

Steam's building up behind
9 khz separations for AM radio

Broadcasting Jan 15

The newsweekly of broadcasting and allied arts

Our 48th Year 1979

NEWSPAPER



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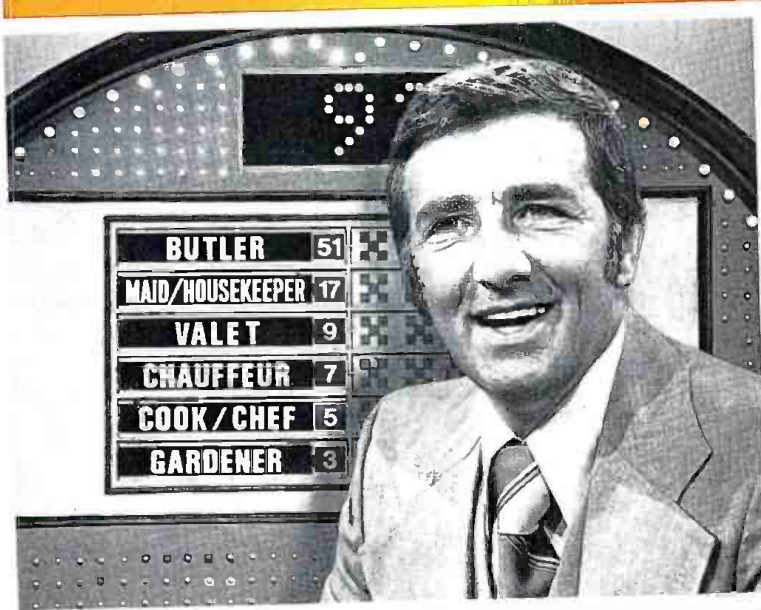
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With first-run episodes
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every week!

This is the sensational
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Number One in households!
Women! Men! 18-49 women!
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With an average
35% rating increase over
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A 33% share increase in
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Why reap these rewards
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Now that you can get
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Family Feud



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Add Microprocessor Memory

... a new production switching capability for your 1600 Series switcher!

E-MEM—Effects Memory—from Grass Valley Group lets you remember a complete news show chroma key

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The Week in Brief

SPACE TALK □ Momentum builds behind the move to reduce AM spacing to 9 khz. NTIA petitions FCC to do just that. **PAGE 29.** Van Deerlin backs daytimers. **PAGE 30.**

WHAT BETTER USE □ NTIA thinks low-power television stations and translators can be put to work serving both rural and urban populations; broadcasters can go for the country service, but think interference problems would make city operations impossible. **PAGE 31.**

AHEAD ON THE HILL □ The 96th Congress could be the busiest ever for broadcast-related matters, with both sides reworking the Communications Act in some fashion and the certain return from the dead of legislation for performer royalties and a consumer protection agency. **PAGE 34.**

WATERSHED □ Some of the biggest names in communications policy address a military group and agree that this year is the big one for communications. **PAGE 34.**

BMI'S OFFER □ The music licensing organization urges TV stations to sign a one-year extension while the court battle goes on. But the all-industry committee reminds them there is an alternative. **PAGE 36.**

SUGGESTIONS, PLEASE □ The NTIA seeks comments on how it should handle the \$40 million annually that it is authorized to distribute for public broadcasting. **PAGE 38.**

MONEY MATTERS IN MAUI □ Near the top of the NAB board meeting agenda in Hawaii this week is the fiscal 1979 budget. **PAGE 38.**

KIBITZING □ In the nine months since Nina Cornell took over as head of the FCC's Office of Plans and Policy, she's made a decided impression as she brings the commission's future to heel. **PAGE 40.**

ALMS □ Noncommercial entities protest against an FCC proposal that could limit their fund-raising efforts. **PAGE 46.**

TERRITORY EXPANDED □ NBC's Segelstein adds responsibilities for TV stations division in addition to radio and research. **PAGE 55.**

TWO IN A ROW □ Fancy footwork in its scheduling



Retailer roundup. TVB and local television broadcasters in markets across the country gathered an estimated 28,000 store executives last week and made a concerted pitch for their business. In New Orleans, retail people assembled in the Super Dome, where TVB's audio-visual presentation was projected on the dome's 22-by-26-foot screens. **PAGE 32.**

enables CBS-TV to sashay to its second straight win in prime-time ratings. **PAGE 55.**

A NEED FOR PBS □ Grossman tells a New Orleans meeting that public television must have greater program powers. **PAGE 58.**

DOWN THE ROAD □ The future of advertising regulation at the FTC is uncertain as the commission, which says the era of "big brother" is over, begins a period of reorientation. **PAGE 64.**

GHOST OF UNESCO PAST □ Speakers at a Washington meeting say problems of last fall's meeting in Paris will again haunt the U.S. at the WARC conference. **PAGE 70.**

TWO MORE □ Pennsylvania and Connecticut are the latest targets in the push to allow broadcasting into the courts. **PAGE 72.**

CABLE ACCESS RULES □ The latest Midwest Video fight, against mandatory channel requirements, is argued in the Supreme Court. **PAGE 74.**

NEW DIMENSION □ The FCC restarts its inquiry machine to study standards for FM quadrasonic broadcasting. The latest effort gets into effects of reduced channel spacing. **PAGE 75.**

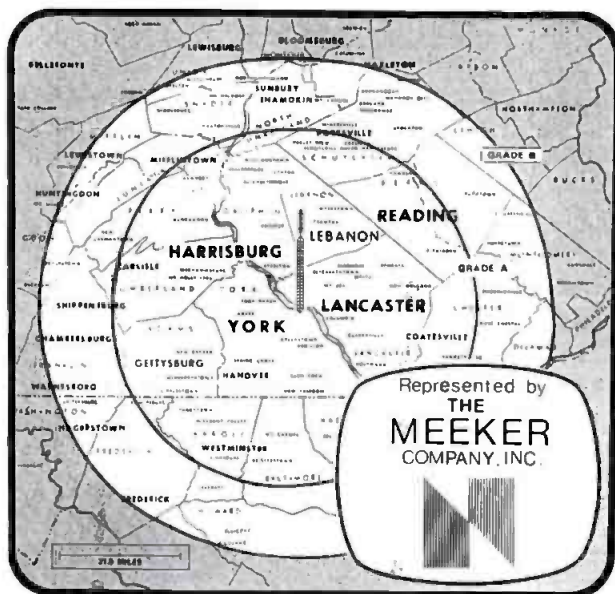
FOOT-SOLDIER LOBBYIST □ Roy Elson has quietly and effectively served broadcasters on the Washington front since 1971. As NAB vice president, government relations, he combines political savvy and a willingness to work long, hard hours to attain his objectives. **PAGE 97.**

Broadcast Advertising... 64	Changing Hands..... 42	For the Record..... 80	Playlist..... 73
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Which is to say the Channel 8 station enjoys enviable acceptance by the viewers in this thriving Adams County community. And the same happy, sales-responsive situation prevails in hundreds of other Pennsylvania towns and cities in this prosperous 9-county DMA of 1,200,000 persons. The reasons: excellent programs and solid, consistent coverage which WGAL-TV provides every day throughout the year. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1978 County Coverage Report

WGAL-TV 8

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Closed Circuit®

Insider report: behind the scene, before the fact

Starting to hurt

With strike by performers in television and radio commercials entering its fifth week tomorrow (Jan. 16) and no end in sight, agencies and advertisers are feeling pinch. They won't talk about it, but some have been producing TV spots at commercial production houses that are not signatories with American Federation of Television and Radio Artists (live or tape) or Screen Actors Guild (film) and are using "real people" instead of professional performers.

Unions claim to have signed more than 200 agencies and producers to interim agreements, but these are small shops unaffiliated with American Association of Advertising Agencies and Association of National Advertisers, negotiators for industry. Larger commercial producers have laid off craft workers, who are mostly freelance, are suffering and hoping for early settlement.

Soapbox

Sentiment appears to be building within FCC staff for test of proposal to permit broadcasters to adopt public-access plan as substitute for fairness doctrine. U.S. Court of Appeals in Washington told commission it had not paid sufficient attention to that idea, submitted by Committee for Open Media, before rejecting it in adopting its report on fairness doctrine (BROADCASTING, Nov. 14, 1977).

Diplomatic missions

Federal Trade Commission is "hoping" to improve its intergovernment relations in new year, according to FTC official, and that includes visits to White House and to Capitol Hill for Chairman Michael Pertschuk. It's understood chairman will meet with President Carter soon to outline what agency is doing to foster competition in industries it oversees. President is said to be interested in FTC activities as part of his announced anti-inflation offensive.

On Hill, Mr. Pertschuk is making "courtesy visits" ("Closed Circuit," Dec. 4, 1978), in part to demonstrate commission's awareness of criticism leveled at it last year.

Writing off history

Hope is fading that way may be found to make Television Bureau of Advertising's future estimates of spot TV billings, compiled for TVB by Broadcast Advertisers Reports, comparable with those that have gone before. Trouble turned up in 1978 third-quarter estimates,

which showed 7% growth while other indicators put growth in 26%-28% range. Problem was tracked to BBDO, which supplies BAR's rate estimates and which said that in third quarter it had hired new buyers who were getting significantly lower rates than in past (BROADCASTING, Dec. 18, 1978). TVB and BAR are still trying to find way out of dilemma.

They're not saying that BBDO's new rates are not right—or nearer right than earlier ones—but that unless they can find solution, quarterly comparisons with periods prior to July 1978 will be meaningless.

Horse race

It's neck and neck, with perhaps four necks involved, for selection of this year's Distinguished Service Award winner by National Association of Broadcasters convention committee at meeting this week in Maui, Hawaii. Originally billed as two-man contest between Jack Harris, KPRC Inc., Houston, and Stanley E. Hubbard, Hubbard Stations, St. Paul-Minneapolis, competition now includes among front runners Richard Salant, president, CBS News, and Donald A. Thurston, Berkshire Broadcasting, North Adams, Mass., NAB joint board chairman.

Several convention committee members last week expressed concern about award becoming popularity contest rather than recognition of distinguished service. There was criticism of "professional campaigning" and also of purported lack of "pure radio" candidates among top runners, with result that batch of late nominations include radio-only names—among them Joint Board Chairman Thurston.

Social graces

Outgoing FCC Commissioner Margita White lunched one day last week with fellow Republican Anne P. Jones (at former's invitation). Miss Jones's renomination to succeed Mrs. White is to go to Senate today (Jan. 15). Mrs. White, who has continued to serve since expiration of her term last June 30, has not disclosed her plans.

EEO pay scales

Although thunder of broadcaster opposition persuaded FCC to back off from its intention to require broadcasters in filing annual employment reports to rank employes from highest to lowest paid (BROADCASTING, Jan. 1), some licensees are being required to file exactly that information. For past four years,

broadcasters whose licences have been renewed on condition they file periodic equal employment opportunity reports, have been asked, among other things, to provide employe ranking by pay.

Latest requests for that information went to 19 stations cited late last month for failure to meet equal employment opportunity processing standards (see page 43).

New and used

Experiment is being tried at Radio Advertising Bureau's 18 sales clinics this year: Each will have two concurrent sessions based on experience levels, one offering basic training (for salesmen with less than two years experience) and other advanced (two years and up). Despite fears that enrollments might be lopsided, registrations for first two—next week in Orlando, Fla., and Atlanta—have divided almost exactly 50-50, and same is true of registrations thus far for subsequent three.

Familiar cast

It appears House Communications Subcommittee will retain most members active in communications debates past two years—Martin Russo (D-Ill.), Timothy Wirth (D-Colo), Marc Marks (R-Pa.), Albert Gore (D-Tenn.) and Edward Markey (D-Mass.). Henry Waxman (D-Calif.), who claims to have most of votes he needs to get elected chairman of Health Subcommittee, is predicted to lose that race, however, and return to Communications. Barbara Mikulski (D-Md.), one of Chairman Lionel Van Deerlin's (D-Calif.) favorites, is leaving, as is W. Henson Moore (R-La.), it's reported.

Eyes are on newly elected Representative Mickey Leland (D-Tex.) to become black congressman that Congressional Black Caucus sought to place on subcommittee. Mr. Leland has made Commerce his first committee choice, Health his first subcommittee choice, but he has reportedly told Black Caucus leaders he is willing to serve on Communications.

For and against

National Association of Broadcasters and National Radio Broadcasters Association are headed in opposite directions on proposal to reduce AM channel separation to 9 khz (see page 29). NAB joint board is scheduled to review its position at meeting in Maui, Hawaii, this week, but is expected to stick to its 1977 vote against 9 khz. NRBA board, meeting Jan. 26 in San Diego, seems inclined to vote support of 9 khz.

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 ROBERT SHAW

A GEORGE ROY HILL FILM

THE STING

A RICHARD D. ZANUCK, DAVID BROWN PRESENTATION

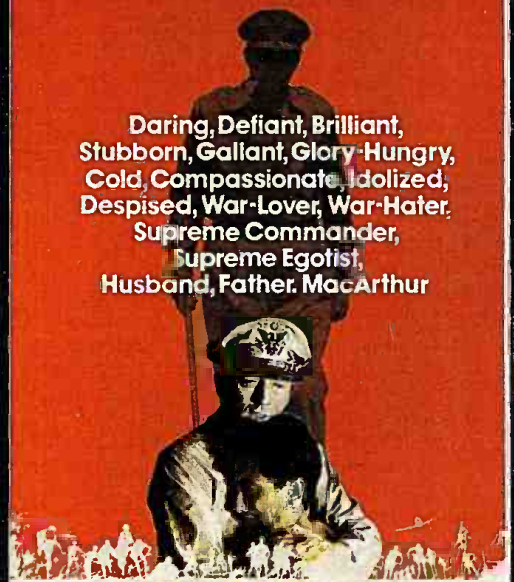


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THE STING

Daring, Defiant, Brilliant,
 Stubborn, Gallant, Glory-Hungry,
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 Despised, War-Lover, War-Hater,
 Supreme Commander,
 Supreme Egotist,
 Husband, Father. MacArthur



GREGORY PECK as
 General
MacARTHUR

A GEORGE D. TAYLOR/DAVID BROWN PRODUCTION
 10 FILMERS - GARY B. HAYES - Screenplay by MAL CARPICO & NED BREW - Music by JERRY GOLDSMITH - Directed by ROSEMARY KROVITZ
 Special Visual Effects by ALBERT WEINSTEIN - Produced by FRANK M. CAVENY - A DOLBY DIGITAL PICTURE - PIONEER PICTURES
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A collision at sea.
 41 men trapped in a
 Nuclear submarine
 on an ocean ledge
 1,450 feet
 beneath
 the sea. The most
 exciting rescue
 adventure ever
 filmed.



**GRAY
 LADY
 DOWN**

THE HEROES OF THE DEEP
 CHARLTON HESTON
 DAVID CARRADINE · STACY KEACH

SCREENPLAY BY JAMES HILL · DIRECTOR OF PHOTOGRAPHY ROSEMARY KROVITZ
 PRODUCED BY DAVID SPENCER · DIRECTED BY DAVID SPENCER
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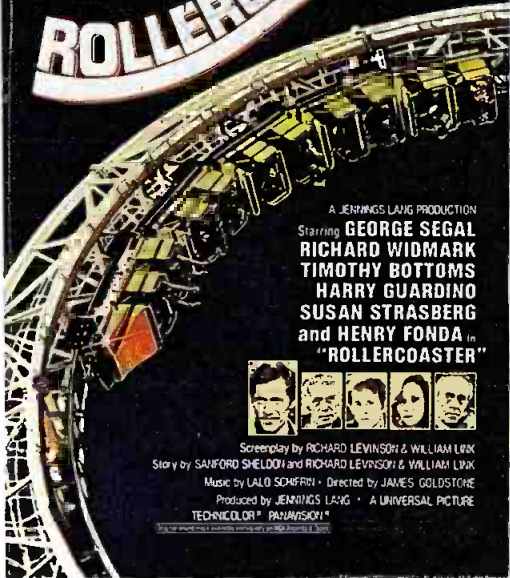
You'll celebrate the numbers these 34* sparkling new

*RSVP for the other great titles in this brand new offering.

"ROLLERCOASTER" is a suspense melodrama of the sort that Alfred Hitchcock does best.

-Vincent Canby, NEW YORK TIMES

ROLLERCOASTER



A JERRINGS LANG PRODUCTION

Starring **GEORGE SEGAL**
RICHARD WIDMARK
TIMOTHY BOTTOMS
HARRY GUARDINO
SUSAN STRASBERG
and **HENRY FONDA** in
"ROLLERCOASTER"



Screenplay by RICHARD LEVINSON & WILLIAM LUK
Story by SANFORD SHELDON and RICHARD LEVINSON & WILLIAM LUK
Music by LAO SCHARF - Directed by JAMES GOLDSTONE
Produced by JERRINGS LANG - A UNIVERSAL PICTURE
TECHNICOLOR® PANAVISION®

A TRUE LOVE STORY...

For everyone who believes in happy endings



The continuing true story of Jill Kinmont, a woman with enough courage for ten lifetimes...and a man with enough love to carry them both.

'THE OTHER SIDE OF THE MOUNTAIN' PART 2

MARILYN HASSETT · TIMOTHY BOTTOMS

A JEROME PRODUCTION/A LARRY FLEISCHER FILMS FILM - Screenplay by LORNA ASHLEY · Story by LARRY FLEISCHER · Directed by LARRY FLEISCHER · Produced by EDWARD S. FELDMAN · Music by BOB WALTERS · Edited by LARRY FLEISCHER · A UNIVERSAL PICTURE · TECHNICOLOR®

American Graffiti

is back!

For the first time in full
Dolby Stereophonic Sound

With additional original
scenes never shown before!



Look again!



"AMERICAN GRAFFITI" - A LUCASFILM LTD./COPPOLA CO. Production - Starring RICHARD DREYFUSS · TRACY HOWARD · PAUL LE MAT · CHARLIE MARTIN SMITH · CANDICE ABERNETHY · MACZELINE PHELPS · CINDY WILLIAMS · WALTER MAN JACK · Written by GEORGE LUCAS · Story by LORNA ASHLEY & JERRY ARONSON · Directed by GEORGE LUCAS · Co-Produced by GARY KURTZ · Produced by FRANCIS FORD COPPOLA · A UNIVERSAL PICTURE · RELEASED BY TECHNICOLOR®

Original Soundtrack on RCA Records & Epic

DD DOLBY STEREO

Movies will get you. "Champagne Movies 34". **MCA TV**

Radio only

Burlington Northern □ Twelve-week radio campaign for transportation group starts in late January in 16 markets including Chicago, Denver and Seattle. Agency: BBDO, Minneapolis. Target: adults, 35-64.

John Paton □ Three-month radio campaign for Golden Blossom honey begins this week in Boston and Providence, R.I. Agency: Dilorio Wergeles, New York. Target: women, 18-49.

Texas Commerce Bank □ Twelve-week radio campaign starts in February. Agency: Ketchum, MacLeod & Grove, Houston. Target: adults, 25-54.

Mrs. Paul's □ Ten-week radio campaign for its various food products begins this week in 30 markets including Atlanta, Chicago, Houston and San Francisco. Buyer is SFM Media, New York. Target:

women, 18-49.

Bekins Moving □ Eight-week radio campaign starts in late January in six markets including Atlanta, Miami and Washington. Agency: Della Femina, Travisano & Partners, Los Angeles. Target: adults, 25-54.

Purolator □ Eight-week radio campaign for oil filters begins in February in 13 markets including Phoenix and San Diego. Agency: Bozell & Jacobs, New York. Target: men, 18-49.

Black Angus □ Six-week radio campaign begins in late January in 30 markets including Denver; Des Moines, Iowa; Phoenix and San Diego. Agency: Skoglund Advertising, Seattle. Target: men, 25-49.

W.R. Grace □ Six-week radio campaign for agricultural chemicals starts in late January in 200 markets including Des Moines, Iowa; Indianapolis and Memphis. Agency: Howard, Merrill & Boykin,

Rep appointments

- WBBY-FM Columbus, Ohio; KUXL(AM) Minneapolis and WKND(AM) Windsor (Hartford), Conn.: R.A. Lazar & Co., Chicago.
- WDMJ(AM) Marquette, Mich.: The Robert's Associates, Chicago.
- KBUG(AM) Springfield, Mo.; KDEX-AM-FM Dexter, Mo., and WCLD-AM-FM Cleveland, Miss.: Gert Bunchez & Associates, St. Louis.
- WVOP(AM)-WTCQ(FM) Vidalia, Ga.: Jack Bolton Associates, Atlanta.

Raleigh, N.C. Target: men, 18-49.

Bryan Foods □ Four-to-five-week radio campaign begins this week for canned meats manufacturer in 15 markets including Memphis and New Orleans. Agency: Cargill, Wilson & Acree, Atlanta. Target: women, 25-49.

Funk Seeds □ Four-week radio campaign starts in late January in 40-50 markets. Agency: Bader, Rutter & Associates, Milwaukee. Target: farmers.

High Tide □ Three-week radio campaign for swimwear begins in late March in at least three markets including New York. Agency: Keye Donna Perlstein, Los Angeles. Target: women, 18-24.


Alaska Crab Institute □ Two-week radio campaign starts in early February in Miami, Jacksonville and Tampa, Fla. Agency: Evans/Pacific, Seattle. Target: adults, 25-54.

DELTA DASH® GETS YOUR SMALL PACKAGE THERE IN A BIG HURRY.

Delta handles more over-the-counter shipments of 50 lbs. or less than any other certificated airline. And DASH (Delta Airlines Special Handling) serves 86 U.S. cities plus San Juan. Any package up to 90 inches, width + length + height, and up to 50 pounds is acceptable. DASH packages accepted at airport ticket counters up to 30 minutes before flight time, up to 60 minutes at cargo terminals.

Rate between any two of Delta's domestic cities is \$30. (\$25 between

Dallas/Ft. Worth and Los Angeles or San Diego or San Francisco). Pick-up and delivery available at extra charge. Call 800-638-7333, toll free. (In Baltimore, call 269-6393).

You can also ship via DASH between Delta cities in the U.S. and Montreal, Nassau, Bermuda, Freeport and London, England. For details, call Delta's cargo office.  **DELTA**
The airline run by professionals

DELTA IS READY WHEN YOU ARE®



TV only

Fasweet □ Eight-month TV campaign for sugar substitute starts this week in 14 markets during day and fringe time. Agency: Eric Ericson, Nashville. Target: women, 18 and over.

Security Pacific □ Twenty-six week TV campaign for bank starts in early March in at least seven markets during fringe and prime time. Agency: Young & Rubicam, Los Angeles. Target: total adults.

Saks Fifth Avenue □ Four-month TV campaign starts in late February in eight markets in news, prime and prime access

PROFESSIONAL SALESMANSHIP MAKES THE DIFFERENCE

**KVI / FM
Seattle**

**NOW
REPRESENTED
NATIONALLY**

by



Buckley Radio Sales, Inc.

New York • Atlanta • Boston • Chicago • Dallas • Detroit • Los Angeles • Philadelphia • San Francisco • St. Louis



BOX POPULI

In 1978, 3230 local people aired their opinions on our television stations in Jacksonville, Miami, and Hartford. And in the past seven months, 986 citizens from the Detroit area had their say on WDIV, the newest Post-Newsweek Station.

We presented the views of community and neighborhood leaders, local newsmakers, students in elementary school and college, political advocates, consumer representatives, special interest groups and just plain folks.

In addition to public affairs programs and religious shows, people in our towns speak freely on regularly televised town meetings, one-minute public access spots, ascertainment specials like "Nobody Ever Asked Me" and in reply to station editorials.

Each Post-Newsweek Station provides an open forum for the community it serves.

The voice of the people could just be the most important sound we broadcast.

PNS

POST-NEWSWEEK STATIONS, INC.

WFSB-TV Hartford WDIV Detroit WJXT Jacksonville WPLG Miami





"The real disaster is when your ENG camera doesn't work."



Talk with a broadcast TV news cameraman and that's what he'll tell you. And that's why more TV news teams use Ikegami ENG cameras than all others combined. When you get only one chance to cover a news event, a dependable Ikegami is the one ENG camera to use.

The reason: The prime features built into Ikegami

ENG cameras are dependability and colorimetry. Everything else is icing on the cake. And the Ikegami combination of dependability with ruggedness, light weight, image stability, and simplified controls, is why all three networks used the Ikegami HL-33 and HL-35 ENG cameras at the 1976 Democratic and Republican Conventions. And why they were used at the 1976 Summer Olympics.

Now we have two cameras that are even better: the Ikegami HL-77 and HL-37. In the HL-77 we've done away with the 26½-lb backpack and tucked its functions inside the camera body—and still reduced the HL-77's weight (less lens, but with viewfinder) to a pound less than the HL-35 head alone. The HL-77 weighs in at 13½ lb. In the HL-37 we've split the package so the head weight (without lens) is even less, and the shoulder-riding process pack comes to 6½ lb.

Both cameras use three ¾-inch Plumbicon* pickup tubes, and f/1.4 prism optics. The viewfinder is 1½ inches. And everything else that made the HL-33 and HL-35 the real winners at the conventions is still there—just smaller and lighter.

Both the new HL-77 (the *Ike*)



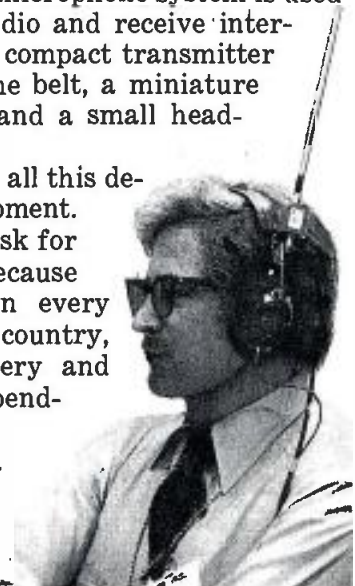
and the HL-37 (the *Mini-mate*) produce broadcast-quality coverage with good color, brightness, stability, high sensitivity even in low light, and reduced lag due to bias light. Both can feed video and audio to a local or remote video tape recorder, or via microwave transmitter receiver for remote pickup.



For microwave transmission from our HL-33 and HL-35 ENG cameras to a remote pickup point, we offer the Ikegami PF71 portable microwave relay system. This backpack unit transmits the video signal on the 13-GHz microwave band; audio and command signals on the 950-MHz uhf band. Maximum range is about 1800 feet with omni antenna, 3700 feet with 60-degree horn, two miles with a 20-degree horn.

For the sound portion of the program, the Ikegami PFM-091 wireless microphone system is used to transmit program audio and receive intercom audio. It includes a compact transmitter and receiver worn on the belt, a miniature condenser microphone, and a small head-set/whip antenna.

We've got the specs on all this dependable portable equipment. Just write for them, or ask for a demonstration. And because we have distributors in every major area across the country, you can get fast delivery and service. If you want dependability, you get it from Ikegami. More people do.



Ikegami

Ikegami Electronics (USA) Inc., 37 Brook Ave., Maywood, N.J. 07607 • (201) 368-9171

time. Agency: Western International Media, New York. Target: men and women, 18-49.

Gino's □ Four-month TV campaign begins in late February in five markets during prime, news and late fringe time. Agency: Lewis & Gilman, Philadelphia. Target: adults, 18-34.

Golden Grain □ Twelve-week TV campaign for Rice-A-Roni starts in early February in 55 markets during access time. Agency: Vantage Advertising, San Leandro, Calif. Target: total women.

Cosmetic Labs □ Eleven-week TV campaign starts this week in 20 markets during daytime. Buyer: RNF Media, Los Angeles. Target: total women.

Porsche-Audi □ Six-to-ten-week TV campaign starts in late January in 18 markets during fringe and sports time. Agency: Doyle Dane Bernbach, New York. Target: men, 25-49.

Wendy's □ Six-to-nine-week TV campaign begins in late January for restaurant chain in three Midwest markets during prime and early fringe time. Agency: Clinton E. Frank, Chicago. Target: adults, 18-49.

Pabst □ Two-month TV campaign for Pabst Extra Light beer starts this month in 100 markets during fringe and prime time. Agency: Kenyon & Eckhardt, New York. Target: men, 25-54.

Delta Airlines □ Eight-week TV campaign begins this week in six markets during fringe and prime time. Agency: Burke, Dowling, Adams, Atlanta. Target: adults, 35 and over.

Dad's □ Eight-week campaign for dog food begins in late January in 12 markets during all dayparts. Agency: Mendelson Advertising, Buffalo, N.Y. Target: total women.

Domsea Farms □ Eight-week TV campaign begins in late January for frozen seafood in four markets during day and news time. Agency: Modular Communications, New York. Target: total women.

If you can't join 'em, beat 'em. Smokenders Inc., Phillipsburg, N.J., which has been offering a system (for pay) to break the cigarette smoking habit, has turned to television and radio to attract smokers to its seminars.

Ironically, it was a coalition of anticigarette groups that labored for years and finally persuaded Congress to ban cigarette advertising from television and radio, as of 1971. For the past five months Smokenders has been testing television and radio in combination with newspapers to push its stop-smoking seminars in about 50 markets.

Rosenfeld, Sirowitz & Lawson, New York, which conceived the campaigns, is now evaluating results. Richard Dindorff, senior vice president and management supervisor at the agency, said last week that television appears to be a powerful medium, but one question remains: Is TV cost-efficient? He said RS&L is appraising the campaign and expects to have an answer by early or mid-February.

Columbia □ Seven-week TV test for shower enclosures begins in mid-February in Northwest during day and weekend time. Agency: Barritt, Larson, Pack & Farnell, Encino, Calif. Target: women, 25 and over.

E.I. duPont □ Six-week TV campaign for agricultural chemicals begins in mid-February in 40 markets during news and farm time. Agency: Rumrill-Hoyt, Rochester, N.Y. Target: total men.

Paine Webber □ Six-week TV campaign begins this week for brokerage house in 20 markets during news and sports time. Agency: Marschalk, New York. Target: men, 35 and over.

Southern Bell □ Five-week TV campaign begins this week in Florida, Georgia, North and South Carolina during day, fringe and prime time. Agency: Tucker Wayne & Co., Atlanta. Target: adults, 18 and over.

Finance America □ One-month TV campaign begins in late January in 20 markets during fringe and prime time. Agency: Marschalk, New York. Target: men, 25-49.

New York State □ Four-week TV campaign starts this week for state department of commerce in nine markets during prime, early and late fringe time. Agency: Wells, Rich, Greene, New York. Target: men and women, 25-54.

Jimmy Dean □ Two- and three-week TV campaigns start in February and March for Jimmy Dean sausage in 30 markets

during day and fringe time. Agency: Sumner & Berry, Dallas. Target: women, 25-34.

Rush-Hampton □ Three-week TV campaign for CA/90 portable air purifier begins in mid-March in 25 markets during daytime. Agency: Singer & Webb, Buffalo, N.Y. Target: women, 25-49.

Stanley Works □ Two-week TV campaign for Vemco division's garage-door opener begins in early February in 18 markets during fringe and prime time. Agency: Humphrey, Browning & MacDougall, Boston. Target: men, 25-54.

Funk & Wagnalls □ Two-week TV campaign for encyclopedia begins in mid-January in five markets during day and fringe time. Agency: Scali, McCabe, Sloves, New York. Target: women, 18-49.

First Texas Pharmaceutical □ Two-week TV campaign starts this week. In 15 markets during day, early and nighttime news. Agency: Admark Associates, Dallas. Target: total adults.

Ship N' Shore □ Two-week TV campaign for women's blouses and shirts begins in mid-February in at least nine markets during day and fringe time. Agency: AC&R, New York. Target: total women.

Atlantic Records □ Two-week TV campaign starts for record company in late January in seven markets during early and late fringe time. Agency: Corinthian Advertising, New York. Target: total women.

General Foods □ National TV roll-out campaign for Oven Fry coating starts in early March in prime time and daytime. Agency: Grey Advertising, New York. Target: women, 18 and over.

Radio-TV

Standard Brands Paint □ Eight-week radio and TV campaign starts in March in eight TV markets and seven radio markets including Dallas, Phoenix and Seattle. Agency: Standard Brands Paint Advertising. Target: adults, 18-49.

Midas □ Roll-out TV and radio campaign begins this week for Midas Muffler in about 180 markets including Milwaukee and New Orleans. Agency: Wells, Rich, Greene, New York. Target: adults, 25-54.

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Media Brokers—Consultants

445 PARK AVENUE

NEW YORK, N. Y. 10022

(212) 355-0405



Torbet Radio

We told WVCG and WYOR
that we could outsell
any Rep.

They asked us to prove it.

Effective February 1, 1979

Torbet Radio will be the national voice
of WVCG (AM) and WYOR (FM) in Miami.

Monday Memo[®]

A broadcast advertising commentary by William O'Shaughnessy, president, Hudson-Westchester Radio Inc.
With a rejoinder by Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters.

BROADCASTING departs from its customary "Monday Memo" policy and format this week to present a mini-debate on the question of whether broadcasters ought to accept issue advertising. William O'Shaughnessy, president of Hudson-Westchester Radio Inc. (WVOX(AM)-WRTN(FM) New Rochelle, N.Y.) and a member of the radio board of the National Association of Broadcasters, argues the affirmative (beginning on this page). Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, argues the negative (on page 22). The positions taken here will be discussed at even greater length in Hawaii this week at the annual winter meeting of the NAB's joint board, which will have the matter of issue advertising on its agenda.

An open-arms policy on issue advertising

Issue advertising—the proposition that corporations or individuals should have the opportunity to purchase air time to espouse thoughts or views favorable to their best interests—deserves some advocacy from the broadcasting industry. I'm here to give it.

For too long now my fellow broadcasters have been working both sides of the street on free speech matters. Broadcasters wax eloquent about the glories of the First Amendment. And most of us are instantly capable of a brilliant defense of the genius of the free enterprise system. But some among us hesitate to extend those benefits and protections to corporations (or individuals) trying to express and expose ideas.

This is a complex matter and there is a great deal of confusion about it. And I am not a legal expert or a constitutional scholar or a communications lawyer; I'm only a community broadcaster. Many are sure I am over my head in these murky waters. Erwin Krasnow, the National Association of Broadcasters' highly regarded senior vice president and general counsel, is a good friend. But when he heard about my misgivings and uneasiness concerning the current policy of some broadcasters to refuse issue-oriented ads, he observed that "the BEM case [in which the Supreme Court affirmed the broadcasters' constitutional right of refusal] was the one victory we've won lately, and O'Shaughnessy would have us overturn it!" (There was another legal skirmish: the *Red Lion* decision, which said the First Amendment not only guarantees freedom of speech to broadcasters, but also guarantees the right of the public to hear diverse and controversial issues.)

We all know Mobil's colorful and brilliant public affairs chief, Herb Schertz. And we're familiar with the exquisite lengths to which Mobil and many other utility and energy companies have to go to present their views to the American people. As a broadcaster and as a citizen, I'm disturbed by this.

I'm also concerned when Bowery Savings Bank of New York, a selfless and inspired corporate citizen, put aside its com-

petitive instincts and tried to encourage and enhance a favorable outlook for its beleaguered and much-maligned city [with a spot campaign selling the city, not its own services]—only to have CBS find the commercial "unacceptable" because it's "too much editorializing." When asked about their refusal of the Bowery spot, a CBS attorney said simply "we consider this basically a *pocketbook* issue . . . in other words we don't like to give free commercials [for counteradvertising] to anybody. We're in the business of *selling* commercials."

(CBS is not alone in its reluctance to activate countercommercials. To my knowledge NBC was probably first in the field with a firm policy against advocacy or issue advertising. But somehow we expected more from CBS, which has always been so sensitive and usually leads the way to enlightened, pro bono positions on most of the great social as well as industry issues.)

My radio colleagues are capable of the same discrimination. In New York only WMCA(AM), the last independently held major station, and WQXR-AM-FM welcome idea advertising. I admire and congratulate Ellen Sulzberger Straus for WMCA's enlightened policy, and the *New York Times*-owned WQXR stations for theirs. And on a much smaller scale, our own WVOX(AM) in Westchester encourages and

accepts issue-oriented ads.

A way has to be found to encourage broadcasters to extend to other businessmen the same privileges they want for themselves. If nothing else, we should be consistent. On one hand NAB is writing dazzling amicus briefs upholding the right of utility companies to advertise. At the same time many of the most powerful broadcasters in the land deny access to corporations for idea or issue-oriented ads.

It is a pocketbook issue. U.S. corporations are now spending between \$200 million and \$500 million annually for corporate advertising. Many prestigious national accounts do not at present consider radio and television in their media planning because of the refusal of many of the major stations—and most of the network O&O's—to accept their corporate ads. If a way can be found to save broadcasters from having to provide countercommercials, the industry will be eligible for millions in corporate advertising now directed to magazines and newspapers.

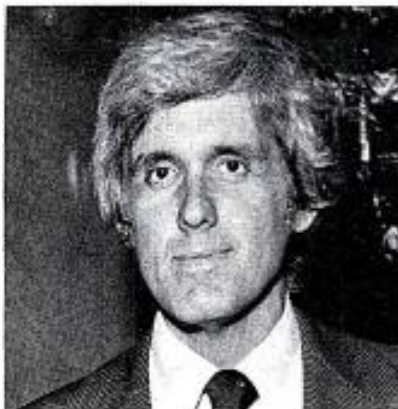
It has been suggested that only those with money could set the agenda for public debate and that the decibels of the corporate voice could be raised loud enough to out-shout political parties, other institutions, and perhaps even the press. So then who could afford this advertising? Not only business, but also labor. And indeed today many of the public interest and consumer lobbies have very substantial war chests. But in any case, the American tradition has never been very tolerant of those who use economic bulldozers to get their way.

I don't believe big is necessarily bad. To those who worry that the size of Mobil's purse will overwhelm or subvert the intelligence of the American people, I say we should have faith in their ability to weigh and evaluate and judge any advertiser's message.

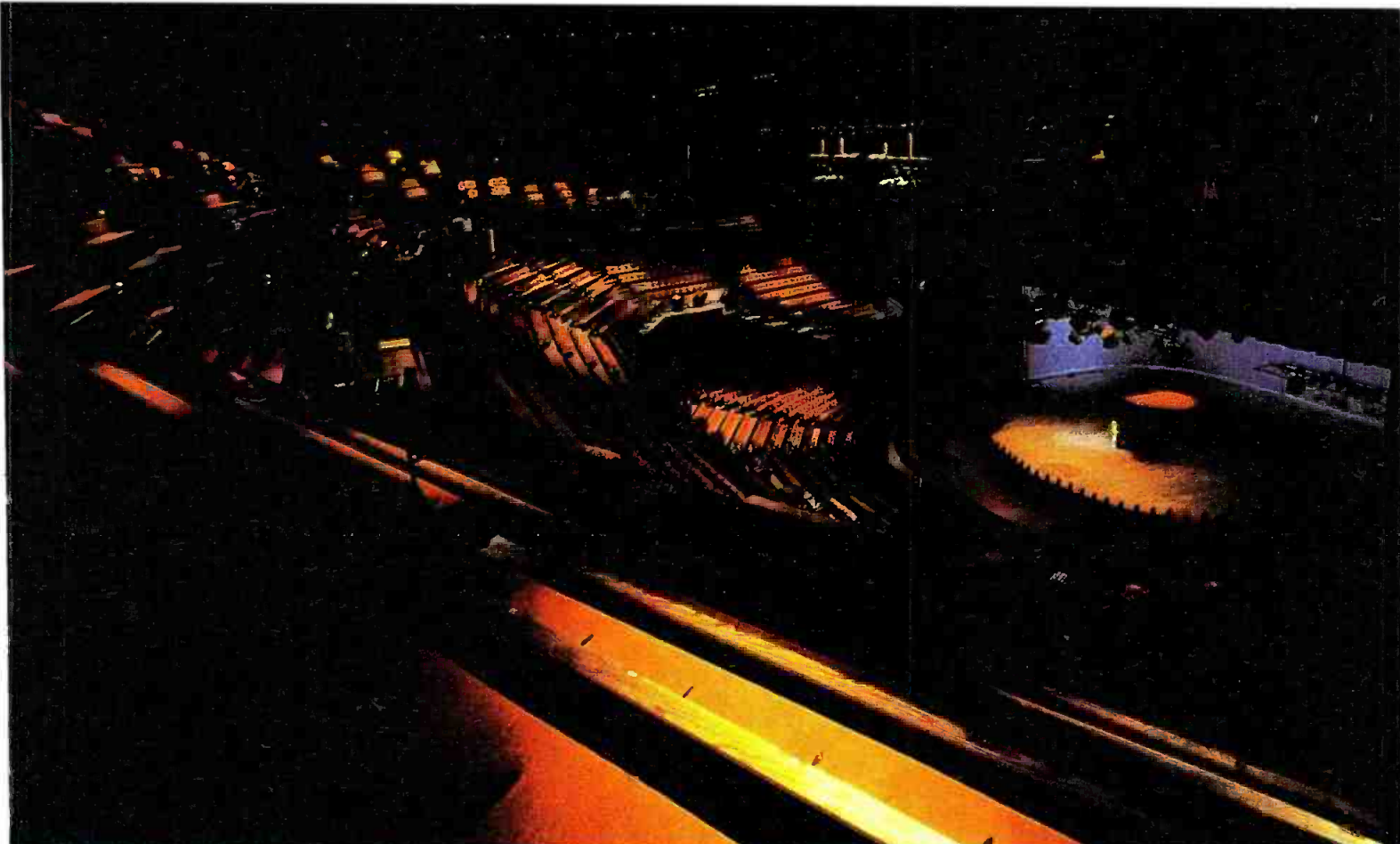
In the long run, truth is best obtained through uninhibited and unshackled debate. It has long been an essential cornerstone of our jurisprudence that, as Justice Holmes put it: "... The ultimate good desired is better reached by free trade in ideas—that the best test of truth is the power of the thought to get itself accepted in the competition of the market . . . That at any rate is the theory of our Constitution."

And it has always been a cardinal principle that this marketplace of ideas will function best if it is left unencumbered with restraints on expression.

In the *Red Lion* case, the United States Supreme Court reiterated that: "It is the purpose of the First Amendment to preserve an uninhibited marketplace of ideas in which truth can ultimately pre-



O'Shaughnessy



Seen any good radio lately?

In 1978, over 906,000 people traveled over 850 million miles to see a radio show.

They came from 50 states and 7 foreign countries.

They came to see the Grand Ole Opry. *Live* radio, on stage in the "Mother Church of Country Music."

And they've been coming every year since 1925. Each year greater than the year before. And 1978 the greatest year of all.

These are the folks who are responsible for the phenomenal growth and success of the Grand

Ole Opry. They are, along with the millions who listen to the weekly broadcasts at home, the most loyal, most enthusiastic and most dedicated fans of all.

And we're proud.

Proud to have such fans, and thankful that we're able to entertain them each week.

And we're grateful for what they've done for Nashville and for country music. And for radio.

So if someone asks, "Anybody seen any good radio lately?," tell them "Yeah, down in Nashville, Tennessee!"

**The Grand Ole Opry.
Heard only on clear channel 650·WSM,
in Nashville.**



**Presenting
the newest affiliate
in the growing
Harte-Hanks
Television Group**



KYTV
Channel 3
Springfield, Mo.



The leading station
serving the people of
Springfield and
the Ozarks.

Opening new channels
of understanding

HARTE-HANKS COMMUNICATIONS, INC.



TELEVISION GROUP

KENS-TV, San Antonio, Texas; WTLV-TV, Jacksonville, Florida;
WFMY-TV, Greensboro, North Carolina; KYTV, Springfield, Missouri.

vail." And again last April the Supreme Court, in *First National Bank of Boston v. Bellotti*, ruled that "free discussion of governmental affairs is the type of speech indispensable to decision making in a democracy" and, wrote one justice, "this is no less true because the speech comes from a corporation rather than an individual."

And why not? Are not corporations aggregates of individuals, just like Common Cause or the AFL-CIO or the Teamsters,

The case for leaving discretion with the licensee

Issue advertising is not the issue—broadcasters *do* carry advocacy ads. The issue is whether licensees should be under a legal compulsion to carry such ads. Despite Bill O'Shaughnessy's invocation of the First Amendment, neither the First Amendment nor any provision of the Communications Act requires broadcasters to carry paid advocacy ads.

Any FCC rule requiring licensees to accept paid ads would have a number of undesirable effects. Some examples:

□ A government-mandated right of access for corporations would favor the wealthy or those with access to wealth.

