

Sept. 17, 1979

**Special report on WARC '79:
Rewriting the rules for the future**

Broadcasting Sep 17

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You left the lights on, Mommy!

Have your children ever told you to turn off the lights because they were wasting energy? That's what young people in Western Michigan are doing. They're becoming energy conscious as a result of a special series on WKZO-TV's popular and long-running children's show, "Channel Three Clubhouse."

The energy series, produced in cooperation with the Kalamazoo Nature Center, was designed to acquaint youngsters with the concept of energy and how they might help preserve our natural resources. It shouldn't have been surprising then, when the kids started reminding their parents that they were wasting energy by leaving lights and appliances on when not in use.

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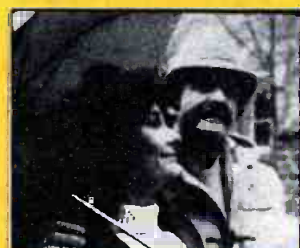
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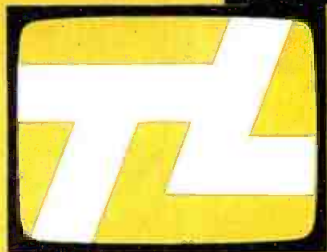
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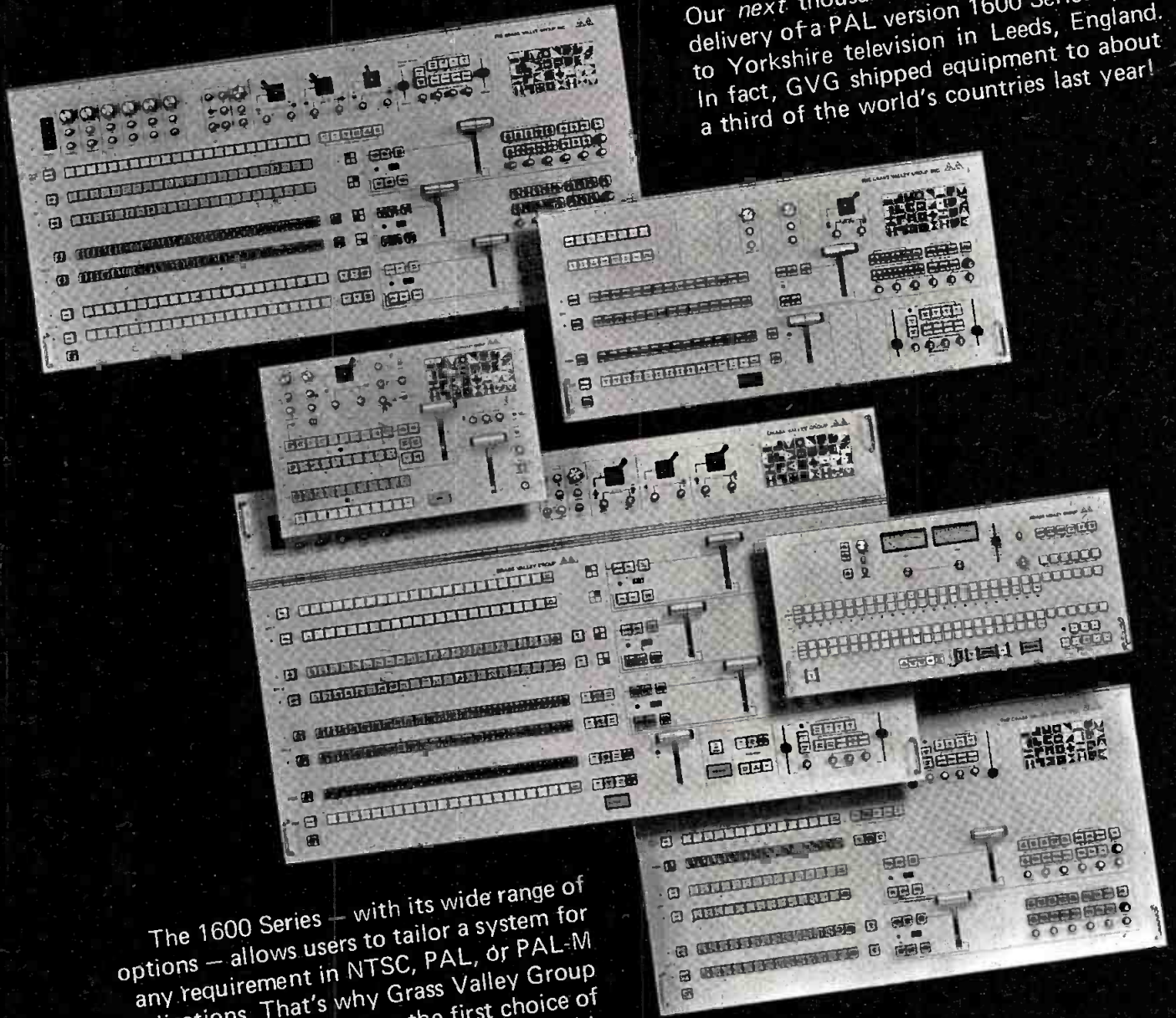
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The Week in Brief

NEVER SAY DIE □ In an address to the IRTS season-opening luncheon in New York, Van Deerlin says his efforts to rewrite the Communications Act will continue and, he believes, his Senate counterpart is ready to cooperate. **PAGE 27.**

WDCA OK □ The FCC turns down an attempt to block sale of the Washington UHF to Taft on the ground that the sale was consummated too soon, but the commission says it will clarify its policy on closings. **PAGE 28.**

MAKING A MOVE □ American Express gets into the cable business with an agreement to go into partnership with Warner Cable. **PAGE 30.**

HARDWARE'S THE THING □ Even though the emphasis was to be on programming, equipment still stole the show at the annual Southern Cable Television Association convention in Atlanta. **PAGE 32.**

WARC '79 □ On Sept. 24 in Geneva, the most important telecommunications conference in 20 years begins. The issues and people involved are examined in a "Special Report" that is only the first part in BROADCASTING'S comprehensive coverage of the gathering. **PAGE 35.**

PROGRAMING POW WOW □ St. Louis was the scene of the second NAB Radio Programing Conference and more than 1,200 participants were on hand. Paper broadcaster George Plimpton gave the keynote address. Workshops included discussions on different formats, news and public affairs, ratings, barter, record companies, research, legal matters and technology. **PAGE 46.**

CREDIT WHERE IT'S DUE □ ABC leads the networks in Emmy awards with 13, CBS took 10, NBC five and PBS three at ceremonies that included a by-satellite appearance of President Carter honoring broadcast newsmen killed in action. Walter Cronkite won the

Governors Award and special citations were given to Johnny Carson and Milton Berle. **PAGE 56.**

THIRD PARTY □ NBC and Johnny Carson agree to submit his contract to Los Angeles Superior Court to settle a dispute between the network and the entertainer over the expiration date. **PAGE 58.**

MAN IN THE MIDDLE □ Robert Daly's views on the three-pronged world of television programing are aired in the second of three BROADCASTING "At Large" features on the network's programing chiefs. **PAGE 59.**

NEWS IN VEGAS □ RTNDA's annual convention managed to get down to serious business among the distractions of Las Vegas. **PAGE 62.**

THREE FOR TURNER □ Ted Turner's fledgling Cable News Network signs up three major MSO's—Cox, Storer and United—at the Southern Cable meeting. **PAGE 64.**

UNDER THE MICROSCOPE □ CBS tells Wall St. analysts its sales are the best ever and it has a new affiliate in Wheeling, W. Va., but there is uncertainty on the part of the analysts on the company's future direction in light of now-cancelled merger talks with Crum and Forster. **PAGE 66.**

SAYS WHO □ Goldwater and Collins, contrary to Van Deerlin, say there will be no rewrite or changes in this session and that with the upcoming elections, it probably will not resurface in 1980. **PAGE 70.**

INTO THE FRAY □ As the president of the Corporation for Public Broadcasting, Robben Fleming has had his hands full this summer with restructuring, new board members and budget battles. But for all this activity, he's enjoying his task of giving the corporation greater stability and effectiveness. **PAGE 97.**

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False alarm

When President Carter sounded urgent (but unannounced) call to No. 1 executives of three network parents on Sept. 7 for meeting last Thursday (story page 30) there was notion he might invade regulatory arena *vis a vis* FCC (including pending network inquiry). But session was devoted to energy and economics and getting story to public. (Corporate chairmen asked to have their operating chiefs present if lower-echelon questions arose.) Of 35-minute over-all White House visit, some 23 minutes were with President—who, some thought significantly, left latch-string out for broadcasters to call if they wanted to talk further.

Meeting came just prior to Gerald Rafshoon's leaving White House staff to rejoin his advertising agency for Carter re-election campaign. Fact that Rafshoon invitation came on same day of now historic luncheon of President with Senator Edward Kennedy (D-Mass.), at which senator indicated he might run for Democratic nomination, added excitement. Rafshoon had been briefed weeks before on imminent Kennedy candidacy, but that forewarning presumably fell on deaf ears because staff felt Kennedy wouldn't run. It had been pointed out that FCC Chairman Charles D. Ferris is Kennedy insider and that he had served as Speaker Thomas P. "Tip" O'Neill's counsel before appointment to FCC in 1977.

Aiming for No. 2?

Last week's developments on latent Kennedy candidacy revive speculation as to possible running mate. Looming even larger among insiders is Senator Ernest F. Hollings—57, handsome, former governor of his native South Carolina, lawyer, Mason, Lutheran, American Legionnaire, Veteran of Foreign Wars and father of four.

Of significance to communicators is Hollings's chairmanship of Senate Subcommittee on Communications. As churchman who has served in Lutheran councils, Hollings would give balance to ticket headed by Catholic. Moreover, say political scientists, geography would be right—New Englander and Southerner.

Second thoughts

FCC's proposed deregulation of radio is not regarded with unqualified joy by National Association of Broadcasters officials—despite fact NAB had been first organization to issue statement praising action. General Counsel Erwin Krasnow

and Donald Zeifang, head of government affairs department, have written memorandum to board members that calls attention to language in notice stating that commission's proposal involves "over-all scheme" in which agency would turn away from program content regulation to system based on "structural means of achieving diversity." Approach would involve increasing number of stations "through more efficient use of spectrum," expanding spectrum available for broadcasting and "fostering new technologies" (BROADCASTING, Sept. 10).

"Needless to say," memorandum says, "we do not believe that there should be any trade-off for radio deregulation, especially on proposals which would weaken the economic basis of broadcasting." It notes that NAB traditionally has held that, if there is no justifiable public interest reason for regulation, then that regulation should be eliminated "with no strings attached."

Bullish U market

Ready for transfer to new owners (subject to customary FCC approval) are three more big market UHF's for big figures: ch. 30 KDNL-TV St. Louis for \$17 million; ch. 45 WBFF-TV Baltimore for \$15.5 million, and ch. 36 KGSC-TV San Jose for \$14 million. Transactions, in negotiation for varying periods, reportedly were closed last week.

St. Louis's KDNL-TV, established 10 years ago, transfers from Evans Broadcasting Co. (T.M. and B.L. Evans, 30% each) to Buford Television Inc. (three Buford brothers, one third each)—Tyler, Tex., group owner that sold KFSM-TV Fort Smith, Ark., (ch. 5) to New York Times Co. for \$17.5 million (BROADCASTING, Aug. 6). Baltimore station, established in 1971, goes from Chesapeake TV Inc. (principal owner [36%] is Julian S. Smith) to company headed by Larry Israel, former president of Washington Post Co. and Post-Newsweek Stations. San Jose independent, established in 1967, is being sold by group headed by Vincent B. Welch and Edward P. Morgan, attorneys, to Ralph C. Wilson Jr., Ralph Wilson Industries, Detroit, president and owner of Buffalo Bills NFL team, and recent purchaser (for \$6 million) of Fetzer's WWTV(TV) Cadillac, and its satellite, WWUP-TV Sault Ste. Marie, both Michigan. He also owns ch. 27 KTSB(TV) Topeka, Kan., ABC-TV affiliate. Earlier deal to sell KGSC-TV to Booth American Co. for \$9 million (BROADCASTING, Nov. 13, 1978) fell through; price escalated 55% since then.

Cable express counsellor

Announcement by American Express that it is entering cable field through merger with Warner Cable (page 30) didn't happen suddenly. Behind scene since July 1, advising James D. Robinson III, AE board chairman and chief executive officer, has been J. Leonard Reinsch, who had resigned as board chairman of Cox Broadcasting Co. on same day. Reinsch was 71 when he left Cox; he had been with organization since 1934 (BROADCASTING, July 18). Reinsch is expected to have important role in new company, but not as executive.

Anti-hypoing

Arbitron officials say on-air survey announcements—urging listeners/viewers to cooperate in audience-measurement surveys—represent one of most horrendous problems they face and that it's "becoming unmanageable," particularly in radio. Hence they welcomed condemnation of practice—on grounds of potential biasing effects—by American Association of Advertising Agencies (BROADCASTING, Sept. 10) as well as earlier denunciations by Broadcast Rating Council and others. They've announced new procedures of their own, including circulation of lists of such stations to advertisers and agencies, publication of call letters of offending stations on each page of ratings reports and, in radio, segregation of audience estimates of those stations at bottom of each page. They're also instituting one previously unpublished plan: To require that such stations also be flagged on computer printouts and in ranking sheets and lists published in trade journals.

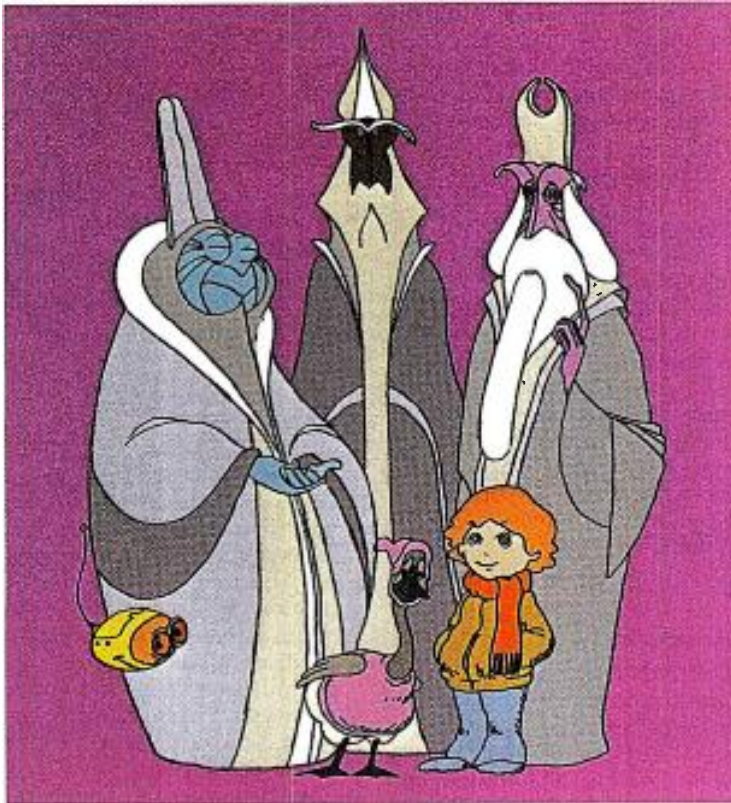
Arbitron Radio has been urged by its station advisory council, and others, to "delist" from its market reports any station that engages in on-air survey promotion, but Arbitron thus far has resisted for what it called "legal reasons."

Getting hot on cable EEO

Cable owners not meeting EEO standards can soon expect to have FCC breathing down their necks. Cable Bureau, beginning this week, will be sending letters to operators it believes are worst offenders. Letters will be asking for data on recent hires to determine if there is commitment to recruit qualified women and minorities. Action is part of new commission push to get cable employment figures, which are said to be lagging considerably, up to par.

WE WORK

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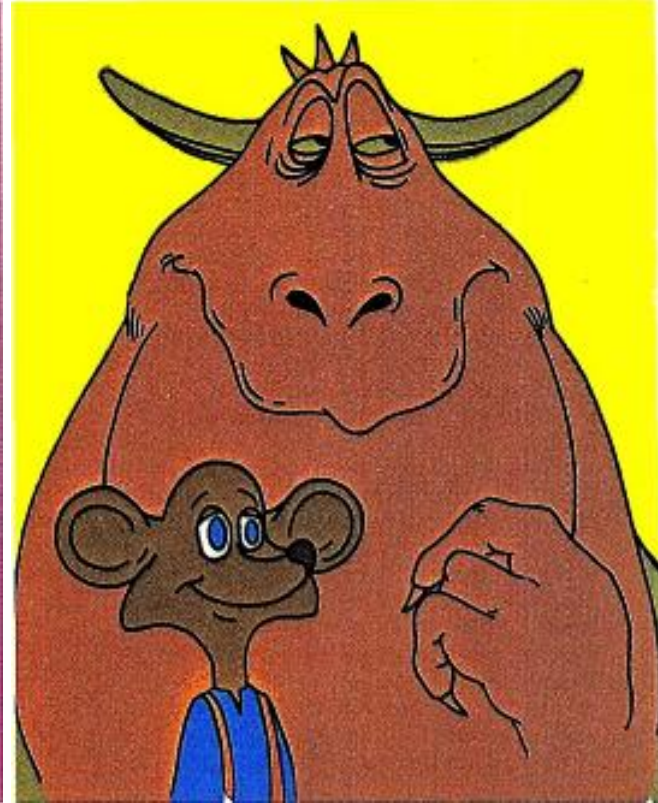


"A Cosmic Christmas"

185 stations

"Animation was lively and the voice-overs well meshed into the thoroughly professional production."

VARIETY



"The Devil and Daniel Mouse"

151 stations

"Delightful animated half hour for kids, their parents and those really hip to today's rock music scene...a dandy twist on The Devil and Daniel Webster."

VARIETY

When special holidays approach, local stations and network advertisers now look to Viacom for the best holiday specials by Nelvana.

First came "A Cosmic Christmas," a beautiful, fully animated half hour of science-fiction adventure created by Nelvana Productions for family viewing at Christmas.

Viacom placed this special on 161 stations for 93% national coverage in 1977 and sold out national sponsorship to top network advertisers. A year later, 24 new stations swelled the lineup

to 185, and coverage rose to 97%.

Next from Nelvana came "The Devil and Daniel Mouse" for Halloween viewing. It was another Viacom sellout to network advertisers. And a 1978 lineup of 151 stations produced 91% national coverage the first year.

"Romie-O and Julie-8," with a debt to Shakespeare and disco, was Nelvana's third success. And still another advertiser sellout by Viacom. With a first-year lineup of 154 stations and 92% national coverage in 1978.

HOLIDAYS.



© 1979



© 1979

“Romie-O and Julie-8”

154 stations

“Inspired madness guaranteed to tickle the funnybones of family audiences...animation and production values are topnotch.”

VARIETY

“Intergalactic Thanksgiving”

140 stations to date

New for the 1979 Thanksgiving season!
Original music by John Sebastian.
Sid Caesar as the voice of King Goochi.

Now, Nelvana has produced its fourth. “Intergalactic Thanksgiving,” a space-age, animated comic-adventure for premiere broadcast during the 1979 Thanksgiving season. It's another successful advertiser sellout. And stations already number 140 for 90% national coverage to date.

On the Nelvana drawing boards is a fifth fully animated half hour for first broadcast during the 1980 Easter season.

Like the first four, this Easter special will

feature an original music score and the exquisite, elaborate production that have catapulted Nelvana Productions and Viacom into the front ranks of successful producers and distributors of advertiser-sponsored specials for family viewing.

Advertiser and station inquiries are invited. In fact, a call to Viacom National Sales at (212) 575-5175 could make our holiday specials your cause for celebration!



Business Briefly

TV ONLY

Purex □ Twenty-eight week campaign for Doans Pills starts in mid-October in over 80 markets. Agency: D'Arcy MacManus & Masius, San Francisco. Target: women, 35 and over.

Charles F. Cates & Sons □ Thirteen-week campaign starts Oct. 1 for Aunt Jane's pickles in eight markets including Detroit, Grand Rapids and Battle Creek, all Michigan, during prime access and early fringe times. Agency: Bradham-Hamilton Advertising, Charleston, S.C. Target: women, 18 plus; children, 6-11.

Equity Americana □ Two-week campaign begins in late October for electric sandwich grill in 18 markets including Philadelphia, Washington, Atlanta, Salt Lake City and Tampa and Orlando, both Florida. Agency: Warwick, Welsh & Miller, New York. Target: adults, 18 plus.

Storck USA □ Four-to-six week campaign starts Sept. 17 for Toffifay candy in about 19 markets with spots in

fringe and prime times. Agency: Don Tennant, Chicago. Target: adults, 18-49.

Florsheim/Thayer McNeil □ Six-week campaign will start in mid-September for shoe store franchise in Boston, St. Louis and Minneapolis. Agency: CPM, Chicago. Target: women, 18-54.

American Cyanamid □ Five-week campaign starts Oct. 8 for Breck shampoo in about 25 markets. Agency: Ted Bates, New York. Target: women, 18-34.

Clopay □ Four-week campaign for shelf paper starts Oct. 1 in two test markets: Atlanta and Shreveport, La. Agency: Sive & Associates, Cincinnati. Target: women, 25-54.

Captain Black □ Four-week campaign for pipe tobacco starts Oct. 15 in Boston, Chicago, Detroit, New York, Washington, Los Angeles and some smaller markets. Spots will run during early and late news and sports times. Agency: Vitt Media, New York. Target: men, 25-54.

Northern Petrochemical □ Four-week campaign begins in October for Peak anti-freeze in 23 markets with spots in prime, late fringe and news times. Agency: Stern Walters, Chicago. Target: women, 25-54.

Avon □ Four-week campaign for cosmetics starts this week in 54 markets including Chicago, Philadelphia and San Francisco with spots running in early fringe, daytime and prime. Agency: Uniworld, New York. Target: women, 18-34.

Pillsbury □ Four-week campaign begins Oct. 24 for bundt cake and strudel pastry mixes in 63 markets. Agency: LSF, New York. Target: women, 25-54.

Standard Brands □ Four-week campaign begins Oct. 1 for Reggie candy bars in about 40 markets with spots running in day, fringe and prime times. Agency: Lee King & Partners, Chicago. Target: total teens.

Marshall Electronics □ Four-week campaign begins Oct. 8 for digital thermometer in Salt Lake City, Green Bay, Wis., and Omaha, Neb. Agency: CPM, Chicago. Target: women with children.

Melitta □ Four-week campaign begins in late October for Melitta coffee makers in Boston, Hartford-New Haven, Conn., Providence, R.I., Baltimore and Washington. Agency: Tyson & Partners, Philadelphia. Target: adults, 18-49.

Sanderson Farms □ Three-week campaign will start Sept. 26 for chicken in eight markets in Louisiana and Mississippi. Agency: Sawyer Advertising, Gainesville, Ga. Target: women, 18-49.

Union Underwear □ Three-week campaign begins Oct. 1 for Mom's Underoos in 12 markets. Agency: Wells, Rich, Green, New York. Target: women, 18-34.

Icelandic Airlines □ Three-week campaign begins Oct. 1 in Chicago and New York. Agency: Garfield-Linn & Co., Chicago. Target: total adults.

Pentax □ Three-week campaign for cameras starts in early November in 20 markets including Boston, Chicago, Detroit, Philadelphia and San Francisco. Spots are placed in fringe and prime times. Agency: Ally & Gargano, New York. Target: adults, 25-54.

General Mills □ Twelve-week campaign begins Sept. 17 for brownie mix in 10 Midwestern markets with spots running in daytime. Agency: Needham, Harper &

"I'll give you facts you won't get from HEW."

Everybody's got an opinion on smoking. But a lot of people arrived at theirs without getting a chance to hear both sides of the issue.

I'm Connie Drath, Assistant to the President of The Tobacco Institute. And I've got some pretty interesting information you won't find in HEW press releases or anti-smoking propaganda.

If you have an audience who'd be interested in a different perspective, I'd like to clear up a few misconceptions about our industry and answer their questions on a very important subject.

After all, how can we determine the whole truth with only half the facts?

Connie Drath has served as Legislative Assistant to a U.S. Representative, Washington reporter and foreign correspondent for the New York Journal of Commerce, and U.S. delegate to the OAS journalistic conference on economic integration in Latin America. To arrange for a guest appearance, write The Tobacco Institute, 1875 I Street, N.W., Washington, D.C. 20006; or call (800) 424-9876.



The Tobacco Institute



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.

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

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”

Source: NTL/NAC (II Feb.-II May '77, I Oct. '77-I Apr. '78), TVQ (Feb. '77, '78), Performer Q (Apr. '78). Audience estimates subject to qualifications available on request.

Viacom

Steers, Chicago. Target: women, 25-54.

Denny's □ Eight-to-twelve-week campaign for restaurants begins Oct. 1 in 36 markets with spots running during fringe and prime times. Agency: Western International Media, Los Angeles. Target: adults, 18-49.

Schenley □ Nine-week campaign begins Oct. 15 for Mateus red and white wines in New York, Philadelphia, Chicago, Los Angeles and San Francisco, with spots running in all dayparts. Agency: Shaller Rubin Associates, New York. Target: adults, 18-49.

Ralston Purina □ Eight-week campaign starts Oct. 1 for Purina dog chow in Minneapolis-St. Paul, Milwaukee, Salinas-Monterey, Santa Barbara and Los Angeles, Calif., and McAllen-Beaumont, Tex. Agency: Gardner, St. Louis. Target: women, 25-49.

Seiko □ Eight-week campaign for men's and women's ultra thin analog quartz watches begins Oct. 1 in over 120 markets. Agency: AC&R Advertising, New York. Target: adults, 25-54.

Prince Macaroni □ Seven-week campaign for macaroni starts in mid-October in Detroit, Chicago and Hartford-New Haven, Conn. Agency: LSF, New York. Target: women, 25-54.

We interrupt this programming— to bring you this fact:

Your station can rise or fall on local programming alone!

The decision making process in broadcasting is tougher than ever. How to make hard decisions and how to carry them through—that's our job. We use social science research based on interviews with TV viewers in their homes, then we make specific recommendations, monitor the competition and follow up to see our suggestions are implemented.

If you want to know the truth about your station's strengths and weaknesses and get an objective view of your market and competition, call us for a no-obligation presentation.

M&H

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RADIO AND TV

Elanco □ Four-week campaign begins in early October for Treflan cotton herbicide in 14 TV-markets and about 40 radio markets. Spots are placed during farm programming. Agency: CMS&Z, Cedar Rapids, Iowa. Target: farmers.

Advantage

GE heavies up in TV. General Electric has scheduled strongest TV advertising schedule in its history for fourth quarter of 1979 to advance its new theme, "GE Brings Good Things to Life." Commercials will be carried on large number of programs on all TV networks and will include all GE consumer products, relating them to "good things." TV advertising will be supplemented by radio and print. Campaign kicks off in late October, with BBDO New York as agency. General Electric spent almost \$27 million in TV in 1978, according to TVB.

□
Getting tough. Arbitron warned that beginning in October, radio and TV stations that carry on-air announcements asking listeners/viewers to cooperate in audience measurement surveys will be reported separately to advertisers and agencies. Group representing broadcasters and broadcaster associations has recommended such stations be "delisted" from regular market reports, but Arbitron, as in past, felt less "drastic" approach should be tried first. Lists of station carrying such announcements—which are said to have potential to bias survey results—will be given to advertiser and agency clients after such survey.

□
Handy guide to TV. Television Bureau of Advertising has issued its *TVB Basics 22*, compendium of facts and figures on TV, including data on top local advertisers, TV viewing, leading advertising agencies and TV set sales. Brochure is available from TVB at 1345 Avenue of the Americas, New York 10019, or from TVB members.

Rep Report

KSD(AM)-KCFM(FM) St. Louis: To Selcom from Blair Radio.

□
KBPI(FM) Denver: To Selcom from RKO Radio Sales.

□
Number 14. PRO Radio, New York, has opened office in St. Louis, marking 14th sales office for national radio representative firm. It is located at 50 Crestwood Executive Center and is managed by Arnold Knippenberg, formerly with KMOX(AM) St. Louis. Phone: (314) 843-4160.

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The newsweekly of broadcasting and allied arts

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Alan Green, Harry A. Jessell, Kathy Heley, staff writers.
Stephen T. McClellan, editorial assistant.
Pat Vance, secretary to the editor.

YEARBOOK □ SOURCEBOOK

John Mercurio, manager.
Joseph A. Esser, assistant editor.

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David Whitcombe, director of sales and marketing.
Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and engineering (Washington).
David Berlyn, Eastern sales manager (New York).
Linda Petersen, classified advertising.
Doris Kelly, secretary.

CIRCULATION

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Kevin Thomson, subscription manager.
Cynthia Carver, Byron V. Day, Shelia Johnson, Patricia Waldron.

PRODUCTION

Harry Stevens, production manager.

ADMINISTRATION

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New York: 75 Rockefeller Plaza, 10019.
Phone: 212-757-3260.
Rufus Crater, chief correspondent (bureau chief).
Rocco Famighetti, senior editor.
Jay Rubin, assistant editor.
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James David Crook, assistant editor.
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London: 50 Coniston Court, Kendal Street, W2.
Phone: 01-402-0142.
William J. Spolato, correspondent.



Founded in 1931 as *Broadcasting**—*The News Magazine of the Fifth Estate*. □ *Broadcast Advertising** was acquired in 1932, *Broadcast Reporter** in 1933, *Telecast** in 1953 and *Television** in 1961. *Broadcasting—Telecasting* was introduced in 1946. □ Reg. U.S. Patent Office. □ Copyright 1979 by Broadcasting Publications Inc.

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to help
you
deliver
the right
audience.



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Systems



We put the old swimming hole on wheels.

Remember the old swimming hole? These kids will, too. Thanks to WJBK-TV, Storer's television station in Detroit.

Since 1968, WJBK TV2 has been sponsoring a Swimmobile program, along with the Detroit Parks and Recreation Commission, as a life enrichment program for inner city Detroit kids.

These rolling swimming pools move from neighborhood to neighborhood all summer long, five days a week. They start rolling in June and go to Labor Day. And they help over 50,000 kids a year to keep their cool.

Today, there are six Swimmobiles serving their communities. They're scheduled and maintained by Parks and Recreation personnel and their locations are announced daily on WJBK-TV at 7 am, noon and 6 pm.

The program has been a refreshing success for the past eleven years and this year's program is being expanded to include swimming lessons and water safety.

The Swimmobile is just another way Storer Stations get involved in serving their communities.

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

STORER

STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJKW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo
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10000 W. 10th Street
Denver, Colorado 80202
303-733-1000

The Professional

Mark Thayer: Fast Learner

Mark Thayer made his first broadcast in third grade, when he read a PSA at KWG, Stockton. Later, he was an intern at the BBC in London, and once ran his own record company.

The record company made no money but Mark learned a few things, like how to meet deadlines and make clients happy.

He's still doing that, as AP Broadcast Executive for Southern California. We like that. We're like Mark Thayer.

Professional.

AP

Associated Press
Broadcast Services
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Datebook

■ indicates new or revised listing

This week

Sept. 16-16—*Nebraska Broadcasters Association* convention. Old Mill Holiday Inn, Omaha.

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

Sept. 17—Aging With Television conference sponsored by *Annenberg School of Communications*, University of Pennsylvania. Hyatt Regency hotel, Washington.

Sept. 17—Deadline for receipt of entries in *Atomic Industrial Forum's* Forum Award competition to honor nuclear energy reporting. Prizes are \$1,000 each in broadcast and print media. Information: Mary Ellen Warren, AIF, (301) 654-9260.

Sept. 17-16—*Society of Cable Television Engineers* regional technical meeting. Marriott Twin Bridges-National Airport, Arlington, Va.

Sept. 19-20—Regional meeting, *Mutual Black Network* affiliates. Peachtree Plaza hotel, Atlanta.

■ **Sept. 19-20**—*National Association of Black-Owned Broadcasters* management seminar. National Association of Broadcasters' headquarters, Washington.

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—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: NBC Chairman Jane Pfeiffer. Century Plaza hotel, Los Angeles.

Sept. 20-21—29th annual Broadcast Symposium sponsored by *IEEE Broadcast, Cable and Consumer Electronics Society*. Speakers include Julius Barnathan, VP, broadcast operations and engineering, ABC. Washington hotel, Washington.

Sept. 20-22—Western area conference of *American Women in Radio and Television*. Washington Plaza hotel, Seattle.

Sept. 20-26—Telcom 79, world telecommunications exhibition, sponsored by the *International Telecommunication Union*. Palais des Expositions, Geneva. U.S. pavilion will be hosted by Electronic Industries Association Communications Division. Information: Mark Rosenker, EIA, (202) 457-4990.

Sept. 21-22—*Maine Association of Broadcasters* meeting. Sebasco Estates, Bath.

Sept. 21-23—West-central area conference of *American Women in Radio and Television*. Clayton House, Lincoln, Neb.

Also in September

■ **Sept. 23-25**—*Pennsylvania Association of Broadcasters* first Fall convention. Pocono Hershey Resort, White Haven, Pa.

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

Sept. 25-26—Educational Uses of Cable TV Conference, sponsored by *University of Wisconsin-Extension*. Madison.

Sept. 25-26—Annual meeting and election of new officers of *Public Radio in Mid-America*. Inns of Mackinac, Mackinac Island, Mich. Information: Ted

Eldredge, KBIA(FM), 409 Jesse Hall, Columbia, Mo. 65211; (314) 882-3431.

Sept. 26-26—Public Service Advertising Conference, sponsored by *International Advertising Association* and *The Advertising Council*. Brussels, Belgium. Information: IAA World Headquarters, 475 Fifth Avenue, New York 10017; (212) 684-1583.

Sept. 26-26—Fall meeting, *Indiana Broadcasters Association*. Merrillville Holiday Inn.

Sept. 26-28—*Pennsylvania Cable Television Association* annual fall meeting. Greentree Marriott, Pittsburgh.

Sept. 26-26—Fall meeting of *Minnesota Broadcasters Association*. Holiday Inn, Fairmont. Guests include Senator Barry Goldwater (R-Ariz.) and Earl Nightingale.

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

Sept. 27—*National Association of Broadcasters* license renewal workshop. Holiday Inn, Fairmont, Minn.

Sept. 27-29—Northeast area conference, *American Women in Radio and Television*. Speaker: NBC News Correspondent Jessica Savitch. St. Moritz hotel, New York.

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

Sept. 26—*Society of Broadcast Engineers* regional convention and equipment show. Syracuse Hilton Inn, Syracuse, N.Y. Information: Gary Hartman, WSYR-TV Syracuse; (315) 474-3911.

Sept. 29—Deadline for entries in *U.S. Television Commercials Festival*. Information: U.S. Festivals, 841 North Addison, Elmhurst, Ill. 60126; (312) 834-7773.

October

Oct. 1—Postmark deadline for entries in *Fiscal Policy Council's* Martin R. Gainsbrugh Awards for excellence in economic news broadcasting. Information: (305) 845-8065.

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. 2-4—Kentucky chapter of *Society of Broadcast Engineers* third annual State of the Art convention. Bluegrass Convention Center, Ramada Inn, Louisville.

Oct. 3—*Association of National Advertisers* cooperative advertising workshop. St. Regis-Sheraton hotel, New York.

Oct. 3-5—*National Broadcast Association for Community Affairs* annual conference. Century Plaza hotel, Los Angeles. Information: Howard Sturm, KNBC(TV) Los Angeles, (213) 845-7000.

■ **Oct. 4**—*National Association of Broadcasters* legal workshop. Century Plaza hotel, Los Angeles.

Oct. 4-5—*American Association of Advertising Agencies* account executive seminar. Host International hotel, Houston.

Oct. 4-6—East-central area conference of *American Women in Radio and Television*. Hilton hotel, Columbus, Ohio.

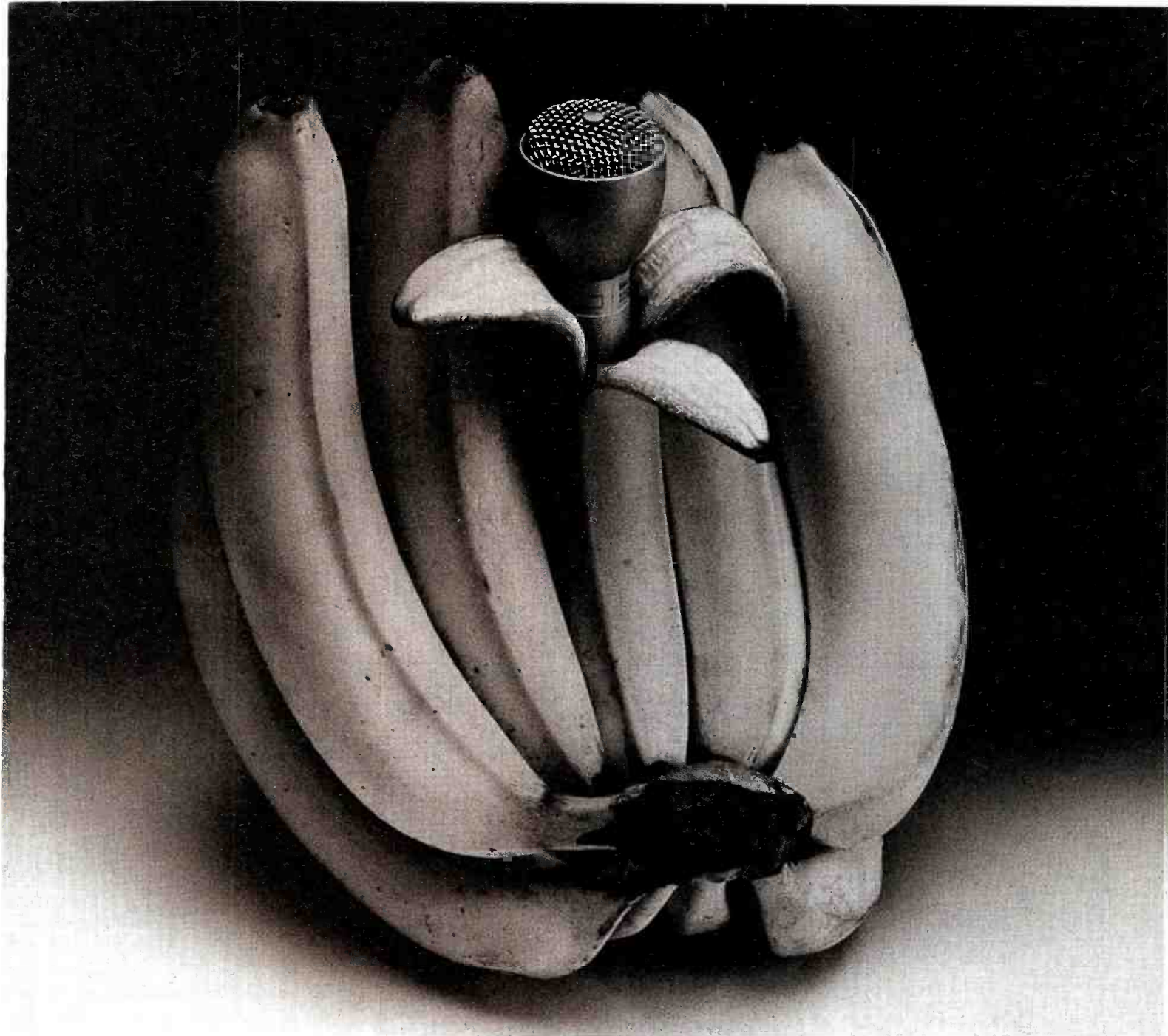
Oct. 4-7—*National Black Media Coalition* annual meeting. Mayflower hotel, Washington.

Oct. 5-7—Fall conference, *Florida Association of Broadcasters* Thunderbird, Jacksonville.

Oct. 5-7—Southern area conference of *American Women in Radio and Television*. Opryland hotel, Nashville.

Oct. 5-7—Annual convention of *Mutual Broadcasting affiliates*. Washington Hilton.

Oct. 6-9—*North Carolina Association of Broad-*



A Malrite Station isn't just one of the bunch.

No two Malrite Stations will ever be exactly the same.

That's not to say we don't learn from each other. We believe the cross-pollination of good ideas from station to station is one of the most important strengths of a well-managed group.

But every Malrite Station has its own identity. Its own flavor. Its own distinctive approach to serving its community.

That's because we know success in broadcasting is built solidly on serving specific community needs. And what Rochester needs is different from what Milwaukee needs.

To us, group operation doesn't mean making all our stations the same.

It means having the broad experience and expertise to serve best wherever we go.

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BROADCASTING
COMPANY**

The Leadership Stations

WHK/WMMS/Cleveland
KEEY/KEEY-FM/Minneapolis, St. Paul
WZUU/WZUU-FM/Milwaukee
WNYR/WEZO/Rochester, N.Y.
WCTI-TV/New Bern, N.C.
WUHF-TV (on air 1979)/Rochester, N.Y.
Cleveland Browns Radio Network
Corporate Headquarters/Cleveland

casters fall meeting, Asheville, N.C.

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

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

Oct. 10-11—Regional meeting, *Mutual Black Network* affiliates. Holiday Inn Downtown, Jackson, Miss.

Oct. 10-12—Fourth annual Conference on Satellite Communications for Public Service, sponsored by *Public Service Satellite Consortium*. Washington Hilton, Washington. Information: Polly Rash, PSSC, 1660 L Street N.W., Washington 20036; (202) 659-2277.

Oct. 11-14—American Film Institute National Conference on Film and Television. Sheraton Universal hotel, Universal City, Calif.

Oct. 12-14—Third annual *National Student Broadcasters* convention sponsored by University of Massachusetts's WUMB. Boston Park Plaza hotel. Information: Patricia Monteith, (617) 282-2074.

Oct. 13—Banquet, *San Francisco chapter of Society of Broadcast Engineers*. Sheraton Inn, Concord, Calif.

Oct. 14-15—North Dakota Broadcasters Association fall convention. Ramada Inn, Minot, N.D.

Oct. 14-16—Second national conference of "action line" journalists, sponsored by *Action Line Reporters Association*. Key Bridge Marriott motel, Arlington, Va.

Oct. 15—New deadline for FCC comments on proposal establishing table of assignments for noncommercial educational FM stations and new classes of stations (Docket 20735). Previous deadline was May 2. Replies are now due Nov. 30.

Oct. 15—National Association of Broadcasters legal workshop. Austin Marriott hotel, Austin, Tex.

■ **Oct. 15**—Deadline for entries for third annual media awards sponsored by *Odyssey Institute* for "excellence in reporting and programing concerns of children." Information: Office of Public Information,

Odyssey Institute, 656 Avenue of the Americas, New York 10010; (212) 691-8510.

Oct. 15-16—Annual convention and exhibit, *Common Carrier Association for Telecommunications*. Sheraton Inn Washington-Northeast.

Oct. 15-17—Texas Association of Broadcasters fall convention. Marriott hotel, Austin, Tex.

Oct. 15-17—CBS Radio Spot Sales seminar. Montauk Yacht Club, Montauk, Long Island, New York.

Oct. 17—Association of National Advertisers corporate advertising workshop. Plaza hotel, New York.

Oct. 17—International Radio and Television Society newsmaker luncheon, featuring Paul Harvey. Waldorf-Astoria hotel, New York.

■ **Oct. 18**—National Association of Broadcasters legal workshop. Sheraton Tara hotel, Framingham, Mass.

Oct. 18-19—National Association of Broadcasters television conference. Omni hotel, Atlanta.

■ **Oct. 18-19**—Alabama Cable Television Association fall meeting. Lake Guntersville State Park Lodge and Convention Center, Guntersville, Ala.

■ **Oct. 18-20**—Athens Video Festival with competitions in video art, drama, educational video and documentary sponsored by *Ohio University College of Fine Arts*. Information: Athens Video Festival, Box 388, Athens, Ohio 45701; (614) 594-6888.

Oct. 18-21—Missouri Broadcasters Association fall meeting. Sheraton West Port Inn, St. Louis.

Oct. 19—Hollywood Academy of Television Arts and Sciences luncheon. Speaker: Elton Rule, ABC Inc. president. Century Plaza hotel, Los Angeles.

Oct. 19-21—Pacific Northwest regional conference of *Investigative Reporters and Editors*. Jantzen Beach Thunderbird, Portland, Ore. Contact: Jerry Uhrhammer, (503) 485-1234.

Oct. 20—Annual convention, *Friends of Old-Time*

Radio. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson (203) 795-6261.

Oct. 21-22—Fall convention, *Kentucky CATV Association*. Hyatt Regency, Lexington.

Oct. 21-23—Advertising Research Foundation annual conference. Waldorf-Astoria, New York.

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. 23—Association of National Advertisers promotion/merchandising workshop. St. Regis-Sheraton hotel, New York.

Oct. 24—Connecticut Broadcasters Association annual meeting and convention. Hotel Sonesta, Hartford.

Oct. 24-25—Ohio Association of Broadcasters fall convention. Columbus Hilton, Columbus, Ohio.

Oct. 24-25—25th annual *University of Wisconsin-Extension Broadcasters Clinic*. Wisconsin Center, Madison. Information: Don Borchert, UW-Extension Telecommunications Center, 821 University Avenue, Madison 53706; (608) 263-2157.

Oct. 24-26—Kentucky Broadcasters Association fall convention. Speaker: Senator Barry Goldwater (R-Ariz.). Hyatt Regency, Lexington.

Oct. 24-27—American Association of Advertising Agencies Western region convention. Marriott Rancho, Las Palmas, Calif.

Oct. 25-26—National Association of Broadcasters Broadcast Leadership Conference. NAB headquarters, Washington.

Oct. 26—Annual *Colorado State University Broadcast Day*. Featured speaker: Vincent T. Wasilewski, president, National Association of Broadcasters. Contact: Robert K. MacLaughlin, Department of Speech and Theater Arts, Colorado State University, Fort Collins 80523.

Oct. 26-27—Broadcasters Promotion Association board meeting. Waldorf-Astoria hotel, New York.

Oct. 26-28—Southwest area conference of *American Women in Radio and Television*. Stouffers hotel, Houston.

Oct. 26-28—Midwest area conference of *American Women in Radio and Television*. Fairmont hotel, Philadelphia.

Oct. 29-31—Scientific-Atlanta fifth annual satellite earth station symposium, exploring technical and business aspects of satellite communications. Marriott hotel, Atlanta. Information: Kenneth Leddick, (404) 449-2000.

Oct. 31-Nov. 2—New Hampshire Association of Broadcasters annual convention. Sheraton Wayfarer Convention Center, Bedford, N.H.

November

Nov. 1-2—National Association of Broadcasters television conference. Fairmont hotel, Denver.

Nov. 1-2—Kansas Association of Broadcasters fall management meeting. Holiday Inn Downtown, Topeka.

■ **Nov. 1-2**—American Association of Advertising Agencies central region annual meeting. Radisson Cadillac hotel, Detroit.

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

■ **Nov. 2**—National Association of Broadcasters legal workshop. Condado Hilton, Inn, San Juan, P.R.

