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Broadcasting Jan 1

The newswweekly of broadcasting and allied arts

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The Week in Brief

VAN DEERLIN'S DUE DATE □ The rewrite can be ready by the end of next year, says the chairman of the Communications Subcommittee, but it all depends on how well he functions as a "broker" among competing interests. **PAGE 32.**

MORE AM'S □ It's a cloudy day for clear channels, but a bright one for those, especially minorities, hoping for a shot at a radio facility. The FCC moves to create at least 100 new outlets at the expense of the first superstations. **PAGE 33.**

NO MORE V'S YET □ The FCC once again delays any decision on dropping in short-spaced VHF facilities into at least four markets as a majority of the commissioners want more facts. **PAGE 34.**

THIRD PHONE ANSWER □ The FCC decides to drop the examination requirements for licensed radio operators; they'll now be able to do routine technical chores without broadcast endorsement. **PAGE 35.**

CHRISTMAS GIFT □ The FCC puts off judgment, maybe forever, on controversial proposal to require that stations rank employees by salary on Form 395. **PAGE 35.**

WATERSHED □ Cable topped the billion-dollar mark in revenues in 1977, according to the FCC's latest figures. **PAGE 38.**

AND A HAPPY NEW YEAR □ While some economists look at 1979 and see recession, broadcasting financial experts foresee steady revenue growth in the neighborhood of 12% for TV stations and 10% for radio. **PAGE 40.**

LOOKING DOWN THE COMMUNICATIONS ROAD □ The next 10 years are going to bring a revolution to the broadcasting industry—indeed, the term broadcasting may not even be applicable then—with the continuing development of satellites, fiber optics, home computers and a host of other new communications technologies. **PAGE 42.**

1979: THE YEAR OF THE WARC □ This September, 154 nations will gather in Geneva for the World Administrative Radio Conference. What's decided there will affect the spectrum allocations of those countries. Sides are already forming between the developing countries and the established communications powers. **PAGE 50.**

LOOKING BACK □ A lot happened in 1978. Some major issues and trends included the Communications Act rewrite, ABC's continued dominance in prime time, the FCC's considering less regulation for radio but more for TV, the FTC's proposed children's ad ban and its media concentration symposium, court decisions which ran counter to the FCC and journalists, some of the biggest-ever station sales, more opportunities for minority entry into broadcasting, cable TV (especially pay) taking off and public broadcasting planning for its future. **PAGE 56.**

LITTLE LEAVES □ Mutual Broadcasting president since 1972 resigns, citing his dissatisfaction with the company's new executive committee management system. **PAGE 62.**

'SOUND-LIKES' PROBLEM □ After complaints in L.A. and Dallas-Ft. Worth, Arbitron takes measures to prevent unclear rating diary entries that confuse similar-sounding station promotion slogans. **PAGE 65.**

COMMERCIAL COMPLAINT □ Station Representatives Association says the networks are using at least \$47 million more in commercial time than they ought to. **PAGE 66.**

SATURDAY STRENGTH □ CBS retains leadership in Saturday morning programming after the other two networks shifted their schedules six weeks earlier. **PAGE 67.**

FAIRNESS CHARGES □ Court of appeals is rehearing a case in which the FCC turned down a fairness complaint by the American Security Council Educational Foundation against CBS News. **PAGE 69.**

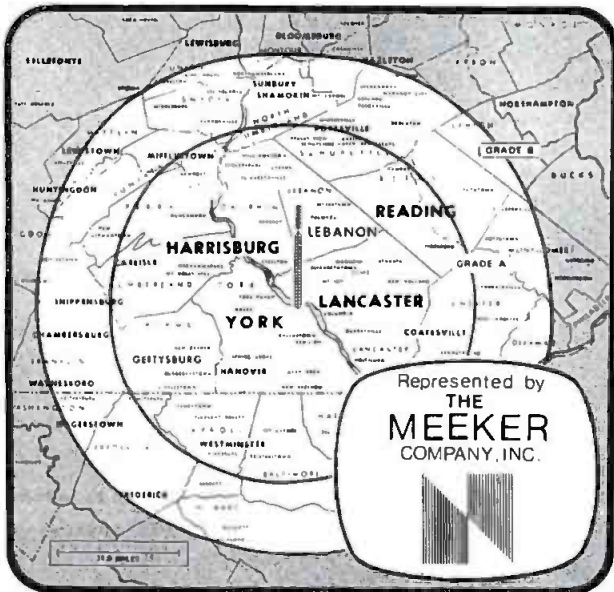
LIFE AFTER ARTEC □ The FCC is still smoothing out some problems with cable systems' requests for distant signal waivers. Problems involving Delaware system lead Ferris to call for "generic rulemaking" on the matter. **PAGE 70.**

WATCH ON THE WASTELAND □ Almost 18 years after coining one of television's more memorable phrases, PBS Chairman Newton Minow is still looking for the flowering of the medium, and he's placing his best hopes on public TV. **PAGE 93.**

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Source: Nielsen 1978 County Coverage Report

WGAL-TV 8

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Carter's cornucopia?

"Spectrum" impost (call it license fee or tax) is no longer rhetorical question. It's now matter of when, how, how much and whether fund will go into U.S. Treasury or be earmarked for public broadcasting (to tune of \$1 billion-plus proposed by Carnegie II) or be used to defray FCC's overhead. President Carter is said to be committed to spectrum "use" charge as in keeping with budget-balancing quest. (Recent example: charging barge operators for first time for use of U.S. waterways.)

But sequel is break in all-out resistance to "license fee" by important entities, including major broadcasters and possibly networks, with National Association of Broadcasters now evaluating reactions. All concerned would want assurance of continuity of licenses with revocations to be based only on contravening of statutes.

Signs of the times

In wake of pending Cox-General Electric (\$488 million) and Newhouse-Los Angeles Times Mirror Co. (\$82 million) transactions, speculation shifts to other TV-newspaper ownerships that may become sale or swap candidates, notwithstanding "grandfathering" of most existing newspaper-broadcast crossownerships. Climate under Carter political philosophy isn't conducive to retention of status quo, say informed observers who advocate merger or sales deals before new complications develop.

Actually, Cox and Newhouse transactions are not bellwethers. Three years ago (Nov. 17, 1975), FCC approved transfer of ch. 4 WKY-TV Oklahoma City from Oklahoma Publishing Co.'s Gaylord Broadcasting Co. to Evening News Association (*Detroit News* subsidiary) for \$22.5 million, with change in call to KTVY. Last year, Evening News traded its ch. 4 WWJ-TV Detroit to Post-Newsweek Stations for ch. 9 WTOP-TV Washington (now WDM-TV), getting \$2 million to boot. Attention is being focused on TV licenses owned by monopoly newspapers in their markets, characterized as one-one situations and therefore, theoretically if not actually, most vulnerable.

Big bucks in Houston

No contract yet, but Westinghouse Broadcasting Co. reportedly has reached agreement to buy KODA-FM Houston from firm headed by Paul E. Taft. Since Westinghouse already owns full complement of seven AM stations, it's understood Mr. Taft will undertake to sell

KODA(AM) separately. Industry sources put probable price of KODA-FM at about \$7 million, think daytimer KODA(AM) will go for around \$1.5 million. KODA-FM would be Westinghouse's third FM.

WARC backup

Recognizing importance of WARC '79, which will hammer out international regulations governing all facets of communications for next two decades (see special report, page 50), FCC plans oversight committee of three members to support U.S. delegation at Geneva conferences this fall. Memorandum is being drawn by Chairman Charles D. Ferris, designating himself, Robert E. Lee, FCC's dean, and Tyrone Brown as three-man unit.

With one-nation, one-vote policy, International Telecommunications Union decisions could be controlled by Third World nations able to swing votes either to Western nations or those aligned with Soviet bloc. Commissioner Lee knows ropes by virtue of having served on five delegations. Commissioner Brown's rapport with minorities, including Africa's delegations, is seen as helpful. U.S. delegation is headed by former FCC Commissioner Glen Robinson.

On the lookout

Despite strong denials of impending changes, high-level sources insist CBS has retained executive-search specialist to recommend candidates for post in top corporate echelon. One published report of extensive potential changes, roundly denied by CBS authorities, is believed to stem from work on article on CBS planned by *Fortune* magazine, which CBS sources expect to be hatchet job.

Journey (not junket)

What FCC telephone committee regards as in keeping with its assigned functions will send three of its members to Virgin Islands Jan. 8 to meet with representatives from Puerto Rico and Virgin Islands on establishment of equitable telephone rates, consistent with procedures in 50 states. Same committee later is expected to participate in proceedings in Hawaii and Alaska for same purpose.

It's held that, under 1934 law, such on-scene proceedings are mandatory. Committee comprises Chairman Ferris and Commissioners Lee and Fogarty. Same group attended cable-versus-space satellite convocation at The Hague, Netherlands, with European postal and communications officials last December.

Take-off

Museum of Broadcasting, launched two years ago in New York (next to Paley Park on East 53d Street), has met such acclaim that major expansion is planned within year with full participation of networks and under direction of Robert Saudek, pioneer broadcaster who has been its president from outset. Experts from other nations are now advocating similar centers in France, Great Britain, Australia, Israel and Italy, with U.S. Library of Congress as strong advocate.

MB board is chaired by William S. Paley, CBS Inc. chairman, donor of site. Dr. Saudek reports capital for expansion of project has been secured. Operating costs will be increased by about \$150,000 to be sought from wide spectrum of broadcast entities and allied arts.

Still seven votes

FCC Commissioner Margita White, whose term expired June 30, is likely to remain on job while longer. Although White House is expected to send nomination of successor, Anne P. Jones, to Senate promptly with start of new Congress Jan. 15, there is no indication how soon Senate Commerce Committee, which would hold hearings on nomination, can organize and schedule its work. In any event, it's sure bet Commissioner White will be on hand for FCC's first 1979 meeting on Jan. 17.

Standing pat

Mutual Broadcasting System will not be looking for replacement for C. Edward Little, president who announced resignation over holidays (see page 62). His responsibilities will be divided between executive vice presidents Martin Rubenstein, who will direct programing, administration and sales, and Gary Worth, who will run technical operations and oversee owned stations under planned acquisition program. They are members of new executive committee chaired by B.R. Schaafsma, vice president for policy/administration of parent Amway Corp.; committee's creation was Mr. Little's principal reason for leaving.

One hand clapping

It's hard to pinpoint, but sources within Radio Advertising Bureau estimate RAB had hand in helping to develop about \$50 million in spot radio business last year. That estimate came to light after yearend closed meetings at which RAB management challenged staff to do even better in 1979.

Business Briefly

TV only

Golden Optical □ Optical service starts 52-week TV buy this month. Sussman & Stern, Detroit, is scheduling spots in five markets during all dayparts. Target: adults, 18 and over.

Sunnyland □ Meat products group arranges seven-month TV promotion beginning in early February. Burton-Campbell, Atlanta, will place spots in 11 markets during day, prime, prime-access and early fringe time. Target: women, 18-49.

Stanback □ Pharmaceutical company focuses on its headache powder in five-month TV push starting this month. Bozell & Jacobs, Atlanta, will buy spots in 15 markets during day, news and early fringe time. Target: adults, 25-54.

Flowers Industries □ Food products group features its Roman Meal bread in 16-week TV flight starting this month.

Tucker Wayne & Co., Atlanta, will seek spots in 20 markets during news time. Target: total women.

Stauffer □ Chemical company launches 14-week TV campaign for various products late this month. Bozell & Jacobs, Chicago, will place spots in 20 markets during news, prime and prime-access time. Target: total men.

Wella □ Hair products manufacturer arranges first-quarter TV buy beginning in February for its Wella hair spray. Advantage Associates, New York, will schedule spots in 27 markets during early news time. Target: total women.

Bob Evans □ Meat products group plans first-quarter TV flight for its sausage beginning this month. Marschalk, New York, is handling in 35 markets during day, fringe and prime time. Target: women, 25-54.

Miller-Morton □ Marketer of Sergeant's pet care products and health and beauty aids launches first-quarter TV buy this month for its various products. Mil-Mor, Richmond, Va., will place spots in 100 markets during all dayparts. Target: total women.

American Can Co. □ Company features its Aurora toilet tissue in first-quarter TV buy starting this month. Scali, McCabe, Sloves, New York, is buying spots in 20 markets during day and fringe time. Target: total women.

Sambo's □ Restaurant chain places first-quarter TV buy beginning this month. Larson-Bateman, Santa Barbara, Calif., will handle spots in 10 markets during fringe time. Target: adults, 35 and over.

Alberto-Culver □ Hair products group features its hot oil product in first-quarter TV buy beginning this month. Draper Daniels, Chicago, will select spots in 30 markets during fringe and prime time. Target: women, 18-49.

Procter & Gamble □ Food products group features its Puritan cooking oil in first-quarter TV promotion starting this month. Doyle Dane Bernbach, New York, will schedule spots in over 100 markets during fringe and prime time. Target: women, 18-49.

Diners Club □ Credit card company launches first-quarter TV campaign this month. Wunderman, Ricotta & Kline, New York, is placing spots in major markets during news and prime time. Target: adults, 25-34.

Chevrolet □ Car manufacturer highlights

Rep appointment

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its trucks in six-week TV push starting this month. Campbell-Ewald, Los Angeles, will arrange spots in 11 markets during fringe and prime time. Target: men, 18-49.

Ziebart □ Auto body rustproofing service plans six-week TV drive beginning in late March. Ross Roy, Detroit, will schedule spots in 90 markets during fringe and prime time. Target: total men.

Mr. Steak □ Restaurant chain launches six-week TV campaign in mid-January. Winfield Advertising, St. Louis, will seek spots in four markets: Cleveland, Kansas City, Mo.; St. Louis and Wichita, Kan., during fringe and prime time. Target: adults, 25-49.

Dakota Bake-N-Serv □ Frozen bread dough maker places six-week TV push for its Rhodes bread beginning early this month. The Haworth Group, Edina, Minn., is buying in four markets during day and fringe time. Target: women, 25-54.

Geo. A. Hormel □ Grocery products division highlights its Mary Kitchen hash in four-week TV push starting this month. BBDO, Minneapolis, will schedule spots in eight markets during day and fringe time. Target: women, 18-49.

San Giorgio Macaroni □ Division of Hershey Foods starts four-week TV drive for its spaghetti this month. Creamer, New York, will place spots in 20 markets during fringe time. Target: women, 25-49.

Anheuser-Busch □ Brewery arranges four-week TV push for its Busch beer this month. Needham, Harper & Steers, Chicago, will handle spots in 20-30 markets during fringe and prime time. Target: total men.

Lowe's □ Pet product group features its kitty litter in four-week TV flight this month. W. B. Doner, Southfield, Mich., will place spots in 27 markets during day and late fringe time. Target: total women.

Gorton's □ Division of General Mills slates four-week TV promotion for its Gorton's fish sticks beginning in late February. Daniel & Charles, New York, will select spots in 75 markets during day, fringe and prime-access time. Target: total women.

Volkswagen □ Car manufacturer begins



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Villa Alegre *Award of Excellence, International Film Advisory Board; 1977 Award, California Association of Latins in Broadcasting; 4-time 1977 Emmy Award Nominee*

Rebop *Children's Television Achievement, awarded by ACT (1977); Silver Award, International Film & Television Festival (New York, 1976); Award of Excellence, Society of Illustrators (New York, 1976)*

South by Northwest *Second Place Winner, New York Black Film Festival (1977); Corporation for Public Broadcasting 1977 nomination — Target Audience: Blacks*

Vegetable Soup *Writers Guild of America, East, Award, Best Writing for a Children's Television Series; Bronze Medal Award, International Film & Television Festival*

Forest Spirits *Central Educational Network Award 1977 for Secondary Education*



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four-week TV drive this month. Doyle Dane Bernbach, New York, is buying spots in about 10 markets during news and sports time. Target: men, 18-49.

Allen Products □ Pet food group features its Alpo dog treat in four-week TV push beginning this month. Weightman Advertising, Philadelphia, is handling in 19 markets during day and early fringe time. Target: women, 25-64.

Cudahy Foods □ Subsidiary of General Host plans four-week TV flight for its extra lean franks starting this month. Fairman Advertising, Milwaukee, will handle spots in Wisconsin markets during day, fringe and prime time. Target: women, 18-49.

White Labs □ Company launches two-week TV drive for its X-14 mildew remover beginning late this month. Bozell & Jacobs, Atlanta, will select spots in four markets during day, early fringe and early news time. Target: women, 18-49.

Shurfine □ Food products group begins one-week TV campaign in late February. Norman, Navan, Moore & Baird, Grand Rapids, Mich., will schedule spots in 80 markets during day and prime time. Target: total women.

Family Circle □ Magazine arranges one-week TV circulation promotion beginning this month. Marschalk, New York, will buy spots in about 30 markets during day, prime, prime access and late fringe time. Target: women, 18-49.

Radio only

Home Savings □ Savings and loan company starts 52-week radio flight this month. Target Enterprises, Los Angeles, will handle spots in about eight markets including San Diego and San Francisco. Target: adults, 35-64.

Our Own Hardware □ Hardware

distributor begins 40-week radio promotion this month. Chuck Ruhr, Minneapolis, will handle spots in 127 markets including Milwaukee. Target: men, 25-54.

Western Union □ Telegraph agency places 20-week radio push beginning this month. Ries Cappiello Colwell, New York, is buying spots in eight markets including Cleveland, Houston, Los Angeles and Washington. Target: men, 25-64.

Stouffer's □ Frozen food division plans 10-week radio promotion for its pizza beginning late this month. Creamer, Pittsburgh, will arrange spots in eight markets including Chicago, Los Angeles and New York. Target: women, 25-54.

U.S. Postal Service □ Postal service starts six-week radio push this month. Young & Rubicam, New York, will buy spots in 15 markets including Boston and Minneapolis. Target: men, 25-54.

Crocker Bank □ Institution arranges four-week radio campaign beginning late this month. Needham, Harper & Steers, Los Angeles, will handle spots in six California markets including San Diego and San Francisco. Target: adults, 25-49.

American Airlines □ Airline launches four-week radio-flight this month. Doyle Dane Bernbach, New York, will arrange spots in 10 markets including Boston, Detroit, Dallas and Phoenix. Target: adults, 25-49.

Coldwell Banker □ Real estate agencies plan four-week radio flight starting this month. Albert, Newhoff, Burr, Los Angeles, will arrange spots in six markets including Denver, Seattle and Los Angeles. Target: adults, 35-64.

Carling □ Brewery launches two-week radio drive for its Bock and Stag beer this month. W.B. Doner, Baltimore, is placing spots in Midwest. Target: men, 18-49.

BAR reports television-network sales as of Dec. 10

ABC \$1,401,855,200 (36.3%) □ CBS \$1,265,158,000 (32.8%) □ NBC \$1,193,670,000 (30.9%)

Day parts	Total minutes week ended Dec. 10	Total dollars week ended Dec. 10	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	171	\$1,363,000	7,487	\$56,921,100	\$48,971,300	+16.2
Monday-Friday 10 a.m.-6 p.m.	1,042	18,490,000	50,016	821,939,600	753,221,700	+9.1
Saturday-Sunday Sign-on-6 p.m.	322	13,052,500	15,013	451,592,700	390,483,900	+15.6
Monday-Saturday 6 p.m.-7:30 p.m.	103	5,360,200	5,034	220,163,600	191,066,500	+15.2
Sunday 6 p.m.-7:30 p.m.	22	2,004,400	1,042	68,364,300	55,916,400	+22.3
Monday-Sunday 7:30 p.m.-11 p.m.	410	50,338,500	20,391	1,969,562,300	1,746,803,700	+12.8
Monday-Sunday 11 p.m.-Sign-off	225	5,883,400	11,069	272,139,600	235,428,500	+15.6
Total	2,295	\$96,492,000	110,052	\$3,860,683,200	\$3,421,892,000	+12.8



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- #2** Among all wired and unwired radio networks delivering adults 18-49.

Source: Simmons Market Research Bureau 1977/78 "Selective Markets & the Media Reaching Them". M-F 6AM-MID. AQH.

Audience data noted herein is subject to the same limitations as published by the research company.

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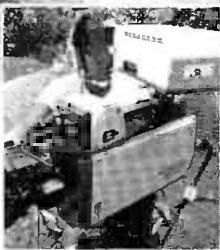
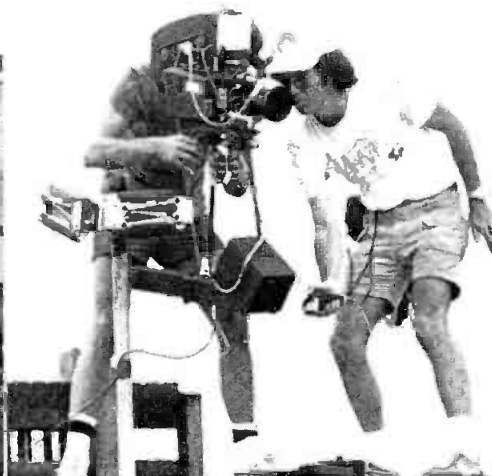
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Where Things Stand

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

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Advertising legislation. Broadcasters saw attempt at federal regulation of utility advertising staved off in major energy bill that passed Congress in final hours of last year's session. Provisions in House's version of legislation would have prohibited electric and natural gas utilities from passing on costs of institutional, promotional and political advertising to consumers. But final draft leaves matter up to states, which have two years to institute similar restrictions if they want. Industry argued mandatory advertising restrictions would infringe on First Amendment rights and would cause utilities to drop broadcast commercials.

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

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programming area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, have asked court to dismiss suits, and last fall, judge in case refused (BROADCASTING, Nov. 6, 1978). Federal Trade Commission also has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31, 1978) and late last year held seminar on media concentration (BROADCASTING, Dec. 18, 1978).

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

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

Blanking intervals. FCC last June issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for

period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. The Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August to "identify problem areas and recommend corrective action" to the FCC. The group is made up of representatives of the three commercial networks, the Public Broadcasting Service, the National Association of Broadcasters and several station groups (see "In Sync," Oct. 23, 1978).

Broadcasting in Congress. Path was cleared last year to open House of Representatives debates to daily live broadcast coverage, but not in way satisfying to broadcast news operations. House voted 235 to 150 to control broadcast feed of its chamber proceedings itself, rather than let network pool produce it (BROADCASTING, June 19, 1978). House proceedings are already available to radio broadcasters, who are permitted to pick up audio by way of House's public address system. In Senate, there was no action on similar proposals for live broadcast coverage, but that body took unprecedented step early last year of letting radio in to cover its debate on Panama Canal treaties (BROADCASTING, Feb. 13, 1978).

Cable economic inquiry. FCC has opened investigation into economic relationship between cable television and over-air television. Its purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments were filed last March (BROADCASTING, March 20, 1978); main contenders—National Association of Broadcasters and National Cable Television Association—are waging ongoing battle of words in inquiry; in latest filing, NAB claims proof that distant-signal importation results in revenue losses for local TV stations (BROADCASTING, Dec. 18, 1978). On Capitol Hill, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced that legislation he will introduce this year will give cable "legislative mandate"; new Communications Act rewrite this year in House may do something along same line.

Carter use of broadcasting. President has held 40 televised press conferences since assuming office. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy last winter and one in February on Panama Canal to year-end interview with representatives of four national TV networks; increased exposure has been evident since official return to Carter camp of campaign media adviser Gerald Rafshoon (BROADCASTING, May 29, 1978). President in September received heavy TV exposure as the announcement of Mideast peace agreements broke into one of heaviest viewing nights of new season (BROADCASTING, Sept. 25, 1978). And on Dec. 15, four television networks covered his speech announcing plans to establish diplomatic re-

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In that same 1977 memo recommending a new Surgeon General's report, HEW staffers admitted that "reaching scientific consensus could be difficult . . . because of the controversial nature of several of the issues involved." Yet the whole aim of the report was determined long before relevant data could be evaluated completely.

In the language of the bureaucrats, it's to "provide direction for Departmental anti-smoking efforts." And in plain English, that doesn't necessarily mean searching out the facts. Or even exploring new data. Primarily, it means waging a doctrinaire war against smoking and smokers.

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What we do object to is opinion masquerading as fact. And one-sided attacks on tobacco.

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Children's advertising. Federal Trade Commission has instituted rulemaking looking toward ban on advertising on television to children under age 8, prohibition of ads for highly sugared products and obligatory counter-advertising for sugared-product spots that are permitted (BROADCASTING, March 13, 1978). Comments on proposal were filed last November (BROADCASTING, Dec. 4). Hearings will be held Jan. 15 in San Francisco and Jan. 29 in Washington. Strongest reaction to date came from Congress, where House-Senate conference committee issued warning in report accompanying FTC appropriations bill for commission to weigh carefully First Amendment issues that attend children's proposal (BROADCASTING, Sept. 18, 1978). Committee also said it doesn't want funds spent on promulgation of trade rule, but FTC, not intending to be finished in 1979 anyway, is going ahead with inquiry. Meanwhile, several industry groups were successful at court in having FTC. Chairman Michael Pertschuk disqualified from inquiry on ground of bias, decision commission will appeal (BROADCASTING, Dec. 4, 1978). FCC, meanwhile, has reopened its inquiry into whole spectrum of children's television (BROADCASTING, July 31, 1978).

Clear channels. FCC initiated rulemaking that could result in addition of 125, or even more, AM stations on clear and adjacent channels. Commission decided against higher power for clear channel 1-A stations as means of providing service to areas without nighttime radio service (see "Top of the Week").

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) President Carter has become involved, urging commercial networks to make use of system. However, only ABC offered positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to use of closed captioning system. However, administration is not giving up. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

Communications Act. Foundation for communications regulation is now being revamped in both houses of Congress, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) having announced last October that Communications Act of 1934 is to be "renovated" (BROADCASTING, Oct. 16, 1978). He eschews "rewrite" approach of House Communications Subcommittee, saying there's lot of good in old statute. Nor will his bill, to be introduced this year, go as far in broadcasting area. He will retain public trustee concept, fairness doctrine and equal time—but he has endorsed House rewrite's license fee concept (BROADCASTING, Oct. 23, 1978). Rewrite, having undergone marathon hearings last year (those on broadcasting reported in BROADCASTING, Sept. 11, 1978), is itself being renovated at moment, to be reintroduced by Lionel Van Deerlin (D-Calif.) in new congressional session.

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grand-

fathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of "egregious" crossownership cases (BROADCASTING, June 19, 1978). Legislation (H.R. 5577) was introduced in last Congress by Representative Samuel Devine (R-Ohio) to prohibit FCC from considering newspaper crossownership in broadcast license proceedings and to bar divestiture of crossowned media.

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

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

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

FCC fees. Commission has begun inquiry aimed at helping it develop plan for refunding some \$60 million in fees it collected illegally between 1970 and 1976 from those it regulates—\$33 million is expected to be returned to broadcasters—and at developing new fee schedule based in part on spectrum use (BROADCASTING, Oct. 2, 1978). FCC, in latest report to U.S. Court of Appeals in Washington, which overturned commission's fee schedule, says earliest agency can begin making refunds is March (BROADCASTING, Dec. 18, 1978). Commission also is asking for comments on proposal to obtain "fair market value" for spectrum use through spectrum fees or auctions, or some combination of the two. And, still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, for refund of fees.

Continues on page 80.

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■ indicates new or revised listing

This week

Jan. 2—Comments due on *FCC* proposals to restrict amount of time devoted to on-air auctions and non-auction fund-raising programming, other educational broadcasting proposals (Docket 21136). Replies are due Feb. 1.

Jan. 6-9—International Winter Consumer Electronics Show, sponsored by *Electronic Industries Association/Consumer Electronic Group*. Las Vegas Convention Center, Hilton hotel and Jockey Club hotel.

Jan. 7-9—*California Broadcasters Association* mid-winter meeting. Vincent Wasilewski, National Association of Broadcasters president, and author Alex Haley will speak. Palm Springs Spa hotel, Palm Springs, Calif.

Also in January

Jan. 8—Deadline for entries for The 1978 Media Awards for the Advancement of Economic Understanding sponsored by *Champion International Corp.*, Stamford, Conn., and administered by Amos Tuck School of Business Administration of Dartmouth College. Total of \$105,000 in 14 media categories will be awarded reporting on economics that is stimulating and understandable and which was presented during the 1978 calendar year. Information: Program administrator, Media Awards for the Advancement of Economic Understanding, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H., 03755; (603) 646-2084.

Jan. 8—Deadline for comments on *FCC* inquiry for future fee program and refund of fees collected between Aug. 1, 1970, and Jan. 1, 1977, including possibility of imposing fee on all users of the spectrum—possibly on lease or auction basis (Docket 78-316).

Jan. 8—Deadline for entries in 39th annual Peabody Radio and Television Awards, to recognize distinguished achievement and meritorious public service by networks, producing organizations, stations and individuals. Awards are administered by *Henry W. Grady School of Journalism and Mass Communications, University of Georgia*, Athens, Ga. 30602; (404) 542-3785.

Jan. 8-9—Pacific Telecommunications Conference, featuring technology of communications and economic, social and regulatory aspects of communications. Ilikai hotel, Honolulu.

Jan. 8-9—Regional technical conference of the *Society of Cable Television Engineers*. Emphasis will be on antennas, towers and power surges. Holiday Inn East, Melbourne, Fla. Contact: Mila Albertson, (202) 659-2131.

Jan. 8-12—Technical seminar on *Hughes Aircraft Co.*'s amplitude modulated link local distribution microwave equipment. Hughes Aircraft, Torrance, Calif. Information: (213) 534-2146, ext. 2763.

Jan. 9—*Nebraska Broadcasters Association* legislature dinner. NBA Hall of Fame presentation is also on program. National Bank of Commerce building, Lincoln, Neb.

Jan. 10—*New England Cable Television Association* winter meeting. Radisson Ferncroft hotel and Country Club, Danvers, Mass. Information: Bill Kenny, NECTA, (603) 286-4473.

Jan. 10—Revised deadline for comments on *FCC* inquiry into role of low power television broadcasting, including television translators. In over-all national telecommunications system (Docket 78-253).

Jan. 12-13—*Utah Broadcasters Association* convention. Hilton Inn, Salt Lake City.

Jan. 14-19—*National Association of Broadcasters* joint board meeting. Wailea Beach hotel, Maui, Hawaii.

Jan. 15—Revised date for *Federal Trade Commission* hearing on children's advertising. Former date was Nov. 6. San Francisco.

Jan. 15—New deadline for comments on *FCC* inquiry into children's television programming and advertising practices to revisit voluntary compliance by television broadcasters with guidelines in its Children's Television Report and Policy Statement, adopted 1974. (Docket 19142). Replies are due March 1.

■ **Jan. 15**—*National Association of Broadcasters* "legal answers workshop," with sessions on FCC rules affecting commercial time sales, logging, sponsor ID, hypocoing, fraudulent billing and EEO. The Ilikai hotel, Honolulu.

■ **Jan. 15**—Joint seminar on women's TV-radio ownership, sponsored by *National Association of Broadcasters* and *American Women in Radio and Television*. NAB headquarters, Washington.

Jan. 16-18—*Cable Television Administration and Marketing Society* annual operations seminar, "Managing the Modern Cable Business Office," with sessions on advanced data handling systems, recruiting, training and motivation. St. Francis hotel, San Francisco. Questions on program content of conference, limited to 200 registrants, may be addressed to Sheldon Satin, Sheldon Satin Associates, 342 Madison Avenue, New York, N.Y. 10017, telephone (212) 986-1300, or Trygve Myhren, American Television & Communications Corp., 20 Inverness Place East, Englewood, Colo. 80112, telephone (303) 773-3411.

Jan. 17—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

Jan. 17-19—First U.S./African Telecommunications Conference, sponsored by the *Electronics Industries Association's communications division*. FCC Chief Engineer Raymond E. Spence will be keynote speaker. Nairobi, Kenya.

Jan. 18-19—*Florida Cable Television Association* midwinter conference. Plantation Inn at Crystal River, Florida Gulf Coast.

Jan. 18-20—*Alabama Broadcasters Association* winter conference. Downtowner Motor Inn, Montgomery, Ala.

Jan. 19—Open board meeting of *National Public Radio* board of directors. Mayo hotel, Tulsa, Okla. Persons wishing to participate must write NPR (2025 M St., N.W., Washington 20036) by Jan. 5.

Jan. 21-23—Convention of *NBC Radio affiliates*. Royal Orleans hotel, New Orleans.

Jan. 21-24—*National Religious Broadcasters* 36th annual convention. Washington Hilton.

Jan. 22—Deadline for comments in *FCC* inquiry into the encouragement of parttime operation of broadcast facilities by minority entrepreneurs under time brokering arrangements (Docket 78-355). Replies are due Feb. 23.

Jan. 23-25—*South Carolina Broadcasters Association* winter convention. Carolina Inn, Columbia, S.C.

Jan. 24—*Ohio Association of Broadcasters* license renewal workshop. Fawcett Center, Columbus, Ohio.

Jan. 24—*South Dakota Broadcasters Association* legislative luncheon. Elks Club, on Route 34, East of Pierre, S.D.

Jan. 25—*New Jersey Broadcasters Association* midwinter managers conference. Woodlawn, Eagleton Institute of Politics, Rutgers, The State University of New Jersey, Brunswick.

Jan. 25—Deadline for nominations for *Sigma Delta Chi* Distinguished Service Awards. Of the 16 catego-

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DAUGHTERS
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Raymond Massey
Eve Arden
Sharon Gless

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DAUGHTERS'
ANNIVERSARY
Robert Young
Raymond Massey
Ruth Hussey
Sharon Gless

BEG, BORROW
...OR STEAL
Mike Connors
Michael Cole
Kent McCord

THE CALIFORNIA KID
Martin Sheen
Nick Nolte
Vic Morrow
Stuart Margolin

THE CHADWICK FAMILY
Fred MacMurray
Kathleen Maguire
Darleen Carr

THE COUPLE
TAKES A WIFE
Bill Bixby
Paula Prentiss
Valerie Perrine
Nanette Fabray
Robert Goulet
Myrna Loy

A CRY IN THE
WILDERNESS
George Kennedy
Joanna Pettet
Lee H. Montgomery

CUTTER
Peter DeAnda
Cameron Mitchell
Barbara Rush
Gabriel Dell

THE DAY THEY
HANGED KID CURRY
Pete Duel
Ben Murphy
Robert Morse
Walter Brennan
Belinda Montgomery
Slim Pickens

THE DEADLY DREAM
Lloyd Bridges
Janet Leigh
Leif Erickson
Don Stroud
Richard Jaeckel
Carl Betz

DEATH RACE
Lloyd Bridges
Doug McClure
Roy Thinnes
Eric Braeden

THE DEVIL AND
MISS SARAH
Gene Barry
Janice Rule
James Drury
Slim Pickens

DOUBLE INDEMNITY
Richard Crenna
Lee J. Cobb
Robert Webber
Samantha Egger

THE FAILING OF
RAYMOND
Jane Wyman
Dean Stockwell
Murray Hamilton
Tim O'Connor
Paul Henreid
Dana Andrews

FAMILY FLIGHT
Rod Taylor
Dina Merrill
Janet Margolin
Gene Nelson

FEMALE ARTILLERY
Dennis Weaver
Ida Lupino
Sally Ann Howes
Linda Evans

HEATWAVE
Ben Murphy
Bonnie Bedelia
Lew Ayres
John Anderson

HITCHED
Sally Field
Tim Matheson
Neville Brand
Denver Pyle

HITCHHIKE
Cloris Leachman
Michael Brandon
Henry Darrow
Cameron Mitchell
Sherry Jackson

THE HOUND OF
THE BASKERVILLES
Stewart Granger
Bernard Fox
William Shatner
Anthony Zerbe

KILLDOZER
Clint Walker
Carl Betz
Neville Brand
James Wainwright

LET'S SWITCH
Barbara Eden
Barbara Feldon
Penny Marshall

LINDA
Stella Stevens
Ed Nelson
John McIntire
John Saxon

A LITTLE GAME
Ed Nelson
Diane Baker
Katy Jurado
Howard Duff

LT. SCHUSTER'S WIFE
Lee Grant
Jack Warden
Paul Burke
Eartha Kitt

MANEATER
Ben Gazzara
Sheree North
Richard Basehart
Kip Niven

MEN OF THE DRAGON
Jared Martin
Katie Saylor
Robert Ito
Joseph Wiseman

MONEY TO BURN
E. G. Marshall
Mildred Natwick
Cleavon Little
Alejandro Rey

THE MORNING AFTER
Dick Van Dyke
Lynn Carlin
Don Porter

PARTNERS IN CRIME
Lee Grant
Lou Antonio
Harry Guardino
Bob Cummings

PRETTY BOY FLOYD
Martin Sheen
Kim Darby
Michael Parks
Ellen Corby

RUNAWAY
Ben Johnson
Ben Murphy
Martin Milner
Vera Miles

SAVAGE
Martin Landau
Barbara Bain
Barry Sullivan
Will Geer

SCREAM, PRETTY PEGGY
Ted Bessell
Sian Barbara Allen
Bette Davis
Tovah Feldshuh

THE SCREAMING
WOMAN
Olivia de Havilland
Ed Nelson
Joseph Cotten
Walter Pidgeon

SEE THE MAN RUN
Robert Culp
Angie Dickinson
Eddie Albert
June Allyson

SENIOR YEAR
Gary Frank
Glynnis O'Connor
Barry Livingston
Debralee Scott
Scott Colomby

SHE CRIED MURDER
Lynda Day George
Telly Savalas
Mike Farrell
Kate Reid

SKYWAY TO DEATH
Ross Martin
Stefanie Powers
Joseph Campanella
John Astin

THAT CERTAIN SUMMER
Hal Holbrook
Hope Lange
Martin Sheen
Joe Don Baker
Scott Jacoby
Marlyn Mason

THIS IS THE
WEST THAT WAS
Ben Murphy
Kim Darby
Tony Franciosa
Jane Alexander

TRAPPED
James Brolin
Susan Clark
Earl Holliman
Robert Hooks

UNWED FATHER
Joseph Bottoms
Kay Lenz
Joseph Campanella
Beverly Garland

A VERY MISSING
PERSON
Eve Arden
James Gregory
Julie Newmar
Skye Aubrey

THE VICTIM
Elizabeth
Montgomery
George Maharis
Eileen Heckart
Sue Ane Langdon

WHAT'S A NICE
GIRL LIKE YOU...?
Brenda Vaccaro
Jack Warden
Roddy McDowall
Jo Anne Worley
Edmond O'Brien
Vincent Price

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DEEP, MY LOVE
Don Galloway
Barbara Anderson
Angel Tompkins
Walter Pidgeon

YOU'LL NEVER
SEE ME AGAIN
David Hartman
Jane Wyatt
Ralph Meeker
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KOB	Albuquerque	WNOG	Naples/ Marco Island
WRNG	Atlanta	WAMB	Nashville
KLBJ	Austin	WELI	New Haven
WAPI	Birmingham	WWL	New Orleans
KYME	Boise	WOKT	Norfolk
WEEL	Boston	WKIS	Orlando
WJOY	Burlington	WPBR	Palm Beach
WCIB	Cape Cod	WCAU	Philadelphia
KKOY	Chanute	KTAR	Phoenix
WTIP	Charleston, WV	WWSW	Pittsburgh
WSOC	Charlotte	WADB	Point Pleasant
WDEF	Chattanooga	KPAC	Port Arthur
WLQA	Cincinnati	WDCS	Portland, ME
WJW	Cleveland	KYXI	Portland, OR
WIS	Columbia, SC	WHPN	Poughkeepsie/ Hyde Park
KRLD	Dallas	WHWH	Princeton
WDAN	Danville	WEAN	Providence
KDEN	Denver	WKIX	Raleigh
WHO	Des Moines	WRVA	Richmond
WWJ	Detroit	WROC	Rochester, NY
KXGO	Eureka/Arcata	KFBK	Sacramento
WFNC	Fayetteville	WSGW	Saginaw
KFPW	Fort Smith	KMOX	St. Louis
KMJ	Fresno	KSXX	Salt Lake City
WMAX	Grand Rapids	WOAI	San Antonio
WBG	Greensboro	XETRA	San Diego
WNCT	Greenville, NC	KXRK	San Jose
WFBC	Greenville/ Spartanburg	KZST	Santa Rosa
WPOP	Hartford	WQSA	Sarasota
KHVH	Honolulu	WTOC	Savannah
KEYH	Houston	KIRO	Seattle
WHEZ	Huntington, WV	KBCM	Sioux City
WXLW	Indianapolis	KSPO	Spokane
KCMS	Indio/ Palm Springs	WNUS	Springfield, MA
WRBC	Jackson, MS	KWG	Stockton
WEXI	Jacksonville, FL	WONO	Syracuse
WQLR	Kalamazoo	WWBA	Tampa/ St. Petersburg
KMBR	Kansas City	KAIR	Tucson
WKPT	Kingsport	KRMG	Tulsa
WEZK	Knoxville	WNPT	Tuscaloosa
WIOU	Kokomo	WIBQ	Utica/Rome
KNUU	Las Vegas	WTOP	Washington, DC
KOMS	Lebanon, OR	WNVR	Waterbury
WLSR	Lima	WWNY	Watertown
KARN	Little Rock	KIAM	Wenatchee
KEDO	Longview	KFH	Wichita
WLGW	Lynchburg	WARM	Wilkes-Barre/ Scranton
WMOA	Marietta/ Parkersburg	WILM	Wilmington, DE
WWEE	Memphis	WNAX	Yankton
WVCG	Miami/ Coral Gables	WSBA	York
KMND	Midland	WBBW	Youngstown/ Warren
WWTC	Minneapolis		

ries, there will be three in radio and three in television: reporting, public service in journalism and editorializing. Sigma Delta Chi Awards in Journalism, 35 West Wacker Drive, suite 3108, Chicago 60601.

Jan. 26-27—Radio Television News Directors Association board meeting. Caesar's Palace, Las Vegas.

Jan. 26-27—Advertising law conference, sponsored by University of Alabama, District 7 of American Advertising Federation and Atlanta Advertising Club. Peachtree Plaza, Atlanta.

Jan. 27—Deadline for entries in 11th annual Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged. Professional categories will be radio, television, print and photojournalism. Cash prizes of \$1,000 will be awarded the best in each category, with an additional \$2,000 grand prize for the most outstanding of the category winners. Entries from student print, broadcast and photojournalists will be judged separately with a three-month journalism internship in Washington to be awarded. Information: Ruth Dramstadler, executive director, 1035 30th Street, N.W., Washington 20007; (202) 338-7444.

Jan. 27—Fifth annual media-law conference, sponsored by WTVJ(TV) Miami, *Miami Herald* and *Florida Bar*. Omni International hotel, Miami.

■ **Jan. 27**—FCC's new deadline for comments in inquiry to consider broadening program definitions to include "community service" program category (Docket BC 78-355). Replies are now due Feb. 28.

Jan. 29—Continuation of *Federal Trade Commission* hearing on children's advertising. Start is in San Francisco on Jan. 15. Washington.

Jan. 30-Feb. 1—Radio-Television Institute of Georgia Association of Broadcasters and University of Georgia. Speakers will include outgoing FCC Commissioner Margita White, NBC commentator David Brinkley and Jane Pauley, *Today* hostess. Georgia Center for Continuing Education, Athens.

■ **Jan. 31**—New deadline for reply comments in FCC rulemaking concerning network representation of

television stations in national spot sales. Previous deadline was Dec. 22.

■ **Jan. 31**—Deadline for entries in *National Press Photographers Association* competition for TV news photographer of year and for TV news photography station of year. Information: Sheila Keyes, NPPA, 23918 Via Copeta, Valencia, Calif. 91355; (805) 259-1136.

February

Feb. 1—Deadline for comments in FCC inquiry to investigate ways to help consumers choose, install and operate their television sets to get best reception (Docket 78-307). Replies are due March 1.

Feb. 2—Deadline for entries in Charles Stewart Mott Awards, competition for best education reporting in broadcast and print media. Information: *Education Writers Association*, P.O. Box 281, Woodstown, N.J. 08098.

Feb. 2-3—University of California at Los Angeles communications law symposium on "The Foreseeable Future of Television Networks." Speakers will include FCC Chairman Charles D. Ferris; Henry Geller, assistant secretary of Commerce for Communications and Information; Donald McGannon, president of Westinghouse Broadcasting Co.; Ed Bleier, vice president, Warner Communications; Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters; Bruce Owen, economist, Duke University; Richard Block, broadcast consultant; Robert Hadl, MCA Inc; Judge David Bazelon, U.S. Court of Appeals, and Nina Cornell, chief, FCC Office of Plans and Policy. Los Angeles.

Feb. 2-3—Society of Motion Picture and Television Engineers 13th annual television conference. St. Francis hotel, San Francisco. Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

Feb. 2-4—Florida Association of Broadcasters mid-winter conference. Holiday Inn hotel and convention center, Tampa airport.

Major Meetings

Jan. 14-19—National Association of Broadcasters joint board meeting. Wailea Beach hotel, Maui, Hawaii.

Feb. 4-7—Association of Independent Television Stations annual convention. Shoreham hotel, Washington.

March 9-14—National Association of Television Program Executives conference. MGM Grand hotel, Las Vegas. Future conferences: Feb. 15-20, 1980, Hilton, San Francisco; Feb. 13-18, 1981, New Orleans.

March 25-28—National Association of Broadcasters annual convention. Dallas. Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

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

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

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

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

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

June 6-9—Broadcast Promotion Association 24th annual seminar. Nashville. Future seminars:

June 1980, Montreal; June 1981, New York; June 1982, San Francisco; June 1983, New Orleans.

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

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

Sept. 6-8—Radio Television News Directors Association international conference. Caesar's Palace, Las Vegas. 1980 conference will be on date to be announced, at Diplomat hotel, Hollywood-by-the-Sea, Fla.

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

Sept. 16-19—Broadcasting Financial Management Association 19th annual conference. Waldorf-Astoria, New York. 1980 convention will be Sept. 14-17 at Town and Country hotel, San Diego.

Sept. 24—Start of World Administrative Radio Conference for U.S. and 152 other member nations of International Telecommunications Union. Geneva.

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

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

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

WANTED:

Computer that says “ouch”

In these days of audience delivery based on computer-analyzed demographics, cloned programs, media buying untouched by human minds, computer-controlled this and automatic by-the-numbers that, we'd like to express a few thoughts about the human equation.

We're not scorning technology, nor do we fear the most sophisticated computer analyses. Our numbers are convincing, as our reps will be delighted to prove; our equipment is state-of-the-art. But computers don't know words like community involve-

ment, credibility, immediacy, commitment, believability and professionalism in programming. We not only know them. We live them. Our program planners are as enthusiastic and effective as our salesmen.

We believe in and practice responsibility to our viewers, to our advertisers, to the broadcasting industry, to our staff – and to ourselves. We believe in profits, which generate better local and regional news programs, better entertainment, better equipment and better rewards for our staff.

Computers are our tools, but until we find one that can say “ouch” or “wow” we’ll keep striving to build warm human relationships with all those to whom we hold ourselves responsible.



		Affiliation	Reps
WIS AM	Columbia, S.C.	NBC	McGavren-Guild
WIS-TV	Columbia, S.C.	NBC	PGW
WSFA-TV	Montgomery, Ala.	NBC	PGW
WTOL-TV	Toledo, Ohio	CBS	Blair
WDSU-TV	New Orleans, La.	NBC	Blair

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Yes! Send me a demo of the most exciting formats in radio today

Name _____ Title _____

Station _____ Present Format _____

Address _____

City _____ State _____ Zip _____

Telephone _____

Feb. 4-7—Association of Independent Television Stations annual convention. Shoreham hotel, Washington.

Feb. 6—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

■ **Feb. 6**—Television Bureau of Advertising regional sales meeting. Airport Marina, Dallas.

■ **Feb. 7**—Arkansas Broadcasters Association business meeting and legislative reception. Bill Clinton, Arkansas governor-elect, will be luncheon speaker. Coachman's Inn, Little Rock, Ark.

■ **Feb. 9-11**—Second annual radio news minicourse of Department of Journalism of Florida A&M University and Florida Association of Broadcasters. Marriott hotel, Orlando, Fla.

Feb. 13-14—Winter meeting of Wisconsin Broadcasters Association and legislative reception/dinner. Concourse hotel, Madison, Wis. Chairman: Terry Shockley, WKOW-TV Madison.

Feb. 15—Deadline for comments to FCC on multiple ownership of educational broadcasting stations (Docket 78-165). Replies are due March 15.

Feb. 16—Religion in Media's Rim awards presentation. Convention Center, Anaheim.

Feb. 20-21—Illinois Broadcasters Association winter meeting. Forum 30 hotel, Springfield, Ill.

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

Feb. 26-March 2—Intelcom '79 international exposition. Speakers will include Joseph Charyk and John A. Johnson, Comsat; Henry Geller assistant secretary of commerce for communications and information, and Dr. Mahoud Riad, secretary general, Arab Telecommunications Union, Dallas Convention Center.

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

Feb. 27-28—Fourth annual CATV reliability conference, co-sponsored by the Society of Cable Television Engineers and the Consumer Electronics Society of the Institute of Electrical and Electronics Engineers. Denver Stouffer's Inn, Denver. Registration: SCTE, P.O. Box 2665, Arlington, Va. 22202.

■ **Feb. 28**—Rally for deregulation, sponsored by National Association of Broadcasters, National Radio Broadcasters Association, National Religious Broadcasters and Daytime Broadcasters Association. Washington.

March

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

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

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

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

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

■ **March 5-6**—Society of Cable Television Engineers regional technical meeting. Del Webb's Townhouse, Phoenix.

March 6—Presentation dinner, Hollywood Radio and Television Society's International Broadcasting Awards for radio and television commercials. Century Plaza hotel, Los Angeles.

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

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

Errata

"Fates and Fortunes" Dec. 18 (page 84) incorrectly reported **Thomas J. Dougherty**, Washington counsel for Metromedia, as having assumed additional duties as company's general counsel. He was named **associate general counsel**.

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

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

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

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

March 21—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

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

March 21-22—Association of National Advertisers annual Television Workshop (March 21) and Media Workshop, (March 22). Combination fee for both events will be \$100 for ANA members, \$115 for non-members, and for either event, \$60 for members and \$70 for non-members. Plaza hotel, New York.

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

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

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

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

March 25-28—National Association of Broadcasters annual convention. Dallas.

March 30-31—Convention of Society of Professional Journalists, Sigma Delta Chi's region 5 (Indiana, Illinois and Kentucky). Century Center, South Bend, Ind.

April

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

April 2—Deadline for comments on FCC proposal establishing table of assignments for FM-ED stations and new classes of stations (Docket 20735). Replies are due May 15.

April 2-5—Electronic Industries Association spring conference. Shoreham Americana hotel, Washington.

April 2-5—Canadian Cable Television Association annual convention. Sheraton Centre, Toronto.

April 3—Advertising Research Foundation public affairs conference. Washington.

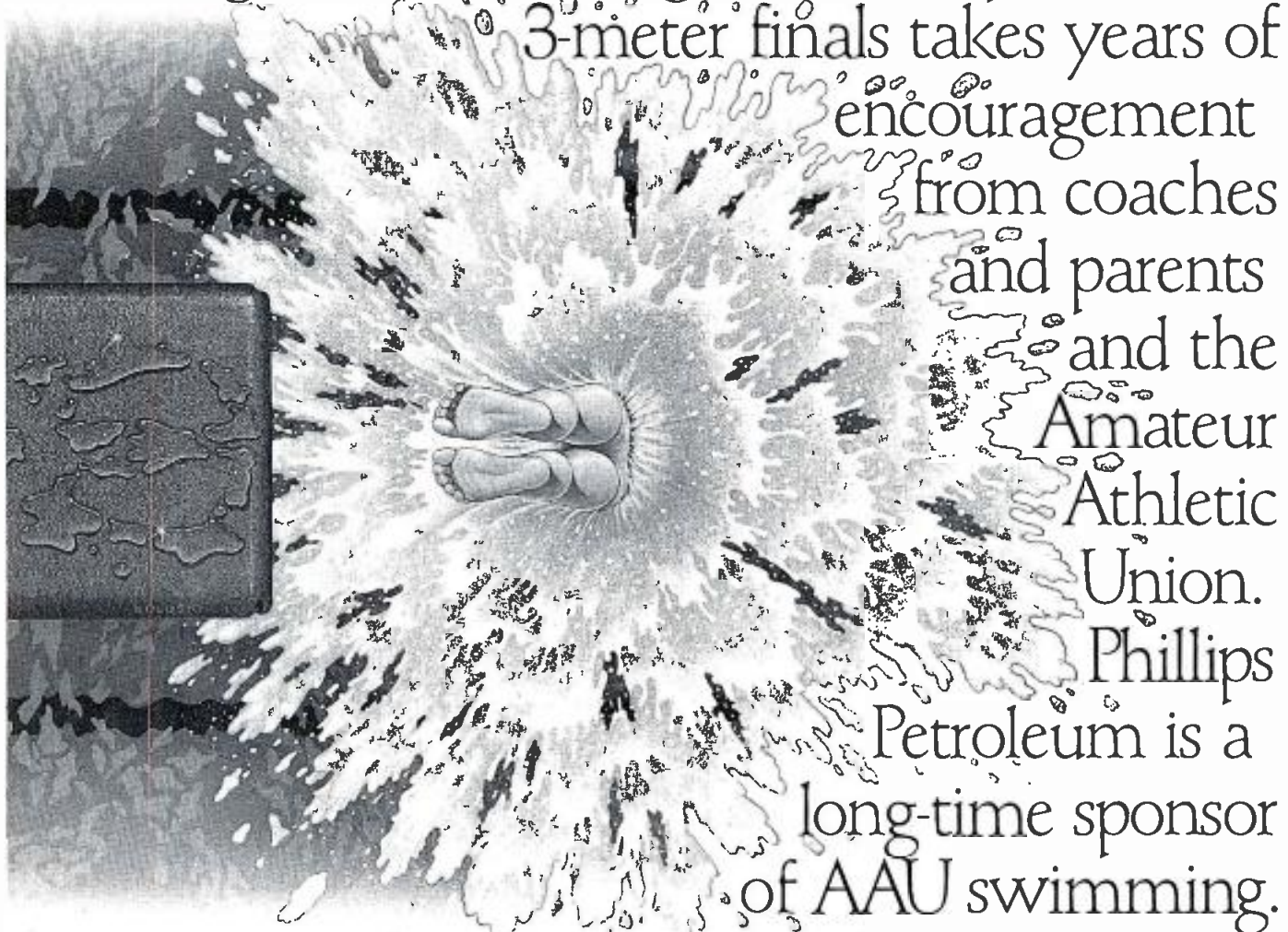
April 3—New York State Broadcasters Association 25th annual meeting. Essex House, New York.

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

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

It's a long way down to the top.

It starts with bellyflops and bruises. Over fifty practice dives a day. Every morning from age 7. And to get from the neighborhood pool to the



3-meter finals takes years of

encouragement

from coaches

and parents

and the

Amateur

Athletic

Union.

Phillips

Petroleum is a

long-time sponsor

of AAU swimming.

And now we're getting behind AAU diving.

Giving thousands of eager young athletes a chance for glory. Because it takes a lot of getting

to the bottom to make it to the top.



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

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

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

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

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

April 19—*Missouri Broadcasters Association* awards dinner. Ramada Inn, Columbia, Mo.

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

April 20-21—*Texas Associated Press Broadcasters*

Association annual convention. Sheraton, Abilene, Tex.

April 22-23—*Broadcasting Day of University of Florida and Florida Association of Broadcasters*. Gainesville.