□ Since the FCC would apply the fairness doctrine (together with the requirement of free time under settled FCC policy), broadcasters would be placed under financial hardship.

□ The granting of a right of access to corporations would disperse journalistic responsibility among many advertisers rather than leaving it with the licensee.

There is no blinking the fact that such a rule would involve the government in exercising far greater control over broadcasters.

Those are the very reasons cited by

whose First Amendment rights are quite generally acknowledged?

I certainly don't want to lessen the responsibility which each broadcaster has to his community. I don't want anyone interfering with the fiduciary relationship a broadcaster has to the airwaves and to the franchise he has been granted to use in the public interest.

On this matter of issue advertising, I am not sure if we need a test case or just a little courage. ■

Chief Justice Burger in the landmark Supreme Court decision in *Columbia Broadcasting System Inc. v. Democratic National Committee* and *Business Executives Move for Vietnam Peace v. FCC*. The court upheld FCC decisions that broadcasters were not required to accept ads submitted by the DNC soliciting funds and commenting on public issues or BEM ads calling for an immediate end to the Viet-



Krasnow

nam war. "For better or worse," wrote Justice Burger, "editing is what editors are for and editing is selection and choice of material. That editors—newspapers or broadcast—can and do abuse this power is beyond doubt, but that is no reason to deny the discretion Congress provided."

The principle of deference to licensee discretion in the handling of controversial issues is an important one. There is now pending before the FCC a proposal to establish a system of access as a substitute for the fairness doctrine. NAB told the FCC that access promises only illusory benefits at unacceptable costs—it tramples broadcasters' First Amendment rights, sacrifices the public's right to be informed to a nonexistent right to be heard, ignores the clear mandate of the Communications Act and turns the fairness doctrine on its head. We likened access programming to the *Gong Show* without a gong.

Fred Friendly wrote a book with the provocative title, "The Good Guys, the Bad Guys and the First Amendment: Free Speech vs. Fairness in Broadcasting." As to issue advertising, the "bad guys" are certainly not the broadcasters. By carrying paid advocacy messages, the broadcaster sets in motion the second-guessing of the FCC as to his compliance with the fairness doctrine.

The real culprit, I submit, is the government's treatment of broadcasters as second-class citizens under the First Amendment. Justice Douglas said it more elegantly in his concurring statement in the *CBS* case: "The fairness doctrine has no place in our First Amendment regime. It puts the head of the camel inside the tent and enables administration after administration to toy with TV or radio in order to serve its sordid or its benevolent ends." ■

Datebook

■ indicates new or revised listing

This week

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

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, hyping, 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. 15-26—Revised date for *Federal Trade Commission* hearing on children's advertising. Former date

was Nov. 6. San Francisco.

Jan. 16—Regional meeting of *ABC-TV affiliates*. International hotel, New Orleans.

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. Speaker will be Henry Geller, National Telecommunications and Information Administration. 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—Regional meeting of *ABC-TV affiliates*. Plaza hotel, New York.

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.

■ **Jan. 19**—Luncheon of *Pacific Pioneer Broadcasters* to present Carbon Mike Award to playwright Arch Oboler. Sportsmen's Lodge, Studio City, Calif.

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

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

Also in January

Jan. 22—Deadline for comments in FCC inquiry into the encouragement of parttime operation of broadcast

CHICO AND THE MAN

WXIA-TV	Atlanta
KSTW-TV	Seattle-Tacoma
WBFF-TV	Baltimore
KPTV	Portland (Ore.)
KTXL	Sacramento-Stockton
WXIX-TV	Cincinnati
KMBC-TV	Kansas City
WUTV	Buffalo
KTVK-TV	Phoenix
KSL-TV	Salt Lake City
WYAH-TV	Norfolk-Portsmouth
KENS-TV	San Antonio
WFMY-TV	Greensboro – Winston-Salem – High Point
KTHV	Little Rock
WEAR-TV	Mobile-Pensacola
WJKS-TV	Jacksonville
KMPH-TV	Fresno
KOB-TV	Albuquerque
KREM-TV	Spokane
KITV	Honolulu
WKPT-TV	Bristol – Johnson City – Kingsport
KEYT	Santa Barbara
KIII	Corpus Christi
KVVU-TV	Las Vegas
KCBJ-TV	Columbia-Jefferson City

Sold in these markets

WNEW-TV	New York
KTTV	Los Angeles
WPHL-TV	Philadelphia
WSBK-TV	Boston
WTTG	Washington
WUAB-TV	Cleveland
WPTT-TV	Pittsburgh
KXTX-TV	Dallas
KRIV-TV	Houston
WTCN-TV	Minneapolis-St. Paul

AVAILABLE NOW

Warner Bros. Television Distribution



A Warner Communications Company

facilities by minority entrepreneurs under time brokering arrangements (Docket 78-355). Replies are due Feb. 23.

Jan. 22-24—*Arbitron* television advisory council meeting. Camelback Inn, Scottsdale, Ariz.

Jan. 23—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Marriott Inn, Orlando, Fla.

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, Pierre, S.D.

Jan. 25—*New Jersey Broadcasters Association* mid-winter 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 categories, 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. 25—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Marriott, Atlanta.

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, broad-

cast and photojournalists will be judged separately with a three-month journalism internship in Washington to be awarded. Information: Ruth Dramstadter, 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. 30—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Hyatt House, Seattle.

■ **Jan. 30**—TV meeting of *Texas Association of Broadcasters*. Fairmont hotel, Dallas.

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.

Jan. 31—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Airport Hilton, San Francisco.

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. 1**—New deadline for comments in *FCC* inquiry into future fee program (parts C and D). Previous deadline was Jan. 8. (Docket 78-316).

Feb. 1—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Holiday Inn, Los Angeles.

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.

Feb. 2-3—Annual seminar of *Northwest Broadcast News Association*. Charles Osgood, CBS, will be keynote speaker at banquet. Sheraton-Ritz hotel, Minneapolis.

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

Feb. 2-4—*Retail Advertising Conference*. Among participants will be Roger Rice, Television Bureau of Advertising; Don O'Brien, Jordan Marsh New England; Bob Gordon, Louisville Productions; Miles David, Radio Advertising Bureau, and Jack Trout, Ries Cappiello Colwell, Drake hotel, Chicago. Information: RAC, 130 East Randolph, Chicago 60601.

M&H THE FIRST...

... most experienced broadcasting consultant Company in the U.S.

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.

Perhaps we can help you. Give us a call.

M&H

MCHUGH AND HOFFMAN, INC.

Communications Consultants

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

Major Meetings

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

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

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.

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 Dec. 3-5 at Diplomat hotel, Hollywood-by-the-Sea, Fla.; 1981 conference will be Sept 10-12 at Marriott, New Orleans.

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

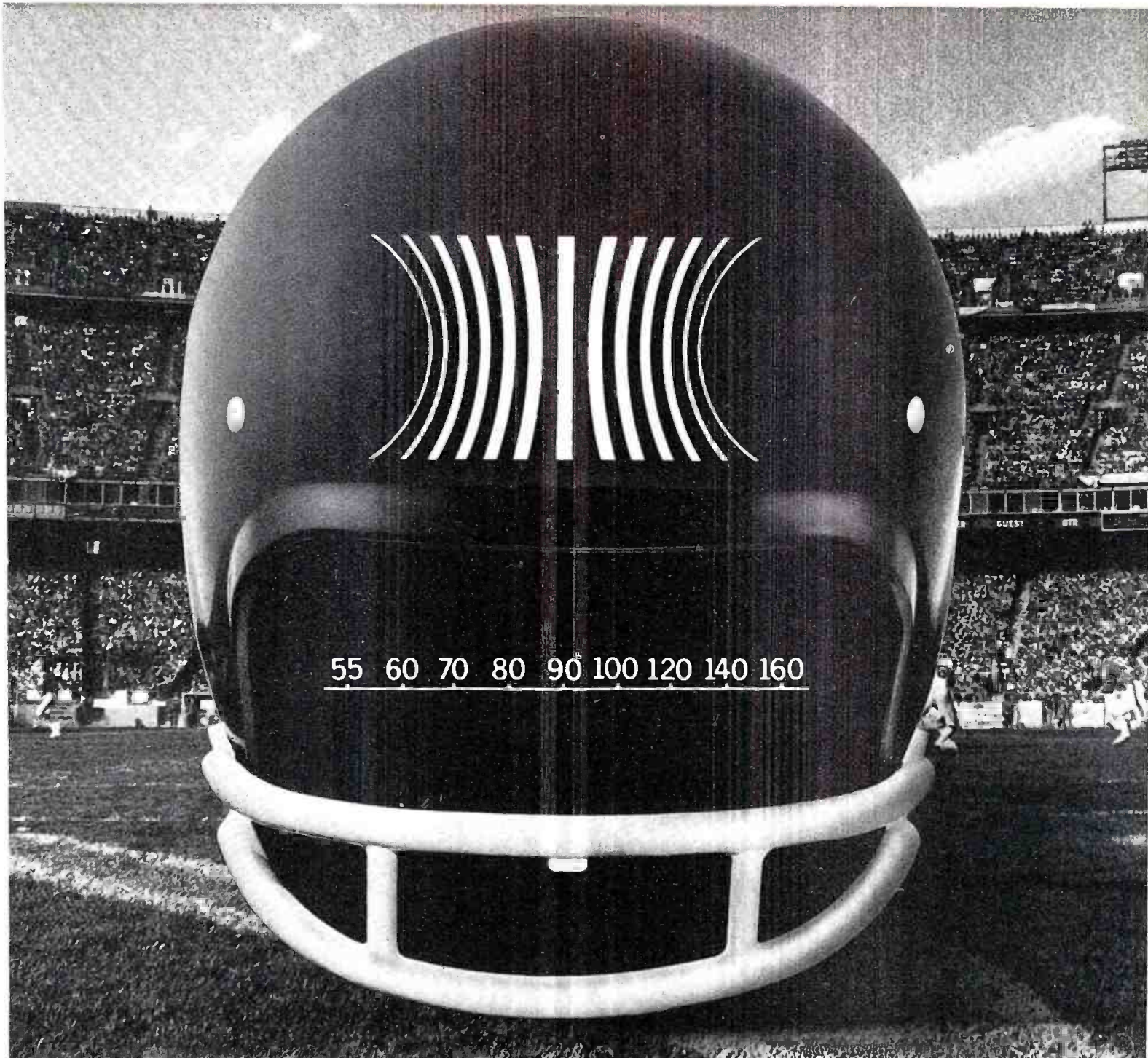
Sept. 16-19—*Broadcasting Financial Management Association* 19th annual conference. Waldorf-Astoria, New York. 1980 convention will be Sept. 14-17 at Town and Country hotel, San Diego.

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



**ON SUPER BOWL SUNDAY, BUDWEISER, BUICK,
GOODYEAR TIRE, STP AND FORD CREDIT WILL BE
A BIG PART OF THE FOOTBALL PICTURE.
THE CBS RADIO FOOTBALL PICTURE!**

For advertisers, a football buy on the CBS Radio Network is a savvy investment. It generates high interest at low cost.

Audiences are excited about the quality of our coverage. Sponsors are frank to say it is simply "unbeatable."

No wonder our advertiser roster for football this year has included such other leading companies as these: Arrow Shirts, Bayer Aspirin, Chantilly, Contac, Gulf Oil, IBM, K Mart Smoke

Detectors, Pepto-Bismol, J.C. Penney, Qantel Computers.

Now think about the 1979-80 season. When we'll again broadcast 26 regular season NFL games (including 16 on Monday nights) and all 10 post-season contests including Super Bowl XIV.

It could be your smartest end-of-season play to get into our Fall football picture right away. Please call Jim Joyella, Vice President, General Sales Manager (212) 975-3571.

CBS RADIO NETWORK)))))))

Clearing the air

EDITOR: Your report on the FCC's proposed limit for U.S. clear-channel broadcasting touched a sensitive personal nerve. Thanks to that incredible "somewhere-over-the-road-truckers-are-listening" theory, you noted how 830 khz WNYC—perhaps the best all-around radio station in the New York market—has been forced to "operate at night on a temporary basis since 1943."

Thirty-six years of second-rate broadcasting citizenship have been pressed down on this prestigious radio station, thanks to a long succession of FCC commissioners completely cowed by the CBS affiliate in Minneapolis, 830 khz WCCO—the trucker-lover.

The only thing that kept the government from completely shutting down WNYC at night was three-and-a-half decades of valid outcry from classical music lovers in the biggest radio market in the United States.

What a shabby way our broadcasting system treated WNYC, a dedicated licensee, a station that can boast more radio and television talent, production, technical and executive "alumni" (myself included) than any other in the United States.

Thank God WNYC's 36-year "ordeal at sunset" will soon be over.—*Lincoln Diamant, President, Spots Alive Inc., New York.*

Thinking small

EDITOR: It's often said that large radio and TV stations are making lots of money and thus can easily comply with a new rule or regulation proposed by the FCC.

This may be so, but what about the little guy, the station owner with four or five full-time employees, trying to serve his community with available resources. When I owned KTCH-AM-FM Wayne, Neb., I managed the station, doing all the FCC reports, the payroll, the constant government forms, plus a majority of the selling, the news gathering, the public affairs programs and some engineering. And it wasn't just me that worked hard; the billing clerk did the logs, plus a variety of other jobs; the salesman doubled as sports announcer. The three announcers did their best to help gather news in my absence, plus all joined in during emergencies.

In short, we all worked hard to insure a good product, with any profits going to update the equipment, add a second network, a weather wire, another wire service.

We little guys just ask that we be remembered when a new rule or regula-

tion is proposed or enacted. We don't have a bank of attorneys, secretaries, etc., to do the work. Think of us, for there are more little guys than big guys serving the listeners of this country.—*Theodore S. Storck, Morris, Minn.*

Incomplete picture

EDITOR: It's time for the FCC to bring its radio revenue figures (BROADCASTING, Dec. 11, 1978) up to date.

The independent FM data, which once had negligible importance, is now critical in many markets. But unless there are three FM's in a market, they aren't listed.

Example: Many markets with three or more AM or AM-FM stations have one or two independent FM's. Only the first group will be reported, even though the FM's may be very strong, with significant billings and growth. But the FM information is buried, because to release it would give a clue to exact billings.

I believe all radio billings in each market should be reported AM and FM, beginning with those for 1978. Today, it is impossible to get complete information on any market from published FCC data. The FCC currently gives no breakdown of independent FM revenues by local, national, network and barter. If all radio billings were combined, these problems would be solved.

Certainly the FCC's radio computer program can be revised in time to handle the 1978 radio data properly.—*Maurie Webster, president, The Webster Group, New York.*

Errata

List of clear channel stations in Jan. 1 issue (page 34) included **WGN(AM) Chicago** twice—on 720 khz and 770 khz. Former is correct. **WABC(AM) New York** is dominant station on 770 khz, on which **KOB(AM) Albuquerque** is Class II-A station.

□

In year-end retrospective's section on cable (Jan. 1, page 61), **WGN-TV Chicago** was said to be offered to cable systems via satellite by Southern Satellite Systems. Since Nov. 9, 1978, **WGN-TV** has been offered by **United Video Inc.**

□

Macomb Broadcasters Co. applied for new FM on 103.1 mhz for Macomb, Ill., not Gulfport, Miss., as reported in "For the Record" (Jan. 1, page 76).

□

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Top of the Week

NTIA weight thrown behind 9 khz spacing

Geller outfit goes to FCC with petition to reduce separation of AM channels, but if it ever happens, it will be after a long, complicated and costly process

A reduction in AM channel spacings from 10 khz to 9 khz, a bright hope of the nation's daytimers hungering for the full-time outlets that would be made possible by that change, no longer seems fanciful. The National Telecommunications and Information Administration, the executive-branch spokesman on such matters, last week petitioned the FCC to initiate a proposed rulemaking aimed at achieving the 1 khz reduction.

The goal remains at the end of a long road on which obstacles can be seen. One is the necessity of persuading other nations in the Western Hemisphere to adopt the same standard. Another is overcoming the existing U.S. position that it would be more advantageous to the countries of this hemisphere to retain the 10 khz spacing. But NTIA's petition provides the kind of thrust bound to benefit the campaign of the Daytime Broadcasters Association, which filed its own request for a reduction to 9 khz spacing last month (BROADCASTING, Dec. 18, 1978).

It invokes not only the ambitions of many of the more than 2,000 daytimers for full-time outlets and the nighttime service needs that would be met. But in talking of the "several hundred" new stations that could be accommodated on 12 to 14 new channels it says the reduction would create, NTIA cites the programing diversity that would become available—"including that provided by minority ownership."

What's more, the petition says that the 9 khz spacing in Region II—the Western Hemisphere—would make AM broadcasting compatible with that of Regions I (Western Europe and Africa) and III (the Pacific), which switched from 10 to 9 khz spacing two months ago. The practical effect, NTIA said, would be that the possibility of heterodyne interference (whistles) resulting from incompatible spacings would be avoided.

There are other plusses, as seen by NTIA. The plethora of new stations, with the presumed increase in diversity of service, "could be accompanied by a 'deregulation' of AM radio" in the sense that the "'public trustee' concept could be either eliminated by the Congress or its burdens alleviated by the commission."

NTIA is not specific on the number of new stations its plan would make possible; it refers only to "several hundred," and does not say all would be full-time. The DBA, in its similar proposal, predicted 2,325 new full-time stations could be established, but its plan is based on the expectation that all but about 100 would go to daytimers already on the air.

The plan is highly controversial. It would require a retuning of all AM directional antennas, and that could be a costly process. And some FCC engineers point

out that, while more stations would be created, the coverage areas of many stations would be reduced somewhat—a fact that could lead to the loss of service in what are now fringe areas. "It would be a trade-off of more service for urban areas for loss of service in some rural areas," one engineer said. What's more, the National Association of Broadcasters two years ago went on record as opposed to 9 khz spacing. The NAB board will consider the matter anew at its meeting in Maui, Hawaii, this week.

In any case, the question of whether to reduce the spacing is not for the U.S. alone, because of interference problems that could be created. And that concurrence might not be easy to get. The U.S., last fall, at the Special Preparatory Meeting for the World Administrative Radio Conference to be held next fall, submitted a paper favoring retention of the 10 khz channeling in the Western Hemisphere, and it was incorporated in the SPM report with the strong backing of Canada and Brazil.

The Canadians last week did not seem ready to change their mind about the value of 10 khz spacing. Edward Prevost, chairman of the Canadian Association of Broadcasters, said there was no chance "whatsoever" Canadian broadcasters would support 9 khz. The CAB's chief consultant, Sandy Day, noted that most Canadian AM stations "are highly directionalized," and making the modifications that a reduction in channeling would require, he added, could be "costly."

NTIA officials are not discouraged. They say "some countries" in South America are pressing for the change, and they believe the whistling interference caused by an incompatibility of the AM spacings in countries of the Western

Amplifying DBA's AM ambition. The Daytime Broadcasters Association has been among the early advocates of altering the AM band in this country to accommodate 9 khz spacing. The daytimers' plan, which was informally submitted to the FCC in December, would create full-time allocations for the approximately 2,250 daytime-only stations plus about 100 new stations (BROADCASTING, Dec. 18, 1978).

The DBA proposal would create 14 new full-time class IV channels in a slightly expanded AM band—530 khz to 1610 khz. (AM is currently between 535 khz and 1605 khz.) Ray Livesay (WLBI(AM) Mattoon, Ill.), chairman of the DBA, estimates that 2,352 new full-time facilities could be created under his plan. Since almost 2,250 of those would be expected to go to daytimers already on the air, the net increase in new stations would be considerably less than the 700 the FCC figures could be accommodated under the plan it proposes to introduce at this year's World Administrative Radio Conference in Geneva. (BROADCASTING, Dec. 11, 1978). (That plan envisions 14 new channels but in two new bands—1615-1800 khz, which would be shared between broadcasting and other services, and another at 1800-1860 khz solely for broadcast.)

The accompanying chart, prepared by DBA, points out that no station would be required to move more than 4 khz along the band. More than half of all the present full-time AM stations would be required to move 2 or 3 khz. About one-fifth would move 1 khz, and just under 13% would not move at all. (For example 454 stations—20.75% of all the full-time stations on the air—on 24 channels would be required to move 1 khz.) According to DBA, the total given in the chart includes stations in Alaska, Hawaii and Puerto Rico as well as those in the continental U.S.

Fulltime AM stations (% of total)	Distance moved	AM channels involved
289 (12.89%)	no change	11
454 (20.75%)	1 khz	24
598 (27.33%)	2 khz	24
579 (26.46%)	3 khz	24
275 (12.57%)	4 khz	24
Total 2,188		107

Van Deerlin sides with the daytimers

Hemisphere and the rest of the world might help persuade Region II to adopt the 9 khz standard.

NTIA's petition is another manifestation of a determination on the part of the nation's telecommunications policy makers to increase the number of radio services. There are already 4,500 AM and 4,200 FM outlets on the air. But with AM spectrum space in short supply, particularly in urban areas, the demand for stations remains high.

The FCC has initiated a rulemaking aimed at adding more than 100 stations on clear and adjacent channels. And the U.S. intends to propose at the World Administrative Radio Conference beginning in Geneva in September that the AM band be expanded above 1615 khz to accommodate as many as 700 new stations (BROADCASTING, Dec. 11, 1978).

The issue could be resolved within the next couple of years. The Inter American Telecommunication Conference (CITEL) of the Organization of American States is looking ahead to a series of two regional International Telecommunication Union conferences over the next two years to consider engineering and other criteria to provide "the most effective use of the spectrum by the greatest number of stations within each country." And a proposal to narrow the AM spacing to 9 khz could be acted on at those meetings, according to an FCC engineer familiar with CITEL.

NTIA, in its petition, said an early start on the 9 khz rulemaking "would build a public record that might be useful as a basis for a United States proposal in a regional conference or for a United States position in response to a 9 khz proposal advanced by another country."

Communications Subcommittee chief calls FCC proposal for more AM's disappointing, supports Findley's advocacy of cutting down clears, decreasing AM separation by 1 khz

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) says he is "deeply disappointed" with the FCC's proposals for increasing the number of full-time radio stations and plans to do something to answer the daytimers' pleas in the next draft of the Communications Act rewrite.

In a letter to Representative Paul Findley (R-Ill.), a leading advocate in Congress for the Daytime Broadcasters Association stance, Mr. Van Deerlin attacked the FCC proposals as lacking commitment to expanding full-time radio service. He indicated he leans toward proposals endorsed by Mr. Findley for creating more space for full-time radio stations (1) by consolidating current clear channel stations on fewer channels and (2) by decreasing the space between AM channels from 10 khz to 9 khz.

The first draft of the Communications Act rewrite addressed the daytimer issue only so far as to require that the commission allocate frequency space in a way that would insure that every community in the country receives "maximum full-time" radio and TV service. In a separate interview last week, the subcommittee chairman said he intends to be more specific in the second draft. He would not elaborate, however.

Mr. Van Deerlin wrote Mr. Findley that

the commission's AM clear channel proceeding, which would create 125 additional full-time radio stations, "does not begin to meet the pressing need" for more outlets for minority broadcasters and to find full-time space for daytimers. "The commission's proposal," he said, "seems to reflect a lack of commitment to these goals." He continued, "Practically speaking, the commission has simply decided to maintain the status quo while giving the appearance of taking bold action."

He noted the commission's proposal for the World Administrative Radio Conference, an expansion of the AM band that it says would make room for about 700 new AM stations, but called it inadequate to answer the needs of the more than 2,000 current daytimers.

Mr. Van Deerlin told Mr. Findley "in my view, your third proposal would serve our nation's needs of clear channel and local service." That proposal, which has been urged by the Daytime Broadcasters Association, is to consolidate the stations now occupying the 25 clear channels on 12 channels, and reallocate the resulting 13 as Class IV full-time channels. The new space would be more than enough to hold all the stations currently operating as daytimers, Mr. Findley said.

Mr. Van Deerlin concluded that "I ... will not be satisfied until the commission finds a way to allow all, or the vast majority, of these [daytime] stations to provide fulltime service to the millions of Americans who depend upon them daily for local news, weather, emergency reports and entertainment."

In Brief

U.S. Court of Appeals in Washington has **denied FCC's petition for rehearing** by full nine-judge court in **WESH case**. But in unusual action, three-judge panel that heard case issued order amending original opinion and supplemental opinion that **may ease concerns** prompting petition for rehearing. Three-judge panel, which had reversed commission decision renewing license of WESH-TV Daytona Beach, Fla., and denying competing application of Central Florida Enterprises, said in two filings that **commission is free to accord weight** to incumbent for "**meritorious**" record but that commission, in its original decision, did not make clear that was its rationale. Place for new rationale in this case is on remand, panel said. Court also said that commission, through rulemaking or adjudication, **could accord weight to noncomparative values, such as "industry stability."** Panel's actions have given commission some "flexibility," commission lawyer said.

General Electric Co. and Cox Broadcasting Corp. have put minimum **\$76.5-million price tag on eight broadcast properties** they intend to spin off as part of their \$488-million merger agreement (BROADCASTING, Jan. 8). Stations to be put on block include: GE's WRGB(TV) Schenectady, N.Y. (\$22.5 million), KFOG-FM San Francisco (\$3 million), WSIX-AM-FM Nashville (\$3.5 million) and Cox's WHIO-TV Dayton, Ohio (\$40 million), WSOC-AM-FM Charlotte, N.C. (\$2.5 million) and WSB-FM Atlanta (\$5 million). According to Norman P. Blake, GE's manager of business development, quoted prices represented "minimum price considerations," and he "anticipated the prices would be higher." (FCC multiple-ownership rules also would require sale of either Atlanta's WSB(AM) or co-owned WSB-TV.) Mr. Blake said that WNGE(TV) Nashville (GE) and WSB(AM) (Cox) have "not been offered for sale yet" but are being considered.

American Express Co. offered about \$830 million for stock of McGraw-Hill Inc. last week. Bid, \$34 per share, was said to be opposed by publishing company, however. Before announcement McGraw-Hill's stock was trading at \$24; after at \$33. Amexco owns no stations. McGraw-Hill group includes KMGH-TV Denver, WRTV(TV) Indianapolis, KGTV(TV) San Diego and KERO-TV Bakersfield, Calif.

National Radio Broadcasters Association President **James Gabbert** says "**word of caution**" is necessary to broadcasters led by National Association of Broadcasters, who are trying to win elimination of such radio regulations as formal ascertainment at FCC. In speech to Utah Broadcasters Association Friday, Mr. Gabbert said **only real answer** to radio's prayers is **total deregulation** of radio, including granting of license in perpetuity. And only Congress can do that, he said.

FCC will have new office—**Office of Science and Technology**—and new person to fill it, effective May 1. New chief scientist is **Stephen J. Lukasik**, 47, now chief scientist for Rand Corp. and former director of Defense Department's Advanced Research Projects Agency. New office will replace Office of Chief Engineer, whose incumbent, **Raymond Spence**, will retire May 1.

Broadcasting establishment appears to be lining up in **support of proposal** for proceeding looking to establishment of **percentage guidelines** for local and informational programming that would justify renewal of license, provided broadcaster's record contains no serious derelictions. Newspaper-Broadcaster Committee, which includes 19 licensees, and Storer Broadcasting Co. were among those filing comments last week supporting proposal for rulemaking offered by National Telecommunications and Information Administration. National Association of Broadcasters is understood to feel proposal has merit, but will not file comments because of impact on WESH case.

Translators and low-power TV's: how can they be put to better use?

NTIA, for one, thinks they're just right for serving both urban and rural areas; broadcasters generally think they're fine for the country but don't belong in the city

The National Telecommunications and Information Administration has endorsed the concept of using low-power television stations and translators as means of "providing services to segments of the population not yet served by broadcasting." Such stations, NTIA added, "can provide new, specialized services ideally suited to minorities and other smaller markets."

The NTIA position paper, written by Henry Geller, the assistant secretary for communications and information in the Department of Commerce, was submitted to the FCC last week as a comment in the commission's inquiry into the role of the low-power TV services in the nation's telecommunications system. Other comments filed last week came from diverse sources, including the networks, public broadcasters, cable television interests and local educational institutions. (Also among those filing was Blonder-Tongue Laboratories, a manufacturer of signal encoder-decoders, which proposed that "scrambled" translator signals, for a fee, should be made available in rural and

other areas with low population densities (see story, page 75.)

In a cover letter accompanying the NTIA comments, Mr. Geller told FCC Chairman Charles Ferris that low-power stations could be used principally to serve the nation's rural population and minorities living in either urban or rural areas.

Whereas broadcasters generally supported translators for rural areas, they were much less enthusiastic—citing potential interference problems—with the idea of low-power stations for urban populations.

NTIA proposed that low-power urban stations could "offer a specialized service that is not afforded by regular stations in the community." NTIA also differed from broadcasters in its endorsement of program origination for both urban and rural stations.

And NTIA requested that the FCC "exploit the potential of satellite technology as an effective means of delivering specialized programs to urban low-power stations and . . . network and independent services to rural low-power stations where not locally available through regular broadcast stations." The agency suggested that urban stations be assigned channels not assigned to communities under the commission's present table of allocations. Rural stations, NTIA said, "should be permitted to operate on assigned channels (or unassigned channels if desired) to enable upgrading to regular stations."

Spanish International Network, a broadcaster that had already expressed its interest in satellite-fed translators in urban areas, said the low-power service should

be "permitted to originate limited amounts of news and public affairs programming and to carry sufficient local advertising to help defray costs of such originations. Both the conventional and the expanded translator service would be operated in an environment of maximum feasible deregulation, much like cable television.

"We are confident that implementation of these proposals will facilitate the availability of basic television services to unserved or underserved sectors of the population, principally the substantial minority groups which do not presently receive adequate television service in many communities," SIN said.

But "pertinently," said the Association of Maximum Service Telecasters, "the minimum power requirement for regular television stations is 100 watts, so that the opportunity for low-power stations has existed since 1952, when the table of assignments was adopted. That there are virtually no low-power stations 26 years later is strong evidence of their impracticality."

Those sentiments were echoed by the National Translator Association as well as the National Association of Broadcasters. NAB called translators "the most efficient and effective means of providing a true diversity of quality programming to all viewers. In contrast, low-power stations appear to offer little hope of providing any sort of attractive program service and could be expected to do so only at public interest costs far in excess of the over-all public benefit of such service."

The translator group stressed that the commission should be "creative and flexible" in the formulation of new translator rules and should "avoid the adoption and

Sixteen present and past members of the National Association of Broadcasters joint board are **standing for election**—to 13 radio board positions, six TV board seats. Following is list (* denotes incumbents, ** indicates past board members seeking return): **[RADIO]** District 1: Enzo DeDominicis, WRCO(AM)-WRCH(FM) New Britain, Conn.; *Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass. District 3: Rhody Bosley, WITH-AM-FM Baltimore; *Jerry Lee, WQVR(FM) Philadelphia. District 5: **Clyde Price, WACT-AM-FM Tuscaloosa, Ala.; William Stakelin, WHOO-AM-FM Orlando, Fla. District 7: Charles Murdock, WLW(AM) Cincinnati; Robert Pricer, WCLT-AM-FM Newark, Ohio. District 9: Edward Jacker, WCRW(AM) Chicago; *Charles Wright, WBYS-AM-FM Canton, Ill. District 11: Perry Galvin, KNUJ-AM-FM New Ulm, Minn.; Lois Jean Lange, KDRL(AM)-KDVL(FM) Devil's Lake, N.D.; *John Lemme, KLTF(AM) Little Falls, Minn. District 13: *Stanley McKenzie, KWED-AM-FM Seguin, Tex.; Dick Oppenheimer, KIXL(AM) Austin, Tex. District 15: Harry Barker, KOMS(AM) Redding, Calif.; Oliver Hayden, KTIM-AM-FM San Rafael, Calif.; District 17: Don Bennett, KREW-AM-FM Sunnyside, Calif.; *Ted Smith, KUMA-AM-FM Pendleton, Ore. Class A market: George Duncan, WNEW-AM-FM New York; **Len Hensel, WSM-AM-FM Nashville. Class B market: Bruce Johnson, KXLR(AM) Little Rock, Ark.; *Daniel Kops, WAVZ(AM)-WKCI(FM) New Haven, Conn. Class C market: **Dick Painter, KYSM-AM-FM Mankato, Minn.; **Philip Spencer, WCSS-AM-FM Amsterdam, N.Y. Class D market: **Edward Allen Jr., WDOO(AM) Sturgeon Bay, Wis.; *Edward Fritts, WNLA-AM-FM Indianola, Miss. **[TELEVISION]** *Leslie Arries Jr., WIVB-TV Buffalo; Eugene Bohi, WGHP-TV High Point, N.C.; William Brazzil, Wometco Enterprises, Miami; **Kathryn Broman, Springfield Television, Springfield, Mass.; Reid Chapman, Corinthian Broadcasting, Ft. Wayne, Ind.; Don Curran, Field Communications, San Francisco; Jerry Holley, Stauffer Communications, Topeka, Kan.; Michael McCormick, WTMJ-TV Milwaukee; Michael McKinnon, Texas Telecasting, Corpus Christi, Tex.; **Daniel Pecaro, WGN Continental Broadcasting, Chicago; Gert Schmidt, Harte-Hanks TV Group, Jacksonville, Fla.; Paul Wischmeyer, Chronicle Broadcasting, San Francisco.

Annual spring rites: **TV networks' affiliates conventions** will be held, as almost always in recent years, at Century-Plaza hotel in Los Angeles in May, starting with **ABC May 7-11**, followed by **NBC May 13-15** and **CBS May 20-23**.

FCC's Office of Executive Director estimates that **1,000th TV station will go on air in February 1980**, according to "mathematical analysis" of station starts and application disposals from June 1974 through December 1978. As of Jan. 1, FCC says, 988 stations were on air; 68 others have been granted construction permits but are not yet broadcasting.

Long anticipated **autobiography by William S. Paley**, board chairman of CBS Inc., is finished and due for publication—by Doubleday, competitor of CBS's Holt, Rinehart and Winston—in next few months. Title is "As It Happened."

John Evan Bremner, 32, former political consultant to multinational corporations, more recently director of political research for Government Research Corp., Washington, named NBC vice president and **assistant to Chairman Jane C. Pfeiffer**. Mrs. Pfeiffer said he will serve as her "general adviser on NBC's relationship to the rapidly changing external environment in all its aspects" and as her representative in project manager capacity in variety of areas including Washington matters, general administration and business planning.

FCC Chairman **Charles D. Ferris** will address National Association of Black Lawyers at George Washington University, Washington, tomorrow (Jan. 16).

Word reached BROADCASTING last week of death Nov. 10, 1978, of **Sheldon B. Hickox Jr.**, 61, retired NBC director of station relations.

implementation of rigid regulations which prevent innovative application."

ABC Inc. said that it "believes that the time has come for the commission to adopt new translator licensing policies which afford translators the opportunity to offer for free the same distant signals that cable systems furnish for a subscriber fee." But, the network said, "translators should remain primarily a rebroadcast service and not become a new class of stations."

NBC and CBS said they could not support low-power stations. "It is a technical

certainty," said NBC, "that low-power stations dropped into urban areas would cause substantial interference."

The Corporation for Public Broadcasting, however, supported the notion of low-power stations. It suggested "that the best method of providing local program services to previously unserved areas is through the use of low-cost mini-television services and micro-television..." In addition, "low-power television stations in urban areas could play an important role in increasing the diversity of ownership of broadcast facilities."

sensation designed to play up the advantages of television over newspapers for basically newspaper-oriented retailers.

TVB, which produced the presentation and previewed it for its members at their annual meeting last fall (BROADCASTING, Nov. 20, 1978), furnished a tape of it to each local group of member stations and also supplied advice and assistance where needed in planning the meetings.

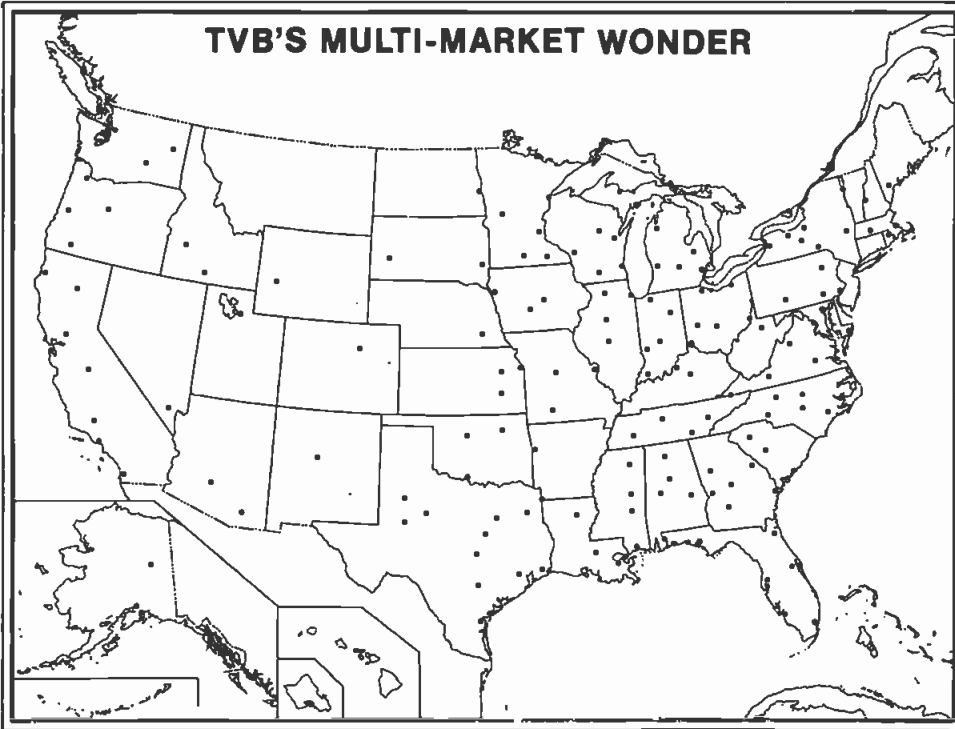
Upon request, TVB also supplied people to serve as hosts at the local sessions—until the supply ran out. Aside from President Rice in New York, 15 TVB executives presided over as many sessions from Boston to San Francisco, from Albany, N.Y., to Birmingham, Ala.

TVB Vice Chairman Norman E. Cash was in Washington (where on-air promos on all five TVB member stations brought in a capacity attendance of 300 people and left the event oversubscribed by 600). George Huntington, executive vice president for operations, was in Boston, and Robert Lefko, executive vice president for sales, was in Houston (where he helped drum up interest as a guest on talk shows on KTRK-TV and KRIV(TV)). Senior Vice President Harvey Spiegel was in Birmingham, Ala. Other far-flung hosts include Vice Presidents Dick Severance, Robert Fairbanks, Arthur Trudeau Jr., Richard O'Donnell, Will Dougherty, Thomas McGoldrick, Chuck Hanson and Dave Michels.

Mr. Rice in New York and many other hosts localized their presentations by dropping in statistics comparing the reach and growth of local TV with those of local newspapers. Some groups took other approaches. In Beaumont-Port Arthur, Tex., the stations inserted some 15 testimonials from their clients for the benefit of the approximately 40 retail guests on hand.

The presentations themselves received a testimonial of another sort. Ed Libov Associates, which bills itself as "America's foremost retail and co-op broadcast advertising agency," took a full-page ad in *Women's Wear Daily* to congratulate TVB and President Roger Rice "on the occasion of [this] historic event."

The presentation, 24 minutes in length, features Bess Myerson and Leslie Nielsen and stresses TV's advantages over newspapers in effectiveness, reach, impact and cost. It was written and produced by TVB Executive Vice President Huntington, with Sherman Wildman of CBS and Paul



TV is coast-to-coast host to retailers

Stations, along with Television Bureau of Advertising, make concerted pitch for new business in 140 markets, more to come

In an organizational wonder, 275 TV stations put aside their local rivalries and got together to show the Television Bureau of Advertising's new sales presentation to local retailers in some 125 markets last Wednesday—virtually simultaneously.

"More broadcasters are meeting with more retailers today than at any other time

in history," TVB President Roger D. Rice told the breakfast gathering of approximately 160 retail representatives in New York. Although final counts were yet to come, TVB estimated that, altogether, some 28,000 retailers saw the presentations Wednesday. Similar showings are scheduled by some 60 stations in 25 or so other markets in the next few weeks.

The showings were essentially local affairs, although orchestrated by TVB. The centerpiece in each case was "Television: Your Competitive Medium," a pre-

New York



Detroit





Atlanta

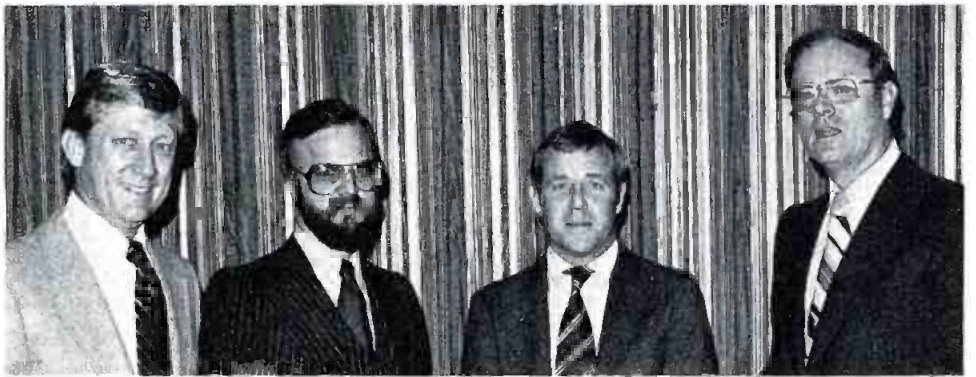
Bures of KTRK-TV Houston as script advisers. Production was at Jefferson Productions, Charlotte, N.C. Walter Vetter of TVB was director and Mike Mastrangelo of Mastrangelo Inc., New York, was in charge of music and sound mix.

And what did it all cost? Best estimates are that the costs thus far are approaching \$250,000. Cost to the stations for all those sessions last Wednesday is believed to be about \$180,000. TVB's cost of producing the presentation was probably about \$55,000, and travel expenses for TVB executives on the road to serve as local hosts or otherwise assist the local groups came to an estimated \$12,000.



Dallas

Among the faces at TVB's coast-to-coast extravaganza (clockwise from picture at top right; all l to r) ■ *Atlanta*—TVB's Willard Dougherty; Howard Kaufman, wxia-TV; Don Heald, wsb-TV; Don Lachowski, wtcg(tv); Paul Raymon, waga-TV, and Herman Ramsey, wanx-TV ■ *Dallas*—Ron Bergamo, wfaa-TV; Mike Winterhalter, Dallas Federal Savings & Loan Association; Brenda Roberts, Bloom advertising agency; TVB's Chuck Hanson ■ *Phoenix*—Don Pauly, kpho-TV; John Funck, Diamond's department store; Chris Corr, ktar-TV, and TVB's Bob Fairbanks ■ *New Orleans*—Susan Kirby, Verne Kirby advertising agency; Joanne Hilton, wvue-TV, and Kathleen Edwards of Verne Kirby ■ *San Francisco*—Alice Cason, Emporium department store; Don Olvarado, kpix(tv); Jerry Echer and Pat Wright, Emporium; Marcia Kornblith, Fay Landau and Richard Boje of Capwell's department store; Nancy Loewenberg, ktvu(tv); Ron Jesus, kpix, and Fran Link of kbhk-TV ■ *Detroit*—Sue Sprunk, Hudson's department store; TVB's Dick O'Donnell; Judy Schaffer, Jacobson's specialty department store, and Stanley Siwula, Crowley's department store ■ *New York*—TVB's Roger Rice and Ed Libov of Ed Libov Associates Inc.



Phoenix



New Orleans

San Francisco



New Congress convenes with more-than-usual number of matters for broadcasting

Industry will be carefully following action in many areas including second version of rewrite, performer royalty and consumer protection bills and investigation into children's television

The 96th Congress convenes today (Monday) for what broadcast representatives in Washington are predicting will be the busiest two years in memory. That much is pretty well assured by the omnibus communications bills under way in both houses—House Communications Subcommittee Chairman Lionel Van Deerlin's (D-Calif.) Communications Act rewrite, Senate Communications Subcommittee Chairman Ernest Hollings's (D-S.C.) Communications Act renovation, and Senate subcommittee member Harrison Schmitt's (R-N.M.) rewrite of the act.