Nov. 2-4—Loyola National Radio Conference. Loyola University Water Tower Campus and Water Tower Hyatt House, Chicago. Information: (312) 670-3129.

■ **Nov. 4-7**—National Association of Broadcasters third annual labor relations seminar. University of Colorado, Boulder.

Nov. 7—National Association of Broadcasters legal workshop. Valley River Inn, Eugene, Ore.

Nov. 7-8—Oregon Association of Broadcasters conference. Valley River Inn, Eugene, Ore.

Nov. 7-8—Regional meeting, *Mutual Black Network* affiliates. Key Bridge Marriott, Arlington, Va.

Nov. 7-8—Audit Bureau of Circulations annual con-

Major Meetings

Sept. 16-19—Broadcasting Financial Management Association 19th annual conference. Waldorf-Astoria, New York. Future conferences: Sept. 14-17, 1980, Town and Country hotel, San Diego; Sept. 20-23, Sheraton-Washington.

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. 5-7—Mutual Broadcasting System affiliates convention. Washington Hilton, Washington.

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.

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

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.

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

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

Jan. 20-23, 1980—National Religious Broad-

casters convention. Washington Hilton, Washington.

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

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 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

May 18-21, 1980—National Cable Television Association annual convention. Dallas.

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

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

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

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

11

WIIIC-TV
PITTSBURGH

represented by TeleRep

The new spirit of Pittsburgh

The enthusiasm generated by our World Champion Pittsburgh Steelers is only one part of the new spirit that's sweeping Pittsburgh. From Three Rivers Stadium throughout the Tri-State area, there's a special kind of pride that can't be found anywhere else; people are proud of who they are, what they do, where they live. They want to be informed and involved. That's where we come in.

At WIIC, we've rededicated ourselves to bringing this individual pride into focus — with our brand-new Steel City News, with our World of People Olympic Fund, and with our continued involvement with community affairs. Welding individual pride into civic pride — that's the New Spirit of Pittsburgh and Channel 11.



COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIIIC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia

ference. Royal Sonesta hotel, New Orleans. Speaker: FCC Chairman Charles D. Ferris.

Nov. 7-8—*Society of Cable Television Engineers* conference on cable and fiber optics. Doubletree Inn, Monterey, Calif.

Nov. 8-11—*National Association of Farm Broadcasters* annual meeting. Crown Center hotel, Kansas City, Mo.

Nov. 9—*Hollywood Academy of Television Arts and Sciences* luncheon. Speaker: Newton Minow, PBS chairman. Century Plaza hotel, Los Angeles.

Nov. 11—*American Council for Better Broadcasts* annual conference. Speakers: FCC Commissioner Abbott Washburn and NBC-TV President Robert Mulholland. Conrad Hilton, 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.

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

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

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

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

Nov. 20—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York.

Nov. 26-27—*Society of Cable Television Engineers*

regional technical meeting. Hartford Hilton, Hartford, Conn.

Nov. 28-29—*Advertising Research Foundation* Business Advertising Research Conference. Stouffer's Inn on the Square, Cleveland.

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

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

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

December

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

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

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

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

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

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

Errata

Sept. 10 "In Brief" item on **ASN Inc.** filing at FCC omitted key point: Satellite carrier in attempting to rebut petition by "unwilling superstation," Metromedia's KTTV(TV) Los Angeles, attached promotion piece for KTTV that ASN says "boasts" that station is carried by 165 CATV systems reaching over 900,000 households.

□
Blackburn & Co. was broker involved in sale of Fairchild's **KLIF(AM) Dallas** (BROADCASTING, Sept. 10).

□
Wdsu-TV New Orleans was key station for preseason telecasts of **New Orleans Saints**. In chart accompanying BROADCASTING's Aug. 13 special report on football, **wwl-TV New Orleans**, originator last year, was incorrectly listed as key station this summer. Also, **radio coverage of New York Jets** pro football games is carried by **wcbs(AM) New York**, not **wor(AM) New York**, as reported. **Wcbs** is in first year of five-year contract for Jets games.

Open Mike®

Getting phones off the hook

EDITOR: In discussions of Communications Act changes, the subject of AT&T's possible return to CATV ownership usually emerges. Supporters of the telephone industry position argue that CATV is an integral part of the total communications system of the future; CATV and most broadcasters, on the other hand, consider this an intrusion in their exclusive domain—particularly with regard to pay TV.

Although I've never been a supporter of the telephone industry's position, I am convinced that there is a logical place for the telephone system in the future CATV/pay-TV scheme. While this type of thinking may be alien to most of my contemporaries, it is becoming obvious that the future of pay TV or CATV is in the hands of a joint effort by both the CATV and broadcasting industries and our national telephone system.

So far, nearly all "pay TV" (either by cable or over air) is not really pay TV, but subscription TV, where programs are sold in bulk on a monthly basis to each subscriber. Pay TV, on a per-program basis, doesn't really exist, except in a few quasi-experimental instances, and the fact is that true pay TV may never be economically feasible, despite some 10 years of devel-

opment effort, because of very serious technical problems.

The CATV/broadcasting industry has the capability of delivering high quality encoded TV pictures to the home—but has failed in most attempts at developing a practical technical system for per-program decoding and billing. On the other hand, the nation's telephone system has the capability (by way of its new electronic switching system) of providing exactly the type of decoding and billing system needed for per-program pay TV, and by the mid 1980's the entire nation will be wired with the new electronic system of telephone switching and billing.

This, in effect, turns our home telephone into a small computer terminal which, among other things, is ideal for ordering pay TV programs on a program-by-program basis. Furthermore, the electronic system also allows for the picture decoding signal to be delivered down the home telephone line without any interruption in normal telephone service.

In sum, a joint effort of the pay TV (both over-the-air and CATV) industry and the telephone system owners could bring about the long awaited per-program pay-TV system without further delay. Perhaps some constructive dialogue between these two industries is in order.—*Herbert P. Michels, president, WKMB(AM) Stirling, N.J.*

All over the map

EDITOR: Most grateful for your very interesting and factual Special Report on teletext (BROADCASTING, Aug. 20) but must correct the suggestion that British teletext is slowly expanding outward from London.

Unlike almost every other development in broadcasting, Ceefax went nationwide on day one—from Land's End to the Orkneys, and from the White Cliffs of Dover to Belfast.

This is because teletext is simply part of the existing television signal, an extremely cheap and rugged way of reaching the more than 98% of British homes who own television sets.—*Colin McIntyre, editor, Ceefax, BBC, London.*

Nomination

EDITOR: I sure hope someone, somewhere will stop for a moment and recognize a real pioneer in our field. Stanley E. Hubbard of Hubbard Broadcasting in St. Paul has been involved in commercial broadcasting for 55 years. He is a very deserving broadcaster to receive recognition from all of us. Perhaps in April at the National Association of Broadcasters convention, we can salute him.—*Jerry Hennen, co-owner, KQWI(FM) Clarinda, Iowa.*

Kohler's Vitreous China and Fiberglass Products Help Make

The Greenville-- Spartanburg-- Asheville Market 37th in the U.S.

The Kohler Company's 18-acre plant produces plumbing fixtures and fiberglass bathing modules for residential, commercial and hospital use. Its pottery division began production in 1958; the fiberglass division was added in 1970. Employing over 800 people in its Spartanburg plant, Kohler contributes

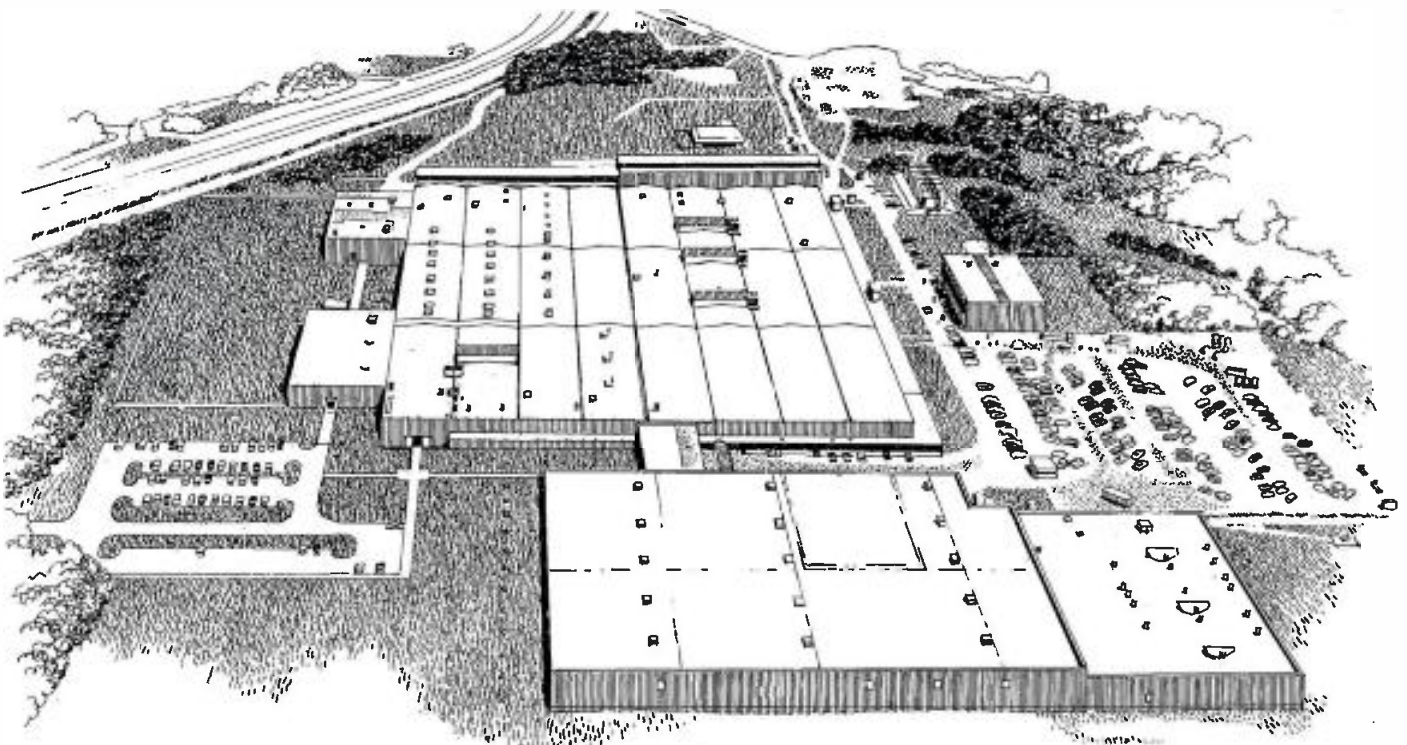
significantly to the gross area product.

The WSPA-TV market teems with plants like Kohler's, all benefiting from a stable work force, a network of superb highways and uncrowded areas with ample room for expansion. Products manufactured include those for the chemical, electrical, automotive, and textile

industries. Tourism and farming round out the assets of the 29-county area of dominant influence* (500,000 households) we serve. For availabilities check our national reps.

 **WSPA-TV**
A CBS Affiliate

Owned and Operated by
Spartan Radiocasting Company
Walter J. Brown, President
TV 7 - AM 95 - FM 98.9
National Reps: H-R Television Inc.
*Arbitron '78-'79



Monday Memo®

A broadcast advertising commentary from Sidney Weinstein, president, NeuroCommunication Research Laboratories, Danbury, Conn.

Probing the brain for ad input

The capacity of the human brain for attending to, perceiving, appraising, and retaining information is much greater than one would expect from the traditional (verbally-based) approaches to assessing commercials, print ads, pilot films, etc. One reason for this underestimation of the brain's capacities is the inadequacy of conventional interviewing techniques to probe the visual images which are essentially processed by the right (silent) hemisphere, their inability to monitor second-by-second fluctuations, and their imprecision in contrast to the computer-based analyses of brain waves.

Some 10 years ago, NeuroCommunication Research Laboratories turned its attention to analyzing the effects on the brain of various aspects of communication. Among the variables analyzed were the effects of single words on the brain's responses. Other basic experiments dealt with the brain waves which resulted when individuals watched a television screen for a four hour period, or read magazines for the same period of time. The brain waves were markedly different under these conditions.

From these earlier scientific studies, we advanced to studying the effects of actual radio and television commercials and programs as well as print advertising in newspapers, magazines and packaging, and discovered that brain wave analysis is able to provide valuable data for advertisers and agencies.

How does the use of brain wave analysis aid in determining the appropriate length of a commercial? We have analyzed 30-second commercials that were 20 seconds too long, and by contrast, 120-second commercials that were appropriate in length. The appropriate length is determined by examining the epoch-by-epoch percentage of beta waves. In a good commercial the beta activity remains constant (moderate to high) or increases from beginning to end. If a commercial shows any drop in beta, one might wish either to eliminate the region which yielded the low beta, thereby shortening the commercial, or to remake the commercial.

Since brain waves can be computed on a second-by-second basis, detailed information on the progress of a commercial, storyboard, etc., can be provided, helping to modify them in early stages.

The problem of measuring the effects of repeated exposure is particularly appropriate for brain wave analysis, since it provides, within the same session, the answer to whether a commercial can generate the same degree of beta for the third exposure



Sidney Weinstein is currently president of NeuroCommunication Research Laboratories, Danbury, Conn., the only company that does the syndicated brain wave research described in this article. He holds full professorships in neurology and psychology at several universities in New York, is the editor-in-chief of the *International Journal of Neuroscience*, and is the director of the Neuropsychological Research Foundation. An author of more than 100 professional publications in the area of brain functioning, Dr. Weinstein has also served as president of the Division of Physiological and Comparative Psychology of the American Psychological Association and as the president of the Division of Academic and Research Psychology of the New York State Psychological Association.

that it did for the first. It was surprising that commercials show different patterns with regard to repeated presentations. A common finding is that of "wear-out," a continuous diminution of total beta activity from first to third showing.

Less common, and indicative of a good, stable commercial, is one that does not show beta diminution over three exposures. Still less frequent is the "sleeper," one that shows a small or no drop at the second showing, only to show a rise in beta to equal or even exceed the first. This type of commercial usually contains, in addition to considerable right hemisphere material, a fair amount of cognitive (left hemisphere) material, which may germinate after the second viewing, perhaps providing the viewer with insight on a particular subject.

Among questions which advertisers pose which cannot be answered by the traditional approaches are the effects of an ad in one medium (e.g., radio) on a subsequent (paired) ad for the same brand in another medium. If such positive synergy can be found, then the advertiser would

benefit by shifting some of his commercials to the less expensive medium.

In a recent study conducted for the Radio Advertising Bureau (presented at the ANA/RAB seminar in June 1979 at the Waldorf-Astoria hotel in New York) I presented data which demonstrated a consistent enhancement of brain wave activity upon viewing television commercials which followed stimulation by matched radio commercials. For the converse order (TV before radio) we found that the brain waves of the radio commercials were not so frequently increased. Apparently, the visual images created by the radio and TV commercials were being actively compared when the TV commercial was second. However, when a radio commercial followed its TV mate, the brain waves showed that it served merely to enhance recognition.

Among the valuable attributes of brain wave analysis are the ability to help cast a commercial series—to select a representative for an advertiser.

In one such recent study one "personality" scored extremely high for interest generated yet had an image verbally described by some as unsavory. In this case, despite high interest generated, consumers might associate a negative concept with the product were she a "spokesperson." Such a personality, however, might succeed as an entertainer despite the verbally expressed negative image, since she would undoubtedly enhance the ratings of shows on which she appeared.

In the area of concept testing, brain wave analysis has aided the advertiser to select the best approach in creating a series of commercials. For this approach, roughly drawn concepts are compared for the degree of interest they generate in target audiences. At this creative point even slight differences in degree of interest generated among the concepts are important to detect, since they may eventuate in major differences at the level of the finished commercial. To compare concepts, all the ideas which the advertiser may feel are relevant are individually presented in balanced sequences to a sample of 100 members of the target audience. If the brain wave analysis shows that one concept provokes greater interest than competing concepts, the advertiser is advised to concentrate his campaign in that direction.

It is apparent that brain wave analysis has shown to be of value to the advertiser from the early conception stage, to the storyboard or animatic stages, to the finished commercial, in casting, and finally to assessing the effects of repeated presentations. As a syndicated service it offers unique solutions for problems faced by the advertiser and agency in the creation and evaluation of commercials.

MAJOR MARKET RADIO

very proudly announces
it is now performing for

WFAA RADIO
NEWSTALK 57AM

and

KZEW 98 FM



#3 In Combined Persons, 12+, Avg. ¼ Hr. and Cume.*

Two dynamic Stations of The Belo Broadcasting Corporation delivering
the Dallas-Fort Worth Metroplex. The nation's 10th largest ADI.

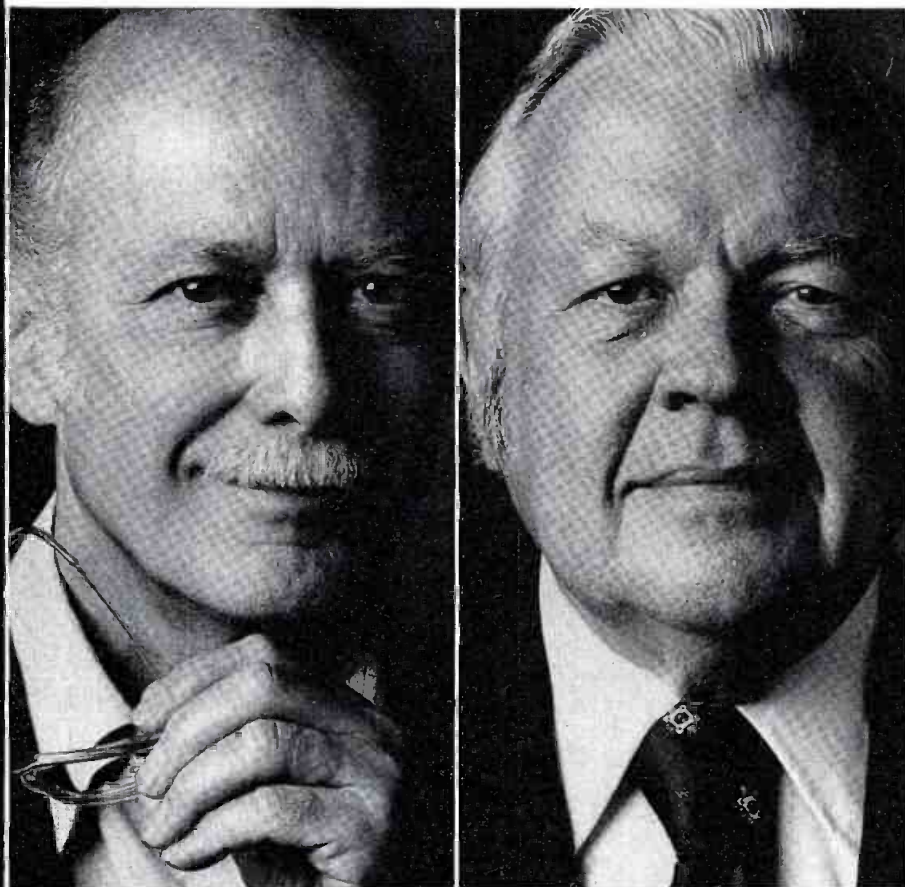
*Source: ARBITRON, April/May 1979. 6 am to Midnight, Mon.-Sun. Dallas-Ft. Worth ADI.

MAJOR MARKET RADIO, INC.

415 Madison Avenue • New York, N.Y. 10017 • 212-355-1700

New York Chicago Los Angeles Philadelphia Detroit Boston San Francisco Dallas Atlanta

**One of these men is
a loving grandpa,
school principal,
and a hazard to you.**



**Letters...
we got
letters!**

"I wonder how Washington is blackmailing you to sell their party line."

That's how one person reacted to our ad supporting the 55 mph speed limit. While many readers endorsed our position, a surprising number of them didn't. Either way, we were glad to have sparked so lively a discussion.

We're a large trade association representing property and casualty insurance companies, and we want the public to understand what affects the cost of their insurance.

Excessive speed is one

He drives too fast. About 65 mph. And though his driving record is good he's a danger to you and your family.

We're a major group of property and casualty insurance companies and our statistics show driving at the national 55 mph speed limit substantially reduces highway accidents and fatalities. The first year the 55 mph speed limit was in effect accidents were reduced by 8% and related fatalities by 16%. Gasoline consumption was reduced, too.

And driving slower also helped keep your insurance rates down. Because the cost of insurance is based on the number of accidents and the costs of injuries and repairs. Quite simply, when we don't have to pay out as much in claims, you don't have to pay out as much in premiums.

Unfortunately this safety trend is reversing, because drivers, like the man on the right, are ignoring the 55 mph speed limit. The statistics show it! In 1977, highway accidents were at a record high of 26.7 million, causing close to 6 million injuries. And the combined economic loss? An incredible \$43 billion! That's an average loss of \$590 per household.

Naturally, we want to cut these costs. Because by cutting them, we can keep your rates down. And helping you afford insurance helps us, too. Working together we can make driving a car a safer, less costly way to travel.

Here's what we're doing:

- Asking for stricter enforcement of the 55 mph speed limit.
- Supporting legislation to get the unsafe driver and the unsafe vehicle off the road.
- Our Insurance Institute for Highway Safety is supporting efforts to make cars safer and less costly to repair.
- Improving the driving environment by pushing for safer guard rails, lamp posts and traffic signs.
- Investigating auto insurance claims more thoroughly.

Here's what you can do:

- Observe the 55 mph speed limit.
- Don't drink if you're going to drive.
- Buckle your seat belts.
- Join with us in supporting safe driving legislation.
- Maintain your vehicle in safe driving condition.
- Drive thoughtfully.

This message is presented by:
The American Insurance Association, 85 John Street, New York, NY 10038.

Affordable insurance is our business...and yours.

thing. When people started to ignore the 55 mph limit, the safety trend reversed and auto accidents climbed to a record high.

We would like to tell these people: "Losses due to accidents cost you money in higher auto insurance premiums whether or not you are personally involved. The concept of insurance is based on shared risk. Claims paid by insurance companies come from all policyholder premiums...that is, from your money."

To deliver that message, our advertising discusses auto and

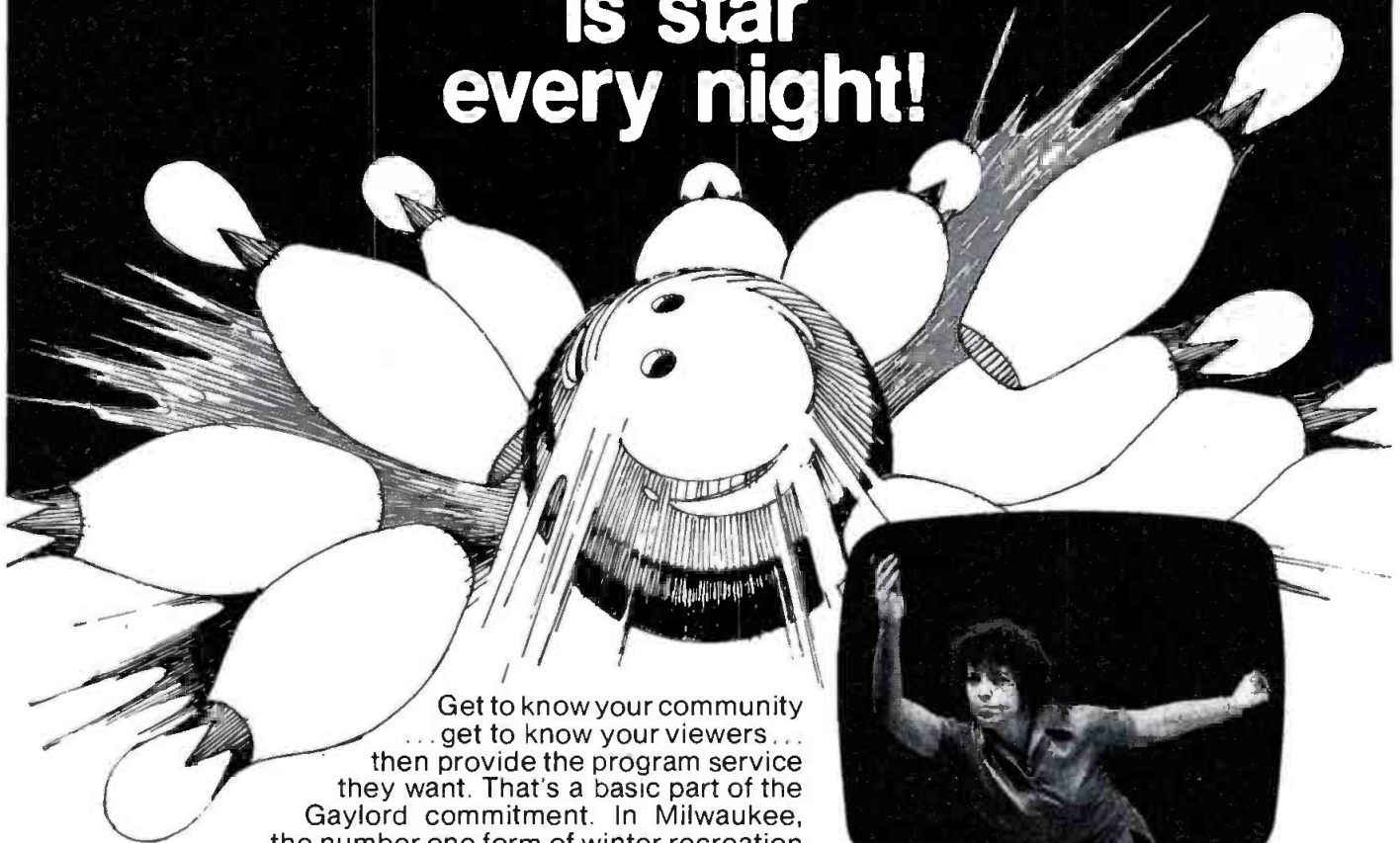
homeowners' insurance cost-factors such as inflation, auto theft and arson. Each ad tells what the industry is doing to contain insurance costs, and what the public can do. A better informed public can help us to contain insurance costs.

If you would like more information on what our industry is doing, or want to meet with one of our specialists to discuss insurance issues, please write to Ronald A. Krauss, Vice President-Communications, American Insurance Association, 85 John Street, New York, NY 10038.

This message is presented by:
The American Insurance Association, 85 John Street, New York, NY 10038.

WVTV Milwaukee

where the viewer
is star
every night!



Get to know your community
... get to know your viewers ...
then provide the program service
they want. That's a basic part of the
Gaylord commitment. In Milwaukee,
the number one form of winter recreation
for women *and* men is Bowling.*



Each weeknight WVTV captures the excitement, fun and camaraderie of Milwaukee's favorite sport on "The Bowling Game," one of the few locally-produced prime time hour strips in American Television.

So far, 7,500 Wisconsinites have starred before live audiences on "The Bowling Game." And more than 800,000 others have mailed in cards to join in as at-home viewer participants eligible for cash and prizes worth more than \$150,000 this season alone. "The Bowling Game." Local television for Milwaukee on WVTV, Channel 18, a Gaylord station.

Monday-Friday Program Averages The Bowling Game 7-8 PM	Neilsen Feb. '79			Arbitron Feb. '79		
	Rating	Share	Metro	Rating	Share	
	7	12		7	11	

 Represented by
Katz American

*Milwaukee Journal Consumer Analysis, 1979



GAYLORD Broadcasting Company

One of America's largest privately owned broadcasting companies

WTVT
Tampa/St. Petersburg

KTVT
Dallas/Fort Worth

KHTV
Houston

KSTW-TV
Seattle/Tacoma

WUAB-TV
Cleveland/Lorain

WVUE-TV
New Orleans

WVTV
Milwaukee

WKY
Oklahoma City

KYTE/KLLB
Portland

KRKE-AM/FM
Albuquerque

TOP OF THE WEEK

Van Deerlin refuses to say die

Breaking tradition in addressing IRTS opener, he uses occasion to reaffirm his intentions to update, somehow, the Communications Act

Representative Lionel Van Deerlin (D-Calif.) warned last week against writing off as dead his Communications Act rewrite.

The chairman of the House Communications Subcommittee told 800 members and guests of the International Radio and Television Society in New York that the measure already has "signaled a new activism in Congress" bearing on communications policy, and that "things will never be the same again."

"The goals of the rewrite are my goals as chairman of the House Communications Subcommittee," he said in an address at a Thursday luncheon opening the IRTS's 1979-80 season. "I am committed to more competition, to less regulation and to the clear message of the First Amendment that 'Congress shall make no laws which abridge freedom of the press.'

This country *will* have a communications policy that embodies those goals.

"... Let me serve notice: I wouldn't be running for re-election next year if I believed the rewrite were dead. Our work will continue."

Van Deerlin noted that two other rewrite measures, S. 611 and S. 622, are in the hopper, and said "they aren't 'just bills' either." (Van Deerlin's bill is H.R. 3333.)

He said he "couldn't agree more" with his "friend and colleague," Senator Ernest Hollings (D-S.C.), "who said this week that he is confident the House and Senate can come together in a conference committee and resolve the differences in our approaches. And I want you to know I look forward to sitting at that table with the Senator from South Carolina."

(Van Deerlin's optimism, however, runs counter to the attitudes of two other important, and Republican, colleagues on the Hill: the Senate Communications Subcommittee's Barry Goldwater [Ariz.], co-sponsor of S. 622, and Representative

James Collins [Tex.], ranking Republican on Van Deerlin's subcommittee. They and Van Deerlin were interviewed earlier in the week by satellite at a cable convention; they both indicated they felt the Communications Act would remain untouched this year and next, when elections will take priority [story, page 70].)

In a brief news conference after the IRTS speech, Van Deerlin said he was "perhaps intentionally vague" about what form or forms future efforts to implement his rewrite's objectives might take. He told reporters a bill-by-bill approach might be one way, that letting the Senate take the lead might be another and that congressional oversight might be a third.

He emphasized several times that the FCC has had too little guidance from Congress.

In response to other questions, Van Deerlin fended inquiries about his possible retirement after his next term, if he wins re-election. Though he had said in his speech that he wouldn't be running if he thought the rewrite were dead, he said when pushed further that "we'll know in a couple of years whether this [rewrite] can be done. If it can't, I'm not going to sit



Brass of 1979. High executives filled the dais as some 800 members and guests of the International Radio and Television Society turned out to hear Representative Lionel Van Deerlin (D-Calif.) at the luncheon opening IRTS's 1979-80 season in New York last Thursday. Left to right: First tier, Sherril W. Taylor, consultant; James L. Greenwald, Katz Agency; Ellen Berland Sachar, Goldman Sachs & Co.; Norman E. Walt, McGraw-Hill Broadcasting; Philip J. Lombardo, Corinthian Broadcasting; Donald L. Perris, Scripps-Howard Broadcasting; Arch L. Madsen, Bonneville International; Franklin C. Snyder, Hearst Corp.; Chloe Aaron, Public Broadcasting Service; Joseph P. Dougherty, Capital Cities Communications; James E. Conley, Meredith Broadcasting; David B. Henderson, Outlet Broadcasting; I. Martin Pompadur, Ziff Corp.; Leavitt J. Pope, WPIX Inc.; Marion Stephenson, NBC Radio; Donald A. Pels, LIN Broadcasting; Eduardo Caballero, Caballero Spanish Media Inc.; Jerome Feniger, Horizons Communications, and Avram Butensky, Avcom Television International.

Second tier: Kevin P. O'Sullivan, Worldvision Enterprises; Roy H. Park, Park Broadcasting and Park Newspapers; Daniel L. Ritchie, Westinghouse Broadcasting; James E. Duffy, ABC-TV; Thomas S. Mur-

phy, Capital Cities Communications; James H. Rosenfield, CBS-TV; Representative Van Deerlin; IRTS President Giraud Chester, of Goodson-Todman Productions; Irwin Segelstein, NBC Television Stations/Radio; Thomas F. Leahy, CBS Television Stations; Vincent T. Wasilewski, National Association of Broadcasters; John B. Poor, RKO General; Ralph M. Baruch, Viacom International; Jacqueline Smith, ABC Entertainment; Gustave M. Hauser, Warner Cable Corp., and Russell Karp, Teleprompter Corp.

Third tier: John Cannon, National Academy of Television Arts and Sciences; Erica Farber, New York Market Radio Broadcasters Association; Miles David, Radio Advertising Bureau; Albert Warren, *Television Digest*; Herman Land, Association of Independent Television Stations; Timatha Pierce, American Women in Radio and Television; Tom Paro, Association of Maximum Service Telecasters; Lawrence B. Taishoff, Broadcasting Publications Inc.; Roy Danish, Television Information Office; Chuck Gingold, National Association of Television Program Executives; S. J. Paul, *Television/Radio Age*; M. S. Kellner, Station Representatives Association; Hugh M. Beville Jr., Broadcast Rating Council, and Norman R. Glenn, Decisions Publications.

around and bash my head against the wall."

The rewrite, he told the IRTS audience, "represents the first national debate on communications policy in this country" and "that debate will continue."

"The rewrite's answers to the questions it posed may not be right," he asserted. "Or, they may be *too* right on target to be politically feasible—right now . . .

"The rewrite gave old, prosperous industries a good nudge in the ribs. It got their blood pumping, and in the process compelled them to reassess their future. That reassessment will continue."

Congress, he said, "has discovered its power to effect change in communications policy. That discovery will not be forgotten. That activism will continue."

"The rewrite is generating a new environment in Washington—an environment in which the old laws and established institutions are being challenged by the skepticism of new players in a new era. As a long-time observer and participant, I tell you this: Things will never be the same again."

Van Deerlin stressed repeatedly that there must be more program sources. "Programming," he said, "is the public's bottom line," and the rewrite's proposed spectrum-use fee, which broadcasters protested so strongly, "was small potatoes when compared with the prospect of com-

petition from new program outlets."

The scarcity in television, he said, "is an artificial scarcity, created not by technology, but by a combination of regulation and public ignorance or unawareness . . .

"And *you* know, and *I* know, that when the public discovers our secret, when constituents start writing their congressmen clamoring for more cable systems, satellite receiving dishes—and anything else that will give them more *choices* of television and information programming—we'll all be playing in a very different ball game."

"The public might discover that you've kept it subsisting on a starvation diet of situation comedies, warmed-over reruns and canned applause—while the cupboard is full and just waiting to be raided."

Asked about his views on superstations, he said, again, that "we want as many sources of entertainment as we can get."

As for the rewrite's future, he said that "consensus is critical. Achieving it may require us to form new coalitions and devise new strategies. We will. The rewrite is a process of continuing education and action for all concerned, *including* its author. That's fine."

The IRTS season-opener is usually addressed by the incumbent FCC chairman, but Chairman Charles Ferris turned down an invitation to appear this year. Quipped Van Deerlin: "Mr. Ferris reportedly felt he had nothing to say."

FCC won't block WDCA-TV sale for quick closing

But commission will move to clarify policy on when its orders can be acted on; U ownership exemptions also to be considered; ARTEC application to prerelease of network shows on Canadian TV also taken under advisement

Taft Broadcasting has overcome another obstacle in its fight to keep control of WDCA-TV Washington.

The FCC last Thursday denied a motion filed by Washington Association for Children and Television to rescind the commission's order allowing transfer of the sale of WDCA-TV on the ground that "premature transfer of control" took place before the commission had issued a written order. The FCC action was in response to a U.S. Court of Appeals dictum that the FCC act on WATCH's motion by Sept. 13.

The Taft petition was supported by the seller, Improvement Leasing, which said it may have been involved in "wrongdoing" by consummating the sale before a written order was issued. Taft, however, countered

InBrief

ABC has made it three-for-three in tally of network parents with recent major acquisition. Diversified publishing house **Macmillan Inc. last week accepted ABC merger proposal** carrying total cost of about **\$337.5 million**. (For CBS developments, see page 66). ABC bid is "subject to completion of its study of Macmillan," expected in mid-October. Proposal calls for ABC to offer \$25 par value 8.5% preferred stock for about 55% of Macmillan's outstanding common stock plus \$25 face amount 10% subordinated debentures for remainder, with provision for pro-rata to achieve that balance. Macmillan's 1978 earnings were \$21.9 million on revenues of \$553.5 million. **News got better reaction on Wall Street** than RCA/CIT plans, or CBS's moves last week. One analyst said ABC buy would "conceptually make sense" and is "further progression" of ABC's established interest in publishing.

Broadcast service bent, but didn't break, in Mobile, Ala., where **Hurricane Frederic** delivered its hardest shot last week. **Most crippled was radio** with only three stations in market back on air Friday morning: WABB-AM-FM, which reported some property and tower damage, and WKRG(AM). Biggest losses may have been at WKSJ(FM) and WUN1(AM), both said to have lost their towers during 135 mph winds, tornadoes and torrential rains. Phone service at practically all radio stations was out after Wednesday night. **Television fared only slightly better**. Power outage in area shortly after 10 p.m. Wednesday blacked out WKRG-TV momentarily. But under prearranged plan, operations were switched to transmitter site 30 miles east and operation resumed with decreased power. John Mangum, managing editor for TV, said station newsmen used minicams to feed reports from city to transmitter site via improvised microwave. Mangum said that WKRG(AM) was knocked off at that time, but WKRG-FM continued with limited operations. Full power in most of area was restored at 8 p.m. Thursday. Power outage also forced WALA-TV to resort to standby generators, according to Johnny Reese, technical supervisor. Studios on second floor survived flooding, he said, although one wall in newsroom was completely demolished. He also said it was "miracle that our tower didn't go down. I can see a path made by a tor-

nado that almost rings the tower." WEAR-TV (Pensacola-Mobile) did not lose its power, according to news director Jim Pennington, but lost its ABC-TV service when Frederic blew away dish on Mobile building that microwaves network signal to Pensacola studios.

Nature was also giving broadcasters trouble on West Coast. Raging brush fire burning out of control for over three days last week threatened to close down many of radio and television stations serving Los Angeles, but by week's end danger to **20 radio and 14 television**



tower and transmitter installations on top of Mount Wilson was apparently averted as fire, still burning, did not look as if it would reach summit. Danger from fire was compounded by dense smoke, which clogged air systems at transmitters. Many of stations sought and received FCC permission to move to remote transmitters in case worst happened.

Consumer advocate **Ralph Nader has denounced FCC's proposed radio deregulation** as further entrenchment "of federally protected monopolies for a few hundred corporations at the expense of 220 million Americans." And, in letter to FCC Chairman Charles D. Ferris, Nader, now chairman of National Citizens Committee for Broadcasting, urged commission to "undertake major program of public discussion and debate." He called for **hearings in field on matter by commission sitting en banc**. But Ferris said he believes record justifies commission action. While he said he shares Nader's interest in obtaining public comment, he rejected idea of en banc hearings in field; such hearings have not

that Improvement acted out of self-interest in supporting the WATCH motion since Improvement has admitted to being offered \$20 million for the station—\$4.5 million more than the Taft price.

In denying the WATCH motion, the commission noted that "neither the Communications Act, FCC rules nor legal precedent specifically provide a time, in either contested or uncontested proceedings, in which FCC consent to an assignment of license or transfer of control application becomes effective for the purpose of allowing parties to consummate an approved transaction."

There was lively discussion at the meeting on when an FCC order becomes law. Commissioner Anne Jones said: "I think it's self-evident. I was certainly aware of what I was doing when I voted." Commissioner James Quello said, "I didn't fly in from Detroit to instruct the staff on how to improve the language of the item."

Chairman Charles Ferris, however, disagreed and issued a separate statement. Although he voted with the unanimous decision to deny WATCH's petition, his statement said, "I did not believe that the majority intended their action to be a final expression in the same sense that we ordinarily and routinely act orally, prior to the issuance of a final text."

In order to clarify the FCC's position on when consummation of a commission

order is allowed, the commission instructed the general counsel's office to draft a notice of proposed rulemaking on the subject. The notice should be ready in about one month.

Other matters taken up at last Thursday's meeting included discussion of the FCC's one-to-a-market rule, which prospectively restricts a party to one AM-FM combination or one TV station in the same market, and the regional concentration rule (also prospective) restricting a party to two stations within 100 miles of one another. Applications involving UHF television stations have not been subject to this rule, and the exception was to encourage the building of UHF stations.

The staff had recommended to the commission to eliminate the exceptions and, noting that only three new UHF stations have been built over the last eight years because of it, treat UHF stations the same as VHF's. The staff noted other actions taken recently to help UHF development directly, such as proposals to improve UHF transmission and reception directly and consumer information to help viewers improve reception.

The commission adopted the staff's proposal to issue a notice of proposed rulemaking, and put a freeze on all future applications for exceptions to the rule.

There are currently 19 such applications in the Broadcast Bureau—all of which have

two radio stations and are seeking a TV in the same market. The commission will look at these on the same ad hoc basis as it had others before the freeze.

Commissioner Tyrone Brown dissented on lifting the freeze for these 19 applications, saying that, "I think the market should be studied on existing stations—without adding the additions."

The commission also had before it two requests related to its ARTEC decision, which lifted restrictions on cable importation of distant signals.

Master Cable TV Systems, Community Telecable Inc. and Tele-Vue Systems Inc. have asked the FCC not to require them to provide KIRO-TV Seattle with KIRO-TV's requested nonduplication protection against network programming prereleased by Canadian television stations carried by the systems. KIRO-TV contends that 7.5 to 9.5 duplicated hours a week are seen on cable before they're aired by the station. But the cable systems countered that there the audience loss is less than 2%, and the revenue loss is 0.5%.

After two and a half hours of discussion, the commission asked the staff to bring the item back for review at the next commission meeting. The reason: It seemed that a commission vote would have been to grant KIRO-TV nonduplication rights, which, the commission felt, would have undermined the ARTEC decision. So

been "effective in getting focus on any set of issues," he said. Ferris added that he prefers public participation workshops commission is holding in cities around country as means of instructing members of public how to participate in commission proceedings.

Meanwhile, **Pluria Marshall**, chairman of National Black Media Coalition, **disavowed Nader as spokesman for NBMC on deregulation, or any other issue. He called Nader, who became chairman of NCCB less than year ago, "neophyte" whose "jackass statements" on broadcasting do not help public interest groups.** Marshall said NBMC opposed much of deregulation proposal, though not aspect aimed at eliminating "paperwork." He also defended commission against Nader's criticisms, saying "good, positive things" had happened under FCC Chairman Charles D. Ferris.

And at first of FCC's public workshops, on Friday in Boston, **Ferris defended sessions against charge** by United Church of Christ's Everett Parker that **they were designed to "propagandize"** in behalf of deregulation (BROADCASTING, Sept. 10). Workshops, Ferris said, were designed to encourage grass-roots participation in commission proceedings. But during break in workshop, Ferris, in talking to reporters, said marketplace forces would cause broadcasters to ascertain needs, provide news and public affairs programming and curb commercialization. Commissioner Joseph Fogarty, who also participated in workshop, made clear his own reservations. Entire subject of radio deregulation, he said, "is wide open."

House appropriations subcommittee has put scare in Federal Trade Commission. Subcommittee has drafted language, to be scrutinized by full committee, that would **prohibit FTC from spending money** in fiscal year 1980 on most regulatory actions now under consideration, including its **children's advertising proceeding.** FTC officials, caught off guard by news of legislative language, were "stunned," by scope of proposed reforms, which are most wide-ranging yet by critics of agency. Some doubted such measures could make it through full committee or Senate, but worry at agency persisted nonetheless. Meanwhile, Senate oversight hearings are scheduled to begin tomorrow (Sept. 18).

Pro football seems apt to come out ahead of **Pope John-Paul II** in competition for live network TV coverage of their respective events on afternoon of Sunday, Oct. 7 ("Closed Circuit," Sept. 10). Both NBC-TV and CBS-TV have games scheduled that afternoon, when Pope is to celebrate mass in Washington. NBC last Friday released plans for elaborate coverage of Pope's U.S. visit, including coverage Sunday morning and night but not in afternoon. CBS spokesman said "as of this moment, we will not interrupt the football game," and that other papal coverage plans were in development. However, ABC, which has no Sunday-afternoon football, plans live coverage of 3 p.m. mass.

Federal Election Commission's proposed rules that broadcasters and FCC had denounced as likely to inhibit debates between federal candidates (BROADCASTING, Sept. 10) **appeared doomed at week's end.** Senators Claiborne Pell (D-R.I.) chairman of Senate Rules Committee, and Mark Hatfield (R-Ore.), ranking minority member, were attempting late Friday to present floor resolution that would disallow proposed regulations. If time ran out on Friday for action, senators planned to present resolution on Monday. Deadline for vetoing regulations is Wednesday.

NBC announced last Friday (Sept. 14) it has reached agreement on extending current pact with National Association of Broadcast Employees and Technicians for three years through March 30, 1983. Present pact was to expire next March 30 but NBC pressed for extension so network could proceed with its plans for television and radio coverage of Olympic Games and political elections in 1980.

William Brown and Clifton Moor have sold their wwq(AM)-wppm(FM) Panama City, Fla., to Media South Inc. for \$1,260,000, including agreement for real estate. Media South is owned by Jayne A. Woods, John Dorris and James Broadus. Woods along with her husband owns controlling interest in WSEV-AM-FM Sevierville and WBRV(AM) Woodbury, both Tennessee, and minority interest in WTBP(AM) Parsons, Tenn. Brown and Moor also own WTIF(AM) Tifton, Ga. Broker: Blackburn & Co.

the staff must prepare comparison of the KIRO-TV to ARTEC before the commission is willing to vote on it. The commissioners disagreed on whether the issues were the same in both cases.

However, the commission did vote last week to allow Tulsa Cable Television to carry the signal of WTBS(TV) Atlanta on the ground that TCT successfully demonstrated that carriage of the additional signal would not adversely affect the local Tulsa television stations' ability to serve the public. The case had been in the U.S. Court of Appeals in Washington and had been returned to the FCC, at the commission's request, for reconsideration.

Amexco buys half of Warner Cable; expansion planned

\$250 million line of credit will be pursued; Hauser remains CEO

In a major move into cable, American Express Co. is acquiring a 50% interest in Warner Cable Communications from parent company, Warner Communications Inc., for \$175 million.

The agreement in principle was disclosed Friday afternoon in an announcement that said the transaction is expected to be consummated "late this year subject to any necessary regulatory approvals and completion of a definitive written agreement."

The jointly owned company, to be known as Warner Amex Cable Communications, expects to establish a \$250-million line of credit for further expansion of its cable operations. The announcement said this expansion would be pursued "vigorously."

Gustave M. Hauser, chief executive officer of Warner Cable and slated to hold the same role in the new company, saw it as a boon not only for Warner Cable but also for the entire cable industry that "such a giant" as American Express had committed its "huge resources" to cable development. Warner Communications and American Express together have annual revenues of about \$6 billion, he noted.

Hauser dismissed speculation that Warner Cable had spent so much on its experimental two-way Qube system that Warner Communications felt a need for financial backstopping.

