

Rewrite II: Out of the hat  
Special Report: The Dallas NAB

# Broadcasting Apr 2

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NEWSPAPER

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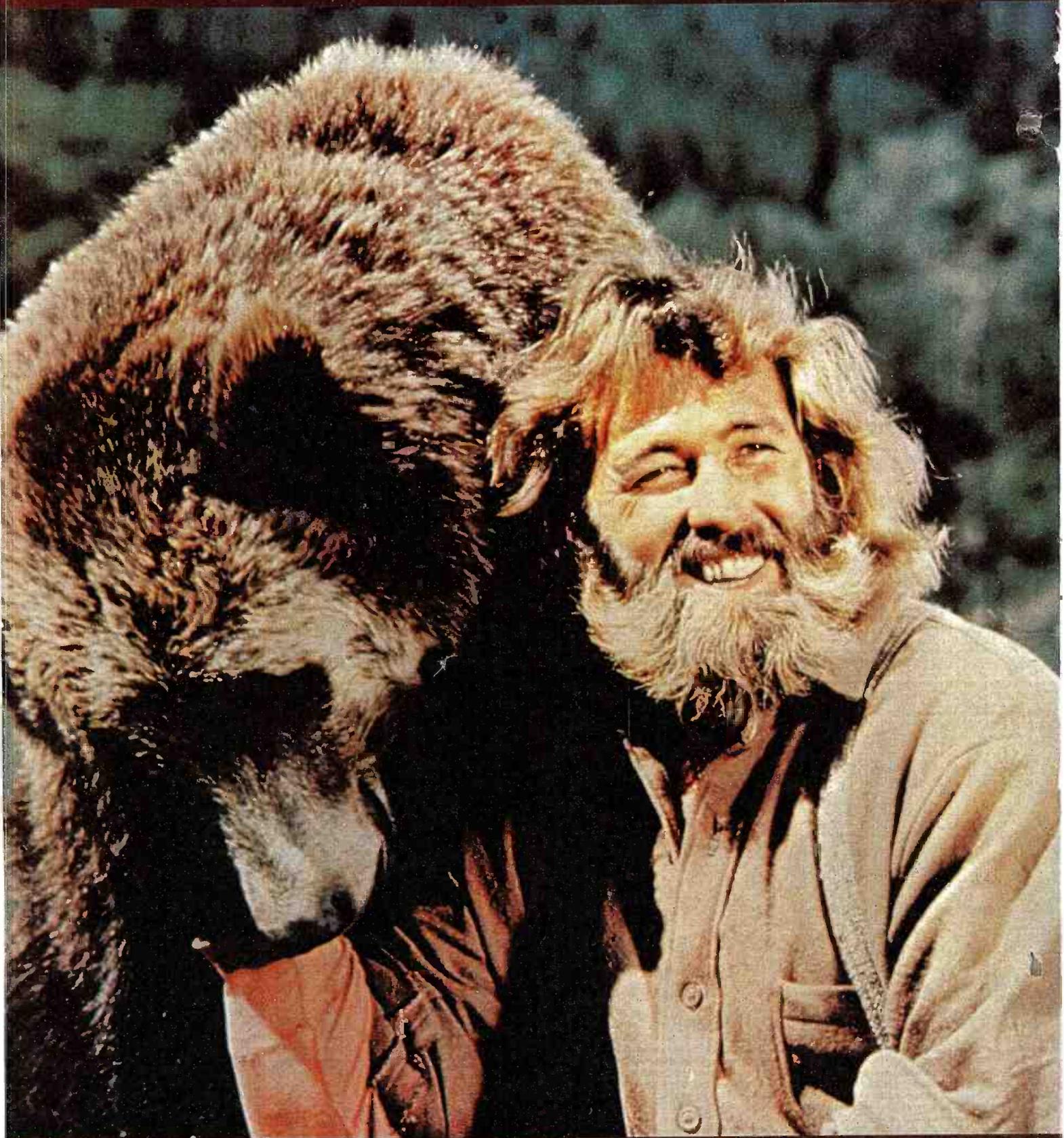
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# Gentle Giants.



For 2 years on NBC, more than 26 million weekly prime-time viewers have watched Grizzly Adams and his bear, Ben, encounter perils and adventure as they roam a vast and spectacularly beautiful wilderness.

Both have hearts as big as the mountains they roam. And, so, their adventures are touched with warmth and an uncommon love for all living things.

Their frequent companions, Mad Jack the trapper and Nakoma the Indian, are cast in the same mold.

With such content and characterization, it is not surprising that this splendid family series receives TVQ popularity scores, among the demographic groups, 10 to 30 points higher than average scores for prime-time programming.

And that star Dan Haggerty earns higher Performer Q scores than Ron Howard, Burt Reynolds, Walter Cronkite or John Travolta—to name only a few luminaries.

Now, “The Life and Times of Grizzly Adams,” filmed entirely on location in the mountains of Utah and Arizona, is available for September 1979.

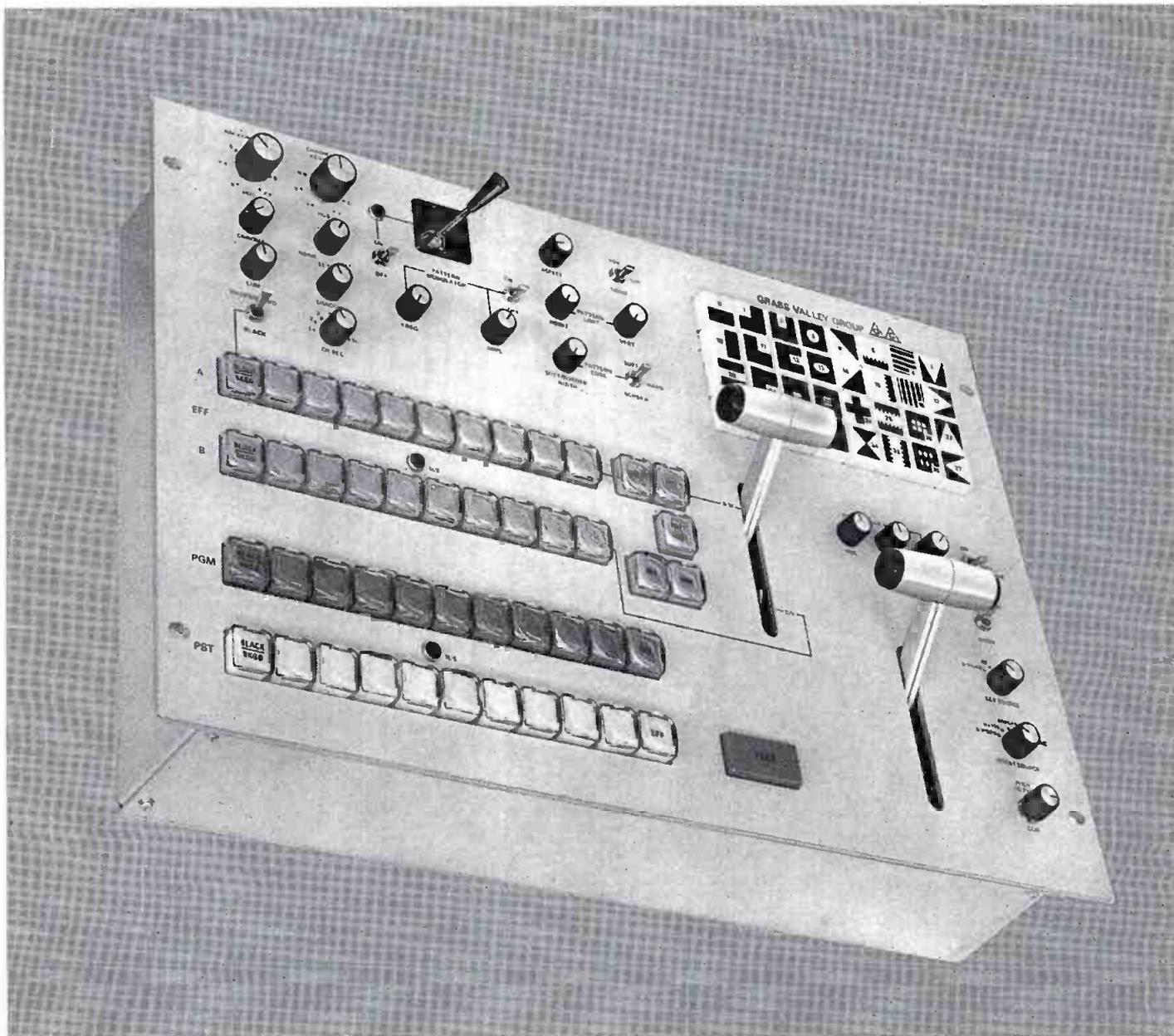
There are 35 hours and two 90-minute specials, “Once Upon a Starry Night” and “The Renewal,” ideally suited for Christmas and Easter broadcasts.

Call for this proven all-family favorite.

## **“The Life and Times of Grizzly Adams”**



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# The Week in Brief

**'THIS IS THE ONE'** □ Or so says Van Deerin as he introduces a determinedly deregulatory Rewrite II bill that, although it still contains a license fee, goes further than the original version in getting the government out of broadcasting. **PAGE 29.**



**THE NAB'S WEEK THAT WAS** □ The National Association of Broadcasters does it again in Dallas, with record numbers turning out for the 57th annual convention. **PAGE 38.** Beginning this special report on all the action is President Carter's opening day pledge of deregulation. **PAGE 38.** Ferris's Q & A is a progress report on the FCC approaches to deregulation. **PAGE 41.** The rewriters on Capitol Hill compare notes on their re-do's of the Communications Act. **PAGE 42.** DSA winner Jack Harris exhorts TV to raise its sights. **PAGE 43.** Summers and Shooshan argue about the spectrum-use fee. **PAGE 43.** Jack Valenti wants to lower the boom on cable. **PAGE 44.** The FCC is accused of dragging its feet on UHF. **PAGE 45.** The NTIA's retransmission consent idea is much-discussed with much skepticism. **PAGE 46.** Foster and Madsen make strong pleas for teletext. **PAGE 48.** Nine khz and AM stereo are run through the mill. **PAGES 49, 52.** The misgivings about superstations pop up again in Dallas. **PAGE 55.** Preventive maintenance to avoid run-ins with the FCC highlight two sessions. **PAGES 56, 57.** NAB's Krasnow comes up with a new wrinkle for his evening "special" on legal aspects of promotions. **PAGE 58.** TVB and RAB are

on hand to tell their stores to the delegates. **PAGES 60, 62.** The ratings experts weight the merits and demerits of expanded sweeps. **PAGE 63.** The Kuhn-Rozelle-O'Brien trio renders a sporting refrain. **PAGE 64.**

**DECEPTION?** □ In the final week of the FTC's Washington hearing on children's advertising, testimony tends more to focus on how ads affect the young. **PAGE 64.**

**THE EXPECTED BATTLE LINES** □ In comments to the FCC on the NTIA retransmission consent proposal, the idea is opposed by cable interests and supported by TV broadcasters. **PAGE 66.**

**ANALYZING NEXT SEASON** □ A D-F-S study looks at TV pilots in the works for the networks next fall and finds comedy and drama account for 94% of the projects. **PAGE 70.**

**ABC-TV'S WINNING WAYS** □ The network captures eight of the top 10 show honors during the March 19-25 week. **PAGE 70.**

**SALANT'S SURPRISE** □ The CBS News president, who didn't want to retire, finds a solution and a vice chairmanship at NBC. **PAGE 72.**

**SONY'S BIG NEWS IN DALLAS** □ The company makes it a tripartite competition in the world of digital VTR by publicly disclosing its laboratory progress in that area. It puts Sony officially in the field with Ampex and Britain's IBA. **PAGE 74.**

**FREE THEM** □ The FCC receives overwhelming support for its plan to eliminate licensing requirements for domestic receive-only satellite earth stations. **PAGE 74.**

**MAKING A WINNER OF 'DONAHUE'** □ Don Dahiman uses relaxed hustle in his negotiations with station program buyers. It's an attribute that has paid off for Multimedia Program Productions' vice-president sales, most notably in the syndication success of *Donahue*. **PAGE 97.**

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# We opened in Steubenville.

And Saginaw.  
And Jacksonville.  
Chattanooga.  
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Those are the home towns of television stations which the Ziff Corporation has just acquired from Rust Craft.

Ziff is the parent organization of the Ziff-Davis Publishing Company—the world's largest publisher of special interest magazines. And the tradition of leadership established by our achievements in publishing, as well as our pioneering efforts in travel research, gives us a great foundation for our first venture into broadcast media.

We're going to continue to build on Rust Craft's reputation for integrity, innovation, and community involvement. And we're going to add some exciting new dimensions to the sights and sounds of television.

Count on us to be concerned and involved.



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WRCB-TV, Chattanooga, Tenn.  
WRDW-TV, Augusta, Ga.  
WROC-TV, Rochester, N.Y.  
WSTV-TV, Steubenville, O.

# Closed Circuit<sup>®</sup>

Insider report: behind the scene, before the fact

## Less is more

There'll be new look to future NAB conventions. Most likely evolution: increasing attention to technology on agenda as well as in exhibit halls, even greater international emphasis as world's largest tent for broadcast hardware. But association leadership isn't thinking smaller. Indeed, plan is in work to develop independent television programming conference to parallel radio programming conference begun successfully in Chicago last summer.

Also in prospect: new method for nominating and selecting winners of annual Distinguished Service Award, perhaps by select committee operating under comprehensive set of criteria. Intent would be to maintain quality of awards as number of "natural" honorees—like KPRC-AM-TV Houston's Jack Harris—dwindle in number and industry grows in complexity.

## Harris to Newhouse

Soon to be announced will be resignation of Henry Harris, president of Cox Broadcasting's cable division, to head new cable company being formed by Newhouse. (Newhouse's New Channels Cable Co., MSO in New York State, Pennsylvania and Alabama, is not involved.) Mr. Harris, with Cox for nearly decade, and former chairman of National Cable Television Association, won't leave until Cox President Clifford R. Kirtland Jr. evolves new cable chain of command, in next few weeks. It's understood Newhouse company will have initial capitalization of \$25 million, with 20% to be acquired by Mr. Harris and his yet-to-be-named executive group. Robert Miron, executive VP of Newhouse, heads that company's cable operation under President E. R. (Curly) Vadeboncoeur.

## Going after No. 1

NBC sources say *NBC Nightly News* ratings were primary reason for hiring of retiring CBS News President Richard S. Salant (story page 72) but, ironically, they don't expect him to have more than indirect, long-term influence on ratings. Ratings of NBC News have been trending slowly down, they say, while ABC News's have been trending slowly up, and with news assuming more and more importance in retaining and gaining affiliations, "we couldn't," as one put it, "afford to take a chance." Yet Mr. Salant, unless he reverses pattern of 16 years at CBS News, won't involve himself in day-to-day coverage. He is expected to be more

authoritative voice in representing NBC News to top NBC management and in shielding news department from pressures, internal or external. And betting is that he'll seek to build up NBC's bench of on-air talent, since he's said CBS News's bench is probably its greatest strength (BROADCASTING, Feb. 26).

Nobody's talking officially about such things, but it's believed that Mr. Salant's NBC contract is for three years (as most NBC contracts are) and that his salary is in \$200,000 area. CBS sources say there's no question he'll get his CBS pension, but other sources speculate there may be question as to whether—or in what form—he may get certain deferred compensation. This, according to these sources, may amount to substantial sum. Question is said to involve propriety of CBS's making payments to active competitor.

## White's beat

Margita White, who ended two-and-a-half year FCC tenure at end of February, will remain in Washington as consultant to several enterprises. While only her board membership on Radio Free Europe/Radio Liberty has been announced, it's known she has had conversations with Gannett Co./Combined Communications executives as well as Association of Independent Television Stations (INTV), among others.

As professional writer specialized in media, Mrs. White was assistant to Herbert L. Klein when he was director of communications during Nixon administration, later becoming assistant director of U.S. Information Agency and then Mr. Klein's successor in Ford White House.

## In absentia

For first time since its formation nearly four decades ago, incumbent president of Broadcast Music Inc. did not attend its annual NAB convention gourmet banquet held in tribute to past and present officers and directors of association, along with members of FCC. Edward Cramer, BMI president since March 1968, was on extended trip in Europe, but whether it was for reasons of health, family problems or vacation couldn't be ascertained. Newhouse Stations' Curly Vadeboncoeur, BMI chairman, was principal host.

## Added starter

That BMI dinner had one uninvited guest in Dallas last Monday. FCC Chairman Charles D. Ferris, attending his second dinner, brought along Nina W. Cornell,

chief of FCC's Office of Plans and Policy, who participated in one of NAB panels. Who was to say chairman nay?

Veteran BMI executive recalled another incident some three decades ago when William S. Paley, CBS Inc. chairman and one of founding fathers of BMI, brought along distinguished but uninvited broadcaster-guest. He was turned back and Mr. Paley, according to report, left with him and hasn't been to BMI dinner since.

## Can't lose for winning

Winding up analysis of prime-time portion of Arbitron's February TV sweep measurements, ABC sources are close to ecstatic, reporting clear gains over their February 1977 victory. ABC affiliates, they say, took first place in 24 of top 25 markets, in 42 of top 50 and, including ties, in 71 of top 100. They say ABC's share of three-network audience rose to 41%, while CBS's dropped to 31% and NBC's to 28%. ABC affiliates also had household audience increases in 75 of top 100 markets, while CBS and NBC affiliates showed declines more often than not.

## Pushing into print

Field of TV consumer magazines may be crowding up. One, as yet unnamed, is being developed by *TV Guide*. Other, and apparently iffier, is journal of television criticism that is under consideration for financing by John and Mary R. Markle Foundation. *TV Guide* has started hiring, but Markle foundation authorities say journal is just one of several possibilities they're studying. Currently closer to Markle hearts—and perhaps to fruition—is work toward qualitative ratings for TV (BROADCASTING, Jan. 8).

## Catching up

FCC Chairman Charles D. Ferris is in process of wiping out at least one backlog that has developed in connection with processing of broadcast applications (BROADCASTING, March 26). By late last week, responses had been prepared for letters he had received from representatives of broadcasting industry who had written to express concern about backlogs and to offer help in reducing them. Letters dated back to Jan. 30. Chairman's response says problem will receive top managerial priority, invites specific suggestions for dealing with problem and promises meetings with practitioners on subject. At bottom, problem is seen at commission as requiring additional staff.

# Business Briefly

## TV only

**Barq's** □ Twenty-two week TV campaign begins next week for soft drink manufacturer and bottler in at least five markets during day, fringe and prime time. Agency: Peter A. Mayer Advertising, New Orleans. Target: women, 18-49.

**Sunkist** □ Sixteen-week TV campaign starts this week for Sunkist orange soda in 30 markets during prime and early fringe time. Agency: Foote, Cone & Belding, Chicago. Target: adults, 18-34, and teen-agers.

**Visine** □ Thirteen-week TV campaign begins this week for Visine eye drops in Los Angeles and San Francisco during fringe, weekend and news time. Agency: Hall & Levine Advertising, Los Angeles. Target: women and men, 18-49.

**Odom Sausage Co.** □ Three-month TV campaign starts this week for Tennessee Pride sausage in about 32 markets during day and fringe time. Agency: Culbertson King Condiles & Baker, Brentwood, Tenn. Target: total women.

**Peter Paul** □ Three-month TV test campaign begins in April for Powerhouse candy bar in four test markets. Spot will feature strongman Bruce Wilhelm and

New York Giants lineman Ron Mikalajczyk. Agency: Dancer Fitzgerald Sample, New York. Target: men, 18-34.

**Champion Home Builders** □ Seven-week TV campaign starts in mid-April in eight markets for manufacturer of mobile



homes during early fringe and prime time. Agency: Burton Advertising, Detroit. Target: adults, 25-49.

**Alcan Aluminium** □ Seven-week TV campaign begins in mid-April for Alcan aluminium siding in 20 markets during early news, fringe and prime time. Agency: Marschalk, Cleveland. Target: adults, 25-54.

**Jean Pierre** □ Seven-week TV campaign begins in mid-April for personal care products group in 10-25 markets during

day, fringe and weekend time. Agency: Barritt, Larsen, Peck & Farnell, Encino, Calif. Target: women, 18-49.

**DuPont** □ Major TV campaign starts this month for company's Stren fishing line on three syndicated programs—*Bill Dance* seen in 70 markets; *Roland Martin* in 60 markets and *Virgil Ward* in more than 80 markets. Agency: N.W. Ayer, New York. Target: total men.

**International Multifoods Corp.** □ Four-week TV campaign begins this week for consumer products division's Crax Wheat Crunch in test markets during day time. Agency: Della Femina, Travisano & Partners, New York. Target: adults, 25-54.

**F & M Schaefer Brewing** □ Three-month TV campaign introduction starts this month for Schaefer Cream Ale in New York, Philadelphia and other northeastern markets during news, sports and prime time. Agency: Ogilvy & Mather, New York. Target: total men.

**Lawn Boy** □ One-month TV campaign begins this week for OMC division's lawn mowers in 130-150 markets during news, fringe and sports time. Agency: Valentine-Radford, Kansas City, Mo. Target: men, 25 and over.

**Reed Union** □ One-month TV campaign starts in early April for Nu-Vinyl and Nu-Finish auto care products in 55 markets during all day part time. Agency: A. Eicoff & Co., Chicago. Target: total adults.

**Rustler** □ Four-week TV campaign begins in mid-April for Rustler steak house chain in Chicago and Baltimore during fringe and prime time. Agency: Lewis & Gilman, Philadelphia. Target: adults, 18-49.

**Turco Manufacturing Co.** □ One-month TV campaign starts in early April for Pete Rose Batting Practice machine in nine markets during fringe time. Agency: Bozell & Jacobs, New York. Target: men, 18-49 and children, 6-11.

**Conwood** □ Four-week TV campaign begins in early April for Conwood chewing tobacco in 26 markets during early fringe and prime time. Agency: Tucker Wayne & Co., Atlanta. Target: men, 18 and over.

**Time-Life** □ Four-week TV campaign begins this week for *People* magazine in 16 markets during late fringe time. Agency: Young & Rubicam, New York. Target: women, 18-49.

**U.S. Postal Service** □ Four-week TV campaign starts in mid-April for U.S. Postal Service's express mail service in

## BAR reports television-network sales as of March 11

ABC \$298,759,600 (35.3%) CBS \$275,037,100 (32.5%) NBC \$272,158,400 (32.1%)

Day parts	Total minutes week ended March 11	Total dollars week ended March 11	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	160	\$ 1,140,400	1,513	\$ 10,818,800	\$ 9,335,900	+15.8
Monday-Friday 10 a.m.-6 p.m.	1,048	18,663,600	9,839	173,543,900	166,100,400	+4.4
Saturday-Sunday Sign-on-6 p.m.	354	10,412,200	3,523	105,083,100	91,670,700	+14.6
Monday-Saturday 6 p.m.-7:30 p.m.	98	4,929,700	987	48,816,500	42,592,200	+14.6
Sunday 6 p.m.-7:30 p.m.	23	1,227,600	228	18,382,300	15,468,000	+18.8
Monday-Sunday 7:30 p.m.-11 p.m.	414	43,293,400	4,141	439,850,400	376,266,600	+16.8
Monday-Sunday 11 p.m.-Sign-off	230	4,736,900	2,276	49,460,100	41,524,600	+19.1
<b>Total</b>	<b>2,327</b>	<b>\$84,403,800</b>	<b>22,507</b>	<b>\$845,955,100</b>	<b>\$742,958,400</b>	<b>+13.8</b>

Source: Broadcast Advertisers Reports



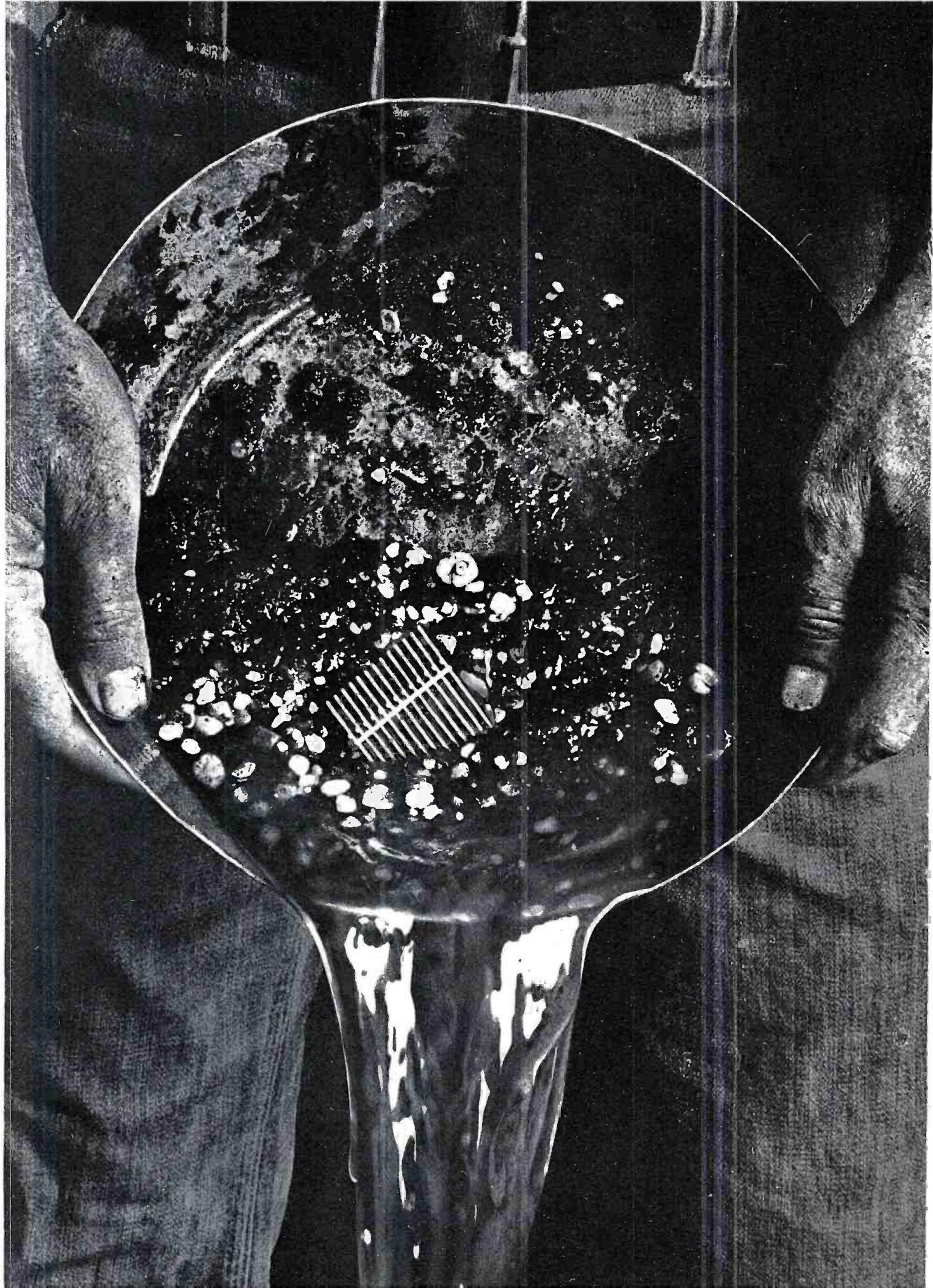
Kiss

A Kiss from Major Market Radio

Hefel Broadcasting's WXKS (AM and FM), Boston's personality disco radio stations, are pleased to announce the appointment of Major Market Radio as their national sales and marketing representatives.

MAJOR MARKET RADIO, INC.





# One of the biggest gold strikes since Sutter's Mill.

The yield: 3,000 pounds of pure gold.

But it didn't come from a mine. It came from a Western Electric factory.

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## A new kind of Midas Touch

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That's where Western Electric's new process for plating gold is *conserving* the precious metal, through increased efficiency and precision. It's producing better switching components for the Bell System, to make your phone service clearer and more reliable than ever.

It must be gold that's plated to the switching components you see glittering in the photograph, because no other metal can provide the same kind of efficient, reliable, durable, and clear telephone transmission.

But until now, gold-plating had always been a messy and imprecise

process. There had been no way to control it accurately. No way to avoid depositing excess gold on the places it was intended to go. And on the places it wasn't.

So Western Electric, working with Bell Labs, designed a totally new system to do the job. Combining the best of electro-chemical and programmed logic control technologies, the new system can plate gold with hair-thin precision. Depositing only the desired amount, only on the designated spot. With no waste whatsoever.

---

## Gilt-edged savings

---

Besides producing a much better product, Western Electric has mined a savings of \$9 million from the process. And that's another way we're helping your Bell Telephone Company

hold down the cost of your phone service.

---

## Even bigger benefits

---

And since the new process uses 55% less gold than the old one, we could more than double production of our improved switching component. Without consuming any more of the shiny natural resource.

But there are more environmental plusses. The new process has almost completely eliminated the gaseous wastes plating used to produce. It's cut the liquid wastes by 90%. And it runs on 67% less power.

This improved gold-plating technique is another way Western Electric is working to hold down the cost, while continually raising the quality of your phone service.

*Keeping your communications system the best in the world.*



**Western Electric**

five markets during fringe and prime time. Agency: Young & Rubicam, New York. Target: total men.

**ADA**  Three-week TV campaign starts in mid-April for American Dairy Association's cheese promotion in 50 markets during day and fringe time. Agency: D'Arcy-MacManus & Masius, Chicago. Target: women, 18-49.

**Fleischmann's**  Three-week TV campaign begins in mid-April for Fleischmann's margarine, division of Standard Brands, in about 40 markets during prime time. Agency: Wells, Rich, Greene, New York. Target: total women.

**The Only Solution**  Two-week TV campaign starts this week for Canadian-based hair and body care products in at least 16 markets during day, prime and prime access time. Agency: Fleminster, Squire and Moran, Atlanta. Target: women, 18-34.

**Midatlantic National Bank**  Two-week TV campaign begins this week for banking group during prime, news and late fringe time. Agency: Case & McGrath, New York. Target: adults, 18 and over.

**Carl Buddig**  Two-week TV campaign begins next week for processed meat

manufacturer's smoke meats in 15 markets during day time. Agency: N.W. Ayer, Chicago. Target: women, 18-49.

**Philmon & Hart**  One-week TV campaign starts in early April for egg decorating products in 94 markets during all dayparts. Agency: A. Eicoff & Co., Chicago. Target: total women, teen-agers and children.

**Frito-Lay**  Two-week TV campaign begins this week for Cheetos snack in nine markets during day and prime time. Agency: Young & Rubicam, New York. Target: women, 25-49.

**Life Magazine**  Two-week TV campaign begins in April for *Life* magazine in 10 markets during fringe, prime and sports time. Agency: Gear DuBois, New York. Target: adults, 25-54.

**Procter & Gamble**  Company will sponsor *Miss USA Pageant* on CBS-TV, Monday, April 30 (9-11 p.m. NYT) through agency Leo Burnett U.S.A. Television personality Bob Barker and singer Helen O'Connell will co-host special live from Mississippi Coast Coliseum and Convention Center, Biloxi, Miss.

Radio only

**Molson Breweries**  Twelve-week radio campaign starts in April for Molson's beer and ale in 14 markets including Chicago, Detroit, Philadelphia and Washington. Agency: Rumrill-Hoyt, Rochester, N.Y. Target: men, 18-34.

**White Laboratories**  Two-month radio test campaign starts this month for X-14 one drop air freshener. Agency: Bozell & Jacobs, New York. Target: total women.

**Frank's Nurseries**  Six-week radio campaign starts in mid-April for plant nursery chain in 11 markets including Chicago, Cincinnati and Minneapolis. Agency: Ed Libov Associates, New York. Target: adults, 18 and over.

**U.S. Suzuki Motors**  Four-to-five-week radio campaign starts in early April for motorcycle manufacturer in 21 markets including Boston, Chicago, New Orleans, New York, Phoenix and San Francisco. Agency: Eisaman, Johns & Law, Los Angeles. Target: men, 18-34.

**American Express**  Four-week radio campaign begins this week for American Express card in five to six markets including Chicago, Dallas and San Francisco. Agency: Ogilvy & Mather, New York. Target: men, 25-54.

**Bristol-Myers**  Three-week radio campaign begins this week for Fostex skin care product in 27 markets including Boston, Miami, Minneapolis and Seattle. Agency: Foote, Cone & Belding, New York. Target: teen-agers.

**Pro Hardware**  Three-week radio campaign begins this week for hardware manufacturer in 19 markets including Toledo, New Orleans and Syracuse, N.Y. Agency: Ross Roy/Compton, New York. Target: men, 25-54.

**FMC Corp.**  Two-to-three-week radio campaign starts in late April for FMC's pool chemical in 12-15 markets including Atlanta and Albuquerque. Agency: Dancer-Fitzgerald-Sample, New York. Target: men, 18-49.

**Chamberlain Manufacturing**  Two-week radio campaign begins in early May for garage door opener in 35-40 markets including Cincinnati, Minneapolis and St. Louis. Agency: Meyer/Fredericks & Associates, Chicago. Target: adults, 25-54.

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Since 1963 Roberts Advertising has served over 1200 AM & FM stations. We can place extra cash dollars in advertising on your radio station, from your local market.

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Regardless of your market size, we can turn your unsold time into cash.

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- Send me more information.

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RADIO STATION \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Radio-TV

**Shindig**  Four-week radio and TV campaign begins in mid-April for Broadway musical during prime, early and late fringe time. Agency: Gerber Carter Communications, New York. Target: adults, 18-34.



## Torbet Radio

We told  
Progressive Communication Corporation  
that we could outsell any rep.

Last year we increased  
national sales on WIVY  
in Jacksonville by 114%.\*

They asked us to prove it again  
with WBCN in Boston and  
KOME in San Jose.

\* Source: Based on national sales figures for 1977 and 1978.

New York Philadelphia Chicago St. Louis Detroit Atlanta Memphis Dallas Denver Los Angeles San Francisco Portland Seattle

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Robert L. Ficks Jr., vice president, advertising and PR, Ethan Allen Inc., Danbury, Conn.

## Ethan Allen gets brand recognition with its media mix

It's axiomatic in the furniture industry that brand awareness is low. The economics of manufacturing and pricing simply do not allow margins sufficient to buy much clout in the marketplace, as is the case in packaged goods, cosmetics and other fields.

Notwithstanding such limitations, Ethan Allen has made substantial efforts in recent years to build brand identity with consumers—and with considerable success. Brand Name Index surveys of women, conducted by the Gallup Organization, place Ethan Allen at the top of furniture manufacturers in total awareness (aided recall) with 69%. On unaided recall, awareness is lower, but Ethan Allen identification has doubled from what it was seven years ago.

The greater consumer recognition—as well as sales increases—is attributable to a number of things, including the unique concept and success of Ethan Allen Galleries and its extensive planning and marketing skills.

The “gallery concept,” developed in the early 1960's by management of the then Baumritter Corp., is well known in the furniture industry and to many American women through 303 Showcase Galleries located in colonial prototype buildings in 46 states and Canada. In addition, there are 68 other locations and branches for Ethan Allen furniture. However, these are not in the classic prototype building design.

The galleries display and sell a varied line of traditional furniture and a broad range of rugs, carpets, bedding, draperies, lamps, pictures and other household items under the Ethan Allen brand, enabling the customer, in one stop, to purchase a complete houseful of coordinated furnishings, furnishings for a single room, or just one item. Expressed from a marketing position, Ethan Allen is the best place for a woman to decorate her home according to her needs and life style.

Each independent retailer who establishes a gallery receives complete store planning and counseling, intensive training for his personnel, detailed marketing programs and other services from the company. Divisional advertising managers, for example, become working members of the management of a gallery, responsible for developing an advertising budget and its effective use.

Once the budget is laid out, we give our managers an arsenal of tools to bring to the stores: a full repertoire of television spots, newspaper ads, radio tapes, direct



Robert L. Ficks Jr. has been with Ethan Allen Inc., Danbury, Conn., since 1956. He joined the company as sales manager, and in 1966 was appointed vice president, advertising and public relations. He is a graduate of the University of Cincinnati and served as director of Association of National Advertisers from 1971 through 1975.

mail pieces and the like. In many cases, our managers will even get involved in the buying process, sitting down with representatives of the stations to help the store make the buy.

For many years, the media emphasis was in print—magazines and newspapers. Then in 1974, following a test in eight markets, the company launched “Operation Breakout,” a spot television campaign created by the company and paid for by the galleries in some 70 markets. The goal was for Ethan Allen to break out of the pack, employing a medium not widely used by furniture manufacturers.

Then in 1976, while continuing corporate support in shelter and women's service magazines, we added two 10-week network television flights to the corporate schedule—one in the spring, the other in the fall—timed out of phase with January-February and July-August sale periods when galleries normally promote heavily on the local level through all media.

Tracking studies were conducted by our agency, Dancer-Fitzgerald-Sample, asking about brand and advertising awareness, opinions, consumer awareness of galleries in their area, whether they had visited them and many other questions. The “breakout” was moving forward, measurably raising top-of-the-mind brand awareness.

The activities have continued and today advertising includes media of all types at all levels. Spot television commercials for use by the galleries and corporate magazine advertisements as well as some newspaper supplements/direct mail brochures are created by Dancer-Fitzgerald-Sample to insure high quality. Funds for the production of a library of some 10 commercials are allocated by the company and the commercials are available at a nominal cost to any gallery.

Typically, the library of commercials includes institutional spots, items such as the Ethan Allen wall systems, summer and Christmas sale promotions and new store openings. Gallery participation in the program, depending on the time of year, ranges as high as 80 to 85 markets.

Corporate expenditures of some \$3.5 million annually include the cost of producing the television commercial library, some \$2 million annually for women's service and shelter magazine advertising and the production of a variety of other promotion materials. Spot television billings by Ethan Allen Galleries were approximately \$2 million in 1978.

Corporate magazine advertising in shelter and women's service magazines emphasizes the ability of Ethan Allen Galleries to cater to the needs of a variety of life styles and provides an opportunity to get our product in a static picture in front of the reader. If she wants to study how the draperies are made, how the room was put together, it stays there.

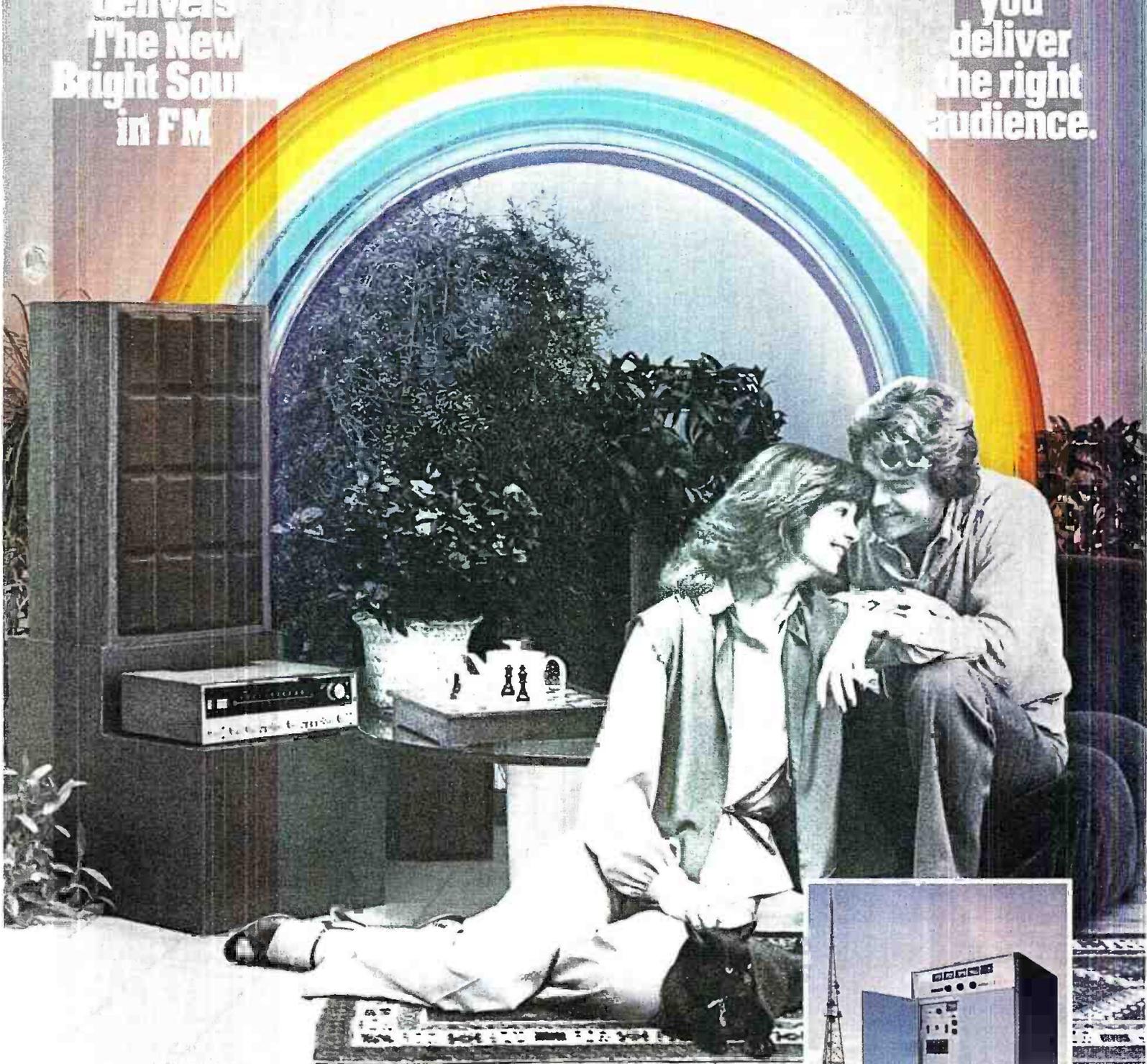
Spot television reinforces the promise that regardless of her life style, the best place to make a home furnishing's purchase decision is at an Ethan Allen Gallery. The commercials say we give you a great price value, good sound decorating help, a wide range of merchandise to choose from and a number of other benefits. There are also two times a year when summer and winter sale events allow us to say “we've got a bargain.” That's the other purpose of the commercials—to convey news.

There's great synergism between the corporate umbrella and the galleries' use of spot television and it's a very important combination. Newspaper use by the galleries performs a price function, while radio is primarily for news to create a sense of urgency.

The best of all possible worlds would be to have the margins that would make possible the continuing use of both network television and magazines on the corporate level, backed by spot television and other local media. However, within the budget limitations, the company has developed a combination that is working successfully.

RCA  
delivers  
The New  
Bright Sound  
in FM

to help  
you  
deliver  
the right  
audience.



Revenue. Ratings. Audience.  
Programming.

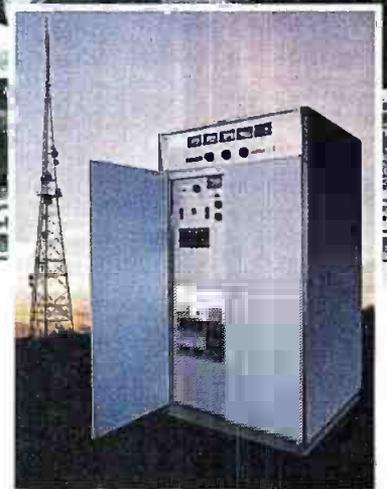
In FM, they all come together more successfully when you're delivering the *right* sound to the *right* audience.

RCA can help you do just that, with The New Bright Sound line of FM equipment: transmitters at 3, 5, 10, 20, and 40 kw power levels, with the new RCA BTE-115 exciter

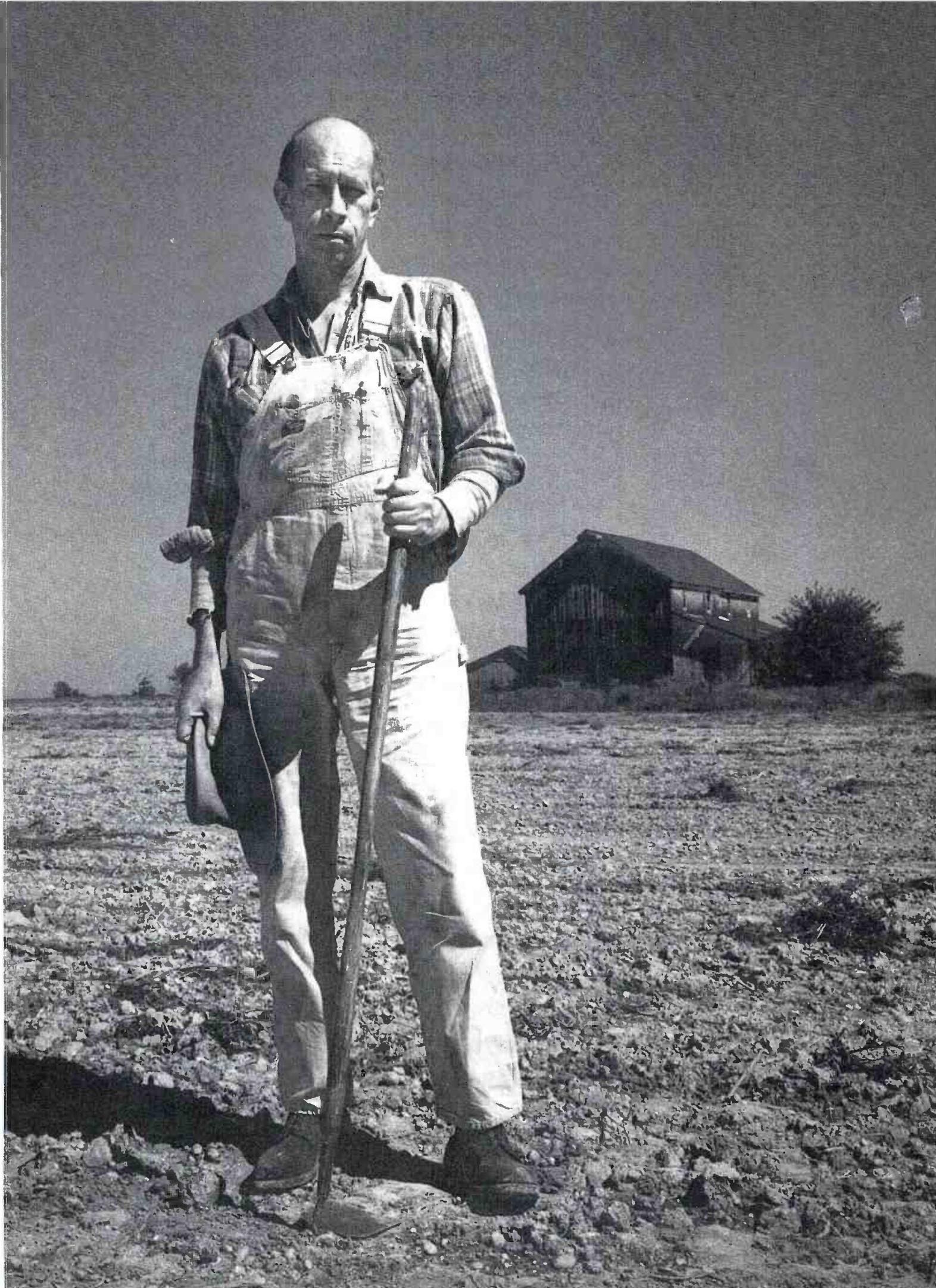
system. Low, medium, and high gain circularly polarized antennas. Audio consoles. Recorders and audio processors.

You can specify a total RCA system, or get just what you need now—and add-on later.

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Radio Broadcast  
Systems



# INFORMATION MANAGEMENT. DOES IT THREATEN THE WORK ETHIC?

The American work ethic has always assumed that if you worked hard, your efforts would be rewarded.

We wouldn't argue with that. But we would like to amend it a little.

The way we see it, working hard isn't nearly as important as working well.

Information Management isn't a way of sidestepping hard work. It's a way of making it more productive.

For example, there's no virtue in having to spend hours typing, retyping and re-retyping documents. So we make electronic typing systems that let you type, revise and retrieve information in a lot less time. Which gives you a lot more time to create and perfect it.

To make information easier to work with, we make a full range of copiers, duplicators and computer printers. Ones that not only reproduce, but can reduce, collate or even print in color.

To make information more accessible, we have Telecopier transceivers and communicating typewriters that transmit information crosstown or cross-country in minutes.

We even offer computer services that let you manage information without having to manage a computer.

So you see, Xerox information management systems are actually the epitome of the work ethic.

They work harder. So you can work better.

## XEROX

# Where Things Stand

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

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**AM allocations.** FCC has initiated rulemaking that could result in addition of 125 or even more AM stations in clear and adjacent channels. Commission decided against higher power for clear channel I-A stations as means of providing service to areas without nighttime radio service (BROADCASTING, Jan. 1). That action is coupled with increased discussion about converting daytime radio operations into full-time operations, with several actions pending. Among them: House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has sided with Daytime Broadcasters Association and its chief spokesman in Congress, Representative Paul Findley (R-Ill.), in advocating conversion of daytimers. First Communications Act rewrite would require FCC to do something about it. National Telecommunications and Information Administration has proposed reducing AM spacing to 9 khz to create more radio channels. Joint Board of National Association of Broadcasters has proposed that FCC form industry-government advisory committee to study all proposals leading to universal full-time radio service for all, but without diminishing operation of existing full-time stations. Board of National Radio Broadcasters Association has called for industry-government committee to study 9 khz proposal.

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

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

**AT&T rates.** FCC has rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Commission indicated it would designate existing tariff for hearing, after which commission could prescribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates,

which was issued last spring, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10, 1978). Commission has rejected AT&T petition for reconsideration.

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

**Blanking intervals.** FCC last June issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. Then in January, commission issued public notice saying that until July 1, it will issue no advisory notices or notices of apparent violation for blanking in excess of standards. The Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August to "identify problem areas and recommend corrective action" to the FCC. The group is made up of representatives of the three commercial networks, the Public Broadcasting Service, the National Association of Broadcasters and several station groups (see "In Sync," Oct. 23, 1978).

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

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

do something along same line.

**Carter use of broadcasting.** President has held 46 televised press conferences since assuming office. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy to his appearance last week at National Association of Broadcasters convention in Dallas (see story this issue).

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

**Closed captioning.** FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) At end of March, Joseph Califano Jr., secretary of health, education and welfare, announced initiation of program by ABC, NBC and Public Broadcasting Service to operate captioning project which will get underway early next year (BROADCASTING, March 26). ABC and NBC will eventually caption about five hours a week (mostly prime time) and PBS more than 10 hours. Sears, Roebuck & Co. will manufacture and distribute decoding equipment for home sets. Adapter for set will cost about \$250, while 19-inch color set with one built in will sell for about \$500. CBS declined to participate, saying it is more interested in proceeding with its work with teletext process to provide not only captioning, but other information services as well (BROADCASTING, March 12).

**Communications Act.** Communications Act rewrite was unveiled last week by sponsors Lionel Van Deerlin (D-Calif.), James Collins (R-Tex.) and James Broyhill (R-N.C.) (see "Top of the Week"), two weeks after two major Communications Act revisions were introduced in Senate—S. 611 written by Senator Ernest Hollings (D-S.C.) and S. 622 written by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.) (BROADCASTING, March 19). Rewrite II takes broadcast deregulation great deal further than Senator Hollings's bill, calling for complete deregulation of radio immediately, for TV after 10 years. But both bills have spectrum fee that broadcasters have adamantly opposed. Messrs. Van Deerlin and Hollings plan to move their bills quickly to vote. Senate Communications Subcommittee has scheduled hearings

April 24 to May 11, then continuing in late May or early June. Broadcasting provisions will be taken up during latter series.

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

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

**EEO.** Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has promulgated new cable EEO regulations anyway (BROADCASTING, Oct. 22, 1978). In broadcast EEO area, commission has tentatively voted to amend form 395, commission's annual employment reporting form, to require licensees to rank employees according to salary and to identify minorities and women (BROADCASTING, Nov. 6, 1978). However, after that action generated considerable criticism, commission decided to issue further notice of rulemaking to obtain comments on various options (BROADCASTING, Jan. 1).

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

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

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

**Format changes.** FCC more than two years ago ended inquiry to determine whether it can or should be involved in regulating program

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

**License renewal legislation.** Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became more urgent after Washington appeals court's WESH decision in October, although that decision was later amended (BROADCASTING, Jan. 2). Issue is treated in both Communications Act revision bills introduced in Senate (BROADCASTING, March 19), and it appears that any action on renewal issues will take place within context of House's rewrite and Senate's renovation of Communications Act, however. Introduction of renewal measures, reaching flood stage in previous years, is limited to just two bills this year, both reruns from last Congress.

**Minority ownership.** Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, April 24, 1978). FCC also has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$9 million from networks and groups for its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1). National Radio Broadcasters Association has created program where its members help minorities learn station operations. Group consisting mostly of blacks has filed for what will be first minority-controlled VHF in continental U.S., WHCC-TV Rochester, N.Y. (BROADCASTING, Aug. 28, 1978); another all-black firm is seeking VHF WAEO-TV Rhinelander, Wis. (BROADCASTING, Sept. 25, 1978).

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

# OLYMPIC FEVER AT NATPE.



Available on attractive barter arrangement!

**41 stations signed up for "The Road to Moscow 1980" at the NATPE Conference in Las Vegas. (And 75% of them are network affiliates.)**

**Hosted by everybody's all-star, Los Angeles Dodger Steve Garvey, these 30 weekly, one hour programs (22 originals, 8 selected repeats) lead up to the Olympic games in Moscow, Summer 1980.**

**"The Road to Moscow 1980" is the most extensive Olympic coverage outside of the Olympics itself.**

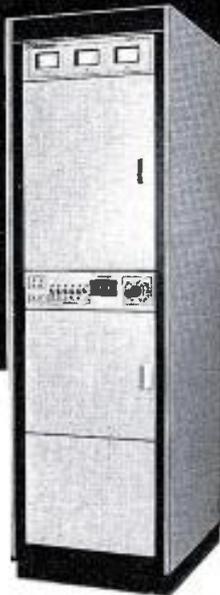
**Take "The Road to Moscow 1980". Available exclusively for local stations January 1980.**

**MCA TV**

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licenses (BROADCASTING, Oct. 6, 1978).

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

**Network standings.** Prime-time TV ratings averages, Sept. 18, 1978-March 25: ABC 21.1 CBS 18.7, NBC 17.3.

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

**Operator licensing.** FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (BROADCASTING, Jan. 1). Commission has not yet acted, however, on proposal calling for dual license structure—one series four routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters.

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

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

**Public broadcasting.** Congress passed new legislation last year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (BROAD-

CASTING, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Public broadcasting is also treated in Communications Act rewrite, which proposes elimination of CPB, creation of Public Telecommunications Programing Endowment to support public radio and TV programming. Proposed National Telecommunications Agency would be empowered to fund public telecommunications and interconnection facilities. Last week, second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (BROADCASTING, Feb. 5).

**Shield legislation.** Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29). After *Stanford Daily* decision, House Government Operations Committee has endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation (BROADCASTING, Jan. 1). Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has announced plans to draft legislation to overcome effects of *Stanford Daily* (BROADCASTING, Dec. 18, 1978). Still, last month Supreme Court refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did while with KAKE-TV Wichita, Kan. (BROADCASTING, Feb. 26).

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

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

**WARC.** U.S. and 153 other member nations of International Telecommunications Union are in what technicians and officials involved regard as home stretch in developing national positions to present to World Administrative Radio Conference in 1979 (BROADCASTING, Dec. 11, 1978) WARC '79 international spectrum

allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals were due to be submitted to ITU in January (BROADCASTING, Jan. 1).

**WESH.** FCC renewal of license for Cowles Communications's WESH-TV Daytona Beach, Fla., and denial of competing challenge by

Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (BROADCASTING, Oct. 2, 1978). Court decision then threw into disarray commission's policy on comparative renewals, but in clarification of its order, court, in view of commission and private attorneys, restored flexibility to commission's method of handling comparative renewal matters (BROADCASTING, Jan. 22).

## Datebook

■ indicates new or revised listing

### This week

**April 1-3**—*American Association of Advertising Agencies* South-Southwest joint annual meeting. Key Biscayne hotel, Key Biscayne, Fla.

**April 1-7**—*Second International Public Television Screening Conference (INPUT)*. Milan Trade Fair, Milan, Italy. Information in U. S.: Corporation for Public Broadcasting, Washington (202) 293-6160.

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

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

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

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

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

**April 5**—*Advertising Research Foundation/Advertising Club of Metropolitan Washington* public affairs conference. International Inn, Washington.

■ **April 6**—Deadline for comments on recommendations for improving FCC's pre-designation processing of contested processing of contested broadcast applications. Washington.

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

**April 6**—Mass communications career day conference of *Eastern Kentucky University*. Richmond, Ky.

**April 6-7**—*Women in Communications Inc.* Midwest region meeting. Hilton Inn, Denver.

**April 6-7**—*Society of Professional Journalists, Sigma Delta Chi Region 6* conference. St. Cloud, Minn.

**April 6-8**—*Women in Communications Inc.* South region meeting. Montgomery, Ala.

**April 6-8**—*Women in Communications Inc.* Far West region meeting. Mansion Inn, Sacramento, Calif.

**April 7**—Great Lakes Radio Conference of *Central Michigan University chapter of Alpha Epsilon Rho* for high school and college students interested in radio careers. Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3851.