But the broadcasters also expect to see the return of several perennial measures, such as the performer royalty bill that would require broadcasters and other users of recorded music to pay additional copyright royalties to record performers and manufacturers. The National Association of Broadcasters government relations department, reporting to the NAB joint board at its meeting in Maui, Hawaii, this week, says to expect action in both Houses on performer royalties.

Other measures expected are designed to: establish a consumer protection agency to represent consumer interests in agency proceedings such as those at the FCC; authorize reimbursement of attorney fees to citizen groups participating in agency proceedings; make it easier for labor unions to organize employees, including those at broadcasting stations. And Senator Hollings has announced a wide-ranging investigation into children's television programming and advertising.

How far these bills travel, the major ones included, in the 96th Congress may depend on factors having little to do directly with broadcasting. One Washington lobbyist said the shape of the nation's economy will be the main factor; if it's bad, Congress's attention to broadcasting issues will be diverted, which could cripple a major measure such as the Communications Act rewrite. Another broadcast representative observed that Congress traditionally has held off enacting communications measures until "push came to shove." But, he added, the rewrite and renovation projects may generate enough pushing and shoving to get action.

It will be weeks yet before the Com-

munications Act measures are introduced. The first order of business is getting organized, having the subcommittee chairmen reaffirmed and subcommittee memberships settled. That process could consume the next two weeks or more. Representative Van Deerlin now says it will be mid-February or later before his bill is ready. A Hollings spokesman said the subcommittee staff is testing ideas on paper, but is not to the stage yet of having a clean draft. Past pronouncements of the senator indicate that the bill will: contain a license fee for broadcasters, with fees lower than those in the schedule proposed by the staff of the House subcommittee last year; provide for a broadcast license term longer than the current three years; retain the fairness doctrine and equal time provisions; provide for federal regulation of cable but with relaxed signal carriage rules.

In the meantime, however, broadcasters are keeping an eye on all the issues, which as one observer pointed out, touch on virtually every controversy that's been raised in recent years. The NAB staff feels that there has been an "escalation" in attempts by all three branches of government to control broadcasting programming, advertising and employment policies. "It may be dangerous," said Senior Vice Presidents Donald Zeifang and Erwin Krasnow, "to downplay any one of the 100-odd topics [in their report to the joint board] since a loss in one area potentially has a domino-like effect."

Another Washington representative, concentrating on Congress alone, said, "It's all there . . . Everything is subsumed under the rewrite and renovation . . . In the past it would have been enough to keep lobbyists busy for 10 years."

The policy makers agree: 1979 will be a big one in telecommunications

Shooshan, Geller, Cornell, Robinson concur on that thesis, if not on particulars of how the year ought to turn out

For several hundred members of the Armed Forces Communications and Electronics Association attending a "vital issues" symposium at the State Department in Washington last week, 1979 was pictured as a year in which fundamental changes in telecommunications policy will be debated, and possibly made.

Harry M. (Chip) Shooshan, chief counsel of the House Communications Subcommittee, and Henry Geller, head of the Commerce Department's National Telecommunications and Information Administration, spoke of the need for an overhaul of the spectrum management system.

And Nina Cornell, chief of the FCC's

Office of Telecommunications Policy (also see page 40), expressed her view of the advantages of competition over government regulation as a means of promoting the public interest in telecommunications matters.

The symposium also heard from Glen O. Robinson, head of the U.S. delegation to the World Administrative Radio Conference, in Geneva next fall, that will set a pattern for telecommunications development that is expected to remain in force for 20 years. Unlike the other speakers, his hopes are for incremental rather than radical change.

Both Messrs. Shooshan and Geller spoke of the proposed Communications Act rewrite as an engine of necessary change in spectrum management matters. Mr. Shooshan cited UHF as an example of bad spectrum planning.

"We've allocated a large chunk of spectrum to UHF, but in many areas, UHF television is not viable," he said. And there is competition for UHF space—from land mobile, he noted.

"We have no rational basis for making decisions on the basis of needs," he said. "Problems come when we deal with spectrum allocations in a political sense. Whoever gets to the FCC or Capitol Hill with clout and the votes gets what he wants," he added.

For Mr. Geller, that means the proposal to incorporate authority over management of both the government and nongovernment sides of the spectrum in the hands of a new executive department agency, one that would supplant the still brand-new NTIA. The present system, under which NTIA and predecessor agencies have administered the government side of the spectrum, while the FCC has administered the nongovernment side, has worked, but at a cost in efficiency, he said.

"There should be common data available to the government . . . with one person allocating the spectrum to everyone," he said.

Dr. Cornell, who said she was speaking for herself, not the commission, noted that the agency is passing through a period of self-examination regarding competition and regulation and that one goal is to let the marketplace, where possible, determine cost, price, quantity, quality and diversity of telecommunications services.

The commission, she said, is reviewing rules to see which might be eliminated. "I hope the commission regulates only where competition is not possible."

Mr. Robinson said a guiding principle of U.S. policy at WARC will be in maintaining "the essential structure of the International Telecommunication Union and its regulations." The U.S. does seek "incremental changes tailored to evolving technology," he said. But it is skeptical of claims being made by some, principally in the Third World, that "ITU must be revolutionized and its regulations drastically overhauled in the name of some abstract, undefined 'New World Information Order'" (BROADCASTING, Jan. 1.)

Alex Haley's

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License extension urged by BMI

While music clearance firm offers TV stations another year on contracts during pending antitrust suit, all-industry group tells broadcasters they don't necessarily have to

Broadcast Music Inc. has offered television stations a one-year extension of their BMI licenses in view of the pending antitrust suit brought by broadcasters against BMI and the American Society of Composers, Authors and Publishers (BROADCASTING, Dec. 4, 1978). The All-Industry Television Station Music License Committee, whose leaders brought the antitrust suit, has responded by telling the stations they don't need to take the BMI extensions—at least not yet.

BMI said it thought the committee had acted precipitately in filing the suit. Many of the suit's claims, BMI said, seem to be the same as claims involved in the CBS suit for per-use music licenses, won by CBS but currently up for review by the U.S. Supreme Court. Arguments before the Supreme Court are scheduled today (Jan. 15). "We are confident," BMI President Edward M. Cramer said in his letter to the stations, "that [the decision favoring CBS] will be reversed and BMI's position upheld."

"Frankly," Mr. Cramer wrote, "we do not wish to terminate your present license agreement while the Supreme Court deliberates, and we are, therefore, prepared to formally extend it for one year [from Dec. 31, 1978, when the last extension expired], if you wish. Incidentally, while we have agreed with counsel for the plaintiffs not to cancel any nonextended licenses at this time, that agreement can be terminated if they fail to get a preliminary injunction and may, under any circumstance, be terminated by us on 30 days' notice after May 31, 1979..."

A one-year extension, Mr. Cramer said, would be better for the stations than "temporary extensions of uncertain duration," because it would "provide a much greater measure of certainty regarding your license" and also "allow you to avoid any increase in license fee rates in 1979."

Moreover, he said, if any TV station gets better license terms than those being extended, "then you, too, would be given the benefit of those terms."

Leslie G. Arries Jr. of WIVB-TV Buffalo, N.Y., chairman of the all-industry committee, meanwhile told stations that "before acting on [BMI's] offer, you should consider an alternative temporary mechanism available to you arising out of the [antitrust] litigation." Under that alternative, he said, stations may automatically obtain extensions simply by continuing to pay royalties at the existing license rates. "Moreover," he said, "by so acting, each

station will have 20% of its royalty payments held in escrow, with the possibility (although with no assurance) that some or all of those royalties might be returned to the station at some future date."

Currently pending in the lawsuit is the stations' bid for a preliminary injunction: BMI and ASCAP are scheduled to file their answers by Jan. 22 and the station plaintiffs are to reply by Feb. 5, after which the court—the U.S. Southern District Court in New York—will hear arguments and rule on the preliminary injunction.

"The automatic license extension and escrow provisions," Mr. Arries wrote, "may not be abrogated prior to May 31, 1979, except by order of the court; after that date they may be canceled on 30 days' notice. All stations are automatically covered by this interim arrangement except those which have chosen or choose to enter into individual extensions of their licenses with ASCAP and/or BMI."

Both Mr. Cramer and Mr. Arries noted that the Justice Department had filed a brief urging the Supreme Court to reverse the lower court's decision upholding CBS's bid for per-use licenses.

Mr. Cramer said: "You should also know that the Department of Justice recently filed a brief which, in effect, emphasized the benefits of blanket licensing to both the composer and the music user and asked that the lower court decision be reversed."

Mr. Arries noted that the all-industry committee had filed a brief urging the Supreme Court to uphold the lower court's decision. He added: "The Depart-

ment of Justice has filed a brief urging reversal, suggesting that the legality of blanket licenses be tested under a 'rule of reason' rather than a *per se* approach. While the Department of Justice has not expressed an opinion as to what the outcome of such an analysis would be, it has stated that 'blanket licensing may raise serious antitrust problems.' In any event, the issue of licensing at the source for pre-recorded programs [which is sought in the stations' antitrust suit] is not directly before the Supreme Court."

Wasilewski prods

In speech to California broadcasters, NAB president wants to know why, since members of Congress and FCC think radio should be deregulated, there isn't more action to that end

National Association of Broadcasters President Vincent T. Wasilewski last week tried to turn up the heat under the FCC's radio deregulation activities, renewing his plea for action "right now."

In a speech to the California Broadcasters Association in Palm Springs Tuesday, the NAB president reviewed pro-deregulation remarks by House and Senate Communications Subcommittee Chairmen Lionel Van Deerlin (D-Calif.) and Ernest Hollings (D-S.C.) and by FCC Commissioner Abbott Washburn, and asked, "If they expect us to believe what they say, why hasn't the radio industry



The day draws nigh. The steering committee for a broadcasters' "rally" against over-regulation met in Washington last Monday, laying plans for the Feb. 28 gathering they hope will draw as many as 500 broadcasters. The schedule so far calls for a 7:30 a.m. breakfast to kick off the rally, morning broadcaster meetings with their representatives in Congress and a closing luncheon with FCC members and staff present to listen to selected broadcasters' stories of regulatory irritation. The message, said Bill Carlisle, NAB vice president for government relations and co-chairman of the steering committee, is not only to relax the rules on broadcasting—"probably the most overregulated industry in the country"—but that broadcasters can attest from their ascertainment surveys that the rest of the country wants less government intrusion in people's lives. The other steering committee co-chairman is Abe Voron, executive vice president of the National Radio Broadcasters Association, the group that initiated the call for the rally in December. Participants at last week's meeting, shown above, were: (l to r) Donald Zeifang, NAB senior vice president for government relations; James Hulbert, NAB senior vice president for station services; Len Allen, executive director of the Radio Television News Directors Association; Messrs. Carlisle and Voron, and Ray Livesay, chairman of the Daytime Broadcasters Association.



A GRAND OPENING...

They called it "The Country House". A striking resemblance to a large and comfortable contemporary-style suburban home. Behind the handsome exterior were the most up-to-date broadcasting facilities of the day. WJIM-Television and Radio moved into a new home in Lansing, Michigan on Sunday, October 31, 1954.

That evening a full-hour, star-studded live show was telecast, highlighting the formal dedication of the new WJIM-TV studios. The program featured Eddie Fisher, George Gobel, Janis Page, the McGuire Sisters, The Bud and Cece Robinson dance team, and music by Tommy and Jimmy Dorsey and their Orchestra.

Nearly 25 years later, the WJIM-TV Country house stands as a gracious and magnificent host to visitors from around the world. But, most important, it stands as an important communications center to the residents of Mid-Michigan. Once a dream of its founder, Harold F. Gross, WJIM-TV today is a very real source of entertainment, information, and news in America's thriving 96th market.

It was a *grand* opening in 1954. Today, the WJIM-TV Country House is a grand symbol of American enterprise and service.

WJIM-TV

IMPORTANT IN MID-MICHIGAN

Gross Telecasting, Inc. — Lansing, Michigan

been deregulated? Why do we still have some 1,000 pages of broadcast regulations in the code of federal regulations? Why did a recent study by the General Accounting Office, rating the various federal agencies by the paperwork they impose, place the FCC in the winner's circle with an annual requirement of 30 million manhours of paperwork?"

Mr. Wasilewski urged adoption of NAB's proposal to eliminate all FCC-imposed program percentages for radio, commercial time standards and formal ascertainment.

He praised FCC Commissioner Tyrone Brown for his endorsement of radio deregulation last month, and concluded that all the talk on radio's behalf appears now to be taking root. "Radio appears on the brink of being allowed to prove that the public can best be served in the atmosphere of the free and open marketplace," he said. He added that "in a relatively short time" the FCC will realize that "the marketplace is the ultimate regulator" and will consider deregulation for television as well.

NTIA wants some ideas

It asks for comments on how best to handle \$40 million it's authorized to distribute for construction and planning grants in public broadcasting

The National Telecommunications and Information Administration is seeking public comments on how it should discharge the new responsibility it has been given to make construction and planning grants under the public broadcasting financing act passed by Congress last year.

NTIA in an "advance notice of proposed rulemaking," asked for comments on four issues:

- Eligibility of applicants. Would churches, for instance, be eligible for facility grants for origination of sectarian programming?

- Priority of applicants. Since one objective of the act is to increase women and minority ownership of noncommercial stations, one question to be answered is: What groups are to be considered minority?

- Processing and evaluation of applicants. For instance, should a limit be placed on the total amount of planning grants?

- Administration and recovery of grant funds. Should the government be required to execute an instrument that gives it a priority lien against federally financed equipment in the event of a bankruptcy?

Responses to the advance notice will be used by NTIA to fashion proposed rules on which it will seek additional comments. Responses to the advance notice are due by Jan. 22.

The public broadcasting financing act, besides transferring responsibility for the construction and planning grants program to NTIA, authorized \$40 million for each of fiscal years 1979, 1980 and 1981 for the program.

Money matters at Maui meeting

Near the top of the NAB joint board's list of priorities at its Hawaii meeting this week is approval of fiscal '79 budget which puts income at \$6.19 million, expenses at \$6.13 million

Aside from the weightier government and legal matters facing the National Association of Broadcasters joint board at its meeting in Maui, Hawaii, this week, there are several housekeeping matters to clear up. The largest is approval of the budget for fiscal 1979, which projects a total income of \$6.19 million and expenses of \$6.13 million, resulting in a net income of \$57,687. The net income projected for the current fiscal year, ending March 31, is \$211,366, well above the budgeted net of \$137,175. The NAB staff, in its report to the board, attributes the increase to higher-than-anticipated income from: the 1978 convention, \$244,000 higher than in 1977; radio dues, \$82,000 above 1977; television dues, \$96,000 above 1977 and associate member dues, \$180,000 over 1977. Operating expenses increased \$56,900 above 1977, considered a low increase.

In another budget-related matter, the board will consider the executive committee's recommendation to increase board members' per diem travel expenses from \$44 to \$60. The total impact of that increase would be \$11,000 annually, the staff estimates.

The board is expected to approve proposed improvements in NAB employe medical, retirement, death and disability benefits will cost the association an additional \$49,620.

The NAB station service department is reporting a net increase in 1978 of 175 radio members to the association, 11 TV and 101 associate members. The budget reflects the board's decision in June, however, to build up the NAB membership staff from seven to 10 regional managers. The board considered the yearly number of resignations and station drops too high, despite the net increases. In 1978, 373 radio stations and six television stations resigned or were dropped from the association.

Following is a summary of the association's accounts, comparing this year's estimated income and expenses with next year's budget.

	Estimated total for 1978	Budget for 1979	Increase/decrease	% change
Income:				
Dues (radio)	\$2,140,750	\$2,297,750	\$+157,000	+ 7.3
Dues (television)	2,260,000	2,398,000	+138,000	+ 6.1
Dues (associate members)	255,000	258,000	+ 3,000	+ 1.2
Net income (convention)	788,940	917,000	+128,060	+ 16.2
Net income (engineering handbook)	10,000	6,000	- 4,000	- 40.0
Net income (legal guide)	10,000	5,000	- 5,000	- 50.0
Rental income*	194,000	170,000*	- 24,000	- 12.4
Interest income	78,000	100,000	+ 22,000	+ 28.2
Special contributions (community affairs)	7,000	0	- 7,000	-100.0
Miscellaneous	45,000	42,000	- 3,000	- 6.7
TOTAL INCOME	\$5,788,690	\$6,193,750	\$+405,060	+ 7.0
Expense by division:				
Government relations	\$ 535,160	\$561,290	\$+ 26,130	+ 4.9
Legal	323,543	407,813	+ 84,270	+ 26.1
Public affairs	340,706	397,112	+ 56,406	+ 16.6
Station services	1,215,694	1,348,058	+132,364	+ 10.9
Engineering	152,047	175,363	+ 23,316	+ 15.3
Research	283,280	283,107	- 173	- .1
Radio code	202,602	197,823	- 4,779	- 2.4
Television code	727,657	738,712	+ 11,055	+ 1.5
General administrative	1,796,635	2,026,785	+230,150	+ 12.8
TOTAL EXPENSES	\$5,577,324	\$6,136,063	\$+558,739	+ 10.0
NET INCOME	\$ 211,366	\$ 57,687	\$-153,679	- 72.7

*Rental income excludes \$14,520 in NAB employe parking fees.

NAB's fiscal year runs from April 1 to March 31.

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According to the November 1978
Arbitron Sweep***



1

IN RATING

IN SHARE

**IN ADI WOMEN
(18-49) RATING**

**ALREADY RENEWED BY THE 5
CBS OWNED TV STATIONS**



*November 1978 Arbitron Top 50 Market Averages

FCC's Cornell: Nobody loves a critic

But, after nine months as head of the Office of Plans and Policy, they're beginning to remember the name; she's in charge of bringing the future to heel

Being a professional fault finder may seem a hazardous occupation, particularly when it means taking on individuals of no little professional ability. Nevertheless, after some nine months in that kind of a job, Nina Cornell, chief of the FCC's Office of Plans and Policy, appears to be happy in her work.

"It's going very nicely," she said last week. "We have a voice; we're having an impact. People are beginning to notice."

Describing the job as one of fault finding may be unfair. But as Dr. Cornell sees her work, and as FCC Chairman Charles Ferris laid it out for her, a major part involves scrutinizing the product of commission bureaus with a view to determining, as she says, whether "what we're doing makes sense." If she thinks it does, she says so; but if she thinks it does not, she says that.

At one time, at least in its formative years under former Chairman Dean Burch, OPP was billed as a unit that would take the long view and help the commission develop policies and plans that would anticipate and head off problems. To the extent that function is performed at the commission, OPP performs it. And in that connection, OPP manages the commission's research program.

OPP attempts to guard against a case of future shock mainly through its day-to-day operations—and, under Dr. Cornell, an economist, from the point of view of economics. "Our job is to be [the agency's] chief economist, to look at proposals and policies from an economic perspective, in terms of economic consistency and sufficiency," she said. "That is a necessary first step."

Chairman Ferris has made it clear he wants more economic talent brought to bear on matters pending before the commission. And his determination to funnel that talent through OPP is manifest in the resources the commission is giving it; since Dr. Cornell became its head, OPP has hired five professionals (it now has 14), all economists. (Besides what she calls the core staff, OPP is home to two task forces—one on children's television and the other on UHF comparability.) And Dr. Cornell, in remarks to the Federal Communications Bar Association last month, said the stress on economics "portends the end of the lawyer monopoly" in policy making at the commission (BROADCASTING, Jan. 1).

But the job has built-in problems. As Commissioner Tyrone Brown notes, "No matter how diplomatic she is, her office functions outside the bureau hierarchy, and it always provides a perceived degree of competition." Dr. Cornell puts the problem another way: "There's always a

tension between people when one who is not the supervisor scrutinizes the work of another."

What they are saying is that the criticism is not always easily accepted. Dr. Cornell does not shrink from controversy. Indeed, Commissioner Brown describes her as "tough as nails." Others describe her as "combative."

But she is dealing with senior staff members who have developed considerable expertise over the years—the Broadcast Bureau's chief and deputy chief, Wallace Johnson and Martin Levy, for instance. And the verbal duels between Dr. Cornell and members of her staff at one end of the table at which staff members sit at commission meetings and bureau staff members at the other have occasionally been sharp. The meeting in December on the four proposed VHF drop-ins provided evidence of that.

The commission wound up criticizing and rejecting the Broadcast Bureau, which had recommended denying the four drop-ins, and asking for additional studies (BROADCASTING, Jan. 1). Last week, Dr. Cornell, who had found fault with the document, said her problem was not necessarily with the conclusion but with the analysis—"how it got from here to there," a complaint some commissioners expressed.

FCC staff members generally agree that Dr. Cornell is "bright," but some feel she lacks the understanding—of broadcasting,

tion in April 1978 after serving for 14 months as a senior staff economist on the President's Council of Economic Advisers, specializing in regulatory procedures. Previously, she had been a senior economist at the Council on Wage and Price Stability. She has also served on the staff of the Brookings Institution, as a research associate. Now, as a GS 16 earning \$44,756 a year, she is one of the three highest-ranking women staff members at the commission. (Sylvia Kessler, a member of the review board and a GS 17, and Lenore Ehrig, an administrative law judge and a GS 16, are the other two.)

Dr. Cornell admits to what she herself calls "biases" in her approach to commission business. "I am pro-competitive," she says. "I'm in favor of diversity, and I would put the burden of proof on the person who would block technological change. I'm a believer in markets, when they are competitive, as a regulatory force; they do better than regulatory agencies. And I am not a heavy paternalist; I don't believe government knows better than you what is good for you."

Dr. Cornell's views would seem to be in line with those of most members of the present commission. But, somewhat surprisingly, not all commissioners are ready to endorse her performance. Commissioner Brown last week said she is "having an impact." He noted that Chairman Ferris trusts her and relies on her, and said he himself frequently calls on her for briefings on matters. But others are not yet sure. Commissioner James H. Quello, for instance, while praising her perfor-



Cornell

at least—that is acquired by working on rulemakings and processing applications. And when she speaks of what prudent businessmen would be expected to do in certain situations, staffers say their experience indicates broadcasters can be expected to behave differently.

Dr. Cornell, who is 36, is married to a lawyer, Robert Morris; is the mother of 10- and 8-year old girls by a previous marriage, and received her PhD from the University of Illinois. She joined the commis-

mance in fielding complex and sometimes hostile questions at the FCBA luncheon—"she handled herself well"—will only say of her performance in general, "I'm not yet ready to make a judgment." In debates between Dr. Cornell and the Broadcast Bureau's Mr. Levy, he usually sides with Mr. Levy (a "combative" type himself).

But of one thing there seems to be no argument. After nine months on the job, she is being noticed. More than that, she is being recognized as a force.

WHAT "STICKER PRICES" REALLY MEAN

HOW TO GET THE BEST BUY ON THE CAR THAT'S BEST FOR YOU.

Every GM dealer is an independent businessman. No one can tell him what to charge. Not the government, and not the manufacturer.

But the government can and does require that manufacturers post a suggested retail price, or "sticker price," on every new car we build. It's a good idea, because it makes it easier for you to compare one car against another.

Remember, the "sticker price" is only the suggested price. The actual selling price may be different. That's because the law of supply and demand affects the prices of cars, just as it affects most other prices. And market conditions change all the time.

For example: a very popular model may sell at the suggested price, but frequently cars will sell for less, because the automobile business is highly competitive.

The difference between the "sticker price" and the wholesale price—that's what the dealer pays us—is called the markup, or dealer's discount. This changes from time to

time, but as a general rule the markup on small cars is lower than on full-size cars.

The dealer's markup helps to pay his rent, taxes, salaries, utility bills—all that it costs to run a business. And he also has to make a profit, or he can't stay in business. Last year, GM dealers reported about two cents profit on each dollar of sales. As you can see, competition doesn't leave the average dealer a very big margin of profit.

You can affect the price you pay. It depends on the marketplace, for one thing. You may get a bigger break if you choose a slower-selling model or a car the dealer already has in stock. The latest sales figures published in many newspapers will give you some idea of how cars are selling, although the demand for a particular model may be greater or less in your area.

How much optional equipment you order on your car also makes a big difference in its price. Go over the list carefully, and equip the car just the way you want it. Then it will have most value for you, and you'll enjoy it more. You shouldn't buy what you won't use, although much of the equipment you add to your

new car will make it worth more when you decide it's time to trade it in.

Most buyers trade in a used car when they buy a new one. And the value of used cars varies according to demand as well as to their condition. Performance and appearance count, so it's a good idea to maintain your car and keep it clean. The more you can get for your old car, the less will be your out-of-pocket cost to replace it with a new one.

But whichever car you choose, the price should never be your only consideration. The dealer's reputation and his service capability are also important.

Our interest is in helping both you and the dealer to get a fair deal. We want you to be satisfied with your car. That's good for you, good for the dealer, and good for us.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

General Motors

People building transportation
to serve people

Changing Hands

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

Proposed

- **KBPI(FM) Denver:** Sold by Progressive Broadcasters Inc. to Sandusky Newspapers Inc. for \$6.7 million ("In Brief," Jan. 8). Seller is wholly owned by Myriad Industries Inc., owned by Marvin Spector and William F Stevens (49% each) and James B. Day (2%). None has other broadcast interests. Buyer is owned by Dudley A. White and his family, publishers of *Sandusky (Ohio) Register*, *Norfolk (Ohio) Reflector*, *Kingsport (Tenn.) Times* and *News and Grand Haven (Mich.) Tribune*. Group bought three other stations in 1978: **KDKB-AM-FM Mesa-Phoenix, Ariz.** (\$4 million), and **KZAM(AM) Bellevue, Wash.** (\$1.6 million). KBPI is on 105.9 mhz with 100 kw and antenna 57 feet above average terrain. Broker: Chapman Associates.
- **WwOK(AM)-WJOK(FM) Miami:** Sold separately by Mission East Co., wwOK to Metroplex Communications of Florida for \$1,340,000 plus \$200,000 for agreement not to compete, wJOK to Susquehanna Broadcasting Co. for \$2 million. Seller is wholly owned by Mission Broadcasting

Co., owned by Jack Roth who also owns **KONO(AM)-KITY(FM) San Antonio, Tex.**; **WAME(AM) Charlotte, N.C.**, and **KERE(AM) Denver.** Metroplex is owned by Norman Wain and Robert C. Weiss, who also own **KOAX(FM) Dallas**, **KEZK(FM) St. Louis** and **WHYI(FM) Fort Lauderdale, Fla.** Mr. Wain also is 50% owner of Cleveland MDS system and Mr. Weiss owns construction company in Tarmac, Fla. Susquehanna, principally owned by Louis J. Appell Jr. and his family, owns **WSBA-AM-FM-TV York, Pa.**; **WQBA(AM) Miami**; **WKIS(AM) Orlando, Fla.**, and **WLTA-FM Atlanta.** It also owns 90% of **WARM(AM) Scranton, Pa.**; **WHLO(AM) Akron, Ohio**; **WLQR(FM) Toledo, Ohio**; **WGBB(AM) Freeport, N.Y.**; **WFMS(FM) Indianapolis**; **WLQA(FM) Cincinnati**, and **KPLX(FM) Fort Worth.** WJOK would be company's seventh FM, maximum allowed by FCC. WwOK is on 1260 khz with 5 kw. WJOK is on 107.5 mhz with 100 kw and antenna 460 feet above average terrain.

- **WQSR(FM) Sarasota, Fla.:** Sold by Sarasota Radio Inc. to Cosmos Broadcasting Corp. for \$1.9 million ("In Brief," Jan. 8). Seller is principally owned by Carroll

Newton and Ted Rogers, who also own **WQSA(AM) Sarasota.** Cosmos is wholly owned subsidiary of Liberty Corp. (insurance); Francis Hipp is chairman and W. Hayne Hipp vice chairman of parent company. Charles A. Batson is chairman and president of Cosmos, which owns **WIS-AM-TV Columbia, S.C.**; **WSFA-TV Montgomery, Ala.**; **WTOL-TV Toledo, Ohio**, and **WDSU-TV New Orleans.** WQSR is on 102.5 mhz with 100 kw and antenna 570 feet above average terrain. Broker: Reggie Martin.

- **KSNM(FM) Santa Fe, N.M.:** Sold by Ivan R. Head to Cammar Broadcasting Inc. for \$332,500. Mr. Head, who has no other broadcast properties, will retain 5%. Buyer is owned by Martin Percival, former vice president of radio spot sales for ABC Radio, New York; he has no other broadcast interests. KSNM is on 95.5 mhz with 29.5 kw and antenna 130 feet above average terrain.

- Other stations sales proposed last week included: **WWIW(AM) New Orleans**; **WKDL(AM) Clarksdale, Miss.**, and **WJBE(AM) Knoxville, Tenn.** (see "For the Record," page 81).

Noises over sale of school system's commercial TV channel

Local group threatens petition against \$6.25-million deal for KCPQ-TV Tacoma, which is run as educational station

A Tacoma, Wash., school district's proposal to sell KCPQ-TV (ch. 13), which has been operated as a noncommercial outlet on a channel not reserved for an educational station, appears headed for a petition to deny. A citizen advisory and booster club is said to feel the sale—for \$6.25 million to Kelly Broadcasting—would "violate a public trust," and it has asked the Citizens Communications Center to represent it in opposing the assignment application when it is filed.

The Clover Park School Board, which acquired the station in a bankruptcy sale in 1975 for \$378,000, plans to use the proceeds from the sale to build a new high school. However, the impetus for the sale, according to a spokeswoman for the school district, is a change in the uses to which state educational funding may be put that eliminates any funds for classroom instruction during the day. The district this year is spending \$600,000 for that purpose.

Betty Jo Neils, a member of TV 13, a nonprofit corporation whose purpose is to support public broadcasting and to serve as an advisory group for the station, was incensed at the board's action.

"It was done without any public notice. The board violated a public trust. It should have explored alternative methods for providing public broadcasting," she said.

Mrs. Neils indicated the community felt a particular relationship with the station. She said all but \$51,000 of the purchase



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price had been returned to the school district in the form of public donations. The remainder is to be refunded in the next two years, she said.

Furthermore, she said, while the new school would serve the local school district, the station, which is affiliated with PBS, serves areas beyond the district, in southwest Washington and north of Tacoma.

Manchester bargain hunter

Acton Communications Corp., which has applied to the FCC for purchase of United Television Co.'s WMUR-TV Manchester, N.H., has petitioned the commission to terminate the license renewal proceeding in which the station is involved and permit Acton to acquire the facility at a "distress" price.

Acton is 25% owned by blacks, but, since an initial decision has been issued, the case does not fit literally within the FCC's policy of permitting distress-price sales of stations facing loss of license to groups significantly owned by minorities. However, the administrative law judge recommended renewal of WMUR-TV's license, provided United sold the station within 60 days.

The proposed purchase price of the channel 9 station is \$2,500,000. The appraised price, Acton says, is \$6,250,000. Acton has also applied for purchase of United's KECC-TV El Centro, Calif., for \$1,000,000. That station's license to cover a construction permit was also granted subject to the station's sale. United's problems with the FCC originated when it was found to have made an improper payment to an ABC official in an effort to secure favorable terms in an affiliation agreement (BROADCASTING, Sept. 16, 1974).

New San Diego settlement

And now there are 11 licensee defendants in the antitrust suit that the sales representative of two Mexican stations—XETRA-AM-FM both Tijuana—had filed against 14 licensees of 18 San Diego stations. The latest to reach an out-of-court settlement with Noble Multimedia Communications Inc. is Lotus Communications Corp., licensee of KFSD(FM).

Earlier settlements were reached with Midwest Television Inc. (KFMB-AM-FM-TV) and Storer Broadcasting (KCST-TV).

In the case of Lotus, as in the other two, a brief announcement was issued stating that the defendants and the Mexican stations acknowledged the right of each other "freely and lawfully to compete in the San Diego market."

The suit, filed last August, alleges that the defendants engaged in "anticompetitive activity in the market by forming or utilizing a group known as Committee for Equality in Radio Frequencies (CERF)." The suit says CERT has attempted to prevent Noble from doing business in San Diego.

Ripe for action. Rather than conduct potentially sluggish "inquiry" into further deregulation, FCC should forthwith eliminate licensing process for satellite receiving stations, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has told FCC Chairman Charles Ferris. In letter to Mr. Ferris, Mr. Van Deerlin said total deregulation would be "good opportunity to test whether the marketplace is preferable to continued regulation."

Into data processing. Metromedia Inc. has acquired Marketing Electronics Corp., Lombard, Ill., for approximately \$4 million in cash. Marketing Electronics is a supplier of data-processing services to direct-mail marketing companies.

On the road again. FCC's Consumer Assistance Office is expected to resume traveling workshops designed to educate members of public on how to participate in commission proceedings. Indications last week were that next workshop would be held in March. City has not been selected, but CAO has received requests to hold session in number of cities, including Boston; Philadelphia; Madison, Wis.; Providence, R.I., and Columbus, Ohio.

The breaks. FCC has issued tax certificates

in connection with two sales of broadcast properties. Certificates, issued under policy aimed at fostering ownership of stations by minorities, were issued to Suburbanaire Inc., for its sale of WAWA(AM) West Allis, Wis., and WAWA(FM) Milwaukee to APB Enterprises Inc. for \$1,465,000, and to Malrite Broadcasting Co. for its sale of WBRB-FM Mt. Clemens Mich., to Inner City Broadcasting Corp of Michigan for \$1.5 million. Controlling interest of ABP and Inner City are held by minority group members.

ABC expands in publishing ABC Inc. has signed agreement to purchase R.L. White Co., Louisville, Ky., real estate communications firm, whose operations include *Homes* magazine with monthly circulation of more than six million; Multi-Listing Service Books and RLW Information Systems, computer-based system providing information about real estate properties. ABC would not give price of transaction but it's reported to be in vicinity of \$10-\$12 million.

On hold for EEO. FCC has cited 19 stations for failure to meet equal employment opportunity processing standards, and has directed them to file periodic EEO progress reports. In process, it granted conditional short-term renewals to KBBO(AM)-KBYO(FM) Yakima, Wash., WMVB-AM-FM Millville, N.J., and WQSN(AM) Charleston, S.C. Remaining 14 are to be renewed conditionally by staff if

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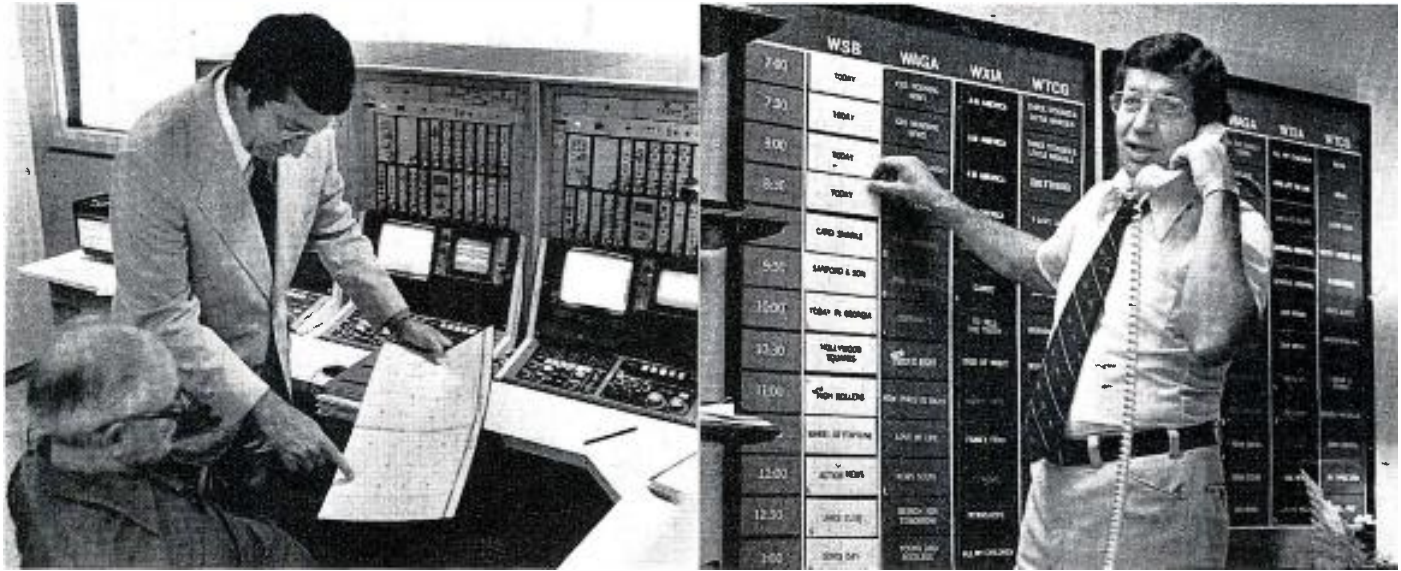
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VAN CANTFORT



"Programming is a reflection of the society we live in."

A. R. Van Cantfort, program manager of WSB-TV, Atlanta, Ga., President, National Association of Television Program Executives, looks at programming from the point of view of a man who speaks both to and for the local audience.

"The program director has got to know his community. If he is a responsible broadcaster, he will. We have a tremendously loyal following, and we earned it. We have a community ascertainment program. Department heads go out and interview community leaders for an hour, one-on-one. They talk about the problems of the community. Every two weeks we have a community affairs luncheon with a group representing a particular problem area. We discuss their problems and how we can help. I make a speech or talk with some community leader about twice a week. There is always feedback. I always wind up with a question-and-answer period. I read every piece of mail that comes to me. The first thing every morning I read the call sheet—it lists every call that comes in complaining about a program. These are some of the ways I stay in touch with the community.

"I look at programming as pretty much a reflection of the society we are in. What we are depicting is what is happening. If you are upset by the amount of violence on television, you really ought to be upset about what is happening in society, and not necessarily blame the messenger. Parents have their responsibility not to just automatically say, 'Go watch TV.' Of course, the broadcasters have responsibility, too. And they have to accept that responsibility. Ours is the only industry in the world that has such a strict voluntary code.

"As long as I am program director, we will have a live local show. The people in Atlanta know they can get on our station. We are here to serve the community.

"I won't buy the premise there is nothing good on television. Nowadays the snob thing to say is, 'My kids don't even know TV exists.' I have to say you are wrong, because your kids are missing a lot of good things.

"Film will never go out of our business. It is the staple. We use both film and tape. Much of the choice has to do with which equipment is available. We might wind up on a given day with everything on film, or everything on tape. If we are going to go into the mountains, I am going to take film because it is more reliable. I don't have to worry about power or electricity or the batteries running down.

"If I were just starting out, I would look into the feature area. I would think of becoming a consumer reporter, an ecology reporter or a specialty reporter.

You can't just say, 'I want to work in TV.' Too many people want the same thing. You have to develop a skill or a specialty.

"If the local broadcaster doesn't make his service important to the community, and himself an asset to the community, somewhere along the line someone is apt to ask, 'What do we need him for?' The local broadcaster has got to stay involved with local programming. We need more choices, and we need to encourage the people willing to take chances."

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there are no other problems. They are KEZE-AM-FM Spokane, Wash.; WBAG-AM-FM Burlington-Graham, N.C.; WEZL(FM) Charleston, S.C.; WGN-AM-FM Newport News, Va.; WHNE(AM) Portsmouth, Va.; WNCN(AM) New York; WNOR-AM-FM Norfolk, Va.; WRNB(AM)-WKBK(FM) New Bern, N.C., and WTRF-TV Wheeling, W. Va.

Noncommercial entities protest FCC proposal to limit their fund-raising

Comments filed at the commission claim changes reflect insensitivity to problems and goals of ETV; NPR says different conditions prevail for noncommercial radio; NAB sees some merit in proceeding

"Public broadcasting by definition does not make a profit. The economics that motivate it are not to pay a financial dividend to stockholders, but to pay a dividend of improved programming and other services to its audience."

Those words, submitted by the Washington law firm of Dow, Lohnes & Albertson on behalf of 26 noncommercial broadcasting licensees, summed up the sentiments of the public broadcasting world regarding the FCC's inquiry into the "noncommercial nature of educational broadcast stations." The foot-high stack of pleadings at the commission last week, added to three volumes the FCC already had, almost universally condemned the commission's proposed new rules limiting the ways public broadcasting stations may solicit funds as unnecessary intrusions into the workings of local noncommercial broadcast outlets. Public broadcasting, the briefs said, is fundamentally different from commercial broadcasting, and the running of the noncommercial system should be left up to those who know it.

One joint filing by the firm of Covington & Burling on behalf of, among others, Community Television of Southern California (KCET(TV) Los Angeles), KQED Inc. (KQED-FM-TV San Francisco) and Metropolitan Pittsburgh Public Broadcasting Inc. (WQED(TV) Pittsburgh) said those groups "believe that in seeking to strike a 'reasonable balance' between the financial needs of stations and their obligation to provide an essentially noncommercial broadcast service, the commission should seek to develop guidelines that are instructive, not compulsory, and that allow more latitude for the good-faith exercise of discretion by individual stations to resolve the 'reasonable balance' in their individual circumstances."

Nor were those groups alone in their dislike of some of the commission's specific proposals to regulate fund-raising. They called the FCC's proposed limitations on

on-air auctions (that they be limited to 10 days per year and only 50% of a given broadcast day) "inflexible." Furthermore, the Covington & Burling clients said, the rules "involve significant limitations that are not justified..."

Another filing, this one by the firm of Schwartz & Woods for 18 noncommercial licensees, said the FCC proposals fail "to recognize the precarious financial conditions under which public broadcasters must operate." The proposed rules "far exceed those that are necessary for maintaining the essential noncommercial nature of public broadcasting."

Similar opinions were expressed by the Greater Washington Educational Telecommunications Association Inc. (WETA-FM-TV), the WGBH (Boston) Educational Foundation, the Public Broadcasting Service, the National Association of Educational Broadcasters, the Educational Broadcasting Corp. (WNET(TV) New York) and the Ford Foundation.

Said PBS: "With respect to fund-raising; public broadcasting should be permitted to adopt its own standards for determining the nature and extent of such material, subject to commission oversight through the renewal process."

And public radio broadcasters said they felt the commission overlooked them when it formulated its proposals. According to National Public Radio, many of the proposed fund-raising limitations have "a particularly harsh impact on public radio because they are based on the incorrect assumption that public television and radio are essentially the same." Of one proposal—that program "marathons" be limited to 90 hours a year—NPR said it was "totally unsuitable for public radio" because its stations tend to program many more hours than that each week.

NPR's comments were seconded by the Pacifica Foundation and by the National Federation of Community Broadcasters. Pacifica, for example, said that it, "as a matter of principle," appealed for the broadest base of support possible and is "committed to maximizing the amount of support derived from its stations' audiences." Its ability to draw from that base, the group said, would be severely hampered by restrictions on over-the-air requests for support.

The NAEB said it was "troubled by the apparent commission insensitivity reflected in its proposals in the proceeding respecting the realistic and recurring funding difficulties of public broadcasters."

Educational Broadcasting Corp. said the proposals "place a host of new, complex and burdensome restrictions upon the fund-raising activities of noncommercial stations"

One filing, generally supportive of the FCC proceeding, that of the National Association of Broadcasters, said that "the commission has adopted a basically reasonable approach to a difficult situation." It said that both commercial and noncommercial broadcasters "should benefit from adoption of the commission's proposals in this proceeding."

Fetzer chosen for Baptists' pioneer award

Railsplitter honor goes to Michigan broadcaster in ceremonies March 1; other awards to Bob Hope, WSM, Doris Ann, Tom Landry and Leonard Reinsch

Pioneer broadcaster John E. Fetzer has been selected to receive the Abe Lincoln Railsplitter Award from the Southern Baptist Radio and Television Commission.

Presentation will be at the commission's 10th annual Abe Lincoln Awards ceremony in Fort Worth March 1. Eleven other broadcasters will receive awards during the program, at which Bob Hope will be guest of honor and receive the commission's Distinguished Communications Medal.

The Abe Lincoln Awards program annually honors broadcasters for their achievements in advancing the quality of life in America and helping the industry enrich its service to the public.

Commission President Paul M. Stevens said that the Railsplitter Award is designed to honor persons who have broken new ground for the industry during its infancy. "It is not presented annually—only when a worthy recipient is determined," he noted.

Mr. Fetzer, president of Fetzer Broadcasting Co., headquartered in Kalamazoo, Mich., began his association with radio in the 1920's, and with television in 1950. In addition to radio-TV properties, he established Fetzer-Cablevision in the 1960's.