■ **April 23-24**—*Society of Cable Television Engineers* regional technical meeting. Portland Hilton Inn, Portland, Ore.

April 27-28—*Oklahoma Associated Press Broadcasters Association* annual convention. Holidome, Oklahoma City.

■ **April 29-May 1**—*Chamber of Commerce of the United States* 67th annual meeting. Washington.

May

May 1—Deadline for comments on FCC inquiry to study problem of radio frequency interference and

need for regulation to lessen such interference (General docket 78-369). Replies are due July 1.

May 2—*National Radio Broadcasters Association* radio sales day. Hyatt House (airport), Los Angeles.

■ **May 3**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

May 7-10—*Southern Educational Communications Association* conference. Lexington, Ky.

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

May 10—*National Radio Broadcasters Association* radio sales day. Sheraton Airport Inn, Atlanta.

May 16—*National Radio Broadcasters Association* radio sales day. Americana, New York.

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

Open Mike®

The more the less merry?

EDITOR: A combination of factors causes me to write. The most recent include the moves by the FCC to increase the AM band and the persistent rumor that an increase in the number of FM assignments (by narrowing the bandwidth) is still under consideration.

After more than a decade of broadcast-

ing experience that covers the roles of student, announcer, program director, manager and owner, I am seldom surprised at the FCC or at the lack of common sense that its members display.

I note these observations:

(1) There is a growing tendency among informed broadcasters (including large and respected groups) to "dump" their radio properties. Candid operators indicate that a lack of a reasonable return on the investment is the reason.

(2) Anyone who has looked at a survey book and/or has talked with radio listeners on a one-to-one basis knows that the size of the total radio audience is certainly not increasing and in many areas the audience is on the downswing.

(3) As the total number of stations on the air keeps increasing, each station's share of the total audience continues to get smaller and stations resort to "stunting," which costs more and narrows the bottom line.

(4) More and more stations are resorting to automated formats to hold the line against profit losses. This hurts the station's ratings and radio's total audience when these formats are not executed properly—which they seldom are.

(5) The FCC keeps talking about less regulation, which would help small market broadcasters keep expenses down, but last month we find that the FCC is the number-one maker of paperwork (BROADCASTING, Dec. 11).

As a former broadcaster, I must wonder where this increase of stations and decrease of individual station's share of audience and profit will stop. The fact is, more is not necessarily better.

Radio has been my lifelong ambition. I began my commercial radio career at KDRS(AM) Paragould, Ark., in 1966. I am the founder of KHIG(FM) Paragould which we sold in May of last year for more than \$600,000, which we believe to be a record for a small market class A FM. It has been rewarding to me and my family, and for this reason I take personal offense at what

the FCC has done and continues to do.—
Bruce Higgins, Paragould.

Out of the woodwork

EDITOR: I'm sure it's not news to you that I heard from all sorts of people after that article ["Monday Memo", Nov. 6] appeared—people I hadn't heard from in years, people I never expected to hear from at all, and people who know me but never connected me with the International Ladies' Garment Workers campaign. BROADCASTING really broadcasts.—*Paula Green, president, Paula Green Advertising, New York City.*

Low technology

EDITOR: It was painfully apparent from the questions asked by the FCC commissioners in the Dec. 19 VHF drop-in agenda item that most do not have engineering counsel. How can a commissioner expect to make proper decisions when lacking knowledge of the basic technical facts involved?—*L. Robert du Treil, president, Association of Federal Communications Consulting Engineers, Washington.*

Got our numbers

EDITOR: The report of our fall 1978 RADAR study on national radio audiences ("Still growing strong," BROADCASTING, Dec. 4) was appreciated.

There was one error in your pick-up from our table of FM shares of audience. The 24-hour share was reported as 40% and should have been 49%, the same share that applies for the 6 a.m.-to-midnight period.

You should be pleased to know that even the tables in your publication are read, as someone else called me to ask about the figure.—*Gale D. Metzger, president, Statistical Research Inc., Westfield, N.J.*

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Staffed with professionals, who have had years of front-line, working experience in all areas of broadcasting, television, news, programming, promotion and research.

We have clients in all the top 10 markets, as well as clients in the bottom 50.

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Donahue does it again, and again, and again...

The numbers prove it! In the October Nielsen* survey, 16 major markets across the country ranked **Donahue** number one with

- Overall women
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- Homes
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You can count on **Donahue** to pull big numbers—to reach the audiences you want to reach again, and again, and again. His track record is consistent... he's a winner! **Donahue**, the number one syndicated talk show in the country. For information on your market, call: Don Dahlman, (513) 352-5955.

*Source NSI October '78.
Estimates. Qualifications on request.



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MULTIMEDIA
Multimedia Program Productions, Inc.
140 W. Ninth Street
Cincinnati, Ohio 45202

Monday Memo[®]

A broadcast advertising commentary from Bernard Zlotnick, senior VP/creative director, Leber Katz Partners, New York

Confession of an ad man: 'I love TV'

I'm an advertising man who is finally coming out of the closet. I'm going to admit publicly, in this magazine, that "I love television." Not only creating commercials for it, but actually watching it.

I'm admitting this because over the years too many of my advertising friends have always complained about the so-called "boob tube." If I should ask most of my colleagues what they did last night, they might tell me:

"Oh, I spent a quiet night reading a book..." Or "I went to the 'in' place, you know, Studio 54..." Or "I went to the theater..." Or "I went to see a good flick..."

Heaven forbid they should say "I was at home enjoying television."

After all, my friends and I make TV commercials for a living. Don't you think they would want to see their efforts first hand? I do.

For years, I've loved creating commercials for airlines, beer, underwear, food and golf balls.

And for years, I've memorized the schedules of all my commercials and have sat through a lot of programs just to feel the excitement and textures surrounding them. It's always exciting to see Johnny Carson break away to a commercial and to realize millions of people suddenly are looking at my "Invisible Hanes Man" spots. Or to watch every second of the network golf tournaments just to see what precedes and follows my "Dunlop Flying Golf Ball" commercial.

Look, in order to keep up with my work—I have to watch a lot of programs. If I were making movies, I'd go to the movies all the time. If I were a doctor, lawyer or Indian chief, I'd be heavily involved in those fields. I love the advertising business. I think about my work all the time. So why am I not supposed to love my television programs, too?

On TV, I see the news, a cartoon series like *Wonder Woman* (mmm!), a two-hour TV movie, a detective show, a lot of wonderful comedy programs, loads of coming attractions and commercials of course. What more could I want?

You're probably saying to yourself, "So what. I know that!" Then, I ask you, why is everybody against it?

Let's assume the television programing critics (the ones who get paid for it) sit in their own darkened dens watching it, morning, noon and night. They are bored. So they escape to the discos or the flicks. (When you're close to something, you seldom appreciate it.) Thus, they sit down and write how bad all television is, and the public reads it and believes it.



Bernard Zlotnick is senior VP and creative director at Leber Katz Partners where he creates advertising for R. J. Reynolds, Hanes, Dunlop, Warner Bros. Pictures and other major corporations. Previously, he headed Barnett, Zlotnick Advertising, an autonomous subsidiary of Young & Rubicam International. Before headed Barnett, Zlotnick Advertising, an autonomous subsidiary of Young & Rubicam International. Before that, Mr. Zlotnick was a VP at Y&R. Over the years he has created and produced radio and TV commercials for Eastern Airlines ("Wings of Man"), Rheingold Beer, Chrysler, Procter & Gamble, Johnson & Johnson, General Foods, Bristol-Myers and Frito-Lay.

And what about the critics of advertising? (the ones who don't get paid for it). They say we're dishonest about what we say in commercials. They say we make irritating and intrusive commercials. The public reads and believes that, too.

So what can I, a member of the public and industry, do about this put-down of television? Maybe newspapers, magazines and broadcasting should ask people on the street for their personal TV reviews. I've seen the media ask questions of the public during the election months. Why can't they also ask the public what they like on TV?

I keep hearing about the "Golden Age of Television," the early fifties. Well, I went down to the Museum of Broadcasting in New York and looked at those "golden oldie" programs and commercials from 1954.

First, a comment on the programs. Most were primitive and boring. Obviously, a couple of dramas were great, many were terrible. The comedy and variety shows of those days were just amateurish. During prime time, starting with Pinky Lee and ending with Dennis James announcing the wrestling matches, the few hours in between were taken up

with Arthur Godfrey and badly filmed sitcoms and adventure shows. In one week in 1954, two programs, *Studio One* and *Philco Playhouse*, were the only good programs on the air.

The commercials were just as bad. We all know it took a few hundred dollars to produce a commercial in those days and it looked it. (I guess the programs had that much to spend, too.) There were announcers standing behind a table telling us about how they could solve all our problems, in 60 seconds. To me, those days were not the Golden Age of Television.

Then, the sixties came along, and the commercials, and programing, became more sophisticated and entertaining. I started creating commercials in 1966 and it was a great time to be a creator. Also, money became available to produce an entertaining 60- or 90-second commercial. (Remember the 60- and 90-second commercials?) We sold the client's products and they gave the agencies more money to buy time, and better programing happened.

In 1970, the recession knocked the commercial business for a loop. Clients became nervous, cut their budgets and tried to cram the same information they put in several 60's into one 30-second spot. The commercials changed and, again, stand up announcers became a "new" idea. But, programing continued to get bigger and better.

Today, television has almost 24 hours of broadcasting to fill. And it is amazing how the networks (public and private) come up with "average" to "excellent" programs that entertain, inform and educate the viewer.

Don't get me wrong, there are junky programs on the air. But with numerous channels and 24-hour schedules to choose from, we certainly do have a huge selection.

And today commercials are better than ever. While they cost more (Doesn't everything?), they're entertaining and informative. And, most important, they sell products.

You're bound to find bad programs and bad commercials, because no man, no committee, can be 100% right, year after year.

Sometimes a network will come up 100% wrong. All its programing will have the flavor of turkey when presented for viewing.

It's great to know that there are TV executives who have the guts to admit this, step in, scrap the whole mess, and start all over again.

So, let's all get out of the closet together, and let's all admit we love television and we watch it constantly.

Long live Fred Silverman!

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

STORER BROADCASTING COMPANY lists prices of its radio stations following recent announcement to concentrate its efforts on television broadcasting and cable television:

WHN New York City
Class II, 1050 kHz, 50kw fulltime
\$17,000,000

WSPD Toledo, Ohio,
Class III, 1370 kHz, 5kw fulltime
\$4,000,000

WGBS/WLYF(FM) Miami, Florida
(to be sold only as a unit)
\$14,000,000
WGBS Class II, 710 kHz, 50 kw fulltime
WLYF Class C, 101.5 mHz, 100kw fulltime

Expressions of interest should be directed in writing to:

Peter Storer, President
Storer Broadcasting Company
1177 Kane Concourse
Miami Beach, Florida 33154

or to

The Ted Hepburn Company
P.O. Box 42401
Cincinnati, Ohio 45242

To give all interested parties an opportunity to express their interest, actual negotiations will not commence until January 5, 1979, at which time Storer will contact each party evidencing such interest, before entry into a contract for sale.

Top of the Week

Now it's the rewrite of 1980

An optimistic Lionel Van Deerlin still thinks he can pull it off; coalition of interests that once opposed major sections may be coming around to their support

The 96th Congress, which opens for business Jan. 15, is going to be the one that matters for the Communications Act rewrite, according to the man who co-wrote it. The new year finds House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) more confident than ever that his bill not only can pass, but that it will by the end of 1980.

The date for introduction of the rewritten rewrite has slipped somewhat; it's now targeted for mid-February. But after that, "I really think it's possible to get legislation out in the 96th Congress," Mr. Van Deerlin said as he detailed his optimism for BROADCASTING.

His first reason, and the most important from his vantage, is some encouraging response he said he has recently received from the telephone industry. The heads of some of the independent telephone companies are "joining in solutions that didn't seem possible two years ago," he said. And he finds it significant, too, that AT&T Chairman John deButts is taking early retirement. Mr. deButts, who argued against permitting unrestrained growth of new business carriers, saw that it is "no longer possible to hold the line against intercity competition," Mr. Van Deerlin said. "He sees that the water is over the dam now and we have to find ways to accommodate to the new era." Thus Mr. Van Deerlin's optimism that there is a growing consensus within the telephone industry to support that element of the Communications Act rewrite—a section of the legislation that last year seemed "more insoluble than broadcasting," he said.

The subcommittee chairman won't go so far as to predict a similar consensus among broadcasters, but once again he sees signs for hope. For one, he said, "it is now generally accepted that there is going to be a license fee." He noted that broadcasters' initial opposition to provisions in the rewrite centered on the fee, which was seen as a revenue source to cover the FCC costs and to support public broadcasting,

minority broadcast ownership and rural telecommunications expansion.

There is still strong opposition to having the fee support other broadcast programs, but if it were just dedicated to paying the commission's costs, "I don't think you would get a single complaint," Mr. Van Deerlin said. (At least one network seems willing to go on the record as being prepared to live with a spectrum fee. Eugene Cowen, ABC's Washington vice president, told BROADCASTING last week that his network can accept the concept, although it may have questions over the amount.)

Asked if it is his intention to limit the fee to paying the commission's bills, Mr. Van Deerlin said, however, "It's not what I'm settling on."

The subcommittee chairman also takes heart from the fact that the National Association of Broadcasters joint board is work-



Van Deerlin

ing on its own legislative and regulatory proposal. The association's original "statement of principles," a list of goals released after Mr. Van Deerlin announced his intention to rewrite the Communications Act two years ago, was nothing more than a "letter to Santa Claus," he said. "This year I expect that they [the board members] are going to be far more realistic in their response."

A big help in that regard, he said, has been the provision for near total deregulation of radio in the rewrite. "It's driven a wedge in there," he said. "Numerically, [radio is] more than half of the industry... It makes it difficult for others within the industry to hold the line [against the rewrite]."

Asked if he would consider the suggestion from some broadcasting leaders that radio deregulation be taken up separately from the rewrite, Mr. Van Deerlin said no. That way, "you would lose the interest of

8,000 commercial broadcasters... If you want to get a whole package, you'd better keep a single set of strings around it."

He said he is very interested in seeing what the NAB board will settle on at its January meeting in Maui, Hawaii. Asked if he is withholding introduction specifically for that purpose, he replied only that it is "fortuitous" that he will be able to know NAB's mind before introducing his bill in February. He will also have the results, he added, of the Carnegie Commission, which reportedly has endorsed the fee concept as a mechanism for funding public broadcasting.

Another factor inspiring optimism in the subcommittee chairman is cable television's anticipated reaction to the new draft, which he expects will be warm. He repeated his promise made to cablecasters meeting at the Western Cable Show in Anaheim, Calif., in December, that the next draft will contain provisions making it clear that state and local governments must honor the rewrite's federal deregulation in areas such as signal carriage and pay cable. Implementation of that policy will be contingent on Congress increasing cable's copyright liability, however, he also repeated.

He said he has received new assurances from Representative Robert Kastenmeier (D-Wis.) that the latter's Judiciary Subcommittee, which has jurisdiction over copyright, will revisit the cable provision of the copyright amendments of 1976. But that complementary action will not hold up passage of the rewrite, Mr. Van Deerlin said. The rewrite can be drafted so as to hold up implementation of cable deregulation until cable's copyright liability is made more "realistic," he said.

Still another sign Mr. Van Deerlin reads as hopeful are the recent steps taken at the FCC in the direction of radio deregulation. Strategists within broadcasting contend to the contrary that the steps by the commission will ultimately undermine interest in the rewrite. Mr. Van Deerlin counters that by saying that the commission can take deregulation only so far. Only Congress can change the three-year license term, he said.

The ultimate test for the rewrite will be how it stands up in Congress, where communications issues have not traditionally been considered major matters. The key to getting it passed, Mr. Van Deerlin said, is to produce a measure that is "perceived as being fair and equitable."

The same holds true in winning the administration's support. Asked if the White House has yet given him a sign, he replied in mock surprise, "Oh, you hadn't

heard?" Then, soberly, "Neither have I." He said it will be tough getting the administration's attention as the presidential election approaches, not only because of the press of the campaign, but also because the "broadcasting industry is a peculiarly sensitive one to deal with in a presidential campaign year."

But, Mr. Van Deerlin added, "when we reach the point where we need administration leadership . . . I'm sure we'll have it."

The subcommittee chairman also has to be concerned about the bill's reception in the Senate. He finds reason for optimism there in the announcement last year by Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) of a Senate-initiated "renovation" of the Communications Act. Not long ago Senator Hollings was saying there is need for no more than piecemeal legislation as individual communications problems arise.

Mr. Van Deerlin repeated that the future success of his rewrite depends upon his being able to present a measure that is perceived as fair. Shortly after the first rewrite's introduction, loud choruses of dissent were heard from almost every corner. Because it is axiomatic that it will be hard to convince Congress to pass a bill if no one wants it, Mr. Van Deerlin has had to try to improve the perceptions.

By his own acknowledgement he has become a "broker," trying to bring together the groups with shared interests in the measure. How well he carries out that role may well decide whether his prediction for 1980 will come true.

Squeeze put on clears for more AM channels

FCC adopts rulemaking looking toward trimming back protection of long-distance stations to at least 750 miles and possibly even less; Ferris proposes lottery, with odds tilted to minorities, for parceling out the more than 100 new outlets that would be created

The days when clear channel stations dominate their frequencies for vast distances across the country at night are numbered. The FCC has made apparent its determination to treat the 25 clear channels as a resource for hundreds of new AM stations.

At its meeting on Dec. 19, the commission, as expected (BROADCASTING, Dec. 18, 1978), adopted a further notice of rulemaking (the proceeding's origins date back to the 1940's) aimed at limiting the nighttime service areas of the existing I-A stations in order to make room for additional AM's.

Since radio signals travel much farther at night—when they bounce off the ionosphere—than during the day, the commission's long-ago answer to the need

Ending the year on a mini-bang

The FCC, in its final actions of 1978:

- Voted to limit clear channels, thus paving the way for a possible 125 new AM stations (story this page).
- Reversed course on a plan to require that broadcasters make public a ranking of employe salaries (page 34).
- Make broadcast endorsement tests a thing of the past (page 34).
- And held off a decision on what to do about VHF drop-ins (page 35).
- While FCC Chairman Ferris called for a broad range of options on future broadcast deregulation ("In Brief," page 34).

for nighttime service in areas unserved by local full-time stations were clear channel outlets operating with 50 kw of power. Motorists and truckers traveling across country can also lock on to a clear channel station and listen to its music or talk for considerable distances. And even in well-served areas, radio listeners tune in to clear channel stations more than 1,000 miles away for the simple fun of it.

But conditions, the commission feels, change. Where once more than 20 million people were believed to be living in areas unserved by local radio at night, the commission staff estimates that, with the surge of interest in AM and FM, the number is now down to four million. What's more, there are pressures to make room for minorities in the ranks of station owners.

The move, when completed, could result in the addition of 125 new stations if the more conservative of two proposals is adopted. That, in turn, the staff feels, would generate a flood of applications—perhaps 600—which could result in as many as 100 comparative hearings.

To deal with the administrative headache that would cause, Chairman Charles D. Ferris said the commission would ask Congress for authority to resolve contests through a means that has been suggested several times as a substitute generally for comparative hearings involving new applicants only—a lottery. He also said that since one reason for breaking down the clears is to help minorities become station owners, the lottery could be designed in a way that would enhance minorities' chances.

That would not be the only consideration given minorities, who account for a tiny fraction of the ownership of the nation's 7,500 radio stations. The commission, noting that it, the executive branch and the courts have recognized the deficiency the lack of minority-owned stations represents in serving the nation's broadcast needs, said it would give "attentive consideration" to waiving a rule that might otherwise restrict entry to major markets. It is in those markets where many minorities live, the commission noted.

The rule permits the filing of an application for a new AM only if at least 25% of the area to be served at night does not now

receive that service, if the proposed station would provide the community with a first or second nighttime service or if at least 20% of the area or population to be served receives fewer than two aural services at night.

The commission's new notice of proposed rulemaking does not mark the first invasion of the clears. Thirteen of them were broken down in September 1961 when the commission decided to assign I-A stations to them in specific states. They operate on a secondary basis, subject to interference from the I-A station. And following a lengthy hearing, an administrative law judge issued an initial decision in June recommending that WNYC(AM) New York be allowed to continue operating at night on yet another clear channel (830 khz); it had been operating at night on a temporary basis since 1943.

The commission's notice of proposed rulemaking looks to a final rejection of the clear channels' proposed answer to the need for additional service—higher power, up to 750 kw, for themselves. The 50 kw ceiling would be retained.

The principal proposal would protect I-A stations' skywave or nighttime contour to a distance of about 750 miles—in technical terms, their 0.5 millivolt 50% skywave. The commission said this would make room for 80 to 100 new unlimited time stations on the clear channels themselves, and for some 25 more on adjacent channels.

Nor would that be all. Daytime-only stations could be added later, the commission said, when the risk of barring potential service gains from unlimited-time stations was reduced to a reasonable level.

The commission also asked for comment on a more far-reaching proposal, one calling for protection only of the I-A stations' daytime service, or 0.5 millivolt groundwave contour, which extends from 80 to 150 miles. The commission staff estimates that three or four additional stations could be added to each channel if the protection were reduced to that extent. However, the commission is particularly interested in reducing protection to that extent east of the Mississippi, where AM and FM daytime service is more plentiful than in the West.

The clear channel stations, their I-A

assignments and in parentheses, the II-A assignments on 13 of them follow:

640 khz—KFI Los Angeles; 650 khz—WSM Nashville; 660 khz—WNBC New York; 670 khz—WMAQ Chicago (KBOI Boise); 700 khz—WLW Cincinnati; 720 khz—WGN Chicago (KDWN Las Vegas); 750 khz—WSB Atlanta; 760 khz—WJR Detroit (KFMB San Diego, which was shifted from Mexican clear 540 khz); 770 khz—WGN Chicago (KDWN Las Vegas); N.M.); 780 khz—WBMM Chicago (KCRL Reno); 820 khz—WBAP Fort Worth, Tex.; 830 khz—WCCO Minneapolis; 840 khz—WHAS Louisville, Ky.; 870 khz—WWL New Orleans; 880 khz—WCBS New York (KRVN Lexington, Neb.); 890 khz—WLS Chicago (station not yet licensed to St. George, Utah); 1020 khz—KDKA Pittsburgh (KBCQ Roswell, N.M.); 1030 khz—WBZ Boston (KTWO Casper, Wyo.); 1040 khz—WHO Des Moines, Iowa; 1100 khz—WWWE Cleveland (KREX Grand Junction, Colo.); 1120 khz—KMOX St. Louis (KPNW Eugene, Ore.); 1160 khz—KSL Salt Lake City; 1180 khz—WHAM Rochester, N.Y. (KOFI Kalispell, Mont.); 1200 khz—WOAI San Antonio, Tex.; 1210 khz—WCAU Philadelphia (KGYN Guymon, Okla.)

The stations that would be provided for in the rulemaking are not the only ones on the horizon. The U.S. at the World Administrative Radio Conference to be held in Geneva this fall will seek an expansion of the AM band that might permit the addition of as many as 700 more stations (BROADCASTING, Dec. 11, 1978).

Salary ranking back in closet, maybe for keeps

FCC tables EEO-related idea, but there seems to be little conviction to push ahead with it

The outburst of indignation and concern that greeted the FCC's announced intention to rank employes by salary, even without dollar amounts, appears to have had the desired effect. The commission, at its last meeting of the year, on Dec. 21, decided to consider the matter further, in a notice of inquiry.

Although the ranking idea is not formally dead, officials are writing it off. "I'm ready to vote against listing salaries," said Commissioner James H. Quello. No one took issue with him.

And Commissioner Margita White, in a statement in which Commissioner Abbott Washburn joined, complimented the commission for "wisely" deciding "not to require a listing of employes by salary but to explore alternatives for supplementing information by statistics in Form 395."

The issue of ranking and the struggle to find an alternative to it are part of the commission's effort to strengthen its equal employment opportunity program. It is looking for a means to verify the true job rank of minority and female employes.

The further inquiry proposal was the

result of a compromise between Commissioners White and Tyrone Brown. Commissioner White was prepared to propose her own alternative. But Commissioner Brown felt the commission was legally required to seek additional comments.

Commissioner Brown's concern grew out of National Association of Broadcasters' activity. Several hundred letters protesting the ranking idea were sent to the commission, and NAB officials talked to several commissioners. He noted that no one else had a chance to comment before the commission closed the proceeding.

Broadcast endorsement thing of past

FCC changes old order; third phones can now perform everyday technical chores without passing special test

A few days before Christmas, the FCC issued another in its series of deregulatory moves, one some broadcasters had been looking forward to for some time—an amendment in the rules to eliminate third class broadcast operator license examinations.

Although some broadcasters did not urge such action, most participating in the

In Brief

FCC commissioners are to be presented in next several weeks with "comprehensive set of options for radio deregulation"—not simply options for experimental deregulation in several markets. Staff is proceeding with work on proposals for test deregulation—involving ascertainment, commercial time and nonentertainment programing requirements or guidelines—as directed by commission three months ago (BROADCASTING, Oct. 23, 1978). But Chairman Charles D. Ferris, in memo to staff members, said options to be presented should also include **evaluation of all rules governing radio station operation, except those involving technical requirements.** Chairman asked staff to identify rules that should be subjected to deregulatory experiment in selected market, called for draft of options by Jan. 12 so that matter can be scheduled for consideration "no later than early February."

□
Storer Broadcasting has put \$35 million price tag on its four radio stations going up for sale this month (BROADCASTING, Dec. 11, 1978): WHN(AM) New York, 1050 khz with 50 kw, \$17 million; WGBS(AM)-WLYF(FM) Miami, \$14 million, and WSPD(AM) Toledo, Ohio, original Storer station, \$4 million. Storer said negotiations for stations will begin Jan. 5, but company has already received "well over 60 inquiries," according to Bill Michaels, Storer chairman.

□
CBS-TV claimed to have moved into **second place**—NBC-TV sources said it was only into tie—in season-to-date prime-time ratings on strength of its first weekly win of season (week ended Dec. 17) and strong second-place performance following week (ended Dec. 24). In ratings Sept. 18-Dec. 24, CBS reported ABC had 20.4, CBS 18.1 and NBC 18.0 (sources at NBC said it, too, had 18.1). CBS's first weekly win came when CBS had fewer Christmas specials than either of its rivals, and it also had six of its regular series in week's top 10. Ratings for that week: CBS 19.8, ABC 19.7, NBC 15.2. For week ended Dec. 24: ABC 18.8, CBS 17.2, NBC 14.1.

□
Washington hearings in Federal Trade Commission **children's advertising proceeding have been postponed** more than month by Morton Needleman, presiding administrative law judge. Originally scheduled from Jan. 29 to Feb. 23, hearings are now set March 5 to March 30. Judge Needleman two weeks ago denied industry motions to postpone San Francisco hearings, scheduled from Jan. 15 through Jan. 26. Consumer groups and cereal manufacturers will square off at both hearings, most broadcasters are holding out for Washington.

□
Circular polarization (CP) could increase co-channel interference on some television channels in U.S., according to report submitted to FCC by CBS last week. According to theoretical study, interference in fringe coverage areas can be severe—resulting in reduction of service areas. Report suggests that industry-wide test be conducted "in order to measure co-channel interference effects in the presence of tropospheric and ionospheric characteristics that vary with environmental conditions." CBS said about 10 CP systems are now in operation on "permissive basis" without benefit of long-term test data. CBS spokesman said CP's "purported beneficial effects would have to be weighed against the adverse effect."

□
Representatives Louis Stokes (D-Ohio) and William Clay (D-Mo.), co-chairmen of **Congressional Black Caucus Communications Brain Trust** sent letter to members last Thursday urging effort to get black congressman placed on House Communications Subcommittee so that blacks can have direct influence on Communications Act rewrite. Letter also complains that **there are no blacks** in supergrade positions at FCC, no black Federal Trade Commission members and no blacks on Senate Communications Subcommittee staff.

□
FCC has authorized **wxlt-tv (ch. 40) Sarasota, Fla., to move its transmitter** from point 6.5 miles east of Venice, Fla., to point 27 miles south of Tampa and 19 miles southeast of St. Petersburg. Approval was

rulemaking proceeding did. Broadcasters for years had complained of the difficulty of locating holders of third class permits.

The commission action involved only part of the rulemaking that was issued for comment in August 1977 (BROADCASTING, Aug. 27, 1977). The commission held off on the other elements, which constituted a revision of the operator licensing system because of the receipt in November of a report it had commissioned by the Georgia Institute of Technology that recommends going further than the commission had intended. That report suggested dropping examination requirements for first class as well as third class operators.

"That was not in line with our proposal," said Vern Wilson, of the Field Operations Bureau, who worked on the rulemaking. "We decided to take care of the third class operator matter, but look at the rest of the report before going any further."

The draft report examines the commission's technical regulations of broadcasting, and appears to provide the basis for deregulation in several areas. The report will be released in about a month, after it is put in final form, according to Carl Brimmer, of the Office of Plans and Policy, which arranged for the study.

The action affecting third class operators becomes effective Feb. 9. The commission calls it a "major deregulatory move," and one that will cut down considerably on paperwork at its field offices.

The change applies to all radio stations except AM's with critical directional an-

tenna arrays. It means that operators with any class of radiotelephone license or permit, including the restricted radiotelephone operator permit, will be able to perform such duties as keeping transmitter logs, making routine power adjustments to compensate for minor voltage fluctuations, turning the transmitter on and off and controlling modulation. In order to perform these tasks previously, third class operators have been required to pass an examination on basic regulatory and technical matters in order to earn a broadcast endorsement.

The V drop-in shoe doesn't drop; FCC wants more input, orders additional studies

Only Lee and Quello appeared ready to vote against short-spacing at Dec. 19 meeting

Some 20 months after it issued a notice of proposed rulemaking looking to the drop-in of short-spaced VHF channels in four markets, the FCC has decided it lacks the basis on which to make a decision. The staff has been directed to make additional

studies. In the meantime, the commission is moving ahead with studies aimed at improving the technical quality of UHF service.

The commission's moment of decision in the controversial drop-in proceeding was expected to occur at a meeting on Dec. 19. But after the staff presented its recommendation that all four drop-ins be rejected, on technical grounds in three cases and policy grounds in the fourth (BROADCASTING, Dec. 18, 1978), several commissioners expressed criticism of the staff's work, and Chairman Charles D. Ferris proposed the additional studies. "I fear the [staff item] leaves a great deal to be desired," the chairman said. More needs to be known "before a decision can be made."

Only two commissioner—Robert E. Lee and James Quello—seemed ready to vote against the drop-ins. Commissioner Lee said UHF stations could provide better service than the proposed "bobtailed" VHF's, and Commissioner Quello also cited the increasing "desirability" and "profitability" of UHF, and warned against making "drastic changes" in the table of allocations.

Basically, the staff maintained that substantial numbers of viewers would lose existing service through interference if channels were dropped in, as proposed, in Charleston, W.Va. (ch. 11); Johnstown (ch. 8) or Altoona, Pa. (ch. 12), and Knoxville, Tenn. (ch. 8). Although the fourth drop-in channel 8—in Salt Lake City—would not cause serious inter-

granted over objection of WLCY-TV Largo, Fla., which claimed grant would represent de facto reallocation of channel from Sarasota to Tampa and St. Petersburg.

□

FCC has renewed licenses of WACQ(AM)-WTTK(FM) Boston and granted sale of stations from Plough Broadcasting Co. to GCC Communications of Boston for \$3,550,000. FCC rejected petitions to deny filed by Committee for Community Access against both actions; it said Plough had switched stations' format from country to beautiful music and, thereby, left city without country station.

□

FCC has cleared way for Citizens Communications Center to collect some \$120,000 being held for it in escrow by approving agreements, including reimbursement provisions, that Citizens had negotiated with broadcasters in behalf of citizen groups. Citizens had been unable to accept funds because of Internal Revenue Service ruling that it get commission approval or lose tax-exempt status. Commission's policy had been not to approve or disapprove such agreements. Commission accepted Commissioner Margita White's suggested resolution of dilemma: since commission had accepted agreements, it had conceded nothing in them was inconsistent with commission policy. And, although commission had said it would "give effect" to such agreements, its refusal to approve is "tantamount" to disapproval. So, she said, FCC should approve agreements, not second-guess licensees.

□

Senator William Proxmire (D-Wis.) gave his monthly "golden fleece" award for wasteful government spending to Office of Education for \$219,592 grant it made to Boston University to develop college curriculum on critical TV viewing skills. Next thing, government will be funding curricula on "critical skills needed to watch football, shop for Christmas gifts or shovel snow," Senator said. Officials from Department of Education and Boston University defended program as fitting well into educational process—teaching students how to recognize stereotyping, distinguish fact from opinion and appreciate various points of view.

National Association of Broadcasters, in conjunction with Council for UHF Broadcasting, is planning "UHF spectacular" to take up morning TV session (9-11:30 a.m., Tuesday) at annual convention in Dallas, March 25-28. NAB announced last week that FCC Chairman Charles Ferris will be Wednesday luncheon speaker. Baseball Commissioner Bowie Kuhn and National Football League Commissioner Pete Rozelle will be panel participants at session on sports and broadcasting.

□

Question mark on calendar of Communications Act rewrite is possibility House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) may have to undergo surgery of prostate. Congressman has been told by his doctor that operation is probably inevitable; he's deliberating whether to make it now.

□

American Advertising Federation elected four new members to its Advertising Hall of Fame: late John H. Crichton, president of American Association of Advertising Agencies; Barton A. Cummings, executive committee chairman, Compton Advertising; William A. Marsteller, founder and chairman, Marsteller Inc., and late James Walter Thompson, founder, J. Walter Thompson Co.

□

John A. Lack, VP, CBS Radio, and general manager, WCBS(AM) New York, named executive VP, programing and marketing, Warner Cable Corp., New York.

□

Clay T. Whitehead, former director of Office of Telecommunications Policy, named president of new Hughes Communication Services Inc., wholly owned by Hughes Aircraft Co. Company's first activity will be building \$355-million satellite communications system for U.S. Navy.

□

James C. Kelly, 51, who was named executive VP of Straus Communications (WMC(AM) New York) on Dec. 19, died last Monday (Dec. 25) of cerebral hemorrhage following ice-skating accident on Dec. 23. He joined Straus last June as VP for sales following assignments with WOR(AM), WINS(AM) and WNEW-TV New York.

ference, the staff said it probably would have an adverse economic impact on the new UHF now operating there, KSTU(TV), and foreclose the activation of other UHF's in the market. Furthermore, it said the proposed drop-ins would be so severely affected by interference that their service area would be smaller than those of competing stations.

The staff favored a policy that relied on UHF for providing additional television service. Martin Levy, deputy chief of the Broadcast Bureau, said that "the whole UHF picture has changed—the viability and comparability have changed. The commission shouldn't take an action to handicap UHF." And the staff believes the drop-ins would have a chilling effect on UHF development generally.

However, Mr. Levy conceded that the notice of proposed rulemaking had not chilled enthusiasm for UHF; he said there had been a "substantial" increase in UHF applications.

The major critic of the staff's present action was Commissioner Abbott Washburn. He complained the staff had not followed through on a commitment to check out engineering data supplied by the Group for the Advancement of Television Service, a black-controlled group interested in applying for a drop-in in Johnstown, that mountainous terrain would prevent the signals of a channel 8 drop-in in Johnstown from interfering with the signals of channel 8 stations in Cleveland and Lancaster, Pa. (Storer, licensee of WKW-TV [ch. 8] Cleveland has pointed out in filings with the commission there are no mountains between Johnstown and Cleveland.)

"We're no further along than we were 20 months ago," Commissioner Washburn said. He also felt the staff erred in not considering whether viewers in the area were using directional antennas, equipment that would presumably reduce the interference problem.

Broadcast Bureau Chief Wallace Johnson said GATS measurements were "controversial" and could not be accepted, and added, "It's not proper for us to make measurements. We rely on filings." As for the directional-antenna issue, he said GATS could supply that data in a petition for reconsideration.

However, the commission directed the staff to develop proposals for studies on the effects of terrain shielding and directionalized antennas on predicted interference losses caused by the proposed drop-ins in each of the four markets.

The commission also asked the staff to propose a study on the drop-ins' likely "chilling" effect on UHF development nationwide. Commissioner Tyrone Brown, who raised that issue, said that for him, that is "the key question."

"The bottom line [of the staff's recommendation] could be sustained," said Chairman Ferris. "But the item, as developed, does not deal with these questions." The study proposals are to be submitted to the commission at its next meeting, on Jan. 17.

The major item among the UHF-related studies adopted by the commission is a wide-ranging inquiry into the most economical way of improving television reception and increasing the use of the radio spectrum.

The commission said the improvements under consideration might provide better reception of existing UHF television signals and permit the reduction of the UHF "taboos"—areas where UHF assignments are restricted because of interference problems—and thus improve UHF comparability with VHF.

The inquiry is a follow-up to the examination of the high-performance receiver developed by Texas Instruments as a means of reducing UHF taboos. The inquiry asks for an evaluation of the TI receiver, of other possible changes in receiver design and of possible changes in transmitter standards and coverage-protection criteria.

The commission is also planning to spend \$750,000 authorized by Congress for studies aimed at ways of improving UHF comparability. A number of technical studies will be commissioned, including one on improved receiver design and one on an evaluation of receiving antennas, as well as a consumer survey—how the UHF handicap appears from the consumer's point of view.

A second inquiry that the commission initiated is aimed at determining the need for incorporating television receiver standards, in addition to involving UHF noise figure and peak picture sensitivity, into the rules.

The commission is concerned that design changes introduced by receiver manufacturers to reduce the noise figure, as required by the commission, could degrade other receiver performance characteristics, including picture selectivity. Accordingly, the inquiry foreshadows the adoption of rules that would preclude a noise-figure reduction from leading to that kind of trade-off.

NAB formalizes commitment to helping minorities

Investment fund is established, with hopes of raising about \$45 million in loans and loan guarantees for station buys

The National Association of Broadcasters Minority Broadcast Investment Fund—which aims to raise as much as \$37.5 million in cash and another \$7.5 million in loan guarantees for new minority broadcast enterprises—has been officially incorporated.

Letters soliciting donations from the three major networks and the 29 top group broadcast owners went out just before Christmas, and last week the NAB minority task force filed for charitable tax exempt status with the Internal

Revenue Service. The group hopes to raise \$15 million directly from broadcasters—it has asked each of the networks for \$2.5 million ("Closed Circuit," Sept. 11, 1978)—half in cash, the other in loan guarantees, to be spread over five years. It also hopes to get another \$30 million in matching funds from the Small Business Administration to be channeled into a Small Business Investment Corp. that will be set up by the fund.

Setting aside \$5 million for second-round financings, the group hopes to have available \$32.5 million in cash for direct equity and long term loan investments. That amount, the task force expects, could generate \$309.75 million in loan transactions for up to 124 broadcast stations. An illustration it used last week shows loans of either equity or guarantees to four large-market TV stations, 14 medium-market TV's, 13 large-market radio stations, 27 medium market radios and 66 small market radios.

executives, the minority task force has yet to get any firm commitments. But, said NAB joint board Chairman Donald Thurston, head of the task force, no one has expressed any disagreement with it either.

The task force last week was in the process of finding nine trustees to oversee the fund, and has received some commitments. It's expected that John Dille, a former NAB joint board chairman and head of Federated Media, Elkhart, Ind., will be chairman. The board will also include Alan Griffith, vice president of the Bank of New York, Paul Van Hook, an independent financial adviser from New York (and one-third owner of KNWA(FM) Fayetteville, Ark.), Mr. Thurston and Erwin Krasnow, NAB senior vice president/general counsel. The task force also received a commitment from Charles Beard, Boston attorney and one of three blacks who will serve on the board. It also seeks an Hispanic representative.

The fund will be staffed by a full-time executive director and one secretary. Mr. Thurston said last week he hopes it will be operating by April.

There were other actions over the holidays involving efforts to increase minority ownership:

- Storer Broadcasting received a declaratory ruling from the FCC freeing it to establish a minority ownership fund. It plans to set up a small business investment corporation to which it will donate \$1 million, to be matched with another \$4 million by the SBA. The FCC applauded Storer's initiative and certified that the plan does not conflict with FCC multiple ownership rules.

- Allbritton Communications announced that its program to advise and help minority groups in purchasing stations has resulted in one acquisition so far—the purchase of WDAS-AM-FM Philadelphia by Unity Broadcasting Co., New York—with three to four more in the offing. The company has been operating the program since late July.

The quantum leaps of FM radio

The last time BROADCASTING took a long look at radio — in the annual July issue devoted to that subject— we discovered that more than half of the stations ranked among the top 10 in each of the top 50 markets were on the FM side of the dial—260 out of 500, to be exact. We resolved then and there to take another long look at FM alone.

The results of that investigation will be published on January 22, 1979, as an in-depth report on a medium too big to ignore—over half a billion dollars in revenues in 1977, for example, with both sales and profits bounding upward at record rates.

We've been asking a lot of questions about FM since last July. Among the answers you'll read next month:

How FM stations rank among their competitors in the first 50 markets. The departures from, and the improvements upon, FM's beautiful music beginnings. The competition in top 40. Evolution of the full-service FM. The escalation in station values—and prices. Who's afraid of AM stereo. Who believes in FM quad. What today's leaders are pioneering, and what the futurists have in mind.

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1977 is best yet for cable

FCC figures show industry posted \$1.2 billion in revenues and \$133.7 million in pre-tax income; pay revenue doubled

The cable television industry more than surpassed the billion dollar mark for the first time in 1977 when it totaled \$1.2 billion in gross revenues, according to data released by the FCC.

The commission's announcement last week confirmed what those in the industry said they have known a long time. Robert Schmidt, president of the National Cable Television Association, said the report isn't news to him but that it is one more solid piece of evidence that cable television has reversed its shaky position of only a few years ago. And with increasing program choices of satellite-transmitted pro-

gramming made especially for cable, he said, the trend will doubtless continue. Mr. Schmidt holds to the belief that cable will have increased its current 18% penetration of television households to 30% by 1981.

He disputed the suggestion of a questioner, however, that the billion dollar-plus revenues indicates cable is becoming transformed from a collection of small businesses into a big business. Noting that there are some 4,000 systems currently operating, he said, "I'm not ducking the fact that we are not just a mom and pop industry any more. But to say we're a big business would be inaccurate."

The 1977 revenues represent a \$200 million increase over the previous year's (BROADCASTING, June 26, 1978). Pay cable revenues alone increased \$40 million to \$85.8 million in 1977. That represents 7% of total revenues, compared to 4% in 1976.

The commission's analysis of cable financial data for 1977 puts total operating

expenses at \$716.9 million, leaving an average operating margin of 40% before interest, depreciation, amortization expenses, taxes and extraordinary gains and losses. It finds that cable's 1977 pre-tax income reached \$133.7 million.

The FCC reported these other statistics about the cable industry in 1977:

- The average monthly subscriber rate was \$6.85, ranging from \$5.73 in Pennsylvania to \$17.32 in Alaska.

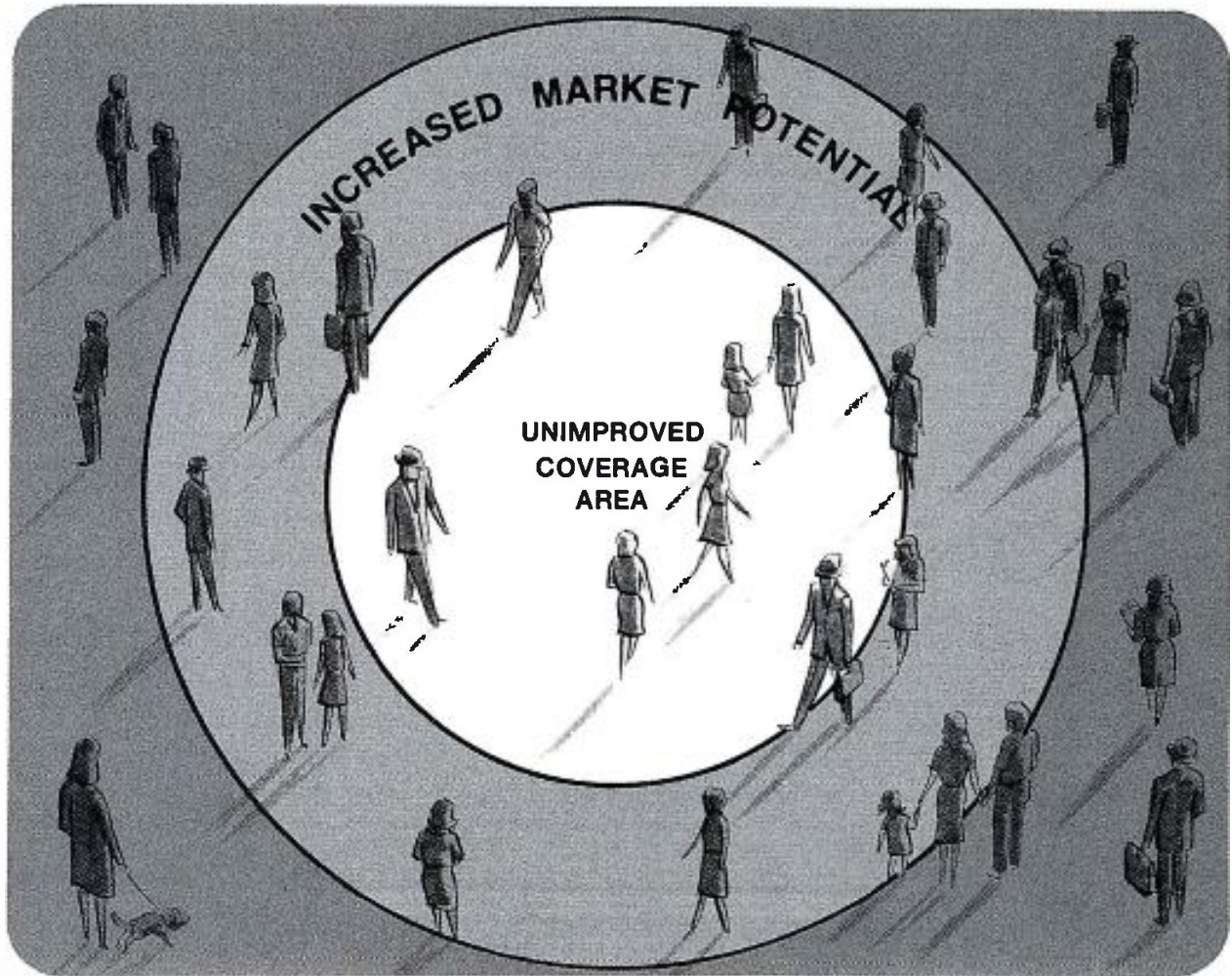
- Cable systems in California, New York, New Jersey, Florida, Pennsylvania, Texas and Washington led the rest of the states in revenues from pay cable.

- Cable reached more than 8,000 communities in 1977.

- There were 2,600 cable entities in 1977, the average of which had about 5,000 subscribers and revenues of about \$468,000. The FCC defined entity as one or more cable systems that report to the commission on Form 326 as one business entity.

State	Number communities	Number financial entities	Number subscribers	Average subscriber rate	Total operating revenues	Pay TV revenues	Total operating expenses	Income (loss) before tax	Total assets	% of subs not included
Alaska	7	6	11,594	\$17.32	\$2,429,425		\$1,705,850	\$486,678	\$1,992,893	12%
Alabama	107	51	231,851	7.24	21,481,027	\$1,648,559	11,994,259	4,615,088	47,755,705	8
Arkansas	85	52	134,362	6.29	16,782,147	482,421	9,319,129	7,912,580	45,906,927	10
Arizona	39	20	61,219	8.22	6,841,558	234,211	3,561,211	2,023,262	8,667,920	22
California	443	161	1,465,198	7.28	143,444,274	15,579,396	82,274,392	12,431,496	337,759,645	7
Colorado	57	30	70,400	7.48	6,224,169	98,151	3,693,273	726,943	11,320,584	23
Connecticut	49	13	140,082	8.17	13,731,304	1,092,167	7,233,421	520,425	39,620,480	18
Delaware	42	7	61,864	6.81	11,326,723	1,287,934	6,526,832	2,583,416	23,902,583	9
Florida	282	76	493,278	7.01	88,056,943	4,876,018	53,957,610	1,214,045	188,703,031	6
Georgia	127	53	259,574	6.88	24,256,466	1,695,206	14,273,002	3,274,801	43,220,761	16
Hawaii	23	8	74,336	7.16	5,827,390	139,577	3,595,293	(575,723)	17,495,175	12
Iowa	69	33	111,625	6.96	15,471,261	1,990,103	8,903,967	2,127,131	27,596,465	9
Idaho	45	22	43,913	7.06	3,699,967	330,319	1,987,280	951,194	7,186,383	27
Illinois	187	66	341,912	6.85	29,483,442	1,150,258	16,769,691	4,254,733	49,437,573	12
Indiana	111	49	219,926	6.35	17,545,254	253,155	10,681,285	34,504	39,653,092	7
Kansas	85	68	165,221	7.00	14,622,843	684,993	9,148,860	(731,472)	41,068,877	19
Kentucky	163	77	132,378	6.33	24,921,092	201,803	17,482,934	3,722,935	24,771,293	14
Louisiana	67	36	171,546	6.88	12,986,042	79,331	7,670,639	1,010,901	29,513,387	8
Massachusetts	88	26	188,782	7.04	20,578,735	1,250,206	12,479,335	1,645,413	35,527,972	8
Maryland	67	16	77,094	6.50	5,132,140	50,767	3,480,856	795,586	5,446,188	25
Maine	53	16	80,586	6.75	5,680,568		3,488,197	(83,034)	11,869,669	11
Michigan	227	55	313,843	7.71	28,054,545	1,733,021	16,809,832	1,109,421	65,223,409	9
Minnesota	118	77	145,560	6.89	14,183,184	715,586	8,153,218	1,968,881	30,463,463	3
Missouri	91	60	135,263	6.52	10,853,931	231,877	6,224,808	2,107,967	12,324,797	16
Mississippi	85	43	173,791	6.65	13,298,311	600,856	7,142,538	3,021,202	21,704,687	12
Montana	47	22	88,070	8.26	9,182,906	435,621	4,847,643	3,094,665	17,122,497	5
North Carolina	101	48	227,854	6.58	17,945,527	613,492	10,564,431	2,117,785	43,269,256	6
North Dakota	28	23	48,498	7.04	9,842,654	85,848	7,407,311	(952,819)	31,422,557	5
Nebraska	52	29	82,555	7.11	6,622,084	93,744	4,314,906	(1,019,519)	21,570,089	4
New Hampshire	53	15	83,308	7.04	5,766,953	46,027	3,026,391	1,591,885	7,044,521	6
New Jersey	157	27	279,436	5.89	26,493,375	5,857,327	18,076,956	1,227,592	59,979,219	15
New Mexico	53	26	101,188	7.43	9,502,028	157,513	5,228,860	2,011,467	15,092,339	8
Nevada	10	6	36,311	6.95	3,483,404	526,931	1,930,316	879,399	4,913,525	4
New York	479	107	1,378,517	7.17	92,155,171	15,197,423	61,504,939	188,264	181,809,186	0
Ohio	307	93	470,739	6.51	42,918,755	1,904,569	26,216,409	1,461,823	97,161,300	16
Oklahoma	71	62	174,549	6.84	18,622,158	842,319	11,341,464	8,284,711	54,685,534	6
Oregon	112	60	161,348	6.73	15,391,571	540,098	9,610,762	3,625,791	18,915,361	13
Pennsylvania	1,071	169	1,260,430	5.73	99,531,801	4,260,987	52,984,484	19,140,455	141,708,711	11
South Carolina	64	30	115,740	7.28	9,121,674	603,536	6,801,775	(2,583,096)	28,709,761	7
South Dakota	7	6	19,994	7.63	1,639,338	70,627	1,009,530	(4,019)	2,289,128	63
Tennessee	92	44	130,589	6.74	10,551,993	540,883	6,671,532	(600,661)	35,257,762	17
Texas	291	178	671,673	6.64	57,640,756	3,725,622	33,763,336	5,893,549	118,414,623	9
Utah	9	4	17,119	7.00	1,368,837		1,491,121	(988,893)	6,359,413	0
Virginia	104	38	141,448	6.84	12,225,685	872,841	7,476,862	718,658	27,098,664	23
Vermont	74	20	54,853	6.10	5,296,165	219,604	2,658,493	1,811,132	10,209,828	10
Washington	152	56	240,757	7.63	24,281,051	3,029,212	13,590,034	5,514,119	53,429,509	7
West Virginia	257	73	251,639	6.27	27,429,282	585,167	13,675,723	8,905,746	26,065,034	17
Wisconsin	97	39	140,702	6.84	11,467,738	82,679	6,711,390	540,746	22,174,886	16
Wyoming	46	20	78,430	7.43	7,644,995	560,716	4,091,994	2,518,171	9,505,965	3
Other	3	3	19,971	9.08	2,269,554	35,577	1,700,900	(162,425)	3,070,653	20
United States	6,454	2,319	11,581,916	6.85	1,085,286,196	77,294,278	645,255,274	120,362,899	2,205,412,300	10
United States (Projected)	8,369	2,577	12,832,014	6.85	1,205,875,773	85,882,531	716,950,304	133,736,554	2,450,458,111	0

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Double-digit optimism for broadcast economy

Forecasters predict that even in the face of a general recession, radio and television will fare well financially

Broadcasters face 1979 with a good deal more confidence than most economists express.

While the latter talk of cooling off, slowing down and recession, broadcasters look for strong gains in the new year—even if the gloomy economists are right.

"In the last two recessions," Carl Spielvogel, vice chairman of the Interpublic Group of Companies, reminded a group of Wall Street analysts a couple of weeks ago, "advertising increased." And television and radio fared even better than advertising as a whole.

In the 1974-75 recession, television revenues gained 8.8% in 1974 and 8.5% in 1975 while total advertising moved up 6.4% and 5.6%. In the recession before that, in 1969-70, television's gains again outperformed total advertising's in 1969, 11% to 7.4%, but sputtered in 1970 with a 0.3% advance while advertising inched up 0.7%. For radio, the two recessions produced an 8.6% average increase as compared with a 6.1% average for other media.

"If a recession comes," says Roger Rice, president of the Television Bureau of Advertising, "the industrials will take it first. People will still have to have soap and toothpaste and the other high-turnover products that television sells. Television is as close to a recession-proof business as there is."

Richard P. Doherty, president of TV-Radio Management Corp., Dennis, Mass.,

a leading broadcast economist and consultant, thinks the economy is in for a little rough going, but that broadcasting will come out ahead nevertheless.

"We are inclined," he says, "to go along with the majority of the economists who foresee a mild economic national recession during 1979. There are many adverse factors facing the national economy: further inflation; very little, if any, increase in gross national product as corrected for price changes; tight money and credit conditions; unsettled dollar values in the international market; a rise in unemployment rate to at least 6.5%, and a slow growth in both federal and personal income.

"At this point we expect that GNP—as expressed in dollars—will rise by about 9% during 1979, with corrected—deflated—GNP advancing by 2% to 2.5% for the full year.

"Unquestionably, television and radio revenue will rise slightly better than the increase in the dollar-inflated GNP. Hence we anticipate that 1979 will produce a maximum of 12% increase in TV station revenues and approximately 10% in radio station revenues."

Most forecasts tend to agree generally with Mr. Doherty's. TVB, for instance, anticipates a 10% rise in TV time sales, broken down as follows: local up 13%, spot up 8% and network up about 10%.