**April 7**—*Women in Communications Inc.* Fort Worth chapter celebrity breakfast. Green Oak Inn, Fort Worth.

**April 7**—Meeting of *Region 8, Radio Television News Directors Association*, Campus of Wright State University, Dayton, Ohio. Contacts: Lou Prato, WDTN-TV, Dayton; Steve Baker, WPPW, Piqua, Ohio; Bob Pruett, Wright State University.

**April 7**—Conference of *Radio-Television News Directors Association Region 12*, co-sponsored by Duquesne University Journalism Department. Duquesne

Student Union, Pittsburgh. Contact: Alice Horgan, WTAE-TV Pittsburgh.

**April 7**—*Denver Women in Communications Inc.* Matrix Awards luncheon. Lesley Stahl, CBS White House correspondent, will speak. Airport Hilton Inn, Denver.

**April 8**—*Iowa Associated Press Broadcasters Association* annual convention. Keynote speaker will be Charles Osgood, CBS News. Four Seasons Center, Cedar Rapids, Iowa.

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

**April 8-10**—*West Virginia Broadcasters Association* spring meeting. Lakeview Inn and Country Club, Morgantown, W. Va.

### Also in April

**April 9-11**—Meeting of *Alaska Broadcasters Association*. Anchorage Hilton, Anchorage.

**April 10**—*Women in Communications Inc.* Cleveland chapter luncheon. Speaker will be Marlene Sanders, CBS correspondent. Cleveland Plaza hotel, Cleveland.

**April 10**—Symposium on "Doing Business With NATO", sponsored by *Armed Forces Communications & Electronics Association*. Commerce auditorium, Washington. Information: (703) 820-5028.

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

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

**April 11**—*New England Cable Television Association* spring meeting. Sheraton Inn and Conference Center, West Lebanon, N.H. Contact: Bill Kenny, NECTA, (603) 286-4473.

**April 11-13**—*Washington State Association of Broadcasters* spring meeting. Representative Al Swift (D-Wash.), member of House Subcommittee on Communications, will be keynote speaker. Thunderbird Motor Inn, Wenatchee, Wash.

**April 11-13**—*Kentucky Broadcasters Association* spring convention. Representative Lionel Van Deerlin (D-Calif.) will be banquet speaker April 12. Hyatt Regency, Louisville, Ky.

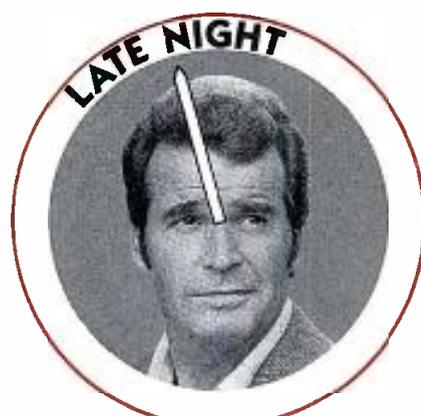
■ **April 12**—Deadline for comments in *National Telecommunications and Information Administration* proposed rulemaking concerning eligibility requirements and grant procedures for its Public Telecommunications Facilities Program.

**April 12-13**—Third annual *Alpha Epsilon Rho* Southwest regional broadcast conference and clinic. Texas Tech University, Lubbock, Tex. Information: (806) 742-3382.

**April 13-14**—*Society of Professional Journalists, Sigma Delta Chi Region 7* conference. Lincoln, Neb.

**April 13-14**—*Alabama UPI Broadcasters Association* annual meeting. Governor Fob James will be speaker at Saturday night awards banquet. Downtowner Motor Inn, Montgomery, Ala.

**April 13-14**—Seventh annual broadcast journalism



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Of all late night hours, he's top rated\*.

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113 hours available Fall 1979.

**MCA TV**

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

# The Professional

**Amy Sabrin's favorite place is first.**

Amy Sabrin likes being first. She was one of the first women at Dartmouth and the very first woman editor of that school's newspaper.

Time and again, Amy ends up first. Not long ago, she produced two award-winning documentaries. Now, as a news editor, she's in charge of AP Radio's desk during the busiest hours of the day.

How does Amy decide which news deserves air time? "By extending myself to make sure AP stories touch the lives of our listeners," she said. We like that. We're like Amy Sabrin.

Professional.

## AP Radio

Associated Press  
Radio Network



## Major Meetings

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

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

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

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

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

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

**May 21-24**—National Public Radio annual conference. Hyatt Regency, Washington. 1980 conference will be March 16-20, Crown Center hotel, Kansas City, Mo.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

seminar of William Allen White School of Journalism in conjunction with Radio Television News Directors Association Region 6 meeting. University of Kansas, Lawrence. Contact Professor David Dary, (913) 864-3903.

**April 17**—Seattle Women in Communications Inc. Matrix dinner. Betty Rollin, NBC News correspondent, will be speaker. Olympic hotel, Seattle.

**April 17**—Symposium on recommendations for improving FCC's pre-designation processing of contested broadcast applications. Washington.

**April 17-18**—Alabama Cable Television Association annual "Citizen of the Year" presentation. Recipient will be Representative Ronnie G. Flipppo (D-Ala.). Hyatt House, Birmingham, Ala.

**April 18**—New deadline for responses to FCC on National Telecommunications and Information Administration petition for reducing AM channel spacing from 10 khz to 9 khz. Previous deadline was Feb. 28.

**April 18**—Miami University Telecommunications Center "Free Press vs. Fair Trial" seminar. Scheidler Hall, MU, Oxford, Ohio. Information: (513) 529-3521.

**April 18**—Federal Communications Bar Association luncheon. Robert Schmidt, president, National Cable Television Association, will speak. Capitol Hilton hotel, Washington.

**April 18**—Seminar on "Effective" TV Public Service Advertising, sponsored by The Institute for Government Public Information Research and American University Public Relations Graduate Program, with funding assistance from Broadcast Advertisers Reports. Mayflower hotel, Washington.

**April 18-20**—Indiana Broadcasters Association spring meeting. Sheraton Inn, Evansville, Ind.

**April 18-20**—Minnesota Broadcasters Association spring conference. Friday luncheon speaker will be Representative Lionel Van Deerlin (D-Calif.). Marquette Inn, Minneapolis.

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

**April 20**—Deadline for nominations for third annual National Public Radio Edward R. Murrow award for significant contributions to public radio. Award will be presented May 23. Contact: Diana Calland, NPR, Washington.

**April 20-21**—National Translator Association annual convention. Regency hotel, Denver. Information: Paul H. Evans, (801) 237-2623.

**April 20-21**—Texas Associated Press Broadcasters Association annual convention. Royal hotel, Abilene, Tex.

**April 20-21**—Society of Professional Journalists, Sigma Delta Chi Region 1 conference. Hartford, Conn.

**April 20-22**—UPI Carolina Broadcasters Association spring meeting and workshop on coverage of disasters. Holiday Downtown, Myrtle Beach, S.C.

**April 20-22**—Society of Professional Journalists, Sigma Delta Chi Region 8 conference. Huntsville, Tex.

**April 20-22**—Society of Professional Journalists, Sigma Delta Chi Region 11 conference. San Francisco.

**April 20-26**—MIP-TV's 15th annual international marketplace for producers and distributors of TV pro-

graming. Cannes, France.

**April 21**—East Central Indiana *Women in Communications Inc.* Matrix luncheon. Janet Guthrie, race car driver, will speak. Anderson, Ind., Country Club.

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

**April 22-24**—*Louisiana Association of Broadcasters* annual convention. Hilton hotel, Baton Rouge.

**April 22-26**—*Affiliated Advertising Agencies International* annual meeting. St. Petersburg Beach, Fla.

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

**April 23-24**—*New York State Cable Television Association* spring meeting. Albany, N.Y.

**April 23-24**—*Virginia Cable Television Association* annual convention. Marriott hotel, Arlington, Va.

**April 23-29**—*Pennsylvania Association of Broadcasters* annual convention-cruise. Miami, Nassau, Bahamas.

**April 24-27**—*National Press Photographers Association* workshop on TV newsfilm-tape. University of Oklahoma, Norman. Contact: Professor Ned Hockman, School of Journalism.

**April 26**—New York City *Women in Communications Inc.* Matrix Awards luncheon. Rosalynn Carter is scheduled to speak. Sheraton Centre, New York.

**April 27-28**—*Society of Professional Journalists, Sigma Delta Chi Region 9* conference in conjunction with SDX Distinguished Service Awards ceremonies. Denver.

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

**April 27-29**—*Illinois News Broadcasters Association* spring convention. Ramada Inn, Rockford, Ill.

**April 27-29**—*Women in Communications Inc.* North Central region meeting. Hamline University, St. Paul.

**April 27-29**—*Women in Communications Inc.* Northeast region meeting. Americana hotel, Rochester, N.Y.

■ **April 28**—*White House Correspondents' Association* 65th annual dinner to honor the President. Washington Hilton hotel, Washington.

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

## May

**May 1**—Deadline for comments on *FCC* inquiry to study problem of radio frequency interference and need for regulation to lessen such interference (General docket 78-369). Replies are due July 1.

**May 1**—Deadline for comments to *FCC* on radio frequency interference to electronic equipment (Docket 78-369). Replies are due July 1.

**May 1-2**—*American Association of Advertising Agencies* media seminar. Water Tower, Hyatt, Chicago.

**May 2**—Peabody Awards luncheon, sponsored by *Broadcast Pioneers.* Pierre hotel, New York.

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

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

**May 4**—*Radio-Television News Directors Association of Canada* French-language regional conference. Hotel La Seigneurie de Ste. Marie, Ste. Marie de Beauce, Quebec.

**May 4-5**—*Radio Television News Directors Association Region 2* meeting in cooperation with *UPI.* Cal-Neva Lodge, North Lake Tahoe, Calif. Contact: *UPI,* P.O. Box 4329, San Francisco 94101.

**May 4-5**—*Radio-Television News Directors Association Region 6* workshop. Lincoln, Neb. Contact: Steve Murphy, *WOWT(TV)* Omaha, Neb., or Larry Walkin, University of Nebraska.

**May 4-6**—*Society of Professional Journalists, Sigma Delta Chi Region 3* conference. Fort Lauderdale, Fla.

**May 5**—National Capital *Women in Communications Inc.* Matrix luncheon. Senator Nancy Landon

Kassebaum (R-Kan.) will speak. Washington hotel, Washington.

**May 5-6**—*Society of Professional Journalists, Sigma Delta Chi Region 10* conference. Portland, Ore.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

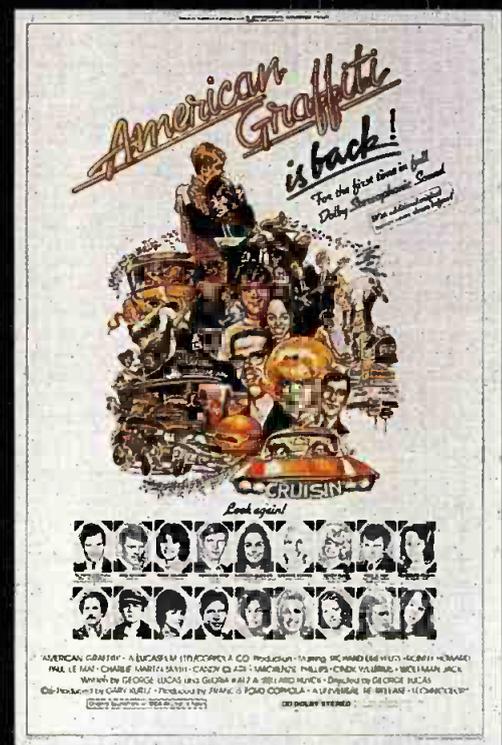
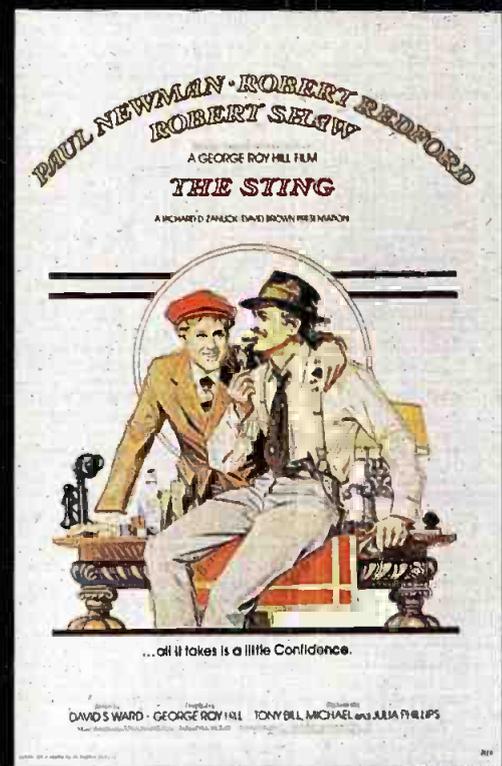
**May 20-22**—Tentative date for *National Association of Broadcasters* meeting of broadcast general managers and public affairs directors to explore public affairs programming on TV. Site to be announced.

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

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

**May 21-24**—*National Public Radio* annual con-

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ference. Hyatt Regency, Washington.

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

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

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

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

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

**May 30**—*International Radio and Television Society* annual meeting. Waldorf-Astoria, New York.

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

**May 31**—*American Research Foundation* fifth annual midyear conference. Detroit Plaza hotel, Detroit.

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

## June

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

**June 3-6**—*Electronics Industries Association/Consumer Electronics Group* 1979 international summer Consumer Electronics Show. McCormick Place, McCormick Inn and Pick Congress hotel, Chicago.

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

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

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

**June 5-9**—*Broadcast Promotion Association* 24th annual seminar. Nashville.

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

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

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

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

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

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

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

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

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

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

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

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

**June 14-15**—*Oregon Association of Broadcasters* spring meeting. Bowman's Resort, Wemme, Ore.

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

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

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

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

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

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

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

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

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

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

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

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

**June 27-30**—*Florida Association of Broadcasters* 44th annual convention. Boca Raton hotel and club.

**June 28-July 1**—Second annual convention of *National Federation of Local Cable Programmers*. Austin, Tex. Information: Austin Community Television (host), Box 1076, Austin 78767.

## July

**July 6-10**—*Television Programers Conference*. Hyatt Regency, Lexington, Ky. Information: Bill Logan, Cosmos Broadcasting, Columbia, S.C. (803) 799-8446.

**July 8-11**—Summer convention of *National Association of Farm Broadcasters*. Billings, Mont.

**July 8-11**—*New England Cable Television Association* annual convention. Wentworth by the Sea, Portsmouth, N.H. Contact: Bill Kenny, NECTA, (863) 286-4473.

■ **July 10**—New deadline for filing comments to FCC on AM clear channel rulemaking proposing to limit the coverage range of existing 25 class I-A stations to make room for additional AM's.

**July 11-15**—*Colorado Association of Broadcasters* summer convention. Tamarron, Colo.

**July 15-18**—*The New York State Broadcasters Association* 18th executive conference. The Otesaga hotel, Cooperstown, N.Y.

**July 25-29**—*Rocky Mountain Broadcasters Association* convention. Hyatt Lake Tahoe hotel, Incline Village, Nev.

## August

■ **Aug. 13**—New deadline for filing reply comments to FCC on AM clear channel rulemaking proposing to limit coverage range of existing 25 class I-A stations to make room for additional AM's.

**Aug. 20-21**—*Society of Cable Television Engineers* regional technical meeting. Logan Airport Hilton, Boston.

**Aug. 23-26**—*West Virginia Broadcasters Association* meeting. Greenbrier, White Sulphur Springs, W. Va.

**Aug. 24-Sept. 2**—International Radio and TV Exhibition 1979 Berlin, promoted by the *Society for the Promotion of Entertainment Electronics* of Frankfurt-on-Main with executive handling by the *AMK Company for Exhibitions, Fairs and Congresses Ltd.* Berlin Exhibition grounds.

**Aug. 26-28**—*Illinois Broadcasters Association* annual convention. Ramada Inn, Champaign, Ill.

**Aug. 26-28**—*Maine Association of Broadcasters* meeting. Sebasco Estates, Me.

## September

**Sept. 5-7**—Second International Fiber Optics and Communications Exposition. Hyatt Regency O'Hare, Chicago. Information: (617) 739-2022.

**Sept. 6-8**—*Radio Television News Directors Association* international conference. Caesar's Palace, Las Vegas.

**Sept. 8-11**—Southern Show of *Southern Cable Television Association*. Atlanta Hilton, Atlanta.

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

**Sept. 12**—*Ohio Association of Broadcasters* state legislative salute. Sheraton-Columbus, Columbus, Ohio.

**Sept. 16-19**—*Broadcast Financial Management Association's* 19th annual conference. Waldorf-Astoria, New York.

■ **Sept. 17-18**—*Society of Cable Television*

We are pleased to announce that Ron Jones has joined our organization, bringing with him some 35 years of broadcast experience, including 25 years with NBC TV sales.

Mr. Jones will represent us in the northern tier of Southern States and the Middle Atlantic area.

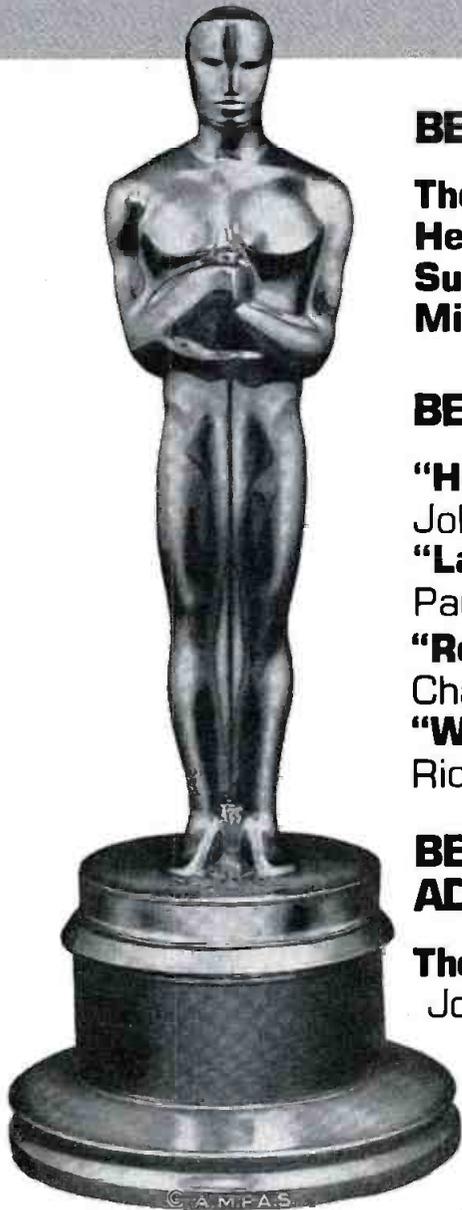
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## **BEST ORIGINAL SCORE**

**The Boys From Brazil** — Jerry Goldsmith  
**Heaven Can Wait** — Dave Grusin  
**Superman** — John Williams  
**Midnight Express** — Giorgio Moroder (SUISA)

## **BEST ORIGINAL SONG**

**"Hopelessly Devoted To You"** from **Grease** —  
John Farrar  
**"Last Dance"** from **Thank God It's Friday** —  
Paul Jabara  
**"Ready To Take A Chance Again"** from **Foul Play** —  
Charles Fox and Norman Gimbel  
**"When You're Loved"** from **The Magic of Lassie** —  
Richard M. and Robert B. Sherman

## **BEST ORIGINAL SONG SCORE AND ITS ADAPTATION, or BEST ADAPTATION SCORE**

**The Buddy Holly Story** — adaptation score by  
Joe Renzetti  
**Pretty Baby** — adaptation score by  
Jerry Wexler, music by Scott Joplin  
**The Wiz** — original music by Charlie Smalls

# BMI

What the world expects from the world's largest music licensing organization.

# Out in the field, we're way ahead of the field.

A pretty dramatic statement, we'll admit.

But Sony Broadcast has dramatic equipment to back it up.

What would you say to a professional U-matic color videocassette recorder, and a broadcast quality 3-tube ENG color camera, at a combined weight of under 40 pounds.

And that includes little things like camera head, and viewfinder, and lens, and videocassette, and even rechargeable battery!

Surprised? You shouldn't be. After all, portable Sony equipment has been leading the ENG revolution for years.

And combining our BVU-50 recorder with our BVP-300 camera gives you one of the most advanced news gathering and field production teams we've ever fielded.

Look, first, at our BVP-300 camera.

It's a state-of-the-art 3-tube color camera in a completely self-contained package. A camera that combines broadcast-quality pictures with the ENG advantages of extremely small size, light weight, and low power consumption.

Three Plumbicon\* or Saticon\*\* pickup tubes provide the exact pickup system that suits your needs. Extra sensitivity lets you bring your stories to light...even if you have just 2 footcandles to work with. And automatic controls make setup a snap.

Next, look at our BVU-50 recorder.

It saves space and weight by having record-only circuitry. Yet a unique video confidence head system lets you know you're getting adequate RF signal on the tape. Framing servo insures



proper frame orientation. And professional picture quality makes the BVU-50 equal to any ENG or EFP situation.

Now look at them both together. And see how far ahead of the field Sony Broadcast really is.

Your BVU-50/BVP-300 system will operate for up to 74 minutes on a single BP-90 NiCd battery.

You can start and stop the recorder by the camera trigger.

At the end of each shooting sequence, the BVU-50 automatically backspaces the tape for clean scene-to-scene transitions. You get continuous usable video for the full length of your recording tape.

While you're recording, you can monitor all VTR warning functions in both camera viewfinder and earphone.

And while you're in standby mode, the BVU-50 head drum rotates at slower speed, reducing power consumption by two-thirds.

In short, you get an ENG/EFP package that gives you the size, weight, and convenience you'd normally expect from 16mm film equipment. Yet retains all the economic and electronic advantages of video.

Advantages that can keep you way ahead of the game.

For more information, write Sony Broadcast, 9 West 57th Street, New York, N.Y. 10019. Or call us direct. In New York, our number is (213) 371-5800. In Chicago, we're at (312) 792-3600. And in Los Angeles, at (213) 537-4300.

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## SONY BROADCAST

## Errata

"For the Record" (Feb. 26, page 99) incorrectly showed Robert T. McVay as owner of KRKC(AM) King City, Calif. He sold station to Radio Del Rey Inc. in October 1978.

Engineers regional technical meeting. Marriott Twin Bridges-National Airport, Arlington, Va.

■ **Sept. 19-21**—Annual broadcast symposium of *IEEE Broadcast, Cable and Consumer Electronics Society*. Washington hotel, Washington. Contact: George Jacobs, (202) 254-8040.

■ **Sept. 19-21**—Forum '79, sponsored by *International Telecommunication Union* for telecommunications executives and investment bankers. Geneva.

**Sept. 20-26**—Telcom 79. Third world telecommunications exhibition, sponsored by the *International Telecommunication Union*. Palais des expositions, Geneva.

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

**Sept. 26-29**—*Tennessee Association of Broadcasters* annual convention. Opryland hotel, Nashville.

■ **Sept. 27-30**—National meeting of *Women in Communications Inc.*, Sheraton-Dallas hotel, Dallas.

## October

■ **Oct. 2-4**—International Electrical, Electronics Conference and Exposition, sponsored by the *Canadian region of Institute of Electrical and Electronics Engineers*. Exhibition Place, Toronto.

**Oct. 7-10**—*National Radio Broadcasters Association* national convention. Washington Hilton hotel, Washington.

■ **Oct. 9-13**—*Inter-American Association of Broadcasters* meeting. Mayflower hotel, Washington.

■ **Oct. 14-18**—*Texas Association of Broadcasters* fall convention. Marriott hotel, Austin, Tex.

**Oct. 21-26**—*Society of Motion Pictures and Television Engineers* 121st technical conference and equipment exhibit. Century Plaza hotel, Los Angeles. Information: SMPTE, 862 Scarsdale Avenue. Scarsdale, N.Y. 10583.

■ **Oct. 22-23**—*Advertising Research Foundation* annual conference. Waldorf-Astoria, New York.

**Oct. 23-24**—*Ohio Association of Broadcasters* fall convention. Columbus Hilton, Columbus, Ohio.

■ **Oct. 24-26**—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Louisville, Ky.

## November

■ **Nov. 1-4**—*Federal Communications Bar Association* fall seminar. Cerromar Beach hotel, San Juan, P.R.

**Nov. 8-9**—*Oregon Association of Broadcasters* conference. Valley River Inn, Eugene, Ore.

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

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

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

## December

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

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

## January 1980

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

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

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

## February 1980

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

## Books

"*Living on Air*," by Don F. DeGroot. *Oakmore Publishing Co.*, 30225 Ardmore Drive, Farmington Hills, Mich. 48018. 484 pp. \$12.95 plus \$1 postage.

When Don DeGroot retired on Sept. 1, 1976, he began to share his early days and subsequent 46 years in broadcasting with his friends. He does it in this homey biography that spans time from his birth in 1911 through his entry into radio at WDFD(AM) Flint, Mich., and continues throughout his climb to the vice presidency of the broadcast division of the Evening News Association.

It is in the last two phases that Mr. DeGroot's peers in radio and TV will have their recall stirred about the pioneering times in broadcasting that didn't always qualify as the good old days. The book also serves to document activities of persons, places and happenings that touched on Mr. DeGroot's life and which belong in broadcasting's archives.

"*A Marketing Approach to Building Store Traffic With Broadcast Advertising*," by William L. McGee. *Broadcast Marketing Co.*, 415 Merchant Street, San Francisco 94111, 431 pp. \$50 plus shipping charges; \$20 each for 20 or more copies.

Mr. McGee, with the professional assistance of 34 contributing authors and nine editorial consultants, thoroughly dissects retail marketing and broadcast advertising in this guidebook.

In a well organized sequence, it analyzes retailing today, research, buying habits, strategies of marketing, etc. The book then moves into such areas as establishing advertising budgets, promotion, evaluation of major local media, suggestions on producing low-cost, effective commercials and countless other "how-to" aids.

The third part is devoted to the role of the advertising agency, establishment of the in-house advertising department and the help broadcasters are offering retailers.

A substantial index includes directories and glossaries with a wealth of information for those concerned with the marketing of consumer products and services. In addition, broadcasters and students will find countless uses for this book.

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## Top of the Week

### Rewrite II more radical than its predecessor

**The license fee's still there, but Van Deerlin ups trade-offs to provide for deregulation of TV after 10 years, phasing out of fairness, equal time and EEO; retransmission consent is a component of this bill as is allowance for advertising on public broadcasting**

Saying he hopes to see it pass Congress by the time "the swallows return to Capistrano" next year, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) unveiled the new rewrite of the Communications Act last Thursday.

The bill, H.R. 3333, differs in many ways from the first rewrite—in broadcasting it carries radio and television deregulation farther, institutes a variation of the "retransmission consent" proposal, and, in a change that startled many, would permit public broadcasting limited carriage of commercials. But it also hangs on to much of the original bill, including the license fee so adamantly opposed by broadcasters.

Flanked by two cosponsors, subcommittee ranking Republican James Collins (Tex.) and another minority member, James Broyhill (N.C.), Representative Van Deerlin told a crowded news conference that he expects to finish the bill in the 96th Congress. "There isn't going to be another one," he said of the new draft. "This is the one that's going to move."

One reason for his optimism, he indicated, is "new evidence within the last few days of administration support" for the rewrite. President Carter, in his speech to the National Association of Broadcasters convention in Dallas (see story, page 38), "made clear his understanding" of the Communications Act revision work in Congress, the congressman said. "He's interested in regulatory reforms of communications."

Mr. Van Deerlin also talked of a

"change in the political climate" in the Senate, where two omnibus revision bills were introduced three weeks ago—one by Mr. Van Deerlin's counterpart, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) and another by that subcommittee's ranking Republican, Barry Goldwater (Ariz.), and Senator Harrison Schmitt (R-N.M.).

Both House and Senate subcommittee chairmen intend to move their bills rapidly; their announced plans call for simultaneous hearings. But they will be "dovetailed," Mr. Van Deerlin said last week. Under his schedule, hearings would begin the week of April 23 and conclude the week of June 25. The broadcasting and cable section, Title IV, is scheduled for the weeks of May 14 and 21.

Mark-up of the legislation would begin after July 4, Mr. Van Deerlin said, leading to passage by the House before the end of the first session. This would mean passage by the Congress would happen before the 1980 presidential campaign.

To do that—and most are skeptical that he can—Mr. Van Deerlin has worked to forge a measure that would meet the least resistance, both politically and from the industries affected. The bill's introduction had been delayed while he made last-minute alterations, some major ones as late as last Tuesday, it was reported.

For broadcasters, whose first inclination is to resist change, there is much in the new bill to sweeten the medicine. The list of deregulatory moves is sweeping.

For radio, the bill would:

- Deregulate radio immediately,

eliminating the fairness doctrine, equal time, EEO enforcement and ascertainment regulation by the commission.

- Grant radio stations indefinite licenses, subject to revocation only for violation of technical standards;

- Eliminate the comparative hearing process, substituting random selection (lotteries) for the assignment of new stations;

- Eliminate radio ownership restrictions, except to limit an owner to one AM and one FM per market;

- Combine the license application and the construction permit to shorten the time and reduce the paperwork involved in getting a new station on the air.

For television, the bill would:

- Lengthen the license term from the current three years to five, then after two terms—10-years—make it also indefinite.

- After two terms, all regulation of television would cease. TV would no longer be under the fairness doctrine, equal time or EEO enforcement. During the first 10 years, equal time would be eliminated (except for paid political time); the fairness doctrine would be enforced, but only at renewal time; and the commission would still enforce EEO.

Also during the two terms, TV would be required to provide news, public affairs, and locally produced programs throughout the broadcast day, a provision from the first bill that Mr. Van Deerlin has said is designed to prevent stations from carrying those programs only during times when audience is small.

Petitions to deny would still be permit-



**Making the introduction.** Mr. Van Deerlin, flanked by his two co-sponsors, Mr. Broyhill (l) and Mr. Collins, at last week's press briefing.

\*March 19, the Feast of St. Joseph.

## H.R. 3333—a short form

- Radio deregulated immediately. Indefinite license terms; revocation only for violation of technical standards.
- Television treated just like radio after two five-year terms. During the two terms, TV is still subject to EEO regulation as well as to petitions to deny but a phasing out of fairness and equal time.
- License fee established for broadcast and nonbroadcast users. Radio and TV to pay 0.25% of first \$1 million in annual revenues, plus 2.5% of next \$9 million, plus 10% of everything over \$10 million in annual revenues. Money to go into general treasury fund.
- Cable TV completely deregulated.
- But cable would no longer be able to carry broadcast programming without permission; it would have to get consent either of broadcaster or of copyright holder.
- Ownership of radio stations unrestricted, except that no owner could have more than one AM and one FM in same market. Ownership of television stations locked in at FCC's present limit of seven to a customer.
- Crossownership rules governing broadcast-cable and broadcast-

ted during the two-term period.

- Eliminate ascertainment immediately.

- Eliminate current broadcast-cable and broadcast-newspaper crossownership rules, on its face allowing broadcasters back into the cable business. But by removing authority from the commission to regulate crossownerships, the bill in effect tosses to the ball to the Justice Department. One of the drafters speculated last week that the Justice Department's Antitrust Division would boost its oversight in the communications area as a result of H.R. 3333.

- Replace the comparative hearing process with the same random selection process that would apply to radio. In order to foster increased minority ownership, prospective minority owners would be allowed to drop their names into the lottery twice.

- Combine the license application and construction permit.

Offsetting the deregulatory provisions, however, is the provision at which broadcasters have aimed most of their criticism in the past—the license fee, once referred to by Mr. Van Deerlin as a cornerstone of the bill.

newspaper situations eliminated. Telephone-cable crossownership also permitted, except that telephone company providing services such as pay programming and electronic newspaper would have to provide facilities for anyone else wanting to do same.

- Comparative hearing for new broadcast assignments eliminated and lottery system substituted. Minority applicants to get two chances.
- Public broadcasting stations permitted to carry commercials, clustered in no more than three places during day and totalling no more than 3% of total program time. Public broadcasting also given permanent congressional authorization of \$1.50 per person per year.
- Corporation for Public Broadcasting replaced by private, nonprofit Endowment for Program Development, which is to distribute program funds.
- FCC replaced by Communications Regulatory Commission (CRC) with five members appointed to 10-year, nonrenewable terms.
- Regulation in the "public interest" to be retained, but without giving CRC as much discretion as in present act.
- National Telecommunications and Information Administration replaced by National Telecommunications Agency, independent executive branch agency with sole authority over spectrum allocation.

The new bill answers at least one broadcaster complaint about the fee, however. The money they would have to pay—it would total about \$150 million if fully applied today—would not be used to finance public broadcasting programming, as provided for in the first rewrite. Mr. Van Deerlin said the drafters considered the report of the Carnegie Commission, which did not recommend funding public broadcasting with license fee proceeds, and last year's hearing testimony, which largely opposed the concept, and decided it is "perhaps not feasible."

Nor would the fee proceeds be used to

## InBrief

**ABC-TV has done it again**, this time signing channel 6 WATE-TV Knoxville, Tenn., away from NBC-TV affiliation, effective Oct. 1 or earlier. ABC is dropping channel 26 WTVN-TV Knoxville, which at one time sought VHF drop-in assignment but later withdrew that bid. There are two other commercial stations in market: WBIR-TV Knoxville (channel 10) is CBS affiliate; WCPT-TV Crossville, Tenn. (channel 55) is independent. NBC executives said they had made no decision on new affiliation. Announcing WATE-TV signing, ABC said that in February Arbitron ADI report, station had 60% audience share in news and over 50% in principal dayparts except daytime (48%) and prime (37.5%). **WATE-TV becomes 200th ABC primary affiliate.** It is member of station group owned by Nationwide Mutual Insurance Co.

Chronicle Broadcasting, San Francisco, announced plans to **acquire KAKE Radio & TV Inc.**, Wichita, Kan. All-cash deal, said to be **in excess of \$26 million**, will give Chronicle KAKE-AM-TV Wichita, KUPK-TV Garden City, Kan., and Kansas Information Network. Radio property will be spun off to comply with FCC multiple ownership rules, with buyer to be announced later. Chronicle is subsidiary of Chronicle Publishing Co., which publishes *San Francisco Chronicle* and owns KRON-TV there and WOWT-TV Omaha and Western Communications Inc., cable MSO. KAKE is principally owned by Sherrill Corwin. Broker: Howard E. Stark.

**Landmark Communications Inc. has agreed to sell its WTAR-TV Norfolk, Va.**, as part of settlement of 10-year fight in which Hampton Roads Television Corp. has been attempting to supplant Landmark as licensee of channel 3 on which station operates. Under terms of agreement, which must be approved by FCC, Landmark has also agreed to re-

imburse Hampton Roads for its expenses of up to \$755,000. Station would be sold—to party other than Hampton Roads—within two years of renewal of its license. Landmark, which owns two newspapers in Norfolk, would expect to be granted tax certificate in connection with sale, since it would further commission's diversification policy, and then purchase station in another market.

Arbitron Television Advisory Council went on record "unanimously" **opposing so-called "52-week" local sweep measurements**—or anything "substantially" longer than present four-week sweeps. Council, headed by William Brazzil of WTVN-TV Miami, said "our concern is for quality of service at reasonable cost rather than extended and costly market measurement resulting in probable reduction in research accuracy." Council acted at meeting after extended-sweeps proposal was explored at NAB convention workshop (story page 63). It is composed of three affiliates of each network, two independent stations and Television Bureau of Advertising, plus Arbitron executives who did not vote on issue.

Former CBS News President **Richard S. Salant's path to NBC** (story page 72) **will be paved with awards.** Latest: "Madison" award of National Broadcast Editorial Association. He'll accept in San Antonio June 22.

Former FCC Commissioner **Margita White says that only legislation to deregulate broadcasting can ensure free speech and press rights for all media.** Mrs. White, in speech to Chief Executives Forum Convention in Scottsdale, Ariz., last week, said that trends and developments throughout government—FCC, Federal Trade Commission and courts—indicate that First Amendment restrictions now on broadcasting will be extended not only to new electronic technology which, she said, is replacing printing press, but to newspapers as well. Mrs. White made it clear she did not believe commission, which she left on Feb. 28, can

help increase minority ownership in broadcasting, or expand rural telecommunications services, two other programs designed as recipients of the money in the first draft. Those programs are best funded through direct appropriation from Congress, Mr. Van Deerlin said. The license fee proceeds carry no earmarks in the new bill; they go straight to the Treasury.

As in the original bill, the license fee would be assessed on all commercial users of the electromagnetic spectrum. But unlike the old bill, which left the size of the fee to the commission to decide, the new bill specifies the rate for broadcasting. Radio and television are to be treated the same.

The fee would be based on the cost of processing a license application and on the scarcity value of spectrum used. The scarcity value, the largest part, would be equal to: 0.25% of annual revenues under \$1 million, plus 2.5% of annual revenues from \$1 million to \$10 million, plus 10% of annual revenues over \$10 million.

The fee would be phased in at 10% annually, reaching the full amount after 10 years.

In the example provided by the subcommittee staff, a television station that makes \$20 million in gross revenues would pay \$122,750 in the first year, \$613,750 the fifth year and \$1,227,500 when the fee is fully phased in.

The subcommittee staff estimated that about 80% of the total would come from television alone.

Mr. Van Deerlin, in remarks earlier in the week, to the NAB convention, said he recognizes "that this is not something

that's going to be enthusiastically accepted" by broadcasters. But he indicated his determination to keep the fee in the bill as a "quid pro quo" for deregulation of broadcasting.

There is at least one other provision about which some broadcasters have displayed displeasure in the past. That is the one encouraging the commission to look for ways to create new radio stations. Mr. Van Deerlin indicated Thursday that this is intended as a way to create new opportunities for minority owners and to permit daytime-only operations to go full time.

The bill in fact incorporates legislation introduced by Representative Paul Findley (R-Ill.), an advocate for the daytime broadcasters, requiring the commission to assign channels so every community in the nation "regardless of the size" receives "maximum full-time" radio service. Among other factors the commission is told to consider in implementing that directive is the channel spacings "in effect in foreign nations," apparently a reference to the nine khz proposal.

One of the drafters said there is also an implicit encouragement in the bill to create parity with VHF television for UHF television.

Another minority ownership help in the bill is the proposed establishment of a \$10 million fund to be used both to guarantee loans for minority-owned radio and TV stations and to make investments in minority enterprise small business investment corporations (MESBIC's)

The bill also would chisel into stone the FCC's current rule limiting television ownership to seven stations. That is less

restrictive than the original rewrite, which would have limited ownership to five stations.

Also, the bill would require the commission to assign at least one VHF to New Jersey and Delaware, the only states that currently have none. In practical terms that would mean reassignment of an existing station, Mr. Van Deerlin said.

The networks escape regulation in the bill, which was reportedly not the case as late as two weeks ago. An earlier version of the new bill would have limited the major networks to three television stations in the top 50 markets and forced them to divest themselves of any beyond that.

Mr. Van Deerlin told the press conference that provision was dropped because advances in technology and the working of this bill would probably reduce network dominance of television. "Probably the networks are going to be scrambling to keep what they've got," even without the divestiture provision, he said.

The congressman underlined his intent in the bill to bring about greater diversity in communications and to give free rein to all technologies. He singled out satellite transmission as a vehicle through which current television stations can gain more autonomy from the networks. Rather than having to take only the network feed, affiliates will have the opportunity to supplement their schedules with programs directly off a satellite, he said.

Mr. Van Deerlin predicted that in 10 years, "you're not going to recognize television as it is today."

Cable television, one of the technologies that will affect broadcasting's

be replied on as significant deregulatory force. FCC's proposed deregulatory experiments, she said, "simply will put off meaningful deregulation and may invite more 'raised eyebrow' pressures."

□

Latest effort on part of seven remaining parties to settle **15-year-old KRLA(AM)** Pasadena, Calif., **comparative hearing case** failed last week, when FCC rejected major element of proposed settlement. Under proposal, Western Broadcasting, headed by Bob Hope and Art Linkletter, would have formed new corporation with four applicants, after two others dropped out. At end of three years, Western would have absolute right to acquire interests of others at what was determined to be market price. Commission said that was not kind of bona fide merger contemplated by Communications Act. Parties now must either restructure agreement or go back into hearing. If latter, **there could be additional complication**. Commission staff is believed to be preparing order revoking authorization of interim operator, Oak Knoll Broadcasting. Major charge is that it failed to keep promise to devote all of station's profits to educational and charitable purposes.

□

Resignations from three of four top-management posts at **20th Century-Fox TV** are forcing re-examination and possible restructuring of TV division's management. **Ron Beckman**, executive VP and president of sports division, is latest to say he is leaving (on April 15). **Sy Salkowitz** served his last day as president of TV division on March 23. Resignation of **David Sontag**, senior VP of creative affairs, also takes effect April 15. **Russell Barry**, senior VP of Fox's world wide sales, occupies fourth major position. He is considered, contender for presidency. **Alan W. Livingston**, president of Fox entertainment group, has been named interim president of TV divisions by parent company president, Dennis C. Stanfill.

□

**Johnny Carson group's purchase** of kvvu-TV Henderson, Nev., was approved by FCC last week. But commission refused to grant seller,

Nevada Independent Broadcasting Corp., tax certificate on basis of 30% minority ownership of Carson Broadcasting Corp. Chairman Charles D. Ferris appeared adamant in declaring that **tax certificates should be granted only when minority owns more than 50%** of purchasing company, except in case where minority would have day-to-day charge of station. Otherwise, he said, purpose of granting certificates—to provide for "fuller representational society at large" in station ownership and operation—would not be met. Decision means Carson Broadcasting will pay \$5.5 million rather than \$5 million for station. Vote was 3 to 2, with Tyrone Brown and Joseph Fogarty joining chairman, and James Quello and Abbott Washburn arguing for grant of certificate. Robert E. Lee was absent.

□



**WRC-TV Washington** caused heads to turn last Wednesday (March 28) when investigative unit revealed **hand-held hair dryers** lined with asbestos can pose serious health hazard. Reporters Lea Thompson (pictured) and Jack Cloherty disclosed 20% of test sample in Washington produced cancer-causing asbestos.

Consumer Product Safety Commission, alerted to problem, ordered manufacturers to submit data on whether asbestos is used in their products. And Senator Wendell Ford (D-Ky.) called hearings for today (April 2) before his consumer subcommittee. Nine-month investigation began after local photographer told Bob Currie, producer of *The Investigators*, that he noticed particles clinging to photos dried with hand-held dryer.

□

Both counsels to minority on House Communications Subcommittee are departing. **George (Toby) Harder**, former aide to first rewrite co-author Lou Frey, spent last day on Capitol Hill Friday. **Ronald Coleman**, chief Republican drafter on both old and new rewrites, is leaving April 30. Neither has announced new plans.

future, would be completely deregulated by the bill. There could be no restrictions on pay services or distant signal carriage. State and local regulatory authority over cable, including rate regulation, would be pre-empted by the federal government. And protection of cable operators' rights to attach their cables to telephone and utility poles would be expanded from existing law.

But with deregulation comes a trade-off some say is far more onerous than the FCC's distant signal rules. The bill would impose an expanded version of the retransmission consent proposal put forth by Henry Geller, head of the National Telecommunications and Information Administration. It would prohibit cable operators from retransmitting broadcast programs without either consent of the broadcast station or of the persons holding rights to the programing.

Mr. Van Deerlin argued that the rewrite's version is better for cable than Mr. Geller's proposal because it doesn't give the broadcaster the last word on whether cable can carry the programing.

The bill would completely override the current payment system in which cable, under a compulsory license provided in the 1976 copyright amendments, pays a set annual fee for all of its retransmitted broadcast programing. The drafters said that when H.R. 3333 takes effect, six months after the President signs it, the "program consent" requirement would take effect for all cable operators.

The bill would eliminate most crossownership restrictions, either explicitly or through omission. It is silent on broadcast-cable crossownership and on broadcast-newspaper crossownership, in effect striking down existing rules, according to one of the drafters.

It permits cable to provide telephone service and it permits telephone companies to own cable. But there would be restrictions in the latter situation. If a telephone company retransmitted broadcast signals (basic cable service), it would not be regulated. If it provided such non-communications services via cable as fire and burglar alarms, that would not be regulated. But if a telephone company offered anything the drafters call "electronic mass media services"—pay cable programing, electronic newspapers or information retrieval services—they would be forced to make facilities available to anyone else who wanted to do the same.

The provision in the bill that probably raised the most eyebrows when announced last week was the proposed permission for public broadcasters to seek advertiser support. The stations would still be noncommercial, but for the first time they could accept product commercials. The bill places stringent restrictions on how they can do that, however; providing that commercials (1) cannot interrupt programing; (2) can take up no more than 3% of the broadcast day, and (3) must be clustered into no more than three periods a day. The last restriction would prevent advertisers from having their products as-

sociated with individual programs, the drafters said. The 3% limit would amount to about 30 minutes of commercials for public radio, about 25 minutes for TV.

Meantime, however, the bill also provides for a permanent congressional authorization for public broadcasting equalling \$1.50 per person in the United States a year. That would amount to \$327 million today, far more than the 1979 appropriation, which is \$125 million.

The public broadcasting section of the bill, as in the original bill, would abolish the Corporation for Public Broadcasting and replace it with a programing endowment structure similar to the National Endowment for the Arts. The Endowment for Program Development would be a private corporation to fund public TV and radio programs, controlled by a nine-member board, three members of which would be appointed by the President, the other six by the board.

The bill would also eliminate the current ban on editorializing by public stations.

A major new provision in the bill would give the commission authority to reimburse citizen groups for participation in rulemakings and most other proceedings. Broadcast license renewal proceedings, however, would be exempt.

As he had indicated he would, Representative Van Deerlin reinstated the words "public interest" in the bill. But he said it is not intended to give the commission a lot of leeway in designing a new structure of regulation. It was poor regulation by the commission under an overbroad mandate that inspired the rewrite in the first place, Mr. Van Deerlin has said.

"We must not be slaves to an outdated concept of public trusteeship," the congressman said Thursday. The new mandate to the commission would authorize regulation only when "marketplace forces fail to protect the public interest."

As in the first bill, the current FCC would be replaced by the Communications Regulatory Commission, a body with five commissioners (two fewer than now), appointed by the President to 10-year, non-renewable terms. Having fewer duties than the current commission, its budget would be decreased to \$40 million to \$45 million annually, Mr. Van Deerlin said. The FCC's current appropriation is \$72 million.

The bill also would retain the provision replacing the National Telecommunications and Information Administration with the National Telecommunications Agency, an independent agency in the executive branch charged with developing and implementing a national telecommunications policy, and with making all spectrum allocations.

Some of the bill's most sweeping changes are in the areas not directly related to broadcasting, primarily the section on telecommunications carriers (the bill's new name for common carriers). It would deregulate all carriers except AT&T and would do such things as allow telephone customers to attach anyone's terminal equipment to their phone lines.

### Citizen groups' reaction is strongly negative, while others are more reserved pending a word-by-word scrutiny of the bill

While broadcast leaders were reserving formal comment on the new Communications Act rewrite until their lawyers could study the 200-page document, reaction came swiftly from public interest representatives last week. It would be an understatement to say they don't like the bill.

"The entire public interest community has been taken aback," said Sam Simon, the executive director of the National Citizens Committee for Broadcasting, which has been under Ralph Nader's umbrella since last year. He said the citizen groups, which thought the first bill too pro-industry, were under the impression the next would be "more even-handed." But H.R. 3333 is "more contrary to the public interest than the first bill," Mr. Simon said.

No comment was issued by National Association of Broadcasters, where most of the top staffers were taking time off after last week's Dallas convention. But one spokesman, reached at home, said NAB's reaction is about the same as it was when two revisions of the Communication Act were introduced in the Senate three weeks ago. NAB continues to oppose the spectrum fee, he said, but supports deregulation and increased press freedom. In regard to the latter, he said, "there are some exciting things in the bill, and we're going to have to take a closer look at it."

Reaction from the cable industry focused on the bill's handling of telephones and the new "program consent" requirement. Robert Schmidt, president of the National Cable Television Association, said H.R. 3333's recognition of cable is an improvement over the original rewrite, which made no mention of it. But it "opens cable television to the domination by telephone monopolies," he said. And by requiring cable operators to go to broadcasters and program producers—their "competitors"—for permission to use their programs is like putting "the fox in charge of the chicken coop," Mr. Schmidt said.

Public broadcasting officials reserved substantive comments on the bill until after they had had opportunity to review it more fully. There were, however, indications within the noncommercial community that the concept of carrying limited amounts of clustered advertising spots was being considered even before the release of the rewrite.

During a series of conferences held by National Public Radio and the Public Broadcasting Service the week of March 19, the subject of clustered institutional ads was discussed at length. Called the "institutional-oriented underwriting" plan (IOU), the idea would permit public broadcasters to air limited numbers of messages from institutional underwriters that would address image identification of viewpoints, but not specific products.



## The NAB convention: from Carter to Cosby

From the opening moment, when President Carter waved to delegates outside the Dallas convention center, the 57th annual convention of the National Association of Broadcasters was a bustling affair. By official count, there were almost 20,000 people involved in and around the exhibit hall and meeting rooms: 7,128 broadcasters, 6,087 exhibitors and 6,312 exhibitors' guests, for an official total of 19,527.

Unofficially, there seemed at times to be twice that number—and frequently far too many for the halls in which the meetings were held. The overbooking began with the President's speech on Sunday—hundreds were left outside on order of the fire marshals—and continued through airline departures on Wednesday. NAB Chairman Donald Thurston was one of

the latter victims: He ended up stranded overnight in Chicago.

(A more traumatic stranding happened to Al Hillstrom, vice president for engineering of KOOL-TV Phoenix, who spent over four hours in a Loew's Anatole hotel elevator early Sunday morning. Personal difficulties also dogged the heels of FCC Broadcast Bureau Chief Wally Johnson and NAB Vice President Roy Elson, both of whom spent time in a Dallas hospital for ailments that later proved minor.)

Despite the mishaps, Chairman Thurston rated the Dallas gathering as "very successful." He gave especially high marks to the engineering conference program, held concurrently with the NAB convention, and to the TV sessions.

On the radio side, there were frequent complaints about meeting rooms that were too small and about the lack of repeat sessions for those who wanted to see more than one workshop being held simultaneously. Mr. Thurston said those problems will be remedied at next year's convention (now switched from New Orleans to Las Vegas, April 13-16). To mollify complaints this year, the association announced it would send registrants one free cassette tape of each session they wanted to catch but missed.

There were other complaints about such things as a scarcity of taxis and having to stand in line for hotel elevators, but NAB seems to regard those as the kind of ache that unavoidably attends a convention that has grown as large as NAB's. One conven-



**Deep in the heart of Texas.** The NAB convention always brings together the biggest of the brass in government and industry, as this assembly in Dallas demonstrates (l-r): Donald Thurston of Berkshire Broadcasting, chairman of the NAB; Charles Ferris, chairman of the FCC; Jack Valenti, president of the Motion Picture Association of America; Rick Neustadt of the White House domestic policy staff; Thomas Bolger of Forward Communications, chairman of the NAB TV board, and Vincent Wasilewski, president of the NAB.

tioneer was overhead to tell another that NAB "should start looking for ways to break the convention up. It's just getting too big." But Mr. Thurston said there is no thought of doing that. He predicted that the equipment exhibit, which this year broke all space records, occupying 145,000 square feet, would continue to grow.

As for changes in the program, Mr. Thurston said some consideration is being given to having fewer sessions and speakers on government issues. That and other proposals will be taken up at a special post mortem session involving both this year's convention committee and next year's. That group will meet in Washington April 16-17.

But if the NAB decides that next year it will not transport much of Washington communications officialdom to Las Vegas, it will be a far different affair from this (or any other) NAB convention, where Potomac people ranging from the President down to FCC functionaries gave individual speeches or appeared at panel sessions, or just appeared.

Among the major commentators who went down to Dallas from the Capital last week:

- President Carter, who pledged to an appreciative audience that he's working hard for regulatory reform and a reduction of the government paperwork burden, although he equivocated in response to a question on his stance on full First Amendment rights for broadcasters (page 38).

Because of interest on part of local television stations in doing one-on-one interviews with the President, the White House was able to stretch media attention paid to the visit over a two-day period. Requests from KXAS-TV, WFAA-TV, KDFW-TV and noncommercial KERA(TV) for inter-

views on Sunday were granted on condition they be held for broadcast for one day. Local coverage of President Carter's appearance at the NAB, incidentally, resulted in one gaffe. KXAS's Chip Moody reported, erroneously, as a station source conceded later, that the questions the President took from the audience had been screened in advance by the White House.

- FCC Chairman Charles Ferris, who carried on the President's deregulatory theme with indications of the way the commission is leaning as it moves to reduce the government burden on radio—by shifting the focus from individual stations to the market situation (page 41).

- Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), who defended the spectrum fee contained in his revision of the Communications Act, and said it's cheaper

than the House version (page 42).

- Five members of the Senate and House Communications Subcommittees, who agreed on one thing about their rewrites and revisions of communication law: they all disagree (page 42).

- The Motion Picture Association of America's Jack Valenti, who called the deal cable got for copyright a "welfare plan," and urged broadcasters to look to the Van Deerlin bill for help (page 44).

And there was one speaker who didn't travel quite so far, only in-state from Houston: Distinguished Service Award winner Jack Harris of KPRC-TV, who exhorted television to "do more—much more—to inform and instruct, to challenge and inspire" (page 43).

According to some observers, this year's NAB was a plateau year for equipment. With little in the way of new, innovative gear, last week's technology exhibit at the National Association of Broadcasters convention was marked, as one engineer put it, "by the impression of gadgetry." New broadcast transmitters were introduced by RCA, Harris Corp., Marconi and others. Advanced one-inch recorders and electronic news gathering systems also were much in evidence. Teletext services, fiber optics and satellite hardware attracted significant attention as well.

On the radio side, engineers noted an abundance of new studio equipment—most of which appeared to be designed with AM stereo in mind—but disappointingly little in the way of news-gathering and editing equipment. Technological issues dominating the convention included teletext (page 48), nine khz AM separation (page 49) and AM stereo (page 52). Sony Corp. unveiled a new digital video tape recorder (page 74), and Bosch-Fernseh announced a new television automation system ("In Sync," page 75).

BROADCASTING will present a complete picture of the engineering side of the NAB in its April 9 issue, featuring reports on the equipment exhibited as well as extensive interviews with some of the industry's leading engineers.



**Laughs last.** Comedian Bill Cosby helped to attract a sizable crowd to the closing—and traditionally under-attended—luncheon of the convention.



## **"Today's Woman"**

Though careful financial planning is essential to a secure future, many women have had little experience in making the necessary provisions. Recognizing the need for information, KOLN/KGIN-TV produced a segment entitled "Women and Financial Planning" for the monthly public affairs program, "Today's Woman." During the telecast, experts from various financial fields discussed trusts, wills, estate planning, Social Security benefits, banking and insurance in relation to both the single and married woman. To supplement this, KOLN/KGIN-TV prepared packets of brochures on financial affairs and offered them, free of charge, to viewers. Response was overwhelming as requests for the materials poured in from all over Nebraska.

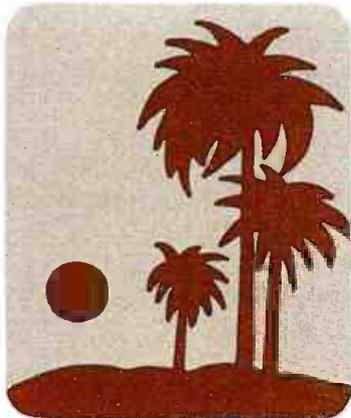
Providing viewers with the information they need to protect themselves, now and in the future, is all part of the Fetzer tradition of total community involvement.



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<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City

# If you think of Florida as a suburb of Atlanta, talk to Katz.



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**But from his office in Jacksonville's Independence Square, Herb King, Katz Television's Sales Manager in the land of the orange and**

**the world of Disney, is ready, willing and able to tell you how Florida has become an important advertising center.**

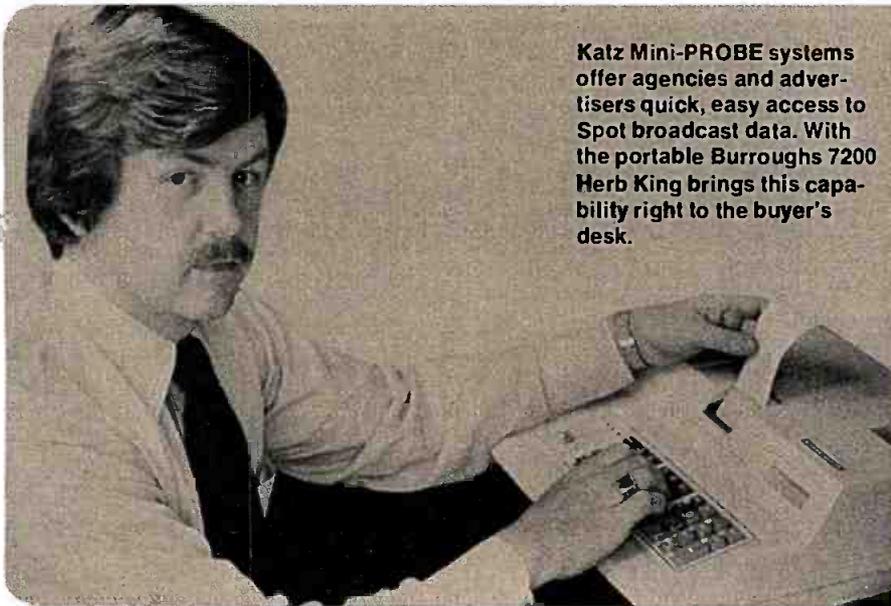
"Most of my accounts," says King, "are retail or service-oriented... companies that have grown serving the needs of the Sunbelt. But today, their sophistication in marketing and their growing resources have propelled them from regional into national businesses."