The Southern Baptist Radio and Television Commission has also announced two distinguished Communications Recognition Awards. One will go jointly to *Grand Ole Opry* and WSM(AM) Nashville for their interpretation of American life. The other will be given to Doris Ann, director of NBC religious programming.

Other special honors planned at the Fort Worth ceremony will be the presentation of the Vincent T. Wasilewski Award to J. Leonard Reinsch, chairman of Cox Broadcasting, and a Christian Service Award to Tom Landry, Dallas Cowboys coach.

WGY to get Mike Award

Broadcast Pioneers resurrects presentation; GE station cited for quality and integrity

The Broadcast Pioneers Mike Award is being revived and will be presented this year to WGY(AM) Schenectady, N.Y.

The presentation will be made Feb. 6 at a banquet at the Pierre hotel in New York. WGY was chosen for "distinguished contributions to the art of broadcasting and in recognition of dedicated adherence to quality, integrity and responsibility in programming and management."

Broadcast Pioneers initiated the award in

1961. Since then the traditional gold microphone has been presented to 16 stations. There were no presentations in 1977 and 1978, however, partly because the Pioneers had become less active following the deaths of two of its leading figures, Treasurer Robert J. Higgins and Executive Secretary Meyer H. (Shap) Shapiro. The organization launched a revitalization program 10 months ago (BROADCASTING, March 20, 1978).

James J. Delmonico, WGY vice president and general manager, is scheduled to receive the award. Reginald Jones, chairman of General Electric Co. (the station's parent), and Reid Shaw, president of General Electric Broadcasting, will be among the dais guests, along with Colin Hager, the announcer who signed the station on the air in 1922 and later was its manager, and other present and former employees.

Adams-Russell financing

Adams-Russell Co. of Waltham, Mass., has obtained \$14 million in financing, consisting of 15-year unsecured senior notes purchased by Massachusetts Mutual Life Insurance Co. and Home Life Insurance Co. at a fixed interest rate of 9 3/4%, and a \$7-million bank credit provided by the First National Bank of Boston and New England Merchants National Bank. T.A. Associates, Boston, served as financial adviser to Adams-Russell, owner and operator of cable TV systems and of WYTV(TV) Youngstown, Ohio, and manufacturer of high-technology electronic components and equipment. The insurance firms' proceeds will be used to repay all of A-R's floating rate debt and the \$7-million bank credit will finance the company's growth objectives.

NBMC wants WDAS sale to go through

The National Black Media Coalition is seeking to protect the first station sale to a minority group made possible as a result of financial assistance flowing from an agree-

ment NBMC and other citizen groups reached with Joseph N. Allbritton in 1975.

At stake is the National Black Network's acquisition of WDAS-AM-FM Philadelphia for \$5 million. Two citizen groups have opposed the sale on the ground that the present licensee, Max M. Leon, did not solicit potential Philadelphia black purchasers for the stations, which are black oriented.

But the NBMC, in a letter to the FCC opposing the petition, said the National Black Network is "highly respected" and that there is no reason to believe it will not be responsive to the needs of black Philadelphians. Furthermore, it noted its own interest in the proceeding—the fact that the sale is the first packaged under an arrangement worked out with Mr. Allbritton in an agreement that paved the way for his purchase of Washington Star Communications Inc. NBMC said Mr. Allbritton, who has since sold the *Washington Star* but retains its three television stations, implemented the agreement by arranging with Chemical Bank of New York for financial assistance for qualified firms, and paying for assistance.

The petition to deny is not the only possible obstacle to the sale. The commission's complaints and compliance division has conducted a field investigation of the stations' activities.

20 new total for Burke

Burke Broadcast Research, New York, reported last week it added nine markets to its radio rating service as of Jan. 3, raising the total to 20 markets.

The new markets are Cleveland, St. Louis, Baltimore, Pittsburgh, Minneapolis, Denver, Atlanta, San Diego and Cincinnati. BBR said the 20 markets represent 44% of the U.S. population and more than 50% of the dollars spent in national spot radio.

BBR said it plans to add at least 10 and as many as 20 markets in the fall of 1979. The remaining top 50 markets will be covered no later than the spring of 1980, according to a spokesman. BBR is a wholly owned subsidiary of Burke Marketing Research, Cincinnati.

Segelstein's territory expanded at NBC

Executive VP now is responsible for TV stations division in addition to radio and research

In an expansion of responsibility, Irwin Segelstein, executive vice president, NBC, was assigned direct executive supervision last week for the NBC Television Stations Division.

In announcing the move, NBC President Fred Silverman said "this reporting arrangement will be of great assistance to the Stations Division and to NBC by assuring the kind of fast, direct communications that is needed to speed up the decision-making process."

Theodore H. Walworth Jr., president of

the Television Stations Division, will report to Mr. Segelstein. The stations are WNBC-TV New York, KNBC(TV) Los Angeles, WMAQ-TV Chicago, WRC-TV Washington and WKYC-TV Cleveland.

Mr. Segelstein will continue to have executive responsibility for all of NBC's research functions and for the NBC Radio Group. He was named executive vice president, broadcasting, last June and had been executive vice president, NBC-TV, since November 1977. Mr. Segelstein joined NBC-TV as executive vice president, programs, in 1976 following eight years in network programing at CBS-TV and 18 years at Benton & Bowles, New York.

CBS's original tactics propel it to another weekly rating win

It's the second in a row as network avoids reruns, adds in made-for-TV movies and gets a boost from a football playoff

CBS-TV rolled to its second straight win in the prime-time ratings averages during the week of Jan. 1-7, again overpowering its rivals with original series episodes and made-for-TV movies.

CBS came in with a 22.7 average, easily taking ABC-TV's 20.9 and NBC-TV's 17.3. In the last five ratings weeks, CBS has had three victories and one first-place tie. NBC has placed third for 11 straight weeks, excluding one tie for second with CBS.

For the week of Jan. 1-7, ABC filled 52% of its schedule with reruns, while NBC put in 9% and CBS programed only one rerun, *One Day at a Time*. CBS's biggest night of the week by far came on Sunday, when its late-afternoon National Football Conference championship game ran into prime time with a 56 share from 7-8:30 p.m. NYT. That lead-in helped *60 Minutes* to a 45 share—making it the most-watched series of the week—followed by 39's for both *All in the Family* and *Dallas*. The other networks didn't come close in any time period as CBS nearly doubled their audience for the night.

CBS also had an impressive victory on Tuesday, when it beat ABC's rerun schedule with a three-hour made-for-TV movie, "The Incredible Journey of Dr. Meg Laurel," starring Lindsay (Bionic Woman) Wagner. *Happy Days*, *Laverne and Shirley* and *Three's Company* held up with plus-40 shares for ABC, but *Taxi* dropped to a 36 and *Starsky and Hutch* to a 31. NBC News' three-hour report on the American family came in with a 14 share, out-performing only *CBS Reports'* conversation with Eric Sevareid and Walter Cronkite on Saturday.

Another TV movie original, "Some Kind of Miracle," helped CBS edge out ABC on Wednesday. It pulled a 33 share at 9-11 p.m., while ABC's reruns of *Charlie's Angels* and *Vega\$* fell far below their usual levels with 31 and 29 shares, respectively. NBC had 24 and 25 shares from a Tony Orlando special and the movie "Pleasure Cove."

NBC's only nightly win of the week came on Monday when the network's three-hour coverage of the Orange Bowl averaged a 35 share. CBS's new series at 8-9 p.m., *The White Shadow*, came down from its recent outings to a 29 share against stronger-than-usual competition from ABC, a 29-share Rona Barrett

special. *M*A*S*H*, *One Day at a Time* and *Lou Grant* picked up nicely for CBS with 39, 36 and 34 shares.

Probably the best news of a dismal week for NBC was the 34 share its *Diff'rent Strokes* pulled on Friday. That easily beat ABC's *Donny and Marie* and CBS's Charlie Brown birthday special, but didn't help NBC's trial run of *Joe and Valerie*, which followed *Strokes* with a 26 share.

Soon-to-be entrant in the disk derby

RCA gears up for 'earliest possible introduction' of its SelectaVision video disk system; Magnavox has had one for sale in Atlanta since last month

After years of deliberation, RCA has decided to market its SelectaVision video disk system—and to do so with "maximum speed" for "the earliest possible" introduction.

President Edgar H. Griffiths announced last week that the goals he set two years ago have been met and that a timetable for product introduction, along with a marketing concept aimed ultimately at full national distribution, will be announced later this year. RCA has been marketing a

SelectaVision video cassette recorder for a year (see page 66).

"Our market research indicates that the video disk will become a multibillion-dollar business in the 1980's" he said. The SelectaVision disk system, he said, has been given "highest priority" at RCA.

The goals he delineated originally as necessary before RCA would take its system to market were:

- Development of a video disk player that could be sold at retail for \$400 or less.

- Development of an uncoated disk containing one hour of programming per side, or two hours per disk.

- Availability of enough programming to support the introduction of the system and maintain it in the marketplace.

"We have now met those goals," Mr. Griffiths said. "The video disk provides us with the greatest opportunity since the introduction of color television to bring a major new consumer product to the American people."

Discussions with leading film studios and other major program sources, he said, indicate that an adequate supply of programming will be available. He said RCA's initial catalogue will contain 250 titles, including feature films and children's, how-to, sports, cultural, educational and musical programs. The disks are expected to sell for \$10 to \$17 each.

In the RCA system a grooved disk, spinning at 450 revolutions per minute, is

Tell it like it is. NBC-TV last week unveiled a new promotion campaign to push its second-season prime-time programs. The theme—appropriate enough, considering how many new shows are left from last fall's schedule—is to be: "It's the new NBC!" A musical theme will underscore the message, saying: "Every night's going to be a new night on the new NBC." Featured in the on-air spots will be a 16-foot silver NBC logo with stars from the network's new series gathered at its base. Two generic 30-second spots have been prepared, with separate five- to 20-second announcements ready for specific programs.

played with a diamond stylus. The player attaches to any TV set. The disk itself is contained in a plastic sleeve resembling an audio record album cover. When inserted into a slot on the front of the player, the sleeve deposits the disk on the turntable and, when playing is completed, returns it, so that human hands never touch the actual disk. The sleeve also protects the disk from hazards such as warping, dust and scratches.

RCA's decision follows the introduction of the rival Magnavox/MCA video disk system, which went on sale in Atlanta a month ago (BROADCASTING, Dec. 18, 1978). The Magnavision player is priced at \$700, and prices of the accompanying DiscoVision disks range from \$6 for half-hour educational programs to \$16 for full-length theatrical films. The player uses a laser light beam instead of a stylus. In the "standard play mode" the 12-inch disks play for 30 minutes per side; in the "extended play mode," they play up to 60 minutes per side.

Southern Satellite starts sending out independent TV shows

There'll be no charge to users; however, SPN may eventually sell advertising on its feeds

One of the leading suppliers of satellite programming to cable television systems will begin a free feed of independently produced programs later this month. Southern Satellite Systems Inc., through a new venture, Satellite Program Network, will be offering at least three hours a day of new programs to systems on transponder number one of the RCA Satcom I satellite.

Some of the programs being offered initially include: *Celebrity*, a twice-weekly, one-hour talk show from Sartori Productions, New York; *Bass Fishin' America*, a 30-minute program to be played on weekends, produced by Phipps & Co., Tulsa, Okla.; *Heartbeat*, a half-hour talk show by Bay Area Television Productions, Walnut Creek, Calif., and *Family Matters*, a 30-minute panel and interview program

January 5, 1979

THE EVENING NEWS ASSOCIATION

Has Acquired Television Station

KVUE-TV

Austin, Texas

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AND ASSISTED IN THE NEGOTIATIONS.



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SUPER RATINGS FOR THE SUPER STARS

DALLAS-FORT WORTH
KTVT, M-F 4-4:30PM
#1 Total Children 2-11
#1 Total Children 6-11
Bonus #1 Total Teens

SEATTLE-TACOMA
KSTW-TV, M-F 4-4:30PM
#1 Total Children 2-11
#1 Total Children 6-11
Bonus #1 Total Teens

TAMPA-ST. PETERSBURG
WTOG-TV, M-F 4-4:30PM
#1 Total Children 2-11
#1 Total Children 6-11

LOS ANGELES
KCOP, M-F 4:30-5PM
#2 Total Children 2-11
#1 Total Children 6-11

CHARLOTTE
WCCB-TV, M-F 5:30-6PM
#1 Total Children 2-11
#2 Total Children 6-11

FRESNO
KMPH-TV, M-F 4-4:30PM
#1 Total Children 2-11
#1 Total Children 6-11
Bonus #1 Total Teens

NEW YORK
WPIX, M-F 4-4:30PM
#2 Total Children 2-11
#2 Total Children 6-11

PORTLAND-POLAND SPRING, ME.
WMTW-TV, M-F 4-4:30PM
#1 Total Children 2-11
#2 Total Children 6-11

SALT LAKE CITY
KTVX, M-F 3:30-4PM
#1 Total Children 2-11
#1 Total Children 6-11
Bonus #1 Total Teens

*Tie with KSTV
"Bugs Bunny"

NEW! 27 ADDITIONAL HALF-HOURS DIRECT FROM ABC-TV.

To support your Krofft Super Star franchise, we've just added 27 new half-hours of "Wonder Bug," "Dr. Shrinker," and "Electra Woman and Dyna Girl" – all elements of the #1 Saturday morning ABC-TV Krofft Super Show.

KROFFT SUPER STARS is now 164 half-hours of proven children's programming.



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There's
a capital
market



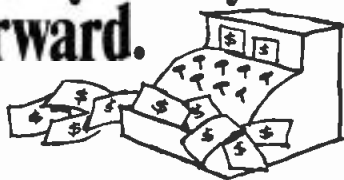
in Madison.

The combination of state government and a Big Ten university has built Madison, WI into a prosperous DMA. Madison ranks 21st in the country in total retail sales per household (slightly ahead of 1977 levels).

We've built WMTV, a Forward station, into a communication powerhouse. In fact, we accomplished the unheard of: We built a UHF station into a leader in a market once dominated by VHF.

With our attractive CPM's, you'll find a schedule in Madison is indeed a capital expenditure.

You're ahead
when you buy
Forward.



WMTV
MADISON, WISCONSIN

MEMBER...FORWARD GROUP



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

by Blue Hill Communications, Spring Valley, N.Y. SPN will also offer classic film specials, other talk shows and family programs chosen with the help of an advisory committee of five persons selected from the cable industry.

The SPN feeds will begin Jan. 22 on the same transponder Southern Satellite is now using to relay the signal of KTVU(TV) Oakland-San Francisco. The SPN programming will be used to fill in the time when KTVU is not broadcasting. Feeds will run at approximately 7-10 a.m. NYT, KTVU's early-morning off-hours. According to Lynn Farmer, Southern Satellite's program director, SPN will allow for 24-hour use of the transponder.

According to Ms. Farmer, SPN will be offered free of charge to any cable system with the capability to receive it from the satellite. Nor will cable systems carrying SPN be required to carry the KTVU feeds.

SPN will provide blocks of time during the feeds in which local systems may insert local advertising. Ms. Farmer also said "it's a possibility" that SPN may eventually sell advertising time on the feeds itself. It will not do so at first, however.

Most of the programs on SPN will be acquired free. But, Ms. Farmer said, producers who request specific time slots will be assessed a "playback fee" to cover SPN's expenses.

Grossman wants greater program powers for PBS

In talk at New Orleans conference, he tries to avoid comparisons to the commercial networks, but he says there still needs to be some centralized production effort

Public television "must have a strong, effective national program department at PBS," said Lawrence Grossman, president of the Public Broadcasting Service, to a meeting in New Orleans last week. He was not, he said, endorsing "creeping networkism" in the public system but calling for a department at PBS "with the authority to make decisions and the funds to encourage the production of programs, to commission new ideas and to develop pilots."

"In other words," Mr. Grossman said, "we need a PBS program department that does not just rely on serendipity to create this season's national program service from among whatever programs happen to be available."

Anticipating criticism of his speech, Mr. Grossman attempted to make it clear that he was not saying PBS should become a network in the manner of the commercial operations. Saying that the public system should contain "healthy, responsible, individual program production centers," he described the proposed programing department's role as one of filling in "the gaps and weak spots in what is being



Grossman

offered by the individual producers." Then, comparing the present public TV system to the United States under the Articles of Confederation, Mr. Grossman said the individual noncommercial stations have demonstrated an "extraordinary resistance to entrusting any program decision-making power to a central authority—even when that central authority is owned and controlled by the stations themselves."

"That may have been understandable, even necessary, in the pre-satellite era, when control meant total determination of what programs were to be sent down the single line that connected our stations," Mr. Grossman said.

Now that PBS programs are delivered by satellite, he said, "the time has come, I believe, to place more trust in those of us who are responsible for shaping our nationwide program service."

Mr. Grossman's speech last Wednesday before the PBS Annual Programing, Development and Public Information Conference had been billed by PBS officials as a major statement. It was that, inasmuch as it was an appeal for greater authority for Washington organization at a time when the future of the noncommercial system is being debated in Congress, the executive branch and in the Carnegie Commission on the Future of Public Broadcasting.

"What I am outlining is neither a creeping network nor a stifling bureaucracy," said Mr. Grossman, who is now in his third year at the helm of PBS. "What I am urging is a new and decisive editorial force ..."

To his knowledge, he said, "there has never been a great editorial medium that was not propelled by a single driving vision. I do not know of a great magazine, or great newspaper, or great book, or great work of art, or great program, that was not essentially the expression of one individual. Creativity, by its nature, is an autocratic, individualistic, even authoritarian enterprise."

'Family' matter

Despite reports that Jean Stapleton doesn't plan another season as Edith in *All in the Family*, Tandem Productions isn't ruling out a change of heart and a 10th season.

"I wouldn't blow out the last candle on

Edward the King



Chermayeff & Geismar

*Remembered as the Peacemaker King
but not forgotten as the Playboy Prince*

A 13-week dramatic television series beginning January 17

Host: Robert MacNeil

Wednesday evenings 8:00et (Check local listings)

Mobil Showcase

Available for purchase in paperback from Pocket Books

All in the Family” a Tandem spokesperson said, referring to the continued high ratings the program has received and to the fact that Ms. Stapleton and Carroll O'Connor (Archie Bunker) earlier had agreed to extend their contracts for the present ninth season, after initial refusals.

Ms. Stapleton's and Mr. O'Connor's contracts with the Norman Lear/Bud Yorkin organization expire in March.

Sci-fi series for radio

Watermark Inc., a radio syndication firm, based in Los Angeles, has introduced new dramatic fare with the Jan. 6 and 7 debut of *Alien Worlds*, a 13-week, 30-minute barter series.

By last week, said Watermark, 155 stations were on board, with WXLO(FM) New York, WLUP(FM) Chicago and KNX(FM) Los Angeles among them. Barter sponsor for January, taking two of the five commercial minutes, is Peter Paul/Cadbury.

Creator and producer of the first-run science fiction series is Watermark's Lee Hansen. Theme music, too, is original, with the "Alien Worlds Suite" performed by England's Westminster Sinfonia.

Alien Worlds is a departure from Watermark's other series, including *American Top 40*, *American Country Countdown*, *The Elvis Presley Story* and *The Robert W. Morgan Special of the Week*.

New look and sound for NBC's 'Today'

Six different daily commentators are part of revamping of long-running show that also includes changes in set and theme

NBC News's *Today* show last week introduced its early-morning viewers to several new commentators as well as a different set and new theme music.

Now a *Today* regular is Georgia State Senator Julian Bond, who will offer commentary each Thursday. Others who have found a new forum are Mike Barnicle of *The Boston Globe* (Monday); syndicated columnist George Will (Tuesday); Ellen Goodman of *The Boston Globe* (Wednesday), and Haynes Johnson of *The Washington Post* (Friday).

Ron Hendren, former WRC-TV Washington critic-at-large, has signed on for twice-weekly television criticism. And although not new to *Today*, Gene Shalit's "Critic's Corner" is receiving greater exposure, having moved from a weekly to a daily feature and expanded beyond movie reviews to include other aspects of entertainment and publishing.

Host Tom Brokaw and regulars Jane Pauley and Mr. Shalit sit at a semicircular table with a panoramic photograph of Manhattan as the backdrop. The site is



The new set: Shalit, Pauley, Brokaw.

seen through windows in a teakwood wall.

The new *Today* show theme, recorded by a 21-piece orchestra directed by composer Ray Ellis, incorporates the veteran NBC chimes, the network's old "service mark" now back in use. A court decision late last year forced the program's earlier theme, "This is Today," in use since 1972, off the air. NBC attorneys are appealing the decision, which found the music too close to Stephen Schwartz's "Day by Day" (BROADCASTING, Dec. 11, 1978).

According to Paul Friedman, *Today* executive producer, the remaining change he plans is the addition of a third "Cross Country" reporter. Jack Perkins and Eric Burns currently offer reports from various locations.

New York loves production work

State grants tax breaks to TV and motion picture firms

The New York State Department of Commerce has let it be known it is willing to offer multimillion-dollar tax credits to keep broadcast and motion picture production in the state and to attract it there.

Under legislation, quietly passed earlier this year, tax incentives for construction were extended beyond manufacturing and wholesaling firms to broadcasting and film.

Already a major beneficiary of the liberalized job incentive program is ABC, which last fall detailed its expansion plans for New York (BROADCASTING, Nov. 27, 1978).

Commerce Commissioner John Dyson said ABC, with the new tax breaks, will save about \$15 million over 10 years, based on \$27.5 million worth of expansion: \$13 million for a broadcast operations and engineering division and \$14.5 million for new studios and other technical facilities.

Last month Julius Barnathan, ABC's president of broadcast operations and engineering, had estimated over-all expansion costs at \$30 million to \$40 million.

Commissioner Dyson explained that the tax breaks are based on a formula that equally considers investment and employment. About 90 jobs are expected to be added at ABC with the new construction, but Mr. Dyson made it clear that keeping jobs in the state is as much, if not more, of a concern.

CBS Inc. was said to have applied for

Wanted: Stations Who Take "COMMUNITY SERVICE" Seriously

CHOICE VII: Free 13-week public service radio series of 90 second thought grabbers on serious community issues.

Sample these themes:

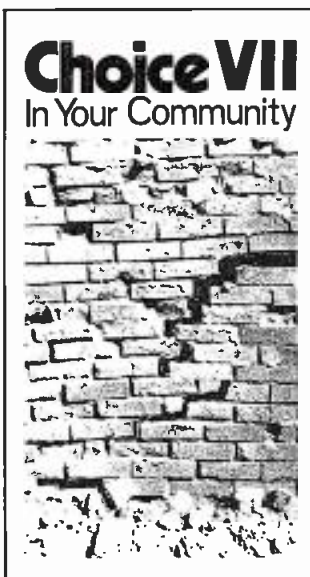
- the urban poor
- the disabled
- battered kids/spouses
- prejudice
- the elderly
- economic injustice

and how we must all work together toward solutions

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Produced by the Mennonite Churches and The Church of the Brethren



The automobile industry began because one man refused to wear blinders.



Henry Ford knew that the automobile could be more than a rich man's toy.

Because he had a quality that is essential to progress: an open mind, the ability to step back, see his possibilities, and make them happen.

Some people call it vision. Henry would have called it horse sense.

But that principle is the basis for every successful business.

Simply stated: Look at all your options. Explore all your opportunities.

That idea was never more appropriate than for today's advertisers and agencies who are

searching for a competitive edge, a way to increase the impact and efficiency of their ad schedules, especially in spot television.

Here advertisers have a major alternative to network affiliated stations, an attractive choice: Independent television, 55 INTV member stations in 40 vital markets coast to coast.

They provide a whole new range of opportunities to extend advertising reach and frequency with quality target audiences.

A major Arbitron study shows that in every significant measurement of audience quality, such as income, education, occupation, credit card ownership and airline

travel, audiences of independent television stations and network affiliated stations are comparable.

We'll be happy to provide details. Contact: INTV, 1140 Avenue of the Americas, New York, N.Y. 10036. Phone (212) 575-0577.

Today, independent television stations are one of America's great communications resources.

All you have to do is step back a bit to see it.

It doesn't take a genius to ask for all the options that affect your profits. Just horse sense.



**Association of
Independent
Television
Stations, Inc.**

Keep your options open.

• New York WNEW-TV, WOR-TV, WPIX • Los Angeles KCOP, KHJ-TV, KTLA, KTTV • Chicago WFLD-TV, WGN-TV • Philadelphia WKBS-TV, WPHL-TV, WTAF-TV • San Francisco/Oakland KBHK-TV, KTVU • Boston WLVI-TV, WXNE-TV • Detroit WKBD-TV • Washington, D.C. WDCA-TV, WTTG • Cleveland WUAB-TV • Dallas/Ft. Worth KTVT, KXTX-TV • Pittsburgh WPGH-TV • Houston KHTV, KRIV-TV • St. Louis KDNL-TV, KPLR-TV • Minneapolis WTCN-TV • Miami WCIX-TV • Atlanta WANX-TV, WTCG • St. Petersburg/Tampa WTOG-TV • Seattle/Tacoma KSTW-TV • Indianapolis WTTV • Denver KWGN • Portland, Ore. KPTV • Sacramento/Stockton KTXL • Milwaukee WVTM • Cincinnati WXIX-TV • Kansas City KBMA-TV • San Diego XETV • Buffalo WUTV • Nashville WZTV • Phoenix KPHO-TV • Memphis WPTY-TV • New Orleans WGNO-TV • Louisville WDRB-TV • Norfolk/Portsmouth WYAH-TV • Salt Lake City KSTU • San Jose KGSC-TV • Fresno KMPH-TV • Tucson KZAZ • Ft. Wayne WFFT-TV • Rockford, ILL. WQRF-TV • Las Vegas KVVU-TV

similar tax credits. Details of the proposal weren't offered either by the commerce department or by CBS but the planned expansion is said to be smaller than ABC's. The commerce department said several other broadcasters have made contact regarding the program but have yet to apply.

Under New York state's job incentive program, firms locating or expanding in the state are eligible for franchise tax credits and may be eligible for real property tax exemptions. Expansion must mean the addition of at least five jobs, and a training program must be instituted.

Commissioner Dyson later explained that any broadcast operation, from the smallest radio station to a network, could take advantage of the tax credits. However, should a broadcaster want credit to move from the city to the suburbs, for example, it would not be granted because, he said, that would conflict with other state goals.

According to Commissioner Dyson, WKBW-TV Buffalo was convinced to keep its operation downtown with the help of a \$1.7 million construction incentive over 10 years. The WKBW-TV certification was said to have been formalized last month.

A superstation in PTV's future?

Quello idea is a live one in public broadcasting circles, admits PBS chief Grossman

FCC Commissioner James H. Quello has suggested that one of the "star" television stations in the public broadcasting system could become a satellite-delivered superstation, delivering its programming to cable television systems throughout the country.

And reached in New Orleans last week, Public Broadcasting Service President Lawrence K. Grossman called the commissioner's proposal a "very interesting idea" and one that is "certainly an issue that's been discussed" among the non-commercial system's officials.

In a meeting last month with reporters in New York, Mr. Quello said that a non-commercial superstation would be "a sell-

ing point" for getting underwriting funds from big-money contributors such as Exxon or Mobil. He also suggested that a satellite station would be a way of getting quality programming to a wider audience.

According to Mr. Grossman, PBS programming is now available to about 86% of the nation's television homes. But, he said, states such as Wyoming and Montana "are not covered now" and much of that 86% receives a less than superior signal because of technical delivery problems, such as UHF.

A superstation or direct feeds from the PBS satellite network to cable systems could be means of "completing our coverage," Mr. Grossman said. At present, however, he said, PBS has only the rights to "broadcast coverage" and not to feed cable systems. He said that satellite feeds of the PBS schedule to cable systems "bears some examination." He also said that the PBS feeds and a superstation were "not necessarily mutually exclusive" proposals.

Mr. Quello said that he had had a good reaction to his suggestion from Hartford Gunn, vice chairman of PBS, who last year prepared a study on the future of public broadcasting that dealt, in part, with the idea of satellite distribution to cable systems.

The FCC commissioner also made another suggestion to the reporters—a public broadcasting advisory committee that would meet with the commission monthly or bimonthly to discuss matters of mutual concern. He suggested that the advisory committee have a rotating membership made up of representatives of PBS, the Corporation for Public Broadcasting and educators. Mr. Quello said he would pass that idea along to FCC Chairman Charles Ferris.

Program Briefs

Athlete supporter. NBC-TV plans six-and-a-half-hour special to raise funds for U.S. Olympic team, to air from Las Vegas Saturday, April 21 (8-11 p.m. and 11:30 p.m.-3 a.m. NYT). Telethon was promised in network's agreement with U.S. Olympic Committee to televise Olympic trials;

NBC also has rights to 1980 summer games in Moscow.

Promised the kids. NBC-TV plans "companywide commitment to upgrade and increase its children's programming service," according to Robert Mulholland, president of network. In speech at dedication of new facilities of affiliate KMTV(TV) Omaha, Mr. Mulholland said effort would involve "every sector of NBC... from news to entertainment to sports." He said campaign coincides with United Nations' designation of 1979 as "The International Year of the Child."

Month from now. Action for Children's Television has set Feb. 15 deadline for acceptance of submissions to be considered for its 1978 "Achievement in Children's Television Awards." Programs must be directed to children's audience and be part of ongoing series in 1978. Single children's specials are not eligible. Information: ACT, 46 Austin Street, Newtonville, Mass. 02160; (617) 527-7870.

Rights team. Hughes Television Network yesterday (Jan. 14) was scheduled to begin conference for major league baseball local rights holders. By last week, Hughes was claiming acceptances from 24 of 26 rights holders for four-day meeting covering satellite transmission in particular. Hughes handled facilities and transmission of away games for 23 clubs last season.

Sounds like. Columbia Pictures Television has signed WPIX(TV) New York for 13-week strip, *Celebrity Charades*, also in marketplace elsewhere for early spring play. David B. Fein and Allan B. Schwartz Productions are producing in association with CPT.

If it's Tuesday. NBC-TV rescheduled miniseries, *Backstairs at the White House*, to air on four consecutive Mondays—Jan. 29-Feb. 19 (9-11 p.m. NYT each night). Line-up reflects new policy of network to concentrate miniseries and movies on Monday night and miniseries, or "novels for television," on Wednesday, instead of stringing them over two or three nights. Idea is to avoid pre-empting regular series.

Movie deal gives MGM its best quarter ever

Sale of U.S. rights to CBS of 'Gone With the Wind' for \$35 million helps push revenue up 92% to \$143.4 million

Metro-Goldwyn-Mayer Inc. has scored its highest net income and operating revenues of any quarter, based on its record-setting licensing of "Gone with the Wind" to CBS.

For its first quarter of 1979 (ended Nov. 30, 1978), MGM reported operating revenues up 92% over the comparable period a year earlier, from \$74.5 million to \$143.4 million; net income up 217%, from \$8.2 million to \$26 million; earnings per share up 221%, from \$0.53 to \$1.70.

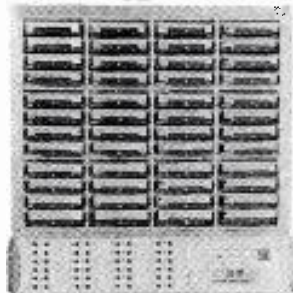
Of that, MGM's \$35-million license to CBS contributed \$14.8 million in net income (or \$.97 per share) and \$29.5 million

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**7,490,000
ADULTS WATCHED
PRESIDENT JIMMY
CARTER WITH
BARBARA WALTERS
ON THE ABC
TELEVISION
NETWORK IN
PRIME TIME.**

**19,000,000
ADULTS LISTENED TO
PRESIDENT JIMMY
CARTER WITH
WALTER CRONKITE
ON THE CBS
RADIO NETWORK
ON A SATURDAY
AFTERNOON.**

Before you shout "Apples and Oranges," let's look at the real point of the story.

It's not that we "beat" television. The 1978 ABC-TV Carter interview and the 1977 CBS Radio Presidential call-in are not comparable enough to draw such conclusions.

But placing these two broadcast audiences side by side does dramatize a solid and vital fact.

That radio—even examined alongside television's numbers—has huge pulling power.

More evidence? Look at what happens when radio covers an event widely assumed to "belong" to television. The 1977 All-Star Baseball game *on radio* drew 26,000,000 adults. The 1978 World Series *on radio* drew some 48,000,000. How many millions will listen to Super Bowl XIII on radio, with Jack Buck, Hank Stram and Pat Summerall? Plenty. (Especially after the rave notices Buck and Stram earned all season.)

So radio certainly knows how to gather a crowd. At costs that won't crowd your budget.

A whale of a lot of your customers are out there—listening.

CBS RADIO

Sources: ABC-TV audience, NTI, Fast Evening Persons Report, 12/4-12/17/78. CBS Radio Pres. Carter audience, Trendex, 3/6/77, telephone recall, nationwide sample of 2140 adults 18+. All-Star game, R.H. Bruskin Assoc., 7/77, personal interview recall, nationwide sample of 2026 adults 18+. World Series, Opinion Research Corp., 11/78, personal interview recall, nationwide sample of 2011 adults 18+. Audience figures are estimates subject to qualifications available on request.

in operating revenues. Under the agreement, CBS-TV has domestic rights to the film for 20 years, while MGM retains foreign and ancillary rights (BROADCASTING, April 10, 1978).

For its television division, MGM's operating income was up from \$24,000 to \$165,000 on comparable revenues of \$14.4 million and \$7.7 million. According to MGM, the small figure for operating income, particularly in 1977, was based on the low profit of the few network projects it handled at that time. However, significant investment tax credits were said to have been reflected elsewhere.

Blair in the saddle on rodeo program

John Blair & Co., New York, has signed an agreement with the Professional Rodeo Cowboys Association to develop year-round prime-time television coverage of rodeo events in the U.S. This activity will be operated by a separate company to be set up by Blair and headed by Harold M. Pingree Jr., vice president and director of special projects for Blair Television. It marks Blair's entry into TV programming but officials said the firm's principal contribution will be its marketing expertise.

The length and number of programs and the method of distribution are still to be determined.

Here comes the sun

Energy Department offers media daily 'Solar Index' to tell public how well solar-powered water heaters will perform

The Department of Energy has developed a new "Solar Index" that it is making available to broadcast stations for use on their weather reports. The new service is designed to tell consumers how effective a solar-powered water heating system will be on a given day.

Based on a sliding scale from zero to 100, the Solar Index gives the percentage of heat that could be supplied on a given day by a solar heating system. (An index reading of 83 in an area, for example, means that 83% of a home's hot water could be provided by the sun that day.)

The new index, according to DOE, may be used by stations in much the same way air-quality and pollen counts are now reported. The free service is being offered in conjunction with the Department of Commerce. Data for the index is gathered daily by the National Weather Service and is fed into a computer which determines a local area's index for the day.

The service is being made available to television and radio stations and to the print media. Information may be obtained from: Solar Index Project Manager, DOE, Washington 20545. DOE will also supply printed brochures for distribution to consumers.

The uncertain future of advertising at the FTC

Commission, which says era of 'big brother' is over and has in the works proceedings designed to allow ads for doctors, lawyers and others, is considering a number of restrictions as well

The Federal Trade Commission is, as one of its commissioners said, "undergoing another episode of reorientation, if not reform." One magazine said the commission was "under fire," and a newspaper said it was "embroiled in new activism."

These things, the commissioner said, tend to come in cycles, and obviously something is stirring now. FTC speakers have been "shaking the bushes" in recent months, one staffer said, but so far it is not clear if anything has fallen out.

Last October, Chairman Michael Pertschuk said, "advertisers tend to be skeptical when told that the FTC budgets as much of its resources to the effort to free advertising from competitive restraints as to policing deceptive advertising." Three weeks later, Robert B. Reich, director of the FTC's office of policy planning, said "Big Brother Consumer Protector is dead" and those who assume that government should dictate to the people what's in their best interest have "simply given up the ghost" (BROADCASTING, Nov. 20, 1978).

Then, on Nov. 17, FTC Executive Director Margery Waxman Smith said: "Reducing restrictions on advertising has become such an important part of our activities that we budget as much money and staff time for freeing up advertising from competitive restraints as we do for clamping down on deceptive advertising."

And, in fact, some things have happened in this area. The eyeglass rule is most often mentioned. It seeks to free opticians, optometrists and ophthalmologists to compete through "responsible price advertising." Late last year an FTC judge said prohibitions on advertising by doctors were anticompetitive and harmful to consumers (BROADCASTING Dec. 4, 1978).

The American Medical Association said it will appeal. A similar case involving the American Dental Association will go to trial early this year. Also, a proposed rule to allow pharmacists to advertise prices for prescription drugs was dropped last month, but commissioners and restraints had declined and continuation of the rulemaking is not warranted.

In various speeches, Mr. Pertschuk and others have said the FTC was looking into advertising prohibitions involving veterinarians, accountants and lawyers.

While these investigations aren't public,

much of what has been happening recently at the FTC has been. At the center of it has been the disqualification by U.S. District Judge Gerhard Gesell of Mr. Pertschuk from the children's advertising proceeding (BROADCASTING, Nov. 6, 1978). Since then industry has gone to the commission and the judge in unsuccessful attempts to stall or stop the proceeding. And, the commission in a 3-0 vote, decided to appeal the disqualification decision (BROADCASTING, Dec. 4, 1978).

The children's advertising proceeding, however, is not the only one with impact on broadcasters, or the only one involving cereal manufacturers and disqualification attempts. Mr. Pertschuk and the commission have been doggedly sticking to their claims that major cereal manufacturers have a "shared monopoly"—that they are attempting to differentiate among similar products by using massive advertising (much of it broadcast), creating a barrier to others who want to enter the market.

In that case, FTC Administrative Law Judge Harry Hinkes retired after presiding over 250 days of hearings. He was rehired as a consultant by the commission to hear the suit to its conclusion. The cereal companies claimed the \$46,800 consultancy fee and the \$24,000-a-year retirement might obligate him to the agency and he should be disqualified. Staff prosecutors, saying it is in the public interest that the case continue, urged the commission to appoint another judge who would not have to repeat hearings.

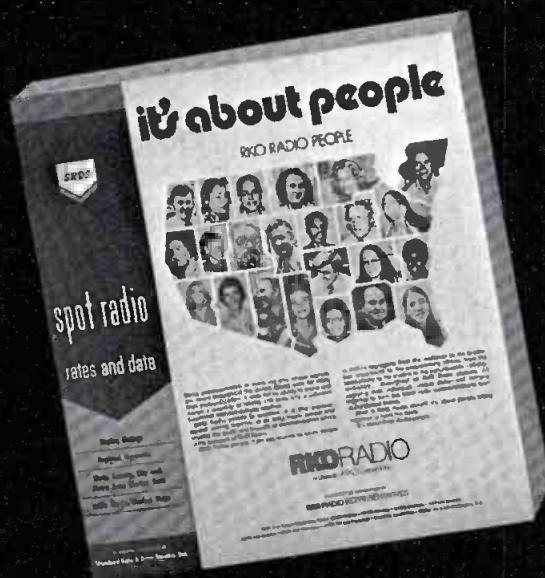
A proceeding in the Bureau of Competition involves the *Los Angeles Times* and commission claims of price discrimination. The FTC alleges that the newspaper's rate structure, which gives what the commission calls unjustified discounts to large-volume advertisers, is discriminatory against smaller advertisers and anticompetitive.

Several years ago, the commission had a network advertising and rate discrimination investigation seeking to determine, among other things, whether the TV networks discriminated against small businesses. It concluded that there was no evidence of rate discrimination at the time. At least one FTC source said, however, that there is still some interest at the commission in the subject and it could be revived.

In another investigation, the commission is looking—specifically at comic books—to determine to what extent, if any, a publisher is responsible for the content of the advertising in his publication. The broader implication is to what extent the media are responsible for the truth of the advertising they carry, and whether there should be an obligation to check the truthfulness of advertising.

The commission also has several proceedings in the proposed-rule stage affecting food and drug advertising. Concerning over-the-counter drugs, the question is whether the FTC should require in advertising the same warnings that the Food and Drug Administration requires on labels. Another question, relative to antacids, is whether the FTC should prohibit

When you position an ad in SRDS Spot Radio, you position your station in the market place.



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Before advertisers and agencies think of rates, before they think of anything else, they think of positioning. Rather than scanning your rate card, the buyer of spot radio carefully peruses SRDS. He is, in effect, saying

"Tell me everything you can about your station." We know, because we found out.

SRDS, the first source of information for buyers of spot radio, is your best opportunity to meet your market head on. To show buyers how your station is positioned in the market place.

Contact your SRDS sales representative today. He'll be glad to show you how to position your station advantageously.

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claims in advertising that the FDA prohibits on labels.

A third question involves advertising for foods concerning energy and nutrition or claiming natural or organic properties and whether such claims should meet certain standards. The FTC staff has proposed that advertisers be prohibited from calling some foods "natural" and be forced to disclose nutrition information when making claims about others. It also proposed the term "health food" be eliminated because the staff said it is meaningless.

There is also a series of "substantiation" cases which stem from the requirement that all advertisers, before they make claims, must have done reasonable tests to substantiate those claims. In this situation, the claim need not be false, just unsubstantiated. Recent cases involving Listerine and Anacin have resulted in corrective advertising. Still to come are cases involving Bayer aspirin and Bufferin. The commission seeks out some unsubstantiated claims every year, as one staffer said, "to keep advertisers aware that we are looking."

If, as indicated in the Reich speech, the commission is changing its emphasis to one more reliant on the marketplace, several of these and other commission proceedings might be affected. Though in two recent cases—involving complaints against a trade school and Miller Brewing—the commission either did not get involved, or did not get involved to the extent that it might have before.

Speaking in general about commission policy, Mr. Reich said he wanted to stress that "sometimes the cure is worse than the disease. There may be problems, but one thing we have to ask ourselves is whether government ought to remedy these." No one wants additional regulation or additional costs, he said, so, "we have to be very careful to insure that whatever we do is going to somehow improve consumer welfare." A deodorant that doesn't keep people smelling nice is going to disappear from the market sooner than the commission could sue, he said.

The taking-off point in any new FTC thrust is inflation. Speeches and policy comments recently have stemmed from a single source, an FTC "white paper" on, among other things, inflation. Mr. Pertschuk has singled out President Carter's statement that competition is the

most powerful weapon against inflation as a focus in his war on anticompetitive practices. Nothing in commerce, he said, can do more to enhance "vigorous competition" than advertising.

In November the chairman said, "When the President says ... 'We will redouble our efforts to put competition back into the American free enterprise system,' he is expressing that very commitment which we at the FTC share."

No one can say just what affect that commitment will have on broadcasters.

Guidelines sought for food advertising

FTC staff proposes to restrict certain words and to require information backing claims

Restrictions on the use of certain claims in advertising foods have been recommended by the Federal Trade Commission staff.

The staff report said advertising that fails to provide adequate nutrition information has resulted in "widespread consumer confusion" about such terms as energy, diet, natural, organic and health.

Among the staff's recommendations to prevent "further consumer deception": require advertisers making certain claims to disclose additional health and nutritional information, prohibit certain claims unless the advertised food meets required nutritional and health standards, and prohibit certain claims that the staff says are "inherently unfair or deceptive."

Publication of the staff report began a 60-day comment period. The commission has not approved or reviewed the staff report and will not make a decision until it sees the entire record, including the staff report, the presiding officer's report and comments. Such a decision, the staff said, is likely within six months. The rule was proposed in November 1974, hearings were held at times between July 1976 and January 1977 and the presiding officer's report was issued earlier this year.

The staff has recommended that when foods are promoted as providing "food energy" or as a "diet" food, advertisements must disclose the number of calories in defined servings. Advertisements making "food energy" claims would have to dis-

close that this means the food provides calories.

Advertisers would be allowed to discuss possible relationships between diet and the risk of heart and artery disease (something the original proposal would have forbidden), but "false, exaggerated and misleading claims about health benefits would not be permitted."

The staff said as consumers become aware of the part nutrition plays in maintaining health, they have become more vulnerable to health-related claims for food products, and that has led to increases in claims depicting food products as "natural," "organic" or "healthy." Uniform standards to prevent "misuse and abuse of natural and organic food claims" have been recommended by the staff.

Among other things, standards would not permit advertisers to claim a food is "natural" if it or any of its ingredients has been more than minimally processed or if it contains any artificial or synthetic ingredient. They could not claim a food is "organic" if it was grown with certain types of fertilizers or if artificial or synthetic chemicals were directly applied to it. Because "health food" attributes special or superior health-giving properties to certain foods and because it cannot be "defined or qualified in any meaningful way," the staff recommends prohibiting use of the term.