These are on top of what everyone concedes was a record 1978. By TVB's estimates, television time sales rose approximately 17% in 1978, with network's estimated 12% increase eclipsed by both spot, which climbed about 20%, and local, up 21%. By consultant Doherty's estimates, the 1978 rise in TV station revenues alone was in the 18%-20% range.

In the same ballpark are the 1979 advances anticipated by Robert J. Coen, vice president of McCann-Erickson and a veteran tracker of billing trends. Mr. Coen expects national broadcast—TV and radio combined—to grow about 11% in billings, with network TV rising somewhat more than that, spot TV by about 10%-11% and national radio by somewhat less than 11%. He foresees about 10% growth in total advertising (all media).

Mr. Coen's predicted 11% increase for national broadcast compares with his forecast of 12% expansion in national print and 11% growth for other national media, coming out to an 11% rise for all U.S. advertising.

Mr. Coen's forecasts have tended to be conservative, as he himself points out. For

1978, he notes, his projection of an 11% increase in national broadcast turned out to be four percentage points too low, and his expectation that total local would grow 10% proved to be five points short.

There are no "official" estimates for local and national radio in 1978, but long-time observers estimate that the former ran about 16% ahead of 1977 while national spot ran about 10% ahead and network radio about 5%. That would put total radio revenues 12%-16% higher than in the previous record year, 1977. For radio stations alone, excluding networks, TV-Radio Management's Mr. Doherty puts the 1978 revenue gain at 13%-14%.

And the outlook, radio sales sources feel, is for more of the same in 1979. The Radio Advertising Bureau doesn't put it in figures, but says the gains—in 1978 and 1979—should be "in double digits."

RAB President Miles David is one of those who are generally optimistic about the economy as well as about the media—unless the doomsayers create a recession psychology that makes their prophecies self-fulfilling.

"The Washington gloomsters," he says, "are working hard to jawbone the country into a recession. But business keeps bouncing back. I think the economy may fool the economists.

"The economy is going to be scary, though, with all the talk about recessions. But we have talked to a lot of broadcasters, and they are expecting a healthy year. We expect average growth [of radio revenues] will at least equal 1978's, which was in double digits."

One of radio's greatest needs in 1979,



Rice



David



Drexler

recession or not, is sales development, in Mr. David's opinion. He says RAB has had a lot of stations applying for membership—its total is now approaching 2,700—on the strength of its sales development work and the sales tools it provides to members. Mr. David also expects that many stations will be adding salesmen during 1979.

Sales development is also the heart of TVB activity, and the bureau plans to get the year off to a swinging start with what it calls "the most extensive single event of its type that any medium has ever undertaken"—showings of TVB's new presentation, "Television: Your Competitive Medium," to retailers in 140 markets, all on Jan. 10, and to retailers in 24 other markets on other dates (BROADCASTING, Dec. 18, 1978).

"Nobody's ever done anything to compare with it," says TVB President Rice. "If we average 200 retailers in each city, we'll be talking to 32,800 retailers—28,000 of them on a single day."

The presentation, written and produced by TVB's executive vice president for operations, George Huntington, will emphasize to clothing, drug, home furnishings, discount and department store managements, auto dealers, bankers and others that "your business can be a lot larger and a lot more profitable if you want it to be." The showings will be sponsored by TVB members in each market.

Even without those presentations, TVB says, 1979 is starting off nicely.

"We've talked to most of the station reps," Mr. Rice reports, "and the money on the books now is running ahead of a year ago. The first quarter looks good. But a lot of avails are out that haven't been acted on, and these presentations are going to tighten up the inventory. In addition, agency people are becoming more active from just knowing that these presentations are coming up."

David S. Abbey, president of the Katz American Television division of the Katz Agency, looked ever farther down the road in a speech last fall and saw good prospects for TV growth not only in 1979 but into the 1980's.

"The national marketing dependence

on television for basic distribution and maintenance of market share, combined with bigger shares of advertising budgets from newer national and local advertisers, assures upward mobility for TV revenues as we move into the 1980's," he told the North Carolina Association of Broadcasters.

"Package goods, soaps, soft drinks, hot dogs and apple pie are the American way of life," he asserted. "And the way we know about them, reinforce them and choose among the options offered us in convenience goods is through television. All signs indicate that their dependency on advertising, specifically TV advertising, will increase.

"The need to maintain market share and historical growth rates has and can be expected to continue to accelerate advertising expenditures, specifically TV spending."

Another thing going for TV, Mr. Abbey said, is life-style changes: "Almost half the population in 1985 will be between 18 and 45—a marketing man's dream come true. People in their mid-30's have grown up with television as their prime source of information. That fact doesn't just apply to news. It also applies to decisions about spending."

Even among people who are not as gung-ho about TV's prospects as, say, Mr. Abbey and TVB are, the outlook seems to be for growth.

Michael Drexler, senior vice president in charge of media for Doyle Dane Bernbach, says it would take a 32% increase in two years to reach TVB's goal of \$11.5 billion in television billings in 1980. He thinks a 10.5% increase in 1979 and a 12% rise in 1980 will be closer to the mark.

In a speech a couple of weeks ago he gave his reasons:

"It is my opinion that several things have happened in the last few years to slow down the television medium.

"First of all, what occurred with television in 1976 and 1977, with advertisers paying rate increases of up to 20%, will not occur again. Most advertisers were really caught by surprise with these rate increases and, for the most part, did not have the opportunity to thoroughly assess



Coen

the full impact of such price escalations on their business.

"Advertisers recognize that they cannot build their business to the extent of these increases, and a 20% increase in media costs simply could not pay out. So, many advertisers and agencies have already taken steps to use the television medium in different ways. And these efforts will continue."

Among the new ways, Mr. Drexler said, are these:

"Techniques such as flighting or pulsing, which is the use of short-duration schedules intermittently followed by periods of inactivity rather than continuous advertising, are becoming commonplace. And in most cases it's working. This has demonstrated, to some extent, that shorter periods of advertising, if scheduled properly, can work effectively.

"Another development in television has been the trend toward greater precision in the allocation of advertising budgets on a market-by-market basis in accordance with brand development. This has resulted in the utilization of fewer markets and more productive spending patterns.

"Many advertisers and agencies are now involved in program syndication. This is another technique that will continue to be pursued to provide greater advertising efficiency and better control over program content as well as commercial placement. Furthermore, some advertisers are going to even shorter commercial lengths, such as 10-second ID's, to maintain the levels of advertising weight at a lower out-of-pocket investment.

"Another reason that I believe television expenditures will not escalate to the same degree that they did in the last couple of years is that the experience of 1976 and 1977 forced advertisers to think more seriously about other media.

"This does not mean that advertisers are going to bolt from the television medium. They are not. But several advertisers are already using media other than television more heavily, and many are now instituting their own tests of alternate media in the marketplace for future action.

"It is my belief that if these experiments work, we will see more of the tradi-



Abbey

tional television advertisers moving a greater percentage of their dollars into other media to use in combination with television. Total advertising budgets will, of course, continue to rise, so television will continue to receive greater expenditures, but its relative share of total media dollars will not increase significantly."

(TVB sources say they agree with Mr. Drexler on one thing: that advertisers are not bolting—and will not bolt—from television. And they say TV revenues don't need a 32% increase in two years to reach their 1980 goal of \$11.5 billion. They say it can be reached with their predicted 10% growth this year—which is also Mr. Drexler's forecast—and a 17% increase in 1980, which they forecast at TVB's annual membership meeting two months ago.)

James R. Kelly, vice president and

general sales manager of Blair Television, is among those looking for a modest increase in spot-TV sales this year.

"Although the fourth quarter of 1978 did not finish as strongly as we originally had hoped it would," Mr. Kelly said, "the sales volume for the period still was a fine cap to a strong year."

Current economic indicators, he said, suggest to him "that 1979 spot television sales—historically, the downswing year of the quadrennial cycle—will show a modest 6% to 9% increase.

"The latest business forecasts out of Washington look for a slowdown in the national economy through the last six months of 1979. Therefore a strong first half is absolutely essential to obtain that 6%-9% rate of growth for the full year. The first quarter's business activity, in particu-

lar, is the key to the television industry's total performance for 1979.

"At this point, buying patterns are lagging somewhat behind activity reported for the comparable period last year, but avail pressure accelerated sharply during the past 10 days in most of the 14 Blair sales offices around the country."

Looking back as well as ahead, the TV-Radio Management Corp.'s President Doherty provided a detailed examination of 1978 radio and TV station revenue performance in his annual analysis for BROADCASTING.

Based on a survey among stations, Mr. Doherty reported:

"The 1978 television and radio revenues will prove to be significantly higher than in 1977, both on a dollar basis and as a percentage of increase. In fact,

Special Report

THE STATE OF THE FIFTH ESTATE

Perils and prospects over the electronic horizon

Much of the business of broadcasting in the next 10 years is going to be concerned with defining the kind of business it will be after that; the one thing sure—it won't look much like today

There is a revolution going on in communications—a technological revolution that is changing both the game and the names. Boundaries that in the past have separated telephones and computers and newspapers and cable television and broadcasting are blurring. The telephone companies are finding their long-held monopolies invaded by computer businesses. Closer to home, cable television finds the only thing separating it from AT&T in the broadband communications business is an FCC rule barring telephone ownership of cable.

Broadcasters, while not in immediate danger, face perhaps the most confusing future of all. Until now, the home television set has been virtually the property of commercial broadcasters, but today businesses that only a few years ago were not even remotely interested in electronic communications are coveting that cathode ray tube (CRT) and developing means of providing a great variety of services that could both compete with and complement the broadcaster's programming—businesses such as banks, the Postal Service, newspapers and retail stores, not to mention the computer makers.

William J. Donnelly, vice president of

Young & Rubicam, gives one reading of what is in television's crystal ball. "The current TV set will become the modular display device for a whole host of electronic information and entertainment resources." He has predicted that the typical American consumer will soon be receiving 36 channels of cable television with one or more pay channels—"perhaps one supported in part by advertising."

What Mr. Donnelly and others have called the "home video environment" will be fed by several devices: a video cassette machine "with everything from the son's bar mitzvah to the daughter's wedding to a program recorded from one of the networks or local stations"; a video disk "bringing in the Audubon Bird Guide and Elton John in concert"; programable video games providing "casino-type enjoyment" as well as the ability to balance a checkbook.

"Conceivably," Mr. Donnelly said, "there will be an AT&T wire also attached to that television set and further attached to a transaction telephone. Finally, there may well be another wire belonging to the post office to provide facsimile copies of the mail or supplied by a computer company with a service such as [the British] Viewdata [Prestel]."

The revolution is no longer going on, as one futurist suggested, in the minds of "flaky academics." Rather, it is proceeding on the shelves of the radio and television departments of the nation's retail stores and in the board rooms of some of the nation's largest and wealthiest corporations.

Perhaps more than any other single

technological advance, the advent of inexpensive computers with capacities far exceeding advanced computing systems of a decade ago has led to a redefinition of electronic communications. Many of the recent advances in communications—satellites, digital television, "interactive" or two-way cable and the like—have been made possible by the new computer technology.

Digital electronics, microprocessing, integrated circuitry and the other attendant wonders of the wizards in the research and development centers of the principal electronics manufacturers are, in not so narrow a sense, a part of the computer explosion that has been occurring since the early 1960's and promises to continue for at least another 10 years. If the mention of computers brings to mind visions of room-size grey boxes with whirling rolls of electromagnetic tapes attended and watched over by hordes of humorless men and women in white coats, then the electronics revolution has passed by yet another who should know better.

Consider that one consumer electronics firm is now mass-marketing an \$800 computer package for the home that can do just about all that a top-of-the-line commercial IBM unit of the early sixties could, that it is already possible in many cities across the country to carry on any number of personal business transactions by punching pre-arranged codes of numbers on modern telephones, that it takes only a relatively inexpensive unit to unite the home cathode ray tube to a telephone system that already is used to tie together

whereas 1977 television station revenues ran approximately 10% above the previous year, we anticipate that 1978 television station revenues will approximate an 18% to 20% increase over 1977.

“Radio station revenues for 1978 should show a 13% to 14% increase above 1977.

“Both television and radio station revenues in 1978 increased considerably more than the increase in GNP. Our preliminary estimates are that a dollar-expressed GNP [rose] by approximately 12%, 1978 vs. 1977, while deflated or corrected 1978 GNP [rose] by some 3.5% above 1977.

“Our annual station survey indicates a significant increase in both local and national station revenues during the first nine months of 1978, with every indica-

tion that the fourth quarter of the year [continued] to maintain these earlier improvements.”

In television, Mr. Doherty reported these findings:

- The median station increase in national-regional revenue was 20%-22%, but among individual stations the increase ranged from a low of 5% to a high of 56%.

- The median station increase in local revenues was 19%-20%, with the range extending from 3% to 41%.

- The median station increase in stations' network revenue was 7%-8%, with the high-low spread ranging from a 1% decline to a 29% increase.

- The median increase in stations' national rates was 10%, with individual station reports extending from “unchanged” to an increase of 25%.

- Local rate increase came to 10% at the median level, with the spread extending from 5% to 25%.

Among radio stations, Mr. Doherty found these patterns:

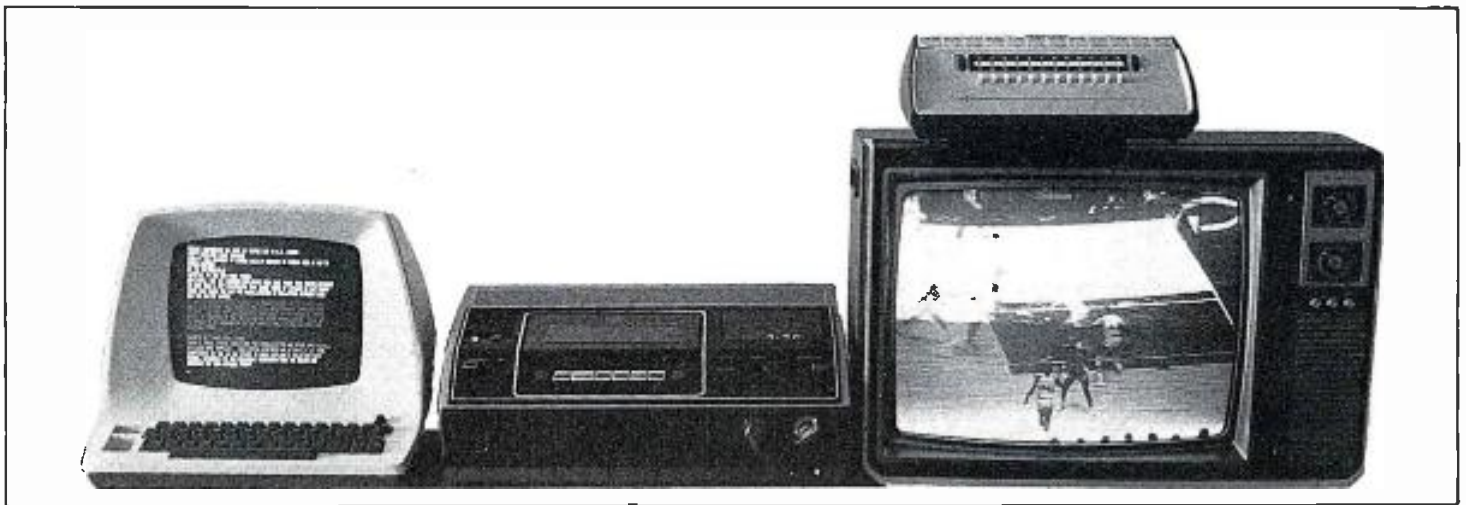
- The median increase in stations' national-regional revenues was 10%, but the spread among individual stations extended from a 25% decline to a 77% rise.

- The median increase in local revenues was 18%-20%. The spread ranged from a 25% drop to a 55% increase.

- The median increase in network revenue among affiliates was 12%.

- The median increase in national rates was 12%-15%, with the range extending from 5% to 30%.

- The median increase in local rates was also 12%-15%. The spread was from 4% to 35%. ■



Tomorrow today. The integrated home video center of the future may include elements much like these (l to r): a home computer, a video cassette recorder and a standard television receiver connected to a cable television system offering 30 or more video channels. Each of these components is already available in the retail market.

virtually every home, office and computer terminal in the country.

What does it all mean for broadcasters? For now, that seems to depend on which fortune teller you talk with. A moderate's assessment comes from Anne Branscomb, a lawyer and a communications consultant, who said it may not mean a whole lot more than that there are opportunities for broadcasters to use their spectrum in new ways—and, by extension, from her remarks, to make money.

But there is also the far less moderate view of Irving Kahn, chairman and president of Broadband Communications Inc. and a new pioneer in the field of fiber optics, who seemed to compare broadcasters to ostriches with their heads buried in the sand. “Rather than setting the pace for new communications developments which can shape the future of this industry, [broadcasting] concentrates instead on such lofty decisions as how well the color is projected for the set of the 6 p.m. news.”

The question, according to Mr. Kahn, is whether it will be broadcasters who “call the shots” on how new technology is used in this industry “or whether you will allow its form and impact to be determined by

others in adjacent industries, whose mouths water at the very prospect.”

The local television station, which already receives the bulk of its programming from outside sources such as the networks, independent producers and syndicators, could find itself in the unenviable position in the not-too-distant future of being by-passed by those suppliers as they try to get their products to the home viewer—even without the implementation of some of the more technologically and politically difficult plans such as direct-to-home program delivery via satellite.

As the suppliers are presented with alternative means of delivering their programs—satellite networks, video cassettes, video disks, pay television channels and the like—they could find the local station becoming less and less attractive as a means of distribution. Satellite networking, for example, which allows a supplier to deliver a program to hundreds of localities at the same distribution cost as one or two is, perhaps, the most obvious and immediately practical alternative delivery system.

Paul I. Bortz, deputy assistant secretary for the National Telecommunications and

Information Administration, suggested, for example, that broadcasters who maintain an outdated anti-cable position could find themselves locked out of the home of the future. The broadcaster, Mr. Bortz said, “could view a cable system as an opportunity” and make arrangements to lease two or more channels from the local system. In doing so, the broadcaster could expand his opportunities in the very field he knows best—local delivery. “What broadcasters had in the fifties and sixties,” Mr. Bortz said, “was a distribution system. That's no longer unique.”

Mr. Donnelly concurs. “We believe that the business of providing mass entertainment in an advertiser-supported manner to consumers will always exist,” he said. “Those who are providing that service today will, in one form or another, be providing that service in the future.” If there should develop a wired nation—and Mr. Donnelly thinks there will be—broadcasters should “get rid of your transmitters and lease channels on cable systems or . . . sell programming through the satellite to cable systems.”

Thomas Bolger, executive vice president of WMTV(TV), Madison, Wis., and televi-

sion board chairman of the National Association of Broadcasters, said that he sees the problem as a set of new business opportunities for broadcasters. He has already dreamt up a few solutions of his own. Why shouldn't the broadcaster use his current work force and expertise to branch out into ancillary businesses, he wondered. And a few of those he suggested: (1) A station could sell syndicated shows that it doesn't plan to run and whose licenses haven't yet expired to the local cable television system—if it could get the syndicator's permission (he hasn't been able to); (2) it could lease channels on the local cable system and program them itself. "We may even sell spots in it because we've got a marketing department in place; (3) "Another thing we've got in place is a news department. . . Why not program a cable channel with 24 hours of news?"

But wouldn't some of these proposals amount to the station competing with itself? "I'd rather do it myself than have someone else do it," Mr. Bolger answered.

Not that cable's situation is really that different, however. Mr. Bortz said both services have been "defined by their technology." That is, the basic difference between the broadcaster and the cable operator has in the past been a technological one—the broadcaster distributes over the air while the cable operator delivers his product via a wire. What the home viewer sees, however, is not that different.

Even cable, Mr. Bortz said, is a "1950's technology"—an analog, a continual transmission system as opposed to the pulsed signals of digital transmissions, that is considerably less sophisticated than the systems of delivery being developed or already in use by common carriers. He called Warner Communications Inc.'s two-way Qube cable system in Columbus, Ohio—the most advanced in this country—"interesting" but nothing AT&T, for example, could not do with its present telephone system. "An analog system is just not all that impressive."

And that suggested another question—the role of the telephone company in the video environment of the future. AT&T, Mr. Bortz said, "should participate in pro-



Donnelly

viding a broad range of services." He said the terminal market "should be totally deregulated"—but only with the assurance of "full and fair competition." Translated, that means Mr. Bortz believes the telephone companies should be allowed to run video lines into homes and sell the equipment necessary to receive the new services.

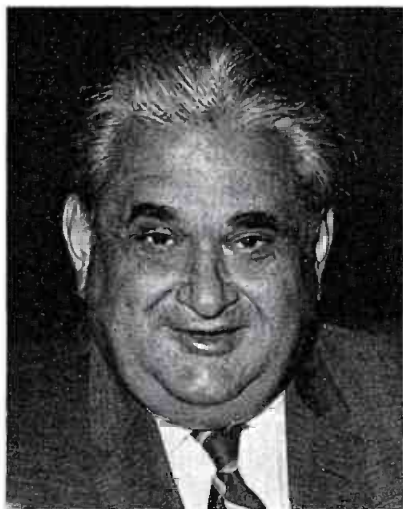
But Mr. Bortz draws the line at programming. Bell, he said, may be allowed to get into the cable business, but it "should do so as a common carrier" and not as a programmer.

Cable operators, of course, have long held that the telephone companies are a far greater threat to their business than broadcasters. The likelihood that they may have to compete head-on with AT&T, the world's largest utility, is not one they look on with pleasure. Like broadcasters, the cable operators may have to broaden their horizons and adopt some of the newer services if they wish to maintain a strong stance in the new communications mix.

A. Michael Noll, an AT&T residential marketing supervisor, said that Bell's interest in the home market does not take in computers right now: "We're not in the computer business." But Bell is exploring new markets, such as for its Picturephone service. Right now, for instance, Bell offers a "Picturephone meeting service" that allows people to converse and to see each other from public rooms that AT&T has established in various cities. That does not have anything directly to do with home television, but as the House of Representatives Communications Subcommittee's staff engineer, Chuck Jackson, pointed out—Picturephones and two-way cable are practically the same thing.

AT&T is experimenting with fiber optics, too, which, if the rules permitted, could place the telephone company squarely in the broadband video business.

There are other players. The modern newspaper, for instance, is already being written, edited and typeset electronically. A reporter composes his story on a CRT at his desk, pushes a button to send it to an editor, who pushes another button and sends it to the composing room. Tech-



Kahn

Multimedia Broadcasting is television and radio in some of the most rapidly expanding midwest and sun-belt markets in the nation. A total communications company with a commitment to excellence, Multimedia continually invests in the latest equipment. Recent purchases include ENG equipment for TV news departments and a maximum-height tower in Cincinnati.

Multimedia Broadcasting produces and syndicates nationally the award-winning DONAHUE and YOUNG PEOPLE'S SPECIALS and, for midwest markets, THE BOB BRAUN SHOW, Cincinnati Reds Baseball and Bengals Football.

Three Multimedia mobile units in Cincinnati round out production activities. They travel throughout the region broadcasting sports events for the major networks and WLWT.

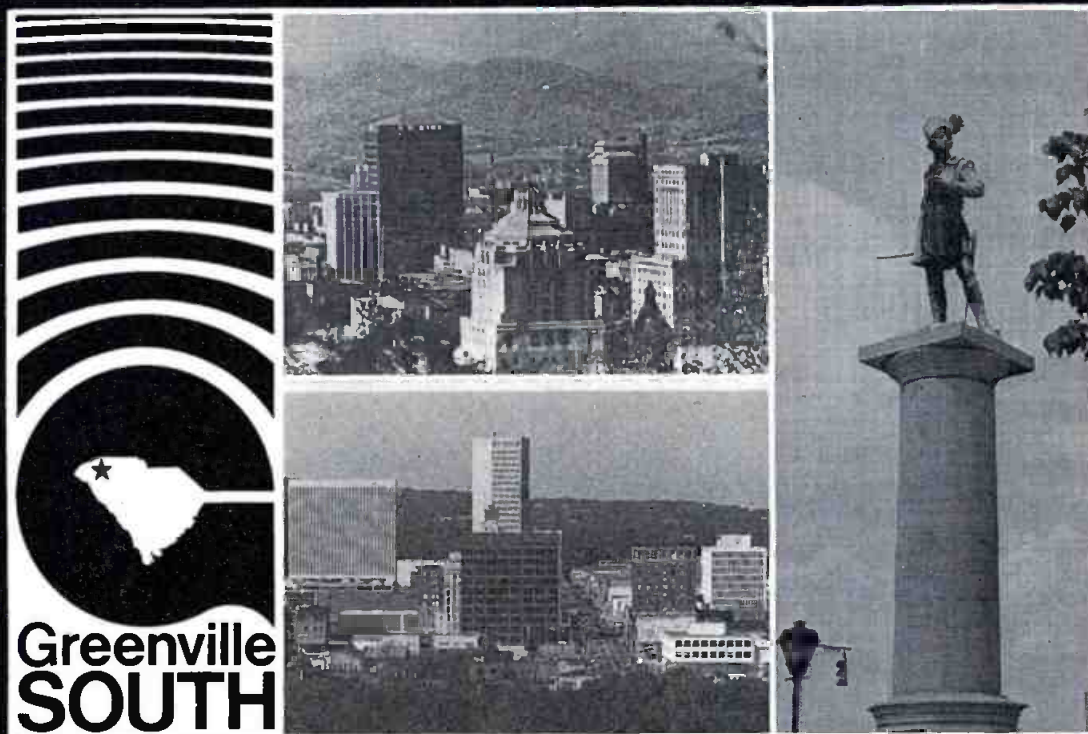


MULTIMEDIA BROADCASTING CO.

WLWT-TV Cincinnati, Ohio
 WFBC-TV, AM-FM Greenville, S.C.
 WBIR-TV, AM-FM Knoxville, Tenn.
 WMAZ-TV, AM-FM Macon, Ga.
 WXII-TV Winston-Salem, N.C.
 WWNC-AM Asheville, N.C.
 KEEL-AM, KMBQ-FM Shreveport, La.
 KAAY-AM, KEZQ-FM Little Rock, Ark.
 WEZW-FM Milwaukee, Wisc.
 WAKY-AM Louisville, Ky.

WFBC TV

Is Television In Greenville SOUTH



Greenville SOUTH... a new name for the 37th market!

The heart of the Sunbelt has an exciting new name descriptive of America's largest Greenville, the all important Greenville-Spartanburg-Asheville market.

And, when you think of television in this vibrant and growing market, you naturally think of WFBC TV—for 25 years, Your Friend Four!



nologically, there is nothing to stop that story from being distributed via the telephone system or a local cable system to any home or office that may subscribe to the "paper"—a word, by the way, that could cease describing the news journal of the future.

Another partner in the new communications world will be information companies that also will be competing with the entertainment program suppliers for home television screen time. One, for example, is Digital Broadcasting Corp. of McLean, Va., which plans to have a prototype computer time-sharing project available for the Washington area sometime this spring. William F. VonMeister, president of the young company, said the new service—Compucom, a combination of the words computer and communication—will take advantage of the "tremendously underutilized resource" of spectrum space available on the subcarrier frequencies of television channels.

(Another DBC project introduced last year was an addressable message service that uses FM subcarriers. According to Mr. VonMeister, the present subcarrier capacity on FM would allow for transmissions at the rate of one million words a second across the United States.)

Using subcarrier space leased from local television stations, DBC plans to offer home terminals that, using the home screen, will tie the user to a large central computer. Among the initial services being offered are classified advertising, daily news and features, a dining-out guide, games, personal business and finance, social and fashion news and personal calendar and notebook. The monthly charge is expected to be less than \$20.

Local stations, Mr. VonMeister said, could offer a similar service, leasing home terminals to users themselves rather than waiting for the telephone company, a cable system or, for that matter, DBC to move into an area. Cable, he said, "has the capacity to bring enormous amounts of data in" but "have been extremely backward in taking advantage of this."

But the telephone companies and other huge industrial firms have not been so backward. AT&T, he said, would "love" to be into the cable and data processing fields. IBM, Xerox, GT&E and other firms have been moving into the hybrid world of computers and communications, however, and at least one of them—Xerox—has a plan for a communications system that would do away with any reliance on AT&T for most business communications. The proposed Xerox Telecommunications Network (XTEN) is a planned web of satellites, earth stations and microwave towers that would handle the voice, data, video, facsimile (print-outs of digitally delivered information) and teleconferencing (two-way video) requirements of most business in a community. Estimates as to the cost of constructing the proposed network have ranged as high as half a billion dollars.

Mr. VonMeister called the XTEN system "most interesting because it uses



Bortz

radio" as a means of connecting business throughout the country. It is not, however, a broadcast service. Rather, XTEN is planned as a point-to-point system "in direct competition with Bell." And, although it is a satellite network, "the neat thing about Xerox is you don't have to have earth stations in every parking lot." That should bring down construction costs considerably as well as make it far easier to expand as needs dictate.

XTEN is designed with the business user in mind, as are AT&T's proposed Advanced Communications System (ACS), Satellite Business Systems (a joint project of IBM, Aetna Life & Casualty and Comsat) and Telenet, a packet-switching network that GT&E announced that it intends to acquire.

The SBS plan also envisions a series of satellite networks to connect businesses. Bob Evans, vice president for engineering, programming and technology at IBM, said IBM's interest in entering the communications field was to find cheaper and more efficient ways than the telephone lines to connect rapidly multiplying numbers of computer terminals. He emphasized that SBS's only aim is to serve business users—large corporations, government and other operations with a need to send information between offices spread over a broad geographical area—and not home users. Mr. Evans would not comment on computer terminals for the home, but as far as their communications uses go, he said IBM isn't making any plans. For years, people talking about uses for home digital communications have been covering the same ground—"shopping, education, fun and games and paying your bills," Mr. Evans said. And surely "everybody would like to get into the homes if they could find a business proposition." But IBM doesn't see one that would work. "That's not our present business," Mr. Evans said.

Portia Isaacson, with Electronic Data Systems Corp. in Dallas and president of the Computer Retailers' Association, is convinced on the other hand that there is ample opportunity today for programmers to move into the home computer field. In a

recent article in *Datamation*, a computer industry trade journal, Dr. Isaacson wrote that the home computer is a potential advertising medium as well. "Advertising," she said, "can be handled much the same as newspapers by forcing it into articles. Buy and sell advertisements can be paid for by the person placing the ad. Subscriptions can be implemented through encryption [encoding] of the data being transmitted and selling of monthly encoding keys that need only be typed into the receiving computer."

Mr. VonMeister sees the advertising possibilities going well beyond that. He suggested that the Sears, Roebuck catalogue could be delivered (with pictures) electronically to homes. The "book" could be updated constantly as prices and availability of products change. He also pointed out that such a regular feature could highlight the specials and sales itself rather than relying on the advertising that is now done through newspapers and local stations.

And local automotive dealerships, for example, could sponsor an automotive magazine-type channel offering consumer tips and repair information while, on another channel, local theaters and restaurants are offering an evening-out guide. As Mr. VonMeister put it, the possibilities are "limited only by your imagination."

But as Mr. Noll, also points out, the future success or failure of the home computer also depends on how the people in the home react to it. And trying to predict that is more than a little difficult in the absence of home computer experience. Ask people how they would feel about having a computer in their home allowing them to dial up a data base and have information displayed on their TV screen, Mr. Noll says, and the response is usually "Gee, I don't know."

Sharon Taylor of the New York Times Information Bank, a data service that is already being used by over 800 firms, also spoke of the "acceptance factor" of home viewers. She said that her firm is interested in the home market, but "we don't know when or where or how."

But then look at what happened to the calculator. That's the analogy home computer advocates invariably get around to. The first Hewlett-Packard calculator, which could do no more than add, subtract, multiply and divide, cost \$800—a product not within the price range or the imagination of most consumers. But dramatic improvements in the technology, making it both smaller and cheaper, have turned that piece of electronic gadgetry almost into a household item. Why not the home computer, too?

The prospect of digital electronics in the home has been talked about, of course, for many years. But the difference now, says Mr. Jackson, is that those doing the talking are not those aforementioned "flaky academics. They're the people who want to get rich."

That observation is partly borne out in Mr. Donnelly's discussion. He talks about a new world of television so far beyond the

current networks, independents and public stations that he has to give it a new name—the “video environment.” But the most striking thing about his vision is that he says it is foreseeable. “We at Young & Rubicam,” he told an NAB executive seminar held last September in Reston, Va., “believe that environment will be here many many years before most of us in this room retire.”

For examples of the kinds of programs one might expect to find in the future home “video environment,” many look to the teletext services now in use in Europe—especially Great Britain, where the Independent Broadcasting Authority’s Oracle and the BBC’s Ceefax are already offering a broad range of services to home viewers. KSL-TV Salt Lake City, a Bonneville International station, is experimenting with a teletext system, and other American broadcasters—most notably CBS Inc.—are anxious to introduce systems here.

The British Post Office is also in the business with its Prestel, a system using a telephone link allowing users to tie into a vast data base stored in central computers and have various “pages” of information appear on television sets. And the United States Postal Service is now undertaking an examination of the possibilities of some sort of electronic mail service.

All of these services will compete with entertainment for screen time in the video environment, a home center that futurists envision including a computer keyboard, a video cassette recorder, a television set, a cable, a telephone interface and a facsimile printer producing hard-copy versions of virtually anything that appears on the television screen.

The home video center would also allow for the implementation of a communication function that is attracting considerable attention in the financial world—electronic funds transfer. Dale E. Reistad, chairman of the board of Payments Systems Inc., New York, a wholly owned subsidiary of the American Express Co., is looking at



Isaacson

the home center as a place where consumers may pay bills, transfer money from one account to another, conduct most of their banking business and other forms of money management. Much of what PSI wants to do, he said, “conceivably” could be handled by two-way cable systems, such as Qube, today.

He called the DBC project “very exciting.” Mr. Reistad pointed out that a home center could cost as much as \$5,000 today, but, as technology progresses through the next decade, the same hardware could go for a more easily affordable \$500 by 1990. Sooner or later, he said, PSI is convinced that home electronic funds transfer systems are “going to make some kind of economic sense.”

And what, if any is the role of the local broadcast stations in this electronic wonderland of the future? Will they be participants or will they watch as their present monopoly on the home screen is whittled away by the competing services? Are today’s local stations tomorrow’s dinosaurs? “Not if they wise up, they won’t be,” Mr. VonMeister said. By that, he said, he means that station owners must open themselves to “service diversity,” and

look for new ways to use the facilities and frequencies they now have.

In the regulatory world of the future envisioned by Mr. Bortz, competition will rule—“a lot more competition” than any of the various players are used to today. Broadcasters, cable operators, common carriers, and information companies will be competing for the home viewer’s attention, with “mixes of technology” quite unlike that of the seventies and early eighties.

For the broadcasters, that means, he said, that only the “quick” will survive, those who are aware of the changes taking place in their industry and who capitalize on them. “The slow among them are not going to be much of a factor,” Mr. Bortz said.

But Dan Lacy, senior vice president and executive assistant to the president of McGraw-Hill, thinks the new uses for the TV set won’t do much to disturb conventional broadcasting. He holds to the theory that the other two-way uses of the TV screen, the video newspaper idea, for instance, will just be the “fringes” of television use.

There may be 30 channels of programming in most homes, but trying to figure out what to put on them “boggles the mind,” he said. “We fill the seven channels available on UHF in New York now only by repeat programs and a stock of Hollywood films. For the future, “the acute problem is having enough worthwhile material to fill the channels, Mr. Lacy said.

No, there won’t be a dramatic change in the kind of mass-appeal network entertainment that dominates now, Mr. Lacy concludes. Furthermore, he thinks that the increased level of advertising he foresees will also insure the health of the local TV station.

McGraw-Hill is apparently willing to put its money behind that projection. “There’s no question that we’d like to expand our holdings in TV stations,” he says.

Irving Kahn, on the other hand, is one who subscribes to the theory that broadcasters had better look for ways to branch out. His proposal is that they should “test the waters” of new technology by installing some fiber optics—“not because I’m after your business . . . but rather because it represents a relatively simple yet extremely meaningful move forward into the new world of high technology.”

To connect the TV or radio studio with the transmitter would improve the signal at minimal cost for many stations, he said. And more importantly, “this kind of installation would give the broadcaster a first-hand, hands-on experience with this whole new technology of fiber optics.

Others would argue Mr. Kahn’s contention that fiber optics will play a major role in the home communications world of the future. And he is vague about how experience with fiber optics would open “a brand new portal” to a new realm of communications services. But he expresses what seems to be a gut feeling that by using some of the new technologies “[you can] enhance your signal, enlarge your



William VonMeister demonstrates (l-r) DBC’s DBT-1000 FM receiver-printer, a standard acoustical coupler and the EMS-300 message preparation device.

**Last year we
made
196,632 errors.
And we're proud
of it.**



The total number of pieces of information we processed was 36 million. That makes our percentage of accuracy 99.455. We were correct 497 times out of every 500!

We think that's a record both we and our clients can boast of.

More important, we think it illustrates the kind of responsible research we do, and the kind of reliable information we provide. (Of course ratings are only estimates.)

And there's a lot more to our record. We've been serving the broadcast industry for 30 years. Our information is trusted by broadcasters, advertisers, and agency people in assessing local markets.

But perhaps the most likeable thing about us is our responsiveness to our customers. Because we're so aware of their changing requirements, when a need becomes evident, we're usually the first to fill it.

You know who we are. But we hope you'll get to know us better.

Arbitron. Credibility when it counts.

ARBITRON

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sphere of influence, pinpoint your specialized audiences, interconnect with other media, and, in general, become the truly local servant within your community, to whom the public turns for all of its major communications needs."

Broadcasters have already passed up one opportunity, Mr. Kahn feels, in cable television, where they could have made use of the available leased channels to spread their programing talents.

And broadcasters may be falling behind newspapers, over whom they already have a clear advantage in audience and advertisers, he said. While broadcasters are

"basking in that advantage," he said, the newspaper business is making "exciting headway in its use of computers and microprocessors and all of the magical new technological components which could enable it to better segment its markets, better key its specialized audiences, better offer a specific demographically defined readership to its advertisers, better extend its deadlines and react to newsbreaks with more immediacy, and so on—all to your detriment."

Taking his argument to the limit, Mr. Kahn feels broadcasters share with their cable television cousins the scary prospect

of being swallowed up one day by the telephone company, "a foe who can, through sheer size and political power, squash the future opportunities for both industries."

There are of course regulatory barriers to keep AT&T from becoming the monopoly purveyor of entertainment and information into the home that Mr. Kahn fears. But his point is not lost about future competition for the TV screen from major competitors of sizable weight. "Please remember," he said, "that the TV receiver is an indiscriminately hungry animal; it little cares who feeds it." ■

Special Report

THE STATE OF THE FIFTH ESTATE

WARC '79: the haves vs. the have-nots

The U.S. and 153 other nations meet in September in Geneva, and the one-country, one-vote meeting will be under pressure from developing nations for a greater stake in spectrum

The U.S. in January 1979 stands as the world leader in the development of telecommunications technology, a pioneer of the information age. And as it looks ahead to September and the start of the first General World Administrative Radio Conference in 20 years—a conference that will review virtually all of the International Telecommunication Union's radio regulations, including the ITU's table of allocations—government officials engaged in the process say the U.S. is better prepared for WARC '79 than any other nation. Yet, throughout the small community of government and industry technicians and policy-makers concerned with such matters, there is a sense of unease. The ITU, as Glen O. Robinson, chairman of the U.S. WARC delegation, says, is not "the old boys club" it once was; there are a lot of new members—loosely categorized as Third World or developing countries—and together with countries like themselves already in ITU, they have the votes (100 out of 154) to control.

That in itself would be enough to concern any established order. But there is more. Although U.S. officials involved in WARC preparations have not been able to ferret out what those developing countries plan to seek at Geneva next fall—in large part because most have yet to develop their proposals—statements and rumors emanating from their capitals have been disturbing.

The treaty the 1979 WARC has been called to draft, as Henry Geller, assistant secretary of commerce for communica-

tions and information, notes, "will set the pattern" for telecommunications development for the next 20 years. And the U.S. has needs for additional satellite, fixed (point-to-point) and mobile services it wants accommodated in the international table of allocations. It is looking for an increase in shortwave frequencies and in spectrum to meet security needs. It is proposing an expansion of the AM band and sharing of all UHF channels with land-mobile services on a geographic basis.

At bottom, U.S. hopes are based on the acceptance of several guiding principles: flexibility, sharing of frequencies among the services and the fewest possible constraints on domestic regulatory activities. (The basic U.S. position statement, almost 700 pages in length, was worked out by the FCC in consultation with the National Telecommunications and Information Administration, and is now being fashioned into the U.S. position by the initial delegation group under Mr. Robinson.) That way, FCC Chairman Charles D. Ferris said in his statement accompanying the commission's report and order, lies efficient spectrum management and innovative technology.

But the developing countries may not see things that way. As Robert Cutts, chief of the international and operations division of the FCC's chief engineer's office, says, developing countries have made it clear they want "their piece of the action"—access to the spectrum on a basis of equality with the developed nations. Or as spokesmen for the developing nations have put it, they seek a "New World Information Order." This is more a concept than a formal policy or program. But as advanced by Mustapha Masmoudi, a member of the Tunisian government, in a paper adopted by the Conference of Foreign Ministers of the Nonaligned Countries, in

July, the New World Information Order is a call for a redress of what is seen as an imbalance in the international information system between developed and developing nations.

That concern was manifested in the years-long debate in UNESCO that finally led in November to the unanimous endorsement of a compromise declaration on world news coverage asserting the need for "establishment of a new equilibrium and greater reciprocity in the flow of information" between developing and developed nations (BROADCASTING, Nov. 27). (At the insistence of the U.S. and other Western countries, the declaration omits any reference to government control of the news).

And the New World Information Order may well become a subject of discussion at WARC—to the dismay of those representatives of industrialized nations who feel the Masmoudi document raises political issues not suited to discussion in what has always been a forum for airing and resolving technical issues. "We'd rather not see all of this political dialogue spill over into ITU," says Mr. Robinson. "We have other forums—the UN's Outer Space Committee, UNESCO—for very generalized debate about international equity and justice and things that are good and true."

Mr. Robinson appears to have reached the limit of his patience with New World Information Order "rhetoric." "What are you going to do when someone comes up to you and says, 'I want justice'?" he says. "You say, 'What did you have in mind?'" Specific proposals that can be addressed are what's needed, he said. Mr. Robinson recognizes that the New World Information Order is "a coming concept, like the North-South dialogue generally" and that "we're going to have to come to grips with these demands . . . But so far, there has not

been much in the way of specifics."

However, the Masmoudi paper could provide a rallying point for developing countries. It calls for the establishment of principles insuring all nations "a fair share in the international communications environment." And it cites the complaint of other spokesmen for developing nations that developed countries control 90% of the spectrum.

U.S. officials do not quarrel with such principles (though they say the claim that the industrialized nations control 90% of the spectrum is misleading; spectrum, they note, is allocated to a service, not a country). The U.S. proposals, they say, envision "equitable access" to the spectrum for all nations. What concerns them is the manner in which developing countries might try to implement such principles: The basic ITU policy of assigning frequencies on a first-come, first-served basis—a policy the U.S. considers basically fair and sound—could be in danger, at least in some respects.

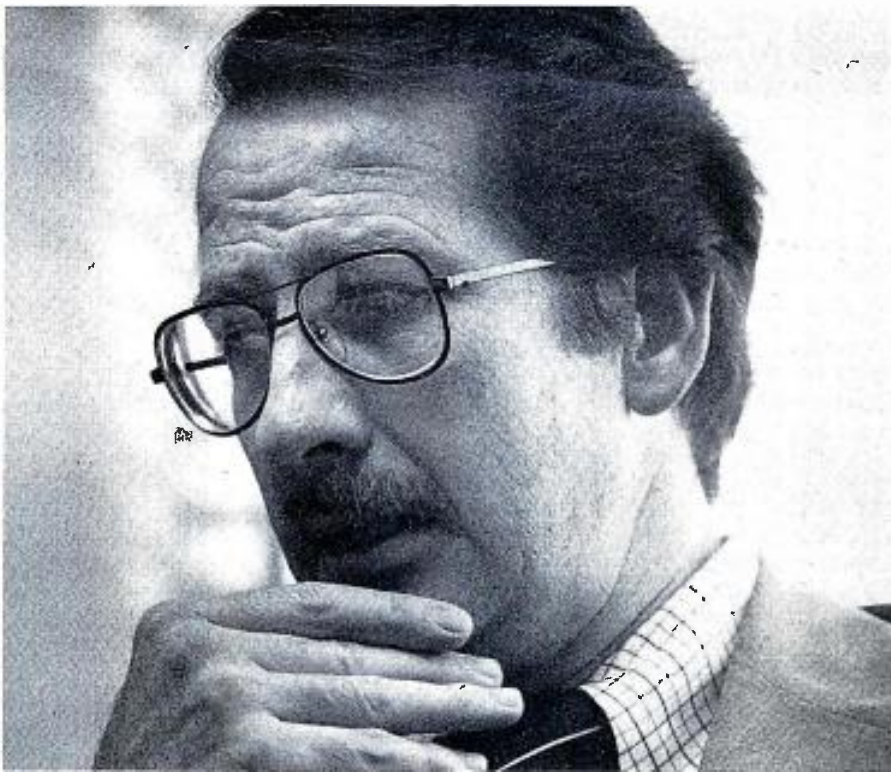
The U.S. and other industrialized nations concede the present system, involving coordination and notification, leaves something to be desired. It is expensive and extremely complicated for developing nations that lack the specialized expertise it requires. Mr. Robinson says the U.S. is proposing to clarify the system to make it easier for all nations to use it. "But we still think the system will meet the needs of the developing nations," he says.

Mr. Masmoudi's document, however, calls for a new approach, a plan under which satellite slots and the frequencies on which they operate would be divided among the nations of the world for use when they need them. Then, too, U.S. officials, back from a trip to Belgrade to exchange information on WARC preparations with the Yugoslavs, say members of that country's international broadcasting community report that developing countries plan to introduce an allotment plan for slicing up and apportioning HF broadcasting (shortwave) frequencies. The report has not been confirmed.

U.S. officials regard prefixed frequency allotment plans with despair. Such plans, they say, waste spectrum (a frequency does not improve through nonuse), and freeze technology at a given time.

What's more, an allotment plan for shortwave and fixed satellites would not only result in the U.S. and other industrialized nations having access to fewer frequencies than they do now; a shortwave plan might incorporate the principle of "prior consent" the U.S. has been opposing in the United Nations Committee on Outer Space debate regarding direct broadcast satellites. In that forum, the Soviet Union, backed by most of the members, has been arguing that a country operating a direct broadcast satellite must obtain the prior consent of the country where the signal is being received.

As a practical matter, WARC '79 is not authorized to draft allotment plans. (And U.S. officials say prior consent is not the kind of issue that could be resolved in a WARC, at least not in the form it is being



Robinson

debated in the UN committee.) But WARC '79 could issue a call for a subsequent WARC to draft such a plan. Such a call, if issued, would come over U.S. objections. But in recent years, there have been two specialized WARC's in which U.S. objections and concerns were overridden in a push to adopt allotment plans.

Five years ago, at a maritime WARC, some developing nations that had no apparent need for them—the countries are landlocked—demanded and were assigned frequencies for communicating by coastal telephone radio with ships at sea. (Many of the developing nations hadn't been to a WARC before," said one U.S. official who was there. "They saw something being parceled out, and feared they might not get something to which they were entitled.") What's more, the resulting plan was so imperfectly engineered that some nations needing the frequencies, including the U.S. and Canada, found they would interfere with one another if they used those assigned to them, so they took a reservation, and extreme step by which a country signifies its intention not to be bound by an ITU rule.

And in 1977, at a WARC called to plan broadcast (direct-to-home) satellite use of the 12 ghz band, the U.S. proposal for an "evolutionary"—first-come, first-served—plan, was overwhelmingly rejected. The U.S. had argued that since the technology was still evolving, it would be shortsighted to adopt a fixed plan. Instead, nations of Region I (Europe and Africa) and Region III (Asia and the Pacific) adopted an "a priori" plan, under which 947 television channels were divided among the countries.

The U.S. and other countries of Region II (the Western Hemisphere) are to meet in 1983 to decide on a plan for their use of broadcast satellites in the 12 ghz band,

which could also be used for fixed satellites.

An arc-segmentation plan adopted by the 1977 WARC, incidentally, caused a problem the U.S. hopes to solve with one of its proposals to be considered at the 1979 WARC. The proposal would double the frequency space available for the two kinds of satellites from 500 mhz to 1,000 mhz, and assign broadcast satellites to one 500 mhz-segment and fixed satellites to the other. That would permit at least a doubling of the number of satellites that could operate in the arc.

There are a number of other issues that the growing awareness of the New World Information Order is likely to surface at WARC'79, even though, as "political" matters, they theoretically have no place.

Some U.S. officials are resigned to hearing U.S. plans for increasing shortwave frequencies denounced as an effort to advance the cause of U.S. propaganda (which, although true, is irrelevant to the technical issues involved).

Colombia is virtually certain to make the claim it has made in several earlier international gatherings that it and other equatorial countries have sovereign rights to those points in space above them where satellites may be parked in fixed orbit. If the claim were accepted, the equatorial countries involved could rent or sell the space they did not use themselves. (The claim has never attracted a great deal of support.)

And the proposals of the U.S. and others for allocations for satellite sensing of the earth, as a means of gathering information on crops, soil, resources and the like, may run into trouble from the USSR and countries in Latin America that have maintained that the nations operating such satellites should obtain prior consent of the country being overflowed. (The U.S.

Landsat satellite provides sensing service to which some 40 nations subscribe.)

The question of prior consent itself may be aired, even if not resolved. The allotment plan adopted at the 1977 WARC by Regions I and III for broadcast satellites could provide a talking point. For it appears to make prior consent a technical requirement in the 12 ghz band, since it says that "all technical means available" shall be used to reduce as much as possible "the radiation over the territory of other countries" unless those countries give prior consent. However, the U.S. placed in the record its view that the action taken did not determine the "resolution of related issues" pending before the UN.

U.S. officials, while sensitive to the implications the New World Information Order might hold for WARC'79, offer some observations by way of keeping things in perspective.

They caution that discussing Third World or developing nations as members of a monolithic block is misleading. One foreign service officer who may have been expressing a hope as well as a reasoned conclusion notes that Third World countries can be broken down into several categories of sophistication and telecommunications need. Brazil, for instance, would not likely be in lockstep with, say, Chad. "Nations will start from their own legitimate needs," he said, "not from their ideology, or because they are Africans. They'll listen to their engineers as to what their needs are."

That is the kind of pragmatic approach that appears to be making allies of countries that are normally separated by competing ideologies—the U.S. and the USSR, for instance. They are the world's largest users of the spectrum and the possessors of the most sophisticated space technology. Mr. Robinson returned in September from talks in Moscow with Russians working on that country's plans for WARC encouraged by what he had heard. "Although there are differences," he said, "there is a lot of parallelism."

It is probably equally wrong to think of all developing nations as drafting detailed proposals for submission to WARC. Indeed, one complaint heard increasingly is that the legal and technical issues involved are so arcane that developing countries are having considerable difficulty in preparing proposals. In fact, it is doubtful many will meet the Jan. 24 deadline for submitting proposals to ITU for translation and distribution to other ITU members. Some will not complete their work until later in the year, if then. And some, perhaps as many as 15 or 20, probably will not attend.

A case in point is Guyana, and it does not hide its feeling of frustration. Christopher Nascimento, a government minister concerned with communications matters, looks forward to the WARC as an initial step in "rectifying the imbalance of the information flow in the world" and in developing the potential for use of satellite communications by "small, poor nations." But he also feels the conference will be dominated "by the North American telecommunications interests, especially

in the area of frequency allocation and access to satellite technology."

Countries such as the U.S., he says, "will be represented by vast teams of engineers, specialists, communications lawyers, the technology manufacturers lobbying for their interests." Third World countries cannot match those resources, he says, adding, "In a real way, we're being disenfranchised." Mr. Nascimento does not expect Guyana to submit proposals to WARC. But the country will be represented at a technical level," and, presumably, its vote would not often be cast in support of proposals regarded as favoring "North American telecommunications interests." And powerful or technologically advanced or not, its vote carries as much weight as the U.S.'s.

The problems of countries like Guyana in comprehending, let alone participating fully in, WARC have provided grounds for criticism of the U.S. Some international organizations, including ITU, and the International Institute of Communications, a privately funded organization, as well as regional groupings, including the Organi-



Geller

zation for American States, have made some efforts to help developing countries prepare for WARC. But some domestic observers say the U.S. should offer the technical assistance those countries need to develop a position for presentation at Geneva—as a way of creating a "favorable climate," if nothing else. The U.S. followed that tactic when it was attempting to win friends at the UNESCO meeting: John E. Reinhardt, director of the International Communications Agency, said the U.S. would provide satellite communications service, as well as software, to help developing countries meet social and economic needs in rural areas (BROADCASTING, Nov. 6, 1978).

But where WARC'79 is concerned, said George Kroloff, a former member of the Senate Foreign Relations Committee staff who specializes in international communications matters, "We aren't doing anything to overcome political problems." Curtis White, a Washington attorney who formerly was associated with the Citizens Communications Center and who now consults with African countries on telecommunications matters, has also

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been critical of the U.S. for failing to provide "good-faith assistance."

A decision on whether the U.S. should take that advice is not for Mr. Robinson to make. But he does not seem sympathetic. "We're not out to buy votes," he says.

On the contrary, the approach he and others concerned with WARC preparations appear to be following is to persuade by the force of argument that the U.S. proposals are in the best interest of all nations. Kalmann (Konnie) Schaefer, foreign affairs adviser to the FCC, for instance, argues that the "flexibility" policy the U.S. is pressing now has already proved of considerable benefit to developing nations: It has made it possible for them to "make the quantum jump" from relatively primitive terrestrial to satellite communications services.

And NTIA's Mr. Geller, discussing the U.S. insistence on frequency sharing, calls it "the wave of the future"—the only way the nations of the world will be able to meet their needs for spectrum space.

Mr. Robinson is not unaware of the appeal of political arguments, particularly in connection with New World Information Order rhetoric. Indeed, at a recent meeting of the initial delegation group and the public advisory committee named to aid in drafting the U.S. position at WARC, he conceded that "this is something on which we get beat up—too much talk about technical stuff . . . But we come back to our reserve strength—our technical preparedness and insist we make that the focal point. We don't ignore the rest, but the technical argument is most important."

Actually, in most cases, the laws of physics will help avoid conflicts. Generally, different countries can use the same frequency bands for different purposes. Thus in the U.S. view developing countries need not fear being shut out of many frequency bands before they develop the economic and technical capacity to use them.

But the laws of physics are not sufficient in the cases of the high frequency (3-30 mhz) and space bands in which radio signals propagate vast distances, crossing national boundaries. And resolving issues involving those areas will present the U.S. delegation at Geneva next fall with its most difficult problems in dealing with developing nations.

HF is a particularly thorny issue. The U.S. wants to dip into the HF fixed frequencies, the largest single service in the HF spectrum, to meet the needs of a variety of services, on a shared or exclusive basis—international broadcasting, maritime and amateur. For the U.S. and other industrialized nations, the proposal makes sense, since the services for which they had used HF fixed have long since been shifted to satellites and microwaves. But the developing countries still rely extensively on those frequencies as an inexpensive means of internal communications, including telephone. And sharing frequencies with other services requires a bit more sophistication in equipment and technical know-how than is available to some developing countries.