"No way," he said, adding that not only Warner Communications but the Warner Cable subsidiary itself "has all the resources needed to do all we've been doing."

"But looking 10 years out, or five years out," he added, "we see a tremendous opportunity and a great requirement for capital—as the industry goes on—to wire America."

Early reaction among Wall Street analysts suggested the deal could hold sig-

nificant long-term advantages for both companies. By this reasoning, Warner wants to get the largest possible share of cable franchises that may become available in the near future—an ambition that could entail billions of dollars—and will be able to use the Amex funds to back up any competitive advantage of its Qube system without needing to be limited by its own balance sheet. For Amex's part, the view was that it clearly has been looking to get into cable and that it gets a much better deal by doing so in connection with an interactive system like Qube that could be used for electronic billing and shopping.

One analyst viewed the Warner-Amex combination as part of a "pre-emptive strategy" on Warner's part to dominate the cable market. Another estimated that Amex's \$175-million investment exceeds Warner's total investment in cable to date, which he put at \$150 million to \$170 million.

James D. Robinson III, chairman of American Express, saw the cable industry as being "on the leading edge of a major communications revolution in the U.S.," with Warner Cable at the forefront of the industry. Amex's move, he said, "is a compatible extension of our travel and entertainment-related services and gives us entry into the fast-growing, at-home consumer and entertainment industry."

Steven J. Ross, WCI chairman, said that Amex's "marketing experience and high degree of consumer acceptance will contribute significantly to the success of our joint business." He added: "In view of the rapid growth we foresee for our cable operations, the capital requirements will be substantial. The combined financial resources of Warner Communications and American Express will help to realize the huge potential of the cable industry."

Warner Communications and American Express will have equal representation on the board of the new company.

Warner Cable now has 140 cable systems with approximately 700,000 subscribers in 37 states. It also operates a



Ross



Robinson

satellite-delivered pay cable network (Star Channel) with 150,000 subscribers and a satellite-delivered children's programming network with one million subscribers.

In 1978, American Express reported net earnings of \$308 million on revenues of \$4.1 billion. Warner Communications had \$87.1 million in net income on \$1.3 billion in operating revenues. Warner's cable operations reported pretax income of \$1.1 million on \$60.4 million revenues. Development expense for Qube in 1978 was put at \$11 million.

An earlier American Express approach to the communications field—its attempt to acquire McGraw-Hill, including its broadcastings arm—was rebuffed earlier this year.

Staggered start of new season sees ABC off at a good clip

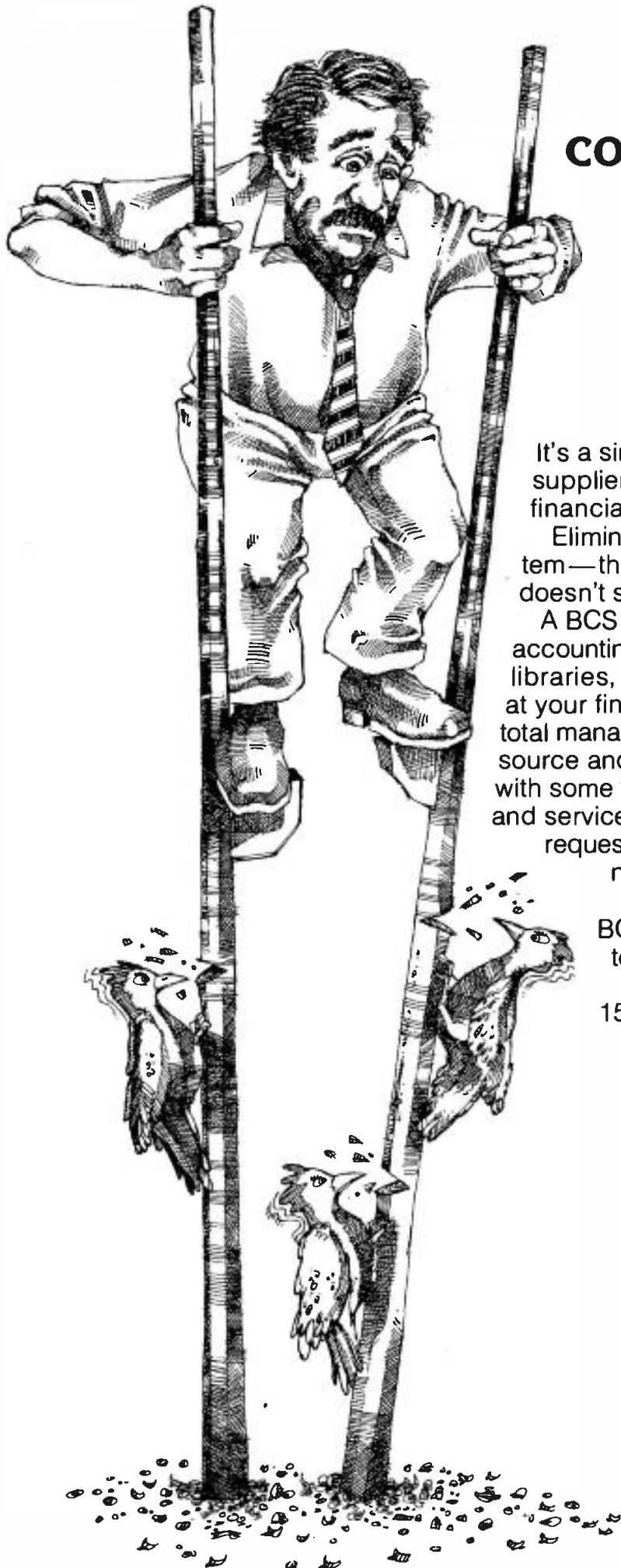
A couple of its new shows don't do so well, but returning programs pick up about where they left off; real competition begins this week

ABC-TV broke out its new season premieres last week, and from ratings available by Friday, its returning shows will remain strong and be joined by at least one new entry, *Benson*. There may be prob-

Called in for a talk. The heads of ABC, CBS, and RCA and of their network companies were in Washington on Thursday for an unannounced meeting with President Carter on the energy problem. The executives' help in informing the public was on the President's mind. The President did not, according to White House spokesman Jody Powell, ask for news or editorial support for the administration's policies. But he did attempt to impress on the executives the importance of informing the public about what he sees as a crisis and of the need for conservation.

The President led a brainstorming session on the issue with Leonard Goldenson, chairman of ABC Inc. and its president, Elton H. Rule; William S. Paley, chairman of CBS Inc. and its president John D. Backe; and Edgar H. Griffiths, president of RCA, and Fred Silverman, president of NBC. Jerry Rafshoon, the White House media adviser, who arranged the meeting, was also present. Reportedly, the meeting ranged over the possibility of TV specials on the subject to incorporating the issue in entertainment programs, to the formation of a committee to continue the discussion. He also invited the executives to call him at any time with suggestions.

The tone of the meeting as conveyed to Powell, who did not attend, was apparently not so grave as to dampen his occasional puckishness. Asked at his regular press briefing what transpired at the meeting, he said he could flatly deny that "the salaries of network employees" or "excessive advertising rates" was discussed. In response to another question, he said, "News as a subject was not discussed ... Because the network executives weren't very interested in it, I gather." After the laughter subsided, he said, "I take that back. I swear to God I do."



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lems for the network, however, with Monday and with newcomers *240-Robert* and *Lazarus Syndrome*.

The week before ABC officially launched its new season Sept. 10, the network had pulled in its seventh consecutive win, taking six out of seven days for a prime-time average of 20.3 rating and 36.4 share, well ahead of CBS-TV's 15.0/27.0 and NBC-TV's 13.1/23.3. NBC's presentation of the *Miss America Pageant* (25.2/48) gave that network Saturday night but ABC took seven of the week's top-10 programs, led by the *Emmy Awards* (27.3/45).

With its new season, ABC's momentum still seems to be there. Up against primarily one-shot shows and reruns on CBS and the rerun of the *Holocaust* miniseries on NBC (those networks didn't start their seasons until this week), ABC clearly took Tuesday (21.8/37.1 average) with premieres of *Happy Days*, *Angie*, *Three's Company*, *Taxi* and *Lazarus Syndrome*, and Wednesday (25.9/42.5 average) with *Eight is Enough* and a special two-hour *Charlie's Angels* premiere.

Only local overnight ratings for New York, Chicago and Los Angeles were in late last week for Thursday but they gave ABC shares mostly in the 40's—from a *Benson* high in Chicago of 30.3/48 to a *Soap* low in Los Angeles of 24.9/38. (*Benson* earned a 29.4/45 in New York and 26.6/42 in Los Angeles).

Over-all on Thursday, ABC's *Laverne & Shirley*, *Benson*, *Barney Miller*, *Soap* and a 20/20 hour devoted to Elvis Presley's death averaged a 26.9/42 in New York; a 29.9/46 in Chicago and a 24.6/41 in Los Angeles.

The only night ABC fell to second place last week was Monday with its new *240-Robert* scoring only a 16.4/28, down from its premiere a week before at 18.5/35 and from a 23.1/39 preview before that. *NFL Monday Night Football* brought in a 19.3/31.5, also down from the week before, when it premiered at 20.7/40. Monday went to CBS with a night of reruns averaging 20.5/33.7.

Another relatively low spot for ABC showed up amid an otherwise solid Tuesday. New entry *Lazarus Syndrome*, despite returning hit lead-ins, mustered only a 16.1/28, down from its 90-minute preview of 23.1/39.

At NBC, spokesmen for the network didn't expect a better performance than *Holocaust* delivered—"traditionally, reruns of miniseries lose 20-25 share points from the original telecast," it was explained. Monday through Wednesday it did just that, averaging only a 15.7/25.7; the Thursday overnights came out lower.

NBC, however, was taking heart from *Real People*, said to have turned in its best performance ever at 18.2/31, up from a 14.2/24 premiere the week before. NBC sources also claimed that ABC's returning shows were not as strong as their original premieres. *Happy Days*, for example, was said to have earned a 41, as opposed to a 49 last season.

While AM goes down, FM goes up. That's the story from Dallas where the sale of KLIF(AM) for 60% less than the 1971 purchase price (BROADCASTING, Sept. 10) was followed closely by the announcement last week of the sale of KOAX(FM) for \$7 million, \$5.3 million more than Norman Wain and Robert C. Weiss (Metroplex Communications) paid for it in 1976—a 311% increase in price. The buyer of the beautiful music station is Westinghouse Broadcasting, which is paying a record price for an FM, surpassing the \$6.7 million paid for KBPI(FM) Denver last April. (That record is not expected to last long either; Jim Gabbert is asking \$15 million for his KIOI(FM) San Francisco.) Westinghouse also has purchased KODAFM Houston (BROADCASTING, April 30). Both buys are subject to FCC approval. Metroplex also owns KEZK(FM) St. Louis and WHYI(FM) Fort Lauderdale, Fla., and WWOK(AM) Miami. Wain said the sale of KOAX is "one step back to take two steps forward"—Metroplex plans to become a "major nationwide group of stations" and the sale will enable Metroplex to do the necessary "financial restructuring" to launch an aggressive acquisition campaign. Metroplex is currently looking at three stations as possible additions to its portfolio, Wain said.

Software can't top hardware at SCTA

Equipment hall gets great traffic from among 900 registrants, but workshops manage to draw some

Bill Ryan's goal is to move away from the idea that cable meetings are equipment exhibitions and make the Southern Cable Television Association convention a first-rate cable programing show. And, though the outgoing president of the association didn't fully succeed in reaching that goal at last week's 19th annual SCTA convention at the Atlanta Hilton, he moved a few steps closer.

The SCTA, which draws its membership from 10 states in the Southeast, may have put the accent on programing for this year's convention, but the equipment manufacturers and suppliers were still much in evidence. While a series of panel discussions aimed at understanding cable programing were generally held before many empty seats, it was business as usual in the exhibit hall, where the hardware people pitched their wares. According to SCTA's associates director, John Weeks, who organizes and represents the exhibitors, the convention was the best yet and that opinion seemed to be the consensus of many of the 125 exhibitors who reported high interest in their products and good sales.

Perhaps the biggest disappointment of the show was the "Cable Programing Supermarket," which should have been the centerpiece of the convention. According to Ryan, the show failed because the major suppliers like Showtime, ESPN and HBO chose to exhibit alongside the equipment people, where they could display their products on monitors. As Ryan suggested, it is difficult for a room full of people passing out literature to compete with examples of the real thing next door. Ryan said the supermarket idea was "redundant" and it is unlikely that it will be repeated next year.

In accord with the convention's programing theme, however, the biggest news of the convention was made by a program supplier. Ted Turner's Cable News Network reported reaching agreements to carry the 24-hour news service with three major MSO's (see story, page 64).

Also indicative of the hardware-to-soft-

ware metamorphosis of the convention was the election of Ben Benefield of the Cable News Network to succeed Weeks, a hardware man who has held the post of associates director for nine of the last 12 years.

And there was other good news: Registration was up 200 over last year, with 900 cable operators, financiers, brokers and consultants checking into the Hilton during the four days of the convention. The first day, Saturday, was purely social as early registrants at the invitation of Ted Turner went out to the ball park to watch his Braves tighten their grip on last place, losing to the San Diego Padres. The other social highlight of the convention was the Monday night banquet that was followed by comedian Rodney Dangerfield and his \$9,000 act.

After that it was business:

Those who managed to rise early on Tuesday morning were able to witness an exchange of questions and answers via satellite between reporters at the Hilton and communications policymakers in Washington (see story, page 70). Though few made it to hear the opening comments of the Washington participants, a good crowd was on hand to hear Congressman Lionel Van Deerlin's (D-Calif.) concluding endorsement of Comsat's direct-to-home satellite service.

The first panel session addressed the issue of advertising on cable. Bill Zusman, senior vice president of Wayne & Co., an Atlanta advertising agency, had some bad news for the assembled. Zusman said advertisers aren't ready to make a leap into cable because cable has not yet proved its viability as an advertising medium. He said cable does not yet have the demographic data with which advertisers make their decisions. "If you can't demonstrate you're hitting a different audience, then there isn't much need" for advertisers to go to cable, he said.

Richard Zackon, director of research services for Air Time Inc., New York, was more constructive, offering some suggestions to cable operators on how they should go after the advertising dollar. He urged them to supply advertisers and agencies with market information that is "credible and innovative." He said one

WESH-TV KEPT THE EYE IN FOCUS



The Jerry Lewis Telethon was going into its 12th hour, and the local segments from multi-camera remotes 90 miles apart in Central Florida were going well.

But Hurricane David threatened the coast. The remotes were combined to free one of WESH-TV's 'Live Eye' mobile microwave units for live reports on preparations for the storm, and 'Sky Eye 2,' the station's camera-copter, ranged from Daytona Beach to south of Kennedy Space Center to pinpoint potential problem areas.

Chief Meteorologist Dave Marsh added to his exclusive Daytona Beach National Weather Service Radar link a live feed from the radar at the National Hurricane Center in Miami. With it, Central Florida viewers could clearly follow the eye of the storm as it approached the state. Because of its micro-processing capability and pre-planning, WESH-TV was the only Florida TV station with this capability.

As station personalities and local volunteers continued to telecast strong appeals for Jerry's Kids to the area, reports from WESH-TV NewsCenters at Daytona Beach and Orlando brought frequent radar updates and live and taped feeds from Red Cross shelters, Civil Defense headquarters and the areas of greatest winds, waves and rain. The coverage was total. The emphasis was on facts. Emotions were minimized.

At the call of the Governor, more than 50,000 coverage area residents were housed in public shelters. Calm prevailed because the eye of the storm was always in focus. The mystery that breeds fear and uncertainty could be dispelled with a flick of the TV switch.

WESH-TV congratulates Florida Governor Bob Graham and the Civil Defense and public safety agencies of Central Florida for a job well done. The station was proud to be a part of their team in joining with Dr. Neil Frank's National Hurricane Center staff in communicating with those we jointly serve.

And WESH-TV thanks its dedicated staff, whose intelligent use of state-of-the-art technology kept the Telethon alive at the local level while coordinating live programming from two complete studios 60 miles apart and setting up for stand-by origination from the mid-point transmitter should studio power or microwaves go down.

Their performance is why WESH-TV is known in Central Florida as...

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An Affiliate
With Faith

way of offsetting the low reach numbers of a cable system is to point out the unique qualities of cable. He also said that cable operators should know that at this time their competition for advertisers isn't television, but radio.

The most hopeful message came from Don Lachowski, vice president of sales for Turner's WTBS(TV) Atlanta. He said cable for the present should "forget Madison Avenue" and concentrate on the local markets. He also said to forget market research; the effectiveness of cable advertising will be measured by body counts in the stores of the advertisers. Like Zachon, Lachowski said cable shouldn't try to compete with television, but to go after radio and newspapers, even to the extent of getting a rate card from a local radio station and setting cable rates accordingly. Cable does have certain advantages over other media, he said; it reaches a well-defined geographic area, it reaches a more demographically desirable group and it can offer commercials without the limitations imposed in broadcasting.

The place of sports in the cable programming mix was discussed at the next workshop. Joseph Cohen, president of the cable sports programming supplier, Madison Square Garden Communications, said cable "is becoming dramatically more important every season" to the financial success of the basketball New York Knicks and the hockey New York Rangers, both owned by Madison Square Garden.

Bill Giles, president of the Philadelphia Phillies, said the baseball franchise "is bullish on pay TV" and that one-sixth of the revenues it derives from television comes from cable television through a \$500,000 deal it has with Prism.

A key to the future of sports on TV is advertising, said Michael Treger, executive vice president of sports programming for D'Arcy-MacManus-Masius, who expressed great interest in sponsoring sporting events on cable. One of the reasons for the interest, he said, was because broadcasting is becoming saturated with sports. "The affiliates are saying 'Enough,' and

sports are looking for other outlets." He also said that advertisers are always looking for new media, where, by getting in early, they can "get in less expensively." In addition, he said cable was permitted experimentation in program placement.

The panel on future cable programming never quite got around to the subject of future cable programming. It was dominated by Les Brown, TV critic of the *New York Times*, who spent most of his time slamming network television. He said network television was the only medium that creates programming to destroy other programming and criticized network shows for their "rigid forms." Hour dramas, he said, are written in four acts so that commercials can be inserted every quarter hour and each act is ended with "heightened action." He called made-for-TV movies "ersatz movies," full of false climaxes that create "partitions" in the flow of the film. When asked what the networks are up to, he said nobody really knows because the networks "don't want to give away any trade secrets and because they don't know themselves."

Reese Schonfield, the head of news for Turner's Cable News Network, was also on the panel, and he devoted most of his time to selling the network, calling it "the best chance for news in a quarter of a century." He did make one prediction: When the networks lose the National Football League to cable and movies to video disks, they will do what the radio networks did to hold themselves together when they lost entertainment programming to television—turn to news programming.

The tightest, most informative panel of the convention was titled "Research Recipes: Finding the Right Program Mix." The panel consisted of two market researchers specializing in cable and a few cable operators who shared their experiences in using research to improve their systems.

John Landefeld, director-research services, C.M.I., suggested three areas where research could and should be used: determining how to package and price new ca-

ble systems, weighing the costs of expanding existing systems against potential revenues resulting from the expansion and trying to determine what programming to drop and what to add to improve the cable package. "Research," he said, "provides information so you can make an intelligent decision."

Another market researcher, Bob Schultz, president of Video Probe Index, said "research has to become much more sophisticated" if cable operators expect to make proper programming decisions. He implied that because of the need for sophistication, research is best left to professional firms.

One of the cable operators on hand supported this opinion. Wayne Knighton, general manager of Chattanooga Cable TV, said that he is a strong believer in professional market research even though one survey led him to discontinue an existing system. On the other hand, he successfully raised rates on a new system from \$7.50 to \$10.40 following another professional survey.

The other operators on the panel stressed the importance of research but said that it could be done without bringing in outside help. Janet Foster, program manager for Teleprompter's uptown service in New York, said her company, encouraged by a mail survey, offered a mini-pay service which has been highly successful. Following that experience, she said her company hired an in-house market researcher. "If you do market research for yourself, do it according to accepted research methods," she said. "Nine out of 10 times research is correct" and your notions are wrong.

In the final panel of the day, Louis Wolfson, senior vice president of Wometco Enterprises Inc., which operates a subscription television service over WTVG(TV) Newark, N.J., said that, despite the title of the panel, "New Competitive Program Technologies," STV was not necessarily competitive with cable. He said STV was just another delivery system for his real business—programming.



Going to the source. Madison Avenue migrated to the nation's capital last week for a look at how the federal government regulates the advertising industry. Sponsored by the American Association of Advertising Agencies, the first National Washington Seminar brought together 100 agency executives to explore what government is up to in regard to advertising, and what steps the ad business was taking to work with federal agencies and legislators. Representing the administration at one session was Richard Neustadt, assistant director for the White House domestic policy staff, while Capitol Hill speakers included Representative Elliott Levitas (D-Ga.), who took up the question of the one-house

congressional veto, and Representative Jack Kemp (R-N.Y.), at right, who favors minimal government involvement in business. One familiar theme that received an airing was the children's advertising issue. A panel of industry people who have been following the controversy expounded on what has happened and where it may all go from here. Addressing the issue were (l-r) Kent Mitchel, vice president, General Foods; Elaine Reiss, senior vice president, Ogilvy & Mather; Jonah Giltitz, executive vice president, American Advertising Federation; Robert Purcell, vice president, and Phyllis Brotman, president, Image Dynamics, all of whom had few kind words to say about the inquiry.



The U.S. delegation in Washington on Sept. 5, at its last formal meeting before Geneva

WARC '79: Curtain going up on telecommunications future

To much of the world, it's a matter of some indifference—a conference carried on in the jargon of telecommunications specialists speaking of issues not readily identifiable with the interests of, say, Peoria. But to the participants and a number of those who have followed the preparations for it—among them members of Congress, government officials, representatives of affected industries, and a small but passionate band of WARC groupies—the general World Administrative Radio Conference beginning in Geneva Sept. 24 is the Circus Maximus.

It is a forum in which more than 1,100 representatives of some 145 of the 154 member nations of the International Telecommunication Union will come together for 10 weeks to rewrite many of the ITU regulations and, in the process, determine the shape of telecommunications services, both national and international, into the 21st century. That is no small thing, considering that the technological revolution in telecommunications, which

has already propelled much of the world into what is called the information age, shows every sign of continuing, provided the proper decisions are made at WARC.

The U.S.'s hopes for WARC extend virtually across the spectrum. They include a substantial expansion in the Western Hemisphere of orbital slots and frequencies available for fixed and broadcast (direct-to-home) satellites, a healthy increase in the number of frequencies available for HF broadcasting (short-wave), the provision of room in the 7 and 8 ghz bands for mobile satellites needed by the Department of Defense, and frequencies for satellites that, through active and passive sensors, can help predict crop successes or failures, locate mineral deposits and otherwise aid in economic development and environmental planning.

For broadcasting (domestic as opposed to international), the baggage the U.S. is carrying to Geneva is relatively light, but only

relatively. For the U.S. is proposing an expansion of the AM band that could open the door to hundreds of new stations and the sharing of the UHF band by land mobile radio.

Nor are allocations matters all that concern the delegation. With the ITU in the process of absorbing scores of new member nations, all of them of the so-called third world or nonaligned movement, questions have been raised as to whether the organization's present structure will or can remain essentially unchanged. The U.S. is determined to preserve that structure and the allocations procedures it believes afford the flexibility to meet the needs of new and old members alike.

□

As members of the U.S. team—65 on the delegation and 36 on the technical and administrative staff—board planes at airports around the country this week for the trip to Geneva, some will probably experience a rise in the level of adrenalin. For them, the trip is the culmination of more than four years of preparation. "Those of us in government have been at this since January 1975," said Robert Cutts, chief of the International and Operations Division in the FCC's Office of Science and Technology, and a member of the delegation. "It's time to get on with the game."

There also is a feeling of optimism regarding the agreement to be drafted—an agreement that would be embodied in a treaty requiring Senate ratification. "We may not get everything on our 'want' list, but I'm still reasonably optimistic we'll get our major objectives." That was the assessment offered by Glen O. Robinson, the former FCC commissioner now on the law faculty of the University of Virginia who heads the U.S. WARC delegation with the rank of ambassador. He ought to know.

In the 20 months he has headed the delegation, Robinson has immersed himself in the arcane language, issues and politics of the first general WARC in 20 years. He has twice travelled around the world to confer with officials of other countries preparing for the Geneva meeting. And he has received advice and warning from members of Congress and a variety of observers.

In the process, he has been rubbed raw by the views he has heard regarding the problems that the Third World countries are expected to pose at WARC. It has become a cliché around the State Department to speak of the transformation of the ITU from an old boy's club, composed of the developed nations of the world, to an organization whose membership is dominated by developing countries, many of which did not exist at the time of the last general WARC, in 1959—countries that are said to be determined to get "their share of the pie" (spectrum). U.S. officials, however, are aware that there will be a series of shifting alliances as different proposals are debated, that some of the vexing problems the U.S. faces do not involve a burnoose-wearing militant speaking threateningly if vaguely of a New World Information Order as much as they do representatives of members in good standing of that all but forgotten club—Canada, for instance. That good and trusted ally has caused Robinson more aggravation lately than any Third World country—or second world country, for that matter. (Of course, as he would admit, the reverse is probably true.)

Canada is the major obstacle to the U.S. plan for paving the way for a substantial increase in the number of fixed-communications and broadcast (direct-to-home) satellites that can be accommodated in the 12 ghz band in the Western Hemisphere (Region II). Canada wants to postpone a resolution of the issue until 1983, when Western Hemisphere nations are to draft a plan for the use of broadcast satellites in the band. Gabriel D. Warren, one of the leaders of his country's delegation, says Canada does not want to foreclose the possibility of using a hybrid satellite that could provide both fixed and broadcast service, possibly even in the same transponder.

Nor does Canada, heavily dependent on UHF for future expansion of its television service, see eye to eye with the U.S. on its proposal to permit land mobile radio to share the UHF portion of

the spectrum with television. There are other differences between the countries, as well—among them, the approaches to HF broadcasting and fixed satellite service.

And it is not simply Canada, of course. It is easy to thumb through the thousands of pages of proposals that have been filed by ITU members in advance of the conference and find conflicts among them almost without limit. The U.S. has proof of that; the delegation's more than 2,000 pages of position papers contain analyses of virtually every major proposal filed—and options for meeting them, including fall-back positions. The trick will be to resolve conflicts through compromise and the power of persuasion.

"So any notion that all we have to do is talk to the Upper Voltans is comical," said Robinson, without laughing.

But the host of Third World countries that now constitute a majority of the ITU pose some new problems. The U.S. will work to resolve its conflicts with Canada and France and the United Kingdom and the Soviet Union on the basis of specific proposals and counter-proposals and in the tradition of an organization that, with no sanctions to impose, has functioned successfully since 1865 on the basis of its member nations' mutual self interest. What troubles some among the developed countries is that the Third World will attempt to turn WARC into another UNESCO—where political rhetoric is the order of the day—rather than offer concrete proposals.

However, as Robinson says, the extent to which generalities will play "a major role, as against technical orientation," remains to be seen.

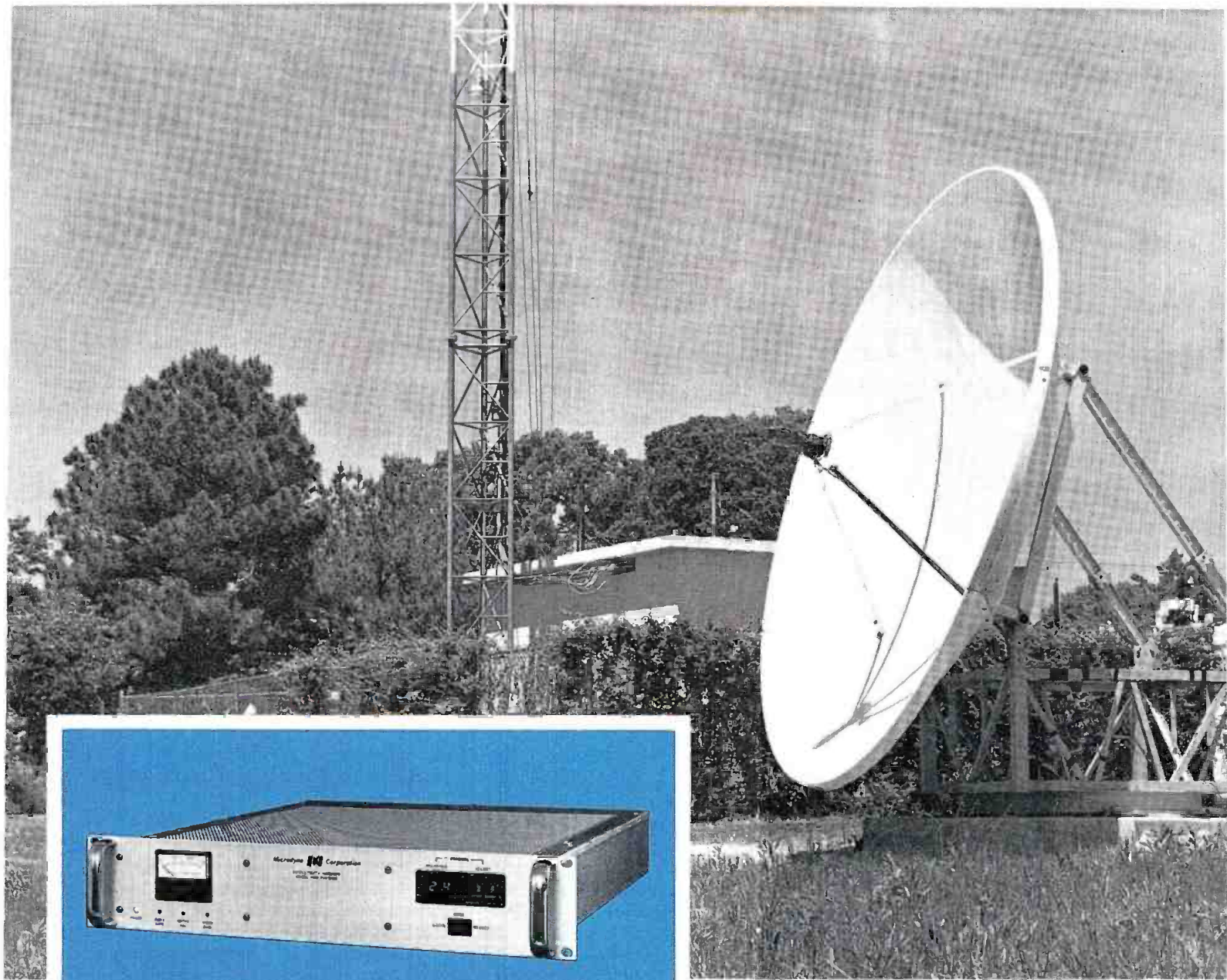
So in 1979 there will be a new dimension to WARC politics.

□

A year ago, it seemed that Robinson and others high in the planning councils could not abide talk of politics at WARC. It was to be a technical conference in which politics would have no role, they said. But the delegation members now seem more relaxed, or resigned, on the issue. They know the New World Information Order—a Third World product that advances such concepts as "prior consent" and "balanced flow of information" in a general call for a redress of what is seen as an imbalance in the international information system between developed and developing nations—will be on the minds and tongues of Third World representatives, even if not on the agenda. Robinson and others in the State Department have heard a rising tide to rhetoric from representatives of the Third World and they have monitored meetings at which Third World countries have sought to develop unified positions.

The U.S., Robinson says, is prepared for New World Information Order-type political rhetoric and proposals; recommendations for dealing with a variety of political issues that may arise have been prepared by planners who hope they have left nothing to chance. (Suggested responses to proposals for seating the Palestine Liberation Organization and excluding Israel, for instance, are believed to be among the papers.) And, Robinson adds, the U.S. is not about to soften its stand against the idea that governments have the right to censor information being received or to insist on a balanced as opposed to a free flow of information among nations. Indeed, Robinson has told associates he is determined not to be remembered as the head of a U.S. delegation that "sold the U.S. down the river" on concepts that run so counter to U.S. policy, not to say tradition and principle.

Dealing with that matter is not always as simple or direct as it might seem, as the U.S. delegation that FCC Commissioner Robert E. Lee led to a specialized WARC two years ago learned. That WARC, called to consider broadcast satellite service in the 12 ghz band, adopted a plan that appears to make prior consent a technical requirement. A provision says that "all technical means available" shall be used to reduce radiation over a country unless it has given prior consent. As Lee says now, the provision was advanced as one to deal with a technical problem and involved domestic communications satellites. And the U.S. placed in the record its view that the provision does not resolve the prior con-



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sent issue which is pending—stalemated, actually—in the United Nations Outer Space Committee, where the U.S. is alone in opposing the concept. But, fairly or not, the delegation encountered criticism on the provision on its return from the conference.

The issue could arise at WARC '79 in any of a number of ways. For instance, Yugoslavia, Camaroon, Guyana and Nigeria are proposing a redefinition of broadcasting—shortwave as well as AM, FM and TV—that would require broadcasters to consider the audience's "linguistic, cultural, historic and other similar characteristics." Said Robinson: "That's the kind of thing we've been fighting in the U.S. for years. That kind of qualitative assessment of broadcasting has no part in the international arena."

Then there is the matter of satellite sensing—the reverse side of direct-to-home satellite broadcasting. Some countries are insisting on the right of prior consent by sensed countries as prerequisite to the distribution of data obtained by sensing—or even to being sensed. And U.S. officials expect some Third World countries to raise the issue of prior consent in debates over proposals to increase the number of frequencies available for shortwave broadcasting.

U.S. officials cannot predict how much time and emotion will be devoted at WARC to the debate over the New World Information Order issues—or to what degree the Third World will stand firm on those or other issues. Robinson and others who have conferred with Third World representatives in preparation for the conference say the discussions were "businesslike" and "amicable." And U.S. officials do not believe that, in the final analysis, a nation will permit ideology to override its self-interest. But the U.S. does not know that spokesmen with a more ideological bent than the officials with whom they met will not attend WARC, and in major roles. And certainly the denunciation of the industrialized nations, and particularly the U.S., that was heard at the meeting of nonaligned nations in Havana only two weeks ago rang disturbingly in the ears of the Americans as they prepared to leave for Geneva.

But even if the U.S. feels that what Robinson calls the "general polemics" of the New World Information Order have no place at WARC, there is a recognition that excluding political, social, economic and military considerations from deliberations and focusing strictly on technical issues is not possible. "This is not simply an engineering conference, even though it addresses engineering concerns," Robinson said. "There are the underlying political concerns. We have ours; they have theirs." For instance, the U.S. proposal to increase substantially the number of frequencies available for shortwave, for the use of Voice of America, Radio Liberty and Radio Free Europe, could hardly be called apolitical.

The WARC delegation's seemingly more tolerant attitude extends to proposals for planning services at subsequent WARC's (the upcoming general conference is not authorized to draft a plan). Never mind that a year ago nothing could so easily raise the hackles of U.S. officials as talk of proposals for planning that, as called for in the New World Information Order, would provide for a division of satellite slots and frequencies on an as-needed basis to assure developing countries access when they are ready to exploit it. U.S. officials say they are prepared to discuss planning as a legitimate agenda item which they would consider on its merits.

But willingness to be openminded on the subject does not indicate a softening of view. U.S. officials still issue a sigh of despair when the matter of *a priori* planning comes up, and the engineer in them says such planning wastes frequencies and in the case of satellite services, orbital slots, and freezes technology at a point in its development—and at a time when telecommunications technology is racing ahead. (Nor did its experience with an allotment plan adopted at a maritime WARC five years ago offer the U.S. any encouragement that such plans can work. The U.S. regarded the plan as so imperfectly engineered that it took a reservation—an extreme step by which a country signals its intention not to be bound by an ITU rule.) But the politician in them now

seems to be trying to soften the U.S. image on the subject; Robinson calls past U.S. opposition to planning "wooden-headed."

"If someone could develop a plan that would not lock us in and would permit adjustment to requirements as they change, our objections would disappear," Robinson said. "But I don't see that happening." What worries him is what he has called "procrustean planning," under which the limbs of services that do not conform would simply be lopped off. And the U.S., he said, "won't buy any plan."

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The apparent change in attitude, however, may indeed be politic. For in the past several months pressure has been building among third world countries for conferences to plan both the HF broadcasting and fixed satellite services. And while the proposal for a broadcasting conference does not seem to have much of a chance of winning approval, the one for a fixed satellite conference does. (In neither case has a detailed proposal yet surfaced.) Perhaps as a result, the U.S. is reluctant to take the lead among developed nations in opposing planning. It has found that position awkward in past WARC's, when planning proposals were subsequently approved. (Among the countries that would be expected to oppose *a priori* planning is the Soviet Union. Thus far it has said nothing on the subject.)

For all of that, U.S. officials say they are sensitive to the needs of developing countries—that, in fact, U.S. proposals were developed with those needs in mind. And, in congressional testimony last summer, Robinson said the U.S. recognizes that one of its most critical problems at WARC will be that of assuring "fair and equitable access" by all nations to the spectrum and the geostationary orbit. But neither the U.S. nor any other industrialized nation that recognizes the seriousness of the problem has a dramatic solution.

And that may pose a problem.

The U.S. answer is to maintain the present evolutionary system, in which spectrum is allocated as needed, although modified and clarified in ways designed to ease burdens its procedures for coordination and notification impose on Third World countries. But essentially it is a system of first come, first served. And while the developed countries view the scheme as one that offers their assignments protection against interference, some developing countries contend that it denies them equal access.

The United States is prepared to argue that the system is fair to all. "The procedures provide flexibility for all governments to have their requirements satisfied," says Frank Urbany, of the National Telecommunications and Information Administration, who will serve as delegation spokesman on regulatory matters. "Under the existing scheme, all governments have equal rights, and our objective is to preserve those rights and encourage governments to use them . . . We also think that existing procedures provide for equitable access to the spectrum as provided by the ITU charter."

What is the proof? The ITU's International Frequency Registration Board, which registers all frequency assignments, has said there has never been a case of a government's request for a frequency being denied—although it may not always have gotten its first choice.

What's more, Urbany says there is a "misperception"—one of those words from the world of diplomacy that has found its way into the vocabulary of delegation members—that the HF fixed band, upon which many Third World countries rely heavily for basic internal communications needs, is saturated. That not only is not the case, he says, but "a review of recent registrations with the IFRB indicates that developing countries are securing those HF fixed frequencies."

What of space communications? Again, no one has been denied a request for frequency or orbital space (although there was a case of Indonesia and India have trouble coordinating their proposals with each other and with other nations' operations.) "And the application of technology will provide capacity in

excess of real requirements," in Urbany's view. "We do not perceive congestion of the geostationary orbit or the spectrum as a real problem."

And HF broadcasting frequencies are not available on a first, come, first served basis; rather, the governments involved draw up their broadcast schedules every four months and then resolve among themselves potential interference problems.

Nevertheless, Urbany does not expect the Americans' smooth and apparently rational arguments to go down easy at the conference. "We expect big fights over the differences of perception," he said.

The U.S.'s problems will not stem only from efforts to maintain things as they are. The delegation, for instance, expects serious opposition to its efforts to advance the concept of sharing frequencies among the services, an idea that is central to U.S. hopes of gaining additional frequencies for shortwave, maritime, mobile radio and amateur service. The aim is to squeeze additional use out of the spectrum—but sharing can be a nuisance for any country (particularly for those in the cramped quarters of Europe) and a burden for developing countries lacking spectrum-management specialists.

Complicating the problem for the U.S. is that, while developed countries have shifted to satellite and microwave systems some of the services for which they had once used HF fixed frequencies, developing countries still rely heavily on those bands. And the U.S. proposal would result in the displacement of some operations on them. Persuading developing countries to agree to a reduction of about 20% of the frequencies is not an assignment to which the Americans are looking forward.

But the U.S. and other developed countries have an idea for selling the proposal. It involves a procedure under which displaced assignments would be reaccommodated in the remaining bands on an equal footing with those already there on the basis of a common date. First come, first served, in that case, would not apply. At the same time, governments would be encouraged to

delete assignments not being used. One of the "perception" problems regarding a "saturated spectrum" stems from the presence of abandoned assignments in the international register.

The HF issue—which Robinson sees as "the biggest bone of contention" at the conference because of the large number of countries dependent on those frequencies—involves the kind of politics that he believes is appropriate: "the politics of persuasion." Said Robinson: "The things I worry about are our proposals and the proposals of others that are conventional ITU issues. Do we get X number of frequencies for HF broadcasting? How do we present an allocation to a broadcast satellite which we feel is in the wrong band?"

There had never been any serious doubt regarding the technical ability of the U.S. delegation or, on its part, of the logic of its proposals. "Our basic strength lies in presenting solid, technically sound, fully supported documentation for basic U.S. requirements," Robinson said in January, in a speech to the Armed Forces Communications and Electronics Association. He is confident, for instance, that the U.S. will prevail on its 12 ghz proposal.

What's more, the U.S. is committing substantial support to the delegation. Among the equipment being moved into the Botanic Building, where the delegation and its technical and administrative support will have offices, is a computer that will do the spectrum management work needed to help the delegation analyze other countries' proposals as they are offered. It will also enable the delegation to keep track of developments at the sprawling conference. Every morning, Robinson and his six vice chairmen will have a printout of the previous day's developments. And when it becomes necessary, the delegation will, through the State Department, tap into the resources of the FCC and NTIA and the industries and government agencies with which they are in contact. (Would, for instance, a particular industry be satisfied with a frequency for a service other than any of those the U.S. had proposed?)

But there has been doubt expressed concerning the delega-

From A to W: Official list of the U.S. delegation to WARC '79

Chairman—**Glen O. Robinson**, professor of law, University of Virginia; **vice chairman**—**Wilson Dizard**, WARC staff director, Office of International Communications Policy, Department of State; **Samuel E. Probst**, director, spectrum plans and policies, National Telecommunications and Information Administration; **Kalman Schaefer**, foreign affairs adviser, FCC; **Richard E. Shrum**, coordinator of technical affairs, Office of International Communications Policy, Department of State; **William Torak**, assistant chief, international and operations division, FCC; **Francis Urbany**, international manager, spectrum plans and policies, NTIA.

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Members—**Perry Ackerman**, manager, Systems Engineering Laboratory, Hughes Aircraft; **Ann Aldrich**, professor of law, Cleveland State University; **Dexter Anderson**, telecommunications attache, U.S. Mission, Geneva; **George Bartlett**, vice president for engineering, National Association of Broadcasters; **Herbert T. Blaker**, manager, standards and certification, Rockwell International; **William Borman**, technical director, Motorola Inc.; **Nolan Bowie**, executive director, Citizens Communication Center; **Lewis Bradley**, staff member, spectrum management division, National Telecommunications and Information Administration; **Charles Breit**, Office of Chief Broadcast Bureau, FCC; **Anna Case**, chief, frequency division, Voice of America; **William Cook**, assistant to assistant secretary of communications command and control, Department of Defense; **Anthony Corrado**, chief, frequency assignment and interdepartment radio advisory committee administration division, NTIA; **Robert Cutts**, chief, international and operations division, FCC; **Charles Dorian**, director, technical planning,

Communications Satellite Corp.; **A. James Ebel**, chairman, satellite transmission committee, ABC, CBS and NBC Network Affiliates (president and general manager of KOLN-TV Lincoln, Neb.); **Harry Feigelson**, director, electromagnetic spectrum management, U.S. Navy; **John Gilsenan**, electronics engineer, Private Radio Bureau, FCC; **E. Merle Glunt**, consultant, American Radio Relay League; **Robert E. Gronquist**, assistant vice president (technical policy and standards), Western Union Telegraph Co.; **Wendell Harris**, electronics engineer, policy and rules division, Common Carrier Bureau, FCC; **Melvin Harrison**, foreign affairs advisor, Office of International Communications Policy, Department of State; **Earl Holliman**, chief, frequency management staff, U.S. Coast Guard; **David Honig**, assistant professor, Howard University, and research director, National Black Media Coalition; **Marion Hayes Hull**, director of telecommunications programs, Booker T. Washington Foundation; **Karyl Irion**, systems analyst, Systematics General Corp.; **Eugene Jackson**, president, National Black Network; **Edward Jacobs**, chief, international conference staff, FCC; **George Jacobs**, director, research and engineering, Board for International Broadcasting; **Donald Jansky**, associate administrator, NTIA; **Raymond Johnson**, chief, spectrum management staff, U.S. representative to International Civil Aviation Organization for planning studies; **Wayne Kay**, senior policy analyst, Office of Science and Technology Policy, White House; **John Kelleher**, vice president, Systematics General Corp.; **Harold Kimball**, chief, communications and frequency management, National Aeronautics and Space Administration; **Ronald Lepkowski**, supervisor, international and satellite branch, Common Carrier Bureau, FCC; **Stephen J. Lukasik**, chief scientist,

FCC; **William A. Luther**, chief, engineering division, Field Operations Bureau, FCC; **Vernon J. McConnell**, frequency manager, Department of Defense; **James C. McKinney**, deputy chief, Field Operations Bureau, FCC; **Neal K. McNaughten**, assistant chief, Broadcast Bureau, FCC; **Robert May**, frequency manager, U.S. Air Force; **Robert Mayher**, deputy chief, spectrum engineering and analysis division, NTIA; **Robert Moore**, physical scientist with microwave radiometric branch, Naval Weapons Center; **Sharon Nelson**, legislative counsel, Consumers Union; **James Ogle**, director, office of frequency management, Department of Commerce; **Lawrence M. Palmer**, communications specialist, international conference staff, FCC; **Richard Parlow**, chief, spectrum engineering and analysis division, NTIA; **Paul Phillips**, physical scientist employed in frequency management office, U.S. Army; **Richard M. Price**, radio astronomer, National Science Foundation; **Joseph P. Rawley**, co-publisher, *High Point* (N.C.) *Enterprise*; **Edward Reinhart**, radio engineering manager, Communications Satellite Corp.; **Ronald F. Stowe**, assistant general counsel, Satellite Business Systems; **Thomas Tycz**, electronics engineer, international conference staff, Office of Chief Scientist, FCC; **William Vanden Heuvel**, U.S. ambassador to the European office of the United Nations and other international organizations, Geneva; **Arian Van Doorn**, deputy chief, Private Radio Bureau, FCC; **Constantine Warvariv**, agency director, transportation and communications, bureau of international organization affairs, Department of State; **Hans Weiss**, director, systems engineering, Communications Satellite Corp.; **H. E. Weppler**, director, technical standards and regulatory planning, AT&T; **Francis K. Williams**, chief, treaty branch, FCC.

tion's ability to handle the politics of WARC and as to whether Robinson's background qualifies him for the hurly-burly of international politics. "Technical experts can be at sea in a political milieu," said one congressional aide who has followed the preparations for WARC. "Americans are excessively rational; they expect people to play by the rules. (Of course, they're our rules.) But national interest is the only rule, and we can function only if we put ourselves in others' shoes."