The upward thrust of Katz Spot TV sales tells the story. In one recent month alone, Katz Florida billing approached one million dollars. The Jacksonville office wrote 301 contracts that month for Spot time in 63 markets.

"There are still some people in the advertising business," says King, "who think of Florida as a suburb of Atlanta, but Katz Television

**Florida's growing media community keeps Herb King marching to a fast beat. "The action here," says King, "is just as fast-paced as on Madison Avenue or Peachtree Street." He should know. He sold Spot TV time in New York and Atlanta before opening Katz television's Jacksonville office three years ago.**





Katz Mini-PROBE systems offer agencies and advertisers quick, easy access to Spot broadcast data. With the portable Burroughs 7200 Herb King brings this capability right to the buyer's desk.

"The quick reach and frequency calculations," says King, "give media planners a way to pre-analyze a Spot campaign. Planners can look at the difference in delivery per dollar for different Spot combinations."

If you are a Florida agency or advertiser, call Herb King for a demonstration (904) 358-2914. Others can call the Katz representative in their city or contact Don McCarty at Katz Marketing Division in New York (212) 572-5512.

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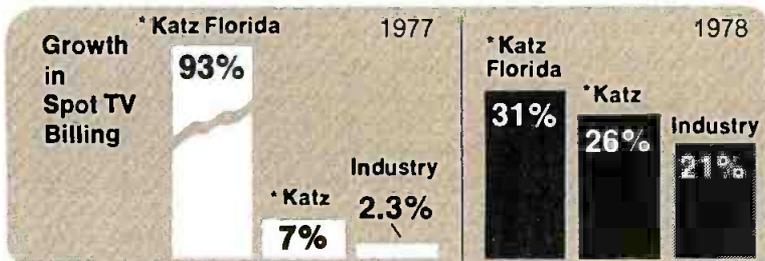
fair exchange. His accounts educate him on the exigencies of retail marketing. In return, he shares his knowledge of media in Katz Television's more than 100 markets.

What King offers (in addition to being on the scene with fast, accurate Spot TV

can deliver maximum store traffic.

As advertisers and agencies in Florida continue to expand they can count on Katz to be there. To be ready, Katz is adding to its Florida staff. Take it from Herb King: "Katz is committed to Florida as a media center."

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Katz automated sales system allows King to react quickly to the fast changing demands of retail price-break, special concept and store-image advertising. This is essential. Retail media decisions are measured daily at the cash register.

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data) is a total media planning system called PROBE.

With PROBE an advertiser selects the media alternatives that match his marketing requirements. A retail account can develop a media mix targeted to a product's fashion profile... or relate media buys to counties that



**Katz. The best.**

# Carter's pledge of deregulation to NAB falls on welcome ears

**Broadcasters in Dallas hear much they like in President's remarks, including promises that FCC paperwork will be reduced, but they don't get a total commitment on broadcast First Amendment rights**

President Carter flew in to the National Association of Broadcasters convention in Dallas last week, bringing with him a message of deregulation—or at least regulatory reform, calculated to cheer the several thousand broadcasters who crowded into the convention center to hear him. The President did not give the broadcasters everything they wanted in his remarks—regarding their First Amendment rights as broadcasters, for instance, or the legislative proposals to impose spectrum use fees on them, but he was decidedly upbeat in pressing the regulatory reform message. Indeed, at one point, he seemed to commit the FCC to wiping out 1,000 regulations in a single day.

"The call for regulatory reform is not a demand that all regulation be abolished," he said. "It is a call for common sense." Some regulations are essential to the quality of life, he suggested. But, he said "our challenge is to pursue the legitimate goals of regulation in ways that are rational, predictable and effective. For far too long," Mr. Carter added, "we have acted as if we could throw another law and another rule at every problem in our society without ever thinking seriously about the consequences."

The President indicated the time for thinking about those consequences has arrived. He took the occasion of his remarks at the opening session of the NAB on Sunday—he spoke from prepared text for 15 minutes and took questions for another 15—to announce that he would submit to Congress the next day a legislative proposal "to reduce, rationalize and streamline the regulatory burden throughout American life."

The proposal, details of which were disclosed last month (BROADCASTING, March 12), has five major goals. As the President described them, they are to assure that costs and benefits of all major regulations and rules are weighted before they are issued; to help reduce the "enormous" inventory of rules and regulations that have accumulated over the years even though they "have long since outlived their usefulness"; to "put a brake on the regulatory assembly line (and make sure that rules are developed not covertly but under the supervision of senior officials "accountable to the people, to the Congress and to the President"); to "end needless delays and endless procedural

nightmares which have plagued too many Americans for too long," and to open up the rulemaking process to "all Americans . . . not just the best-financed and best-organized interest groups."

The proposal assigns to the Office of Management and Budget the job of overseeing the key management reforms, and to the Administrative Conference of the U.S. that of overseeing administrative law judges and the use of the funds to be made available for citizens who want to participate in rulemaking proceedings. The President will submit additional legislation to achieve the necessary reorganization.

Thanks to a government report on the government paperwork burden, the President was able to cite the FCC as a horrible example of the imposition of such a burden. He noted that the commission "now requires 18 million manhours a year from broadcasters to fill out the paperwork imposed by its rules and regulations. But, the President added, "Charlie Ferris is working to reduce that load through a zero-based review of every FCC rule and



Carter

regulation." The President expressed confidence in the success of that effort—a line that drew applause—and pledged his support.

Later, the President grew expansive in responding to a question from Katherine Broman, president of Springfield (Mass.) Television, on the same subject. Noting the accomplishment of the Occupational Safety and Health Administration in eliminating 1,000 regulations in one day last year—"a wonderful gift to the American public and the President"—Mr. Carter said that FCC Chairman Ferris is "absolutely determined that the FCC will equal that achievement."

The President even nailed down his personal commitment with the hammer of self interest: "I can assure you that my own direct presidential influence and interest is in it for political benefits to myself, if I succeed, as well as what I detect to be in the best interests of the country.

Chairman Ferris had accompanied the President on the trip west, which included a stop in Elk City, Okla., for a town meeting, on Saturday, and presumably had helped brief him on matters broadcasters were likely to bring up in the question-and-answer period.

The subject and format of the Presi-

dent's appearance constituted a last minute switch from a decision to deliver a formal address on SALT. (White House aides said that, without a final agreement, there was not much new to say.) The change proved a wise one. The subject of regulatory reform was of considerable interest to the audience, and the question-and-answer format allowed the President to demonstrate a confidence and grasp of detail that impressed many in the audience.

Dick Chapin of Stuart Enterprises asked one of the inevitable questions: Do you believe broadcasters are entitled to the same First Amendment rights as newspapers? The President said that was "a hard question." His answer appeared to be no and maybe. He noted that the government does not license newspapers, nor does it assign frequency space in which they operate. He could not, he said, say that he would remove all rules and regulations regarding broadcasting. But he added, "as far as interference in the content of news programs, and harming the principles of the First Amendment," he added, he would remove those regulations. "There will be less restraint on your industry when I go out of office than there was when I came in," he pledged.

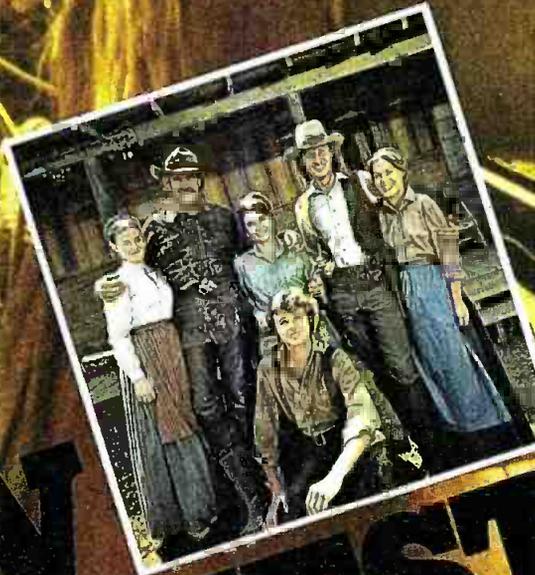
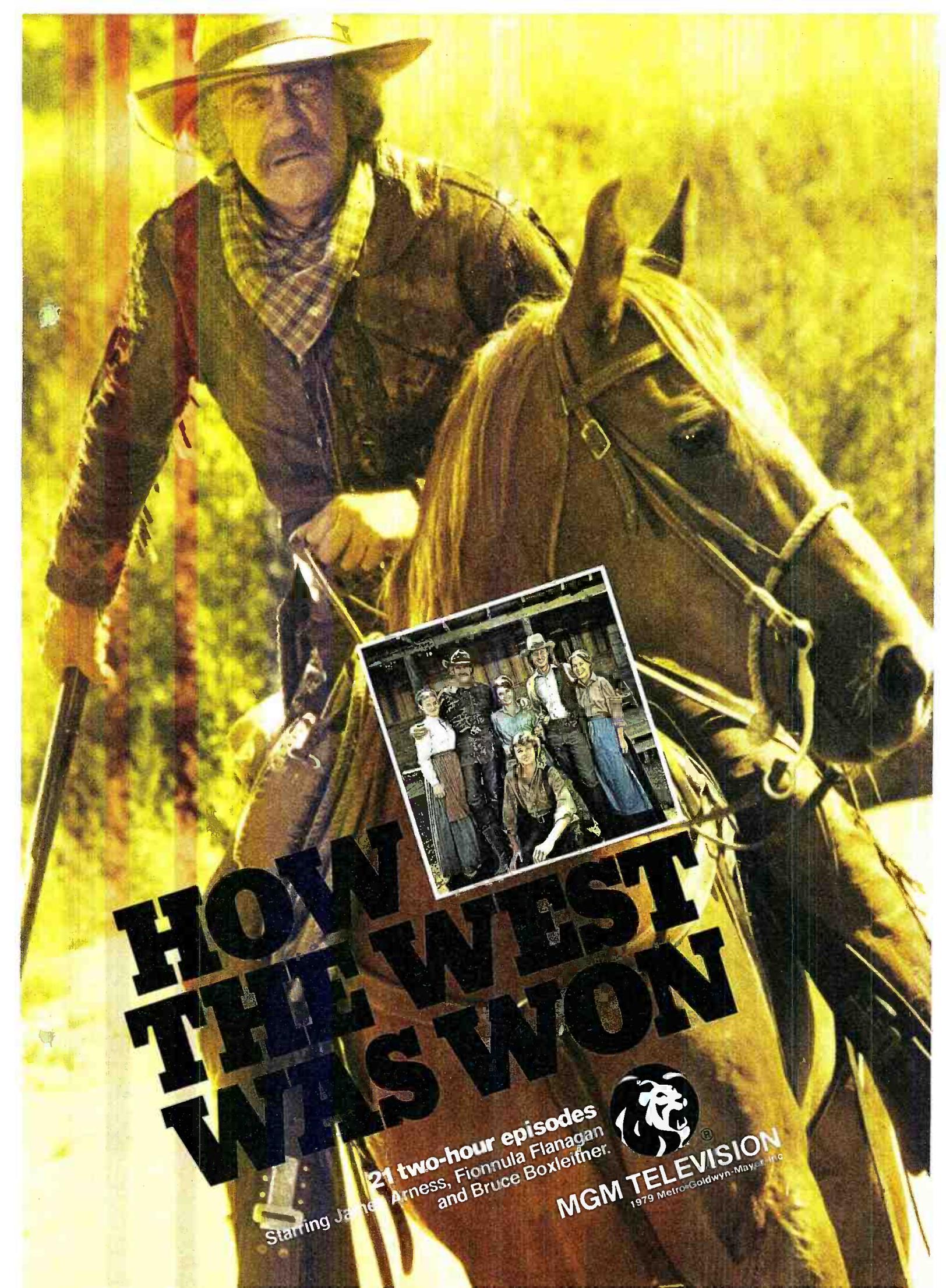
The question regarding the spectrum-use fee, one that would generate funds to be used for "social purposes," including public television, was raised by Forest Amsden of King Broadcasting Co., Seattle. The President said he has not yet developed a position on the matter, although he obviously was aware of the issue. He said he would keep abreast of development, "I will listen to my advisers, and I certainly will hear from you," he said, adding, that "I want to make certain [a proposed fee] would not be onerous on you."

(One of the President's advisers on the subject will be Henry Geller, assistant secretary of commerce for communications and information, who has endorsed the spectrum-fee concept. He, however, would not earmark funds raised for specific projects.)

Not all the questions were limited to broadcasting matters. Several dealt with the Middle East situation and inflation. As for the former, the President said that future historians may look back on the signing of the Egyptian-Israeli peace treaty in Washington as "the most significant occurrence" during his Presidency. As for the latter, he said he is determined to stick firmly to his program of voluntary wage and price control, and urged broadcasters to do their bit in holding the line.

Labor, industry, business, government, and consumers "are in this together," he said. "We have to work together for a solution."

The President, in his prepared remarks, managed to weave in praise for NAB Chairman Donald Thurston in his work in behalf of the NAB minority ownership fund, and cited the need for an independent public broadcasting system with his pledge to work for regulatory reform. The



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public interest, he said, will best be served by a broadcasting industry that is healthy, independent and diverse. Accordingly, he said, he will continue to support opportunities for minority ownership, and a strong public broadcasting system free from political control.

"I applaud the hard work and leadership" of Mr. Thurston in behalf of minority ownership, the President said. "My administration will continue to work with the FCC and the Congress to substitute diversity and independence in your industry that serves the public interest for government paperwork and controls"—another applause-getter.

The President also made special mentions of the role he feels broadcasters have played in helping to achieve the peace treaty signed last week. "I wonder," he said, "whether the people of Israel and Egypt would have taken that final step toward peace and reconciliation had they not seen in the faces of each other on TV, and heard in each other's voices on radio a deep yearning for an end to war."

The President ended his Dallas appearance with a statement of praise for broadcasting. "I recognize that perhaps there is no other industry on earth that has a greater impact on the consciousness of people and, therefore, a greater impact on the evolution of our nation in a positive direction," Mr. Carter said. "What the rest of the world thinks about America is primarily determined by you. And I think the honesty, the integrity, the accuracy, the freedom of the American broadcasting industry is absolutely crucial to making our nation, which is the greatest nation on earth, even freer and greater in the future. In that respect you and I are also partners."

## Ferris's Q & A a progress report on deregulation

**FCC chairman briefs NAB on several approaches under consideration, especially for radio; commission may focus in terms of market size, not individual licensee**

FCC Chairman Charles D. Ferris last week held forth the prospect of radio broadcasting being transformed from an industry in which service in the public interest is measured in terms of individual licensees to one in which it is examined in terms of markets—at least in the case of markets of substantial size.

He is not unmindful of the paperwork burden of which small market stations complain. But a major element of the commission's current radio deregulatory push, he indicated, reflects the age-old lament of the licensee of the all-music station forced by commission policy to carry informational programming in a market with an all-news station: Why?

The chairman discussed deregulatory



Ferris

proposals now before the commission and a number of other matters in a question-and-answer format at the final general session of the National Association of Broadcasters convention. It was an unusual, if not unprecedented, format for an FCC chairman to employ in an NAB convention appearance.

Chairman Ferris, who noted the commission will take up radio deregulation proposals, including the NAB's, at a meeting on May 8, was responding to questions from small-market broadcasters—Edward O. Fritts Indianola, Miss., chairman of the NAB's small market committee, was one of them—concerned about reports that deregulation would affect only the top 75 markets. They said small market stations need relief from what they regard as burdensome regulations more than do large market stations.

The chairman indicated the commission is taking two approaches.

One involves a review of all nontechnical rules, with a view to discarding those regarded as obsolete. The effort would parallel one underway the past four years in the technical area; that project has resulted in the repeal of some 600 rules.

"The 75-market talk," he said refers to suggestions for changing, on an experimental basis, the structure of how broadcasting serves the public interest. (Actually, the commission staff has yet to determine the number of markets it will recommend for inclusion in the experiment.)

One proposal under consideration, chairman Ferris said, calls for tailoring the paperwork burden to the size of the market. He did not elaborate. But he said the commission "should be cognizant" of the fact that small market stations lack the resources for handling heavy paperwork loads.

Perhaps more radical is the suggestion that the commission review public interest service in terms of markets rather than of stations. Where, at present, every station is individually responsible for serving the public interest—in terms, for interest, of providing informational programming—under the proposal being studied, if news programming is available in a market, a station could avoid carrying news. Those proposals raise serious legal and practical problems, commission lawyers have

pointed out. One, which the chairman mentioned, is whether the commission has the authority to adopt such changes even on an experimental basis. Another is: Does a station forgoing news and public affairs programming because another station in the market is providing it become, at renewal time, a sitting duck for a competing applicant who promises to offer such programming?

"There is no quick fix," the chairman said a couple of times. But he promised results "over an accelerated time frame." (Commissioner Tyrone Brown, at another session, predicted action on some form of deregulation within 18 months. See page 53).

The chairman was less informative in discussing cable matters. One question from the audience, as elaborated by NAB president Vincent Wasilewski, who was armed with a number of questions submitted from the audience, dealt with superstations and such collateral matters as proposals to repeal distant-signal and syndicated-exclusivity rules. The bottom line of it all was, "Does the commission still believe in local service?"

The chairman did not answer the question. Instead, he said that the "complicated issues" that had been raised were being dealt with in the cable economic inquiry, which has resulted in a Cable Television Bureau report the commission is scheduled to consider later this month.

An additional item to be considered at that time is NAB's petition for rulemaking, filed two weeks ago, to curb "the harmful impact of superstation development" on program service (BROADCASTING, March 26). NAB had asked that the petition be considered at the same time as the other cable-related matters. But what the outcome of the consideration will be, the chairman said, "I don't know—and won't know before public comment."

In other matters, chairman Ferris:

- Rejected a charge the commission "discriminates" against daytimers in not permitting them to operate full time. The discrimination is "more a law of physics," he said.

At the same time, he noted that relief may be on the way. The commission's proposal to break down the 25 clear channels would make spectrum space available for additional stations—125, according to most estimates. And a proposal the U.S. will make at the World Administrative Radio Conference in the fall to expand the AM band could open the door to 700 more.

Then, too, proposals have been made—by the National Telecommunications and Information Administration, among others—for a reduction in AM channel spacing from 10 khz to 9 khz. That would add several hundred more stations to the inventory.

However, the idea is not universally popular. Some commission engineers are not convinced of its feasibility or cost-effectiveness. And, while the proposal would require approval throughout the hemisphere, there did not seem much

enthusiasm for it at an International Telecommunications Union seminar in Panama last month. However, Chairman Ferris said the idea will be considered at a meeting of Western Hemisphere nations within the next two years.

■ Indicated fee refunds will be in the mail soon. He said the forms to be used in applying for the refunds have been prepared and could be distributed "as early as May."

The chairman, as did President Carter on Sunday, complimented the NAB on its efforts to help minorities gain entry to broadcast ownership. He mentioned specifically NAB's suggestion that the commission award tax certificates to encourage persons disposing of stations to sell to minority buyers—a suggestion that has already paid off in the sale of five stations to minority groups—and the Minority Broadcast Investment Fund, which, he said, will be used "to attack the problem of capital formation" that minorities face.

Broadcasters, Chairman Ferris said, "have struck an ethical posture that sets their industry apart."

## In support of fees

**Hollings speech claims idea for broadcaster payment for spectrum dates back to '20s and says his version is still cheaper than Van Deerlin's**

In a rambling defense of the charges for spectrum use proposed in his amendments to the Communications Act, Senator Ernest F. Hollings (D-S.C.) last week told NAB delegates that the principle of broadcaster fees could be traced to David Sarnoff.

His documentation of the lineage lacked details, but the chairman of the Senate Communications Subcommittee seemed to be saying that the late chairman of RCA had in radio's early days spoken of broadcasting as a public trust. That, in the senator's reconstruction of history, was somehow related to the young Sarnoff's service as a telegraph operator during the sinking of the Titanic, to the broadcast of the Harding-Cox election returns by KDKA (AM) Pittsburgh and to a committee report that preceded the adoption of the Radio Act of 1927.

The senator quoted a passage of the report that suggested the new Radio Commission established by the act could, after a year of operation, adopt fees to cover its expenses. It never did, as the senator omitted to mention.

The senator's extensive effort to detach himself from original authorship of a fee schedule was made in response to the criticism his legislation has aroused among broadcasters. Indeed the first reaction he received was an angry denunciation of the fees by the broadcasters of his home state (BROADCASTING, March 19) whose association telegraphed its "total opposition" immediately after the bill was introduced.

The senator gave no indication, how-



Hollings

ever, of an inclination to draw back. Indeed he represented the fees that he proposed (an estimated \$79 million a year from broadcasters, according to his staff's calculation) as modest by comparison with those advanced by Lionel Van Deerlin's Communications Act rewrite (\$200 million, by Mr. Hollings's statement) and by the second Carnegie Commission (\$400 million, the senator said), adding that a member of the commission was J. Leonard Reinsch, "one of your fellow broadcasters."

Mr. Hollings also pointed out that the proceeds from his fees would go to the general treasury, not to public broadcasting, as Carnegie II proposed.

He was critical of broadcasters who want legislation favoring only their cause, who ask for "protection against the competitive effects of cable, superstations, satellites." He asked for support in the adoption of "proper legislation," and he told the NAB delegates to "be sure you are on the public's side" in their proposals to the Congress.

## Straight from the rewriters' mouths

**NAB hears members of both House and Senate subcommittees disagree on many points in proposed pieces of legislation and agree that finished bill will be quite different from all of them**

Five members of the House and Senate Communications Subcommittees demonstrated widely divergent attitudes toward the pending revisions of the Communications Act at an NAB session Monday, seemingly unanimous only in their beliefs that the bill that ultimately passes—if it indeed does—will be little like the bills introduced in the last few weeks.

Differences were immediately apparent

among the Republican members of the House subcommittee. Representative Marc Marks (R-Pa.), told an oversized crowd in an undersized convention room that "I am not at this moment convinced it is necessary" to do a rewrite. While the man next to him, Representative James Broyhill (R-N.C.), sounded like one of rewrite author Lionel Van Deerlin's (D-Calif.) greatest boosters. Mr. Broyhill repeatedly urged broadcasters to back the rewrite, saying it perhaps is their only chance to accomplish meaningful regulatory reform. "I hope the broadcasting industry isn't going to be dragging its feet so that nothing happens," he said.

While Mr. Broyhill on Monday was only rumored to be a prospective rewrite cosponsor—he voiced deep misgivings about the proposed license fee in the bill—Representative James Collins (R-Tex.) at his other side at the panel in Dallas was an announced cosigner. He told the broadcasters that his opinion of last year's bill was that "this will not do." But the one expected to be released later in the week "is a tremendous improvement," he said, especially for radio.

Representing the Democratic side of the subcommittee was Thomas Luken (D-Ohio), who told the broadcasters not to consider the Van Deerlin bill a finished product. While revealing few opinions of his own, he said the subcommittee "is not wedded to the bill." In fact, he added later, "we're no longer looking at a general rewrite—but we are talking about a bill."

He agreed with Representatives Collins and Marks that the rewrite will be a "long time" in mark-up. Added Mr. Marks: "It would be my hope that this will take a long, long time." The congressman said he has urged Mr. Van Deerlin to change the procedure from the way the first rewrite was handled—so there would be fewer witnesses, but more meetings of members, including in evenings. Too often, he said, bills are enacted with only a handful of congressmen really cognizant of their contents.

Senator Larry Pressler (R-S.D.) was the fifth congressional member of the convention panel, and he stressed his interest in protecting the small, independent media owner—primarily the small newspaper publisher, but also the small radio owner. A cosponsor of S. 622, the so-called Goldwater-Schmitt bill, Senator Pressler said he is not in complete agreement with all of it, and predicted there will be "some changes" in that and Senate Communications Subcommittee Chairman Ernest Hollings's (D-S.C.) bill, S. 611, before the Senate Communications Subcommittee acts on them.

■ The congressmen's thoughts roamed from subject to subject during the NAB session, and here are some points they made:

■ Representative Marks indicated he is skeptical of government interference in business decisions, but said he remains "very critical of programming areas, especially of the national networks." He praised Mr. Van Deerlin as "an extraordinary man," and House subcommittee

counsel Harry M. (Chip) Shooshan as the "second most knowledgeable man in communications." Mr. Marks said he hoped Representative Van Deerlin's indication that the license fee will not be used to subsidize public broadcasting programming "will be the bottom line." Regarding cable television, he said, Congress is going to have to "eliminate the very great advantage they have in being able to pick what they want and pay nothing for it." Broadcasting has to be protected from unfair cable competition, he said. "We're going to go after that pretty hot and heavy."

■ Representative Collins indicated he opposes the idea of a spectrum fee, but said Congress is being run by "a free-wheeling, free-spending bunch of liberals . . . They've got to get [the money] out of somebody's hide, and y'all's hide is the one that's up."

■ Representative Luken termed this the "oversight Congress," because people back home don't want a lot of new legislation. That is one reason why "we can guarantee" that the rewrite "will be reworked," he said. Among the reforms he supports he said is repeal of the fairness doctrine and equal time for radio.

A question arose at the meeting about the broadcast "rally against over-regulation" a gathering in Washington last month of about 250 broadcasters hailed by the sponsoring associations—NAB among them—as a big success in drawing industry and congressional attention to the cause of winning deregulation of broadcasting. But while the majority of the rally was dedicated to meetings between broadcasters and their representatives, none of these five Communications Subcommittee members recalled it. "I didn't know about it . . . I wasn't invited," said Mr. Broyhill. "Perhaps, we received [invitations] and didn't know about it," Mr. Marks said, "but I doubt it." Mr. Luken said, "I wasn't aware of the rally until afterward."

## Pro and con on spectrum-use fee

**Summers and Shooshan offer arguments for both sides of plan broadcasters call tax, rewriters call reimbursement**

On the broadcasters side was John Summers, NAB executive vice president and general manager. On the other was Harry M. (Chip) Shooshan, chief counsel of the House Communications Subcommittee and a drafter of the Communications Act rewrite. They represented the pro and con in an NAB convention debate last week about a concept that has been, and from all appearances will continue to be, the most hotly contested provision in the new bill—the license fee.

Mr. Summers opened: The license fee is not a proper "trade-off" for broadcast deregulation, he said, and for several reasons. In proposing it, the rewriters assume that the government owns the airwaves and can charge rent, in the same way it does for public lands on which ranchers graze cattle or in which oil companies drill. But it has never been proved in court that the airwaves belong to the government, Mr. Summers argued. And if the airwaves did belong to the government, he added, why wouldn't it be permissible for South American countries to charge the United States for the pieces of spectrum used by U.S. satellites?

Furthermore, there is no depletion of the resource as there is with oil rights, Mr. Summers argued. He said broadcasters are like homesteaders, who worked hard to develop their land into something useful. It makes no more sense for the government to tax broadcasters than for it to have taxed homesteaders, he declared.

Any "tax" on broadcasting that may be

enacted, he concluded, will ultimately have to be reviewed by the courts.

Mr. Shooshan stressed the rewrite authors' contention that a fee is a proper trade-off. "Broadcasters are not free today," he said. They live under an FCC whose budget has "swollen" to \$72 million, that is second only to the Internal Revenue Service in the amount of paperwork it requires and that imposes needless delay in the handling of such things as broadcast applications.

The rewrite would eliminate delay in the case of radio by eliminating renewals and program regulations such as the fairness doctrine, equal time and quantitative program standards, Mr. Shooshan said.

The "costs" of those regulations if they remain are greater and, in the case of programming regulation, "more dangerous" to broadcasters than the fee, Mr. Shooshan said. He argued that use of the spectrum is to be considered as "electronic newsprint" for broadcasters "to use as you see fit."

In response to Mr. Summers's argument that broadcasters don't deplete the airwaves, Mr. Shooshan said theirs is the "ultimately depleting use: Nobody else can use that spectrum space."

## Harris exhorts TV to raise its sights

**DSA winner commends radio-TV, but says newer medium's objectives have undermined its pursuit of excellence**

This year's winner of the broadcasters' highest award didn't take it and run. Jack Harris, receiving the NAB's Distinguished Service Award, charged that television has become "enslaved in the numbers game" and urged his colleagues to "do more—much more—to inform and instruct, to challenge and inspire."

Mr. Harris, president of the *Houston Post* radio and television stations, made no apologies for the performance of radio and television as observed during the 45 years of his career. Indeed, he said, the "service we render is the finest in the world."

But television, he said, is "not good enough."

Said Mr. Harris: "We still do not serve adequately all segments of our communities, either with our programs or with the opportunities which we offer for effective service within our ranks. Our priorities are too often dictated by the seemingly eternal struggle for that extra rating point, translating into that extra dollar."

The television service now offered to the American audience "is certainly not a wasteland or cotton candy," said Mr. Harris. "But it is also not all of a quality and diversity this television industry should now be producing. Even if it has been acceptable to a great majority in the fifties, sixties and seventies, it is not good enough to survive the eighties."

In the pursuit of ratings, said Mr. Har-



**The rewriters.** Broadcasters found they aren't the only ones who disagree with major provisions in the pending revisions and rewrite of the Communications Act. Five members of the House and Senate Communications Subcommittee gave an NAB convention radio session their divergent thoughts about the measures. The panelists are: (l to r) Representative Thomas Luken (D-Ohio), Senator Larry Pressler (R-S.D.), Representative James Broyhill (R-N.C.), Donald Zeifang NAB senior vice president for government relations and moderator of the session. Representatives Marc Marks (R-Pa.) and James Collins (R-Tex.).



Harris

ris, "good judgment and a pursuit of excellence have been subverted." The objective should be "new plateaus of achievement that will make us all proud, as well as profitable," he said.

"If we are really to fulfill our roles as custodians of these great and powerful services," he concluded, "our aspirations must soar beyond rating points and bottom lines."

## Valenti wants to lower boom on cable

**MPAA head likens CATV's compulsory license to a 'welfare plan' and calls for its repeal; broadcasters told that their brightest hope for program protection is in Van Deerlin rewrite**

The president of the Motion Picture Association of America told TV broadcasters last week that "the time is now" to fight for repeal of the cable compulsory license that he and his association helped get enacted into law in 1976.

Jack Valenti told a television luncheon at the NAB convention Monday that the deregulation promised in the House Communications Act rewrite and revision bills in the Senate "will always be . . . a splendid, delusive sham" without the elimination of the compulsory license under which cable television pays flat annual copyright fees for TV programs at rates MPAA and broadcasters argue are too low. Mr. Valenti called the compulsory license the "welfare plan" for cable, "the bone in the throat of free and fair competition." He said "until it is extracted there is not now and never will be any fair competition in the home viewing market."

Speaking to a audience estimated at around 3,500, Mr. Valenti "confessed" his "complicity" in the compulsory license formula to which MPAA agreed when the copyright amendments of 1976

were constructed. "But I submitted not because I thought it was right," he quickly added. "If I didn't agree, God only knows how miniscule the copyright fee schedule might have been—perhaps zero."

The compulsory license, as originally conceived, would have cost cable operators 5% of gross revenues annually for the privilege of carrying broadcast programming. As the legislation progressed in Congress the level dropped, however. And when it fell below 1%, MPAA "applied a political tourniquet to stop the flow of copyright blood," Mr. Valenti claimed. He said the association decided not to fight the bill further at that time, thinking instead to raise the issue of the size of the fee again "another time."

"The time is now," Mr. Valenti said.

Far from being the "sickly infant" it was once considered, he said, cable television "is on its way to become the Arnold Schwarzenegger of communications." He cited Commerce Department figures predicting cable will have 200 million subscribers in four years and revenues double then what they are today.

The cable industry's copyright payments under the compulsory license amount to about \$12 million for 1978. That is equal to the value of programming the networks use in two days, Mr. Valenti said, and the value of programming TV stations use in "about 4.4 days."

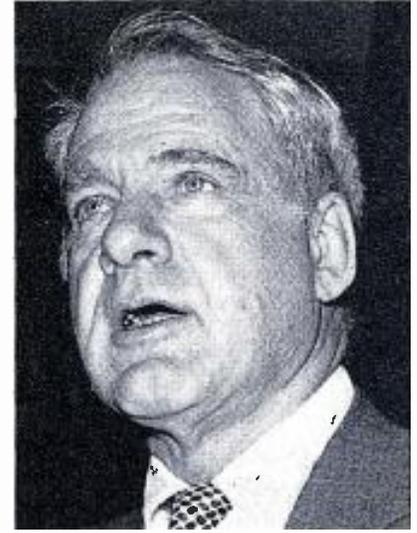
"And cable?" he said. "Twenty-four hours a day, 365 days a year cable fills its channels with infinite programming, a full year's supply for a mere \$12 million. Or to put it another way, some 65%-70% of cable systems pay more for the postage stamps used to mail out their monthly customer invoices than they do for all their programming."

Mr. Valenti painted a gloomy future for broadcasting if the compulsory license continues. The public he said "will be the ultimate losers." He said, "Program developers will be less eager to invest capital in new, innovative programming for the reward will be so shrunken the risk becomes too high. The creative community will be seriously wounded."

And if the FCC abolishes exclusivity and distant signal rules in the top 50 markets, as some predict, he said to the broadcasters, "how will you stand upright against the cable winds that blow? Independent TV stations will begin to choke on the avalanche of distant programming flooding the market . . . UHF's will find it impossible to compete with superstations that intrude on local audiences, provide no local services, and pay virtually nothing to exhibit in your community what you have already purchased in the open market."

Mr. Valenti inserted a special warning about superstations of the type that Ted Turner, owner of WTCG-TV Atlanta, operates. He called them a "massive intrusion into the local communities all over the country," and said others will sprout soon. "Why not? Fly the cheapest route. Cable has the only discount fare in town."

He discussed several remedies for the situation. One he rejected out of hand. He said it should not be left to the Copyright



**Seeking assistance.** Secretary of Energy James Schlesinger last week asked broadcasters to help in persuading the American public that the energy crunch is real and will not soon be relieved. Appearing before the NAB convention, Mr. Schlesinger said that there was public skepticism about the seriousness of a condition that he said could damage the nation's economy and weaken its role in world affairs. "Unless we have a national understanding and national consensus," said the secretary, "we will make haste slowly, very slowly" in attacking the problem. He answered several questions from broadcasters in the audience, some sharply critical. The energy department, he said, is generally misunderstood. Included in its budget are \$3 billion for the production of nuclear warheads for military use and large sums for the operation of power plants in its control in addition to \$3 billion for research and development of new sources and uses of power.

Royalty Tribunal to adjust cable's fees. "No tribunal, no matter how intelligently constituted, can regulate supply and demand, or authorize how much someone will pay for programming, or how much someone should pay or how much is fair to pay." And, he said, "Broadcasters should oppose any moves to abolish FCC rules on program exclusivity and distant signal importation," he said, until the compulsory license has been abolished.

The best medicine, Mr. Valenti indicated, is Representative Lionel Van Deerlin's (D-Calif.) Communications Act rewrite, which at the time of the MPAA president's speech was still two days from being released. That bill, which was understood to require a change in copyright law to alter cable's copyright liability before implementation of cable deregulation is "going to need unqualified support," Mr. Valenti said.

At one point in his speech, he compared cable to a "colossus," "a muscular force that will bestride the communications industry." It is a metaphor MPAA detractors might have used to describe that association's stance astride both broadcasting



Valenti

and pay cable. Mr. Valenti said he wanted to make clear that his association doesn't oppose all cable—just the part that is "immune from marketplace competition." He said MPAA supports pay cable and other new technologies that may be outlets for motion picture product. "The creative community of copyright owners is not an enemy of cable," he said. "We want cable to grow. The pay cable arena provides an opportunity for copyrighted material to be bargained for competitively."

## FCC accused of dragging feet on UHF problems

**Putnam, Anselmo and Curran among the more critical at NAB session in which U operators say their lot in life has improved, but could be much better**

By contrast to the vast majority of convention-goers at last week's NAB gathering in Dallas, who seemed to many to be largely unexcited about current events, there was a group at work Tuesday morning that seemed positively militant. They were the UHF broadcasters, who during a special three-hour program, managed to vent a few frustrations—mostly with the FCC—and to raise a little Cain.

Their concerns, emerging in four separate panel discussions arranged by Richard Block, founder of the Council on UHF Broadcasting, seemed to find a common thread in the words of one broadcaster. William Putnam of Springfield Television Corp., Springfield, Mass., held the crowd of 200's attention as he ranted against the FCC, which he said, has fostered its goal of improving UHF "in the same fashion Cinderella's social life was fostered by her

stepmother." He said the commission's record is "appalling." Claiming that comparability with VHF picture quality is "well within the technical capability of current equipment manufacturers," he derided the commission's call for "another inquiry," which he termed "an 11th-hour device to preserve a \$750,000 appropriation (Congress last year appropriated that amount for work on improving UHF).

Mr. Putnam also criticized the commission for always looking for more "spectacular" media than UHF—meaning cable television, chiefly—to bring about programming diversity in television. But the reality is, he argued, that UHF is already providing diversity—through alternative programming, community access and minority ownership—and all "with little or no help" from the commission.

Others who took licks at the commission included Rene Anselmo of the Spanish International Network, who said the timetable for reducing UHF noise interference is too drawn out and who blasted the commission for "mickey-mousing around" with the tuner issue. His analysis of the commission, he said, is not that it is anti-UHF. "They just never understood it," he said.

Don Curran of Field Communications Corp., San Francisco, chided the FCC for "speaking out of both sides of its mouth." On the one hand it talks about promoting

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**Pushing parity.** Broadcasters at an all-morning NAB session on UHF alternated taking jabs at the FCC with calls for troops to join the fight for UHF parity with VHF. Government representatives at the session made no promises. Participants in two of four panels were, above (l to r): Peter Tannenwald of Arent, Fox, Kintner Plotkin & Kahn; William Putnam, Springfield (Mass.) Television Corp.; Thomas Bolger, NAB TV board chairman, session moderator; Rene Anselmo, Spanish International Network; Donald Curran, Field Communications, San Francisco. Below (l to r): Donald Zeifang, NAB; Nina Cornell, FCC Office of Plans and Policy; Hartford Gunn, Public Broadcasting Service; Jonathan Blake, Covington & Burling; Leland Johnson, National Telecommunications and Information Administration.



things: The commission is weighing costs versus benefits, "looking for improvement that consumers will buy." The only concrete action she predicted for the short run is action on grading and labeling of UHF receivers, to get more information to the consumer at the point of purchase.

A panel of broadcast engineers took a look at the technical side of the UHF problem, with the Corporation for Public Broadcasting's Philip Rubin summarizing the group sentiment. Improving UHF cannot be accomplished by altering one component of a broadcasting system, he said. Rather the entire system should be looked after. He said there are three areas on which to concentrate: the UHF tuner, the receiving antenna and the lead-in wire.

Eugene Hill of Taft Broadcasting, Cincinnati, urged repair of another type of system as well. He said broadcasters should cooperate with equipment manufacturers to get them to put together economical UHF packages.

Meanwhile, as the regulatory and marketplace battle continues for UHF, the broadcast operators apparently find their lives improving year by year. A panel of UHF operators indicated things aren't nearly as smooth as they are for VHF's—"we still have the stigma of UHF" said Paul Hughes, WVIT(TV) West Hartford, Conn.—but they have been worse. James Matthews of WGTU(TV) Traverse City, Mich., said, "It's a little unfriendly out there but it's getting a little easier." His station has made it by concentrating on local advertising, he said, largely from the retail business. But he admitted that the station's success came at considerable sacrifice. Nearly bankrupt a few years ago, it dropped its entire news operation.

Elmer Jaspán of WDRB(TV) Louisville, Ky., complained about competition from local cable television operations and about having to compete from a position of weakness for syndicated product, but "if I had the chance to put another on the air today, I would do it."

Figures from NAB on UHF's recent past would indicate Mr. Jaspán's instinct isn't wrong. Ron Irion of the NAB staff said the past three years have been "very good" for UHF. Today there are "fewer and fewer marginal UHF operations," he said. And the future of UHF has "never looked better."

## Testing the water

**Retransmission consent plan is much-discussed at NAB with skepticism evidenced by some**

The National Telecommunications and Information Administration's retransmission consent idea, already more than a decade old, may not yet be an idea whose time has come. Although some broadcast groups support it, cable is hostile (see page 66), and some broadcasters and producers are skeptical, at best. Some of that skepticism was on display at a panel on the sub-

UHF, while on the other it moves to relax cable distant signal rules, he said. Broadcasters have long argued that UHF especially, with its higher concentration of independents, will be harmed by unrestricted cable distant signal importation.

Mr. Curran called for unified action by broadcasters, public broadcasters and minority broadcast owners to put pressure on the commission and Congress. He praised the NAB, whose board he just joined, for forming a UHF committee to work for that sector of the television business.

Ironically, the blasts at the commission were suspended midway through the session to present awards to two FCC commissioners. Commissioners Robert E. Lee and James Quello were given the first and second Golden Bow Tie awards of the Council on UHF Broadcasting (the bow tie is an integral element of a UHF antenna) for their pursuit of comparability for UHF. Commissioner Lee's plaque says: "If it had not been for your dedication and vision there would be no UHF television today." Commissioner Quello's says: "Your outspoken advocacy of UHF improvement has earned our respect and gratitude."

There were views at the meeting more moderate than the opening speakers, as expressed by Peter Tannenwald of the Washington law firm of Arent, Fox, Kintner, Plotkin & Kahn, who urged that the broadcasters in the room "work with the FCC, not just scold it. . . . Treat it as a

partnership." He received light applause. Other speakers included Hartford Gunn of the Public Broadcasting Service, who said UHF's biggest problem now is making the public understand the difference between VHF and UHF. The marketplace is not working to help UHF, he said, because the public is getting no information to encourage them to pick the best UHF receivers. Most retail stores don't help, he said, because they bring UHF signals to their floor models through the same master antenna as VHF.

Jonathan Blake of the Washington law firm of Covington & Burling said he thinks the commission "is on the right track" toward regulations that will help UHF. The outlook is "optimistic," he said.

But a short verbal scuffle broke out when Leland Johnson of the National Telecommunications and Information Administration rose to speak. He told the broadcasters that the costs to the consumer must be weighed against the advantages to be gained from changed regulation. But when he read figures suggesting there is less urgency to the broadcasters' problems than has been portrayed by the broadcasters themselves, several in the audience shouted their disagreement. From the panel, Mr. Blake said Mr. Leland was repeating "arguments made five years ago."

They were more charitable toward Nina Cornell, head of the FCC Office of Plans and Policy, and of the commission's UHF inquiry. She told them many of the same



**After two years,  
still no commercials.**

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ject at the NAB convention.

Representatives of Metromedia and the National Association of Independent Television Producers and Distributors expressed concern that the proposal did not go far enough in curbing the freedom cable television systems now have to pick up and relay television signals without significant payment.

The proposal originally surfaced in 1968 in an FCC rulemaking, but was never approved. In its present form, it would require new cable systems and existing systems seeking to carry new signals or to expand into new areas to obtain the consent of originating stations before picking up their nonnetwork signals. But those systems would be free of the FCC's distant signal and syndicated exclusivity rules. Existing systems would essentially be grandfathered under current rules.

Although an old idea, it has a new timeliness in view of the emergence of a communications satellites and the function they are serving of creating superstations whose signals are relayed to cable systems across the country—with or without the stations' permission.

Satellites have "fundamentally changed the program distribution service," said Paul Bortz, deputy director of NTIA. "We have to look at distribution in terms of that change. Broadcasters' uniqueness is gone."

On the other hand, the purpose of the proposal is not to protect broadcasters but, rather, to assure "full and fair competition among all modes of communications." Indeed, he said, the theme running through all NTIA policy is to lessen regulation, introduce competition and avoid the risk of protection.

The path the FCC seems to be following—simply to lift restrictions on distant-signal and syndicated exclusivity rules—he does not think wise. Lifting those restrictions without taking "a fundamental look at copyright would not be deregulation," he said, "it would be sharp discrimination, leading to uneconomic results for consumer and industry."

Modifying the copyright schedule of

payments is not a solution, he said. There should be different arrangements for different programs, he said, adding that some stations might refuse to give consent under any conditions, while others would pay to have programs relayed. It is NTIA's position that only the marketplace can produce arrangements fact to all.

But what bothered Preston Padden, of Metromedia, and Margot Polivy, counsel for NAITPD, was the grandfathering provision. Dr. Bortz had said that NTIA suggested grandfathering to avoid disrupting existing situations and because the existing systems "do not" Dr. Bortz said, "represent a major factor." Metromedia and NAITPD do not agree; they feel existing systems operating under present rules can have a substantial impact on the market. NAITPD will also criticize the grandfathering provision as providing for an unnecessarily complicated regulatory scheme.

Ms. Polivy said the development of superstations through changes the commission has made in its rules is not only a threat to producers, whose payment under the compulsory license scheme enacted by Congress three years ago is "miniscule" compared to what they would receive under a negotiated royalty, but also to creative artists. She said they lose residuals when programs are not purchased by stations in markets where they have been imported by cable systems.

"The FCC," she said, "has unleashed a juggernaut over which it has no control . . . The commission, she added, "should come up with a system that is workable and fair." She doesn't think NTIA's idea fills the bill.

(Although reservations were expressed at the panel and in comments filed with the commission, the idea received a boost at a meeting of the board of the Association of Maximum Service Telecasters, during the convention. The board voted to file comments generally endorsing the NTIA proposal. Again, the grandfathering provision was said to trouble the board, but apparently only in its details, not in principle.)

## Don't be left standing in technological starting gate

**Delegates in Dallas get that admonition with Microband's Foster, Bonneville's Madsen making strong plea for teletext**

The message at the opening television session of the National Association of Broadcasters convention in Dallas last Monday was clear: Broadcasters can either participate in the "Information Odyssey" now under way, or be left behind.

And for two panelists, the vehicle into the communications industry's future is teletext, the technology that, they said, gives broadcasters a second channel, through which they can transmit an enormous amount of information to the viewer in digital form.

Paul Bortz, deputy director of the National Telecommunications and Information Administration, who served as moderator, noted that the system of program distribution on which broadcasters had long held a monopoly is no longer "unique." Cable television, multipoint distribution service, communications satellites and earth stations, video tape recorders and video discs have opened the door to a variety of competitive forces, he said.

The call for broadcasters to get into teletext came from Mark Foster, of Microband National Systems, an MDS company that is developing teletext as a service for business, and Arch Madsen, of Bonneville International, whose KSL-TV Salt Lake City is conducting a field test of the technology.

Teletext uses the vertical blanking interval to transmit data—some 800 pages can be stored for retrieval—that can be called up for viewing on the screen, up to a page at a time, by viewers equipped with decoders. By contrast, the closed captioning system designed for the deaf by the Public Broadcasting Service—and scheduled to become operational early next year—can offer only a picture-captioning service. (BROADCASTING, March 26). That is a principal reason CBS gave for not joining PBS, ABC and NBC in the project—that and its interest in teletext.

However, ABC and PBS engineers are not impressed by teletext. They say it is some five or six years away from being operational—assuming it ever can be. They say that virtually perfect reception is required to assure the intelligibility of the teletext data.

Messrs. Foster and Madsen expressed no doubts, however. Their message: climb aboard before it is too late.

"No one believes HUT levels will remain as high when pay cable and video discs come in," Mr. Foster said. "Now comes teletext." But others are interested. Although Microband is focusing on serv-



**The NTIA way.** Paul Bortz, deputy director of the National Telecommunications and Information Administration, discusses NTIA's retransmission consent proposal at panel session last week. Looking on (l-r) are: Barry Umansky, NAB, who moderated the panel; Preston R. Padden, Metromedia Inc., and Margot Polivy, counsel for National Association of Independent Television Producers and Distributors.

ing businesses, the cable and telephone industries are interested in serving homes with the technology.

"And the home market is the big one," Mr. Foster told the Dallas audience. "You broadcasters can be the pipeline into the home."

Mr. Madsen's message was similar. Teletext, which he said is only the "crystal set of the new era of communications," offers broadcasters the opportunity of remaining "unquestionably the prime home information center of this information age."

Broadcasters who refuse to accept the new technology, he warned, not only face the prospect of being left behind; they will hold others back. Teletext, he said, is "the new medium. In 30 years, it will be where television is today."

Although Mr. Foster spoke of computer-generated information as new programming that will compete with entertainment for viewer's attention, Mr. Madsen did not talk in terms of an either/or situation. He does not believe teletext will replace television, or radio or newspapers, either. He sees it as an additional service.

The third member of the panel, Portia Isaacson, of Electronic Data Systems, gave broadcasters something else to think about: home computers. And although there is no technological connection with broadcasting, the computer, with its capacity for offering games and information at the touch of a button, can cut into television viewing time.

Such home computers, Dr. Isaacson predicted, will be the next major home appliance. "Each home will have several," she said.



**Captivated audience.** Richard Leshner, president of the U.S. Chamber of Commerce, addressed the Tuesday radio luncheon at the NAB convention and was well appreciated for such remarks as "it's a pleasure to meet with a group of people who understand what the private enterprise system is all about," and "it's nice to be out of Washington and among friends." Dr. Leshner noted the chamber's official position on broadcast regulation, that is "should be kept to a minimum and exercised only to the degree necessary to maintain the public interest." He also said the chamber stands for "no government control over program content or scheduling" and for perpetual licenses for stations. Dr. Leshner had praise for NAB, saying that the association staff "is highly regarded in Washington."



**Cable's copyright tab.** The proposed deregulation of cable television in the House and Senate Communications Act revisions has reopened the issue of what is fair copyright payment from the cable industry, prompting the copyright workshop at the NAB convention last week. Broadcasters have argued that if cable's distant signal restraints are to be removed, the copyright law should be changed to make cable pay just as much for the television programs it carries as broadcasters do. But they were told by the chief counsel of the House Judiciary subcommittee with copyright jurisdiction not to expect fast action. Bruce Lehman (seated second from left, above), told a group of about 75 TV executives that copyright is one of the more than 200 issues pressing on the Subcommittee on Court, Civil Liberties and the Administration of Justice, and that it will be difficult to get congressmen to focus on a problem that boils down basically to what he termed a dispute between broadcasters and cable. Under current law, cable pays a flat rate, set in the copyright statute, amounting to about \$12 million for 1978. David Pollinger (standing) of WPIX(TV) New York, who heads the new NAB committee that will negotiate for broadcasting's share of that, told the broadcasters to file their claims to it with the U.S. copyright office. Carriage of their own locally produced programs on cable distant signals qualifies them for some of the money. Other members of the workshop panel were Jon Baumgarten, general counsel for the copyright office (left), and Frances Garcia, of the Copyright Royalty Tribunal.

## The case for and against 9 khz

**Those for are daytimers who say it will allow full time service, those opposed claim it will cause interference and involve lots of modifications**

Three of the four on the panel spoke against it. One spoke for. It was Tuesday's "Nine khz: To be or not to be" engineering panel at the NAB convention. The advocate of the plan that would reduce the separation between AM stations from 10 to nine khz was Ray Livesay, chairman of the Daytime Broadcasters Association. Opposing him were Harold Kassens, a partner in the Washington consulting firm of A.D. Ring & Associates and representative of the Clear Channel Broadcasting Service, Jay Wright of the Association of Broadcast Engineering Standards and Roger Jeffers of the Community Broadcasters Association.

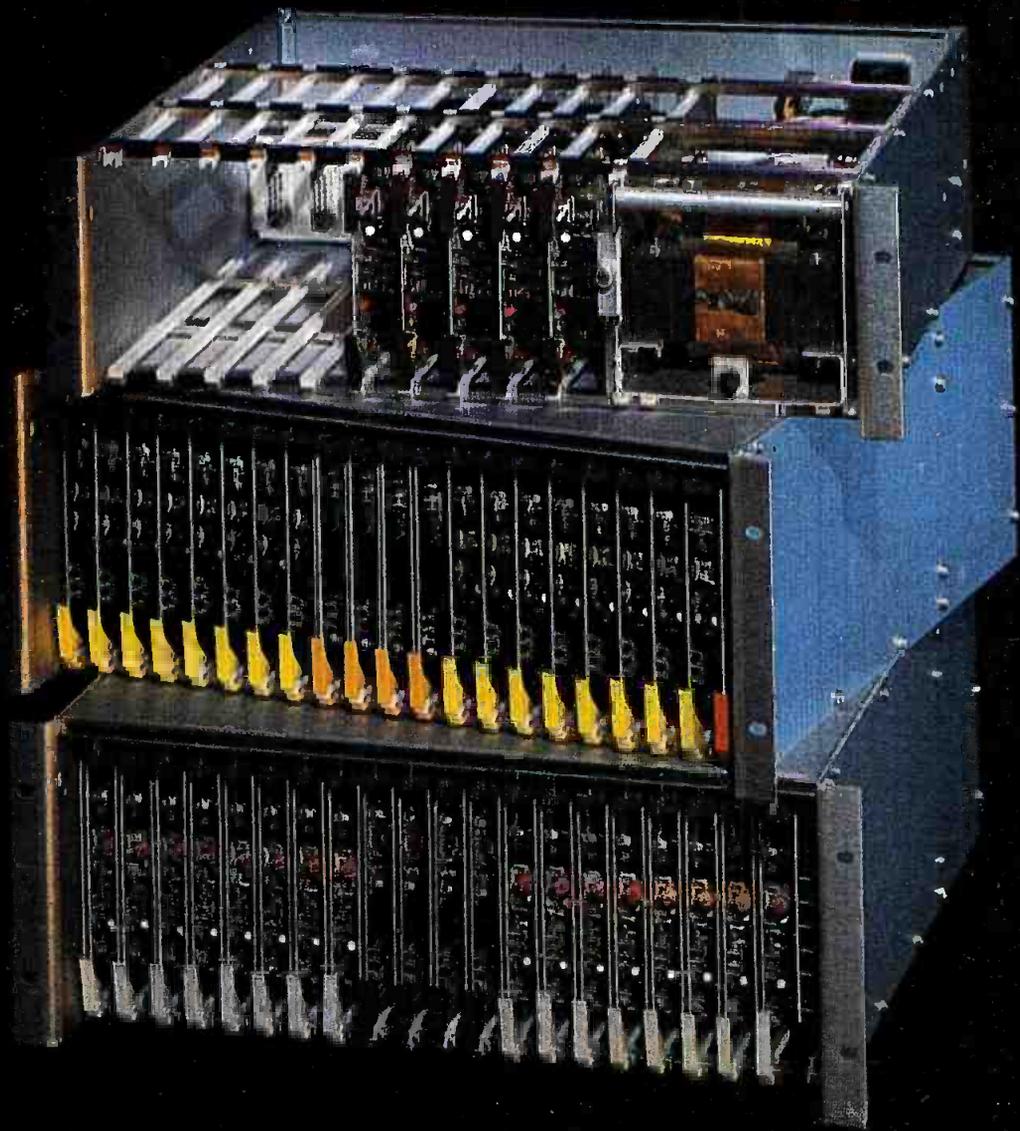
Mr. Livesay restated his now oft-noted plan to create 14 new full-time channels in the AM band by instituting a system of nine khz spacing between channels. Such a system would, he said, allow 46 million people in the country to receive full-time radio signals they do not currently get. Those people, he said, have been "denied a local, full-time AM service." Those opposing his plan, he said, were "discriminating against those people" and perpetuating a radio system based on "stalls, postponements and extensions" of regulations that have hampered the development of daytime-only stations into full-timers.

Mr. Wright accused Mr. Livesay of "using the word 'discrimination' indiscriminately" and said that daytimers existed due to the "nature of the physics" of radio that could not be altered. He called the plan to extend the AM band into the 1800 khz spectrum, which is expected to be a U.S. position in this September's World Administrative Radio Conference, a "far-sighted and long-range" solution to the problem of getting more AM stations. In contrast, he said, the DBA plan set forth by Mr. Livesay would contribute to "crowding" in the AM spectrum and serve toward "increasing adjacent-channel interference." He cautioned that the broadcasters should look at the DBA plan "very carefully before we leap."

Mr. Jeffers, whose group represents class IV AM stations that want to get FCC permission for one kilowatt of power full-time, spoke briefly against the DBA proposal. "We cannot see where this nine khz situation will help our problem at all," Mr. Jeffers said.

The final speaker on the panel was Harold Kassens, who said that the clear-channel broadcasters are "not opposed" to the DBA plan. But, he said, "we don't know whether it's going to work or not."

He did say, however, that his firm's re-



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**To be or not to be.** Participants in the panel discussion on nine khz AM spacing were (l-r): Charlie E. Wright, WBYS(AM) Canton, Ill.; Harold Kassens, A.D. Ring & Associates; Ray Livesay, Daytime Broadcasters Association; Jay Wright, Association of Broadcast Engineering Standards, and Roger Jeffers, Community Broadcasters Association.

search into the question has revealed that broadcasters could expect at least a 2%-3% drop in their service areas by switching to nine khz. Furthermore, he said, directional antennas "would require some hard work" to adapt them to nine khz. (He estimated that conversion costs could run as much as \$10,000.) Mr. Kassens also pointed out a possible problem with the new "synthesized" radio receivers now found in many of the more expensive automobiles. (Such sets tune themselves automatically in 10 khz increments.) "All those receivers will be obsolete overnight," he said. In answer to a question from the floor, however, Mr. Kassens said that "I don't think there's going to be any problem" with the conversion to AM stereo if the AM band is redesigned for nine khz separations.