Schaefer

However, the U.S. is offering several ideas to make its proposal more palatable. One looks to a procedure for accommodating fixed-service assignments displaced by a reallocation of the spectrum. Instead of such frequencies being required to protect existing assignments, as at present they would be treated equally; each would be required to protect the other against interference. In addition, the U.S. is reviewing with some enthusiasm a proposal of another nation designed to clear out of the ITU register frequencies long unused but whose presence in the records has served as a bar to new assignments. Officials say it should help make the U.S. HF proposals more "salable."

However, the subcommittee charged with dealing with HF matters, says Samuel E. (Ed) Probst, director of NTIA's Spectrum Plans and Policies office, "will have the toughest job in the conference."

The next most difficult job, in his view, will fall to the subcommittee that works on space assignment matters. Here again, developing nations pose the problem. They are concerned about access to satellite service. And again, the U.S. hopes it has an answer.

"If we assign enough space to accommodate anticipated needs of the world, that should be enough to remove the pressure for dividing it up and reserving it for specific nations," says Mr. Probst. Indeed, he notes that improvements in satellite technology are making it possible to place more satellites in smaller areas. It is not clear whether that argument satisfies Third World countries; Mr. Probst seems sanguine on that point; he says representatives of developing nations with whom he discussed the matter at the Special Preparatory Meeting on WARC in November "listened carefully and went away satisfied" that improving and clarifying present procedures would make more sense than adopting present allotment plans. Mr. Robinson, on the other hand, says, "The developing nations are not eager to accept our assurances that they'll have full access to satellite frequencies when they want them."

□

The U.S. has reached its present stage of

readiness after four years, nine FCC notices of inquiry which produced 2,000 comments and the work of several hundred government officials and private (mostly industry but some public interest) citizens who served on FCC advisory committees. The work has also involved consultations with foreign governments—some 50 have been held, in Washington and abroad, and more are planned before September as the U.S. seeks the perspective those talks provide.

As the FCC's Mr. Schaefer noted, at a news conference at which the commission's report and order containing the basic WARC proposals was described (BROADCASTING, Dec. 11), the product emerged from the pulling and hauling of various governmental and private interests seeking more frequency space than the laws of physics would allow. The result, then, is probably, as Mr. Robinson says, "a mosaic," whose grand design reflects the interests of those participating in the work. The report and order even includes a proposal advanced by a public interest group—Public Interest Satellite Association—quite late in the proceedings. It was filed in behalf of nonprofit organizations such as hospitals and universities that want inexpensive access to satellites.

(The mosaic is not quite set. While most participants, with varying degrees of grumbling, acceded to the final plan, the Board of International Broadcasting (Radio Liberty and Radio Free Europe) and the Voice of America did not. They are insisting the U.S. seek an additional 1665 khz for international broadcasting, about twice the 865 khz called for in the report and order adopted by the FCC. And after failing to persuade Mr. Robinson on the issue, they took their appeal to his superior, Deputy Secretary of State Warren Christopher, on Dec. 18. At publication, he had not yet issued a decision. But if necessary, BIB and VOA have said they would take their case to the White House.)

The process through which the government has moved in developing its proposals has not been without criticism, for a variety of reasons.

Key members of Congress complained about the lack of participation by minorities and women. So Mr. Robinson last summer established a public advisory committee of some 40 members to work with the initial delegation group, which consists of 20 government technicians and policy-makers. Then complaints were heard that the group was mere "window dressing," that the advisers' product was not being considered. And Mr. Robinson concedes there was nothing much new under the sun for the group to suggest. But he says the committee can contribute to the process now under way at the State Department of devising negotiating strategy—fall-back positions, point of no return (or "when do we fall on our sword?") and the like. And some members will probably be invited to join the delegation, which is expected to be filled out to a complement of some 60 members in May.

Probably the sharpest criticism of



Probst

WARC in the past year has come from Senator Harrison Schmitt (R-N.M.), a member of the Senate Communications Subcommittee. On several occasions he spoke out on what he said was the inadequate pace of WARC'79 preparations—a fault he attributed in no small measure to the fact that Mr. Robinson, a former FCC commissioner, was a part-time delegation chief. Mr. Robinson continues to honor a commitment to teach law at the University of Virginia, and does not intend to begin working full time until May.

The senator does not seem as concerned as he did on that point. "I feel much better than I did about the level of technical activity," he says. (And Mr. Robinson appears to be winning over some who did not think he could do the job properly as a part-time chief. Jim Ebel, president of KOLN-TV Lincoln, Neb., who has played an active role on the advisory committee, said of Mr. Robinson after a recent meeting of the committee, "I'm impressed with the amount of time he has spent on WARC matters. He's very well versed on what the problems are; I'm impressed with his grasp of the situation. It's different from what I thought the situation would be." Mr. Robinson's part-time activities have included extensive travel—to Asia, the Soviet Union, number of other European countries and Latin America.)

However, Senator Schmitt is now concerned with the level at which executive departments and the White House are participating in WARC preparations. "I have talked to cabinet level people and agency people individually, and I come away with the uncomfortable feeling that some aren't sure what the acronym WARC means, or what WARC's significance is to their agencies." (Coincidentally, State Department officials are expressing the view that the chief executive officers of corporations that will be affected by WARC'79 should be informed of developments by the executives who have been following them. Few chief executive officers have kept in touch personally.)

Senator Schmitt is particularly concerned over what appears to be the failure of top-level people to involve themselves

in negotiating strategy—in helping make the decisions on what they would be prepared to give up if necessary to take a fall-back position. "If the conference degenerates into a political conference, and we get into the business of discussing technical or political issues that would restrict the free flow of information," he says, "are we willing not to sign the treaty? Will we walk out?"

Senator Schmitt has asked Senator Ernest F. Hollings (D-S.C.), chairman of the communications subcommittee, to call hearings early in the new Congress to get answers to such questions.

It is evident cabinet secretaries and top White House aides are not spending time on WARC matters. However, departments and agencies have been represented on the teams that have developed the WARC proposals and on the initial delegation that is now drafting negotiating strategy. Where conflicts arise, Mr. Robinson says, the issue will be referred up to a level in the agencies where it can be resolved. The White House's interests are being looked after by the National Security Council, several of whose staff members are keeping an eye on the proceeding. (However, a staff member who had general oversight responsibility has left the agency, and no one has taken his place.) But for the most part, final decisions will rest with Mr. Robinson.

Those cabinet members Senator Schmitt mentioned who might be confusing WARC with a popular television comedy aside, WARC'79 has been receiving a considerable amount of attention in the press, as well as in papers by specialists in the field. The enormous importance of telecommunications and the implications that the basic treaty to be written holds for the development of telecommunications technology into the 21st century is one reason. But the uncertainty created by the emergence of scores of new nations demanding their "fair share" of the spectrum and, like Mr. Nascimento complaining that they are disenfranchised by a system they neither made nor can comprehend is another. The mix, then, is volatile, so volatile that an academician like Professor Ithiel de Sola Pool of the Massachusetts Institute of Technology has felt compelled to warn that adoption of the kind of planning being discussed would be "a catastrophe."

On the other hand, Francis S. Ronalds Jr., a former program manager of the Voice of America, in a magazine article, foresees the emergence of a New World Information Order, and does not feel it is necessarily cause for alarm. He agrees catastrophe could result from confrontation between the developed and developing nations. But like U.S. officials working on WARC'79 preparations, he sees the key to success is an awareness by both sides that "our interests are mutual." Recognition that "progress presupposes interdependence," he said, "could lay the groundwork for a global communications system which would give the Third World a sharp boost and benefit the United States as well." ■

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The year that was: looking to the years that will be

Whether the rewrite ever happens, it marked a watershed year for basic communications regulation; not that there weren't the usual financial ups and regulatory downs during broadcasting's 1978

One of the major influences on broadcasters this year came from the outside—rewrite of the Communications Act of 1934. It wasn't so much the rewrite itself, but the discussion it generated. Broadcasters found themselves face to face with regulatory upheaval, and there was no consensus to stay with what they knew or go with something they didn't know.

There were still internal maneuverings, however, as the three major networks changed personnel, programing and even affiliates—ABC trying to secure its strong lead and CBS and NBC trying to take it away. The FCC and Federal Trade Commission moved into areas they had never been before, and the courts began what often seemed like an assault on reporters'—and to some extent broadcasters'—First Amendment rights.

Two of what could be the biggest deals in broadcast history began last year; minorities found themselves with more buying power than ever before and latest financial figures show television revenues went over a billion dollars again. Public broadcasting, in the midst of intensive introspection, found record audiences for its programs, promoted with record funding.

Broadcasters were faced with curtailment of some of their most lucrative advertising, glimmerings of governmental antitrust interest, a rewrite of its regulatory structure and more—and all of it carries over into the new year. Through all the debate and discussions, broadcasters felt they were on the verge of something. And through it all they must have been doing something right, because they ended the year with a healthy, even booming industry.

The rewrite

No one ever said this was going to be easy, and the first draft certainly proved that; it did, however, serve as a catalyst for an enormous volume of thinking and talking about the future of telecommunications policy

Broadcasters spent an inordinate amount of time last year arguing the pros and cons

of a bill that never made it to mark-up. The rewrite of the 1934 Communications Act consumed much of the resources and time of broadcasters, sponsoring congressmen and congressional staff, was praised and blasted, and has gone back to the drawing board to be rewritten and reintroduced in the 96th Congress.

With the first set of hearings completed in 1977, the first half of 1978 was spent arguing over how to approach the overhaul of the Communications Act and waiting for Representative Lionel Van Deerlin (D-Calif.), chairman of the House Subcommittee on Communications, to release the schedule of spectrum use fees, the one piece of the bill most broadcasters agreed they could dislike.

In January, the NAB said "dramatic overhaul" of the communications system was not in the best interests of broadcasters. While the NAB objected to fees, it wanted included in any rewrite repeal of the fairness doctrine and equal time for broadcasters, lengthening station license terms from three to five years, removal of government authority to interfere in broadcast advertising and continued regulation of cable television as an ancillary service to broadcasting. Mr. Van Deerlin said the NAB was trying "to keep the gold in Fort Knox."

In March, Mr. Van Deerlin said there was no realistic chance to get the bill passed last year, but that he and co-author Representative Lou Frey (R-Fla.), ranking Republican on the subcommittee, were willing to put their names on the line to bring the bill to the attention of the full Commerce Committee. By May, Mr. Van Deerlin was saying the bill is something broadcasters will find they can "not only live with but can prosper under."

The bill was introduced in June, and its cornerstone was the spectrum fee, or broadcast license fee, which would produce in excess of \$250 million a year to pay the bills of the FCC successor, the Communications Regulatory Commission, support public broadcasting and establish programs to foster increased minority ownership and expand telecommunications in rural areas. Most of the money would come from VHF television stations—all of radio would pay less than two New York VHF stations.

The National Radio Broadcasters Association came out 100% in support of the bill, in contrast to the NAB, which wanted to amend the old bill. In July, the bill took a drubbing in hearings, getting criticized for lack of a specific public interest stan-

dard, license fees and other issues. Cable television, which the bill would completely free from federal regulation said thanks for the interest, but it didn't want to get thrown back to the states for regulation. Henry Geller, head of the National Telecommunications Information Administration, however, was largely supportive of the rewrite. Also at the hearings, the Association of Maximum Service Telecasters said the rewrite encouragement of more diversity carries the seeds of destruction for existing television service in all but core city markets. AMST found nothing good in the legislation.

By mid-August, Mr. Van Deerlin was saying the rewrite would have to be rewritten. He said introduction of the bill was only a starting point, and that he was open to change on some of the issues. And in further hearings on the bill, it became clear Mr. Van Deerlin would have a great many proposed changes to choose from. One, a schedule of radio license fees drafted by Ray Livesay, chairman of the Daytime Broadcasters Association, and radically different from the House-proposed fees, was substituted in the subcommittee's consideration of the bill.

In September, Mr. Van Deerlin was urging radio broadcasters to rally around the rewrite (their "100% support" had faded somewhat) regardless of the position that had been taken by television broadcasters and other trade organizations. Also, Mr. Van Deerlin said drafters of the new rewrite might grant cable's wish to stay under federal regulation.

At the end of the year, Mr. Van Deerlin was feeling the sting of his counterpart in the Senate, Ernest Hollings, who said he plans to give the bill a thorough going-over. He said he favored step-by-step changes in the law, and not the one-shot overhaul.

Meanwhile, the 95th Congress adjourned with broadcasters feeling a bit relieved about some of the things that did not happen. One that did, however, was passage of the public broadcasting financing bill, which was signed into law.

But broadcasters and others successfully fought for the defeat of: restrictions on advertising for products containing saccharin; a bill requiring broadcasters to pay royalties to record performers and manufacturers; a bill to form a consumer protection agency, and a bill to authorize funds for reimbursement of citizen groups and others for whom the cost of attorneys would prevent their participation in agency proceedings, such as those at the FCC.

The networks

The people change almost as quickly as the programs, but a basic fact of life remains: ABC's still on top in prime time

Like the hero in a movie of almost the same name, Silverman was called to the rescue. From CBS, to ABC, and now to NBC, Fred Silverman, programing whiz, was called upon to replace Herbert S. Schlosser as president and chief executive officer of the network. His mission: Rescue it from the ratings depths. RCA president Edgar H. Griffiths didn't hesitate to say he was impressed with Mr. Silverman's programing skills as reflected in ABC-TV's prime-time ratings. At \$1 million a year, Mr. Silverman has now set about trying to save NBC.

He created NBC Entertainment as an operating division and, as its president, named Mike Weinblatt executive vice president and general manager of the NBC-TV network. Then, in September, Jane Cahill Pfeiffer, who had declined President Carter's offer to become the first woman secretary of commerce, didn't refuse Mr. Silverman's offer to become the highest ranking woman in television as chairman of NBC and a member of the board of directors of the parent RCA Corp. She succeeded Julian Goodman, who became chairman of the executive committee. Mrs. Pfeiffer reports to Mr. Silverman, who said she would handle the network's outside pressures and he would handle programing.

The Silverman surprise wore off and business continued with all three networks making adjustments, adding and yanking programs, hiring and firing personnel. The rankings remain more or less the same—ABC with commanding leads in prime time ratings and local measurement sweeps, and picking up several more prominent affiliates, including KSTP-TV Minneapolis-St. Paul and WRTV(TV) Indianapolis, both from NBC-TV (the 19th and 20th affiliates it has grabbed from its rivals in the past two and a half years). CBS-TV and NBC-TV battled it out for second in the fall season.

NBC-TV's spectacular success, *Holocaust*, was offset by its equally spectacular bomb, *King*. *Holocaust* got an average 31 ratings/41 share, making it the most watched entertainment program ever for the network and second in television to *Roots* (which pulled a 40 share in rerun). NBC's *King* finished second and third behind its rivals' movies and specials.

A sure sign of Mr. Silverman showed up late last year with the announcement of NBC-TV's second season schedule—every program introduced in the fall had been ditched. This year's schedule will have Mr. Silverman's stamp of approval.

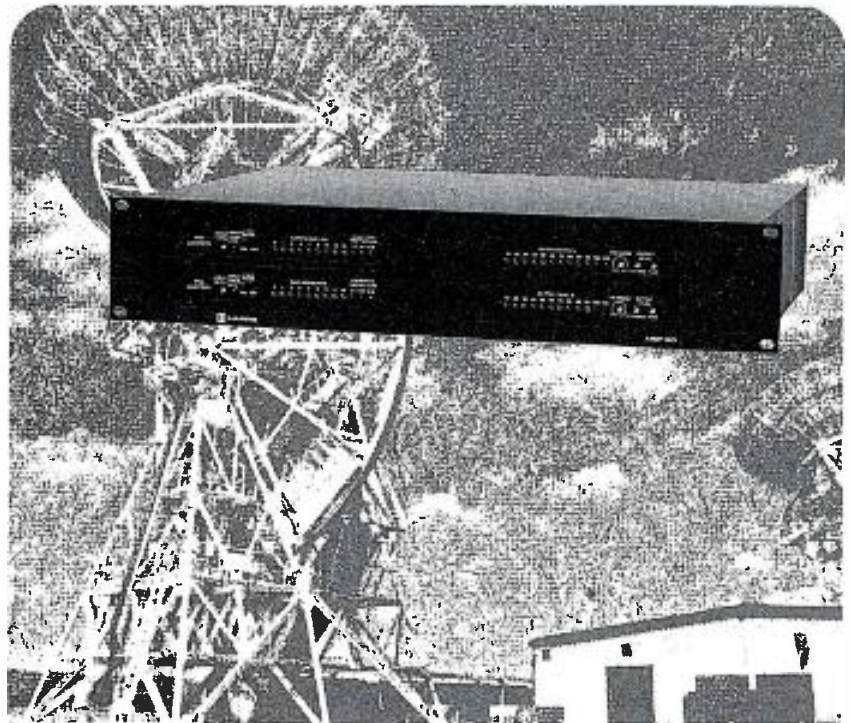
Meanwhile, all three networks made numerous personnel changes. Anthony D. Thomopoulos, chief lieutenant to ABC-TV President Fred Pierce, was chosen successor to Mr. Silverman as head of ABC

Entertainment ... Frank M. Smith Jr., a sales and administrative executive with CBS for 27 years, was named Robert Wussler's replacement as president of CBS Sports ... Carl Lindemann Jr., vice president of NBC-TV sports for 14 years until he resigned in 1977, was named vice president of programs for CBS Sports ... Bill Leonard, after three years as CBS's Washington lobbyist, returned to New York preparatory to succeeding Richard S. Salant as president of CBS News ... William J. Small, who had been CBS Washington bureau chief 12 years before becoming senior vice president and director of news in 1974, went back to Washington to

replace Mr. Leonard ... Richard C. Wald, former NBC news president replaced in October of 1977 by Les Crystal, returned to network news as senior vice president for news at ABC.

In September, ABC announced a restructuring of its network—James T. Shaw, vice president in charge of network sales since 1970, was named vice president of ABC-TV and assigned to work closely with Mr. Pierce ... George Newi, vice president for daytime sales, was appointed to a newly created vice president and general manager position ... H. Weller (Jake) Keever, vice president and national sales manager, was named to succeed Mr.

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Shaw as vice president in charge of sales ... Richard N. Savage, vice president for affiliate services, was chosen to head Network Services and Affiliate Planning, a new department ... Robert F. Fountain, vice president in charge of affiliate relations, was given expanded responsibility for all current activities relating to the affiliate body ... David Johnson, vice president and general manager of ABC Spot Sales, was appointed vice president, Owned Television Stations.

These and the other network executives had their worries and their winners during the past year. Some of them:

By January, the National PTA Television Commission heard people from several countries talk about how violent U.S. television was, and in its own report said it must arouse national awareness to the enormity of the problem. In April, Dr. George Gerbner of the University of Pennsylvania released a report saying violence on television had decreased dramatically, to the second lowest level of any year since researchers at the school began tracking TV violence in 1967.

The network headlock on prime-time programing was loosened ever so slightly when MCA TV/Universal produced its send and third Operation Prime Time syndicated miniseries efforts—*The Bastard* and *Evening in Byzantium*. Strong showings against regular network programing prompted the producers to push for station commitments so they can come up with five more miniseries in the next two years.

It was a historic moment when at 12:20 p.m., Wednesday, Feb. 8, 1978, U.S. Senate debate on ratification of the Panama Canal treaties was broadcast live on radio. After a few minutes, the commercial networks left it, but National Public Radio broadcast live for three days ... CBS acquired the exclusive television rights from MGM to "Gone With the Wind" for an unprecedented 20 years at an unprecedented \$35 million. Later, a CBS economist was to say, "It's probably the most valuable property we've got." ... Major league baseball got \$52.5 million for the 1978 season—just \$400,000 more than for the previous season in the smallest dollar increase of the decade. Meanwhile, payments by broadcasters to college and pro organizations for coverage of football more than doubled over the previous year to more than \$200 million. It was a 142% increase over the 1977 rights total of \$82.5 million.

The FCC

The commission talks out of both sides of its mouth on regulation: more for TV, but much less for the radio medium

The FCC has expanded its regulatory scope under Chairman Charles D. Ferris and finds itself looking into areas it might have avoided in the past, or at least approached them with an enthusiasm it lacked in the past. Many of the issues coming up

in the new year will be considered by at least one new commissioner, Anne P. Jones, general counsel of the Federal Home Loan Bank Board, who is expected to replace Republican Margita White, whose term expired last year.

Early in 1978, the commission initiated an inquiry that could lead to major changes in its administration of the fairness doctrine. It asked for comments on two proposals—one to provide a voluntary system of access and another to require licensees to cover a specified number of controversial issues of public importance. Both had been rejected in 1974, but were sent back by the courts for reconsideration. In comments filed, broadcasters were against both ideas, while consumer groups and some others generally favored them.

The commission also made a move to either get rid of its oft-waived top-50 policy, designed to promote diversity of ownership of television stations in major markets, or make an honest policy of it. The commission asked for comments on whether the policy should be retained, terminated or modified.

Under Mr. Ferris, the commission also is considering adding a new program category—community service—to the program definitions for commercial television stations; is looking into the airing of public service announcements (and running into stiff opposition from broadcasters who think the FCC is getting a little too close to programing); still trying to decide on whether to drop short-spaced VHF stations into four markets, and thinking about reopening the captioning-for-the-deaf issue.

In June, the commission revived its network inquiry. It is one of the most sensitive and potentially most controversial proceedings the commission has undertaken in years. Stanley M. Besen, economics professor at Rice University since 1965 and consultant to government agencies on communications policy matters, and Thomas G. Krattenmaker, Georgetown University Law Center professor of constitutional and antitrust law, were named to direct the inquiry.

Another commission project that will be in the news this year is the World Administrative Radio Conference in Geneva, beginning in September. Former FCC Commissioner Glen O. Robinson, now a University of Virginia law professor, heads the delegation, which took some criticism from Senator Harrison Schmitt (R-N.M.), a member of the Senate Communications Subcommittee, on what he termed a lack of preparation for the conference. Policymakers, he said, had not defined problems and made important efforts to find solutions. Meanwhile, in comments filed with the FCC, the question of whether the U.S. should propose a flexible approach to UHF allocation policy was brought up again and again by broadcasters and land mobile groups.

The commission last year spent a great deal of time looking at radio—from several angles. It has proposed a rulemaking for the breaking down of clear channels and will be receiving comments this year (see

story, "Top of the Week"). It also decided to go to a rulemaking proceeding on AM stereo, including all five competitive systems, instead of the three originally proposed by the staff.

But not all the winds at the FCC blew strongly in the direction of more regulation.

In October, the FCC took an abrupt and major step toward lifting some of the regulations of radio stations at least in major markets. With a push from Mr. Ferris, the commission asked the staff to come up with several options on how the regulatory burden could be eased. It wasn't long, however, before others jumped into the picture. National Association of Broadcasters President Vincent Wasilewski urged the commission to get rid of program percentages as a measure of station performances at license renewal time, to delete the commercial time standards and do away with formal ascertainment procedures.

Commissioner Tyrone Brown came out forcefully for deregulation of radio and the NAB followed right on his heels with a petition to the FCC asking it to lift several specific regulations.

Besides breaking up clear channels and dropping in VHF's, there were other moves to make more efficient use of spectrum space. The Daytime Broadcasters Association asked the commission to create 14 new AM radio channels by reducing the present separation between AM stations from 10 khz to nine khz. It also called for slight increase in the over-all size of the AM band, but significantly smaller than the U.S. will propose at WARC. And land mobile groups said that, at minimal cost, seven to 10 times as many channels would fit into the spectrum now occupied by their 2,186 channels.

The FTC

Broadcasters win one and maybe lose one at commission with the disqualification of Pertschuk from childrens' ad proceeding and start of inquiry into media concentration

The Federal Trade Commission last year ventured off into all kinds of regulation and deregulation areas, but much of the publicity was centered on the children's advertising proceeding. A coalition of broadcasters, advertisers and manufacturers were at least temporarily successful at frustrating commission efforts in the proceeding.

But, just as the year ended, the commission was rooting around in another area dear to broadcaster's hearts, and one guaranteed to draw a great deal of notice in 1979. It took the first step in investigating media concentration, and, with a symposium in December, managed to concentrate a lot of media attention on the subject.

In the first case though, the commission

in March voted unanimously to institute a rulemaking inquiry into children's advertising practices. A 340-page staff report on the subject included a number of alternatives, including restrictions and bans on advertising certain products—namely sugared—to children. A few days later, manufacturers, advertisers and broadcasters agreed to form a liaison committee to combat the commission on the issue.

The result was remarkably successful. In May, two senators, Lowell Weicker (R-Conn.) and Ernest Hollings (D-S.C.), called the FTC children's advertising proceedings wasteful and foolish. There was the threat that the FTC might be prevented from pursuing the matter or punished if it did. The next week, an appropriations subcommittee in the House voted to prevent the commission from proceeding with its inquiry by forbidding the commission from allocating resources to limit through trade regulation rules the advertising of any food product that contains ingredients that have been determined safe by the Food and Drug Administration.

Congressional committees discussed the proceeding until September, when a House-Senate conference committee warned the FTC that there are potential constitutional problems in the commission's proposed restrictions on children's television advertising. But the committee's action softened the approach of the House Appropriations Committee which had amended the bill to prohibit the commission from acting in 1979.

Meanwhile, various industry and advertising groups had been releasing memos from FTC Chairman Michael Pertschuk to various persons which they said showed he was biased against children's advertising. In October, Kellogg came up with one that it said proved Mr. Pertschuk was prejudiced. The Association of American Advertising Agencies, the American Advertising Federation, the Association of National Advertisers, the Toy Manufacturers of America and Kellogg first asked the commission to disqualify the chairman from the proceeding and nullify anything in which he had participated; then it asked the court to do the same thing.

The commission refused, but the court's didn't, and all of a sudden, Mr. Pertschuk, the prime mover behind the commission's attempt to investigate children's advertising, was out. But not the whole proceeding. Many of the same groups went to the commission and the court asking that the proceeding be scrapped because of the decision finding Mr. Pertschuk biased. Both the court and the commission refused, and, the commission voted to appeal the chairman's disqualification.

Just after the Pertschuk disqualification, Action for Children's Television and others formed another coalition, this one to work for the banning of advertising to children. The two opposing groups met in late November each armed with volumes and boxes of materials, studies, statistics, surveys and other information. The groups will meet again, in two sets of hearings on

the issue early this year.

The commission fought several state governments and professional associations that prohibited certain professionals from advertising, moved against false and deceptive advertisements and operated in many other areas related and unrelated to broadcasting. But with the media concentration symposium, it moved into another highly visible area of controversy.

As soon as the symposium was announced, media industry members cried foul, claiming the deck was stacked against them. The FTC claimed it couldn't get them to participate and in fact, one group, the American Newspaper Publishers Association, publicly announced it would not participate. During the symposium, Larry Pressler, a Republican senator-elect from South Dakota, said he will introduce legislation this year to break up media conglomerates and Representative Morris K. Udall (D-Ariz.), said the Combined Communications/Gannett merger was almost a provocation for the legislature to get the Justice Department moving on violations of the Clayton Act.

Industry representatives at the symposium provided some balance, but the FTC investigation may signal a period of much more government attention to media structure and content.

The courts

A year in which the judicial tide ran against the FCC and journalists

The courts and the FCC played tag all year long, and in most cases, the courts had the final say.

The commission won some and lost some, but nothing had as much impact as the ruling in September on the WESH-TV Daytona Beach, Fla., case. The U.S. Court of Appeals in Washington caustically criticized the FCC for giving incumbents in comparative renewal proceedings a preference simply because of their incumbency. The Communications Act, the court said, precludes such a preference. Thus, the door to challenges to renewal applicants, which appeared to have been closing a little, may have been flung wide open. In the opinion, the court reversed the commission's orders renewing the license of Cowles Broadcasting Inc.'s WESH-TV and denying the competing applications of Central Florida Enterprises Inc., and directed the commission to hold further proceedings.

That decision was like an alarm to the commission, which began immediately formulating a litigation strategy to combat a decision some staff members said the commission "could not live with." It voted to seek a court rehearing and moved to shape new comparative renewal policy.

In late October, Senator Howard Cannon (D-Nev.) said the Senate planned to clear up the comparative renewal process with legislation. Commissioner Joseph Fogarty said the license renewal process

should be established by the commission and called for inquiry to establish license renewal standards by which to measure broadcasters' past performances in comparative renewal hearings. And the NAB hosted a meeting of broadcasters who decided to fight the WESH decision on all fronts. Also stepping into the issue was Henry Geller, who heads the National Telecommunications and Information Administration, petitioning the commission to issue policy statements on the subject, either on basis of the petition and responsive comments, or after a rulemaking.

The decision prompted FCC Commissioner Tyrone Brown to deliver a speech highly critical of the interaction of the commission and the court. He said the two have combined to effect nothing less than a breakdown of national communications policy. The commission's problem, Mr. Brown said, has been that it says one thing in policy statements and does another in its decisions. Its credibility has been eroded to the extent that some judges of the court of appeals approach its decisions with a presumption of irregularity, he said. In effect, he said, the commission invites reversal.

WESH wasn't all that happened last year. In March, the appellate court threw out mandatory access rules involving cable television, challenging the commission's authority over cable. The ruling cast doubt on the legitimacy of a number of other commission cable rules. In April the Supreme Court refused to review an appellate court decision affirming an FCC action that the commission had said settled what was probably the longest running case in the history of broadcast regulation. At issue were respective night operating rights on 770 khz of Hubbard Broadcasting's KOB(AM) New York and ABC's WABC(AM) New York. In June, another commission victory came in an 8-0 Supreme Court decision to affirm the FCC's media crossownership rules, which prohibit creation of new co-located crossownerships, but grandfathered most existing ones.

On the final day of the term, the Supreme Court upheld the commission in the Pacifica "Dirty Words" case. The court majority ruled the commission may regulate and punish the broadcast of indecent material.

Twice in three years the FCC had issued rulings that afforded broadcasters additional flexibility in presenting on-the-spot coverage of bona fide news events involving political candidates. Two years ago, the first was upheld by the appellate court in Washington. In September, the same court upheld the second as well. Live coverage of political debates was at issue.

The court had a hand in several other commission endeavors last year, including the inquiry in late September into how to refund \$60 million in fees the courts had ruled were illegally collected by the commission. Most broadcasters took offense at the inquiry, saying the commission was wasting time. It should, they said, give back all, or some, but do it soon.

Not all the court cases this year had

direct effect on the FCC, but and some others were viewed as significantly eroding First Amendment rights of journalists. The most critical was the *Stanford Daily* case, in which the Supreme Court ruled that the police need only a warrant to search a newsroom even when there is no indication anyone in the newsroom is guilty of any wrongdoing. That decision prompted statements from Representative Tom Railsback (R-Ill.) that he will introduce legislation to bar the issuance of search warrants aimed at the news media.

In December, the Carter administration announced through the Department of Justice it intended to draft similar legislation.

In other cases, the Supreme Court ruled that news reporters have no more rights of access to jails and prisons than does the general public, and refused to hear cases in which state courts have ordered reporters to divulge sources, closed off portions of court proceedings and directed participants in trials not to talk to the press. It also refused to review the Farber case in which the *New York Times* and reporter Myron Farber were convicted of criminal and civil contempt for refusing to turn over to a New Jersey state judge Mr. Farber's notes and other records sought by defense attorneys in a murder trial.

Not all was lost, however, as NBC and Chronicle Broadcasting Co. (owner of KRON-TV San Francisco) got a nonsuit judgment in the *Born Innocent* case, where they were sued for negligence by the parents of a 9-year-old girl who was attacked by a group of other girls and raped with a soft-drink bottle in what the plaintiffs said was an incident stemming from *Born Innocent's* broomstick rape scene. The trial court upheld NBC, the appellate court reversed and the California Supreme Court upheld the trial court decision.

In a landmark ruling, however, the New York State Appeal Court ruled newsmen could be held on private property. Also, the Supreme Court is hearing a case that could determine if a public figure who claims to have been libeled can probe the thought processes of the journalists involved to see if they were motivated by malice.

Big deals

The \$488-million GE-Cox merger led a banner year in station trading that also saw a \$370-million Gannett-CCC transaction, Newhouse decides to sell its TV's, Storer and SJR opt to get rid of their radio outlets

Two mammoth deals arose out of last year's broadcast property bargaining. One—which if it goes through will be the biggest transaction in broadcasting history—is the tentative agreement for General Electric Co. to acquire Cox Broadcasting Co. for up to \$488 million in GE stock. The other is the \$370 million merger agreement of

Combined Communications Corp. and the Gannett Co.

GE is the number-one company among BROADCASTING's Top 100, owning three television, five FM and three AM stations and operating 12 cable systems with 170,000 subscribers. Cox, BROADCASTING's 52d company, owns five VHF television, seven FM and five AM stations and operates 44 cable systems with 550,000 subscribers.

Under terms of the CCC-Gannett agreement, Gannett will become an \$800-million-a-year communications giant with 79 newspapers, an almost full portfolio of radio and television stations and one of the largest outdoor advertising firms in the country. Karl Eller, president and largest stockholder of CCC, said it was the "superdeal of all time." Allen H. Neuharth, president and chief executive officer of Gannett, called it "a marriage made in heaven."

Last spring, RKO General announced the sale of its WNAC-TV Boston to New England Television Corp. for \$59 million, a record price for a single broadcast station. . . . In two deals totaling more than \$32 million, American Family Corp. reached agreements in principle to purchase KFVS-TV Cape Girardeau, Mo., and WTOG-AM-FM-TV Savannah, Ga. American Family got its first broadcast property, WYEA-TV Columbus, Ga., last year for \$1.5 million. Also this year, AFC bought WYUR-TV (now WAFF(TV)) Huntsville, Ala., for \$3.35 million. . . . In May, Starr Broadcasting Group, Westport, Conn., reached agreement to merge into Shamrock Broadcasting Inc., Los Angeles, in a transaction valued at approximately \$21.6 million. Shamrock was formed by the Roy E. Disney family to acquire Starr and will pay each Starr stockholder \$15.25 per share.

Other deals include the proposed ATO Communications Inc. purchase for \$12 million of WILX-TV Onondaga, Mich., from Television Corp. of Michigan. ATO, formed in 1977 with \$30 million to buy broadcast properties, is looking for more. . . . Viacom International and Sonderling Broadcasting Corp. announced a merger agreement subject to a number of approvals. Viacom had recently purchased WHNB-TV (now WVIT-TV) Hartford for \$15 million. Sonderling, which owns one television, six AM and five FM stations, lost out on a bid to buy WDAS-AM-FM Philadelphia (which eventually went to Eugene Jackson's Mutual Black Network). In October, Viacom upped its ante in the bid to acquire Sonderling, but it was still subject to many approvals, including FCC and stockholders. . . . Mutual Broadcasting System agreed to buy WCFL(AM) Chicago for \$12 million. It is the first owned and operated station for the Amway-owned Mutual network. . . . Horizons Communications sold WKOW-TV Madison, WXOW-TV La Crosse and WAOW-TV Wausau, all Wisconsin, to Liberty Communications for \$8 million cash. . . . Cox Cable Communications announced it had purchased the 26,000-subscriber University City Television Cable Co., serving Gainesville, Fla.,

and surrounding areas for \$8 million in cash.

Also, the largest advertising agency acquisition in history was announced last year when Interpublic Group of Companies Inc., New York, agreed in principle to purchase SSC&B Inc., New York, and its 49% interest in SSC&B Lintas International, representing more than \$700 million in billings. That is much larger than the recent agreement calling for Ted Bates & Co., New York, to acquire Campbell-Mithun Inc., Minneapolis, with its \$130 million in billings.

Through all this, however, last year gave rise to some stirrings within the government to look at possible antitrust violations. In October, the FCC deferred action on applications involved in the proposed merger of American Television & Communications Corp. into the Time Inc. subsidiary, Time Television & Communications. Technically at issue was the transfer of some licenses for common carrier microwave stations, but some on the commission expressed concern about antitrust implications of the proposed merger.

Meanwhile, in December, the Department of Justice stepped in to block the proposed creation of joint venture combining the U.S. television set manufacturing business of the General Electric Co. and Hitachi Ltd. of Japan. Justice said the merger would be in violation of antitrust laws and if they attempt to consummate the deal, it will challenge in court.

Of course, there was much more wheeling and dealing last year. One of the most talked about never came through. Joseph L. Allbritton, then publisher of the *Washington Star* and owner of WJLA-TV Washington, was to swap his Washington station for KOCO-TV Oklahoma City in a \$100 million deal which would have made it the largest single station sale in the history of broadcasting. Three weeks after the FCC approved the deal, Mr. Allbritton sold the *Star* for \$20 million to Time Inc. That deal, the FCC said, put the station swap in a new light, but nevertheless approved it again. None of it mattered, however, because in March, Mr. Allbritton called off the deal, apparently because of complications caused by the court appeal of four citizen groups opposing the swap. When next heard of—two months later—Mr. Allbritton said he was settling down in Washington as a broadcaster and was—in a phrase uttered often last year—looking for other broadcast properties. In May, the commission approved the swap of the Evening News Association's WWJ-TV Detroit for Post-Newsweek Station's WTOP-TV Washington and \$2 million. That deal broke up crossownerships in both cities.

Another major deal to dissolve two existing newspaper-television crossownerships fell through last year as Multimedia Inc. and McClatchy newspapers announced they would not conclude their year-old deal swapping Multimedia's WFBC-TV Greenville, S.C., for McClatchy's KOVR(TV) Stockton, Calif. There were, they said, legal complications.

But there were several other deals that did go through, or are at least in the works.

Newhouse Broadcasting Corp. announced it's getting out of the television business, agreeing to sell its five stations to Times Mirror Corp. for \$82.4 million. Newhouse said it wasn't a happy decision, and blamed regulatory policies on crossownership of television stations and newspapers as the overriding factor in its decision to sell. It owns newspapers in four of the five cities it owns television stations. Also in December, a newly formed group headed by Larry Israel was reported to be bidding \$20 per share for the 3.3 million outstanding shares of San Juan Racing Association, the publicly traded owner of SJR Communications Inc., owner of 10 radio stations. Mr. Israel heads the new broadcasting subsidiary of Coca-Cola of New York, which bought WIXT-TV Syracuse, N.Y., last year. And Storer Broadcasting Co. said it had decided to get rid of its radio stations. The board announced that four of its five stations would be offered for sale and the fifth, WLAK(FM) Chicago, would be sold after Storer owned it for three years as required by the FCC. The \$24 million to \$32 million expected to be realized will be invested in Storer cable operations.

Minorities

With backing from business and government, the outlook for minority participation in broadcast ownership is positive

Minorities made substantial progress in several aspects of broadcasting, but some of the most significant advances came in ownership of broadcast properties. It was not so much that minority ownership increased during the year, it's more that the potential for minority ownership has never been greater.

In February, the Carter administration proposed a broad national program to increase the number of minority owners in broadcasting and cable and enhance the financial conditions of those already established in the communications fields. The approaches included urging the FCC to establish a minority ownership policy, changes in loan policies of the Small Business Administration and the Economic Development Administration. The new policy was also intended to increase the flow of government advertising contracts to minority-owned advertising agencies.

The FCC established a minority ownership policy that would have seemed radical a year ago but that passed in a series of 7-0 votes. It now issues tax certificates, on an ad hoc basis, in sales to parties with significant minority interest and permits broadcasters whose licenses have been designated for revocation or renewal hearings to sell their properties at a "distress sale" price to applicants with significant minority ownership interest. The Small Business Administration has begun to extend loans for purchase of broadcast stations (it was assumed many of the loans

would go to minorities). However, the most publicized loan so far was to Tom Brokaw, host of NBC's *Today* show, to buy a radio station in South Dakota. Seven of the first 30 or so loans approved by the SBA under the new policy were to minorities.

Meanwhile, there was some action in actual minority ownership. Gannett Co. agreed in principle to spin off its only television station, WHEC-TV Rochester, N.Y., for \$27 million to Broadcast Enterprises Network, owned by Ragan Henry, a black, as part of an agreement to acquire Combined Communications Corp. in a \$370-million merger. That would make WHEC-TV the first black-owned TV station in the continental United States. At the same time Mr. Henry's Broadcast Enterprises announced the first purchase under the FCC policy for minority buyers—it plans to acquire WMJX(FM) Miami from Charter Communications Inc. for \$1 million.

Several months prior to the Gannett announcement, RKO moved to extract itself from the renewal entanglements of WNAC-TV Boston by agreeing to sell the station for \$59 million to a union of challenging groups, including local minority businessmen who were said to control between 10% and 25% of the buying group. If approved, it would be the only VHF station in the top 10 markets with so much minority control.

WAEO-TV Rhinelander, Wis., may become the first television station to change hands under the FCC's distress sale policy. Minority-owned Seaway Communications, based in Chicago, signed to buy the station for \$1 million from Northland Television Inc., principally owned by former U.S. Representative Alvin E. O'Konski. And in October, the 70% female-owned Bridgeways Communications Corp. became one of the first predominantly female groups to file for a new station. Bridgeways is in competition for WICC-TV Bridgeport, Conn., which discontinued operation years ago.

The \$370-million merger of Gannett and CCC could mean greater participation for minority groups in the mass media. The National Black Media Coalition announced an agreement with the two companies in which Gannett agreed to make available to minority buyers prospective properties, provide expertise on a consulting basis in financial management and planning and other considerations. The National Association of Broadcasters also said it expected to have a fund in the millions of dollars to help finance minority purchases.

But all was not bright for minorities during the year. After 18 months, a task force funded by the Corporation for Public Broadcasting came out with a report highly critical of public broadcasting's role in promoting minority participation. The major conclusion of the report was that public broadcasting's minority programming was seriously deficient due to an insufficient number of minorities employed in public broadcasting, especially in decision-making positions.

Cablecasting

It was a year of regulatory and financial victories for the medium as pay took off and the FCC lifted restrictions

Cable television danced in the light of praises that it might be the answer to television's diversity of problems and from all directions was cited as a force to be reckoned with in the future of telecommunications.

Just to make sure Washington policymakers knew first-hand what cable is, a new system was opened in the Washington suburb of Arlington, Va., with industry visitors from throughout the country on hand for opening ceremonies.

But the cable system many point to when they talk about the future is Warner Communications' Qube in Columbus, Ohio, with its two-way capabilities. Other cable operators are leary, however, waiting to see if Warner can make it worth the estimated \$20 million the company has already poured into the system.

On the government side, cable operators got good treatment from the FCC, which took another step down the road to deregulation in September by eliminating the process by which cable systems, since 1972, have been required to obtain certificates of compliance from the commission. Now the only requirement is that cable systems, when they begin operating or add new signals, file a brief registration statement.

Also, the commission moved to enhance the competitive environment of satellite-distributed TV stations to cable television systems. That action opened the way for other major independent television stations to join WTCG(TV) Atlanta, the pioneer satellite station, in the push for cable markets well beyond the traditional areas in which the stations are viewed. The commission lifted much of the burden of proof from cable systems seeking a waiver of the distant signal rule, again making it more attractive for superstations.

In November two more major independent television stations were made available to cable systems via satellite. Southern Satellite Systems Inc., Tulsa, Okla., began relaying the signals of WGN-TV Chicago and KTVU(TV) Oakland, Calif.

Cable backers were horrified at the prospect of the federal government turning regulation of the industry over to the states, as proposed in the Communications Act rewrite. At hearings and at their own conventions they urged congressional sponsors of the bill to return cable to the federal fold. Ranking Republican House Commerce Committee member Samuel Devine (Ohio) told cablecasters in November they "flirt with danger" when they seek regulation of their industry in the rewrite. Federal regulation could backfire in the long run, he said. But last month Representative Lionel Van Deerlin (D-Calif.), the bill's co-author, said the next version of the rewrite will probably

grant cable the federal protection it sought, but only if Congress increases cable's liability under the copyright law. That's a trade-off that will be discussed further early this year.

And, in the 1977 figures released by the FCC Dec. 25 (see "Top of the Week"), cable topped the \$1 billion mark in revenues with a total of \$1.2 billion.

Public broadcasting

It was a year of looking inward in order to look ahead as the elements of the noncommercial media plan for their future and have their future planned for them

It seems at no time in its history has public broadcasting taken such an all-inclusive look at itself. But, there was good reason. Never before have so many others taken so many all-inclusive looks at it either.

First, there is the second Carnegie Report on Public Broadcasting, due early this year. Congress has been giving public broadcasting much scrutiny in the communications rewrite bill. Henry Geller's National Telecommunications Information Agency is coming out with a plan for the future of public broadcasting.

With all that attention being focused on them, the Corporation for Public Broadcasting, the Public Broadcasting Service and National Public Radio could hardly afford to sit around while these other folks mapped out their futures. The results are studies, some more comprehensive than others, by all three.

The CPB effort no doubt has been at least influenced, if not stymied, by that organization's inner turmoil which has resulted in the resignation of its president, chairman of the board and several administrative officers. Also, several board members are serving with expired terms and the Carter administration, like others before it, doesn't appear at all eager to make appointments. The CPB ship, however, may be headed back on course, as its search committee turned up what many consider a coup—Robben W. Fleming, president of the University of Michigan, for president of the corporation. Mr. Fleming, who has much experience in balancing federal money and federal regulation with Michigan and other university systems, took over Jan. 1. The board also elected Lillie Herndon of South Carolina, and Lucius Gregg of Illinois as chairman and vice chairman.

PBS, meanwhile, is depending heavily on Hartford Gunn, its vice chairman, to spearhead a plan which will take it into the future. Board Chairman Newton Minow said early in the year he wanted PBS in a position to act not just react to other people's proposals. Mr. Gunn and PBS planners have released a detailed schedule which they hope will result in a workable plan on which Congress could vote by the middle of the year. Frank Mankiewitz, NPR president, said his organization was also planning for its future.

No matter how detailed these plans are,

however, they all are waiting for the release of the Carnegie II recommendations. The central issue is funding and the central problem is how to get it. Many public broadcasters were happy with the rewrite bill's spectrum use fee, which would provide funds toward support of public broadcasting.

In the meantime, the public broadcasting finance bill passed Congress and was signed into law by the President.

PBS launched a full-scale fall schedule with some \$2 million in promotion funds and got what it considered tremendous results. Ratings were up an average of about 30%. PBS programming staffers said they were mounting an uncharacteristic attack on the commercial networks, that they were no longer "conceding the fall." In second season scheduling, PBS continued what it called "strong" programming, but could back it up with just half the promotion money.

And otherwise...

Gerald Rafshoon, Atlanta advertising man, rejoined the Carter team to help explain the President's programs to the public. Not long after that, the White House announced a plan whereby broadcast stations throughout the country could tape by phone exclusive interviews with cabinet members. The White House is also sending out its own news reports, taped by a staffer hired for the purpose... Gross revenues of BROADCASTING's Top 100 companies were \$88,383,000,000 with General Electric leading the way, followed by Westinghouse, Eastman Kodak, RCA and Rockwell International... Television followed its first billion-dollar profit year (1976) with \$1.4 billion in 1977. That was a 12% increase from 1976, and that followed a 60% increase from 1975 to 1976... The ABC Inc. board declared a three-for-two stock split, focusing attention on the generally bullish market in broadcast stocks the first half of the year... Broadcast advertising in New York City registered gains as the newspaper strike continued more than a month. Broadcasters were asking themselves: Will it last after the strike?... Video disks were introduced by JVC Industries Inc., the American subsidiary of Victor Co. of Japan Ltd., and by Magnavox/MCA. These were the first steps in opening a market some say could eventually become as successful as television itself... NBC correspondent Don Harris, 42, and cameraman Robert Brown, 36, were shot to death Nov. 18 in the Guyana tragedy... Radio's 1976 was a tough act to follow, but the country's AM and FM stations and seven national networks followed the 96.9% jump in profits of 1976 with a 37.8% rise in 1977. Pre-tax earnings increased from \$178.6 million to \$246.1 million. Revenue passed the \$2 billion mark and FM stations proved healthier than ever... Oak Industries announced it will begin its second over-the-air subscription television service next July in Phoenix. Oak now has an operating system in Los Angeles. ■

Little leaves MBS after six years

Network president resigns, citing incompatibility with new executive committee set-up

Citing what he described as differing "management philosophies" between himself and the owners of the Mutual Broadcasting System, C. Edward Little, the president of the radio network since 1972, announced that he would resign his position effective yesterday, Dec. 31, 1978—the last day of his contract with the company. In an announcement issued Dec. 22, Mr. Little said the principal reason for his decision was "Amway's [Mutual's owner] institution of a new management policy on Dec. 1, 1978, in which Mutual's would be 'management by committee.'"

Under that arrangement, Amway Corp.'s owners, Jay Van Andel and Richard DeVos, realigned Mutual's management into an executive committee chaired by Dr. B.R. (Bud) Schaafsma, Amway's vice president for policy/administration. Other members of the committee included Mr. Little and Mutual's two executive vice presidents, Gary Worth and Martin Rubenstein ("In Brief," Dec. 4).

According to Mr. Little, the executive committee was "not my style of operating a radio network." He added: "I find it most difficult to operate as a part of a committee."

Messrs. Van Andel and DeVos issued a statement praising Mr. Little's "unselfish effort" on behalf of the network and said that there was "no question that the unprecedented growth of Mutual is a result of the team that Ed Little put together."

According to Dr. Schaafsma, Mr. Little's decision was "not completely" a surprise to Amway. "When you're dealing with a person like Ed Little, a thing like that can



Little

happen any time." The announcement's timing—the Friday before Christmas weekend—has precluded Amway from making any firm decisions on how it would handle the resignation, however. "I presume it will be on our agenda this week," Dr. Schaafsma said. He also said, "I presume we will" be looking for a replacement for Mr. Little, although Dr. Schaafsma said they had no candidates at present. He said they intended "to let the dust settle" before making any decision.

At the time of the management realignment, Mr. Little said, he and the Amway owners were already holding talks on a new contract. He said that it was "1,000%" his own decision to leave the network and that Messrs. Van Andel and DeVos "asked me to reconsider" the resignation. Mr. Little will continue serving as a consultant to Mutual for a year. After that, he said, "I'm going to write a great book on Mutual and network radio."

According to Mr. Little, he has an agreement with Amway that he will not compete with Mutual by joining another national network or rep firm.

Mr. Little, who said he held the network's presidency longer than any other in Mutual's history, joined Mutual in January 1972 when the network had 535 affiliates as was billing \$3.5 million a year. At the time of the resignation, Mutual counted in excess of 970 affiliates and was billing more than \$21 million. Billings have "almost been doubled every year," Mr. Little said and that he believed he was leaving the network in "excellent shape."

Among the accomplishments he cited as having been instituted during his tenure were the Mutual Black Network, expanded sports coverage and the beginnings of Mutual's proposed satellite distribution system.

Baruch now chairman of Viacom; Elkes steps up to presidency

Both to share office of chief executive; former will concentrate on broadcast, latter on cable operations

In a top-level reorganization at Viacom International Inc., Ralph M. Baruch has been named chairman and chief executive officer and Terrence A. Elkes, president.

With the appointment of Mr. Elkes as president, Viacom has established an "office of the chief executive," which will be shared by Mr. Baruch and Mr. Elkes. Mr. Baruch noted that the office was created because of Viacom's expansion in its own businesses and the acquisition of 10 Sonderling Broadcasting properties and two other Sonderling enterprises.

Mr. Baruch said that Mr. Elkes will assist him in directing the various line and staff areas. It was reported that Mr. Elkes will concentrate on cable television, Showtime (pay cable) and new business acquisitions while Mr. Baruch will center



Baruch



Elkes

his attention on broadcast properties and all program activities.

Mr. Baruch has been president and chief executive officer of Viacom since its inception. Mr. Elkes joined the company in 1972 as vice president and general counsel. He was named executive vice president for law, finance, administration, acquisitions and development in 1977. That year he also assumed responsibility for Showtime.

Reporting to the office of the chief executive will be Viacom's operating divisions: Viacom Enterprises, television programming and distribution entity; Viacom Communications cable television operating unit; Showtime Entertainment, pay cable and pay television programming organization; its broadcast operations; its finance and administrative areas; the law department, and the company's acquisition and development function.

Viacom, Sonderling stockholders give blessing to merger; impetus comes from favorable IRS ruling

Stockholders of Viacom International and those of Sonderling Broadcasting Corp. have approved the proposed merger of Sonderling into Viacom, and Sonderling shareholders also approved a related split-off of two Sonderling radio stations and its motion-picture theater operations. The two companies also announced they have received a favorable ruling on the merger and split-off plan from the Internal Revenue Service.

The transaction has an estimated value of about \$30.8 million, based on \$28 for each of the approximately 1.1 million shares of Sonderling outstanding (BROADCASTING, Oct. 23, 1978). The Sonderling stockholders will have the option of taking \$28 cash or one share of new Viacom convertible preferred stock for each Sonderling share. However, the number of Sonderling shares to be exchanged for cash will not be more than 49% nor less than 40% of the outstanding shares.

The plan also provides that before the merger, Sonderling Broadcasting will transfer its WOPA(AM)-WBMX(FM) Oak Park, Ill. (Chicago), and its motion-picture theater operations to Chairman Egmont Sonderling and Vice President and Secretary Roy Sonderling in exchange for their 24.5% of outstanding Sonderling stock. Excluding the 24.5% of stock involved in this split-off, the Viacom-Sonderling tran-

saction has an estimated value of about \$23.2 million.

Consummation of the merger and split-off are subject to conditions, including FCC approval, consent by Sonderling debenture holders to certain amendments and the consents of long-term lenders.

Personal-attack forfeiture stands

District court ruling affirms FCC decision in Rome, Ga., case that dates back to mid-1971

Seven-and-a-half years ago, WIYN(AM) Rome, Ga., made history of a sort by becoming the first station to be cited in an FCC forfeiture order for violating the personal-attack rule (BROADCASTING, Aug. 2, 1971). Now it has become the first station ordered by a U.S. district court to pay such a fine.

WIYN was notified by the commission of an apparent liability of \$1,000 in connection with an alleged attack on the now defunct Institute for American Democracy, which had been established to combat what it considered political extremism, and the IAD newsletter, *Homefront* (BROADCASTING, Aug. 2, 1971). When the station refused to pay, the Justice Department, in accordance with the forfeiture statute, filed suit in U.S. district court in Rome, Ga., to collect.

The station, whose refusal to pay was "a matter of principle," according to one of its lawyers, has already paid more than \$1,000 in litigation costs.

And on Dec. 15, 1978, Judge Harold C. Murphy, following a trial, during which the evidence was examined anew, found that the station had violated the personal-attack rule by its failure to notify IAD of the broadcast in question and offer time for reply. The rule requires notification within seven days. IAD was not notified until 23 days after the broadcast.

Most of the time between notice of apparent liability and the court decision passed in bureaucratic delay at the FCC. The commission finally denied the station's petition for reconsideration on May 28, 1975.

The alleged attack involved a broadcast in which IAD was labeled a "subversive organization," the newsletter as "definitely subversive" and both as "definitely to the far left."

Judge Murphy ruled that the remarks constituted an attack on the "honesty, character, integrity or like personal quality" of IAD and the newsletter and that the attack occurred during a discussion of a controversial issue of public importance in Rome, Ga.—the issue of Communist infiltration particularly of the Methodist church.

He also held that the violation met the "repeated" test of the forfeiture statute in that the failure to notify IAD was repeated—every day after the seven-day grace period constituted another violation of the notification requirement.