But within the U.S. communications community and on Capitol Hill, there are those who are more comfortable on that score than they had been. The congressional aide who spoke of the danger technicians face in a political world said of Robinson: "He doesn't like political issues; they make him uncomfortable. But he's smart enough to know they exist." Robinson, the aide added, "seems to be pulling things together." Even Senator Barry Goldwater (R-Ariz.), who has been critical of the U.S.'s preparations for WARC, said last week he was "a good bit more comfortable." It will take a major effort, but he said, "We should come out with enough of the spectrum to satisfy our needs." Robinson, he said, seems "very well versed" in the issues.

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The U.S. delegation was not put together without consideration for the politics of international communications. William Vanden Heuvel, U.S. ambassador to the U.N. organizations in Geneva, will serve as senior political adviser to the delegation. Wilson Dizard, a veteran of more than 30 years with the foreign service who has been a principal assistant to Robinson, is a delegation vice chairman. So is Kalmann Schaefer, foreign affairs adviser to the FCC, who has served with the U.N. and the International Labor Organization and is the commission's representative to the U.N.'s Committee on the Peaceful Uses of Outer Space. All told, 51 of the delegation members have had previous international experience, either within the ITU or the foreign service.

It should be noted, however, that many of the 51 are principally technicians, drawn from the ranks of the FCC and NTIA. It might also be noted that the criticisms the U.S. has received in connection with its WARC preparations have come from two contrasting sources: There are those who appear to fear the delegation will not be sufficiently hardnosed at Geneva. On the other hand, there are those who sense more than a note of arrogance on the part of the delegation as it approaches the problems of the Third World: Anne Branscomb, for instance.

Branscomb, a communications attorney who is chairman of Kalba Bowen Associates Inc., a communications consulting firm, said in an article in *Foreign Policy* that the U.S. position lacks "the historical overview and inspired leadership of a truly global perspective." It is, she said, "reactive" and "introspective," aimed primarily at protecting the country's "already substantial use of the spectrum." How, she wondered, "can the United States square its self-interested devotion to economic efficiency with global equity in spectrum management?"

Robinson does not take kindly to such criticism. "The U.S. record in sharing resources speaks for itself," he said. Then he added: "Just because we're not practicing her band of international socialism doesn't mean we're not doing a lot. I'm not apologetic about protecting our interests, first and foremost. And it's not accurate for [Branscomb] to imply we're . . . not ready to meet other nations' needs. The test is how we can meet those interests consistent with our own."

But even from within the delegation there comes the charge that its members are insensitive to the needs of developing countries. We're treating the Third World as if it didn't exist," said one delegate the other day. "There are those on the delegation who say, 'They [the Third World] may have the votes but not the resources to put up a satellite, so why worry if they vote an allotment plan? The developed countries could simply ignore it without worrying about causing interference.'" That was said to be not so much a proposed scenario as an indication of attitude.

Ironically, something of a rebuttal comes from WARC observer

who in the past has said that what he regarded as the U.S.'s lack of concern for political realities might cause WARC to be "a total disaster." Curtis White, a Washington communications attorney who has acted as a consultant on WARC to the communications arm of the Organization of African Unity and a number of Sub-Saharan African countries said he has noticed "healthy changes" in the U.S. attitude that he finds encouraging.

Those changes involve the kind of expanded WARC politics the U.S. has been practicing in the past year. For White, following his return from Africa several weeks ago, cited as a plus for the U.S. its still-modest program aimed at helping Third World countries develop their telecommunications infrastructure. He mentioned specifically a \$24 million project initiated by the Agency for International Development that involves the use of satellites for rural communications in developing countries.

At bottom, White indicated, basic self interest is involved. A conference that failed to resolve major issues would hurt all nations, he said, including developing ones. "They would lose in the ability to communicate with the rest of the world and within their own borders," he said. "It would be a massive cultural loss." What the developing countries need, he said, is "a transfer of skills and technology," as well as access to the spectrum. "Once you address those basic concerns," he said, "everything falls into place."

Robinson, in congressional testimony earlier this month, had said the AID project "should help to create a favorable climate at WARC." He also disclosed that the U.S. is exploring the possibility of bilateral and multilateral measures to provide aid in spectrum management. And if Eugene Jackson, president of the National Black Network and a member of the delegation, has his way, more will be done—but by private industry. Jackson, who has made contact with several African countries, says industry should provide communications software and training as well as hardware, possibly through a center that could be established on the African continent. "To the extent we respond to concerns," he said, "it would reduce the adversarial nature of the role some people see us playing."

None of this should be taken to suggest the way ahead is easy for the U.S. and its members of the former old boys club. For while members of the U.S. delegation speak of the 10 weeks they will have in which to make their case, White suggested that estimate of the time involved is optimistic. He says that the developing countries will determine in "the early stages" of the conference whether the developed countries will deal with them "in good faith." Thus, in his view, the success or failure of the conference could be decided in less than two weeks.

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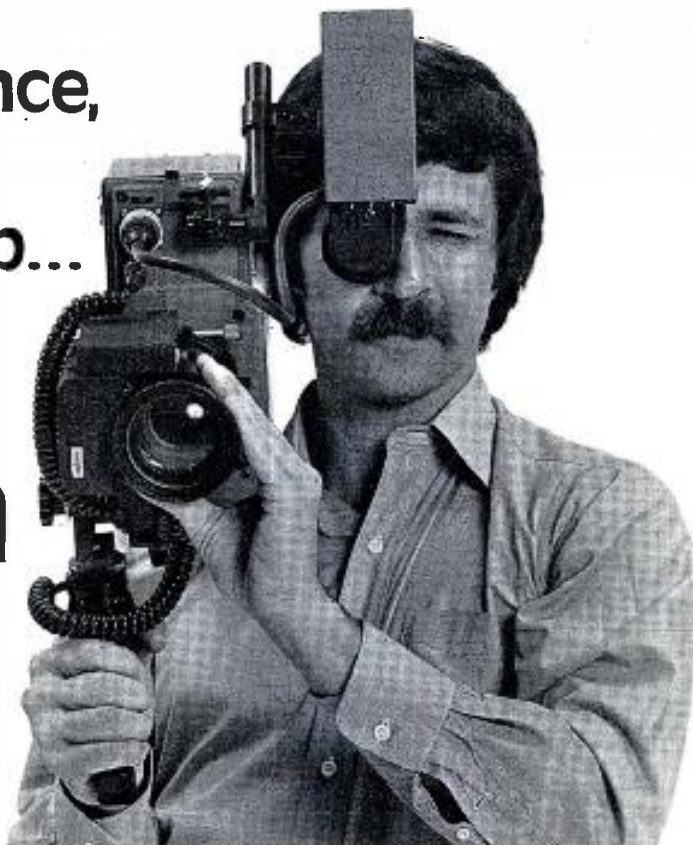
The U.S. approaches the conference with confidence born of what officials say was the most exhaustive preparation ever for a WARC, and of an approach that was, as one delegation member put it, "uniquely American."

There was, for instance, the manner in which advocacy was built into the process. Over the four years the U.S. was shaping its position, the FCC issued nine notices of inquiry which set forth tentative proposals and asked for comment about them. The procedure, which gave vested interests the opportunity to argue their views (and they did; over 2,000 comments were filed), caused mirth among some foreign countries. "They sort of laugh at us," said William Torak, chief of the FCC's International and Operations Division and principal spokesman for the delegation on allocations matters. "They can't believe we publish our proposals as we prepare for the conference. They can't believe we get anything accomplished." In most foreign countries, where government owns the telecommunications systems, there is only a government view.

Nor is that the only aspect of the American system that raises eyebrows. There is what some call "the two-headed monster"—the FCC, which fashions proposals for the nongovernment portion of the spectrum, and the National Telecommunications and

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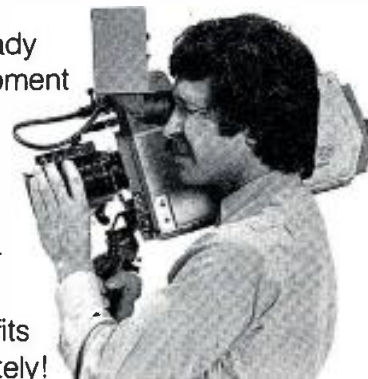
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Information Administration, which shapes them for the government side. "Neither agency can do anything without the other looking over its shoulder," said Torak.

And NTIA was anything but a free agent. It worked through the Interdepartmental Radio Advisory Committee, composed of 19 government agencies with telecommunications needs. And there was considerable pulling and hauling among them before NTIA drafted a compromise. (Even then the battle was not always over. The Board for International Broadcasting, which oversees the operations of Radio Free Europe/Radio Liberty and the Voice of America successfully appealed an NTIA suggestion that the U.S. seek an additional 865 khz for shortwave broadcasting; the final proposal calls for a net gain of almost 1400 khz.

"It goes back to our checks and balances system," Torak says, "and it works." In his view, it is a kind of Darwinian process in which the strong (that is, valid) survives.

Then, there was the exhaustive series of bilateral meetings with more than 50 governments. The U.S. had talked to foreign governments in advance of previous WARC's—but not many and seldom in depth. The need for consulting with foreign governments—to learn their needs and inform them of the U.S.'s—was considered essential not only because of the importance of the upcoming WARC but, some officials concede, because failure to take more careful soundings was believed to have led to U.S. disappointments at earlier WARC's.

Drafting the U.S. position was not the only source of controversy as the U.S. prepared for WARC. Selecting the delegation was another, with, as Robinson said, requests for representation coming from "nearly every identifiable industry and public group imaginable," ranging from "astronomers interested in searching for extraterrestrial intelligence to the Girl Scouts." Neither group was represented. Rather, the delegation was chosen mainly from among government and industry experts. Public interest and minority group members were also included. But among the groups feeling themselves shortchanged were broadcasters—or at least the major networks. The delegation list includes three from broadcasting: James Ebel, of KOLN-TV Lincoln, Neb.; George Bartlett, vice president for engineering of the National Association of Broadcasters, and Jackson. Ebel is chairman of the ABC, CBS and NBC network affiliates' satellite transmission commit-

tee. But the networks and the NAB lobbied hard for the appointment of James Parker of CBS and/or John Serafin of ABC. Both are engineers and both headed advisory groups that worked with the FCC as it developed its draft proposals for the conference—Parker, television, and Serafin, auxiliary broadcast services. But they could not budge Robinson or the State Department. "There is no reason for network people on the delegation, as such," Robinson said the other day. "Broadcasting interests are fully represented."

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Short of an outright disaster, the question of whether the U.S. succeeds at WARC may be—to succumb to that phrase—a matter of perception. It is at least as unrealistic to expect the U.S. to gain all of its aims in the manner planned as it is to assume it will gain none of them. The possibility of the U.S. finding it necessary to take a reservation or two cannot be ruled out, although U.S. officials downplay that possibility.

When Robinson speaks of his optimism regarding the outcome, he makes it clear he is speaking in terms of degree. He regarded as "foolish" an Arthur D. Little Inc. analysis of probable world-wide reaction to some U.S. WARC proposals because it appeared to discuss their success or failure in all or nothing terms (BROADCASTING, Sept. 10). "I'm not thinking in terms of all or nothing," Robinson said. "I have no scorecard on which to check off how many of our proposals are approved or not approved." In Robinson's view, the test is whether an "objective" is gained, at least in major part. The question of whether a specific proposal is adopted, he says, is not the key.

Beyond the U.S.'s fortunes, Robinson, as he prepared to leave for Europe, indicated he was concerned as well with those of the ITU, as the first general WARC in 20 years prepared to open under circumstances that were less than auspicious. "It would be a great victory for everyone if we strengthened the ITU, so that at the next conference, we didn't have to worry about North-South debates, and we had a better working relationship. I'm not sure it won't happen," he added. "People may be struck by the degree to which they can agree." On the other hand, he said, if the conference is one in which delegates simply "try to win debating points, well, in that case, it bodes ill for the ITU."

The U.S. perspective on WARC's top priorities

The U.S. proposals for consideration at the World Administrative Radio Conference beginning in Geneva next Monday fill a one-inch thick document and deal with frequencies virtually across the spectrum, as well as with a number of nonallocation matters. Which are the most important depend probably on who is doing the evaluating, but the following—including some directly affecting broadcasting—are among those usually cited by U.S. officials:

Expansion of the upper limit of the AM band from 1605 to 1860 khz. This would open the door to several hundred new radio stations. The National Association of Broadcasters had supported the expansion only to 1800 khz, contending that would be adequate. And it may be that the NAB will find allies south of the border. Latin American countries, whose support is crucial on what is essentially a Western Hemisphere issue, are not as interested in expanding the band as in the U.S., they now use the 1800-1860 khz band for amateur service. A problem the U.S. faces

in the band below 1800 khz is that some of it is occupied by radiolocation services (a type of radar).

Sharing UHF spectrum between television and land mobile radio. This was also opposed by the broadcasters, but this time, U.S. officials are hopeful a substantial portion of the proposal will be approved. Again, the issue principally involves only the Western Hemisphere. While Canada appears willing to agree to sharing only in the 806-890 mhz band, which the U.S. has already turned over to land mobile on a primary basis, Latin American countries have indicated a readiness to permit sharing not only in that band but in the 470-512 mhz band (as the U.S. does now), as well, perhaps, as other portions of the UHF spectrum.

Broadcast/fix satellite in the 12 ghz band. The U.S. is at what delegation chief Glen O. Robinson calls an "impasse" with Canada on that issue. The U.S. has proposed doubling to 1,000 mhz the

spectrum space available for satellites and dividing it into two 500 mhz bands, one for each service. It says the number of satellite slots would be tripled under the plan. But Canada has called for a postponement of the decision until 1983, when the Western Hemisphere is scheduled to draft a plan for the broadcast satellite service in the 12 ghz band. Canada wants to retain the option of using a hybrid satellite capable of providing either service. Latin American countries disagree among themselves on the issue, but Robinson is confident the U.S.'s "basic objectives" will be gained at WARC.

In other broadcast satellite matters, the U.S. is proposing modifications in regulations to permit aural broadcasting from satellites in the UHF band (Robinson says it is largely a response to Third World countries' needs; such broadcasting would not be feasible in the U.S.—among other reasons, because of difficulty of coordination with terrestrial services) and relaxation of technical restrictions in the 2.5

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mhz broadcast satellite band to permit flexibility in the use of small earth terminals.

High frequency broadcasting (shortwave). The U.S. is proposing a substantial increase in allocations for the service through the sharing of frequencies with HF fixed. But the proposal has run into opposition, particularly from developing countries that rely heavily on HF fixed for internal domestic communications and feel they lack the spectrum management specialists to implement the sharing the U.S. has suggested. (The U.S. is also offering some technical proposals aimed at improving spectrum efficiency. One calls for elimination of double sideband emissions in favor of single sideband, by a date to be determined by the conference. Another would limit the maximum power output of new shortwave transmitters to 250 kw. And a third would limit simultaneous broadcasting of a program in any one area to one frequency per band.)

Maritime mobile. Again, the U.S. is proposing an increase in allocations on the basis of sharing with HF fixed. Opposition or support depends on the degree to which maritime service is important to a particular country.

Fixed satellite service. The U.S. is proposing substantial increases in allocations below 10 ghz to meet the needs of Intelsat. However, because of the heavy demand for service in that area, the proposal will be controversial. (Other Intelsat member nations are offering their own Intelsat proposals, some of which conflict with the U.S.'s needs for its services.) The U.S. is also proposing fixed satellite service above 40 ghz, in anticipation of technological advances which will make the band available.

Mobile satellite service. The U.S. is proposing allocations in the 7-8 ghz band to meet Department of Defense needs. The U.S. plan, under which the proposed service would share the band with the fixed satellite service now assigned to it, may have rough going. Its major support seems to be confined to North Atlantic Treaty Organization countries.

Radionavigation services. A key proposal involves a satellite service to accommodate the NAVSTAR Global Positioning System, which would employ 24 polar-orbiting satellites to provide position information to ships and aircraft. It is scheduled to become operational during the 1980's. The U.S. is "reasonably" optimistic regarding the proposal's chances.

Earth Exploration Satellite Service. The U.S. is proposing expanded allocations for satellite-borne active and passive sensors and for links used in transferring sensor data to relay satellites. Active sensors (radar-like devices that use information contained in the reflection of a radiated

signal) and passive sensors (which collect data based on natural emissions from earth) provide the data to help solve problems regarding food and energy supplies and environmental safeguards.

Amateur service. The U.S. is proposing moderate increases in frequency allocation, including some that would enable amateurs to communicate on a worldwide basis throughout the day. Robinson has said the amateurs "will do reasonably well" (BROADCASTING, Sept. 10).

As for the U.S.'s broad objectives at WARC, they are, as Robinson has testified in appearances before Congress:

□ The achievement of agreement on "necessary, incremental changes in frequency allocations and related regulations

in order to enhance U.S. economic social and national security interests."

□ The maintenance of International Telecommunication Union procedures "which provide maximum flexibility and adaptability to changing needs."

□ The strengthening of ITU's role as the organization "responsible for implementing WARC decisions, while not adversely affecting the sovereign rights of the United States."

□ And the support of changes in international allocations and related frequency management procedures "which will accommodate the needs of other nations, consistent with our own essential requirements, while endeavoring to avoid or limit the impact of politically inspired efforts to impede fair and efficient use of the spectrum."



Glen O. Robinson: Our cerebral man in Geneva

Two years ago, when the White House and the State Department were scouting around for a person to head the U.S. delegation to WARC, White House aide Rick Neustadt came up with the name of Glen O. Robinson. Neustadt had met the former FCC commissioner, then teaching law at the University of Virginia, at a seminar on telecommunications matters, and had been impressed with his grasp of the issues and the sharpness of his mind. In time, Deputy Secretary of State Warren M. Christopher, who is in charge of WARC preparations, was equally impressed, and recommended him for the post.

The incident is revealing.

Certainly Robinson was not picked because of his political connections. He is a Democrat. But, as he noted in a biographical sketch prepared several years ago,

"apart from a brief effort while a student at Utah State as head of Young Democrats (a very fledgling enterprise which never amounted to anything under my desultory 'leadership'), I have not been actively involved in any campaigns or party affairs."

Nor was he selected because of his experience in international matters. His knowledge of that subject was apparently limited to what could be picked up from the *New York Times* or the *Washington Post* or perhaps the *Charlottesville (Va.) Progress*. And he doesn't bowl folks over with the force of his personality; to some, on meeting him for the first time, he is somewhat stiff, even intimidating.

What he is, of course, is bright. Moreover, 43-year-old Robinson, a magna cum laude graduate of Harvard and an honors graduate of Stanford Law, is a per-

son of some stature in the telecommunications community.

It was the quality of his mind, as revealed in books and papers on communications matters and in private meetings and public discussions, that led former FCC Chairman Dean Burch, then a top White House adviser, and Clay T. Whitehead, then director of the now-defunct Office of Telecommunications Policy, to urge Robinson's appointment to the FCC in 1974. (The Nixon White House may have been collapsing under the weight of the Watergate scandal, but they were determined that Nixon make a quality appointment.)

And when the two-year term to which Robinson had been appointed (he was filling the vacancy created by Burch's resignation) neared its end, the University of Minnesota Law School, which he had left to join the commission, offered him a prestigious chair as a lure to return. But an equally attractive offer from the University of Virginia was more persuasive. As it turned out, the conditions of the Virginia job facilitated his taking the WARC post.

Since January 1978, when he was named head of the delegation (he now carries the rank of ambassador), Robinson has revealed another characteristic: a determination, which can only be described as steely, to master what it is that must be mastered.

Granted, he had a substantial background in telecommunications matters. At the FCC, he had worked hard on common carrier as well as broadcasting matters (even though the commission in those days was more inclined to defer to the staff in the common carrier area than it is today). Ten years ago he did a study on radio spectrum regulation for the National Association of Broadcasters. And last year he edited and contributed to a book on the implications of the new communications systems and the ability of existing policymaking agencies to deal with them. But preparing for a general WARC—the last was held in 1959—is something else.

Virtually all regulations of the International Telecommunication Union dealing with technical, allocation and regulatory matters are up for review. And the U.S., the most advanced industrial nation and enormously dependent on telecommunications, has needs across the spectrum.

Robinson has managed to gain a firm grasp not only of U.S. proposals but of the major proposals of foreign countries as well. He can run through the U.S. proposals, in any area of the spectrum, cite the frequencies involved, the needs to be served, and the likely reaction of individual foreign countries. And for the past several months, he has been deeply involved in preparing and reviewing position papers that contain the strategy the U.S. will follow at WARC.

Robinson's knowledge has impressed even the technicians among the delegation. "It's going to be very comfortable to walk into his office in Geneva to discuss a

problem," said William Torak, of the FCC's international and operations division, who is a vice chairman of the delegation and its principal spokesman on allocations matters. "We're not going to have to explain all of the details. He already knows."

Richard Shrum, of the State Department's Office of International Communications, who has served as Robinson's technical assistant on WARC and who is another vice chairman, has been to a number of international telecommunications conferences. His view of Robinson: "I've never seen a head of delegation with such a technical understanding and grasp of the complex political aspects of the conference."

Robinson has even managed to impress Senator Barry Goldwater (R-Ariz.), who had had his doubts. "Initially," he said, [Robinson] didn't seem too interested. Now he seems very interested and very well versed."

That effort to master detail, in Robinson's view, is natural for a lawyer. Years ago, when he was practicing law in Washington with Covington and Burling, he worked on a case involving prescription drugs: "I remember spending enormous amounts of time reading up on the biology of birth defects and what causes them and when they occur. It didn't last long, the information. But it's one of the things you had to do to handle legal problems."

Robinson has no illusions regarding his expertise. "But," he says, "I didn't like to think I was hopelessly at sea in dealing with technical advisers." The same was true on the political side. He has no foreign service background, but he kept in touch with "the political relationships involved and how they might bear on WARC."

Robinson had been criticized for being a part-time delegation chairman. until May,

Europe on \$100 a day. U.S. WARC delegation chief Robinson, who has the rank of ambassador, is drawing State Department pay at the annual rate of \$47,500. Along with other government employees, he will receive about \$100 per diem during the 10 weeks in Geneva, an expensive city for Americans because of the beating the dollar has taken in relation to the Swiss franc. Robinson's wife and two children already are in Geneva; a 16-year-old son and 12-year-old daughter have been entered in school there. The Robinsons are renting their home in Charlottesville, Va.

The government pays nothing for industry representatives on the delegation; their companies are expected to pay their salaries and expenses. But, under the Biden Amendment, citizen group representatives are entitled to transportation costs and per diem.

The Geneva expenses for WARC '79 are budgeted to cost the U.S. government about \$500,000.

when the semester ended at Virginia and he went full time. And it was only because of an arrangement with the university which permitted him to spend half of his time on research and writing—initially, he devoted the time to the Aspen Institute Program in Communications and Society, in Washington—that he was able to give to the WARC assignment the time he did. But, as Shrum said, "Robinson was putting in 60 hours a week on WARC, between Washington and Charlottesville, when he was working 'part-time.'"

The question remains how well Robinson can translate what he has learned into an effective performance in Geneva. Of course, he will not be alone. He heads what is regarded as a generally solid, experienced and well-prepared 65-person delegation, backed by a score of experts. "WARC," said one delegate, "will be a team effort."

But still, there are those who wonder whether Robinson, the cerebral professor, will become a prisoner of his logic, at a loss in the real world where bargaining is essential. The concern is underlined for some who know Robinson as one who does not suffer fools gladly. How will he respond, say, in a discussion of a U.S. proposal for frequencies where the Department of Defense wants to operate satellites—to a denunciation by a Third World representative of "U.S. imperialism"?

Robinson is aware that he may find himself in that kind of situation, and he does not relish it. But he knows his priorities. "We have our objectives to advance, some affirmative, some defensive." His aim, he indicated, is to accomplish them, "no matter what the militant tone."

What's more, there are those who do not believe Robinson will permit his intellectual approach to become a handicap. There is, for instance, the assessment of Henry Geller, the assistant secretary of Commerce for communications and administrator of the National Telecommunications and Information Administration, who has known Robinson over the years and was associated with him at the Aspen Institute. He sees Robinson's ability as a lawyer to analyze and balance issues as an asset.

But more than that, he said of Robinson: "He's a shrewd cookie. He knows he's in a game that's not logical. He can accept something less than the best; he knows of the need to compromise."

Of course, Robinson hopes to succeed in achieving as many as possible of the U.S.'s aims. But for all of his preparation, the 10 weeks of WARC will be a new experience and a time of testing, in terms of his ability to conduct international negotiations and to lead a delegation. The pressures will be great, the problems complex and the stakes, for the U.S. and the world, high. It is not surprising that Robinson, in a speech on WARC preparations, said he was reminded of what was for the ancient Chinese a curse: "May you live in interesting times."

Programing

Covering the radio waterfront at the Riverfront

NAB programing conference is up well in attendance, including plenty of management types, who knuckle down for three days of shirtsleeve workshop sessions

The spirit of St. Louis, at least at the Stouffer's Riverfront Towers last week, was radio.

In its second time out, the National Association of Broadcasters annual Radio Programing Conference drew more than 1,200 participants, up from last year's inaugural crowd of 853.

The concerns and topics covered at the conference were as diverse as the programing aired by the medium itself. The core activities for the meetings, which began Sunday evening (Sept. 9) and ran through Wednesday morning were 26 workshops with titles ranging from "Rotation and Playlists" to "Demographic News," "The Syndicated Program Revolution" and "DJ's, the FCC Has its Ears on You."

What was offered was a chance to share tips and information, to find out what's happening in other markets or at other networks.

There was little, if any, opportunity for speech-making or to unite the participants on any one issue. The only major address was offered by writer George Plimpton, who spent most of his time entertaining the audience with stories of his professional sports exploits.

Even the FCC's proposed steps towards deregulation of the radio industry, issued only a few days before the conference began, were secondary to the nuts and bolts—the day-to-day challenges and decisions that were the meat of the conference.

Clearly it was not just a programing conference for program directors. According to Wayne Cornils, a preliminary break-

down of attendees found about 50% holding the program director's title; another 25% general managers or group or network executives, and the rest crossing a variety of positions such as operations manager or promotion director. Many remarked that the conference had a buttoned-up, serious management style.

Again this year, the NAB found strong support from the major networks and groups. ABC, for example, brought 65 people; RKO counted for 47.

Little concern was expressed about the participation of higher management. Cor-

integral part of the management team."

The conference this year was seen as setting the stage for a larger one Aug. 24-27, 1980, in New Orleans. The Hyatt Regency there was announced as next year's site, and optimistically, NAB is counting on bigger things, having booked 1,500 rooms for a projected attendance of 2,000 people.

Dwight Case, this year's chairman of the conference steering committee and president of RKO Radio (which provided a Kenny Rogers concert Tuesday night), said he would be pleased if next year's



Paper broadcaster. Monday's keynote speaker, ersatz pro sportsman George Plimpton (c), is greeted by NAB Chairman Thomas Bolger (l) and Bill O'Shaughnessy, one of the founding fathers of the program conference.

nils, in fact, said that the NAB was interpreting it as "a real blessing." He said that the subject matter would always be directed towards programing and draw programers but that general management participation at the conference will hopefully "bring an awareness that programing is an

conference went as well as the one just concluded. However, he did add that NAB next year will be searching out more talent from the smaller markets to serve as panelists.

The only vocal complaints came from among the 18 exhibitors who took stand space in addition to or instead of hotel hospitality suites.

Positioned off to the side of the hotel, little traffic was reported. "I would like to see the exhibit area set up so we would get walk-through traffic," said one exhibitor.

In his keynote, Plimpton urges programers to aim more for quality than ratings to make radio a vital and instructional medium

George Plimpton, the writer who has lived out his "Walter Mitty" dreams on the football field, on the basketball court, in the boxing ring and elsewhere, offered the conference's keynote address.

His reminiscing was light and humorous, for the most part having little or nothing to do with radio. But when

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Plimpton did spend some time on "what I would do if I was a program director," he took on a more serious tone.

As editor of the *Paris Review*, a small quarterly, he said he's been able to follow the credo of another literary editor, Margaret Anderson who has said: "We make no compromise with public taste."

Plimpton admitted that's a lot easier to say with a small literary review than it is with radio which must serve a more diverse audience. But he did say he hoped at least one of the conference workshops would be "concerned with what you'd really like to put on" rather than what ratings would seem to dictate.

Plimpton said he heard someone say that the biggest decision a disk jockey has to make is when to take a record off. If so, he finds that "sad." Radio, he claimed should "instruct as well as entertain." Today, however, he charged that it's "almost all entertainment." Plimpton called the radio of his youth more "vital" and said that helped him become a "communicator."

Earlier in his speech, Plimpton had created the fantasy of the time he spent at Arbitron, with its only employe "Tom Maxwell; he's 80 and he's deaf." After hanging out in a bar, Plimpton explained, he and Maxwell went back to the office to play Scrabble. Call letters with an E got good ratings; those with X scored poorly. "This may seem arbitrary; that's why we're called Arbitron," Plimpton joked.

His barbs seemed good-natured but underlying them was serious intent. As he closed his speech, he told the radio programmers to go with what they like, instead of just following "Tom Maxwell."

"You'll feel better for it," he said.

Programers gather with others in the same format to talk over common problems and innovations

Last week's Radio Programming Conference opened in a series of format rooms where program directors gathered to discuss issues pertinent to their section of the industry. Discussion in many of the rooms centered on the contention that, in most cases, programming strictly within a certain format no longer holds a serious listening audience or attracts significant advertisers.

Many top 40 program directors reported having success with special features, such as airing whole LP's or programs featuring the works of a particular artist or group. John Gehren, program director at WLS(AM) Chicago and moderator of the discussion, recommended placing such features at an Arbitron-rated hour, such as midnight, so a station can assess its audience's over-all reaction to the feature. Others measured their success in terms of increased phone calls and mail from listeners expressing interest in the features. "Special features mean a direct increase in money [from advertisers] and interest, both by phone and mail," commented one program director.

Les Garland, program director of KFRC(AM) San Francisco said that in devel-

oping features, stations should, "pick artists who won't cause you to seem like you're deviating from your format." Gardner's comment came in response to concern by several program directors that to deviate from playing hit singles on top 40 radio was to risk losing the station's serious listeners.

Program directors in the disco format room were less fettered by definitions of what their stations are supposed to be, as most of those present agreed that the reasons for the success of disco radio have not yet been analyzed. None of the program directors present, among them, Matt Clenot of WDAI(FM) Chicago, Willie Davis of KACE(FM) Los Angeles and Bill Bailey of WKYS(FM) Washington are programming only disco music on their stations. Most claim a combination of disco, rhythm and

blues, jazz and rock and several programmers reported that they are calling this mix "the rhythm sound."

Discussion in the disco format room centered at one point on the need for disco radio to redefine disco in the minds of the public. Disco music, they agreed, must be disassociated from the image of the disco lifestyle. Program directors claimed that record company publicity people have promoted disco as "all glitter and lights" and that drives some people away from the whole idea of disco music. "People listen to disco music because they like to tap their foot," said Bailey, "not because they are part of some special lifestyle."

No matter what the format, music radio stations share segments of their audiences with stations of other formats. Country radio programmers concerned themselves



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with the fact that changes in country music have caused them to lose some of their listeners to MOR, adult contemporary and top 40 stations, which are programming more and more country music.

"Country music today is filling the void that rock 'n' roll left when it evolved into heavy metal and other forms," said Dan Halyburton, of WDGY(AM) Minneapolis. Halyburton, who moderated the country format discussion, noted that the growth of information services on AM radio should provide a boost to sagging AM country radio shares.

The use of theme-oriented news and lifestyle information dominated much of the discussion in the album oriented rock format room. Moderating the discussion was Mike Harrison, publisher of *Good Phone*.

Denise Oliver of WYYY(FM) Baltimore noted that topical news particularly compliments AOR radio and another program director said that "there are things unique about your area which your station can develop as a theme for its audience, such as a particular sport or personality."

Also touched upon in the AOR discussion was the changing role of the program director. Comments focused on the fact that the program director, who once was simply the station's chief announcer who also filled out daily logs, is now the station's chief marketing agent and the person who creates the station's image.

Promotion was a major subject of discussion in the news/talk/sports format room. One participant said a station can take advantage of the different audience drawn for play-by-play sports to promote programs in other dayparts. Another mentioned that in his market news "tests so poorly" that promotion packages are built around sports.

Although there is heavy competition among radio stations using television ad campaigns, one news/talk/sports program director felt his TV campaign was particularly effective because all of the other stations advertising on TV were pushing music. This, they said, makes ads for news/talk/sports radio seem unique.

Program directors meeting in the "no format" format room consider their sta-

tions "diversified but with music playing a subordinate role." The clearest concern emerging from discussion was with the diminishing pool of personalities coming up the ranks who are strong enough to carry the format. A broadcaster from a small market, such as Kennett, Mo., learned the concern isn't limited to markets that size. Those from Salt Lake City and Minneapolis are feeling the shortage as well: "It's definitely gotten worse in the last five years," commented one. "What's needed," said another, "are people with enough confidence in their own ability to be able to talk to people instead of talking down to them."

Programers in the no format format room, felt that young people today are not interested in careers in their kind of radio. "Most young people," one said, "are more interested in spinning records."

News, talk and public affairs: more ways than one to skin these cats

As Dave White, news director, WJR(AM) Detroit, said during a workshop at last week's NAB Radio Programming Conference: "There are as many news approaches as newspapers, radio stations and television stations."

White's panel was "News: a Radio Tune-in Factor." But his point was borne out across the various news, talk and public affairs workshops. There, talk involved beefed-up efforts to home in on audience needs. But to say there was one clear way of doing just that would be impossible. Those sitting in for the panels, however, heard plenty of advice to use in planning their own strategy.

The importance of researching a local market, for example, was mentioned by Bill White, news director at WOCB(AM)-WSOX(FM) West Yarmouth, Mass., which serves the state's Cape Cod region. White explained the changes in the market during the year, with a "provincial" native audience, and a dramatic tourist influx during the summer.

To key on audience demands, White said the stations make 600 calls every four months and once-a-year a direct mailing to 20,000 people. White has learned, among

other things, to go heavy into stock-market reporting for a community that is filled with retirees and has an average age of 42.

On the national level, Robert Benson, vice president, ABC News, radio, talked about the network's planned "coast-to-coast multi-part American radio listening forum" on college campuses to bring more audience input into news.

Benson's panel, "Demographic news", reported on efforts at the networks to key into the specific interests of a target age group, and this was particularly true for two who joined him: Jo Interrante, director of programming for the RKO Radio Network, and Jim Cameron, manager/radio news, for NBC's "The Source," both new networks targeted to younger demographics.

Interrante claimed that the most important thing is to integrate news into the format that brought listeners to the station in the first place.

Cameron claimed that in planning the new network, he and his colleagues were learning from "the mistakes of the past" and addressing themselves to that segment of the audience that has a "feeling of being turned off to the traditional journalism of the past."

Ace Young, news director at KMET(FM) Los Angeles, said that his station has been appealing to the news interest of his listeners be they Three-Mile Island or surfing conditions. He said, however, that it's been a "sad state of network news" but was "happy the networks are waking up." But he still claimed advantages for his operation: the "flexibility we have at an independent station," without, for example, the time constraints of network presentation.

Those representing the networks stressed the importance of working closely with their affiliates on the local level. Cameron said the success of NBC Radio's new "The Source" and network radio in general depends on such contact, and he said he's counting on affiliates feeding back stories to his new network. ABC's Benson claimed that the best programming on ABC's FM network, in his estimation, is *Listen Closely*, a magazine-type series made up of contributions from local stations.

During a "New Public Affairs—Listeners Love It" session, Jerry Wishnow, president of the public-affairs programming firm of Wishnow Inc. called upon stations to "find a social fire in your community and use your medium to put the damn thing out." For Wishnow, that has involved such campaigns as "Hot Car," which was said to have helped reduce the auto theft rate in Boston.

From KNX(AM) Los Angeles, Tim O'Donnell, director of editorials and community affairs, detailed his stations' "Assault on Rape" campaign. A main goal of the 18-week campaign was to let women know where they can get self-defense lessons for free. And in a series of editorials, the station pushed for a rape legislative package.

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Columbus, OH	Burlington	Kansas City
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Greece	Venezuela	Norway
Yugoslavia	Israel	Switzerland

THE MAN IN THE GLASS BOOTH

THE CAST

Arthur Goldman
Maximilian Schell
Miriam Rosen Lois Nettleton
Charlie Cohn
Lawrence Pressman
Presiding Judge Luther Adler

FOR THE PRODUCTION

Producer Ely A. Landau
Director Arthur Hiller
Screenplay Edward Anhalt
Executive Producer

Mort Abrahams

In Charge of Production
Henry T. Weinstein
Director of Photography
Sam Leavitt

Editor David Bretherton

Running Time: 117 Minutes
Released: 1974

JACQUES BREL is alive and well and living in Paris

THE CAST

Elly Stone
Mort Shuman
Joe Masiell
Jacques Brel (himself)

FOR THE PRODUCTION

Director Denis Heroux
Co-producers
Paul Marshall
and Cinevideo Inc.

Executive Producer
Calude Heroux
Screenplay Eric Blau
Director of Photography
Rene Verzier
Editor Yves Langolis
Music Conducted and
Orchestrated by
Francois Rauber

Running Time: 98 Minutes
Released: 1974

THE ICEMAN COMETH

PART 1 and PART 2

Hickey (Theodore Hickman)
Lee Marvin

Harry Hope Fredric March
Larry Slade Robert Ryan
Don Parritt Jeff Bridges
Willie Oban

Bradford Dillman

FOR THE PRODUCTION

Author Eugene O'Neill
Producer Ely A. Landau
Director John Frankenheimer
Executive Producer

Edward Lewis

For The American
Film Theatre

Henry T. Weinstein

Director of Photography
Ralph Woolsey
Editor Harold Kess

Running Time: 239 Minutes
Released: 1973

GALILEO

THE CAST

Galileo Galilei Topol
with special appearances by
Colin Blakely,
Georgia Brown, Edward Fox,
John Gielgud,
Margaret Leighton,
Clive Revill

FOR THE PRODUCTION

Author Bertolt Brecht
Producer Ely A. Landau --
Director Joseph Losey
Screenplay Barbara Bray
and Joseph Losey

From the English version
by Charles Laughton
Executive Producer
Otto Plaschkes

In Charge of Production
Henry T. Weinstein
Director of Photography

Michael Reed

Editor Reginald Beck

Running Time: 145 Minutes
Released: 1974

RHINO CEROS

THE CAST

John Zero Mostel
Stanley Gene Wilder
Daisy Karen Black
Carl Robert Weil
Norman Joe Silver

FOR THE PRODUCTION

Author Eugene Ionesco
Producer Ely A. Landau
Director Tom O'Horgan
Screenplay Julian Barry

Executive Producer
Edward Lewis

For The American

Film Theatre

Henry T. Weinstein

and Mort Abrahams

Director of Photography

Jim Crabe

Editor Bud Smith

Running Time: 104 Minutes
Released: 1973

CIN CELEBRATION

THE CAST

Andrew Shaw Alan Bates
Colin Shaw James Bolam
Steven Shaw Brian Cox
Mrs. Shaw
Constance Chapman
Mrs. Burnett Gabrielle Daye
Mr. Shaw Bill Owen

FOR THE PRODUCTION

Author David Storey
Producer Ely A. Landau
Director Lindsay Anderson
Screenplay David Storey
Executive Producer
Otto Plaschkes

In Charge of Production
Henry T. Weinstein

Director of Photography

Dick Bush

Editor Russell Lloyd

Running Time: 131 Minutes
Released: 1974

Theatre Specials

on Premiere

Lost in the Stars

THE CAST
 Stephen Kumalo Brock Peters
 Zina Melba Moore
 John Kumalo
 Raymond St. Jacques
 Absalom Clifton Davis
 Rose Paula Kelly
 James Jarvis Paul Rogers

FOR THE PRODUCTION
 Book and Lyrics
 Maxwell Anderson
 Music Kurt Weill
 Producer Ely A. Landau
 Director Daniel Mann
 Screenplay Alfred Hayes
 Executive Producer
 Edward Lewis
 For the American
 Film Theatre
 Henry T. Weinstein and
 Mort Abrahams

Running Time: 99 Minutes
 Released: 1973

Luther

THE CAST
 Martin Luther Stacy Keach
 Hans Patrick Magee
 Tetzel Hugh Griffith
 Von Eck Robert Stephens
 Cajetan Alan Badel
 The Knight Julian Glover

FOR THE PRODUCTION
 Author John Osborne
 Producer Ely A. Landau
 Director Guy Green
 Screenplay Edward Anhalt
 Executive Produced
 Mort Abrahams
 For The American
 Film Theatre
 Henry T. Weinstein
 Director of Photography
 Freddie Young
 Editor Malcolm Cooke
 Running Time: 112 Minutes
 Released: 1973

Butley

THE CAST
 Ben Butley Alan Bates
 Edna Shaft Jessica Tandy
 Joey Keyston
 Richard O'Callaghan
 Anne Butley Susan Engel
 Reg Nuttall Michael Byrne
 Miss Heasman Georgina Hale
 Mr. Gardner Simon Rouse

FOR THE PRODUCTION
 Author Simon Gray
 Producer Ely A. Landau
 Director Harold Pinter
 Screen Adaptation
 Simon Gray
 Executive Producer
 Otto Plaschkes
 For The American Film
 Theatre Henry T. Weinstein
 Director of Photography
 Gerry Fisher
 Editor Malcolm Cooke

Running Time: 130 Minutes
 Released: 1973

A Delicate Balance

THE CAST
 Agnes Katharine Hepburn
 Tobias Paul Scofield
 Julia Lee Remick
 Claire Kate Reid
 Harry Joseph Cotten
 Edna Betsy Blair

FOR THE PRODUCTION
 Author Edward Albee
 Producer Ely A. Landau
 Director Tony Richardson
 Screen Adaptation
 Edward Albee
 Executive Producer
 Neil Hartley
 For The American Film
 Theatre Henry T. Weinstein
 Director of Photography
 David Watkin
 Editor John Victor Smith

Running Time: 134 Minutes
 Released: 1973

Three Sisters

THE CAST
 Vershinin, The Colonel
 Alan Bates
 Chebutikin, The Doctor
 Laurence Olivier
 Masha, The married sister
 Joan Plowright

FOR THE PRODUCTION
 Author Anton Chekhov
 Producer Alan Clore
 Director Laurence Olivier
 Translation & Special
 Research Moura Budberg
 Director of Photography
 Geoffrey Unsworth
 Editor Jack Harris

Running Time: 165 Minutes
 Released: 1973

"Three Sisters" is available
 for U.S. and Canada only.

The Homecoming

THE CAST
 (in alphabetical order)
 Sam Cyril Cusack
 Lenny Ian Holm
 Teddy Michael Jayston
 Ruth Vivien Merchant
 Joey Terence Rigby
 Max Paul Rogers

FOR THE PRODUCTION
 Author Harold Pinter
 Producer Ely A. Landau
 Director Peter Hall
 Screenplay Harold Pinter
 Executive Producer
 Otto Plaschkes
 For The American
 Film Theatre
 Mort Abrahams and
 Henry T. Weinstein
 Director of Photography
 David Watkin
 Editor Rex Pike

Running Time: 114 Minutes
 Released: 1973

The Maids

THE CAST
 Solange Glenda Jackson
 Claire Susannah York
 Madame Vivien Merchant

FOR THE PRODUCTION
 Author Jean Genet
 Producer Robert Enders
 Director Christopher Miles
 Screenplay Robert Enders
 and Christopher Miles
 Translation Mino Volanakis
 Executive Producer
 Bernard Weitzman
 Director of Photography
 Douglas Slcombe
 Editor Peter Tanner

Running Time: 95 Minutes
 Released: 1974

PHILADELPHIA HERE I COME

THE CAST
 Gar (Public) Donal McCann
 Gar (Private) Des Cave
 Madge Siobhan McKenna
 S.A. O'Donnell Eamon Kelly
 Kate Doogan Fidelma Murphy
 Sen. Doogan Liam Redmond
 Liz Sweeney Mavis Villiers
 Con Sweeney Nial Totbin
 Master Boyle Pat Layde
 Canon O'Byrne David Kelly

FOR THE PRODUCTION
 Author/Screenplay
 Brian Friel
 Executive Producer
 Jane C. Nusbbaum
 Produced and Directed by
 John Quedstedt
 Director of Photography
 Mike Reed
 Music Composed and
 Conducted by Marc Wilkinson
 Song Lyrics Petusha
 Editor Malcolm Cooke

Running Time: 97 Minutes
 Released: 1975

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when you try and help people," O'Donnell advised.

Mark Bragg, president of the Public Affairs Broadcast Group, also discussed the attractiveness of public affairs to a station's audience (and while he said the panel's title "listener's love it" may be an exaggeration, he did say they like it). As for FCC deregulation possibilities, he suggested that it wouldn't stop his clients from continuing public affairs because they already exceed the current requirements.

Different approaches to programing also surfaced during the "Talk, Talk, Talk" panel. Michael Jackson, talk show host on KABC(AM) Los Angeles, mentioned, for example, that he will not interview an author unless he has read the book to be discussed. Larry King, offered nationally over the Mutual Broadcasting System, however, intentionally doesn't read the book. "If I do, I have a step up on the audience." He said he'd rather go in cold and ask the questions his listeners would in the same situation.

Whatever the talk show, all panelists agreed that there has to be strong control over audience call-ins. Bob Dye of KKEY(AM) Portland, Ore., said "the talk show host or somebody has to be in control at all times." And all put a heavy load on the host. Bill Baldwin, news director of KTRH(AM) Houston mentioned "you have to be informed whether you have producers or not."

But here too the field is open to a variety of methods. As Baldwin explained "the beauty of the format" is that a station

doesn't want to get into a "rigid" position and can easily adapt.

The ratings rate: radio people out in force for Arbitron session

An unexpectedly large crowd turned out at Tuesday morning's workshop entitled, "What To Do After the Book Arrives." Moderated by Kathy Lenard, vice president, research, NBC Radio, discussion veered almost immediately away from the intended topic to questions and answers about intricacies of the Arbitron rating system.

Panel members included Gary Bond, program consultant and publisher of the *Bond Report*, Bill Hennes, of WMAQ(AM) Chicago, Inge Jacobsen of H-R Stone and George Burns of Burns Media Consultants. Though not a panel member, Rip Ridgeway of Arbitron was in the audience and answered at least half of the questions put forth by radio people.

"Every general manager and/or program director should at least once have the privilege or punishment of going to [Arbitron offices] to see how scary the comment section of the diaries can be," said Burns in commenting on a lack of seriousness many people have in filling out diaries.

