/2	+ 3/8	+ 8.81	8	103
N Cowles	22 1/4	21 1/2	+ 3/4	+ 3.48	18	88
N Dun & Bradstreet	38 1/8	38	+ 1/8	+ .32	15	1,062
N Fairchild Ind.	34	30	+ 4	+13.33	7	194
N Fuqua	14 1/2	13 1/2	+ 1	+ 7.40	4	183
N Gannett Co.	45 5/8	45 1/2	+ 1/8	+ .27	15	1,226
N General Tire	19 7/8	20 1/8	- 1/4	- 1.24	4	461
O Gray Commun.	29	27 1/2	+ 1 1/2	+ 5.45	9	13
N Harte-Hanks	23 1/4	22 3/4	+ 1/2	+ 2.19	13	215
O Heritage Commun.	7 3/8	7 7/8	- 1/2	- 6.34		17
N Jefferson-Pilot	30 3/8	30 3/4	- 3/8	- 1.21	8	695
O Marvin Josephson	15	13 1/4	+ 1 3/4	+13.20	8	38
O Kansas State Net.	27 1/4	26 1/2	+ 3/4	+ 2.83	23	51
N Knight-Ridder	23 1/4	23 1/4			10	767
N Lee Enterprises*	22 5/8	22 5/8			12	164
N Liberty	35 1/8	35	+ 1/8	+ .35	8	237
N McGraw-Hill	25 1/4	24 1/2	+ 3/4	+ 3.06	10	625
A Media General	23 1/8	23 3/4	- 5/8	- 2.63	10	172
N Meredith	31 3/8	31	+ 3/8	+ 1.20	6	97
O Multimedia	28 1/2	28 1/2			12	189
A New York Times Co.	23 7/8	22 1/2	+ 1 3/8	+ 6.11	18	282
N Outlet Co.	19 1/8	19	+ 1/8	+ .65	5	47
A Post Corp.	15 3/4	15 5/8	+ 1/8	+ .80	7	28
A Reeves Telecom	4 1/2	4 5/8	- 1/8	- 2.70	50	10
N Rollins	28 1/2	28	+ 1/2	+ 1.78	14	382
N San Juan Racing	15 1/8	14 5/8	+ 1/2	+ 3.41	19	37
N Schering-Plough	28 7/8	27 1/2	+ 1 3/8	+ 5.00	8	1,543
A Sonderling	27 3/4	27 3/4			9	30
A Tech Operations	11 1/8	10 1/4	+ 7/8	+ 8.53	28	15
N Times Mirror Co.	34	32 1/2	+ 1 1/2	+ 4.61	9	1,154
O Turner Broadcasting*	8	(Closing 10/17; not reported in previous wks)				
A Washington Post	21 1/4	20 3/4	+ 1/2	+ 2.40	7	337
N Wometco	19 1/8	17 1/4	+ 1 7/8	+10.86	9	164
CABLECASTING						
A Acton Corp.	11 3/4	11 1/4	+ 1/2	+ 4.44	8	30
O Ameco+						
O Athena Comm.	5 3/4	5 3/4				12
O Burnup & Sims	8 3/8	8 5/8	- 1/4	- 3.77	34	54
O Cable Info.*	13	(Closing 10/15; not reported in previous wks)				
O Comcast.	18 1/4	19 1/4	- 1	- 5.19	18	30
O Entron*	5	5			5	4
N General Instrument	41 1/2	37 7/8	+ 3 5/8	+ 9.57	11	326
O Genev Corp.	24 1/4	22 3/4	+ 1 1/2	+ 6.59	10	27
O Tele-Communications	17	16 5/8	+ 3/8	+ 2.25	21	181
N Teleprompter	16 3/4	16 1/4	+ 1/2	+ 3.07	22	284
N Time Inc.	41 7/8	41 1/2	+ 3/8	+ .90	8	1,169
O Tocom	10 1/4	10 1/4			22	15
O UA-Columbia Cable	31 1/2	28 1/2	+ 3	+10.52	15	105
O United Cable TV	23	23			16	93
N Viacom	33	30	+ 3	+10.00	17	125
PROGRAMMING						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	4 1/2	4 1/2			2	14
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	29 1/4	28 1/2	+ 3/4	+ 2.63	5	285
N Disney	37	35 3/4	+ 1 1/4	+ 3.49	12	1,199
N Filmmways	12 1/8	10 3/4	+ 1 3/8	+12.79	7	64
Four Star*	1	1			10	
N Gulf & Western	15	14 3/8	+ 5/8	+ 4.34	4	714