Changing Hands

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

Proposed

■ **KOCY(AM)-KXXY(FM) Oklahoma City:** Sold by Bonebrake & Co. to Summit Communications for \$1,900,000. Seller is owned by Matthew Bonebrake, wife Susan, and son Ronald. Buyer owns **WSJS(AM)-WTQR(FM) Winston-Salem, N.C.**; **WCOA(AM)-WJLQ(FM) Pensacola, Fla.**, and **WREC(AM)-WZXR(FM) Memphis.** Gordon Gray is chairman and Lee R. Wallenhaupt president. KOCY is on 1340 khz, 1 kw day and 250 w night. KXXY is on 96.1 with 100 kw and antenna 255 feet above average terrain. Broker: Blackburn & Co.

■ **KIXZ(AM) Amarillo, Tex.:** Sold by Broadcasting Associates Inc. to Mel Tillis for \$550,000. Seller is owned by Sammons Enterprises (80%) and Raymond Ruff (20%). Sammons, principally owned by C. A. Sammons, is holding company with interests in hotels, CATV, insurance and broadcasting. Along with Mr. Ruff, it owns **KTRN(AM) Wichita Falls, Tex.**; **KELI(AM) Tulsa, Okla.**, and **KHOG(AM) Fayetteville, Ark.** Buyer is country

recording artist with no other broadcast interests. KIXZ is on 940 khz with 5 kw day and 1 kw night. Broker: Magruder Media Associates for buyer; Dan Hayslett & Associates for seller.

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

Approved

■ **WWEL-AM-FM Medford, Mass.:** Sold by Conant Broadcasting Co. to Heftel Broadcasting for \$4,250,000. Seller is principally owned by Sherwood Tarlow, president,

who has no other broadcast interests. Buyer is owned by Representative Cecil Heftel (D-Hawaii) and his wife, Joyce. They also own **KGMB(AM) Honolulu**, **KGMD-TV Hilo**, **KGMV(TV) Wailuku**, all Hawaii, and **wsmj(FM) Greenfield, Ind.**, and have purchased, subject to FCC approval, **wLUP(FM) Chicago**. **WWEL** is 5 kw daytimer on 1430 khz. **WWEL-FM** is on 107.9 mhz with 21 kw and antenna 710 feet above average terrain. Broker: Cecil L. Richards Inc.

■ **KQIZ-AM-FM Amarillo, Tex.:** Sold by Tascosa Broadcasting Inc. to Wiskes/Abaris Communications for \$1,950,235 plus \$377,000 consulting agreement. Sellers, Keith Adams and James D. Shelton, have no other broadcast interests. Buyer is owned principally by John Higgins and Don J. Wiskes, who also own **KIXY-AM-FM San Angelo, Tex.** Mr. Higgins is president of Abaris Inc., Chicago real estate development company, and Mr. Wiskes owns D. J. Wiskes & Associates, Chicago, financial consultancy and real estate development firm. **KQIZ** is 500 w daytimer on 1360 khz. **KQIZ-FM** is on 93.1 mhz with 71 kw and antenna 160 feet above average terrain. Broker: Dan Hayslett & Associates.

■ **KwKI(FM) Kansas City:** Sold by FM Broadcasting Inc. to Swaggart Broadcasting Co. for \$1.9 million. Seller is principally owned by Richard J. Miller, president, who owns **KADI(AM) Clayton Mo.**, and **KADI-FM St. Louis**. Buyer is owned by Jimmy Swaggart Evangelistic Association, group owner of **wLUX(AM) Baton Rouge, La.**; **KJIL(FM) Bethany, Okla.**; **KWJS(FM) Arlington, Tex.**; **WHYM(AM) Pensacola, Fla.**, and **WJYM(AM) Bowling Green, Ohio**. Jimmy Lee Swaggart is president, **Kwki** is on 93.3 mhz with 100 kw and antenna 290 feet above average terrain. Broker: Blackburn & Co.

■ **WVOK(AM) Birmingham, Ala.:** Sold by Voice of Dixie Inc. to Mac Sanders for \$1.1 million. Seller, owned by William E. Bennis, Cyril M. Brennan and members of their families, also owns **wVOK-FM Birmingham**. Bennis family owns **wFLI(AM) Lookout Mountain, Tenn.**; **wZAM(AM) Norfolk, Va.**, and **wMYK(FM) Elizabeth City, N.C.** Mr. Sanders owns **wJRB(AM) Madison (Nashville), Tenn.** **WVOK** is 50 kw daytimer on 690 khz. Broker: Blackburn & Co.

■ **WMMB(AM)-WYRL(FM) Melbourne, Fla.:** Sold by Broadcast Enterprises Inc. to Miller Broadcasting Inc. for \$695,000. Seller is equally owned by Gordon Sherman and Lee Ruwitch. Mr. Sherman is principal owner of *Wall Street Review*, weekly financial newspaper. Mr. Ruwitch publishes *Miami (Fla.) Review & Daily Record* and *Broward (Fla.) Review & Business Record* and formerly was executive with Wometco station group. Buyer is owned by Howard A. Miller, Chicago radio and TV personality. Mr. Miller owns **wRRR(AM) Rockford, Ill.**, and **wGGG(AM) Gainesville, Fla.** **WMMB** is on 1240 khz



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with 1 kw daytime and 250 w night. WYRL is on 102.3 mhz with 3 kw and antenna 210 feet above average terrain.

■ Other station sales approved last week included: WKNU(FM) Brewton, Ala.; WMFL(AM) Monticello, Fla.; WLBA(AM) Gainsville, Fla.; WMFD(AM)-WEMA(FM) Wilmington, N.C., and WKEX(AM) Blacksburg, Va. (see page 78).

Trying to solve problem of radio 'sound-alikes'

Arbitron institutes prepublishing of station slogans after flareups in Los Angeles, Dallas-Ft. Worth

Arbitron Radio officials say they have taken steps to ease the problem of radio stations' "slogan conflicts," thanks in good measure to conflict problems in Los Angeles and Dallas-Fort Worth.

Slogan conflicts arise when two or more stations in a market identify themselves with similar slogans and persons keeping listener diaries enter the slogan, rather than call letters or frequency, but enter it incompletely, so that it's impossible to say for sure which station was meant. In the past, Arbitron officials say, they've made callbacks to such diary keepers but for production deadline reasons sometimes had to stop before reaching all of them. In those cases, unresolved conflicts were divided equally among the stations involved.

Fred Seiden, director of operations for Bonneville's KBIG(FM) Los Angeles and KBRT(AM) Avalon, Calif., said KBIG people discovered in Arbitron's July-August report that a contemporary soul station, KACE(FM) Inglewood, Calif., seemed to have demographics remarkably like KBIG's, whose format is beautiful music. KBIG had submitted "KBIG FM 104" to Arbitron as its slogan, he said, and KACE had submitted "Stereo 104." At Arbitron's processing center in Beltsville, Md., Mr. Seiden said, KBIG people found "about 30 diaries on which '104' was listed, split evenly between us and KACE."

KBIG people didn't like that at all, especially since, they say, they've been using "KBIG FM 104" since 1974 and KACE at that point had never used "Stereo 104" on the air at all. KBIG officials let Arbitron know about their unhappiness.

KACE people didn't like what they found at Beltsville, either. They felt that they, too, had been shorted, according to President Willie D. Davis—who also doubts that Arbitron's sample is as representative of the Los Angeles market as it ought to be.

In Dallas-Forth Worth, meanwhile, a dispute arose involving KMEZ(FM) Dallas's "FM 100" slogan and KPLX(FM) Fort Worth's "99.5 almost 100." Trial of a suit brought by KMEZ seeking to restrain KPLX from using that slogan is due later this month.

At Arbitron, the upshot of all this is the

introduction of some new procedures. Arbitron says it has greatly expanded—to three pages from one page—the questionnaire to be used in callbacks to resolve slogan conflicts. And at least in Los Angeles and Dallas-Fort Worth there will be callbacks to all diary keepers involved in slogan conflicts.

In addition, beginning this month, Arbitron will "prepublish" all claimed slogans (and also call-letter flips) so that stations will know what slogans are being claimed in their markets before the measurements start. Beyond that, Arbitron says it will require that when a station claims a slogan the station must use it on the air at least one time in each daypart throughout the rating period.

The Arbitron Radio Advisory Council suggested the prepublishing of slogans and call-letter flips and is said to have taken the position that the various moves should alleviate the problem. If unresolved conflicts persist, the council suggested Arbitron consult the Radio Advertising Bureau's GOALS committee.

Congressman starts moving on bill on media conglomerates

Senator-elect Larry Pressler (R-S.D.), furthering his announced intention to introduce legislation this year to enforce an-

titrust laws against media monopolies (BROADCASTING, Dec. 18, 1978), has written Attorney General Griffin Bell for the Justice Department's comments in the matter.

Mr. Pressler, currently a member of the House of Representatives, asked Mr. Bell in his Dec. 22 letter why media conglomerates have not fallen under antitrust enforcement, especially in light of the fact that many have interests in businesses other than newspapers or broadcasting.

"There are many excessively profitable media conglomerates living in the basement of the church of the First Amendment," he said. "Communications conglomerates are allowing a very small number of people to have ultimate direction over what books are distributed, what appears on national television, and what moves over national news and financial wires. Why these conglomerates have escaped antitrust legislation is curious."

The congressman asks what the Justice Department plans to do regarding specific media conglomerates, among them CBS. Others include Time Inc., Knight-Ridder, Gulf & Western, Gannett, Newhouse and Scripps-Howard.

An aide to the congressman said last week that he doesn't know what Mr. Pressler's bill will say about media conglomerates. "We're still getting ideas," he said. But he added he expects it will be ready for introduction some time in the spring.

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Fairness policy rulemaking draws different opinions

Media Access Project and ACLU want FCC to reinforce section of equal opportunity law that applies personal attack rule to political candidates; broadcast groups take opposite stance

The FCC has been urged to amend its fairness doctrine policy to make it clear that the policy generally—as well as in connection with the personal attack rule—applies to political candidates' uses of broadcast stations under the equal opportunities law.

At a time of one-issue candidates, such a change is essential if the public is to be informed of all sides of controversial issues, the Media Access Project and the American Civil Liberties Union said in joint comments filed at the FCC.

Their comments were filed in an inquiry and rulemaking proceeding initiated by the commission in response to a request by NBC. After it had offered time for response to an individual who had been attacked in a campaign speech by a local candidate in New York City—the person attacked, who did not take up the offer, was subsequently convicted on fraud and corruption charges—NBC asked for a ruling that the personal attack rule does not apply to the use of broadcast facilities by a political candidate under Section 315 of the Communications Act. Broadcasters are barred by law from censoring such broadcasts.

A 1968 commission ruling holds that the personal attack rule applies to Section 315 uses, and a ruling issued in 1976 holds that a broadcaster does not incur fairness doctrine obligations as a result of a candidate's use of a station. In its petition, NBC said a broadcast could be subject to equal opportunities or the doctrine, but not both.

NBC also filed comments, saying the personal attack rule arose in the 1960's out of application of the fairness doctrine and is a corollary of it, and if the doctrine does not apply to nonexempt political broadcasts, the personal attack rule is similarly inapplicable.

The National Radio Broadcasters Association, which, like MAP and ACLU, filed early, endorsed the proposal to exempt Section 315 "uses" by candidates from the fairness doctrine, especially its attack rule. The rule specifies the manner in which broadcasters must notify persons attacked in connection with a controversial issue of public importance of the attack and offer reply time.

NRBA said the rule now "simply provides various private parties with a commission-mandated opportunity to engage in name-calling over the airwaves." As a result, it said, "it is clear the rule fails to promote presentations of genuine public interest."

Money counts. Nina Cornell, chief of the Office of Plans and Policy, has warned communications lawyers that there is a new stress on economics at the FCC that "portends the end of the lawyer monopoly" in policy making at the commission. Dr. Cornell, an economist, was the speaker at a Federal Communications Bar Association luncheon on Dec. 20. She urged the lawyers present "to deal more in factual situations," in their filings, "provide more research with hard numbers," point out "who gets hurt or helped" by a proposal, "and how much." She advised against using commission rules as a barrier to entry by new technology. And she warned, "For the first time, someone is reading what your economists say."

The National Association of Broadcasters took advantage of the opportunity to restate its opposition to what it called broadcasters' "second class citizenship" with regard to First Amendment guarantees. As it has done in the past, NAB called the fairness doctrine "unconstitutional" and "wholly unnecessary." The need for exempting all "uses" by legally qualified candidates from the personal attack rule, NAB said, is underscored by the FCC failure to interpret the rule consistently.

CBS said the goal of a well-informed public is not served by government regulation that intrudes on the editorial discretion of broadcasters. That reasoning, CBS said, applies the same to all personal attacks occurring during uses of broadcast facilities by legally qualified candidates, regardless of whether the attack is actually uttered by the candidate or by a spokesman appearing with the candidate.

In general agreement with the other networks, ABC said with broadcasters affirmatively precluded from exercising any control over the content of a broadcast by a legally qualified candidate, they should not bear responsibilities for personal attacks made by candidates in such appearances. Along those lines, Harte-Hanks Inc. said stations are barred from censoring the candidate's remarks in any way. And, since the Supreme Court has held the station incurs no civil liability for such an attack—due to the non-censorship provision—it would be "anomalous for the station to incur an administrative liability under the personal attack rule."

Public television and radio licenses are as concerned as commercial licensees with commission policies which interfere with or frustrate editorial judgments, said the Rochester Area Educational Television Association (WXXI-FM-TV Rochester, N.Y.). It is difficult to see the logic behind fairness doctrine applicability to personal attacks made on noncandidates by candidates during "uses" of station time, RAETA said. The doctrine does not apply to "uses" because Congress and the commission have judged that the freest political debate requires that the licensee's editorial judgment not be applied to "uses" of a station by a candidate, it said.

PGW goes after more TV markets

Rep sets up new division for stations in cities below top 50

Peters, Griffin, Woodward Inc., New York, has created a separate division, PGW National, which will represent TV stations in markets generally below the top 50.

In announcing the development, Charles R. Kinney, PGW president and chief executive officer, noted that "national spot TV spending in markets beyond the top 50 has been increasing at a rate almost double that of the top 10." Mr. Kinney said that several years ago, in anticipation of this trend, PGW set up national sales teams in its New York and Chicago offices.

The president of the new division will be James R. Sefert, who has been board chairman of PGW. Ron P. Collins, who has been vice president and sales manager of the New York team for PGW, has been advanced to vice president-sales of the new division. PGW National will have separate sales staffs in New York, Chicago, Atlanta, Detroit, St. Louis, Dallas, San Francisco, Los Angeles and Minneapolis.

Mr. Kinney also announced a series of promotions in PGW, which represents TV stations in the larger markets. Farrel Reynolds, who has been a senior vice president and regional sales manager at MMT Sales, New York, has joined PGW as senior vice president-sales. Thomas R. Will, vice president and midwest manager of PGW, Chicago, has been elected a senior vice president; Ray J. Johns, manager of the East sales team in Chicago, has been moved to Los Angeles as vice president and manager; Stephen Ochoa, salesman in PGW's Chicago office, replaces Mr. Johns and has been named a vice president; James Aita, controller in New York, and James T. Jowett, sales manager in Minneapolis, have been designated vice presidents.

SRA still contends networks are out of bound with commercial loads

Even if measured by their own standards, says rep association, the three were over the limit by over \$47 million worth of time

Either way, the Station Representatives Association contends, the TV networks are using more commercial time than they ought to.

Early in 1978, SRA started issuing quarterly reports on the amount of network

As SRA sees it

Network Commercial Minutes Over SRA's Standard

	1st Quarter Minutes Over	2nd Quarter Minutes Over	3rd Quarter Minutes Over	12/26/77 to 9/24/78
ABC Prime	101:30	129:20	157:00	387:50
ABC Non-Prime	40:30	20:06	15:30	76:06
ABC Total	142:00	149:26	172:30	463:56
CBS Prime	104:20	123:40	141:20	369:20
CBS Non-Prime	95:00	127:00	134:30	356:30
CBS Total	199:20	250:40	275:50	725:50
NBC Prime	143:20	154:30	179:00	476:50
NBC Non-Prime	57:30	83:30	62:00	203:00
NBC Total	200:50	238:00	241:00	679:50
3 Networks Prime	349:10	407:30	477:20	1234:00
3 Networks Non-Prime	193:00	230:36	212:00	635:36
3 Networks Total	542:10	638:06	689:20	1869:36

Value of Network Commercial Minutes Over SRA's Standard

	1st Quarter Value	2nd Quarter Value	3rd Quarter Value	12/26/77 to 9/24/78
ABC Prime	\$10,409,400	\$12,477,200	\$16,996,100	\$39,882,100
ABC Non-Prime	1,010,200	277,800	213,500	1,451,500
ABC Total	11,419,600	12,705,000	17,209,600	41,334,200
CBS Prime	9,597,400	10,525,700	10,573,400	30,696,500
CBS Non-Prime	1,261,000	938,800	1,870,500	12,772,500
CBS Total	10,858,400	11,464,500	12,443,900	34,768,800
NBC Prime	12,966,300	14,386,600	16,483,000	43,835,900
NBC Non-Prime	595,000	1,279,400	1,050,000	2,924,400
NBC Total	13,561,300	15,666,000	17,533,000	46,760,300
3 Networks Prime	32,973,100	37,389,500	44,052,500	114,415,100
3 Networks Non-Prime	2,866,200	2,446,000	3,134,000	8,446,200
3 Networks Total	\$35,839,300	\$39,835,500	\$47,186,500	\$122,861,300

commercial time exceeding what it called the networks' own standards: three minutes of commercial time per prime-time half-hour and six minutes per half-hour in daytime.

After the second quarterly report, network officials blasted the analysis as "outrageous" and based on "malicious misinterpretation," and pointed out that for years network practice had allowed an extra commercial minute per hour in prime-time programs of 60 minutes or more in length (BROADCASTING, Aug. 21, 1978).

Now SRA has issued its third-quarter report. It identifies the three-minute/six-minute standard as "SRA's standard." On that basis, it says, the three networks in the third quarter exceeded the standard by 689 minutes 20 seconds, or \$47,186,500 worth.

The report also notes network claims that their prime-time standard for long-form programs is seven commercial minutes per hour, or 10 minutes per 90-minute program. "Applying that standard," the report says, "SRA found 286 prime-time programs during the third quarter to have had more commercial content than the stated network standard would sanction, primarily due to news updates, as well as some sports, regularly scheduled programs and movies."

Telerep spreads out

Opening of three new offices—in Cleveland, Memphis and Miami—was announced last week by Alfred M. Masini, president and general manager of Telerep, TV station rep firm.

Mr. Masini also announced two other executive promotions; Steve Herson, vice

president and assistant to the president for the past two years, was named vice president and director of operations and Jerry Braet, Los Angeles sales manager, was named vice president.

Telerep's Cleveland office will open Feb. 5 with Pat O'Donnell, now a Detroit account executive, as Cleveland sales manager. The office will be at 762 Hanna building, Cleveland 44115.

The Memphis office will open Jan. 8 with Jerry Jones in charge. He joins Telerep from John Blair & Co., New York. The office is at 1407 Union Avenue, Memphis 38104.

The Miami office will also open tomorrow, with Jon Fox as manager. Mr. Fox joins Telerep from the WCKT(TV) Miami sales staff. That office is at 3550 Biscayne Boulevard, Miami 33173.

Programming

CBS as strong as ever on Saturday morning

Changes by other two networks make no real differences in ratings, although NBC makes some gains at expense of ABC

In the six weeks since ABC-TV and NBC-TV revised their Saturday morning program schedules, the ratings show neither network has dented the leadership of CBS-TV in that daypart. NBC made some significant gains at the expense of ABC, but that momentum appears to be rapidly fading. Prior to the premieres of the new ABC and NBC schedules last Nov. 4, CBS was averaging a 7.8 Saturday morning rating (8 a.m.-1 p.m. NYT), ABC a 6.3 and NBC a 4.3, according to CBS. Since Nov. 4, CBS has averaged an 8.2, ABC a 5.8 and NBC a 5.7.

That translates into a 0.4 gain for CBS, a 0.5 loss for ABC and a 1.4 gain for NBC.

The fly in the ointment for NBC, which made more extensive changes than ABC, is that its biggest gains came in the first week or two its new schedule was on the air. Its audience shares have been dropping gradually but steadily since then, although they remain higher than they were before the revision. It is a maxim of children's programming that the young will investigate almost anything new.

(ABC's revisions added no new programs, but changed several time periods and expanded *Challenge of the Superfriends* from one hour to 90 minutes. NBC added *The Daffy Duck Show* and *Galaxy Goof-Ups*, reworked *Krofft Superstar Variety Hour* into the *Bay City Rollers* and expanded *Godzilla* from one hour to 90 minutes).

CBS's figures show that the week before the schedule changes, NBC had an 18% share of the Saturday morning audience,

Continues on page 69.

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Contemporary

<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1	1	<i>Le Freak</i> □ Chic	Atlantic
6	2	<i>Too Much Heaven</i> □ Bee Gees	RSO
4	3	<i>My Life</i> □ Billy Joel	Columbia
2	4	<i>Don't Bring Me Flowers</i> □ Strelsand/Diamond	Columbia
5	5	<i>YMCA</i> □ Village People	Casablanca
3	6	<i>MacArthur Park</i> □ Donna Summer	Casablanca
7	7	<i>Sharing the Night Together</i> □ Dr. Hook	Capitol
8	8	<i>I Just Wanna Stop</i> □ Gino Vannelli	A&M
12	9	<i>Hold the Line</i> □ Toto	Columbia
10	10	<i>I Love the Night Life</i> □ Alicia Bridges	Polydor
11	11	<i>Time Passages</i> □ Al Stewart	Arista
15	12	<i>September</i> □ Earth, Wind & Fire	Columbia
14	13	<i>Ooh Baby, Baby</i> □ Linda Ronstadt	Asylum
18	14	<i>I'm Every Woman</i> □ Chaka Khan	Warner Bros.
16	15	<i>Instant Replay</i> □ Dan Hartman	Blue Sky
19	16	<i>We've Got Tonight</i> □ Bob Seger	Capitol
17	17	<i>You Needed Me</i> □ Anne Murray	Capitol
13	18	<i>(Our Love) Don't Throw It All Away</i> □ Andy Gibb	RSO
23	19	<i>Lotta Love</i> □ Nicolette Larson	Warner Bros.
29	20	<i>Promises</i> □ Eric Clapton	RSO
22	21	<i>Fire</i> □ Pointer Sisters	Planet
9	22	<i>How Much I Feel</i> □ Ambrosia	Warner Bros.
24	23	<i>Shake It</i> □ Ian Matthews	Mushroom
25	24	<i>Got to be Real</i> □ Cheryl Lynn	Columbia
30	25	<i>A Little More Love</i> □ Olivia Newton-John	MCA
21	26	<i>Strange Way</i> □ Firefall	Atlantic
32	27	<i>Every 1's a Winner</i> □ Hot Chocolate	Infinity
20	28	<i>Sweet Life</i> □ Paul Davis	Bang
40	29	<i>Shattered</i> □ Rolling Stones	Rolling Stones
28	30	<i>Bicycle Race/Fat Bottomed Girls</i> □ Queen	Elektra
26	31	<i>Part Time Love</i> □ Elton John	MCA
34	32	<i>Do Ya Think I'm Sexy</i> □ Rod Stewart	Warner Bros.
36	33	<i>How You Gonna See Me Now</i> □ Alice Cooper	Warner Bros.
27	34	<i>Hot Child in the City</i> □ Nick Gilder	Chrysalis
35	35	<i>New York Groove</i> □ Ace Frehley	Casablanca
31	36	<i>Double Vision</i> □ Foreigner	Atlantic
38	37	<i>Kiss You All Over</i> □ Exile	Warner Bros.
37	38	<i>Change of Heart</i> □ Eric Carmen	Arista
43	39	<i>Whenever I Call You "Friend"</i> □ Kenny Loggins	Columbia
45	40	<i>Get Off</i> □ Foxy	TK
—	41	<i>Soul Man</i> □ Blues Bros.	Atlantic
39	42	<i>Please Come Home for Christmas</i> □ Eagles	Asylum
48	43	<i>Home and Dry</i> □ Gerry Rafferty	United Artists
46	44	<i>Somewhere in the Night</i> □ Barry Manilow	Arista
49	45	<i>Love Don't Live Here Anymore</i> □ Rose Royce	Warner Bros.
41	46	<i>Don't Hold Back</i> □ Chanson	Ariola
42	47	<i>The Gambler</i> □ Kenny Rogers	United Artists
33	48	<i>Alive Again</i> □ Chicago	Columbia
—	49	<i>Don't Cry Out Loud</i> □ Melissa Manchester	Arista
—	50	<i>Take Me to the River</i> □ Talking Heads	Sire

Playback

Retrospection. BROADCASTING's look at radio in 1978 (BROADCASTING, July 24, 1978) found the medium heading toward a mass appeal sound—seeking general rather than specific demographics. And top 40 radio in 1978 seemed to follow the same course. As Dave Nichols of WWOV(AM) Memphis sees it, "Top 40 has softened up. It's more entertaining, the screamers have just about gone." And, he says, "top 40 is beginning to affect every kind of radio; AOR, country and easy listening." Another change, he observes, is that research is not playing the large part it has in the past. "Programers are using research to confirm their own ears, but it's not calling the shots. Research is being used as a tool, but we're not depending on it as a crutch." **Disco dominates.** But the trend in top 40 in 1978 was decidedly disco. In BROADCASTING's Top 100 contemporary "Playlist" for the year (Dec. 18 issue), eight of the top 20 records were disco. Jeff Ryder of WOKY(AM) Milwaukee says that "Disco has grown because it has evolved. A few years ago disco was a fad, but that which evolves is no longer a fad; it becomes a trend. Groups like Earth, Wind and Fire and Chic have taken the basics of disco and added relatable lyrics. There's more attention to production, making the sound individual, not all the same ... disco grew more mass appeal." Roz Frank of WNBC(AM) New York concurs: "Disco came into its own several years ago, but this year it became mass appeal ... *Saturday Night Fever* blew it right open." **Soft touch.** But the softer sound of Billy Joel cannot be overlooked as a major force in 1978. WWOV's Mr. Nichols says "Billy Joel came into his own this year. He has gotten out of AOR and gotten into the mainstream."

Country

<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1	1	<i>The Gambler</i> □ Kenny Rogers	United Artists
—	2	<i>Gimme Back My Blues</i> □ Jerry Reed	RCA
4	3	<i>Lady Lay Down</i> □ John Conlee	ABC
25	4	<i>Why Have You Left ...</i> □ Crystal Gayle	UA
3	5	<i>Tulsa Time</i> □ Don Williams	ABC
—	6	<i>Your Love Had Taken Me</i> □ Conway Twitty	MCA
2	7	<i>Burgers & Fries</i> □ Charley Pride	RCA
10	8	<i>Rhythm of the Rain</i> □ Jacky Ward	Mercury
24	9	<i>Do You Ever Fool Around</i> □ Joe Stampley	Epic
—	10	<i>Texas (When I Die)</i> □ Tanya Tucker	MCA
11	11	<i>Don't You Think This Outlaw Bit</i> □ W. Jennings	RCA
8	12	<i>I've Done Enough Dying Today</i> □ Larry Gatlin	Monument
13	13	<i>We've Come a Long Way Baby</i> □ Loretta Lynn	MCA
—	14	<i>Baby I'm Burning</i> □ Dolly Parton	RCA
15	15	<i>The Bull and the Beaver</i> □ Haggard & Williams	MCA
21	16	<i>Please Don't Play a Love Song</i> □ Marty Robbins	Columbia
14	17	<i>Friend, Lover, Wife</i> □ Johnny Paycheck	Epic
6	18	<i>All of Me</i> □ Willie Nelson	Columbia
5	19	<i>On My Knees</i> □ Charlie Rich	Epic
—	20	<i>You Don't Bring Me Flowers</i> □ Brown & Cornelius	RCA
—	21	<i>Official Historian ...</i> □ Statler Bros.	Mercury
7	22	<i>Sleep Tight, Goodnight Man</i> □ Bobby Bare	Columbia
18	23	<i>That's What You Do to Me</i> □ Charly McClain	Epic
19	24	<i>I Just Want to Love You</i> □ Eddie Rabbitt	Elektra
—	25	<i>Come On In</i> □ Oak Ridge Boys	ABC

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.

Continued from page 67.

while ABC had a 33 share and CBS a 34. The week the changes premiered, NBC's share shot up 10 points to a 28, ABC's fell nine points to a 24 and CBS held steady at 34.

Since that first 28, NBC has had weekly audience shares of 25, 24, 23, 23 and 22 through Dec. 9. ABC hovered in the 23-25 range until Dec. 9, when it rose to a 26. CBS on that date dropped to a 32 after holding 34 shares or better the previous five weeks.

NBC-TV lines up Super Bowl kick-off for Friday night comedy block

CBS-TV and NBC-TV have announced premiere dates for their new second-season series, with the latter's distinguished by some Silvermanesque maneuvers.

For example, NBC will use the Super Bowl to help get its new Friday night comedy block (BROADCASTING, Dec. 4, 11, 1978) off the ground. The new line-up starts 8:30-9 p.m. NYT, immediately after *Diff'rent Strokes*, when *Brothers and Sisters* leads into *Turnabout*, *Hello Larry* and *Sweepstakes*.

Brothers and Sisters will have a "special preview presentation" immediately following the Super Bowl on Sunday, Jan. 21. That should provide the "Animal House" spinoff with monumental sampling, with the obvious hope viewers will come back for the premiere in its regular time slot on Jan. 26. The other new Friday

night shows all premiere on that date as well.

Another stunt planned by NBC is to debut the new *Mrs. Columbo* as a Monday Movie on Feb. 26 (9-11 p.m.), following *Little House on the Prairie*. *Mrs. Columbo* starts in its regular time period later that week, at 10-11 p.m. Thursday. *Supertrain* is to have a special two-hour premiere at 8-10 p.m. Wednesday, Feb. 7, before going into its regular 8-9 p.m. time slot the following Wednesday.

Cliffhangers premieres Tuesday, Feb. 27, at 8-9 p.m.—its regular time period—while *Weekend* moves to its Sunday, 10-11 p.m., time period on Jan. 7 and *Rockford Files* to its Saturday, 10-11 p.m., time period on Feb. 3. *BJ and the Bear* premieres the same date, at 9-10 p.m.

As reported, CBS will hold off initiating its new Sunday night schedule until March 4, when *Onward and Upward* and *The Stockard Channing Show* premiere ("In Brief," Dec. 18). *WKRP in Cincinnati* is to return to the schedule on Monday, Jan. 15, at 9:30-10 p.m., while *Flatbush* and *Coed Fever* are to premiere in their Monday lead-off positions (8-8:30 p.m. and 8:30-9 p.m., respectively) on Jan. 22. *Dukes of Hazzard* premieres Friday, Jan. 26, also in its regular time period, 9-10 p.m.

Time period changes go into effect for *The White Shadow* on Jan. 13, when it moves to 8-9 p.m., Saturday; for *Kaz* on Jan. 17, when it moves to 10-11 p.m., Wednesday, and for *The Jeffersons* on Jan. 24, when it moves to 9:30-10 p.m., Wednesday. *One Day at a Time* is to have a special one-hour presentation at 9-10 p.m., Wednesday, Jan. 17, before taking over its new period at 9-9:30 p.m. the following week. *Alice* moves to 9-9:30 p.m., Sunday, March 4.

Wold Co. works satellite link for Hawaiian stations

Three Honolulu affiliates will get news, sports and special events via network relay through LA

The three network TV affiliates in Honolulu are each to receive at least 333 hours of news and sports programming annually via domestic satellite through a new arrangement with Satellink Inc., an offshoot of Robert Wold Co.

Mr. Wold, already a major coordinator of satellite and land-line networks, started feeds Dec. 18 to CBS-TV affiliate KGMB-TV, NBC-TV affiliate KHON-TV and ABC-TV affiliate KITV(TV). All have signed a minimum three-year contract to receive the evening newscasts of their respective networks plus numerous post-season football telecasts and special events, according to Satellink's announcement.

A 10-meter earth station located approximately 10 miles from the stations' downtown studios will receive signals from Western Union's Westar II satellite. The signals will be carried from the dish to the stations by a microwave relay system. Satellink controls the Hawaiian earth sta-

tion from its Los Angeles headquarters.

A Satellink spokesman said the same three-year package will be offered to other customers, as will occasional-use availabilities. Mr. Wold claimed the new satellite downlink would collectively save the three affiliates "at least" \$700,000 in 1979 compared to current fees on satellite facilities leased by the Hawaiian Telephone Co. from international carriers such as Comstar. The company's spokesman said that whereas the stations were paying approximately \$450 an hour for downlink service, they now will pay \$85 under the three-year deal with Satellink's domestic relay.

Satellink is authorized by the FCC to provide only the downlink, and the stations make their own arrangements for the uplink to Westar. However, Satellink's spokesman said Wold is assisting them in those arrangements. The 10-meter dish is capable of receiving as many as four TV programs simultaneously, according to Satellink, and may be aimed in the future to receive signals from other domestic satellites.

Hard questions at appeals court in ASCEF case

Full bench is rehearing decision by three-judge panel that voted against the FCC; some of them indicate national-defense group's fairness-doctrine charges against CBS aren't well enough defined

The frustrations and problems of the American Security Council Education Foundation in obtaining from the FCC a fairness doctrine ruling on CBS's treatment of national security issues was evident in an oral argument before nine judges of the U.S. Court of Appeals in Washington, on Dec. 21.

Robert J. Buenzele, counsel for ASCEF, after referring to the massive study it sponsored that the council says supports allegations of unfairness, said the commission should not have rejected it out of hand "like some crank call." On the other hand, Judge Harold Leventhal said the ASCEF commission charge was "so spongy" it might require the commission to involve itself "significantly" in CBS News's selection of subject matter. The commission, he noted, found a failure to present a "well-defined" issue as the "flaw."

At issue is the study by 11 research analysts commissioned by ASCEF six years ago to examine national security coverage by CBS—a study that resulted in 1974 in a 209-page book ("TV and National Defense: Analysis of CBS News, 1972-73") and that was later updated to include CBS coverage in 1975 and 1976.

The basic conclusion was that CBS failed to give balanced treatment to the view that the U.S. should increase its national security efforts. Two other views were found to have been given far more attention—(1) the government's perception of the threat is correct and (2) the threat is less serious than the government believes and that security efforts should be decreased.

The commission dismissed the complaint without even referring it to CBS for comment. The commission said ASCEF did not state a controversial issue of public importance with sufficient clarity, or present evidence of over-all imbalance in the network's news programming. A three-judge panel of the appeals court, by a 2-to-1 vote, reversed that decision, declaring a prima facie case had been made and directing the commission to obtain CBS's response to the charge (BROADCASTING, Sept. 18, 1978).

The full court was hearing the case after granting the FCC's petition to reconsider the matter. And to Mr. Buenzele the issue was that the study constitutes the prima facie case the commission requires and

Life after Artec leads Ferris to call for new look at signal rules

Delaware case gets tangled up in the finer points of waivers

The FCC is still smoothing out its new approach to dealing with cable television systems' requests for waivers of the distant signal rule. But for Chairman Charles D. Ferris, the ultimate answer should come in a "generic rulemaking" that could lead to the elimination of that and other cable rules, rather than in ad hoc proceedings.

The question arose at the commission's meeting on Dec. 21, during a discussion of a petition for reconsideration of the commission's action last July granting a partial waiver of the distant signal rule to permit cable systems in Delaware, which has no commercial television stations of its own, to import Delaware-related news and public affairs programming from Philadelphia.

The Citizens Committee for Expansion of Commercial Television to the State of Delaware, which had filed the original petition, sought unrestricted carriage of Philadelphia signals in the petition for reconsideration. The group said it was not realistic to require cable systems to discriminate among the programs they import.

The commission granted reconsideration. But the petition came up against the waiver policy the commission adopted in the Arlington Telecommunications Corp. (Artec) case, which was adopted in November and which broadcasters and other observers said appeared to provide for a shift in the burden of proof of harm from the cable system to the broadcaster, (BROADCASTING, Nov. 6, 1978).

The Cable Bureau staff said its analysis of the proposed waiver indicated it would result in the diversion of 2.7% of the audience of WBOC-TV Salisbury, Md., which serves areas of Delaware and which opposed the petition for reconsideration. The staff said a prima facie case of no harm had thus been made and that it would be up to the station to refute that finding (presumably by baring its finances) before the commission acted.

Until the Artec decision, cable systems seeking a waiver of the distant-signal rule were required to make two showings: that the ability of local broadcasters to serve their audiences would not be adversely affected, and that there were unique circumstances justifying the waiver. The second showing is no longer required.

However, General Counsel Robert Bruce argued that the Cable Television

that the commission, in rejecting it, "ignored its own words."

But much of the argument was taken up with efforts to pin down a "floating norm"—what position constituted a position against which conflicting statements could be judged. Judge Leventhal, who pressed hardest on this issue, asked at one point where, in relation to relative U.S.-U.S.S.R. strength, would a story be categorized that said the U.S. should improve its relations with mainland China as a means of "immobilizing Russian strength." Several other judges, including Chief Judge J. Skelly Wright and Judge Carl McGowan, seemed to share that concern.

And the commission's counsel, Daniel M. Armstrong, said, regarding "the floating norm," that it "is symptomatic of the failure on the part of the complainant to state a prima facie case in the relationship between statements on newscasts."

On the other hand, Judge Malcolm R. Wilkey, who wrote the majority opinion for the three-judge panel, did not see a problem. "Is there anything wrong with taking as a reference point the policy or statement of the government of the U.S.?" he asked. "What's wrong with that regarding national defense?"

The First Amendment issue did not go unnoticed in the argument. CBS had raised the issue in opposing ASCEF's appeal; it said the methodology employed by the study represents a challenge to broadcasters' First Amendment right to make editorial judgments free of government interference.

And Judge Spottswood Robinson III, in questioning Roger Wollenberg, counsel for CBS, commented that the more well defined a fairness issue was, the less chilling it might become and that it might eventually "disappear."

Mr. Wollenberg did not entirely agree. "It never disappears," he said.

How far to go in correcting 'Stanford'?

Carter man tells Bayh subcommittee that protection against subpoenas will be tougher to extend to 'third parties' than to journalists

A representative of the Justice Department told Senator Birch Bayh's Subcommittee on the Constitution two weeks ago that news organizations deserve protection against police searches, but that it would be harder to make the same case for individual citizens.

Philip Heymann, assistant attorney general in charge of the Justice Department's criminal division, presented the Carter administration proposal, not yet in legislative form, that would prevent police from using search warrants to obtain information from broadcast and print news organizations (BROADCASTING, Dec. 18, 1978). The protection would also extend to other individuals or groups that are pre-



Two sides to a story. Cleveland Mayor Dennis J. Kucinich (top) went before the public on Dec. 12, 1978, over WKYC-TV there from 7-7:30 p.m. to discuss the failing financial condition of the city and explain his plan of action. The next evening the station granted a half hour to the Democratic party majority of the city council for a response to the mayor's remarks by (l to r) Councilmen Basil M. Russo and Michael R. White. The mayor filed a complaint with the FCC on the refusal of the other two network affiliates there—WEWS-TV and WKYC-TV—to grant him air time. The commission's Broadcast Bureau told him no action was warranted, however.

paring the information for publication, such as college professors. But it would not go as far as Senator Bayh's bill, which would also protect others with information that may figure in criminal investigations, such as lawyers and doctors.

During the hearing, Senator Bayh praised the administration proposal, but said he is "somewhat concerned" about its lack of protection to "innocent third parties." Mr. Heymann said the Justice Department has "constitutional doubts" about legislating such protection from unannounced searches, and feels that it would apply in an "extremely large number of situations." Such third-party coverage would necessitate "more and vaguer exceptions," Mr. Heymann said, "which significantly limit the nature of the protection afforded."

Edward O. Delaney of Indianapolis, counsel for Investigative Reporters and Editors Inc., testified that his organization would not reject a bill that only applies to journalists, but that "such a privileged position would appear to be out of step with the mood of the populace."

Both the administration's and Senator Bayh's bills stem from the Supreme Court's decision last year in the *Stanford Daily* case, in which the court ruled that the police in Palo Alto, Calif., were within their rights when they used a search warrant to gain access to the files of the Stanford University student newspaper.

Bureau was not following the procedure adopted in Artec. He said WBOC-TV is entitled to two attempts to oppose the waiver request. The first would be an attempt to demonstrate that the prima facie case had not been made. And WBOC-TV was given 20 days to make that showing. But if it fails there, WBOC-TV would be given another 20 days to argue that the waiver should not be granted.

Mr. Bruce also said, contrary to arguments heard immediately after the Artec decision, that "we didn't shift the burden of proof" in that case. Cable Television Bureau Chief Philip Verveer—said later that under the Artec decision, "the cable system still has the burden of proof. If there is a failure of proof, or if the proofs are balanced, the cable system loses."

The commission adopted that procedure on a 5 to 2 vote, with Commissioner Tyrone Brown concurring and Commissioners Abbott Washburn and Robert E. Lee dissenting.

It was the evident confusion surrounding the issue that led Chairman Ferris to comment on what he saw as the need for "a generic rule-making to render all this moot within the next year," a rulemaking that would eliminate the need for dealing with waivers of the distant-signal rule. Later, he said he was referring to a rulemaking the commission would initiate after learning the results of its current inquiry into the economic relationship between cable television and television. The rulemaking, he said, "would involve a re-evaluation of all the cable rules."

Y&R calls cable viable national ad medium

The results of a survey conducted for Young & Rubicam Inc., New York, indicates that cable television not only is a viable national advertising medium but also does not have a negative impact on broadcast television.

These conclusions were reached by Y&R after analyzing the results of a study undertaken by the A.C. Nielsen Co. last spring in cable homes in San Diego, Tulsa, Des Moines and Hartford, Conn. Bill Donnelly, vice president, new electronic media for Y&R, said that imported signals do not cut into a local station's actual audience, only a share of a larger audience.

Y&R undertook the research to obtain a rating for the Madison Square Garden cablecasts, which are sponsored by several of its clients. In the agency test the cable programming evaluated garnered a 1.7% of available viewers, which Mr. Donnelly called "fantastic" and similar to ratings obtained by many independent stations.

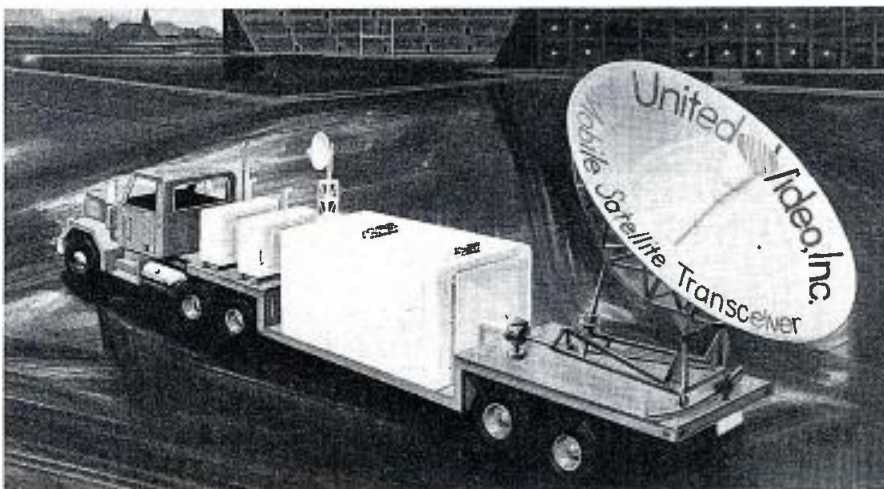
Mr. Donnelly said the audience of the programming surveyed equates with magazines but has the power of television and a cost-per-thousand that is half of broadcast.

Joseph Ostrow, senior vice president and director of communications for Y&R, said the research shows that cable programming offers advertisers "both real and unique opportunities in terms of cost, environment and communications values."

In Sync

Up and coming in broadcast technology

Any takers? CBS engineers are hoping somebody will manufacture a laser beam relay system they have developed for electronic news gathering and remote sports broadcasts as a way to get around spectrum space limitations of microwave. The system employs a digitally modulated laser beam carrying information for one video and two audio channels. □ □ □ **Taking aim.** The light beam is pointed at a receiver—which can be up to a kilometer away—through a scope with rifle-like crosshairs. At the end, a receiver gathers the light beam, filters it through an optical pass filter and a photo detector for relay back to a mobile unit for decoding and broadcasting. □ □ □ **And it really, really works.** The exotic device was successfully tested last September in Akron, Ohio, at the World Series of Golf. An ENG unit covered the front nine holes whenever the action warranted. The beam was pointed toward the camera tower. □ □ □ **Warning: not recommended for use on blizzardy mornings after.** This being New Year's and all, it is important to take note of two requirements for operating the unit—clear weather and a steady eye. □ □ □ **Previews.** The promise of more tricks in the digital special effects bag is to be fulfilled at the upcoming winter television conference of the Society of Motion Picture and Television Engineers (San Francisco, Feb. 2-3). Britain's Quantel has expanded the memory capability of its JPE-5000 effects generator, sold in the U.S. by Micro Consultants, to allow for pre-programmed timing of all transition effects. Quantel also plans to introduce a "tumble and spin" option that will keep images tumbling (bottom to top) or spinning (side to side) for as many rotations as an operator wants. The company also has developed a "multi-link" switching box for shifting the generator to different control panels. A single panel may control up to four machines at once. □ □ □ **Growing, growing, grown.** Judith Baer, executive director of the Society of Cable Television Engineers, says that over the past 18 months membership has increased from approximately 600 individual members to nearly 1,700. At the same time, sustaining member companies have increased from five to nearly 100. "That, I'm certain you will agree, represents a significant achievement," she says. □ □ □ **As goes Memphis.** Memphis CATV Inc., principally owned by American Television and Communications Corp. and Telecommunications Inc., has awarded a \$10.5-million contract to Scientific-Atlanta to supply and install a 1,800-mile cable system with the capacity to deliver 35 channels to up to 275,000 homes. Memphis has four commercial television stations (three VHF's and one UHF) and a VHF noncommercial station. The nation's largest system, Mission Cable in San Diego, has a 2,060-mile plant passing over 222,000 homes with 26 channels, according to the new 1979 BROADCASTING CABLE SOURCEBOOK.



Moving about. United Video Inc., Tulsa, Okla., has filed an application with the FCC to operate a new, portable satellite earth station uplink that, the company says, "will be available to all types of networks as a truly portable, high quality and economical satellite transmitting and receiving device." The basic system is self-contained with a collapsible six-meter dish and a microwave tower. The rig will be available in a version mounted on a flatbed truck trailer (as above) and another configured for air, ship or rail transportation. According to Roy L. Bliss, executive vice president, "With enough of these systems, we can be practically anywhere in the nation on a 12-hour notice." Rates for the new equipment will vary greatly between one-time, one-location charges and multi-year contracts. In a related announcement made over the holidays, United Video said that it was forming a new subsidiary, United Satellite Corp., to oversee all of its satellite-related activities—including the new earth station and the company's feeds of WGN-TV Chicago that began last Nov. 9.

Fates & Fortunes

Media



Wearn



Smith

Wilson C. Wearn, president of Multimedia Inc., broadcasting and publishing company in Greenville, S.C., which operates five TV stations, seven AM and six FM stations, appointed chief executive officer. He succeeds **J. Kelly Sisk**, chairman of board, who relinquishes chief executive title but continues as chairman. **Douglas A. Smith**, VP-general manager of Multimedia's WFBC-TV Greenville, elected senior VP of Multimedia Broadcasting, assuming additional duties in areas of television programming, sales and management.

W. Hayne Hipp, executive VP-investments, Liberty Life Insurance Co., elected vice chair-

man and chief executive officer of parent company, Liberty Corp., Greenville, S.C. **Macon G. Patton**, executive VP-finance, Liberty Corp., elected president. **Herman N. Hipp**, chief executive officer and president, retires Dec. 31 and becomes vice chairman of board and of executive committee. Liberty Corp. is parent company of group owner, Cosmos Broadcasting, Columbia, S.C.

Robert C. Fauser, VP-general manager of KRBE(FM) Houston, elected to board of directors of licensee, GCC Communications of Houston.

Joe Jerkins, assistant general manager, KTVY(TV) Oklahoma City, named VP-general manager of co-owned KVUE(TV) Austin, Tex.



Elliott

Ramsey Elliott, VP-general manager of KOVR(TV) Stockton, Calif., elected VP-broadcasting of McClatchy Newspapers, licensee of station. **Richard F. Sheppard**, station manager of McClatchy's KMJ-AM-FM Fresno, Calif., named assistant manager of KOVR. McClatchy owns and operates four AM, three FM and two TV stations.

Cornelius (Neil) Knox, national manager of affiliate relations, CBS Radio network, promoted to VP, affiliate relations. He succeeds **Sherril W. Taylor**, named VP, sales development (BROADCASTING, Dec. 4).



Knox



Donnelly

T.J. Donnelly, general sales manager, WHBQ(AM) Memphis, appointed general manager.

Red Jones, VP of WJEM(AM) Valdosta, Ga., joins WLAG(AM)-WWCG(FM) La Grange, Ga., as general manager.

Chris Norton, program director, WEJL(AM) Scranton, Pa., named operations manager for WEJL and co-owned WEZX(FM) there.

Christine M. Warshaw, ABC-TV's associate director of business affairs, West Coast, promoted to director.

George E. Brandt, accounting supervisor, KBHK-TV San Francisco, named business manager.

Jack Bankson, retired VP of Golden West Broadcasters and general manager of its KSFO(AM) San Francisco, joins KZOK-AM-FM Seattle as general manager.

Carol Hecht Katz, senior counsel, NBC, New York, named assistant general attorney. **Elizabeth K. Davenport**, attorney for Miller Laboratories, Elkhart, Ind., joins NBC as assistant general attorney.

Vera Mayer, director of information and archives, NBC, New York, named VP.

New officers, Dallas Association of Radio Station Managers: **E.C. (Bud) Stiker**, KTXQ(FM) Fort Worth, president; **Ivan Braiker**, Belo Broadcasting, VP, and **David Spence**, KVIL-AM-FM Highland Park, Tex., secretary-treasurer.

Broadcast Advertising

Harvi Robinson, account supervisor, Grey Advertising, New York, named VP. **Dan Starkey**, marketing manager of Performance Incentives Corp., joins Grey, Minneapolis, as account executive. **Bill Johnson**, copywriter, Carmichael-Lynch, Minneapolis, joins Grey in same capacity.

William Peltier, VP-account supervisor, Arthur Meyerhoff Associates, Chicago, joins Fahlgren & Ferris, Cincinnati, as VP and member of board of directors.

Tom Holyfield, from Advertising Inc., Tulsa, Okla., joins Stephenson Advertising there as account supervisor.

Dave Kelly, assistant media planner, McCann-Erickson, Chicago, and **Jill Myers**, media planner, Campbell-Mithun, named media planners at McCann-Erickson.

Paulette Reiner, from Benton & Bowles, New York, joins Cunningham & Walsh there as broadcast business manager.

Michael Zaremba, account director of McDonald's business, Needham, Harper & Steers, Chicago, elected VP. **Vivian Young**, research account supervisor, and **Mercedes Lopez**, research account executive, NH&S, New York, named associate director of research and research account supervisor, respectively. **David T. Golden Jr.**, creative supervisor, NH&S, Chicago, named associate creative director.



Zaremba



Burrell

Philip Burrell, TV programing supervisor,

"She knows the talent better than anyone in the business."



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*The Wall Street Journal, 1977

Dancer-Fitzgerald-Sample, New York, named VP.

James E. Sandstrom, from Campbell-Mithun Advertising, Minneapolis, joins Martin/Williams Advertising there as media director.

Jean Wolf, from First Marketing Group, Kansas City, Mo., joins Barickman Advertising there as media coordinator.

Donald R. Phelan Jr., account executive, Merrill Lynch, Pierce, Fenner & Smith, joins Johnson & Dean Advertising, Grand Rapids, Mich., as account executive. **Robert E. Wohlfeil**, VP-general manager, WZZR-FM Grand Rapids, joins agency as account executive. **Dean Matthews**, from Michigan Lithographing Co., Grand Rapids, named production manager for J&D. **Laura Grafton**, from Northwestern University, Evanston, Ill., named broadcast production assistant, J&D.

Dr. Robert K. Passikoff, associate director of research, SSC&B, New York, joins Ketchum, MacLeod & Grove there as director of marketing research.

Gordon Hastings, VP-new business development, Katz Agency, New York, elected to board of directors.

Linda LaPlant, VP-New York sales manager, Selcom Inc., named VP-group and network sales.

Arthur White, business manager in advertising and promotion area, NBC Entertainment, New York, appointed director of advertising operations. **Sheila S. Relly**, senior commercial policy editor, broadcast standards department, NBC, appointed commercial policy manager, broadcast standards.

Edmond Ryan, account executive, ABC-TV, New York, named manager of Eastern sales.

Douglas S. Dexter, account executive, WEEI(AM) Boston, joins CBS Radio Spot Sales, New York, as manager of sales development.



Cassidy

Paul J. Cassidy, former VP-general manager, KTNQ(AM) Los Angeles, joins group owner, Century Broadcasting Corp., as director of sales, based in Los Angeles.

John M. Fignar, sales manager, WKBS-TV Philadelphia, appointed general sales manager.

Robert S. Culler, in regional sales for WITN-TV Washington, N.C., elected VP-general sales manager.

Peter J. Mitchell, national sales manager, WOR-TV New York, named VP. **Pat Argue**, director, advertising, WOR-TV named VP, advertising and public relations.

Spencer Koch, account executive, Storer Television Sales, Atlanta, joins co-owned WAGA-TV there as national sales manager.

Ron Pulera, from WSBK-TV Boston, named local sales manager of co-owned WJKW-TV Cleveland.

Sam W. Lee, radio sales consultant, Portland, Ore., joins Kansas Information Network, Wichita, as general sales manager.

Joe Canty, account executive, Top Market Television, joins WFSB-TV Hartford, Conn., as national sales manager.

John Rader, owner of John Rader Advertising, Bakersfield, Calif., joins KGAM(AM)-KGFM(FM) there as sales manager.

Edward J. Ruppe, regional sales manager, WXEX-TV Petersburg, Va., joins WJOB(AM) Hammond, Ind., as sales manager.

Fred M. Hutching, sales manager, KMIR-TV Palm Springs, Calif., joins WCBI-TV Columbus, Miss., as local sales manager.

Lillian Jones, account executive, Mutual Black Network, joins WLTH(AM) Gary, Ind., as national sales director.

Michael Steinbrook, sales consultant, WNCI(FM) Columbus, Ohio, appointed local sales manager.

Programing



Nathan

Wynn Nathan, VP, worldwide syndication, Time-Life Television, New York, appointed to new post of VP, television operations, adding responsibilities for development of new marketing areas for Time-Life.

Peter Dunne, producer, Viacom Enterprises, Los Angeles, named VP, network

programming.

Don Joannes, Western division sales manager, 20th Century-Fox Television, Los Angeles, joins Viacom in same capacity.

Bill Watson, producer, Drake-Chenault, Canoga Park, Calif., named VP-special features division. **Ann Bloebaum**, account executive for Los Angeles radio representative, joins Drake-Chenault special features division as account executive. **Marc McCoy**, program director, KYSN(AM) Colorado Springs, joins Drake-Chenault as national programming consultant.

Loreen Arbus, specials program executive for ABC Entertainment in Los Angeles, promoted to executive producer, special programs.

James M. Kraus, contract administrator and administrative assistant to executive VP of MGM Television, New York, appointed Western division sales manager for television division, Culver City, Calif.

Mary C. Healy, account executive, NET Television, Ann Arbor, Mich., named general sales manager, Group W Productions Television Syndication Center, Pittsburgh.