While Burns recommended that a station examine the comments "about every three years," he and the other panel members described ways in which a station can get information from Arbitron without having to travel to its headquarters. A full mechanical breakdown, which they said is

easier to read than the book itself, contains such information as the number of people listing a station by its slogan rather than by its call letters. Time and expense prohibits Arbitron from sending out copies of mechanical breakdowns to stations wanting to buy them, but breakdowns are available, according to Ridgeway, at any Arbitron regional office.

One tool a station can utilize from the book without going to Arbitron for extra information is the "listener turnover rate," which describes how often the average listener tunes out a station in any one daypart.

"It is shocking how easily and quickly a station's problems can be pinpointed through its turnover rate," said Burns. Bond distributed to the audience a sheet containing simple formulas for using figures in the Arbitron book to determine a station's turnover rate, the number of stations with which a station shares its listening audience, the average amount of time a person spends listening to a station and the percentage of weekday listeners who also tune in a station on weekends.

Panelists also urged the audience to scrutinize their stations' good books as carefully as they do its bad books. Burns said stations "need a set context in which to receive a book, or a consistency of analysis as well as of programing."

Continuing in this vein, panelists said stations should examine all measurements of their performance over a series of books rather than in just one. "A fundamental rule of statistics," said Burns, is that the individual case doesn't exist—



Creating a Climate for Creativity. L to r: Wayne Vriesman, WGN(AM) Chicago; Mickey Luckoff, KGO(AM) San Francisco; Charlie Warner, Southern Illinois University, and Jack Thayer, WNEW(AM) New York.



Demographic News. L to r: Ace Young, KMET(FM) Los Angeles; Robert Benson, ABC News Radio; Tom O'Brien, Mutual Radio Network; James Cameron, NBC Radio News, and Jo Interrante, RKO Radio Network.



Future of News—Radio in the 80's. L to r: Brian Rublein, WAVE(AM) Louisville, Ky.; Ed De Fontaine, AP Radio; Lou Adler, WCBs(AM) New York; John Watkins, WCFL(AM) Chicago, and Rod Fritz, KIMN(AM) Denver.



Where Will You Be in '83? L to r: Gary Stevens, Doubleday; Michael O'Shea, Golden West; Marty Greenberg, ABC Owned FM Stations; Bill Moyes, The Research Group, and Steve West, KISW(FM) Seattle.

only the average does.”

He added that he believes the radio industry has tied itself too closely to the ratings and that he hoped people could learn to put ratings into perspective “and get back to just selling radio.”

The boom in barter syndication of programs gets full-day treatment

The marketing and production of special radio features, dominated discussion at workshops conducted Monday morning and afternoon on the “Syndicated Program Revolution.”

Barter syndication—which one syndicator called “the answer to high-ticket items in radio syndication,”—is expected to be used more frequently in future marketing of special programs as the costs of producing them become too expensive for straight cash deals. “Just as formats were the salvation of radio against the sudden growth of TV,” said Ron Nickell, vice president and general manager of TM Special Projects, “special programs, through barter syndication, can bring national advertisers back to radio.”

Asked about the status of satellite distribution, panelists agreed that it is not presently a major priority for radio syndicators. Jim Kefford, vice president and General Manager of Drake-Chenault Enterprises, said satellite distribution at this point “is untried, untrue and very expensive.” Tom Rounds, president of Watermark Inc., said that when “the majority of stations have dishes in their parking lots,” the cost of satellite distribution would be-

come reasonable. Rounds said his company is, however, experimenting with “distributing live a major music event to stations in the top-10 markets, with syndicated distribution of the program later.”

Public affairs, topical news and information programs will most likely form a greater portion of syndicated special programs in the future, if research by syndicators continues to indicate a growing demand for that type of program. “The proliferation of radio is not going to be just music,” said one syndicator. John Scott of Scott Broadcasting said his company is currently working on a daily medical news program. Scott Broadcasting is also working with RKO Radio Network on a program called “Issues of the 80’s.”

Panelists left answers about the future of radio drama to Tom Rounds, whose company produces *Alien Worlds*, and to Charles Michelson, whose company, Charles Michelson Inc., syndicates old-time radio dramas such as *The Shadow* and the *Lone Ranger*. Rounds said he plans to have 52 weeks of *Alien Worlds* available within a year and a half. Michelson said the audience for his kind of dramatic programming once was mostly among people over 50 years old, but current research by his company was turning up a growing audience among younger demographics. Because of this, he said, “the ad agencies are looking at us.”

Though questions from the moderator, Jerry Del Colliano, publisher of *Inside Radio*, pressed syndicators about the future in program syndication, those from the audience dealt largely with the present.

Asked about the best way to market syndicated programs not distributed by the barter method, Nickell described the method currently advocated by several companies and said to have been originally created by Drake-Chenault Enterprises: “Pre-plan with selected advertisers to present a special weekend program which will pre-empt regularly scheduled advertisers,” he said. To be in on a highly promoted special program, said Nickell, advertisers will often pay triple a station’s rate card, which more than compensates for income lost by pre-empting regular advertisers.

Record companies call for more cooperation from stations including better information on what’s hot and not playing whole albums; on the other hand, programers want better service

“Don’t kid yourself, you need us as much as we need you.”

That message, voiced by Bob Sherwood, president of Mercury Records, was part of an over-all call for greater cooperation and communication between radio broadcasters and record companies. Others on a “Music Makers” luncheon panel during last week’s NAB radio programming conference—Bob Fead, vice president, RCA Records USA, and Bruce Lundvall, president, CBS Records Division—made similar overtures.

Fead, for example, said he hoped “we can arrive” at a “much closer relationship.” And moderator Bill Gavin,



Rotation and Playlists. L to r: Bob Hughes, WASH(FM) Washington; Denise Oliver, WYY(FM) Baltimore; Dave Sholin, RKO Radio, and Bill Tanner, WHY(FM) Hollywood, Fla.



What To Do After the Book Arrives. L to r: Gary Bond, The Bond Report; Inge Jacobson, HR Stone; Kathy Lenard, NBC Radio; George Burns, Burns Media Consultants, and Bill Hennes, WMAQ(AM) Chicago.



You Get Paid To Manage People—How Good Are You? L to r: Bill James, WJR Detroit; Mike Hauptman, ABC Radio, and Lou Heckler, Jefferson Pilot Broadcasting.



How To Deal With Record Company Promotion People. L to r: Ken Buttice, Elektra/Asylum; Jim Collins, Polydor; Rick Sklar, ABC Radio; Al Moinet, A&M, and John Betancourt, RCA Records.

publisher of *The Gavin Report*, even had a statement from a scheduled panelist who had to back out: Ron Alexenberg, vice president, A&R, Infinity Records, who mentioned "joint responsibility" and partnership.

Sherwood, the most vocal, offered as a case in point "the serious problem of blank cassette tapings." He said "any problems we have . . . adversely affect you," claiming that record companies and perhaps radio stations suffer when full albums are broadcast as special features and taped by listeners.

From the record company standpoint, Sherwood explained, it means a decline in revenues and the amount of money that can be used to search out new talent. (To put a financial perspective on the meeting, he said each album that comes out costs between \$150,000 and \$400,000.)

From the radio station side, Sherwood ventured that such tapings could also cut into radio listening since the audience wouldn't have to keep listening to hear more of it.

As a solution he suggested that stations go with only segments of new albums, which "might be better for both of us."

Sherwood admitted that "you want to play the hits" and the record companies want airplay of new artists. But he said more communication would help solve any conflicts. He claimed that the "days of the finger-popping" record promoters are gone and that radio programmers should provide companies with more information about what isn't receiving airplay and why or how formats are changing. "In too many cases you haven't filled us in," he said.

That remark and others like it, however, weren't taken passively by certain members of the audience. A broadcaster from Youngstown, Ohio, argued that "we don't have anybody asking our opinions" and requested that record companies "consider us [medium-market broadcasters] a little bit too."

Programers also had their complaints regarding service from record companies. Some, in particular those representing adult contemporary stations, claimed that they take the chances to break new records but then are cut off by record companies. Another broadcaster questioned why regional and local record representatives "beat down the doors of stations that don't break songs" and ignore those who do.

To those in smaller markets who want more attention, Sherwood encouraged them to "get a little more aggressive," and "get yourself in a trade [publication] as a reporting station." That exposure, involving how music is doing in their areas, will change the situation quicker than "sending letters to the record companies," Sherwood said.

CBS's Lundvall discussed the financial state of the record industry, claiming that "I am cautiously optimistic" that the industry is recovering from its slump. He said that many in his business, which had been growing 20% since 1975, had thought it was recession-proof. A key reason it is

not, he said, is because about half of the purchasers are now over 21 and have less money to spend.

"I hope none of us fall prey . . . to amnesia" and are unprepared for future financial developments, he added.

Sherwood said now that record companies have had to tighten their belts, stations could expect to receive fewer perks such as tee-shirts, concert tickets and albums to add to employees personal collections.

As for the future of both rock 'n' roll and disco, Lundvall was enthusiastic. "I don't think we can ever take the position" that a music form is dead or dying, he said, explaining that rock 'n' roll is still here. On the music charts, he said, about 25% of the slots represent new artists, with most of them rock 'n' rollers such as The Knack, Elvis Costello and Cheap Trick. "There's no recession in music."

Programers hear how to stay away from a stale sound with research, record rotation

Rotation and playlists, the basis of any music radio station's image, were the subject of a well-attended workshop held Tuesday afternoon. Much of the audience scribbled hurried notes as moderator Dave Sholin, vice president of programing, RKO Radio, led a panel of three program directors through a rundown of their techniques for keeping the sound of their stations consistent but fresh.

"Dayparting," said Sholin early in the discussion, "is a subject many of us still argue a great deal about." All three panel members said they daypart their programs. Bob Hughes, program director at WASH(AM) Washington, an adult contemporary station, said that "as the flow of the audience changes, so does the sound of the station." Hughes said his rotation schedule causes the texture of the station to change "on an hour-by-hour basis." Denise Oliver, program director at WYYY(FM) Baltimore, Burkhardt-Abrams-consulted AOR outlet, also dayparts, putting more hard rock 'n' roll on the air at night than during the day. Bill Tanner, program director at WHYI(FM), a top-40 outlet, said he relies on his announcers, who, he said, "know their own dayparts and in a sense, program them on a case-by-case basis."

One timely issue tackled was the question of what to do to keep a station's sound fresh in times when the output from record companies is mediocre. Hughes said conditions in the past few months have led him to restructure his playlist, "keeping the least number of songs we can get by with without rotating too often and leaving fewer slots open for new music."

Hughes said he doesn't foresee having to change his new system during the next few months, when record companies plan to release a number of new records by superstars. "A glut of new material won't make things any easier on us than not having enough good music," he said. "Record

companies," he continued, "are placing radio in the position of the python having to swallow a pig."

Tanner said he'd changed his station's system and air clocks also, because spotty record sales and requests have caused few hit records to surface as a result of his station's research. "Our secondary and tertiary rotations are not being used the way they normally are," he said.

A question from the audience brought about discussion of how to deal with complaints that a station is playing the same records too often. Panelists said they hadn't heard that complaint in quite a while, and related how they'd overcome the problem at their stations.

Tanner's solution was to play the flip side of a hit record every other time the hit is scheduled to be aired. Tanner also said he was a firm believer in call-out research to determine when people are tired of hearing a record.

Hughes related the advice Bill Hennes of WMAQ(AM) Chicago had given him years earlier on the same problem: "You're probably playing too many records," Hennes had said. Hughes said that what Hennes had meant was that playing too many records that are not hits is what brings complaints from listeners. "People never complain when they hear records they like," said Hughes.

Oliver used a contest, the "98 Rock Challenge," to combat the problem of record repetition. "People who heard a record more than once in five hours," she said, "could write down its title and the exact times they'd heard it. If our records showed they were correct, we sent them the record of their choice, free." Oliver said the experiment showed the station not only where it was being sloppy with its rotation, but where listeners mix up titles and sounds of songs, thinking two are the same. "We gave away 180 records," she said, "but it was very educational and we haven't had the problem of playing a record too often, since."

Radio stations are urged to copyright nonentertainment programs and keep a close eye out for payola problems

Take advantage of the extra revenue to be gained by copyrighting public affairs and documentary programing. Keep your guard up to keep payola out of your station. Maintain a file for each contest and promotion, and for the big give-aways, don't forget to have written statements from the winners.

That was among the "best advice" three communications attorneys said they would offer their most important clients—the hypothesis for NAB's "DJ's, the FCC Has Its Ears on You" panel, moderated by Erwin Krasnow, NAB senior vice president and general counsel.

Larry Perry of the firm of Layton & Perry in Oak Ridge, Tenn., encouraged broadcasters to vie for a share of the copyright fees being collected from cable operators. Without difficulty, Perry said, radio sta-

tions can copyright their public affairs and documentary work, often picked up by cable systems carrying radio signals. Next July it will be time to file claims on the over-all copyright fee pool and Perry said radio stations could take part of it.

Both Jason Shrinsky of the Washington firm of Shrinsky & Eisen and Malcolm Pierce Rosenberg of Philadelphia urged their audience to take all precautions necessary to avoid payola.

Shrinsky suggested that as a control only one person at a station be assigned to meet with those who are promoting airplay of new music and only once a week. Furthermore, he said, a daily log should be kept of who comes to the station and what product is left. If anyone offers payola, Shrinsky advised, "First time say 'no thanks,' then [say] I'm going to tell." That should stop the pressure, he said.

Rosenberg too came down hard on the subject. To any who might think they can get away with payola, he said, "Sooner or later, a sharp young prosecutor is going to get you." And to the audience [mostly of program directors] he added, "If you don't keep control very specifically [over the people who spin the records], 'you're going to find yourself in a lot of trouble.'"

Regarding contests and other promotions, Shrinsky told the broadcasters to keep detailed files, should the FCC come calling. He said this should include the contest ground rules, records of the advertising and airplay, and importantly, releases from contest winners.

For smaller prizes such as mass mailings of tee-shirts and the like, Shrinsky said a list of what was sent where should suffice. However, for the major give-aways, he suggested having winners sign a statement that the prize was received; that permission is granted to use the winner's name for promotional purposes, and that the winner is satisfied. In the case of minors, co-signing from parents is a must, Shrinsky added.

In other legal areas, the attorneys warned broadcasters to be wary of unintentionally creating program-length commercials, especially in cases of remotes from business establishments. Several programmers also used the session to see if their station identification used on the hour fit the FCC's regulation. A common warning from the panel was not to claim a station is licensed to an area it's not, such as suburban stations wishing to identify with the nearby city.

In addition to this panel (which met twice), the NAB also held a four-hour legal clinic one evening for individual broadcasters to discuss their problems and distributed an "FCC Sensitivity Training" pamphlet for disk jockeys.

Technological developments are the grist for one workshop mill

The impact of satellites and the proposed expansion of the AM band were topics that most concerned the audience at a Wednesday-morning workshop entitled, "Tomorrow's Technology Here Today." The workshop began with presentations by

panelists on aspects of new technology.

Bill von Meister, president of Digital Broadcasting, described his company's Infocast, a method of using FM subcarriers to transmit digital information either on hard copy or video. He also described the workings and advantages of an interactive information system created by his company that could give radio stations access from 6 p.m. to 6 a.m. to a wide range of data from UPI.

Following von Meister's presentation, Chris Payne, assistant to the vice president for engineering at the NAB, brought the audience up to date on the status of a proposal for AM stereo at the FCC and then postulated on the impact of AM stereo on the radio industry.

Payne said that though no one at the FCC is reading the large volume of complicated information in the docket on AM stereo, he believes it is still possible that AM stereo would be approved by the end of this year. "AM stereo will enormously change the receiver manufacturing industry," said Payne, "and this could cause an audio processing dilemma for radio." Payne said radio stations would have to choose between cleaning up their signals (if necessary), and taking more care with production, or catering only to the monaural audience.

Offering a picture of how the new technology will change life in the broadcast studio was Jack Williams, president of Pacific Recording & Engineering. "The

solid wall of tape cartridges surrounding the announcer, the papers all over the desk and the index cards tacked all over the wall will be replaced," he said, "with two computer terminal screens which will free your talent to be more creative." Williams ended his comments by asking broadcasters for imaginative suggestions on how to put such equipment to use.

Lou Donato, director of broadcast relations, RCA American Communications, next presented a slide show on Satcom I and II with a description of satellite transmission and programming. Donato cited improved signal quality, elimination of local loops and improved program diversity as advantages of satellite transmission.

The presentation that seemed to trigger the most questions and comments from the audience was that given by Bill Potts of the Washington law firm of Haley Bader & Potts, who outlined the ramifications certain policy issues soon to be decided nationally and internationally by the FCC, Congress and international regulatory bodies could have on all areas of technological development.

Potts cited the World Administrative Radio Conference beginning in Geneva this month and a Western Hemisphere conference in Buenos Aires next March as forums where basic policy issues directly affecting broadcasters could be decided.

Major issues to be discussed at the two conferences include direct-to-home



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satellite transmission and expansion of the AM band. "Expansion of the AM band," said Potts, "could bring three times as many competitors into your market within the next 10 years."

Closing session ranges wide from lack of optimism over deregulation and AM stereo to bullishness for the 80's

The prospects for "substantive" radio deregulation aren't too bright. Radio station program managers may find doors are opening more readily to the post of general manager. Consultants have a solid place in programming. AM stereo benefits—that may be a toss-up.

In a manner seeming to fit the NAB Radio Programming Conference, the closing session was a free-wheeling one. Questions came from moderator Michael Jackson, talk show host at KABC(AM) Los Angeles, and from the audience. Those up front to give their views on "Radio: the Industry of the 80's" were Richard Chapin, president, Stuart Broadcasting; Wayne Hudson, president Plough Broadcasting; Cullie Tarleton, vice president/radio, Jefferson Pilot Broadcasting, and Bob Wells, a former FCC commissioner who is now vice president of Harris Enterprises.

Questioned on the FCC's proposed deregulation of radio, Wells explained that it could mean elimination of ascertainment and formulas for commercial content. But as for any important or "substantive" change to come "with meat to it," he said the chances were "slim or none." Wells encouraged the government—the FCC, Congress and the courts—to go further in deregulation—to get "their butts out of programming and stay out of it."

Chapin, who also serves as chairman of NAB's deregulation committee, claimed that if radio stations stand together, earning longer license renewals would be no problem. But he questioned whether that is "the most important thing in the world." He doesn't think so. Rather, he said, the primary aim should be stability in the marketplace. "I've got a semi-monopoly," he said, and he wants to keep it.

Those at center stage were encouraging to program managers who want higher

positions. Chapin said he is looking to develop general managers from the programming ranks. Hudson said that most group broadcasters now are becoming "ultra-sensitive" to those who want to make the transition.

As for consultants, Tarleton said, "I think there's a place for them." Wells has used them at his stations and Hudson too agreed they perform a valid service. Program managers were also told not to feel threatened by a consultant's presence.

On the subject of AM stereo, Hudson wasn't enthusiastic. Tarleton, however, did claim that tests at his stations indicate that

the benefits will balance out the expenses when it comes to the bottom line.

Whatever the case, all were bullish on radio in general. Tarleton claimed that the medium is entering the next decade in a much stronger position than it was in at the beginning of the 70's. Wells expected radio to become more "influential." Hudson, citing the new network developments at RKO and NBC, expects benefits from increased competition.

Chapin, too, was optimistic. But he left the audience with a challenge: Do more to attract adult listeners in the evening, when many are "glued to the tube."

The best and the brightest

As it does in the ratings, ABC also leads in the Emmys, winning 13; Walter Cronkite receives the Governors Award, special citations go to Carson and Berle; there's also a special appearance by President Carter honoring TV newsmen killed on duty

The number-one network in numbers was named number-one in quality, too, last week when the Emmys, the annual awards of the Academy of Television Arts and Sciences, were handed out in Hollywood. ABC-TV led the networks, taking 13 of the coveted statues. CBS-TV received 10, NBC-TV five, and the Public Broadcasting Service three. No one show dominated the awards—six programs won two awards each—that were given out at the Pasadena Civic Auditorium Sunday, Sept. 9.

The two-and-one-half-hour program was broadcast live on ABC to the Eastern and Central time zones but delayed in the Mountain and Pacific areas. ABC stars Henry Winkler of *Happy Days* and Cheryl Ladd of *Charlie's Angels* served as hosts.

The program also featured a brief statement by President Jimmy Carter honoring the three television newsmen who have died while on assignment this year—Don Harris and Robert Brown of NBC News and Bill Stewart of ABC News.

"Dictators and fanatics come and go," the President said from the White House,

"but the truth remains. In Guyana and Nicaragua, these men are witnesses, as they died in the service of a free press. They died in the service of us all."

Programs receiving more than one Emmy last week were: *Lou Grant*, *Friendly Fire*, *The Jericho Mile*, *All in the Family*, *Roots: The Next Generations* and *Taxi*.

NBC led the networks in the "creative arts" awards with 10 of the technical Emmys. ABC took seven, CBS three and PBS two.

Walter Cronkite, the CBS News anchor, was awarded the second annual ATAS Governors' Award, which was first presented last year to CBS Inc. Chairman William S. Paley. Cronkite was presented his award by his evening rival, John Chancellor of NBC News.

NBC's star Johnny Carson and *The Tonight Show* were honored with an award for outstanding program achievement, an honor shared with the highly acclaimed NBC series, *Lifeline*. *Scared Straight*, the Oscar-winning syndicated documentary by KTLA(TV) Los Angeles, received an award for outstanding informational program.

The complete list of awards follows:

Programs

- Lou Grant (CBS)** Outstanding drama series.
- Taxi (ABC)** Outstanding comedy series.
- The Lion, the Witch and the Wardrobe (CBS)** Outstanding animated program.
- "Balachine IV, Dance in America." Great Performances (PBS)** Outstanding classical program in the performing arts.
- Christmas Eve on Sesame Street (PBS)** Outstanding children's program.
- Scared Straight (Syndicated)** Outstanding informational program.
- The Tonight Show Starring Johnny Carson (NBC) and Lifeline (NBC)** Outstanding program achievement—special class.
- Steve and Eydie Celebrate Irving Berlin (NBC)** Outstanding comedy-variety or music program.
- Friendly Fire (ABC)** Outstanding comedy or drama special.
- Roots: The Next Generations (ABC)** Outstanding limited series.

Writing

- Michele Gallery** Outstanding writing in a drama series ("Dying," *Lou Grant*, CBS).
- Alan Aida** Outstanding writing in a comedy or comedy-variety or music series ("Inga," *M*A*S*H*, CBS).

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Martin Stanger
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(*White Shadow*)

Creative arts

Patrick Nolan and Michael Mann □ Outstanding writing in a limited series or a special (*The Jericho Mile*, ABC).

Acting

Kristy McNichol □ Outstanding supporting actress in a drama series (*Family*, ABC).

Stuart Margolin □ Outstanding supporting actor in a drama series (*The Rockford Files*, NBC).

Mariette Hartley □ Outstanding lead actress in a drama series ("Married," *The Incredible Hulk*, CBS).

Ron Leibman □ Outstanding lead actor in a drama series (*Kaz*, CBS).

Ruth Gordon □ Outstanding lead actress in a comedy series ("Sugar Mama," *Taxi*, ABC).

Carroll O'Connor □ Outstanding lead actor in a comedy series (*All in the Family*, CBS).

Sally Struthers □ Outstanding supporting actress in a comedy or comedy-variety or music series ("California Here We Come," *All in the Family*, CBS).

Robert Guillaume □ Outstanding supporting actor in a comedy or comedy-variety or music series (*Soap*, ABC).

Esther Rolle □ Outstanding supporting actress in a limited series or a special (*Summer of My German Soldier*, NBC).

Marlon Brando □ Outstanding supporting actor in a limited series or a special (episode seven, *Roots: The Next Generations*, ABC).

Peter Strauss □ Outstanding lead actor in a limited series or a special (*The Jericho Mile*, ABC).

Bette Davis □ Outstanding lead actress in a limited series or a special (*Strangers: The Story of a Mother and Daughter*, CBS).

Directing and other awards

Jackie Cooper □ Outstanding directing in a drama series (pilot, *The White Shadow*, CBS).

John Korty □ Outstanding individual achievement—informational program (directing of *Who Are the DeBolts and Where Did They Get 19 Kids?*, ABC).

Walter Cronkite □ Second annual ATAS Governors' Award.

Fifty-first Annual Awards Presentation of the Academy of Motion Picture Arts and Sciences □ Outstanding program achievement—special events (Jack Haley Jr., producer, ABC).

Mikhail Baryshnikov □ Outstanding individual achievement—special events (*Baryshnikov at the White House*, PBS).

Noam Pitlik □ Outstanding directing in a comedy or a comedy-variety or music series ("The Harris Incident," *Barney Miller*, ABC).

David Greene □ Outstanding directing in a limited series or a special (*Friendly Fire*, ABC).

Richard B. Goddard □ Outstanding art direction for a series (part one, *Little Women*, NBC).

Bill Harp □ Outstanding art direction for a limited series or a special (Part three, *Studs Lonigan*, NBC).

Kevin Carlisle □ Outstanding achievement in choreography (*The Third Barry Manilow Special*, ABC).

Ted Voigtlander □ Outstanding cinematography for a series ("The Craftsman," *Little House on the Prairie*, NBC).

Howard Schwartz □ Outstanding cinematography for a limited series or a special (*Rainbow*, NBC).

Jean-Pierre Dorieac □ Outstanding costume design for a series ("Furlon," *Battlestar Galactica*, ABC).

Ann Hollowood, Sue Le Cash and Christine Wilson □ Outstanding costume design for a limited series or a special ("King at Last," *Edward the King*, syndicated).

M. Pam Blumental □ Outstanding film editing for a series ("Paper Marriage," *Taxi*, ABC).

Arthur Schmidt □ Outstanding film editing for a limited series or a special (*The Jericho Mile*, ABC).

William H. Wistrom □ Outstanding achievement in film sound editing (*Friendly Fire*, ABC).

Bill Tague, George E. Porter, Eddie J. Nelson and Ray West □ Outstanding achievement in film sound mixing (*The Winds of Kitty Hawk*, NBC).

Stu Bernstein and Eytan Keller □ Outstanding achievement in graphic design and title sequence (*Cinderella at the Palace*, CBS).

Roy A. Barnett □ Outstanding achievement in lighting direction (*You Can't Take It With You*, CBS).

Tommy Cole, Mark Bussan and Ron Walters □ Outstanding achievement in makeup (Book Four, *Backstairs at the White House*, NBC).

Janice D. Brandow □ Outstanding achievement in hairstyling (*The Triangle Factory Fire Scandal*, NBC).

David Rose □ Outstanding music composition for a series ("The Craftsman," *Little House on the Prairie*, NBC).

Leonard Roseman □ Outstanding music composition for a limited series or a special (*Friendly Fire*, ABC).

Ed Greene, Phillip J. Seretti, Dennis S. Sands and Gary Ulmer □ Outstanding achievement in tape sound mixing (*Steve and Eydie Celebrate Irving Berlin*, NBC).

Jerry Weiss, Don Barker, Peggy Mahoney, Reed Howard, Kurt Tonnessen, Bill Landers, Lou Cywinski, George Loomis and Brian Sherriffe □ Outstanding achievement in technical direction and electronic camera work (program number one, *Dick Clark's Live Wednesday*, NBC).

Ken Denisoff, Tucker Ward, and Janet McFadden □ Outstanding video tape editing for a limited series or a special (Part two, *The Scarlet Letter*, PBS).

John Dykstra, Richard Edlund and Joseph Goss ("Saga of a Star World," *Battlestar Galactica*, ABC) and **Tom Ancell** (*Giulini's Beethoven's Ninth Live; A Gift from Los Angeles*, PBS) □ Outstanding individual achievement—creative technical crafts.

Robert Niemack □ Outstanding individual achieve-

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Live from New York. NBC President Fred Silverman had been promising something big coming out of Rockefeller Center's Studio 8H at least as far back as NBC affiliates meeting back in May. Pay-off came last week with announcement that network would commence series of major cultural programs under umbrella title, *Live from Studio 8H*, Jan. 9, 1980, in May. Pay-off came last week with announcement that network would commence Symphony from that studio for 17 years. Occasional live series will feature prime-time presentations covering wide range of performing arts—music, opera, ballet and drama. "This studio also was the site for such dramatic programs as *Kraft Television Theater*, *Robert Montgomery Presents*, *Our American Heritage* and some productions of *Omnibus*," said NBC Entertainment President Mike Weinblatt while announcing new series. "Although the contents of *Live from Studio 8H* will vary, there will be one common denominator—the same dedication to excellence which marked those earlier cultural events on NBC." NBC will produce new series with Josh Kane, East Coast vice president for programs, having executive responsibility for all telecasts. First segment will be produced by Judith DePaul and Alvin Cooperman. No subsequent projects were announced.

Megabucks. *Los Angeles Times* reported last week that talks for rights to 1984 Los Angeles Olympics began in home of producer David L. Wolper, who is on local steering committee for upcoming games. Rights to Olympics are expected to exceed \$150 million, and five groups have made \$750,000 deposits to be considered in running for event—Tandem Productions (Norman Lear, Bud Yorkin and Jerry Perenchio), Entertainment and Sports Programming Network (Getty Oil Co.) and three commercial networks. Final decision is expected at end of month, according to *Times*.

More for pay. TAT Communications (another arm of Lear-Yorkin-Perenchio empire) has signed exclusive agreement with David Sheehan, television critic for CBS-owned KNXT(TV) Los Angeles, for creation and development of programs for syndication and pay-television markets. "Now we'll see if after all those years of saying what people should have done, I can do it any better," Sheehan said. "It's time to put the courage of my convictions on the line, rather than sitting back as an observer."

Not on this dotted line. "At this moment there has been no decision," said 20th Century-Fox Television spokesman last week about request by author Jim Bishop to have his name removed from credits of upcoming CBS special *The Day Christ Died*. Bishop made request contending that script of made-for-television movie altered 1957 book by changing who did what to whom. Bishop version puts blame of crucifixion on Jewish elders, but script, responding to Roman Catholic Church's absolution of Jews, has altered that plot element to put blame on Pontius Pilate, Roman procurator of Judea who washed his hands of entire affair.

Only a kid could watch it. Except when guest star Robin Williams was on, ABC's premiere episode of *Out of the Blue* (Sunday, Aug. 9, 7-8) was pretty dull, dealing with problems of a 16-year-old who would rather wash dishes as a high-school dropout than stay in science class with teacher-boarder-guardian angel Random (Jimmy Brogan). But that's least of ABC's worries. Beginning last night, show began splitting early evening hour with *A New Kind of Family*. Both shows must conform to FCC and court rulings that time period be reserved for news and public affairs or children's programming. Few would argue that CBS's *60 Minutes* and NBC's *Disney's Wonderful World* qualify, but do two situation comedies? Yes, according to Al Schneider, ABC broadcast standards and practices vice president, who said shows are being prepared under same watchful eye as network's *Afterschool* and *Weekend Specials* series. Stories for each will deal with "pro-social behavior" and themes dealing with the "adult-child relationship." Shows have been "designed to satisfy" requirements. Shows even feature specially prepared slides separating program content from commercials.

Nanno, nanno, Archie? Don't write off new *Archie Bunker's Place* yet. At screening of hour premiere of new show (airing Sept. 23), Los Angeles press and others seemed to enjoy it. ABC gossip reporter Rona Barrett was seen breaking up more than once during exchange between Archie's new partner, Murray Klein (Martin Balsam), and his stereotypical Jewish mother. Whether Archie's 1960's brand of humor can match Mork from Ork's 1970's version remains to be seen. Alan Horn, president of Tandem Productions, admitted he was concerned about scheduling of CBS stalwart but that he was looking forward to extended run. "We've been very careful this time to get the syndication rights straight," he said—reference to Viacom Enterprises holding of rights to *All in the Family*. Horn said he was looking for at least three-year run and maybe as many as five.

Play for pay. Home Box Office has signed agreement with American Federation of Musicians, marking first contract covering musicians in pay television field. HBO said agreement modifies basic TV network agreement to accommodate "nonstandard" or cable distribution.

ment—informational program (*Scared Straight*, syndicated).

In addition, three other special Emmys were awarded. Milton Berle, the former television series star, received a special presentation acknowledging his long-held but unofficial title of "Mr. Television." Two special engineering awards were also presented. Ampex Corp. received an award for its development of the Automatic Scan Tracking system for helical videotape equipment. Magicam Inc. received an award for its development of real-time tracking of independent scenes.

Judge asked to rule on Carson's contract

NBC entertainer maintains it has expired; network says there's more than a year to go on it

The disagreement between Johnny Carson and NBC—or at least a critical part of the disagreement—will be submitted to the Los Angeles Superior Court for determination.

The network and Carson representatives said in a joint statement last week that NBC and Carson have agreed to ask the court to determine "a legal question concerning the present contractual arrangements" between the two. The question was not defined in the statement, but essentially it has to do with the expiration date of the Carson-NBC contract.

Carson maintains that his contract expired last April. He bases this on the contention that the contract was signed in 1972 and that California law puts a limit of seven years on personal-service contracts.

NBC contends the contract extends through April 1981. It bases this claim on its assertion that since 1972 there have been three new and independent agreements between the network and Carson, the last of which was entered into in 1977.

NBC sources said they were confident their view would be upheld by Judge Parks Stillwell, a retired Los Angeles Superior Court judge to whom the question is to be submitted by stipulation.

The joint statement quoted Henry Bushkin, Carson's attorney, as saying that "Mr. Carson will continue to render his services on the *Tonight Show* and that he has no present intention of leaving the *Tonight Show*."

In addition, the statement said, "attorneys for both parties expressed the hope that the determination of this legal question will enable them to continue negotiations."

Those negotiations have been in progress since last spring, when Carson let it be known that after almost 17 years as host of *Tonight* he was tired and would like to give up the job (BROADCASTING, April 23, et seq.).

There were reports at the time that he might be lured to ABC-TV, but he denied then that he had received any "direct" overtures from ABC. Despite the denial,

speculation has persisted. A few weeks ago, *The Star*, a weekly tabloid, reported that Carson was ready to move and that it was believed he would receive ABC contracts spanning three to five years with options and based on "a staggering \$15-million guarantee over the period" (BROADCASTING, Aug. 6).

Presumably, it was in an effort to quell further speculation that Carson's lawyer was quoted in last week's joint statement as saying Carson "has no present intention" of leaving the *Tonight* show.

There was no indication as to when Judge Stillwell might rule on the contract question. In any event, NBC said it expected to go ahead with plans, announced earlier last week, for a two-hour prime-

time Carson special. Titled *The 17th Anniversary: The Tonight Show Starring Johnny Carson*, the special is scheduled Oct. 1 (9-11 p.m. NYT).

Dialing for dollars

The board of the Corporation for Public Broadcasting last week voted to make available \$1.28 million to the Public Broadcasting Service for a fall advertising campaign.

In a 10 to 4 vote, conducted via telephone conference call, the board took management's suggestion and agreed to release funds to buy the first 17 weeks of a planned 39-week ad campaign in TV

Guide. At its last meeting, the board had voted to set aside \$3 million earmarked for the PBS campaign and re-examine the matter at its September meeting (BROADCASTING, Aug. 27).

But PBS lobbied for the telephonic conference, rather than wait for the scheduled board meeting for a decision, because of commitments necessary in paying for and planning the campaign. In a memo to board members, CPB president Robben Fleming recommended approval of both the special session and allocation of the funds.

The entire plan, which calls for CPB contributing \$3 million and the stations adding \$1.9 million, will be taken up at the next meeting, Sept. 19-20 in Washington.



Man and network in the middle

Robert A. Daly is the only one of the three network entertainment division presidents to be headquartered in Los Angeles. A career-long CBS employe, Daly was named president of the then newly formed CBS Entertainment in 1977. Headquarters for the division were set up at CBS Television City in Hollywood.

At 42, Daly has considerable responsibility for plotting the course of action that, he hopes, will lead CBS back into its long-held position as the nation's number-one television network. As the number-two network, CBS, as Daly points out in the following interview, is actively attempting to unseat ABC while remaining cautious and trying to avoid slipping into the number-three spot. Literally as well as figuratively then, Daly is in the middle. He and CBS have much to gain this season, but they have much to lose, too.

This interview, which took place Aug. 30, is the second of a three-part series of interviews with the presidents of the three networks' entertainment divisions. Next week, Mike Weinblatt of NBC will give his

reading of the fall season. BROADCASTING's interview with ABC Entertainment President Tony Thomopoulos appeared in the Sept. 10 issue.

People say that the CBS fall schedule is a conservative one in that other than Wednesday night from 8 to 9 you don't appear to be mounting any particularly strong assaults at any ABC strongholds. Do you agree that your schedule is conservative?

No. What we try to do with our schedule is consolidate our strengths. For example, take Sunday night. We felt we had a good Sunday night schedule up until 9:30 and then we felt that *The Jeffersons* was a good companion piece to *Alice* and then we felt that we should follow it up by putting

something from 10 to 11 which had a dramatic appeal and a comedy appeal. And that's why we got *Trapper John, M.D.* So I think we took it night by night. Remember ABC announced their schedule before us. We had intentions of keeping *Archie Bunker's Place* at 8 o'clock and just because ABC moved *Mork and Mindy* in there it was no reason for us to change our schedule. First of all we were winning at that time of day, we do have the lead-in and also I think it's the right flow for us on Sunday night.

Where in your schedule do you feel you are being particularly aggressive?

Well, I think that if you're talking about taking big hits and putting them up against somebody else's big hits, just like when somebody puts a big movie up against a big movie, you can call it aggressive or you can call it not too smart. It depends on which way you want to look at it. The word aggressive is a strange word. It's like saying let's take two big movies and throw them up against each other. It can be called aggressive, but it doesn't necessarily come

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out with results. So far as we're concerned, we are trying to rebuild our strength and trying to improve our position and trying eventually to become number one. The only way you become number one is with hit programs. ABC is number one. They have a tremendous amount of strength. What we're trying to do is build back, night-by-night. Taking major chances really can't turn things around overnight. You can take the approach that it's very good to take all your hit shows and move them to different positions. That's an aggressive move—but it may not be a very smart move.

With three weeks now to look at the preliminary numbers, 8 to 8:30 Sunday night, what's your reading on that at this point? Have you lost that time period?

Well, again, I think that *Mork and Mindy* is truly a hit program. I think what's going to happen in that time period, as you see the season progress is that *Mork and Mindy* and *Archie Bunker's Place* are basically going to vary from week to week. I think that they both will be a draw. Maybe sometimes *Mork and Mindy* will be ahead sometimes by a few share points. But I think that *Mork and Mindy* will not be in the top 10, like it was last year, and it will not be in my opinion in the mid-40 share. I don't think you can really tell until the new shows start anyway, because a show like *Mork and Mindy* definitely has stronger repeat value because of children and everything else. I would say right now that I think we'll do very well with *Archie Bunker's Place*.

It's not going to be in the top 10 either.
No, they're going to neutralize. I think it will be hard for either one to be in the top 10 based upon competition now. Remember that sets used are not as high now as they will be in the fall. So in the summer you're missing about seven share points. I think the real questions are where they're going to go.

You're definitely not conceding the time period, then?

No, I'm not ready to concede the time period.

How do you feel about the rest of Sunday?

I think we're going to be number one. I think we'll continue to be number one. ABC and NBC will fluctuate, depending on the movie.

The contest here is for number two between ABC and NBC then?

You would have to give the odds to ABC now. I would guess that NBC will do very well from 8 to 10, depending on what they have on. If you will notice what NBC is running in the fourth quarter you will see they are running a lot of old theatrical Disney movies and some of those movies will do very well.

Let's look at another strong CBS night, Friday. At least so far you seem to be winning the nip-and-tuck contest between

"Fantasy Island" and "Incredible Hulk" that the advertising agencies are especially interested in. Provided that your lead holds do you see any other significant changes in Friday night?

I think *Dallas* has picked up a lot of viewers over the summer. I'm sure that there are an awful lot of people that watch the summer episodes that didn't watch it in the fall because it moved around a few times. One of the things we've strived for many years here is to get a night-time serial on, and I think we've accomplished that with *Dallas*. I think the *Dukes of Hazzard* is going to do very well.

What nights of the week do you expect you're going to win this fall?

Well, I think we will win Sunday and Friday, and I think there is a very good chance we will win Monday. That will vary from week to week, but I'm talking about on a season basis, we will win Monday. NBC will do well sometimes on Monday. I don't know how to read Thursday night yet. I think *The Waltons* will have a good season. I think if *Buck Rogers* does anything it will go against ABC and that could change the Thursday night picture. Remember we were number one on Thursday night until *Mork and Mindy*. If *Buck Rogers* has any appeal it's going to have to appeal to young people and therefore I think it's going to go against *Laverne and Shirley*. That would make a very dramatic turnaround because *The Waltons* is certainly a more compatible lead-in to *Hawaii Five-O* than *Buck Rogers* is to *Quincy*. I think that a lot depends on what happens with *Buck Rogers*. If it can go against *Laverne and Shirley* then I think we have a very good chance on Thursday nights.

What about Saturday? There've been a lot of very interesting little things going on on Saturday in the last three weeks.

CHiPs is one of NBC's stronger shows. A lot depends on what happens with *Working Stiffs*. *Bad News Bears* is in better shape than it was last year. The stories are good, they are not all baseball stories, and that's another reason why we put it at 8:30. We figured if *Working Stiffs* can take off, we have a good chance to get people to come back and look at *Bears*. *Big Shamus*, *Little Shamus* and *Paris* are two new shows; that's our biggest risk. Both shows are in good shape creatively. There's no doubt *Big Shamus*; *Little Shamus* is in a tougher position because it's up against *Love Boat*, which is an established show. And *B.J. and the Bear* has been there, although it's been off a good part of the summer. But it's at least in the time period. Ten o'clock is the only time period there are three new programs going. *Hart to Hart* got a fairly decent sample last week, but it wasn't really up against any competition. *Paris* has a chance to be a big hit. The materials are good, and I think that the 10 o'clock time period is going to be a very interesting one. ABC does have the advantage of *Love Boat* as a lead-in, and that's one I can't call yet; it's all new material. *The Ropers* will

be starting off Saturday night; it's hard to say. It's not normally what ABC starts their evening with.

Over-all then, do you expect the network order to change?

No. ABC, I expect, will be number one. They have an established schedule, they have the World Series and they have the Winter Olympics, and that's not bad. As far as CBS is concerned I think we're going to be in a better position than we were last year relative to ABC. It's so hard to judge what's going to happen at NBC. All I can tell you is that NBC is going to do very well the first week of the season because they have loaded the first week with movies, "Coming Home" and "Semi-Tough," which they moved from the November sweeps. If I wanted to put "Silver Streak," "Housecalls" and "Oh God!" in the first week I'd do pretty well too. They have four big movies, "Love Bug," "The Outlaw Josie Wells" and the other two. I mean, you can't beat that. I mean, it's good.

More than one person has said that you seem to be doing well with some of your new series, but you're hanging on to some old series that you probably could do without—that some of them are past middle-age and are too old to hold on to anymore. I'm thinking of "Archie" and "The Waltons," too.

I don't think there's anybody in the business who really knows anything about the business who would say that we should've gotten rid of *Archie*. NBC and ABC would love to have that show on their networks. As far as *The Waltons* are concerned, it didn't do bad last year up against probably the strongest new show on TV to come along in a long time in *Mork and Mindy*. It's a show in which NBC put five or six series against last year and didn't succeed. I don't mind, it doesn't really bother me, that people say that we are conservative. We have a plan that we're trying to follow to keep our leadership; I think that we are careful in how we're going about trying to do this. We have some shows that are under development that we feel have excellent potential. We have, I think, seven shows in back-up position that are in various stages of production that can come on at any time. So what I'm saying to you is that I'm in this for a long haul. I'm in this to rebuild. I'm in this to take off a show when I have a show that's going to come on that's going to be better. I think we will be prepared if any of the shows that we put on or any of our established shows falter, to put on new shows and to introduce them in a more positive manner than just trying to throw on new shows. On one hand people say it's rough on CBS Saturday night, because we have two-and-a-half hours of new programs. On the other hand they say we should have gotten rid of a lot of our Thursday night shows. When you get rid of shows, the only thing you can put on is new shows and then you get experts who say, you can't start with new shows, see. So the experts can talk on both sides of their mouths. On one hand they

talk about you can't have new shows, you should have protection for your new shows, and on the other hand they say you should get rid of your old shows. So it's very easy for experts to talk, but you've got to run a place, you've got to decide what is the right thing to do. The experts in the business no longer are in power, but they sit in the back and they make comments.

Is that a reference to Mike Dann?

I happen to like Mike Dann, but he does have a way with words. He likes to get his name in the newspaper.

It's fairly obvious where ABC is strong. Where do you see them this season? Where are they vulnerable?

Well I think if I were sitting at ABC today I would be very nervous about Friday night at 8, based upon the last three or four weeks, and nervous enough that they accelerated the premiere of *Fantasy Island* a week. It's quite obvious, I would think, that you'd have to be nervous about Wednesday night at 8. I think you'd have to be concerned about Saturday night from 8 to 9. I think they have to look whether they're using a major asset like *Mork and Mindy* the proper way, and I think the key is going to be what happens to Thursday night. We know one thing; we know that *Mork and Mindy* made their Thursday night last year and the question is going to be whether *Laverne and Shirley* can carry Thursday night.

Are you satisfied with CBS's efforts to capitalize on ABC's weaknesses?

There's nothing I would do to change our schedule right now. So I feel we are representing the best schedule we have.

You're 100% satisfied with your schedule?

You're never 100% satisfied with anything. I mean ABC is not 100% satisfied. How could I be 100% satisfied? You're never 100% satisfied. I think that based upon what we're working with and what we have, I am pleased with our schedule. I'm pleased with it compared to where we were a year ago and where we were six months ago. I don't expect a miracle to take place because I don't think miracles really do take place like that. I think ABC didn't beat CBS out in one season, they beat CBS out over the course of a few seasons, or CBS lost its leadership over a few seasons, however you want to look at it. It didn't all take place over night. I think most people are beginning to recognize that. It is a process of a few years. I think we're leaning towards taking it show by show and time period by time period and improving ourselves. While we're doing this we also don't want to fall to number three. Therefore that is the reason why we don't just throw every show off its schedule at one time.

Do you feel that your schedule is as strong as it could be?

Well, that's a hard question to answer. If I

had *Mork and Mindy* and *Charlie's Angels* we would be stronger. I have the strongest schedule that I can put together at this particular time, and I think, it's a schedule that's better than the schedule I had last fall and better than I had last mid-season. I'm sure that there will be failure in the schedule, just like there will be failure in ABC's schedule and NBC's schedule, and we'll replace it and improve on it.

You said something very interesting about being careful and not sliding to third place. Does that mean that you see NBC as more competitive this year than they were last year?