## Getting the lowdown on AM stereo

**NAB engineering session on new method discusses ease of converting transmitters, availability of STL lines and optimism from receiver makers**

Monday afternoon's NAB agenda for radio agencies was given over to discussions of AM stereo—transmitters, receivers and the subject of the new transmission mode in general. These areas were treated in different sessions, but a common thread—that the engineers are ready for the new medium—ran throughout.

In the first of the sessions, "Adapting AM Transmitters for Stereo Transmissions," Cliff Leitch and David Hershberger of Harris Corp. reported in their joint paper that there should be a "smooth conversion" to stereo once the FCC makes up its mind on which of the five competing systems to authorize.

The paper, presented by Mr. Leitch, said that conversion will be difficult—especially where stations have older transmitters—but not impossible. Most AM transmitters, Mr. Leitch said, can successfully be converted to stereo "by adding a stereo generator and making some simple modifications."

He said that the difficulty and cost of conversions will depend on the system the

FCC adopts, the performance standards it requires and the type and condition of the transmitters and antenna systems to be converted. "No transmitter meets all of these requirements perfectly," Mr. Leitch said, but most can be converted by using "relatively simple fixers"—adjustments to compensate for incidental and extraneous phase modulation, bandwidth of RF interstage and output networks and amplitude and phase response of AF amplifier stages. None of these potential problems appeared to pose a great handicap for conversion, he said.

Noting that it would be the responsibility of the transmitter manufacturers to provide modification kits where required, Mr. Leitch said that Harris hopes to manufacture an AM stereo generator package that can be added to most existing transmitters. It would include correction circuits where needed for top performance.

Regarding the other end of the transmission, the receiver, manufacturers seemed to be of the opinion that AM stereo, as one said, has "done dramatic things to the picture of AM from a design standpoint." Those were the words of Oliver Richards of Sprague Electronics, a Worcester, Mass.-based maker of semi-conductors. Another, Jon Grossjon, a Connecticut consultant, spoke of the "revived interest in AM high fidelity" as a "prelude to AM stereo sets."

Appearing at the "AM-FM Receivers: The Manufacturer's Viewpoint" session, representatives from the consumer electronics world spoke of the boom they expect in AM receiver business in the coming years—largely due to the potential of AM stereo.

Bart Locanthi of Pioneer North America, Pasadena, Calif., spoke of his company's "strong interest" in AM stereo. Pioneer had, he said, researched all five of

the proposed systems and found that "probably any one of the five would be accepted" by consumers.

All was not rosy for the set manufacturers, however. At one point the panel moderator, Norm Parker of Motorola, spoke of the discrepancies between the current AM signal and the receiving capacity of some of the smaller, less expensive AM radios. He said that people want the cheaper sets. To that, the crowd of broadcast engineers began booing and shouting. Someone called out: "The manufacturers are forcing the choices."

NAB engineer Chris Payne, who was in charge of the afternoon session, went to the podium and attempted to quiet the crowd. "If we subtract all of the people with less-than-\$20 radios from your ARB's," he said, "you guys would all be out on a breadline."

The session with the manufacturers served as a lead-in to the afternoon's main event—"AM Stereo," a view of the new transmission system from the points of view of the FCC, consulting engineers and AT&T.

Harold Kassens of Washington's A.D. Ring & Associates touched on what appeared to be the concern of many of the engineers in the audience when he said that a "very, very substantial problem" with AM stereo will likely be studio-to-transmitter links (STL's)—an important connection in the broadcaster-to-listener chain that depends on the availability of tightening spectrum space and AT&T's ability to set up local terrestrial links.

John Heath, representing AT&T, said that the phone company's "current plans" called for AM stereo STL's similar to those now used by FM broadcasters—two 15 khz monaural lines. According to an AT&T survey of broadcasters, Mr. Heath said, 75% of AM stations could be expected to go to stereo. (And 60% of those would do so within one year of FCC approval.) Although he cautioned that facilities for STL's could be strained, Mr. Heath said, "I don't foresee a problem" providing the links for most broadcasters.

Jim Loupas, of James Loupas Associates Inc., a broadcasting technical consulting firm in Chicago, cautioned the engineers not to get too wrapped up in new equipment that could become obsolete with the advent of stereo broadcasting. He said he was telling his clients there was "absolutely no reason why anyone should be dealing in mono equipment at



**The other side.** Manufacturers representatives speaking on AM and FM receivers included (l-r): Norm Parker, Motorola Inc.; Bart Locanthi, Pioneer North America; Jon Grossjon, consultant and receiver designer; Oliver Richards, Sprague Electric, and C.J. (Bud) Votava, Delco Electronics.



**AM stereo.** Those discussing the newest version of the oldest broadcast medium were (l-r): Christopher Payne, NAB; Jim Loupas, James Loupas & Associates; John Heath, AT&T; Harold Kassens, A.D. Ring & Associates, and John Taff, FCC's Policy and Rules Division.

this time." He suggested that the engineers look at "modular-type" equipment that can be converted or added to easily when stereo becomes a reality.

And when will that be? John Taff, assistant chief of the FCC's policy and rules division, said that the commission was now looking "toward the end of the year" to come out with its rulemaking on the new system. What then? During an earlier question and answer session, the receiver manufacturers seemed to agree that within two to three years after the FCC decision, AM stereo would be a broadcasting and receiving reality. By then, according to C.J. (Bud) Votava of General Motors' Delco Electronics subsidiary, 30% of new automobiles would have AM stereo receivers.

## The regulators speak out

**At FCC panel, Brown says radio will get deregulated soon, but not TV; Bakke decision does not affect FCC affirmative action program; Facilities chief says clean radio applications are moving though there is backlog with contested ones and TV; there's no decision on whether clears are subject to fairness doctrine**

Radio deregulation, in a form not yet discerned, is coming, perhaps "over the next 18 months." That was the prediction of FCC Commissioner Tyrone Brown at the NAB convention last week. It would only be radio, however, and only "partial." Complete deregulation, he said, "would come over my dead body."

The commissioner, who was moderating a panel composed of FCC staff members, did not elaborate. But in the past he has made it clear he—no more than other commissioners—would not accept lifting of equal employment opportunity rules. And he favors retention of the public interest standard now in the Communications Act.

Mr. Brown noted that the commission has instructed the staff to develop a proposal for "a substantial deregulation of radio on an experimental basis in large markets," where "there obviously exists greater diversity" of radio voices.

He recalled that he has proposed partial deregulation of all markets, regardless of size, since, he feels, radio does not play

the kind of informational role it once did. He favors lifting what are in effect standards for non-entertainment programming and commercials, as well as formal ascertainment and program logging requirements (BROADCASTING, Dec. 12, 1978).

Later in the spring, the commissioner said, a debate will begin over a host of deregulatory proposals—his, those contained in bills introduced by Senator Ernest F. Hollings (D-S.C.), Barry Goldwater (R-Ariz.) and by Representative Lionel Van Deerlin (D-Calif.) and the National Telecommunications and Information Administration.

"This debate is wonderful," he said. "Within the next year and a half, there will be some form of deregulation of radio."

The fact that Congress is considering deregulation in the pending legislation does not appear to Commissioner Brown to be a reason for the commission to defer action on its own hook. Former Commissioner Margita White, for one, has maintained—and she made the point again in a speech last week—that deregulation can come effectively only through Congress. But Commissioner Brown maintained that "there are things the commission can do in radio deregulation." (He does not believe television can be deregulated, at least for the foreseeable future. "It's a different medium, and the public interest requires different treatment of it.")

However, there are limits to what the commission can do. One question with which FCC lawyers are struggling is whether the commission can suspend the

fairness doctrine and the equal time rule, since they are part of Section 315 of the Communications Act. There also is a discussion within the FCC regarding where responsibility should lie for some policing functions the commission performs; some would shift some matters related to fraudulent practices, for instance, to the Justice Department or the Federal Trade Commission.

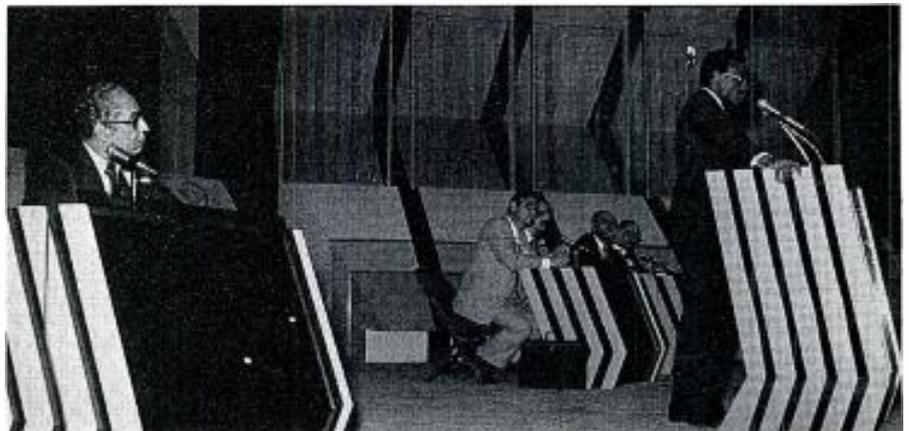
The commission is scheduled to consider the staff's proposal for a deregulation experiment on May 8. Among the major questions with which the staff is still struggling is the size of the smallest market to include in the experiment. "We're still gathering information," said Martin Levy, deputy chief of the Broadcast Bureau. However, he also said that although deregulation in some respects would depend on the size of the market, the FCC could deregulate across the board in some other—formal ascertainment, for instance.

In other matters:

■ Commissioner Brown said the Supreme Court decision in the Bakke case—that a university that reserves spaces in its medical school for minority-group students unlawfully discriminates against whites with superior entrance exam scores—does not affect the commission's policy of requiring broadcasters to implement affirmative action employment programs. That policy does not require quotas, he said.

And Richard Shiben, chief of the Renewal and Transfer Division, said the commission is attempting to establish a reporting system for broadcasters to follow that would detect misclassification of employees on stations' annual employment reports. He urged broadcasters to contribute their thoughts. But he made it clear the commission has abandoned the controversial proposal of requiring stations to rank employees by salary.

■ Although statistics compiled by commission staff members indicate the Broadcast Facilities Division needs additional help to reduce AM and FM processing backlogs (BROADCASTING, March 26), Dennis Williams, deputy chief of that divi-



**Down to Dallas.** FCC Commissioner Tyrone Brown opens the FCC panel at the convention in Dallas. On his right is Lionel Monagas, assistant for minority matters to the chief of the Broadcast Bureau; and on his left (l-r) are Arthur Ginsburg, chief of the Complaints and Compliance Division; Dennis Williams, deputy chief of the Broadcast Facilities Division; Richard Shiben, chief of the Renewal and Transfer Division, and Martin Levy, deputy chief of the Broadcast Bureau.

Aberdeen, SD	.....KABY	Grand Island, NE	.....KGIN	Johnstown, PA	.....WJAC	Missoula, MT	.....KECI
Ablene, TX	.....KRBC	Great Bend, KS	.....KCKT	Joplin, MO	.....KTVJ	New Haven, CT	.....WTNH
Ada, OK	.....KTEN	Great Falls, MT	.....KRTV	Kalspell, MT	.....KCFW	New Orleans, LA	.....WDSU
Albuquerque, NM	.....KNME	Greenville, SC	.....WFBC	Kansas City, MO	.....WDAF	New York, NY	.....WNBC
Alexandria, MN	.....KCMT	Harrisburg, IL	.....WSIL	Kirksville, MO	.....KTVD	Oklahoma City, OK	.....KTVY
Amarillo, TX	.....KFDA	Honolulu, HI	.....KHON	La Crosse, WI	.....WXOW	Omaha, NE	.....KETV
Anchorage, AK	.....KIMO	Huntington, WV	.....WSAZ	Lancaster, PA	.....WGAL	Peoria, IL	.....WEEK
Atlanta, GA	.....WTCG	Indianapolis, IN	.....WTTV	Lima, OH	.....WLIO	Philadelphia, PA	.....KYW
Augusta, GA	.....WATU					Pierre, SD	.....KPRY
Austin, MN	.....KAAL					Pittsburgh, PA	.....WIBC
Austin, TX	.....KTVV					Portland, ME	.....WGAN
Baltimore, MD	.....WBAL					Portland, OR	.....KGW
Baton Rouge, LA	.....WLPB					Providence, RI	.....WPRI
Beaumont, TX	.....KFDM					Quincy, IL	.....WGEM
Billings, MT	.....KTVQ					Rapid City, SD	.....KOTA
Binghamton, NY	.....WBNG					Richmond, VA	.....WWBT
Bismarck, ND	.....KXMB					Roanoke, VA	.....WDBJ
Boise, ID	.....KTVB					Rockford, IL	.....WQRF
Buffalo, NY	.....WGR					Sacramento, CA	.....KQVR
Butte, MT	.....KTMV					Saint Louis, MO	.....KTVI
Cedar Rapids, IA	.....WMT					Salt Lake City, UT	.....KSL
Champaign, IL	.....WICD					San Angelo, TX	.....KACB
Charleston, SC	.....WCIV					San Antonio, TX	.....KMOL
Charlotte, NC	.....WRET					San Diego, CA	.....KGTV
Cheyenne, WY	.....KYCU					San Francisco, CA	.....KTVU
Chicago, IL	.....WMAQ					Savannah, GA	.....WTOG
Chico, CA	.....KHSL					Schenectady, NY	.....WRGB
Cincinnati, OH	.....WLWT					Seattle, WA	.....KING
Cleveland, OH	.....WJKW					Shreveport, LA	.....KTBS
Colorado Spgs, CO	.....KRDO					Souix City, IA	.....KCAU
Columbia, MO	.....KOMU					Soux Falls, SD	.....KSFY
Columbia, SC	.....WIS					Spokane, WA	.....KREM
Corpus Christi, TX	.....KZTV					Springfield, IL	.....WICS
Davenport, IA	.....WOC					Syracuse, NY	.....WIXT
Dayton, OH	.....WDTN					Thermopolis, WY	.....KWRB
Denver, CO	.....KMGH					Toledo, OH	.....WSPD
Des Moines, IA	.....WHO					Topeka, KS	.....KTSB
Detroit, MI	.....WDIV					Tucson, AZ	.....KGUN
Dickinson, ND	.....KDIX					Tulsa, OK	.....KTEW
Dubuque, IA	.....KDUB					Twin Falls, ID	.....KMVT
Duluth, MN	.....KDAL					Virginia Beach, VA	.....WVEC
Eau Claire, WI	.....WEAU					Waco, TX	.....KWTX
Eugene, OR	.....KEZI	Lincoln, NE	.....KOLN			Walker, MN	.....KNMT
Eureka, CA	.....KVIQ	Los Angeles, CA	.....KABC	Memphis, TN	.....WHBQ	Washington, DC	.....WRC
Fargo, ND	.....WDAY	Louisville, KY	.....WLKY	Miami, FL	.....WCKT	Wausou, WI	.....WAOW
Ft. Wayne, IN	.....WKJG	Lubbock, TX	.....KMCC	Midland, TX	.....KMID	Wheeling, WV	.....WTRF
Fresno, CA	.....KMJ	Madison, WI	.....WKOW	Miles City, MT	.....KYUS	Wichita, KS	.....KARD
Garden City, KS	.....KGLD	Mankato, MN	.....KEYC	Milwaukee, WI	.....WITI	Wichita Falls, TX	.....KFDX
Glendive, MT	.....KXGN	McCook, NE	.....KOMC	Minneapolis, MN	.....WCCO	Williston, ND	.....KXMD
Grand Forks, ND	.....WDZA	Medford, OR	.....KTVL	Minot, ND	.....KXMC	Wilmington, NC	.....WWAY

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sion, said "clean" applications—those that are not opposed or contested and that do not involve waiver requests—are moving through the line at a reasonable clip.

He said his staff requires four months to reach an application for engineering review—a month longer than is considered ideal—another month to list it on a cut-off list, and another one to two months to issue a grant. Statistics provided by the chief of the division, Jerrold Jacobs, indicated that the commission would need another engineer and eight more lawyers to become current in the processing of AM and FM applications for new stations and major changes in existing ones. The apparent discrepancy is explained by applications that are not "clean." They are often on the line one or two years before being disposed of.

No one asked about the situation in television. But later Mr. Williams agreed the situation there is much more serious. Mr. Jacobs' figures show the present staff would need six years to clean up all TV applications now on the books. An application that is opposed, contested or that involves a waiver can be on the processing line two and a half years.

Mr. Levy said the commission has yet to establish policy regarding the profit it would allow licensees selling their stations to minorities on a "distress" basis—that is, to avoid a hearing in which they could lose their license. However, he said the



**Talking English.** John Cannon, president of the National Academy of Television Arts and Sciences, spoke last week of the need for better communication between the engineering, managerial and production communities of broadcasting. He urged the engineers at a Monday NAB luncheon to open up "a continuing, meaningful dialogue" with the creative community. "We really have a terrible time understanding one another," Mr. Cannon said, calling for a "new dimension" of communication. Mr. Cannon said the academy was "exploring the possibility" of a televised version of the annual engineering Emmy awards, slated this year for early September.



**Hold back on blanking.** An ad hoc engineering committee under the auspices of the National Association of Broadcasters is about to recommend that the FCC impose a five-year moratorium on enforcement of strict horizontal and vertical blanking standards. The committee will recommend interim guideline blanking parameters more lenient than those now prescribed by the commission (and already under a temporary enforcement moratorium). The five-year period would allow both time to give further study to the problem of blanking and time for manufacturers and broadcasters to adapt their gear to tighter standards, the committee feels. And, it was emphasized at an NAB workshop on the session, the viewer can't detect the problem on the home receiver: "We should be aware the public is oblivious to any changes in blanking parameters," said John Serafin of ABC. The blanking problem is a complex one, it was also emphasized. The original standards were drawn in the early days of TV, but current technology, in which a signal may be processed by program producer, networks and stations through numerous pieces of equipment, each adding blanking width, can no longer meet those standards. Participating in the NAB session, which attracted a wall-to-wall crowd were (l-r) Frank Davidoff, CBS; moderator Thomas Keller, WGBH-TV Boston; Charles Magee, Westinghouse; Robert D. McCormick, Public Broadcasting Service; Samuel Stelk and Wallace Johnson, FCC; John Serafin, ABC, and Blair Benson, Video Corp. of America.

staff has suggested a maximum of 80% of market value.

■ There was no firm answer to a question of whether a station that broadcasts arguments on one side of the clear channel issue (as WSMIAMI Nashville has done, in opposition to proposals for breaking down the clears) leaves itself open to a demand for reply time under the fairness doctrine. Arthur Ginsburg, chief of the Complaints and Compliance Division, said it does if the issue is considered a controversial one of public importance in the community. But he said he could not determine from where he was sitting whether it is such an issue in a particular community.

## Times change

**What once was a fiery topic, EEO, has become commonplace as evidenced in uneventful NAB session**

For most of the hour, the panel discussion at the NAB convention on "successful personnel recruiting and selection within equal employment opportunities guidelines" produced an earnest and informed, if unheated, discussion. Denson Walker of WFAA-TV Dallas provided what sounded like the kind of useful primer an experienced and professional broadcaster could offer. Neal Goldberg, legal assistant to FCC Commissioner Tyrone Brown, discussed the matter from the commission's point of view. And Wade Hargrove, general counsel for the North Carolina Association of Broadcasters, offered a lawyer's perspective.

Not even the presence of Pluria Marshall, chairman of the National Black

Media Coalition, who has been known to generate excitement in meetings in which he has been involved, was sufficient to cause the flowing of much adrenalin.

He did say, "We get nervous when you talk about EEO in regard to deregulation." But that drew only a sympathetic rejoinder from FCC Commissioner Joseph Fogarty: "I do, too." He said a federal scheme has been imposed on broadcasters to make sure they "live up to their ethical responsibility. By far," he added, "the commission would rather have broadcasters do it on their own without the paperwork."

The only thing approaching controversy—and it wasn't too close—was the comment of Commissioner Fogarty, who was moderating, that the NAB had made an unwise move in appealing the memorandum of understanding the FCC had reached with the U.S. Equal Employment Opportunity Commission on dealing with broadcasters who are the subject of complaints to the EEOC. It puts the NAB, he said, in the light of "doing the least possible" to improve EEO conditions for minorities.

Finally, Commissioner Brown, who was

in the audience, ran out of patience. "I am dismayed that there has been so much discussion about the technicalities, but not the basic principles of EEO," he said. "The emphasis," he said, "should have been on you folks doing what you should have been doing all along—hire on a color blind basis."

His appeal to the emotions derived in part from his own experience. He had been in broadcasting—actually, he had been top lawyer for the Post-Newsweek Stations—and he knew the importance of a first chance for a minority striving to make good in a profession. "Somewhere along the line," he said, "someone says, 'I'll move you along.' But getting the first job is important."

That kind of support for minorities has not been evident throughout the history of the country, he said. And EEO is not going to work now, he said, "unless you folks embrace affirmative action." As a practical matter, he said, in EEO matters "the best defense is a good offense . . . Treat people looking for jobs the way you would want to be treated, the way we want to be treated, and the way the law says you have to treat them."

To some long-time observers of the citizen movement, it seemed striking that the job of injecting some fire into a discussion on recruiting within EEO guidelines fell to Commissioner Brown. While no one has questioned his dedication to the EEO cause, roiling waters is not what he does for fun.

"The revolution may be over," said one lawyer. He was referring to the revolution that began with the emergence of the citizen movement in broadcasting some dozen years ago. Advocating principles of EEO no longer raises hackles at an NAB convention; it is now commonplace.

## Mixed feelings on superstations

**Panel at NAB finds networks unconcerned with such outlets, while cable warns of greater peril to broadcasters from AT&T**

The beauty or horror of television's so-called superstations appeared to lie in the eye of the beholders in an NAB conven-



**Quieted down.** Wade Hargrove (l), general counsel for the North Carolina Broadcasters Association, answers a question at a panel on personnel recruiting and selection within EEO guidelines. Participating with him were (l-r) Neal Goldberg, legal assistant to FCC Commissioner Tyrone Brown; Commissioner Joseph Fogarty, who was moderator, and Denson Walker, of WFAA-TV Dallas.

**Radiating concern.** The FCC may undertake an inquiry to determine whether radiation hazards are created by radio and television transmissions. That word was given to an NAB television engineering session last Tuesday by John Taff, of the FCC's Broadcast Bureau. He said the notice of inquiry was being prepared by the staff for consideration by the commission within a month. Mr. Taff was one of several panelists who discussed the question: "Are there radiation hazards in broadcasting?" The consensus of answers, as summed up by Jules Cohen, Washington consulting engineer and moderator of the panel: to the general public, no; to persons working closely with equipment that emits high radiation fields, perhaps. Even for the latter, however, there was no suggestion of widespread exposure to radiation that endangers health.

tion panel session last week on "Networks, Superstations and You."

Robert E. Mulholland, president of NBC-TV, said that "the company for which I work is more concerned about *Supertrain* than about superstations." He foresaw no more than a "minimal effect" of superstations on network audiences in the immediate future but said "we are concerned that superstations can hurt stations in the smaller markets." Over-all, he said, "I don't know whose needs superstations serve—certainly not the public needs."

Russell Karp, president of Teleprompter, suggested that broadcasters are too preoccupied with the past and perhaps are "failing to see what could be the biggest superstation of all—the Bell System." He chided broadcasters for complaining that cable "is getting a free ride" on their programming. Cable does pay a fee, he said, so that "if anybody is getting a free ride, it's the broadcasters" through FCC licenses for which they do not pay.

The broadcasting industry, he said, "must become as concerned as we are that the Bell System is the superstation we should be worried about."

Edward Bleier, executive vice president of Warner Bros. television, East Coast, urged broadcasters to use UHF more extensively and open up new program opportunities. And cable, he said, "must compete fairly." He reasoned that "what we sell is not anything else but the attention of our audiences," and said it was "a damn shame that NAB doesn't discuss programming." He received a burst of applause when he said of the prime-time access rule that "the public has been gypped by garbage from 7:30 to 8 o'clock."

Richard E. Wiley, Washington attorney and former FCC chairman, traced the background of the emergence of superstations. The way was paved, he said, by the FCC's repeal of the antileapfrogging rule in 1976. In response to Mr. Karp's suggestion that AT&T may become the biggest superstation of all, Mr. Wiley said that "Congress will have to take note if there is further extension of AT&T's monopoly."

## Preventative maintenance urged to avoid run-ins with the FCC

**Former commission alumni Hartenberger and Senkowski offer checklist that includes several EEO reminders; FCC's Carey notes that network clipping is cause for concern**

Broadcasters may have been gathered in Dallas last week, but their antennas remained oriented to Washington, as evidenced by the several hundred TV station executives who attended a Tuesday morning session, "Update: FCC Rules and Policies."

The three panelists—two private attorneys and one from the FCC—did not so much bring their audience up to date on the commission's activities as they did urge them to stay up on their toes when it comes to their licenses.

Werner Hartenberger, a former FCC general counsel now with Dow, Lohnes & Albertson, offered a "primer" on "preventive medicine" for broadcasters. "Prevent license challenges by anticipating them," he counseled, although he admitted that it's nearly impossible to prevent a license fight if an outside party is determined to have it. But, he said, stations can head off problems by anticipating and being aware of vulnerabilities that challengers would exploit. And if a challenge does arise, he said, anticipation and corrective action "greatly improve your chances of winning."

Mr. Hartenberger presented a "prevention checklist" as one means of maintaining a strong defensive license posture; station management, he said, should insure the following:

- That public inspection files are available and up to date;
- That the "continuous ascertain-

ment" of community leaders required by the FCC is performed and that leader-contact forms are in the public file within 30-45 days of an interview;

- That a full week's program logs are reviewed periodically to see that statistical information required by the FCC compares favorably with programming proposals made in the last license application;

- That amounts and percentages of time devoted to nonentertainment programming do not fall below commission-prescribed minimum levels;

- That children's programs are in compliance with the commission's 1977th policy statement on children's TV, (children's programming, noted Mr. Hartenberger, is now one of the more popular bases for filing petitions to deny).

- And that EEO policies are reviewed periodically to make sure that "zone of reasonableness" minimums are being met and that an affirmative action program is being carried out.

Mr. Hartenberger also suggested that another means of heading off problems with the FCC is to defuse them locally by responding to complaints "quickly, courteously and as completely as possible." At the least, he said, "you don't want to answer a complainant *and* the FCC."

Michael Senkowski of McKenna, Wilkinson & Kittner and a one-time aide to former FCC Chairman Richard Wiley, focused on EEO—now probably "the number-one area of trouble at renewal time," and, he said, "the least likely area for deregulation."

To stay out of equal employment hot water at the FCC, he, too, had a checklist of recommendations, among them:

- Regard an EEO program as a formal, affirmative representation to the commission; misrepresentation allegations could arise if an EEO program is not implemented as described to the commission;

- Select an EEO administration to insure that equal-employment policies are implemented, and, most importantly, documented;

- Keep copies of all applications, resumes, evaluations and recruitment



**Tipsters.** Lawyers to a man, and woman, were these participants in an "FCC Update" panel that offered hints on staying out of trouble with the commission. L-r are Nancy Carey, legal assistant to Commissioner Abbott Washburn; moderator Erwin Krasnow of the NAB; Werner Hartenberger of Dow, Lohnes & Albertson, and Michael Senkowski of McKenna, Wilkinson & Kittner.

checklists in a central EEO file.

■ Accurately classify employees under the new Form 395 instructions.

(The last item was the subject of an exchange between moderator Erwin Krasnow of the NAB and Mr. Senkowski. Mr. Krasnow, the association's general counsel, noted NAB has petitioned the commission for reconsideration of the new EEO reporting Form 395, while Mr. Senkowski said the commission "had them in the mail." Mr. Krasnow described the distribution of the new form as "regulatory chutzpah," and expressed doubt over the legality of the commission's action.)

✎ Nancy Carey, legal assistant for Commissioner Abbott Washburn, was highly complimentary of TV management, saying she felt like she was "preaching to the choir." She said that television stations have, in general, an "excellent reputation for compliance" with FCC rules and policies.

Not that all are in the choir. Mr. Senkowski said that EEO is the leading cause of petitions to deny. Ms. Carey said, however, that in the past year, more stations were designated for hearing for network clipping than any other violation. She also warned station management to avoid the double trouble of misrepresentation. "If your people make a mistake, don't try to cover it up," she said.

Like Mr. Hartenberger, she also advised stations to deal forthrightly with complaints from viewers. She noted that "all it took was one complaint" for the Pacifica-Seven Dirty Words case to begin its long march to the Supreme Court.

## The potholes that beset radio in dealing with FCC

**NAB panel of lawyers focuses on EEO, license renewal forms and improper billing procedures; ascertainment expected to be dropped, but timetable is vague**

NAB radio delegates were told last week how to avoid trouble at the FCC in three basic areas of regulation: equal employment opportunity, license renewal and fraudulent billing. Of the three, EEO presents the greatest dangers, they were told.

There are really "two FCC's," said Erwin Krasnow, NAB senior vice president and general counsel who moderated the session. One, he said, "talks of zero-based regulation." But while it is talking, the other is enacting more rules. Further, said Mr. Krasnow, the real FCC enforces escalating standards of performance whether broadcasters are, in ascending order, unopposed for license renewal, targets of petitions to deny renewal, applicants for new facilities elsewhere for which there are competing applicants or, "God forbid," targets of competing applications for the facilities for which they seek renewal. Wise broadcasters, he suggested,

will consider the last condition an ever-present prospect and conduct themselves accordingly.

EEO advice was presented by Stanley Cohen of the Washington law firm of Cohn & Marks, who predicted there would be no relaxation of employment standards in any deregulation in sight. The guidelines now in effect for hiring and promotion of minorities and women, he said, must be rigidly observed.

Most broadcasters, Mr. Cohen said, risk more EEO problems when promoting employees or replacing seniors who have been fired or have resigned than when hiring beginners. "You may not select replacements on the basis of the old boy, or, I should add, 'old girl' network," said

Mr. Cohen. Make every higher-level vacancy known to all employees, he advised, and document all offers and rejections. "If you don't have the employee" when the FCC asks about the absence of women or minorities, said Mr. Cohen, "you had better have the paper."

Peter O'Connell of Pierson, Ball & Dowd, Washington, outlined the principles of ascertainment, proposed commercial practices and programing promise versus performance that all licensees must face at renewal time. He also said he had recently discovered that the FCC staff was invoking a new standard for the presentation of public service announcements.

The license renewal form requires a projection of the minimum number of PSA's

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**Awarded.** Robert W. Flanders (r), vice president and director of engineering for McGraw-Hill Broadcasting Co., received the NAB's 1979 Engineering Achievement Award at a Tuesday luncheon. In his remarks to the assembly, Mr. Flanders spoke of the lack of women in the broadcast engineering world—"a situation that has changed very little" since television's beginnings. He also urged the engineers to adopt a "philosophy of professional involvement" and help "guide young people into this rewarding career." George Bartlett, NAB vice president for engineering, presented the award.



**Best for last.** David C. Adams (r), vice chairman of NBC received the 1979 Grover C. Cobb Award for "unusual dedication to the improvement of broadcasting's relationship with the federal government" at the closing luncheon of the NAB convention. With Mr. Adams, who plans to retire June 30, are (l) Richard Dudley of Forward Communications, chairman of the NAB-affiliated TV and Radio Political Education Committee, which sponsors the award, and Spencer Denison, executive director of TARPEC. The Cobb award is named for the late NAB executive and broadcaster.



**Good day.** Paul Harvey (l) was inducted last week, along with actor-producer-director Orson Welles into the NAB Radio Hall of Fame during a convention luncheon. Making the presentation to Mr. Harvey (Mr. Welles did not attend) was Carl Venters Jr. of Durham Life Broadcasting, vice chairman of the NAB radio board of directors. The Hall of Fame was created in 1976 to honor individuals who have made a significant and lasting contribution to the radio industry. Mr. Harvey was recognized as "the largest one-man news network in the world"; Mr. Welles for his radio drama productions.

that the applicant proposes in a typical week. If the performance reported in the composite week in the next renewal form falls 33% below the promise, the licensee will be asked for an explanation, Mr. O'Connell said.

Mr. O'Connell also advised licensees to file updated EEO reports (the annual Form 395) with their renewal forms if their minority and female employment statistics have undergone change since the filing of the latest 395. If the FCC staff must go to the station's 395 file to investigate discrepancies at renewal time, he said, there will be delay in the processing of the renewal application and possibly a letter requesting explanation.

The avoidance of improper, inaccurate or fraudulent billing was addressed by Edward Hummers Jr. of Fletcher, Heald, Kenehan & Hildreth, Washington. Licensees, he said, must invoke systems of internal auditing to make sure that through inadvertence, a desire to please clients or complicity in clients' schemes, station employes are kept from implication in questionable billing that clients can use to dupe the sources of their cooperative advertising funds.

In a question period that followed the prepared advisories, the panelists were asked whether they thought there would be an elimination of the FCC's ascertainment rules and, if so, when. Mr. O'Connell pointed out that ascertainment was ruled out in both Senate bills that have been introduced to amend the Communications Act and was expected in the House rewrite of the act's rewrite that was then imminent. Mr. Hummers predicted that the FCC itself would withdraw its ascertainment rules for radio within a year

or a year and a half. Mr. Cohen did not disagree, but he pointed out:

"When the FCC says it is moving expeditiously, it is in terms of time that is moving geologically."

## NAB hits jackpot with game session that pays off in legal confusion

**Krasnow-led 'special' attracts 250 to evening panel on what is OK in programs, promotions; FCC's Ginsburg advises to be careful or get a lawyer**

"Games Broadcasters Play: How to Conduct Promotions that Comply with FCC Rules and Policies." Right there, in the name of the NAB "convention special," held at the unlikely hour of 8 p.m. last Tuesday in Dallas, was a lesson for the 250 broadcasters (an unlikely number) who attended: Even a prestigious trade association isn't above a little hype. There's nothing like how-to to draw a crowd (particularly how to stay on the right side of the FCC).

Whether the almost two-hour session really told anyone how to comply with the rules and policies in presenting promotions remains to be seen. But it probably sensitized them to the difficulty in making judgments on whether particular promotions do comply.

The NAB legal department had ar-

ranged with WFAA(AM)-KZEW(FM) to produce 10 taped messages promoting contests and games. The messages were said to have been based on actual ones that had been broadcast. And the legal department, making a game of it (it knew its audience), distributed scorecards on which those in attendance could indicate whether they thought each message was "OK" or "not OK," or even whether they thought, lawyerlike, "it depends."

Sitting on the platform with Erwin Krasnow, the NAB general counsel, were Arthur Ginsburg, chief of the commission's Complaints and Compliance Division, whose job is to sit in at least initial judgment on whether broadcast games and contests are within the rules and policies; and three private communications lawyers—Howard Braun and John Quale, both of Washington, and Larry Perry of Knoxville, Tenn.

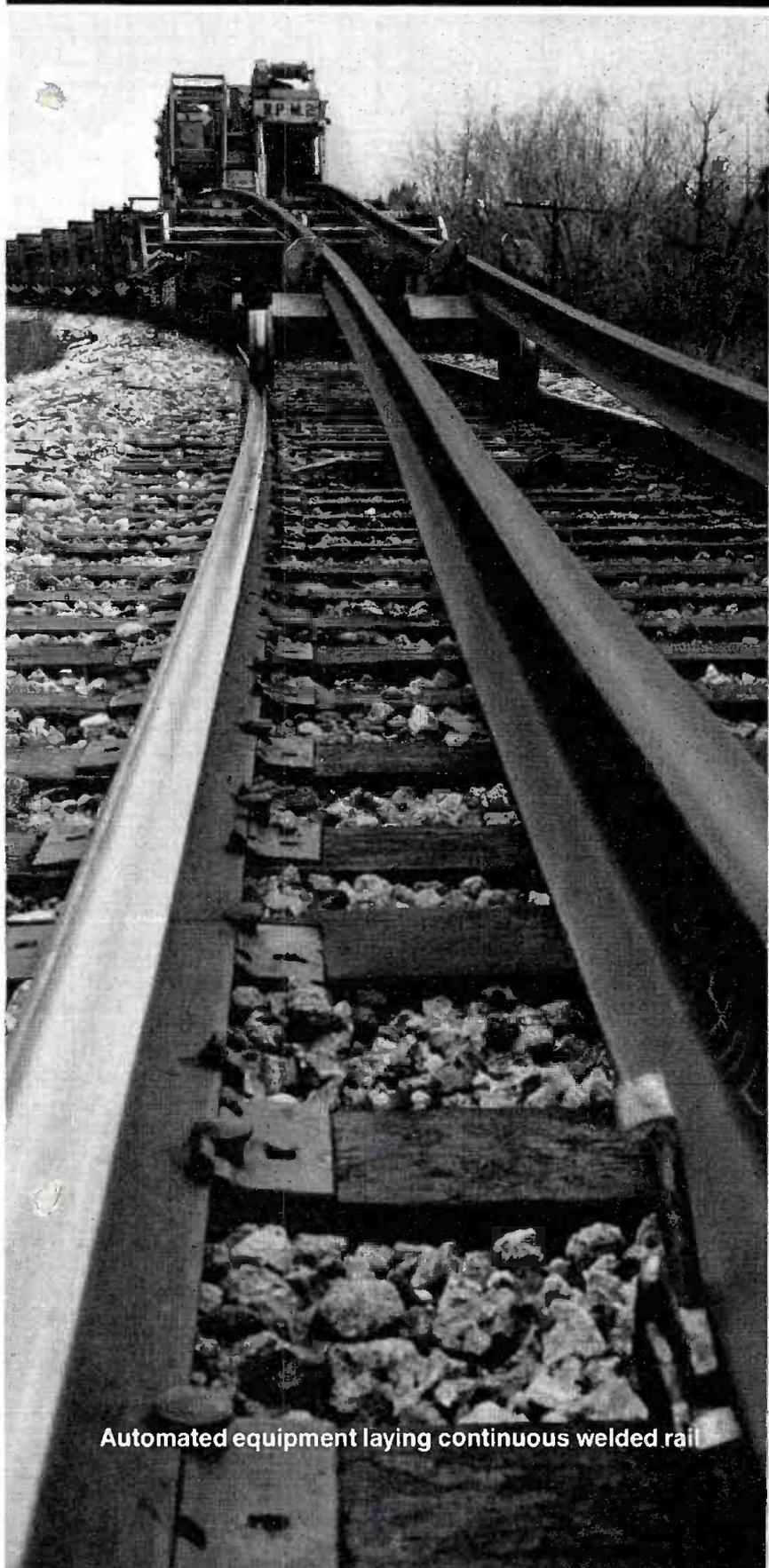
With the first tape, it became evident that to be a broadcaster, one would do well to be a lawyer. With a show of hands, the members of the audience were in wild disagreement on whether a message promoting a drawing for a new Buick Regal was "OK," or a promotion for an illegal lottery. There was nothing to buy (but the requirement that a participant take a test ride was regarded as a "consideration," so the tape was "not OK.")

So it went, through spots promoting a drawing for a \$50 lottery ticket that could make the winner "a millionaire" to a couple of PSA-type spots drumming up interest in walkathons for charity that plugged a local McDonald's that was giving free hamburgers to participants.

What seemed to dismay some in the audience was that the lawyers were not al-

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In 1978, the railroads put more than 1,300 new and rebuilt locomotives into service and ordered more than 125,000 new freight cars. In addition, more than 4,700 miles of track has been replaced with new rail in each of the last two years—some 58% more than the yearly average in the previous ten years. And new cross-ties installed averaged more than 27 million in 1977 and 1978—36% above the 1966-1975 average.

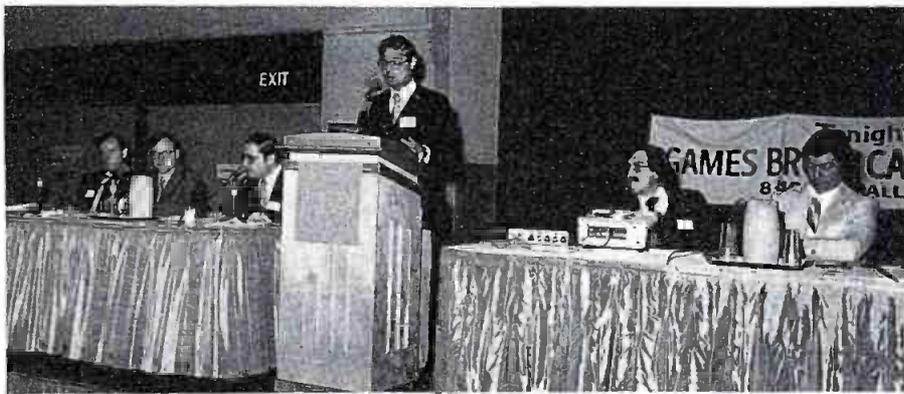
These huge investments help increase efficiency and improve service. Just as important, they help improve safety. Even though rail traffic has increased substantially, total deaths and injuries from rail accidents continue to decline and have reached the lowest levels since record-keeping began in 1891.

Additional investments by railroads and suppliers in continuing research provide other benefits as well—development of better, stronger track and even safer cars for moving vital hazardous materials. Railroads provide 70% of the transportation for the commodities classified as hazardous, excepting only petroleum, but they are involved in less than 9% of the accidents involving hazardous materials.

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# Surprise:

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**Serious stuff.** Above, Arthur Ginsburg, chief of the FCC Complaints and Compliance Division, helps kick off a Tuesday night session on "Games Broadcasters Play," which was designed to offer tips to broadcasters on keeping their promotions within commission rules and policies. Erwin Krasnow, NAB general counsel, at far left was moderator. Others are (l-r) John Quale and Howard Braun, Washington attorneys, Barry Umanski, NAB, who played engineer, pushing the button to play tapes that were used in the program, and Larry Perry, Knoxville attorney. To lure delegates, the NAB legal department did some promoting of its own to draw attention to the sessions. The Southern Methodist University Mustang Band, which marched through sections of the convention center, helped produce a substantial turnout.



during the same period.

Ellen Berland Sachar, vice president of the Wall Street firm of Mitchell Hutchins Inc., also had good news: "a good year for the broadcasting economy this year and a better one next." Assuming "a modest recession" in the second half of this year and a resumption of growth in 1980, she forecast a 10% growth in TV revenues in 1979, with network up 10%-12%, spot up 6%-8% and local up 12%-14%. For 1980 she anticipated a 15% rise, divided 13%-15% for network, 16%-19% for spot and 14%-16% for local.

Mr. Rice outlined steps TVB is taking to help make sure television reaches its 1980 goal. Among them: regional meetings to help salesmen sharpen their skills, new tools to build sales in markets beyond the top 100, research to make retail advertising on TV more effective, campaigns to build January—normally a slow month—as an important part of the advertiser's budget, further concentration on co-op advertising, building sales in such categories as agri-business, public utilities and the travel industry, and using television—through four new on-air messages to promote TV's values.

"We're also taking a new look at radio as competition at the request of our sales advisory committee," Mr. Rice said.

The caution against complacency came from Marvin L. Shapiro of Westinghouse Broadcasting, TVB chairman. "Though we may seem to be doing well today," he said, "there are omens on the horizon we dare not ignore." He ticked off:

"Inflation continues unabated and the economy threatens to falter. We are confronted with the prospect of drastically extended government intrusion in our business. Our critics have faulted us for everything from 'commercial clutter' to putting the theory of 'least objectionable program' into common practices.

"And on every front other media are aggressively bent on luring our advertisers away, as newspapers, magazines, radio, outdoor, matchbook covers and rock painting seek to sway television budgets into their fold—to say nothing about the escalating inroads on station audiences from related electronic communications: cable, STV, cassettes and video disks."

Broadcasters, Mr. Shapiro said, had better do something about these problems, even though in some cases—such as the *Washington Post* poll finding that over half the people say they watch TV less than they did five years ago—the facts don't justify the claims.

"Every reliable piece of statistical evidence tells us we are doing just fine in the area of viewership," he said, "and the *Post* study is not very valid. Yet at the National Association of Television Program Executives in Las Vegas earlier this month I was shocked when Charles Ferris, the chairman of the FCC, cited the *Washington Post* poll and seemed unaware that Nielsen statistics—hard data, based on actual monitoring of television viewing habits—clearly demonstrate the *Post's* figure just can't be true."

Nevertheless, Mr. Shapiro said, "what

ways, or even often, in agreement. Of course, given his job, Mr. Ginsburg's word was, presumably, the last one (barring reversal by the commission, if it came to that). And one broadcaster did ask Mr. Ginsburg for his telephone number. "I want to call you up and read the script," he said. "If you say it flies, are you God's word? Mr. Ginsburg demurred as to being God's word, but gave the number (202-632-6968), if reluctantly. "We don't like to give out advice," he said. He noted that broadcasters have gotten in trouble by asking advice on one set of facts, then proceeding with promotions that did not square with them.

But Mr. Ginsburg did not go unchallenged by the other lawyers. And on at least one occasion, toward the end of two hours, members of the audience had so entered the spirit of things that they turned on Mr. Ginsburg when he voted "OK" for a message they thought "not OK."

So the answer to how to comply then seemed to be, be careful, or get a lawyer. Mr. Ginsburg tried to ease concerns, though. The commission, he said, "is not going to come down hard on a station if it's a close case."

Mr. Krasnow and his associates in the legal department, after literally counting the house, beamed and expressed the view they had beaten the odds by drawing

the size crowd they did at 8 p.m. Of course, they conceded the name of the session and people on the panel weren't the only reason for the draw. They had gone for a little added hype earlier in the day with the Southern Methodist Mustang Band, which they had hired to parade through the exhibit hall and other areas of the convention center to promote the event.

## Optimism and a bit of caution for TV

**TVB tells those gathered at NAB that television ad revenues should continue to rise; they are warned to fight against FTC ad ban proposal**

Good news, a promise of more to come and a warning not to let success make them complacent were offered to television broadcasters last week at an NAB convention session conducted by the Television Bureau of Advertising.

TVB President Roger D. Rice projected 1980 TV billings of \$11,610,000,000, up 29.4% from 1978's estimated \$8,970,000,000—a rate of growth faster than the 24.6% rise expected for total advertising



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Virginia Beach, VA (804) 464-6256	Louisville, KY (502) 491-2888	Nitro, WV (304) 722-2921



**Big day in Big D.** Tuesday night well have been called Robert E. Lee day at the NAB convention. The FCC commissioner was honored twice: first by the Broadcast Pioneers, then by the Council for UHF Broadcasting. For the latter occasion (picture at left, with Mr. Lee receiving the first "Golden Bow Tie" award from CUB President Richard Block), Mr. Lee had prepared remarks focusing on government processes he feels are hurting government's ability to function. He cited the Sunshine, Freedom of Information and Ethics in Government Acts, and a court opinion that appears to impose on agency rulemaking proceedings the same kind of tight ground rules that apply to adjudicatory proceedings. Commissioner Lee said sunshine complicates and slows down commission activities, while FOI imposes a heavy burden on agencies responding to requests for information, and ethics in government has made civil service a less

attractive career choice. He said the court opinion on rulemaking procedures hinders his efforts to obtain information he needs to do his job. The congressional and court actions, while intended to keep government honest, he said, are simply preventing it from functioning well. **Roastee.** The Pioneers breakfast—best attended of any in the history of that organization—featured several speakers "roasting" Mr. Lee's career. The commissioner, a noted raconteur, returned the favor with 27 jokes—one for each of the NAB conventions he has attended since becoming an FCC member in 1953. Pictured with him (l to r in picture at right): Sol Taishoff, editor of BROADCASTING magazine and an ex-president of the Pioneers; Mr. Lee; Pioneer President Pete Cash, of the Television Bureau Advertising; NAB President Vincent Wasilewski, and Carl Lee, of the Fetzer stations, also a Pioneers past president.

the *Post* poll does show is we have a problem we need to tackle head-on in the immediate future—the increasing generally negative image of television in the eyes of a large portion of American viewers."

Television's "most crucial problem," he said, is the Federal Trade Commission's proposed ban on children's advertising.

"If we lose the fight for children's television," he continued, "we will lose a lot more than \$7 million. We will lose the first battle in what could be a long and debilitating war, and the final loser will be the American TV viewer, to whom we must ultimately answer [because] it is the viewer who ultimately makes us possible."

"If viewers feel programing is getting worse, we must help them to feel it is getting better. An immediate move toward this is for the networks to upgrade the quality of their product. Encouraging support for the concept that agency-produced programs again share a place in the network schedule would be a major step in this direction."

## Rallying for radio

**RAB tells broadcasters that with the right push, radio can have a \$7-billion year in '83**

Radio broadcasters were urged last week to throw their full weight into a drive to boost radio billings by 20% a year and make radio a \$7-billion business by 1983. The call was issued by Miles David, president of the Radio Advertising Bureau, at a Tuesday-morning NAB convention session conducted by RAB.

It can be done, he said, if broadcasters use radio's momentum and "tell every ad-

vertiser and every prospect radio is hot—if we are prepared to promote radio and get the facts and the sizzle out."

Radio's current momentum, he suggested, has brought the medium's growth rate close to the 20% level. He cited pooled billings reports from 20 markets of varying sizes that showed, he said, an 18% growth in those markets in 1978. Although they do not form a statistically representative sample of total radio, he added, results in those markets have come close to industry averages in the past.

In any case, he said, "the strong upward trend is clear. But we're going to have to grow faster if that, to me, incomprehensible government policy of creating new stations is carried out."

He cited a new edition of RAB's "Radio Facts," a pocket digest of data on radio and other media. It contains facts that, he said, should be shown to "hundreds of thousands" of advertising decision makers. Among the facts he listed these:

"Radio is now the number one reach medium, ahead of TV and newspapers in daily and weekly reach.

"In the pages of the latest Ted Bates media book, we found radio is the number one medium in time spent daily by Americans 18-49.

"With working women, who are the hottest lifestyle group for so many advertisers, we again documented that radio is number one.

"In a study of advertising leaders we found that radio is considered the number one medium in improved effectiveness over the past five years."

As an example of radio's problems, Mr. David cited a Department of Energy paid-advertising test in Denver, in which radio was dropped from consideration although

on a dollar-for-dollar basis it outperformed television.

"For its 20% of the budget," he asserted, "radio generated 32% of the awareness delivered in the campaign—60% more awareness than budget. TV generated 68% of the awareness for 80% of the budget."

RAB and NAB working together were able to convince the Energy department it had made a mistake, he continued, and "we now have it in writing from the Department of Energy that radio *did* work in Denver . . . and radio will be a part of future paid advertising campaigns, which they anticipate will be extensive."

Mr. David said the foul-up resulted from "a basic radio industry problem"—the man in charge of the campaign "had never been sold radio." He had been a bank advertising executive in Denver before going to the Energy department. But, Mr. David asked, "was he sold radio when he was a bank advertising manager—did anybody ever give him a radio presentation? You're damn right no one did—we found that out."

"That we are growing so excitingly," he added, "is in spite of the fact that we aren't using all of our resources to build solid convictions about radio among advertisers."

Robert H. Alter, RAB executive vice president, reviewed contributions of RAB's local marketing task force, a group of 40 radio sales management executives who met with RAB "to advise us on how we could increase industry involvement in sales development."

One result, Mr. Alter said, was the "Radio Sales Resource Book," a basic description of every RAB sales tool and specialized service. Others included the

creation of additional sales tools, particularly in co-op advertising and in research to answer customer objections to radio.

President David wound up the presentation with a call for "saturation use" by radio stations of the sell-radio-with-radio campaign created for RAB last year by radio writer-producers Dick Orkin and Bert Burdis—who also appeared at the NAB-RAB session to provide a sampling of their commercials and style. The sell-radio campaign runs through April 21.

## Ratings experts weigh pros, cons of expanded sweeps

**Cost of longer local measurement debated at NAB session in which there are questions raised about the probability that choice of one service could shut down competition**

The possibility that it might eliminate one syndicated local TV measurement service, leaving only one ("Closed Circuit," March 26), emerged as a key objection to a move to so-called "52-week" sweeps in a workshop session at the NAB convention last Tuesday.

Cost was another. An Arbitron Television executive estimated that extending the present four-week sweeps to 44 weeks—apparently the length most favored by CBS, prime mover for longer local measurements—would add more than \$16 million a year to the present costs, which another Arbitron executive put at about \$20 million.

And Adam Young of the Adam Young Inc. rep firm, chairman of the research committee of the board of the Television Bureau of Advertising, said that "if it costs \$16 million [to produce the additional reports] it would cost the rest of the industry \$20 million to \$40 million in using the new numbers."

But the criticism seemed to focus chiefly on the prospect that (1) either Arbitron or Nielsen would get the contract for extended measurements if one is issued, but that both would not, and (2) that the one not getting it would sooner or later have to abandon the local TV measurement field for economic reasons.

Phil Luttinger, of CBS-TV, who was not on the panel but finally joined it to answer repeated questions from the audience about CBS's position, insisted that in his view the loss of one of the services was "not a real possibility." But representatives of both Nielsen and Arbitron disagreed.

Dave Traylor, the panelist representing Nielsen, said that "we'd find it very difficult indeed to continue to exist [as a local measurement service] if Arbitron got the contract and was widely supported." Pete Megroz, Arbitron's panelist, said, "I think that hypothesis is very valid."

And from the audience, Paul Sonkin, ABC-TV vice president, affiliate research,

rose to say that ABC is interested in extended measurement but is concerned about a number of problems, including the possibility that only one service would survive. "If all the problems can be worked out," he said, "we think perhaps the project should go forward." But, he added, "the problems should be resolved first."

Mr. Young called this question "a crucial issue." Having two services, he said, "keeps a cap on prices" and also makes both compete harder to supply better service and better numbers.

The Arbitron and Nielsen executives both said CBS has requested bids on extended measurements and that each will comply. Privately, one executive said CBS indicated it was interested in either 44 or 40 weeks of measurements in all markets each year.

Mr. Luttinger, explaining CBS's interest, said the network is under pressure to put on special programs during sweep measurements, that this is both expensive and, with all networks doing it, cuts down on size of audience and leads to reduction in network revenues.

On the night during the February sweeps when the three networks programmed "Gone With the Wind," "One Flew Over the Cuckoo's Nest" and



**The up and up.** Leslie G. Arries Jr. of WIVB(TV) Buffalo, N.Y., chairman of the All-Industry Television Station Music License Committee, reminded TV broadcasters at the NAB convention last week that their payments for music licenses had risen 48% between 1972 and 1977 even though their use of music in local programming declined 12% in the same span. Speaking at a Monday television session, Mr. Arries reviewed the class-action suit brought by committee leaders against the American Society of Composers, Authors and Publishers and Broadcast Music Inc. last fall in an effort to get at-the-source licensing of local TV music and thus reduce stations' payments (BROADCASTING, Dec. 4, 1978, et seq.). He said the litigation is likely to be long and expensive, and called upon TV stations to give full support, expressing confidence that it "will be an investment in future bottom lines for all stations."

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## More of the same for final week of FTC hearings

**Sixth week of witness phase of children's advertising proceeding turn up familiar arguments; next step in schedule is up to judge**

The hearing phase of the Federal Trade Commission's children's advertising inquiry came to an end last week. At last.

That was the general feeling among industry representatives, some of whom monitored six long weeks of testimony, taking in the more than one million words entered into the public record by over 200 witnesses.

Week six—the fourth week in Washington—did not focus as heavily on health effects of sugar consumption as in previous weeks, but instead explored in depth the influences of advertising aimed at children. And while presiding judge Morton Needelman has attached importance to all subjects throughout the hearings, the testimony last week seemed to especially interest Mr. Needelman.

Child psychologist Bernard Friedlander started the week off by calling advertising to children inherently deceptive, and recommending a ban on advertisements of candy, toys, foods and other products directed to children under the age of eight.

"I'm angry. In fact, I'm mad as hell," Dr. Friedlander said. "I'm furious that the most powerful communications system and the most powerfully and persuasive educational device that has ever existed in human history is being used systematically to mislead and lie to children."

He added that children under the age of six, seven, or eight "are absolutely unable to understand and defend themselves against the ulterior motives of our business system."

This point of view was rebutted by Leonard Orkin, testifying on behalf of the American Association of Advertising Agencies, who said that agencies and advertisers take extraordinary steps to insure that commercials are not deceptive. "Advertising agencies and the self-regulatory codes take into account that children lack the sophistication and experience of adults, and therefore try to make sure that communications to them do not take advantage of them," he said.

He noted that things rarely go smoothly, with commercials frequently being rejected as unsuitable. "However, despite the vigorous debate, the broadcasters still have the only game in town," Mr. Orkin said. "When push comes to shove, when the broadcaster on the one hand, and the advertiser and agency on the other, are irreconcilably opposed, reconciliation can only come about when the advertiser and

could be launched.

It seemed generally agreed that 18 to 24 months would be needed by either service to get it into effect.

Mr. Luttinger said CBS had not discussed the question with either of the other networks. If any NBC representatives attended the workshop, none spoke up.

The session, with Steve Raffel of Harrington, Richter & Parsons as moderator, also touched on other questions, though briefly.