N MCA	49 3/4	45	+ 4 3/4	+10.55	9	1,159
N MGM	19 5/8	16 3/4	+ 2 7/8	+17.16	9	598
O Medcom	3 5/8	3 1/2	+ 1/8	+ 3.57	15	6
N Transamerica	17 1/2	16 1/2	+ 1	+ 6.06	6	1,155
N 20th Century-Fox	40 1/2	41 1/2	- 1	- 2.40	6	323
O Video Corp. of Amer.	6 1/8	5 7/8	+ 1/4	+ 4.25	20	6
N Warner	42 3/4	39	+ 3 3/4	+ 9.61	9	880
A Wrather	15 1/4	14 3/8	+ 7/8	+ 6.08	41	35
SERVICE						
O BBDO Inc.	31 1/4	29 3/4	+ 1 1/2	+ 5.04	7	78
O Compact Video	7	7				12
N Comsat	36 1/2	35 3/4	+ 3/4	+ 2.09	9	292
O Doyle Dane Bernbach	20	19 1/2	+ 1/2	+ 2.56	7	53
N Foote Cone & Belding	21 1/4	21 1/4			7	55
O Gray Advertising	38	37 1/2	+ 1/2	+ 1.33	4	23
N Interpublic Group	29 3/4	29 1/4	+ 1/2	+ 1.70	6	71
O MCI Communications	5 3/8	4 5/8	+ 3/4	+18.21	67	151
A MovieLab	5	4 7/8	+ 1/8	+ 2.56	9	7
A MPO Videotronics	4 3/4	4 3/8	+ 3/8	+ 8.57	5	2
O A.C. Nielsen	22 1/8	22 1/4	- 1/8	- .56	10	243
O Ogilvy & Mather	18 1/2	18 1/2			6	66
O Telemation	1 1/4	1 1/2	- 1/4	-16.66	2	1
O TPC Communications	4 1/4	4 1/8	+ 1/8	+ 3.03	8	3
N J. Walter Thompson	24	24 1/4	- 1/4	- 1.03	5	63
N Western Union	20 1/2	20	+ 1/2	+ 2.50	9	311
ELECTRONICS/MANUFACTURING						
O AEL Industries	7	5 5/8	+ 1 3/8	+24.44	5	11
N Ampex	17 1/8	15 3/8	+ 1 3/4	+11.38	12	194
N Arvin Industries	12	11	+ 1	+ 9.09	4	71
O CCA Electronics*	1/8	1/8			1	
A Cetec	4 1/2	4 1/2			10	2
A Cohu	4 3/8	4 1/2	- 1/8	- 2.77	15	7
N Conrac	15	12 3/4	+ 2 1/4	+17.64	24	30
N Eastman Kodak	49 1/2	48 3/8	+ 1 1/8	+ 2.32	9	7,988
B Elec Missile	2 3/4	2 3/4			34	7
O Farinon	18 3/4	18 1/2	+ 1/4	+ 1.35	17	92
N General Electric	48 3/4	48 1/2	+ 1/4	+ .53	9	8,629
N Harris Corp.	28 3/8	28 5/8	- 1/4	- .87	13	731
O Harvel Industries	8 1/2	6 1/2			17	3
O Intl. Video Corp.*	7/8	7/8				2
O Microdyne	20 1/4	20	+ 1/4	+ 1.25	21	2
N M/A Com, Inc.	28 5/8	27 1/4	+ 1 3/8	+ 5.04	37	1,618
N 3M	49 7/8	48 5/8	+ 1 1/4	+ 2.57	10	5,809
N Motorola	49	45 7/8	+ 3 1/8	+ 6.81	12	1,398
N N. American Phillips	27 1/4	26 5/8	+ 5/8	+ 2.34	5	327
N Oak Industries	30 3/8	28 1/4	+ 2 1/8	+ 7.52	21	109
O Orrox Corp.	8	5 5/8	+ 3/8	+ 6.66	9	10
N RCA	21 3/4	21 3/8	+ 3/8	+ 1.75	6	1,628
N Rockwell Intl.	42 3/4	42 1/2	+ 1/4	+ .58	7	1,504
A RSC Industries	3	3 1/8	- 1/8	- 4.00	17	7
N Scientific-Atlanta	39 3/4	36 1/4	+ 3 1/2	+ 9.65	23	177
N Sony Corp.	8 7/8	8 7/8			11	1,185
N Tektronix	57 1/4	54 1/8	+ 3 1/8	+ 5.77	15	1,030
O Texcan	5 1/4	4 3/4	+ 1/2	+10.52	31	4
O Valtec	13	11 1/4	+ 1 3/4	+15.55	28	51
N Varian Associates	24 3/4	23 3/4	+ 1	+ 4.21	138	169
N Westinghouse	17 7/8	17 3/4	+ 1/8	+ .70	5	1,546
N Zenith	9 3/8	9 3/8			9	176
Standard & Pooors 400 Industrial Average						
	115.90	111.86	+4.04			