The recommended rule would prohibit "false and misleading claims" about the ability of some foods to prevent or treat diseases.

Advertising is a major source of consumer information about food, the staff report said, and a staff member said the food industry spent more than \$1 billion last year in broadcasting to promote food sales.

Next two months to see heavy RCA ad campaign for its VCR line

Consumer division puts \$2 million in promotion—mostly TV—to push SelectaVision in Jan. and Feb.

RCA has earmarked \$2 million in advertising, heavily in television, over the next two months to push sales for its SelectaVision line of video cassette recorders. The campaign began in the same week that RCA announced its intention to market its SelectaVision disk playback machine (see page 56).

Jack K. Sauter, vice president, marketing, RCA Consumer Electronics Division, said that from Jan. 8 through Feb. 28, RCA is using a combination of network television and print advertising to support the "Almost \$100 Tape Giveaway" promotion for the cassette recorder. A special RCA commercial highlights a free tape offer (a total of \$99.80 retail value) and will run 21 times during a two-week period

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on the ABC, CBS and and NBC TV networks. The spot will be shown primarily on sports and late-evening shows.

Mr. Sauter said the special effort is being mounted to assure a brisker pace of January-February sales this year. He pointed out that despite a lack of major promotional activity in the first half, 1978 industry sales more than doubled the retail volume of 1977 and passed the \$500-million mark.

"In the first full year of availability," Mr. Sauter noted, "the public has fully accepted the VCR as a major new product. The VCR business now ranks third in the consumer electronics industry in terms of dollar sales, right behind television and audio products."

Advertising Briefs

New Dancer shop. Gilbert, Felix & Sharf Inc., New York, has merged with Dancer-Fitzgerald-Sample there, and will operate as new division to be called GFS/DFS. GFS bills about \$9 million, all in print, but this year its principal account, Nikon Inc., will make its first expenditure in television and increase its current \$6.5 million spending. DFS, with \$355 million in billings, of which 71% is in broadcast, will play major role in television for Nikon, while GFS will provide its expertise in print for all clients. Arthur Sharf, formerly president of Gilbert, Felix & Sharf Inc., will be senior VP of DFS and president of GFS/DFS division.

Solid investment. Merrill Lynch, Pierce, Fenner & Smith, New York, has named Young & Rubicam, New York, as its new agency, replacing Ogilvy & Mather, New York. Account bills estimated \$15 million, with approximately \$4 million earmarked for television and radio.

In business. Andy Coscia, vice president and director of research and sales strategy for Adam Young Inc., New York, has resigned to form his own TV research and sales development firm for stations, station representatives, program syndicators and cable television firms. Mailing address is Box 322, Westchester Station, New York 10461; (toll free) 1-800-327-9009, extension 245. First client: United Artists Television, New York.

Spots sell more than just a product

TVB-sponsored study shows that viewers glean many impressions of a retail store from its ads

Advice to retailers: Your television commercial will sell the items it features, but it also tells viewers a lot of other things about your store. From it, viewers get a perception of such things as how friendly the store is, whether it has good taste, how

The BPI 2000

More than 200 radio stations now enjoy the benefits of using BPI programming. Here's just a sample of their reasons why:

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6. "better technical and quality control"
7. "increased efficiency"
8. "stabilized staff turnover"
9. "freed up my time"
10. "increased profits"

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10 Successful Formats

Check the formats you want to hear and mail this ad today, or call our toll-free hotline. Formats available announced or unannounced.

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> Contemporary MOR | <input type="checkbox"/> Album Rock |
| <input type="checkbox"/> Adult Contemporary | <input type="checkbox"/> Rock-Gold |
| <input type="checkbox"/> Bright'n Beautiful | <input type="checkbox"/> Country |
| <input type="checkbox"/> Easy Listening | <input type="checkbox"/> Spectrum |
| <input type="checkbox"/> Concert Overtures and Encores | <input type="checkbox"/> Classical |

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Broadcast Programming International, Inc.



It's a deal. This gathering of executives signifies the purchase of a major interest in HR Television by Fuqua National Inc. of Atlanta. Present at the contract signing were (l to r) Harry Wise Jr., chairman of Broadcast Data Base Inc., owner of the rep firm; J. Rex Fuqua, president of Fuqua National; Edgar E. White Jr., BDB president, and Philip L. Corper, HR Television president. HR Television, founded in 1947, merged with Broadcast Data Base Inc., New York, in 1974.

Fuqua National is owned by J. B. Fuqua, a veteran broadcaster and his son, J. Rex Fuqua. It owns and operates WJBF-TV Augusta, Ga., and a cable television system in that community. Fuqua National is separate from Fuqua Industries, a conglomerate firm headed by the elder Fuqua, whose holdings include Fuqua Communications, licensee of three TV and two radio stations. Mr. Wise said he could not reveal the extent of Fuqua National's interest in HR Television, or the sale price.

fashionable it is, whether its salespeople are helpful and whether shoppers would find it easy or hard to return unwanted merchandise.

That's the thrust of a presentation to be made today (Jan. 15) by the Television Bureau of Advertising at a meeting of the National Retail Merchants Association in New York. It is based on a study done for TVB by R.H. Bruskin Associates, an independent research firm.

Bruskin took an item-selling commercial from each of a dozen successful retail stores around the country, showed the collection to 500 women in Indianapolis and asked a series of questions to find out what impressions the women gained about each store from seeing just one of its commercials. (If a panelist was already familiar with the store, her answers were not counted, so that all perceptions came from the commercial alone.)

Stores were rated high on some qualities, low on others. On an average, TVB said, the advertised items accounted for about 54% of the interest generated for shopping at the stores. The remaining 46% came from other factors—such as how the items were shown or how the commercials were produced—that created shopping interest apart from the advertised item.

What it means, the presentation concludes, is that "you, as a retailer, should stick to your business of featuring item-selling messages . . . but, at the same time, remember that almost half of the shopper's interest comes from something other than the item you've selected to feature. It comes from feelings—it comes from the image your item-selling commercials can communicate."

The presentation is to be made by TVB President Roger Rice and George Huntington, executive vice president for operations.

Early ad optimism

Katz predicts generally good first quarter for TV and radio

An analysis by the Katz Agency indicates that spot television and radio activity in the first quarter is generally brisk although there are "weak pockets" in some markets.

Katz Television reported that it "wrote more business during the first week in January than any first week" in its history. Dick Goldstein, senior vice president for sales, said the company later this month will have a clearer picture of spot TV first-quarter results, but he estimated that they will show a gain of 7% to 9%, with market variations.

A spokesman said that Katz spot radio business was proceeding at a more rapid pace than last year's quarter but some regions were doing better than others. He noted that Chicago and Dallas were "very strong" and said New York was less robust, though outperforming last year. "We're meeting our target goals in radio," he said.

Chicago chooses classy commercials

Annual awards festival culls 1,100 entries with NH&S, McCann, JWT and Doner among the multiple-scoring agencies

There were 85 first-place winners in the eighth annual presentations of the U.S. Television Commercials Festival's awards in Chicago.

The winners were chosen from among

1,100 entries, a 20% increase over the previous year's number.

Among the agencies receiving multiple awards were Needham, Harper & Steers and McCann-Erickson, each with six, J. Walter Thompson with five and W. B. Doner with four. Production firms winning the largest number of awards were Bob Giraldi Productions and EUE/Screen Gems, each with five, and Rick Levine Productions with four.

Winning the top honor in the competition was a series of commercials, "Beaver's Hardware Store," by Benton & Bowles, produced for the McCulloch Corp. by Petersen Co. of Hollywood.

Awards were presented in two general categories: subject and production technique. Following are the winners, listed by agency, title of commercial, advertiser, production company and specific category of award.

Chairman's Special Award

Benton & Bowles, Los Angeles □ "Beavers Hardware Store" for McCulloch Corp. by Petersen Co.

Subjects

Allen & Dorward, San Francisco □ "The Automobile" for Kaiser Aluminum & Chemical by Duck Soup Productions (commercial products: industrial).

Avrett, Free & Fischer, New York □ "Calendar Cat 1979" for Ralston Purina by Gluck/Durham (pet products: food).

N W Ayer, New York □ "It Takes a Cup Full of Nuts" for E. I. duPont De Nemours by Ampersand Productions (home furnishings: housewares).

N W Ayer, Chicago □ "Block Party" for WLS-TV Chicago by Bob Giraldi Productions (station promo, program openings, ID's, new promos).

Base Hamilton & Partners, Toronto □ "Creative Kitchens" for T. Eaton's Co. by Scollard Productions (sales event: store opening).

BBDO, New York □ "Birthday" for Pepsi-Cola by Topel & Associates (food: soft drinks).

Benton & Bowles, Los Angeles □ "Beavers Hardware Store" series for McCulloch by Petersen (home-care products: lawn, garden-care products).

Bonneville Productions, Salt Lake City □ "Grandfather" for Bonneville Productions by Raintree Productions (public service announcements).

Bozell & Jacobs, New York □ "Exploding Camera" for Minolta by Herbert Loebel (personal articles and gift items: cameras).

Bozell & Jacobs, Omaha □ "Charmed Life III" for Mutual of Omaha by EUE/Screen Gems (services: insurance).

Burrell, Chicago □ "A Family Is" for McDonalds Systems Inc. by Giraldi Productions (image building, customer relations).

Cadwell Davis Savage, New York □ "Trucks" for Kronenbourg by Hal Davis Talking Pictures (food: beer).

Campbell-Mithun, Chicago □ "Omnibus," "Drink," "Omelet" series for American Egg Board by The Film Tree (food: dairy products).

Cole & Weber, Seattle □ "Restaurant" for Detroit Plaza (recreation: travel).

Cole & Weber, Seattle □ "American Indian," Middle East; "Orient," "Leonardo" series for Boeing (services: transportation).

Cunningham & Walsh, New York □ "Bridge" for St. Regis Paper by Fred Levinson Productions (image building: customer relations).

Cunningham & Walsh, New York □ "Tap Dance" for St. Regis Paper by Fred Levinson Productions (commercial products: industrial).

D'Arcy-MacManus & Masius, Bloomfield Hills,

Mich. □ "Hour" for Cadillac Motor Division by Gilleon Associates (automotive products: cars).

D'Arcy, McManus & Masius, St. Louis □ "Monument Valley" for Anheuser-Busch by The DXTR's (food: beer).

Della Femina, Travisano & Partners, New York □ "Stick 'Em Up" for Airwick Industries by Bob Giraldo Productions (home care products: air fresheners).

Dentsu of America, New York □ "Every Day" for Spanish National Tourist Office by THT Productions (recreation: travel).

W. B. Doner, Baltimore □ "Archery/Darts" for Carling National Breweries by EUE/Screen Gems (food: beer).

W. B. Doner, Baltimore □ "Lemonade Stand" for Commercial Credit by Rossetti Films (services: banking and financial).

W. B. Doner, Baltimore □ "Swallow" for YMCA by W. B. Doner (public service announcements).

DuRona Productions, New Rochelle, N.Y. □ "Target Town" for Coleco by DuRona (children's products: games).

Goodie Goldberg Soren, Don Mills, Ont. □ "Wedding" for London Life Insurance by Scollard Productions (services: insurance).

Griswold-Eshleman, Cleveland □ "Next Time Buy a Kitchenaid" for Hobart Kitchenaid Division of Cooper, Dennis & Hirsch (home furnishings: appliances).

Walt Kraemer Creative Services, San Francisco □ "Faces" for Fotomat by DeSort & Sam Productions (sales event: store openings).

Walt Kraemer Creative Services, San Francisco □ "Linkage" for Fotomat by DeSort & Sam Productions (sales event: store openings).

Marsteller, Pittsburgh □ "Total Office Story" for Westinghouse Architectural Systems Division by CPC (commercial products: office equipment).

Mathieu, Gerfen & Bresner, New York □ "What We Squeeze" for S.S. Pierce by Ampersand Productions (food: fruit drinks).

McCann-Erickson, New York □ "Peeling Label" for Exxon by Lee Rothberg Productions (automotive products: oil).

McCann Erickson, Portland, Ore. □ "Log Cabin" for Georgia Pacific by Myers, Griner/Cuesta (commercial products: forest).

McCann Erickson, New York □ "Christmas" for Miller Brewing by Robert Gaffney Productions (food: beer).

McCann-Erickson, New York □ "Jogging" for Coca-Cola by Lovinger, Tardio, Melsky (food: soft drinks).

McCann-Erickson, Los Angeles □ "Log Cabin" for Georgia Pacific by Myers, Griner/Cuesta (image building, customer relations).

McCann-Erickson, Portland, Ore. □ "Ticker Tape" for Georgia-Pacific by Myers & Griner/Cuesta (commercial products: forest).

McDonald & Little, Atlanta □ "Night Train" for Busch Gardens, Williamsburg (recreation: theme parks).

McKim, Toronto □ "Unside" for Seven-Up Canada by TDF Film Productions (food: soft drinks).

Media Group Two, Southfield, Mich. □ "30 Years Together" for WJBK-TV Detroit by O'Dean Productions (station promo, program openings, ID's news promos).

NBC "NBSee Us" (program previews).

Needham, Harper & Steers, Chicago □ "Hot Stuff" for McDonalds by Topel & Associates (food: eating-out industry).

Needham, Harper & Steers, Los Angeles □ "Crocker Phone" for Crocker National Bank by Rick Levine Productions (services: banking and financial).

Needham, Harper & Steers, Los Angeles □ "Teller Rehearsal" for Crocker National Bank by Rick Levine Productions (services: banking and financial).

Needham, Harper & Steers, Los Angeles □ "ATM" for Crocker National Bank by Rick Levine Productions (services: banking and financial).

Needham, Harper & Steers, New York □ "Divers" for ITT by N. Lee Lacy (image building: customer relations).

Needham, Harper & Steers, New York □ "TCS05"

for ITT (commercial products: industrial).

Needham, Harper & Steers, Toronto □ "Refrigerator" for Kraft by Owl Films (food: dairy products).

Parry/Lumby, Saskatoon, Sask. □ "A Fawn Has Lost his Mother" for Tourism and Renewal Resources Office of Saskatoon government by Lumby Productions (public service announcements).

Dick Rich, New York □ "Scout," "Handcuffs," "Twins" series for Wendy's International by Rick Levine Productions (food: eating-out industry).

Richmond Advertising Associates, Toronto □ "Prison" for Bristol-Myers Products Canada by Upper-can Productions (home-care products: cleaners).

Ross Roy, New York/Compton, New York □ "Magic Hands" for A. Sahadi & Co. by Rabko Television Production (children's products: food).

Ross Roy, Detroit □ "Waiting for Dad" for Motorist In-

formation Inc. by EUE/Screen Gems (public service announcements).

Sapin & Tolle, Cleveland □ "Food To Go" for TRW by Paisley Productions (image building: customer relations).

Sapin & Tolle, Cleveland □ "Rally" for TRW by Paisley Productions (image building: customer relations).

Scall, McCabe, Sloves, New York □ "Tuthill," "Drummer" series for U.S. Pioneer Electronics by Bob Giraldo Productions (recreation: home entertainment).

Simons-Michelson-Zieve, Troy, N.Y. □ "Helping Hand," "Trade-In," "Teddy Bear," "Wedding" series for Elias and Shoney's Big Boy by Kaleidoscope (food: eating-out industry).

Simons-Michelson-Zieve, Troy, N.Y. □ "Dick and Bert Open Hangar" for National Big Boy by

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- Highest reliability and operating stability —
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- PLUS the backing of the industry leader —

The new MSP-90 FM limiter and MS-15R stereo generator incorporate advanced design and circuitry that brings TRUE high fidelity to FM.

The MS-15R remote stereo generator can be used with any modern FM exciter or transmitter. In addition it can be placed at the studio to feed a composite STL link. A built in compensation network corrects for STL and exciter deficiencies to insure maximum stereo separation. The MS-15R also incorporates a patented overshoot protection circuit that permits maximum modulation with minimum distortion, without loss of high frequencies.

The MS-15R teamed with the new MSP-90 FM limiter offers unbeatable clarity and performance. The MSP-90 design incorporates new integrated circuit components not found in other limiters, that permit maximum modulation without sounding overly processed.

For more information contact: Harris Corporation, Broadcast Products Division, Quincy, ILL. 62301.



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Kaleidoscope (food: eating-out industry).

Sive Associates, Cincinnati □ "Play-Doh Fuzzy Pumper Barbershop" for Kenner Products Co. by DuRona Productions (Children's products: toys).

Tatham-Laird & Kudner, Chicago □ "Ballad of the Hard-Working Man" for R. J. Reynolds Tobacco by Steve Horn Inc. (personal products: men's products)

J. Walter Thompson, New York □ "Announcement" for Ford Division by EUE/Screen Gems (automotive products: cars).

J. Walter Thompson, New York □ "Wundercar" for Ford Division by Paisley Productions (automotive products: cars).

Tracy Locke, Dallas □ "Blind Date" for Haggard Slacks by Cooper, Dennis, Hirsch & Jenkins Covington (clothing: men's).

Vickers & Benson, Toronto □ "To Your House," "Cheesemakers" series for Canadian Dairy Foods Service Bureau by Rabko Television Productions (food: dairy products).

WCLR(FM) Chicago □ "Tightrope" for WCLR by Duck Soup Productions (station promo, program openings, ID's, news promos).

Zechman & Associates, Chicago □ "Critic's Choice" for Carson Pirie Scott & Co. by Jenkins Covington (image building: customer relations).

Agency not indicated □ "Foul Play" for Paramount Pictures by Bloch Films (recreation: motion picture promos).

Agency not indicated □ "Heaven Can Wait" for Paramount Pictures by Bloch Films (recreation: motion picture promos).

Agency not indicated "Saturday Night Fever" series for Paramount Pictures by Bloch Films (recreation: motion picture promos).

Agency not indicated □ "Spirit of the Bee" for the Sacramento (Calif.) Bee by Chuck Blore & Don Richman Inc. (newspapers).

Agency not indicated □ "You Have a Remarkable Mouth" for WFIL(AM) Philadelphia by Chuck Blore & Don Richman (station promo, program openings, ID's, news promos).

Agency not indicated □ "Hot Dog" for The Church of Jesus Christ of Latter-Day Saints by Bonneville Productions and The DXTR's (public service announcements).

Production technique

N W Ayer, Chicago □ "Block Party" for WLS-TV Chicago by Bob Giraldo Productions (direction).

Cramer-Krasselt, Milwaukee □ "Rosie's Saloon" for Employers Insurance of Wausau by Cooper-Dennis-Hirsch (over-all production).

Cunningham & Walsh, New York □ "Bridge" for St. Regis Paper by Fred Levinson Productions (product demonstration).

Cunningham & Walsh, New York □ "Rehearsal" for St. Regis Paper by Fred Levinson & Co. (product demonstration).

W. B. Doner, Baltimore □ "Swords/Tennis," "Archery/Darts," "Sailing/Ships" series for Carling National Breweries by EUE/Screen Gems (editing).

McDonald & Little, Atlanta □ "Night Train" for Busch Gardens, Williamsburg (photography).

Scali, McCabe, Sloves, New York □ "Tuthill" for U.S. Pioneer Electronics by Bob Giraldo Productions (direction).

J. Walter Thompson, Chicago □ "Frazetta" for Jovan (art/animation).

J. Walter Thompson, New York □ "Four-Car Odyssey" for Ford Division by Harwood Associates (special effects).

Townsend & Associates, Newport Beach, Calif. □ "More Than Meets the Eye" for Century 21 Real Estate by Townsend & Associates (talent).

Townsend & Associates, Newport Beach, Calif. □ "Show Off" for Century 21 Real Estate by Townsend & Associates (talent).

Young & Rubicam, Los Angeles □ "Evolution" for Pentel of America by Duck Soup Productions (art/animation).

Agency not indicated □ "Party" for WTAE-TV Pittsburgh (over-all production).

Broadcast Journalism®

Will UNESCO haunt WARC?

Reinhardt defends mass-media declaration drawn up last year in Paris, but indicates that Third World forces that operated there will again surface in Geneva and the press will again be an issue

A "perspective" on last fall's UNESCO conference in Paris and a preview of next fall's World Administrative Radio Conference in Geneva dominated a gathering of politicians, bureaucrats, diplomats, businessmen and engineers last week. Sponsored by the Center for Strategic and International Studies of Washington's Georgetown University, the three-and-a-half-hour meeting last Wednesday reviewed some of the diplomatic maneuvers that led to a compromise declaration on the mass media at the UNESCO conference. A panel of WARC authorities, including the head of the U.S. delegation to the upcoming 10-week conference, discussed some of the issues that are certain to be brought up in Geneva in September.

John Reinhardt, director of the International Communication Agency and the head of the U.S. delegation to the Paris UNESCO conference, said there was "a great deal of soliciting of Western attitudes" behind the scenes at the Paris meeting. Furthermore, he said, "roughly half" of the 26 Western nations participating in the conference were willing to approve an early draft of the declaration that had been watered down only to where it did not sanction state control of the press. Mr. Reinhardt described the Western attitude toward the declaration as "something less than a phalanx" of common interests. That, he said, contrasted with the "remarkable conjunction of events and interests" that resulted in a common position among the Soviet Union and nations of the developing world.

He said, too, that there was considerable energy devoted to "wooing" the United States and West Germany—which was "just about as hawkish on this issue as we were"—to agree to a consensus pact. He said that the mood of the UNESCO conference participants prior to the meeting indicated to the U.S. delegation that "there was going to be a declaration in Paris," and that an early version, "unacceptable" to the U.S., "would have passed overwhelmingly" had this country and other Western nations not acquiesced in the formulation of the declaration.

In answer to a question put to him by Washington attorney Leonard Marks, who presided over last week's meeting, Mr. Reinhardt insisted that the final version of the declaration "wasn't simply the least objectionable" alternative. In support of that, he cited passages in the declaration assuring protection for journalists and "international respectability for the free flow

of information." Many of the "bad alternatives are not in this declaration," Mr. Reinhardt said.

In summing up, Mr. Reinhardt provided a lead-in for some of the discussion on WARC that followed. He said that the U.S. and the other Western nations would have to realize that the call of the developing countries for a new world information order is "simply a part of the revolutionary force at loose in the world" today—and one that is not likely to go away.

Glen O. Robinson, the head of the WARC delegation and a former FCC commissioner, said the radio conference was "not the forum" for discussions of the imbalance of information services the developing nations perceive. That position was weakened somewhat, however, by C. William Maynes, assistant secretary of state for international organizations, who insisted just as strongly that "the new world information order issues are going to be taken up at WARC." It was his and other speakers' opinion that the countries of the Third World are likely to press such issues whenever and wherever they can.

Widener and PG&E settle out of court

Documentary producer, who sued for libel over response to show he produced on power company for KNBC(TV), get \$475,000

Donald Widener, a former television producer who had been prosecuting a multimillion-dollar libel suit against Pacific Gas & Electric and one of its engineers for seven years, last week settled for \$475,000.

The out-of-court settlement (which includes \$145,000 in attorneys' fees and \$30,000 in court costs) ends the case that grew out of *Powers That Be*, a documentary on nuclear power that Mr. Widener produced for KNBC(TV) Los Angeles in 1971.

The film was generally regarded as anti-nuclear power, but the key element in the suit revolved around an interview with the engineer who was later named along with PG&E in the court action, James C. Carroll.

Mr. Carroll has claimed the interview was edited in a manner that unjustifiably made him appear to give an evasive answer to a question regarding the safety of construction materials that had been used in a controversial PG&E nuclear power plant, near Eureka, Calif.

He wrote a letter contending the program was "replete with half-truths, innuendos and worse," and, after it was reviewed by PG&E officials, sent it to KNBC. Later, copies of the letter, along with covering letters describing Mr. Widener's use of interview material as "chicanerous," were sent to members of Congress and the FCC.

That prompted the libel suit.

At one point in the lengthy litigation, a trial court awarded Mr. Widener \$7.7 mil-

lion from the company and \$8,000 from Mr. Carroll. However, the judge set aside the award and ordered a new trial (BROADCASTING, Nov. 14, 1977).

The settlement—which Mr. Widener's lawyers described as the largest ever in a libel case involving a single individual—came in the second week of the new trial.

A spokesman said the settlement, which was approved by Judge Eugene Lynch, did not constitute an admission of wrongdoing on the part of PG&E. Since additional appeals have been expected, he added, "the cost of further litigation made the settlement advisable."

The settlement was not all one way. Mr. Carroll, who had filed a cross-complaint accusing Mr. Widener of slandering him, settled that suit for \$1, and called that, according to a company press release, a victory.

What's more, Mr. Widener's attorney, David Pesonen, is to write a letter to Mr. Carroll saying he had "good cause to believe" he was "wrongfully depicted" in the documentary, on the basis of what he knew at the time he wrote his letter.

"When the \$475,000 is paid," Mr. Pesonen said, "the \$1 will be paid and the letter will be sent."

Narrowing down the field

For the first time, duPont journalism award finalists are announced; 53 entries make up list, with winners to be named on Feb. 6

The 1977-78 winners won't be announced until Feb. 6 but organizers of this year's Alfred I. duPont-Columbia University Awards in Broadcast Journalism have revealed, for the first time in the program's history, the entries that have made the final cut.

From a record-breaking list of submissions—more than 1,000—53 nominees have been selected. With some news and public affairs departments being nominated for more than one work, the finalists represent 34 television operations and seven radio.

Radio's inclusion in the list marked a reappearance. No radio awards were given last year, for lack of funds to judge them, according to university authorities. This year, however, special solicitation efforts were said to have been made to bring more stations into the competition. Questionnaires were said by Marvin Barrett, director of the awards program, to have been sent to every radio station active in news and public affairs (BROADCASTING, Jan. 8).

With a grant from the Atlantic Richfield Co., the Public Broadcasting Service, through WNET(TV) New York, will broadcast the presentation of awards for the second year.

Nominees (those preceded by an asterisk are noncommercial) from radio

are KFWB(AM) Los Angeles, *The Michael Quinn Case: A Question of Justice*; *WGBH(FM) Boston, *Banned in Chelsea*; WKY(AM) Oklahoma City, *You're Next*; WNBC(AM)-WYNY(FM) New York, *We Won't Have Any This Summer* and *Out of State, Out of Mind*; Associated Press Radio, Washington, *The New South: Shade Behind the Sunbelt*, and NBC Radio, New York: *Second Sunday*; *Pro-Israel Lobby*.

Nominees from television are KAIT-TV Jonesboro, Ark., *Crisis at the Crossing*; *KCTS-TV Seattle and *KSPS-TV Spokane, Wash., *Some of the Presidents' Men*; KENS-TV San Antonio, Tex., ... *And Justice For All*; KOOL-TV Phoenix, *Water: Arizona's*

Most Precious Resource; KPIX(TV) San Francisco, *Laser Confusion*; KTRK(TV) Houston, *Boys for Sale*; KYW-TV Philadelphia, *Impact: Passing a Dream*.

WAVE-TV Louisville, Ky., *Will the Flame Go Out?*; WBBM-TV Chicago, for documentary programming; WBZ-TV Boston, for investigative reporting; WCCO-TV Minneapolis-St. Paul, *Moore on Sunday: Beyond a Reasonable Doubt*; WCKT(TV) Miami, *The Gambling Trilogy*; WCVB-TV Boston, *Learning to Care and Heritage of Power: Edward Kennedy*; WFAA-TV Dallas, for investigative reporting; *WGBH-TV Boston, *Nova* series and *Chachaji: My Poor Relation*; WHEC-TV Rochester, N.Y.,

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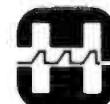
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*WMHT(TV) Schenectady, N.Y., *Inside Albany* series; *WNET(TV) New York, *The Originals: Women in Art—Georgia O'Keeffe, To Be a Man, In Pursuit of Liberty* series, *Vietnam: Picking Up the Pieces and Canal Zone*; *WPBT(TV) Miami, *TV on Trial*; WPLG(TV) Miami, for investigative reporting; WQED-TV Pittsburgh and the National Geographic Society, *The Living Sands of Namib and The Great Whales*; *WTTW(TV) Chicago, *The Great Soldier Field Rock Concert Investigation*; WVUE(TV) New Orleans, for investigative reporting; WWL-TV New Orleans, *Tutankhamen Lives Forever*; WXYZ-TV Detroit, *The Sounds of Silence*.

Alan Landsburg Productions and Mobil Oil, *Between the Wars* series; Iowa Public Broadcasting Network, Des Moines, *Your Mind's Eye* and *Doctor Wooters*; ABC-TV New York, *Directions* series, Barbara Walters's Sadat/Begin interview and *Closeup* series; CBS-TV New York, *Magazine* and *60 Minutes* series; NBC-TV New York, *NBC Nightly News—“Segment 3,” NBC Reports: Africa's Defiant White Tribe and Spying for Uncle Sam*.

Pa. and Conn. latest targets of push for cameras in the courts

According to RTNDA survey, about half the states now allow some form of electronic coverage of judiciary

Twenty-three states either permit or have experimented with audio-visual coverage of courtroom proceedings or have indicated an intention to do so in the near future, according to a study by the Radio Television News Directors Association. Advocates of broadcast coverage of the judiciary are now watching the states of Pennsylvania and Connecticut for signs that they will be joining that list.

The Supreme Court of Pennsylvania is now considering a petition filed in December by the Pennsylvania Association of Broadcasters, RTNDA, WTAE-TV Pittsburgh and the ad hoc First Amendment Coalition. The petition asks that rules be established governing pictorial and sound coverage of proceedings. The Supreme Court of Connecticut is expected to receive a similar petition next week.

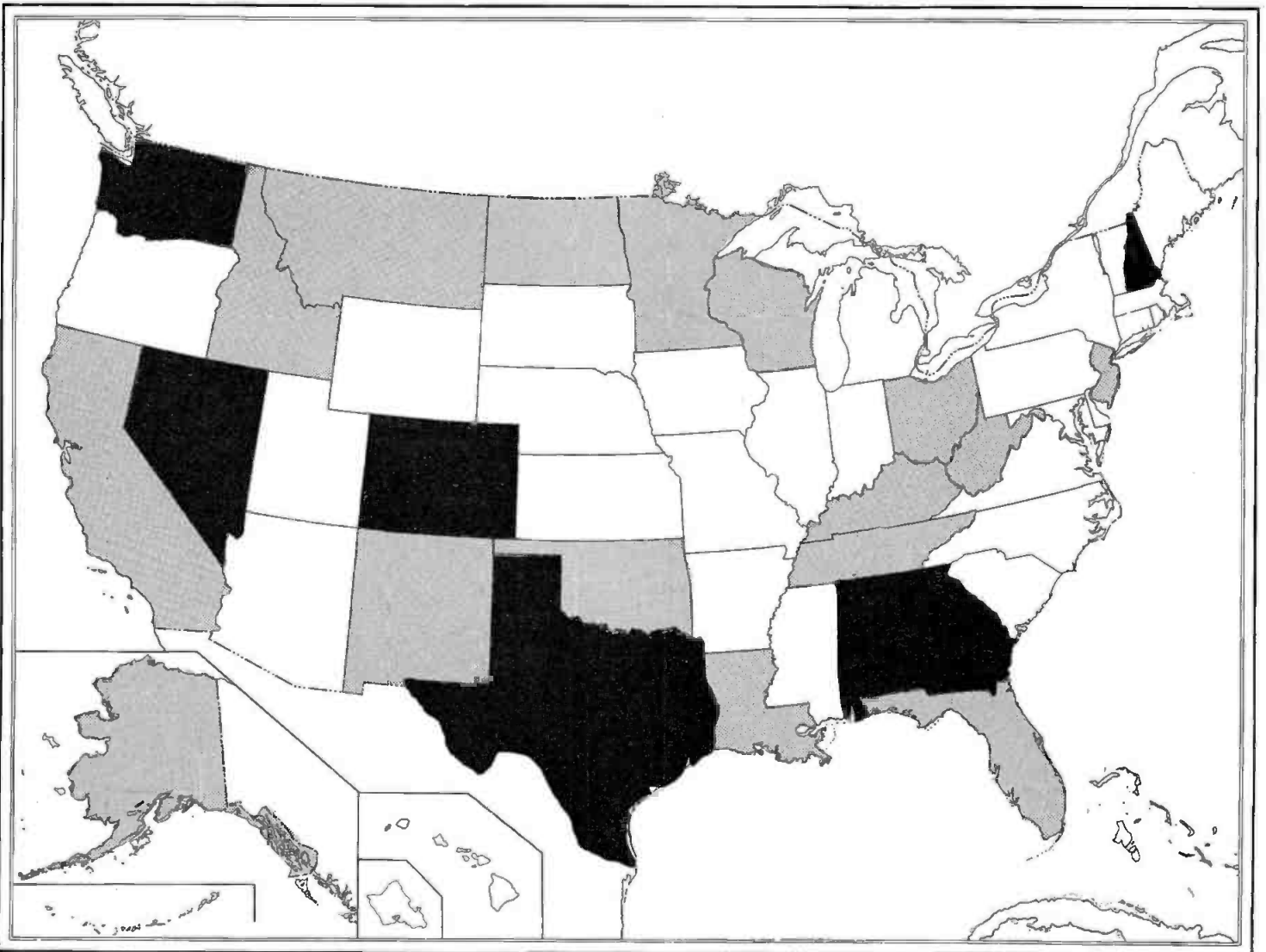
According to RTNDA, favorable action

in those states would bring to 28 the number of states in which full coverage of judicial proceedings is no longer banned outright. (Three states—New York, Michigan and Mississippi—have allowed courts to grant exceptions to their no-camera rules, but so far no such exceptions have been made.)

Seven states—New Hampshire, Georgia, Alabama, Texas, Colorado, Nevada and Washington—now permit broadcast coverage on a permanent basis while 16 others have experimented or intend to, RTNDA said. The association also pointed out that a ruling from the Florida Supreme Court is expected soon on whether to make broadcast coverage in that state a permanent fixture.

All federal courts and those in the District of Columbia bar photographic and tape recording equipment from courtrooms.

Last February the Conference of Chief Justices of State Supreme Courts recommended a committee study of the question of broadcast coverage, and last August the group voted 49-1 recommending that the code of judicial conduct be amended to say that the supervisory court in each state may allow radio and television in its judicial proceedings.



Not all black and white. States in black permit broadcast courtroom coverage on a permanent basis; in gray, have experimented or intend to

experiment with radio-TV coverage; in white, do not permit coverage and haven't moved to do so. Alaska and Hawaii are inset.

The Broadcasting Playlist™ Jan 15

Contemporary

Playback

Last week	This week	Title □ Artist	Label
1	1	<i>Le Freak</i> □ Chic	Atlantic
2	2	<i>My Life</i> □ Billy Joel	Columbia
3	3	<i>Too Much Heaven</i> □ Bee Gees	RSO
5	4	<i>YMCA</i> □ Village People	Casablanca
4	5	<i>Don't Bring Me Flowers</i> □ Streisand/Diamond	Columbia
6	6	<i>Hold the Line</i> □ Toto	Columbia
10	7	<i>September</i> □ Earth, Wind & Fire	Columbia
7	8	<i>Sharing the Night Together</i> □ Dr. Hook	Capitol
13	9	<i>Ooh Baby, Baby</i> □ Linda Ronstadt	Asylum
11	10	<i>Got To Be Real</i> □ Cheryl Lynn	Columbia
12	11	<i>We've Got Tonight</i> □ Bob Seger	Capitol
9	12	<i>I Love the Night Life</i> □ Alicia Bridges	Polydor
23	13	<i>A Little More Love</i> □ Olivia Newton-John	MCA
8	14	<i>MacArthur Park</i> □ Donna Summer	Casablanca
19	15	<i>Do Ya Think I'm Sexy</i> □ Rod Stewart	Warner Bros.
20	16	<i>I Will Survive</i> □ Gloria Gaynor	Polydor
22	17	<i>Fire</i> □ Pointer Sisters	Planet
18	18	<i>Lotta Love</i> □ Nicolette Larson	Warner Bros.
14	19	<i>Instant Replay</i> □ Dan Hartman	Blue Sky
27	20	<i>Every 1's a Winner</i> □ Hot Chocolate	Infinity
15	21	<i>I'm Every Woman</i> □ Chaka Khan	Warner Bros.
21	22	<i>Shake It</i> □ Ian Matthews	Mushroom
25	23	<i>Shake Your Groove Thing</i> □ Peaches & Herb	Polydor
28	24	<i>Shattered</i> □ Rolling Stones	Rolling Stones
32	25	<i>Soul Man</i> □ Blues Bros.	Atlantic
17	26	<i>(Our Love) Don't Throw It All Away</i> □ Andy Gibb	RSO
26	27	<i>Promises</i> □ Eric Clapton	RSO
31	28	<i>Somewhere in the Night</i> □ Barry Manilow	Arista
—	29	<i>Heaven Knows</i> □ Donna Summer	Casablanca
16	30	<i>I Just Wanna Stop</i> □ Gino Vannelli	A&M
24	31	<i>Strange Way</i> □ Firefall	Atlantic
48	32	<i>Take Me to the River</i> □ Talking Heads	Sire
37	33	<i>Don't Hold Back</i> □ Chanson	Ariola
—	34	<i>No Tell Lover</i> □ Chicago	Columbia
39	35	<i>The Gambler</i> □ Kenny Rogers	United Artists
35	36	<i>New York Groove</i> □ Ace Frehley	Casablanca
38	37	<i>Home and Dry</i> □ Gerry Rafferty	United Artists
45	38	<i>Blue Morning, Blue Day</i> □ Foreigner	Atlantic
29	39	<i>How Much I Feel</i> □ Ambrosia	Warner Bros.
36	40	<i>How You Gonna See Me Now</i> □ Alice Cooper	Warner Bros.
43	41	<i>Don't Cry Out Loud</i> □ Melissa Manchester	Arista
30	42	<i>Time Passages</i> □ Al Stewart	Arista
47	43	<i>Love Don't Live Here Anymore</i> □ Rose Royce	Warner Bros.
34	44	<i>Sweet Life</i> □ Paul Davis	ang
—	45	<i>Every Time I Think of You</i> □ Babys	C. alis
40	46	<i>Straight On</i> □ Heart	Portrait
49	47	<i>Dancin' Shoes</i> □ Nigel Olsson	Bang
—	48	<i>What You Won't Do for Love</i> □ Bobby Caldwell	Cloud
—	49	<i>I Was Made for Dancing</i> □ Leif Garrett	Scotti Bros.
—	50	<i>Get Down</i> □ Gene Chandler	20th Century

The big thaw. Many stations' charts, frozen during the holidays, reflect renewed activity this week. As a result, six new songs enter "Playlist" and several recent additions make significant moves. Among the new adds is Donna Summer's *Heaven Knows* (Casablanca), from her *Live and More* album, which comes on at 29. The artist is backed by Brooklyn Dreams, which also performed with her on the *Thank God It's Friday* movie soundtrack. The disco single is "hit-bound, of course," says John Michaels of KOEO(AM) Albuquerque, N.M. "Donna Summer and the Bee Gees—you can't hold them down." Chicago comes on at 34 with *No Tell Lover* (Columbia), the second single from the *Hot Streets* LP, and many programmers say it should have been released before *Alive Again*. Gary Moore of WBGW(AM) Bowling Green, Ky., calls it "a smash, it's great. It's their best thing since *If You Leave Me Now* ... it has nice horns, great vocals and great production." *Every Time I Think of You* (Chrysalis) by the Babys enters at 45. The single is from the new *Head First* LP and Robert M. Chenault of KRUX(AM) Phoenix calls it "similar to their big hit, *Isn't It Time*. It's very commercial and fits both adult contemporary and top 40. [The album] covers all bases: some cuts are top 40, some are adult contemporary, some are strictly AOR—not too many groups can do that today." Among the recent adds showing strong upward movement this week is *Take Me to the River* (Sire) by the Talking Heads, which bolts to 32 from 48. Gary Dickson of KLWW(AM) Cedar Rapids, Iowa, says "people equate the group with new wave, but this isn't; it's just a top 40 record." Foreigner's *Blue Morning, Blue Day* (Atlantic), at 38 up from 45, appears to be following the success trail of the two previous singles from the *Double Vision* album.

Country

Last week	This week	Title □ Artist	Label
7	1	<i>The Official Historian</i> ... □ Statler Bros.	Mercury
2	2	<i>Why Have You Left</i> ... □ Crystal Gayle	United Artists
10	3	<i>Texas (When I Die)</i> □ Tanya Tucker	MCA
5	4	<i>Tulsa Time</i> □ Don Williams	ABC
3	5	<i>Lady Lay Down</i> □ John Conlee	ABC
4	6	<i>Your Love Had Taken Me That High</i> □ Conway Twitty	MCA
1	7	<i>The Gambler</i> □ Kenny Rogers	United Artists
6	8	<i>Come On In</i> □ Oak Ridge Boys	ABC
13	9	<i>I've Done Enough Dying Today</i> □ Larry Gatlin	Monument
8	10	<i>Do You Ever Fool Around</i> □ Joe Stampley	Epic
12	11	<i>Rhythm of the Rain</i> □ Jacky Ward	Mercury
9	12	<i>Gimme Back My Blues</i> □ Jerry Reed	RCA
17	13	<i>You Don't Bring Me Flowers</i> □ Brown & Cornelius	RCA
16	14	<i>We've Come a Long Way Baby</i> □ Loretta Lynn	MCA
11	15	<i>Burgers & Fries</i> □ Charley Pride	RCA
14	16	<i>Every Which Way But Loose</i> □ Eddie Rabbitt	Elektra
15	17	<i>Please Don't Play a Love Song</i> □ Marty Robbins	Columbia
19	18	<i>All of Me</i> □ Willie Nelson	Columbia
23	19	<i>On My Knees</i> □ Charlie Rich	Epic
—	20	<i>I Really Got the Feeling</i> □ Dolly Parton	RCA
—	21	<i>It's Time We Talk Things Over</i> □ Rex Allen Jr.	Warner Bros.
18	22	<i>Baby I'm Burnin'</i> □ Dolly Parton	RCA
20	23	<i>Wake Up in Your Arms</i> □ Kenny O'Dell	Capricorn
—	24	<i>Back on My Mind</i> □ Ronnie Milsap	RCA
—	25	<i>Feet</i> □ Ray Price	Monument

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.

FCC's cable access rules are aired at the high court

Midwest Video's fight against mandatory channel requirements goes before the justices, who hear commission's right to impose such policy defended for increasing program choice

Part two of the Midwest Video legal controversy was played out in a one-hour argument before the Supreme Court last week. And when it was over, the question left unanswered was whether the nature and degree of changes from Midwest Video I would be enough to persuade the court to write a different ending.

At issue are the FCC's cable television access and related rules as they were modified in 1976 as a replacement for program-origination rules that were at issue, seven years ago, in Midwest I.

The government won, in 1972, on a 5-to-4 vote, in which Chief Justice Warren E. Burger, who provided the swing vote, said in a concurring opinion that the "commission's position strains the outer limits of even the open-ended and pervasive jurisdiction that has evolved..." (BROADCASTING, June 12, 1972).

Last week, Lawrence G. Wallace, deputy solicitor general who presented the commission's case, argued that the new rules are less burdensome and more conservative in their approach than the origination rules. George Shapiro, counsel for Midwest Video Corp., which operates cable systems in Mississippi, Missouri, New Mexico and Texas, argued the opposite.

Midwest II reached the court by the same route as its predecessor. The Eighth Circuit Court of Appeals overturned the commission's rules, in February 1978, as it did in 1971, on the ground the commission had exceeded its statutory authority. In Midwest II, the court also held that the rules violated constitutional guarantees of free press and due process.

The new rules require systems with 3,500 or more subscribers to provide at least 20 channels of service; grant access to unused channels to members of the public, local government, educational authorities and paying lessors, and make equipment and studio facilities available to users of the access channels at little or no cost.

Mr. Wallace argued that the appeals court had erred in concluding that the rules "burst through the outer limits of the commission's delegated jurisdiction." The rules, he said, are "reasonably ancillary" to the commission's responsibilities in the regulation of broadcasting.

That was the test laid down by the Supreme Court in affirming the commis-

sion's authority over cable television in a decision in 1968. And it was elaborated on in Midwest I, he said, when the court held the commission's authority over cable extended to rules designed to accomplish the affirmative goals of the Communications Act. That, said Mr. Wallace, is what the rules are intended to do—increase the number of outlets and augment programing choices. (Justice William Rhenquist questioned whether, in view of the 4-4-1 split on the court on Midwest I, that affirmative goals aspect could be considered "a holding" attributable to the court.)