It is so hard to judge NBC because they really have only a couple established shows—*Little House on the Prairie* and *CHiPs* and they had *Diff'rent Strokes* until they moved it so much. What's going to happen at NBC depends on their new shows. It's a terrible, terrible problem to try to hit with so many new shows, and so far nobody believes they can do it. They don't have the World Series this year. They don't have the Super Bowl. I don't know enough about their theatrical inventory. I don't think it's outstanding. I think they're playing with the best pictures in one week to open their season. Everything with NBC is dependent on their new shows, totally dependent on their new shows. NBC has to get a lot to break through in order to make any strides against us, let alone ABC.

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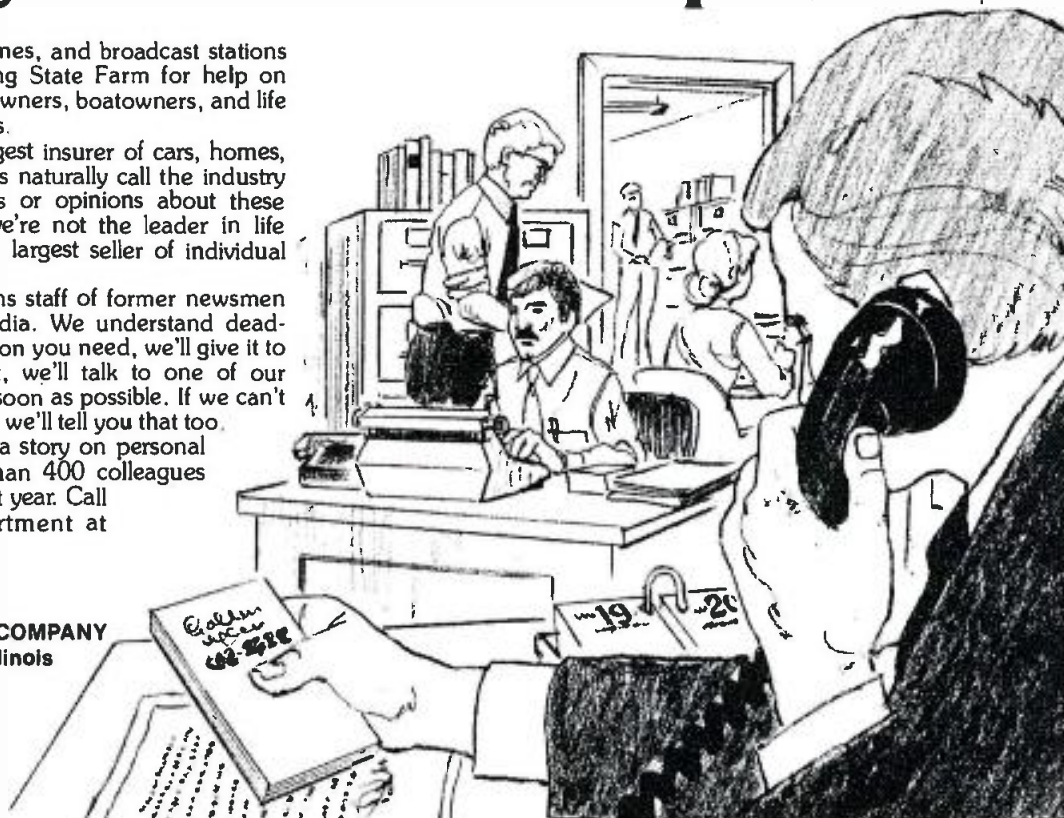
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News directors in never-never land

RTNDA's Vegas meeting manages in gaudy gambling town to get serious business of journalism

The nation's radio and television news directors met two weeks ago in Las Vegas amid the gaudy opulence of Caesar's Palace hotel on the city's famous Strip. It was the 34th annual convention of the Radio-Television News Directors Association and the first in that never-never land of green felt and Roman statuary. Few of the 1,459 who attended the meeting could have remained immune to the verbal and visual confounding of the senses that juxtaposed the serious issues of journalism with the garrishness of the casino.

And although throughout the four days of speakers and panel sessions the news directors were continually admonished about the growing influence of entertainment on broadcast journalism and the increased use of promotional gimmicks to attract viewers to local news programs, the carnival atmosphere permeating the hotel did much to undercut the seriousness of the occasion.

RTNDA is growing, and nowhere was that growth more evident than in the exhibit hall, where a record number of 60 manufacturers and program suppliers enticed the news directors with merchandise ranging in variety from \$300,000 helicopters to full-color weather radar systems to computerized library systems to pins and buttons and microphone clips displaying station logos.

There was some disagreement among the exhibitors whether RTNDA has become a major trade show, however. Some of them, such as Bill Smith who sold \$200,000 worth of his Weathermation Inc.'s radar systems (at over \$28,000 each), admitted that such transactions at RTNDA are still "unusual" but indicative of a growing importance of news directors in corporate hierarchies. News directors, he said, are gaining stature in their organizations and come to RTNDA now with the authority to make major purchases for their stations—"of course, with approval."

Others, however, were less enthusiastic about news directors as customers.

Laura Powell, representing a newcomer to RTNDA, Slyboom Inc.'s TVNS (Television News Support System, a computer-based information storage and retrieval system), was encouraged by the interest displayed by the delegates but left Las Vegas saying: "I know now that I have to speak with managers."

C. E. (Pat) McGuire was selling one of

In memory of Michele. The annual Paul White Award banquet was the climax of the four days of RTNDA conventioning, but the climax of the climax went to Mrs. Harvey Clark, who managed to steal the thunder from such luminaries as NBC's John Hart, CBS's Walter Cronkite and Paul White Award winner Richard S. Salant, now vice chairman of NBC News. Clark spoke at the presentation of the first Michele Clark Award given to a promising young journalist new to the field. (The winner was Roberto Tschudin-Lucheme, a correspondent with WNBC-TV New York.) Clark, the mother of the late CBS News correspondent for whom the award was named, spoke far more forcefully and her comments were considerably more opinionated than many in the audience had expected to hear.

"The awards will be a farce," she said, "if we cannot begin to overcome the resistance to people who possess perceptive observation, an ingredient so sorely missed in all of our institutions. The resistance to perception is so formidable that we are prevailed upon to emphasize methods and techniques even though we are overrun with technicians. As an observer, and one who ideally believes that the news business, now considered part of the intellectual community, has a responsibility as vanguard of democracy, and should have a commitment to the prevention of social decay, by promoting young men and women with perception and ideas discovered by them and a quest for knowledge. It seems inconsistent to expect excellence and demand excessive conformity.

"I fear for the most part, people with perceptive observation are still looked upon with suspicion.

"Paradoxically, the fascination with Michele lay largely in the fact that not only had she mastered the methods and techniques, but possessed and exercised perceptive observation, being ever cognizant of the pitfall of becoming so intellectual one forgets feelings. Intellectually we know no group has a priority on the virtues and vices, intelligence or ignorance, but many of us feel differently.

"As vain parents, who never tire of seeing their offspring perform adequately on the stage of life, it is momentarily flattering that some thought of Michele as special—or that she was the only woman ever considered for *60 Minutes*—but it would be hypocritical to her memory if these are used as excuses to allow ourselves to slip comfortably backwards and to continue to partake in resistance to perceptive observation.

"Those of us who have never experienced the fifth dimension—doing out of free choice, not doing the right thing for the wrong reasons, not out of pressure or popularity or fear—and who have the courage to explore our feelings, perpetuated from one generation to another may not be able to cure the ills of man, but at least we don't have to contribute to them and can help keep balance."

the sexier items on the floor—Bell Helicopters' Jetranger, which comes in a striped-down model for \$245,000. "This is the most exciting market that we've ever seen," he said, pointing out that 37 television stations in the country now either own or lease the aircrafts. There was a "strong potential" that another 20 would be going to the air in the next three months. But sales, he said, are not something he gets at RTNDA. "You don't expect to do that at a convention like this," he said.

Andy Johnston, a former Newsweek Broadcasting reporter, was at RTNDA to interest news directors in his own series of news features called *The Country Traveler*—a sort of "On the Road" series of features highlighting rural craftsmen and exotic people and events in out-of-the-way locales. "As far as I can tell," he said, "the main decision still comes from the general manager." Sales that do go on at RTNDA usually result from decisions reached well in advance of the convention, after general managers, program directors, news directors and—in the case of major studio equipment—chief engineers have thoroughly evaluated the products on the

outside, Johnston said. "Most of the news directors will come looking for a specific item," he added.

Cinema Products Corp., a regular exhibitor at the National Association of Broadcasters convention as well as several other equipment shows, was in agreement. "These aren't really the people who pay the bills," said Sales Manager Susan Lewis. "I meet people that I can make contact with." She said that the Society of Motion Picture and Television Engineers convention is "our big show." Lewis also said that Las Vegas was a "distracting" place to be working.

Out of the exhibit hall, the convention went along much as any other. Many of the delegates seemed to be most pleased by one joint session devoted to radio and television coverage of the nuclear accident at Three Mile Island, Pa. As did an earlier session devoted to the energy crisis (which featured Shell Oil Co. President John Bookout), the Three Mile Island session featured not only technical evaluations of the difficulty of covering a story from an out-of-the-way place, but it also delved deeply into the limitations of information sources for a story as complex as Three

Mile Island. Representatives from at least three sides of the story were present, and all seemed to agree that the utility company could have done a much better job in explaining the situation. The representatives from the news organizations also took a couple of raps for their own lack of preparation for so confusing, complicated and serious a story.

ABC News Correspondent Bettina Gregory, who covered the story for her network, said that she left Pennsylvania realizing that "from now on, reporters can't just leave it to the experts," who often proved as confused and confounded by the conflicting reports emanating from Metropolitan Edison, the utility, as were the journalists. "Nobody was ready for the story," she said. "We have to be more prepared to cover and understand what it means and give it perspective."

But the reporters were not the only ones on the scene who felt they had been left in the dark. Pennsylvania Governor Richard Thornburgh said, "Information was perhaps the toughest problem we faced in a tough situation. The real problem was sifting fact from fiction."

Representing the power industry was Warren Owen, who said that reporters and editors should devote more of their energies to becoming familiar with the terminology of nuclear power and the fundamentals of reactor design. "The utility industry was not prepared for TMI," he said. "But I don't really believe that your performance was worse than ours—and a bit



Salant



Clark award winner Tschudin-Lucheme and Cronkite

better." He did caution, however, that reporters could "better handle the competitive urge" in a story such as Three Mile Island and avoid prolonging false alarms.

During Thursday's energy session, the oil company president said that "the lack of credibility in my industry concerns me. We dismally fail to communicate to the public the depth of the problem." The energy crisis, the panel agreed, is not the kind of story that television and radio cover well, lacking as it does an immediate news tag to which a reporter can grab.

Robert S. Murphy of ABC News, Washington, said that in covering the energy beat "too many perpetual-motion-machine-type people get our attention," citing the news story about a car that promises fuel consumption far above normal but turns out to be more hype than sub-

stance. "There's too much gimmickry," he said.

Murphy also cited other constraints—the "\$1-a-gallon pressure" or the "furtive tanker off the coast story" or "did the oil companies manipulate the price?" question—that can dominate broadcast news rather than insightful examinations of the energy question. "I think we have failed," Murphy said of broadcasting's coverage of the situation.

The afternoon sessions of the convention were divided by medium. One especially interesting was Friday's "The Future of Radio Network News" which presented a graphic picture of just what the technological revolution in network radio is doing and has done to the news profession. Long accustomed to thinking of three, and occasionally four, networks



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when it comes to radio, the delegates saw representatives from eight network radio news departments sharing the speakers' platform, and a ninth talking from the floor. The expansion of network radio made possible by satellites and audience segmentation was made obvious by the panelists.

They included: Peter Flannery of ABC, Jay Bowles of AP Radio, Emerson Stone of CBS, Tom O'Brien of Mutual Broadcasting System, Jo Moring of NBC and its new The Source, Vince Sanders of National Black Network, Jo Interrante of the new RKO Radio Network and Frank Sciortino of UPI. Frank Mankiewicz, president of National Public Radio, was to have joined the panel, but a death in the family prevented his appearance. Ernest T. Sanchez, general counsel of NPR, spoke briefly from the floor.

Many of the speakers used their allotted time to do little more than present sales pitches for their network services, but salient points were raised by some. Both Bowles and O'Brien spoke of the influence of satellite networking on the news business, and O'Brien, whose network is further along in that development than any of the other commercial firms, declared at one point: "We've all got to get into the satellite business." Moring spoke of NBC's desire "to become a little more youthful" in its approach to the news, and Sanders spoke of the need not to lose the "flavor of your community" in the use of network services.

It was Stone, however, who stole the show. Speaking last and taking the podium after hearing the promises of technology and the changes certain to come, Stone took a philosophical position and spoke of the great need for radio news persons to remember that they are, above all, journalists. The possibility for instant on-the-spot news coverage by satellite did not awe him, he said, because Edward R. Murrow had delivered his famous reports from London during World War II instantly by short wave—"voices coming over the air," he said mockingly.

Not a medium to be slighted when it comes to gazing into the future, television, too, took a look at what may be in store for it in the coming decade. At a session called "Crystal Balling Television," Reese Schonfeld, president of Ted Turner's new Cable News Network, made it clear that he thought that the future of television news wasn't going to be over the air.

Taking a cue from a much talked about subject at the convention—job security, or the lack of it—Schonfeld said news directors had become "victims of a system that forces you to compete head-to-head for the same audience."

"The future of television news had nothing to do with broadcasting," he said.

That point was disputed, however, by Jane Cohen, vice president for television of the NAB. "The advertising-supported system will always exist," she said. "Whatever happens, there will be a continuing dependence on local stations."

Three big MSO's sign up for Turner network

Cox, Storer and United agree to commit big chunks of their subscribers, bringing total number of homes to more than million

The Cable News Network stole the show last week at the Southern Cable Television Association convention in Atlanta with its announcement that it had received commitments for carriage from three major MSO's.

Agreements with Storer Cable, Cox Cable and United Cable Television Corp. took the total number of subscribers signed up for the service over the million mark.

Terry McGuirk, vice president and director of special projects for Turner Communications, was delighted by the rapid progress CNN's marketing campaign was making. "Our original goal was to have one million signed up by Anaheim [the Western cable convention, slated for December]. We never figured it would come this quick."

According to McGuirk, United Cable committed 325,000 homes, Cox 300,000 and Storer 200,000. For United Cable, its commitment represents the total number of subscribers it plans to have on board when the service is inaugurated next June. For Cox, the commitment represents half of its total subscribership and for Storer, two-thirds.

McGuirk said that three or four smaller systems were also signed up at the convention with a total subscribership of around 130,000.

The Cable News Network, the creation of superstation WTBS(TV) Atlanta owner Ted Turner, promises to provide 24-hour news service to its affiliated cable systems via satellite. Since its inception last spring, it has quickly built up its editorial and marketing staffs, but the signing of such large and well-established cable operators as Cox and Storer should give it added credi-

bility and its marketing efforts added impetus. Prior to the convention, CNN had managed to sign just 210,000 subscribers scattered among several small, independent systems.

According to Don Williams, chief operating officer for Cox Cable in Atlanta, Cox committed only 300,000 of its 650,000 cable homes because it didn't "want to go out on a limb" before it received the results of some market research it was doing. He said 175,000 of the 300,000 homes will be part of Cox's San Diego system and that Cox hasn't determine where the other homes would be. He did say they would be part of systems that already receive WTBS(TV) Atlanta to take advantage of the discount offered by Turner Communications. According to McGuirk, the cost of the service is 20 cents per subscriber per month, but 15 cents if taken with WTBS. Some of the cost can be recovered by the cable operator by selling advertising. McGuirk said two minute holes will be provided every hour for local advertising. (Ten minutes of every hour will be sold to national advertisers by CNN.)

At Storer, Jim Faircloth, vice president of operations, said Storer was a "big believer in the concept" of CNN and predicted it would be "a great new service for cable." According to Faircloth, Storer committed for only 200,000 subscribers (it currently serves "a little over 300,000") because of the limited channel capacity of some of its systems and the absence of earth stations at others.

As with Cox, Storer hasn't fully determined where the subscribers it committed will be. Faircloth did say systems in Sarasota, Fla. (38,000), Dade and Broward counties, Fla. (20,000) and "probably" Montgomery, Ala. (30,000) would receive the service. All systems receiving CNN will also receive WTBS to take advantage of the discount, Faircloth said.

Eulogy. President Carter last week made a by-satellite appearance at the Emmy Awards presentation (see page 56) to honor three broadcast newsmen killed on assignment in the past year. Following is the text of his remarks, which praised ABC's Bill Stewart and NBC's Don Harris and Robert Brown:

Every citizen who carries into the world the standard of truth carries the flag for which this country stands.

For those who bring us the facts on which we make our judgments as a nation, pursuit of the truth is especially dangerous. Finding the center of the news was not only the profession of Don Harris, Robert Brown and Bill Stewart—it was their passion. Their gift to us was knowledge.

They were killed by some who would suppress the truth, and by others who were merely ignorant. But when all the dictators and fanatics have come and gone, it is always the truth which remains.

It is no accident that the root meaning of the word "martyr" is: to witness. In Guyana and Nicaragua, these three men were our witnesses and they were our martyrs. For as they died in the service of a free press, they died in the service of us all.

In this moment of remembrance, even as we are repelled by the horror of their deaths, let us recall the service of their lives.

Whatever differences that may exist within our own country, let us join together tonight in honor of Don Harris, Robert Brown, Bill Stewart and their families by renewing our pledge to the standard which they upheld—our common faith as Americans that it is the truth which sets all people free.

Anchor's not away

WDVM-TV Washington has won its legal battle to retain the services of anchorman Gordon Peterson (BROADCASTING, Aug. 13), but the final shape of that victory is still to be determined.

In its initial ruling Sept. 7 and in a formal order last Monday (Sept. 10), the U.S. District Court in Washington said that Peterson could not switch to NBC-owned WRC-TV in that city, as the newsman said he would in an Aug. 3 resignation announcement.

Attorneys for the Evening News Association's WDVM-TV drew the court's backing that Peterson's personal services contract with the station—though made with its former owner, Post-Newsweek Stations—was assignable to the new owner, which took over last year. Peterson and NBC attorneys contended the three-year contract, signed in July 1977 and with extension options that could run it to June 30, 1982, could not be assigned.

Peterson went on vacation after his original resignation announcement and had not returned to the station as of last Wednesday, touching off speculation of further legal action or a sit-out. However, the court decision does enjoin Peterson from seeking employment as a newsman at any station.

All concerned parties were holding discussions last week in hopes of a final resolution by week's end.

Peterson's salary from July 1978 to June 1979 was \$140,000. The figure was to increase to \$155,000 this year and climb to \$200,000 in 1981.

At the time of Peterson's announced switch, John Rohrbeck, vice president and general manager of WRC-TV, said Peterson's decision was not based on financial considerations, but rather on a desire to become more involved in the news operation.

Dangerous business. KDKA-TV Pittsburgh cameraman Tony Romano was struck and killed Sept. 6 by a tanker truck while filming activity at a strike-bound gasoline storage depot in the city's Lawrenceville section. A spokesman for the Allegheny county coroner's office said Romano, 61, was pronounced dead at the scene after one truck in a five-vehicle convoy leaving an Arco terminal jumped the curb and hit the cameraman. The driver, according to KDKA-TV, was being held on vehicle homicide charges. With KDKA-TV since July 1961, Romano began his journalism career with the *Pittsburgh Sun-Telegraph* after World War II service as a paratrooper. His wife, Eleanor, and daughter, Sandy, survive. He was the second cameraman to be killed on assignment within six days. On Sept. 1, freelance cameraman Joe Rooks died when struck by parts from a crashing race car in Indianapolis (BROADCASTING, Sept. 10).

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CBS puts on best face for stock analysts

Network brass is tight-lipped about program costs, but assures Wall St. that even though it's heavily into development, it's put on controls; affiliation coup is hardest news

CBS is "looking good" in its efforts to be "the best broadcasting organization there is." That's what CBS/Broadcast Group President Gene F. Jankowski and a panel of the company's top broadcasting brass told security analysts at a meeting last Tuesday at CBS's Black Rock headquarters in New York.

The examples used to back up the claim ranged from the company's recruitment programs through reports on "the best upfront selling season" the television network has ever had and a percentage-point lead in share of total network viewing, to the big news of the day, the network's capture of NBC's Wheeling, W. Va. affiliate, WTRF-TV (see page 67).

Still, with hard data the bread and butter of their trade, many of the analysts left the meeting disappointed with what they felt was a reluctance to talk in specifics, particularly in the area of program costs. As was anticipated, it was made clear at the outset that this discussion of the company's broadcasting business would not stray from that field, and there would be no divergence to the developments involving Crum and Forster (story this page).

In the sales area, Jankowski echoed what has been heard from various quarters regarding this year's selling: 85% of the CBS-TV prime-time inventory sold out at prices that were up 17%. CBS puts network sales growth at 15%, national spot at 11% and local at 14%, and expects 1980 figures to be "as good as '79."

CBS-TV President James H. Rosenfield said prime time and daytime combined sold out 75% to 85% of spots, noting that an expected softness in daytime didn't materialize.

Reviewing the ratings for the past season, Jankowski said CBS's full share point gain in prime-time ratings over the previous season was a fulfillment of the network's stated intention to solidify its position as number two before starting "to go after ABC." A further indication of improvement in the CBS posture was to be found, according to Jankowski, in the network's having "closed the gap with ABC" during the summer. He put summer-

New course for CBS? CBS Inc., until now concentrated in broadcasting, publishing and other communications oriented businesses, is set to branch out into other fields, with "four or five" industries under consideration. That's the news to emerge from the termination of talks between CBS and the insurance holding company Crum and Forster. The CBS-initiated merger bid would have been a mammoth acquisition, perhaps costing \$1 billion. The company, while looking at both large and small ventures, says it is prepared to consider other purchases of the Crum and Forster magnitude and feels it would have no problem financing such a deal. However, CBS has declined to discuss the specifics of arranging a purchase of that size, or what the industries it has under consideration are.

The announcement that CBS had pursued Crum and Forster took Wall Street by surprise. Analysts who follow the CBS stock had been convinced that the company's leaders were committed to keeping it on a communications/related fields course, and the company's supporters in the broadcast financial community based much of their optimism for its future prospects on that assumption. The addition of Crum and Forster would have made it a major second, if not the principal profit center of the company, which has long seen its broadcasting operations in the primary role.

That the management of CBS is evidently ready to so dramatically alter the shape of the company lead to speculation that it lacked confidence in the future of its current operations. A CBS spokesperson said that isn't the case, and quoted CBS president John D. Backe as saying "the outlook is brightening in both our television and records business." The logic the company says it is following is that growth is essential to continued health, and with growth restricted by regulatory constraints in broadcasting, and with a pending anti-trust suit regarding its publishing operations, it has to look to other fields. The new effort is simply a natural outgrowth of Backe's stated intention to "use the balance sheet" for the good of the shareholders, according to the company.

Shareholder considerations, taken from a different perspective, were also in the minds of analysts looking at the Crum and Forster developments. Given the philosophical basis for the bid, a question that remains after the termination of those talks is what will be the reaction of investors who bought into CBS because it was perceived as a broadcasting, or at least a communications stock, if and when the corporation instead begins to look like a conglomerate.

season rating averages at 15.9 for ABC, 15.1 for CBS and 13.1 for NBC. Early Sunday was also singled out for special attention as an area of marked improvement, thanks to the addition of CBS News's *Sunday Morning* to the schedule. Station clearances for the period have more than quadrupled, from 22 to close to 100.

In total network viewing, CBS's figures put it in front with a narrow lead, a 34.3 share to ABC's 34.2. NBC trails with 31.5.

A question about station clearances and compensation in the discussion session that followed the formal presentation received a "glad you asked" response. Not only did the network have the news of the WTRF-TV coup, but Rosenfield also described how a restructuring of the affiliate relations department has given the network the ability to be more responsive to stations.

This responsiveness was given part of the credit for CBS's suffering only one defection among what officers said were 21 stations approached with offers since October 1977. Rosenfield said CBS kept its affiliates "not by buying [its] way out" but "because [we] had a story to tell."

On clearances, Rosenfield noted that for the past season, there was no single time period with less than 93% clearance, and

only two below 95%.

A sore point in the discussions revolved around an effort by analysts to gain some specifics on cost growth. One asked Jankowski to discuss the matter "in a more illuminative way than you usually do." CBS Entertainment Division President Robert A. Daly spent a great deal of time discussing the reasons for differences in cost between various types of programming, and indicated that only because of political convention coverage will there be even a minor change in the networks original/re-run mix of 65%.

However, the thrust of his answers came down to an explanation that each element of the schedule would have to be taken individually, precluding any exact statement on costs in advance. Analysts interested in cost growth were largely left only with Jankowski's assurance that the company would strive to keep cost growth "in line with" revenue growth, previously noted as 15%.

Asked specifically if the company had "any ability to put the brakes on costs," Jankowski replied that CBS had already demonstrated it could successfully handle its affairs in that area, and had to because it "didn't have the money to pour into new product," like "successful" ABC, or NBC

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Marvin Josephson.....	Year 6/30	37,654,900	+18.5	5,230,200	+27.9	2.03	31,752,900	4,088,900	1.62
MovieLab.....	26 wks. 6/30	16,046,282	+9.8	886,993	+125.6	.59	14,613,324	393,091	.27
Taft Broadcasting.....	3 mo. 6/30	51,988,310	+18.9	7,022,557	+17.4	.83	43,887,979	5,978,023	.71
20th Century-Fox.....	6 mo. 6/30	306,698,000	-0.5	26,864,000	-18.6	3.24	308,129,000	32,962,000	4.16

with its "rich parent."

Early in the meeting, Jankowski spoke of the "enthusiasm" that had been generated with the network's programming and sales people, as well as affiliates, by a taped presentation shown to the analysts highlighting CBS's plans for the coming season. But saying "nothing is perfect," he described CBS as "prepared for failure" of programs this time around, distinguishing from past seasons when it "didn't have backup." Daly was later to indicate that extended lead time for pilots was a principal element of the improvements in preparation. The preparation philosophy, Jankowski stressed, reflected an appreciation of risk, and not doubts about the fall schedule.

Several analysts noted a departure from the routine of past meetings of this nature at CBS in the failure of company President John D. Bache to put in an appearance after its conclusion, a change that was generally assumed to be related to the Crum & Forster news.

Wheeling dealing

CBS-TV, which has lost some affiliates in recent years to front-ranking ABC-TV, has landed a station at the expense of NBC-TV—WTRF-TV Wheeling, W.Va., in the 111th market.

WTRF-TV, which is the leading station in the Wheeling/Steubenville, Ohio area, will leave NBC-TV to join CBS-TV on April 1, 1980. CBS-TV is now represented by WTOV-TV Steubenville, but that station also carries some ABC-TV programming.

James Rosenfield, president of CBS-TV, asserted in announcing the switch that several other stations will switch their affiliation to CBS in the next few months.

Up and away

WTC Air Freight, Newport Beach, Calif., has purchased TelCon Division of Transportation Resources Inc., firm that specializes in shipment of television film and other broadcast materials. WTC plans to expand TelCon services and, effective Oct. 15, change name to Broadcast Express, according to WTC president, Barry N. Brenno.

Changing Hands

PROPOSED

■ WAAA(AM) Winston-Salem, N.C.: Sold by Robert B. Brown to Evans Broadcasting Corp. for \$1,040,000. Brown is also 100% owner of WKZL(FM) Winston-Salem and 52.4% owner of WORD(AM) Spartanburg, S.C. Buyer is owned by Mutter D. Evans, general manager of station. WAAA is 1 kw daytimer on 980 khz.

■ WNUU(FM) St. Matthews (Louisville), Ky.: Sold by Summers Broadcasting Co. to Capital Broadcasting Co. for \$1 million.

Seller is owned by William Summers, Vincent Pepper, and E. Stratford Smith. Smith is principal in WKWF(AM)-WVFK(FM) Key West, Fla. Neither Pepper nor Summers has other broadcast interests. Buyer, principally owned by Kenneth S. Johnson, also owns WKSJ(AM) Prichard-WKSJ-FM Mobile, both Alabama; WKDY(AM) Spartanburg, S.C., and WCAW(AM)-WVAF(FM) Charlottesville, W. Va. WNUU is on 103.1 mhz with 2.95 kw and antenna 135 feet above average terrain. Broker: Cecil L. Richards Inc.

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■ WSKW(AM)-WTOS-FM Skowhegan, Me.: Sold by John and Gerard Pineau, brothers, to Windjammer Communications Corp. for \$650,000. Pineaus also own WPNO(AM) Auburn and wVII-TV Bangor, both Maine. Buyer is subsidiary of Windward Inc., owned by Pepsi-Cola Bottling Corp. of Kecksburg (Pa.) (72%) and Arnold M. Flank (28%). Flank is Chicago attorney with no other broadcast interests. Pepsi-Cola, owned equally by John A. Robertshaw and John D. Reese, also owns WCNS(AM) Latrobe, Pa. WSKW is 5 kw daytimer on 1150 khz. WTOS-FM is on 105.1 mhz with 25 kw and antenna 2,420 feet above average terrain. Broker: Keith W. Horton Co.

■ WABQ(AM) Cleveland, Ohio: Sold by Booth American Co. to WABQ Inc. for \$600,000. Seller, owned by John L. Booth and family, also owns WJLB(AM)-WMZK(FM) Detroit, WSGW(AM)-WIOG(FM) Saginaw and WIBM(AM)-WHFI(FM) Jackson, all Michigan; WRBR(FM) South Bend, Ind.; WTOD(AM)-WKLR(FM) Toledo and WZZP(FM) Cleveland, both Ohio, and WIOV(AM)-WZVZ(FM) Kokomo, Ind. Buyer is owned by John R. Linn (75%) and his wife, Barbara (25%). John Linn also owns 50% of WLBQ(AM)-WWCK(FM) Flint, Mich., and 30% of WCWA(AM)-WIOT(FM) Toledo, Ohio, and WKBZ(AM) Muskegon, Mich. WABQ is 1 kw daytimer on 1540 khz.

■ KOSO(FM) Patterson, Calif.: Sold by Wireless Communications Co. to Koso

Inc. for \$450,000. Seller is owned by Frank Imburg, who purchased station in 1977 and has asked for waiver of three-year rule due to health disability, resulting from heart attack. He also owns 15% of WABJ(AM)-WQTE(FM) Adrian, Mich. Buyer is owned by F. A. Koscielak and S. Walter Richey (50% each). Richey is chairman and Koscielak is financial vice president of St. Paul financial services company. Richey and his wife own WCWC-AM-FM Ripon, Wis. Koscielak has no other broadcast interests. KOSO is on 93.1 mhz with 1.55 kw and antenna 1,790 feet above average terrain.

■ WNUS(AM) West Springfield, Mass.: Sold by U.S. Broadcasting Co. to J. William O'Connor for \$375,000. Seller is principally owned by Jeffrey P. Levitan and Morton L. Bardfield, who have no other broadcast interests. O'Connor sold last of several stations he owned in the Midwest, WRKR-AM-FM Racine, Wis., last November. WNUS is on 1490 khz with 1 kw day and 250 w night. Broker: Keith W. Horton Co.

■ WBOE(FM) Cleveland, Ohio (not on air): Sold by Cleveland Board of Education to Cleveland Public Library for \$205,000. Station was taken off air last year as cost-saving measure by financially troubled school board. Buyer is subunit of city government; Lee Howley is president of seven-member board of trustees. It has no other broadcast interests. WBOE is non-

commercial station on 90.3 mhz with 50 kw and antenna 500 feet above average terrain.

■ WKOG-AM-FM Gordon, Ga.: Sold by VanCo Broadcasting to Suncoast Broadcasting Inc. for \$180,000. Seller is owned by Dale Van Cantfort, who has no other broadcast interests. Buyer is owned by Marshall W. Rowland and his wife, Carol, who also own WQIK-AM-FM Jacksonville, Fla. WKOG(AM) is 5 kw daytimer on 1360 khz. WKOG-FM is on 107.1 mhz with 3 kw and antenna 98 feet above average terrain. Broker: The MacMillan Co.

APPROVED

■ KMST(TV) Salinas, Calif.: Sold by Monterey-Salinas TV Inc. to Retlaw Enterprises Inc. for \$8.25 million. Seller is owned by Lynn J. Brinker (25%); Stoddard Johnston, James Morris and William Bertram (20% each); William Schuyler (10%), and Charles Muntean (5%). Group has no other broadcast interests. Buyer is owned by Lillian Truyens (30%), Sharon Lund (30%) and Diane Miller (24%). Remaining shares (16%) are held in trust for children of Miller. Truyens is widow of Walt Disney; others are his daughters. Buyer also owns KJEO(TV) Fresno, Calif. It has sold KOGO(AM) San Diego (see below). Stations are managed by Joseph C. Drilling, president of Retlaw. KMST is CBS affiliate on channel 46 with 443 kw visual, 88.6 kw aural and antenna 2,530 feet above average terrain.

■ KOGO(AM) San Diego: Sold by Retlaw Broadcasting Co. to Southwestern Broadcasters Inc. for \$7 million. Seller is owned by heirs of Walt Disney and managed by Joseph C. Drilling, president. It also owns KJEO(TV) Fresno, Calif., and has purchased KMST(TV) Salinas, Calif. (see above). Buyer is group owner, principally owned by Arthur J. Shadek and his wife, Katherine; Edward Shadek is brother of Arthur, minority owner and president. It owns KRDS(AM) Tolleson, Ariz.; KPRI(FM) San Diego; KYMS(FM) Santa Ana, Calif.; KBRN(AM) Brighton, Colo., and KCCW(AM) Terrell Hills-KZZY(FM) San Antonio, Tex. KOGO is on 600 khz with 5 kw.

■ WYER-AM-FM Mount Carmel, Ill.: Sold by John F. Hurlbut and his wife, Emmy, to their son, David Hurlbut (73%) and Gregory W. Goodson (27%) for \$640,000. Sellers have no other broadcast interests. David Hurlbut is general manager and Goodson is salesman at stations. WYER is 500 w daytimer on 1360 khz. WYER-FM is on 94.9 mhz with 37 kw and antenna 410 feet above average terrain.

■ KKLK(FM) Conway, Ark.: Sold by Communications Media Corp. to Coastal Communications Ltd. for \$625,000. Seller is owned by Rick Osborne and Lloyd Stone (50% each), who also own KVEE(AM) Conway. Buyer is owned by Charles Hohenberg (15%) and his children—Mina Ryan, Charles and Alice (15% each)—and Charles Burroughs (26.6%) and his son, Richard (13.3%). Charles Hohenberg Sr. is principal in cotton and real estate company in Selma, Ala. His son is professor of



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physics at Washington University, St. Louis, Mina Ryan is housewife in Norfolk, Va., where Alice Hohenberg is potter. Burroughses are principals in Royster Co., real estate and fertilizer company in Norfolk. None has other broadcast interests. KKLF is on 105.1 mhz with 28.5 kw and antenna 320 feet above average terrain.

■ **WIKE(AM)** Newport and **WTWN(AM)** St. Johnsbury, both Vermont: Sold by Memphremagog Broadcasting Co. and Twin State Broadcasting Inc., respectively, to Brent W. Lambert and Eric H. Johnson (50% each) for \$610,000, including \$25,000 for agreement not to compete. Sellers are principally owned by Dean Finney, who has no other broadcast interests. Lambert and Johnson each own third interest in **KIQQ-FM** Bishop, Calif., and **KEVA(AM)** Evanston, Wyo., and one-sixth interest in applicant for new AM at Golden, Colo. **WIKE** is on 1490 khz with 1 kw day and 250 w night. **WTWN** is on 1340 khz with 1 kw day and 250 w night.

■ **KMCD(AM)-KBCT(FM)** Fairfield, Iowa: Sold by Carousel Broadcasting Corp. to Galesburg Broadcasting Co. for \$219,000. Seller is owned by Ray L. Sherwood, who has no other broadcast interests. Buyer, principally owned by Lester T. Pritchard, who owns **WGIL(AM)-WAAG(FM)** Galesburg, Ill. **KMCD** is daytimer on 1570 khz with 250w. **KBCT** is on 95.9 mhz with 3 kw and antenna 135 feet above average terrain.

■ Other approved station sales include: **KBRR(AM)** Leadville, Colo.; **WDGL(AM)** Douglasville, Ga., and **KFIR(AM)** Sweet Home, Ore. (see "For the Record," page 75).

Interpublic-SSC&B merger consummated

The Interpublic Group of Companies Inc., New York, last week completed the acquisition of SSC&B Inc., New York, and its 49% ownership of most of the SSC&B-Lintas International group of agencies.

SSC&B will continue to operate as an independent advertising agency system, the third such worldwide agency network in the Interpublic Group. The others are McCann-Erickson Worldwide and Campbell-Ewald Worldwide.

At the time the merger agreement was announced late last year (BROADCASTING, Nov. 13, 1978), Interpublic had worldwide billings of about \$1.6 billion. Worldwide billings of SSC&B-Lintas in 1978 totaled \$840.5 million and are expected to reach the billion-dollar mark in 1979.

Interpublic's acquisition of SSC&B is said to mark the largest advertising agency transaction of its kind in history.

Coincident with the acquisition, Interpublic said that effective with the closing of the SSC&B acquisition, Erwin Wasey Inc., Los Angeles, will be merged into SSC&B. Wasey has been an Interpublic agency for several years. After the consolidation, it will be known as SSC&B Inc.,

BottomLine

In with Taft. Closing was held last week of previously announced agreement whereby Taft Broadcasting Co., Cincinnati group station owner and TV producer-distributor, has acquired Worldvision Enterprises Inc., New York, privately held TV distribution firm for price of \$14.2 million (BROADCASTING, Nov. 20, 1978 et seq.). Under agreement 298,077 shares of Taft common stock and 260,000 shares of series A convertible preferred stock were issued to five stockholders of Worldvision. Acquisition of Worldvision strengthens Taft's position in international TV program sales, inasmuch as Worldvision holds overseas rights to numerous series including *Eight Is Enough*, *Little House on the Prairie*, *Loveboat*, *Kaz*, *Project UFO* and *Holocaust*.

□

Split and increases. Storer Broadcasting Co.'s board of directors has recommended two-for-one split of common stock and has designated Nov. 2 for special meeting for stockholders' vote. If approved, split will be effective that day. Directors also recommended authorized shares be increased to 25 million. Currently there are about 5.2 million shares of Storer common outstanding, out of total 8 million authorized. That exceeded 20 million earlier suggested by Storer's finance committee (BROADCASTING, Aug. 20) which sought to assure sufficient available shares for potential acquisitions in company's expanding cable division, should they be needed. Board spokesman also stated that, contingent upon approval of split by stockholder, board intends to adjust quarterly dividend to 18 cents per share for fourth quarter of 1979 after stock split.

□

Debentures for shares. Media General has agreed, subject to Securities and Exchange Commission approval, to give new series of 20-year, 10% subordinated debentures in exchange for block of stock that represents 4% (268,800 shares) of company's 7.2 million shares of common outstanding. Exchange would be \$27 of debentures for each share, according to Media General, which said it did not solicit stock acquisition. Alan Donahoe, president, last Wednesday (Sept. 12) declined to identify "institutional holder" in proposed swap, but confirmed that institution had bought Media General several years ago and now wants to take its profit. Part of reason for exchange agreement was difficulty in selling so large a block on open market, he explained. Richmond, Va.-based Media General's holdings include broadcast and cable operations.

September 6, 1979

Storer Broadcasting Company

has completed the sale of the assets of radio station

KHTZ (FM)
Los Angeles, California

*The undersigned represented the seller in
this transaction.*

THE
TED HEPBURN
COMPANY Cincinnati, Ohio

Goldwater, Collins say they'll be no rewrite or revision this year or next

Momentum has died, they say in SCTA press conference, and elections will leave no room for consideration in 1980

The prospects for legislation that would amend the Communications Act of 1934 dimmed a bit more last week as two key Republicans predicted the session would adjourn with no action being taken.

In a closed circuit panel discussion with reporters at the Southern Cable Television Association convention in Atlanta, Senator Barry Goldwater (R-Ariz.) and Representative James Collins (R-Tex.) said it was doubtful even that common carrier legislation would make its way through subcommittee before adjournment. Gold-

water further predicted that, with next year's campaigning, it was not likely the issue would resurface again.

Joining Goldwater and Collins on the panel were Representative Lionel Van Deerlin (D-Calif.) and FCC Chairman Charles Ferris. Van Deerlin, chairman of the House Communications Subcommittee, said it was indeed possible there would be a bill this session, but a lot depended on how hard the cable and telephone industries pushed for it.

Collins, however, who had co-sponsored Van Deerlin's rewrite of the Communications Act, H.R. 3333, offered a different opinion. "This is not the time to write an over-all cable bill," Collins said, adding that cable interests may be better off "with no legislation this session." In addition, Collins agreed with Goldwater's view that election year interests would take the teeth out of any bill.

But there was more, and it obviously came as a surprise to Van Deerlin. Collins said he told Van Deerlin early on that H.R. 3333 was too big a bill, likening it to a ship too overloaded to get out of port.

This statement apparently did not sit well with Van Deerlin. Some Capitol Hill observers privately wondered why Collins would put his name on legislation he believed was doomed to failure.

Whether Van Deerlin's strategy will change or not is uncertain, but in his speech last week to the International Radio and Television Society (see "Top of the Week") he made at least one reference to possible shifts. He mentioned "forming new coalitions and devising new strategies," which some believe is a direct reference to the Collins incident.

Goldwater, meanwhile, said he "doubted seriously" the Senate Communications Subcommittee would be able to write a bill in the balance of this year, particularly with the time that will be taken up with SALT debates. "We might get one written, but I doubt we can get any action on it at all this year," he added.

Ferris, for his part, said that he hoped the outlook for legislation was not as pessimistic as Collins and Goldwater made it appear. He reminded his fellow panelists of the need the FCC has for guiding legis-



Behind the scenes. Despite a few technical problems, the satellite press conference at the Southern Cable Television Association (see above) last Tuesday went off without a hitch.

The communications network, linking Washington and Atlanta with two-way audio and one-way video (from Washington to Atlanta) was a patchwork of microwave and MDS systems, telephone lines, a satellite and a little duct tape.

What Atlanta heard and saw originated in a studio in the Rayburn building of the House of Representatives and was produced by an independent production company, the Evening News Broadcasting Co., Washington. The signal was sent from Capitol Hill over the Cable Satellite Public Affairs Network—to an uplink in Arlington, Va., where it was sent to transponder 9 of Satcom I and made available to the 500 communities that have cable systems that take the C-SPAN signal.

Had the convention been held in one of those 500 communities, instead of Atlanta, things would technically have been much simpler. As it was, however, it was necessary to receive the C-SPAN signal at the Atlanta earth station of Cox Cable, which put the network together and paid all of the transmission costs. After receiving the signal, Cox sent it via microwave to its MDS transmitter atop the Peachtree Plaza hotel, just a few blocks from the Atlanta Hilton where the convention was held. To receive the MDS signal, technicians at the Hilton taped a MDS receive dish to a railing high on the hotel and dropped a line down the side of



the building directly into the hall where the Atlanta portion of the conference emanated.

The half of the two-way setup that took the audio from Atlanta to Washington was accomplished with telephone lines. While the reporters asked questions on a hotel telephone, the panel in Washington listened on a speaker phone. The use of different systems in the two-way set-up did cause one problem. As the reporters asked their questions, they could hear an echo caused by their voice—picked-up off the speaker phone—being sent back to the convention hall over the C-SPAN-Cox network with about a one-second delay.

What caused Vincent King of Cox his biggest headache, however, was AT&T's late pronouncement that a tariff prevented them from providing a single dedicated line for the Atlanta-Washington audio as originally planned. After much ado, it was determined that regular telephone lines would suffice. In retrospect, King wasn't altogether displeased with the last minute change; it saved 80% on the AT&T costs, he said.

Photo at left is in the Rayburn studio with (l-r) FCC Chairman Charles Ferris, Senator Barry Goldwater (R-Ariz.), National Cable Television Association President Tom Wheeler, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and ranking Republican James Collins (Tex.). Photo at right is the scene in Atlanta, with newsmen and Steve Effros, executive director of the Community Antenna Cable Association, flanked by projected image of Goldwater.

lation and said he would like to see "a one-line piece" of legislation, stating that the FCC "did not have to regulate an industry" if it felt "marketplace forces" were doing the job.

He also said legislation is needed because "every time you have a significant change in policy," it is challenged in the courts.

In contrast to his counterparts on Capitol Hill, Ferris thought there might be action on some FCC proposals concerning distant signal and syndicated exclusivity rules. He said he hoped the FCC will make a "final judgement" on both matters by the end of the year.

Goldwater surprised the Atlanta audience by saying that "once a signal has been bounced to a satellite, it pretty much becomes public property," while admitting that it could have a "serious effect" on the televising of all types of programming.

NAB agrees that time standards do limit commercials, but argues that's more in the public interest than tossing out code

It asks court to dismiss Justice suit

The National Association of Broadcasters has urged the U.S. District Court in Washington to dismiss the Justice Department suit alleging that the commercial limits of the NAB television code violate the Sherman Antitrust Act. The NAB cites actions and statements of the department itself in support of the motion.

The department's Antitrust Division filed its suit in June, charging that the commercial time standards provision has a number of anticompetitive effects—curtailing the variety of advertising formats, restraining price competition in television advertising and denying purchasers of television time the "benefits of free and open competition among television broadcasting" (BROADCASTING, June 18).

Without the code, the suit alleges, there would be more commercials on television.

NAB, in its motion, does not disagree. Rather, it says that the time standards reflect the interest of the industry, the government and the public in limiting commercial matter while increasing time devoted to programming. Furthermore, it notes that the code provisions are voluntary. "The challenged standards," NAB contends, "pass muster under the Sherman Act and do not constitute an unreasonable restraint of trade" but, rather, "a lawful and reasonable effort at self-regulation in the public interest."

NAB noted that the code, in existence for 25 years, has been supported by Congress, the FCC, the courts and even the Justice Department.

The brief notes that House and Senate Commerce Committees in the 1960's,

adopted reports endorsing industry self-regulation in connection with commercial time.

It cites various commission decisions expressing concern with overcommercialization and indicating reliance on the code as a guide in determining whether an applicant has met its public interest obligations on the commercialization issue.

It notes that the courts on two occasions have expressed confidence in the commercial time standards. In one, it upheld the commission's reliance on them in refusing to adopt a rule as requested by Action for Children's Television. In the other, it rejected an antitrust complaint filed as a result of a provision barring "host selling."

Justice's Antitrust Division, NAB notes, represented the commission three years ago in the ACT case. The division argued that the commission's decision to rely on industry self regulation was within its jurisdiction.

Furthermore, NAB said, Justice's support for the time standards was of long standing. NAB noted that, after NAB and commission officials discussed the NAB code, including the time standards, with then-attorney general Robert Kennedy in 1961, the NAB received a letter from the Antitrust Division that the goals contained in the code "appear to be both commendable and in the public interest." (The letter was signed by the then-assistant attorney general in charge of the Antitrust Division, Lee Loevinger, later a member of the FCC.)