Arbitron's Mr. Megroz reported on his company's study of home video cassette recorder usage (story page 72) and also said an analysis of Home Box Office viewing in New York showed HBO homes had substantially higher than normal viewing levels.

Added whether "quality ratings" or some measurement of viewer satisfaction with programs might be developed, Nielsen's Mr. Traylor said that it could be done and that "we'd be most interested in getting into it," but that such data should be reported separately from present, quantitative data.

In response to a suggestion that November sweeps be moved back into October, so that the reports would all be out before Christmas, Mr. Traylor said it wouldn't be easy but could be done. However, he said, viewing levels are lower in October and the November measurements might be more representative of—or more projectible to—viewing for the entire fourth quarter.

"Elvis!" against one another, he said, none of the three programs got the audience it could be expected to get against normal programming, and CBS suffered "substantial loss of revenues" as a result. Although he didn't say so, the general speculation has been that all three networks spend more on special sweeps programs than it would cost to produce the extended-sweep measurements that, at least theoretically, would make such special programming unnecessary.

Asked whether the networks were prepared to pay the extra costs of long-term sweeps "forever," Mr. Luttinger suggested that "getting rid of a practice that is essentially deceptive" should appeal to "a number of people," including advertisers, agencies and that, for whatever reason, get sweep ratings below their expectations. Those who benefit, he said, might share the extra costs.

Ratings service representatives pointed out that the question of longer sweeps—probably eight weeks in length—came up about three years ago. At that time, they noted, the reaction among agencies and advertisers was mixed, while stations were opposed to any reduction in sample size that might result and were unwilling to pay any additional costs. Arbitron's Pete Megros said that in conversations during the NAB convention some station people seemed somewhat less opposed now.

Nielsen's Mr. Traylor emphasized that "long-term financial support" would be needed before an extended-sweep service

## It's not who wins the game, but how it's put on the air

Television's superstations were seen as a real problem for professional sports at an NAB convention panel featuring the commissioners of baseball, football and basketball.

Bowie Kuhn, baseball commissioner, told the Wednesday-morning audience that with a potential for 600 major-league baseball games being picked up and shown on cable systems across the country, superstations loom as "a real difficulty."

"We're wondering what to do about it," he added.

Basketball Commissioner Larry O'Brien also said that "cable and superstations are going to make a problem." He called it "very troubling for us."

The panel session, with ABC News and Sports President Roone Arledge as moderator, dealt essentially with questions from the audience. Highlights of the response included:

■ Football Commissioner Pete Rozelle said he didn't think pro football on TV had reached a saturation point, but conceded it's a situation that "needs to be watched." Commissioners O'Brien and Kuhn agreed that broadcasting of their sports, too, was short of saturation, but called attention to the problem they see in superstations.

■ Mr. Kuhn said the major-league baseball season will open this week on

schedule, using "other" umpires if the league's umpires are still on strike. But he expressed hope the striking umpires would return to work "and look to the bargaining table for the solution of their problems."

■ Mr. Rozelle said experiments had shown that the use of instant TV replays to check close calls by officials was not yet feasible. Camera angles in too many cases were not clear, he explained, and all National Football League clubs are agreed that reliance on replays is not practical. "I wish it were," he added, "Maybe future technology will permit it." ABC's Mr. Arledge, credited with creating the instant replay, observed that "we don't agree it would work, either—there would be tremendous technical problems."

■ Mr. Arledge conceded that sports announcers sometimes tend to "hype events and exaggerate," but said that "it's not by instruction or design."

■ Mr. Rozelle, asked about the practice of some sports announcers (Tom Brookshire was named specifically using "animalistic" nicknames like "Horse" and "Ox" for football players, especially black players, said announcers sometimes "say things that displease me, too," but that the NFL has no control over the assignment of sportscasters or what they say.



**Elsewhere.** The much-debated question of whether the Federal Trade Commission should regulate children's advertising on television got another going-over in an "In the Box" segment of the NAB convention last week, with neither side getting in many new licks. Tracy Westen (l) of the FTC Bureau of Consumer Protection, arguing for regulation, contended that children do not understand the selling basis of an ad and must be protected against what, in the circumstances, is essentially a deceptive or misleading practice. Instead of arguing about it, he suggested, it would be better if all concerned "put our heads together" and tried to "work out a solution to the problem." Brenda Fox (r) NAB assistant general counsel, contended in opposition to regulation that studies have demonstrated that children do, too, know the difference between commercials and programs. She said it's part of the parent's role to serve as "mediator" between advertising and children, and denied that advertising to children is deceptive or unfair. "If the product is OK," she asked, "why isn't the advertising?" By coincidence or otherwise, the debate was followed immediately by a presentation by Roy Danish, director of the Television Information Office. He opened his review of the most recent Roper Organization findings with statistics supporting the ability of children to distinguish between commercial messages and programming and showing that, among parents, the acceptability of the principle of advertising to children is steadily on the rise (BROADCASTING, March 19). The session was moderated by Leonard Swanson of WIC-TV Pittsburgh.

the agency bend to the broadcaster's will."

And bend they do, he said. He stressed that the self-regulatory codes are quite stringent, and "a potent force in the clearance process." In addition, he said, the codes are undoubtedly more effective than the FTC could be. "For my part, I have seen how self-regulation works, and I would rather have come this far voluntarily than have sacrificed all commercially-sponsored children's television programming as a result of government fiat," he said.

Also taking a swipe at the FTC proposals to limit, and in some cases ban, advertising aimed at children, was Arthur Schulze, group vice president of General Mills. "I want to reaffirm our conviction that the advertising of General Mills' cereals is neither deceptive nor unfair, and that consumption of these products provides substantial nutritional benefits while causing no harm," Mr. Schulze said.

He added that no evidence has thus far been submitted to support allegations that advertising of sugared products has caused unfavorable changes in children's diets, and U.S. Department of Agriculture figures show that presweetened cereals with milk contribute less than 3% of a child's average weekly calories.

Mr. Schulze, who attracted perhaps the largest audience since week one, and who was accompanied by a sizable contingent of General Mills attorneys, was grilled by Mr. Needelman for more than two hours.

The presiding judge thoroughly examined all aspects of Mr. Schulze's testimony, attempting to establish whether there has been any change in the dietary habits of children since 1950, the year that children's advertising became popular.

Martin Friedman, editor of *New Product News*, said a survey of new cereal

brands introduced from 1964-1976 shows a 75% fatality rate. Of 77 new brands, Mr. Friedman said, only 18 have been able to sustain sales, which refutes the claims of the FTC Staff Report that children "repose indiscriminate trust in commercial messages."

"The central feature of marketing cereal products to children is the same as just about any other product category, it succeeds when the product meets a consumer need, and no amount of promotion will transform a product that doesn't satisfy the consumer's wants—even where that consumer is a child—into a success," he said.

Additional witnesses reiterated a number of points previously made. Several witnesses testifying on behalf of Action for Children's Television, for example, cited evidence that sugared products promote dental problems, and commercials are inherently deceptive because of underdeveloped cognitive abilities of children.

Industry witnesses, however, refuted such charges, and as in past weeks, raised the issue of constitutionality. And back and forth it went, with witness after witness taking his or her turn before Mr. Needelman, who continued with the same in-depth questioning that has characterized the hearings from day one.

Going into the sixth week of the proceedings, the length and intensity of the daily sessions had obviously taken its toll on many, and had driven others away. At the start of the Wednesday afternoon session, only 13 people sat in a room that had overflowed into the hallway just three weeks earlier.

The San Francisco hearings, which began January 15 and continued for 10 days, generated 2,314 pages of testimony for the public record. The Washington

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## Lining up for retransmission consent battle

**In comments to FCC on NTIA plan, broadcasters come out in favor and cablecasters oppose**

An FCC petition for rulemaking concerning retransmission consent and a two-tier structure for cable television carriage of non-network programs has brought a split decision, with cable interests strongly opposed and television station owners expressing support.

Under the proposal, offered by the National Telecommunications and Information Administration, the cable industry would continue to come under most of the FCC's present rules and the copyright provisions, and present systems would be grandfathered. However, new or expanded systems would come under a requirement to obtain retransmission consent from nonnetwork stations, but would otherwise be free to compete in the syndicated market without regulatory restrictions.

According to the NTIA proposal, the retransmission consent "would force those supplying nonnetwork programs to cable, such as superstations, to enter the program marketplace and compete with local broadcasters for the right to distribute these programs in the areas served by cable." NTIA said this would enable the copyright owner "to receive full compensation, and thus promote the flow of syndicated programs to the public."

The National Cable Television Association took a strong stand against the proposal. NCTA called the proposal anti-consumer, because it would eliminate the viewing options of the public; anti-competitive, because total control of the marketplace would go to broadcasters and copyright holders; anti-small town, since it would deny nonurban viewers the diversity of viewing options available to big city viewers, and ignorant of history, noting that it was tried before and rejected as a failure after four years because it kept cable service from the public.

The Community Antenna Television Association opposed the NTIA proposal "as being an inappropriate and extra-jurisdictional exercise of the Commission's authority." The basic flaw in the proposal, CATA said, is that it is based on the supposition that the FCC's rules and regulations for cable are a product of the commission's concern with "... meshing cable, broadcast and copyright interests in a way that best promotes the public interest." But CATA said that, to its knowledge, the commission has no jurisdiction to concern itself with matters of copyright. "The problem with the NTIA proposal and its predecessor, the commission's 1968 cable television rules, is that they both try to 'solve,' in one massive and

round, which began March 5, will ultimately account for approximately twice as many pages when the transcribing is completed, with both totaling close to 7,000 pages.

The timetable for the remainder of the children's advertising inquiry is still in doubt, pending a decision by Mr. Needelman, and pending a commission quorum. The next phase, however, will encompass disputed issues—of which there are likely to be many.

## Treasury urged to allow comparative ads for alcohol

**FTC and Media Access tell Bureau of Alcohol, Tobacco and Firearms that revision of rules would encourage product innovation and price reduction**

The Federal Trade Commission and the Washington-based Media Access Project have recommended changes in Treasury Department regulations governing the advertising of alcoholic beverages.

In comments filed with the Bureau of Alcohol, Tobacco and Firearms in its review of the regulations (BROADCASTING, March 19), both groups contended that some revision of the rules would be beneficial to consumers.

The FTC suggested that product comparisons be permitted in alcoholic beverage advertising, as it would encourage product innovation and price competition. "A marketer that is permitted to engage in comparative advertising will be encouraged to develop products with serious attributes," the commission said.

"Similarly, a company that finds its product criticized in a comparative advertisement has incentives to improve its product or lower its price."

In addition, the FTC said, "comparative advertising may diminish the need for government intervention in the marketplace because, if permitted, competitors may well take the opportunity in their own advertisements to counter a particular deceptive campaign. This self-corrective action by the marketplace could make it unnecessary for the government to use public resources to regulate such a deceptive campaign."

Media Access Project also endorsed comparative advertising. "BATF must help provide the public with access to the information necessary for them to make informed decisions," MAP said. "Since comparative advertising, if done properly, adds to the consumers knowledge about a product, we urge BATF to permit such advertising."

MAP called the present guidelines "outmoded," since they haven't been modified to accommodate changes in society. It suggested that the thrust of any BATF regulation "should be to disseminate useful information to the consumer by allowing the advertiser to distribute truthful information, by disclosure requirements, and by allowing the public access to all pertinent information."

The group noted, however, that alcohol abuse may prove harmful to one's health. "Thus, BATF should continue to provide some standards in this regard to ensure that advertisers do not promote such abuse." It suggested that advertising not be permitted to portray excessive drinking or alcohol consumption as a means of curing problems or disease.



**Advertising fame.** Newest members of the American Advertising Federation's Hall of Fame were honored March 27 at induction ceremonies at the Waldorf-Astoria hotel in New York before an audience of more than 600. Inducted were the late John Crichton, former president of the American Association of Advertising Agencies; Barton Cummings, chairman of the executive committee, Compton Advertising, New York; William Marsteller, founder and executive committee chairman, Marsteller Inc., Chicago and New York, and the late James Walter Thompson, founder of J. Walter Thompson Co., New York. Accepting memberships in the Hall of Fame were (l-r): Mr. Cummings; Zula Crichton for her husband; Mr. Marsteller, and Adele Thompson, for her grandfather-in-law.

complex manner, a 'problem' that in actuality spans the interests of parties not subject to the commission's regulations," CATA argued.

Supporting the proposal was the Association of Independent Television Stations (INTV), which said that cable operators would be permitted unlimited distant signal importation, subject only to marketplace conditions, which would help increase their subscriber base and insure economic well-being. In addition, INTV claimed that program producers and suppliers would be adequately compensated for cable carriage of their programing; broadcasters would be able to obtain local market exclusivity for programs they purchase; the FCC would be relieved of administrative burdens of regulating cable TV distant signal carriage, and the public would benefit through increased availability of diverse programing.

A joint statement filed by 10 TV stations supported the proposal because "a local broadcaster could not invest in any non-network program with an expectation that such an investment would prove successful. If the program turned out to be popular, cable systems could import duplicative broadcasts from distant signals."

Additional support for the proposal came from the National Association of Independent Television Producers and Distributors, which further requested that, pending determination of the conditions under which satellite transmission of non-network television programs to cable systems would serve the public interest, the commission suspend all authorization for such retransmission, including the several now pending on reconsideration.

"If a station cannot buy exclusivity, then it ultimately will not buy," the group argued. "It will return to the three-network funnel and become a conduit again, patching in whatever is easy and cheap where time is unfilled."

The National Basketball Association also urged adoption of a rule requiring retransmission consent. It said it didn't believe, however, that sufficient justification exists for preferential treatment of existing cable systems, and it requested that retransmission consent be made mandatory for all nonnationally distributed programing.

## Maine broadcasters taken to court over music copyright question

The owners of three radio stations and one television outlet in Maine are being charged with criminal copyright infringement under the U.S. Copyright Law.

Attorneys for the American Society of Composers, Authors and Publishers, which brought the suit, believe it is the first time that a criminal information has been filed against broadcasters for copyright infringement. The action was filed by the U.S. Attorney for the District of Maine, Southern Division, against

John J. Pineau, Gerard R. Pineau and their corporations that operate WPNO(AM) Auburn; WSKW(AM)-WTOS-FM Skowhegan and WVII-TV Bangor.

The information charges 58 separate counts of "willful" copyright infringement by unauthorized performance of copyrighted songs on the stations. The defendants entered pleas of not guilty at their arraignment.

ASCAP sources said that if found guilty the defendants could receive maximum sentences of 58 year imprisonment, fines totaling \$58,000, or both.

## Alpha Epsilon Rho looks at future

**Honorary society attracts record crowd in meeting preceding NAB; Van Deerlin among the speakers**

The National Honorary Broadcasting Society, Alpha Epsilon Rho, preceded the NAB contingent by bringing its 37th Annual Convention to Dallas March 21.

The theme of this year's convention, which lasted four days, was "Futures," and those in attendance addressed such issues as the future of television.

Panelists for a seminar entitled "Choice Critics" listened to *Chicago Tribune* "TV Week Magazine" editor Ginny Weisman size up the technology outlook for American families. She predicted that video tape machines and large-sized TV screens will be the norm in 21st century homes, and wristwatch television sets will arrive during the next quarter century. "More importantly," she added, "we'll have a TV screen with us everywhere we go."

NBC News correspondent Jack Perkins, however, did not seem to think having a TV set around at all times was such a good idea. Mr. Perkins, in a keynote address, took a swipe at sitcoms, calling ABC's *Three's Company* and *The Ropers* "appalling, inane and simple minded."

As for news, Mr. Perkins said he believed both print and electronic media overuse the word "crisis."

"We have become a myopic nation, apocalyptically structured so that by only someone crying 'doom' or proclaiming crisis are we even moved to interest, let alone action," he said.

But Mr. Perkins had a brighter outlook for the future. "What happens in the future is going to be even more fantastic than anything that's already happened, and it will be television's job to make it credible," he said. "It's going to be the most fascinating time for a journalist to work."

Representative Lionel Van Deerlin (D-Calif.), in a luncheon address, drew applause from the AER delegates with his remarks on the issues of editorializing and the fairness doctrine. "We've got a heck of a lot more television stations in most towns now than newspapers, and as many radio stations nationwide as we do weekly newspapers," Mr. Van Deerlin said. "And

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I think the time has come to decide that the First Amendment applies to broadcast journalism as well and as fully as it does to the print medium."

The convention's final session, which took a look at radio, featured Hiram Brown, executive producer of the *CBS Mystery Theater*, who labored 14 years for a rebirth of radio theater.

Mr. Brown said he was discouraged by the recent move National Public Radio made to turn *Masterpiece Theatre* into a radio drama, since there is so much American writing that would be suitable for the medium. He also expressed displeasure with the way television superseded radio. "Madison Avenue came along and said, 'If you don't have a picture, you can't tell a story.' Well, the pictures we're seeing on television today don't even tell a story anymore," he said.

Over 300 were in attendance this year—the largest turnout ever. In the 16th Annual Student Production Awards, Arkansas State University and Southern Illinois University tied for the highest honor, Chapter of the Year 1978-79. Southern Illinois University president Rory Clark was awarded the Member of the Year plaque.

Joel Chaseman, president of Post-Newsweek stations, received the first Concerned Broadcaster of the Year Award, while Gary Thomas Lico took over as Society national president for 1979-80.

The 1979-80 Alpha Epsilon Rho convention is scheduled for Las Vegas.

## Changing Hands

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

### Proposed

■ **WBUD(AM)-WBJH(FM)** Trenton, N.J.: Sold by WBUD Inc. to Trenton Broadcasting Corp. for \$1.1 million. Seller is owned by Verna S. Hardin; her husband, Richard, is president. Buyer is owned by Jerome Bresson (47.5%), David Hafler (47.5%) and Edgar Hürsi (5%). Mr. Bresson of Bala Cynwyd, Pa., has interests in real estate and electronic engineering and sales. Mr. Hafler of Merion, Pa., owns real estate and is manufacturer and distributor of electronic components. Mr. Hurst is TV personality of WPVI-TV Philadelphia. WBUD is on 1260 khz with 5 kw day and 1 kw night. WBJH is on 101.5 mhz with 50 kw and antenna 120 feet above average terrain.

■ **KOZA(AM)** Odessa, Tex.: Sold by Odessa Broadcasting Co. to Harris Enterprises for \$610,000, including \$75,000 for agreement not to compete. Seller is owned by Cecil Trigg, who is retiring from broadcasting. Buyer is Garden City, Kan., group owner, owned by John P. Harris and

family; Robert Wells, former FCC commissioner, is vice president in charge of broadcast operations. KOZA will be its seventh AM, maximum allowed by FCC. It also owns five FM's. KOZA is on 1230 khz with 1 kw day and 250 w night.

■ **WCMX(FM)** Fort Wayne, Ind.: Sold by Fort Wayne Radio Inc. to Fairfield Broadcasting of Indiana for \$600,000. Seller is owned by John Haynes and eight others; Max Armsher is president. It is being forced to sell station as consequence of defaulting on payment to Fort Wayne Broadcasting, which sold station to it in May 1976. Fort Wayne Broadcasting is owned by Edwin Moore and family, who also own WCMR(AM)-WXAX(FM) Elkhart, Ind. Buyer is owned by Fairfield Broadcasting Co. (90%) and Howard Karlin (10%). Fairfield, owned by Stephen C. Trivers and William J. Wertz, is licensee of WQLR(FM) Kalamazoo, Mich. Mr. Karlin is sales manager at WQLR. WCMX is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Kepper, Tupper & Co.

■ **KHOT(AM)-KUUL(FM)** Madera, Calif.: Sold by KHOT Inc. to Madera Wireless Co. for \$326,000. Seller is wholly owned by Raymond I. Kandel (67.14%) and his daughter, Harriet K. Rohde (32.86%). They also own KTUC(AM)-KFMM(FM) Tucson, Ariz., and KHSJ-AM-FM Hemet, Calif. Buyer is owned by Brian Fernee (45%), Roger C. Riddell (45%) and John D. Schuyler (10%). Messrs. Fernee and Riddell are partners in media buying firm in Beverly Hills, Calif. Mr. Riddell is also film distributor. Mr. Schuyler is Beverly Hills attorney. All have interest in groups applying for new stations in Ventura and Denair, both California. KHOT is 500 w daytimer on 1250 khz. KUUL is on 92.1 mhz with 3 kw and antenna 185 feet above average terrain.

■ **KREB(FM)** Monroe, La.: Sold by Jimmy and Lehia Terry to Hope Communications Inc. for \$381,256. Terrys have no other broadcast interests. Buyer is owned by Roger D. Pinton, who is retailer and wholesaler of tires and auto parts. He is also applicant for new TV at West Monroe, La. KREB is on 106.1 mhz with 30 kw and antenna 190 feet above average terrain.

■ Other proposed station sales include: KVYL(AM) Holdenville, Okla.; KMCS(FM) Gatesville, Tex., and WNLB(AM) Rocky Mount, Va. (see "For the Record," page 82).

### Approved

■ **WDAE(AM)** Tampa, Fla.: Sold by Rounsaville of Tampa Inc. to Taft Broadcasting Co. for \$5.5 million. Seller, principally owned by R. W. Rounsaville, owns



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WSNY(AM)-WAIV(FM) Jacksonville, WLOF(AM)-WBJW(FM) Orlando and WJYW(FM) Tampa, all Florida, and WVOL(AM) Berryville, Tenn. Taft is group owner of five AM's, six FM's and six TV's and has bought, subject to FCC approval, WDCA-TV Washington (BROADCASTING, May 1, 1978). WDAE is on 1250 khz with 5 kw full time.

■ WIBX(AM)-WIBQ(FM) Utica, N.Y.: Sold by WIBX Inc. to Marathon Communications Inc. for \$1.2 million plus \$300,000 for consultancy and noncompetition agreements. Seller is owned by Frederic C. Bowen, president, who has no other broadcast interests. Buyer is principally owned by Eastman Radio Inc., New York radio rep firm; Don N. Nelson, vice president and general manager of WIRE(AM)-WXTZ(FM) Indianapolis, and Vera T. Fredericks, Peoria, Ill., housewife. WIBX is on 950 khz with 5 kw full time. WIBQ is on 98.7 mhz with 25 kw and antenna 660 feet above average terrain.

■ KIDO(AM) and CP for KNFR-FM Boise, Idaho: Sold by KIDO Broadcasters Inc. to Sundance Broadcasting Inc. for \$715,000 plus \$100,000 for agreement not to compete. Seller is owned (100%) by Dale G. Moore, who also is chairman and 91.8% owner of Western Broadcasting (KCAP-AM-FM Helena and KGVO(AM) Missoula, both Montana; KMVT(TV) Twin Falls and KSEI(AM)-KRBU(FM) Pocatello, both Idaho; half of WAPA-TV San Juan, P.R.) Buyer is owned (100%) by David E. Reese, director of banks in Prescott, Ariz., and Columbus, Ohio; he has no other broadcast interests. KIDO is on 630 khz with 5 kw full time. KNFR-FM is authorized for 104.3 mhz with 50 kw and antenna 1,800 feet above average terrain. Broker: Richter-Kalil & Co.

■ KMYC(AM)-KRFD(FM) Marysville, Calif.: Sold by California First Broadcasting Corp. to River Cities Radio Corp. for \$635,000, including \$200,000 for agreements not to compete. Seller is owned by Frank Oxarart (51%), Lloyd H. Klemp (45%) and H. Bruce Baumeister (4%). Messrs. Oxarart and Baumeister also are principal owners of KIBS(AM) Bishop, Calif. Buyer is owned equally by Palomar Broadcasting Corp. and Kilibro Broadcasting Corp. Palomar is principally owned by John D. Feldmann, president, and Arthur B. Hogan (38% each). It is licensee of KOWN-AM-FM Escondido, Calif. Messrs. Feldmann and Hogan also own 31% each of KCMX(AM)-KKIC(FM) Ashland, Ore.; 45% each of KRKC(AM) King City, Calif. and 50% each media brokerage in Encino, Calif. Kilibro is owned by F. Robert Fenton (51%) and City Capital Corp. (49%), owned principally by Howard Engelman and Morton Heller (43% each), Los Angeles investors. Kilibro owns KTOM(AM)-KWYT(FM) Salinas, Calif.; KFIV-AM-FM Modesto, Calif., and, with Messrs. Hogan and Feldmann, KCMX(AM)-KKIC(FM) Ashland, Ore. City Capital owns small interest in Harriscope Broadcasting, licensee of three TV's and AM. KMYC is on 1410 khz with 5 kw day and 1 kw night.

KRFD is on 99.9 mhz with antenna 180 feet above average terrain.

■ WBRJ(AM) Marietta, Ohio: Sold by 5 KW Inc. to Employee Owned Broadcasting Corp. for \$550,000. Seller is wholly owned by Gannett Co., which is spinning off both WBRJ and WHEC-TV Rochester, N.Y. (BROADCASTING, Aug. 28, 1978), in preparation for proposed acquisition of Combined Communication Corp. Gannett also owns—and is retaining—WKFI(AM) Wilmington, Ohio. Buyer is owned by Carl Clovis (51%), Robert L. Martin (18%), Ronald K. Bishop (17%) and other employees of WBRJ; Mr. Clovis is general manager. None have other broadcast interests. WBRJ is on 910 khz with 5 kw.

■ 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 interest. KSNM is on 95.5 mhz with 29.5 kw and antenna 300 feet above average terrain. Broker: Holt Corp. West.

■ KSLV(AM) Monte Vista, Colo.: Sold by George O. Cory to H. Robert Gourley and Marion L. Goad for \$325,000. Mr. Cory also owns KRAI-AM-FM Craig, Colo. Mr. Gourley is general manager of KISO(AM)-KLOZ(FM) El Paso, Tex. Mr. Goad is Carlsbad, N.M., businessman. KSLV is on 1240 khz with 1 kw day and 250 w night.

## Spanish-language broadcasters unite

Yet another broadcast association was formed last week during the annual convention of the biggest broadcast association of them all, the NAB. More than 50 Spanish-language broadcasters met in Dallas March 25 and formed the National Association of Spanish Broadcasters. The new group hopes to open Washington headquarters within the next two months.

Ed Gomez of KIRT(AM)-KQXX(FM) McAllen, Tex., was elected chairman and Eddie Pena of KMXN-TV Albuquerque, N.M., was selected vice chairman of the NASB. Formal election of officers will be held at a later date.

Active membership in the NASB will be open to all stations that broadcast more than 50% of their programming in Spanish. NASB organizers estimate there are some 250 radio and TV stations that fit that description. Associate memberships will be available to Spanish-broadcast-related firms such as reps, programmers and ad agencies. Professional memberships will be offered to individual Hispanics working at Spanish as well as English stations and at other broadcast allied firms.

Temporary offices of the NASB are at 250 Park Avenue, New York; phone (212)-557-9050.

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## Analyzing next season's make-up

**DFS study looks at pilots in works for fall and finds that comedies and dramas account for 94% of the projects**

Comedy series outnumber drama, and variety shows place a distant third in an analysis released by Dancer-Fitzgerald-Sample, New York, of pilot TV programs and projects in development by the commercial networks for the 1979-80 season.

Based on an examination of 122 pilots or projects, DFS found that 49% of the in-development programs were in the comedy genre; 45% in drama and 6% in variety.

The report, written by Philip Burrell, Dancer's vice president, network TV programming, noted that within the context of these three main categories, the TV networks are aiming for a broader range of subjects than in the past.

"The over-all scope of subjects (with a few obvious exceptions) appears more selective and of slightly higher caliber than last year's crop," Mr. Burrell commented.

He cited as examples police or detective dramas, ranging from a sleuthing priest and a Korean private eye to an undercover pop singing group and no fewer than three "James Bond" secret agent types; "blue collar" family comedy heavily oriented to steel workers in small towns but also touching on auto service stations and a cross-country car leasing franchise; children's comedy or adventure centered on summer camps, baseball and swimming teams and "Beatles" fans and offbeat subjects involving vampires, a boy who communicates with King Tut and a family of dogs (portrayed by costumed actors).

The report said the 122 prospective program candidates for next fall are down from last year's record high of 149. Which led Mr. Burrell to comment: "It's ironic that this 'record' yielded the absolute lowest level of program hits since television began . . . Of 21 new shows, a startling total of only seven are still on the air five months later."

Another conclusion offered in the DFS report: "An average of only 50% of the current prime-time schedule resembles that of the September '78 starting line-up—70% on ABC, 45% on NBC and 34% on CBS."

Mr. Burrell is inclined to be skeptical of network pronouncements that the fall 1979 schedule will be "reasonably firm" by April 15. He claimed that many of the pilots are scheduled for late shooting and delivery so that he veers to the notion that April schedules are "no more than a harbinger of changes to come." He said he expects refinements and competitive "fine tuning" to continue through early August.

He estimates that ABC will need the

**Plucking the high-brows.** CBS's Morley Safer took after public television in a droll commentary March 22 in the CBS-TV *Thursday Morning* news show, trying to shoot down the noncommercial medium from what Mr. Safer sees as PTV's improper positioning on a programming pedestal. Soap opera is soap opera, he said. It doesn't matter if it concerns the British upper crust or California private eyes; the level of intellectual stimulation is the same. In Mr. Safer's words:

"Commercial television is forever being sniped at by critics, parents, teachers and increasingly by itself. That is as it should be. It keeps the brass occupied. But, what about non-commercial television? Well, if you utter anything short of frantic praise about public television, you are dismissed as a grunting lout—a hack in the pay of the merchants of soap.

"Well there is a lot for us louts to grunt about. . . . At risk of alienating friends and family one must ask why we are supposed to feel culturally enriched when PBS offers us Edwardian soap opera. The intellect is as teased by, say, *The Rockford Files*, as it is by *Upstairs/Downstairs*. Only the *Rockford Files* as a rule has more intelligent scripts. Nevertheless the success or esteem of *Upstairs/Downstairs* has led to a number of spin-offs. We've had the *Duchess of Duke Street*—can a poor London waif make it as the best cook in Christendom? You bet she can—especially if she is the mistress of the future kings. And Prince Edward was a man who understood a perfect sauce.

"As king, he has moved from the public network to a bunch of private stations but he keeps public television's favorite corporate entity—Mobil Oil—and its most high-minded journalist, Robin MacNeil, who normally grimaces at the very idea of television for profit. *Edward the King* would have had no such qualms. Meanwhile back on the public channels, Edward remains alive, at least alive enough to take yet another mistress—Lillie Langtry. Her adventures are being catalogued in yet another docu-soap that is made possible by that interminable list of grants that punctuate public television and by those hand-wringing appeals that come this time of year.

"The churlish might say that Edwardianization of American television is a triumph of British salesmanship, or public television is so bankrupt of ideas they can't make their own shows, or they are so at the mercy of Mobil and Helene Rubenstein and the others that they must show what they are told to show—something that rarely, if ever happens in the crass world of commercial broadcasting.

"It could be said that public television is at its best when it uses its brains—on the *MacNeil-Lehrer Report* or the *Advocates*—and at its worst when it uses its checkbook. The critics, though, are on the side of King Edward and his mistresses. But you know the critics; they're the ones who would rather praise public television than watch it."

least replacement programming, probably no more than four to four-and-a-half hours, followed by CBS, six to six-and-a-half hours, and NBC, 12 to 13-1/2 hours.

Of the 122 programs in development by the TV networks for 1979-80, ABC has 35 projects; NBC, 40, and CBS, 47.

## ABC continues its prime time winning ways

**Network captures eight of top 10 shows for 21.6/35.6, CBS gains a little to 19.2/31.6 while NBC languishes with 14/23.1**

ABC-TV continued to demonstrate its prime-time power during the week of March 19-25, averaging a 21.6 rating and a 35.6 share. CBS-TV made gains with a 19.2 and a 31.6. NBC-TV remained deep in a slump, not as far back in third as the week before at 13.6 and 22.5, but not much improved at 14.0 and 23.1.

While CBS took Monday and Friday, the remaining nights went to ABC. Tuesday was ABC's strongest with a 26.5 rating/44.5 share brought by regulars *Happy Days*, *Laverne & Shirley*, *Three's Company*, the premiere of *13 Queens Boulevard*, the second outing of *The Ropers* and the *Bizarre* special. The night was NBC's

worst, with *Cliffhangers* and *Big Event: "Superstunt"* earning only an 11.4/19.3. CBS's *Paper Chase* and "Red Sun" movie averaged a 17.3/25.

The premiere of *13 Queens Boulevard*, with a 26.6/43, placed seventh among all prime-time programs that week. And while *The Ropers'* second episode didn't match the punch of its debut (36.0/55), it came in with a 24.0/42 for 11th place. CBS's premiere of *Bad News Bears* on Saturday earned a 20.0/37 for 25th place.

Its lead-in from *Friends* was weak (14.4/24) but ABC pulled out Sunday evening with "The Ten Commandments," 8 p.m.-12:30 a.m., and got a 27.4/48, as the sixth highest rated show of the week. CBS, beginning with *60 Minutes* (28.7/48) and ending with *Mary Tyler Moore Hour* (19.1/32) averaged a 23.2/36.5. NBC was left with an average 12.8/20.2 with its *Wonderful World of Disney*, *Big Event: "Sooner or Later"* and *Weekend*.

With the other classic movie offered during the week, "The Wizard of Oz" (21.9/36), followed by a high-scoring *Dallas* episode (23.5/43), CBS was the clear-cut victor Friday night. From 8:30 to 10:22, ABC had the *WBC Heavyweight Championship* which earned a 20.3/34. Earlier in the evening, NBC's *Diff'rent Strokes* showed its staying power with a 20.6/35. CBS's other winning night, on Monday, was led by a *You're the Greatest, Charlie Brown* special for a 24.0/36.

From the top, the highest rated 10 shows were *Three's Company* (ABC), *Mork and Mindy* (ABC), *Laverne &*

*Shirley* (ABC), *60 Minutes* (CBS), *Happy Days* (ABC), *Eight is Enough* (ABC), *Angie* (ABC), and *All in the Family* (CBS).

ABC's dominance, with eight of the top-10, was not dampened by the fact that, with the exception of news shows *Queens* and *Angie*, its others were all repeats.

## From ABC Radio: appealing news and an appeal

**Affiliates at Dallas session get word on new programming on tap; Erlick calls for cooperation in resolution of Washington issues**

Concerts and specials featuring leading artists and recording groups, plus a heavy schedule of 1980 Olympics coverage, will be added to ABC Radio network programming under plans announced at an ABC Radio network affiliates meeting held March 25 in Dallas in conjunction with the National Association of Broadcasters convention.

The affiliates also heard an appeal by Everett H. Erlick, ABC Inc. senior vice president and general counsel, to study Washington's pending array of legislative and regulatory proposals and to help make government officials aware of what they could mean to the public.

Richard A. Foreman, vice president and director of programming for the ABC Radio network, who announced the program plans, said a *Supergroups in Concert* series will be presented on the ABC American FM network beginning May 12. These will be two hours in length and the opener will feature Chicago.

The second, a week later, will present Foreigner. Others on tap are Peter Frampton, tentatively set for July 28; Eagles, in midsummer; Steve Miller Band on Sept. 15 and Boz Skaggs in the fall.

On the ABC American Contemporary network, there will be a 10-hour music special, *Super 70's*, with WABC(AM) New York air personality Dan Ingram as host, scheduled for broadcast Jan. 1, 1980.

The ABC American Entertainment network will present close-ups of "the world's biggest superstars" in specials combining interviews with music. The first will feature Barbra Streisand and is scheduled for early summer.

Plans for 1980 Olympics coverage call for 294 two-and-a-half minute reports from the winter games at Lake Placid, N.Y., with 107 going to the ABC Information network, 83 to the Entertainment network and 52 each to the Contemporary and FM networks. From the summer Olympics at Moscow 536 two-and-a-half-minute reports are planned: 194 each to the Information and Entertainment networks and 74 each to the Contemporary and FM networks.

Mr. Erlick reviewed current Washington proposals ranging from changes in

spectrum allocation policies and the Communications Act rewrite to the Federal Trade Commission's proposed restrictions on children's advertising. "The ultimate resolution of these issues," Mr. Erlick said, "could mean major changes in the nature of the radio business as we know it. All of them together could completely alter the structure and viability of our industry in the years ahead. More so than at any time in recent years, it is imperative that we participate actively in the resolution of these issues."

regional radio networks for football of Denver Broncos and Colorado University. P.O. Box 6636, Denver 80206; (303) 757-0312.

**Pop perspective.** *Documentary* is name of new series of more than 300 one-hour radio shows offered by O'Connor Creative Services, Universal City, Calif. Shows cover pop music from early 1950's to present. Each program can stand alone or may be stripped or run in blocks. Information: (800) 423-2694.

**Sales sweep.** With sales gross already more than \$8.7 million in four months of syndication, *Thrillers* package of 43 made-for-TV movies so far has been sold in 83 markets, including all top-10 and 19 of top-20, according to distributor, ITC Entertainment.

### Program Briefs

**One for two.** New Denver-based Network One Inc., headed by Bob Rubin, formerly with KOA-AM-TV there, will put together

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## Who's taping what with VCR

**First-of-its-kind study by Arbitron finds that home recorder owners tape mostly series and movies and very often delete commercials**

Most people owning home video cassette recorders bought them to record programs while they are at work, asleep or otherwise unable to watch the shows at time of broadcast. On average they tape about two shows a week, but aren't too quick to play them back. When they tape while viewing, many tend to avoid recording some portions—the commercials, more than anything else.

These are among the findings of a survey conducted by Arbitron Television among 300 home VCR owners last fall. In its report, Arbitron says the respondents were scattered throughout the U.S. but did not constitute a random sample and that the findings should be considered "exploratory," not projected to the total VCR-owning population. It was Arbitron's first study of VCR home usage.

Questions in the survey dealt with each respondent's three most recent recordings. Shows most frequently recorded were series (37.9%) and movies (31.5%), with sports in third place (10.1%), followed by entertainment specials (5.1%) and docu-

mentary/educational programs (2%).

Use of an automatic timer was the most frequent method of recording, representing 45% of the shows, as compared with 35% taped while the respondent was viewing the same show and 20% taped while viewing a different show.

The average respondent had taped one show about every three and a half days, based on the three most recent recordings, but about 14% had taped one or more shows per day while 8% had not taped one in more than two weeks.

Almost half (48%) of the shows had been played back once, 9% had been played back twice and 5% had been played back three or more times, but 38% had not yet been replayed. The average time lag between recording and first playback was 9.1 days.

Few respondents (18%) reported using the fast-forward switch to avoid portions of programs they had recorded. But those who did use it usually did so to pass over the commercials. "Boring" material, promos and time-outs in sports events were among other segments avoided.

Although relatively few used fast-forward to skip over material that had been recorded, over half (58%) said that during taping while viewing the same program they use the pause button to avoid taping certain portions—again, usually the commercials. Of the pause-button users, 64% said they used it on 80% or more of the programs, and 97% said they used it to omit commercials, 12% to avoid "boring" material, 8% to pass up promos and 1% during sports time-outs.

"Considering all of the factors involved," the Arbitron report says, "approximately one television show out of all those viewed over a five-week period in the typical VCR household in the sample stands to lose its commercial exposure. This would amount to deletion from one out of every 10 VCR-taped shows."

In 53.3% of the cases, the report shows, respondents bought their VCR's to record while they were at work or asleep, 19.7% to record while viewing other programs, 15.7% to record movies, 15% so they could watch at their convenience and 12.3% to build a library of taped shows.

In practice, 58% said they were building libraries—usually movies, followed by series, specials, sports events and documentary/educational programs in that order. But on the whole, respondents indicated that eventually two-thirds of the tapes would be erased.

Arbitron said 28.3% of the respondents were in cable homes and that 40% of these had access to pay TV—of whom 35.3% said they had sometimes taped pay-cable programing.

The respondents were described as more affluent and better educated than the U.S. average, with a tendency to invest significantly in such other innovations as digital watches, video games, quadraphonic sound systems and home computers. The average age of the VCR household head was 40, as compared with the national average of 46.

## The green fields of NBC help Richard Salant avoid being put to pasture

**CBS News president who had hoped for waiver of company policy for 65-year-olds, finds a solution and vice chairmanship with a rival network**

Richard S. Salant, whose tenure as CBS News president ends April 30 due to CBS Inc.'s mandatory retirement policy, last week surprised the broadcasting industry with a new allegiance. The day after he officially leaves CBS, Mr. Salant will be joining NBC as vice chairman of the board, with over-all responsibility for NBC News and corporate planning.

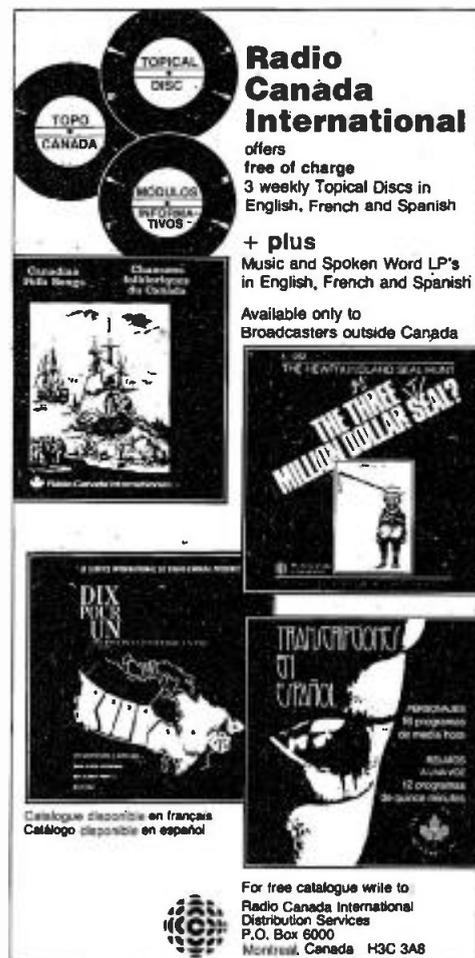
With retirement approaching, Mr. Salant, a CBS veteran of 27 years—16 as news president, had made no secret of the fact that he wished to stay on at the network. And as part of NBC's announcement last week of his new affiliation, Mr. Salant said "I leave CBS with great sadness. I go to NBC with great anticipation. He called the decision "difficult and painful."

Mr. Salant said the NBC job "gives me the treasured opportunity to continue to work full time in the field which I have enjoyed so much. NBC has given me the chance to continue to work toward the realization of some of the hopes and dreams I have for broadcasting and broadcast journalism. In these circumstances I was unable to go gently into the night. There is still too much I want to do."

Mr. Salant explained that he leaves CBS "with nothing but affection, gratitude and loyalty" and he added that "I'll always be deeply indebted to CBS, Bill Paley and to all my associates at CBS past and present."

Specifically to NBC President Fred Silverman and Chairman Jane Pfeiffer, he said: "I am grateful . . . for giving me, with what otherwise would be the end of a career, this new and exciting opportunity."

Like CBS, NBC also has a mandatory retirement policy for employees aged 65. The key difference, however, is that NBC is willing to make exceptions, such as the one being made for Mr. Salant. CBS, on the other hand, is more stringent, with Chairman Paley as the only full-time employee older than 65 who has been allowed to continue. It's now anticipated that Walter Cronkite, the network's evening news anchor, will be the next conspicuous exception to the retirement rule; as "talent," as opposed to being an "executive," he is exempted by new federal law. (Mr. Salant could not qualify for exemption because he is an executive and has retirement pay greater than \$27,000 a



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year.) Others, notably former Vice Chairman Frank Stanton and commentator Eric Sevareid, were compelled to retire under existing CBS policy and federal law.

While responsibilities will differ, Mr. Salant will be taking over the vice chairman's seat from David Adams, a 31-year veteran of NBC who is resigning as of June 30 and was another of NBC's retirement policy exceptions. NBC said Mr. Adams's plans to retire were "long-delayed" at the request of the corporation. He turned 65 last year and was praised not only for his years with NBC but for his specific work during the transition to Silverman and Pfeiffer management. Mr. Adams is said to have turned down NBC's offer of a consultancy.

Mr. Salant had been expected to remain involved with the industry. In an interview with BROADCASTING earlier this year (BROADCASTING, Feb. 26), he said "I'm not going to do nothing. And I'm going to stay as close as I can to this line of work." However, observers didn't expect him to stay this close.

To questions last week from BROADCASTING, Mr. Salant explained that it was Mrs. Pfeiffer who made first contact about four or five weeks before, and that while contracts were still drawn up, his decision came about a week before it was announced.

While he knows Mr. Silverman from the days they were colleagues at CBS, Mr. Salant said he hasn't dealt with him regarding the move. It was "all Jane," he said. Mrs. Pfeiffer, before she joined NBC, was credited with being the go-between in securing Mr. Silverman from ABC.

Lester M. Crystal, NBC News president, and Daniel Federman, corporate planning vice president, will report to Mr. Salant. Mr. Salant will report to Mrs. Pfeiffer.

As for the terms of his new contract with NBC and his departure from CBS, Mr. Salant would reveal few details. One, however, stipulates that he personally will "not engage in any raiding or recruiting" of CBS employes, he said.

Mr. Salant would not say whether or not the move from CBS means a financial sacrifice (he is understood to be on a deferred compensation plan). But he did make it clear that it was work, not money, that was the issue. "I've got one life," he said.

To any speculation that Mr. Crystal's position might be lessened now that Mr. Salant's coming on board, he said that "Les Crystal continues to be president."

Mr. Crystal, in a prepared statement, said he has "great admiration and respect for Richard Salant" and is "looking forward to working with him. I share his philosophies on journalism and broadcasting and am pleased we will have his voice and support at this high corporate level."

CBS, "in response to queries," put out a short statement saying that "Dick Salant leaves CBS at the normal retirement age of 65. . . ." It said that "CBS had hoped that Dick would choose to stay on as a consultant, an arrangement that would have allowed him time to pursue other activities and still give CBS the benefit of his



Salant

counsel." Of his move to NBC, CBS added, "he is, of course, entirely free to do this." CBS said "we are grateful for the many contributions Dick has made. . . . We wish him well."

Earlier, a retirement party with CBS Chairman Paley as host had been planned. Mr. Salant said it was cancelled "at my request, once I knew."

While Mr. Salant's official retirement isn't until April 30, his successor-designate, Bill Leonard, CBS News executive vice president and chief operating officer, who is 62, took over the job yesterday (April 1). Mr. Salant later last week was planning to be vacationing in the Bahamas.

With Mr. Salant's move, NBC will continue to have a member of the top echelon with considerable journalistic experience. Julian Goodman, who had been executive vice president, NBC News and was board chairman before Mrs. Pfeiffer, will be retiring May 31. Mr. Goodman currently is chairman of the executive committee.

His new lease on broadcast journalism life was not the only good news for Dick Salant last week. The Radio and Television News Directors Association announced that he will receive its Paul White award on Sept. 8. He received the gold medal of the International Radio and Television Society last month (BROADCASTING, March 5).

## Journalism Briefs

**On second thought.** Richmond, Va., circuit court judge reversed himself and dismissed contempt citation against reporter who refused to divulge confidential sources. Judge James B. Wilkerson had sentenced David Chandler of *Norfolk Ledger-Star* to indefinite jail term and ordered him to pay \$1,000-day fine for his refusal to name names before grand jury investigating alleged corruption in state's purchasing agency. Mr. Chandler wrote story that said state purchasing agents received kickbacks from salesmen in return for state business.

**That ends well.** Tony Burden, former Virginia newsman who was arrested on drug charges (BROADCASTING, Dec. 12, 1977), is back in front of camera. While news director/evening anchor for WVEC-TV Norfolk, Mr. Burden was charged with possessing marijuana and with intent to distribute it, and was forced to relinquish his on-air duties. Last December, however, Mr. Burden was absolved of all charges stemming from arrest, and now he has been signed on by KMSP-TV Minneapolis as anchorman for a new 9:30 p.m. newscast.

**Picture perfect.** More cameras are in courtroom—this time in Knoxville, Tenn., as result of Tennessee Supreme Court decision to give electronic media try. Chancellor Len Broughton was "favorably impressed" with Feb. 28 test run, which brought pool reporters in, along with TV cameras and still photographers. WIVK-AM-FM Knoxville reporter, Jean Ash, part of Sigma Delta Chi coalition working with judges to smooth way, says first day was "perfect."

**Agrees.** National News Council concluded March 9 that complaint filed by activist Mexican-American group against CBS *60 Minutes* report was justified. NNC said *60 Minutes* segment, ("Stop! Police!") was "flawed with inaccuracies" and that corrections run subsequently were not sufficient to dispel mistaken impression of lawlessness in Mexican-American section of Riverside, Calif.

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## Sony makes it a tripartite competition in the world of digital VTR

**Demonstration in Dallas, which upstages much of convention's technical activity, puts it in field with Ampex, IBA; Morizono says that development is still in working stage and that one-inch tape shown may eventually be even narrower**

A third system of digital video recording went public last week—unveiled by Japan's Sony Corp., which decided to share its laboratory progress with the broadcast engineering world. It happened in a private hotel room in Dallas last Monday (March 26) as a sidebar event to the NAB convention. From a newsmaking point of view, it eclipsed in many ways what was going on in the center ring at the convention's exhibition hall.

Sony's demonstration followed by seven weeks that given by Ampex to the Society of Motion Picture and Television Engineers in San Francisco Feb. 3 (BROADCASTING, Feb. 12). Ampex, in turn, had followed the lead of Great Britain's Independent Broadcasting Authority, which had been the world's acknowledged leader in the field of digital VTR's (or DVR's).

As did Ampex, Sony couched its announcement in conservative terms. "This is a working process," it said in a statement attributed to Masahiko Morizono, managing director of Sony's video products group and one of the world's best known television engineers (among the developments in which he has played a principal role: the U-Matic VTR format and the Type C one-inch videotape recorder; see "Profile," BROADCASTING, Aug. 8, 1977). "We believe that the digital VTR we are showing today is a long way from what the final format will be."

The format Sony demonstrated in Dallas was based on the Type C. Significantly, that means it uses one-inch tape as opposed to the two-inch quadruplex format utilized by Ampex. The eventual Sony format however, may well utilize three-quarter inch tape, or some other dimension: as the company said in its announcement, "the ultimate digital VTR will eventually be more compact than what we will see today—perhaps as small and compact as the current U-Matic."

In terms of packing density—the ability to crowd video information onto as little tape "real estate" as possible—Sony's DVR was more than twice Ampex's: 57,000 bits per linear inch vs. Ampex's



**Trail-blazers.** Two of the principals behind development of Sony's experimental digital videotape recorder were on hand for presentations—in room 2707 of the Sheraton-Dallas hotel—to numbers of NAB convention delegates last week. L to r: Masahiko Morizono, managing director of Sony's video products group, and Hiroshi Tanimura, general manager of the group's advanced development division.

27,000. In comparisons of writing speeds: Sony 25.6 meters per second vs. Ampex's 39.9. Both use a sampling rate of three times the color subcarrier. Both use an eight bit word. In terms of recording data rate, Sony's is rated at 115 megabits per second vs. Ampex's 43 megabits. Both are 525 line NTSC devices. But whereas Ampex uses eight recording heads, (leading its developers to label it an "octoplex"), Sony uses only two. The Sony system uses both correction and concealment techniques in error protection: that is, if it can't correct the error, it conceals it.

Ampex, remarking on the quality of its TV picture in February, said its signal-to-noise ratios were from 62 to 68 db—far higher than analog recorders. Sony, although saying its picture quality "appears to be as good as Ampex's," was citing a slightly lower signal-to-noise figure: 58 db's.

Work on the Sony digital device was headed by Mr. Morizono. It was accomplished by what Sony calls its "triangle" project: Hiroshi Tanimura in Tokyo, Barrett Guisinger and Grant Smith in Palo Alto, Calif., and Howard Steele in Basingstoke, England. Mr. Steele was formerly with IBA.

It's anticipated that the next move in digital VTR's will come from Germany's Bosch-Fernseh, whose machines have been used by IBA in that organization's developmental work. Bosch is a competitor of both Ampex and Sony in the one-inch helical VTR field (it created and is the principal manufacturer of the Type B segmented format). Observers at the NAB last week were speculating that Bosch would unveil a digital format during the International Television Symposium in Montreux, Switzerland, May 27-June 1.

The consensus remains that a working digital VTR is at least five years away. As one observer noted, it took a full year (under great pressure from all sides) to develop compatibility standards for the one-inch machines that are now beginning to

dominate the equipment market—and that was for analog, with which the industry was already familiar. With no manufacturer having yet arrived at a machine it would be prepared to market, it could be several more years before even a standards contest might begin.

Moreover, however exciting the technological prospect of digital recording—with its promise, among other things, of a virtual infinity in recording generations without signal degradation—few on either the manufacturing or the broadcasting sides are enthusiastic about taking on a new format development. The one-inch generation is performing at or ahead of expectations, and appears capable of meeting broadcaster requirements for some time. And manufacturers, experiencing a sales bonanza in one-inch, aren't anxious to sacrifice the bird in the hand for another in the bush.

Still, there's competition to be considered—no manufacturer can chance another's getting ahead in the area of an inevitable future technology. Each new development—as did Sony's last week—quickens the pace of that inevitability.

## Latest cry for FCC deregulation

**Broadcasters and cablecasters tell commission there's no need for license procedures for receive-only satellite dishes**

The FCC has received overwhelming support from the broadcast industry for elimination of its licensing requirements for domestic receive-only satellite earth stations.

In final comments filed with the commission last week, broadcasters rallied to the call of further deregulation. Frequently cited objections of the licensing requirements were that they are too costly and

time consuming, and actually unnecessary.

Typical of the comments were those of the National Cable Television Association, which suggested that the commission "embark on a major deregulatory effort" regarding receive-only earth stations. NCTA said problems that now exist include the cost of legal and technical services associated with the present licensing process, and unduly burdensome technical performance requirements.

NCTA recommended adopting an improved licensing program, or a registration program, which would be a greatly deregulated version of the present system. The latter program would require only simple commission notification of receive-only earth station location, name and address of operating entity, and statements from carriers and signal suppliers as may be required. In addition, NCTA recommended a new application form to simplify the registration process.

The National Telecommunications and Information Administration said the current licensing requirement procedure results in "unnecessary harm to potential earth station users, earth station manufacturers and the public and an over-all dampening of the growth of a vital new communications technology."

NTIA called on the commission to proceed immediately with implementation of a rulemaking. It said the licensing system takes far longer than it should, and further places an "onerous" economic burden on applicants. It concluded that "such licensing is unnecessary. Receive-only earth stations cause no interference, and earth station owners can sufficiently protect themselves against receipt of interference without resort to the licensing process."

The National Association of Broadcasters said modification of the rules would no doubt be in the public interest, but it warned the commission to proceed with caution. In modifying the rules, NAB said, the commission should not compromise receive-only service or "place in jeopardy the privacy of communications" as demanded by the Communications Act. Therefore, NAB concluded, the commission "should maintain an essential system of licensing, prior approval and enforcement so as to preclude the possibility of occasional or even widespread use of illegal receive-only earth stations."

Storer Broadcasting Co. suggested that the current licensing policies "result in processing delays which disserve the public interest, which are not necessary, and which waste the Commission's staff and appropriations."

Storer proposed that coordination of licensing be carried out prior to constructing the earth station. "Since receive-only earth stations have no potential to cause interference, no useful purpose is served by the need to wait for the issuance of a construction permit," Storer argued.

Also calling on the FCC to alter its rules were a number of cable companies, the Corporation for Public Broadcasting, ABC, Associated Press and United Press International.