Arthur Semon, in legal department of 20th Century-Fox, Beverly Hills, Calif., named executive assistant to Ron Beckman, executive VP of 20th Century-Fox Television.

Phil Cuppett, director of business affairs, Columbia Pictures Television Distribution, Burbank, Calif., named director of administration.

John D. Kelley, Eastern division manager, Worldvision Enterprises, New York, named VP.

Bruce Breslau, account executive, WOLF(AM)

Syracuse, N.Y., joins TM Companies as sales consultant, based in Liverpool, N.Y.

Candace Farrell, VP-advertising and publicity, Lorimar Productions, Hollywood, named senior VP-worldwide advertising, publicity and promotion. **Fred Skidmore**, publicity director, succeeds her.

Lin Oliver, freelance writer and program producer, joins MCA DiscoVision, Universal City, Calif., as director of videodisk programs.

Jack Rose, from Cinemobile Systems, Los Angeles, joins Hanna-Barbera Productions, Hollywood, as controller.

J. Clifford Curley, program director, KDKA-TV Pittsburgh, joins WRC-TV Washington as director of programming.

Jayne Boyd, program manager, WKBS-TV Philadelphia, joins WTSP-TV Tampa-St. Petersburg, Fla., as program manager.

Carol Slatkin, research assistant, Reading Is Fundamental (RIF), Washington, joins WEZR(FM) Manassas, Va., as program and operations director.

Chris Starr, assistant program director, WEJL(AM) Scranton, Pa., named program director. **Jack Griswold**, sports director, succeeds Mr. Starr. **Ben Smith**, assistant music director, WEJL, named music director for co-owned WEZX(FM) there.

Mike Morgan, public affairs director, KBUK(AM) Baytown, Tex., assumes additional duties as program director.

Yates Davis, program director, WSPA(AM) Spartanburg, S.C., named program manager.

Mark Fulmer, executive producer, noncommercial KVIE(TV) Sacramento, Calif., named director of programming and promotion.

Wendell D. Jones, executive director of documentary project for noncommercial KAET(TV) Phoenix, joins noncommercial, WNEO-TV Alliance and noncommercial WEO(TV) Akron, both Ohio, as director of programming and development.

Dave Arlington, air personality and production manager, WCBM(AM) Baltimore, named assistant program director, and will continue air personality duties.

Bob Richards, with WIFF-AM-FM Auburn, Ind., named music director.

Joan Gelman, producer, WCBSTV New York, joins WABC-TV there contributing producer of *A.M. New York*, live weekday morning series.

Jim Sinclair, producer-director, KENS-TV San Antonio, Tex., joins KHOU-TV Houston in same capacity.

Bob Clark, from WIFR-TV Freeport, Ill., joins WTAF-TV Philadelphia as director.

Marsha Rash, involved in community projects, Charlotte, N.C., joins noncommercial WTVI(TV) there as producer.

Clayton Koehler, film assistant, KMEG(TV) Sioux City, Iowa, named film director.

Penny Goins, with WRAU-TV Peoria, Ill., named film director.

Lou Volpicelli, producer and director for ABC Sports, New York, named director of program planning for ABC Sports.

Jim Bouton, former major league baseball

pitcher, and sports reporter for WCBS-TV New York (1973-76), rejoins WCBS-TV as sports correspondent.

Larry Sacknoff, weekend sportscaster, WNBC-TV New York, joins co-owned WNBC(AM) there as weekday sports commentator.

Mike Duchowny, sports director, KGUY(AM) Palm Desert, Calif., adds duties of sports director for KESQ-TV Palm Springs, Calif.

Thomas S. Hopkins, from KCMO(AM) Kansas City, Mo., joins WXYZ(AM) Detroit as sports commentator.

Jack McConnell, farm director, KEYL(AM) Long Prairie, Minn., joins KMMJ(AM) Grand Island, Neb., in same capacity.

Robert Gutek, media consultant for Kalamazoo (Mich.) Valley Intermediate School District, joins noncommercial WGVC(TV) Grand Rapids, Mich., as director of instructional television programming.

Timothy H. Gunn, from education division of National Endowment for Humanities, joins noncommercial WNET(TV) New York (Newark, N.J.), as director of its office of higher and continuing education, which was established in 1976 to expand station's activities and involvement in post-secondary and continuing education.



Goodson

Mark Goodson, veteran television program producer, has been named to receive University of Georgia School of Journalism and DiGamma Kappa's annual Distinguished Service to Broadcasting Award. It will be presented in ceremony at university in Athens, Ga., on Jan. 30.

News and Public Affairs



Colloss

Roger Colloss, special assistant to Energy Secretary James Schlesinger, is to become assistant to CBS News Executive VP Bill Leonard, effective end of January. He was deputy to Mr. Leonard in latter's previous post as CBS VP, Washington.

Brad Lemack, public affairs program developer, producer

and talk show host, WBZ-AM-FM Boston, joins WQTV(TV) there as news director and co-anchor.

Jon S. Janes, state house bureau chief, KWVL-TV Waterloo, Iowa, joins KAAL(TV) Austin, Minn., as news director.

Bob Nelson, reporter, WMBB(TV) Panama City, Fla., named news director.

Ken Bringenberg, morning anchor, WNUS(AM) Springfield, Mass., joins WCFR-AM-FM Springfield, Vt., as news director. He succeeds **Frank Sesno**, who joins Voice of America Radio Network, Washington. **Peter Dickow**, news director, noncommercial WMUA(FM) Amherst, Mass., joins news staff of WCFR.



Peterson

Gregg L. Peterson, executive news producer, KNX(AM) Los Angeles, appointed news director, succeeding Jim Zaillian who died of heart attack (BROADCASTING, Dec. 11).

Theresa McGehee, reporter, KARV(AM) Russellville, Ark., joins KFSA(AM) Fort Smith, Ark., as news director.

She will also work with Washington news bureau of Donrey Media Group, owner of KFSA.

Jody Seth Davis, weekend news anchor, WCAP(AM) Lowell, Mass., joins WKXR-AM-FM Exeter, N.H., as news director.

Dean Langevin, former reporter for WMOH(AM) Hamilton, Ohio, rejoins WMOH as news director.

Bernadette Pardo Phillips, producer in public affairs department of WPLG(TV) Miami, named editorial director. **Steve Wasserman**, executive producer of 6 p.m. news, named executive producer of all news programming. **Dick Moore**, producer of 11 p.m. news, succeeds Mr. Wasserman on 6 p.m. newscast. **Catherine Lasclewicz**, weekend producer, succeeds Mr. Moore as 11 p.m. producer. **Denise Schreiner**, midday news producer, named weekend newscast and special projects producer.

Susan Burdick, director of editorials and public affairs, WEEI(AM) Boston, joins WCVB-TV there as chief editorial writer.

Peggy Sullivan, producer of public affairs program, WTAF-TV Philadelphia, named public affairs director.

Victor Vazquez, reporter, KFSN-TV Fresno, Calif., joins KJEO(TV) there as 11 p.m. co-anchor and field reporter.

Christine Zak, from KUTV(TV) Salt Lake City, joins WEEK-TV Peoria, Ill., as 6 p.m. co-anchor.

Hank Mayhall, weekend anchor, KHQA-TV Hannibal, Mo. (Quincy, Ill.), named co-anchor and producer of 10 p.m. weeknight news report. **Kate Sullivan**, graduate, University of Missouri, Columbia, joins KHQA-TV as weekend co-anchor.

Larry Lee, from KSAN-FM San Francisco, joins KPX(TV) there as unit manager for new reporting unit. **Joe G. Pennington**, from KAKE-TV Wichita, Kan., joins KPX reporting unit as reporter. **Emil Guillermo**, from KSLQ(FM) St. Louis, named researcher-investigator for reporting unit at KPX.

Dirk Van, reporter, WCBS(AM) New York, joins WHN(AM) there in same capacity.

Jay Johnson, air personality, WTLC(FM) Indianapolis, joins WISH-TV there as reporter on weekly segment, *Super Weekend*.

David Gillin, news editor, KGUY(AM) Palm Desert, Calif., joins KESQ-TV Palm Springs, Calif., as reporter and weekend anchor.

Rick Wagner, from WCCO-FM Minneapolis, and **Gordon Docking**, from KMBC-TV Kansas City, Mo., join KYTV(TV) Springfield, Mo., as reporters.

Jackie Kennedy, reporter, WTVF(TV) Nashville, and **John Lyon**, graduate, Universi-

ty of Florida, Gainesville, join WAFF(TV) Huntsville, Ala., as reporters.

Bill Gallant, reporter and anchor, WABI-TV Bangor, Me., joins news staff of WOWK-TV Huntington, W. Va.

Susan McLean, graduate of New York University who interned at WABC(AM) New York, joins news staff of KIML(AM) Gillette, Wyo.

Gerard Harrington III, graduate, Northwestern University, Evanston, Ill., joins Independent Television News Association, New York, as news writer.

Janet Maslo, administrative assistant to VP-news, WPIX(TV) New York, named production supervisor for news division.

Scott Christopher, producer-director of news and promotion, KTVI(TV) St. Louis, joins WJZ-TV Baltimore as producer-director of news and public affairs programs.



Jones

Newly elected board of Congressional Radio and Television Correspondents Association: **Phil Jones**, CBS News, chairman; **Marya McLaughlin**, CBS News, to become chairman in 1980; **Robert Berkowitz**, AP Radio; **Susan K. Mathis**, Cox Broadcasting; **Vic Ratner**, ABC News; **Dan**

Farmer, ABC News, and **Linda Wertheimer**, National Public Radio.

Broadcast Technology



Perry

Charles G. (Buck) Perry, director of engineering for Durham Life Broadcasting Service, Raleigh, N.C., named VP of broadcasting engineering and operations, Group W, New York, filling vacancy created when **David P. Beddow** was appointed VP/general manager of Group W's

KYW-TV Philadelphia (BROADCASTING, Aug. 28, 1978).

Richard N. Marsh, TV traffic account manager, Robert Wold Co., Los Angeles, named director of TV operations and engineering.

Louis Nanassy, national manager of Sony's broadcast engineering department, New York, named manager of engineering for company's new digital audio products division.

Dom Nuzzi, operations supervisor, ABC-TV, New York, named unit manager of ABC's broadcast operations and engineering division.

Gene Adams, assistant chief engineer, WAGA-TV Atlanta, named chief engineer.

Wilbur Brann, studio supervisor, WPTF-TV Durham, N.C., named chief engineer.

Bill B. Johnson, from KEVN-TV Rapid City, S.D., joins WJZ-TV Baltimore as assistant engineering manager.

Thomas H. Sittner, staff engineer, WEZR(FM) Manassas, Va., named chief engineer.

Cable

Bart Swift, from Warner Cable in Boston area, joins Home Box Office as New England area regional manager.

Robert W. Bray, VP-general manager, WHNB(TV) New Britain, Conn., elected VP-general manager of Entertainment and Sports Programming Network, national cable television satellite network in Plainville, Conn.

David J. Keefe, VP, National Cable Communications Corp., Greenwich, Conn., joins Upstate Cablevision, North Syracuse, N.Y., as system manager.

Allied



Rogers

Representative Paul Rogers (D-Fla.), retiring member of House Commerce Committee where he was chairman of Health Subcommittee, becomes partner in Washington law firm of Hogan & Hartson this week. Mr. Rogers did not run for re-election last year.

New officers, New York local of American Federation of Television and Radio Artists:

Martha Greenhouse, actress, re-elected president; **Ann Loring** freelance writer and teacher at New School, New York, and former actress on CBS's *Love of Life*, first VP; **Brad Phillips**, WINS(AM) New York, second VP; **Stanley Greene**, actor, third VP; **Elizabeth Morgan**, treasurer-general manager of AFTRA Credit Union, fourth VP.

Richard Wyckoff, assistant general counsel, National Association of Broadcasters, Washington, named legislative counsel in government relations department.

Neil D. Klar, executive VP and member of board of directors, Telmar Group, New York, appointed president of subsidiary, Telmar Media Systems, media research firm.

Edward M. Cramer, president of Broadcast Music Inc., New York, named to receive Human Relations Award from B'nai B'rith Anti-Defamation League Appeal, music and performing arts division, at Americana hotel on Feb. 28.

Jerald S. Crusan, VP-engineering, Coastal Cable TV, Groton, Conn., and Connecticut River TV, Clinton, Conn., joins Comcast Corp's cable communications division, Bala-Cynwyd, Pa., as VP-engineering.

Deaths

T. B. Lanford, 75, owner of radio and television stations in Southeast, died Dec. 7 of heart

attack on flight between Dallas and Denver. Mr. Lanford was owner of KCTV(TV) San Angelo, Tex., and KALB(AM)-KSLIFM) Alexandria, La. He was also principal owner of WYOU(AM) Tampa, Fla., principal stockholder of KALB-TV Alexandria and stockholder and director of Capitol Broadcasting Co., Jackson Miss., licensee of two TV, one AM and one FM station. Survivors include his wife, Mary Jewel, and two sisters.



Miller

Lincoln W. Miller, 65, former broadcaster and TV consultant, died Dec. 25 in North Bend, Wash., where he retired to in 1974. After service in late 1940's with State Department's International Broadcasting Division, he was executive VP of KXA(AM) Seattle (1948-52) and then for 16 years was with KIRO-AM-TV Seattle, rising to executive VP. He next served one year in Saudi Arabia for NBC International, and from 1969 to 1974 was assistant to managing director of HK-TV Hong Kong. Survivors include wife and two sons.

Eleanor J. Brumbaugh, 65, former U.S. Coast Guard communications officer, and for four years (1946-50) on staff of BROADCASTING, died Nov. 12 of cancer in Key West, Fla. In compliance with her wish, her ashes were buried at sea from U.S. Coast Guard ship, Diligence.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other action announced by FCC during the period Dec. 11 through Dec. 20.

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.

ERP: 147 kw vis., 26.1 kw aur., HAAT: 405 ft.; ant. height above ground 480 ft. Address: 1162 Mt. Auburn Rd. Box 3848, Evansville 47736. Estimated construction cost \$260,000; first-year operating cost \$270,000; revenue \$200,000. Legal counsel Lawrence J. Bernard, Washington, consulting engineer Smith and Powstenko. Applicant is wholly owned by South Central Broadcasting Corp. John D. Englebrecht is its majority stockholder (74.8%). It owns WTVK(TV) and WEZK(FM) Knoxville, Tenn., WIKY-AM-FM Evansville and is 49% owner of WZEZ(FM) Nashville. Ann. Dec. 1.

AM applications

■ Willits, Calif.—Redwood Empire Radio seeks 1250 khz, 2.5 kw-D. Address: 565 Oak Knoll Rd., Ukiah, Calif. 95482. Estimated construction cost \$87,738;

first-year operating cost \$59,470; revenue \$85,000. Format: adult contemporary. Principals: Theodore S. Storck (51%) and Rod Pacini (49%). Mr. Storck is partner in Tehama County Radio, permittee of new FM at Red Bluff, Calif. He is also former licensee of KTCH-AM-FM Wayne, Neb. Mr. Pacini is former sales manager and assistant manager of KVKI(AM) Ukiah, Calif. Ann. Dec. 1.

■ Golden, Colo.—Jefferson Wireless Co. seeks 1250 khz, 5 kw-U, DA. Address: 600 Marble St. Broomfield, Colo. 80020. Estimated construction cost \$69,900; first-year operating cost \$108,000; revenue \$210,000. Format: MOR. Principals: equally owned by Henry S. Broughall and Listeners' Network. Mr. Broughall is media broker. Listeners' is partnership of Gray Crowder, Brent W. Lambert, Eric H. Johnson (33 1/3%

New Stations

TV applications

■ Macon, Ga.—Russell-Rowe Communications Inc. seeks ch. 24; ERP: 1280 kw vis., 304 kw aur., HAAT: 802 ft.; ant. height above ground 890 ft. Address: 1800 Century Blvd. Suite 340, Atlanta 30345. Estimated construction cost \$1,613,200 first-year operating cost \$369,773; revenue \$800,000. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Palmer A. Greer, Greenville, S.C. Principals: Herman J. Russell (56.6%), Howard M. Rowe (33.3%), James W. Coclin (10%). Mr. Russell is in construction and real estate business in Atlanta. He also owns 10% of WSNE(AM) Cumming, Ga. and 51% of WDGL(AM) Douglasville, Ga. Mr. Rowe is Atlanta businessman who holds CATV franchise for Forsythe County, Ga. Ann. Nov. 30.

■ Evansville, Ind.—Channel 44 Inc. seeks ch. 44;

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each) and is licensee of KIOQ(AM) Bishop, Calif. Messrs. Lambert and Johnson are Massachusetts businessmen who, among other interests, are part owners of ophthalmological clinic. Mr. Crowder is former manager of WADK(AM) Newport, R.I. Ann. Dec. 11.

■ Chubbuck, Idaho—Temujin Corp. seeks 1490 khz, 1 kw-D, 250 w-N. Address: P.O. Box 963 Pacatello, Idaho 83201. First-year operating cost \$90,588; revenue \$130,000. Format: standard pops. Principals: John C. Kline, Robert F. Billings and George Baker (33 1/3% each). Mr. Billings has been employed at various Pacatello radio stations since 1972 as announcer and chief engineer. Ann. Dec. 11.

■ Burnside, Ky.—Glen J. Goldenberg seeks 910 khz, 500 w-D. Address: 1967 Goldsmith Lane H-12, Louisville, Ky. 40218. Estimated construction cost \$78,566; first three months operating cost \$18,643. Format: C&W. Principals: Mr. Goldenberg is furniture manufacturer's representative and furniture retailer. He owns 90% of WHIR(AM)-WMGE(FM) Danville, Ky. Ann. Dec. 11.

■ Hyden, Ky.—Barker Broadcasting Co. seeks 1060 khz, 1 kw-D. Address: 205 Belle Ave. Appalachia, Va. 24216. Estimated construction costs \$42,051; first three months operating cost \$7,355. Format: C&W. Principals: Larry A. Barker and his wife, Lynda (50% each). Mr. Barker is former director of Dept. of Mental Health & Retardation Services in Virginia. He was 50% owner of WLAB(AM) St. Paul, N.C. until 1974. Mrs. Barker is teacher. Ann. Dec. 1.

■ Bowman, N.D.—Larry L. Kernitz seeks 1340 khz, 1 kw-D, 250 w-N. Address: 508 West Turnpike, Bismarck, N.D. 58501. Estimated construction cost \$41,474; first three months operating cost \$21,372; revenue \$110,000. Format: MOR. Principals: Mr. Kernitz is one of three partners in accounting firm in Bismarck. He has no other broadcast interests. Ann. Dec. 1.

■ Myrtle Creek, Ore.—Reliable Oregon Radio seeks 1360 khz, 5 kw-D. Address: Route 3 Box 13, Colfax, Wash. 99111. Estimated construction costs \$38,675; first year operating cost \$52,506; revenue \$147,500. Format: MOR. Principals: Coy Wayne Baker, currently station and sales manager at KCLX(AM) Colfax, Wash. He also has half interest in music publishing company and raises show horses. He has worked for radio stations since 1954. Ann. Dec. 11.

■ Homer City, Pa.—Ridge Communications Inc. seeks 1330 khz, 1 kw-D. Address: P.O. Box 231 Somerset, Pa. 15501. Estimated construction costs \$130,184; first year operating cost \$64,500; revenue \$60,000. Format: C&W. Principals: Ira Adams, George Shafer, Robert M. Keim and Dean Hottle (25% each). Group also owns WVSC-AM-FM Somerset, Pa. They all have other business interests in area. Ann. Dec. 11.

■ Somerset, Pa.—Somerset Broadcasting Inc. seeks 1330 khz, 1 kw-D. Address: Box 36 Main St., Mans Choice, Pa. 15650. Estimated construction costs \$98,636; first three months operating cost \$10,325; revenue \$75,000. Format: standard pops. Principals: George J. Sciranko (26%), Doris J. Lichtenfels (25%), Samuel M. Nastase (25%) and Thomas G. Dupnock (24%). Mr. Sciranko is announcer and salesman for WBFD(AM)-WAKM-FM Bedford, Pa. Miss Lichtenfels is sales and school board member in Johnstown, Pa. Mr. Nastase is guidance director at Johnstown high school. Mr. Dupnock is bookstore manager for University of Pittsburgh there. Ann. Dec. 11.

■ San Sebastian, P.R.—Otilio Serrano Serrano seeks 1410 khz, 1 kw-D. Address: Betances No. 31, San Sebastian 00755. Estimated construction costs \$80,628; first year operating cost \$49,670; revenue \$120,000. Format: popular music. Principal: Mr. Serrano owns half interest in two San Sebastian furniture stores and is sole owner of farm land. He has no other broadcast interests. Ann. Dec. 11.

■ Charlotte, Tenn.—Bryant Radio Co. seeks 850 khz, 500 w-D. Address: East Spring St., Lebanon, Tenn. 37087. Estimated construction costs \$16,500; first year operating cost \$30,000; revenue \$60,000. Format: C&W. Principal: Dr. Joe F. Bryant. He has medical practice and is owner of pharmacy, TV production studio and farmland, all in Lebanon. He has no other broadcast interests. Ann. Dec. 11.

■ Dunlap, Tenn.—Morgan Broadcasting Co. seeks 1190 khz, 500 w-D. Address: P.O. Box 2312 Knoxville, Tenn. 37901. Estimated construction costs \$29,550; first year operating cost \$32,500; revenue \$120,000. Format: MOR. Principal: Harry J. Morgan, sole owner of WSKT(AM) Knoxville and WSEB(AM)-WSKP-FM Sebring, Fla. He has also applied for CP's for new

stations in Blountville and Harriman, Tenn. Ann. Dec. 11.

■ Ennis, Tex.—Ennis Broadcasting seeks 1420 khz, 1 kw-D. Address: 209 Laurel Rd. Athens, Tex. 75771. Estimated construction costs \$47,900; first year operating cost \$48,000; revenue \$110,000. Format: C&W. Principals: Billy D. Pirtle (50%) and Bill J. Collins (50%). Mr. Pirtle is 90% owner of KTER(AM) Terrell, Tex., which he is selling. Mr. Collins is former vice president and manager of KBUS(AM) Mexia, Tex., and is currently employed at KTER. Ann. Dec. 11.

■ Odessa, Tex.—L&T Enterprises Inc. seeks 1000 khz, 250 w-D. Address: 1315 W. County 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. Mr. Veloz has majority interest in several restaurants and produce stores. Mr. Torres is small business consultant. None has other broadcast interests. Ann. Dec. 1.

■ Bountiful, Utah—General Broadcasting Inc. seeks 680 khz, 1 kw-D. Address: 1171 South West Temple, Salt Lake City 84101. Estimated construction cost \$44,951; first-year operating cost \$41,455; revenue \$72,200. Format: beautiful music. Principals: David R. Williams (55%) and his wife, Deanna (45%). They have no other broadcast interests. Ann. Dec. 1.

■ Hot Springs, Va.—Erwin S. Solomon seeks 1270 khz, 1 kw-D. Address: P.O. Box R, Hot Springs 24445. Estimated construction costs \$47,000; first year operating cost \$80,700; revenue \$50,000. Format: easy listening. Principal: Mr. Solomon is local attorney with many business interests, but no other broadcast interests. Ann. Dec. 11.

■ Wausau, Wis.—Viking Communications Ltd. seeks 1570 khz, 50 kw-D. Address: 1830 Stewart Ave. Wausau 54401. Estimated construction cost \$293,100; first three months operating cost \$66,695; revenue \$500,000. Format: MOR. Principals: Charles W. Halverson (60%) and Gerald F. Guth (40%). They are also partners in Wausau real estate firm and owners of KVRA-AM-FM Vermillion, S.D. Mr. Halverson has been news/director of three different radio stations in Wisconsin. Ann. Sept. 21.

FM applications

■ Ashland-Lineville, Ala.—Clay County Broadcasting Co. seeks 95.3 mhz, 3 kw, HAAT: 120 ft. Address: Blakes Ferry Rd., Lineville 36266. Estimated construction cost \$18,268; first-year operating cost \$15,112; revenue \$26,500. Format: contemporary. Principals: Robert E. Haynes (50%), his wife, Fannie G. (33 1/3%) and Benny R. Rosser (16 2/3%). Group also owns and operates WANL(AM) Lineville. Ann. Nov. 17.

■ Green Valley, Ariz.—Grace Broadcasting Systems seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 6180 East Pima, Tucson, Ariz. 85712. Estimated construction cost \$248,065; first-year operating cost \$126,812; revenue \$168,000. Format: religious. Principals: John E. Casteel, president, and Ralph E. Hawk Jr., vice president, of Grace Full Gospel Church Inc., a non-profit corporation, which owns all common voting stock. Ann. Dec. 1.

■ Fresno, Calif.—Radio Bilingue Inc. seeks 91.5 mhz, 15.85 kw, HAAT: 914 ft. Address: 826 N. Van Ness, Fresno 93728. Estimated construction cost \$80,963; first year operating costs \$70,000; revenue \$81,000. Format: bilingual educational. Principals: Hugo Morales, president, and Lupe Ortiz, vice president, of non-profit corp. Mr. Morales was producer and announcer of bilingual (Spanish/English) programing at WHRB-FM Cambridge, Mass. Ann. Dec. 1.

■ Needles, Calif.—Calnevar Broadcasting seeks 97.9 mhz, 100 kw, HAAT: 1405 ft. Address: 1390 Sunflower Dr., Missoula, Mont. 59801. Estimated construction cost \$57,180; first year operating costs \$23,217; revenue \$15,000. Format: contemporary. Principals: Rex K. Jensen (33%), Jack H. Jensen (34%) and Lamont N. Jensen (33%), brothers. Rex Jensen is former general manager and 10% owner of KBRJ(AM)-KBBK(FM) Boise, Idaho. He is presently general manager and, along with his brothers, owner of KDXT-FM Missoula, Mont. Jack and Lamont have filed application for new FM in Butte, Mont. Ann. Dec. 1.

■ Palm Springs, Calif.—Royce International Broadcasting seeks 106.1 mhz, 50 kw, HAAT: 485 ft. Address: 401 Watt Ave. Sacramento, Calif. 95825. Estimated construction cost \$56,337; first-year operating cost \$64,000; revenue \$30,000. Format: contemporary. Principal: Edward R. Stolz II, president and general

manager of KWOD(AM) Sacramento, Calif. Ann. Dec. 11.

■ Ventura, Calif.—Ventura Broadcasting Co. seeks 107.1 mhz, 263 w, HAAT: 858 ft. Address: P.O. Box 5192 Ventura 93003. Estimated construction cost \$17,650; first three months operating cost \$25,000; revenue \$20,000. Format: contemporary. Principals: Michael R. Thomas, president (85%), and Edward Dela Pena (15%). Mr. Thomas is 15% owner of KBBQ(AM)-KBBY(FM) Ventura, which are being sold and owner of broadcast consulting and advertising company. Mr. Pena is self-employed as engineering consultant in Van Nuys, Calif. Ann. Dec. 11.

■ Willimantic, Conn.—Eastern Connecticut State College seeks 90.1 mhz, .441 kw, HAAT: 75 ft. P.O. address: 82 Windham St., Willimantic 06226. Estimated construction cost \$19,990; first year operating costs \$3,167; revenue \$3,167. Format: educational. Principals: Board of Trustees for the State College, Dr. Charles R. Webb, president. Board also operates non commercial WXCI(FM) Danbury and WFCS(FM) New Britain, licensed to Western Connecticut State College and Central Connecticut State College, respectively. Ann. Dec. 1.

■ Craig, Colo.—Tri-City Broadcasting Inc. seeks 102.5 mhz, 18.8 kw, HAAT: 1259 ft. Address: 504 Main St., Meeker, Colo. 81641. Estimated construction cost \$145,011; first year operating costs \$25,000; revenue \$75,000. Format: contemporary. Principals: Doyle Berry (45%); Claude J. Wilson and wife, Bonita (45%), and Gayle A. Lawrence and wife, Kathleen (10%). Mr. Berry has diverse interests in oil contracting, clothing, real estate and chemicals. Wilsons have interests in bank holding company, real estate and radio-telephone service company. Mr. Lawrence is public relations consultant. None has other broadcast interests. Ann. Dec. 1.

■ Orofino, Idaho—4-K Radio Inc. seeks 95.3 mhz, .68 kw, HAAT: -750 ft. Address: P.O. Box 936 Lewiston, Idaho 83501. Estimated construction cost \$2,500; first-year operating cost \$4,800 (above AM costs); revenue \$6,000 (above AM costs). Format: beautiful music. New station will share facilities and news programs with KLER(AM). Principals: Eugene A. Hamblin (86.7%) and Michael R. Ripley (13.3%). They also own KORT(AM) Grangeville and KOZE-AM-FM Lewiston, all Idaho. Ann. July 10.

■ Peoria, Ill.—Illinois Bible Institute seeks 91.5 mhz, 30 kw, HAAT: 252 ft. Address: P.O. Box 225 Carlinville, Ill. 62626. Estimated construction cost \$103,987; first year operating costs \$60,000; revenue \$105,000. Format: religious. Applicant is educational corp. of the Illinois District Assemblies of God; Richard W. Dartch is president and Owen C. Carr, vice president. Group also owns WIBI(AM) Carlinville. Ann. Dec. 1.

■ Owensboro, Ky.—Western Kentucky University seeks 89.5 mhz, 100 kw, HAAT: 360 ft. Address: College Heights, Bowling Green, Ky. 42101. Estimated construction cost \$74,400; first year operating costs \$3,300; revenue \$3,300. Format: educational. Principal: Kentucky Council on Public Higher Education; Dr. Dero G. Downing, president. It has no other broadcast interests. Ann. Dec. 1.

■ Leesville, La.—Pene Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT: 166 ft. Address: 2121 Kings Rd. Leesville 71446. Estimated construction cost \$27,000; first-year operating cost \$39,000; revenue \$50,000. Format: MOR. Principals: Nick Pollacia Sr., Nick Pollacia Jr. (son), Mary (daughter) and Evelyn (wife) (25% each). They also own KLLA(AM) Leesville, La. Ann. Dec. 1.

■ Albany, Minn.—Stearns County Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT: 396 ft. Address: Rt. 2 Albany 56307. Estimated construction cost \$62,415; first-year operating cost \$20,000; revenue \$75,000. Format: big band/C&W. Principals: Urban J. Keppers, A.J. Glatzmaier and Louis Gretsich (25% each) and six others. Mr. Keppers is manager of KASM(AM) Albany, Minn. Mr. Glatzmaier is bookkeeper and Mr. Gretsich owns car dealership. Group also owns KASM. Ann. Dec. 12.

■ Gulfport, Miss.—Macomb Broadcasting Co. seeks 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 4626 29th St., Gulfport. Estimated construction cost \$19,850; first three month operating cost \$37,350; revenue \$120,400. Format: contemporary. Principals: William J. Clark and his wife, Carmen H. (50% each). Mr. Clark is vice president of Heftel Broadcasting Corp., group owner, and former general manager and vice president of KEZK(FM) St. Louis. Ann. Dec. 11.

■ Wolf Point, Mont.—KVCK Inc. seeks 92.7 mhz, 3 kw, HAAT: 257 ft. Address: Box 668, Wolf Point

Summary of broadcasting

FCC tabulations as of Oct. 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,498	5	44	4,547	34	4,581
Commercial FM	3,010	2	67	3,079	138	3,217
Educational FM	940	0	42	982	73	1,055
Total Radio	8,448	7	153	8,608	245	8,853
Commercial TV	724	1	3	728	57	785
VHF	513	1	2	516	7	523
UHF	211	0	1	212	50	262
Educational TV	245	3	12	260	9	269
VHF	94	1	7	102	5	107
UHF	151	2	5	158	4	162
Total TV	969	4	15	988	66	1,054
FM Translators	249	0	0	249	73	322
TV Translators	3,566	0	0	3,566	446	4,012
UHF	1,146	0	0	1,146	247	1,393
VHF	2,420	0	0	2,420	199	2,619

*Special temporary authorization

**Includes off-air licenses

59201. Estimated construction cost \$47,600; first year operating costs \$20,400; revenue \$50,000. Format: contemporary. Principals: Robert A. Lundstrom (80%) and his father-in-law, Robert L. Beery (20%). They also own KVCK(AM) Wolf Point. Ann. Dec. 1.

■ Grand Island, Neb.—KMMJ Inc. seeks 107.7 mhz, 100 kw, HAAT: 508 ft. Address: 205 S. Cedar St., Grand Island. Estimated construction cost \$139,517; first three months operating cost \$13,500; revenue \$72,000. Format: beautiful music. KMMJ Inc., licensee of KMMJ(AM) Grand Island, is owned principally (82.5%) by WDAY Inc., licensee of WDAY-AM-FM-TV Fargo and WDAZ-TV Devil's Lake, all North Dakota. Controlling share of its stock is owned by Forum Publishing Co., licensee of KSFY-TV Sioux Falls. KABY-TV Aberdeen and KPRY-TV Pierre, all South Dakota. William P. Marcil, who owns 6.2% of KMMJ Inc. individually, is president of Forum. Ann. Dec. 1.

■ Remsen, N.Y.—Renman Broadcasting Inc. seeks 93.5 mhz, 3 kw, HAAT: 239 ft. Address: 9579 Main St., Remsen 13438. Estimated construction cost \$27,700; first-year operating cost \$1,000. Format: C&W/contemporary. Principals: Lawrence Edward Manuel (80%) and Eugene A. Wahl (20%). They also own WADR(AM) Remsen, N.Y. Ann. Dec. 1.

■ Dickinson, N.D.—Prairie Broadcasting Inc. seeks 92.1 mhz, 2 kw, HAAT: 360 ft. Address: 206 E St. Dickinson 58601. Estimated construction cost \$57,452; first-year operating cost \$75,000; revenue \$130,400. Principals: Alfred Sargent and Lee Lemke (20% each) and six others with 10% each. Mr. Sargent is former owner of KRWS-FM Hardin, Mont. and manager of KHDN(AM) there. Mr. Lemke is controller of Northern Broadcasting System, agricultural program network. Ann. Dec. 11.

■ Broken Arrow, Okla.—Rhema Bible Church seeks 90.5 mhz, 100 kw, HAAT: 300 ft. P.O. address: 1025 W. Kenosha, Broken Arrow 74012. Estimated construction cost \$75,860; first-year operating cost \$24,000. Format: religious music. Principal: non-profit private educational institution, Kenneth E. Hagin, president, and Oreltha Hagin, vice president. Mr. Hagin is minister. Ann. Oct. 11.

■ Cottage Grove, Ore.—Visionary Radio Euphonics Inc. seeks 95.3 mhz, 120 w, HAAT: 1476 ft. Address: 20790 Medley Lane, Topanga, Calif. 90290. Estimated construction cost \$36,000, first three months operating costs \$18,800; revenue \$98,000. Format: standard pop. Principals: John Detz Jr. (52.5%), Eugene Durbin (15.1%), G. Paul Sullivan (11%) and four others. Mr. Detz is former vice president for Century Broadcasting Corp. and is majority stockholder of companies which have applied for new stations at Fort Bragg and Apple Valley, both California. Mr. Durbin works for research firm and Mr. Sullivan is former program director for KWST(FM) Los Angeles and KNAC(FM) Long Beach, Calif. Ann. Dec. 1.

■ Gaffney, S.C.—Bible Broadcasting Network Inc. seeks 91.1 mhz, 98 kw, HAAT: 216 ft. Address: 252 W. Bambelon Ave., Norfolk, Va. 23501. Estimated construction cost \$96,400; operating costs \$72,000; revenue \$164,000. Format: religious. Principal: Keith

Davey, president, of non-stock, non-profit corp. He is minister and neither he nor corp. have other broadcast interest. Ann. Dec. 11.

■ Pikeville, Tenn.—Mary V. Wheeler Elementary School and Bledsoe County Board of Education seeks 91.3 mhz, 100 w, HAAT: 453 ft. Address: Box 155, Pikesville 37367. Estimated construction cost \$22,065; first-year operating cost \$19,709. Format: educational. Principals: William Johnson, chairman of school board, and Carl Boynton, principal at Wheeler School. Ann. Sept. 18.

■ Abilene, Tex.—The Christian Broadcasting Co. seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 2424, Abilene 79504. Estimated construction cost \$16,965; first year operating costs \$38,400; revenue \$38,400. Format: contemporary Christian music. Principal: Larry J. Hill, president of board of non profit corp. He is former minister of Church of Christ. Ann. Dec. 1.

■ Tulia, Tex.—JMCC Inc. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: 423 N.E. 6th St., Tulia 79088. Estimated construction cost \$67,500; first year operating costs \$67,060. Format: MOR. Principal: Jimmy R. McClendon, Tulia businessman with interests in farms, farm equipment and movie theatres. He has no other broadcast interests. Ann. Dec. 11.

■ Tootle, Utah—Thomas W. Mathis seeks 92.1 mhz, 1.33 kw, HAAT: -737 ft. P.O. address: Star Route, Soda Springs, Idaho 83276. Estimated construction cost 6,085; first-year operating cost \$8,555; revenue \$12,400. Format: adult contemporary. Thomas W. Mathis, also 100% owner of KBRV(AM) Soda Springs, Idaho and KDYL(AM) Tootle. Ann. Dec. 1.

■ Clinchco, Va.—Dickenson County Broadcasting Corp. seeks 102.3 mhz, 130 w, HAAT: 1574 ft. Address: P.O. Box 241 Rt. 1, Clintwood, Va. 24288. Estimated construction cost \$25,210; first-year operating cost \$7,500; revenue \$21,600. Format: C&W/religious. Principals: R. E. Baker (11.5%) and K.V. Herndon (6.5%). There are 34 other stockholders. Group also owns WDIC(AM) Clinchco. Ann. Dec. 1.

■ Summerville, W. Va.—R&S Broadcasting Co. seeks 92.9 mhz, 30.9 kw, HAAT: 656 ft. Address: P.O. Box 349, Richwood, W. Va. 26261. Estimated construction cost \$113,250; first-year operating cost \$40,000; revenue \$45,000. Format: C&W/Gospel/easy listening. Principal: C. Farrell Johnson, 100% owner of R&S, also licensee of WVAR(AM) Richwood W. Va. He is also manager and chief engineer of station. Ann. Dec. 1.

AM actions

■ Junction City, Ky.—Returned as unacceptable for filing application of Alum Springs Vision and Outreach Corp. for CP for new AM on 1170 khz.

FM actions

■ Wrens, Ga.—Broadcast Bureau granted Jefferson County Broadcasting Corp. 96.7 mhz, 1.05 kw, HAAT: 500 ft. Address: P.O. Drawer 869, Wrens 30833. Estimated construction cost \$136,756; first-year operating cost \$61,660; revenue \$70,000. Principals: John J. Rayburn (20.1%), Henry B. Jones (20.1%) and eight others including Jerry D. Braswell, who is program director/announcer for WDIX(AM)

Orangeburg, S.C. None has other broadcast interests. (BPH-11119). Action Nov. 29.

■ Coeur d'Alene, Idaho—Broadcast Bureau granted Idaho Broadcasting Co. 103.1 mhz, 2.2 kw, HAAT: 2840 ft. Address: E. 2500 Sprague, Wash. 99202. Estimated construction cost \$9,200; first-year operating cost \$43,200; revenue \$60,000. Format: contemporary. Principals: William L. Weed Jr., Alfred L. Skaar, Clifford A. Nedved and Michael J. Elgee (25% each) Mr. Weed is 50% owner of KNOI(AM)-KQQQ(FM) Pullman, Wash. Other three are equal partners of Elgee/Nedved/Skaar Advertising. Action Sept. 22.

■ Rupert, Idaho—Broadcast Bureau granted Inland Broadcast Co. 92.1 mhz, 3 kw, HAAT: 205 ft. P.O. address: .55 miles East of meridian on baseline, Rupert, Idaho 83350. Estimated construction cost \$55,750. first-year operating cost \$29,803; revenue \$42,000. Format: contemporary/news. Principal: John T. Hayes (100%), also owner of KATY(AM) Rupert. Action Oct. 20.

■ Springfield, Ill.—Broadcast Bureau granted Capital Area Vocational Center 89.8 mhz; 10 w. P.O. Box 2201 Toronto Rd., Springfield 62707. Estimated construction cost \$26,288; first year operating cost \$2,000. Format: educational. Applicant is public educational institution. Kent Siders, director. (BPED-2524) Action Dec. 1.

■ Baton Rouge, La.—Broadcast Bureau granted Public Radio Inc. 89.3 mhz, 100 kw, HAAT: 650.6 ft. Address: 318 Riverside Mall, P.O. Box 66142, Baton Rouge 70896. Estimated construction cost \$102,638; first-year operating cost \$175,000; revenue \$185,000. Format: educational. Principals: Patricia Addison, president, and Matthew Pitts, vice president; and 13 others make up Governing Board of Public Radio, a non-profit corp. Funding will come from various groups including \$50,000 from Corp. for Public Broadcasting. Action Oct. 27.

■ Brewer, Me.—Broadcast Bureau granted Stone Communications Inc. 100.9 mhz, 1 kw, HAAT: 484 ft. Address: 7 Main St., Bangor, Me. 04401. Estimated construction cost \$25,708; first-year operating cost \$19,850; revenue \$50,000. Format: MOR. Principals: Melvin L. Stone (55%) and wife, Frances M. (45%). They own WRUM-AM-FM Runford and WGUY(AM) Bangor, all Maine, and have interest in WCAS(AM) Cambridge, Mass. They also own management services firm and Mr. Stone is 50% owner of medical transcribing service. (BPH-11147) Action Nov. 15.

■ Kearney, Neb.—Broadcast Bureau granted Central Nebraska Broadcasting Co. 105.9 mhz; 100 kw, HAAT: 307.8 ft. Address: 2221 Central Ave., Kearney 68847. Estimated construction cost \$99,000; first-year operating costs \$123,300; revenue \$150,000. Format: adult contemporary. Principals: John C. Mitchell (66 2/3%) and his brother, George, and mother, Athena (16 2/3% each). They also own KGFW(AM) Kearney and KFLI(AM) Mountain Home, Idaho. In addition, John Mitchell, who is attorney, owns KRCB(AM)-KQKQ(FM) Council Bluff, Iowa. He is also chairman of Fort Calhoun (Neb.) State Bank. (BPH-11109) Action Nov. 27.

■ North Platte, Neb.—Broadcast Bureau granted North Platte Broadcasting Inc. 94.9 mhz; 63 kw, HAAT: 205 ft. Address: 308 West 4th St., North Platte 69101. Estimated construction cost \$119,607; first-year operating cost \$58,025; revenue \$72,000. Format: C&W/standard pop. Principals: Thomas C. Haydock and brother, George (10% each), and Robert L. Howsam Living Trust, Eames Irwin, John D. Phillips and Richard Wagner (20% each). Robert L. Howsam is trustee of Living Trust. He and Richard Wagner are president and executive vice president, respectively, of Cincinnati Reds Inc. Group also owns KODY(AM) North Platte; new FM will duplicate KODY 56 hours per week. (BPH-11036) Action Nov. 29.

■ Cherry Hill, N.J.—Broadcast Bureau granted Board of Education of the township of Cherry Hill 88.1 mhz, 10 w. HAAT: 100 ft. P.O. address: Marikress Rd., Cherry Hill, N.J. 08003. Estimated construction cost none (materials to be donated); first-year operating cost none. Format: educational, information. Principal: Applicant is public educational institution. (BPED-2199) Action Dec. 8.

■ Ponca City, Okla.—Broadcast Bureau granted Montez Radio Co. 100.9 mhz, 3 kw, HAAT: 300 ft. Address: 3 mi. SE of junction of highways 156 and 177, Ponca City 74601. Estimated construction cost \$38,634; first-year operating costs \$39,310; revenue \$40,000. Format: C&W. Principals: Lewis Coleman (50%), Greg Brown (32%), Clee Fitzgerald (2.3%) and three

others: Mr. Coleman is former general manager of KTMC(AM) McAlester and KOKN(AM) Pawhuska, both Oklahoma. Mr. Brown is program director at KTMC. Mr. Fitzgerald is attorney for KSPI-AM-FM Stillwater, Okla. and for Oklahoma Broadcasters Association. He is also minor stockholder in KUSH(AM) Cushing, Okla. (BPH-11122) Action Dec. 4.

■ Mechanicsville, Va.—Denied request for waiver of rules and returned as unacceptable application of Ninety Two Point Seven Broadcasting Inc. for new FM on 92.7 mhz.

Ownership Changes

Actions

■ WVOK(AM) Birmingham, Ala. (690 khz, 50 kw-D)—Broadcast Bureau granted assignment of license from Voice of Dixie Inc. to Mac Sanders for \$1,106,000. Seller, owned by William E. Bennis, Cyril M. Brennan and members of their families, also owns WFLI(AM) Lookout Mountain, Tenn.; WZAM(AM) Norfolk, Va., and WMYK(FM) Elizabeth City, N.C. Mr. Sanders owns WJRB(AM) Madison (Nashville), Tenn. (BAL 781006ED) Action Nov. 29.

■ WKNV(FM) Brewton, Ala., (106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from John Shipp to Hugh Ellington for \$185,000 plus assumption of liabilities. Seller is owned by John E. Shipp, who has no other broadcast interests. Mr. Ellington is former general manager and retains 34% of WHOD-AM-FM Jackson, Ala. He is also part owner in the following stations: WMPI(FM) Scottsburg, is former general manager, retains 34% of WHOD-AM-FM Jackson, Ala. and is part owner in the following stations: WMPI(FM) Scottsburg, Ind.; WDOH(FM) Delphos, Ohio; WNOJ(FM) Flora, Ill., and WTCG(AM) Flomaton and WULA-AM-FM Eufaula, Ala. (BALH 780926EC) Action Dec. 11.

■ WMMB(AM)-WYRL(FM) Melbourne, Fla. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 102.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Broadcast Enterprises from Gordon Sherman and Lee Ruwitch to Miller Broadcasting Inc. Consideration: \$95,000. Principals: Mr. Sherman is principal owner of *Wall Street Review*, weekly financial newspaper. Mr. Ruwitch publishes *Miami* (Fla.) *Review & Business Record* and formerly was executive with Wometco station group. Buyer is owned by Howard A. Miller, Chicago radio and TV personality. Mr. Miller owns WRRR(AM) Rockford, Ill., and WGGG(AM) Gainesville, Fla. (BTC 780919 EC) Action Dec. 14.

■ WFL(AM) Monticello, Fla. (1090 khz, 1 kw-DA)—Broadcast Bureau granted assignment of license from Townsend Broadcasting Corp. to Monticello Broadcasting Co. for \$100,000. Seller: owned by H. L. Townsend Jr. (51%) and Frank A. Woods (49%) who own WTBP(AM) Parsons; WSEV-AM-FM Sevierville and WBRY(AM) Woodbury, all Tenn. Buyer: owned by Michael Piscitelli, president, and six others. Mr. Piscitelli is production manager at WSRE-TV Pensacola, Fla. None has other broadcast interest. (BAL780901EJ) Action Dec. 13.

■ WLBA(AM)Gainesville, Ga. (1130 khz, 10 kw-D)—Broadcast Bureau granted transfer of control of WLBA Inc. to Linda K. Dotson, Sandra B. Fowler, Brenda H. Martin and Edith Smith Chambers for \$260,000. Seller is Ernest H. Reynolds Jr., president, and family, none of whom has other broadcast interests. Ms. Dotson is sales manager at WLBA and Ms. Fowler is sales executive there. Ms. Martin is legal assistant. Ms. Chambers is part owner of retail clothing store. None has other broadcast interests. (BTC 780920EH) Action Nov. 13.

■ WWEL-AM-FM Medford, Mass. (AM: 1430 khz, 5 kw-D, FM: 107.9 mhz, 21 kw)—Broadcast Bureau granted assignment of license from Conant Broadcasting Co. to Hefel Broadcasting Corp. for \$4,250,000. Seller is principally owned by Sherwood Tarlow, president, who has no other broadcast interests. Buyer is owned by Representative Cecil Hefel (D-Hawaii) and his wife, Joyce. They also own KGMB(AM) Honolulu and WSMJ(FM) Greenfield, Ind., and have purchased, subject to FCC approval, WLUP(FM) Chicago. (BAL 781003EB, BALH 781003EC) Action Nov. 29.

■ KWKI(FM) Kansas City, Mo. (93.3 mhz, 100 kw)—Broadcast Bureau granted assignment of license from FM Broadcasting Inc. to Swaggart Broadcasting Co. for \$1.9 million. Seller is principally owned by

Richard J. Miller, president, who owns KADI(AM) Clayton, Mo., and KADL-FM St. Louis. Buyer is owned by Jimmy Swaggart Evangelistic Association, group owner of WLUX(AM) Baton Rouge, La.; KJIL(FM) Bethany, Okla.; KWJS(FM) Arlington, Tex.; WHYM(AM) Pensacola, Fla., and WJYM(AM) Bowling Green, Ohio. Jimmy Lee Swaggart is president (BALH 7810109EE) Action Dec. 11.

■ KICS-AM-FM Hastings, Neb. (AM: 1550 khz, 5 kw-U; FM: 93.5 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Apache Broadcasting Corp. to Highwood Broadcasting Co. for \$475,000. Seller: subsidiary of Apache Corp., holding company with more than 50 stockholders. Charles Sweatt is chairman. Buyer: James J. DePalma and his wife, Leilitia. Mr. DePalma is account executive for ABC Radio Network and his wife is school teacher. Neither has other broadcast interests. (BAL 781027EE, BALH 781027EF) Action Dec. 14.

■ WMFD(AM)-WEMA(FM) Wilmington, N.C. (AM: 630 khz, 1 kw-U; FM: 100.9 mhz, 2.15 kw)—Broadcast Bureau granted assignment of license from Dunlea Broadcasting Industries Inc. in Village Radio of Wilmington Inc. for \$445,000. Seller: Louise Dunlea (42.4%), her son, R. A. (39.4%) and her daughter, Emma Dunlea Hurley (18.2%), who have no other broadcast interests. Buyer: subsidiary of Village Broadcasting Co., principally owned by Roland P. McClamroch Jr. and James A. Heavener, which owns WCHL(AM) Chapel Hill, N.C. and WBLG(AM)-WKQQ(FM) Lexington, Ky. (BAL 781025EA, BALH 781025EB) Action Dec. 14.

■ KQIZ-AM-FM Amarillo, Tex. (AM: 1360 khz, 500 w-D; FM: 93.1 mhz, 71 kw)—Broadcast Bureau granted transfer of control of Tascosa Broadcasting Inc. to Wiskes/Abaris Communications for \$1,950,235 plus \$377,000 consultancy agreement. Sellers are Keith Adams and James D. Shelton, who have no other broadcast interests. Buyer is owned principally by John Higgins and Don J. Wiskes, who also own KIXY-AM-FM San Angelo, Tex. Mr. Higgins is president of Abaris Inc., Chicago real estate development company, and Mr. Wiskes owns D. J. Wiskes & Associates, Chicago, financial consultancy and real estate development firm. (BTC781013FE, BTCH781013EF) Action Dec. 14.

■ WKEX(AM) Blacksburg, Va. (1430 khz, 1 kw-D)—Broadcast Bureau granted of license from William B. Matthews to Paul T. Lucci and William E. Sams for \$165,000. Mr. Matthews has no other broadcast interests. Mr. Lucci is salesman at WOKT(AM)-WQRK(FM) Norfolk, Va. and part owner of applicant for new TV at Norfolk. Mr. Sams has hotel and amusement interests in Virginia Beach, Va. Neither has other broadcast interests. (BAL781016EA) Action Dec. 13.

■ WAYB(AM) Waynesboro, Va. (1490 khz, 1 kw)—Broadcast Bureau granted transfer of control from N. Wilbur Kidd (100% before; none after) to W. Warren Coleman et al. (none before; 100% after). Consideration: \$420,000. Principals: Mr. Kidd has no other broadcast interests. Buyer: Mr. and Mrs. W. Warren Coleman, Dr. and Mrs. Kenneth D. Bowman, Mr. and Mrs. Leon Harris and Florence Ayers. Mr. Coleman is account executive at WAYB. Dr. Bowman is practicing dentist. Mr. Harris is employe of General Electric Co. Mrs. Ayers is housewife. None has other broadcast interest. (BTC781020EA) Action Dec. 14.

Facilities Changes

AM applications

■ KBCG(AM)—Seeks CP to make changes in ant. system. Ann. Dec. 12.

FM applications

■ WLWI(FM) Montgomery, Ala.—Seeks CP to change TL to: North End of Burbank Drive, Montgomery, Ala.; install new trans.; install new ant.; increase ERP: 100 kw (H&V); increase HAAT: 504 ft.

■ WBAM-FM Montgomery, Ala.—Seeks mod. of CP to move FM ant. to WBAM(AM) site; change TL and SL: 4740 Radio Road, Montgomery, Ala.; change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 728 ft.

■ *WAPS(FM) Akron, Ohio—Seeks CP to change TL and SL: corner of Steiner Ave. and S. Main St., Akron; change type ant.; make changes in ant. system (decrease height); change ERP: 1.7 kw and HAAT: 70.8 ft. Ann. Dec. 12.

TV actions

■ WTVY(TV) Dothan, Ala.—Granted CP to install aux. trans. at main TL and ant. location. (BPCT-5251) Action Nov. 30.

■ *KAET (TV) Phoenix, Ariz.—Granted CP to change ERP to 316 kw visual, 47.4 aural and make changes in transmitting equipment. (BPET-603) Action Sept. 28.

■ KTBS-TV Shreveport, La.—Granted CP to install aux. trans. and ant. on existing tower at 312 East Kings Highway, Shreveport. (BPCT-5187) Action Nov. 30.

■ WUHQ-TV Battle Creek, Mich.—Granted CP to change ERP to 891 kw; max. ERP: 2000 kw; ant. height: 1080 ft. (BPCT-5215) Action Nov. 30.

■ WHTV-TV Meridian, Miss.—Granted CP to change ERP: 631 kw; max. ERP: 724 kw; ant. height: 610 ft. (BPCT-5213) Action Nov. 30.

■ KRTV(TV) Great Falls, Mont.—Granted CP to modify existing trans.; condition. (BPCT-780907KR) Action Nov. 30.

■ WSBA-TV York, Pa.—Granted CP to change trans.; condition. (BPCT-780907KQ) Action Nov. 30.

AM actions

■ WXAL(AM) Demopolis, Ala.—Dismissed application for CP to install new aux. trans. at main TL. (BP-780926AL) Action Dec. 6.

■ KYOS(AM) Merced, Calif.—Granted CP to change nighttime radiation pattern. (BP-20,976) Action Dec. 5.

■ Morro Bay, Calif.—FCC has granted application of Morro Bay Investment Corp. to increase daytime power and add nighttime service for its KBAI(AM) there. Action Dec. 12.

■ KLOK(AM) San Jose, Calif.—Granted CP to make changes in MEOV's in the nighttime directional ant. pattern. (BP-20,983) Action Nov. 13.

■ WAIK(AM) Galesburg, Ill.—Granted CP to change SL to 227 Main St., Galesburg; make change in ant. system (increase height to accommodate FM ant.) (BP-21,262) Action Dec. 4.

■ WCAS(AM) Cambridge, Mass.—Returned as unacceptable for filing application of Wickus Island Broadcasting Corp. for CP to increase power of AM station. Action Dec. 5.

■ WSHN(AM) Fremont, Mich.—Granted CP to increase height of existing AM radiator to 252 ft. above ground and decrease operating power to 780 w; condition. (BP-21,161) Action Dec. 5.

■ KODY(AM) North Platte, Neb.—Granted CP to make changes in ant. system (increase tower height and side mount FM ant.). (BP-21,169) Action Dec. 1.