Stevens adds another voice to Gannett decision

Justice sees some good coming from discussion of decision and suggests legislative relief

The extraordinary nature of the controversy generated by the Supreme Court's decision in the Gannett Co. case has been further underscored by the public comments of yet another member of the court on the case—Associate Justice John Paul Stevens. And in the course of his comments, Stevens, the only member of the five-member majority who did not write a separate opinion, suggested a possible solution for those troubled by the opinion—the adoption of legislation.

The decision, which held that members of the public and press have no constitutional right of access to a criminal proceeding (BROADCASTING, July 9) has been described by journalists and their defenders as another in a series of attacks on the rights of the press.

And, as the decision spawned a number of orders by trial judges closing trials as well as pretrial proceedings, first Chief Justice Warren E. Burger and then Justice Lewis F. Powell said publicly that the press had misled the judges. Both were members of the majority. And Burger, as he had in

his separate opinion, said the Gannett decision applied only to pretrial proceedings.

However, Justice Harry A. Blackmun, who wrote the opinion for the four dissenting justices, disagreed, in a talk to federal judges in Rapid City, S.D. He said the decision—which he called "outrageous"—applies to trials as well (BROADCASTING, Sept. 10).

For his part, Stevens noted that the decision highlights a "general rule" at issue, one that draws a distinction between the dissemination of information and ideas, on the one hand, and the collection of news, on the other. The court has accorded "virtually absolute protection to the former," he said, but "has never squarely held that the latter is entitled to any constitutional protection whatsoever."

But while Stevens found much of the debate generated by the decision "unpersuasive," he said it is "constructive". He said it "highlights the importance" of the tradition of public trials, "minimizes the risk that trial judges will unnecessarily exclude the public from judicial proceedings," and "maximizes the likelihood that legislators and other lawmakers will make constructive changes in the rules relating to governmental proceedings."

"The fact that the framers of the Constitution did not foresee the need for a particular rule, or that the Supreme Court may have failed to discern the framers' actual intent," he said, "does not foreclose action by other lawmaking institutions."

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The Broadcasting Playlist™ Sep 17

Contemporary

<i>Last This</i> <i>week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
4	1 <i>My Sharona</i> □ The Knack	Capitol
2	2 <i>After the Love Has Gone</i> □ Earth, Wind & Fire	Columbia
3	3 <i>Good Times</i> □ Chlc	Atlantic
1	4 <i>Sad Eyes</i> □ Robert John	EMI/America
5	5 <i>Lead Me On</i> □ Maxine Nightingale	Windsong
6	6 <i>Lonesome Loser</i> □ Little River Band	Capitol
8	7 <i>Rise</i> □ Herb Alpert	A&M
9	8 <i>Don't Bring Me Down</i> □ Electric Light Orchestra	Epic
11	9 <i>I'll Never Love This Way Again</i> □ Dionne Warwick	Arista
7	10 <i>Main Event</i> □ Barbra Streisand	Columbia
10	11 <i>Devil Went Down To Georgia</i> □ Charlie Daniels Band	Epic
14	12 <i>Goodbye Stranger</i> □ Supertramp	A&M
15	13 <i>When You're In Love</i> □ Dr. Hook	Capitol
12	14 <i>Don't Stop Til You Get Enough</i> □ Michael Jackson	Epic
13	15 <i>Let's Go</i> □ Cars	Elektra
16	16 <i>What Cha Gonna Do</i> □ Stephanie Mills	20th Century
17	17 <i>Sail On</i> □ Commodores	Motown
18	18 <i>Bad Girls</i> □ Donna Summer	Casablanca
39	19 <i>Rolene</i> □ Moon Martin	Capitol
21	20 <i>Driver's Seat</i> □ Sniff 'n' the Tears	Atlantic
19	21 <i>You Can't Change That</i> □ Raydio	Arista
26	22 <i>Cruel To Be Kind</i> □ Nick Lowe	Columbia
22	23 <i>Heaven Must Have Sent You</i> □ Bonnie Pointer	Motown
23	24 <i>Spooky</i> □ Atlanta Rhythm Section	Polydor
20	25 <i>Makin' It</i> □ David Naughton	RSO
25	26 <i>Bad Case of Lovin' You</i> □ Robert Palmer	Island
30	27 <i>Depending On You</i> □ Doobie Brothers	Warner Bros.
24	28 <i>I Do Love You</i> □ G.O.	Arista
29	29 <i>Pop Muzik</i> □ M.	Warner Bros.
27	30 <i>Hot Summer Nights</i> □ Night	Planet
31	31 <i>Lovin' Touchin' Squeezin'</i> □ Journey	Columbia
32	32 <i>Born To Be Alive</i> □ Patrick Hernandez	Columbia
34	33 <i>You Decorated My Life</i> □ Kenny Rogers	United Artists
28	34 <i>Get It Right Next Time</i> □ Gerry Rafferty	United Artists
33	35 <i>Boss</i> □ Diana Ross	Motown
37	36 <i>Dirty White Boy</i> □ Foreigner	Atlantic
35	37 <i>Where Were You When I Was Falling In Love</i> □ Lobo	MCA
40	38 <i>Dim All the Lights</i> □ Donna Summer	Casablanca
41	39 <i>Different Worlds</i> □ Maureen McGovern	Warner Bros.
36	40 <i>Good Girls Don't</i> □ The Knack	Capitol
38	41 <i>Suspicious</i> □ Eddie Rabbitt	Elektra
46	42 <i>Hold On</i> □ Ian Gomm	Epic
43	43 <i>I Know a Heartache</i> □ Jennifer Warnes	Arista
45	44 <i>Arrow Through Me</i> □ Wings	Columbia
-	45 <i>Ain't That a Shame</i> □ Cheap Trick	Epic
48	46 <i>Midnight Wind</i> □ John Stewart	RSO
-	47 <i>Remember</i> □ Louise Goffin	Asylum
44	48 <i>Mama Can't Buy You Love</i> □ Elton John	MCA
47	49 <i>If You Remember Me</i> □ Chris Thompson	Planet
-	50 <i>Street Life</i> □ Crusaders	MCA

Playback

Gold or mold? Gold libraries have probably been tapped more this summer than ever before as contemporary program directors work to keep up the sound of their stations during what they see as a long spell of mediocre music from record companies. The question of how to determine which old records to play came up at several workshops during last week's National Association of Broadcasters' Radio Programming Conference in St. Louis. Bill Tanner, program director at WHY(FM) Hollywood, Fla., said he uses the same type of call-out research for pinpointing which new and gold records his audience wants to hear. "We're finding more and more of a separation between what gold records adults and teens want to hear," he said. "Old Motown records have been negative with teens but very positive with adults, so oldies are dayparted." **Report from down under.** Barry Chapman, program director at 2SM Sydney, Australia, said he's been getting "very positive response" from alternating music of the 60's with new rock 'n' roll, which he differentiates from new wave. **On the adult contemporary side.** Bob Hughes, program director at WASH(FM) Washington, uses a mail-in contest for the top five songs of all time and is presently designing a mail-in ballot for polling local listeners on what gold records they want to hear. Denise Oliver, program director at WYY(FM) Baltimore, commented that, "the type of music considered 'in' changes all the time," for her station's audience. Oliver's on-air polls look for gold records listeners want to hear "right now," but the station plays only those that fit the sound of the station.

Country

<i>Last This</i> <i>week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
3	1 <i>I May Never Get To Heaven</i> □ Conway Twitty	MCA
7	2 <i>Only Love Can Break a Heart</i> □ Kenny Dale	Capitol
2	3 <i>It Must Be Love</i> □ Don Williams	MCA
17	4 <i>Dream On</i> □ Oak Ridge Boys	MCA
1	5 <i>You're My Jamaica</i> □ Charley Pride	MCA
9	6 <i>There's a Honky Tonk Angel</i> □ Elvis Presley	RCA
6	7 <i>Daddy</i> □ Donna Fargo	Warner Bros.
10	8 <i>My Silver Lining</i> □ Mickey Gilley	Epic
4	9 <i>Fools</i> □ Brown & Cornelius	RCA
8	10 <i>Til I Can Make It On My Own</i> □ Rogers & West	U.A.
11	11 <i>I Know a Heartache</i> □ Jennifer Warnes	Arista
-	12 <i>You Ain't Whistlin' Dixie</i> □ Bellamy Bros.	Warner Bros.
14	13 <i>Just Good Ol' Boys</i> □ Moe & Joe	Columbia
13	14 <i>Before My Time</i> □ John Conlee	MCA
-	15 <i>In No Time At All</i> □ Ronnie Milsap	RCA
15	16 <i>Heartbreak Hotel</i> □ Nelson/Russell	Columbia
5	17 <i>Devil Went Down To Georgia</i> □ Charlie Daniels Band	Epic
18	18 <i>Fooled By a Feeling</i> □ Barbara Mandrell	MCA
-	19 <i>Last Cheater's Waltz</i> □ T.G. Sheppard	Warner Bros.
23	20 <i>I Don't Do Like That No More</i> □ Kendalls	Ovation
16	21 <i>Fools For Each Other</i> □ Johnny Rodriguez	Epic
12	22 <i>Here We Are Again</i> □ Statler Bros.	Mercury
21	23 <i>Don't Let Me Cross Over</i> □ Jim Reeves	RCA
-	24 <i>Half the Way</i> □ Crystal Gayle	Columbia
19	25 <i>Coca-Cola Cowboy</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.

Stanton fears that ideology may curb WARC technology

Former CBS executive, in speech in London, warns that politics may reign in Geneva, to detriment of all countries taking part

Frank Stanton, former president and retired vice chairman of CBS, called last week for the U.S., Britain and like-minded countries to "take a position of leadership" at the World Administrative Radio Conference opening next week at Geneva, lest their current communications problems be "severely compounded."

"We are going to have to develop a strong and persuasive case if our views are to prevail," Stanton said in a speech prepared for delivery Friday at the Royal Television Society's convention at Cambridge, England.

"We must have a coherent and sensible position—such as a doubling of the available frequencies in the case of shortwave broadcasting," he asserted. "Finally, we must be successful in persuading a majority of nations, which means primarily the Third World countries, that an expansion of the shortwave band is in their interests. It makes more efficient use of the spectrum and improves everybody's broadcasting capabilities."

"The Soviet Union and its compatriots will not see it this way, but I believe a sensible position forcefully argued in terms of mutual interest can overcome the Soviets' ideological stance."

Stanton, asserting that WARC will set a pattern for the use of new technologies for two decades, cited some of the problems:

"Developments among Soviet Bloc, Third World and even some western nations in recent years raise the danger that much of the satellite and other technology becoming available might be stifled. It is possible that nations like the U.S. and the United Kingdom will be denied scope for applying the new television technology. It is equally possible that, for nationalistic and ideological reasons, the less developed nations will deny themselves the benefit of new technology and the free flow of communications that can help speed their development."

Stanton, who was chairman of the U.S. Advisory Commission on Information from 1964-73, cited "a growing trend" among many nations to treat the press as "a handmaiden of government"—a trend encouraged, he said, "under the tutelage of UNESCO."

"Part of the rationalization of the Third World," he said, "is that the news coverage and the broadcasting from western nations is culturally biased and focuses almost exclusively on the problems and deficiencies of the struggling new nations." He agreed there are "defects in our coverage which call for improvement" and added: "While we must continue to strive for accuracy and objectivity, we must avoid condescension, and learn that the newer nations might legitimately be viewed by a different set of cultural standards than our own."

"There also," he continued, "is the argument that the newer nations have been cheated of their fair share of the spectrum, and they will want the imbalance redressed during the WARC meeting. If recent history is any guide, we can expect a great deal of inefficiency and waste to result."

"In a 1977 WARC proceeding to allocate direct satellite broadcast channels, 947 were divided among nations in Europe, Africa, Asia and the Pacific. A proposal by the U.S. calling for an evolutionary approach was rejected in favor of immediate allocation. As a result, those channels remain virtually unused, warehoused for possible future use."

"Satellite technology commands our attention for future systems, but its potential is primarily for domestic use. For international broadcasting, the potential was stifled by decisions made by the International Telecommunication Union in 1977. In requiring prior consent of the receiving country, ITU killed radio and television broadcasting by satellite across international borders before it ever could demonstrate its benefits. In the international field, shortwave has been the mainstay and it will remain so for the two decades that pass before another WARC meeting."

But overcrowding of shortwave frequencies, Stanton said, has produced interference levels that "render some channels useless and are a serious deterrent to the free flow of news and information." The "logical solution," he said, is "expansion of the shortwave spectrum."

However, he continued, there are political as well as technical problems to be dealt with at WARC:

"The Soviet Union has invaded part of the fixed service spectrum. With this haven for their own steadily expanding operations, the Soviets are opposed to expanding the frequencies used by others. If the Soviet view prevails, and if the Third World nations insist on reallocation of present frequencies to provide them with a 'fair share,' the U.S. and the United Kingdom will suffer the severest losses. It

would be a grave threat to the BBC, Voice of America and other western broadcasters."

Stanton also dealt with some of the pressures and problems faced by U.S. broadcasters arising from the courts, Congress and regulatory agencies.

"Can we be confident," he asked, "that the new technology will strengthen society's freedoms? These new developments also have the capacity for invasion of privacy, for covert surveillance and for the uses of propaganda."

The new technology may even "intrude into the process of government itself," he continued. He cited Warner Cable's two-way Qube system, currently in operation in Columbus, Ohio:

"One can imagine politicians using such a two-way system as a basis for making safe decisions. It would provide a sort of instant national plebiscite that the politician could be beguiled into considering scientific decision-making. It would, of course, substitute reaction for leadership, with the political leader abdicating one of the primary roles he was elected to perform."

Looking to the upcoming Geneva meetings, Stanton said "the WARC sessions are just one more arena for the struggle we must constantly wage to preserve freedom of expression and maintain a free flow of communications within our own nations and throughout the world. We will never be persuasive in the rest of the world, of course, if freedom is not supported in our own environments."

"We should be able to expect our governments to join us in defending these principles and urging them on other nations. Let us hope we will be successful in that endeavor. Freedom of communication has served our democratic societies so well that I count it a generous impulse to wish its benefits for the entire world community."

Flaherty to RTS: consider the costs with the benefits of technological change

Will some improvements really be worth it? asks CBS's top engineer

Technology has advanced to a point that marks "the beginning of a revolution as fundamental to communications as the industrial revolution was to manufacturing," Joseph A. Flaherty of CBS-TV told the Royal Television Society.

In a speech prepared for delivery to the

society's convention on Friday, the CBS-TV vice president for engineering and development said the time has long since past when almost anything an engineer developed probably filled an immediate need. "As of today," Flaherty feels, "television technology is developing simultaneously in solid-state components and digital-signal processing. These two fields, combined with parallel research in satellite communications, threaten to overwhelm us with a profusion of new creative tools." There is a need now for closer cooperation between the creative and technical communities, Flaherty said, because "today's engineer or scientist, with the mass of technology at hand, will, if left undirected, likely devise sophisticated solutions for problems that do not exist."

He traced the development of television, electronic newsgathering, cable, pay cable, home video cassette recorders and video disks, and offered some projections for 1988 U.S. totals: TV homes up from 74.5 million now to 89 million; cable subscribers up from 14 million to 30 million; pay cable subscribers up from 23% of cable homes to almost 40%; video cassette recorders in 15% of homes and video disks in perhaps 12%; subscription television being received in 4.5% of homes.

He also reviewed the current costs of broadcast programming—\$300 million a year spent by the networks on news, for instance; \$22 million a week for made-for-TV films, and \$250,000 to \$600,000 per episode for half-hour situation comedies and one-hour series dramas—and posed the question:

"Will pay cable systems be able to support such programming economically, let alone better it? Today's cable distribution of over-the-air television programs, sports and feature films cannot fully utilize the plethora of channels that technology has made available to the wired home."

Technology has reached the point where it can be made to do "virtually anything we want it to do," Flaherty said, but many technical things that are "do-able" raise nontechnical questions. He cited TV programs with stereo or surround sound as one example, asking: "But would the improvement offset the increased production costs of [programs] or should such techniques be restricted to musical concert productions?"

"Similarly," he continued, "three-dimensional television could be implemented. If it is not used for broadcasting, will the pay cable and video-disk industry see such a technique as a competitive advantage? Does it have any production value?"

"Wall-size television displays are close at hand. What change will this require in program formats? Will such a development enhance the value of stereo sound? And will we need a high-fidelity television standard to better utilize wall-size pictures? If so, is this the time to initiate an all-digital transmission system? If such a high-fidelity system is not broadcastable, will it be exploited by the cable and video-disk industries?"

UHF comparability: facing up to the easy issues

FCC task force outlines the problems at transmitting and receiving ends but the real problem will be whether commission can force manufacturers to comply with technical standards that may cost them and the consumer more

The FCC's task force on UHF comparability last week released the first in a series of reports that could culminate in commission standards for transmitting and receiving equipment for both UHF and VHF television.

The task force defined UHF comparability as a condition in which consumers base their viewing decisions on programing, not on whether a channel is UHF or VHF. In order to arrive at that point, the task force must determine if inefficiencies exist in present transmitter/receiver systems, and, if so, the costs to manufacturers and consumers of correcting them. But if the task force determines that present equipment is not both cost-effective and efficient, and recommends that the FCC order manufacturers to comply with certain standards in production,

then the real battle begins over whether the commission has the authority to set standards.

Last week's report examined two areas where the task force believes UHF suffers definite handicaps: receiver channel-selection mechanisms and picture quality. The staff determined that there are currently three channel mechanisms in use: detent selectors, with separate UHF and VHF dials which are "clicked" to the desired channel; push-button memory selectors, preset by the manufacturer for VHF and by the dealer or viewer for UHF; and digital selectors, with a keypad similar to a hand-held calculator. The task force believes that the detent selectors have stabilized both in cost and technical development, but hopes that the expense of the electronic tuning devices will come down as technology is refined. In addition to evaluating the costs and technological capabilities of the current mechanisms available, the staff hopes to determine the extent to which viewing habits are influenced by the channel selector.

The second half of the report concentrated on UHF picture quality. It cited known technical differences between UHF

InSync

Part of the family. Harris Corp. has completed acquisition of Consolidated Video Systems, Sunnyvale, Calif., for \$12.8 million. Name of new subsidiary has been changed to Harris Video Systems Operation, and Jim Summers, former president of CVS, will continue to manage operations with new title of vice president of Harris Broadcast Products. According to spokesman for Harris, new company is ready to introduce several new digital video products, including computerized videotape editing system, TV frame storage system and three video frame synchronizers.

□

Cabletext next. Selman M. Kremer, vice president of Southern Satellite Systems Inc., said that its satellite cabletext service, capable of delivering 150 to 300 channels of text, depending on speed pages are run, has been postponed. Kremer now predicts it will be ready "early part of 1980." Delay in introduction of new service that will be sent to cable systems over vertical blanking interval of superstation WTBS-TV Atlanta was caused by dissatisfaction with performance of original system. Kremer said SSS is looking at new equipment that he hopes will make cabletext more dependable.

□

Second chance. Satellite Communications Systems, satellite carrier of KRVU-TV Oakland, Calif., has been sold by Holiday Inns to Warner Cable Corp. for undisclosed price. Despite speculation that Warner has better ideas for use of transponder than carriage of KRVU, a spokesman at Warner said that "it will be business as usual."

□

Cable News news. Terry McGuirk, vice president of special projects for Turner Communications and one of marketers of company's Cable News Network said CNN's Atlanta facilities will include five receive-only earth stations aimed at five different domestic satellites. McGuirk also said they haven't decided whether to lease another transponder or buy 5,000 hours of occasional-use time for bringing remote feeds to Atlanta.

□

How much 9 khz? FCC has awarded contract to Silliman, Moffet & Kowalski, consulting engineering firm, to assess cost to AM broadcasters should separations be reduced from 10 khz to 9 khz. Nine-month contract totals \$228,583.

and VHF: increased ghosting, color and sound quality degradation and amounts of signal noise. The staff intends to evaluate various alternatives in transmitting and receiving equipment in order to find how to achieve comparability at the lowest possible cost.

But once the technological problems of transmitting/receiving systems are solved, the task force must answer questions as to how increased costs for UHF systems are currently borne and how they can be equitably distributed in the future. The report said "the commercial broadcaster bases his decision to operate at a specific power level on the cost of the power level versus the advertising revenues he can obtain from the coverage provided by this power level. The viewer, on the other hand, bases his decision on equipment investment on the value of the additional programming source versus the cost of equipment to obtain this source. Because

of this lack of coordination in investment decision . . . inefficiencies may exist that result in a given level of picture actually costing more than is necessary." The task force is currently seeking information on how the market coordinates these choices; on how the consumer can best be informed of them and their potential cost to broadcasters and consumers, if each is not already getting back what they spend in making those choices.

If the task force's ultimate solution to problems facing UHF operators comes down to specifying engineering standards, the question remains as to whether the FCC can force manufacturers to comply. Such action will not be met without resistance, as can be seen by the Electronic Industries Association's current fight against UHF noise level set by the FCC last winter.

Commissioner Joseph Fogarty says the commission "has to have guts" in forcing

the manufacturers to comply with standards. "Unless the manufacturers get in and agree to standards set by reasonable scientists, we'll be back where we are today. There are three ways they can do it: voluntarily, by FCC order, or through congressional legislation." Fogarty believes the FCC has such authority, by statute, to enforce such an order, but he doesn't believe that such a mandate would be met without a fight. "It all comes down to bucks," he said.

Commissioner Anne Jones, however, said she would be "flabbergasted" to find the FCC did have such authority. But Commissioner James Quello agrees with Fogarty, and is, in fact, "worried that we're doing too much studying and not taking action as soon as possible." Quello believes the FCC should take a firm stance on manufacturers developing digital tuning, lower db levels and efficient power transmission for UHF.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 3 through Sept. 7.

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

New Stations

AM applications

■ Cabot, Ark.—Cabot Broadcasting seeks 1350 khz, 500 w-D. Address: P.O. Box 724, Cabot 72023. Estimated construction costs \$4,975; first quarter operating cost \$6,000; revenue \$50,000. Format: Standard Pops. Principals: David J. Philipps and Raymond W. Loewy, both 50%. Philipps is consulting engineer in Little Rock, Ark. and Loewy is owner of commercial electronics in Little Rock. Neither have other broadcast interests.

■ Solvang, Calif.—Newport Broadcasting Co. seeks 1550 khz, 500 w-D. Address: 232 Via Eboli, Newport Beach, Calif. 92663. Estimated construction costs \$38,332; first quarter operating cost \$12,980; revenue \$54,000. Format: Contemporary. Principals: Robert T. Mindte (52%), and R. Gary Talbott (48%). Mindte is electronics engineer and project manager for Ford Aerospace & Communications Corp., Newport Beach. Talbott is Santa Barbara, Calif. civil engineer, employed by Penfield & Smith. Both own same amount of stock in application for FM station in Solvang. Ann. Aug. 31.

■ Hayden, Ky.—Broadcast Bureau granted Ayers Short Sales Inc. 1600 khz, .5kw-D. Address: P.O. Box

144, Clintwood, Va. 24228. Estimated construction costs \$5,500; first year operating cost \$16,100; revenue \$93,800. Format: C&W/variety. Principals: Ayers Shortt, (60%), his wife Marion (20%), and Mrs. Rex Baker (20%). Ayers is salesman for Deskins Coal Sales Corp. in Pikeville, Ky. Both Marion Shortt and Mrs. Baker are homemakers. There are no other broadcast interests (CP-780718AA). Action Aug. 20.

■ Central Point, Ore.—Sally W. Meller seeks 610 khz, .5kw-D. Address: 415 7th Street, Santa Monica, Calif. 90402. Estimated construction costs \$219,000; first year operating cost \$33,000; revenue \$350,000. Format: religious. Principal: Sally Meller (100%) is retirement hotel operator and evangelical minister in Santa Monica. She has no other broadcast interests. Ann. Aug. 31.

■ Bountiful, Utah—General Broadcasting Inc. seeks 680 khz, 1kw-D. Address: 1171 South West Temple. Estimated construction costs \$44,951; first year operating cost \$41,455; revenue \$72,200. Format: Good music. Principals: David R. Williams (55%), and wife Deanna (45%). David owns Industrial Communications, manufacturer of mobile telephone and one-way paging units in Vernal and Salt Lake City, both Utah. He is also owner of General Telephone in Salt Lake City. Deanna is accountant. There are no other broadcast interests. Ann. Aug. 31.

FM applications

■ Big Pine Key, Fla.—Lower Keys Broadcasting Corp. seeks 93.5 mhz, 3 kw, HAAT: 192 ft. Address: 4431 Rock Island Rd., Ft. Lauderdale, Fla. 33319. Estimated construction cost \$21,866; first quarter operating cost \$14,544; first quarter revenue \$18,000. Format: adult contemporary. Principals: John T. Galanses and Robert F. Bell, both 50%. Galanses is program manager for WCKO(FM) Pompano Beach, Fla. and 8 2/3% owner of WGFT Inc., licensee of WGFT(AM) Youngstown, Ohio. Bell is 1/3 owner of Rose Broadcasting Inc., licensee of WRBD(AM)-WCKO(FM) Pompano Beach; president and 51% owner of WXLX(AM) Decatur, Ga., and president and 42.2% owner of WCGL(AM) Jacksonville, Fla. Ann. Aug. 30.

■ Hazard, Ky.—Appalachian Ed. Broadcasting Inc. seeks 88.1 mhz, 100 kw, HAAT: 359 ft. Address: Star Route 1, Box 86, Hazard 41701. Estimated construction cost \$5,100; first quarter operating cost \$14,362.42; revenue \$80,000. Principal: Non-profit education corporation. Rev. Drew Martin is president. There are no other broadcast interests. Ann. Aug. 30.

■ Quanah, Tex.—Joy Radio Broadcasting Inc. seeks

100.9 mhz, 3 kw, HAAT: 219 ft. Address: Box 456, Quanah 79252. Estimated construction cost \$8950; first year operating cost \$7450; revenue \$24000. Format: C&W and Talk. Principals: Joe E. Willis, Robert Rachwig, Charles Maddux, E. F. Abercrombie Jr., and Marlin Maddoux—20% each. Joy Radio is also licensee of KOLJ(AM) Quanah. Ann. Aug. 30.

■ Seymour, Tex.—Floyd Broadcasting Inc. seeks 94.3 mhz, 3 kw, HAAT: 109 ft. Address: Highway 82W, P.O. Box 1191, Seymour 76380. Estimated construction cost \$22,011; first quarter operating cost \$22,161; Format: easy listening. Principal: W. Dave Floyd, president and general manager. 100%. Floyd is licensee of KSEY(AM) Seymour. There are no other broadcast interests. Ann. Aug. 30.

FM actions

■ Redding, Calif.—Broadcast Bureau granted joint request by Carrol E. Brock, Colgan FM Communications Corp. and Redding FM Communications Inc., mutually exclusive applicants for CP for new FM radio station in Redding on 104.3 mhz, and dismissed Brock's application (BPH-10107). Action Aug. 31.

Ownership Changes

Applications

■ KOSO(FM) Patterson, Calif. (93.1 mhz, 1.55 kw)—Seeks assignment of license from the Wireless Communications Co. to KOSO Inc. for \$450,000. Seller is owned by Frank Imburg, who purchased station in 1977 and has asked for waiver of three-year rules based on his disability, resulting from heart attack. He also owns 15% of WABJ(AM)-WQTE(FM) Adrian, Mich. Buyer is owned by F. A. Koscielak and S. Walter Richey (50% each). Richey is chairman and Koscielak is financial vice president of St. Paul, Minn.: financial services company. Richey and his wife own WWC-AM-FM Ripon, Wis. Koscielak has no other broadcast interests. Ann. Sept. 6.

■ WSKW(AM)-WTOS-FM Skowhegan, Me. (AM: 1150 khz, 5 kw-D; FM: 105.1 mhz, 25 kw)—Seeks assignment of license from Kennebec Valley Broadcasting Inc. and Sugarloaf Broadcasting Systems Inc., respectively, to Windjammer Communications Corp. for \$650,000. Sellers are principally owned by John and Gerard Pineau, brothers, who also own WPNO(AM) Auburn and WVII-TV Bangor, both Maine. Buyer is

owned by Windward, Inc., owned, in turn, by Pepsi-Cola Bottling Corp. of Kecksburg (72%) and Arnold M. Flank (28%). Flank is Chicago attorney with no other broadcast interests. Pepsi-Cola, owned by John A. Robertshaw Jr. and John D. Reese (50% each), also owns WCNS(AM) Latrobe, Pa. Ann. Sept. 6.

■ WAAA(AM) Winston-Salem, N.C. (980 khz, 1 kw-D);—Seeks transfer of control of Media Broadcasting Corp. from Robert B. Brown (100% before; none after) to Evans Broadcasting Corp. (none before; 100% after). Consideration: \$1,040,000. Brown is also 100% owner of WKZL(FM) Winston-Salem, N.C., and 52.4% owner of WORD(AM) Spartanburg, S.C. Buyer is owned by Mutter D. Evans, general manager, of WAAA and vice president of WKZL.

■ WABQ(AM) Cleveland (1540 khz, 1 kw-D)—Seeks assignment of license from Booth American Co. to WABQ Inc. for \$600,000. Seller also owns WJLB(AM)-WMZK(FM). Detroit, WSGW(AM)-WIOG(FM) Saginaw and WIBM(AM)-WHFI(FM) Jackson, all Michigan; WRBR(FM) South Bend, Ind.; WTOD(AM)-WKLK(FM) Toledo and WZZP(FM) Cleveland, both Ohio; and WIOU(AM)-WZVZ(FM) Kokomo, Ind. It is owned by John L. Booth and family. Buyer is owned by John R. Linn (75%) and his wife, Barbara (25%). John Linn also owns 50% of WLQB(AM)-WWCK(FM) Flint, Mich., and 30% of WCWA(AM)-WIOT(FM) Toledo, Ohio, and WKBZ(AM) Muskegon, Mich. Ann. Sept. 6.

Actions

■ KKLK(FM) Conway, Ark. (105.1 mhz, 28.5 kw)—Broadcast Bureau granted assignment of license from Communications Media Corp. to Coastal Communications Ltd. for \$625,000. Seller is owned by Rick Osborne and Lloyd Stone (50% each), who also own KVEE(AM) Conway. Buyer is owned by Charles Hohenberg (15%) and his children—Mina, Ryan, Charles and Alice (15% each)—and Charles Burroughs (26.6%) and his son, Richard (13.3%). Charles Hohenberg Sr. is principal in cotton and real estate company in Selma, Ala. His son is professor of physics at Washington University, St. Louis. Mina Ryan is housewife in Norfolk, Va., where Alice Hohenberg is potter. Burroughses are principals in Royster Co., real estate and fertilizer company in Norfolk. None has other broadcast interests (BALH790516HU). Action Aug. 27.

■ KMST(TV) Salinas, Calif. (ch. 46)—Broadcast Bureau granted assignment of license from Monterey-Salinas TV Inc. to Retlaw Enterprises Inc. for \$8.25 million ("In Brief," March 5). Seller is owned by Lynn J. Brinker (25%); Stoddard Johnston, James Morris and William Bertram (20% each); William Schuyler (10%), and Charles Muntean (5%). Group has no other broadcast interests. Buyer is owned by Lillian Truys (30%), Sharon Lund (30%) and Diane Miller (24%). Remaining shares (16%) are held in trust for children of Mrs. Miller. Mrs. Truys is widow of Walt Disney; others are his daughters. Buyers also own KJEO(TV) Fresno, Calif., and KOGO(AM) San Diego. Stations are managed by Joseph C. Drilling, president of Retlaw (BALCT790615KE). Action Aug. 27.

■ KOGO(AM) San Diego (600 khz, 5 kw)—Broadcast Bureau granted assignment of license from Retlaw Broadcasting Co. to Southwestern Broadcasters Inc. for \$7 million. Seller is owned by heirs of Walt Disney and managed by Joseph C. Drilling, president. It also owns KJEO(TV) Fresno, Calif., and has also purchased, KMST(TV) Salinas, Calif. (see above). Buyer is group owner, principally owned by Arthur J. Shaddek and his wife, Katherine; Edward Shaddek is brother of Arthur, minority owner and president. It owns KRDS(AM) Tolleson, Ariz.; KPRI(FM) San Diego; KYMS(FM) Santa Ana, Calif.; KBRN(AM) Brighton, Colo., and KCCW(AM) Terrell Hills-KZZY(FM) San Antonio, Tex. (BAL790601EA). Action Aug. 28.

■ KBRR(AM) Leadville, Colo. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Shirley A. East to Color Radio Ltd. for \$120,000. East has no other broadcast interests. Buyer is owned by Eric D. Kelly (28.33%); David Jackson and his wife, Mary Lou (33.33% held jointly); Bret Kelley, and Viana E. Heeren. Eric Kelly is Pueblo, Colo., attorney and businessman; Bret is his father. Jackson is Pueblo dentist. Heeren is housewife. None has other broadcast interests (BAL790703HC). Action Aug. 23.

■ WDGL(AM) Douglasville, Ga. (1520 khz, 1 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from Douglas County Broadcasting Inc. to S-P Enterprises Inc. for \$225,000. Seller is owned by

Evelyn P. Rowe, widow of Howard M. Rowe, who died in December 1978. She also owns, as heir, WSNE(AM) Cumming, Ga. Buyer is owned by Hugh J. Wheeler and Dale L. Karacostas. They are salesmen at WZAT(AM)-WSGA(FM) Savannah, Ga. (BAL790622FR). Action Aug. 27.

■ WYER-AM-FM Mt. Carmel, Ill. (AM: 1360 khz, 500 w-D; FM: 94.9 mhz, 37 kw)—Broadcast Bureau granted transfer of control of Jel-Co Radio Inc. from John F. Hurlbut and his wife, Emmy (100% before; none after) to David Hurlbut (73%) and Gregory W. Goodson (27%). Consideration: \$640,000. Sellers have no other broadcast interests. David Hurlbut is their son and general manager of stations, where Goodson is salesman (BTCH790710EK, BTC790710EJ). Action Aug. 27.

■ KFIR(AM) Sweet Home, Ore. (1370 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Campbell Broadcasting Corp. to James and Mercedes McDaniel for \$170,000. Seller is owned by Steven A. Prendergast (51%) and his father, Arthur (49%). They have no other broadcast interests. McDaniels are married. James is Lebanon, Ore., businessman. Mercedes is physician there. Neither has other broadcast interests (BAL790629GN). Action Aug. 30.

■ WIKE(AM) Newport and WTWN(AM) St. Johnsbury, both Vermont (WIKE: 1490 khz, 1 kw-D, 250 w-N; WTWN: 1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignments of licenses from Memphremagog Broadcasting Co. and Twin State Broadcasting Inc., respectively, to Brent W. Lambert and Eric H. Johnson (50% each) for \$610,000, including \$25,000 for agreement not to compete. Sellers are principally owned by Dean Finney, who has no other broadcast interests. Lambert and Johnson each own third interest in KIOQ-FM Bishop, Calif., and KEVA(AM) Evanston, Wyo., and one-sixth interest in applicant for new AM at Golden, Colo. (BAL790621FH, BAL790621FI). Action Aug. 23.

Facilities Changes

AM applications

■ WLIC(AM) Adamsville, Tenn.—Seeks CP to increase power to 2.5kw and install DA. Ann. Aug. 31.

■ WJJJ(AM) Christiansburg, Va.—Seeks CP to increase power to 2.5 kw. Ann. Aug. 31.

AM actions

■ KSDO(AM) San Diego—Granted mod. of CP to augment daytime pattern; conditions (BMP790215AL). Action Aug. 29.

■ KGOE(AM) Thousand Oaks, Calif.—Granted mod. of CP making changes in nighttime radiation pattern and changing SL and RC to: 2524 Townsgate Road, Thousand Oaks; conditions (BMP-790605AK). Action Aug. 27.

■ KUBA(AM) Yuba City, Calif.—Granted CP increasing night power to 1kw and redescribe TL and SL as I479 Sanborn Rd., Yuba City; conditions (BP780807A1). Action Aug. 29.

■ KLDK(AM) Denver—Granted CP changing station location to Aurora, Colo.; adding night service with 1 kw; change from DA-D to DA-D with separate night sight at approximately 5.8 miles SW of Watkins—along Coal Creek and 1.9 mi. N of Airline Rd., near Watkins, Colo. SL to be determined, Aurora; conditions (BP70831AT). Action Aug. 29.

■ KRXY(AM) Albuquerque, N.M.—Granted CP changing frequency to 1090 khz.; increase night and day powers to 1 kw, 50 kw LS; install DA-2, change TL: 2 mi. E. of Meadow Lake, N.M. (daytime site) TL: ½mi. E. of SE corner Albuquerque; install new day and night trans.; delete remote control; conditions (BP-20,568). Action Aug. 30.

■ KBHB(AM) Sturgis, S.D.—Granted CP to make changes in ant. sys. (BP790604AS). Action Aug. 29.

FM actions

■ *WGMC(FM) Greece, N.Y.—Granted CP to operate by remote control from trans-studio site: 800 Long Pond Rd., Greece; install new trans.; new ant.; make changes in ant. sys. ERP: 2.05 kw (H&V); ant. height: 46 ft. (H&V); conditions (BPED-2587). Action Aug. 29.

■ *KNTU(FM) Denton, Tex.—Granted CP changing

frequency to: 88.1 mhz.; installing new trans.; installing new ant.; make changes in ant. sys.; change TPO; ERP: 17KW (H&V); ant. height: 135 ft. (H&V) (BPED-2244). Action Aug. 30.

Translators

Actions

■ K221AO Bishop, Calif.—Broadcast Bureau granted Melvin L. Lindsey CP for new FM translator station on 92.1 mhz to rebroadcast programs of KSRN-FM Reno, Nev. (BPFT7809051B). Action July 31.

■ K292BH McDermitt, Nev.—Broadcast Bureau granted Quinn River Television Maintenance District CP for new FM translator station on 106.3 mhz to rebroadcast the programs of KFXD-FM Nampa, Idaho (BPFT-504). Action July 24.

■ Eldorado, Tex.—Broadcast Bureau granted application of Crockett County Broadcasters for authority to construct FM translator station to serve Eldorado by rebroadcasting signal of KRCT(FM) Ozona, Tex.; dismissed application by Crockett for authority to construct FM translator station to serve Sonora, Tex.; dismissed petition to deny filed by Sonora Broadcasting Inc. (BPFT-533-534). Action Aug. 31.

Allocations

Petitions

■ Mountain Home, Ark.—Mountain Valley Broadcasters Inc. requests amendment FM table of assignments to assign 104.3 mhz to Mountain Home (RM3469). Ann. Sept. 5.

■ WBBH-TV Fort Myers, Fla.—Broadcasting-Telecasting Services Inc. requests amendment TV table of assignments to assign ch. *48 in lieu of ch. [27 at Sebring, Fla. (RM3466). Ann. Sept. 5.

■ Marlton, N.J.—Triplet Broadcasting Co. requests amendment TV table of assignments to delete ch. 68 from Marion, Ohio and assign that channel to Mansfield, Ohio. (RM 3468). Ann. Sept. 5.

■ Agana, Guam—Lee M. Homes requests amendment TV table of assignments to assign ch. 5 or 6 to Honolulu (RM3467). Ann. Sept. 5.

Actions

■ Martinez, Ga.—Broadcast Bureau, in response to petition by R.E. Watkins, Jr., and Patrick G. Blanchard, proposed assigning 94.3 mhz to Martinez as its first FM assignment; comments due Oct. 31, replies due Nov. 20 (by Notice of Proposed Rulemaking) (BC Docket No. 79-216, RM-331). Action Aug. 30.

■ Nevada, Mo.—Broadcast Bureau, in response to petition by Everett G. Wenrick, assigned 97.7 mhz to Nevada as its first FM assignment, effective Oct. 15. (BC Docket No. 79-88, RM-3264). Action Aug. 30.

■ Owensville, Mo.—Broadcast Bureau, in response to petition by Gerald W. Hertlein, proposed deleting 100.9 mhz from Sullivan, Mo., and assigning it to Owensville; comments due Oct. 31, replies due Nov. 30 (by Notice of Proposed Rulemaking) (BC Docket No. 79-215, RM-3360). Action Aug. 30.

■ Grove, Okla. and Columbus, Kan.—Broadcast Bureau, in response to petitions by George C. Lackey and Ben H. Woolery, assigned 99.3 mhz to Grove and 98.3 mhz to Columbus, as first FM assignments (BC Docket No. 79-94, RM-3031, RM-3256). Action Aug. 30.

In Contest

Procedural Rulings

■ Tucson, Ariz. (Golden State Broadcasting Corp. et al.) **FM proceeding:** (BC Doc. 79-56-60)—ALJ Frederic J. Coufal, by five separate actions: granted petition by Old Pueblo Broadcasting Corp. and amended its application to supply engineering material relative to previous amendment which relocated its transmitter site by distance of 143 ft.; granted petition by Old Pueblo and amended its application to show that Alva B. Torres, principal, has commenced new employment

Summary of broadcasting

FCC tabulations as of June 30

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4519	5	24	4548	81	4629
Commercial FM	3059	2	53	3114	172	3286
Educational FM	959	0	34	993	88	1081
Total Radio	8537	7	111	8655	341	8996
Commercial TV						
VHF	514	1	2	517	8	525
UHF	216	0	4	220	58	278
Educational TV						
VHF	94	1	10	105	5	110
UHF	152	2	4	158	7	165
Total TV	976	4	20	1000	78	1078
FM Translators	273	0	0	273	94	367
TV Translators						
UHF	1177	0	0	1177	340	1517
VHF	2426	0	0	2426	209	2635

*Special temporary authorization

**Includes off-air licenses

as administrative assistant and public relations specialist for hospital in Tucson; granted petition by Great Southwest Communications Inc. and amended its application to substitute self-supporting tower for guyed tower originally proposed, to update its financial showing, and to show change in employment by one of its principals from sales account executive at one radio station to similar position at another radio station; granted petition by Tucson Community Broadcasting Inc. and amended its application to show that the two stockholders of Tucson Community own 52 and 48 percent, respectively, of its stock rather than 51 and 49 percent respectively, to redescribe Tucson Community's financial qualifications, redescribe format, note that its president is disabled Viet Nam war veteran, and add 1979 supplement to ascertainment exhibit—provided that no comparative advantage will accrue to Tucson Community by virtue of amendments, Actions Aug. 31; granted petition by Golden State and amended its application to change its TL, and as result, engineering portion of its original application. Action Sept. 4.

■ Burbank, Calif. (George E. Cameron Jr. Communications et. al.) **AM and FM proceeding:** (Docs. 20629-31, BC Doc. 79-65-67)—ALJ John H. Conlin granted motion by Cameron and Burbank Broadcasting Co. and extended to Oct. 3 time in which to respond to Broadcast Bureau's interrogatories and its motion for production of documents. Action Aug. 31.

■ Omaha, Neb. (Webster-Baker Broadcasting Co. et al.) **AM and FM proceeding:** (BC Docs. 78-337-39; 78-341-43; 78-345)—ALJ Frederic J. Coufal dismissed with prejudice application of Nebraska Communications Corp. in BC Docket No. 78-343; ordered that approval of agreement of remaining parties to pay to Nebraska sum of \$4,500 will abide resolution of qualifying issues now pending against Nebraska; ordered that burden of going forward with evidence on Nebraska qualifying issues is on Nebraska-Iowa Broadcasting Corp., but that burden of proof on those issues is on Nebraska. Action Aug. 28.

Cable

■ The following cable operators have filed service registrations:

■ William Penn Cable Co. for Delmont, Pa. (PA1446) add signal.

■ Danville Cablevision Co. for Chatham, Va. (VA0214) new system.

■ Direct Channels of Defiance Inc. for Defiance, Ohio (OH0668) new system.

■ Emco CATV Inc. for Putney, Hardwick, Newfane, and Pittsford, all Vermont (VT0116,030,7,63) add signal.

■ Buckeye Cablevision Inc. for Perrysburg, Ohio (OH0296) add signal.

■ Florida Video for Perry, Fla. (FL0019) add signal.

■ Franklin Cable TV for Franklin, La. (LA0066) add signal.

■ Greater New England Cablevision Co. for Hampden, Mass. (MA0103) new system.

■ Total TV Inc. for Jefferson, Wis. (WI0198) add signal.

■ Teleprompter Corp. for Ridgefield, Conn. (CT0113) new system.

■ Jackson Richard L. et al for New Paris, Ohio (OH0683) new system.

■ Caddo-Cable Communications Inc. for Naples, Daingerfield, and Omaha, all Texas (TX0565,6,7) new system.

■ Clayton County Cable Communications for Riverdale, Ga. (GA0247) add signal.

■ St. Joseph Cablevision for St. Joseph, Mo. (MO0046) add signal.

■ William Penn Cable Co. for Export, Murrysville, both Pennsylvania (PA1437,0513) add signal.

■ Cablecom Walton Corp. for Walton, N.Y. (NY0659, 264) add signal.

■ Emco CATV Inc. for Stratton, and Morrisville, both Vermont (VT0052, 0124, 5) add signal in Stratton and new system in Morrisville.

■ Community Telecable of Georgia Inc. for LaGrange, Ga. (GA0062) add signal.

■ Storer Cable TV of Florida Inc. for Manatee, Fla. (FL0464) new system.

■ Garden State CATV Inc. for Sparta, Ogdensburg, Franklin, Andover, Fredon, Newton, Stillwater, Hampton, and Lafayette, all New Jersey (NJ0063,2,58,6,88,9,61,87,336,7) add signal.

■ Santa Fe Cablevision Co. for Santa Fe, N.M. (NM0053) add signal.

■ CPI of Arkansas Inc. for North Little Rock, and Pulaski County, both Arkansas (AR0069, 147) add signal.

■ Wozniak for Segundo, Resago, Madrid, San Juan, and Velasquez Plaza, all Colorado (CO0125,6,7,8,9) new system.

■ Gerity Cablevision for Bay City, Essexville, Bangor, Hampton, Portsmouth, Frankenlust, Monitor, Kawkawlin, Midland, Auburn, and Williams, all Michigan (MI0101,2,17,8,9,20,1,201,2,4,202,3) add signal.

■ Jackson Hole Cable TV Ltd. for Jackson, Moose, Warm Springs, Cora, Boulder, Smoot, Auburn, Turnerville, Freedom, Alpine Junction, Hoback Junction, Jackson Lake Lodge, Flagg Ranch, Bondurant, Daniel, Big Sandy, Fairview, Graves, Bedford, Etna, Alta Targhee, Kelly, and Coulter Bay, all Wyoming (WY0049, 51, 3, 9, 61, 3, 5, 7, 9, 71, 3, 5, 7, 58, 60, 2, 4, 6; 8, 70, 2, 4, 6) add signal.

■ Cox Cable TV of Spokane Inc. for Milwood, Wash. (WA0296) new system.