## In Sync

### Up and coming in broadcast technology

**Putting it all together.** It was, by far, the biggest exhibit ever for a National Association of Broadcasters convention—330 exhibitors in 145,100 square feet of display space—last week at the Dallas Convention Center. With the exception of one report—not confirmed by others—that there was insufficient electrical power to run the booths, things on the floor seemed to run quite smoothly. The fellow who deserves the kudos is Edward L. Gayou, the NAB's exhibit director who is based at the association's exhibit office in St. Louis. Last week and the week before—and still this week—he has been holding forth in a tiny basement office at the Dallas center, shared with one secretary and an endless stream of exhibitors, movers, electricians and others with a thousand and one minor problems—fallen drapes, loose carpets and the like—that come up with a show the size of the NAB. □ □ □ **Next year.** Last Wednesday, as the convention was drawing to a close, and the exhibitors began packing up, Mr. Gayou had already started working on the 1980 show in the 475,000-square-foot Las Vegas Convention Center. He had letters on his desk he was sending out to all of this year's exhibitors. Although he will not begin signing up exhibitors for 1980 until this summer, Mr. Gayou expects "most or all of those on the floor" this year will be back in Las Vegas. In 1978, the NAB met in Las Vegas, and the floor had 293 exhibitors in 122,445 square feet. □ □ □ **Some things change, some stay the same.** If convention delegates walking the exhibit floor thought that the RCA and Ampex booths (NAB's largest displays) looked unusually large this year, they were. At the 1978 show, RCA had 7,975 square feet; this year it was 9,000—the floor's largest display. Ampex, the number two exhibitor, had 5,500 square feet in 1978, versus 7,000 last week. Exhibit space this year went for \$8 a square foot. On the whole, however, "most exhibitors stayed roughly the same," Mr. Gayou said. □ □ □ **Surprises.** Mr. Gayou said he had been setting up the NAB conventions for nearly 20 years, watching them grow ever and ever larger. This year he was surprised, he said, by the appearances of helicopters (for electronic new gathering purposes) and the large display of Antiope, the French teletext system developed by Telegen. "That's the one that startled me," he said. He also noted the presence of satellite and fiber optics firms and the "tremendous upsurge in the number of computer firms" on the floor. AT&T had an "institutional-type" booth. That, he noted, was the first appearance by the telephone company in a decade. □ □ □ **Questions.** The most prevalent criticism of this year's show came from some delegates who believed that the exhibition has simply grown too large. Mr. Gayou acknowledged that criticism may be a legitimate one, but countered by saying "no matter how big it is most people are not going to cover it anyway." Besides that, he said, there were four days to look at the floor. "You can go through a World's Fair in four days." One proposed solution to the growth problem, Mr. Gayou said, has been a "supermarket idea" of grouping companies according to product lines. "We tried a couple of times to segregate products," he said, "but people in the same lines did not want to be near one another." □ □ □ **NAB news.** Equipment news on the floor was sparse. There was little in the way of new, innovative equipment. Bosch-Fernseh, the West German manufacturer, announced its new BCN 100, an automatic multicassette one-inch video-tape recorder with the ability of playing up to 16 continuous hours of recorded material. Using type "B" 30-minute cassettes, the three-deck machine can be programmed to play or record automatically, making it possible to automate a television station or to record late-night program feeds without the necessity of a full-time attendant. The unit, which is expected to be shown at the International Television Symposium at Montreux, Switzerland, (May 27-June 1), will sell in the \$300,000 range. □ □ □ **Teletext, American-style.** In addition to the Antiope display, Bonneville Data Systems, Salt Lake City, was running a 13-minute video tape demonstrating its experimental teletext system now running on KSL-TV there. Dave Finley, BDS marketing manager, said their booth had been "overwhelmed" by the attention the demonstration got from the delegates. "They were very, very intrigued by the concept," Mr. Finley said. The system is "still in its embryonic stage" and there is "more engineering work to do," but Mr. Finley said KSL-TV was extremely pleased with the initial results of the test. The tape showed a number of uses for the teletext system, which has up to 800 pages of information. The uses discussed included closed captioning, classified advertising, airline schedules and, when coupled with a telephone, some two-way applications—including games. One especially interesting application was a plan to complement the local newscasts with teletext. That works by the television anchor or reporter delivering a story and then telling the viewer to switch to a given teletext page for follow-up or background. The KSL-TV system has only four users right now, all are associated with the station. A full-blown system is still at least two years away. Mass-market decoders are expected to cost in the \$25 range.

# The Broadcasting Playlist™ Apr 2

## Contemporary

<i>Last This</i> <i>week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1 1	<i>Tragedy</i> □ Bee Gees	RSO
2 2	<i>I Will Survive</i> □ Gloria Gaynor	Polydor
7 3	<i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
5 4	<i>Knock on Wood</i> □ Amil Stewart	Ariola
3 5	<i>Do Ya Think I'm Sexy</i> □ Rod Stewart	Warner Bros.
4 6	<i>Heaven Knows</i> □ Donna Summer	Casablanca
8 7	<i>Sultans of Swing</i> □ Dire Straits	Warner Bros.
14 8	<i>Heart of Glass</i> □ Blondie	Chrysalis
6 9	<i>Shake Your Groove Thing</i> □ Peaches & Herb	Polydor
20 10	<i>He's the Greatest Dancer</i> □ Sister Sledge	Cotillion
10 11	<i>I Want Your Love</i> □ Chic	Atlantic
19 12	<i>I Got My Mind Made Up</i> □ Instant Funk	Salsoul
12 13	<i>Livin' It Up (Friday Night)</i> □ Bell & James	A&M
25 14	<i>Disco Nights</i> □ GQ	Arista
11 15	<i>What You Won't Do For Love</i> □ Bobby Caldwell	Cloud
9 16	<i>Don't Cry Out Loud</i> □ Melissa Manchester	Arista
32 17	<i>Reunited</i> □ Peaches & Herb	Polydor
31 18	<i>Stumblin' In</i> □ Suzi Quatro & Chris Norman	RSO
15 19	<i>Lady</i> □ Little River Band	Harvest
22 20	<i>Music Box Dancer</i> □ Frank Mills	Polydor
16 21	<i>Big Shot</i> □ Billy Joel	Columbia
28 22	<i>I Just Fall in Love Again</i> □ Anne Murray	Capitol
24 23	<i>Shake Your Body</i> □ Jacksons	Epic
29 24	<i>Love Ballad</i> □ George Benson	Warner Bros.
33 25	<i>Goodnight Tonight</i> □ Wings	Columbia
38 26	<i>In the Navy</i> □ Village People	Casablanca
21 27	<i>Crazy Love</i> □ Poco	ABC
37 28	<i>Precious Love</i> □ Bob Welch	Capitol
34 29	<i>Blow Away</i> □ George Harrison	Dark Horse
23 30	<i>Keep On Dancing</i> □ Gary's Gang	Columbia
27 31	<i>Every Time I Think of You</i> □ Babys	Chrysalis
39 32	<i>Take Me Home</i> □ Cher	Casablanca
35 33	<i>I Don't Know If It's Right</i> □ Evelyn King	RCA
26 34	<i>Maybe I'm a Fool</i> □ Eddie Money	Columbia
30 35	<i>Forever in Blue Jeans</i> □ Neil Diamond	Columbia
13 36	<i>Fire</i> □ Pointer Sisters	Planet
- 37	<i>Just When I Needed You Most</i> □ Vanwarmer	Bearsville
47 38	<i>Renegade</i> □ Styx	A&M
46 39	<i>Busting Loose</i> □ Chuck Brown & Soul Searchers	Source
- 40	<i>Love Is the Answer</i> □ England Dan & Coley	Big Tree
50 41	<i>Roller</i> □ April Wine	Capitol
- 42	<i>Get Used to It</i> □ Roger Voudouris	Warner Bros.
17 43	<i>YMCA</i> □ Village People	Casablanca
36 44	<i>A Little More Love</i> □ Olivia Newton-John	MCA
- 45	<i>Roxanne</i> □ The Police	A&M
45 46	<i>Superman</i> □ Herbie Mann	Atlantic
40 47	<i>Dancin' Shoes</i> □ Nigel Olsson	Bang
- 48	<i>Such a Woman</i> □ Tycoon	Arista
- 49	<i>Happiness</i> □ Pointer Sisters	Planet
- 50	<i>September</i> □ Earth, Wind & Fire	Columbia

## Playback

**Sure shot.** *Reunited*, the latest single by Peaches & Herb (Polydor), is stirring the charts this week, bolting from 32 to 17 on "Playlist" and heading, in the words of Jack Michaels of WRCO(AM) Johnstown, Pa., "for top five of the year." **Blond Bombshell.** Also moving fast is Blondie's new single, *Heart of Glass* (Chrysalis), which bolts into "Playlist's" top 10 this week. The first time he heard it, Don Nordene of KREM(AM) Spokane, Wash., turned it off after only 20 seconds. "I don't need to hear any more," he told the single's promoter, "it's a smash. It would have been a smash two years ago or any time, even without disco's influence." **Disco vs. variety.** Disco's dominance in contemporary radio is growing at such a rate that some program directors are becoming alarmed about a shortage of music with mass appeal. WHY(FM) Fort Lauderdale, Fla., expanded its playlist last week from 30 to 50 in an effort to embrace the heavy influx of disco crossovers without appearing to change its format. And at WRDC(AM) Hartford, Conn., "all the debuts are disco," says Program Director Jim English, "but there must be people out there who get sick of it and we're fighting for variety." **Disco classic.** Although some program directors express doubts about Linda Clifford's *Bridge Over Trouble Waters* (Cur-tom), a disco version of the Simon and Garfunkel classic, Jim English calls it "very exciting and produced very nicely." It's beginning to move at some stations, however, but hasn't yet broken into "Playlist."

## Country

<i>Last This</i> <i>week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1 1	<i>I Don't Want to Be Right</i> □ Barbara Mandrell	ABC
2 2	<i>All I Ever Need Is You</i> □ Rogers & West	United Artists
10 3	<i>Slow Dancing</i> □ Johnny Duncan	Columbia
17 4	<i>Where Do I Put Her Memory</i> □ Charley Pride	RCA
3 5	<i>I Just Fall in Love Again</i> □ Anne Murray	Capitol
13 6	<i>I'm Gonna Love You</i> □ Glen Campbell	Capitol
14 7	<i>Wisdom of a Fool</i> □ Jacky Ward	Mercury
5 8	<i>It's a Cheating Situation</i> □ Moe Bandy	Columbia
11 9	<i>Tryin' To Satisfy You</i> □ Dotts	RCA
19 10	<i>They Call It Making Love</i> □ Tammy Wynette	Epic
6 11	<i>If I Could Write a Song</i> □ Billy (Crash) Craddock	Capitol
12 12	<i>Too Far Gone</i> □ Emmylou Harris	Warner Bros.
- 13	<i>Take Me Back</i> □ Charly McClain	Epic
8 14	<i>Golden Tears</i> □ Dave and Sugar	RCA
7 15	<i>Somebody Special</i> □ Donna Fargo	Warner Bros.
21 16	<i>Every Which Way But Loose</i> □ Eddie Rabbitt	Elektra
18 17	<i>Son of Clayton Delaney</i> □ Tom T. Hall	RCA
9 18	<i>Still a Woman</i> □ Margo Smith	Warner Bros.
4 19	<i>I Had a Lovely Time</i> □ Kendalls	Ovation
23 30	<i>Word</i> □ Susie Allanson	Elektra
- 21	<i>Don't Take It Away</i> □ Conway Twitty	MCA
16 22	<i>My Heart Has a Mind</i> □ Debby Boone	Warner/Curb
- 23	<i>Someone Is Looking for Someone</i> □ Gail Davies	Lifesong
15 24	<i>I'll Wake You Up When I Get Home</i> □ Charlie Rich	Elektra
- 25	<i>Send Me Down To Tucson</i> □ Mel Tillis	MCA

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

# Fates & Fortunes

## Media

**Stanley G. Mouse**, executive VP of Cox Broadcasting Corp., Atlanta, assumes additional responsibility for company's publishing, photo auction and program production divisions, in addition to broadcasting division. **William A.**



Mouse



Schwartz

**Schwartz** returns to Cox as VP of company and president of broadcasting division, based in Atlanta. In February, Mr. Schwartz resigned as VP-general manager of Cox's KTVU(TV) Oakland-San Francisco, to become president of Metromedia Television, New York (BROADCASTING, Feb. 19), decision that was cancelled last week ("Closed Circuit," March 26).

**John E. James**, president of his own sales and marketing consultant firm, specializing in television advertising projects, joins Viacom Canada as VP-general manager. **David Meyer**, attorney with Viacom International, named assistant secretary of company. **Charles Tolep**, VP of licensing and merchandising division of Viacom, assumes additional duties as general manager.

**Louise Lillibridge**, administrative coordinator, unit managers administration, West Coast, NBC-TV, named supervisor of department.

**Robert O. Paxson**, general manager, WPTZ(TV) North Pole, N.Y., appointed general manager of co-owned WCHS-TV Charleston, W. Va. **Richard Wagner**, director of creative services, WCHS-TV, named station manager. **M.J. (Bob) Groothand**, in sales department of WPTZ, succeeds Mr. Paxson as general manager. **Taliaferro Simpson III**, operations manager, WCHS-TV, named station manager of WPTZ.

**Dennis Williamson**, controller, Sierra Cascade Communications, Medford, Ore., named manager of its KTVL(TV) there.

**John (Nat) Tucker**, director of broadcast operations, WTNH-TV New Haven, Conn., joins WRET-TV Charlotte, N.C., in same capacity.

**Sidney D. Berlin**, assistant to president, WWSW(AM) Pittsburgh, named acting general manager. **Diane Sutter**, local sales manager of co-owned WPEZ(FM) there, named general manager, and will also assume chief responsibility for managing sales.

**John Evans**, announcer, WRIE(AM) Erie, Pa.,

joins noncommercial WFSE(FM) Edinboro, Pa., as general manager.

**Ken Brown**, sales manager, WSWT(FM) Peoria, Ill., named station manager.

**Jonathan Fricke**, program director, WSAI(AM) Cincinnati, named operations manager.

**Charles Conklin**, accounting supervisor, Outlet Co. broadcasting division, Providence, R.I., named controller.

**Betty Robertson**, director of administration, Cosmos Broadcasting, Columbia, S.C., elected VP-administration.

**Stephen Robertson**, assistant controller, Summit Communications, radio station and cable television group based in Winston-Salem, N.C., named secretary-treasurer. **Bernard Gray**, cable television technician, named assistant secretary and assistant treasurer. **Richard Sullivan**, from accounting firm of Ernst & Ernst, joins Summit as corporate controller.

**Milton Clipper**, associate art director, *Washington Post*, joins WDM-TV Washington as art director.

New officers, Greater Cincinnati Radio Broadcasters Association: **Bernie Kvale**, WLW(AM), president; **Phil McDonald**, WCKY(AM), VP; **John Soller**, WKRQ(FM), treasurer, and **Lana Albright**, WLW, secretary.

**Bernadette Banks**, affirmative/action administrator, noncommercial WETA-TV Washington, named director of personnel and affirmative action.

## Broadcast Advertising

**Jack Ryan**, senior VP-management director, Leo Burnett, Chicago, named executive VP of Leo Burnett Michigan, general manager of Burnett's Detroit office and plans board chairman on Burnett's General Motors account. **Ewan Macdonald**, account supervisor in charge of coffee division of Nestle account, **Thomas Papanek**, creative director responsible for creative work on RCA account and part of Kellogg account, and **Barbara Thomas**, associate director of research, Leo Burnett, Chicago, appointed VP's.

**Alan Klein**, management supervisor on Revlon account, Grey Advertising, New York, joins Foote, Cone & Belding there as senior VP-group management supervisor on Clairol hair care and toiletries account. **Jennifer Kramer**, account executive, Norman, Craig & Kummel, joins FC&B as account executive on Life Savers account. **Fran Caro**, from N W Ayer ABH International, joins FCB as account executive on Doubleday account.

**Andre Pitlik**, VP-account supervisor, Cunningham & Walsh, San Francisco, named director of account management. **Jerry Ohlsten**, director of research services, C&W, New York, elected senior VP.

**Adele Finaly** and **Richmond Hendee**, account supervisors, J. Walter Thompson, New York, named VP's, Eastern division.

**Jerry Cosgrove** and **Bill Tucker**, account supervisors, and **Arnold Semsky**, associate director of network programming, BBDO, New York, elected VP's.

Appointments, Stone & Adler, Chicago: **Bob Specht**, executive art director, and **Walter Schoenau**, associate creative director, named VP's and associate creative directors; **Tom Pierce**, **Sue Suarez** and **Dave Kubas**, account executives, named senior account executives; **Bonnie Bodendorf**, assistant account executive, named account executive; **Annette Miller** and **Patty Morrison**, assistant account executives, named associate account executives, and **Anita Osborn**, production manager, named senior production manager. Joining Stone & Adler as copywriters are **Jim Tennant**, from J. Rosenberg Advertising, and **Stanford Kaatz**, from Peitscher Janda.

**Kay LeMay**, analyst and broadcast buyer, media department of Campbell-Mithun, joins Three Arts as media supervisor in Minneapolis

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**Rudy Brauchle**, assistant treasurer and manager of accounting department, Cunningham & Walsh, New York, elected treasurer.



Tynan

Metro TV Sales, named account executive.

**William J. Tynan**, vice president, Central Region, Metro TV Sales, Chicago, has been appointed president of representative firm. He succeeds Thomas J. Tilson, who was named president of Metromedia Television two weeks ago (BROADCASTING, March 26). **Allen Scheuer**, in sales development for

Appointments announced last week by MMT Sales, New York: **Jack Oken**, team sales manager, named VP-manager of New York sales; **Elaine Linker** and **Ted Van Erk Jr.**, assistant sales managers, named team sales managers; **Alan Branfman** and **Kae Peet**, account executives, named assistant sales managers; **Ethel Melcher**, research team manager, named director of research, and **Cora Enriquez** and **Virginia Doyle**, senior research analysts, named group research supervisors.

**Timothy McAuliff**, account executive, NBC red sales team, Blair Television, New York, named manager of NBC green sales team. **Michael Norton**, senior salesman, WTVO-TV Rockford, Ill., joins Blair's CBS sales team in

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Chicago. **Gayle Rabon**, associate media director, Burton-Campbell, Atlanta, joins Blair Television in Charlotte, N.C., as account executive. **Richard Giltner**, account executive, NBC sales team, Chicago office of Blair Television, named director of television agri-marketing.

**Elizabeth Kobiels**, account executive for WKBW(AM) Buffalo, N.Y., named to New York sales staff of Blair Radio.

**Jeff Lovins**, sales research team manager, Katz American Television, blue team, New York, assigned to manage red team. **Lisa Schoenback**, research analyst, blue team, succeeds Mr. Lovins. **Victoria Wright**, sales assistant, Katz Television Continental, succeeds Ms. Schoenback. **Barbara Jane Ratty**, account executive, Arbitron, Chicago, joins Katz Television Continental there on gold team. **Les Wood**, account executive, KJOI(FM) Los Angeles, and **Gerard Ferri**, account executive, Siteman Broadhead Baltz, join Los Angeles sales staff of Katz Radio. **Dave Teitler**, research account executive, Starch INRA Hooper, joins Katz Radio Research, New York, as market specialist.

**Gene Doss**, account executive in Atlanta office of Telerep, named sales manager. **Steve Adler**, Chicago account executive, H-R Representatives, joins Telerep Chicago Tigers sales staff.

**Rich Cerussi**, account executive, Telerep, New York, joins Television Advertising Representatives there in same capacity.

**Bruce Pollock**, from San Francisco office of Container Corp., joins Eastman Radio there as account executive.

**Jon Rand**, marketing director, KIRO(AM) Seattle, joins Radio Advertising Bureau as director of sales for Seattle and Portland, Ore.

**Frank Forsythe**, account executive, WCHS-TV Charleston, W. Va., named general sales manager for co-owned WPTZ(TV) North Pole, N.Y. **Dennis Adkins**, account executive, WCHS-TV, named local and regional sales manager for WCHS-TV.

**Cliff Levine**, sales manager, KABC(AM) Los Angeles, named general sales manager.

**F. Samuel Wilson**, owner of advertising agency, Syracuse, N.Y., joins WCFL(AM) Chicago as general sales manager.

**Edward Jordan**, account executive, Radio Advertising Representatives, New York, joins WWOV(AM) Fort Wayne, Ind., as general sales manager.

**Ed Scandrett**, general sales manager, WMAL(AM) Washington, named account executive, ABC-TV, Central division, Chicago.

**Ken Tonning**, account executive, WXIA-TV Atlanta, named regional sales manager.

**Douglas Sallows**, responsible for national advertising for Wickes Furniture Co., Wheeling, Ill., joins WLS-TV Chicago as manager of retail development.

**Lymott Neal**, assistant director of financial planning and analysis, CBS-TV, New York, named director of sales planning and development. **Catherine Delahunt**, analyst in sales planning, named manager of sales planning and development. **David Brener**, sales assistant, named analyst, sales planning and development.

**Steve Petrich**, sales manager, WLYH-TV Lancaster, Pa., retires. **R. Rigby Wilson**, assistant sales manager, succeeds him.

**Charles B. Fee**, account executive, WCAU(AM) Philadelphia, appointed local sales manager.

**Jim Polian**, sales manager, KGST(AM) Fresno, Calif., named head of marketing and merchandising department. **Jesse Jaurigue**, with KGST, succeeds Mr. Polian.

**Susan Russell**, account executive, WWCO(AM) Waterbury, Conn., joins WNVR(AM) Naugatuck, Conn., as regional sales manager. **Harley Saresky**, sales and promotion director, WCDQ(AM) Hamden, Conn., joins WNVR as retail sales manager.

**Jimmie Sue Baise**, account executive, Dulaney Advertising, Louisville, Ky., joins WAVE-TV there as account representative.

**Ann Maddalena**, sales service manager, WHEC-TV Rochester, N.Y., named account executive.

**Paul Stenstrom**, account executive, KMVT(TV) Twin Falls, Idaho, joins WSPA-TV Spartanburg, S.C., in same capacity.

**Ronda Ascher**, account executive, WAIT(AM) Chicago, and **Cristina McKechnie**, account executive, WNDR(AM)-WNTQ(FM) Syracuse, N.Y., join WFYR(FM) Chicago as account executives.

**Candace Portmann**, account executive, WWWJ(FM) Johnstown, Ohio, and **James McClintock**, account executive for *The Daily Herald*, Pittsburgh, join WWSW(AM) Pittsburgh as account executives.

**Allan Ginsburg**, account executive, WWDC-AM-FM Washington, joins WGAY-AM-FM there in same capacity.

**Caryl Hicks**, from The Real Estate Group, joins Arkansas Radio Network, Little Rock, as account executive.

**Pete Boyle** and **Tom Stewart**, account executives, WHIO(AM) Dayton, Ohio, named senior account executives.

**Henry Capogna**, sports director, WZZM-TV Grand Rapids, Mich., joins WCUZ(AM) there as account executive.

**Thomas Rivers**, Midwest account executive for *New York Times*, Chicago office, joins WLTH(AM) Gary, Ind., as account executive.

**Kevin Metheny**, program director, WNKX(FM) Pittsburgh, named director of research and development for WKKX and co-owned WTAM(AM) there.

## Programing

**Steve Mills**, VP-program production, CBS Entertainment, Los Angeles, appointed VP-motion pictures for television. **Robert Silberling**, VP-dramatic program development, succeeds Mr. Mills. **Kim LeMasters**, director, dramatic program development, succeeds Mr. Silberling.

**Sara Dempsey**, director, current drama programs, NBC, West Coast, named director, current programs, West Coast, NBC Entertainment. **Toni Barton**, casting director, Lorimar Productions, Los Angeles, joins NBC Entertainment as manager of casting, West Coast.

**George Faber**, international director, client relations, Viacom Enterprises, Los Angeles, named director, communications, Viacom Television Program Group, Los Angeles.

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EXPERIENCE YOU CAN DEPEND ON FROM BROADCASTERS YOU TRUST.

**New at the AMST top.** Elected chairman of the Association of Maximum Service Telecasters during its annual meeting last week in Dallas was Franklin C. Snyder of the Hearst Corp., Pittsburgh. Elected first vice chairman was Wallace J. Jorgenson of Jefferson-Pilot Broadcasting, Charlotte, N.C.; second vice chairman, Robert F. Wright of WTKR-TV Meridian, Miss., and secretary-treasurer, Ralph S. Jackson of Orion Broadcasting, Louisville, Ky. These officers in addition to board members Jack Harris of KPRC-TV Houston, Terry H. Lee of Storer Broadcasting, Miami Beach, and Arch L. Madsen of Bonneville International, Salt Lake City, will constitute the executive committee.

**Terry Planell**, assistant to program director, WOR-TV New York, named production manager.

**Sal Marchlano**, weeknight and weekend sportscaster, WABC-TV New York, joins WCBS-TV there as sports correspondent.

**Dan Sitarski**, senior producer of magazine and documentary series, WCAU-TV Philadelphia, named executive producer.

**Matthew Mixon**, director, WXYZ-TV Detroit, joins WBZ-TV Boston as production manager.

**Ben Storey**, sports director, KIII(TV) Corpus Christi, Tex., joins KVUE(TV) Austin, Tex., in same capacity.

**Kemper Miller**, air personality, WINA(AM) Charlottesville, Va., named program director.

**Jan Jeffries**, from WSGN(AM) Birmingham, Ala., joins WLCY(AM) St. Petersburg, Fla., as program director.

**Frank Kelley**, operations manager, WFLB(AM) Fayetteville, N.C., joins WGMA(AM) Hollywood, Fla., as program director.

**Wendy Lepako** and **Jerry Janoson**, both from WMDI(FM) McKean, Pa., join noncommercial WFSE(FM) Edinboro, Pa., as co-program directors.

**Millie Perkins**, former model and actress, joins KTVL(TV) Medford, Ore., as hostess and co-producer of midday news and talk show.

**Richard Conder**, in charge of commercial production, WCCW-AM-FM Traverse City, Mich., joins WCZY(FM) Detroit as production director.

**Suzanne Farrar**, responsible for developing commercials for local advertisers, KGUN-TV Tucson, Ariz., named producer-director.

**Frank Baker**, anchor-producer, WOLO-TV Columbia, S.C., joins WBBH-TV Fort Myers, Fla., as producer.

**Carmen Browne**, air personality, WBLX(FM) Mobile, Ala., assumes additional duties as assistant program director.

## News and Public Affairs

**Tip Kindel**, producer, KCRA-TV Sacramento, Calif., joins KTXL(TV) there as news director.



Kindel



Russell

**Roxanne Russell**, producer-writer for public affairs magazine series produced at noncommercial KOED(TV) San Francisco for Public Broadcasting Service, named news director at KOED.

**David Dalton**, news photographer, WPTF-TV Raleigh-Durham, N.C., named assistant news director.

**Dave Langely**, reporter and on-air host, KIXI-AM-FM Seattle, named news director.

**Vic Wheatman**, program director, noncommercial WBUR(FM) Boston, joins noncommercial KUAT-AM-FM Tucson, Ariz., as news and public affairs director.

**Glenn Laxton**, general assignment reporter, WJAR(AM) Providence, R.I., named news director.

**Ron Reams**, announcer-director, WALA-TV Mobile, Ala., joins WMOO(AM)-WBLX(FM) there as news director.

**Louis Gulino**, night news editor, WGRC(AM) Spring Valley, N.Y., named news director. He succeeds **Steve North**, who joins WLIR(FM) Garden City, N.Y., as news director. **Juliet Papa**, production assistant, WINS(AM) New York, succeeds Mr. Gulino.

**Leslie Eisenberg**, producer of syndicated radio series for American Psychological Association, Washington, joins WFYR(FM) Chicago as public affairs director.

**Kate Corcoran**, assistant to CBS News executive producer John Sharnik, and **John Steele**, desk assistant, named assistant foreign editors, CBS News, New York. **Ralph Paskman**, night news manager and producer of *Newsbreak*, nightly one-minute news headline service, CBS News, named director of recruitment, CBS News.

**Joe Moreland**, news director, WJXT(TV) Jacksonville, Fla., joins WJBK-TV Detroit as executive news producer.

**Robert Jordan**, executive news producer, WBBM-TV Chicago, joins WBZ-TV Boston in same capacity.

**Jack Shepard**, director of news, public affairs and special events, noncommercial KLCS(TV) Los Angeles, joins noncommercial KCET(TV) there as executive producer for news and public affairs.

**Charles Hoff**, senior news producer and executive news producer for *Midday* program, KWTW(TV) Oklahoma City, named executive producer of news. **Ken Henson**, in news department, named national-state editor.

**David George**, from Oppenheim/Herminghausen/Clarke Advertising, Dayton, Ohio, joins WHIO-TV there as assignment editor.

**Philip Walters**, Washington correspondent for CBS Television Stations division, joins its WBBM-TV Chicago as general assignment reporter.

**Michael Morgan**, news director, KELT(FM) and co-owned KGBT-TV Harlingen, Tex., joins WNACTV Boston as producer of early evening news.

**Mike Rindo**, weekend anchor-producer, WEAU-TV Eau Claire, Wis., named weekday anchor.

**Stephanie Dutchess**, reporter-photographer, WDHO-TV Toledo, Ohio, joins WTOL-TV there in same capacity.

**John Brooks**, reporter, KFNB(AM) Los Angeles, named news editor.

**Gene Slais**, news writer and reporter, KMBC-TV Kansas City, Mo., joins WDAF-TV there as weekend news producer. **Gayle King**, from WDMV-TV Washington, joins WDAF-TV as general assignment reporter.

**Jon Newstrom**, special programs producer, noncommercial KAXE(FM) Grand Rapids, Minn., joins noncommercial KPSK(FM) Petersburg, Alaska, as news and public affairs reporter.

## Promotion and PR

**George F. Schweltzer**, producer for *Captain Kangaroo* on CBS-TV, named director of communications, CBS/Broadcast Group.

**Linda Kaye**, administrative assistant, DKG Advertising, New York, appointed director, public relations.

**Jeff Nettesheim**, director of advertising, WCVB-TV Boston, rejoins WISN-TV Milwaukee as creative services director.

**John Arnold**, assistant promotion director, KXTV(TV) Sacramento, Calif., joins KTXL(TV) there as promotion director.

**Joyce Gillon**, from WFFF(TV) Baltimore, joins WPOC(FM) there as promotion director.

WCVB-TV and Boston Broadcasters, Inc.  
announce with deep regret  
the passing of

*John H. Knowles, M.D.*  
1926-1979

The distinguished Dr. Knowles was among the founders of BBI and WCVB-TV Boston. His preeminent contributions included the creation of innovative health programming. Since 1972, it has earned for the station many national awards and wide audience acclaim. Most importantly, the programming has fulfilled Dr. Knowles' and BBI's original broadcasting objective to cultivate a public that is more informed about health matters. We deeply mourn his passing and pay tribute to his contributions to medicine and television.

**Gary Dixon**, from WCAP(AM) Lowell, Mass., joins WJAR(AM) Providence, R.I., as creative director.

**Daniel Swackhammer**, from noncommercial WQLN(TV) Erie, Pa., joins noncommercial WFSE(FM) Edinboro, Pa., as public relations director.

## Cable

**John Cheval**, from Raytheon Data Systems Co., joins Scientific-Atlanta's new office in Englewood, Colo., and will be responsible for sales of cable communications division products.

**Aren Gagen**, associate director of Greater Lansing (Mich.) Urban League, joins Continental Cablevision there as marketing manager.

**Jack Koscinski**, project engineer for pay cable products, Blonder-Tongue Laboratories, Old Bridge, N.J., joins Magnavox Cable TV Systems, Manlius, N.Y., as engineering project leader for terminal products.

**L. Allen Williams**, VP-municipal relations, Warner Cable Corp., joins Multivision Cable Group, Dalton, Ga.

## Broadcast Technology



McLucas

**John McLucas**, president of Comsat General Corp., subsidiary of Communications Satellite Corp., Washington, elected executive VP of Comsat, responsible for international communications and technical services. **John Johnson**, chairman and chief executive officer of Comsat General, will serve as

president, assuming responsibilities which had been handled by Dr. McLucas. **John Harrington**, VP-research and engineering, named senior VP-research and development. **Irving Goldstein**, assistant general manager, external relations and business development, interna-

tional operations, elected VP-general manager, international communications. **Burton Edelson**, assistant VP-director, Comsat Laboratories, elected VP-systems technology services.

**David Horowitz**, associate director in audio-video section, CBS-TV, New York, named director of audio-video engineering.

**David Newborg**, manager, antenna product management, RCA, Camden, N.J., named manager of antenna engineering, RCA Broadcast Systems, Gibbsboro, N.J.

**Mathew Ceterski**, regional sales manager, Northwest region, Sony Video Products, Compton, Calif., named national field sales manager for VTR sales and service division.

**Ron Lask**, assistant chief engineer, WTTG(TV) Washington, named director of engineering for co-owned WXIX-TV Cincinnati (Newport, Ky.).

**Dean Coley**, from WCCB(TV) Charlotte, N.C., joins engineering department of WSPA-TV Spartanburg, S.C.

**Don Ingram**, from Capitol Broadcasting Co., joins WPTF-TV Raleigh-Durham, N.C., as studio supervisor.

## Allied Fields

**Paula Dingwall**, media buyer, BBDO International, Detroit, joins Arbitron advertiser-agency sales, Dallas, as account executive. **Debra Berk**, administrative assistant, broadcast operations, SFM Media Service Corp., New York, joins Arbitron, advertiser-agency radio sales there as client service representative.

**Terry Segal**, national sales representative, Tuesday Productions, San Diego, joins The Media Associates, Dallas-based broadcast research and consulting firm, as administrative VP.

**Gary Hurvitz**, attorney-adviser, policy review and development division of Cable Television Bureau, FCC, Washington, joins Malarkey, Taylor & Associates, Washington, management and engineering consulting firm specializing in cable, as VP for regulatory affairs.

## Deaths

**Robert J. Wickhem**, 51, VP-operations, Wisconsin TV Network and general manager of its WKOW-TV Madison, Wis., died of cancer March 13. Mr. Wickhem worked for WKOW(AM), now WTSO(AM) Madison, and was engineer for WKOW-TV when it went on air in 1953. He headed construction of Wisconsin TV Network's other stations, WXOW-TV La Crosse and WAOW-TV Wausau, both Wisconsin. Survivors include his wife, Jo Anne, one daughter and two sons.

**Alvin N. Sarasohn**, 59, senior VP-group creative director, Grey Advertising, New York, died March 18 at his home in Briarcliff Manor, N.Y. Mr. Sarasohn worked for Kenyon & Eckhardt as writer, and later became executive VP and director of creative services. He joined Grey in 1966. Survivors include his wife, Vivian, one son and daughter.

**Tom Costigan**, 63, news correspondent for CBS-TV from 1951-64 and earlier, newsman for NBC, died at his home in La Jolla, Calif., on March 24. He had been on leave since last August as chief of public affairs for Justice Department's Drug Enforcement Administration. He is survived by his wife, Madeline; three daughters, and three sisters.

**Delbert E. Gore**, 58, radio and television broadcaster, died March 16 in Roseville, Calif. Mr. Gore acted in *Little Orphan Annie* radio series in 1930's and later was sales manager for KGO(AM) San Francisco. He also appeared on television as talk show host on KNTV(TV) San Jose, Calif., in 1970. Survivors include his wife, Helen, and three sons.

**Ben Lyon**, 78, radio, television and motion picture actor, died of heart attack March 22 aboard Queen Elizabeth II during cruise. Mr. Lyon starred in silent pictures during 1930's and broadcast radio program, *Hi Gang*, during 1940's in Britain. Survivors include his wife, one son and daughter, stepson and two stepdaughters.

**John Meston**, 64, script writer for radio and television series, *Guns, Smoke*, died March 24 of cerebral hemorrhage. Mr. Meston worked as program practices executive for CBS in 1940's. Survivors include his wife, Mary Ann Hooper Meston, television producer, and one daughter.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by FCC during the period March 19 through March 23.

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 application

■ Belen, N.M.—Brasher Broadcasting Co. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 216 Zena Lona NE, Albuquerque, N.M. 87123. Estimated construction cost \$9,300; first-quarter operating cost \$14,221 and revenue \$17,500. Format: MOR. Principals: Freida M. Brasher (40%) and her sons—Michael, Paul and Perkins (20% each). Mrs. Brasher is bookkeeper; Michael is manager of KANW(AM) Albuquerque,

N.M.; Paul is systems engineer for City of Albuquerque, and Perkins is drilling fluids salesman. None have other broadcast interests. Ann. Jan. 22.

### TV application

■ Chico, Calif.—Superior Broadcasting of California seeks ch. 24; ERP: 5000 kw vis., 500 kw aur., HAAT: 1772 ft.; ant. height above ground 715 ft. Address: 720 Vassar St., Delano, Calif. 93215. Estimated construction cost \$10,500 (equipment leased); first-year operating cost \$367,212. Legal counsel Farrand, Malti, Spilane & Cooper, San Francisco; consulting engineer Paul H. Lee, Thousand Oaks, Calif. Principals: Melvin J. Querio and Jack O. Koonce (50% each). Mr. Querio is operations manager of KTXL-TV Sacramento, Calif., and 12% owner of KLOC-TV Modesto, Calif. Mr. Koonce is management consultant. Ann. Feb. 2.

## FM actions

■ Holtville, Calif.—Broadcast Bureau granted William N. Babcock 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 985 E. California Blvd., Pasadena, Calif. 91106. Estimated construction cost \$31,000; first-year operating cost \$36,276; revenue \$48,000. Format: religious. Principal: Mr. Babcock owns Pasadena advertising agency and has had extensive broadcast management experience; he was, until last year, general manager at KPPC(AM) Pasadena-KMAX(FM) Arcadia, Calif. He has no other broadcast interests (BPH-11193). Action March 13.

■ Grangeville, Idaho—Broadcast Bureau granted 4-K Radio Inc. 92.7 mhz, .79 kw, HAAT: 67 ft. Address: P.O. Box 936, Lewiston, Idaho 83501. Format: Contemporary. Principals: Eugene A. Hamblin (86.7%) and Michael R. Ripley (13.3%). They also own KORT(AM) Grangeville, KOZE-AM-FM Lewiston and KLER(AM) Orofino, all Idaho (BPH11118). Action Feb. 15.

■ Orofino, Idaho—Broadcast Bureau granted 4-K Radio Inc. 95.3 mhz, .68 kw, HAAT: -750 ft. Address: P.O. Box 936 Lewiston, Idaho 83501. Estimated construction cost \$2,500; first-year operating cost \$4,800 (above AM costs); revenue \$6,000 (above AM costs). Format: beautiful music. New station will share facilities and news programs with KLER(AM). Principals: Eugene A. Hamblin (86.7%) and Michael R. Ripley (13.3%). They also own KORT(AM) Grangeville and KOZE-AM-FM Lewiston, all Idaho (BPH11117). Action Feb. 15.

■ Harlan, Iowa—Broadcast Bureau granted Shelby Broadcasting Co. 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 114 First St. SE, Waverly 50677. Estimated construction cost \$61,862; first-year operating cost \$57,400; revenue \$60,000. Format: MOR. Principals: John W. Talbott (66-2/3%) and Don L. Hagemann (33-1/3%). Mr. Talbott is owner of KWAY-AM-FM Waverly, Iowa. Mr. Hagemann is banker and attorney in Waverly. Action March 6.

■ Arkansas City, Kan.—Broadcast Bureau granted Violet Broadcasting Co. 106.5 mhz, 100 kw, HAAT: 501 ft. Address: 121 W. Fifth, Arkansas City 67005. Estimated construction cost \$109,235; first-year operating cost \$70,380; revenue \$108,000. Format: contemporary. Principals: Gary L. Violet (60%) and his wife, Viola (40%). Mr. Violet is technical consultant and engineer at WMAO-TV Inverness, Miss. Mrs. Violet is bookkeeper for WNLA-AM-FM Indianola, Miss. Action March 14.

■ Fort Scott, Kan.—Broadcast Bureau granted Fort Scott Broadcasting Co. Inc. 103.9 mhz, 3 kw, HAAT: 300 ft. P.O. address: Box 72, Fort Scott, Kan. 66701. Estimated construction cost \$58,450; first-year operating cost \$51,750; revenue \$50,000. Format: popular/country. Principals: Lloyd James McKenney (50%), Lloyd C. and Dorothy N. McKenney (each 25%). Lloyd C. and Dorothy McKenney are married; Lloyd James is their son. Fort Scott is licensee of KMDO(AM) Fort Scott and Lloyd James McKenney own 19.4% of cable franchise there (BPH-10664, BPH-10872). Action March 14.

■ International Falls, Minn.—Broadcast Bureau granted KGMS Inc. 94.3 mhz, 3 kw, HAAT: 123 ft. P.O. address: Box 591 International Falls, Minn. 56649. Estimated construction cost \$48,900; first-year operating cost \$22,470; revenue \$30,000. Format: pops/country/top 40. Principals: Daniel D. and Karen N. Ganter each own 50% (married couple) and each own same per cent of KGHS(AM) International Falls (BPH-10756). Action March 13.

■ Terrytown, Neb.—Broadcast Bureau granted Christian Media Inc. 103.9 mhz, 3 kw, HAAT: 108 ft. Address: 3817 N. 10th St., Terrytown. Estimated construction cost \$54,730; first-year operating cost \$36,000. Format: religious. Applicant is nonstock, non-profit corporation for religious broadcasting. Duane Pennington is president (BPH780817AD). Action March 9.

■ Las Vegas—Broadcast Bureau granted University of Nevada 91.7 mhz, 14.7 kw, HAAT: 45 ft. Address: 405 Marsh Ave., Reno 89505. Estimated construction cost \$100,000; first-year operating cost less than \$100,000. Format: variety. Applicant is state university which also operates \*KUNR(FM) in Reno (BPED-2687). Action March 9.

■ Signal Mountain, Tenn.—Broadcast Bureau granted Chattanooga State Technical Community College 91.5 mhz, 200 w, HAAT: 950 ft. P.O. address: 4501 Amnicola Highway, Chattanooga, Tenn. 37406. Esti-

mated construction cost: \$9,725; first-year operating cost \$18,200; revenue \$35,000. Format: informational variety. Principals: applicant is state, non-profit, educational institution (BPED-2652). Action March 13.

■ Refugio, Tex.—Broadcast Bureau granted Price K. Johnson 106.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 336, Refugio, Tex. 78377. Estimated construction cost \$110,824; first-year operating cost \$66,584; revenue \$84,000. Format: variety. Principal: Mr. Johnson owns insurance company and is county judge and chief executive officer. He has no other broadcast interests. Action March 9.

## TV actions

■ Mountain View, Ark.—FCC granted Arkansas Educational Television Commission ch. 6 (82-88 mhz); ERP: 100 kw vis., 10 kw aur., HAAT: 1370.8 ft.; ant. height above ground 898.1 ft. P.O. address: 350 S. Donaghey St., Conway, Ark. 72032. Estimated construction cost \$817,047; first-year operating cost \$55,600. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Jansky & Bailey. Applicant is division of state department of education. Lee Reavis is director (FCC 79-167). Action March 15.

■ Florence, S.C.—Broadcast Bureau granted Eastern Carolina Broadcasting ch. 15; ERP: 1,290 kw vis., 70.8 kw aur., HAAT: 1,940 ft. Address: Box 5628, Florence 29502. Estimated construction cost \$3,028,003; first-year operating cost \$494,100; revenue \$662,300. Legal counsel Patton, Boggs & Blow, Washington; consulting engineer Jules Cohen & Associates. Principals: equally owned by Betty A. Tobin, Larry Brice, John L. Weaver, James F. Lawrence, Edwin Oxner, Joseph Newsom Jr. and Howard W. Clarke. All are of Florence except Dr. Newsom, Cheraw, S.C., physician. Mr. W. Lee Simmons, executive vice president of applicant (no stock) owns 49% of applicant for new FM at Cheraw, S.C.; 51% of applicant for new FM at Albemarle, N.C. (BPCT-5234). Action March 15.

■ Amarillo, Tex.—Broadcast Bureau granted Amarillo Family Television ch. 14; ERP: 128 kw vis., 25.6 kw aur., HAAT: 812 ft.; ant. height above ground 812 ft. Address: North 287 Highway, Amarillo 79107. Estimated construction cost \$100,750; first-year operating cost \$50,000; revenue \$45,000. Consulting engineer Ralph Bitzer. Principals: Gary L. Acker, who owns KWAS(FM) Amarillo, KEGG(AM) Daingerfield and KJAK(FM) Stalon, all Texas, and KLFJ(AM) Springfield, Mo. Action March 9.

## Ownership Changes

### Applications

■ KHOT(AM)-KUUL(FM) Madera, Calif. (AM:1250 khz, 500 w-D; FM: 92.1 mhz, 3 kw)—Seeks assignment of license from KHOT Inc. to Madera Wireless Co. for \$326,000. Seller is wholly owned subsidiary of 2588 Newport Corp., owned by Raymond I. Kandel (67.14) and his daughter, Harriet K. Rohde (32.86%). 2588 Newport also owns KTUC(AM)-KFMM-FM Tucson, Ariz., and KHSJ-AM-FM Hemet, Calif. Buyer is owned by Brian Fernee (45%), Roger C. Riddell (45%) and John D. Schuyler (10%). Messrs Fernee and Riddell are partners in media buying firm. Mr. Riddell is also film distributor. Mr. Schuyler is Beverly Hills, Calif., lawyer. Group is applicant for new stations at Ventura and Denair, both California. Ann. March 19.

■ KREB(FM) Monroe, La. (106.1 mhz, 30 kw)—Seeks transfer of control of Twin Cities Broadcasters Inc. from Jimmy and Leahia Terry (100% before; none after) to Hope Communications Inc. (none before; 100% after). Consideration: \$381,256. Principals: Jimmy Terry (90%) and his wife, Leahia (10%), who have no other broadcast interests. Hope is owned by Roger D. Pinton, who is retailer and wholesaler of tires and auto parts. He is also applicant for new TV at West Monroe, La. Ann. March 19.

■ WBUD(AM)-WBHJ(FM) Trenton, N.J. (AM: 1260 khz, 5 kw-D, 1 kw-N; FM: 101.5 mhz, 50 kw)—Seeks assignment of license from WBUD Inc. to Trenton Broadcasting Corp. for \$1.1 million. Seller is owned by Verna S. Hardin; her husband, Richard, is president. Buyer is owned by Jerome Bresson (47.5%), David Hafler (47.5%) and Edgar Hurst (5%). Mr. Bresson of Bala-Cynwyd, Pa., has interests in real estate and electronic engineering and sales. Mr. Hafler of Merion, Pa., has interest in electronics manufacturing and distribution and real estate. Mr. Hurst is TV personality at WPVI-TV Philadelphia. Ann. March 19.

■ KVYL(AM) Holdenville, Okla. (1370 khz, 500 w-D)—Seeks assignment of license from Canadian River Broadcasting Co. to Victor W. Pryor Jr. for \$100,000. Seller is owned by Don Hopson, who has no other broadcast interests. Mr. Pryor is Holdenville attorney and banker with many diverse business interests. Ann. March 19.

■ KELI(AM) Tulsa, Okla. (1430 khz, 5 kw)—Seeks assignment of license from Broadcasting Associates Inc. to Philip R. Jonsson for \$1.65 million. Seller is owned by Sammons Enterprises (80%) and Raymond Ruff (20%). Sammons, principally owned by C.A. Sammons, is holding company with interests in hotels, CATV, insurance and broadcasting. With Mr. Ruff, it owns KTRN(AM) Wichita Falls, Tex., and KHOG(AM) Fayetteville, Ark., and has sold, subject to FCC approval, KIXZ(AM) Amarillo, Tex. (BROADCASTING, Jan. 1). Mr. Jonsson is former owner of KRLD(AM) Dallas. He also is chairman of petroleum exploration company in Dallas and principal owner of bank in Richardson, Tex. Ann. March 19.

■ KMCS(FM) Gatesville, Tex. (98.3 mhz, 3 kw)—Seeks assignment of license from McClarin Broadcasting Co. to Monarch Communications Systems Inc. for \$115,000 plus \$10,000 for agreement not to compete. Seller is owned by George W. McClarin, who also owns KCLW(AM) Hamilton, Tex. Buyer is owned by Ronald C. Briley (58%) and his wife, Ruth (1%), and V. Dean Smith (40%). Mr. Briley is general manager of KMCS. Mr. Smith is realtor and owner (64%) of KRUN(AM)-KCWB(FM) Ballinger, Tex. Ann. March 19.

■ WNLB(AM) Rocky Mount, Va. (1290 khz, 1 kw-D)—Seeks transfer of control of WNLB Radio Inc. from Stanley M. Boyd (60% before; none after) to William W. Greasey (40% before; 100% after). Consideration: \$30,000. Principals: Mr. Boyd is selling his interest so that station can be locally controlled. Mr. Geasey, general manager of station, will sell, in turn, 20% interest to Glenn D. Lynch, salesman. Ann. March 5.

### Actions

■ KMYC(AM)-KRFD(FM) Marysville, Calif. (AM: 1410 khz, 5 kw-D, 1 kw-N; FM: 99.9 mhz, 4.9 kw)—Seeks assignment of license from California First Broadcasting Corp. to River Cities Radio Corp. for \$635,000 including \$200,000 for agreements not to compete. Seller is owned by Frank Oxarart (51%), Lloyd H. Klemp (45%) and H. Bruce Baumeister (4%). Messrs. Oxarart (52%) and Baumeister (38%) are also owners of KIBS(AM) Bishop, Calif. Buyer is owned equally by Palomar Broadcasting Corp. and Kilibro Broadcasting Corp. Palomar is principally owned by John D. Feldmann, president, and Arthur B. Hogan (38% each). It is licensee of KOWN-AM-FM Escondido, Calif. Messrs. Feldmann and Hogan each own 31% of KCMX(AM)-KKIC(FM) Ashland, Ore.; 45% each of KRKC(AM) King City, Calif., and 50% each in Encino, Calif., media brokerage. Kilibro is owned by F. Robert Fenton (51%) and City Capital Corp. (49%), owned principally by Howard Engelman and Morton Heller (43% each). Kilibro holds stock in KTOM(AM) Salinas, Calif.; KFIV-AM-FM Modesto, Calif., and KCMX(AM)-KKIC(FM) Ashland, Ore. City Capital owns small interest in Harriscope Broadcasting, licensee of three TV's and AM (BAL790104EA, BALH790104EB). Action March 20.

■ KSLV(AM) Monte Vista, Colo. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from George O. Cory to H. Robert Gourley and Marion L. Goad for \$325,000. Mr. Cory also owns KRAI-AM-FM Craig, Colo. Mr. Gourley is general manager of KISO(AM)-KLOX(FM) El Paso, Tex. Mr. Goad is Carlsbad, N.M., businessman. (BAL790119EA). Action March 20.

■ WDAE(AM) Tampa, Fla. (1250 khz, 5 kw)—Broadcast Bureau granted assignment of license from Rounsaville of Tampa Inc. to Taft Broadcasting Co. for \$5.5 million. Seller, principally owned by R. W. Rounsaville, owns WSNY(AM)-WAIV(FM) Jacksonville, WLOF(AM)-WBWJ(FM) Orlando and WJYW(FM) Tampa, all Florida, and WVOL(AM) Berryville, Tenn. Taft is group owner of five AM's, six FM's and six TV's and has bought, subject to FCC approval, WDCATV Washington (BROADCASTING, May 1, 1978) (BAL790112EH). Action March 15.

■ WFXE(FM) Columbus, Ga. (104.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Kamman Enterprises Inc. to Associated FM Broadcasting Inc. for \$475,000. Seller is owned by Norman I. Goldman, Sidney Kaminsky and Chuck Harris (33-1/3% each). None have other broadcast interests.

Buyer is owned by B. Ken Woodfin (50%) and Milton Hirsch (50%). Mr. Hirsch is Columbus attorney. Mr. Woodfin is manager of WOKS(AM) Columbus (BALH79011EC). Action March 16.

■ KIDO(AM) and CP for KNFR(FM) Boise, Idaho (AM: 630 khz, 5 kw-U, DA-2; FM: 104.3 mhz, 50 kw)—Broadcast Bureau granted assignment of license from KIDO Broadcasters Inc. to Sundance Broadcasting Inc. for \$715,000 plus \$100,000 non compete agreement. Seller is owned (100%) by Dale G. Moore, who owns 91.8% of Western Broadcasting, licensee of KCAP-AM-FM Helena, KGVO(AM) Missoula, both Montana; and KMVT-TV Twin Falls and KSEI(AM)-KRBU(FM) Pocatello, both Idaho. Western is also half owner of WAPA-TV San Juan, P.R. Buyer is owned (100%) by David E. Reese, director of banks in Prescott, Ariz., and Columbus, Ohio. He has no other broadcast interests. (BAL781211EA, BALH781211EB). Action March 15.

■ KSNM(FM) Santa Fe, N.M. (95.5 khz, 29.5 kw)—Broadcast Bureau granted assignment of license from 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 (BALH790109EA). Action March 17.

■ WIBX(AM)-WIBQ(FM) Utica, N.Y. (AM: 950 khz, 5 kw; FM: 98.7 mhz, 25 kw)—Broadcast Bureau granted assignment of license from WIBX Inc. to Marathon Communications Inc. for \$1.2 million plus 15 years consultancy agreement at \$20,000 per year. Seller is principally owned by Frederic C. Bowen who is leaving broadcasting to devote his attention to other interests. He has no other broadcast interests. Buyer is owned by Eastman Radio Inc., New York, sales rep firm (50%), Don N. Nelson (33 1/3%) and Vera T. Frederick (16 2/3%). Francis L. Boyle is chairman and William K. Burton is president of Eastman, which was owner of KAFY(AM) Bakersfield, Calif. and WTRX(AM) Flint, Mich. until 1973. Mr. Nelson is vice president and general manager of WIRE(AM)-WXTZ(FM) Indianapolis and is former part owner of KKJO(AM) St. Joseph, Mo. Mrs. Frederick is housewife with no other broadcast interests (BAL78113EA, BALH78113EB). Action March 16.

■ WBRJ(AM) Marietta, Ohio (910 khz, 5 kw-D, DA)—Broadcast Bureau granted assignment of license from 5 KW Inc. to Employee Owned Broadcasting Corp. for \$550,000. Seller is wholly owned by Gannett Co., which is selling station as part of proposed merger with Combined Communications Corp. It is also selling WHEC-TV Rochester, N.Y. Buyer is owned by Carl Clovis (51%), Robert L. Martin (18%), Ronald K. Bishop (17%) and two others. All work at WBRJ; Mr. Clovis is general manager. They have no other broadcast interests (BAL781213EB). Action March 19.

## Facilities Changes

### AM applications

- KWBZ(AM) Englewood, Colo.—Seeks mod. of CP to make changes in ant. system; change type trans. Ann. March 21.
- WWKE(AM) Ocala, Fla.—Seeks CP to increase ant. inout power from 3.86 kw. to 5 kw. Ann. March 21.
- KEED(AM) Eugene, Ore.—Seeks CP to make changes in ant. system; change TL to Good-Pasture Island Road, Eugene; increase height of tower. Ann. March 21.
- WSBV(AM) South Boston, Va.—Seeks mod. of CP to change TL and SL to 0.4 mile N of city limits, on state Rt. 614, South Boston; change type trans. Ann. March 21.

### FM applications

- KRE-FM Berkeley, Calif.—Seeks CP to make changes in ant. system; change TL to Radio Road, Bayshore-Brisbane, Calif.; change type trans.; change type ant.; decrease ERP: 6.6 kw (H&V); increase HAAT: 1290 ft. (H&V), and change TPO. Ann. March 21.
- WITN-FM Washington, N.C.—Seeks CP to make changes in antenna system; change TL to hwy. 118, 2.5 miles E of Grifton, N.C.; change SL and RC to U.S. Rt. 17, 1.6 miles E of Grifton; change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 1,780 ft. (H&V), and change TPO. Ann. March 21.

## Summary of broadcasting

### FCC tabulations as of February 28, 1979

	Licensed	On air STA*	CP's on air	Total On air	CP's not on air	Total authorized**
Commercial AM	4507	5	37	4549	59	4608
Commercial FM	3022	2	85	3109	150	3259
Educational FM	947	0	45	992	68	1060
Total Radio	8,476	7	167	8650	277	8,927
Commercial TV	514	1	1	216	8	524
VHF	214	0	3	217	50	267
UHF	94	1	7	102	6	108
Educational TV	151	2	5	158	4	162
VHF	973	4	16	993	68	1061
UHF	255	0	0	255	88	343
Total TV	1158	0	0	1,158	265	1423
FM Translators	2417	0	0	2,417	200	2617

\*Special temporary authorization

\*\*Includes off-air licenses

### AM actions

- KTRB(AM) Modesto, Calif.—Granted CP to change TL to Claribel Rd., 2 miles W of Tim Bell Rd., near Waterford, Calif.; redescribe studio and remote control location as 1192 Norwegian Ave., Modesto; install new trans.; make changes in DA patterns; conditions (BP-780927AG). Action March 8.
- KOSI(AM) Aurora, Colo.—Granted CP to make changes in nighttime direction pattern MEOV's; conditions (BP-20,973). Action March 5.
- WYFR(AM) Scituate, Mass.—Granted CP to relocate trans. from Scituate to Okeechobee, Fla., seven-and-a-half miles west of Rt. 441 on Rt. 5724 (BP1B-93 and 95). Action Feb. 26.
- WLEW(AM) Bad Axe, Mich.—Granted CP to make changes in ant. system (increase south tower height to support new antenna) (BP-20,937). Action March 5.
- WEAV(AM) Plattsburgh, N.Y.—Granted CP to add MEOV's in nighttime radiation pattern (BP-20,991). Action March 8.
- WLLN(AM) Lillington, N.C.—Granted mod. of CP to make changes in ant. system; increase height of tower by 55 ft. and change type trans. (BMP790108AC). Action March 14.
- WWBR(AM) Windber, Pa.—Granted CP to increase power to 2.5 kw and change type trans. (BP-20,476). Action March 9.
- WHOY(AM) Salinas, P.R.—Granted CP to increase daytime power to 5 kw; install DA-2 and trans.; conditions (BP-21,189). Action March 13.

### FM actions

- \*KVPR(FM) Fresno, Calif.—Granted mod. of CP to change studio and remote control location to 1515 Van Ness Ave., Fresno; change type trans. and ant.; decrease ant. height: 430 ft. (H&V) (BMPED781010AU). Action March 8.
- \*WLUV(FM) Chicago—Granted mod. of CP to change trans. and ant.; make change in ant. system (increase height). (BMPED-1607). Action March 8.
- WKOAFM Hopkinsville, Ky.—Granted CP to change TL to Buie Knob, Cerulean, Ky.; move SL to 9th and Main, Hopkinsville; change type trans. and ant.; make changes in ant. system (increase height); ERP: 100 kw (H&V); ant. height: 600 ft. (H&V) (BPH-11189). Action March 13.
- KWJM(FM) Farmerville, La.—Granted CP to make changes in ant. system; change studio and remote control locations to 113 North Main, Farmerville; change type trans. and ant.; increase ant. height: 290 ft. (H&V); change TPO; condition (BPH781128AD). Action March 5.
- KWEZ(FM) Monroe, La.—Granted CP to change TL approximately 7 miles NNE of Monroe; change type trans. and ant.; make changes in ant. system (increase height); change ERP: 100 kw (H&V) and ant. height: 850 ft. (H&V) (BPH-11019). Action March 9.
- \*WMEM(FM) Presque Isle, Me.—Granted CP to make changes in ant. system, ERP: 98 kw (H&V) and

ant. height: 1080 ft. (H&V) (BPED780718AF). Action March 5.