And Mr. Wallace said that, unlike the origination rules, which required broadcasters to provide programing, the access rules simply require that channels be made available for access.

To Mr. Shapiro, the rules were not benign. He argued that the requirement to provide access channels would cut into the cable operator's capability of using programing available to the industry—and at a time when the volume and variety of such programing is growing rapidly.

Furthermore, he said, the commission drew not only from its authority over broadcasting in adopting the rules but also from its authority over common carriers. Permitting the commission to use such sources of authority, with their different goals, he said, "would leave the commission authority virtually without limit."

The questions from the bench left no doubt a split was developing. Chief Justice Burger on several occasions indicated he was leaning toward the government's side. With the "reasonably ancillary" concept apparently in mind, he asked Mr. Shapiro whether Congress could require broadcasters as a condition of license, to set aside 25% of their time for public access. ("I believe they could," Mr. Shapiro said.)

And when Justice Rhenquist, who had been in the minority seven years ago, drew from Mr. Wallace a concession that it was "very dubious" that Congress could impose access rules on newspapers, the chief justice observed that newspapers (unlike broadcasters and cable systems) are not regulated.

"That's the difference," said Mr. Wallace. "The whole contention of journalistic discretion is overdrawn." Midwest Video argues that the rules interfere with a cable system's ability to make judgments regarding programing.

Of all the justices, Mr. Rhenquist seemed most critical of the rules. He appeared skeptical of the reasonably ancillary argument, indicating by his questions he did not believe the commission could apply the same kind of access rules to broadcasters it was applying to cable. After Mr. Wallace for a second time had cited the chief justice's opinion in Midwest I to support the government's position, Justice Rhenquist suggested he examine the chief justice's statement in a case involving CBS, which noted that Congress had rejected a legislative proposal to require broadcasters to provide access to members of the public. "If it can't be applied to

broadcasters, can it be applied to cable?" the justice asked Mr. Wallace. "That does not say it can't be applied to broadcasting," Mr. Wallace said. Indeed, he noted at another point that "limited access"—in connection with the FCC's personal attack and equal time rules for instance—is required of broadcasters.

The only member of the court last week who was not a member when Midwest I was decided is Justice John Paul Stevens. He succeeded Justice William O. Douglas, who wrote a strong dissent seven years ago. Justice Stevens's questions last week did not give observers much of a basis on which to speculate about his vote.

Midwest Video and the government were not the only parties involved. The National Black Media Coalition and the American Civil Liberties Union also appealed the appeals court's decision, and the Motion Picture Association of America had filed a friend of the court brief on the side of the government.

A number of cable television interests, including the National Cable Television Association, filed a friend of the court brief in behalf of Midwest Video.

Cable Briefs

On loan. UA-Columbia Cablevision, Westport, Conn., has arranged for seven-year \$24-million financing with 10 banks, including Chase Manhattan Bank and Pittsburgh National Bank, with proceeds to be used to supplement recent borrowing from insurance companies and to expand firm's cable TV systems.

Acton deals more. Acton has sold three more CATV systems to American Cablesystems Corp., Boston. In most recent sale, systems in Peekskill and Haverstraw, N.Y., with 8,000 subscribers, were sold for \$3.2 million and smaller system serving 1,300 subscribers around Cameron and Glendale, W. Va., went for \$600,000. Last fall Acton sold system in Mountain City, Tenn., (5,500 subscribers) for \$2 million and one in Bluefield, W. Va., (9,200 subscribers) for \$6 million.

By any other name. Telesis Corp., Evansville, Ind.-based cable MSO, has changed its name to Horizon Communications Corp. Company has 54 cable systems in nine states and more than 100,000 subscribers. Executive offices remain at 1018 Lincoln Avenue, Evansville 47714.

Up North. Canadian Radio-Television and Telecommunications Commission has approved bid by Rogers Telecommunications Ltd., Toronto, to acquire control of Canadian Cablesystems Inc. there. Rogers already owns 25.6% of cable firm and, under authorization, will increase holdings to about 50%—making it largest cable system in Canada with approximately 17% of country's cable subscribers. Rogers will acquire shares for \$17.5 million (Canadian) primarily from families of Edward and Peter Bronfman, principals of Seagram Co., distillers.

FCC fires up inquiry machine again for quad

It wants to pick from among a number of proposed systems, and it wants to know if any of them would work in conjunction with reduced FM spacing

The FCC has adopted a further notice of inquiry into standards for FM quadrasonic broadcasting. This latest effort looks to the selection of one of several proposed quad systems, or a combination of them, and it adds a new area for investigation: how reduced channel spacing would affect FM quadrasonic.

The FCC has been interested in reducing FM spacing ever since the Office of the Chief Engineer reported in December 1977 that it would be possible to add FM allocations if spacing were reduced from the present 200 khz to 150 khz or 100 khz. However, FCC engineer Albert Jarrett said that the report did not consider the effect of spacing reduction on stereo, quadrasonic or subsidiary channel authorizations (SCA's). The 100 khz spacing would, in fact, preclude present stereo and SCA operation, the FCC said in the new notice of inquiry.

In the initial quad inquiry, the FCC considered three basic systems, referred to as 4-4-4, 4-3-4 and 4-2-4. In each sequence, the first and last numbers indicate the number of audio signals generated and received and the middle one is the number of carriers used to transmit the signals.

The 4-2-4 mode is the simplest. The four audio signals are encoded and transmitted by the same carrier and sub-carrier used for FM stereo. Because of the lack of separation, the quadrasonic effect is enhanced by "logic decoders" in the receiver. The logic decoders would increase the cost of receivers more than any of the other systems would. The commission said that stations have been allowed to broadcast with the 4-2-4 system since August 1972, but, in spite of this, there hasn't been "overwhelming public acceptance."

The 4-3-4 system uses two subcarriers in addition to the main carrier. It requires no more band space than stereo since it superimposes the third carrier over the second through 90-degree phasing. Like 4-2-4 it is a matrix system that requires some of the audio to be encoded in order to squeeze two audio channels into one broadcast subcarrier.

The 4-4-4 (also known as "discrete") system sends the four audio channels over four carriers so that the receiver can reproduce four distinct audio signals. The FCC said that the system would involve the greatest expense to broadcasters, but that it provides the "best over-all quadrasonic performance." It is similar to the 4-3-4 system in that two signals are carried

on the stereo subcarrier at 38 khz, but a fourth channel is added at 76 khz. Existing SCA standards would have to be changed to make room for it.

Quadrasonic Systems Inc., RCA Corp., Cooper-UMX, General Electric Co. and the Zenith Radio Corp. have proposed the 4-4-4 system. RCA and Cooper-UMX also proposed 4-3-4 systems that are compatible with their 4-4-4 system. Sansui Electric Co. and CBS Inc. proposed 4-2-4 systems. Tests on all these systems have been performed by the National Quadrasonic Radio Committee which was created in 1972 by the Electronics Industrial Association.

As a result of those tests, submitted to the FCC in November 1975, the FCC said that it favors a compatible 4-3-4/4-4-4 system similar to that proposed by RCA and Quadrasonic. It said it couples "system simplicity" with "nearly optimum quadrasonic sound reproduction."

Comments are due April 16 and replies May 16.

New twist for translators from B-T

Scrambler-decoder manufacturer proposes their use on subscription basis in rural areas

Blonder-Tongue Laboratories has borrowed one page from cable television's book and another from television's, and come up with an idea for providing service to areas with population too small or too dispersed to support service by either of those kinds of service.

The idea is to provide for the establishment of several—six or more—encoded, or "scrambled," subscription translators that would offer service in a given area only to subscribers.

Blonder-Tongue, which designs and manufactures coding and encoding equipment for subscription television, offered the idea in a comment filed in the FCC's inquiry into the future of low-power television stations and television translators in the nation's telecommunications system.

Blonder-Tongue envisions a system that would offer program service in rural areas where there is no, or only "limited," television service and where distances are

too great and population densities too low to support a cable system. But the proposal would require a change in commission rules to permit subscription translators.

The comment hypothesizes a minimum of six channels of programming—the output of three networks, an independent station, noncommercial outlet and an over-the-air pay operation—all of it encoded and available to subscribers at a cost of \$7 to \$9 per month plus a \$50 installation charge.

Assuming a system of 500 subscribers, Blonder-Tongue said, those charges would be more than adequate to pay the costs of and provide a return on an estimated investment of \$150,000—\$50,000 for site and translator equipment and \$125-\$150 per decoder.

Blonder-Tongue also contends such a system of scrambled translators would be able to withstand competition from other emerging "new technologies"—direct-to-home satellite television, fiber optics, home video tape recorders and video disks, among them. "The scrambled translator's principal ingredient for success," Blonder-Tongue said, "would be its capability to deliver TV channels to the rural household at the lowest cost of any known technology."

Technical Briefs

Million-dollar order. Chris-Craft Industries, television broadcast division, Hollywood, Calif., has ordered RCA transmitting equipment valued at about \$1 million for two of its stations. KCOP-TV Los Angeles will install TT-50FH transmitter and TF6-AH six-bay antenna later this year and KPTV(TV) Portland, Ore., will install TT-50FH early next year.

Don't throw out the old. Members of National Association of Broadcasters are being asked to donate turntables, microphones, consoles, transmitters, tape recorders and other broadcast equipment no longer in use to NAB Broadcast Equipment Replacement Program for use by stations in Caribbean countries. Daniel W. Kops, president of Kops-Monahan Communications, New Haven, Conn., who is NAB's representative to World Press Freedom Committee, said equipment is "urgently needed" by Caribbean countries to upgrade their communications systems.



Sharp's choice. The U.S. subsidiary of the Japanese firm, Sharp Corp., has announced that it will build a new color television receiver and microwave oven manufacturing plant near Memphis. The new facility will begin operation in the fall, and within the first year of production will have a capacity of 10,000 color sets each month. Sharp's first U.S. manufacturing facility will employ 700 people.

**IF YOUR OPERATION
REQUIRES
AUTOMATION
WITH ABILITY
THEN WE'VE GOT
ESP FOR YOU.**



Introducing the new ESP-1 programmer system from SMC, the innovators in broadcast audio control.

The ESP offers a modern microprocessor controller with a deep 4,000 event memory, including sub-routines and fully programmable clock. The only simple thing about ESP is the ease of service and the lack of knobs, buttons and complex video terminals.

And what's even better, the ESP just happens to be the lowest priced programmer of its ability on the market.

Investigate before you buy. Call or write SMC for complete information and a proposal on how ESP can work for you and your station.



SONO-MAG CORPORATION
1005 W. Washington Street
Bloomington, Illinois 61701
309-829-6373

In Sync

Up and coming in broadcast technology

Stealing a peek. One thing at which the board of directors of the National Association of Broadcasters will be taking a look this week in Maui, Hawaii, is a proposal by the association's Engineering Advisory Committee for a \$100,000-plus engineering laboratory at the NAB headquarters in Washington. The committee put a firm plan for the new facility together last month and will show the board a detailed report calling for \$60,840 in equipment; \$10,000 for space preparation and construction; \$5,000 for cables, connectors, tools and the like; \$10,000 for transportation and taxes, and annual operating expenses of \$17,000—\$2,000 for replacement of components and equipment and \$15,000 for a new, full-time laboratory technician. The laboratory is planned for the fourth floor of the NAB building in Washington in 300 square feet of space now occupied by A.D. Ring & Associates, the consulting engineering firm. The committee is going to recommend that another 300 square feet be set aside for expansion of the laboratory. □

□ □ **With a purpose in mind.** Saying that it would be far too expensive to build a general purpose laboratory, the advisory committee is suggesting that the new plant be built with an eye on "subject areas which could be served by a certain limited complement of equipment and still maintain high standards." □ □ □ **And what's at the top of the list?** Standards for AM-FM radio receivers and the television blanking problem were cited by the committee as "subject areas that might receive priority." It added, however, "that the commercial loudness problem affecting both radio and television will reappear shortly." That, the report of the board says, is a problem that has "evaded a solution for years because of a lack of laboratory work." □ □ □ **And what's all this going to cost?** Five additional projects (two for radio and three for television) will run \$43,000, according to the advisory committee. Studies of audio processing and aural studio-to-transmitter-link channel splitting will cost \$7,500 each. On the television side, a study of the UHF noise figure will run \$3,000, ancillary television signals \$10,000 and loudness of commercials \$15,000. The NAB's executive committee has already approved the building of the laboratory. □ □ □ **Computerized color.** Digital animation techniques, such as those used for the opening graphics on ABC-TV's *Monday Night Football*, NBC-TV's promotional spots employing the network's logo and those Pepto-Bismol commercials where the characters eat too much and, moaning "indigestion," become like images in a carnival mirror are made possible through animation processes developed by Computer Image Corp. of Denver. Now the folks who say they invented computer video animation say they've gone one better—full color. Modifications to CIC's CAESAR (Computer Animated Episode Access Rotation) and Scanimate computers have been made that allow all the animation capabilities of these systems to be applied to full color inputs, such as original color artwork, slides or previously taped live-action scenes. The new technique, which the firm hopes to demonstrate at next spring's National Association of Broadcasters convention in Dallas (March 25-28), preserves original color throughout the animation without having to resort to color enhancement in post-production. "Any color you can see, you can animate" with the new technique, according to CIC's president, Lee Harrison. □ □ □ **Lagniappe.** A by-product of this new technique is the elimination of the so-called "scan bar," an extraneous line that sometimes appears in video animation. □ □ □ **Helical update.** The Society of Motion Picture and Television Engineers standards committee has approved five documents defining the one-inch Type C helical-scan video tape format and disbanded the engineering committee working group assigned to write them (the documents will appear in the March *SMPTE Journal*). Analysis of the results of interchange experiments conducted last year led to a consensus that "equipment manufactured within the specifications of the Type C documents has resulted in and will provide acceptable interchange," SMPTE said. The society's working group on one-inch video tape test materials is currently drafting a set of documents that will define reference tapes for the Type C format. □ □ □ **Roadside radio.** Approved last year by the FCC, highway advisory radio, a system that provides traffic information to motorists via their AM radios, will bow in during construction of a new freeway in Louisville, Ky. The Kentucky Department of Transportation will provide up-to-the-minute information on detours, alternative routes and expected delay times to motorists tuned to 530 khz or 1610 khz. Roadside signs will alert motorists to the availability of the new service. The low-power transmitters will be operated during the time of construction and will be moved elsewhere after work on the new highway is completed. The radio system will be designed and installed by Atlantic Research Corp., Alexandria, Va. □ □ □ **To market, to market.** The Western European electronics market will reach \$62 billion in 1982, according to the new 1979 "Mackintosh Yearbook of Western European Data," up from an estimated \$48 billion in 1978.

Media



Graham

Donald E. Graham, 33, succeeds his mother, **Katharine Graham**, as publisher of *Washington Post*. Mrs. Graham remains chairman and chief executive officer of Washington Post Co., parent of newspaper and *Newsweek* magazine as well as Post-Newsweek Stations Division. Mr. Graham has been ex-

ecutive vice president and general manager of *Post*, and is director of parent company. He is fourth member of family to hold *Post*'s publisher's position.

Bernie Wilson, VP-general manager, KFBR (AM) Nogales, Ariz., named executive VP-general manager. **Jim Scheren**, news director, named assistant manager.

Stephen E. Shulman, station manager, WMZQ (FM) Washington, appointed general manager, WRFL (FM) Winchester, Va.

Daniel Federman, director of corporate planning systems, McGraw-Hill, New York, joins NBC there as VP-corporate planning.

Davis E. Boster, U.S. ambassador to Guatemala, named director of Radio Liberty division of Radio Free Europe/Radio Liberty, Washington.

Daniel C. Lesmeister, broadcast manager, KOTA-AM-TV Rapid City, S.D., joins Johnson Newspaper Corp., Watertown, N.Y., as broadcast manager of company's WWNV-AM-TV Watertown and WMSA (AM) Massena, N.Y. **Rodney C. Abare**, program director, WWNV, named personnel-supply manager for Johnson Newspaper Corp., responsible for company's broadcast stations and its *Watertown Daily Times*.

Chester Hollinger, sales manager, WNYN (AM) Canton, Ohio, named station manager.

Randy Miller, assistant branch manager, Macoupin county (Ill.) studios of WSMI-AM-FM Litchfield, Ill., named branch manager.

Deborah Parenti-Mann, VP in charge of marketing and sales operations, WING (AM)-WJAI (FM) Dayton, Ohio, named VP-assistant manager.

John W. Baxa, news director, WMBG (AM)-WBCI (FM) Williamsburg, Va., appointed news and operations manager, WMBG.

Susan Beckett, from Department of Justice, joins law department of NBC, New York, as senior attorney.

G. Gail Crofts, communications policy analyst, Office of Plans and Policy, FCC, Washington, joins Public Broadcasting Service there as senior planning associate.

Floyd Whellan, senior corporate director, human resources, Harte-Hanks Communica-

tions, San Antonio, Tex., named VP-human resources. **John P. Zanottl**, corporate director, legal, named senior corporate director, legal, and assistant secretary.



Freas

Paul W. Freas, VP and treasurer of WPIX Inc., New York (WPIX-FM-TV New York, WICCI (AM) Bridgeport, Conn.) named chief financial officer of company, succeeding **T. E. Mitchell**, senior VP, administration, who retired Dec. 31 after more than 30 years of service. **John Healy**, assistant treasurer, has been named

controller of WPIX Inc. Mr. Mitchell continues as director and consultant.

Arthur L. Schlaman Sr., VP-business and finance, WTAQ (AM) La Grange, Ill., retires after 28 years with station.

Solome Tadesse, secretary, WFSB-TV Hartford, Conn., named personnel administrator.

Andrew M. Bradley, director of Corporation Bureau for Department of State of Commonwealth of Pennsylvania, member of board of WITF-FM-TV Hershey, Pa., and on board of Pennsylvania Public Television Network, elected to board of Public Broadcasting Service.

New officers, Ohio Association of Broadcasters: **Neal Van Ellis**, WKYC-TV Cleveland, president (re-elected); **Dan Morris**, WCOL (AM)-WXGT (FM) Columbus, VP, and **Tom Moore**, WBCO (AM)-WBCQ (FM) Bucyrus, corporate secretary. **Thomas C. Sawyer** continues as executive VP.

New officers, Radio Broadcasters of Indianapolis: **John A. Piccirillo**, WNDE (AM)-WFBQ (FM), president; **Larry Grogan**, WFMS (FM), VP, and **Tom Wallace**, WBRI (AM), secretary-treasurer.

New officers, Albuquerque (N.M.) Radio Broadcasters Association: **Dick McKee**, KRKE-AM-FM, chairman; **William Saunders**, KZZK (FM), vice chairman; **David Sevierl**, KRZY (AM), secretary, and **David Lyons**, KOB-FM, treasurer.

Broadcast Advertising

Patrick Martin, account supervisor, Needham, Harper & Steers, Chicago, named VP.

Margo Rooney, broadcast buyer, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named media planner.

C. James Keil, account manager, Ketchum, MacLeod & Grove, Pittsburgh, named VP-director of direct marketing department.

John Sawhill, Midwest sales manager; **John B. Poor Jr.**, director of marketing; **Joseph Cifarelli**, group sales manager, and **Harry J. Durando**, national sales manager, RKO Televi-

sion Representatives, New York, appointed VP's.

Barbara A. Johanson, coordinator, sales development, participating program sales, NBC-TV, named manager, sales development and merchandising of unit.

Doug Dexter, account executive with CBS-owned WEEI (AM) Boston, named manager of sales development, CBS Radio Spot Sales, New York. **Don Gorski**, account executive, WEEI, joins CBS Radio Spot Sales in same capacity.

Mary Jane Hastings, executive assistant to president of TeleRep Inc., New York, named assistant to president for special services.

Tom Klement, account executive, Selcom, New York, named New York sales manager. **Lena Kress**, from Jack Masla & Co., Los Angeles, joins Selcom in New York as account executive.

Richard D. Jones, graduate of Blair Television's sales associate training program in Chicago, joins Blair's San Francisco sales staff.

Michael Rich, in senior sales position for CBS Spot Sales, New York, joins New York sales staff of McGavren-Guild.

William D. Leslie, from Katz Television, Chicago, joins H-R Television II sales team there. **Rick Landon**, from McCann-Erickson, joins H-R San Francisco sales team.

Sandy Runnion, media director, Ricks-Ehrig Advertising, Seattle, joins Art Moore & Associates, regional representative firm there, as account manager.

Stuart P. Tauber, national sales manager, WSBK-TV Boston, appointed general sales manager.

Michael Lee Bock, account executive, WMT-TV Cedar Rapids, Iowa, appointed general sales manager.

Bill Embry, local sales manager, WDEF-TV Chattanooga, appointed general sales manager.

Brian Moors, retail sales manager of WHN (AM) New York, promoted to general sales manager. He succeeds Nicholas J. Verbitsky, promoted to VP and general manager (BROADCASTING, Dec. 18, 1978).

Rod Orr, from KSO (AM) Des Moines, joins WWSW (AM) Pittsburgh as general sales manager.

Irene B. Runnels, sales manager, KAFM (FM) Dallas, joins Texas State Network, Fort Worth, as general sales manager.

Phil W. Bell, sales representative, WLEE (AM) Richmond, Va., appointed general sales manager.

Don Blesse, account executive, WQIO (AM) Canton, Ohio, appointed general sales manager.

Jeff Nettesheim, creative services director, WISN-TV Milwaukee, joins WCVB-TV Boston as director of advertising.

Susan Segal, account executive, WCBS-FM New York, named manager of marketing ser-

vices, CBS Radio division.

Thomas W. Bruce, director of radio, WWNY(AM) Watertown, N.Y., named director of sales for WWNY-AM-TV.

Ron Pell, local sales manager, WDRC-AM-FM Hartford, Conn., named national sales manager.

Mary Groark, account executive, WDAI(FM) Chicago, joins co-owned WLS(AM) there in same capacity.

Programing

Joyce Burditt, director, comedy development, NBC Entertainment, Burbank, Calif., named VP, comedy program development. Succeeding her as director of comedy development is **Stuart Sheslow**, who has been manager, comedy development.

Philip Mandelker, executive producer of Warner Bros. Television, Los Angeles, named executive producer of Time-Life Television, Los Angeles, and will concentrate on development of network miniseries and feature films.



Grayson

MCA TV sales executives named VP's: **Marc Grayson**, in charge of Western U.S., Hawaii and Alaska, based at MCA's headquarters in Universal City, Calif.; **Paul J. Hoffman**, head of Midwestern states, based in Chicago, and **Andy Lee**, head of Southwestern states, based in Dallas.



Hoffman



Lee

With expansion at Tandem Productions and T.A.T. Communications, Los Angeles, the following have taken on new titles and duties: **Art Warshaw**, VP, named senior VP and head of business affairs; **Daryl Egerstrom**, VP, finance, and treasurer, named senior VP, finance; **Kelly Smith**, assistant VP, business affairs, named VP; **Molly De Hetre**, staff member, business affairs, named director; **Michael Doroux**, staff member, business affairs, named associate director; **Jeff Dalla Betta**, controller, named VP and controller; **Kerry Taylor**, assistant treasurer, named treasurer; **Fern Field**, freelance producer/director, named director, off-network syndication; **Frances C. McConnell**, corporate public-service consultant, named director, public affairs, and **Meade Michael Camp**, publicist, named associate director, media affairs.

Robert Doudell, director of production operations, Metromedia Producers Corp., Hollywood, named VP-production operations.

William A. Kunkel, district sales manager, Dana Corp., joins MGM, New York, as contract administrator and administrative assistant for television division.

Amy Sacks, manager of special projects, ABC Sports, appointed manager of programing planning for unit. **Robert Iger**, program controller, ABC Sports, named manager of programing planning, ABC's *Wide World of Sports*.

Leslie J. Corn, producer/director for Miller-Brody Productions Inc., New York, named to new post of director of program and public services for ABC Radio, New York.



Butler

Larry Butler, independent radio producer and broadcast consultant, Washington, joins Mutual Broadcasting System there as director of programing.

Roy Martin-Harris, professor of film for Christian Broadcasting Network University's graduate school of communications, Virginia Beach, Va., and former senior producer for BBC, London, named executive producer of CBN's *700 Club*.

Kenneth C. Ladage, program manager, WOVT(TV) Omaha, joins WRTV(TV) Indianapolis as director of program operations.

Terry D. Wood, operations manager, WONE(AM)-WTUE(FM) Dayton, Ohio, joins WWSW(AM) Pittsburgh as program director.

George J. Neher, announcer, WWNY(AM) Watertown, N.Y., named program director.

Peter Restivo, associate producer, *Evening Magazine*, KDKA-TV Pittsburgh, joins WABC-TV New York as producer of *YOU!*, station's weekly magazine series.

Orin Tovrov, creator of NBC-TV's *The Doctor* series and veteran writer/packager, named daytime programing consultant to NBC-TV.

Mark Effron, producer, WFSB-TV Hartford, Conn., named senior producer. **Sherry Black**, assistant in production, named production coordinator. **William Poole**, staff designer, WBZ-TV Boston, joins WFSB-TV as art director.

Larry Bern, announcer, KEZX(FM) Seattle, assumes additional duties as production manager.

Steve Lyon, graduate, Dordt College, Sioux City, Iowa, joins KWIT(FM) there as announcer-producer.

Jim Celandia, sports director, WLKY-TV Louisville, Ky., joins KGO-TV San Francisco in same capacity.

Bob McClain, weekend sports anchor and assistant sports director, WCIV(TV) Charleston, S.C., named sports director.

Rick Metsger, sports reporter, KOIN-TV Portland, Ore., named sports editor. **Bill Schwaback**, sports reporter for KPTV(TV) there, joins KOIN-TV, succeeding Mr. Metsger.

Kevin Wall, sports reporter, KFIX(AM) Kansas City, Mo., assumes additional duties as sports reporter for WDAF-TV there.

Steve Buckhantz, from WHSV-TV Harrisonburg, Va., joins WRCB-TV Chattanooga as sports anchor.

News and Public Affairs



Meyer

Roy F. Meyer, account executive, McHugh & Hoffman Inc., consulting firm, Fairfax, Va., named vice president, news, NBC Television Stations Division. In assuming that position, Mr. Meyer will succeed **Don Dunkel** who has been named vice president, news operations, NBC News.

Al Ittleson, vice president, ABC News Advisory Service, named vice president and executive producer, *20/20*, ABC News. Position has been vacant since resignation of Bob Shanks in August; staff has been reporting to Jeff Galnick, director and executive producer of special events unit, who was promoted to vice president earlier this month (BROADCASTING, Jan. 8).



Ittleson



Young

Fred Young, news director of Hearst Corp.'s WTAE-TV Pittsburgh, named assistant to Franklin Snyder, VP of Hearst Corp. and general manager of broadcasting. Mr. Young will be responsible for news and public affairs for Hearst's four AM, three FM and two TV stations.

Kris Ostrowski, news director of Post Corp.'s WLUK-TV Green Bay, Wis., appointed Post Corp.'s director of broadcast news, working with company's five TV and three radio stations. She will be at company's headquarters in Appleton, Wis.



Ostrowski



Rovitto

Joe Rovitto, news director, WISN-TV Milwaukee, joins co-owned WTAE-TV Pittsburgh in same capacity. **Al Owens**, reporter, WKYC-TV Cleveland, joins WISN-TV in same capacity.

Jessica Savitch, Senate correspondent, NBC News, named general assignment correspondent. She continues as anchor of *NBC Nightly News* on Sundays and of weeknight

NBC News Update. Tom Pettit, Washington correspondent for *Nightly News's* "Segment 3", named Senate correspondent.

Morgan J. Lyons, graduate, Baylor University, Waco, Tex., joins KVLU(FM) Beaumont, Tex., as news director.

Loretta Mouzon, reporter, WCSC-TV Charleston, S.C., named assistant news director.

Dave Smith, reporter-photographer, KTVY(TV) Oklahoma City, joins KOMU-TV Columbia, Mo., as news editor. He is also instructor at affiliated University of Missouri School of Journalism.

John A. Shatraw, news director, WPDM-AM-FM Potsdam, N.Y., and **Cathy M. Pircsuk**, news producer, UPI-Newstime, Austell, Ga., join WWNV-AM-TV Watertown, N.Y., as news editors.

Ben Avery, broadcast executive for North and South Carolina, Associated Press, named general broadcast executive for Western U.S., based in Dallas. He succeeds **Gene Foster**, who retires after 42 years with AP.

Dr. Barry P. Cook, assistant professor of sociology at Hunter College, New York, joins NBC's research department as director of news research.

Frank Currier, reporter, anchor and producer-host of program, KBTW(TV) Denver, joins WBBM-TV Chicago as reporter.

Dianne Betzendahl, reporter and co-anchor, KYW-TV Philadelphia, joins WLS-TV Chicago in same capacity.

Les Coleman, regional executive of North Carolina bureau of UPI, Charlotte, joins WBZ-TV Boston as investigative reporter. **Ed Berger**, stock market commentator, WEEI-AM-FM Boston, joins WBZ-TV as consumer-oriented financial reporter.

Appointments, New Jersey Nightly News, joint presentation of noncommercial WNET(TV) Newark (New York) and New Jersey Public Television, which operates four stations in New Jersey: **Warren Pick**, director, WLYH-TV Lancaster, Pa., joins NJNN as director; **Kathleen Melia**, associate director, named weekend director; **Diane Barcellona**, publicity assistant, named associate director; **Robert Lazarczyk**, desk assistant, named weekend associate director; **James Trengrove**, desk assistant, named weekend assignment editor; **Reg Wells**, assignment editor, and **Stephen Taylor**, producer, both named reporters, and **Michael Fairhurst**, associate studio director, named desk assistant.

Ellen Shuman, production assistant, WRET-TV Charlotte, N.C., named reporter.

Mike Boguslawski, operator of his own consumer referral agency, joins WTNH-TV New Haven, Conn., as consumer reporter.

Tim Wilson, news photographer, KVOA-TV Tucson, Ariz., joins KOOL-TV Phoenix as ENG photographer and editor.

Promotion and PR

Henry C. Kavatt, broadcast media specialist for Burson-Marsteller Public Relations, New York, has joined public relations staff of ABC Inc. and will be responsible for publicity and public relations activity for ABC Radio Division

and for radio network and owned station group.

Joseph Ondrick, manager of advertising, promotion and publicity, WKYC-TV Cleveland, joins co-owned WNBC-TV New York in same capacity.

Todd Berman, on-air promotion manager, WFSB-TV Hartford, Conn., named audience promotion manager. **Marcie Lain LaBelle**, production assistant, named publicity coordinator, creative services.

Barbara L. Hamm, assistant news producer, WBAL-TV Baltimore, joins WJZ-TV there as administrative assistant in creative services department.

Barbara L. Kaplan, copywriter, noncommercial WNET(TV) New York, named assistant manager, on-air promotion and continuity.

Cable

Peter Newman, manager of marketing services, Warner Cable's Qube system, Columbus, Ohio, named manager of franchise development, Viacom Communications, New York.

Robert M. Burns Jr., business manager, Valley Cablevision in Elkhart, Ind., appointed general manager of Antietam Cable Television, Hagerstown, Md.

Bill Gregory, regional controller of Continental Cablevision of Miami (Ohio) Valley Inc., based in Dayton, named operations manager of Continental Cablevision's suburbs south of Dayton. **John Ridall Jr.**, graduate, Denison University, Granville, Ohio, named administrative assistant and commercial sales representative for Continental in Dayton. **Carol Thiemann**, staff graphic artist for Continental Cablevision Inc., Findlay, Ohio, named art director.

Broadcast Technology



Biggs

Art Biggs, chief engineer at KHOU-TV Houston, appointed to new post of VP, engineering, Corinthian Television Stations Division, and will continue to make his headquarters at KHOU-TV, part of Corinthian.

Clem Payeur, chief engineer, WCSH-TV Portland, Me., assumes additional duties as technical supervisor for Maine Broadcasting System, which operates WCSH-TV.

Robert M. Cleveland, chief engineer, WDRB-TV Louisville, Ky., named VP in charge of engineering.

Ed Knapp, maintenance supervisor, WXLO(FM) New York, appointed chief engineer.

John Leay, engineering consultant, joins Reeves Teletape Corp., New York, facilities group, as VP-engineering.

Ben W. Forte, Western regional sales manager for Hughes Aircraft Co.'s microwave communications products, Torrance, Calif., named national manager for special accounts. **Norman F. Woods**, director of engineering for TM Communications, succeeds Mr. Forte.

Michael J. Monk, regional manager in Atlanta for Hitachi, named marketing manager, based at company's headquarters in Woodside, N.Y.

Arie H. Landrum Jr., from International Video Corp., joins Lenco Inc., electronics division, as Southeastern regional sales manager, headquartered in Decatur, Ga.

Bill Lorin, from KMJC(AM) San Diego, joins Western Video Systems there as director of sales.

Allied Fields

Edward M. Cramer, president of Broadcast Music Inc., named to receive 1979 Human Relations Award of Music and Performing Arts Division of Anti-Defamation League Appeal and Music and Performing Arts Lodge of B'nai B'rith at luncheon in New York Feb. 28.

Robert Gilmartin, news director of KHOU-TV Houston, named senior consultant of Reyrer & Gersin Associates, Oak Park, Mich. television news consulting and audience research firm.

Appointments, Canadian Radio-Television Telecommunications Commission: **Kenneth L. Wyman**, director of planning branch of Treasury Board secretariat, named director general of telecommunications; **Michel Arpin**, director of operations in programs directorate, named director general of broadcast programs, and **Jean-Pierre Fournier**, president of Montreal publishing and public relations consulting firm, Fournier Richardson Associates Ltd., named director of public relations.

Jody Getman, from American Stock Exchange, joins Joe Sullivan & Associates, New York-based executive recruitment firm specializing in broadcasting and publishing, as administrative assistant to Mr. Sullivan.

Deaths

Carl Schutzman, 69, retired technical director for CBS-TV, New York, and his wife, Dorothy, died Jan. 7 in car accident, while driving from Ottawa to New York. Mr. Schutzman worked on CBS News show, *60 Minutes*, as well as *See It Now*, *Person to Person*, *I've Got a Secret* and *Merv Griffin*. He joined CBS in 1937 and retired in 1974. Earlier in his career, he worked for several New York area radio stations. Survivors include two daughters and one son.

James V. O'Gara, 60, editor at large and former editor of *Advertising Age*, died Jan. 10 of cancer at his home in Hempstead, N.Y. He had been an *Advertising Age* editor for 27 years, and for past five years also reported daily on advertising news on WQXR-AM-FM New York. Survivors include his wife, Marguerite, and three children. Memorial service is scheduled for Wednesday at 11 a.m. at St. Patrick's Cathedral in New York.

Ted Bliss, 74, director of network shows during early days of radio, died Dec. 27 at Northridge Medical Center, Los Angeles, of complications following stroke. Mr. Bliss began his career as announcer for then KFOX(AM) Long Beach, Calif., and later worked for KHJ(AM) Los Angeles. Among radio shows he directed were *Adventures of Ozzie and Harriet* and *Silver Theatre*. He also worked for Young & Rubicam which produced radio shows. Later in his career, he worked as account executive in TV. Sur-

vivors include his wife and three daughters.

Samuel C. Pierce, retired senior producer of Voice of America, died Jan. 6 of heart attack at his home in Orange Beach, Ala. Mr. Pierce began his career in 1933 at KHJ(AM) Los Angeles; worked for advertising agency there; CBS, and joined VOA there in late 1960's as head of bureau. In early 1970's, he transferred to VOA in Washington. Survivors include two sons and two daughters.

Van C. Newkirk, 75, early West Coast radio announcer, died Jan. 6 in Los Angeles convalescent hospital of complications following stroke.

Mr. Newkirk worked for KHJ(AM) Los Angeles from 1925 until 1934 when he started his own business, Broadcast Advertising Agency, which he maintained until his death. In 1937, he returned to KHJ and worked there until 1944. He then established United Pacific Network which included KNRO(AM) San Bernardino, Calif.; KQMS(AM) Redding, Calif., and KOLD(AM) Yuma, Ariz. Survivors include his wife and one daughter.

Thomas Francis McCoy, 62, assistant general counsel, American Society of Composers, Authors and Publishers, New York, died Dec. 30 of heart attack in Winston-Salem, N.C. Mr.

McCoy had worked for ASCAP since 1973. Survivors include his wife, Marjorie, and six children.

Joseph E. Wells, 73, executive VP of J.N. Wells and Co., newspaper, television and radio brokerage firm in Oak Brook, Ill., died Dec. 29 at Memorial hospital in Benton Harbor, Mich., after long illness. During his career, Mr. Wells operated advertising agency in Benton Harbor, was correspondent for wire services, newspapers and trade journals, and was publisher of *Coloma* (Mich.) *Courier*. Survivors include his wife, Marjorie, three sons, Joe N., James A. and Charles C.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other action announced by FCC during the period Dec. 29 through Jan. 5.

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

New Stations

FM applications

■ Crookston, Minn.—SS Broadcasting Inc. seeks 97.1 mhz, 100 kw, HAAT: 365 ft. Address: 721 South Mississippi, Mason City, Iowa 50401. Estimated construction cost \$134,831; first year operating costs \$29,896; revenue \$169,020. Format: contemporary. Principals: Philip M. Sonksen (51%) and his wife, Deborah (49%). Mr. Sonksen has worked for radio stations since 1966; he is presently chief engineer at KLSS(AM)-KSMN(FM) Mason City, Iowa. Ann. Jan. 2.

■ *Dallas, N.C.—Gaston College seeks 91.7 mhz, 3 kw, HAAT: 155 ft. Address: Gaston College, Dallas, N.C. 28034. Estimated construction cost \$51,934; first-year operating cost \$38,424 already allocated. Principals: Gaston College Board of Trustees—Dr. J. Edward Stowe, chairman, and Dr. Thomas A. Will, vice chairman.

■ Ada, Okla.—Jerry D. Spencer seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: 618 W. 18th St. Ada 74820. Estimated construction cost \$57,443; first-year operating cost \$72,000; revenue \$90,000. Format: country. Principal: Mr. Spencer is president and general manager of KADA(AM) Ada, but has no financial interest in the station. Ann. Dec. 1.

■ Redmond, Ore.—Big Sky Broadcasters seeks 92.7 mhz, 2.1 kw, HAAT: 349 ft. Address: Box 787, Redmond 97756. Estimated construction cost \$56,528; operating costs \$15,300; revenue \$70,000. Format: beautiful music/religious. Applicant is wholly-owned by BBS Communications owned by William A. Moller (51%) and William W. Stobie and his son, Wayne (24.5% each) Mr. Moller is William Stobie's son-in-law. BBS was also owns KPRB(AM) Redmond. Ann. Dec. 11.

■ *Knoxville, Tenn.—University of Tennessee seeks 90.3 mhz, .13 kw, HAAT: 23 ft. Address: 295 Communications Bldg. Knoxville 37916. Estimated construction cost \$1,000; first-year operating cost \$6,500.

Funding for operation will come from University of Tennessee. Principals are Board of Trustees of the University, one member of which, Tom Elam, owns interest in four radio stations in Tennessee.

TV application

■ St. Petersburg, Fla.—Sun Coast 38 Inc. seeks ch. 38; ERP: 1580 kw vis., 158 kw aur., HAAT: 560 ft.; ant. height above ground 589 ft. Address: P.O. 711 5th Ave. New York 10022. Estimated construction cost \$1,496,671; first year operating cost \$340,500. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Steel, Andrus & Associates, Washington. Principals: C. W. Murchison is chairman and 100% owner of Corland Corp. which owns applicant through subsidiaries. Ann. Nov. 30.

AM actions

■ *Homer, Alaska—Broadcast Bureau granted Kachemak Bay Broadcasters Inc. 1250 khz, 5 kw-U. Address: Box 1076, Homer 99603. Estimated construction costs \$69,774; first year operating cost \$120,600; revenue \$193,196. Format: educational. Applicant is non-profit corp., headed by Beverly Munro and Richard Dixon. (BP-21,095) Action Dec. 26.

■ Kihei, Maui, Hawaii—Broadcast Bureau granted Harry M. Engel 1110 khz, 5 kw-U. P.O. address: 1103 Ka Dr., Kula, Maui, Hawaii 96790. Estimated construction cost \$4,500; first-year operating cost \$135,000; revenue \$120,000. Format: contemporary. Principals: Mr. Engel is one-third owner of Intercontinental Services, advertising rep firm. (BP-20,865) Action Dec. 26.

■ Salyersville, Ky.—Broadcast Bureau granted Licking Valley Radio Corp. 1140 khz, 1 kw-D. P.O. address: Box 376, Hindman, Ky. 41822. Estimated construction cost \$54,904; first-year operating cost \$39,850; revenue \$75,000. Format: country/contemporary. Principals: J. Robert Morgan, Steven D. Blair, Cordell H. Martin and Luther G. Carpenter (25% each). Messrs. Morgan and Blair each own 16-2/3% of WKCB-AM-FM Hindman, Ky. Mr. Martin is attorney; Mr. Carpenter is bank director. (BP-20,574) Action Dec. 26.

■ Gold Hill, Ore.—Broadcast Bureau granted Hill Radio Inc. 100.3 mhz, 30.26 kw, HAAT: 990 ft. P.O. address: 640 Skyline, San Luis Obispo, Calif. 93401. Estimated construction cost \$71,409; first-year operating cost \$60,000; revenue \$60,000. Format: pops. Principals: Duane E. Hill own 100%. Until September 1977, he was 77% owner of KATY(AM) San Luis Obispo and his wife Dee Anne Hill owned remainder. (BPH-10994) Action Dec. 20.

■ Pewaukee, Wis.—Broadcast Bureau granted S.K.R. Inc. 1370 khz, 500 w-D. P.O. address: 202 Oaklawn Ct., Pewaukee 53072. Estimated construction cost \$82,335; first-year operating cost \$42,500; revenue \$85,000. Format: easy listening. Principals: George Scoufis (43%), Charles Klatt (33%) and Jennie Brunhart (24%). Mr. Scoufis is insurance representative. Mr. Klatt is sales manager of Milwaukee *Journal* and Miss Brunhart is violinist and teacher. None has other broadcast interests (BP-20,733) Action Dec. 26.

FM actions

■ Atherton, Calif.—Broadcast Bureau granted Menlo Atherton High School 88.9 mhz, 10 w (TPO), HAAT: 28 ft. Address: Ringwood & Middlefield Road, Atherton 94025. Estimated construction cost \$10,600; operating cost \$800; revenue \$800. Format: instructional. Principal: Fred Mangini, principal of Menlo Atherton High School, and school's Board of Trustees. (BPED-2406) Action Dec. 22.

■ Blackshear, Ga.—Broadcast Bureau granted Mattox-Guest Broadcasting Co. 104.9 mhz, 3 kw, HAAT: 300 ft. P.O. address: U.S. Hwy. 82, Box 22, Blackshear 31516. Estimated construction cost \$33,893; first-year operating cost \$38,000; revenue \$56,000. Format: MOR. Principals: Gentry T. Maddox and Andrew J. Guest (50% each). Mr. Mattox is farmer and insurance agent; Mr. Guest is general manager at WFOX(FM) Gainesville, Ga. (BPH-9966, 10338) Action Dec. 20.

■ Blackshear, Ga.—Broadcast Bureau dismissed application of JDC Broadcasters Inc. for new FM on 104.9 mhz. (BPH-9966) Action Dec. 20.

■ *Honolulu—Broadcast Bureau granted Hawaiian Islands Public Radio 88.1 mhz, 27 kw, HAAT: 2090 ft. P.O. address: 1001 Dillingham Blvd., Suite 207A, Honolulu 96817. Estimated construction cost \$47,696; first-year operating cost \$87,500. Format: variety. Principal: Applicant is nonprofit corporation formed for purpose of establishing educational public broadcasting facilities. (BPED-2391) Action Dec. 20.

■ Payette, Idaho—Broadcast Bureau granted Blue Mountain Broadcasting Co. 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 1430 SW 4th Ave., Box 157, Ontario, Ore. 97914. Estimated construction cost \$8,445; first-year operating cost \$9,800; revenue \$12,000. Format: adult contemporary. Principals: John H. Runkle, his wife, Betty Jean and their son John Jr. own KYET(AM) Payette. (BPH-11141) Action Dec. 20.