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 & Pooors' 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. + 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 26  A BROADCASTING "At Large" interview with Henry Geller and Steve Simmons, two of the key Carter administration figures charged with helping chart the nation's evolving telecommunications policy.
 - 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 programming.
 - 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.*

Mutual's Rubenstein: oriented to growth

One definition of energy is imaginative and effective force. That also applies to Martin Rubenstein, the perpetual-motion man in the executive suite of Mutual Broadcasting System.

As the network's executive vice president and member of its executive committee*, he minces no words about his goal: "We are the largest single commercial radio network, and it is my intention to build a management team to make us the best."

To properly assess those words, it is necessary to look a little closer at Marty Rubenstein's history and understand how he earned his credentials.

He lightly dismisses his boyhood years: "I came from a poor family in the Bensonhurst part of Brooklyn and I couldn't afford a middle name ... not even a middle initial."

None of Rubenstein's energies were expended in job-hopping. His career to date encompasses 17 years up the ladder at ABC and the last 20 months at Mutual. Sitting in his spacious suite atop Mutual headquarters in Arlington, Va., the trim, soft-spoken Rubenstein recalls:

"I was recruited out of Columbia Law School for ABC's executive training program in 1961. Essentially, I was with ABC News—the modern ABC News, that is—from its inception when Elmer Lower came aboard [as president in 1963]. I was a young lawyer and grew in the legal area. And as responsibilities grew, I moved over to management, later becoming vice president and general manager of ABC News.

"But by 1978, I was really antsy, I suppose, when an executive search firm came knocking on my door. Amway had just acquired Mutual several months earlier, and in the offer I saw an opportunity to utilize the experience I had gained with a growing organization—ABC News—to sort of do it again. But this time with bottom-line responsibility." Rubenstein oversimplifies his ABC News tenure, especially some accomplishments that enhanced his reputation as a planner and bargainer far outside his New York headquarters.

Among those was a demanding survey trip to Moscow in 1972 when plans were made for ABC News's coverage of former President Nixon's trip to the Soviet capital. And, in 1974, he visited Tel Aviv to personally negotiate with Israeli Prime Minister Yitzhak Rabin for a documentary



Martin Rubenstein—executive vice president and member of executive committee, Mutual Broadcasting System; b. Oct. 16, 1935, Brooklyn, N.Y.; BA, political science, Brooklyn College, 1957; LL.B. Columbia University Law School, 1961; ABC training program in legal department, 1961; general attorney, 1964; director of legal and business affairs, 1966; vice president and general manager of ABC News, 1969; executive vice president-administration, MBS, March 1978; present position since December 1978; m. Cora Gurien, June 12, 1958; children—Deborah, 13; William, 11.

biography that was telecast on ABC-TV.