■ WAYS(AM) Charlotte, N.C.—Granted mod. of CP to specify MEOV's on daytime radiation patterns; condition (BMP-14,609) Action Nov. 28.

■ WCEP(AM) Carthage, Miss.—Granted CP to change SL and TL to 1.1 mile SW of Hwy. intersection 16 and 35 in Carthage; make changes in ant. system (increase height). (BP-781005AG) Action Dec. 5.

■ WWCH(AM) Clarion, Pa.—Set aside grant for CP to increase power to 1 kw and change type trans. (BP-20,487) Action Dec. 1.

FM actions

■ KYKK(FM) Dardanelle, Ark.—Granted CP to install new trans. and ant.; change TPO; ERP: 3 kw (H&V); ant. height: 260 ft. (H&V). (BPH-780810AH) Action Dec. 5.

■ *WXCI(FM) Danbury, Conn.—Granted CP to change TL: on top of Shelter Rock on Shelter Rock Road, Danbury; install new trans. and ant.; change TPO; change ERP: 760 w (H&V); increase ant. height: 205 ft. (H&V); remote control permitted. (BPED-2579) Action Dec. 1.

■ WVMG-FM Cochran, Ga.—Granted CP to install new trans. and ant.; change TPO and ERP: 3 kw (H&V); ant. height 300 ft. (H (BPH-780811AM) Action Dec. 5.

■ *WMNF(FM) Tampa, Fla.—Granted mod. of CP to specify SL as: 305 S. Boulevard, Tampa; change trans. and ant. and TPO; change ERP: 70 kw (H); ant. height: 520 ft. (H) (BMPED780814AR) Action Dec. 5.

■ WVHI(FM) Evansville, Ind.—Granted CP to change TL to 0.2 miles W. of Bromm Rd. on Orchard Road, Evansville; change ant. system (inch height); change ERP: 50 kw (H), 13 kw (V); ant. height. 480 ft.

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(H&V); increase length of coaxial cable (BPH-780731AO) Action Dec. 5.

■ WKCB-FM Hindman, Ky.—Granted CP to make changes in ant. system (increase height); change TPO and ERP: .66 kw (H&V); install additional transmission line. (BPH-780808AD) Action Dec. 5.

■ WWYN(FM) Carthage, Miss.—Granted mod. of CP to change transmitter, studio and remote control locations to 1.1 miles SW of Highway intersection 16 and 35 in Carthage; change type trans.; make changes in ant. system; change type ant.; TPO. (BMPH781005AJ) Action Dec. 5.

■ KLIN-FM Lincoln, Neb.—Granted CP to install new ant. and change TPO (BPH-780808AH) Action Nov. 24.

■ *WBJB-FM Lincroft, N.J.—Granted CP to make changes in ant. system (increase height); change ant. height: 105 ft. (H) (BPED-780803AF). Action Nov. 24.

■ *WJSL(FM) Houghton, N.Y.—Granted mod. of CP to change ant.; make changes in ant. system (increase height); change transmission line. (BMPED-780817AH) Action Dec. 7.

■ WFMN(FM) Newburgh, N.Y.—Granted CP to install new trans. and ant., make changes in ant. system (increase height); change TPO and ant. height: 275 ft. (H&V) (BPH-780731AN). Action Nov. 24.

In Contest

FCC actions

■ Atascadero, Calif.—FCC has denied Century Broadcasting Co., licensee of KVEC(FM) San Luis Obispo, Calif., consideration of its July 31 action granting Gareth F. and Anna W. Garlund authority to change antenna site of KIQO(FM) Atascadero from Pine Mountain to Cuesta Peak, five miles north of San Luis Obispo. Action Dec. 7.

■ Joplin, Mo.—FCC has granted Gilmore Broadcasting Corp., licensee of KODE-TV, Joplin, Mo., reconsideration of that portion of FCC's July 20 action which unconditionally permitted public access to certain KODE-TV materials. At same time, FCC denied Gilmore's request for release of 72 withheld documents concerning FCC investigation of alleged anti-competitive practices among Gilmore, Mid-Continent Telecasting Inc., licensee of KOAM-TV Pittsburg, Kan., and Mid-America Broadcasting Inc., licensee of KTVJ(TV) Joplin. Action Dec. 7.

■ Southampton, N.Y.—FCC has granted assignment of license for WWRJ(FM) there from Sandpiper Broadcasting Company to Beach Broadcasting Corporation. It also denied petition by EFEM Inc., permittee of new FM in Hampton Bays, N.Y., to deny assignment, finding EFEM did not have sufficient standing to file petition. However, it considered matters in EFEM's petition as informal objection to assignment application. (FCC 78-859) Action Dec. 12.

■ Lancaster, Pa.—FCC has denied request by New Jersey Coalition for Fair Broadcasting for stay of FCC's Oct. 5 order rejecting Coalition's petition to deny and granting the assignment of license of WGAL-TV, Lancaster, Pa., from WGAL Television Inc. to WGAL-TV Inc. Action Dec. 8. FCC announced on Dec. 11 that Coalition has appealed order to U.S. Court of Appeals for the District of Columbia (No. 78-2171).

Fines

■ WKWF(AM) Key West, Fla.—Notified of apparent liability for forfeiture of \$2,000 for repeated violation of contest rules. Action Dec. 6.

■ WBME(AM) Belfast, Me.—Notified of apparent liability for forfeiture of \$200 for repeated violation of renewal application rules. Action Dec. 1.

■ WKLA-AM-FM Ludington, Mich.—Notified of apparent liability for forfeiture of \$350 for repeated violation of rules including failure to make observation of tower lights at least once each 24 hours between July 16 and 24, 1978. Action Dec. 11.

■ WCVR(AM) Randolph, Va.—Notified of apparent liability for forfeiture of \$100 for repeated violation of renewal application rules. Action Dec. 1.

■ WMNE(AM)-WMFM(FM) Menomonie, Wis.—Notified of apparent liability for forfeiture of \$300 for

failure to make equipment performance measurements during 1977. Action Dec. 11.

Allocations

Petitions

■ Bentonville, Ark.—JEM Broadcasting Co. requests amendment of FM table of assignments to assign 98.3 mhz to Bentonville. (RM-3278) Ann. Dec. 18.

■ Haynesville, La.—Robillard Communications Inc. requests amendment of FM table of assignments to assign 105.5 mhz to Haynesville. (RM-3277) Ann. Dec. 18.

■ San Antonio, Tex.—Paloma Blanca Broadcasting Corp. requests amendment of FM table of assignments to assign 98.3 mhz to Bandera, Tex. (RM-3276) Ann. Dec. 18.

■ Pine Ridge, S.D.—Oglala Sioux Broadcasting Co. requests amendment of TV table of assignments to assign Ch. 22 to Allen, S.D. (RM-3274) Ann. Dec. 18.

Actions

■ Fairfield Bay, Ark.—Broadcast Bureau has assigned 106.3 mhz there as its first FM. Action resulted from petition by Fairfield Bay Inc. Action Dec. 8.

■ Tehachapi, Calif.—Broadcast Bureau has assigned 103.1 mhz there as its first FM. Action resulted from petition by Dorothy Collings. Action Dec. 15.

■ Lewiston, Idaho—Broadcast Bureau dismissed petition by The State Board of Education and Board of Regents of University of Idaho proposing assignment of television Ch. 5 there. (Doc. 78-142) Action Dec. 12.

■ Hadley, N.Y.—Broadcast Bureau has proposed assigning 93.5 mhz to Hadley as that community's first FM. Action was in response to petition by Adirondack Broadcasters Association. Comments are due Feb. 12, replies March 5. Action Dec. 12.

■ Columbia, N.C.—Broadcast Bureau has proposed assigning 105.7 mhz there as its first FM. Action was in response to petition by Thomas C. Cross and John Woolard. Comments are due Feb. 6, replies Feb. 26. Action Dec. 8.

■ Klamath Falls, Ore. and Weed, Calif.—Broadcast Bureau has substituted 99.5 mhz for 98.5 khz at Klamath Falls and 100.9 mhz for 99.3 khz at Weed. Action resulted from petition by Klamath Broadcasting Company, licensee of KAGM(FM) Klamath Falls. Action Dec. 8.

■ Brookville, Pa.—Broadcast Bureau has assigned 95.9 mhz there as its first FM. Action resulted from petition by Eric J. Shindledecker. Action Dec. 12.

Translators

Applicants

■ Tecopa, Hot Springs and Shoshone, Calif.—County of Inyo seeks CP for three VHF translators: ch. 9 to rebroadcast KORK-TV Las Vegas; ch. 11 to rebroadcast KLAS-TV Las Vegas, and ch. 13 to rebroadcast KSHO-TV Las Vegas. All have TPO: 10 w, HAAT: 40 ft. Ann. Dec. 18.

■ Brownlee and Halfway, and Oxbow, Ore.—Idaho Power Co. seeks two VHF translators—Ch. 9 (TPO: 5 w, HAAT: 18 ft.) in Brownlee and Halfway to rebroadcast KIVI-TV Nampa, Ind. and ch. 2 (TPO: 1 w, HAAT: 23 ft.) in Oxbow to rebroadcast KIVI-TV via ch. 9. Ann. Dec. 12.

Actions

■ K70BA Lewiston, Ind.—Granted CP to add KLEW-TV, Ch. 3, Lewiston, as co-primary TV station. (BPTT-3604) Action Nov. 16.

Other

■ KKT(X) FM Kilgore, Tex.—Granted waiver of rules to identify as Kilgore-Longview, Texas. Action Dec. 5.

■ FCC has instructed its staff to develop proposals for studies on effects of terrain shielding and directionalized antennas on predicted interference losses caused by VHF "drop-in" assignments. Action Dec. 19.

"Where Things Stand,"
continued from page 13.

FM quadrasonic. National Quadrasonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadrasonic techniques. Comments were filed over year ago (BROADCASTING, Dec. 19, 1977); second notice of inquiry has been issued (BROADCASTING, Sept. 18, 1978).

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

License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became suddenly more urgent after Washington appeals court's wersh decision in October. Senator Howard Cannon (D-Nev.), chairman of Senate Commerce Committee, told them Senate plans to act on legislation in upcoming Congress (BROADCASTING, Oct. 30, 1978). Broadcasters' renewal fight in House, on other hand, will likely have to operate within framework of Communications Act rewrite.

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, April 24, 1978). FCC also has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22, 1978). And Small Business Administration has changed its policy to allow for loans for purchase of broadcast stations and cable systems, also seen as means of boosting minority ownership. Representative (and broadcaster) Cecil Heftel (D-Hawaii) introduced legislation in last Congress to allow SBA to exceed its \$500,000 limit in loans to minority interests for purchase of broadcast or cable properties. Bill also incorporates NAB's tax-certificate proposal (BROADCASTING, Dec. 5, 1977). And, NAB and National Radio Broadcasters Association have also taken initiatives in this area: NRBA establishing program for members to help minorities learn station operation, NAB setting up task force to find funds to back new minority broadcast enterprises. Group consisting mostly of blacks has filed for what will be first minority-controlled VHF in continental U.S., WHCC-TV Rochester, N.Y. (BROADCASTING, Aug. 28, 1978); another all-black firm is seeking VHF WAEO-TV Rhinelander, Wis. (BROADCASTING, Sept. 25, 1978).

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected

to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee's negotiations for new Broadcast Music Inc. licenses are temporarily in abeyance. In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed a class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has agreed to review appeals court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses (BROADCASTING, Oct. 6, 1978).

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978).

Network standings. Prime-time TV ratings averages, Sept. 18-Dec. 24: ABC 20.4, CBS 18.1, NBC 18.0.

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

Operator licensing. FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (see story, "Top of the Week"). Commission has not yet acted, however, on proposal calling for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters.

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

Performer royalties. Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice held two hearings on Representative George Danielson's (D-Calif.) legislation to create performer royalties, which broadcasters and other users of recorded music would have to pay record performers and manufacturers (BROADCASTING, April 3 and May 29, 1978). Although bill went no further before adjournment of Congress, it is expected to come up again in next Congress. Senate, meantime, has showed no interest in bill in last two years.

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

Shield legislation. Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court), spurred bills in last Congress to protect press. After *Stanford Daily* decision, House Government Operations Committee held hearings and issued report endorsing legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution held hearings on similar legislation (BROADCASTING, Aug. 28, 1978; also see story this issue). Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has announced plans to draft legislation to overcome effects of *Stanford Daily* (BROADCASTING, Dec. 18, 1978).

TV violence and sex. Following hearings before Senate Communications Subcommittee and report by House Communications Subcommittee on TV violence in 1977, there was no further action in Congress last year on issue of televised violence. But controversy, which seems to have shifted from violence to sex on TV, is still heated in private sector, where most outspoken agitator for more family programming has been national Parent Teachers Association. PTA has produced program rating guide scoring prime-time programming it thinks is offensive to children, has announced a new program to create school curriculum to teach young people how to watch TV critically and says it will petition to deny license renewals of network-owned TV stations in 1979 if networks don't cut back on sex and violence.

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Commission has established task force to draft master plan for use of UHF spectrum and major report sponsored by task force is out (BROADCASTING, Sept. 4, 1978). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced

TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission (BROADCASTING, Dec. 19, 1977). Commission had matter on agenda in one of last meetings of last year, but postponed action (see "Top of the Week").

WARC. U.S. and 152 other member nations of International Telecommunications Union are in what technicians and officials involved regard as home stretch in developing national positions to present to World Administrative Radio Conference in 1979 (BROADCASTING, Dec. 11, 1978). WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals are due to be submitted to ITU this month (see also page 50).

WESH. FCC renewal of license for Cowles Communications's WESH-TV Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (BROADCASTING, Oct. 2, 1978). Court decision effectively throws into disarray commission's policy on comparative renewals, and commission will ask for rehearing by the full appeals court bench. Broadcasters, meanwhile, fearing that decision has seriously weakened their positions at license renewal time, have had summit meeting on issue (BROADCASTING, Oct. 23, 1978) and will pursue judicial and legislative remedies.

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Bilingual experienced General Sales Manager for El Paso counterpart of Mexican Radio Group. Call Tom Narvaez, 915-533-9300.

AM MOR, FM Rock in fast-growing Carolina, needs Sales Manager. You'll be in charge of both station's sales efforts. Compensation tied into stations' growth. Don't apply unless you want to spend several years in "God's Country." No calls. Al Pearce, WOOO/WDBM, Box 1027, Statesville, NC 28677. EOE.

GM for successful station in desirable small/medium market. Need maturity & strong radio sales background. Submit b.g. & full qualifications including realistic dollar need. An E.O.E., we encourage application by qualified women and ethnic minorities. Box R-121.

HELP WANTED SALES

Join the sales experts in growing San Francisco Bay area market. Earn big bucks if you can hack it. Learn how the experts sell the sizzle/prepare, produce winning spec copy, and close short and long term contracts, on both retail and agency level. If you're 100 percent sales radio, with plenty of drive, and want to be a true professional radio salesperson, send us your resume. M/F-EOE. Box Q-132.

Growing Young Station looking for experienced, hardworking salesperson for small market AM radio. Send resume to 1215 Fern Ave., St. Charles, IL E.O.E.

Experienced Sales Persons immediately wanted for two new stations, western capital city in the Rocky Mountains. Applicants must have radio sales experience (retail and ad agencies), plus ability and potential to grow with us! Top money, bonuses, company car, expense allowance, plus best insurance benefits possible. Future guaranteed with our young, very successful company, which is expanding rapidly in both radio and TV. Established account list. 5,000-watt AM adult contemporary, 100,000-watt FM AOR station. Contact General Manager, 208-344-8661, or write General Manager, KIDO-Radio, PO Box 8087, Boise, ID 83707.

KRDR, Portland, Oregon suburban station, seeks experienced radio salesperson with management potential. Very high growth area. Company is expanding with station acquisitions pending FCC approval. Cali or send resume to Charles Banta, KRDR, PO. Box 32, Gresham, OR 97030. EEO Employer.

100,000 people and we're the only station in town, but we need someone to sell it and manage the selling of it. We need a good sales person now who can become an even better sales manager when we go full time. If you are very good, send a resume, and references. You must have a proven track record or a degree to qualify. Send to WMMW, 21 Colony St., Meriden, CT. An EOE.

Eastern Ohio AM/FM combo looking for aggressive account exec. Established accounts plus unlimited prospects, emphasis on FM. Resume with detailed background to: Tom Day, WSTV/WRKY, Steubenville, OH 43952. EOE.

Coastal Florida Station seeks sales manager looking for 20,000 dollars to 30,000 dollars to start. Must be promotional minded, hard selling live-wire with local account track record. Resume with monthly billing record and minimum income required to Box R-69.

Airmidia, Incorporated seeks sales person for one of its stations. Must have minimum of two years experience. Send resume with monthly billing record and minimum income required to Bill Brown, Box 3032, Fort Pierce, FL 33450. Airmidia is an Equal Opportunity Employer.

Small market AM-FM needs experienced salesperson. Ambitious and willing to achieve for the company as well as yourself. Third Class license. Salary, commission, and benefits. Send resume to Frank Timberlake, WWDR, Box 38, Murfreesboro, NC 27855. EOE.

Sales, Service, and upselling 24 hr FM rocker on Guam. Production/writing helpful. Sell the best sound in the warm western Pacific. KSTO FM, Box 20249, Main Facility, Guam 96921.

Fresno, Cal. Dominant beautiful music station in rapid growth area has immediate opening for local sales person. Start with good list. Should be eager self starter with proven record. Minimum two years experience. Chief announcer and top salesman enthusiastic about their 1978 moves from Midwest to Fresno. EOE. Send resumes and references to KKNU, PO Box 4261, Fresno, CA 93744.

Sales Consultant: WSHH Radio, one of Pittsburgh's two top Arbitron rated radio stations is looking to add to their sales department. 1 to 4 years radio sales experience necessary. Send resume to: David E. Gerard, General Sales Manager, WSHH Radio, Broadcast Plaza, Crane Avenue, Pittsburgh, PA 15220. WSHH Radio is owned by Nationwide Communications, Inc./ An Equal Opportunity Employer.

WJOB—Hammond, Indiana needs a sales person experienced in broadcasting or related media. Opportunities unlimited. Contact Ed Ruppe, Sales Manager, WJOB, 6405 Olcott Ave., Hammond, IN 46320.

Salesperson wanted for KKZZ/KOTE. Letter and resume to GM, P.O. Box 1152, Lancaster, CA 93534.

KEYZ Radio has an opening for a person with print display or broadcast sales experience to sell a print and broadcast package. 120 pieces of sales material, an audio visual presentation and promotions are all available for your support. Benefits—many. For appointment call Barry B. Shainman, V.P. Sales, 714-776-1191.

HELP WANTED ANNOUNCERS

WTLC-FM/Indianapolis accepting applications for future on air positions. Applicants must have at least one years experience on air large or medium market. Send tape and resume to Ass't Manager, WTLC, 2126 N. Meridian, Indianapolis, IN 46202. EOE/MF.

St. Cloud MN seeking announcers and newpersons for Jan. 1st AM/FM split. Tapes and resumes to J J Justin or Pat Kelly, KCLD, Box 1458, St. Cloud, MN 56301.

Morning personality, experienced, for Southern Top 80 Market MOR station. Creativity and understanding for ratings necessary. Must do live spontaneous interviews and have ideas to build ratings. Our growing group offers good opportunity and future. EOE. Box R-10.

WKBW, Buffalo has a rare opening for a 7-midnight Professional Air Personality. No time and temperature nor screamers need apply. If you know what entertainment and service is all about, send tape, resume, references and salary requirements to Sandy Beach, Program Director, WKBW Radio, 695 Delaware Ave., Buffalo, NY 14209. A Capital Cities' station, and Equal Opportunity Employer.

Announcer with news & production skills for non-automated Beautiful Music format. Mature sounding & experienced. Tape & resume to WSRS, West Side Station, Worcester, MA 01602 EOE.

Your Opportunity: Staff announcer, production, news. Full time ABC. Resume, tape. KFRQ, Longview, TX 75601. E.O.E.

Strong Personality Jock wanted: good pay, 3 state market, 31,000 watts reaching Boston to Portland Maine. Tape and resume: PD, WHEB Box 120 Portsmouth, NH 03801.

Start the new year with a change of scenery at a top-rated Phila. suburban station. We need an experienced pro for this well established 5 kw AM. Good pay and benefits. Send tape and resume to WCOJ, P.O. Box 231, Coatesville, PA 19320. An Affirmative Action/EOE.

Night Announcer—Mature, natural sound for adult contemporary Midwest station. Some production. Send tape and resume to—Jim Miller, KFOR Lincoln, NE. Equal opportunity employer.

Florida MOR seeks experienced Announcer. Strong on production. Third Class Endorsed License. Delightful living by the ocean in warm, sunny Florida. Resume, tape and salary requirements to Bill Brown, WIRA, Box 3032, Ft. Pierce, FL 33450. WIRA is an Equal Opportunity Employer.

Immediate Opening afternoon drive personality. Adult contemporary, Midwest, 50,000 market. Possible PD. slot. Send tape resume, salary requirements to: General Manager, P.O. Box 142, Danville, IL 61832. An Equal Opportunity Employer.

Night time announcer needed immediately. Must have a good voice, creative production work, 3rd endorsed. Send tape of jock work, production samples, resume to John Klinger, WBEV & WXRO, Beaver Dam, WI 53916. EOE.

Suburban Washington D.C. Top 40 has an opening for a personality announcer with first. Opportunity to become assistant PD or MD. Exciting station with incredible potential. Call Randy Swingle 703-368-3108 weekdays before 3 PM. Personal interview necessary. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Florida Fine Arts Station has immediate openings for two proven announcers/program producers. Must have: pleasing voice, proficiency in classical pronunciation, good knowledge of composers, orchestras and artists. Production and programming experience essential. 3rd endorsed. Top dollars and benefits. Tape should include classical pronunciation, news items, and ad lib. Tape and resume to Norm Vincent, WJCT-FM, 2037 Main Street Jacksonville, FL 32206. EOE. M/F.

Experienced Announcers needed immediately, new AM FM, contemporaries, top Western capitol city. Tape, resume. Program Director, KIDO, Box 8087, Boise, ID 83707.

Morning DJ needed immediately. Must have at least a year's experience. Send tape, references, and salary requirements to William Winn, PD. Radio Station WFSB, Bradford, PA 16701.

Afternoon personality for quality MOR. Prefer good industry references and track record in 18-35 demographics. Excellent pay and fringes. Tape and resume, no calls, to PD., WBNS, 62 East Broad Street, Columbus, OH 43215. An Equal Opportunity Employer. M/F.

One of America's Top Ten country markets wants you. No beginners, must be sharp. Send tape and resume to KLUR, Box 5344, Wichita Falls, TX 76307. An Equal Opportunity Employer.

Immediate need for mature sounding person to handle middays at one of the Southeast's most respected country stations. Great production is a necessity. Good bucks for the right person. Send resume, and other info today! Box R-90.

North Alabama Station looking for good voice. Good pay, good benefits, great staff to work with. Equal Opportunity Employer. Box R-87.

Inspirational Religious Educational FM station seeks announcer; possible PD position. Send tape, resume, references, salary requirements to Larry Soblotne, KRPC, 315 S. Grove, Owatonna, MN 55060. No calls.

We are rapidly becoming a major supplier of Beautiful Music programming to stations across the country. Our clients frequently ask us for names of qualified Operations Managers and announcers. If you're experienced in the format and interested in a move up, send your resume, tape and salary history, to Churchill Productions, 1130 E. Missouri No. 800, Phoenix, AZ 85014. Replies held in confidence, of course.

Experienced staff announcer for midnight shift. 24-hour MOR station and automated Beautiful Music on Stereo. Send resume and tape to Roger Fischer, Box 518, Marion, OH 43302. An equal opportunity employer.

Announcer-Carolina's top billing small market station. Experienced talent, and maturity necessary. Benefits plus profit sharing. EOE. Box J-99.

Communicator Needed—We serve 60,000 people with the only station in the county. We want a career minded individual who wants to grow with progressive company. If interested contact Don Wohlenhus, KRWC Radio, Buffalo, MN 55313.

WOKN Radio, PO. Box 2006, Goldsboro, NC 27530 is seeking a third class endorsed licensed announcer, with various talents. Please send updated tape and resume to above address, Attn: Jimmy Swinson, Operations Manager. No phone calls.

We're searching for experienced contemporary jocks and newscasters to work in top-40 and modern country formats at our stations in Michigan. Rush tape, resume and salary requirements to Tim Achterhoff, PO. Box 5260, Muskegon, MI 49445.

Come Work In the sun. Small market station seeks announcer with writing skills. Send tape and resume to Box 1118, Clifton, AZ 85533. EOE.

Immediate opening at small market Adult Contemporary for experienced Morning person who works well with remote broadcasts. Send resume including availability and salary requirements. EOE. Box R-109.

Staff Announcer/Morning Show, Eastern Michigan University. Duties: Host/combo and assist in the production of a Jazz and Local Information Morning Show for WEMU. Will assume the role of "Morning Drive-Time" program host; will assist Music, News, Public Affairs and Production Departments in production of News, Public Affairs and Arts features to be programmed into a 6:00 a.m. to 9:00 a.m. Morning Show. Requires a FCC Third Class License with Broadcast Endorsement, good interview technique, and professional delivery which appeals to the taste of a sophisticated urban/suburban audience. One to three years on-the-air experience is required. Send resume and audition tape or cassette (specifying tape speed and tracking) of not more than 10 minutes with sample of "on-the-air" style for type of program described. Employment to start as soon after February 2, 1979 as possible. For application contact: Eastern Michigan University, Personnel Office, 112BP Welch Hall, Ypsilanti, MI 48197, 313-487-3430. Affirmative Action/Equal Opportunity Employer and Educational Institution.

Denver—Beautiful music pros needed by leading group station. Must have smooth delivery and excellent production ability. Send tape; resume; and salary requirements to: Joe Taylor, Operations Manager; KHOW-FM, Petroleum Bldg., Denver, CO 80202. Equal Opportunity/Affirmative Action Employer.

Florida Announcer with first class radio telephone permit. Voice quality and delivery important. Salary open. Write to PO. Box 216, Fort Myers, FL 33902 giving resume including qualifications and past experience. An Equal Opportunity Employer.

One of the South's leading radio broadcast facility is accepting applications for a full time staff announcer. Position requires 3 to 5 years broadcast experience, FCC Third Class License with Broadcast Endorsement. An Equal Opportunity Employer. Submit detailed resume to Box R-122.

Florida, Country Format air personality. (Morning shift). Must also be fast and creative production pro: this is major requirement. \$300 a week. 3rd with broadcast endorsement required. Send resume and tape to PO. Box 216, Fort Myers, FL 33902. An Equal Opportunity Employer.

Florida, Contemporary Format air personality afternoon drive. Must also be fast and creative production pro. This is major requirement. \$300 week to start. 3rd with broadcast endorsement required. Send resume and tape to PO. Box 216, Fort Myers, FL 33902. An Equal Opportunity Employer.

After eleven years, one of our heavy hitters leaves to run his own business. Can you take his place? Jock/newsman combo. Tape, resume, salary in first letter. E.O.E. WRTA, PO. Box 272, Altoona, PA 16603.

HELP WANTED TECHNICAL

All-America City expanding communications program seeking qualified applicants for positions in Electronic Equipment Maintenance. Requires 2nd class FCC license and 3 years minimum experience, including 1 year repairing modern 2-way radios. \$15K+/Excellent benefits. Send resume to: Civil Service Commission of Baltimore, 111 N. Calvert Street, Baltimore, MD 21202.

Minneapolis area medium market high power automated FM and fulltime AM seeks chief. Major group owner with substantial benefits, including pension. Send resume and salary requirements to Box R-24.

Combo Person with ambition for fulltime engineering. Help chief build directional, install RENG and RPU equipment and learn automation, in addition to normal maintenance and service. Large, small market operation in mountainous West Coast area with lower living costs and better than average pay scales. If you have some engineering capabilities and want to learn, here's your chance. EOE. Mr. Smith, 503-882-8833.

Chief Engineer, 1KW daytime and 10 KW FM Stereo. City of 25,000 in West Central Illinois. Top Salary and fringe benefits. Technical only. EOE. WLDS/WEL. PO. Box 1180, Jacksonville, IL 62651.

Chief Engineer Needed. Must be familiar with directional and FM. Must have a thorough knowledge of solid state devices and microprocessors. E.O.E. Send resume and salary requirements to Box R-106.

Broadcast Technicians. Group operation seeks experienced maintenance technicians. Should have abilities with DA's, high power AM & FM, studio construction. A working knowledge of digital electronics is preferred. Chance for advancement with growing group. E.O.E. Reply Box R-12.

Wanted: Full Time Chief Engineer for a full time AM/FM station affiliated with the Forward Communications Corporation in the Fargo—Moorhead market. Must have a first class license and be familiar with all aspects of FCC engineering rules and regulations. Contact Rick Abel, KVOX Radio, PO. Box 97, Moorhead, MN 56560. Call 218-233-1522. We are an equal opportunity employer.

South Florida major market AM needs engineer with experience in all areas. Must be comfortable with sophisticated directional (day and night) system. Position includes all responsibilities of Chief including ability to repair equipment. Salary commensurate with ability. Send resume to Box R-78.

Chief Engineer—Group-owned AM and FM combination, in Roanoke needs engineer to assume total technical responsibility. Job includes maintenance of directional AM, transmitters, studios, and automation along with the usual paperwork. Requires 1st class FCC license and broadcast equipment maintenance experience. An Equal Opportunity Employer. Reply to Box R-88.

Chief Operating Engineer for AM-FM in college town in Western Pa.'s fastest growing area. Great opportunity for experienced pro. Good working conditions... all benefits with one of areas oldest and best operations. All resumes in confidence to Box R-124.

Chief Engineer—WYYD, Raleigh—Class C FM. Strong automation and studio maintenance experience required. Send resume to: Greg Rogers, Chief Engineer, WKIX, Box 12526, Raleigh, NC 27605. EOE.

Radio Help Wanted—Technical: Learning Assistant II being sought to assist instructional teams by performing duties of engineer of radio station. Must be able to work with student individually and in group orientations in the use of studio equipment and preparation for FCC 3rd class license. Must also be knowledgeable regarding repair and maintenance of broadcast transmitter and studio facilities. A 1st class FCC license is required and a Bachelor's degree or the equivalent combination of education and experience is necessary. Send letter and resume within 2 weeks to Joan Davidson, Brookdale Community College, Lincroft, NJ 07738. An Equal Opportunity through Affirmative Action Employer.

Complete resumes now being accepted for engineer for a Class IV station in the Southeast. Will be moving into a new facility February. Must be familiar with newer types of equipment. Tell all in first letter and resume. Some combo. R-89.

Jock with Studio Engineer abilities. Modern Country. WPVA, Box 87, Petersburg, VA 23803.

Chief Engineer. 5 KW—DA nite and stereo FM. Fulltime engineering position with fulltime assistant, truck, benefits, regular raises, \$18,000 to \$25,000. Resume, references to Box R-116.

Minnesota Public Radio seeks engineer to provide network engineering support for six-station public radio network. Report to Director of Network Engineering. Evaluation, specification, design and construction of RF and audio equipment to ensure high standard of audio and transmission quality throughout network including extensive field work. \$14,000 to \$22,000. FCC 1st or equivalent. Strong experience. Resume, references and letter of interest immediately to Dan Rieder, Director of Engineering, MPR, 400 Sibley Street, St. Paul, MN 55101. AA/EOE.

WDEE/Detroit has an opening for an Assistant Chief Engineer. Candidates must have a First Class license and experience in directional systems. (WDEE operates a 12 tower critical array.) Transmitter and studio maintenance experience is also required. Reply in confidence to: Craig Roberts, Chief Engineer, WDEE, 21700 Northwestern Highway, Southfield, MI 48075. No phone calls. Equal Opportunity Employer.

Immediate Opening for chief engineer. Call or write WASA/WHDG, Havre De Grace, MD 21078; 301-939-0800.

HELP WANTED NEWS

Anchor-reporter to handle morning drive news in Southeastern Top 50 market. Must be super-strong on air. Prefer two or more years experience in radio news. Starting salary range \$180-230 weekly. Great benefits. Equal Opportunity Employer. Send resume and tape to Mike Edwards, WRAL FM, N.C. News Network, P.O. Box 17000, Raleigh NC 27609.

Immediate opening for dedicated newscaster. Must be interested in community activities and be able to investigate local news. Wire service, audio net available. New studios. Contemporary format. No calls please. EOE M/F Jason W. Fine, KOBO, Box 1056, Yuba City, CA 95991.

Clear Channel AM/100kw FM needs Newscaster to report and inform in Northern Iowa and Lower Minnesota. Want a reporter, not just a newsreader. Jim Forsyth, News Director, KSMN/KLSS, Box 1446, Mason City, IA 50401, 515-423-8634.

WBHP Radio News has an opening for a pro with ability to handle desk, mobile and limited beat work. An excellent opportunity to join an expanding news department in a prime location in the south. Send tape and resume to Tim Tyson, News Director, WBHP Radio News, Huntsville, AL 35804. EOE.

Immediate need for a News Director at a recent UPI Spot News Award winning station. Applicant must be an organizer, neat, good reader and writer. Presently we have one full time reporter and 2 correspondents. Midwest applicants preferred. Send tape, resume, writing samples to John Klinger, WBEV & WXRO Beaver Dam, WI. 53916. EOE.

We're looking for a self-starter, morning-anchor for our Illinois City of 50,000. We need the fresh angle on the otherwise routine news and enterprise reporting. Send your complete resume, and air-check tape to: Mark Fredrickson, news director, WITY Radio, Box 142, Danville, IL 61832.

Professional broadcast journalist for reporter/producer position at WJR, Detroit. Must have college degree, 3-5 years experience in broadcast news and demonstrable excellence as a field reporter, writer and broadcaster. Please send letter, resume, writing samples and tape to Dave White, News Director, WJR, Fisher Building, Detroit, MI 48202. No telephone calls please.

Needed Immediately ... Two reporter/anchors for regional radio station in Upper Midwest. These people should sound reasonably good on the air. He/She may do our morning drive newscasts. Experience preferred. Salary is negotiable and our company has good fringe benefits. 44 hour week with every third weekend off. Send tape and resume to: Jan Thomas, News Director, KFJR Radio, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

Reporter—We want a communicator. KFSN-TV is looking for a general assignment reporter with anchor potential who can communicate through the TV screen. If you have good appearance and speaking voice and want to learn, you might be the person we are looking for. We require a video tape with your resume. Send to John Howell, News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications is an Equal Opportunity Employer.

Upstate New York AM-FM consolidating part-time news people and part-time announcers in additional full-time utility person. Seek experience in news, announcing, production, with adaptability to tightly controlled format. Not Mom/Pop operation. Good salary and benefits. EOE. Send resume to Box R-107.

News Reporter: AM-FM Station, seeks self-starter for fast-paced morning news shift. Good pay, good fringes. Tape and resume to Jeff Martin, KWPC/KFMH, Box 116, Muscatine, IA 52761.

Creative person with at least 3-years experience. Must be able to write conversational news and deliver it in a person to person manner. Excellent opportunity to join top notch air staff at a Capital Cities' station. Send tape and resume to Henry Brach, News Director, WKBW, 695 Delaware Ave., Buffalo, NY 14209. An equal opportunity employer.

Right now. Opening for one person news staff. Gather and deliver local news for daytimer in Southeastern city of 20,000. Equal Opportunity Employer. Box R-108.

Growing Broadcasting Company (now operating 7 stations) looking for a tough, aggressive, News Manager. The right person will manage a 6 person staff ... and totally supervise the news operation for a full time AM/FM in the Midwest. You'll have plenty of equipment, mobile units, etc., to work with, management backing, and the best facilities available in the Midwest. The individual we're looking for is a family person, reliable, experienced, dedicated to all phases of electronic news gathering, and ready to make a permanent move. Salary commensurate with experience and talent. An Equal Opportunity Employer. Send complete resume to Box R-77.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

One of the Top Ten Black Stations in the Midwest has a growth opportunity for a Program Director. Applicants should either have their college degree or five years radio experience. Ability to motivate creative people a must plus good administrative skills. Send tape and resume to General Manager, Box 697, Indianapolis, IN 46206. EOE/MF

Experienced Program Director. 12-15 thousand per year. Hire-supervise program staff. Air shift. Competitive 30 thousand Midwest. Box Q-121.

Minneapolis area medium market is searching for deep voice production whiz for high power FM contemporary and AM MOR. Experience in automation programming is desired. Major group owner with substantial benefits, pension. Send resume and salary requirements to Box R-41.

Top-40 Program Director needed for top metro station in the heart of vacationland. Must know the role of personality radio in a medium market. Highly successful 5000 watt 24 hour growth oriented operation with beautiful music FM. Current PD promoted. Must be stable, good on air personality. Starting 11,500 - 13,500. Tape, resume: Ron Frizzell, WLAM, Box 929, Lewiston, ME 04240. We are an equal opportunity employer.

Country AM/Southern Medium Market. New facilities, top rated, people oriented station seeking dedicated PD. with 3-5 years experience preferred. Require active community promotional approach, air shift, creativity, supervisory capability of personnel, music and production. EOE. Send resume and financial requirements to Box R-48.

KSO, Des Moines needs experienced continuity and production pro. Must have good voice, and creative imagination and be used to heavy load. Great working conditions and professional staff to assist. Production samples and resume to Program Director, 3900 N.E. Broadway, Des Moines, IA 50317 EOE.

Creative Production-Announcer pro for Modern Country Cooker. Contact Royal Bruce, Box 87, Petersburg, VA 23803, 804-732-3478.

Outstanding opportunity for creative and enthusiastic Program Director. Should have full knowledge of FCC regulations, be able to supervise an announcing staff, and be capable of all types of production (music format, commercials, etc.). Station located in San Diego County. Write S. Leonard, 7118 El Fuerte, La Costa, CA 92008.

Chicago Advertising Agency looking for two people. One, radio and TV production person. Must run good board, mixing, technical expertise, multi-track and editing experience. Quality control. Other, creative copywriter preferably with announcing experience. Production skills helpful. Resumes must include salary requirements. Include tapes and sample scripts. If you are tired of the same old thing, we offer the chance to be really creative. Write Gamzo Advertising, 624 S. Michigan Ave., Chicago, IL 60605.

Help Wanted: Production/Promotion—(Radio). AM-FM Stations in highly competitive Northern Wisconsin market need person with experience and creativity to work with commercial production and station promotion. Limited air work. Send resume. Box R-103.

Major market contemporary country station has immediate opening for program director. Our program director has done a super job and got an offer he couldn't refuse from a top station in another major market. Position also involves air shift. Send tape and resume immediately to WGMA Radio, Hollywood, FL 33024. No calls please. EOE M/F.

WHIL-FM will sign on March 1, 1979 as Mobile's first full-service public radio station, with 100,000 watts of power and a signal radius of approximately 82 miles. WHIL-FM is currently in the process of accepting applications for the following positions: Director of Programming, Director of Engineering, Director of Development, Music Director/Program Librarian, two Producer/Announcers, Staff Assistant, Board Operator, Secretary, Traffic Manager/Receptionist. All positions are full-time. Salaries will include liberal fringe benefits. Applications are now being accepted through January 2, 1979 for these positions. Job descriptions may be obtained by contacting: Mr. Joseph A. Martin, Jr. General Manager, WHIL-FM/Gulf Coast Public Broadcasting, Inc./P.O. Box 160326, Mobile, AL 36616, 205-460-2395. WHIL-FM/Gulf Coast Public Broadcasting, Inc. is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Expert Programmer, operations or station manager available. Box R-60.

Southeast and Florida stations, I am a successful General Manager with 25 years broadcast background. A professional with a solid track record, and integrity. Christian family man. Desire permanent location in Southeast, or Florida. Box R-114.

GM/GSM. A background that proves that I get the job done. If you are looking for more from your station, let me show you how my ideas and drive can work for you. Let's talk! Box R-110.

37, Solid Radio background. Seven years top management county government. Broadcasting masters. Can double on air, talk, news, sales. Box R-79.

General Manager, running successful MOR station, on West Coast. Desire relocation. Organizer and leader. Accomplished sales, programming, promotion, fee regulations, license renewal, new station application. Highly experienced broadcaster. Part ownership plan welcomed. Box 115.

General Manager highly experienced and very successful looking for an upward move. Write Box R-97.

Young, experienced, successful manager looking for a new challenge. Sales and profit oriented. Box R-119.

Sales Management Plus—Sales, Sales Promotion, new account development, programming, FCC law. If you know your station billings and ratings can be higher, then you should listen to my ideas. Let's make money together! Box R-74.

General Manager who can prove it, winner, track record, super heavy background in programming, sales, administration, management. FCC regulations, searching stable permanent position, credentials speak for themselves. Reply in confidence. Box Q-64.

SITUATIONS WANTED ANNOUNCERS

Soul Personality Seeking to relocate to either North Carolina, South Carolina or Virginia area. 919-483-6530.

Classical Announcer, experienced, creative production. Bruce Thomson, 4580 Palm, Riverside, CA 92501.

Professional Singer, now totally broadcast trained, minority female disc jockey, newscaster, resonant voice, warm personality experienced in audience appeal, and a performance background that spells "communication". Call Larella Brewington at 215-878-7296 or 215-922-2530.

Bright Minority Female jock with more hours in broadcast training than most people in this section. Need I say more! Send for tape and compare. Call Rose Burroughs at 215-848-0861 or 215-922-2797.

Talented Young Broadcast School grad Good voice, student of Rock music, dedicated, reliable. Wishes to relocate for progressive or AOR format. Anytime, 203-576-0395.

Announcer—DJ—automation board operator, 3rd endorsed, 27, wants to sharpen skills and learn great radio in Florida. Short on experience, but long on talent and ambition, with good voice and production ability Box R-112.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Western New York discotheque personality desires radio (weekends acceptable). Radio experience (1960's). License. 716-631-0851, Ralph.

Young Student of the business seeking to move from part to fulltime air work. Experience includes contemporary AOR and Pop-Adult. 3rd endorsed. Call Barry at 717-272-0493.

Seasoned Black Broadcaster—Actor. Some commercial experience and extensive broadcast training "Alonzo Muse" 215-849-0132 or 922-2530. P.O. Box 183—Philadelphia, PA 19105.

Creative, Reliable, 4 year radio pro, looking for better job. Ken 914-856-6757.

Broadcast School Grad with 3rd class seeks first placement. Solid voice. 312-235-2489.

SITUATIONS WANTED TECHNICAL

Chief 29 years AM/FM DA. Installations. Western States. Box R-117.

Just got my First Phone but I'm inexperienced. DeVry Tech Communications Training. I want to make radio/TV my life career. Will do combo work. Not a drifter. Prefer Grand Rapids-Kalamazoo, Michigan area. Clare Roman Seplinski 313 W. Superior, Wayland, MI 49348. 616-792-2913 or 616-792-9939.

SITUATIONS WANTED NEWS

Sportscaster—Currently working weekends in top six markets. Seeking full time weekday in top 50. Super set of credentials to back me up! Box R-65.

New Jersey Radio: Need a good newsman beginning January 1? 2 years experience, commercial and college. Part-time only. 201-295-4656.

Farm Broadcaster—experienced. B.S. in Agricultural Journalism. Third phone, broadcast endorsed. Want to learn sales. Chuck Criddle, Box 845, Rockdale, TX 76567.

Sports Enthusiast Extraordinaire. Dedicated, versatile, college grad; BA-R/TV, with a wide variety of reportorial experience and professional training. Excellent voice, delivery, command of English and subject matter. Extremely well read; 3rd Phone Endorsed, seeks year-round position with sports-minded station. For complete coverage—sportscasts, features, actualities, Play-By-Play. Bob 516-741-1298.

Florida only, 4 years experience, MSJ, currently ND, 28, married. Market size unimportant. Box R-82.

News Director. Proven journalist and administrator. Very strong on production, equally strong on ethics. Emphasis on covering people and how events affect their lives. Be proud of your news department and its ratings again. Southeast preferred. Excellent references. Box R-120.

Newsman at small midwest station looking to move East. Have writing and on air experience. Call mornings 317-659-5204. After Dec. 29, call 717-828-7187.

Seeking first break in news at your station. UNC graduate, BA Broadcast Journalism. Stringer experience. Will relocate. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced PD now doing music/research in Top 50 Market. Ready to move on & program you to the top. All markets considered. Box R-100.

Experienced A.O.R. Communicator with good radio background seeks programming position. Let's talk and see if we are headed in the same direction. Write: Jim Seigel, 1566 Scott St. No. 33, San Jose CA 95126. Call: 408-287-5911 before 10 a.m. or after 7 p.m.

Looking for Reel Talent? Strong copywriting, crisp production skills—Small & Medium market experience. Progressive, AOR. Will relocate within 200 miles of Chicago or N. California. Call now: 312-274-5208, 312-528-6565 (message).

TELEVISION

HELP WANTED MANAGEMENT

General Sales Manager capable of directing a strong Western Network Affiliate. Good Salary plus profit sharing, health care and other benefits. Excellent living conditions in an ideal climate. A real challenge for a sales person. Station enjoys prestige, good ratings and strong share in the market. Resume to Box Q-37.

Program Manager—Network affiliate in culturally-oriented, gracious Western New York State market. Take charge of programing, promotion and production departments. A growth opportunity within a growing group-owned company. Public Affairs and FCC a must. Salary depending upon qualifications. EOE. Send background information to: Allen Feuer, General Manager, WROC-TV, 201 Humboldt Street, Rochester, NY 14610.

Director of Development for mid-western public television station. Must have B.A. and a minimum of four years management experience including development or marketing. Will be responsible for community awareness and financial support of station including promotion, membership, auction and corporate and foundation funding. Applications will be accepted until January 15, 1979. Send resume to P.O. Box 24130, St. Louis, MO 63130.—An Equal Opportunity Employer M/F.

HELP WANTED SALES

Wanted: National Sales Manager. Should have experience with representatives and stations. Competitive compensation package. Equal Opportunity Employer. Please write in confidence, with full details, to Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909. A-T-O Communications, Inc.

Need a street fighter, one who is creative and can deal with clients on a direct basis. Great income and opportunity for advancement. Must have 2 years experience and want to be with a winner in Virginia. Box R-123.

HELP WANTED ANNOUNCERS

Staff Announcer with excellent commercial production voice and on-air experience needed for expanding production department at progressive network affiliate. Send videocassette or audiotape with resume to: Meyer Davis, Program Manager, WTAJ-TV, 5000 Sixth Avenue, Altoona, PA 16602. EOE.

WWNY Radio and Television offers a rare opportunity with the first opening in our announcing staff in twelve years. We need a pro who delivers first class contemporary radio and television. Great pay and fringes. No beginners. Send audio tape and resume to WWNY Radio and Television, Box 211, Watertown, NY 13601. E.O.E.

HELP WANTED TECHNICAL

All Around Engineer with supervisory ability, in sixth fastest growing city in U.S. Fine climate. Promising future. Studio and transmitter maintenance experience required. Salary negotiable. Equal Opportunity Employer. Contact Frank Jordan, KDBC, Box 1799, El Paso, TX 79999.

Quality Production Facility needs maintenance engineers for mobile van and disc van. Must be willing to travel. Knowledge of RCA cameras and tape, Grass Valley switching essential. Top salary. Resume to Director of Engineering, E.J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008.

Chief Engineer—WROC-TV, Group owned VHF in Rochester, New York. Experienced management and technical. Experience should include Transmitter, Studio, ENG, Administrative. Send resume and salary requirements to T. B. Sheally, Mgr. of Eng., 320 Market St., Steubenville, OH 43952. Phone, 614-282-0911. EOE, M/F.

TV Maintenance Engineer to perform adjustments and component level repair on studio equipment. To assist in the construction of new equipment or the modification of existing facilities. Experience and First Class license required. Contact Lee Watkins, Chief Engineer, WMFE-TV, 2908 West Oakridge Road, Orlando, FL 32809. 305-855-3691. Equal Opportunity Employer.

Television Engineer. First Class FCC License required. Prefer technician with experience. Send resume to WBMG-TV, Box 6146, Birmingham, AL 35209 E.O.E.

Maintenance Technician. An opportunity to join an expanding Maintenance Department heavily involved in a major studio renovation. Applicants must be experienced in the testing, repair and installation of all types of broadcast equipment and systems including ENG. A 1st class license and a minimum of 5 years experience in broadcasting, of which at least 3 years were in maintenance, is required. Strong digital background preferred. Send resume to WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134, Attention of George St. Andre, Engineering Manager. WBZ-TV is an Equal Opportunity Employer, M/F.

WIBC-TV, Channel 11, Pittsburgh, Pennsylvania is seeking a chief engineer for our top 10 VHF network affiliate. The applicant must have experience in all phases of managing a TV engineering department, including operations, administration and labor negotiations. We are an equal opportunity employer, male/female. Send resume and salary requirements to Box R-71.

Maintenance Chief to top 50 market. Midwest ABC affiliate. Applicant must have working knowledge for repair of TR-70s, TK-27s, PC-70s. Knowledge of digital systems a must. Station is well-equipped but needs pride and polish. Growing area with affordable living. An Equal Opportunity Employer. Send resume and salary requirements to Box R-98.

TV Technician—TV closed circuit operations and maintenance technician for major NYC production company to work with helical computer editing, time code, cameras, switchers, color monitors and receivers, audio mixing, related distribution and test equipment. Must be familiar with analog and digital circuits. AAS degree in EE or equivalent technical school training with 1 year experience is required. An Equal Opportunity Employer M/F Please send resume indicating salary requirements to: Box R-80.

Director of Engineering/Production for outstanding Virginia small operation. Require solid knowledge of studio, engineering and transmitter equipment. Prior supervisory experience necessary. Contact Arthur Hamilton, WHSV-TV, P.O. Box TV-3, Harrisonburg, VA 22801-703-433-9191. EOE.

Maintenance Supervisor for University of Arizona public broadcasting stations KUAT-TV-AM/FM. Responsibilities include supervision and performance of critical adjustment, calibration and maintenance of highly sophisticated state of the art television and radio equipment to ensure highest technical quality and compliance with FCC rules. First class FCC license, five years work experience including two years supervisory experience are required. Send resume and salary requirements to Assistant Director for Engineering, Radio-TV-Film Bureau, University of Arizona, Tucson, AZ 85721. The University of Arizona is an equal opportunity/affirmative action title IX, Section 504 employer.

Chief Engineer: Major Mid-West videotape production house looking for top quality chief engineer who has a production background as well as management and fiscal responsibility. Must have experience with broadcast systems & have the ability to troubleshoot, schedule maintenance & staff in accordance with heavy production load. Also this desired individual must be able to communicate with clients. Starting salary commensurate with experience. You prove you can set the example and we'll show you a growth position hard to equal. E.O.E. Box R-101.

Would you believe that 53 degrees is the average January temperature in the Lower Rio Grande Valley—why would anyone want to live anywhere else? Year-round fishing, golfing and backyard barbeque. Nice area to raise a family or retire—safe to walk the streets at night. Get out of the cold. We need an experienced, energetic individual to maintain broadcast equipment in Harlingen, Texas. Contact the Personnel Director, KGBT-TV, P.O. Box 711, Harlingen, TX. 78550 or call collect 512-423-3910. We are an affirmative action, equal opportunity employer.

TV Maintenance Engineer—Electronic Engineering education or equivalent experience. ENG maintenance experience desirable. Contact Harold B. Wright, WVIR-TV, Charlottesville, 22902. 804-977-7082. An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Design Engineer—Immediate opening for a broadcast design engineer on network level. Minimum of two (2) years experience in design of audio/video/control systems required. Computer, hardware and software knowledge a plus. Excellent salary and benefits. Contact the Personnel Department; Public Broadcast Service (PBS) 475 L'Enfant Plaza, S.W., Washington, DC 20024. EOE.

Chief engineer for Western Montana VHF commercial station. Must be strong maintenance engineer with transmitter, VTR and studio equipment experience. Located in growing university community in beautiful mountainous area. EOE. Send resume and salary requirements to Pete Friden, KPAX-TV, P.O. Box 4827, Missoula, MT 59806, or call 406-543-7106.

Maintenance/Production: Video and Audio equipment. 2-3 years experience. Salary \$11,000+. Resume to Jim Whitman, 214 Reed McDonald Building, Texas A&M University, College Station, TX 77843. EOE.

HELP WANTED NEWS

Weather Anchor: For 6 and 11 p.m. news, Monday through Friday, in Florida market. Experienced only. Should have knowledge of meteorology. Send resume and salary requirements to Box R-64.

Anchor/Producer—Small market Texas station looking for person with strong news background to produce/anchor 6-10PM Newscasts and help with assignments. Must have reporting and writing skills and be familiar with film & ENG. Will consider television reporter or experienced radio news person. EOE M/F. Send resume to: Box R-63.

Anchor needed by Midwest ABC affiliate in early 1979. Experienced only. Looking for young person on their way up or mature journalist tired of the rat-race. EOE. Resume, salary requirements immediately to Box R-46.

News Reporter, Anchor: Central California NBC affiliate is looking for a bright, professional newspaper person, with degree in journalism or equivalent on-the-job experience. He/she must have extensive TV work history in field reporting, producing and on-air anchoring. 40-hour week, salary negotiable, depending on experience in commercial television. Excellent fringe benefits. Send complete resume and tape to Personnel Manager, KMJ-TV, Channel 24, 1626 E Street, Fresno, CA 93786. An Affirmative Action/Equal Opportunity Employer.

Freelance Cinematographer, experienced, with own equipment including sync-sound camera. For documentary overseas. One month: \$4,000 and all expenses. Box 32221, Washington, DC 20007.

Combination reporter/photographers skilled in shooting and editing film and tape. Journalism/Communications degrees or comparable experience necessary. Equal opportunity employer. South Florida TV station. Send resume to Box Q-134.

Reporter/Anchor for growing news department. News experience, good voice/delivery required. Send tape and resume to: WXOW-TV, WI 54601.

Weekend Sports Announcer and Anchor—Both positions require bright, energetic applicants with on-air experience. Ideal year round recreational area. Equal Opportunity Employer. Send video cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

Immediate opening for News Reporter with experience in researching, collecting, analyzing, producing, and writing broadcast copy for newsworthy events; must be familiar with ENG and other technical equipment; must be willing to relocate; salary DOE; submit resume to Linda Imboden, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer.

Anchor News Reporter/Photographer. Send Resume and Air Check to WBMG-TV, Box 6146, Birmingham, AL 35209. E.O.E.

Combination meteorologist/environmental reporter. Minimum two years professional TV experience; South Florida station. Equal opportunity employer. Send resume to Box R-93.

Weather Anchor—West Coast medium market network affiliate seeks personable, competent, experienced, weatherperson capable of building a weather department. No beginners. EOE, M/F. Resume and salary history to Box R-104.

Anchor-Producer: Pro with 1-2 years experience news production/sub-anchor looking to move up. Resume and VTR first letter. Contact News Director, WSTV-TV, 320 Market St., Steubenville, OH 43952. Equal Opportunity Employer.

Help Wanted: Combination Co-anchor/Executive Producer for growing all-ENG station. Resume, VTR and salary requirements in first letter to: Jon Jones, News Director, KAAL Television, PO Box 577, Austin MN 55912. EOE.

Hard news reporter. Journalism training. Minimum two years professional TV experience. Work with ENG and film. Co-anchor possibility if experienced. South Florida TV station. Equal Opportunity employer. Send resume to Box R-94.

Consumer news oriented reporter. Minimum two years professional TV experience. Work with ENG and film. Self starter. South Florida TV station. Equal opportunity employer. Send resume to Box R-95.