■ Lebanon, Ky.—Broadcast Bureau granted Lebanon-Springfield Broadcasting Co. 100.9 mhz, 3 kw, HAAT: 285 ft. P.O. address: Box 680, Lebanon, Ky. 40033. Estimated construction cost \$43,211.76; first-year operating cost \$24,300; revenue \$36,000. Format: country/soul/standards. Principals: Stokley Bowling Estate, H.E. Tabb, Monida Coyle, H. F. Skidmore, W. E. Huddleston, Gladys Hodges are one-sixth partners. Applicant is licensee of WLBN(AM) Lebanon. The Bowling estate, H.E. Tabb, Monida Coyle and H. F. Skidmore each own 20% of WIEL(AM) Elizabethtown, Ky. (BPH-11026) Dec. 22.

■ Warsaw, Mo.—Broadcast Bureau granted Valkyrie Broadcasting Inc. 97.7 mhz, 3 kw, HAAT: 240 ft. Address: Box 172, Warrensburg, Mo. 64093. Estimated construction cost \$31,541; first year operating cost \$36,000; revenue \$45,000. Format: contemporary/country. Principals: Jim McCollum-(president), Jon Hart, John Ketcherside, Joey Anderson and Mark A. Pearce (20% each). Mr. McCollum owns 5% of KOKO(AM) Warrensburg, Mo.; 30% of KMLA(AM) Ashdown, Ark., and KTRX(AM) Tarkio, Mo., and is president of KSUN(AM) Bisbee, Ark. Messrs. Ketcherside, Anderson and Pearce are disk jockeys at KOKO and Mr. Hart is disk jockey at KWKI(AM) Kansas City, Mo. (BPH-11035) Action Dec. 22.

Orange Radio Inc. until ruling is issued on the pending joint petition for approval of settlement agreement. Action Dec. 29.

■ **KMJ-TV Fresno, Calif.** (McClatchy Newspapers and San Joaquin Communications Corp.) **TV proceeding:** (Doc. 21274-6)—ALJ Thomas B. Fitzpatrick granted two petitions by San Joaquin and one by McClatchy for leave to amend their applications and dismissed as moot McClatchy's sixth motion for order requiring production and inspection of documents. Action Jan. 2.

■ **Oakdale, Calif.** (Goldrush Broadcasting Inc. and Oakdale Broadcasting Corp.) **FM proceeding:** (Docs. 78-189-190)—ALJ Walter C. Miller, on own motion, continued hearing from Dec. 27 to March 1. Action Dec. 26.

■ **KHOF-TV San Bernardino, Calif.** (Faith Center Inc.) **Renewal proceeding:** (Doc. 78-326)—ALJ Daniel M. Head confirmed certain rulings made at Dec. 13 prehearing conference; scheduled certain procedural dates; and set hearing for March 20 in San Bernardino or vicinity. Action Dec. 14.

■ **Indianapolis** (People Broadcasting Corp. et al.) **FM proceeding:** (Docs. 78-243-247)—ALJ Byron E. Harrison, by four separate actions, granted petition by Radio Circle City Inc. for leave to amend its application to report that certain stockholders had acquired ownership interests in cable system that would operate in Indianapolis area; granted petition by Radio Corporation of Indiana for leave to amend financial portion of its application; granted petition by Mediacom Inc. for leave to amend its application to update status of judgment of U.S. District Court for Eastern District of Pennsylvania (Actions Dec. 21); and dismissed as moot motion by Peoples to compel certain answers by Mediacom. Action Dec. 22.

■ **WNAC-TV Boston** (RKO General Inc. et al.) **TV proceeding:** (Docs. 18759-61)—Office of Opinions and Review granted petition by RKO for leave to amend its application to reflect information regarding disposition of certain litigation Action Dec. 12.

■ **Kalamazoo and Portage, Mich.** (WHW Enterprises Inc. et al.) **FM Proceeding:** (Doc. 21374-7)—ALJ

James K. Cullen, by three separate actions, granted motion by WHW for summary decision and resolved financial issues in favor of WHW; confirmed ruling made at Dec. 12 hearing session; granted Air-Borne Group Ltd. temporary protective order. Action Jan. 2.

■ **KRZE(AM)-KRAZ-FM Farmington, N.M.** (E. Boyd Whitney) **Renewal proceeding:** (Docs. 21519-20)—ALJ Frederic J. Coufal granted motion by Whitney and extended to Jan. 19 time for filing proposed findings and conclusions and to Feb. 19 time for filing replies. Action Dec. 18.

■ **WOR-TV New York** (RKO General Inc. and Multi-State Communications Inc.) **TV proceeding:** (Docs. 19991-2)—Office of Opinions and Review granted petition by RKO for leave to amend its application to reflect information regarding disposition of certain litigation. Action Dec. 12.

■ **WJAI(AM) Eaton, Ohio** (Great Trails Broadcasting Corp.) **FM proceeding:** (Doc. 20832)—ALJ David J. Kraushaar denied petition by Great Trails for leave to amend its application and rejected amendment. Action Jan. 2.

■ **WXPN(FM) Philadelphia** (Trustees of University of Pennsylvania) **Renewal proceeding:** (Doc. 20677)—Office of Opinions and Review dismissed petition by University requesting that FCC either clarify or stay pending reconsideration effective date for cessation of operations. Action Dec. 22.

FCC actions

■ **Bakersfield, Calif.**—FCC has denied Community Service Organization and United Farm Workers Organizing Committee reconsideration of its March 14, 1977, action granting renewal of license for KWAC there. Action Dec. 21.

■ **Latrobe, Pa.**—FCC has renewed license of WTRA Broadcasting Co. for WTRA(AM) there. Station had been granted short-term renewal of one year that expired May 2, 1978, for technical and logging violations. Action Dec. 21.

Allocations

Petitions

■ **Anchorage, Alaska**—Sourdough Broadcasters Inc. requests amendment of FM table of assignments to assign 104.1 mhz for 103.9 mhz there (RM-3297). Ann. Jan. 3.

■ **Fordyce, Ark.**—KBJT Inc. requests amendment of FM table of assignments to assign 101.7 mhz there (RM-3288). Ann. Jan. 3.

■ **Brush, Colo.**—Ranchland Broadcasting Inc. requests amendment of FM table of assignments to assign 107.1 mhz there (RM-3291). Ann. Jan. 3.

■ **Royston, Ga.**—Georgia State Board of Education requests amendment of TV table of assignments to delete ch. 22 from Warm Springs, Ga., and assign it to Royston (RM-3287). Ann. Jan. 3.

■ **Bettendorf, Iowa**—James J. McNamara requests amendment of FM table of assignments to assign 93.5 mhz there (RM-3294). Ann. Jan. 3.

■ **Manhattan, Kan.**—Richard H. Kaldor and Timothy A. Hawks request amendment of FM table of assignments to assign 103.9 mhz there (RM-3295). Ann. Jan. 3.

■ **Osage City, Kan.**—William P. Turney requests amendment of FM table of assignments to assign 92.7 mhz there (RM-3290). Ann. Jan. 3.

■ **Smiths Grove, Columbia and Jamestown, Ky.**—Charles M. Anderson and J. Barry Williams request amendment of FM table of assignments to assign 93.5 mhz to Smiths Grove, substitute 104.9 mhz for 93.5 mhz at Columbia, and substitute 93.5 mhz for 104.9 mhz at Jamestown (RM-3298). Ann. Jan. 3.

■ **Joplin, Mo.**—East Butte Television Club Inc. requests amendment of TV table of assignments to assign ch. 46 and ch. 52 there (RM-3285). Ann. Jan. 3.

■ **Gardnerville-Minden, Nev.**—Listeners' Network requests amendment of FM table of assignments to assign 99.3 mhz there (RM-3296). Ann. Jan. 3.

■ **Hudson Falls, N.Y.**—Carlton R. Reis requests amendment of FM table of assignments to assign 101.7 mhz there (RM-3289). Ann. Jan. 3.

■ **Mt. Vernon, Ohio**—Bellevue Community Broadcasting requests amendment of FM table of assignments to assign 98.3 mhz there (RM-3286). Ann. Jan. 3.

■ **Canadian, Tex.**—Cable FM Six requests amendment of FM table of assignments to assign 103.1 mhz there (RM-3282). Ann. Jan. 3.

■ **McAllen and Brownsville, Tex.**—Tesoro Broadcasting Co. requests amendment of TV table of assignments to assign ch. 23 for ch. 48 at McAllen, and assign ch. 48 for ch. 23 at Brownsville (RM-3284). Ann. Jan. 3.

Actions

■ **Alexandria, La.**—Broadcast Bureau has deleted the reservation of ch. 41 for noncommercial educational use there and instead reserved ch. 25 for that purpose. Action resulted from petition by Louisiana Educational Television Authority. Action Dec. 20.

■ **Aberdeen, Wash.**—Broadcast Bureau has assigned 99.3 mhz there as its second FM. Action resulted from petition by Quincy Valley Broadcasters Inc. Action Dec. 20.

Translators

Applications

■ **Gold Beach and Port Orford, Ore.**—State Board of Higher Education seeks CP's for new UHF's on ch. 61 and ch. 55 to rebroadcast KOAP-TV Portland, Ore. (Both have TPO: 100 w and HAAT; 80 ft.) Ann. Jan. 2.

Complaints

■ Total of 9,670 complaints was received by the FCC in November, decrease of 3,242 from October. Other comments and inquiries for November totaled 1,906, decrease of 168 from previous month.

Other

■ **Amherst, Mass.**—FCC has reinstated application of Amherst Broadcasting Inc. for new FM on 100.9 mhz there, but denied its request for waiver of the minimum mileage separation requirements. Action Dec. 21.

■ **Suffolk, Va.**—FCC has instructed its General Counsel to consent to remand in Suffolk FM case. Motion for remand was filed in U.S. Court of Appeals for the District of Columbia Circuit by Voice of the People concerning FCC's July 8 denial of review of Review Board decision granting application of Tidewater Sounds Inc. for new FM there and denying Voice's competing application. Action Dec. 20.

■ **Broadcast Bureau**, on request of American Broadcasting Companies Inc., extended to Jan. 28 time for filing response to rulemaking petition filed by Moseley Associates seeking amendment of rules to permit aural studio-transmitter links to operate on secondary non-interfering basis on unassigned UHF television channels (RM-3246). Action Dec. 28.

■ **FCC General Counsel**, in response to requests by General Electric Co., National Association of Broadcasters and Land Mobile Communications Council, extended to Feb. 1 time for filing comments in parts C and D in matter of fee refunds and future FCC fees (Doc. 78-316). Action Jan. 2.

■ **FCC has issued tax certificates** to Suburbanaire Inc. for its sale of WAWA(AM) West Allis, Wis.—WAWA-FM Milwaukee to APB Enterprises Inc., and to Malrite Broadcasting Co. for sale of WBRB-FM Mt. Clemens, Mich., to Inner City Broadcasting Corp. of Michigan. Tax certificates were issued in accordance with a May 25 FCC policy statement on fostering minority ownership. APB and Inner City are minority-controlled companies. Action Dec. 21.

■ **FCC has imposed Equal Employment Opportunity sanctions** on 19 stations requiring them to submit periodic EEO progress reports: KBBO(AM)-KYBO(FM) Yakima, Wash.; WMVB-AM-FM Millvale, N.J.; WQSN(AM) Charleston, S.C.; Spokane, Wash.; WBAG-AM-FM Burlington-Graham, N.C.; WEZL(FM) Charleston, S.C.; WGH-AM-FM Newport News, Va.; WHNE(AM) Portsmouth, Va.; WNCN(AM) New York; WNOP-AM-FM Norfolk, Va.; WRNB-AM-FM New Bern, N.C., and WTRF-TV Wheeling, W.Va. Action Dec. 21.

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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 manager, California market of 50,000. If you'll settle here and make our station a success, you can earn \$15-30,000 fairly rapidly, and in five years own part of the station. Box S-21.

WANTED: Worlds greatest "small" market-50,000 plus-sales person ... or the person who just thinks they're the greatest. Live and work by the ocean in Georgia selling No. 1 AM & FM stations. \$200.00 a week for first six weeks, then \$100.00 a week, plus 15%, plus \$40.00 a month gas. Send resume as soon as possible to Box S-22.

WDXI, Jackson, TN needs one more strong street selling account executive. WDXI is the dominant station in the booming West Tennessee area. Excellent opportunity for person desiring exciting job with a good Group broadcaster, and interested in above average earnings. Send resume to Betty Mastick, Station Manager, WDXI 1310 RADIO, P.O. Box 3845, Jackson, TN 38301 EOE/MF

New management in good Iowa market wants aggressive salesperson with minimum two years experience. Established accounts and growth potential. E.O.E. Resumes to Box S-1.

Thinking about a new job for the new year? 50,000 watt AOR needs experienced salesperson for immediate opening. Excellent opportunity for the right person. E.O.E. Resume to WSPK, P.O. Box 1703, Poughkeepsie, NY 12601.

Wanted Top-Notch Go-getter in radio sales for Southern Georgia Stations. Resort area. We are looking for an aggressive sales person for one of Georgia's fastest growing markets. Excellent growth potential with one of the top groups in the Southeast. Send complete resume to Charles Hicks, WYNR/WPIQ, Brunswick, GA.

Position opening soon on the sales staff of this Regional FM Rocker. Salary plus commission and liberal Bonus Plan. Most important; opportunity for advancement with this rapidly expanding corporation. Be part of a team—contact Richard Young, Box 96, Saginaw, MI 48606. 517-892-9528. E.O.E.

Sales Career at one of Southeast's fastest growing radio stations. You must be ambitious with a sales career as your primary interest. Minimum 2 years experience in radio or related fields. We offer weekly guarantee, top commissions, fringe benefits and account list with excellent potential. Box S-82.

Experienced salesperson to assume strong list with leading Country AM/FM. Prefer persons from Virginia, N. Carolina, Maryland and W. Virginia. Good growth position. Send resume to Jerry McKeown, WPVA, Box 83, Petersburg, VA. 23803.

Money—That's the bottom line for a salesperson—and we can offer you an opportunity to earn top dollar. This is the first opening in the WRKR AM/FM sales staff in 2 years. If you can sell a young adult format, are self-starting and aggressive, mail a complete resume today to: Dennis F. Plinska, GM, WRKR, 2200 N. Green Bay Rd., Racine, WI 53405.

Salesmanager/Salesperson/PBP Announcer. Replacing salesman who has moved to management within growing small market group. Excellent opportunity with solid community oriented station in a delightful, prosperous, growing city of 30,000. Looking for management material. Resume. KGRO, Box 1779, Pampa, TX 79065. 806-669-6809. Darrell Sehorn.

Career Opportunity for bright, problem solving sales person. Drive and creativity essential. Excellent earnings and an established starting list. Our small Mid-Ohio community is a great place to work and live, and our AM-FM stations are top in the market. An Equal Opportunity Employer. Send resume to Box S-40.

Super salesperson to take our new FM from the ground UP! On air May. Start selling Mar. 1. Small town-Midwest. 100 kw quality product & image. Box S-39.

Salesperson—News Director, top money and benefits. 24 hour AM. Resume and tape to Herb Loops, KCJJ Radio, Box 2118, Iowa City, IA 52240.

Number One, Top 40 Radio Station in 45,000 market needs qualified salesperson to take over number two sales list. Contact Sales Manager, Bob Benson 601-636-1494.

Immediate need for one more salesperson at our growing Sioux Falls, South Dakota, Radio station. A great opportunity for creative, aggressive person. If you can sell, let's get together. Send resume to Randy Holland, KKRC Radio, 1704 South Cleveland, Sioux Falls, SD 57103. An Equal Opportunity Employer.

We need an experienced one-on-one hard hitter. If you are currently selling radio successfully and want to move up to big money, and are willing to work for it, send your complete resume immediately. Include your current billing and local rate card. We have the numbers, the tools, the image—you must be able to successfully utilize what we offer. Good draw, good fringe, good working conditions. Send replies to General Manager, WYDE, Birmingham, AL 35205. No phone calls. EOE.

Immediately Need two experienced sales persons. Strong selling. Excellent opportunity for ambitious person. Take over productive lists. No drifters, please. Resume and call Bob Burdge, WFTP, P.O. Box 1330, Fort Pierce, FL 33450. 305-464-1330.

Mel Tillis Communications has purchased, subject to FCC approval, KIXZ, the excellent facility in Amarillo, Texas. We're seeking ambitious, talented, career minded Sales executives to join our organization. Our atmosphere of intensive promotion and programming will complement the aggressive effort demonstrated by our sales team. Send complete resume and letter of interest in confidence to: Mr. Davis, Mel Tillis Companies, 1722 West End Avenue, Nashville, TN 37203. EOE/MF

HELP WANTED ANNOUNCERS

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.

Experienced Announcers needed immediately, new AM FM, contemporaries, top Western capitol city. Tape, resume. Program Director, KIDO, Box 8087, Boise, ID 83707.

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.

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.

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 Wohlensky, KRWC Radio, Buffalo, MN 55313.

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, P.O. Box 5260, Muskegon, MI 49445.

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.

Florida Announcer with first class radio telephone permit. Voice quality and delivery important. Salary open. Write to P.O. Box 216, Fort Myers, FL 33902 giving resume including qualifications and past experience. An Equal Opportunity Employer.

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 P.O. Box 216, Fort Myers, FL 33902. An Equal Opportunity Employer.

HELP WANTED ANNOUNCERS CONTINUED

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 P.O. 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, P.O. Box 272, Altoona, PA 16603.

Morning Personality in top 50 market. Immediate opening, must be experienced. A.O.R. format. Good salary. Send resume Box S-29.

Natural Sounding Announcers, music, news, production, for new pop progressive format, Western United States Box number S-2.

Beautiful Music Staff Announcer. Must have good voice and reading ability, third phone endorsed. Send tape, resume and references to: John Neal, WSIV AM & FM, 28 South 4th, Pekin, IL 61554. An Equal Opportunity Employer.

Weekend Announcer. Major market contemporary experience required. Send tape with resume to Jay Williams, Jr., WVBF-105 Radio, Box 8550, Boston, MA 02114. EOE.

Midwest medium-market Beautiful/MOR station seeking announcer. Mature voice, good reading skills, television potential. Please send tape, resume and salary needs. Equal Opportunity Employer. Box S-30.

50KW Southeastern Country leader seeking strong Morning Personality. The person we are looking for must have the ability to communicate and entertain. If you have what we need, we have what you want—good salary, good fringe, good working conditions. Send complete resume and air check, salary requirements and references first letter to General Manager, WYDE, Birmingham, AL 35205. No phone calls. EOE.

Open line talk show personality wanted for new News/Talk station in Southeast major market. Send resume, salary requirements and prior ratings experience. EOE. Box S-85.

Good Opportunity for small market talent: top 30 Midwest music station (Black oriented FM in Milwaukee) seeks 3rd endorsed one-on-one combo announcers, experienced in contemporary formats. Send resume and airchecks to Ron King, P.O. WAWA-FM, 12800 W. Bluemound Road, Elm Grove, WI 53122. An Equal Opportunity Employer. Minorities encouraged to apply.

Wanted Yesterday! Announcer. Mid-Atlantic personality Country station, Talented beginners considered. Tight board a must. Box S-65.

Immediate opening for versatile disc jockey. Contact Blair Eubanks, Radio Station WPAO, Mount Airy, NC 27030, 10,000 Watts, 740 kHz, immediately ... 919-786-6111. Equal Opportunity Employer.

Small market Rocky Mountain resort area AOR-FM taking applications for announcers strong on production. No smokers. No phone calls. Like the mountains? Tape & resume to KMTN, Box 927, Jackson Hole, WY 83001.

One of N.C.'s Best radio stations seeking talented personality to fill afternoon drive on a true MOR format. This is adult radio—kids need not apply. We want on air and production pro. Join our station in growing city of 50,000. EOE. REsume to Box S-88.

WGAC Radio, Augusta's leading adult contemporary station is looking for a morning Personality. If you have what it takes send an air check to Webster James, Program Director, P.O. Box 1131, Augusta GA 30903. Please include a complete resume. WGAC is an equal opportunity employer.

Big coverage, FM country outlet, all new facilities, looking for air talent. Tapes and resumes to Steve Ryan, WELA, Box 90, E. Liverpool, OH 43920.

We need well-rounded personality communicators to enhance our semi-automated beautiful music FM. You'll also get to show your "stuff" on WOAI AM production. Send tape, resume to John D'Angelo, WOAI, 1031 Navarro Street, San Antonio, TX 78205.

A rare opening for a rare individual. The offers come and go, but our people stay. Our management has the professional attitude of the majors, in a market that still has clean air for you to breathe. Our AM is No. 1 overall, with an MOR/Adult Contemporary approach; our FM is No. 1 18-49 with a mass-appeal Top 40 format. Needless to say, we dominate. We require an air personality with experience in both disciplines, an individual with the desire to develop his creative talents under strong, professional guidance. We'll encourage you, direct you, and provide you with the atmosphere to grow. If you are that rare individual, don't call us or even come near us; convince us in your first letter. Minority and female applicants are strongly encouraged. Tape and track record to Dick Hyatt, PD., WGHQ/WBPM, CPO Box 1880, Kingston, NY 12401.

Afternoon personality with enthusiasm, must be topical, sports-minded with knowledge of country music for highly competitive Midwest market. Production ability essential. Good dollars and benefits for creative individual with experience. Lets talk! Tape and resume to Box 1250, Bay City, MI 48706.

San Juan!—5kw adult-contemporary, English-language. Tape, resume, salary requirements, Robert Bittner—PD, WHOA, Box V, Hato Rey, PR 00919. Market size 2,000,000, EOE.

Staff expansion creates opening for announcer with limited experience. Send tapes and resumes to Colleen Culbertson, Program Director, Central Broadcasting Corporation, P.O. Box 1646, Richmond, IN 47374. Equal Opportunity Employer.

Mel Tillis Communications has purchased, subject to FCC approval, KIXZ, the excellent facility of Amarillo, Texas. We're seeking entertaining, responsible men and women, to join our winning team. Our extensive and continuing multimedia promotional efforts will complement our excellent Country Music, News and Information programming presentation. Send complete letter and area of interest, tape and resume to: Mr. Davis, Mel Tillis Companies, 1722 West End Avenue, Nashville, TN 37203. EOE/MF.

HELP WANTED TECHNICAL

Wanted: Full Time Chief Engineer for a full time AM/FM station affiliated with the Fargo—Moorhead 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, P.O. Box 97, Moorhead, MN 56560. Call 218-233-1522. We are an equal opportunity employer.

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.

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.

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.

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 WASAWHDG, Havre De Grace, MD 21078; 301-939-0800.

Sharp? Capable? Want to get ahead and do things? Come grow with us. Head our engineering department. Midwest group, three stations, with outstanding record and reputation. Small town living expenses. \$18,000 minimum. All replies in strictest confidence. E.O.E. Box S-35.

Chief Engineer for group owned, Binghamton, New York, 5KW AM directional and 50 KW stereo automated FM. Must have extensive knowledge of directional antennas, automation, and studio maintenance. Contact: Don Wilson, WENE, Inc./WMRV-FM, P.O. Box 151, 2721 E. Main Street, Endwell, NY 13760. 607-785-3351.

Chief Engineer for Public 24.5KW Stereo FM in Southern California. Approximately \$14,000 first year plus full family benefit package. Minimum of 3 years broadcast experience in design, installation, repair, and maintenance of equipment. Letters of intent and/or applications must be postmarked by 2 February 1979. For more information and application form contact Winston W. Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 South Mt. Vernon Avenue, San Bernardino, CA 92410. 714-888-6511, ext 105. EOE.

South Florida station needs chief with DA experience and ability to handle all aspects of station's engineering. Salary commensurate with ability, experience. Send resume to Jim Glassman, Vice President, WGMA Radio, Hollywood, FL 33024. Please do not call. EOE M/F.

Chief engineer, small market directional AM-stereo FM stations, mid-Atlantic area. Should know FCC. R&R, transmitters, installation and maintenance. Good pay and benefits. Near beaches. Light experience considered. E.O.E. Send resume to Box S-33.

Chief Engineer: Automation, AM/FM, immediate opening, group owner, resort area. Send complete resume to Ted Bryant, WYNR/WPIQ, Brunswick, GA.

Immediate Opening for chief engineer of 5KW directional AM in Rochester, NY. Competitive salary and benefits. Contact: Manager, WWWG, 716-546-7325. EOE.

Chief Engineer, 50kw FM in East. Knowledge of FCC rules. On air ability helpful. Live in a nice area. Box S-66.

Immediate Opening, young chief looking for experience. Some air work. Small market AM licensed full time, Desirable California mountain location. EOE. Box S-48.

Beautiful Lancaster, California has immediate opening for chief—air ability would be a plus. Call GM collect at KOTE-FM/KKZZ-AM, 805-948-7521.

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.

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, KFVR Radio, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

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.

News/Information oriented Midwest radio-TV operation will pay top dollar for creative writer-announcer. Excellent benefits. Send tape and resume to Carl Dickens, News Director, WAKR, P.O. Box 1590, Akron, OH 44309. EEO/MF.

HELP WANTED NEWS CONTINUED

Newsperson Needed Medium Market, No. 1 rated stations. Part of a growing chain. At least 1-2 years experience required. Strong delivery and writing talent a must. College degree preferred. Tape and resume to Bob Bennett, News Director WAZY, Box 1410, Lafayette, IN 47902. An E.O.E. employer.

Aggressive, Medium Southeast station is looking for personably newscaster to work with four-person, contemporary morning drive team. Only experienced professionals considered. Opportunity for advancement. EOE/MF. Box S-12.

News Director. Eastern major market adult contemporary. Existing staff needs motivation and leadership. Only mature, experienced administrators with strong on-air ability need apply. Excellent opportunity for a solid, hard-working individual now in medium market. Equal Opportunity Employer. Box S-15.

Reporter/Announcer. Must be strong on-air with good writing ability. Overnight shift. Respond with tape and resume first reply. Mark Davis, WVBF-105/WKOX, Box 8550, Boston, MA 02114. EOE.

News Director/Assistant Professor in broadcast journalism wanted on or before 7/1/79. Must supervise students in a competitive commercial news operation and teach broadcast news courses. Must have M.A. or M.S. and 2 to 5 years radio news experience (commercial experience preferred). Desire experience in a news administrative capacity, college teaching and/or experience in a student radio news operation. Tenure track position. Salary range \$16-\$18,000 for 12 months. Application deadline February 15, 1979. Send resume, three letters of reference, and transcript to Paul Smeyak, 234 Stadium Building, University of Florida, Gainesville, FL 32611. Affirmative Action-Equal Opportunity Employer.

News Director—Salesperson, top money and benefits, 24 hour AM. Resume and tape to Herb Loops, KCJJ Radio, Box 2118, Iowa City, IA 52240.

News people wanted for new News/Talk station in Southeast major market. Prior on-air experience at all-news station a must. Send resume and salary requirements. EOE. Box S-83.

Editor for all-news station in top 30 market. Expanding staff needs an individual with at least two years news experience, strong writing skills, and the ability to motivate others. Full information, including references, with first letter. Equal opportunity employer. Applications from women and minorities are strongly encouraged. Box S-69.

WQXI AM Radio has an opening for a News Reporter. FCC Third Class License necessary. Send resume and air check to: Mr. David Hull, News Director, WQXI Radio, 3340 Peachtree Road, N.E., Atlanta, GA 30326. Any resumes without airchecks will not be considered. No drop in applicants or phone calls, please. WQXI Radio is an Equal Opportunity Employer.

News Director/PBP for small market station with big market professional standards. Number one news and sports source for delightful, growing town of 30,000 population. Resume/Tape. KGRO, Box 1779, Pampa, TX 79065. 806—669-6809. Darrell Sehorn.

Hard Working Creative Newscaster wanted—Females encouraged—Tape, resume and writing samples to Jeff Michaels, News Director, KMJJ, Box 14805, Las Vegas, NV 89114.

News/Sports Director. Small market station that sounds like the big boys! KPIN, Casa Grange, Arizona is small only in population (20,000). Great climate! News gathering experience necessary. Resume/Tape. Jim Hughes, 7021 N. Edgewood Pl. Tucson, AZ 85704.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Radio Production, Teaching. University station programming family/consumer topics. Need master's degree, broadcasting experience. Apply McCannon, 440 Henry Mall, Madison, WI 53706.

Program Director, experienced, for contemporary country station in Middle Tennessee area. Do morning drive show, create promotions, be knowledgeable in all areas of station operation. Good position for right person. EOE. Box S-64.

Experienced Program Director. One of Midwest's best small market stations looking for professional broadcaster. New facilities, top pay and benefits for the right person, but don't apply unless your good. If you want a job you can grow with, call 319—524-5410.

SITUATIONS WANTED MANAGEMENT

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.

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 R-115.

General Manager highly experienced and very successful looking for an upward move. Write Box R-97.

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.

Medium Market. Radio sales manager with fine radio and television background including management, programming, administration, on-air. Seeks management. Box S-10.

General Manager, amazing qualifications, and abilities, in sales, programming, administration, promotion, publicity. Looking for stable management position. Must want to win and pay price to do so. Can we win together? Box S-26.

PD/Sales. Experienced Program Director/Announcer in major market looking to settle in small-medium market. Good administrative abilities and leadership qualities. Desire to sell. Box S-68.

Sales Manager, currently employed, over 20 years experience all phases of radio, seeks Management or Management-Ownership opportunity. Excellent administrative ability! A proven winner in Sales! Reply in confidence Box S-50.

Successful Medium Market Sales Manager needs station management opportunity to utilize powerful background and experience in areas of sales, promotion, programming, and community involvement that will bring you loyal audiences, profit, and the respect of your station in your community. S-79.

The difference between average annual increases and a record breaking year is the man in charge. Let's talk about how my ideas and drive can bring about the increases you demand. S-47.

Mature, experienced General Manager available. Complete knowledge of sales, programming, and FCC regulations. Station sale precipitates move. Box S-80.

General Manager. For past five years I have managed No. 1 station in a top ten market. Sales and profits doubled. Won Ohio State and Abe Lincoln Merit awards. Strong background in sales, programming, production. Box S-81.

Successful PD seeking PD or first GM opportunity. Detailed 8 year resume includes sales, license renewal, and references. Box S-76.

General Manager. Experienced all phases. Major market track record. References. Seeking long term opportunity. Box S-60.

Selling Small/medium market. Excellent personal and business references. Reasonable salary plus incentive. Community minded. 20 years experience. Don: 601—437-8540 after 7 pm CST.

Why didn't your sales improve and you make a larger profit in 78? The station I managed showed large improvements in both. I am looking for a new challenge. Box S-89.

SITUATIONS WANTED SALES

Eleven years mature experience in all phases of radio broadcasting, including sales and station management. Proven performance and inexplicable references. Am looking for someone who needs my talents in return for job security. Medium or large market preferred. Reply Box S-42.

SITUATIONS WANTED ANNOUNCERS

Western New York discotheque personality desires radio (weekends acceptable). Radio experience (1960's). License. 716—631-0851, Ralph.

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.

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.

Audition Tape custom-made for small market radio and a program director who wants results not excuses. Box S-20.

Top-40 late nights. Seeks break with small market. 2 yrs. experience. 3rd, 305—721-0582.

Disc Jockey and Production Man looking for first break. Recent college grad. New England states preferred, will relocate anywhere. 3rd Class Endorsed. Write: Alan Katovich, 34788 Fargo, Sterling Hts., MI 48077, or call 313—939-8063. Will send tape and resume.

D.J. 3½ years experience, all formats. Looking for job in Midwest only. Scott: Evenings 216—382-2159.

Humorous, Serious Outrageous. 1st Phone air personality desires Top 40, Adult Contemporary or Oldies small market station, anywhere. S. H. Green, 212—347-5149.

Talented, ambitious, good voice, hard working young man with First phone, college degree, six years of experience. Looking for a challenging position. Box S-32.

Broadcast school grad 3rd endorsed, good voice, will relocate. Call Bruce Sloan 615—893-3469.

Creative, Reliable 4 year radio Pro looking for better job. Ken 914—856-6757.

Kiss Mah Grits! I'm homesick and ready to move back North. Experienced DJ/MD with solid production wants to work at a secure Solid Gold, Adult Contemporary/MOR or Modern Country station. I'm 27, single, tight, low-keyed, hard-working, promotion-minded ... and not that expensive. Available immediately (if not sooner)! Mike Daniels, 803—773-0690.

Hardworking contemporary announcer. Good in production and music department. 1st phone. Steve 312—439-2884 (after 6:00 or weekends). Or Box number S-61.

First Break or Bust! Trained, 3rd endorsed, reliable, work well with other people, will relocate. Call Dave, 701—549-3815.

Male 25, energetic, conscientious, sports director for 10KW station in Midwest looking to relocate anywhere. All types PBP. Also good news. Plenty of references, tape/resume upon request. Box S-74.

Read Me! Morning adult contemporary personality available. Top 150 markets. 10 years experience. Your search could end with this call. 615—388-2453.

Announcer 5 years experience along with a communications degree & 3rd endorsed. Call 1—805—684-1698.

DJ, Newscaster, 1st Phone! Good Character, no vices except likes to work "24 hours a day," solid references, excellent training, professional tape, contact Jim 914—737-1798.

Talented, Young Broadcast grad. Good voice, student of rock music, dedicated, reliable. Wishes to relocate for progressive or AOR format. Anytime. 203—576-0395.

**SITUATIONS WANTED
TECHNICAL**

Experienced Chief Engineer, AM-DA, FM, Stereo. Prefer South. Box S-28.

**SITUATIONS WANTED
NEWS**

Florida only. 4 years experience, MSJ, currently ND, 28, married. Market size unimportant. Box R-82.

Public Affairs. intelligent, well-produced programming which compliments your format and generates promotion.... Seeking Public Affairs Director position with a quality, adult-oriented station in the San Jose, California market. Box S-23.

Creative-Hardworking Journalist seeks major market reporter/anchor position. Employed now. College grad. Award-winning. Box S-54.

Sports—Newscaster from award-winning team desires move back to sports. Solid PBP reporting, personality. Hardworker. Seeking Anchor-Reporter position, small market Radio-TV combo, medium market Radio. Box S-67.

News Director/Anchor, six years experience in Eastern mediums, seeks opportunity in Central, Northern California, Oregon. Copy production background too, plus a desire to enter sales. All replies considered. Box S-77.

Talk Show—Interview, five years combined experience major and medium markets. Some experience Program Director, lots of experience booking. Looking for major-medium market in Southwest, South California. Box S-57.

I can report, write and deliver news. Organized administrator, leadership abilities. Public Affairs. Now in NYC area. Box S-58.

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.

Newsperson available. College degree. Currently Disc jockey-newscaster for 100KW country-FM. Good voice, delivery, writing. Some reporting experience. Any market in East or Midwest. Call Rick: 216—386-4934.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Major Market Program Director looking to move to a more challenging, aggressive major or medium market station. Box S-15.

Copywriter, Producer, Contact, Sports—Eastern commercial station—ready to move. Degree, single, 2 years experience. Will relocate. Box S-53.

Top 25 Market Assistant PD/morning man/passive research department head wants southern PD gig. Experienced as small market PD. Strong programming background—I can help. Box S-87.

Two years "doing it all." Experienced black R&B. Also top 40, performer, newscaster, music programmer, effective production, community affairs. Box S-75.

Look what I offer! Talent; Experience; Ability to motivate; background in programing, music; copy and traffic; 1st Phone; Stability; Common sense! If you offer a challenge, professional operation and good pay for family man, contact Rick 301—352-5888.

TELEVISION

HELP WANTED MANAGEMENT

General Manager, chief operating officer, KVIE, Channel 6, Central California Educational Television, Sacramento Area. To qualify, completed application form must be postmarked by February 23, 1979. For job description, station and environmental information and application form, write Ms. Lynn Burgener, KVIE Search Committee, 717 K Street, Suite 509, Sacramento, CA 95814.

Promotion Manager—Major market network affiliate in Sunbelt. We are looking for a sharp person who knows the business. Experienced in all media, strong in on-air production. Total campaign planning and execution important. No beginners. Salary commensurate with experience. Provide all details in first letter. We are driving hard to become number one. Join us if you have the desire and ability. Equal Opportunity Employer M/F. Box S-17.

Business Manager—Major market in Southeast, group owned network affiliate. Will be responsible for accounting, computerized traffic/billing, work closely with General Manager on budget, fiscal planning. Salary commensurate with experience. Equal Opportunity Employer M/F. Send complete resume in confidence to Box S-18.

Station Manager—for new community-based public TV station. Responsible for total administrative leadership including all phases of station operations. Requires management experience in broadcast administration; minimum of bachelor's degree. No application by phone. Submit resume, salary history, and 3 professional references by Feb. 15 to Search Committee, Northern Minnesota Public Television, Box 188—Bemidji State University, Bemidji, MN 56601. An Affirmative Action EOE.

HELP WANTED SALES

Local Account Executive Top 50 market in Sunbelt; VHF Network affiliate; 3-5 years experience in local sales required; should have desire and ability to advance into management in 1-2 years. Equal Opportunity Employer. Send resume to Box S-24.

Local Salesperson needed. VHF network affiliate is seeking a proven self-starter to join our team and grow with our successful group. New business development is stressed with the necessary confidence to make a hard-hitting presentation. Equal Opportunity Employer. Send resume to Box S-16.

Experienced TV salesperson for major Upstate New York station. Capable of assuming active list and major emphasis on developing retail business. An equal opportunity employer. Send resume to: Box S-73.

Local Sales Manager needed. Excellent pay. Salary and commission. Retirement plan. Insurance plan. Send resume to Ulysses A. Carlini, KNOP-TV, Box 749, North Platte, NE 69101.

**HELP WANTED
TECHNICAL**

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.

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—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.

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.

Maintenance Engineer. 1st FCC Ticket, experience with helical VTR, studio & remote cameras, microwave preferred. WQRF-TV, Box 4478, Rockford, IL 61110. 815—987-3950.

Director of Photography for expanding small market. Leader for staff of three not afraid of the cold and interested in bright future under Aurora Borealis, Arri, Nikon, Photostar, Jamieson 8-16. Resume to General Operations Manager, KIMO, 3910 Old Seward Highway, Anchorage, AL 99503. An Equal Opportunity Employer.

Control Room Operator. Must have previous experience in Master Control operation and 2 inch VTR operation. Three days off per week to enjoy Idaho's mountains, lakes, fishing and hunting. First Class Ticket required. Call or write Dave Schnuckel, 5407 Fairview, Boise, ID 83707 208—375-7277. An E.O.E.

Chief Engineer—for new public TV station. Assist in initial construction. Responsible for complete electronic maintenance and operation. Minimum 5 years TV experience required, including transmitter, studio, color VTR, STL. 1st class FCC license required. Prefer minimum 2 years technical school. No application by phone. Submit resume, salary history, and 3 professional references by Feb. 15 to Search Committee, Northern Minnesota Public Television, Box 188—Bemidji State University, Bemidji, MN 56601. An Affirmative Action EOE.

Television Maintenance Engineer with First Class FCC License. Immediate opening, ideal community, located in Alaska. Send resume, experience and salary requirements to: George Howard, Chief Engineer, Northern Television, Inc., Box 2200, Anchorage, AL 99510. An EOE.

Switcher, video technician. Must be experienced in 3/4 VTR. 1st Class License. Quiet setting; hard workers only. WSVI, P.O. Box 8 ABC, Christiansted, St. Croix, U.S. Virgin Islands. Reply with Resume.

Position open for an operating technician. Operating experience preferred. First phone not necessary. Equal Opportunity Employer. Send resume to Jim Martens, WGEM-TV, 513 Hampshire, Quincy, IL 62301.

Broadcast Engineer for Southwest PR and PTV Station. Duties include maintenance and operation from satellite term, to studio to STL to UHF transmitter. Requires 1st class FCC license, a B.S. Degree in E.E. or a Technical Assoc. Degree with 2 to 4 years experience in electronics and broadcast field. Salary: from \$12K per year, depending on experience and qualifications. Application deadline: open until filled. Contact: KNCT, Superintendent of Maintenance, Central Texas College, Killeen, TX 76541, 817—526-1179.

Immediate Opening for studio maintenance engineer, First Class License and experienced in maintenance and installation of video tape, camera systems, switchers, etc. Some microwave and transmitter. Starting salary in low teens. Write or call David Beard, Chief Engineer, KSHO-TV, 3355 Valley View Blvd., Las Vegas NV 89102 or call 702—876-1313.

Maintenance Engineer—Must be willing to work all shifts. The position includes transmitter repair, film chain, studio cameras, Ampex video tape machines, video switchers, audio boards, Sony 2850s, 3800s, convergence editing systems plus Ikegami HI-33s and HI-77 cameras. Applicant should be familiar with majority of above, First Class FCC license required. Send resume to: KFMB-TV, P.O. Box 80888, San Diego, CA 92138. Attention: John D. Weigand. An Equal Opportunity Employer. M/F.

Broadcast Engineer Must have 1st class FCC License. Must be familiar with control room equipment, RCA TTV-30 Transmitter. Send resume to S-55.

Television Transmitter Supervisor. Are you interested in the advantages of living in a small, but growing California town with a favorable cost of living and yet is in proximity to metropolitan and recreational areas? Group-owned network affiliate in a small California market is seeking a transmitter supervisor. Requires FCC First Class Radiotelephone license, solid background in electronics, comprehensive experience in the repair and maintenance of television studio and remote controlled transmitter equipment, and the personal and technical qualifications to supervise an assistant and take on the responsibility for the complete transmitter plant. Excellent company benefits and competitive salary structure. We are an Equal Opportunity Employer, M/F. All replies in confidence to Box S-71.

Strong Maintenance Supervisor for large Los Angeles Television Station. Base pay will be in excess of \$27,000 plus overtime. Requires good academic background plus solid skills in all phases of video maintenance and administration capability. Send resume to Placement Office, CBS, 7800 Beverly Blvd., Los Angeles, CA 90036. M/F applicants from all races desired.

HELP WANTED NEWS

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.

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.

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.

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.

We're an NBC TV affiliate in the Midwest and we're looking for a top flight sports director. If you have lively delivery, can write, shoot, and edit film and handle the responsibility of reporting all types of sports, including the Big Ten, send tape and resume to Ron Davis, News Director, WICD-TV, 250 Country Fair Drive, Champaign, IL 61820.

No. 1 Rated top 40's TV station with heavy commitment to news is expanding and needs experienced personnel: General Assignment Reporters with a track record for breaking hard news, enterprise stories, Feature Reporter who can write and produce creative "down home" stories, Photographers who are creative with both film and ENG, Producers who write the way people talk... are good teachers for reporters... have management potential, Assignment Editor full of ideas and angles who can move personnel and equipment efficiently. Must be experienced, highly motivated and successful. EOE, M/F. Send resume, references with phone numbers and current salary to Box S-3.

News Anchor: Sunbelt Area, Anchor for 6 and 10PM newscast in major Southwestern market. An Equal Employment Opportunity Employer. Send resume to Box S-7.

Public Affairs: Creative writer, producer, presenter for Midwest TV-Radio network affiliate in 50-100 market category. Prefer news background. Position involves editorials, documentaries, and on-air capabilities. Salary negotiable. Send resume and requirements to Box S-11.

Massachusetts PBS station seeks Reporter/News Editor and Associate Producer/Reporter for nightly news and public affairs specials. Send resumes to Scott Kurnit, WGBY-TV, Springfield; MA 01105. E.O.E.

On-Air Editor/Host for public affairs magazine program. Well-educated literate individual able to handle wide subject matter. Excellent communicator, TV and journalism experience preferred but not mandatory for individual with right abilities and sensitivities. Maturity of thought, behavior, and appearance are essential. Professional salary commensurate with experience. Applications must include resume, writing samples and video tapes, sent to: Jim Russell, Public Affairs Director, Twin Cities Public Television, 1640 Como Avenue, St. Paul, MN 55108. Minority applicants encouraged to apply.

News Anchor Previous broadcast anchor experience required. One of Midwest's top independent stations expanding news coverage. Audition tape and resume required by 1/19/79. Send to Dick Stawicki, WFFT-TV, P.O. Box 2255, Ft. Wayne, IN 46801.