- KOOK-FM Billings, Mont.—Granted mod. of CP to change TL to 1736 Coburn Rd., Billings; change ant.; make change in ant. system (increase height); change TPO (BMPH780919AE). Action March 5.
- KFMG(FM) Albuquerque, N.M.—Granted mod. of CP to change TL to approximately 14 miles NE of Albuquerque; change trans. and ant.; make changes in ant. system, ERP: 22.5 kw (H&V) and ant. height: 4130 ft. (H&V) (BMPH781004AO). Action March 9.
- \*WVKR-FM Poughkeepsie, N.Y.—Granted CP to change type trans.; increase TPO; ERP: 1 kw (H&V); ant. height: -85 ft (H&V); condition (BPED-2692). Action March 9.
- \*WDCE(FM) Richmond, Va.—Granted CP to change TL to Fine Arts Building, University of Richmond, Richmond, Va.; remote control permitted (BPED781116AL). Action March 8.

### TV actions

- WAND(TV) Decatur, Ill.—Granted CP to change ERP: 1350 kw; max. ERP: 5000 kw; ant. height: 1290 ft. (BPCT780914KL). Action March 13.
- \*WCET(TV) Cincinnati—Granted mod. of CP to change ERP: 2,000 kw; max. ERP: 2240 kw; ant. height: 1070 ft. (BMPET-905). Action Jan. 29.

## In Contest

### Designated for hearing

- Salinas, Calif. (KLOC Broadcasting Co. and Leejon Broadcasting Co.) **TV proceeding:** (Docs. 79-20-21)—Acting Chief ALJ David I. Kraushaar designated himself as presiding judge; scheduled prehearing conference for May 1 at 9 a.m. and hearing for June 18 at 10 a.m. in Washington. Action March 16.

### Procedural rulings

- Caro, Mich. (Tuscola Broadcasting Co. and Cass River Broadcasting Co.) **AM and FM proceeding:** (Docs. 78-214-7)—ALJ Thomas B. Fitzpatrick continued May 2 hearing to Sept. 11 at 10 a.m., in Caro. Action March 15.
- Columbia, S.C. (Nuance Corp. and Midcom Corp.) **FM proceeding:** (Docs. 78-247-98)—ALJ James F. Tierney granted motion by nuance and scheduled new procedural dates including hearing for June 12 at 10 a.m. in Washington. Action March 19.

### FCC actions

- Topeka, Kan.—FCC has denied Midland Broadcasters, Inc., licensee of KSWT(FM) there, review of April 5, 1978, action by FCC Broadcast Bureau dismissing its informal objection to license application for KTPK(FM) there. Action March 15.
- WCVB-TV Boston—FCC has denied Boston Broadcasters Inc. reconsideration of FCC November 2, 1978,

ruling on "equal opportunities" complaint against station. In its ruling FCC found that John J. Marino, Democratic candidate for Congress, was entitled to "equal opportunities" under Section 315 of Communications Act to those given his opponent, Republican Margaret Heckler, on September 19, 1978, since Massachusetts Director of Elections had determined that he was "legally qualified candidate for state election under state law" at time of his opponent's broadcast appearance.

■ WEZO(FM) Rochester, N.Y.—FCC has renewed license of Malrite of New York, Inc., for its station and denied petition by Metro-Act of Rochester Inc. to deny renewal. Action March 15.

■ FCC has denied motion for stay in license renewal hearing of WPCE(AM) Portsmouth and WOWI-FM Norfolk, both Virginia. Renewal applications were designated for hearing June 16, 1977, to determine whether stations' sales manager, James Dulaney, had used coercion in his sales activities, and whether his operations were known to stations' principals. Action March 20.

## Allocations

### Petitions

■ Oakhurst, Calif.—Randolph L. Johnston and James T. Dee request amendment of FM table of assignments to assign 107.1 mhz there. Ann. March 19.

■ West Point, Ga.—Cannon's Point Broadcasting Co. requests amendment of FM table of assignments to assign 97.7 mhz, 106.3 mhz and 92.7 mhz to St. Simons Island, Ga. (RM-3343). Ann. March 19.

■ Desoto, Mo.—Pinkney B. Cole requests amendment of FM table of assignments to assign 92.7 mhz in lieu of 100.1 mhz at Potosi, Mo., and assign 100.1 mhz to Desoto. Ann. March 19.

■ Warrensburg, Mo.—Ball Broadcasting Inc. requests amendment of FM table of assignments to assign 95.3 mhz to Murfreesboro, Ark. (RM-3344). Ann. March 19.

■ Batesville, Miss.—Fayette Broadcasters requests amendment of FM table of assignments to assign 97.7 mhz to Fayette, Miss. Ann. March 19.

■ Norristown, Pa.—Peter E. Hunn requests amendment of FM table of assignments to assign 106.3 mhz to Moriah, N.Y. (RM-3339). Ann. March 19.

■ Irving, Tex.—Cela Inc. requests amendment of TV table of assignments to assign ch. 49 there (RM-3345). Ann. March 19.

## Complaints

■ Total of 2,181 complaints from public was received by FCC in February, decrease of 629 from January. Other comments and inquiries for February totaled 1,370, decrease of 399 from previous month. Commission sent 867 letters in response to these comments, inquiries and complaints.

## Other

■ Los Angeles—Dick Dorwart, owner of unlicensed KDOR (AM) there operating on 830 khz has voluntarily ceased operation. Station went off air Feb. 18, 1979. Dorwart said that he will apply for appropriate license. Ann. March 21.

■ KMUV-TV Sacramento, Calif.—FCC has notified applicants for assignment of license that substantial questions exist concerning partial foreign ownership of assignee and hearing might be necessary to resolve them. Action March 15.

■ WHMI-AM-FM Howell, Mich.—National Black Media Coalition has appealed to Federal appellate court FCC decision denying it reconsideration of April 6 action granting B & H Broadcasting Company waiver of ascertainment documentation and reporting requirements for station. Ann. March 20.

## Cable

■ The following operators of CATV systems have filed service registrations.

■ Transwestern Video Inc., for Heavener, Okla. (OK0047) new system.

■ Tel-Com Inc. of Harold, for Lower Big Mid Creek, Harold, Betsy Layne, Stanville, Tram, Ivel, Toler Creek, Little Mud Creek, Boldman, Hurricane Creek, Wells Addition and Broadbottom, all Kentucky (KY0252, 55-6, 65, 57-9, 61-4) new systems.

■ Clear Vision TV Co. of Kosciusko, for Carthage, Miss. (MS0137) new system.

■ Norseman Communications Inc., for New Bremen, Ohio (OH0358) add signal.

■ Community Television of Utah Inc., for Carbon, Utah (UT0036) new system.

■ Urban Systems Inc., for Briarwood, Papertowne, Northwood Villa, Valley Manor Circle, Oakwood Estates, Mullenix Addition, and Elmwood Heights, all West Virginia, (WV0576-81, 85) new systems.

■ Guernsey Community, Guernsey, Wyo. (WY0091) new system.

■ Multiple Channel of Elmore Ltd., for Gunter AFB and Maxwell AFB, both Alabama (AL0173-4) new system.

■ Harron Cable TV, for South Greensburg, Pa. (PA0648) add signal.

■ Bainbridge TV, for Bainbridge Island, Wash. (WA0286) new system.

■ Mobridge Cable Television Inc., for Mobridge, S.D. (SD0043-44) new system.

■ Metro Enterprises, for Mitchell, Neb. (NE0020) new system.

■ Micro-Cable Communications Corp., for Wood Ridge, N.J. (NJ0326) new system.

■ Janney Cable TV Co., for Flat Top, W.Va. (WV0586) new system.

■ Jones Intercable TV Fund VI, for Red Springs, St. Pauls, and Raeford, all North Carolina (NC0100-2) add signal.

■ Cablevision of Jackson County Inc., for Clinton, Ohio (OH0233) new system.

■ North Star Community TV, for North Logan, Utah (UT0037) new system.

■ Berks TV Cable, for Wernersville, Pa. (PA0973) add signal.

## Call Letters

### Applications

Call	Sought by
<b>New AM's</b>	
WACQ	Hughey Broadcasting Co., Carrville, Ala.
KOLI	McVay Communications Inc. Coalinga Calif.
KLBA	Albia Broadcasting Co., Albia, Iowa
WZBR	Brady & Jones Associates, Amory, Miss.
WJSA	Tiadaghton Broadcasting Co., Jersey Shore, Pa.
WCOL	S.K.R. Inc., Pewaukee, Wis.
<b>New FM's</b>	
WCIF	First Baptist Church Inc., Melbourne, Fla.
*KHPR	Hawaiian Islands Public Radio, Honolulu
KORT-FM	4-K Radio Inc., Grangeville, Idaho
KLER-FM	4-K Radio Inc., Orofino, Idaho
KLEY-FM	Sumner Broadcasting Co., Wellington, Kan.
KFYZ-FM	Bonham Broadcasting Co., Bonham, Tex.
<b>New TV's</b>	
WJRA	MDV Television Co., Salisbury, Md.
WRBV	Renaissance Broadcasting Corp., Vineland, N.J.
<b>Existing AM</b>	
WLRO	WLRC Whitehall, Mich.
<b>Existing FM's</b>	
KJOY	KOZN-FM San Diego
WAJK	WLPO-FM La Salle, Ill.
KCNB-FM	KEXL-FM Waterloo, Iowa.
WWEL	WFTG-FM London, Ky.
KMIA	KWBE-FM Beatrice, Neb.
WAZU	WBLV-FM Springfield, Ohio
WVMC-FM	WJJR-FM Mifflinberg, Pa.
KXXK	*KUFO Galveston, Tex.
KUIN	KVEL-FM Vernal, Utah
WKZZ-FM	WWOD-FM Lynchburg, Va.

### Grants

Call	Assigned to
<b>New AM's</b>	
KETH	Gateway Broadcasting Co., Ketchikan, Alaska
KTBA	Navajo Bible School and Mission Inc., Tuba City, Ariz.
WVWN	Dooty Broadcasting, Vienna, Ga.
KVIB	Harry M. Engel, Kihei, Maui, Hawaii
WLPO	O Radio Group Inc., Pittsburg, Kan.
WRLV	Licking Valley Radio Crop., Salyersville, Ky.
KSCR	Radio Renton, Renton, Wash.
WAOE	Red Cedar Broadcasters Inc. Rice Lake, Wis.
<b>New FM's</b>	
KAME	Northwest Horizons Inc., Fairbanks, Alaska
WRNZ	Jefferson County Broadcasting Corp., Wrens, Ga.
*WONA	Capital Area Vocational Center, Springfield, Ill.
KBWH	BCB Inc., Blair, Neb.
KODY-FM	North Platte Broadcasting Inc., North Platte, Neb.
WOIT-FM	Conti Broadcasting Inc., Grafton, W.Va.
<b>Existing AM's</b>	
WLPA	WDDL Lancaster, Pa.
KVGM	KOOT Yakima, Wash.
<b>Existing FM's</b>	
KEZO	KGMR-FM Jacksonville, Ark.
KCYN	KPOC-FM Pacahonias, Ark.
WTYX	WKXI-FM Jackson, Miss.
WWOR	WWOL-FM Buffalo, N.Y.
WOIZ-FM	WPWR Saint George, S.C.

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**General Mgr.** with 3 yrs. exp. in sales and 2 in mgmt. for 5kw 24 hr C&W in NE. Salary mid 20's. Respond to Box D-26.

**Operations Manager** in growing southwest market of 40,000. B.A. required and 3-5 years experience. Application deadline: April 12, 1979. Send resume to: General Manager, KVRO, PO Box 1226, Stillwater, OK 74074. Affirmative Action, Equal Opportunity Employer.

**Career Service position** with Department of Journalism-related stereo FM 10-watt non-commercial station moving toward higher power and fuller service at predominantly black state university. Growing emphasis on news and public affairs a necessity. Salary range \$13,404-\$17,935. Minimum state qualifications include graduation from a standard high school and nine years of responsible experience in radio or television station operation, one year of which must have been in directing operations of a programming department; or graduation from a four-year college or university with major course work in journalism, advertising, or broadcasting and five years of responsible radio or television station operation experience, one year of which must have been in the operation of a programming department. Special qualifications: at least a restricted radio-telephone operator's permit, preferably a valid 1st or 2nd class license; successful experience working with minority students; preferably a master's degree to enhance the possibility of teaching in the broadcast news curriculum; and a demonstrated appreciation for and understanding of the functions of broadcast journalism and public affairs. Send letters and resumes to Director of Personnel, Florida A&M University, Tallahassee, FL 32307, to be received no later than April 30, 1979. Florida A&M University is an Equal Opportunity/Equal Access Institution.

**General Manager**—100,000 watt, 24-hour classical music, fine arts, NPR station at the University of Missouri-St. Louis. Candidate must have degree or equivalent, four years broadcasting/management, 3rd class FCC license. Salary range: high teens to 20's. Send resume, reference letters and salary requirements to: KWMU Search Committee, 426 Woods Hall, University of Missouri-St. Louis, 8001 Natural Bridge Road, St. Louis, MO 63121. Deadline for receipt of applications is April 19, 1979. Equal Opportunity Employer M/F.

**Wanted: Young Manager** on way up for new FM in established small market AM. Stock share part of package. Box D-29.

### HELP WANTED SALES

**Excellent opportunity** for radio sales account executive at 5000 watt-24-hour AM located in Northern Minnesota. Experienced preferred. Write: KKBJ, Box 1070, Bemidji, MN 56601.

**100,000 People**, one station, one salesman: Need More! Aggressive, qualified. Please apply WMMW, 21 Colony St., Meriden, CT 06450.

**Join a young station** in sunny Arizona. Opening available for key salesperson with management potential. Good growth market. Mail resume to: KCUZ, Box 1118, Clifton, AZ 85533.

**Sales-Station Manager Opportunity.** Must be Welsh Company trained and a take charge person. Complete resume to Ken Eidenschink, 123 Central Avenue, Long Prairie, MN 56347.

**Sales Director** to supervise/train sales staff, handle sales development plus your own account list. Competitive University community presents great opportunity for someone with one or two years solid street experience to move into Sales Management. Base plus Commission and override, fringes include complete medical, life and annuity program. Applicants should have a BA and be able to work well with large student staff. Send resume and other info by April 6 to Tim Anderson, WPGU(FM), 1241 S. Euclid, Champaign, IL 61820, or call 217-333-2016.

**Developing Territory** for an experienced radio sales person in a friendly northern Indiana community—Elkhart and South Bend. Need dedicated worker for adult radio station guided by religious principles. 5000 watt AM, MOR information and 50 kw Religious-Commercial FM. Excellent pay and working conditions. EOE/MF. Send resume to Ed Moore, GM, WCMR/WXAX, Box 307, Elkhart, IN 46515. Phone 219-875-5166.

**Rare opportunity** for proven salesperson to take over top account list at well established metro area station. Must be experienced and successful with potential for sales management. Resume and track record to WERA, 120 West 7th Street, Plainfield, NJ 07060. 201-755-1590. E.O.E.

**Due to record sales**, WGMA needs another pro. Prior Radio sales experience essential. First year earning potential \$20,000 or more. Send resume to Jim Glassman, VP, PO Box WGMA, Hollywood, FL 33024. EOE M/F.

**SW Iowa Station** needs Radio sales persons. Experienced or will train. One will end up Sales Manager, possibly mrg. EOE. Resume to Box D-12.

### HELP WANTED ANNOUNCERS

**April opening** for experienced announcer to do commercial production and be the key voice in a unique morning show format combining news and information with beautiful music. A rare career opportunity with group-owned WEZN Stereo 100, a TM beautiful music station rated No. 1 for 5 years. Top priority: Excellent voice; smooth, cultured delivery. Send tape, resume and salary requirements to: Operations Manager, WEZN, 10 Middle Street, Bridgeport, CT 06604. EOE.

**Two Experienced Announcers** with 1st—salary negotiable. Sales available, format—contemporary/oldies. 312-584-1483, Ask for Jon.

**Personality for MOR format.** Requirements include at least five years experience. Number One Southwest Radio Station. Full company benefits and top money. EOE. Send information... B.J. Wexler, KTOK Radio, PO Box 1000, Oklahoma City, OK 73101.

**Philadelphia suburban adult MOR** seeks experienced announcer with third class endorsed ticket. Opportunity in cable TV. Send tape and resume: WCOJ, Coatesville, PA 19320. An Affirmative Action/EOE.

**Morning Air Personality**, Country format, immediate opening with good salary. Requires: mature air sound, experience to handle information and commercial commitment, strong production. Interested prospect should investigate and send tape and resume. to Buster Pollard, WBHP Radio, PO Box 547, Huntsville, AL 35804 E.O.E.

**Key afternoon slot** for bright, cheerful jock with production skills and promotional ideas. Work closely with manager to maintain No. 1 position at this Adult contemporary station. At least 2 years commercial experience necessary. Send air check, production samples and references to Manager, WBEC, Pittsfield, Mass. 01201. EOE.

**Experienced staff announcer** for midnight shift on MOR and Stereo BM stations. Good production mandatory; play-by-play helpful. Resume and tape to Roger Fischer, WMRN, Box 518, Marion, OH 43302. An equal opportunity employer.

**Morning Personality** needed at one of New York State's great stations. We're already number one, we want you to keep us there. Must be personable and entertaining. Will pay the right individual. Box D-36.

**Need 1 morning person** sales combo, and 1-afternoon person who can do sports. Sales would be helpful. If you have a 1st ticket we'll pay more. MF EOE. Box D-54.

**Northeast Ohio Contemporary** station looking for personable, humorous, creative afternoon drive announcer. Good production background necessary. Excellent salary, benefits. Equal opportunity employer. Box D-57.

**Combination Announcer-Salesperson.** Looking for strong announcer with sales ability. Good production necessary. Excellent location, income, benefits. Equal Opportunity Employer. Box D-58.

**Afternoon Personality ...** No. 1 station in attractive medium market. We are a very successful contemporary-adult station with top quality staff and solid, responsible management. Good opportunity for bright, experienced individual. Must be above average in talent and production ability. \$11,000 to \$12,000 to start, plus good fringe and security. Send tape and resume to Dex Card, WLIP, PO Box 659, Kenosha, WI 53141. E.O.E.

**Immediate Opening** for fulltime AM drive, mature voice, informative approach (not just music). Maryland station. Send resume and tapes to Box 1726, Rockville, MD 20850. List salary requirements. EOE.

**Experienced Announcer** with creative skills in air work and commercial production, good voice and air personality. First Phone. North Carolina AM/FM stations. EOE. Box D-8.

**Adult Contemporary** seeks experienced announcer ... tape & resume to WELK, PO Box 1294, Charlottesville, VA 22902. EOE.

**Beautiful Music station** wants audition tapes from Staff Announcers interested in filling future vacancies as they occur. No automation. Additional skills with copy, production and news helpful. EEO. Tape & resume to WRSR, PO Box 961, West Side Station, Worcester, MA 01602.

**Announcer/Production Pro** for AM-FM Schulke format beautiful music. Min. 3 years experience. Tape/resume with salary requirements to KKJY, PO Box 25924, Albuquerque, NM 87125.

**Immediate opening:** operations manager, adult/MOR AM/FM, excellent market. Must be smooth morning person; good newscasts and production; able to direct and work with people; help set and enforce policy. Prefer previous op/mgr experience, but can train if air work good. Send tape, resume, salary requirements first letter. WPDC, Box 1600, Elizabethtown, PA 17022, an EOE-M/F employer.

**Great Place Berkshires** of Western Massachusetts and a great job awaits entertaining morning person. Opportunity to assume PD. position. Must be near by for interview. Send tape to Phil Weiner, WUPE, 73 4th Street, Pittsfield, MA 01201.

### HELP WANTED TECHNICAL

**Radio Network RF Systems Engineer**—Six-station radio network in Minnesota seeks engineer strong in RF to help design, improve, build and maintain RF facilities. New stations, translators, and microwave facilities in the works. Requires strong experience with state-of-the-art RF equipment and practice. FCC first class license or ability to acquire. Electronics training and experience important. Resume, references, letter of interest and salary requirements to Dan Riebar, Director of Network Engineering, Minnesota Public Radio Inc., 400 Sibley Street, St. Paul, MN 55101. AA/EOE.

**Career Opportunity**—Operating in Miss. Ark., and La., one of the South's finest Small Market Groups is looking for an energetic do-it-all Chief—must be experienced in audio, studio construction, directional arrays, automation, Stereo 100 kw FM, SCA's, STL's, F.C.C. Regs, proofs, etc. Exceptional compensation plan, some travel, excellent fringes. Send resume to Eddie Fritts, Box 667, Indianola, MS 38751—Will be at Dallas Hyatt Regency at the NAB Convention—An Equal Opportunity Employer.

## HELP WANTED TECHNICAL CONTINUED

**Radio Network Audio Systems Engineer**—Six-station radio network in Minnesota seeks engineer strong in audio to help design, improve, build, and maintain studio audio facilities. A new studio-office complex (with seven control rooms and studios) in the works. Requires strong experience with state-of-the-art FM audio equipment and practice. FCC first class license or ability to acquire. Electronics training and experience imperative. Resume, references, letter of interest and salary requirements to Dan Dieder, Director of Network Engineering, Minnesota Public Radio Inc., 400 Sibley St., St. Paul, MN 55101. AA/EOE.

**Voice of America** has opportunity for U.S. citizens qualified as Civil, Electronic, Mechanical and Electrical Engineers. Supervisory openings available in Liberia and Philippines for broadcast station construction projects. BS in Engineering or equivalent experience in construction and contract supervision required. Must be available on a world wide basis. Starting salary commensurate with skills and experience plus housing and overseas allowances. Civil Service Application (Form SF-171) available at Office of Personnel Management (formerly the Civil Service Commission) Job Information Centers and most federal buildings should be sent to International Communication Agency, Code 15-79, Washington, D.C. 20547. An Equal Opportunity Employer.

**Honolulu AM/FM Combo** needs versatile chief engineer. Excellent salary, benefits and future for the right person. Experience, technical education essential. All replies in strict confidence. EOE Employer. Box C-178.

**Midwest stations** offer opportunity for growth and self-fulfillment to energetic, capable engineering director. Must be up on state-of-art electronics and have interest in computers. \$18,000 starting. We innovate. Do you? E.O.E. Box C-186.

**Applications now being taken** for experienced first class engineer for WKWK. Top contemporary 24 hour AM and contemporary automated 50,000 watt FM plus some Muzak. Salary and benefits commensurate with ability and experience. Send resume to Personnel Manager, Community Service Broadcasting, Inc., PO Box 1209, Mt. Vernon IL 62864 EOE.

**Had enough snow.** KAIR/KJYK-FM in Tucson, Arizona has an opening for full charge chief engineer—fine operation—all new equipment. Call or write Howard Duncan: 602-795-1490. 3438 N. Country Club, Tucson, AZ 85716 E.O.E.

**Chief Engineer-Part Time** in the Norfolk-Chesapeake area for partly automated FM ... Box C-206.

**First Phone w/Technical Training.** Entry level position immediately open in Phoenix area. Excellent advancement opportunities at first rate station. Reply to Chief Engineer, KDKB/KDJQ, Box 4227, Mesa, AZ 85201. Phone 602-833-8888.

**Chief Engineer** for N.C. AM/FM radio station. First Phone. Must have complete maintenance background, including transmitter and audio production equipment; Automation and AM directional experience and knowledge of FCC Regulations. EOE. Box D-9.

**Chief Engineer Wanted** for 5000 watt AM directional and 50 kw FM. Must have transmitter and audio maintenance experience. Current engineer will stay a few months to assist and train. Excellent pay and working conditions. Friendly northern Indiana community. Operation guided by religious principles. Send resume to Ed Moore, FM, WCMR/WXAX, Box 307, Elkhart, IN 46515. Phone 219-875-5166.

**We need the right Engineer!** Great opportunity in Midsouth. Must be capable studio and transmitter person. Aggressive quality oriented firm seeking engineer to fit into exciting high challenge environment. Multi facility in new building offering super potential to the person who can fit. Who feels comfortable with all kinds of challenges, has good attitude and good personality. Box C-223.

**Midwest 50 KW AM**—is seeking a technician for construction and maintenance of studio broadcast equipment. Must have FCC First Class license and some broadcast engineering experience. Send resume to WOWO Radio, 203 West Wayne Street, Fort Wayne, IN 46802. An equal opportunity employer.

**Chief Engineer** for Communications Teaching Facility at East Texas State University. Operation includes Public Radio FM and closed circuit television system. Applicants should have a strong technical background, and be able to communicate with student broadcasters. First Class required and degree preferred. Complete resume, references and salary expected should be sent to: Station Manager, KETR, Box BB, E T Station, Commerce, TX 75428. Closing Date for applications April 6, 1979. ETSU is EOE/AA employer.

## HELP WANTED NEWS

**Assistant News Director/afternoon drive anchor** for leading news station in market with lowest cost of living in the region. Experience and mature voice required. Tim Tyson, WBHP Box 547, Huntsville, AL 35801. EOE.

**WBYG Morning Team** has immediate news opening. Gather, write and anchor news opposite area's top jock on 50,000 watt, 24 hour, stereo FM. We're looking for strength in writing and delivery to complement our dedication to news. Ability and drive count as much as experience. Tape, writing samples and resume to: WBYG, Box 183, Kankakee, IL 60901.

**WFNC/WQSM, Fayetteville, NC,** is accepting applications for news director. Station places heavy emphasis on news, and strong experience is a must. Excellent salary and full management support. Resume and samples of airwork and writing to General Manager, WFNC-WQSM, Box 35297, Fayetteville, NC 28303. EOE/MF.

**One of Northern California's** top beautiful music stations needs an aggressive, committed News and Public Affairs Director. Send audition tape and detailed resume to Jerry Healey, KZST, Box 2755, Santa Rosa, CA 95405. An Equal Opportunity Employer.

**Experienced Newperson wanted,** Northern Michigan, AM-FM. Good benefits, excellent salary. Send resume to Box C-190.

**WGIR News 61,** New Hampshire's leading news and sports station, has an opening in its News Department. We're looking for an aggressive journalist with a positive attitude and willing to work hard as a member of an award-winning team. Strong delivery and writing essential. This is an immediate opening, but will consider qualified students graduating this semester. Send tape, resume and references to Moe Quinn, News Director, WGIR, Box 487, Manchester, NH 03105. A Knight Quality Group Station and Equal Opportunity Employer, WGIR's modern broadcast facilities are tops in New Hampshire.

**News Director,** WKNE has an immediate opening for an experienced person with good voice, writing and newsgathering skills. Cynthia Georgina, Box 466, Keene, NH 03431. 603-352-9230.

**Reporter/Anchorperson,** solid news background, on-the-air experience. Send cassette and resume to Don Dussias, WGR, 464 Franklin, Buffalo, NY 14202.

**News Reporter/Anchor** for top rated stations in medium market between Chicago and Milwaukee. Very successful and professional operation seeking to add third person. Heavy emphasis on local news. Must have experience and a good conversational delivery. College degree required. Send tape and resume to Brian Davis, WLIP-WJZQ, Box 659, Kenosha, WI 53141. An equal opportunity employer.

**Strong experienced morning anchor** for expanding News Department serving the Miami-Ft. Lauderdale market. Good writing, delivery, and ability to get along with people required. Send tape and resume to Les Smith, News Director, WVCG, 377 Alhambra Circle, Coral Gables, FL 33134. An Equal Opportunity Employer.

**Self Motivated Local Newperson** required ASAP. EEO. Send resume and sample copy to Box D-40.

**Northeast Ohio.** Morning news person-sports director opening. Top rated contemporary station on the move. Excellent location, income, benefits. Equal Opportunity Employer. Box D-59.

**Expanding News Department.** Polished delivery, hustle, ready to move up to aggressive medium news market. Aircheck, resume, salary history to: WIRL Radio News, PO Box 3335, West Glen Station, Peoria, IL 61614. No phone calls. E.O.E.

**Knock ... Knock ...** that's the sound of opportunity knocking ... If you're an experienced news person, it's your opportunity. Our town is growing so fast, we're busting out all over and we need a good news person to keep tabs on everything going on. Sierra Vista is the town, in Southeastern Arizona, steeped in the history of the old west. Tombstone and the OK Corral are only minutes away. Mexico is right next door. Tucson, only an hour away. KTAN-AM and KTAZ-FM are the stations, we're the only game in town, so we have to be good. If you're ready to be a BIG fish in a small pond and you have the experience to do the job, send me your resume, air check and financial requirements in the first contact. Russel Beckmann, General Manager, KTAN Radio, 2300 Busby Dr, Sierra Vista, AZ 85635. EOE M/F

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director/Sunbelt.** Good pay for super workhorse and motivator. Resume first—talk later. EOE. Box C-80.

**Connecticut TM Stereo Rock** needs a creative, organized Operations Director able to make automated programming come alive. Morning shift, production and promotion. Minimum one year automation experience. Send tape to Q96 FM, Box 1350, Norwalk, CT 06852. EOE.

**Southern/County AM.** New facilities, top-rated, highly respected, people oriented station seeking dedicated PD. with 3-5 years experience preferred. Require active community promotional approach, air shift, creativity supervisory capability of personnel, music and production. EOE. Send resume and financial requirements to WBHP Radio % Buster Pollard, PO. Box 547, Huntsville, AL 35804.

**Security Broadcasting Group** has a rare opening for a Program Director at one of its Soul oriented stations. If you are a successful Program Director/Music Director with a good track record in programming production and promotion and if you are a positive leader and motivator you may be the person we are looking for. Send a tape and complete resume to: Mr. Ed Muniz, 1500 Canal Street, Grand Hotel, 12th Floor, New Orleans, LA 70140.

**Nite-time Announcer:** Must be able to host music program, minimum two years experience and knowledge of Country Music. Tape and resume to Personnel Director, WSM Broadcasting, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**Announcer/Copywriter/Production,** male or female. Established station with good facilities in city of 15,000. Will consider beginner with proper training. WBYS AM/FM, Box 600, Canton, IL 61520.

## SITUATIONS WANTED MANAGEMENT

**Attention FM Owners!** Tired of operating in the red? I guarantee to have you in the black within 6 months! Write or call: Richard A. Prather, General Manager, WVFV-FM, 111 W. Main, Dundee, Illinois 60118, 312-428-4421.

**General Manager.** Results oriented with major market track record. Experienced all phases. Best references. Box C-131.

**Manager seeks new challenge** after 10 years at one of the industry's medium market leaders. Programming, promotions, management, FCC, and sales all in one. Box C-200.

**Employed GM** 18 year's in broadcasting—8 as G.M.—wants Southeast. Motivator. References. Box C-187.

**Plan Ahead:** Small market experienced, looking for future. Currently in Mid-West. Will travel after April 15. Box C-203.

**General Manager:** there's got to be a bigger demand than supply for truly dedicated professional broadcasters. 17 years experience, including, small, medium, major markets. Both AM & FM and combinations. Very strong sales and sales motivator. Excellent credentials. Presently employed with successful operation as G.M. Looking for an opportunity with an expanding & growing organization. Want to make that last move worthwhile, no big rush. Box C-207.

## SITUATIONS WANTED MANAGEMENT CONTINUED

**Bring on a Challenge!** Fifteen years experience in all aspects of station operation. Prefer West, Southwest, Northwest. Box C-204.

**General Manager**, age 35, with excellent track record, impeccable references, ten years experience, first phone, private pilot license; desires management position in small to medium market in Co., Mt., Wy., Id., Or., or Wash. Family wants to relocate in West. Market size not important, opportunity is. Box D-13.

**General Manager** who sells! Wants return to Florida. Super record small, major markets. Strong profit, people motivator. 44, Family man. Box D-27.

**Southern California General Manager**—22 year broadcasting pro with 15 successful years of management experience. Strong on sales, programming, promotion, administration and FCC regulations. Seeking California position and ownership opportunity. Contact: Mike Thomas, Box 5192, Ventura, CA 93003. 805-647-9627.

**GSM. Eight years.** Experience ranges from market 213 to market 3. Creative sales. New business. National and agency experience. RAB. Hiring and training. Ascertainment. On-air promotions. Available immediately. All inquiries strictly confidential and answered promptly. Box D-51.

**General Manager** with extensive sales, management and programming skills. Abilities to contribute positive leadership, professionalism and to deliver the financial rewards you seek. Multiple references will affirm solid broadcasting pro. Dave Millan, 10725 40th Ave. North, Minneapolis, MN 55441. 612-544-0959.

**Proven Manager** seeks opportunity to manage small to medium market station(s). Familiar with all facets of radio except engineering. Have excellent track record. Experienced at sales/motivation/programming/ideas/and FCC regs. Top references, excellent credit, active in community. Call PTR, Jim Casto, 606-432-3381 or 432-5333. Available quick.

## SITUATIONS WANTED SALES

**Midwest Broadcasters**—want top sales job. Sales Manager, or Sports Director (big ten 20 plus years) and combination sales position. Available soon. Serious inquiries only. Will send references and arrange personal interview if warranted. Box D-5.

**Reliable Sales/Sales Manager** seeks stable position with productive small market Ohio station. Box D-16.

## SITUATIONS WANTED ANNOUNCERS

**Broadcast School Grad** looking for first job. Know FCC R&R's. Weekdays 716-834-4457.

**Personality looking** for Pop Adult. Top 40, or Modern Country station. Any shift. Good experience and production. Willing to relocate anywhere. Available immediately. Call Tom before 10:30 a.m. 814-539-2878.

**Ambitious, Hard-working** jock needs 1st break. Rock my specialty. 3rd endorsed. Jeff, 499 E 8th St., Apt. 3N, Bklyn., NY 11218.

**Experienced air personality** with ability to communicate. Creative production ability. Contemporary-Adult Rock Top 100 Markets only. Call Don 615-331-2580.

**Talent, Knowledge** and expertise with "pioneering spirit" to create. Qualified, licensed announcer/operator. Adaptable, innovative, fun. Prefer Atlantic or Pacific States. Doug Olson, 8500 Tyspring Street, Vienna, VA 22180. 703-281-6149.

**Contemporary Christian Format sought.** First Phone. Experienced. For tape and resume, call Kevin, 612-636-1397.

**Jazz oriented MOR.** Perfect for that mellow formatted approach. 9 yrs. comm'l radio. 31, 1st. Currently working adult contemp. Help! Box C-209.

**Enjoys the work.** 3rd endorsed wants AOR, public position. Skilled board, production, news. Box C-201.

**Dedicated, responsible, experienced** Announcer-Music Director with B.A., looking for MOR contemporary in Northeast. Reply to Box D-25.

**Helluva T-40 Jock** looking for good small market gig. Call Jack Gordon anytime, 516-921-6583.

**D.J. with news** and production experience. Reliable. Format open. Secure operation in California desired. Call Mike 716-694-4850, before five.

**DJ, some experience,** hard worker, good production, news, commercials, will relocate, follow directions. Box D-10.

**Female Announcer** ... 5½ years experience. Pam Davis, General Delivery, Mecca, CA 92254.

**Announcer with 10 years** overseas experience in advertising, production, news. Bob South 212-724-7400. Box D-38.

**Creative, talented AOR/Contemporary** personality. 9 years experience in Honolulu and Monterey, including PD, MD, Production, Engineering, Automation. 408-842-5091 or leave message at 408-847-2769.

**Make mornings** a treat. We're a team you can't beat. Our bucks are too small. So give us a call. 801-484-8721.

**Rock specialist** seeking full-time announcing with AOR or Oldies format. 29, single, 4 years experience, 3rd endorsed, copywriting and production experience; organizer; reliable. Prefer East. Available June. Box D-49.

**Experienced, young male** 24, looking for a step up. Currently afternoon jock and Production Director at FM country station. Looking for A.O.R. on any shift. Call Bernie Rabine in evenings at 812-683-3562.

**Male 3rd Phone.** Looking for a break. Experienced in board work. Shows are tight. Call or write: K. McAteer, 12 Whitford St., Warwick, RI 02886. 401-739-5625.

**Wait!** Would you consider hiring 22 year old male beginner with 3rd endorsed as announcer for classical station? Graduating May Lib. Arts college. Assoc. Deg. Extremely knowledgeable all eras classical music, experienced in writing concert, record reviews. Interested NE area. Box D-52.

## SITUATIONS WANTED TECHNICAL

**Chief Engineer** of AM-FM with over 20 years experience, excellence in design and construction, seeks position in medium to major market with station committed to good technical broadcasting. Box D-44.

## SITUATIONS WANTED NEWS

**Sports Director**, 29, experienced Play-By-Play. Actualities, writer, producer, award winning commentaries. Seeks larger market. B.A. Journalism. 906-774-5987.

**Sports Director**—8 years experience. Strong on PBP. Prefer college PBP and/or with management opportunity. Dedicated. Call 208-624-3830 after 4, MST.

**Issue-oriented talk host** currently employed in top ten market seeks similar position. Good numbers, well-informed. Box: C-197.

**Sportscaster.** Award winner with five years experience. All sports play-by-play. Exciting daily sportscasts. Box C-214.

**Top-notch sportscaster/solid** reportorial skills, thorough experience, lively delivery. BA-R-TV, can combine with news—Bob 516-741-1298.

**Experienced Sports Director:** two years, play by play in all major sports. Wish job in medium-size market. 419-228-9755.

**Sportscaster.** Play-By-Play, daily reports, commentaries. Full-Time and/or free-lance. Bill Rich, 305-822-5388.

**Medium Market newsmen** or smaller market News Director. Experienced, authoritative delivery, top references. Jack Messmer, 400 S. Madison, Green Bay, WI 54301. (414-435-1296).

**Looking for a Sportscaster** who can do more than read scores? You've found the right man. Six years play-by-play experience. Writing and sales experience also. Current small market sports director looking to move up. Tape and resume upon request. Box D-46.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Public Radio/TV only.** Am seeking position as production assistant and back up technician. Have 2 years announcing and 18 months technical experience. First phone, and more. Ready in July. Specify material desired on resume tape. R. Zond, 115½ South 6th Street, Clarion, PA 16214.

**Seeking accounting, traffic** or copy/news/continuity writing position leading to sales or management opportunities. Will relocate. Charles Tatter, Box 724, Stone Mountain, GA 30086, 404-325-0785.

**Personalities mean more** than music. Comm. involvement is better in the long run than gimmicky-type promotions. Agree? Then I'm the program director who'll put it together for you. Box C-175.

**Music Director**, 9 yrs. Radio looking to move into jazz oriented MOR with air shift. 31, 1st. Let's talk jazz. Box C-208.

**Available now.** UNC Graduate, BA Radio, Television, and Motion Pictures seeks any entry level job, anywhere. Contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

**Major Market Programmer** with experience in Mass Appeal and Adult Contemporary formats. Strong on people motivation, creative promotions, research. Prefer West, Southwest, Northwest. Box C-212.

**Dynamic, versatile and hardworking** air personality with 13 years experience and First Class license seeks announcing/production with advancement opportunity to operations, programming or music position in major or large market. Top 40, Pop, AOR or C&W. Box B-128.

**Automated?** And tired of sounding like it? Experienced, hardworking programmer with unique adult rock format available for PD or consultant position. Can achieve smooth, light airsound with almost any system. Have own music library recording equipment, some tapes. Engineering experience also. Bill Goldsmith, Box 1771, Gilroy, CA 95020 408-842-5091.

**Top 5 Market** adult programmer looking for major station or group. Outstanding track record and stability. 415-563-2706. Apt. 301, 1957 Chestnut, San Francisco, CA 94123.

**Farm Program Director.** 1978 Farm Bureau state top award, 4-H, Grange honors. Widely experienced broadcaster, air personality, mature, believable commercials. Specialize field interviews, local crop coverage. Sell agency, local farm accounts. FCC First Ticket. Prefer regional opportunity. Current station sold, format changing. Box D-48.

**AOR/Contemporary Programmer.** 8 years experience. Hard worker with winning ideas. Call now 408-842-5091 or leave message at 408-847-2769.

## TELEVISION

### HELP WANTED MANAGEMENT

**Production Supervisor**—West Coast ABC affiliate seeks aggressive, creative person with a minimum of three years experience in television production management. Must have background in mobile videotape production and post production techniques as well as studio management experience. Must have ability to make decisions and manage people effectively. Excellent salary and benefits. EOE, M/F. Send resume and salary history to Box D-45.

**Executive Producer, Nightly News.** Responsible for execution of nightly news and public affairs program for PBS affiliate. Assign, supervise and evaluate a staff of 6 reporters. Share anchoring/reporting duties. Fully equipped with top of the line ENG equipment. Requires: 5 years broadcast journalism, minimum 2 years in a supervisory capacity. Masters degree in journalism and nightly TV news experience preferred. Send resume, including tape and writing samples to: Personnel Dept., WXXI TV, PO Box 21, Rochester, NY 14601. EOE.

## HELP WANTED SALES

**Midwest CBS Affiliate** has available list which produced \$19,000 in 1978 income, up 40% from 1977. We're looking for personable, aggressive self starter who may or may not have television experience, but does have a solid sales background. [We can teach you television!] You'll find all company benefits, group ownership, and work with a team of sales professionals earning up to \$40,000. EOE-M/F Complete resume to Box D-11.

**National Television Sales Manager.** Fifties market, strong Southwest VHF station. At least 2 years solid national television sales experience. An Equal Opportunity Employer. Send resume and salary requirements to Box D-35.

## HELP WANTED TECHNICAL

**ENG Maintenance Engineer/Technicians**—Must be qualified to maintain Sony 3/4" tape machines, editors, and portable recorders, ENG cameras, and be familiar with operation of ENG remote van. Must have FCC First Class License. Send complete resume to: Ron Jacobson, Director of Engineering, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104. An Equal Opportunity Employer.

**Assistant Chief Engineer**—solid background in latest broadcast equipment necessary. Never snows, great fishing/hunting. Call Louis Brown, KIII-TV, Corpus Christi 512-854-4733.

**First Class License.** Mountain Engineer. Isolated. No children. Will train. Thermopolis, WY. Call 307-864-2351.

**Chief Engineer.** Midwest NBC UHF station seeks qualified persons with FCC first class license to assume chief engineer's position. Persons applying must be capable of managing staff as well as assuming broad technical responsibilities. Station owner is expanding broadcast properties. If you are ready to move into a chiefs position, contact Harry L. Strader, KTSB-TV, Box 2700, Topeka, KS 66601 or phone 913-582-4000. Salary commensurate with experience. KTSB is an equal opportunity employer.

**Television Maintenance Engineer**—Topnotch studio/transmitter engineer needed at a large market TV station. FCC First Class License, 3 to 5 years experience. Good Benefits—pay commensurate with ability. EOE. M/F Send resume to Box C-221.

**Assistant Chief Engineer.** Solid knowledge of studio and transmitter equipment. Prior supervisory experience preferred. Send resume or contact Mr. I.T. Lowe, WHSV-TV, P.O. Box TV 3, Harrisonburg, VA 22801. 703-433-9191. EOE.

**Transmitter Operators:** Arkansas ETV Network, 350 S. Donaghey, Conway, AR 72032. Starting Salary Range \$8,710-10,192.

**Needed immediately**—Major market midwestern network affiliate is seeking applications for operations and maintenance technicians. Equal opportunity employer. Reply Box D-6.

**Chief Engineer,** small southwest network VHF. Strong on-hands ability, including transmitter, translators, microwave. Good administrator; profit oriented. Box D-14.

**Chief Engineer**—Independent UHF in one of nation's fastest growing sun-belt markets. Ground-up construction; must have UHF transmitter experience; must be strong on improvisation, studio management, maintenance supervision. A superb opportunity for a highly qualified person. An equal opportunity employer M/F Contact Box D-15.

**Northern Virginia Public TV** has opening for 1st licensed TV engineer with solid electronics background to perform maintenance duties on studio gear. Experience preferred, but not essential. Also opening for Production Engineer. Resume and salary requirements specified first letter. Chief Engineer, WNVTV, 8325 Little River Tpke, Annandale, VA 22003.

**TV Maintenance Engineer:** 1st FCC not required. Transmitter Quad, Studio & ENG experience. Send resume & salary requirements. E.O.E. Box C-115.

**Chief Engineer:** Eastern Small Market VHF network affiliate. Need some management skills plus Transmitter, Quad, Studio & ENG experience. Send resume & salary requirements. E.O.E. Box C-116.

**Assistant Chief Engineer**—Northern California CBS affiliate, group operator, in 24th market, Sacramento/Stockton/Modesto, with new remote transmitter and modern studio facilities needs an assistant chief engineer by approximately June 1 due to a retirement and a promotion. Excellent future opportunities and living conditions. Good benefits program and compensation. Must be experienced in personnel supervision, and all phases of TV engineering, including maintenance of all studio equipment, up-to-date digital circuits, complete ENG field, editing, microwave systems, remote parallel transmitters. An equal opportunity employer. Written resume required. If your experience is light in one area, such as transmitters, we'll consider training you, as long as you possess the basic educational background and skills. Contact Don Ferguson, KXTV, PO Box 10, Sacramento, CA 95801. Phone 916/441-2345.

**Chief Engineer** for UHF public TV station. Supervise staff of nine licensed engineers, supervise and perform transmitter, studio and remote maintenance and operation. Assist in system and equipment design and construction. Should have E.E. degree or equivalent experience, with some previous management experience. First class radiotelephone license. Phone Art Hafer, Director of Engineering, WGTE-TV, Toledo, OH 419-255-3330. Equal Opportunity Employer.

**Independent V** seeks two qualified technicians for studio and transmitter maintenance. For AM-FM and TV. Close to Mexico and Gulf Coast, warm and inexpensive, good pay and advancement. Media Productions, PO Box 3097, McAllen, TX 78501.

## HELP WANTED NEWS

**Investigative Reporter** for ENG news documentary unit needed immediately. Proven ability to dig out hard news stories and sources. Top interviewing and writing skills required. Must be able to work fast under pressure for a top quality product. Rush full details and videocassette to Linda Hunt, Office B, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An Equal Opportunity Employer.

**Red Hot News Person** wanted for Small Market VHF Station in rapidly expanding market. Call Mr. Devine 307-382-4022.

**Weather/Environmental reporter,** meteorologist preferred. 2 to 3 years commercial TV experience. Send tape, resume and minimal salary requirement 1st letter. Do not re-apply. Gene Strul, WCKT-TV News, Miami, FL 33138. Equal opportunity employer.

**Exceptional opportunity** for experienced, enthusiastic on-air reporter. Small market experience preferred, excellent benefits. Send resume and tape to Station Manager, WABI-TV, Bangor, ME 04401, E.O.E.

**Excellent opportunity** for a weekend anchor to move up to week days as a co-anchor. You can be part of a first class news operation. Must have strong on-the-street reporting experience. Gulf Coast growth area. Contact Steve Grissom, WBBH-TV, Ft. Myers, FL 33901. 813-936-0195. E.O.E.-M/F.

**Ambitious News Director** needed for Northeast Radio-TV, Stations. Must be experienced, aggressive and a true leader. Excellent opportunity with expanding group. EOE. Box D-24.

**Top 10 market network affiliate** seeks experienced newscast producer. Must be skilled writer, have excellent news judgement, and be able to stuff ten pounds into a five pound bag. Equal Opportunity Employer. If you are very organized and able to create and handle a very complicated, fast-paced show, send resume and an example of your thinking in a letter to Box D-30.

**Assignment Editor**—For expanding Pacific Northwest CBS affiliate. At least three years experience in TV news as reporter, producer or assignment editor. Strong writing/rewriting skills; talent for supervising people. Equal Opportunity Employer. Send resume to: Box D-53.

**News Director**—A broadcast journalist displaying management skills and experienced in all areas of television news production. Successful candidate will lead an aggressive young news team which is No. 1 in a medium sized sunbelt market. Box D-31.

**ENG Tape Editor**—For expanding Pacific Northwest CBS affiliate. At least two years experience editing tape stories for daily news show. Organizational talents necessary to manage news tape library. Equal Opportunity Employer. Send resume to: Box D-53.

**(Two positions):** 1—Assignment Editor—broadcast journalist with ability to coordinate newsroom operations and an aggressive and enterprising individual with management ability. 2—Weekend Anchor—will substitute for primary anchor and do general reporting. EOE. Box D-32.

**ENG Camera Operator**—For expanding Pacific Northwest CBS affiliate. At least three years of TV news field experience; experience with ENG for daily news show. Equal Opportunity Employer. Send resume to: Box D-53.

**Assignment Editor:** Enterprise stories ... issue oriented ... people approach. Must be organized and capable of motivating reporters. Resume to: Box D-33.

**Producer: 11 pm show**—Creative self-starter, good writing skills. Our new fresh show at 11 needs someone with lots of energy. Resume and tapes to News Director, WOKR-TV Rochester, NY 14623.

**News Reporter** for Midwest Network Affiliate. Energetic journalist for top rated news department. Send resume to Box D-39.

**Anchor**—For expanding Pacific Northwest CBS affiliate. At least three years experience in TV news as reporter, writer, editor or anchor. Strong writing skills; camera presence. Equal Opportunity Employer. Send resume to: Box D-53.

**Reporter:** for general assignment work. Should have news reporting experience in TV, radio or print. Send resume and video tape or audio tape to News Director, WTAJ-TV, 5000 Sixth Ave., Altoona, PA 16602 E.O.E.

**TV News Director** for major market, group-owned network affiliate. Must be experienced news director or have considerable experience as assistant news director ready to move into No. 1 position. E.E.O. Employer. M F Reply to Box D-55.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Art Director,** with strong graphics background. Attention to detail a must. Degree and at least one year experience producing commercial art is required. Gulf Coast location. Excellent opportunity. Salary open. E.O.E. Reply to Box C-196.

**Programming Associate** for medium-market Public TV station. Responsibilities include developing, writing and producing on-air promotional campaigns and assisting in general station production. B.A. preferred. Writing skills required. Knowledge of broadcast production and operations highly desirable. Send resume and writing samples to: Art Gillick, Program Manager, 506 Old Liverpool Road, Liverpool, NY 13088.

**Graphic Designer-TV**—Designer with a minimum of 3 to 5 years work experience in Television production (sets, graphics, etc.) Must be able to create and execute designs and will work with clients on special projects. Knowledge of design photography, print specification and type specification required. The ideal candidate would have a degree in Fine Arts or equivalent. Willing to relocate in Western Pennsylvania. Equal Opportunity Employer. Send resume with salary experience to: D-7.

**Producer/Talent** for expanding local Public TV station. Responsibilities require producing portable camera features for weekly magazine program and serving as talent for other station productions. Professional experience and B.A. required. Writing and verbal skills essential. On-camera TV experience and ENG production preferred and desirable but might train outstanding candidate. Send resume, writing samples and/or audition tape to: Art Gillick, Program Manager, 506 Old Liverpool Road, Liverpool, NY 13088.

**Top twenty market network affiliate** seeking applicants for Producer/Director position. Must be experienced in news, commercial and documentary production. Send resume and salary requirements. Equal Opportunity Employer. Box D-41.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Production Manager.** Small market, college town Experience necessary. Send resume & salary. Hank Taylor, KCB-D-TV, PO Box 2190, Lubbock, TX 79408.

**Producer,** daily one-hour studio—informational program. Candidate must have excellent creative, organizational and management skills and be currently producing in a medium or major market station. Group owned, top-ten, Northeastern, network affiliate. An equal-opportunity employer. Box D-23.

**Producer/Host** for KAET/Phoenix. Seeking dedicated broadcast journalist to work on weekly newsmagazine. Requires solid background in news or public affairs, minimum four years. Salary commensurate with qualifications and experience. Applications should include resume and cassette of recent work. Application deadline, April 20. Contact Personnel Department, Arizona State University, Tempe, AZ 85281. Equal Opportunity Employer.

**TV Director of Programming** for major market, group-owned network affiliate. Must be experienced in all phases of programming, production and operations. Desire present program director ready to move to better market but will consider assistant program director ready to move into No. 1 position. E.E.O. Employer. M/F Reply to Box D-56.

## SITUATIONS WANTED MANAGEMENT

**General Manager** with outstanding credentials! Broadcasting 34 years: Television 22 years; Radio 12 years; Management 18 years. Now 49. Thoroughly experienced all aspects: ownership, administration, sales programming, film-buying, news, promotion, community involvement, etc. Quality leader in industry. Very competitive! In small, medium and major markets, achieved revitalization/rapid turnarounds; produced spectacular sales and profits, plus prestige. Accustomed to full responsibility; overcoming overwhelming obstacles. Produces—at accelerated pace—outstanding ratings, sales, profits and prestige! Now arranging weekend-interviews. Box D-28.

**Television Sales Professional** Currently with major sales responsibility at station in top 15 markets is looking for that final career move into medium size market or better in area of national sales or general sales manager position. Candidate has strong track record in area of local/national sales and in areas of LSM/GSM, both for network and independent stations. You will not be disappointed in track record: credentials: or potential of applicant. Box D-21.

**Experienced, professional** television broadcaster with strong sales background wants management position in medium or major market. Currently small market station manager with thorough knowledge of business. Excellent credentials. Family man. Box D-42.

## SITUATIONS WANTED ANNOUNCERS

**Versatile talent**—pleasing appearance—pleasant personality and voice. Desires host, critic, news, or announcer position. For particulars write RT, 240 Lehigh Ave., Pgh., PA 15232.

## SITUATIONS WANTED NEWS

**Documentary Producer/Special Projects.** Seasoned young television reporter seeks challenging change. It's time! Box C-135.

**Resourceful female** in top 15 market, experienced in feature reporting. 404-892-1611, 404-434-8083.

**Currently on-air reporter** in top 10, but want off-air work as producer, assistant news director or assignment desk. Salary second to challenge, small to major markets, in western states only please. Box C-182.

**Top 30 producer.** Competitive. Imaginative. Seeking similar Top 30 newsroom now. Contact Box C-191.

**News/Director,** proven leader. Twenty-four years experience. Writer, reporter, photographer, producer, anchorman. All size markets including top ten. Extensive background in film, live and videotape news. Prefer South or Southwest but will consider all offers. Box C-198.

**Experienced Black reporter** interested in top 30's market. Strong in field reporting, anchor work, and mini-documentaries. Send inquiries: 350 Trowbridge Street, Detroit MI 48202, c/o M.I.S.

**News Director/Anchor,** highly professional and experienced in all facets, 34, employed. Box D-22.

**Weathercaster.** Desires small to medium market. Experience in community access CATV. Meteorological technician background. Ollie Lee Taylor, 411 Franklin Street, Apartment 307, Cambridge, MA 02139. 617-864-1606.

**Reporter, talented,** strong ENG, some experience, seeks reporting position in any market. Cassette available. Box D-37.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Documentary Producer/Special Projects.** Seasoned young television reporter seeks challenging change. It's time! Box C-135.

**Director/Cameraman/Editor.** 5 years live action production seeks creative challenge on either coast. Box C-184.

**Director/Switcher AAS Degree.** 6 years experience both small and top 20 markets. Working but prefer production emphasis. Enthusiastic and hard working. Box D-2.

**Stop and think!** If excellent writing programming/research, TV/16mm/audio production and supervisory skills with sales experience, TVR Masters and self-motivation can boost your station. Apply to Box D-4.

## ALLIED FIELDS

### HELP WANTED SALES

**Business oriented,** successful salesperson with good credit and character who really wants to improve his income level. This is a straight commission opportunity involving substantial dollar amounts. We'll train in brokerage work. Midwest location. Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

### HELP WANTED TECHNICAL

**Donrey Media Group** is seeking chief technician for their CATV operation in California. Send salary requirements and resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101. 702-385-4241, ext. 330. An equal opportunity employer.

### HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**The George Foster Peabody** Broadcast Management Fellowship of \$3,000 for 1979-80 will be awarded by the Henry W. Grady School of Journalism and Mass Communication, University of Georgia. The Fellow will engage in study leading to the M.A. degree and should be interested in advanced training in the management of broadcasting enterprises. Assistantships are also available. For more information and application materials, write: Coordinator of Graduate Studies, School of Journalism and Mass Communication, University of Georgia, Athens, GA 30602, or phone 404-542-4466.

### SITUATIONS WANTED MANAGEMENT

**President, broadcasting division** of International Co., AM-FM, CATV, all areas broadcasting. Strong sales, programming, news-development, corporate development and communications. Employee benefit plans, union negotiations, finance and acquisition. Good problem-solver in broadcasting and non-broadcasting industry. Former national sales manager of group, former owner. Good references. Looking for company interested in expansion or diversification. Available now. Box C-160.

### HELP WANTED INSTRUCTION

**Leave replacement (2 years)** needed Sept. 1, 1979. Minimum requirements: Master's Degree, some professional experience, background in at least two of following: photography, broadcast production or management, print or broadcast reporting. Resumes by April 15 to Dr. Lorin Robinson, Journalism Dept., Univ. of Wisconsin—River Falls (54022). UW-RF is an Equal Opportunity Affirmative Action Employer.

**The S.I. Newhouse School** of Public Communications invites applications for the position of assistant Dean of the Telecommunications/Film Division of the School. Applicants should have demonstrated competence in professional and academic areas. Graduate degree is required. University administrative experience highly desirable. The position entails administrative responsibility for undergraduate and graduate programs, and some teaching in radio, television or film. Application deadline: April 15, 1979. Send resume to: Dean, Rm. 107, Newhouse School, Syracuse University, Syracuse, NY 13210. An Equal Opportunity/Affirmative Action Employer.