However, the past is merely prologue in the schemes and dreams of Marty Rubenstein. He sees satellites, and particularly Mutual's extensive plans to utilize them, as portending "a whole new era in programing" that is intertwined with the future of network radio and, in fact, all radio.

The 45-year-old Mutual network has always been heavily involved in sports broadcasting. Rubenstein can methodically tick off Mutual's rights contracts, especially in football and basketball. "In sports," he says, "we have every intention of retaining whatever franchises we have, and acquiring whatever makes economic sense."

The prospect of the political campaign year excites Rubenstein: "We've brought aboard, as part of our team-building, Tom O'Brien from ABC as our vice president for news and special programs. He's very involved in making our plans for the political campaign next year. Where the campaign will be, we will be."

But Rubenstein's Mutual world is not just news, sports and programing. Reporting also to him are the following departments: administration, advertising and promotion, data processing, finance, legal, personnel, public relations and sales. Each

department is headed by a vice president or director.

How does he cope with such multiple demands? Rubenstein admits it takes a long day, but quickly emphasizes that it is no more than the workload carried by other Mutual executives.

"I guess some people could call me a workaholic to an extent. At home, I'm at my desk at 4:30 a.m. It gives me some quiet time and, since our *Larry King Show* is midnight to five, I get a chance to listen to a bit of that.

"I'm in the office by 8:30 ... and who knows when we get through. Between travel, dinners, meetings and whatever, it's a long day. But it's part of the building process and there are a lot of people here [at Mutual] who work long hours. We're not just grinds; we're having fun building something that is real. Mutual has become a profitable operation and we look for it to be more profitable."

Though work-oriented, Rubenstein has not developed barrel vision in seeking the true meaning of life.

"You cannot only be in business, you've got to be part of your community. You become very narrow if you're one dimensional. You have to be multifaceted and have interests other than just business."

To him that has meant such things as being active in his temple, participating in community affairs and serving as a national vice president of the National Cerebral Palsy Association, to name just a few activities.

And all that business and public-service involvement has not kept Rubenstein from appreciating the big priority in his life, his family. He speaks with pride of their understanding of the demands that his work imposes on him.

It's a togetherness that has been enhanced by a family farm that the Rubensteins bought 11 years ago in Enfield, N.H.

"It's a working farm," he says, then adds with a twinkle in his eye: "But anyone who knows me well enough, knows I'm not the one who works it. The family essentially lives there over the summer, and I spend weekends chasing planes to get back and forth.

"The place is 100 years old and we've been renovating a piece of it each summer."

Mutual's executive vice president then glances out the window at the autumn Potomac River panorama that unfolds below. He adds a bit pensively:

"Maybe its just my nature to build things, or rebuild, as I did with the farm ... and am doing with Mutual."

And that perhaps is why Marty Rubenstein is Mutual's man for all reasons.

* Serving also on executive committee, which constitutes the office of the chief executive at Mutual, are the chairman, Dr. B. R. Schaafsma, vice-president of Amway Corp., and Gary J. Worth, Mutual's other executive vice president.

Editorials

On the loose

The runaway Federal Trade Commission is desperately trying to elude congressional attempts to corral it. Last week it enlisted the White House in the campaign to prevent correction of the law that has let the FTC gallop wild and free through what is left of the free enterprise system.

It can only be guessed how this will turn out. The House and Senate differ widely in the ways they want to rope the beast. Of all the legislation proposed so far, however, the measure offered two weeks ago by Senator Wendell Ford (D-Ky.), chairman of the Senate Consumer Subcommittee, goes most directly to the heart of the problem.

Senator Ford's legislation would repair the Magnuson-Moss Act of 1975 which set the FTC loose upon adventures that now demand restraint. As has been noted on this page before, Michael Pertschuk, the present chairman of the FTC, has been particularly equipped to maximize the liberties that the 1975 act permits; he was a principal drafter of the legislation when senior counsel to the Senate Commerce Committee.