Two reporters for TV News to produce news series in a "probe" unit. Minimum one year experience. Contact Personnel Director, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Top-rated NBC Affiliate in Tucson looking for excellent, experienced reporters, photographers and producers. No openings right now, but we want to know about you when openings do appear. Warm climate, new newsroom, excellent working conditions. Send resume (no tapes) to Bob Richardson, News Director, KVOA-TV, Box 5188, Tucson, AZ 85703.

Two Film Photographers for TV News, minimum one year experience. Contact Personnel Director, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Reporter/Anchor for growing news department. News experience, good voice/delivery required. Send tape and resume to: WXOW-TV, La Crosse, WI 54601.

Sports Director—Degree in Journalism or two years TV experience. Resume and Cassette to: News Director, WJKS-TV, Box 17000, Jacksonville, FL 32216. EEO.

News Reporter. 1 year experience news gathering. Familiarity with ENG equipment helpful. Send tape and resume to WCCB-TV, One TV Place, Charlotte, NC 28205. An Equal Opportunity Employer.

News Assignment Editor: Growth orientated TV station is seeking full-time News Assignment Editor. Previous TV News experience a must. Knowledge of Syracuse & Central New York area helpful. Send resumes to Mr. Paul Steinle, News Director, WIXT Television, Inc., Shoppingtown-Dewitt, Syracuse, NY 13214. WIXT is an equal opportunity employer.

Two openings, Southwest network VHF News Director/Anchor... Reporter-Photographer. Low pay. Great area. Great start for larger markets. Box S-78.

WIBC-TV, Pittsburgh, Pa. is seeking an Executive Producer/Assistant News Director. Applicants should have a strong background in news program production and thorough knowledge of film and ENG. Send resume and salary requirements to Dick Brooker, News Director, 341 Rising Main Avenue, Pittsburgh, PA 15214.

Ski, fish, hunt in the Big Sky country. Montana's leading news station is looking for a Reporter/weather person. Send cassette and resume to News Director, KULR-TV, Box 2512, Billings, MT 59102. No phone calls until we have viewed tape.

Weather Anchor: For 6 and 11 p.m. news, Monday through Friday, in Florida market. Experienced only. Should have knowledge of meteorology. Send cassette with resume and salary requirements to Station Manager, P.O. Box 510, Palm Beach, FL 33480. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Graphic Artist: To lend graphic support to WNMU-TV, the University faculty and staff and print support to Division publications. Requires a BA degree in graphic design or related field. Must be able to implement original designs and work with others in maximizing their ideas. Must have experience with photostatic copiers, pressure sensitive graphic materials, color and B/W slide processing and basic darkroom procedures. Excellent fringe benefit package. Application deadline: January 26, 1979. Send resume to Personnel Office, Northern Michigan University, Marquette, MI 49855 EEO/AA.

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.

Manager for Production/Creative Services Department in top 50 market TV station. Highly experienced in supervision of large staff, production of quality creative work, overseeing local-regional commercial production EOE, M/F. Send resume to Box S-4.

Information Specialist II Professional public information and public relations work, involving writing promotion material; developing campaigns; coordinating TV promotion activities with community groups. Contact: Jim Moran, Program Manager, WFSU-TV, 202 Dodd Hall, Tallahassee, FL 32306.

Public Affairs Producer—Produce public affairs programs for KUSD-TV and the South Dakota Public Television Network. College degree in journalism, English or communications and 3 years experience in public affairs or an equivalent combination required. Experience as on-air reporter with extensive writing and editing skills and proven research abilities desired. Must be familiar with all facets of ENG, quad, and cassette editing. Application deadline, January 31, 1979. Reply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Director of Programming Position Availability. The Iowa Public Broadcasting Network is seeking qualified candidates for the position of Director of Programming. IPBN operates an eight-station network with major production facilities and program staff headquartered at KDIN-TV, Des Moines. Director of Programming manages all programming functions including planning, development, production, acquisition, scheduling, and ascertainment. Position requires demonstrated administrative skills in budgeting, public contact, program development, grantsmanship, FCC rules, management principles, and supervision of a large and diversified staff. For position description and requirements, contact: Rod Thole, Executive Director, IPBN, P.O. Box 1758, Des Moines, Iowa 50306. Applications close January 31, 1979. An Equal Opportunity Employer.

Director Trainee for southern NBC affiliate. Energetic ambitious applicant, preferably with bachelor's degree in communications, anxious to experience the full scope of on-air broadcast operations. Must do own switching. An Equal Opportunity Employer. Send resume and video-cassette to: C. Uchida, KPLC-TV, 320 Division St., P.O. Box 1488, Lake Charles, LA 70601.

TV Director. Applicants must have commercial broadcast experience in a top 30 market. Duties will include commercial, promotion and program production, location and studio shots. Persons applying must have experience with talent direction as well as technical direction. Send resumes to Greg Miller, WKRC-TV, 1906 Highland Ave., Cincinnati, OH 45219. We are an Equal Opportunity Employer.

TV Production Assistant. Applicants must be familiar with basic studio and location production techniques. Must be familiar with basic writing techniques. An important facet of this position is organizing and handling a large number of details. Send resumes to Greg Miller, WKRC-TV, 1906 Highland Avenue, Cincinnati, OH 45219. We are an Equal Opportunity Employer.

Position Open Immediately: TV Producer/Director for a growing PTV station in Southern-Minnesota. Opportunity for the right person to help mold the future of this young PTV station. Minimum requirements: 3 years experience in broadcasting, preference given to those in PTV; Bachelor's Degree; EFP as well as studio production experience. Must demonstrate the following: skills through resume tape (upon request); ability to write creatively; ability to work with student crews and the public; ability to maintain strong interpersonal relationships. Salary: \$12,000. KAVT-TV is owned and operated by Austin's Independent School District No. 492 and is an Equal Opportunity Employer. Please contact Ginny Holder, Production Manager, 507-433-6000. Send resume to KAVT-TV, 1900 Eighth Ave. N.W., Austin, MN 55912.

TV Director: Director for group-owned VHF which dominates medium size sunbelt market. Must do creative production and tight professional blocks. EOE. Send resume and salary requirements to Box S-43.

Producer/Director Public Affairs/General Programming. Min. one year experience as producer/director, commercial or public station. Radio/TV, Broadcast Journalism, Political Science degree preferred or equivalent experience. Starting Salary \$10,000-\$11,000. Send resume and program credits to Director of Production, WFYI, 1440 N. Meridian Street, Indianapolis, IN 46202.

Traffic Manager to supervise department at CBS Television affiliate with an IBM 34-based Columbine traffic system and two other employees. Excellent opportunity for Traffic Assistant seeking more challenging and rewarding position. Call 815-987-5300, WIFR-TV, Rockford, IL EOE.

Associate Producer Must have a complete knowledge of mini cam operations and editing along with like knowledge of 16mm film and editing. One year experience in production coordination required. Please send resume to S-56.

TV Producer Director minimum 1 year experience in TV production. Minority persons and women are encouraged to apply. Send tape and resume to: Doug Bell, WCCB Television, 1 Television Place, Charlotte, NC 28205. 704-372-1800. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Medium Market radio sales manager with fine radio and television background including management, programming, administration, on-air. Seeks management. Box S-10.

SITUATIONS WANTED ANNOUNCERS

Eastern Television Announcer seeking Western position. All Western replies considered but prefer Northern California. Salary minimum 19K. Reply to Box S-59.

SITUATIONS WANTED TECHNICAL

Major Market TV transmitter operator desires relocation. Box S-45.

SITUATIONS WANTED NEWS

T.V. Weatherman available immediately. Television and radio experience. B.S. meteorology, November, 1978. Bob Demers, 301-449-1948.

News Producer or Assignment Desk position desired. Currently AM/FM News Director. Two years TV news experience. Box S-34.

News Anchor/News Director/Talk Show Host. Extremely experienced in radio with some TV background. Presently employed in major market radio, seeks TV, any size market. Solid Journalism background, needs new challenge. All replies answered. Box S-37.

Top Ten reporter, eight years experience in all phases of TV news, looking for news management position. Box S-41.

Weathercaster/Meteorologist seeks small or medium market station where I can grow. Currently employed major market. Box S-44.

Weathercaster—Outstanding credentials; knowledgeable and experienced; Friendly and enjoyable; Highly rated. Available during February for medium or major market. Box S-52.

Need Reporter? Female producer/writer/assignment editor at top 5 O&O looking to get out from behind desk. Will consider all markets. Radio reporting experience. M.S. Columbia. Box S-70.

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.

Major Market anchor/reporter desires evening anchor; 34, degree, 12 years experience. Box S-86.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

If **Comedy Writing/Acting** is your dream, call Ed Janik at 812-476-4596.

CABLE

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Director of Programming. Gill Cable TV is looking for a top programming director, experienced in program selection, purchasing and scheduling. Excellent opportunity to develop and maintain TV traffic system for spot advertising, supervision of advertising sales staff and local origination unit. Gill Cable is the largest independently-owned cable service in California and is expanding rapidly. Salary negotiable. EOE. Send resume to Personnel, Gill Cable TV, 1302 N. 4th St., San Jose, CA 95112.

ALLIED FIELDS

HELP WANTED SALES

Sales Manager, experienced in Production Facility Sales; require solid background in television engineering-video tape commercial production—travel. Send resume to Personnel Director, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Background Music Salesperson. Muzak franchise in North Carolina, Management. Salary, commission open. Joe Warner. 919-442-3108.

HELP WANTED MANAGEMENT

State Public Broadcasting Coordinator—Staff position to Idaho State Board of Education located in Boise, Idaho. The Coordinator acts as liaison between the public broadcasting stations, Board of Education, state legislature, Department of Education, and other state agencies. Administers state microwave interconnect, provides staff advice to the Public Broadcasting Committee and State Board of Education. Reviews and recommends state budget requests, provides planning services for the licensee in facilities and broader policy areas and coordinates activities of stations and other interested agencies. Qualifications: Education: Master's degree or equivalent in a field related to public broadcasting. Experience: Four years broadcasting experience, including a combination of three years in broadcasting and at least two years experience at an administrative level. PTV experience and experience in public administration preferred. Salary \$21,000-\$26,000. Applications close January 26, 1979. Send complete resume with employment history, educational background, and references to: Dr. Cliff Trump, Office of the State Board of Education, Len B. Jordan Building, Room No. 307, 650 West State Street, Boise, ID 83720. Phone: 208-384-2270. An Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Broadcasters Wanted: Salary-bonus position. Related (Sales) field. Flexible evening hours. N.Y.C. Write previous experience. Box S-46.

HELP WANTED TECHNICAL

Donrey Media Group in Las Vegas and Reno seeks qualified Microwave Service technicians for Lenkurt 75/76 systems on 7 KMC. Sens resume and salary requirement or call: E. Doren, Director/Engineering Donrey Media Group, P.O. Box 70, Las Vegas, NV 89101. Phone: 702-385-4241, ext. 258. An Equal Opportunity Employer.

HELP WANTED INSTRUCTION

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.

Two Positions. Broadcast Journalism: radio-TV news writing and news gathering. Broadcasting/Mass Communication: radio and television production, 1/2" video. Ph.D. and media experience, or M.A. and outstanding professional broadcasting experience. Salary competitive. Write Dr. Mary Williamson, Search Committee Department of Communication, University of Nebraska at Omaha, Omaha, NE 68182, an equal opportunity, affirmative action employer.

Mass Communications Department—Possible opening for assistant professor for Radio-TV sequence courses in broadcast news, programming and production, regulations, and introductory graduate level. Must have Ph.D. in field completed prior to September, 1979; appropriate university teaching and professional experience. Salary \$14,000 and up, relative to qualifications. Apply with resume by February 15, 1979, to: Chairman, Department of Mass Communications, LET 468, University of South Florida, Tampa, FL 33620. The University of South Florida is an affirmative action equal opportunity institution.

Journalism-Mass Communications Department Head. Accredited Program. Salary: 30s. Deadline: February 12. Information: Journalism Head Search Committee, Box 158, College of Arts & Sciences, Eisenhower Hall, Kansas State University, Manhattan, KS 66506. Affirmative action/equal opportunity employer.

Mass Communications Department—Possible opening for instructor or assistant professor for Radio-TV sequence courses in radio and television production and news. Recent experience in videotape or ENG systems necessary; some radio and TV studio experience. M.A. in broadcast journalism; Ph.D. in Mass Communications completed or in progress preferred; appropriate university teaching experience. Salary, \$14,000 and up, relative to qualifications. Apply with resume by February 15, 1979, to: Chairman, Department of Mass Communications, LET 468, University of South Florida, Tampa, FL 33620. The University of South Florida is an affirmative action equal opportunity institution.

The University of Maine at Orono Department of Journalism and Broadcasting seeks an assistant professor for its broadcasting sequences beginning September, 1979. A Master's degree, significant professional media experience, and some teaching background are required. The individual will teach undergraduate production, programming, and writing courses and should have some ability in related broadcast oriented courses. Advising the student radio station may be part of the teaching load. Salary range \$14,500-\$16,000. Send letter of application and resume by February 15, 1979 to Arthur Guesman, Department of Journalism, 101 Lord Hall, University of Maine, Orono, ME 04469. An Equal Opportunity-Affirmative Action Employer.

Broadcasting, General Communication. Ph.D. in broadcasting or general communication, with teaching experience. Teach introductory courses in general communication, journalism, and radio-television utilizing WVXU-FM. Available August 1979. Negotiable salary. Position open until filled. Send credentials and three recommendations to Rev. L.J. Flynn, Chairman, Communications Arts, Xavier University, Cincinnati, OH 45207. EOE/AA.

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.

3M Drop Out Compensator for Quad. D. Zulli 213-466-5441.

Instant Cash For TV Equipment: Urgently need UHF transmitters, antennas, VTR's, color studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

Wanted: RCA, TER, CAVEC, and DOC. Contact Fred Higbie, 614-476-2800.

Used Fujica ZC1000 8mm or Beaulieu 3008 MS movie camera. Contact Roger Coffey, 3409 W. Grace St., Richmond, VA 23221, 804-358-5306.

Wanted—RCA 44 BX Microphone, working or not. Dave Collins: 312-440-3110.

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.

RCA - TTU-30A Telv. Transmitter. For UHF broadcasting, Contact M. Palmquist 815-964-4191.

100 Watt General Electric TV Transmitter on Channel 22. Switcher, Test Set, Synchronizer, Antenna with Feed Line. D. Zulli 213-466-5441.

DE23 New Block converters for qualified operators. 212-434-1074 or 253-1880.

Available January 1979: used GE Transmitter model TT50 Driver and TF4 Power-Amplifier currently tuned to channel 9. Also Alford Duplexer. Phone Mid-Florida Television, Orlando 305-423-4431 for information.

IVC-900 and 960 1" VTR's. TBC's and full editing functions, includes spare heads and service manuals. Being used on air now, call for information. 215-797-4530 Barry Fisher.

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 EQUIPMENT CONTINUED

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.

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 901-274-7510 days 901-853-8037 nights.

RCA-TT-5A, air cooled, channel 12. Includes BW-4, BW-5, some tubes. Priced to sell. A. Figarella, WCTI-TV, New Bern, NC 919-637-2111.

Two Dynair 5100 20X5 Routing Switchers. Includes input selector and Output DA Accessories. Complete only \$2400 each. Dave Castellano, 209-957-1761.

One SMC Stereo Automation. 4 Scully Reels, 2 Carosels, Controller etc. \$9700. Dave Castellano, 209-957-1761.

Rotary three-phase converter capable of supplying 100 amps three-phase at 240 volts. Ideal for large three-phase motors from single phase power source. \$1500. 307-733-4500.

Color Remote Truck, four Marconi Mark VII's, 27 Ford 750, 3,000 miles, dual air conditioners, Tektronix/Conrac monitoring, 7 bank, dual special effects switcher, operating condition. Jerry Plemmons, KQED, San Francisco, 415-864-2000.

TK-41 Color Cameras, complete with CCU's and camera cable, spare 10's. Call 215-797-4530. Barry Fisher.

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 Twining, 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.

The Funniest Jokes at Lowest Prices. You'll roar, new material, various subject matter. Send \$1.00 for 3 jokes and our introductory offer. Fiasco Productions, P.O. Box 17729, Philadelphia, PA 19135.

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.

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 February 19 and April 9. Student rooms at each school. 6 week announcing course. Emphasis on creative commercial production at Sarasota.

REI 2402 Tidewater Trail, Fredericksburg, VA. 22401.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577, 813-955-6922.

First Class FCC License in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

1st class FCC, 6 wks., \$500 or money back guarantee, VA appvd. Nat'l Inst. Communications. 111488 Oxnard St., N. Hollywood CA 91608.

F.C.C. First Phone. 4 tests, formulas, aids. Guaranteed! \$10. Engineer. DWR 570, Mars, PA 16046.

RADIO Help Wanted Sales

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.

Help Wanted Management

G.S.M.

KKSS-FM St. Louis Station in definite growth pattern needs "hands-on" GSM to build up present Sales Department and effort. KKSS expects same growth of KMJQ, its Houston sister station.

Good base salary plus incentive. No crisis—will wait for right person. Complete confidentiality assured. Calls okay but written data preferred.

Contact: John Hellweg, VP/IGM
1215 Cole Street,
St. Louis 63106
314/231-5577

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TOP PEOPLE FOR TOP WESTERN MARKETS

Rapidly expanding radio group with contemporary stations in three Western Top 30 markets looking for experienced people to fill the following positions in 1979: General Manager, Sales Managers, Salespeople, Programmers, Announcers and Traffic. With resume, please include: position(s) sought, salary requirements, professional references, etc. Programming and announcing applicants should include a tape. Send to Eric Hauenstein, P.O. Box 4227, Mesa, Arizona 85201. All inquiries confidential. EOE M/F. No phone calls please.

Beautiful Northern Arizona

KBWA in Williams, full-time AM in small market needs General Manager to supervise three-person staff, do all selling, play-by-play, etc. Great opportunity for self-motivated individual who likes fresh air and small town life. Compensation: \$1,000-\$1,200 monthly +bonus, health insurance and opportunity for equity. Will consider sales manager with knowledge of FCC regulations looking for first G.M. position. EOE M/F. Send resume and personal references to: Eric Hauenstein, KBWA, P.O. Box 4227, Mesa, Arizona 85201. No phone calls please.

Help Wanted Management Continued

Mel Tillis Communications Group has purchased, subject to FCC approval, KIXZ, the excellent facility of Amarillo, Texas. The sun shines 348 days a year over our potential reach that approaches 1/2 million people. We are seeking talented career minded people for all departments. Grow with our winning team and writing. In confidence to: Mr. Davis, Mel Tillis Companies, 1722 West End Avenue, Nashville, Tennessee 37203. EOE/MF.

Help Wanted Announcers

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.

New FM in Miami Needs Spanish-speaking Air Personalities:

Full and Part-time—Male and Female

Must have FCC 3rd Class license with broadcast endorsement.

Send Tape and resume to:

Julio Enrique Mendez
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MOR PERSONALITY

Solid, serious professional with a sharp wit and years of success in major markets. I'm a hard worker, strong on ideas and creativity. Not a prima donna. Top industry references. Box S-51.

Situations Wanted Programing, Production, Others

MAJOR MARKET PROGRAMMER

Former successful Top 5 Market PD, with great on-air credentials looking for situation with large market, contemporary FM powerhouse excellent references, leadership ability.

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Situations Wanted News

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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!!* Box S-90

TELEVISION

Help Wanted Technical

T.V. Station Chief Engineer

Due to expansion plans, station WDTN-Dayton, Ohio is seeking a qualified candidate to supervise engineering operations. Supervisory experience and college level electronics education including First Class FCC license required. Please phone: Mr. John Stoddard, Office/Personnel Manager, 513—293-2101 for employment application forms.

An Equal Opportunity Employer M/F/H.

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

DIRECTOR OF ENGINEERING UNIVERSITY OF FLORIDA

Director of Engineering—for top-rated public TV station in sunny Florida. New building under construction. FM C.P. granted. Take charge ALL technical facilities, personnel and budget. Degree in engineering, science or communications and six years experience required. Send complete resumes with salary requirements by February 4, 1979 to Mr. Robert L. Willits, Administrative Employment Manager, 2nd Floor, HUB, University of Florida, Gainesville, FL 32611. No telephone calls please. Equal Employment Opportunity/Affirmative Action Employer.

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.

Help Wanted Programing, Production, Others

PRODUCER/HOST

KRON-TV in San Francisco needs a TV pro to produce and host a weekly public affairs program. Studio and field producing experience are prerequisites. If you have creative, innovative ideas on how to bring vitality to public affairs programming and can execute them, please send resume and cassettes to:

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Executive Producer
KRON-TV
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San Francisco, CA. 94119

Help Wanted Programing, Production, Others Continued

PROGRAM DIRECTOR METROMEDIA TELEVISION

We want a bright imaginative person who is excited by challenge! And who has the skill and energy to creatively administer our outstanding program inventory—and supply all the other essential input of a good Program Director.

If you enjoy challenge and are qualified to "run on a fast track", the job is open now. All replies confidential.

If you *are* the best and want to *be* with the best, send full details to:

Jerry Marcus,
Vice President & General Manager
KRIV-TV, Houston

An equal opportunity employer M/F

ASSISTANT DIRECTOR OF ADVERTISING AND PROMOTION

Needed immediately for network affiliate in top 25 market. This person will be responsible for creation and production of on-air promos, T.V. Guide and newspaper ads, and will maintain and supervise all on-air promotion materials. Ideal candidate will be "idea" person with 3-5 years of production and writing experience. Excellent salary and benefits. Send resume and tape to: Barry Smith, KMGH-TV, 123 Speer Blvd., Denver, Colorado 80217
An Equal Opportunity Employer M/F



McGraw-Hill Broadcasting Company, Inc

Help Wanted Sales

WANTED NOW!
Account Executive
with proven TV sales record
for station in Sunbelt. EEO.
Reply to Box S-63.

Help Wanted News

ENG Photographer

wanted for Top 30 market, qualified ENG photographer/editor, who has some familiarity with film. No beginners please. We are looking for someone with a news background to help us with our expanding ENG operation. Good salary and a Number 1 news operation. Contact Bill Applegate, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An Equal Opportunity Employer.

Investigative Reporter "Wanted"

We are still looking for an Investigative Reporter who can fill the shoes of our previous Troubleshooter, who is now with WCBS in New York. We want someone with television investigative skills, and a flair for the dramatic presentation. Contact Bill Applegate, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An Equal Opportunity Employer.

**ALLIED FIELDS
Help Wanted Technical**

Technical Director/VTR Operator—Leader in electronic video animation field needs a personable TD/VTR Operator to work under pressure with crew and clients to produce broadcast commercials, industrial and educational video materials. Switchers and Ampex 1200 and experience required. IVC-9000 experience desirable. Send resume to: Harold Abbott, VP Production, Computer Image Corporation, 2475 West 2nd Ave, Suite 4, Denver, CO 80223.

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Minimum five years professional experience. Must be able to plan and develop state-of-the-art video systems for broadcast applications.

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At least three years experience with state-of-the-art broadcast equipment.

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Desired for Medium-Sized radio and television market in Northeast. Excellent opportunity for creative sports story reporting, weekend sports anchor work and potential for limited play-by-play. Must be experienced, dependable, have writing ability and work well with people. Send resume and videotape to Program Director, WSYR-TV, 1030 James Street, Syracuse, N.Y., 13203.

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Miscellaneous

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100 CALLS \$395.00 terms
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MANAGEMENT

in search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.

Business Opportunities

RADIO PRO?

If you've done it all, but can't afford your own station yet, here's a moneymaker you can afford—12 year established Broadcasting School serving N.E. market of 1 3/4 million. Profitable part-time, much more for full-time operator. Only \$40,000. Details Box S-72.

STARS.

Big name TV & Film Stars, Sports Celebrities available for personal appearances. They can come complete with autographed pictures (still the best premium going—great for openings, fund-raisers, etc.). For particulars, call or write the people who arrange everything:

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(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!

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(717) 823-3101

WBRE-TV
WILKES-BARRE, PA.

How to Push Your Résumé to the Top of the Stack...and Land the Job. 100% Fully Guaranteed!

Your résumé has only ten seconds to grab the boss' attention and capture his imagination. If it fails the ten-second test, you'll miss another job opportunity—no matter how good you are.

What you need is a custom-crafted résumé. A résumé that will package your unique skills and talents...grab the employer's attention...and convince him to choose you for the job.

That unique résumé is available to you today. And it's fully guaranteed to get you the job you want. But more about that amazing guarantee later.

Chances are you've tried the "homemade résumé." You've struggled with the format...wrestled with the wording...worried about every little detail.

Beating the Odds

You've tried, but the odds were stacked against you. Often your résumé competes with dozens (even hundreds!) of others for just one job opening. That's no contest for amateurs.

Writing résumés is an art and a science. It takes as much skill and experience to create a sure-fire résumé as it does to do the job you're applying for. You want the employer to hire you, the professional. You should have the same respect for the résumé-writing process itself—and hire a professional to do the job.

And I don't mean one of your expensive neighborhood "résumé mills." They may be just fine for run-of-the-mill job seekers who want run-of-the-mill jobs. But your career goal demands a résumé crafted to meet the special requirements of media employers.

That's where we come in: Job Leads Résumé Service. We're the pros who publish the weekly media employment newsletter...showing you how to build a career in Radio...TV...PR...Advertising...Journalism...Music...all the fields related to communications and media.

Full-Service Preparation

Here's what you get when you accept a Job Leads Résumé:

- Professional writing and editing by an experienced counselor who knows what media employers look for—and what turns them off.

- A personal phone interview to draw out the "hidden assets" you never knew you had.

- Neat, clean typing.

- 50 crisp copies of your completed new résumé. (Additional copies available for just pennies a sheet.)

Our experienced editors have the tested answers to all the classic résumé-writing problems.

When to list salary requirements

Explaining why you left a job

What to do about your time in school

Handling gaps in your work history

References...how they hurt or help

Discovering the "action words"

Determining the format, length

What you shouldn't mention

"Forcing" the employer to interview you

Accepting the offer on your terms

The experts who know the answers will fine-tune your résumé until it hums. Grabbing attention but not turning off an employer with non-effective gimmicks.

Because of the volume of our clientele in the media professions, we are finally able to offer the Job Leads Résumé at less than half the regular fee for such personalized service. If you order now, the entire fee will be only \$60. (Tax deductible, of course.) All in all, that's a substantial saving over what you'd pay a local résumé service that doesn't specialize in media employment.

And you don't have to pay the entire fee now. We ask for only a \$25 security deposit before beginning work on your résumé. The balance is due when you're completely satisfied with the finished product.

Easy to Order

How do you apply?

Simply return the coupon with your check or money order for \$25. We'll rush you a career questionnaire which you fill out and return.

Then, your résumé counselor will phone you (collect) at a time that's convenient for you. He'll ask you valuable questions about your background and goals...revealing the secret strong points you might never have suspected.

It's simple. Fast. Professional. And of course completely confidential.

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FREE DOUBLE BONUS FOR ORDERING NOW!

First Bonus—A professionally written "cover letter" to use when mailing your résumé. Research proves a strong cover letter greatly improves the résumé's effectiveness.

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YES, I want a fresh, new résumé that will give me a solid head start in the job-hunting competition. Please rush me your career questionnaire so I can get started now. I'm enclosing my deposit with the understanding that I will be billed for the balance when the résumé is completed. Includes free bonuses.

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Public Notice

**TOWN OF EASTHAMPTON,
MASSACHUSETTS
Cable TV Bidders**

Sealed applications for a community antenna television license for the Town of Easthampton will be taken by the Board of Selectmen, Town Hall, Easthampton, Massachusetts until 5:00 P.M., April 25, 1979. The Board of Selectmen's report is available at the Town Clerk's office on request. All applications shall be accompanied by an application fee of One Hundred Dollars payable to the Town of Easthampton. All sealed responses shall not be opened before 7:30 P.M. on the first business day following the filing deadline. On that day responses and applications shall be opened, and thereafter copies made available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

Robert G. Conner, Thaddeus A. Boruchowski, Angelo C. Yacuzzo, Board of Selectmen, Easthampton, Massachusetts.

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**RADIO STATIONS
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Corporation wants FM or AM/FM stations top 100 market. Immediate action. Brokers invited, V.P. Acquisitions, Southwest Fla. Enterprises, PO Box 35-460, Miami, FL 33135, 305-649-3000.

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WA	Daytimer	250K	Suburban
GA	Daytimer	467K	Metro
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AM-FM

**P.O. Box 5
Albany, Georgia 31702
(912) 883-4908**

For Sale Stations Continued

- AM/FM. Southern Kentucky. Real Estate. \$340,000.
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 - 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.
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Roy Elson: the NAB's shoe-leather lobbyist

In 1974, a performer royalty measure that would require broadcasters to pay fees to record performers and manufacturers enjoyed one of its longest romps through Congress before it was soundly defeated on the Senate floor. Senator Sam Ervin (D-N.C.), now retired, got most of the credit—and the broadcasters' gratitude—for defeating it. But there was another hero behind the scenes: Roy Elson, vice president for government relations for the National Association of Broadcasters.

Working quietly out of the spotlight, Mr. Elson was the one who presented the case to Senator Ervin—not in the emotional terms most broadcasters used, but in a manner that fit Mr. Ervin's philosophical perspective, recalls Bill Pursley, a Senate staffer who worked with the senator on that issue. "There is no doubt in my mind that Roy Elson was the single most important off-the-Hill resource" during the performer royalty fight, he says.

That is one concrete example of how Mr. Elson's efforts have paid off for NAB since he joined the association in 1971. Those who know him say he has had important roles in most of the other fights in which the broadcasting business has been involved in recent years, most notably the successful campaign in 1977 to thwart Senate bills to restrict advertising of products with saccharin.

"He's one of the best lobbyists I know," says FCC Commissioner Joseph Fogarty. "Whenever there's a tough one, NAB sends him." Says House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) of the soft-selling Mr. Elson: He's the "ideal lobbyist."

The irony in this is that Roy Elson's is far from a household name within the industry that hires him. But it isn't surprising. The government relations department functions two ways: (1) as a bridge between NAB and broadcasters, mobilizing "grassroots" activity when events come to a head in Washington, and (2) as a bridge between NAB and Washington, primarily the Congress and the FCC. It was in the latter capacity that Mr. Elson was hired to perform.

He does what he does not only well but nearly all the time—up to 16 hours a day and sometimes both days on weekends. Lobbying involves daily lunches, dinners and cocktail receptions (of the last, he once attended seven in one night). It involves hours talking on the telephone and miles walking in capital hallways (he walks seven to 14 miles a day). It involves visits to the Republican and Democratic clubs on Capitol Hill (Mr. Elson is also one of the few male members of the Capitol Hill



Roy Lane Elson—vice president, government relations, National Association of Broadcasters; b. Oct. 1, 1930, Elrama, Pa.; BA, 1952, University of Arizona, Tucson; assistant secretary to Senator Carl Hayden (D-Ariz.), 1952-53; U.S. Air Force active duty, 1953-55; resumed position on Hayden staff, 1955; promoted to secretary, 1957, and administrative assistant, 1959; Democratic nominee for U.S. Senate, Arizona, 1964 and 1968; head of own consulting firm, Roy Elson & Associates, Washington, 1969-71; present position since 1971; divorced; two children—Lane, 19, and Jean, 18.

Women's Political Caucus; it's helped him get introductions, he says), and anywhere he can find "the people who are moving things around town."

And what does it all produce for NAB? A number of things, chief of which is access to important people, "so that any time, we can get in or get someone else in quickly to explain a problem," he says. It insures that NAB's programs are being spread around town, and just as important, it brings back helpful intelligence.

Probably the greatest part of his usefulness to the industry comes from his experience working the other side of the fence. For some 16 years, Mr. Elson worked on the staff of the late Senator Carl Hayden (D-Ariz.), most of them as the senator's principal assistant. As the senior senator—Mr. Hayden retired in 1968 at the age of 91—he wielded considerable power, holding the chairmanships of both the Senate Patronage and Appropriations Committees.

Legend has it that as the aged senator's strength declined, it was Mr. Elson who

held the reins—the "101st senator," some called him. But Mr. Elson downplays such assertions, acknowledging that the senator delegated increasing amounts of authority in his later years, but contending that Mr. Hayden remained alert and in command.

From practicing the legislative art, Mr. Elson learned the rules of the game, as well as the sources of power. He also developed an appreciation for the craft he now practices; "You can't do business without lobbyists," he says now. In Senator Hayden's office, he says, bills were never written without first checking with the interests that would be affected.

Mr. Elson's knowledge of politics also stems from his having twice been to the well himself. He first ran for the U.S. Senate from Arizona in 1964, a year filled with high and low points, he says in vast understatement. The primary election race, which Mr. Elson won, turned out to be one of the dirtiest in Arizona memory, with sex and influence charges among the mud slung at Mr. Elson (charges that were dismissed in court). He speculates that the divisiveness in the early campaign was a factor in his defeat by the narrow margin of 1.4% in the general election against Republican Paul Fannin. Four years later, Mr. Elson won the Democratic nomination to the Senate again, but was soundly defeated by Barry Goldwater.

The defeats didn't dampen his ardor for politics, however, and returning to Washington, he opened his own consulting office, a sort of freelance lobbying service. (One of his efforts during that time was helping his brother, Edward Elson—known as "Eisenhower's minister" from his days as pastor of Washington's National Presbyterian Church—become chaplain of the Senate). But three years of that left him feeling bored and detached from the "mainstream" in Washington, he says, so he accepted an offer from NAB.

Today Mr. Elson carries on in the seemingly contradictory role of a Democrat representing a basically conservative business association. The paradox doesn't bother NAB, however, "We're dealing with a government that is Democratic," says his boss, Donald Zeifang, the senior vice president for government relations. "I think the liaison between government and industry should be bipartisan."

Nor does it bother Mr. Elson. His own philosophy opposing big government conforms with broadcasting's, he says, and he thinks of broadcasting as one of the few entities with which he could have associated himself that has the power to affect public affairs. And as a business with increasing challenges from Congress and the agencies, it puts him where he likes to be—close to the "mainstream."

How free can a market get?

If nothing else, the current flap over J. Walter Thompson Co.'s buying spot broadcast time direct from stations for two or three of its clients reminds us that the market for television and radio time is probably the most volatile to be found this side of commodities futures.

In TV and radio, it all comes down to negotiation. The rate card merely marks the point at which the negotiating starts. The final price depends on what's available, how much and at what audience levels—and what the competition is offering. The prudent salesman does not bend his rate card too much, lest he lower the starting point of future negotiations, but otherwise it's a question—on both sides of the table—of getting the best deal. There's nothing like it in the print media, which of course can add or subtract pages to keep pace with advertising demand, while broadcasters must perpetually try to fill a fixed number of minutes, one way or another.

Direct buying is not new. JWT and the other agencies that have tried it over the years have done so because, obviously, they thought they could get better deals that way than through the stations' reps. The reps, naturally, oppose the practice, and not alone for pocketbook reasons. (In theory, and most of the time in practice, their station contracts are said to protect their commissions on direct buys.) The reps argue instead that they are equipped to provide services that individual stations can't, while saving agencies the hassle of negotiating with stations individually.

The fact, as we see it, is that it's all but impossible to tell whether anyone has got "a better deal" these days—until long after the fact. Days or even hours later, this moment's best deal could become only second or third best—or an even better deal—owing to changes in the balance of supply and demand. For better or worse, it's likely to remain that way as long as the markets in television and radio time operate like, say, the markets in stock options or pork bellies.

Ill-advised expedition

On Feb. 28, if all plans jell, broadcasters by the hundreds will arrive in Washington for an exercise that has been described as a "rally against overregulation." The objective is to persuade Congress that broadcasters are mad as hell about excessive federal intrusion in their businesses and won't take it any more, a cry borrowed from the successful motion picture of several years ago, "Network."

The exercise took form for reasons having nothing to do with its asserted purpose. The National Radio Broadcasters Association seized upon it as a national promotion modeled on annual Washington visits paid by state broadcaster associations (BROADCASTING, Dec. 11, 1978). The National Association of Broadcasters, which tacks with the NRBA at every change of wind to protect its sources of radio dues, volunteered as a co-sponsor a week later (BROADCASTING, Dec. 18, 1978). Now the NRBA, NAB, Daytime Broadcasters Association, Radio Television News Directors Association and who knows what other organizations are represented on a steering committee to organize a program, find places for everybody to stay and, for all we know, arrange comfort stations along the route of march.

It is not too late for leaders of the industry to call off this enterprise before broadcasters become part of the history of failed demonstrations in the nation's capital. Washington officialdom has learned to ignore bonus marches, hippy love-ins and Iranian

students chanting: "Death to the shah"—all ordinary parts of the Washington scenery.

The broadcasters' case against unnecessary regulation is real, and the times may be favorable to its presentation. A march on Washington, however, will command little attention and less respect.

Has anybody suggested trashing the FCC?

Another blockbuster

If the American Express Co. succeeds in acquiring McGraw-Hill Inc. and the latter's diversified enterprises that include four television stations, it will represent part of a developing pattern of mergers, trades and sell-offs of major broadcast groups. Market forces and government policies are variously at work in these developments.

Last spring the \$370-million merger of Combined Communications Corp. into the Gannett Co. was announced. Last fall it was the \$488-million acquisition of Cox Broadcasting Corp. by General Electric. Last month the Newhouse broadcast and publishing group agreed to sell its five television stations to the Los Angeles-based Times Mirror Co. for \$82 million, to name only the biggest transactions.

Broadcasting occupies a larger role in the mix of Combined Communications, Cox and Newhouse than in McGraw-Hill, for all of which American Express has offered \$830 million. McGraw-Hill's VHF's in Indianapolis, San Diego and Denver and UHF in Bakersfield, Calif., contributed only 5.6% of total corporate revenues in 1977, the latest full year for which reports are available. At their purchase from Time Inc. in 1972, however, their price of \$57 million was considered big.

The activity will hardly still the rising interest in Washington in media mergers. At least part of it, however, is directly attributable to government policies that encourage the breakup of co-located media crossownerships and dispersal of broadcast properties. The Federal Trade Commission has lately added its presence to the field of ownership regulation that the FCC has traditionally had pretty much to itself. Until the disturbances already created by the latest FCC rulings come into clearer focus, the prudent attitude at both the FTC and FCC will be to resist the Napoleonic urge to hasty challenge of the bigs only because they are there.



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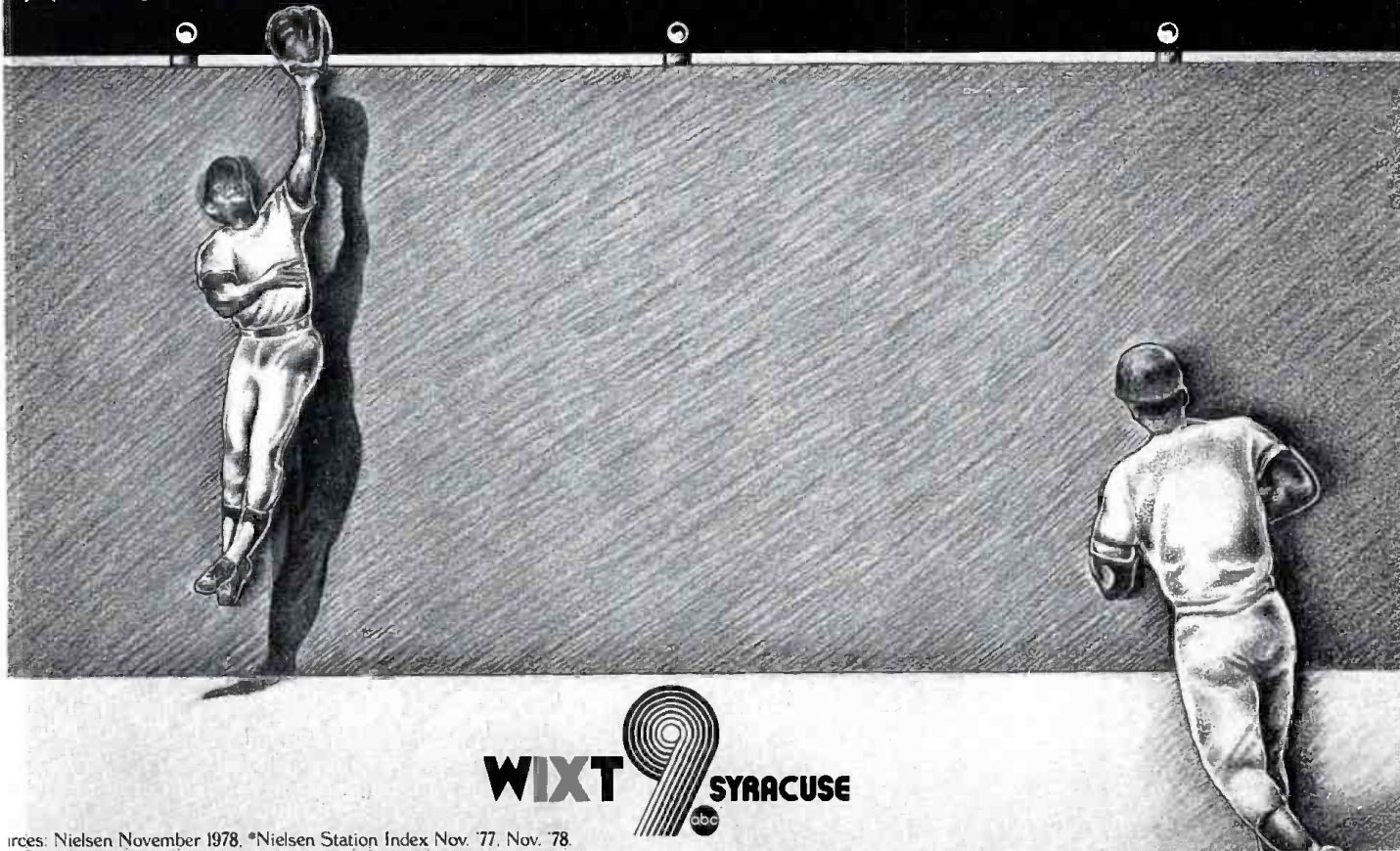
#1 PRIME ACCESS (Mon-Fri, 7:30-8 PM): First in Metro rating and share, women 18 to 49, men 18 to 49, total persons.

#1 CAROL BURNETT (Mon-Fri, 7-7:30 PM): First in Metro rating and share.

#1 MIKE DOUGLAS (Mon-Fri, 4-5:30 PM): First in women, first in adults.

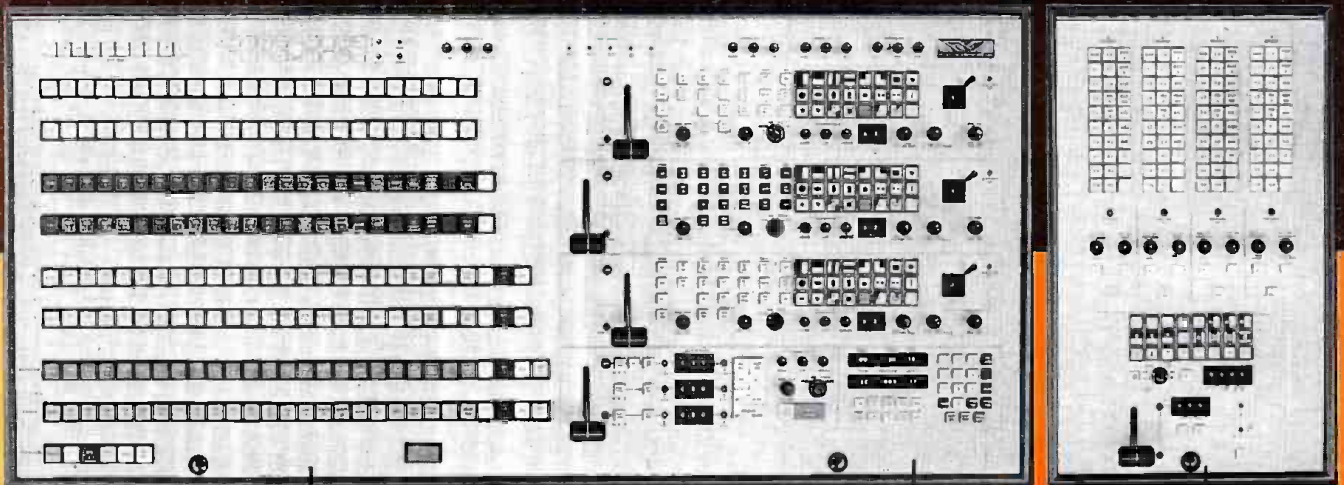
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