Sports Director/Anchor, for M-F casts, 6 and 10. Experience necessary; work with live remotes, ENG and film. Upper Midwest, Big Ten sports. EEO employer. Send resume and letter to Box R-99.

We want to strengthen our anchor team. We're looking for an accomplished broadcast journalist to do both. Chemistry is important. So is maturity. VTR of anchor and reporting work must be available. We're solid and committed. Box R-91.

Producer—West Coast medium market network affiliate wants take charge producer with solid news judgement and production know-how who can build a fast paced watchable broadcast. Minimum two years producing experience. EOE, M/F. Please submit resume and salary history to Box R-105.

Photographer: must have 3 years experience as a news photographer; 16mm film experience is necessary along with ENG experience, preferably working as a one-man crew; should be familiar with shooting live stories and editing film or tape. A first class technician license is preferred. Send resume and 3/4" tape of news stories to Steve Caminis, News Director, WJAR-TV, 176 Weybosset Street, Providence, RI 02903. No phone calls please. An Equal Opportunity Employer.

Sports Reporter/Anchor with experience, heavy on writing, good on camera presentation. Respond with resume, salary requirements, videocassette. No phone calls. Wayne Ashworth, WXII-TV, Box 11847, Winston-Salem, NC. 27106.

Co-Anchor/News Reporter.—Looking to get out of radio into TV? here's your chance. You will learn how to shoot and edit film, plus anchor the 6 and 10 PM newscasts. Send radio cassette of news presentation to Ray Alloway, KMOM-TV, Drawer "N", Monahans, TX 79756.

News Producer Group-owned, network affiliated major market station, TV news experience, excellent news judgement, leadership ability required. Salary commensurate. Equal Opportunity Employer. Contact: Box R-111.

Weekend-Noon Anchor. Must have news experience. Will consider radio background. Prefer someone with knowledge of agriculture. Send tape, resume and salary requirements to: Ron Heller, KTVO-TV P.O. Box 945, Kirksville, MO 63501.

Producer: For Midwest ABC Affiliate to produce 6 & 11 PM newscasts. Must have 3-5 years experience in television news including at least 1 year of news production. Must be a strong writer, creative thinker. Replies including VTR cassette, resume, writing samples to: News Director Jerry L. Scott, WYTV, Inc., 3800 Shady Run Road, Youngstown, OH. An EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

TV technician for commercial production unit. San Diego affiliate. Experience in mini-cam, film photography, editing, lighting and maintenance. Minimum 5 years experience. TV Program Director, PO Box 80888, San Diego, CA 92138. An E.O.E.

Creative Producer—P D: If you have that special talent of turning a dull product into an outstanding TV commercial, then we need your services now! We want you to turn a "ho-hum" production department into a barn burner. Best and latest TV equipment in the South, including a Grass Valley board. EOE. Send full resume and name your salary. I'm sure we can get together. Box R-7.

Producer/Director with experience in news, program, and commercial production needed for expanding production department at progressive network affiliate. Send demo videotape and resume to: Meyer Davis, Program Manager, WTAJ-TV, 5000 Sixth Avenue, Altoona, PA 16602. EOE.

Producer/Director—A top 10 market station desires a highly motivated Producer/Director with expertise in the following areas: VTR Studio Programs, Live and Tape Remotes, Film and/or ENG Documentaries, Studios, Location, Tape and Film Commercials. If your experience meets the above requirements, then our station may have the career opportunity you desire. Excellent fringe benefits program. An Equal Opportunity Employer M/F/H/Vets. Send detailed resume which includes salary requirements to: Box R-56.

Producer/Director—Responsible for instructional programming. Writing experience mandatory. Minimum 3 years professional television experience. Bachelor's degree required; M.A. desirable. Send resume to: Paul Stankavich, Teleproduction Center, University of Wisconsin-Stout, Menomonie, WI 54751. UW-Stout is an Equal Opportunity, Affirmative Action Employer.

Cinematographer/Editor familiar with commercial production, Documentaries and Public Service filming. Some producing experience desired. Top 50 market. Group owned station. Immediate start. E.O.E. Send resume to Box R-86.

Television Art Director—Responsible for supervision of Art Dept. and visual identity of station. Must have thorough working knowledge of TV and print graphics, scenic design, and still photography. BFA in Design or equivalent education and experience, plus 5 years experience in graphic and TV design. Starting salary: \$11,616-\$13,020; range maximum: \$18,048. Send resume and 4 slide samples of work no later than January 1, 1979, to: Samuel Price, Director of Production, WENH-TV, Box Z, Durham, NH 03824. AA/EEO.

Production Manager—Public TV. station WIPB has an opening for a Production Manager. Responsibilities include the coordinations of production, operations, regular, special events and remote broadcast; compilation of daily program log. BS in radio and TV, with 2-3 years experience as a producer-director of TV programs required. Educational opportunities, 18 days paid vacation. Immediate opening. Application deadline 1-15-79. Send resume to: Ball State University, Personnel Services Office, Muncie, IN 47306. Equal Opportunity/Affirmative Action Employer.

Program Manager—For medium market CBS Affiliate. Must be experienced in television programming and able to administer Production and News Departments. Send resume to James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

SITUATIONS WANTED TECHNICAL

Experienced 1st Phone control room operator, switcher, transmitter site watch, prefer western states. Box R-76.

First Phone, CIE graduate, two years experience studio and transmitter operations, light maintenance. Presently with Medium Market (ABC) Affiliate. Box R-118.

SITUATIONS WANTED NEWS

High rated, medium market anchorman wants more challenging market. \$25,000 minimum. 10-years experience. Box R-47.

Reporter-Law. If significant stories aren't getting adequate attention, consider this: I'm a 30 year old attorney (F) who wants to cover all areas of law-related news for your station. Contact Gwyneth Jones, No. 11, Crow's Nest Road, Bronxville, NY 10708 914-337-4204.

SITUATIONS WANTED NEWS CONTINUED

Young Black Male: Degree, 3 years experience in reporting, anchoring and editing. Willing to relocate. Ed Stewart, 6247 West Leon Terrace, Milwaukee, WI 53218. 414-462-4588.

35 year old small-town anchor made wrong move into big market. Too much hassle. Want more cordial situation. Money is not everything. Shoot, write, edit. Box R-84.

Reporter—37, solid radio background. Seven years top management county government. Broadcasting masters. Box R-79.

Reporter/Anchor/Producer, 4 yrs. TV news experience, net feeds, currently at top-rated small market station, wants to move up. Box R-113.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

If Comedy Writing/Acting is your dream, call Ed Janik at 812-476-4596.

TV Camera Operator/Switcher: Recent C.M.U. graduate B.A.A. Broadcasting. 3 years co-curricular production experience: camera, mini-cam, switcher; also floor manager, lighting, audio. Highly motivated. Kenneth Hazlett, 1629 Gilcrest Ave., East Lansing, MI 48823. Phone 517-351-7359.

Looking For A young, experienced on-air promotion specialist or film director? Seven years experience at major Midwest independent. Cassette available. Contact: Gary Amend, 6165 Bluelake Dr. Cincinnati, OH 45239. Or phone 513-574-7796.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Ohio University School of Journalism is seeking a broadcast news teacher, assistant or associate professor, beginning Sept. 1, 1979. Significant media experience expected; doctorate or master's degree preferred. Specific teaching assignment negotiable, flexible. Salary open. Send letter and resume by Jan. 15 to Ralph Izard, Chairman, Search Committee, School of Journalism, Ohio University, Athens, OH 45701.

Florida College seeks Associate of full Professor of Communications to teach, and to coordinate the development of a rapidly expanding program in the electronic/film media. Professional experience in Broadcasting and publications essential. Doctorate preferred. Salary negotiable. Send resume to Chairman, Dept. of Communications, P.O. Box 248127, Coral Gables, FL 33124.

Radio and television instructor for school located in the Midwest. \$225 per week to start. Write Box R-81.

Possible Instructor Assistant Professor position to teach and supervise undergraduate production courses in Radio or Film. Ph.D. preferred. A variety of radio station experience desirable. Closing date: February 1, 1979. For details write: Dr. Robert K. Clark, School of Speech Communication, Bowling Green State University, Bowling Green, OH 43403. BGSU is an affirmative action/equal opportunity employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted: Used top condition AM Transmitter 5000 Watt cut back to 1000 or 10,000 Watt we can convert to 5000. KEES Radio, Box 1426, Gladewater, TX 75647. 214-758-5229.

FM transmitter capable of 2,500 watts output; 130 foot tower. 714-887-1255.

3M Drop Out Compensator for Quad. D. Zulli 213-466-5441.

Wanted—Tektronic 146 NTSC Test Signal Generator. Call: 312-236-5535 (Days).

Sure M675 Broadcast Production Master. Kent Verbeck, Box 80751, Lincoln, NE 68501.

Instant Cash For TV Equipment: Urgently need UHF transmitters, antennas, VTR's, color studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellax Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

Ramko Consoles Stereo—Used only one year. 8 channel main and 5 channel production board. Current price new is \$3800. Cash price \$3000. For details call David Green, Broadcast Consultants Corporation 703-777-8660.

Major Components from BTA10G/BTA56 Transmitter. Plate Transformers, Modulation Transformers, Inductors, Capacitors, etc. WDEE/Detroit.

AM Transmitters (Used) 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

1-200' Self-Supporting tower, angle legs 2-300', 1-180', 2-220', 48" face towers, all used Telco towers, 1-275' Tubular leg. Call 901-794-8625 days 901-853-8037 nights.

RCA - TTU-30A Telv. Transmitter. For UHF broadcasting. Contact M. Palmquist 815-964-4191.

Chyron II Titling Generator with one full, one partial keyboard and single floppy disc drive, recently updated, \$19,950. Contact Rod Hall, 213-577-5400.

Gates FM-1C FM transmitter. 1000 watts. Now on 101.7 mhz. Being replaced with higher power unit about April 15, 1979. Good condition. Manuals and schematics included. Ron Joseph, WJJS-FM, Lynchburg, VA 24504.

100 Watt General Electric TV Transmitter on Channel 22. Switcher, Test Set, Synch Generator, Antenna with Feed Line. D. Zulli 213-466-5441.

DE23 New Block converters for qualified operators. 212-434-1074 or 253-1880.

Scully 250-2: Stereo recorders, in stock, bargain prices. Val-tronics Inc. Call collect 717-655-5937.

Remote Production Van—Fully equipped with two (2) Broadcast Cameras, full effects with Chroma Key, 3/4" decks with Automatic Editing Controller, Digital T.B.C., Character Generator and complete Audio System with all accessories. Write Box R-54.

For Sale: SMC DP-1 Digital Programming System with 2,048 event memory storage capacity. Carousel control unit with "look ahead" feature with seven (7) carousels attached. Double decker cart. KTRY AM/FM P.O. Box 1075, Bastrop, LA 71220. Phone number: 318-281-3656.

Complete BVU 100 Package, AC adapter, CLP thermodyne carrying case; \$3,500; Excellent condition; E. Porter, 900 3rd Street, San Francisco, CA 94107, 415-777-5777.

Ampex KSC-60 Video cassettes: below factory price. Val-tronics Inc., call collect 717-655-5937.

Available January 1979: used GE Transmitter model TT50 Driver and TF4 Power-Amplifier currently tuned to channel 9. Also Alford Diplexer. Phone Mid-Florida Television, Orlando 305-423-4431 for information.

Technics Turntables: Direct drive, in stock, bargain prices. Val-tronics Inc. Call collect 717-655-5937.

For Sale—Character Generator 3M D-2400. Brand new keyboard \$995. Call: 312-236-5535 (Days) or Write: Panos Productions, 168 North Michigan Avenue, Chicago, IL 60601.

RCA TR-4 Hi Band—Two available, new heads, one with editor, \$14,000 ea. GE-PE 250/350 Color Cameras—Three available, excellent condition, \$12,000 ea. GE 12 KW Klystron Transmitter—With channel 14 antenna, \$35,000. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

For Sale: One AM 240 ft. Stainless Tower, complete with Base Insulator, Guide Lines, Guide Anchors, and Lighting Kit. Delivered: \$3,300. W. Burckhalter, P.O. Box 114, Ladson, SC 29456. Phone—803-761-2518.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Not Comedy—Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 98024-B, Atlanta, GA 30359 (phone 404-231-9884).

"Free" Catalog! D.J. Comedy ... Wild Tracks ... more! Command, Box 26348-H, San Francisco 94126.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Have a client who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

Broadcast Research. Did you get what you paid for? Do you know what the research really means? We may be able to help by providing an objective, unbiased evaluation of your research including: data collection, sampling, statistics, and interpretation. All inquiries kept confidential. Box R-85.

Wanted—Rare Rock Artist's interviews and concerts. Frank, Box 304, Eagleville, PA 19408.

INSTRUCTION

OMEGA STATE INSTITUTE training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.

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.

1978 "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 19. Student rooms at each school. 6 week announcing course. Emphasis on creative commercial production at Sarasota.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577, 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA. 22401.

First Class FCC License in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

San Francisco, FCC License, 6 weeks 1/15/79. Results guaranteed, Veterans Training Approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., SF 94102 415-392-0194.

1st class FCC, 6 wks., \$500 or money back guarantee, VA appvd. Nat'l Inst. Communications. 111488 Oxnard St., N. Hollywood CA 91608.

RADIO

Help Wanted Management

GENERAL SALES MANAGER

Responsibilities include:

1. National Sales
2. Local Sales
3. Hiring
4. Training

You will receive:

1. Top pay
2. Complete support

Buffalo's leading 18+ Station, WBNY, 1700 Rand Building, Buffalo, NY 14202, ATTN: Stuart M. Cohen, Vice President & General Manager. All replies in confidence. An equal opportunity employer.

Help Wanted Sales

SALES HELP WANTED

One of our top salesmen has taken a GM position elsewhere. South Georgia's leading country operation has a choice opening for the right salesman/announcer. Only serious, experienced persons need apply. Tapes and resume to: WJEM, P.O. Box 368, Valdosta, GA. 31601 WJEM is an equal opportunity employer.

In a small or medium market?

Ready to move up to a major facility in a major market? WLKW AM & FM, No. 1 in Providence, has an Account Executive opening now!! Send resume ASAP to Pete Vincelette, 1185 North Main Street, Providence, RI. EOE.

Local Sales Manager WTOP-AM Washington, D.C.

All News 50,000 Watt station seeking top notch local sales manager to assist General Sales Manager in identifying, training, motivating and managing major market radio sales department. Previous management experience helpful. Major market agency and client level selling experience required. Candidates should have knowledge of retail sales, co-op advertising and various approaches to new business development. Contact Roger Hilkert at (202) 966-1500.

Help Wanted Announcers

WCOD-FM

The No. 1 station in New England's No. 1 living area-beautiful Cape Cod. We're looking for an afternoon drive jock who's strong on production. An excellent opportunity to join an outstanding contemporary station. Pros only please. Send tape, resume, and salary requirements to Ray Brown, PD, WCOD-FM, 105 Stevens Street, Hyannis, Mass. 02601.

Help Wanted Announcers Continued

BURGLARIZED!!!!

Two years ago, we lost our nightman to WVBF/Boston. Now, ABC Radio, KAUM, Houston has taken Howard Hoffman away. If you are a killer night jock, with excellent production skills, and the ability to maintain top ratings on Southern New England's Number One Rocker, send your tape, resume and salary requirements to:

Gary Berkowitz, Program Manager
92/PRO-FM
1502 Wampanoag Trail
East Providence, Rhode Island 02915
PRO-FM is a Capital Cities Station/An Equal Opportunity Employer.

Situations Wanted News

Award-winning

Central PA newsmen seeks air, writing or ND position, Pittsburgh, Erie, Philadelphia areas preferred. Three years each, pro and college radio, also other media. Penn State BA-journalism. Leave message at 412-461-4559.

TELEVISION

Help Wanted Technical

MAINTENANCE TECHNICIAN

WCVB-TV seeks an experienced Broadcast Maintenance Technician.

Applicants must have a background in digital electronics and an FCC first class license.

If qualified please send resume (no telephone calls please) to Personnel Dept., WCVB-TV, (Boston) 5 TV Place, Needham, MA 02192

An Equal Opportunity Employer M/F

Help Wanted Technical Continued

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

TECHNICIAN

Due to baseball telecasting contract, television station WMAR-TV Baltimore needs 4 technicians for 6 month employment, approximately March 15 to September 15. Send resume to Chief Engineer, WMAR-TV, 6400 York Road, Baltimore, Md. 21212. WMAR-TV is an equal opportunity employer.

Help Wanted Management

DIRECTOR-BUSINESS/PERSONNEL - \$27,000

To supervise Business and Personnel Services for KOCE-TV, Channel 50 PBS located in Huntington Beach, Southern California. Skills in budget, negotiation and admin. of union contracts. Excellent benefits and vacation. Apply by January 5 to COAST COMMUNITY COLLEGE DISTRICT 1370 Adams Avenue Costa Mesa, CA 92626 (714) 556-5947 EOE M/F

Help Wanted News

Sports Reporter/ Weekend Sports Anchor

Top 25 East Coast Network affil. "V" expanding sports staff.

Requires keen and broad knowledge of all Sports, and at least 3 years experience covering professional, amateur, college, and high school sporting events.

We will require video tape samples of your previous broadcast work.

Send resume to:

Box R-96
EOE M/F

Situations Wanted News

WARNING!! DO NOT READ THIS AD

unless you place your No. 1 priority on *experience, talent & background!!* . . . not on clones from "The Ken & Barbie School of Broadcasting". I offer you 24 years of successful TV & radio experience—19 yrs, in sports, and the past 11 yrs. doing pro sports PBP & Commentary in major markets, with additional experience in sports production & writing. If you're sick & tired of "jocks" and "pretty faces" who just can't cut it, isn't it time to hire a proven professional sportscaster/sports director who came to *work!!*

**Help Wanted Programing,
Production, Others**

**TV ASSISTANT
PRODUCTION DIRECTOR**

Must have experience with film, mini-cam, triple re-entry video console, tape and film editing. Send resume and production tape (no phone calls) to: Jack Rowley, Production Mgr. WTVR-TV, 3301 W. Broad St. Richmond, Va. 23230. E.O.E.

Radio Programing

**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



ATTENTION: TV PRODUCTION DIRECTORS

EXCESSIVE BLANKING WIDTHS A PROBLEM?

(Public Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO! WE CAN, USING DIGITAL VIDEO EXPANSION, RETURN YOUR VIDEO TO FCC SPECS. WE WILL DELIVER VIDEO STARTING ON LINE 19 AND 11.0 MICRO SECONDS HORIZONTAL BLANKING. IMMEDIATE TURN-AROUND AVAILABLE!

FOR MORE INFORMATION CALL:

**CHARLES BALTIMORE
(717) 823-3101**

**WBRE-TV
WILKES-BARRE, PA.**

Public Notice

PUBLIC BROADCASTING SERVICE Programming Committee meeting, 9 a.m. Friday, January 5, 1979, Gold Room, Fairmont Hotel, New Orleans, LA. Discussion of station program cooperative, scope and financing of national program service, Program Fair and Pilot Fund, independent producer access, other matters. Open to the public.

The Town of Granby in Hampshire County, Massachusetts invites applications for a cable TV franchise. Applications shall be prepared and submitted in accordance with a Request for Proposal available from the undersigned. Applications received will be available for public inspection during normal business hours at the Town Clerk's Office, Kellogg Hall, State Street, Granby, MA. 01033. Proposals will be received for consideration until March 1, 1979. The Town of Granby reserves the right to reject any or all proposals in the best interest of the Town.

John A. Weliver, Chairman
Cable TV Advisory Committee
275 Amherst Street
Granby, MA. 01033



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Employment Service

INDIANA OPPORTUNITIES

Looking for solid Midwest
Radio or TV position?
Small Market to Top 20

Resumes to: Indiana Broadcasters Ass'n. EMPLOYMENT SERVICE (no fee) Equal Opportunity Employers
1111 E. 54th Street Indianapolis, IN 46220.



**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

For Sale Equipment

Schafer 903, Vintage 1976

Cash: \$27,000

Presently in operation

Price includes proper dismantling, packaging and motor freight, installation and correctly functioning operation at buyers place of installation.

Lease Down Payment: \$4,350

Monthly: \$616 for 77 months

Buy-Out Option: \$2,700 where month No. 78 would have fallen.

Any maintenance on system not included. Satisfaction is Unconditionally Guaranteed by Broadcast Consultants Corporation. Write for details: Broadcast Consultants Corporation Box 590, Leesburg VA 22075.

Wanted To Buy Stations

AM/FM or FM

Desired in good market by financially qualified principal for absentee ownership. Must show record of growth, profitability. Contact promptly. 617-272-4220.

FM or Fulltime AM

Wanted in Ohio or W.

Pennsylvania

L. Walk, Consultant, 1223 Bennington Ave., Pittsburgh, Pa. 15217 or 412-681-5155

**ALLIED FIELDS
Help Wanted Management**

PROMOTION SPECIALISTS

Arbitron, one of the nation's leading radio and television audience measurement firms, is looking for people who can exercise imagination and creativity for our public relations and advertising department, in both New York and Beltsville, Maryland locations. Knowledge of the broadcast industry a must.

We are looking for people with good communications and writing skills; both factual and promotional. Ability to interface with all levels of company personnel and direct the work of others is a must. Familiarity with print and video production preferred.

A degree of equivalent experience required. If you are looking for a challenging new position, send resume with salary history to Colette Roeder:

ARBITRON

THE ARBITRON COMPANY  A RESEARCH SERVICE OF
CONTROL DATA CORPORATION

4320 Ammendale Road

Beltsville, Md. 20705

An Affirmative Action Employer M/F

**Wanted To Buy Stations
Continued**

VHF or UHF

Well qualified investor group very interested in acquiring well run, profitable, competitive facility in attractive market. Affiliate preferred. Replies strictly confidential. Box R-83.

For Sale Stations

CLASS "C" FM CP

In McComb, Miss. Purchase price of \$290,000 includes tall tower, building, land, new equipment. Cash deal. Principals Only. Call Bill Kitchen 404-568-1155.

1000 WATT DAYTIME

... Lower South Carolina near nationally known resort area. Real Estate and building owned. 49% to be purchased immediately for \$20,000 cash. 51% for \$35,000 cash upon FCC approval. Assume long term mortgage of \$52,000. Priced at two times gross. Building and real estate valued at \$35,000. Fast action will buy great potential. Reply to Box R-75.

Ideal

College Town Daytimer in Georgia priced to sell. Terms available for qualified buyer. Box R-72.

**MEDIA BROKER, APPRAISER...
318-797-8668**

This is one of those rare FM Class C's, complete with AM, medium market, the south, \$1.1 mil. Can be dominant. Also, 750K Class C, Fla.

JOHN mitchell
P.O. Box 1065 Shreveport, LA 71163

**LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers**

213/826-0385 Suite 214 11681 San Vicente Blvd. Los Angeles, CA. 90049
202/223-1553 Suite 417 1730 Rhode Island Ave. N.W. Washington, D.C. 20036



THE
KEITH W. HORTON
COMPANY

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138

BROKERS AND
CONSULTANTS
TO THE
COMMUNICATIONS
INDUSTRY

For Sale Stations Continued



CHAPMAN ASSOCIATES
media brokerage service

STATIONS				CONTACT	
S	Small	AM	\$110K	Cash	Bill Cate (404) 458-9226
Plains	Small	Fulltime	Make	Offer	David Kelly (414) 499-4933
W	Small	Fulltime	\$325K	\$150K	Bill Cate (404) 458-9226
S	Small	Fulltime	\$395K	Cash	Bill Chapman (404) 458-9226
E	Suburban	AM/FM	\$695K	\$199K	Warren Gregory (203) 767-1203

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341

**MEDIA BROKERS
APPRAISERS**

RICHARD A. **SHAHEN** INC.

435 NORTH MICHIGAN - CHICAGO 60611
312-467-0040



HOLT CORPORATION

BROKERAGE - APPRAISALS - CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

The Holt Corporation 2285 Schoenersville Bethlehem, Pa. 18017 215-865-3775
Holt Corporation West 5944 Luther Lane, Suite 401 Dallas, TX 75225 214-696-1353

- AM/FM. Southern Kentucky. Real Estate. \$340,000.
- Two different stations within 80 miles of Oklahoma City. One AM and one FM. AM \$125,000 including real estate with terms. FM \$500,000 and worth it.
- Daytimer with potential to go full time. Plus CP for FM in New York State. \$500,000.
- AM/FM within 100 miles of Monroe, La. Fantastic Potential. Extra good coverage. Real Estate. \$450,000.
- Overseas AM/FM/TV. New equipment. Automation. \$420,000.
- S.E. daytimer. \$225,000.
- AM/FM in Kentucky. \$360,000. Terms.
- AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
- Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
- Two central Georgia properties.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

SHERMAN and BROWN ASSOC.

MEDIA BROKER SPECIALISTS
TV RADIO CATV
P.O. Box 4475, Ft. Lauderdale, Fla 33338
Phone (305) 561-9334

H.B. La Rue, Media Broker
RADIO - TV - CATV - APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

**BROADCASTING'S
CLASSIFIED RATES**

Payable in advance. Check or money order only.

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. 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.

Stock Index

Stock symbol	Exch.	Closing Tues. Dec. 26	Closing Wed. Dec. 13	Net change in week	% change in week	High	1978 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	36	36 1/8	- 1/8	- .34	41 1/4	23 1/2	8	27,472	988,992
CAPITAL CITIES	CCB	N	40 1/4	39 1/4	+ 1	2.54	75	12	14,300	575,575
CBS	N	51 3/8	52 1/4	- 7/8	- 1.67	64	43 7/8	8	28,100	1,443,637
COX	N	55 1/4	55 3/8	- 1/8	- .22	56 1/2	25 1/2	13	6,667	368,351
GROSS TELECASTING	GGG	A	19 1/8	19 1/2	- 3/8	- 1.92	23 7/8	8	800	15,300
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2	-	-	11 3/4	21	462	5,313
LIN	LINB	O	35 1/2	37 3/4	- 2 1/4	- 5.96	43	10	2,789	99,009
METROMEDIA	MET	N	54	55 3/4	- 1 3/4	- 3.13	71	10	5,134	277,236
MOONEY	MOON	O	6 1/2	5 1/4	+ 1 1/4	+ 23.80	6 1/2	10	425	2,762
RAHALL*	RAHL	O	20 1/2	20 1/2	-	-	21 1/4	23	1,264	25,912
SCRIPPS-HOWARD	SCRP	O	49	45	+ 4	+ 8.88	52	10	2,589	126,861
STARR*	SBG	M	12 1/4	12 1/4	-	-	13 1/2	13	1,512	18,522
STORER	SBK	N	33 1/8	33 1/2	- 3/8	- 1.11	34 7/8	10	4,893	162,080
TAFT	TFB	N	19 1/2	20 1/8	- 5/8	- 3.10	24 7/8	8	8,508	165,906
TOTAL									104,915	4,275,456

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	9 3/4	10	- 1/4	- 2.50	14 7/8	9	1,233	12,021
AMERICAN FAMILY	AFL	N	10 1/4	10 1/2	- 1/4	- 2.38	17 1/8	5	10,536	107,994
JOHN BLAIR	BJ	N	23 1/4	25	- 1 3/4	- 7.00	31 3/8	6	2,447	56,892
CHARTER CO.	CHR	N	5	5	-	-	8	6	17,941	89,705
CHRIS-CRAFT	CCN	N	10	9 7/8	+ 1/8	+ 1.26	11 3/8	91	4,413	44,130
COCA-COLA NEW YORK	KNY	N	6 1/2	6 7/8	- 3/8	- 5.45	9 1/4	9	17,641	114,666
COMBINED COMM.	CCA	N	28 3/4	30 3/4	- 2	- 6.50	45 1/8	12	10,308	296,355
COWLES	CWL	N	20 1/8	19 1/2	+ 5/8	+ 3.20	25 1/4	18	3,969	79,876
DUM & BROADSTREET	ONB	N	34 3/4	35	- 1/4	- .71	38	15	27,886	969,038
FAIRCHILD IND.	FEN	N	28	28	-	-	35 1/4	8	5,708	159,824
FUQUA	FQA	N	9 3/8	9 3/8	-	-	13 5/8	5	12,661	118,696
GANNETT CO.	GCI	N	41 7/8	42 5/8	- 3/4	- 1.75	49	15	22,430	939,256
GENERAL TIRE	GY	N	25	24 7/8	+ 1/8	+ .50	30 5/8	5	22,710	567,750
GLOBE BROADCASTING*	GLBTA	O	4 1/2	4 1/2	-	-	4 3/4	8	2,772	12,474
GRAY COMMUN.	G	O	20 1/2	21	- 1/2	- 2.38	24	8	475	9,737
HARTE-HANKS	HNN	N	22 1/4	23 3/4	- 1 1/2	- 6.31	24 3/8	14	9,104	202,564
JEFFERSON-PILOT	JP	N	30 1/4	32	- 1 3/4	- 5.46	34 1/2	9	23,134	699,803
MARVIN JOSEPHSON	MRVN	O	13	14 1/2	- 1 1/2	- 10.34	14 3/4	7	2,516	32,708
KANSAS STATE NET.	KSN	O	10 5/8	11 1/4	- 5/8	- 5.55	14 3/8	10	1,727	18,349
KNIGHT-RIDDER	KRN	N	22 1/8	24	- 1 7/8	- 7.81	28 1/8	10	32,797	725,633
LEE ENTERPRISES*	LEE	N	21 5/8	22 3/4	- 1 1/8	- 4.94	22 3/4	7	7,371	159,397
LIBERTY	LC	N	31 3/4	32	- 1/4	- .78	33 7/8	8	6,762	214,693
MCGRAW-HILL	MHP	N	24	24 1/4	- 1/4	- 1.03	25 3/4	10	24,753	594,072
MEDIA GENERAL	MEG	A	19 3/8	19 5/8	- 1/4	- 1.27	23 1/8	10	7,451	144,363
MEREDITH	MOP	N	27	30 1/2	- 3 1/2	- 11.47	40 1/4	6	3,082	83,214
MULTIMEDIA	MMED	O	24 3/4	25 1/2	- 3/4	- 2.94	28 1/4	12	6,630	164,092
NEW YORK TIMES CO.	NYKA	A	28 1/4	28 1/2	- 1/4	- .87	31 5/8	11	11,599	327,671
OUTLET CO.	QTU	N	28 1/4	22 1/8	+ 6 1/8	+ 27.68	32 7/8	7	2,445	69,071
POST CORP.	POST	O	14 1/2	14 1/2	-	-	19 3/8	4	1,824	26,448
REEVES TELECOM	RBT	A	2 3/4	2 1/2	+ 1/4	+ 10.00	3 3/4	28	2,388	6,567
ROLLINS	ROL	N	17 1/4	17 3/4	- 1/2	- 2.81	24 1/4	9	13,407	231,270
RUST CRAFT	RUS	A	30 5/8	29 1/2	+ 1 1/8	+ 3.81	30 5/8	18	2,311	70,774
SAN JUAN RACING	SJR	N	14	14 1/8	- 1/8	- .88	15 5/8	25	2,509	35,126
SCHERING-PLOUGH	SGP	N	30	28 5/8	+ 1 3/8	+ 4.80	44 3/4	9	53,580	1,607,400
SONDERLING	SDb	A	24 1/2	23 3/4	+ 3/4	+ 3.15	24 1/2	9	1,105	27,072
TECH OPERATIONS	TO	A	4 1/8	4 5/8	- 1/2	- 10.81	8 3/4	38	1,344	5,544
TIMES MIRROR CO.	TMC	N	30	30 1/4	- 1/4	- .82	35	9	34,811	1,044,330
TURNER COMM.*	T	O	16	16	-	-	16	5	3,800	60,800
WASHINGTON POST CO.	WPO	A	46	46 1/4	- 1/4	- .54	47 5/8	9	8,134	374,164
WQMETCO	WOM	N	13 5/8	14 1/4	- 5/8	- 4.38	18 1/4	8	8,524	116,139
TOTAL									436,238	10,619,678

Cablecasting

ACTON CORP.	ATN	A	9 1/4	9 5/8	- 3/8	- 3.89	13 5/8	6	2,421	22,394
AMECO*	ACO	O					1/2		1,200	
ATHENA COMM.*		O	2 1/8	2 1/4	- 1/8	- 5.55	5 1/2	22	2,125	4,515
BURNUP & SIMS	BSIM	O	4 3/8	4 3/4	- 3/8	- 7.89	6 1/8	11	8,381	36,666
CABLE INFO.*		O	2 1/4	2 1/4	-	-	3	11	648	1,458
COMCAST		O	12 1/2	11 1/2	+ 1	+ 8.69	14 1/4	15	1,617	20,212
COMMUN. PROPERTIES	COMU	O	16 3/8	16 1/8	+ 1/4	+ 1.55	16 3/8	19	5,018	82,169
ENTRON*	ENT	G	3 1/2	3 1/2	-	-	3 1/2	4	979	3,426
GENERAL INSTRUMENT	GRL	N	28 3/4	29	- 1/4	- .86	40	8	7,641	219,678
GENEVE CORP.	GENV	O	12 1/4	12	+ 1/4	+ 2.08	15 3/4	5	1,121	13,732
TELE-COMMUNICATIONS	TCOM	O	15 1/8	14 7/8	+ 1/4	+ 1.68	19 1/8	54	5,327	80,570
TELEPROMPTER	TP	N	13 1/2	12	+ 1 1/2	+ 12.50	14 1/4	22	16,931	228,568
TEXSCAN	TEXS	O	1 7/8	2 1/8	- 1/4	- 11.76	2 7/8	11	786	1,473
TIME INC.	TL	N	42 1/8	41 5/8	+ 1/2	+ 1.20	50	8	20,505	863,773
TOCOM	TOCM	O	8 1/2	8 1/2	-	-	11	18	993	8,440
UA-COLUMBIA CABLE	UACC	O	36 1/2	35 1/4	+ 1 1/4	+ 3.54	40 1/4	20	1,679	61,283
UNITED CABLE TV	UCTV	O	25 1/2	24 3/4	+ 3/4	+ 3.03	25 1/2	24	2,047	52,198
VIACOM	VIA	N	26 1/8	26 3/4	- 5/8	- 2.33	27 1/8	16	3,799	99,248
TOTAL									83,218	1,799,803

Stock symbol	Exch.	Closing Tues. Dec. 26	Closing Wed. Dec. 13	Net change in week	% change in week	High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Programming											
COLUMBIA PICTURES	CPS	N	22 3/4	22 1/8	+ 5/8	+ 2.82	24 1/2	7 3/8	5	9,749	221,789
DISNEY	DIS	N	40	39 1/4	- 3/4	+ 1.91	47 5/8	32 1/4	14	32,397	1,295,880
FILMWAYS	FWY	N	14 7/8	15 7/8	+ 1	- 6.29	17	6 7/8	10	4,113	61,180
FOUR STAR			1 1/2	1 5/8	- 1/8	- 7.69	2 1/8	1/2	15	666	999
GULF + WESTERN	GW	N	14	13 7/8	+ 1/8	+ .90	18 3/8	10 1/4	5	48,177	674,478
MCA	MCA	N	42 3/4	42 1/2	+ 1/4	+ .58	48 1/4	25 3/4	7	23,227	992,954
MGM	MGM	N	38 3/4	37 1/2	+ 1 1/4	+ 3.33	54	16	13	14,551	563,851
TRANSAMERICA	TA	N	16 3/8	15 7/8	+ 1/2	+ 3.14	19	13 1/4	6	66,475	1,088,528
20TH CENTURY-FDX	TF	N	31 5/8	33 1/4	- 1 5/8	- 4.88	39 3/8	10	3	7,907	250,058
VIDEO CORP. OF AMER	O		4 3/4	5	- 1/4	- 5.00	9 3/4	3 1/2	9	988	4,693
WARNER	WCI	N	48 1/4	49 7/8	- 1 5/8	- 3.25	56 7/8	25 3/4	9	14,054	678,105
WRATHER	WCD	A	12 1/4	12 1/2	- 1/4	- 2.00	14 7/8	4 1/2	29	2,303	28,211
TOTAL									224,607	5,860,726	

Service

BBDO INC.	BBDO	O	33 1/4	33	+ 1/4	+ .75	38 3/4	22 1/2	8	2,513	83,557
COMSAT	CQ	N	39 5/8	38 1/2	+ 1 1/8	+ 2.92	48 3/4	28 3/4	12	10,000	396,250
DOYLE DANE BERNBACH	DOYL	O	17 1/4	17 3/4	- 1/2	- 2.81	31	16 1/4	5	1,776	30,636
FOOTE CONE & BELDING	FCB	N	18 1/2	18 1/2			23 1/8	14 3/4	6	2,538	46,953
GREY ADVERTISING	GREY	O	32 1/2	30	+ 2 1/2	+ 8.33	34	16 1/2	4	624	20,280
INTERPUBLIC GROUP	IPG	N	31 3/4	31 1/2	+ 1/4	+ .79	39 1/4	22 1/2	7	2,387	75,787
MCI COMMUNICATIONS	MCIC	U	3 3/4	3 5/8	+ 1/8	+ 3.44	5 3/4	7/8	38	20,361	76,353
MOVIELAB	MOV	A	2 1/4	2 1/4			3 3/4	1	10	1,414	3,181
MPO VIDEOTECHNICS	MPO	A	4 3/8	4 1/8	+ 1/4	+ 6.06	65 3/8	4	5	520	2,275
A. C. NIELSEN	NIELB	O	23 1/2	23 3/4	- 1/4	- 1.05	28 1/2	18 7/8	11	10,980	258,030
OGILVY & MATHER	OGIL	O	21 1/2	22 3/4	- 1 1/4	- 5.49	56 1/2	20	7	3,610	77,615
TPC COMMUNICATIONS	TPCC	O	7 3/4	8 3/4	- 1	- 11.42	10 1/2	2 1/4	14	899	6,967
J. WALTER THOMPSON	JWT	N	22 5/8	22 1/4	+ 3/8	+ 1.68	32 7/8	15 1/8	6	2,649	59,933
WESTERN UNION	WU	N	15 1/2	15	+ 1/2	+ 3.33	21 1/4	15	6	15,177	235,243
TOTAL									75,448	1,373,060	

Electronics/Manufacturing

AEL INDUSTRIES	AEL8A	O	5 1/2	6 5/8	- 1 1/8	- 16.98	10 1/4	2 3/8	5	1,672	9,196
AMPEX	APX	N	15	15 1/2	- 1/2	- 3.22	19 1/4	7 3/8	12	11,371	170,565
ARVIN INDUSTRIES	ARV	N	14 1/4	14	+ 1/4	+ 1.78	22 1/2	12 1/2	4	5,959	84,915
CCA ELECTRONICS*	CCA	O	1/8	1/8			5/8	1/8	1	897	112
CETEC	CEC	A	4 1/8	3 7/8	+ 1/4	+ 6.45	5 3/4	1 3/4	9	2,127	8,773
COHU	COH	A	3 1/8	3 1/4	- 1/8	- 3.84	5 1/2	2 1/8	9	1,732	5,412
CONRAC	CAX	N	13 5/8	14 1/4	- 5/8	- 4.38	27 1/4	13 1/2	7	2,030	27,658
EASTMAN KODAK	EASKD	N	62 5/8	60 1/8	+ 2 1/2	+ 4.15	86 3/4	42	14	161,376	10,106,172
FARINON	FARN	O	11 1/2	11 1/4	+ 1/4	+ 2.22	16 1/2	8	11	4,782	54,993
GENERAL ELECTRIC	GE	N	48 1/8	47	+ 1 1/8	+ 2.39	56 5/8	44 1/2	9	184,581	8,882,960
HARRIS CORP.	HRS	N	29 3/4	32 1/4	- 2 1/2	- 7.75	35 3/4	19 7/8	14	25,189	749,372
HARVEL INDUSTRIES*	HARV	O	6	6			6	3 1/8	16	480	2,880
INTL. VIDEO CORP.*	IVCP	O	1 5/8	1 5/8			2 5/8	1/4		2,701	4,389
M/A COM, INC.	MAI	N	35 1/2	33 1/4	+ 2 1/4	+ 6.76	41 7/8	20 1/4	16	1,320	46,860
3M	MMM	N	64	61 1/8	+ 2 7/8	+ 4.70	64 3/4	43 1/2	15	116,473	7,454,272
MOTOROLA	MOT	N	40	40 1/4	- 1/4	- .62	56 7/8	34 1/4	11	28,544	1,141,760
N. AMERICAN PHILIPS	NPH	N	25 1/4	26 1/4	- 1	- 3.80	36	24 1/2	5	12,033	303,833
OAK INDUSTRIES	OAK	N	17 5/8	17 1/4	+ 3/8	+ 2.17	24	6 1/4	17	2,973	52,399
RCA	RCA	N	27 1/8	26	+ 1 1/8	+ 4.32	33 5/8	22 3/4	8	74,819	2,029,465
ROCKWELL INTL.	ROK	N	35 1/8	34 7/8	+ 1/4	+ .71	37 1/4	28 1/4	7	33,900	1,190,737
RSC INDUSTRIES	RSC	A	2 5/8	2 5/8			4	1 5/8	15	2,412	6,331
SCIENTIFIC-ATLANTA	SFA	A	33 5/8	31 7/8	+ 1 3/4	+ 5.49	35 5/8	16 3/4	16	2,471	83,087
SONY CORP.	SNE	N	7 7/8	7 5/8	+ 1/4	+ 3.27	10 3/8	7	14	172,500	1,358,437
TEKTRONIX	TEK	N	48 5/8	46 1/4	+ 2 3/8	+ 5.13	68 1/2	28 1/4	15	17,995	875,006
TELEMATION	TLMT	O	1 1/2	1 1/2			2 1/4	1/2	2	1,050	1,575
VALTEC	VTEC	O	10 1/8	8 5/8	+ 1 1/2	+ 17.39	12 3/4	6 1/2	27	4,200	42,525
VARIAN ASSOCIATES	VAR	N	14 1/2	15 1/4	- 3/4	- 4.91	21	13	9	6,838	99,151
WESTINGHOUSE	WX	N	17	17 3/8	- 3/8	- 2.15	24 1/2	16 1/4	5	86,582	1,471,894
ZENITH	ZE	N	12 7/8	13	- 1/8	- .96	28	11 3/8	32	18,800	242,050
TOTAL									987,807	36,506,779	
GRAND TOTAL									1,912,233	60,435,502	

Standard & Poor's 400 Industrials Average 108.06 106.71 +1.35

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.

**No P/E ratio is computed, company
registered net loss.

***Stock split.

+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earnings
figures are exclusive of extraordinary
gains or losses.

Still waiting for the wasteland to flower: Newton Minow

Newton Minow, chairman of the Public Broadcasting Service, has fought some tough broadcasting battles and has emerged as a smooth, slick administrator, with an ability to know what to say and when to say it and a reputation for having uttered one of broadcasting's more memorable catch-phrases.

Most of the time, Mr. Minow, 52, is an attorney in Chicago. But when he is not, he is often in the broadcasting limelight.

For instance, in 1961, then 35 and described as "a brilliant lawyer, an independent thinker and a fighter who doesn't possess a single bad instinct," the eager Kennedy-appointed FCC chairman picked out the most ardent broadcast audience he could find, at a National Association of Broadcasters convention, and said:

"But when television is bad, nothing is worse. I invite you to sit down in front of your television set when your station goes on the air and stay there without a book, magazine, newspaper, profit and loss sheet or rating book to distract you—and keep your eyes glued to that set until the station signs off. I can assure you that you will observe a vast wasteland."

It was not a line broadcasters appreciated. But it never died. Almost 18 years later, the man who says he reads omnivorously (with the television set on), is surprised the phrase has held up. He doesn't regret it, but thinks commercial television has improved in two areas—news and sports. In entertainment, he says, it still consistently underestimates viewers' intelligence.

Public television, he says, does better. And it is not surprising that Mr. Minow actively, even enthusiastically, supports public broadcasting. He has been a director at National Educational Television, a board member of public television's WTTW(TV) Chicago for 15 years and one of the founders of the Public Broadcasting Service. One of his first acts as FCC chairman was to support the Magnuson educational television bill, which he says, was of "immense importance." It offered, he said then, "an unparalleled opportunity for education, for experimental programing, for real diversification of program fare and for cultural advancement."

Now, he'll go further. He wants public television to make a difference. The country, he says, has lost some of its optimism, partly because of Vietnam and Watergate. At one time, he says, people through their own efforts "could make a better life for themselves and their children. They sense, now, somehow they can't make a



Newton Norman Minow—chairman, Public Broadcasting Service, and partner in Chicago law firm of Sidley & Austin; b. Jan. 17, 1926, Milwaukee; Northwestern University, BS, 1949, J.D., 1950; associate, Mayer, Brown & Platt, 1950, 1951; law clerk to Chief Justice Fred M. Vinson, 1951-1952; administrative assistant to Governor Adlai E. Stevenson, Illinois, 1952-1953; associate, Mayer, Brown & Platt, 1953-1955; partner, Stevenson, Rifkind & Wirtz, 1955-1961; chairman, FCC, 1961-1963; executive vice president, general counsel and director, Encyclopaedia Britannica Inc., 1963-1965; Sidley & Austin, 1965 to present; m. Josephine Baskin, 1950; three daughters—Neil, 26; Martha, 24, and Mary, 20.

difference. If I were a dictator (and he says he definitely is not) I would come up with a series of programs about people who did make a difference. Through sheer determination and effort, they changed something. We have got to restore that kind of hope."

He thinks public television can do it because it isn't limited by the same kinds of restraints that narrows the scope of commercial television. "It is the nature of the business that it is required to seek the largest audiences it can all the time. We are freed from those restraints and ought to be providing services." Also, he says, the object of commercial television is "to get you to watch as much as you can. We don't suggest that viewers watch public television all the time. Some time ought to be spent doing other things in life—reading a book, visiting mother-in-law, playing with children, working in a political campaign, watching commercial television."

None of this is to say PBS doesn't seek larger audiences too. Last year the system

put a record \$2 million into fall season promotion and was pleased with the 27% ratings boost. Mr. Minow shrugs—promotion, he says, is wise: "It would make no sense for us to produce a program nobody watched. We don't have to have 25 million to regard programs as successful."

It takes money to produce and promote, and without an assured source of income, he says: "We are always scrambling for money. As long as we seek our money from a diverse set of sources, we can maintain our independence." One way is the proposed license fee in the Communications Act rewrite bill. He supports it. It's not going to solve all public broadcasting's problems, he says, "but philosophically, I have no problem with it."

Money, he will admit, is public broadcasting's most persistent problem. But there is much more on his mind. If he could he would have produced a series of programs with children interviewing their grandparents; he would repeat programs more than they are repeated now, including, he says, "some of the best programs on commercial television, as we do now with the captioned ABC news. I am not the least bit hesitant about asking commercial television to give us their best programs for rebroadcast because that's clearly in the interest of the public."

Mr. Minow, who serves PBS without pay, has led the way in urging public broadcasting to prepare for its own future. "Our own community is developing a plan and structure for itself. Nobody paid much attention for many years to public television. Now . . . everybody is paying attention. We feel like a patient on the operating table listening to the doctors arguing over what kind of operation to perform . . . If we can bring our community together, there's nothing we can't do."

Public broadcasting is but a small portion of his life. He is a corporate director of five companies, on several civic and public service boards and is "one of the last of the generalists" in the 200-partner law firm of Sidley & Austin. Much of his law work, he said, involves "fights with the government," including a recent setback at the Federal Trade Commission—he represented the American Medical Association in its attempt to maintain doctors' advertising restrictions. With all his work, his reading, TV watching and tennis, he says his main interest is his wife and three daughters.

In 10 to 20 years, Mr. Minow says, "public broadcasting will be every bit as influential as commercial broadcasting . . . If I didn't believe that, I have a lot of other interests and activities I'd spend my time on. But I believe it."

AM: the new frontier?

For reasons that differ with the interests of the originating parties, there is a gathering of sentiment that favors enlargement of the station population in AM radio. The clear-channel rulemaking that the FCC initiated Dec. 19 is intended to make room for 125 or more new stations. The expansion of the AM band that the FCC proposed in its draft of a U.S. position at the World Administrative Radio Conference (BROADCASTING, Dec. 11, 1978) would make room for 700. The Daytime Broadcasters Association's proposal to reduce AM frequency separations from 10 khz to nine (BROADCASTING, Dec. 18, 1978) promises 2,352 new full-time facilities (and the disappearance, of course, of the 2,250 daytime-only operations).

The daytimers' purposes are clear enough. Theirs is essentially a plan to obtain full-time stations for themselves, with about a hundred facilities left over for others. They may not, however, be entirely realistic in thinking that in present circumstances the FCC would make existing broadcasters the principal beneficiaries of a change in AM assignments. It is the commission's stated objective in both its clear-channel and WARC proposals to create new opportunities primarily for minority entry into broadcast ownership.

Except for the daytimers, few broadcasters are likely to be caught cheering on any of these proposals. More competition is the last factor the average broadcaster would include in his formula for radio success.

By the FCC's latest count, there are 4,537 AM's and 3,079 FM's on the air, seemingly enough to go around. The BROADCASTING YEARBOOK lists 37 stations in New York alone and 36 in Los Angeles, without including the 20 or so other signals that reach each city from nearby communities. A town that is still without its own radio station is probably too small to be found on a national map.

Still, there is something to be said for a review of technological adjustments to accommodate new stations where applicants think there is a reasonable chance for profitable operation. The FCC's new rulemaking will also afford the opportunity for an up-to-date appraisal of the benefits that protected nighttime signals confer. Have the country and radio service changed enough to render obsolete the original conviction that the remote and mobile audience would be deprived of service if the clear channels were subjected to increased use?

Assuming that room for more stations may be found without a decrease in transmission quality, the FCC is obligated to find that room. The commission must not, however, ignore technological evidence in pursuit of political aims. We would have more confidence in its capacity to make that distinction if it had displayed more respect for engineering and less subservience to pressure in deferring a judgment on VHF drop-ins Dec. 19. An FCC with a respect for facts would have taken final action to end that purely political proceeding.

Season's greetings

As businesses, radio and television could hardly be in better shape. They are commonly experiencing the highest revenues and profits in their histories. There is unanimity among the forecasters who are quoted elsewhere in this issue that both services will go on to higher revenues in 1979.

As federally regulated businesses, however, radio and television face less certain futures. Indeed they may begin to go separate ways in Washington this year or the next. The trend seems

inevitable toward less regulation for radio and more for television.

It is a trend that is already well defined in the first rewrite of the Communications Act to be issued by the House Communications Subcommittee and will probably be accentuated in the rewrite of the rewrite. To the extent that the aims of the Senate Communications Subcommittee have been described in its announced intention to make changes in the Communications Act, radio and television seem headed for different treatment there as well.

The first decisive action, however, could occur at the FCC which the National Association of Broadcasters has formally petitioned to undertake a rulemaking to deregulate radio. The petition was submitted in a friendly atmosphere, after FCC Commissioner Tyrone Brown, no toady to the broadcasting establishment, made a speech advocating the removal of some of the more burdensome radio rules.

(As is probably to be expected of any "deregulation" proposed by government, Mr. Brown's version would exact a price: governmental quotas on local news, public affairs and other nonentertainment programs. The NAB's deferral of judgment on that point indicates that the price seems reasonable to some influential broadcasters.)

If radio may look forward to a relaxation of governmental supervision, television may only budget more for Washington legal expense. The same FCC commissioners who are on record with an interest in reducing radio regulation are also on record with a determination to insinuate the government into the innermost sanctums of television programming and financial affairs. Ambitions variously professed by FCC Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Brown include controls on the percentage of television revenues to be spent on programming, prohibitions against "excessive and loud" TV advertising, requirements for "quality" programs, FCC ceilings on television advertising rates and the breakup of multiple ownerships.

None of the above list of horrors has reached the stage of formal rulemaking, but all could reach it if a fourth vote is to be found after the replacement of Margita White, who failed of reappointment.

As if television broadcasters were not concerned enough about probabilities at the FCC, they have also to consider prospects at the Federal Trade Commission, which proceeds apace with its avowed determination to suppress TV advertising directed to the young, despite a court's disqualification of its chairman, and to begin antitrust inquiries into media ownership.

It may be a happier year for some than for others.



Drawn for BROADCASTING by Jack Schmidt



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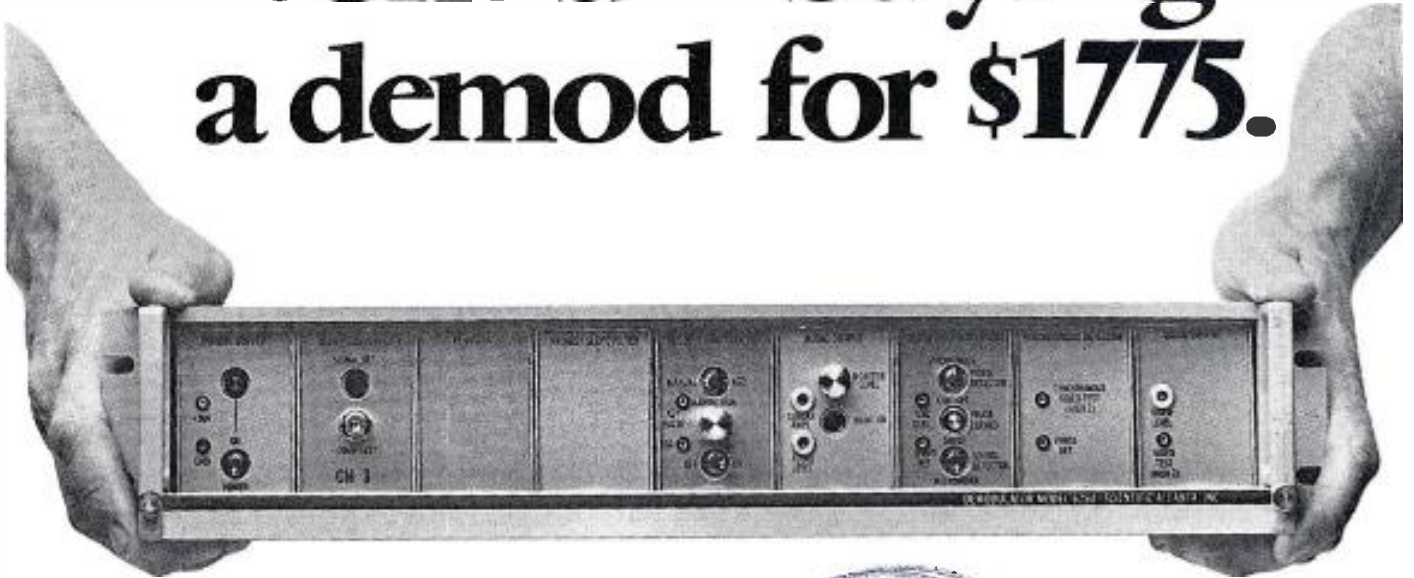
I: Network produced programs, a) Documentary/Educational, b) Dramatic. II: Programs produced by network-owned stations/group produced programs. III: Programs produced by other stations in the top 10 markets. IV: Programs produced by stations in markets 11-50. V: Programs produced by stations in markets 51 and over. VI: Educational/Public Broadcasting, a) Nationally produced, b) Locally produced. VII: Cable (local origination).

RADIO

I: Network produced programs. II: Programs produced by network-owned stations/group produced programs. III: Programs produced by other stations in the top 10 metro areas. IV: Programs produced by stations in metro areas 11-50. V: Programs produced by stations in metro areas 51 and over. VI: Educational/Public Broadcasting.



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