The chief invitation to abuse in the 1975 act is the power to issue trade regulations affecting an entire business segment on a finding of unfairness. It is the power that the FTC has invoked to undertake its pending inquiry into children's television advertising. The architects of that inquiry, including Pertschuk, whom a federal court has disqualified on grounds of stated bias, are out to prove that television advertising directed to the young is inherently "unfair" and hence subject to prohibition.

Under imaginative application of the Magnuson-Moss Act, there is practically no business category that is immune to FTC attack for unfairness in its practices. The regulatory standard is so vague that it all but demands the kinds of bureaucratic abuse that have prompted a wave of complaints to the Congress.

One of the two co-sponsors of the 1975 act is no longer around to defend it. Frank E. Moss (D-Utah) was defeated for re-election the year after the act was passed. The venerable Warren G. Magnuson (D-Wash.) is preparing to run for re-election next year at the age of 74, but he has left the Commerce Committee that he headed to become chairman of the Appropriations Committee. Perhaps he also left behind whatever author's pride he had in the act that has surely been stretched beyond his intentions. The act no longer honors its name.

Everybody wants into the act

Demands for access to time on the three commercial television networks are getting out of hand.

On one day in Washington last week, something called the National Committee for Responsive Philanthropy filed a fairness complaint with the FCC against the public service announcements for the United Way that are broadcast during NFL football games. The assertion is that the United Way is a controversial subject about which the fringe causes have opposing views. The lawyer for the complainant is head of the Media Access Group, which wants to corrupt the U.S. television system into a soapbox, no matter what the audience wants. If the United Way, the principal charity, gets on the national air, the Media Access Group thinks, so should all the lesser causes such as the Gray Panthers, which is counted a "responsive philanthropy" under the complainant's generous definition.

On the next day, the president and chairman of Kaiser

Aluminum went before the House Communications Subcommittee to reassert demands, made earlier in newspaper ads, for access to network television for editorial messages. At the same hearing a representative of Mobil declined to appear when offered the same five minutes that other participants were given after he had asked for half an hour. As had been noted here a week earlier, the copy in double trucks that Mobil bought in print media to complain about treatment on television news would take more than half an hour to recite.

In the same week that obscure philanthropies and heads of major corporations were asking Washington to put them on national television, the FCC was under siege from the Carter-Mondale committee to decree that networks must sell a half hour of prime time for a Jimmy Carter advertisement. Let that decision go the Carter way, and there will be no end to the access demands by the two other principal Democrats and 10 Republicans now running for nomination to the Presidency.

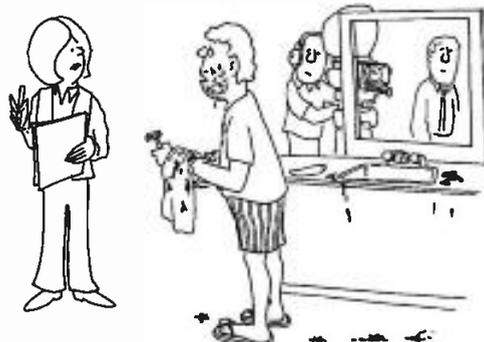
There is no way these diverse interests can be fully satisfied. The sooner the Congress and FCC realize that, the sooner the special interests can look for special media that suit the content and audience objectives of their special messages.

Deadbeat

On behalf of its members and indeed all broadcasters, the NAB keeps prodding the FCC to return \$45 million in fees that the agency collected illegally. The association's latest effort is in the form of a filing at the Court of Appeals asserting that the FCC is acting illegally in demanding that broadcasters sign a waiver accepting as final whatever money the FCC elects to return. The waiver discourages broadcasters from seeking refunds and adds to the delay that has already reached a stage that the FCC, in speaking of a laggard licensee, would call egregious.

The FCC has been abusing its authority since 1970, when, in an attempt to score political points with Congress, it invoked a fee schedule designed to recover all its operating expense. In 1974 the Supreme Court ruled the schedule excessive and illegal. Two years later the Court of Appeals ruled that a revised schedule was also illegal and directed the FCC to repay all the excess money it had taken in. For broadcasting, the bill for reimbursement ran to \$45 million. As of now, according to the NAB, reimbursements have totalled \$61,000. That leaves \$44,939,000 to go.