**Assistant Professor** in TV Production. Effective September 1, 1979. Full-time tenure track position. To teach hands-on studio courses at undergraduate level with possibility of teaching at graduate level. Minimum requirements: Master's Degree plus ten graduate credits, four years teaching experience in TV. M.F. preferred. Salary depending on qualifications. Application deadline is April 23, 1979. Send resume and transcripts to: Dr. Robert P. Fina, Kutztown State College, Kutztown, PA 19530. Affirmative Action/Equal Opportunity Employer.

**Chairperson/Professor.** Broadcast and Cinematic Arts Department. Duties: Oversee administration of the program and teach broadcast law, management, criticism, telecommunications policy, and audience analysis. Qualifications: Doctorate, significant academic experience, publications, and leadership ability. Terms: Begins Fall, 1979. Minimum 10-month salary is \$19,400, summer employment available. Exceptional fringe benefits. Salary adjusted upward with appropriate credentials. Apply by April 22, 1979, to George Blahodaty, Chairman, BCA Search Committee, Central Michigan University, Mt. Pleasant, MI 48859. CMU is an Affirmative Action/Equal Employment Opportunity Employer. All persons, including women, members of minority groups, and the handicapped, are encouraged to apply.

**Communications:** Assistant Professor in Department of English to participate in the development of a minor in communications and to teach related courses which may include communication and media studies, and written communication. Doctorate required. Professional experience and/or background in literature desirable. Media resources include University media center and television studio, Connecticut Public Television Studio, and University radio station. Forward letter and resume by April 16, 1979, to Dean Nicholas Rinaldi, College of Arts and Sciences, Fairfield University, Fairfield, CT 06430. An Affirmative Action, Equal Opportunity Employer, Male/Female.

**Communications:** Faculty position. Grand View College is expanding its communications program to the baccalaureate level. Person needed to help plan and teach courses in both electronic and print media. Right person could assume leadership role in development of this new program. Master's degree required; doctorate preferred. Teaching experience required and practical experience in the field of communications desirable, especially in TV-Radio-Film. Rank and salary open. Preference given to candidate whose background indicates they will be comfortable working in small, private, church-related college setting with an expanding program. Send letter of application and credentials to Dr. Thomas Fischer, Academic Dean, Grand View College, Des Moines, IA 50316. Deadline April 20, 1979. An affirmative action, equal opportunity employer.

**Physiology:** Grand View College invites applicants for a faculty position at the Assistant Professor level. Primary teaching assignment in upper division physiology with concurrent assignments in General Biology or genetics. Ph.D. required. Salary dependent on teaching experience. Commitment to teaching essential. Position open fall 1979 but availability during July summer session desirable. Preference given to candidates whose background indicates they will be comfortable working in small, private, church-related college setting. Send letter of application and credentials to Dr. Thomas Fischer, Academic Dean, Grand View College, Des Moines, IA 50316. Deadline April 20, 1979. An affirmative action, equal opportunity employer.

## HELP WANTED INSTRUCTION CONTINUED

**University of Miami** seeks Associate or Full Professor for Chairman. Earned Ph.D., professional and administrative experience, scholarly publications. Salary negotiable. Administration and development of Dept. of Communications within the College of Arts & Sciences encompassing the disciplines of journalism, motion pictures, photo-communication, public relations, radio, speech communication, telecommunication, and television. Send resume to: Chairman, Dept. of Communications, PO Box 248127, Coral Gables, FL 33124.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Lybide Street, Laredo, TX 78040. Manuel Flores 782-723-3331.

**Instant Cash For TV Equipment:** Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

**Wanted: Two Each Alford Stand By Antennas** on Channel 12. Would take Channel 11 or 13. Contact J. T. Allen 915-236-6895 or KTXS-TV Box 257, Sweetwater, TX 79556.

**Solid State FM Exciter.** Good condition with I.B. Dave Castellano 209-957-1761.

## 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.

**10KW FM CCA**, 6 yrs old, stereo, exc. cond. M. Cooper, 215-379-6585.

**GE 12KW UHF Transmitter**—Available with Channel 14 Antenna, \$28,000

**GE PE 350 Color Cameras**—Several available, good condition, \$8,000 ea.

**RCA TR-4 Hi-Band VTR**—Two available, new heads, \$14,000 ea.

**CVS 504B Time Base Corrector.** Excellent condition. \$6,500.

**RCA TK42 Color Cameras**—Two available \$2,000 each. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation. (In Georgia call 404-324-1271.)

**Hitachi FP 1010 Color Camera** with Saticon tubes. Includes 10:1 f1.8 zoom lens, ITE cam-link head, elevator tripod and dolly and custom cases. This is an excellent camera with very few hours on it for sale at half the original cost. 415-841-4810.

**For Sale—New Unused:** Complete Harris Model TAB-6H-6 Bay Superturndial Antenna, 46 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specialty priced \$30,000. Contact Gil Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915-655-7383.

**GE Transmitter** with attendant equipment Model T159 on Channel 17. 50 KW very good condition. Available approximately June 1. Bargain if you move. Reasonable if I move. Also, three PCP-90U cameras excellent condition. Sold to highest bidder. For details contact: E.B. Wright, 1018 West Peachtree St., Atlanta, GA 30309. 404-875-7317.

**Four Complete GE PE250/350 color cameras** plus extra CCU. Excellent condition. Presently in use. Should become available about June 1. \$10,000 each. Lee Whitehurst 615-749-2255. Wayne Caluger 615-889-6840.

**Scully 250 Tape Machines**—Mono, Stereo, in stock. \$500 off, Call collect Valtronics, 717-655-5937.

**Ramko Consoles Stereo**—Used only one year. 8 channel main and 5 channel production board. Current price new is \$3800. Cash price \$2100. For details call David Green, Broadcast Consultants Corporation 703-777-8660.

**IVC 240 filmchain**, 16MM proj., Laird slide proj., like new. Also 4-200 ft. camera cables for IVC500A. H. S. Productions 312-972-0078.

**Parts available for RCA BTA 5F transmitters**, very complete selection. Les Kleven, KBHB, Sturgis, SD 605-347-4455.

**Optomod**—AM in stock, immediate delivery. David Green Broadcast Consultants Corporation 703-777-8660.

**25 Cycle Production Generator** with filter, rack mount \$275. Record/play stereo cartridge machine \$750. Call Crawford Communications 609-468-2585.

**Radio Tower for Sale.** Guyed, 368 ft., 3-1/8" Rigid Co-axial Transmission Line. Troy, MI 1-313-358-2255.

**Editing Package 2** Sony 2850 U-Matics, 1 TRI Ea-5 editor with Sony 2850 interface. \$10,500. Call Gilbert Hammer Aperture Unlimited Co. 914-277-3948.

**Two (2) Hitachi FP-1212 BEF** (3-tube) 1 inch Plumbicon Cameras with extended red tubes, 10:1, F1.8 Auto Iris, Rear Control Cable Drive Lens, Special Price \$28,800. for two. Phone 518-439-7612, ask for Bob or Ted.

**Pro Audio Recorders** Two (2) New Scully Model 280B2-R to R Tape Deck, 2 channel - 2 track 7-1/2-15 IPS. Both unmounted one with capstan servo. One (1) Demo - like new Ampex ATR-102-R to R Tape Deck, 2 channel, 2 track with four speeds available, complete with cabinet, roll around pedestal, I/O main frame and I/O modules. Special low prices. Phone 518-439-7613, ask for Ted or Milt.

**Film Processor**—Houston-Fearless Colormaster II in good condition, all pumps good, new bleach tank, spare parts and pump rebuild kits included, demand drive. Contact Ken Killebrew or Ken Tofanelli at WEEK-TV, Peoria, IL 309-699-3961.

**Video Equipment**—3-M 1114 S.E.G. with Chroma Key, Sony UV-340—New 1" Helical Color VTR. Full Electronic editing, remote control included. Ampex VTR-1560—2" Helical VTR Demo. Akai CCS-150S—Portable 2 Tube Color Camera—Demo, Excellent condition. For Special Close-out prices call 518-439-7612, ask for Ted or Bob.

## COMEDY

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

**Not Comedy**—Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 20093, Long Beach, CA 90801. (Phone 213-438-0508).

## 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.

**Custom, client jingles** in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

**Free Jobsheet!** See why the Best is Not the most advertised. "Hot Tips", PO Box 678, Daytona, FL 32017. 904-252-3861.

**Radio and TV Bingo.** Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160. 303-795-3288.

**Original Jingles**, comedy spots, and music background by Dirty Lips Productions. Complete studio facilities. 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003.

**News Directors: Videotape** of U.S. House Floor proceedings. Clients with bonafide news needs only Washington Independent Television 202-833-1740.

## INSTRUCTION

**Free booklets** on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**1979 "Tests-Answers"** for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 7 and June 18. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

**First Class FCC License** in six weeks. Contact Elkins Radio License School, PO. Box 45765, Dallas, TX 75245. 214-352-3242.

**1st class FCC**, 6 wks., \$500 or money back guarantee. VA appvd. Nat'l Inst. Communications. 11488 Oxnard St., N. Hollywood CA 91608.

**First Class License** in 6 weeks at First Class Communications School—4801 Classen Blvd., Oklahoma City, OK 73118-405-842-1978.

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

## RADIO

### Help Wanted Management

#### GENERAL MANAGER RADIO STATION TOP 15 MARKET COMBO AM-FM

Outstanding opportunity for dedicated professional broadcasting executive. Must have minimum 5-year general management experience in Top 40 markets.

6 figure earning potential. Outstanding fringe benefits. Send detailed resume plus references to Box C-213.

An Equal Opportunity Employer

### Help Wanted News

#### RADIO NEWSPERSON WANTED

Low pay, long hours, small staff, demanding manager and cramped quarters are waiting for you in east coastal south Florida if you can enterprise, dig, demand, delve and deliver. Your potential bossperson won a Peabody and a Sloan for enterprise reporting. He's from the Fred Friendly, Ed Murrow and Sig Mickelson era: and if you don't know what that means, don't apply.

Our News Director's chair is not occupied by the Sales Manager, but we like ratings as much as do the newsbusiness showmen on 60 Minutes. We get them with fairness, fearlessness, depth, local sensitivity and diligence. If you're the person we're looking for, we won't have you for long because the big markets will steal you away. But if you have what it takes to make it big, we're the stepping stone and finishing school you are looking for. We're a modern country station moving toward MOR/News/Sports as fast as we can assemble superlative talent at sensible rates. We're really an EEO employer. Send your particulars and tapes to:

Falcon International Inc.  
PO. Box 19517  
Washington, D.C. 20036

All replies will be acknowledged within 30 days.

## Help Wanted Announcers

### STAFF EXPANDING...

KUPL AM/FM in Portland needs a staff announcer. The position requires excellent production skills and the ability to communicate effectively with adults. Please send resume and tape with production samples and news to: Joe Ferguson, KUPL AM/FM, 6400 S.W. Canyon Ct., Portland, OR 97221. E.O.E. M/F. No calls please.

## Help Wanted Sales

### BUILDING A TRACK RECORD?

Ready to tackle a big challenge? You may be our sales-person! We're Dayton's leading 59,000 watt inspirational FMer, staffed by young, committed people determined to be best in our format. If chosen, you'll develop and implement a complete spot-sales program. Then maybe, pending FCC approval, move to UHF T.V. Letter and resume only to: M.D. Sparks, VP-GM; P.O. Box 26; Dayton, OH 45410.

## Help Wanted Programing, Production, Others

### WLS Radio

has an opening for Research Director. Background in radio and familiarity with ratings and research material is required. Send resume and samples when applicable to: Martin Greenberg, VP/General Manager, WLS Radio, 360 N. Michigan Ave., Chicago, Ill. 60601. Equal Opportunity Employer.

## Situations Wanted Management

### ATTENTION OWNERS

Tired of poor profits and red ink? Turn-around specialist available. Unblemished track record and impeccable references.

Box D-50

## Situations Wanted Announcers

### Telephone Talk Host Now in Top 10 Market

General interest topics—or—an all night show is my specialty. Available on 1 month's notice.

Box C-105

### Play-by-Play announcer

for Major College Network wishes to relocate. Must be another major college or professional team. Adept at basketball, football or baseball. A thorough and entertaining professional sportscaster. Must be good offer. Box D-60.

## TELEVISION

### Help Wanted Technical

### 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 Technical Continued

### DO YOU SUPPORT FAMILY PROGRAMMING?

Television Chain growing fast needs top Engineer Miami/Ft. Lauderdale. Midwest positions also available. Send resume immediately to: Doug Greenlaw, VP/GM, WHFT - TV, P.O. Box TV-45, Miami, Fla. 33169.

## Help Wanted Sales

### TELEVISION SALES Tucson, Arizona

Fast growing independent television station needs experienced, aggressive national—regional—local agency type salesperson with independent television background. Must know ratings. Send resume in confidence. Will respond promptly. Good salary/commission arrangement. Write Hank Lominac, General Sales Manager, KZAZ Television, P.O. Box 42048, Tucson, Arizona 85733.

## Help Wanted Programing, Production, Others

### Promotion Manager

Top 25 market affiliate seeking applications for promotion/publicity generalist with expertise in print, on-air, publicity, public relations, etc.

Applicants need background at station or agency level in print graphics and lay-out, on-air promotion using film and video tape techniques, plus administration and budgeting.

Will be responsible totally for department. Excellent salary and fringes.

Reply today to:

Box C-215

An Equal Opportunity Employer M/F

### Director of Promotions

Rapidly developing NBC television affiliate in beautiful Northern New England. Position calls for experienced (2 years minimum) person to supervise on-air, off-air promotions and production for station, but requires hands-on duties. Salary open. Equal opportunity employer. Call Bill Loftus or Charlie Webb at WNNE-TV, 802-295-7564.

### EXECUTIVE PRODUCER

For PM Magazine. Heavy experience and good track record in video tape and all aspects of field production work. Responsible for all scheduling, control of budget and supervision of staff. An Equal Opportunity Employer. Send Resume to News Director, WIVB-TV, 2077 Elmwood Avenue, Buffalo, New York 14207.

### PROGRAM DIRECTOR

National Public Service Organization to distribute educational and community service programming, via satellite, to CATV systems. Position requires strong knowledge of distribution techniques and program sources. Experience with Cable TV useful. Salary to Mid 30's. Include salary history. D.C. location. Write: Harold E. Morse, AESR, 1666 Connecticut Ave., N.W., Washington, D.C. 20235.

## Help Wanted Announcers



We're expanding! WFSB has begun the search for a bright, articulate, co-host for PM. MAGAZINE. The person we select must be a fresh, sparkling personality who possesses a warm, personal on-air manner. This person must also be able to write, field produce, book and research. PM. MAGAZINE in Southern New England is nationally ranked number one in both ratings and share (Nov. '78 NSI-ARB). Send all resumes and tapes to:

Ed Piette  
Executive Producer  
WFSB-TV  
3 Constitution Plaza  
Hartford, Connecticut 06115



## Help Wanted News

### NEWS REPORTER

Top 25 market station wants reporter for consumer-oriented pieces. Opportunity to break into consumer/investigative reporting for an idea person who is aggressive and who doesn't take "no" for an answer. At least 3 years previous experience required. E.O.E. M/F. Box D-34.

### ASSIGNMENT EDITOR

Strong, experienced journalist needed to take over news assignment desk—Monday through Friday. Must display knowledge of film and tape production, live remotes, and ability to get the most from your staff. 3 years previous television experience required. EOE M/F. Send resumes to: Nancy Fields, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212.

## Situations Wanted Management

### It's been 16-years

in TV News, the last 8-of those as News Director. I love the station and company I work with. They're super people! But I've reached the top of the ladder here, and I'm one of those people who needs more rungs. Multi-station News development, training and management is one of those rungs. But maybe you've got some others. I'm a people trainer, a problem solver, a program creator, and am Production oriented.

Reply Box D-47

### ATTORNEY/BROADCASTER

Private practice attorney, formerly with FCC-BB for 3 yrs, well-versed in government relations, ascertainment, EEO and other broadcast regulation, with on-air news and public affairs reporting experience, seeks return to b'cstng in management position. Box D-3.

## Employment Service

### BROADCASTER'S ACTION LINE

The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Search \$25.00  
Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

## Consultants

**Bankers Trust Company**, a \$28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

- Mergers
- Acquisitions
- Divestitures
- Private Placements
- ESOT's
- Lease Financing
- Management Consulting

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.

## Public Notice

### LEGAL NOTICE TOWN OF READING

The Town of Reading, Massachusetts (Population 23,500) located in Middlesex County, invites applications for a Cable TV Franchise. Applications shall be prepared and submitted in accordance with the regulations of the Massachusetts CATV Commission. Proposal guidelines are available from the undersigned. Applications shall be received for consideration until 3:00 PM, May 25, 1979. The Town of Reading reserves the right to reject any or all proposals in the best interest of the Town.

Applications shall be submitted to:

Robert G. Mallion, Chairman,  
Cable Advisory Committee,  
Board of Selectmen's Office,  
Municipal Building,  
Reading, Massachusetts 01867.

### NOTICE APPLICATION FOR C.A.T.V. LICENSE AND FRANCHISE EASTHAM, MASS.

The Board of Selectmen of Eastham, Mass. hereby give notice of the close-out date for applications solicited under the legal notices appearing in the January 29, 1979 and February 5, 1979 editions of Broadcasting. Applications with appropriate filing fee must be filed with the Board of Selectmen at the Town Hall, Eastham, Mass. 02642, by 4:00 PM, on June 11, 1979.

Laura L. Underhill, Chairman  
Wallace Ruckert  
Jackson C. Nelson, Jr.  
BOARD OF SELECTMEN

## Radio Programing

### THE BIG BAND ERA LIVES

and is ready to produce profits for your station—  
Send for details:

**STRIKE UP THE BAND**  
Box 221, Beloit, WI 53511.



### The LONE RANGER

The Original  
Radio Network Series is  
**BACK ON THE AIR!**

Now available for local purchase:

**CHARLES MICHELSON, inc.**  
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

**UNIVERSAL UNLIMITED THE NIGHTWATCH**

DAILY FIVE MINUTE DRAMATIC NARRATIVE HORROR RADIO VIGNETTES OFFERED EXCLUSIVELY BY:

**UNIVERSAL SOUNDS UNLIMITED INC.**  
P.O. BOX 835, DEER PARK, WASH. 98006 509-276-2671

# TECHNICAL EDITOR

## ALLIED FIELDS Help Wanted Programing, Production, Others

**BROADCAST ENGINEERING** offers exceptional opportunity to experienced technical editor. Will join aggressive, expanding staff of established trade publication. Substantial experience in the electronic communications and broadcast field is required, along with familiarity of all phases of magazine production. We offer top salary, comprehensive benefits and continuing growth potential. Must be willing to relocate to Kansas City area. Please send resume indicating current compensation to:

PERSONNEL ADMINISTRATOR  
INTERTEC PUBLISHING CORP.  
P.O. Box 12901  
Overland Park, Ks 66212

An Equal Opportunity Employer M/F

## Help Wanted Management

# ATTENTION TRAFFIC/ OPERATIONS/ BUSINESS PERSONNEL

Station Business Systems, one of the nation's leading suppliers of minicomputer based systems for traffic, accounting, billing and payroll processing, now has openings for installation specialists. These positions offer an excellent compensation and benefits package. Extensive travel throughout the United States and long hours under substantial pressure are some of the demands of these positions. These are offset by having free time between installations. We are very interested in hearing

from you, if you have radio and/or T.V. experience in the areas of traffic and/or accounting, are a proven communicator and trainer, are free to travel extensively, understand human and work flow relationships clearly, and perform well under pressure. If accepted, you will be placed in a training program with an experienced installation specialist. If you have the above mentioned qualifications and wish to join a profitable growing firm, send a letter and a detailed resume to William Phillips:

## STATION BUSINESS SYSTEMS 600 West Putnam Avenue Greenwich, Connecticut 06830

An Affirmative Action Employer M/F

## Wanted To Buy Stations

### Individual

wants to buy fulltime AM or AM/FM in South or Southeast. Up to \$1,500,000.

Box D-18.



## LUM and ABNER

5 - 15 MINUTE  
PROGRAMS WEEKLY  
**Program Distributors**  
410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501 - 972-5884

**SALE BY OWNER.**

5 KW daytimer, top midwest thirty market. Profitable. Real estate included. Two times gross. 1.2 million. Principals only. Terms available.

Box D-62.

W. John Grandy  
Broadcasting Broker  
1029 Pacific Street  
San Luis Obispo, California  
93401  
805-541-1900

**EXCELLENT AM-FM**

GROSSING APPROX. \$1,000,000  
CASH FLOW \$350,000  
PRICE 3 MILLION NET CASH  
WRITE BOX D-20

**MAJOR MARKET**

5 KW AM with CP for fulltime. Three times present gross billings. 1.7 million. Principals only. Write to:

Box D-63.

- Densely populated area. Short range of Chicago. 1.5 million
- Daytimer. Central Georgia metro area.
- AM/FM Kentucky. Real Estate. \$420,000.
- AM/FM in Western N.Y. State. \$590,000.
- 1 kw AM in Southern Ga. Real Estate. \$250,000.
- 3 kw FM in good Ga. market. \$280,000.
- 1kw AM pre-sunrise. Real Estate. Eastern N.Y. \$575,000.
- 10kw AM in North Carolina. University term. \$480,000.
- Fort Worth/Dallas area. Fantastic coverage. Billing 500,000. Make offer.
- AM-FM in Kentucky \$360,000. Terms.
- Unusual circumstance regarding fantastic buy in New Jersey. Powerful day timer. Great market. \$650,000.
- 3kw Stereo FM. Densely populated suburban area in Central Ohio. \$375,000.
- Eastern Georgia. 1kw Daytimer with very good coverage, \$420,000.
- North Florida Metro area. Daytimer. \$360,000.
- 10kw AM in Texas with Fulltime C.P. \$675,000.
- FM in Waco, Texas area. \$140,000.
- AM/FM. Southern Kentucky. Real Estate. \$340,000.
- AM/FM in Louisiana with very high potential. \$425,000.
- Overseas AM/FM/TV. U.S. Commonwealth Automation. \$220,000.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

**For Sale Stations Continued**

**HOLT CORPORATION**

**BROKERAGE - APPRAISALS - CONSULTATION  
OVER A DECADE OF SERVICE  
TO BROADCASTERS**

The Holt Corporation Westgate Mall, Suite 205  
Bethlehem, PA 18017  
215-865-3775  
Holt Corporation West  
5944 Luther Lane, No. 401  
Dallas, TX 75225  
214-696-1353

**LARSON/WALKER & COMPANY  
Brokers, Consultants & Appraisers**

213/626-0385 Suite 214  
11881 San Vicente Blvd.  
Los Angeles, CA. 90049  
202/223-1553 Suite 417  
1730 Rhode Island Ave. N.W.  
Washington, D.C. 20036

**MEDIA BROKERS  
APPRAISERS**

RICHARD A. SHAHEEN  
435 NORTH MICHIGAN · CHICAGO 60611  
**312-467-0040**



**THE  
KEITH W. HORTON  
COMPANY, INC.**

P. O. Box 948  
Elmira, NY  
14902  
(607) 733-7138

*Brokers and  
Consultants  
to the  
Communications  
Industry*



**CATV SYSTEMS**

available throughout U.S. Small to large. State acquisition criteria and finances. Principals only.

Write Box D-17.

**Oklahoma  
5000 Watt Daytimer**

\$285,000, 29% Down, terms. Excellent facility, principals only. Write Box C-123.

**MAJOR MARKET DAYTIMER**

WITH RECENT FULL TIME  
APPROVAL  
PRICE \$1,750,000  
WRITE BOX D-19

W	Small	AM/FM	\$325K	\$140K
Plains	Small	FM	\$400K	\$100K
S	Metro	FM	\$260K	Terms
S	Metro	AM	\$475K	\$125K
W	Metro	AM/FM	\$1MM	29%

Atlanta, Boston, Chicago,  
Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga., 30341

**H.B. La Rue, Media Broker**

RADIO · TV · CATV · APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474  
East Coast:  
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

**FOR SALE.**

Midwest 5 KW AM with fulltime C.P. in major market where total radio billings exceeded twenty million last year. Currently profitable. Principals only. Two million. Good terms.

Box D-61

**SHERMAN  
and BROWN  
ASSOC.**

**MEDIA BROKER SPECIALISTS  
TV RADIO CATV**  
P.O. Box 4475, Ft. Lauderdale, Fla 33338  
Phone (305) 561-9334

**Select Media Brokers**

VA	Daytime	180K	Small
FL	Fulltime AM	170K	Small
NJ	Daytime	650K	Medium
VA	Daytime	425K	Medium
NC	Daytime	225K	Small
WA	Daytime	250K	Suburban
GA	Daytime	467K	Metro
GA	Daytime	385K	Small
AL	Fulltime AM-FM	635K	Small
NY	Fulltime AM	1.6MM	Major
TX	Daytime AM	695K	Medium
FL	Daytime	390K	Medium
FL	Fulltime FM	525K	Metro
SC	Daytime	180K	Small
LA	Daytime AM/ Fulltime FM	450K	Small
GA	Daytime	300K	Medium
PA	Daytime	350K	Medium
NC	Daytime	205K	Small
KY	Fulltime FM	120K	Small

(Distress Sale)

P.O. Box 5, Albany, Georgia 31702  
(912) 883-4908

**BROADCASTING'S  
CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word, \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

# Stock Index

Stock symbol	Exch.	Closing		Net change in week	% change in week	High	1978-79		PIE ratio	Approx. shares out (000)	Total market capitalization (000)
		Wed. March 28	Wed. March 21				Low	High			
<b>Broadcasting</b>											
ABC	N	34 1/4	33 1/2	+ 3/4	+ 2.23	41 1/4	23 1/2	8	27,700	948,725	
CAPITAL CITIES	CCB	N	39	38	+ 1	2.63	75	37 3/8	11	14,000	546,000
CBS	N	46 3/8	45 5/8	+ 3/4	+ 1.64	64	43 7/8	7	28,100	1,303,137	
COX	N	59 1/2	58 1/2	+ 1	+ 1.70	59 3/4	25 1/2	13	6,667	396,686	
GROSS TELECASTING	GGG	A	23 7/8	23 1/2	+ 3/8	+ 1.59	23 7/8	13 5/8	9	800	19,100
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LINEB	O	37	37 1/4	- 1/4	- .67	43	16 1/2	10	2,789	103,193	
METROMEDIA	MEY	N	54	53	+ 1	+ 1.88	71	25 1/4	9	4,600	248,400
MOONEY	MCON	O	6	6			6 1/2	1 7/8		425	2,550
RAHALL*	RAHL	O	20 1/2	20 1/2			21 1/4	8 5/8	23	1,264	25,912
SCRIPPS-HOWARD	SCRIP	O	50	50			52	30 1/2	9	2,589	129,450
STARR	SBG	M	14 1/4	14 1/8	+ 1/8	+ .88	14 1/4		79	1,547	22,044
STORER	SBK	N	34 1/2	34	+ 1/2	+ 1.47	34 7/8	19 3/8	9	4,948	170,706
TAFT	TFB	N	20 5/8	20 3/4	- 1/8	- .60	24 7/8	12 1/4	7	8,508	175,477
<b>TOTAL</b>										<b>104,399</b>	<b>4,096,693</b>

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	13 7/8	13 1/4	+ 5/8	+ 4.71	14 7/8	3 3/4	12	1,257	17,440
AMERICAN FAMILY	AFL	N	12 1/2	12 7/8	- 3/8	- 2.91	17 1/8	9 1/4	6	10,536	131,700
JOHN BLAIR	BJ	N	27	27			31 3/8	11 1/8	6	2,447	66,069
CHARTER CO.	CHR	N	8 3/4	9 1/8	- 3/8	- 4.10	9 1/8	3 7/8	9	19,219	168,166
CHRIS-CRAFT	CCN	N	13 1/2	13	+ 1/2	+ 3.84	13 1/2	4 1/2	12	3,696	49,896
COCA-COLA NEW YORK	KNY	N	7	7 1/8	- 1/8	- 1.75	9 1/4	6 1/8	10	17,641	123,487
COMBINED COMM.	CCA	N	32 7/8	32 1/4	+ 5/8	+ 1.93	45 1/8	19	13	10,369	340,880
COWLES	CWL	N	22 7/8	23 1/2	- 5/8	- 2.65	25 1/4	12 1/2	19	3,969	90,790
DUN & BRADSTREET	DNB	N	31 1/2	32	- 1/2	- 1.56	38	26 1/4	13	27,886	878,409
FAIRCHILD INO.	FEN	N	27	27 3/4	+ 3/4	+ 2.70	35 1/4	9 1/2	7	5,708	154,116
FUQUA	FQA	N	10 3/4	10 5/8	+ 1/8	+ 1.17	13 5/8	8	6	12,661	136,105
GANNETT CO.	GCI	N	43 1/2	43 1/8	+ 3/8	+ .86	49	32 3/4	15	22,430	975,705
GENERAL TIRE	GY	N	23 5/8	23 1/2	+ 1/8	+ .53	30 5/8	22 3/8	5	22,710	536,523
GRAY COMMUN.	O		22	22			24	8	7	475	10,450
HARTE-HANKS	HHN	N	21 5/8	21 3/8	+ 1/4	+ 1.16	24 1/2	13	13	9,117	197,155
JEFFERSON-PILOT	JP	N	30 1/4	30 3/8	- 1/8	- .41	34 1/2	26 5/8	8	22,895	692,573
MARVIN JOSEPHSON	MRVN	O	16 1/4	15 3/4	+ 1/2	+ 3.17	16 1/4	8 1/4	9	2,547	41,388
KANSAS STATE NET.	KSN	O	13	12 3/4	+ 1/4	+ 1.96	14 3/8	4 3/4	12	1,799	23,387
KNIGHT-RIDDER	KRN	N	22 5/8	22 1/2	+ 1/8	+ .55	28 1/8	13 1/4	10	32,797	742,032
LEE ENTERPRISES*	LEE	N	22 5/8	22 5/8			22 3/4	11 1/8	10	7,285	164,823
LIBERTY	LC	N	33	32 1/8	+ 7/8	+ 2.72	33 7/8	18	7	6,762	223,146
MCGRAW-HILL	MHP	N	25 3/8	25 3/8			32 5/8	15 5/8	10	24,777	628,716
MEDIA GENERAL	MEG	A	21 1/2	20 3/4	+ 3/4	+ 3.61	23 1/8	13 5/8	10	7,456	160,304
MEROITH	MDP	N	28 3/8	28 3/4	- 3/8	- 1.30	40 1/4	17 3/8	6	3,094	87,792
MULTIMEDIA	MMED	O	23 1/2	23 1/2			28 1/4	16 1/4	11	6,630	155,805
NEW YORK TIMES CO.	NYKA	A	27	26 1/4	+ 3/4	+ 2.85	31 5/8	15 3/4	15	11,599	313,173
OUTLET CO.	OTU	N	20 1/2	20 1/8	+ 3/8	+ 1.86	32 7/8	16 5/8	5	2,445	50,122
POST CORP.	POS	A	17	16 3/4	+ 1/4	+ 1.49	19 3/8	8 1/8	8	1,824	31,008
REEVES TELECOM	RBT	A	5 3/8	5 1/2	- 1/8	- 2.27	5 1/2	1 3/4	60	2,388	12,835
ROLLINS	ROL	N	17 7/8	18 3/8	- 1/2	- 2.72	24 1/4	14 7/8	9	13,407	239,650
RUST CRAFT	RUS	A	34	34			34	8 1/2	16	2,319	78,846
SAN JUAN RACING	SJR	N	15 3/4	16	- 1/4	- 1.56	16	7 5/8	26	2,509	39,516
SCHERING-PLOUGH	SGP	N	28 3/4	29	- 1/4	- .86	44 3/4	26 3/8	8	53,580	1,540,425
SONDERLING	SDB	A	25 5/8	25 3/4	- 1/8	- .48	25 3/4	8 3/8	9	1,105	28,315
TECH OPERATIONS	TO	A	6 7/8	6 1/2	+ 3/8	+ 5.76	8 3/4	2 3/8	25	1,352	9,295
TIMES MIRROR CO.	TMC	N	30 1/4	30 1/4			35	20 3/4	9	34,811	1,053,032
TURNER COMM.*	O		23	23			31	7 3/4		3,800	87,400
WASHINGTON POST	WPO	A	22 1/2	23	- 1/2	- 2.17	26 1/2	10 7/8	8	16,268	366,030
WOMETCO	WOM	N	16 1/4	16	+ 1/4	+ 1.56	18 1/4	10 7/8	9	8,524	138,515
<b>TOTAL</b>										<b>442,094</b>	<b>10,785,019</b>

## Cablecasting

ACTON CORP.	ATN	A	10 3/4	10 7/8	- 1/8	- 1.14	13 5/8	3 1/8	7	2,419	26,004
AMECO*	ACO	O	4 1/2	4 1/2			5 1/2	1/8		1,200	1,125
ATHENA COMM.	O		5 7/8	5 3/4	+ 1/8	+ 2.17	6 1/8	3 1/8	45	8,531	50,119
BURNUP & SIMS	BSIM	O	5 1/2	5 1/2			5 1/2	1/4	28	634	3,487
CABLE INFO.	O		18	17 1/2	+ 1/2	+ 2.85	18	3 3/4	21	1,617	29,106
COMCAST	O		16 1/2	16 1/2			16 3/4	3 5/8	19	5,018	82,797
COMMUN. PROPERTIES	COMU	O	1 1/4	1 1/4			3 1/2	7/8	1	979	1,223
ENTRON*	ENT	O	36 1/8	35 3/8	+ 3/4	+ 2.12	40	17 5/8	10	7,682	277,512
GENERAL INSTRUMENT	GRL	N	13 3/4	14 1/2	- 3/4	- 5.17	15 3/4	7 1/2	5	1,121	15,413
GENEVE CORP.	GENV	O	22 1/4	21 1/4	+ 1	+ 4.70	22 1/4	2 7/8	54	5,327	118,525
TELE-COMMUNICATIONS	TCOM	N	15 5/8	15 5/8			15 5/8	6 3/4	23	16,952	264,875
TELEPROMPTER	TP	N	2 1/8	2 1/8			2 7/8	1 1/4	13	786	1,670
TEXSCAN	TEXS	O	39 3/8	38 3/4	+ 5/8	+ 1.61	50	31 3/4	7	20,505	807,384
TIME INC.	TL	N	10	8 1/2	+ 1 1/2	+ 17.64	10	1 5/8	21	1,496	14,960
TOCOM	TOCM	O	52 1/2	50	+ 2 1/2	+ 5.00	52 1/2	15 1/2	26	1,679	88,147
UA-COLUMBIA CABLE	UACC	O	32 1/2	31 1/4	+ 1 1/4	+ 4.00	32 1/2	3 7/8	27	2,036	66,170
UNITED CABLE TV	UCTV	O	30 1/8	30 5/8	- 1/2	- 1.63	30 5/8	16 5/8	17	3,799	114,444
VIA	N										
<b>TOTAL</b>										<b>83,906</b>	<b>1,971,398</b>

Stock symbol	Exch.	Closing Wed. March 28	Closing Wed. March 21	Net change in week	% change in week	High	1978-79 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)			
<b>Programing</b>													
COLUMBIA PICTURES	CPS	N	22	22 1/4	-	1/4	-	1.12	24 1/2	7 3/8	3	9,749	214,478
DISNEY	OIS	N	38 1/2	38	+	1/2	+	1.31	47 5/8	32 1/4	13	32,416	1,248,016
FILMWAYS	FWY	N	14 1/4	14 1/4					17	6 7/8	8	10,980	156,465
FOUR STAR			1 1/4	1 1/4					2 1/8	1 1/2	13	666	832
GULF + WESTERN	GW	N	15	15 1/8	-	1/8	-	.82	18 3/8	10 1/4	4	48,177	722,655
MCA	MCA	N	40 1/8	40 3/4	-	5/8	-	1.53	48 1/4	25 3/4	7	23,227	931,983
MGM	MGM	N	22 5/8	23	-	3/8	-	1.63	24 1/8	12 7/8	7	29,102	658,432
TRANSAMERICA	TA	N	17 1/2	17 1/2					19	13 1/4	6	66,475	1,163,312
20TH CENTURY-FOX	TF	N	38 3/8	38 3/8					39 3/8	10	5	7,759	297,751
VIDEO CORP. OF AMER	O		5 5/8	5	+	5/8	+	12.50	9 3/4	3 1/2	17	988	5,200
WARNER	WCI	N	48 1/8	46 1/8	+	2	+	4.33	56 7/8	25 3/4	8	14,622	703,683
WRATHER	WCO	A	15 1/2	16 1/4	-	3/4	-	4.61	16 1/4	4 1/2	42	2,308	35,774
									TOTAL			246,469	6,138,938

<b>Service</b>													
BBDO INC.	BBDO	O	34	34 1/4	-	1/4	-	.72	38 3/4	22 1/2	8	2,513	85,442
COMSAT	CQ	N	41 3/4	40 3/4	+	1	+	2.45	48 3/4	28 3/4	11	8,000	334,000
DOYLE DANE BERNBACH	DOYL	O	21 1/4	20	+	1 1/4	+	6.25	31	16 1/4	8	1,776	37,740
FOOTE CONE & BELDING	FCB	N	17 3/4	17	+	3/4	+	4.41	23 1/8	14 3/4	6	2,538	45,049
GREY ADVERTISING	GREY	O	35 1/2	35	+	1/2	+	1.42	36	16 1/2	4	624	22,152
INTERPUBLIC GROUP	IPG	N	37 3/8	34 1/4	+	3 1/8	+	9.12	39 1/4	22 1/2	8	2,387	89,214
MCI COMMUNICATIONS	MCIC	O	6 3/4	6	+	3/4	+	12.50	6 3/4	7/8	61	20,431	137,909
MOVIELAB	MOV	A	4 1/2	4 1/8	+	3/8	+	9.09	4 1/2	1	17	1,414	6,363
MPO VIDEOTRONICS	MPO	A	4 3/8	4 3/8					65 3/8	4	4	520	2,275
A. C. NIELSEN	NIELB	O	23 3/4	22 7/8	+	7/8	+	3.82	28 1/2	18 7/8	11	10,980	260,775
OGILVY & MATHER	OGIL	O	22 3/4	23 1/4	-	1/2	-	2.15	56 1/2	20	7	3,610	82,127
TPC COMMUNICATIONS	TPCC	O	10 1/8	8 1/4	+	1 7/8	+	22.72	10 1/2	2 1/4	19	899	9,102
J. WALTER THOMPSON	JWT	N	26 1/8	27 3/4	-	1 5/8	-	5.85	32 7/8	15 1/8	6	2,649	69,205
WESTERN UNION	WU	N	19 7/8	19 1/8	+	3/4	+	3.92	21 1/4	15	8	15,177	301,642
									TOTAL			73,518	1,482,995

<b>Electronics/Manufacturing</b>													
AEL INDUSTRIES	AELBA	O	6 7/8	7	-	1/8	-	1.78	10 1/4	2 3/8	5	1,672	11,495
AMPEX	APX	N	16 1/4	16 3/8	-	1/8	-	.76	19 1/4	7 3/8	12	11,357	184,551
ARVIN INDUSTRIES	ARV	N	14 3/4	15	-	1/4	-	1.66	22 1/2	12 1/2	5	5,959	87,895
CCA ELECTRONICS*	CCA	O	1 1/8	1 1/8					5/8	1/8	1	897	112
CETEC	CEC	A	4 7/8	5 1/8	-	1/4	-	4.87	5 3/4	1 3/4	11	2,127	10,369
COHU	COH	A	4	3 3/8	+	5/8	+	18.51	5 1/2	2 1/8	12	1,732	6,928
CONRAC	CAX	N	15 5/8	14 7/8	+	3/4	+	5.04	27 1/4	13 1/2	8	2,052	32,062
EASTMAN KODAK	EASKD	N	65 1/2	64 3/8	+	1 1/8	+	1.74	86 3/4	42	13	161,376	10,570,128
FARINON	FARN	O	14 1/4	14 1/4					16 1/2	8	14	4,782	68,143
GENERAL ELECTRIC	GE	N	48 7/8	48 1/4	+	5/8	+	1.29	56 5/8	44 1/2	9	184,581	9,021,396
HARRIS CORP.	HRS	N	27 3/4	26 3/4	+	1	+	3.73	35 3/4	19 7/8	13	25,461	706,542
HARVEL INDUSTRIES*	HARV	D	6	6					6	3 1/8	16	480	2,880
INTL. VIDEO CORP.*	IVCP	O	1 7/8	1 7/8					2 5/8	1/4		2,701	5,064
M/A COM. INC.	MAI	N	46 3/8	43 1/4	+	3 1/8	+	7.22	46 3/8	20 1/4	21	1,320	61,215
3M	MMM	N	58 3/4	58	+	3/4	+	1.29	64 3/4	43 1/2	13	116,473	6,842,788
MOTOROLA	MOT	N	38 3/8	38 3/4	-	3/8	-	.96	56 7/8	34 1/4	10	28,544	1,095,376
N. AMERICAN PHILIPS	NPH	N	26 7/8	27 1/4	-	3/8	-	1.37	36	24 1/2	5	12,033	323,386
OAK INDUSTRIES	OAK	N	27	26 1/8	+	7/8	+	3.34	27	6 1/4	26	2,973	80,271
ORROX CORP.	ORRX	O	5	5					6 1/2	1/2	7	1,977	9,885
RCA	RCA	N	27	27 1/8	-	1/8	-	.46	33 5/8	22 3/4	8	74,821	2,020,167
ROCKWELL INTL.	ROK	N	37 7/8	37 3/8	+	1/2	+	1.33	38	28 1/4	7	33,900	1,283,962
RSC INDUSTRIES	RSC	A	2 7/8	2 5/8	+	1/4	+	9.52	4	1 5/8	14	2,412	6,934
SCIENTIFIC-ATLANTA	SFA	A	37 7/8	37 7/8					37 7/8	16 3/4	17	2,644	100,141
SONY CORP.	SNE	N	8 3/4	8 7/8	-	1/8	-	1.40	10 3/8	7	14	172,500	1,509,375
TEKTRONIX	TEK	N	55	55 1/4	-	1/4	-	.45	68 1/2	28 1/4	15	17,995	989,725
TELEMATION	TLMT	O	1 1/4	1 1/2	-	1/4	-	16.66	2 1/4	1/2	2	1,050	1,312
VALTEC	VTEC	O	9 1/2	9 1/4	+	1/4	+	2.70	12 3/4	6 1/2	24	4,056	38,532
VARIAN ASSOCIATES	VAR	N	18 1/8	16 3/4	+	1 3/8	+	8.20	21	13	12	6,838	123,938
WESTINGHOUSE	WX	N	20 3/8	19 5/8	+	3/4	+	3.82	24 1/2	16 1/4	6	86,511	1,762,661
ZENITH	ZE	N	15 1/8	14 1/4	+	7/8	+	6.14	28	11 3/8	22	18,800	284,350
									TOTAL			990,024	37,241,500
									GRAND TOTAL			1,940,410	61,716,626

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M-Midwest Stock Exchange  
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Yearly high-lows are drawn from trading days  
reported by *Broadcasting*. Actual figures  
may vary slightly.

\*Stock did not trade on Wednesday, closing  
price shown is last traded price.  
\*\*No P/E ratio is computed, company  
registered net loss.  
\*\*\*Stock split.  
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through *Broadcasting's* own research. Earnings  
figures are exclusive of extraordinary  
gains or losses.

## Multimedia's Dahlman: Steady progress to produce TV winners

Don Dahlman was general manager at WLWD(TV) Dayton, Ohio, in 1967 when he convinced a newsman-turned-traveling-salesman to get off the road and back on the air.

A talk show premiered a month later. Madalyn Murray O'Hair, the activist atheist, was the first guest. Mr. Dahlman and his star were hung in effigy by outraged viewers; petitions circulated for their ouster.

They survived. And hanging higher than the effigies were the ratings. Don Dahlman knew he had a hit on his hands: *The Phil Donahue Show*.

Now, almost a dozen years later, Mr. Dahlman is executive vice president-sales for Multimedia Program Productions Inc. His prime property, retitled *Donahue*, has about 97% U.S. clearance, and in the top-100 markets, it's easier to list where *Donahue* isn't: San Antonio, Tex., and Shreveport, La.

Phil Donahue calls Don Dahlman more "responsible for the *Donahue* show than any other person," explaining that he was "terribly aggressive" in selling it. And by broadening *Donahue* from its original Dayton base, Mr. Dahlman also was broadening his own career.

His hand in distributing *Donahue* while WLWD vice president and general manager made him a natural to move up to Avco Broadcasting's vice president-television sales in 1971. Avco's divestiture to Multimedia Broadcasting Co. gave Mr. Dahlman a new employer in 1976 and the following year he became executive vice president of the distribution arm. (He's also a vice president and director of Multimedia Broadcasting.)

*Donahue's* success—it's said to have the number-one slot among women 18-49 in 90% of its markets—inevitably comes up in conversations about Mr. Dahlman's career. But, being the salesman, Mr. Dahlman is quick to find time to discuss some of his other properties: *The Bob Braun Show*, *Young People's Specials* and the new *Archie Campbell Show*.

His is a relaxed hustle, with a smile that connotes confidence. "If I were having great problems," he muses, "I might not be so calm." At 60, Mr. Dahlman claims to have "been exposed to most crises" and says he's riding high. He's convincing:

Professionally, he's "successful;" works for a "great company;" is developing new product, and is "proud of the product" he already has. Personally, there's his wife, Phyllis, a former Londoner he met during the war; one daughter's a doctor,



Donald Lee Dahlman—executive vice president-sales, Multimedia Program Productions Inc., Cincinnati; b. Cincinnati, July 24, 1918; BA, Business Administration, University of Cincinnati, 1941; advertising department, Beau Brummel Ties, Cincinnati, 1941; warrant officer, U.S. Army, 1941-46; marketing manager, Kenner Products, Cincinnati, 1946; owner, United States Bottling Co., Cincinnati, 1946-48; advertising manager, Adler Sock Co., Cincinnati, 1948-50; account executive, WLWT(TV) Cincinnati; 1950-55; sales representative Ziv-TV, now United Artists TV Inc., Cincinnati, Detroit, Cincinnati, 1955-63; sales manager, WLWD(TV) Dayton, Ohio, 1963-65; vice president and general manager, WLWD, 1965-71; vice president-television sales, Avco Broadcasting, now Multimedia Broadcasting, Cincinnati, 1971-76; director, Multimedia Broadcasting, 1976; present position since December 1977; m. Phyllis Marie O'Connor, March 27, 1944; children—Teresa Ruch, 29; Patricia, 26; Martin, 22.

another's a painter and their son's a teacher/politician. Then there's the house on three acres of woods in Wyoming, Ohio, "with very little grass to cut."

With the ease of someone who chalks things up to experience, Mr. Dahlman also will admit program failure. *Feelings*, an hour variety show targeted to blacks, was beset with problems from the start and flopped.

But as others point out, the ease with which Mr. Dahlman presents himself shouldn't veil the fact that he can be tough when he wants to be. Mr. Donahue, for one, explains that Mr. Dahlman hasn't been afraid to "kick asses" with his sales staff when it's been warranted. And in almost the same breath, Mr. Donahue goes back to the early days of his show and recalls: "He was not a nervous nelly. . . . He never came down the hall and said 'why did you say that?'"

Before heading up the distribution operation, first for Avco then for Multimedia, Mr. Dahlman was an account executive for WLWT(TV) Cincinnati. He left station work for eight years as a sales representative with what was formerly Ziv-TV and is now United Artists TV Inc. In 1963, Mr. Dahlman was back on the station side, as sales manager for WLWD and by 1965, the station's vice president and general manager.

Outside Multimedia, Mr. Dahlman also finds good use for his perspective from both sides. With the newly elected leadership of the National Association of Television Program Executives, Mr. Dahlman became the senior associate director on the board, representing the syndicators.

It was in 1950, with the WLWT account executive's job that Mr. Dahlman broke into broadcasting. While advertising manager for Adler Sock Co. in his native Cincinnati, he hesitated and lost a local TV availability. Seeing how fast time was being sold, however, he didn't hesitate to switch career gears.

Mr. Dahlman at that time may have been new to broadcasting but he was not new to sales. As a student at the University of Cincinnati, he began his business career as a "go-fer" in the advertising department of Beau Brummel Tires. After the war when he spent time in Europe as a warrant officer, he took a job with Kenner Products as a marketing manager.

From his current sales vantage point, Mr. Dahlman talks of flexibility. *Donahue*, for example, is sold for cash, with a minute of time taken back for national advertising. *The Bob Braun Show* is on mininetwork of seven stations; stations other than its own on which Multimedia buys the time and then sells to advertisers. On still another sales front, *Young People's Specials* is bartered.

Multimedia, he says, has given him a great deal of freedom. And he adds that "our company has been and is willing to put up the money and risk it." There's no rush, however, for overnight success or for a multiplicity of projects. Quite the opposite. "The only thing they would warn me about is not to go too fast," Mr. Dahlman says.

Mr. Dahlman doesn't object to that policy. Aside from the new country-flavored *Archie Campbell Show*, Multimedia Program Production also is offering a new variation of *Donahue*—a best-of series for prime-time access. Multimedia alerted the program buying community of its availability during last month's NATPE convention but Don Dahlman claims to be taking his time and carefully watching its placement.

Slowly perhaps, but surely.

## Van Deerlin II

The full impact of H.R. 3333—the latest Van Deerlin rewrite of the Communications Act of 1934—cannot be assessed until the bill itself goes public and can be subjected to line-by-line inspection. But enough can be gleaned to deduce that Chairman Lionel Van Deerlin (D-Calif.) is bidding for adjustments that will meet most objections of contending forces without being all things to all comers by compromising his basic philosophies.

For broadcasters, provisions for prompt deregulation of radio, and eventually of television, relaxation of multiple- and cross-ownership restrictions, and, perhaps most significant, tentative steps toward removal of First Amendment blocks must be applauded with the hope that Senate and House will ultimately unite on full recognition. Scaled down but nonetheless discriminatory fees for broadcasters will be resisted not only because of discrimination but because they would mean that confidential revenue reports of licensees would become public in assessing the outlandish tribute that would be paid on a percentage of income. Moreover, the radical proposal for clustered advertising on noncommercial education television would generate opposition simply because this would be a contradiction and a broken promise.

Citizens lobbies, equal opportunity zealots and cable-only interests lost no time in attempting to torpedo the latest Van Deerlin proposals. That was to be expected because they were the beneficiaries of the original anti-broadcasting proposals.

Without predicting the tortuous road to ultimate enactment, we think Chairman Van Deerlin, his Republican co-signers and his staff deserve at least a modicum of recognition for their efforts to rectify the gross injustices of the earlier draft. But there's still a long way to go in House and Senate.

## More talk than action

President Carter went to Dallas and the National Association of Broadcasters convention on March 25 with a message that his advisers must have thought would be sure-fire. To his audience of overregulated broadcasters, the President delivered more promises of deregulation. He must have been disappointed by the subdued applause.

The President's reception reflected a general skepticism about the realities of deregulation that is likely to emerge from presidential or FCC action. Mr. Carter may assure the NAB that a ruthless war on paperwork has been declared to "Charlie Ferris," as the FCC chairman is suddenly called after traveling with the President to Texas. He may exalt the bill that he submitted to Congress last Monday as the magna carta for industries regulated by the independent agencies. Broadcasters will await results before carrying him through town on their shoulders.

The truth is, as Erwin Krasnow, the NAB's senior vice president and general counsel, told a panel session last week, that while talk of deregulation fills the Washington air, new regulation fills the FCC backlog. An example given at the same panel session is the device that the FCC has quietly adopted to force a quota of public service announcements on the air. Applicants for license renewal must promise an acceptable quantity of PSA's. If they fall below that quantity at renewal time, they get one of those intimidating letters.

As with the FCC's manipulation of the PSA load on U.S. broadcasting stations, there are countless ways that the agency can insinuate itself into broadcasters' affairs without the formality of rulemaking. Charlie may be telling Jimmy that he wants to

eliminate unnecessary rules. Back at 20th and M Streets the FCC staff is busily applying unwritten policy to encumber broadcasters with more control than ever.

Until tangible evidence is at hand, deregulation at the White House and the FCC will remain a political buzz word.

## Overgrown?

The theater in the Dallas convention center where President Carter appeared at the opening session of the NAB convention seats 4,000 persons. It was filled for the President's appearance, and hundreds of dismayed delegates were locked outside when the fire department ordered the doors closed.

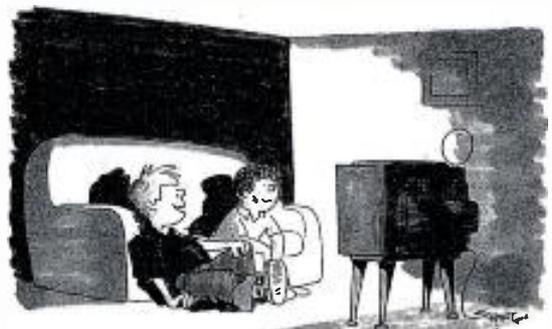
(The NAB had wanted to use a much larger hall in the same center, but the White House objected with the explanation that the Secret Service thought it had too many doors. There was also speculation that Gerald Rafshoon feared that Mr. Carter wouldn't fill the big hall and wanted to show no vacant seats on television. But that is another story.)

Any of the delegates who were left outside the Carter meeting would have testified that NAB conventions had grown too big to be managed. And indeed that was a recurrent remark heard in Dallas last week.

Perhaps it is time for the NAB to reappraise its convention format which has not been significantly changed, except to divide the program into separate radio and television sessions, in 30 years. The reappraisal, however, ought to extend beyond the convention itself to a consideration of the annual schedule of large meetings that broadcasters now attend.

The suggestion here is that the NAB form a small but active committee that is representative of its own membership and of the principal organizations outside NAB that have annual meetings of national importance—the National Association of Television Program Executives, the Radio Television News Directors Association, the Society of Motion Picture and Television Engineers, to name but three. (Whether the National Radio Broadcasters Association could be persuaded to join a multilateral committee organized by the NAB will not be conjectured here.)

The basic problem, of course, goes far beyond convention logistics and schedules. As this journal has long maintained, there should be developed a congress of broadcasters and those in the allied arts. Each entity would elect its own delegates to the policymaking authority at the top, which would, in turn, direct all Washington activities dealing with legislation, regulation and international affairs. Each of the individual organizations would remain free to promote the business and professional welfare of its members.



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road conditions, and cancelled meetings. C.H. Smith, of Conyers, Georgia, writes: "Most people take a service like this for granted. I for one do not. WSB is a great station. In fact, I don't listen to any other. Jim and John and WSB's Morning Merry-Go-Round are my favorites..."

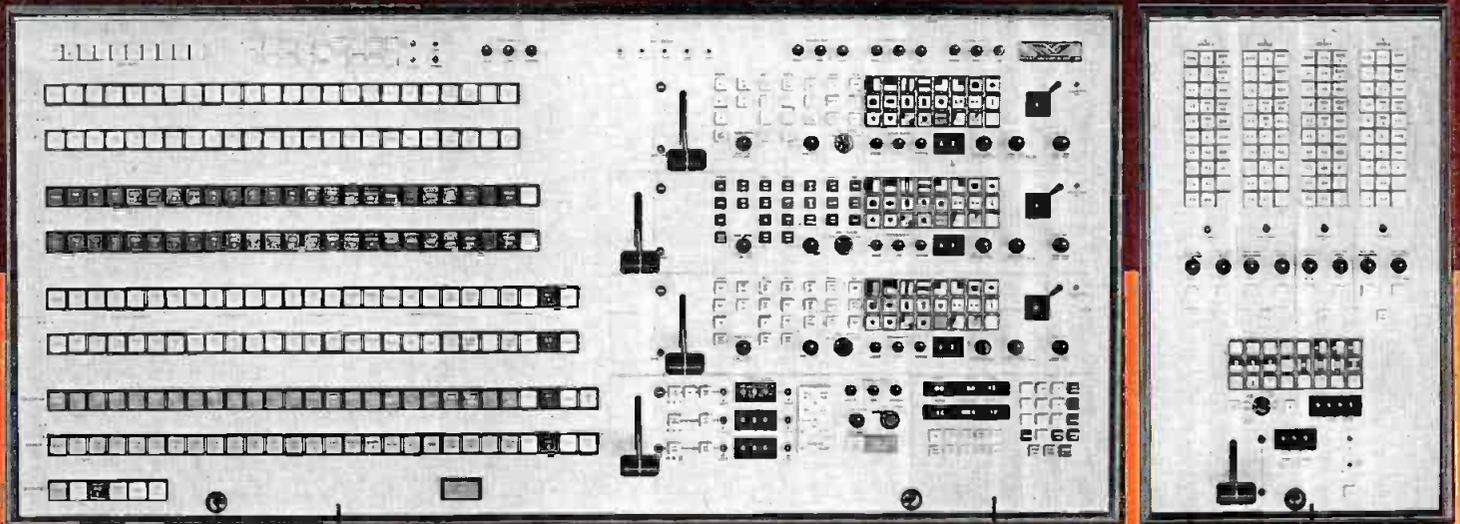


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