A delinquency of that magnitude comes only from incompetence or intentional evasion. Government like that deserves its shrinking standing in public opinion polls.



Drawn for BROADCASTING by Jack Schmidt

"I'm sorry, but I just can't do another 'Gotcha' take today."

How do you spell "relief" from the pain of high TV costs?

The jump in cost of television is giving a lot of local and national advertisers acid indigestion.

This season, for example, a thirty-second commercial on one of those humorous situation comedies could cost you a not-very-funny \$120,000.

It's no wonder so many national and local advertisers are turning to R-A-D-I-O for fast, fast relief.

But, despite its high costs, some advertisers continue to buy TV because they want "impact."

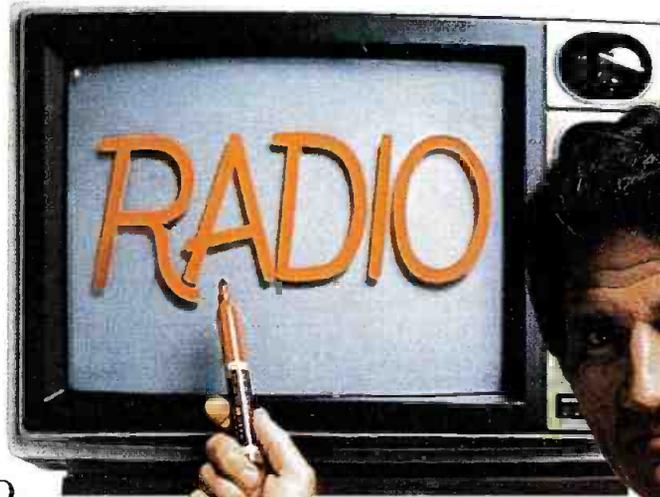
Radio does much more, however, than control costs. It produces proven sales results the way some advertisers used to believe only television could.

Revlon's Oxy 5 used radio as its primary medium and became the number one acne product in America.

Maxwell House Coffee did a searching study of alternatives to remaining virtually an all-TV advertiser. They moved big dollars into radio.

Western Union summed up what so many well-operated companies have discovered when they said, "Radio gives us the impact of television, at a fraction of the cost." (Mailgram used radio as their primary medium to triple sales.)

Maybe it's time your business took a big dose of radio for relief. For more facts, write to Radio Advertising Bureau, 485 Lexington Avenue, New York, N.Y. 10017. Or call us at (212) 599-6666 and ask for the Radio Facts Book.



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Will act like having another camera in the studio for still shots. Will freeze any full frame picture. Will retain last frame of interrupted incoming signal automatically until picture is restored.

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See or read information not possible without zoom.

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With 2 channels or more, open new unlimited vistas of movie-type effects.

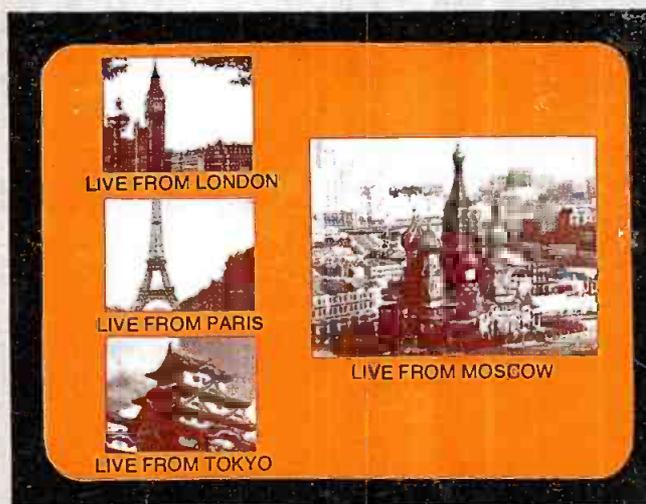
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MAIN OFFICE: 3700 N.E. 53rd Ave., Gainesville, Fla. 32601 U.S.A.
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