■ Canyon Cable TV for Snowmass Village, Colo. (CO0124) new system.

■ Buckeye Cablevision Inc. for Perrysburg, and Rossford, both Ohio (OH0260, 417) add signal.

■ West Coast Cable TV Ltd. for DePoe Bay, Sletz River, and Lincoln County, all Oregon (OR0051,3,5,0) add signal.

■ Suffolk Cable Corp. for North Braddock, and Swissvale, both Pennsylvania. (PA0511,2) add signal.

■ Ionia Cable Services Inc. for Ionia, and Easton, both Michigan (MI0382,3) new system.

■ Selkirk Communications Inc. for Hallandale, Fla. (FL0465) new system.

■ Raystay Co. for Monroe, Pa. (PA1793) new system.

■ Teleprompter Corp. for Stewartville, Minn. (MN0164) add signal.

■ Montachusett Cable TV Inc. for Fitchburg, Gardner, and Leominster, all Massachusetts (MA0015,6,7) add signal.

■ Florida Video for Taylor, Fla. (FL0450) add signal.

■ Murray Cablevision for Murray, Ky. (KY0005) add signal.

■ Cablevision of Independence for Independence, Kan. (KS0004) add signal.

■ Tru-Vu Community TV Co. for Woodward, Okla. (OK0006) add signal.

■ Montecable for Montevideo, Minn. (MN0004) add signal.

■ Cablevision of Guymon for Guymon, Okla. (OK0002) add signal.

■ Columbus for Columbus, Neb. (NE0002) add signal.

■ Blackwell TV Cable for Blackwell, Okla. (OK0004) add signal.

■ Clearvision TV of Union City for Union City, Tenn. (TN0004) add signal.

■ Iowa Video for Fort Madison, Iowa (IA0001) add signal.

■ Ohio County Cablevision for Beaver Dam, Ky. (KY0183) add signal.

■ Village Cable Co. for Oriole, Fla. (FL0467) new system.

■ Audubon Electronics Inc. for Evesham, Mt. Holly, and Laurel Springs, all New Jersey (NJ0355,6,7) new system.

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- Smyrna Cable TV for Smyrna, and Cobb, both Georgia (GA0016,203) add signal.
- James Charlton et. al. for Walker, and Coleville, both California (CA0794,5) new system.
- Oregon Cablevision Co. for Dallas, Ore. (OR0081) add signal.
- Mountain City Cable for Mountain City, Tenn.. (TN0038) add signal.
- Century Virginia Corp. for Appalachia, Big Stone Gap, Wise, and Norton, all Virginia. (VA0001, 2, 143, 65, 003), add signal.
- Lebanon Cablesystem for Lebanon and Russell, both Virginia (VA0047, 213) add signal.
- St. Paul Cablesystem for Castlewood, Dante, and St. Paul, all Virginia (VA0212, 062, 4) add signal.
- American Cablesystems of Virginia Inc. for Honaker, and Swords Creek, both Virginia (VA0063,177) add signal.
- Oregon Cablevision Company for Monmouth, and Independence, both Oregon (OR0083, 2) add signal.
- Warner Cable Corp. for Columbus, Upper Arlington, Franklin, Hillard, Grandview Heights, Marble Cliff, Grove City, Valleyview, Gahanna, Worthington, and Riverlea, all Ohio (OH0239, 40, 1, 89, 510, 4, 6, 21, 2, 32, 80) add signal.
- Sun Valley Cablevision Inc. for Ketchum, Hailey, Bellevue, and Sun Valley, all Idaho (ID0055, 76, 83, 07) add signal.
- Oz Cable Con Inc. for El Dorado, Kan. (KA0184) add signal.
- Continental Cablevision of New Hampshire Inc. for Rye, N.H. (NH0076) new system.
- Manhattan Cable TV Services Inc. for Manhattan, Kan. (KA0042) add signal.
- Junction City Television Inc. for Ogden, Fort Riley, Grandview Plaza and Junction City, all Kansas (KA0032,1,9,40) add signal.
- Hampton Cablesystem for Braemer-Hampton,

- (TN0054) add signal.
- Newchannels Corp. for Schaghticoke, N.Y. (NY0796) new system.
- Televets of Coronado Inc. for Coronado, Calif. (CA0431) add signal.
- Cable TV of South Ouachita Inc. for South Ouachita, La. (LA0163) new system.
- Sunnyside, Wash. (WA0226) add signal.
- Oneonta Telephone Company for Oneonta, Ala. (AL0148) add signal.
- Gainesville Cablevision for Gainesville, and Hall, Ga. (GA0017, 104) add signal.
- Gulf Coast Cablevision Inc. for Gautier, Moss Point, and Pascagoula, all Mississippi (MS0098,78,7) add signal.
- Carbondale Cablevision Inc. for Carbondale, Ill. (IL0166,262) add signal.
- Hurst Cable Communications Corp. for Hurst, Tex. (TX0555) new system.
- Madisonville Cablevision for Earlington, Madisonville, Hopkins, and Mortons Gap, all Kentucky (KY0001,2,3,93) add signal.
- Northern Cablevision Inc. for St. Louis Park, Minn. (MN0092) add signal.
- Garden State CATV Inc. for Byram, N.J. (NJ0057) add signal.
- Lake Charlevoix Cable TV Co. for Evangeline, Wilson, Elmira, and Hayse, all Michigan (MI0377,8,9,80) new system.
- Selkirk Communications Inc. for Sea Ranch Lakes, Fla. (FL0463) new system.
- Storer Cable TV of Texas Inc. for Grand Prairie, and Graland, both Texas (TX0553,4) new system.
- Jackson Hole Cable TV Ltd. for South Park, Wilson Teton, both Wyoming (WY0050,2) add signal.
- Incidental Services Inc. for San Jose, Calif. (CA0793) new system.
- Suburban Cablevision Inc. for Scotch Plains, Rahway, and Clark, all New Jersey (NJ0352,4,3) new system.
- Royal Palm Beach Cable Television Co. for Royal Palm Beach, Fla. (FL0466) new system.
- Greer Associates Inc. for Spartanburg, S.C. (SC0081) new system.
- Wolf Point Cable TV Co. for Wolf Point, Mont. (MT0080) add signal.
- Plentywood Cable TV Co. for Plentywood, Mont. (MT0078) add signal.
- Millhaven Public Service Corp. for North Ouachita, La. (LA0164) new system.
- Calbe TV of North Ouachita Inc. for North Ouachita, La (LA0165) new system.
- Finneys Cable TV for Kingsley, Ky. (KY0379) new system.
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- Greer Associates for Greer, S.C. (SC0090) add signal.
- Newchannels Corp. for Schaghticoke, N.Y. (NY0796) new system.
- Richard Jackson et. al. for Lewisburg, West Alexandria, Verona, Camden, Easton, New Lebanon, Brookville, and Phillipsburg, all Ohio. (OH06080,1,2,4,5,6,7,8) new system.
- Caddo-Cable Communications Inc. for New Boston, Hughes Springs and Lone Star, all Texas (TX0562,3,4) new system.
- Erie Communications Inc. for Fairview, Girard, and Lake City, all Pennsylvania (PA1795,6,7,8,9) new system.
- Suburban Cablevision Inc. for East Orange, N.J. (NJ0358) new system.
- Signal Inc. for Bode, Maillard, Whittemore, Luverne, all Iowa (IA0093,7,9,5,6) new system.
- Jonesboro Cable TV Inc. for Lake City, Ariz. (AR0170) new system.



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Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911. E.E.O. Employer.

General Manager with strong sales background wanted by progressive, expanding group broadcaster. Send resume with salary requirements to: Entercom, One Bala Cynwyd Plaza, Suite 225, Bala-Cynwyd, PA 19004.

Major radio group expanding management team. Splitting combos. Opportunities for experienced general managers and salespeople ready to run sales team. Send complete resume and three year salary history. Confidentiality assured. EEO employer. Box I-46.

Station Manager to activate full power public FM station with 1980 air date. Initial duties include advanced planning, staffing, equipping of facilities, promotion, fund raising, and volunteer activities. Overall duties: administer station operation, including budgets, personnel and development matters. Familiarity with FCC/CPB/NPR. Experience with preparation of budgets/grant proposals essential. Requires: B.A. degree and 6 years experience in radio management, with demonstrated knowledge in Arts and public affairs. Send resume with salary requirements to: Dr. Tom Perry, General Manager, WUWF-FM, The University of West Florida, Pensacola, FL 32504. An Equal Opportunity/Affirmative Action Employer.

Radio Program Manager: Responsible for providing leadership and direction for highly rated NPR affiliate. Will supervise staff of 12 full-time and 7 part-time employees. Experience in classical music programming and news and public affairs needed. Requires 3 years experience in broadcasting with one year in managerial position at a public or commercial station. M.A. preferred. Send resume to WXXI Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

Radio Station Manager needed. Group owner will consider candidates currently employed with a significant record of achievement as Radio Station Sales Managers. Aggressive, ambitious. This is a career opportunity. EEO-M/F. Reply Box I-117.

Development Director—growing college FM. Prefer B.A., two years experience. Resume, references, transcript to Ed McIntyre, WDAV, Davidson College, Davidson NC 28036. 704-892-2000.

Management Trainee, with sales management ability: equity opportunity with twelve station group. Send full data & references. (EOE—Male/Female). Box I-124.

Radio Station Manager (Faculty Position) requirements: Masters in communications, speech, journalism, business or related area and minimum 3 years in radio/TV management positions; knowledge of non-commercial radio; experience in seeking federal assistance for upgrading such stations preferred; experience may be substituted for advanced degree. Successful working experience with minority collegians highly desirable. Salary \$18,000-\$20,000 for 12 months. Deadline extended to September 28. Apply to Robert M. Ruggles, Chairman, Journalism, PO Box 14, Florida A&M University Tallahassee, FL 32307 or 904-599-3718. FAMU is an Equal Opportunity/Equal access institution.

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Wanted: Sales Oriented General Manager; small market group stations; resume, references; Kim Love, Box 5086, Sheridan, WY 82801.

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Sales Manager, community oriented and active community participating, RAB/Welsh either/or trained, who can sell and will, who can recruit, teach, motivate sales staff, strong on both on/off air promotions, prolific in merchandising, saturations, short and long term contracts, remotes. Great potential—growth area—great market. Great signal. Great bucks for the great SM, a proven winner. Resume, references Box H-4.

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Northern Virginia FM station has immediate opening for experienced, energetic, aggressive salesperson. This is a unique opportunity for long-term employment and advancement into management position. Send resume to PO Box 1157, Warrenton, Va. 22186. EOE. M/F.

Wanted, Sales manager. Excellent compensation plus ownership potential. If you're good, call KFIR 503-367-4444.

Wanted—Sales Manager for dynamic full-time AM station in growing Oregon market. If you like the great outdoors: like to hunt, fish, ski or golf, this is for you. Must have leadership and strong sales abilities. Great opportunity! Send resume to KBND, PO Box 5037, Bend, or 97701; or call John Steinkamp at 503-382-5263. EOE.

Looking for a bright, aggressive sales person and someone with the credentials to be this suburban New York station's Sales Manager. Successful experience necessary for both positions. EEO. Box I-109.

County seat college town daytimer wants advertising man or girl. Ability to write good copy essential. EOE. WWCH Clarion, PA.

Need Salesperson for automated country AM-FM. Will handle account list for retail clients in city of 100,000. Prefer salesperson from Montana, Wyoming, or Idaho area. Great living conditions. EOE M/F. Resume and past sales experience to Box I-125.

Media Investors LTD is looking for one or two experienced sales persons. Prefer someone with southern experience. EOE. Contact Ron Knight, PO Box 1330, Ft. Pierce, FL 33450.

Sales Manager for Northeast Medium Market, Salary plus override, plus good fringes. Growing group with stations in Connecticut, California and Georgia. Reply: David Rodgers, WBIS, 1021 Farmington Avenue, Bristol, CT 06010. Phone: 203-583-9265.

Sales Manager for AM station in small Colorado mountain community. Good salary plus car and fringe benefits. Start Oct. 1979. MOR format. Good growth opportunity. Call 303-543-7570 or reply to Box I-144.

Southeastern Arizona—Needed: experienced salesperson with management potential for growing small market AM & soon-to-be Class C FM. Send resume to Box H-142.

Sales Manager California, RAB/Welsh/or Jennings trained. Must be able to hire, train and motivate sales staff. If you believe in radio and want to do things right, this may be for you. If so, you'll earn over \$25,000 your first year. Send complete resume and references to Box I-145.

West-Central North Carolina, Assistant Manager, sales oriented, medium market, above average opportunity, unique situation. 404-283-3084 evenings, Bond, Box 443, Elberton, GA 30635.

SALES MANAGER who can and will sell, recruit, train and motivate. \$15,000 year plus override, bonus, hospitalization, pension. Central Pennsylvania. College area. All replies kept confidential. Box I-157.

Radio Broadcasting: Great opportunity! 50,000 watt stereo station covering New England's 9th largest retail market and located on beautiful Cape Cod, Mass. Is looking for an experienced radio sales person with proven track record. Good base plus commission with desire for eventual management. Call WCIB VP & Sales Mgr. Paul Hamel at 617-548-3102. E.O.E.

Wisconsin AM/FM seeking proven, experienced salesperson, ready to move into sales management. Applications treated confidentially. Equal Opportunity Employer. Complete details, please to Box I-161.

Come join us in Beautiful Florida. Patten Communications has an opening at its newly acquired station in Palm Beach, Joy-94FM Fabulous opportunity. FM 100 plan program with a major market sound. 600,000 people in a two and a half billion dollar retail market. We want you to come make money with us. Great company with a solid future. Send all information to: Mr. Carl Como, FM 94, PO Box 10386, 100 West Blue Heron Blvd, Riviera Beach, FL 33404.

HELP WANTED ANNOUNCERS

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced (1) Radio Announcers, (2) Station Managers, Sales Managers, and (3) Sales Persons. Excellent benefits. Please send resume and tape if applicable. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352 919-276-2911. E.E.O. Employer.

Upgrading staff. 90 miles NYC. DJ commercial experience. Mature natural voice. Salary open. All applications answered. Box I-87.

Consistently Top-rated modern country station looking for conversational announcer. Contact Dick Grogg, KVOC, Casper, WY 82602.

We've sent dozens to the majors. Awesome AM-FM in the Rockies seeks newsperson. Tapes to Greg Boyce, KDZA-Z-100, Box 93, Pueblo, CO 81002. No Calls. EOE.

Immediate opening for air personality and sales. Mail tape and resume to Dave Davis, Manager, WXIT, 136 High Street, Charleston, WV 25311. E.O.E.

Media Investors Ltd is looking for an experienced announcer. Minority candidates are especially invited to send resume to Ron Knight, PO Box 1330, Ft. Pierce, FL 33450. EOE/MF.

Mid-day Announcer—WCMB-AM an adult contemporary station in Harrisburg, Pa., is seeking a mid-day announcer with strong production ability. Looking for a personality with a warm, natural style to create a friendly show. Send resume, references and tape to Jim Allen, Program Director, WCMB, PO Box 3433, Harrisburg, PA 17105. Equal Opportunity Employer.

Bright Journalism Graduate will train as news/production announcer. WAVR, Box 188, Waverly, NY 14892.

HELP WANTED ANNOUNCERS CONTINUED

Immediate Opening for classical announcer. Experienced only with strong commercial production background. Tape and Resume. PD., KFSD-FM, 1540 Sixth Ave., San Diego, CA 92101. EOE.

Morning person with production skills for top-rated Adult Contemporary in growing Rocky Mountain chain operation. Ability to train announcers to sound big market required. Tapes, resumes and salary requirements to Mark Wallengren, Box 40, Pocatello, ID 83201. E.O.E.

We're still looking for the right person to fill a vacancy on our announcing staff. The right candidate will have a mellow voice, good reading ability, and excellent production skills that are contiguous with the "Beautiful Music" format. Send tape and resume to: Manager, WVFL/WGLO, 28 South Fourth Street, Pekin, IL 61554. An Equal Opportunity Employer.

Public Radio Announcer, WUOL-FM: (Second search—previous applicants need not apply.) Must have demonstrated ability in classical music pronunciation. Requires Bachelor's degree and two or three years broadcast experience, or equivalent combination of education and experience. FCC third class license desirable, voice and record classical and continuity announcements; develop, produce and host community service and cultural affairs programs; assist in development and promotional activities for WUOL. Salary \$10,540 annually. Submit audition tape clearly indicating ability in classical music pronunciation with varied foreign languages, categories of works, composers and artists; resume and references no later than September 28, 1979. University of Louisville, Personnel Services, 2323 South Brook Street, Louisville, KY 40208. 502-588-6551. An Equal Opportunity/Affirmative Action Employer.

Syracuse's most-listened-to FM needs top voices for news, air production. Excellent pay for experience with rock or good music. Send tape to WKFM, Fulton, NY 13069.

This is an immediate opening for a Beautiful Music announcer. If you have a smooth, professional delivery we could make this position very attractive to you. And you would be stepping onto a career ladder within a successful and fast-growing broadcast group. Send tape and resume to Paul Knight, WEZN, 10 Middle Street, Bridgeport, CT 06604. EOE.

Morning person for small market news/information/musical station. Should have willingness to involve self with community. Tape and resume to Dan Kelley, KBSQ, Box 970, Espanola, NM 87533.

Morning announcer needed by small market station for sign-on shift, as well as copy and production. Must have minimum of three years air experience. Call 616-842-8110.

Experienced announcer with excellent delivery and production expertise. Send tape and resume to Roger Fischer, WMRN, Marion, OH 43302. Phone 614-383-1131. An equal opportunity employer.

WZEE is seeking full and part-time announcers to assist contemporary automated FM. Mature, 3 years experience, and production a must. Send tape and resume and references. Salary will be commensurate with experience. E.O.E. Send to Announcers, PO Box 8030, Madison WI 53708.

Announcer/Board Engineer: Immediate part-time opening to host on-air jazz program(s) and operate on-air board. Individual must be available to work weekends, day or night, and vacation replacement duties. Applicants should possess knowledge of jazz, announcing skills, ability to operate on-air console and hold 3rd class broadcast endorsed license or equivalent. Ability to work varying hours is key. Send resume and audition tape to: Al Pryor, Music Director, WBGO-FM, 54 Park Place, Newark, NJ 07102. Equal Opportunity Employer. M/F—Women & Minorities encouraged to apply.

Experienced Personality wanted for air shift and as take charge program director for MOR station. Ideal living and working conditions in the beautiful Berkshires. Good salary. An excellent opportunity to move ahead. Contact Bob Catan, WUPE and WUHN, 501 E Street, Pittsfield, MA 01201.

WCVS Springfield, Illinois needs personality with production skills. Immediate opening. Leading contemporary station. Tapes and resumes to Greg Thomas, PO Box 2697, Zip 62708.

South Florida MOR seeks strong morning personality with excellent voice. Minimum 5 years experience. An Equal Opportunity Employer. Send resume and salary requirements to Box I-131.

Full time, take charge chief engineer for AM-FM operation. New studios, 2 automation systems and will be responsible for installation of new 5 KW AM transmitter. Great station, equipment and top staff. Must have digital, audio and directional antenna experience. All benefits—includes truck and assistant engineer—no air shift. Located near the nation's top vacation areas with hunting, fishing, winter and summer sports close at hand. I highly recommend this job. Contact: Nick Solberg, KMON Radio, No. 7 Holiday Village, Great Falls, MT 59405. Ph: 406-453-0336.

HELP WANTED TECHNICAL

Chief Engineer, directional AM-automated Class C-FM, N.E. Texas station with outstanding reputation. No board work. Send resume, references, salary requirements. Box H-90.

Chief Engineer, Live Stereo FM, N.E. Metro, STL. Send salary requirements, technical abilities, telephone number. EOE. Box I-20.

WIND, Chicago—Westinghouse Broadcasting—has an immediate opening for Assistant Engineering Manager. Current station projects include rebuilding of all studio technical facilities and RPU/RENG upgrading. Applicants must have extensive broadcast engineering experience. Familiarity with modern audio and digital circuitry and systems essential, EE degree desirable. If you want to work in a creative atmosphere where your best ideas will be appreciated, send resume and requirements to: Harrison Klein, WIND, 625 N. Michigan Ave., Chicago, IL 60611. An Equal Opportunity Employer.

Kentucky—need chief engineer to keep and maintain good equipment. Call Jim Ballard 606-248-5842.

Chief for 5kw, 2 tower directional daytimer and 3 kw FM. Both live operations. Professional atmosphere. Great fringes. Call Chuck Larsen, G.M. WHYL Carlisle, PA Days 717-249-1717, nights 717-243-4470.

Opportunity for Beginner to become a broadcast engineer with station in northeast in top 50 market. Must have working knowledge of electronics. Immediate opening. EOE. Box I-150.

Successful Wisconsin station seeking first class engineer who can handle some announcing or sales. Must have knowledge of FCC requirements, and experience with automation. Send resume to Box I-160.

Broadcast Technicians: Four openings: 1st FCC.C. license and TV maintenance or videotape editing experience required. Send resume to: O&E Dept., WETA-TV, Box 2626, Washington, DC 20013.

Director of Network Engineering: Under administrative supervision of Network Manager, direct and be responsible for the overall planning and coordination of all engineering operations of a public television network. Minimum qualifications: Associate degree in Electronics or equivalent plus 10 years of engineering supervisory experience in commercial or educational television broadcasting; First Class FCC radio-television broadcast license and familiarity with current state of the art procedures and equipment. Salary range: \$19,020-\$29,600 depending on qualifications. Forward resume to Keith Nighbert, Manager, WENH-TV, Box Z, Durham, NH 03824. AA/EEO.

Chief Engineer for AM Fulltime. Contact Len Kinney, WKIP, PO Box 1450, Poughkeepsie, NY 12602.

Chief Engineer (Ft. Pierce/West Palm Beach) 100kw FM. Must be strong in current state of the art sound and equipment plus construction and digital automation. Capable of putting together a strong engineering department. We are located 45 miles north of West Palm Beach on Florida's Atlantic Coast. Starting 20-plus, insurance, and benefits. EOE. Minorities encouraged to apply. WLQY, PO Box 277, Ft. Pierce, FL 33450. 305-461-0099. Bob Roberts.

Chief Engineer, directional AM-automated Class C-FM, N.E. Texas station with outstanding reputation. No board work. Send resume, references, salary requirements. Box H-90.

Chief Engineer for AM-FM. Must be familiar with directional, STL, automation. Great working conditions in new studios. KOKX, Keokuk, IA 319-524-5410.

Assistant Chief Engineer needed by one of Northern California's top FM stereo stations. Send detailed resume and salary requirements to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. Equal Opportunity Employer, M/F.

Looking for long term association with chief for AM-FM. About 50% of time engineering, 50% air and production EOE. Contact, David Keister, Box 1577, Martinsville, IN 46151 or telephone 317-342-3394.

HELP WANTED NEWS

Metro New York suburban station with strong news and information commitment seeks experienced reporter/anchor. Ability to gather, write and deliver professionally; strong news background essential. Tape, Resume to Kevin O'Keefe, News Director, WVIR Radio Circle, Mt. Kisco, NY 10549. EOE M/F.

Current News Director is No. 1 A.P. Reporter in KY and is moving on. Need self-starting, ambitious individual to assume responsibility for this challenging news beat. Contact John Berkeley, No. 818 Harlan, KY 40831. 606-573-1470.

Small Market News Director; resume, references, salary requirements; Kim Love, Box 5086, Sheridan, WY 82801.

We need good high school PBP and sports knowledge. Quality air work and production also important. Send T&R first reply to KLMR, Box 890, Lamar CO 81052. We have other stations in Arizona and California so advancement possible. EOE.

Broadcast Journalist—WCMB-AM, an adult contemporary station in Harrisburg, Pa. seeks a take charge News Director to energize our news department. Must be able to gather, write and deliver news in a professional manner. Send resume, references and tape to Jim Allen, Program Director, WCMB, PO Box 3433, Harrisburg, PA 17105. Equal Opportunity Employer.

Reporter/Anchor for all news radio on Florida's sun-coast. At least four years broadcast news experience. Heavy street reporting and general assignment work. Writing/desk work plus anchor shift and regular street beat. Heavy background in local news coverage. Experienced in commercial production. Send tape, resume, salary needs to Jay Frank, Operations Manager, WQSA, Box 7700, Sarasota, FL 33578. No calls. EOE/MF.

News Director, number one Disco station in Pennsylvania State Capital. Experience required. Build your own department. Salary based upon experience. Send tape/resume to: WFEC, Brad Siegel, 112 Market Street, Harrisburg, PA 17101.

Newsperson for aggressive established station. Good delivery and solid news principles a must. Contact Dick Grogg, KVOC, Box 2090, Casper, WY 82602.

News Director/reporter—Growth opportunity, EOE-MF Successful AM/FM operation. Jimmy Young, KPET, Box 30, Lamesa, TX 79331.

We lost a good newsmen to Houston. Need strong replacement. Please only reply if you have several years radio news experience and can do up-tempo, personality newscast. Send reel-to-reel tape to Don Dussias, WGR, 464 Franklin, Buffalo, NY 14202.

Top station seeks combo broadcast journalist/sports p-b-p person, with at least two years experience in all phases of radio news and sports. If you want to further your career and have the qualifications, we're the right place for you. Tape and resume to News Director, WCTC, Box 100, New Brunswick, NJ 08903. Prefer applicants from Northeast.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Successful Western AM/FM Group station needs strong PD who can run inside operation. Capacity for detail and quality air/prod work vital. EOE. Reply Box I-164

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

Experienced Morning Drivetime announcer with strong copy writing and production abilities needed for small market, adult oriented radio station. Position holds potential to become Music Director and Program Director. Call Bob Wein, WDLG 914-856-5185.

Major station in major market seeks Traffic/Continuity person. Must be familiar with computerized traffic system. Responsibility for operation of Traffic and Continuity Departments and Coordination of computer use with various departments. If qualified, write Box I-68.

Program Director wanted for highly respected, group owned Midwest a.m./f.m. stations in Big 8 University city. MUST be highly qualified, totally dedicated, intelligent pro. Excellent benefits and working conditions. Tremendous city to live and work in. Write to Jerry Larsen, Station Mgr. KASI/KCCQ, Box 728, Ames, IA 50010. Include tape and salary requirements. KASI/KCCQ are equal opportunity employers.

Program Director wanted for 100,000 watt public station. Variety of responsibilities including, but not restricted to: Assisting with overall programming decisions and policies, coordinating monthly program guide, supervising daily routine: tape handling, work schedules, program logs, promotion, and possibly some on-air; classical or jazz. Requires broad experience in public radio, public affairs experience, B.A. in broadcasting, journalism or related field. Closing Date: October 1, 1979 Salary Minimum \$14,000 plus health insurance and one month vacation. Send resume, and tape if applicable to: David M. Horning, General Manager, KHCC 1300 N. Plum, Hutchinson, KS 67501.

Music Director. Opening for music director of leading good music radio station. Minimum 3 years successful experience with major market radio station or beautiful music syndicator. Send resume to PO Box 2727, Grand Central Station, New York, NY. An Equal Opportunity Employer.

Controller—Public Broadcasting: Control office of radio network. Experience required. CPA preferred, but not essential. Los Angeles based. Send resume to: Pacifica Foundation, 5316 Venice Blvd., Los Angeles, CA 90019. EOE.

SITUATIONS WANTED MANAGEMENT

General Manager: 27 years radio, last 17 as general manager. Small and large market background. Successful track record. Desire relocation West, or West Coast. Motivator, organizer, administrator. Strong sales, programming. Box I-53.

General Manager: top broadcaster wishes relocation. I am an accomplished general manager. Experienced, mature radio veteran who loves challenge. Box I-67.

Manager who only understands success looking. Proven winner, track record, outstanding qualifications. Tired of mediocre applicants? Answer this ad. Box H-46.

Sales Manager—outstanding record in television sales and account development. Excellent Management background. Knowledgeable in rating books and rate structures, political broadcast requirements, and promotion oriented. Box I-74.

Over 10 years in management looking for a move to warmer climate. Ownership experience. Proven record will increase your sales plus talk show host. 414-324-4639.

Operations Manager B.A. Communications, 5 years AM/FM medium market experience from FCC to automation desires advancement. Community oriented. Box I-100.

GM. Ethical. Creative Tough. Outstanding manager, promoter, salesman, trainer. Serendipitist! Box I-114.

Country now, or planning to go country? Get a seasoned pro on your team. Fifteen years successful experience (PD, Operations Mgr., sales, troubleshooting), including major 50kw's. First class license. Want exciting, rewarding position with growth opportunity. Presently in West. All markets considered. Box I-136.

Experienced Manager looking for station(s) in Southeast. Commitment to Community Service a must. Box I-122.

General Manager, SM ready to move up, 17 successful years sales experience looking for challenge and growth opp. prefer Penna. Box I-142.

I'll help you manage, sell, announce, write copy, renew, etc. or take complete charge. Twenty seven years radio. Last sixteen as G.M. varied formats, plus religion. 515-396-2720, after 5:30 p.m.

Sales Manager, Experienced SM, take charge, hire train, RAB, excellent track record, medium market. Box I-162.

Assistant GM, experienced in Detroit/surrounding area. Radio/TV, FCC 1st, BS Accounting, please write Box I-166.

SITUATION WANTED SALES

Hard working, female seeks first sales opportunity. 2 years experience in radio business. B.S. Speech Communications. 516-741-3466 after 5 p.m.

Ass't Sales Manager now wants sales or general manager position. Solid broadcaster presently employed but wants change. Heavy programming, administrative experience included in 26 years Radio. Box I-140.

**SITUATIONS WANTED
ANNOUNCERS**

Rock n Roll air personality. 3rd phone. Creative, dependable ambitious, tape and resume available. Call Brian 312-895-5668. 3002 182nd Pl, Lansing, IL 60438.

Rockin Rollin Graduate looking for opening. Call Frank at 312-373-5671.

Three years experience, presently mid-day, conscientious, friendly personal sound. Third endorsed. Box I-75.

If you're looking for a "mover" who does more than sit, open mouth, and fall in love with his own voice, call for D.J. tape, Tony Mitchell, 215-345-6612 or 215-922-2530.

Talk host, ratings jump from a 1.6 to a 10.8. Impressed? Call 609-585-0042.

Five years solid experience at Medium Market of 350,000+, Major Market suburban. First Class License. 1474 Sacramento, Apt. No. 401, San Francisco, CA 94109.

Slightly used announcer-engineer for hire complete with first phone, combo experience, personality and will to work. Free resume with every tape. Call now: Charles Marcus 212-375-2066.

5 Years exp. and available. Male, 23, newly married and ready to settle down. Looking for good stable organization, decent bucks & fair treatment more important than market size. PD & PBP experience also. Prefer Missouri, Indiana or Ohio but will consider elsewhere. 314-732-5555 or write Tom Goodsite, PO Box 91, Bourbon, MO 65441.

Young Announcer with first phone and experience, willing to go anywhere. Box I-148.

Attention: Small and medium markets. Program director with eleven years experience. A pro in top forty and adult contemporary. Also super PBP. Middle Atlantic Region preferred, but all offers over \$14,000 considered Available now. Call Frank Hays 301-862-1277.

Loaded with extra flavor ... Experienced pro, educated, talented great pipes, personality, occasional british humor looking for medium/major market in east. Will wait for opening. Box I-128.

D.J. with news and production experience. Reliable. Format open. Location secondary to secure operation. Call Mike 716-837-9964.

Versatile, experienced, 1st phone announcer wishes to commute to your station from Fremont, Ohio. Combo sales or part time to start considered. Call Larry 419-332-2049 or write 1381 Fleetwood Drive (43420).

Experienced, energetic, radio personality. Wants to move up from small market PD position. First phone. East. Box I-156.

Professionally trained female announcer/DJ, 3rd. Pleasant voice, creative, seeking employment. Will relocate. Resume and tape available. M.L. Scheller, 1335 Filbert St., San Francisco, CA 94109. 415-561-1619 (Days) 415-776-1467 (Eves.)

Award winning air personality seeks major market opportunity. Seven year professional. Vast musical knowledge. Communicator. Box I-151.

SITUATIONS WANTED TECHNICAL

Engineering Director or Station Chief. Comprehensive abilities and experience. Box I-83.

Radio Station Engineer, with excellent technical references, is looking for employment as a chief engineer at a medium or major market radio station. Prefer station(s) that is planning or is automated. Maintenance is a prime concern, no board shift. I believe in professional engineering so no bailing wire, rubber bands, or paper clips. Robert King, 6615 Franklin Ave., No. 204, L.A., CA 90028, or phone 213-851-4062.

Radio Technician—First Phone, full experience, capable, mature, family. Chief or assistant. Box I-165.

**SITUATIONS WANTED
NEWS**

Experienced sports director looking to move up to medium market. Will take sports director position at a personality station or sports reporter at an all news station. No pbp. I do more than just read copy. I'm a personality, know how to use materials and get involved with the community. Box I-80.

News and Sports Director, ten years experience, talk host with proven ratings. 609-585-0042.

Editor, NYC weekly, first phone, seeks part time airshift, metropolitan area. Prefer telephone talk. Creative writer, can design graphic, promotional campaign. Radio news, CATV interviewing experience. Box I-110.

One man news department looking to move to major market. 3½ years experience. Prefer Midwest but will relocate anywhere. 513-681-1671.

Experienced, hard-working reporter/news director seeks position on news staff in medium to large market. Will relocate. Roger Chesney, 425½ E. 14th St. Danville, IL 61832. 217-443-0170 or 351-5195.

Eight years experience. TV. Assignment editor wants back in radio news as morning anchor or news director in top 75 market station. Former Radio News Director. Good writer, professional delivery. Emphasis on relating news to day to day living. Excellent references. Wayne Hackbarth 319-396-5380. 4833 Ford Ave. NW, Cedar Rapids, IA 52405.

Professional Journalist, seven years experience as radio news director, television anchor, sports play by play. Can do it all for you. Box I-130.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Operations Manager—detail minded—strong administrative skills—engineering experience—excellent production and air work. Box I-78.

Two bad moves as PD and major market production director ... now at No. 1 major market station that's being sold. 13 year pro seeks solid operation challenge. Box I-113.

Program Director/Announcer seeks new challenge. 3 years experience in all facets of medium market radio. Prefer East Coast. Box I-120.

Top 10 Market Announcer, MD, and assistant PD looking to move up to Program Director. All Replies Confidential. Box I-143.

Production/writing gig, novelty spots my specialty. Will consider some air or sales. Box I-137.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

TELEVISION

HELP WANTED MANAGEMENT

Promotion Director—\$17,000 to \$19,000. VHF community station in the city rated No. 2 in the nation for quality of life. Major responsibilities: Designs and implements advertising and promotion projects to increase audience awareness and underwriter support. Creates copy, produces taped spots, plans promotional events, purchases space and time. Publishes monthly program guide. Manages promotion budget and staff. Desired qualifications: Minimum two year's experience in position of responsibility in broadcast promotion. Demonstrated ability to plan, manage people and money effectively, and to be creative and productive under pressure. Good writing skills a must. Application deadline: September 28. Send resume, references and examples of writing ability to Horst Bruenjes, Director of Administration, KVIE-TV, Channel 6, Box 6, Sacramento, CA 95801. KVIE-TV is an equal opportunity/affirmative action employer.

Immediate opening. Local sales manager for KFVR-TV, Bismarck ND. Sales and management experience necessary. Must be fully conversant with up-to-the minute selling and pricing techniques. Contact Claire Anne Holmberg, Sta. Mgr-KFVR TV, Box 1738, Bismarck ND 58501. 701-223-0900. Equal Opportunity Employer.

Director of Development, KAKM, Anchorage, AK. Responsible for fund raising, membership special events. Includes development of underwriting, production, and long term capital grants. Bachelors, communications or related field, three years experience community relations, volunteer leadership, program coordination. Start Oct. 15, 1979; application deadline, Sept. 30. Send resume, professional experience, four references, successful grant application you authored to: Elmo Sackett, KAKM, 3211 Providence Drive, Anchorage, AK 99504. EOE.

Program Manager—Creative in programming and production. Seek aggressive individual capable of assuming responsibility for all station programming including the creation and production of programs oriented to the community. Would also oversee the production of commercials for local advertisers and administrate a staff of thirteen employees. Equal Opportunity Employer. Send resume to Box I-133.

HELP WANTED SALES

Local Account Executive: Midwest top 100 market. All UHF. Needs aggressive experienced media sales pro with record. Salary + commission. Credentials by 9/30/79 to Frank Hawkins PO Box 2255, Ft. Wayne, IN 46801.

General Sales Manager. Outstanding challenge. Small Southwest affiliate. Develop national, increase local. Must be experienced, aggressive. Great opportunity with growing corporation. EOE. Box I-134.

HELP WANTED TECHNICAL

Electronic technicians for maintenance positions in National Operation. Some positions available in major cities. Applicant should have experience on 1" and 3/4" format. Digital background a plus. Send resume and salary requirements to: Gene Wright, 1018 West Peachtree St., Atlanta, GA 30309.

Maintenance Engineer, best technical qualifications, needed by VHF, Texas resort city, Box I-54.

Chief Engineer with proven ability in administration and troubleshooting for South Texas VHF. Box I-55.

Assistant Chief Engineer with proven ability for Corpus Christi, Texas VHF. Good opportunity for right person. Box I-76.

TV transmitter engineer needed immediately. Experienced on UHF transmitters and associated equipment. Must have 1st phone license. Religious Broadcaster in South. Contact Gene Gibson, D.E., PO Box 1616, Greenville, SC 29602. Phone 803-244-1616.

TV Studio Maintenance Technician. Solid experience, First Phone license and a very versatile person are required. Will maintain modern, sophisticated equipment at the Great Falls studio of Montana's largest broadcaster. Equal Opportunity Employer. Contact Karl Black, KRTV, Box 1331, Great Falls, MT 59403, 406-453-2433.

Broadcast Technicians—Requires experience and knowledge in the operation of Television Studio Master Control equipment, have prior maintenance experience with ENG and Studio broadcast equipment. Must be graduate of college or technical school, or equivalent and have First Class FCC license. Send resume to Carmine Iannucci, Engineering Manager, WTNH-TV, 135 College Street, New Haven, CT 06510, or call 203-777-3611. An Equal Opportunity Employer.

Engineer: Maintain and repair all color broadcast equipment. Two years experience in maintenance of TV broadcasting equipment plus FCC 1st class license required. Salary commensurate with experience. Send resume to WXXI Personnel Department, PO Box 21, Rochester, NY 14601. EOE.

Wanted, Video technician—1st phone required, ENG experience preferred. Live and work in South Texas resort community. Contact Louis Brown, KIII-TV, 512-854-4733.

Director of Engineering for public TV affiliate. Responsible for on-air operations and procedures. Supervise staff of 15. Requirements include a thorough knowledge of VTR, audio, live and telecine cameras, microwave and remote techniques. Excellent benefits. Send resume and salary requirements to WXXI Personnel Dept. PO Box 21, Rochester, NY 14601. EOE.

Technician: Southeastern Educational Station seeks experienced Technician to be responsible for master control switching, VTR set-up, record, edit, and play-back local and network programs. First Class FCC License required. EOE. Send resume and salary requirements to Box I-147.

Operations/Maintenance Engineer. First phone, technical school or 2 years experience in commercial TV operation. Resume/references—Ed Webster, WIFR-TV, PO Box 239, Rockford, IL 61105. Phone area code 815-987-5300. EOE.

Maintenance Engineer minimum 3 years in-depth studio maintenance experience. ENG experience desirable. Top 20 ABC affiliate on Florida's beautiful suncoast. Write or call Director of Engineering, WTSP-TV, PO Box 10,000, St. Petersburg, FL 33733 813-577-1010. EOE.

Chief Engineer: Major market public television station seeking first rate Director of Engineering for large VHF operation. Applicants should have good management skills as well as a minimum of BSEE and substantial television station experience. Deadline for receipt of applications is October 8, 1979. Reply to Personnel Director, WYES-TV, 916 Navarre Avenue, New Orleans, LA 70124.

Assistant Chief Engineer for progressive small market WV VHF station. Send resume: WBOY-TV, Box 1590, Clarksburg, WV 26301. EOE.

Manager-Engineering Facilities—San Francisco PTV station needs Mgr. of Eng. facilities to supervise and coordinate activities related to design installation and modification of technical systems; maintenance of facilities; operation of two TV and one radio transmitters, and dept. supervision and training. Min. 5 years maintenance exper. for major TV broadcast or production facility; two years supervisory or mgmt exp; electronic or electrical engineering degree; knowledge of analog and digital circuit theory including microprocessors. Send resume by 9/30/79 to Box I-34.

TV/Maintenance Engineer: Competent, studio experience, First Class FCC License, for dominant S.E. VHF network affiliate. Reply to D. Brown or T. Bradford, Post Office Box 367, Columbia, SC, 29202 or call 803-799-1010. An equal opportunity employer.

HELP WANTED NEWS

Reporter/Producer—A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16 mm photography, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume and video cassette to: News Director, WTVD, PO Box 2009, Durham, NC 27702. EOE.

WALB-TV has immediate opening for anchor/reporter. All ENG station. Send resume and tape, apply in person, or call Jerry Cannady, N.D., 1709 Stuart Ave., Albany, GA 31706. 912-883-0154.

Producer—Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you can produce a highly visual fast pace newscast and are a good writer who can also supervise scripts, send cassette sample of your work to Allen Jones, PO Box 2009, Durham, NC 27702. EOE.

We're looking for a main anchor for the six and 10 p.m. newscasts. We're an unusually good medium-market station on the Gulf Coast. We can offer stable management, good money, pleasant working conditions, and a strong support staff. In return, we need an authoritative, believable communicator with good journalistic credentials. EOE. Our current anchor is being hired away to the big time, and we're looking to move soon. So resumes quickly, please to Box I-37.

Strong medium market station on the Gulf Coast needs an experienced ENG photographer. EOE. Resume and salary requirements to Box I-50.

Weekend News Anchor. 30s market in SE. Weekday reporting. Attractive appearance, strong on-air a must. Minimum 2 years experience. EOE. Box I-107.

Restructuring department and need news and sports anchors, reporters and photographers. Group owned station in Sunbelt with news commitment and a flagship station in Washington, DC! Send salary history and resume in first letter. EOE. Box I-97.

We're looking for an experienced digger for a news department moving in the direction of more enterprise and investigative pieces. Good delivery and packaging ability are important, but not enough. EOE. If you think you can consistently break the big stories, send resume and salary requirements to Box I-48.

Reporter-Photographer. Top 40 market Southeast. Strong reporting and film. 2-3 years experience. EOE. Box I-106.

We're looking for a field reporter who knows that a package has time limits, who can write, ad lib, produce and be personable on air. Is this you? Top 50 eastern market and EEO employer. Box I-152.

Reporter for KAKE Radio/Kansas Information Network. Must have minimum of one year commercial experience and Journalism or radio-TV degree. Tape and resume to Kelly Walker, Box 1240, Wichita, KS 67201. An EOE.

KOAT-TV in Albuquerque, New Mexico one of the top news stations in the U.S. is expanding its operations and moving to a new 40,000 square foot facility. We need photographers capable of operating 16mm and ENG equipment. Do not apply unless you have minimum 2 years experience with a commercial TV News operation. Resume and references required to apply by mail only. KOAT-TV PO Box 4156, Albuquerque, NM.

KOAT-TV in Albuquerque NM one of the top news stations in the U.S. is expanding its operations and moving to a new 40,000 square foot facility. We need an experienced news writer. Do not apply unless you have a minimum of two years experience as a news writer or news writer-producer with a commercial TV news operation. Please send resume to KOAT-TV, PO Box 4156, Albuquerque NM.

Correspondent for Michigan's Upper Peninsula. I need a self-starter who can shoot, write, and report. A person with roots in Michigan's Upper Peninsula and some previous television experience would be most desirable. Tape and resume to Bob Allen, News Director, WFRV-TV, 1181 East Mason, Green Bay, WI 54301. No phone calls please. An Equal Opportunity Employer.

KOAT-TV in Albuquerque NM, one of the top news stations in the U.S., is expanding its operations and moving to a new 40,000 square foot facility. We need a news producer. Please do not apply unless you have a minimum of two years experience producing a newscast for a commercial TV station. Send resume and references to KOAT-TV PO. Box 4156 Albuquerque NM.

HELP WANTED NEWS CONTINUED

News Director. Ready for move to large market as assignment editor? Must have 3-5 years TV experience and be promotable. EOE. Box I-105.

Assistant News Director for WFSB-TV (Hartford, Connecticut), a Post-Newsweek Station. Responsibilities include: day-to-day TV news coverage & presentation; supervising activities of assignment editors, reporters, producers, directors & ENG crew; assuming responsibilities of News Director in his absence; planning & directing special projects. Degree in journalism & prior experience preferred. Send resume Richard Ahles, 3 Constitution Plaza, Hartford, CT 06115. We are an Equal Opportunity Employer!

TV News Reporter with a potential for some anchor work. We are not looking for an entry level reporter but for someone with experience and potential for growth. Send tape and resume to Ron Miller, WWBT News, PO Box 12, Richmond, VA 23201. EOE.

Assignment Editor Upper Great Lakes Area VHF. Aggressive person who knows film and ENG. Previous work as an assignment editor plus, although a strong reporter with a knowledge of the area will also be considered. Minimum two years commercial TV news experience required. Box I-127.

KOAT-TV in Albuquerque NM one of the top news stations in the U.S. is expanding its operations and moving to a new 40,000 square foot facility. We need news reporters. Do not apply unless you have a minimum of 2 years experience with a commercial TV news operation. Resume, references, and a 3/4 inch, one inch, or two inch videotape are necessary. Please apply by mail only to KOAT-TV P.O. Box 4156, Albuquerque NM.

WSJV-TV has immediate opening for Co-anchor/Reporter. Solid experience required. Send resume and tape, apply in person, or call Reg Miller, N.D., 58096 C.R. 7, Elkhart, IN 46624, 219-293-8616. EOE.

Assignment Editor: Top 50 Television News Room. WGAL-TV, Lancaster, PA.

Weathercaster: We want an experienced, knowledgeable TV weather personality: immediate opening. Resume and tape to John Andrews, KGGM-TV, Box 1294, Albuquerque, NM 87103. 505-243-2285. EOE.

Reporter: Number one midwest net affiliate looking for strong, experienced Reporter. Must be solid journalist with a flair for production. The successful candidate will have backup anchor duties, too. This is a top operation looking for only the best. An Equal Opportunity Employer. Send resumes to Box I-132.

Weekend Team. A bright anchor person who can produce a fast-paced news show and an aggressive sports person who does a good job on-the-air and who can cover this market's strong, professional, and outdoor sports. Previous experience required. Box I-153.

Producer/Anchor: Immediate opening for experienced newscaster eager to produce and anchor, as well as report. Big Ten university community. CBS affiliate in small market. EEO. Send resume and tapes to Dave Iverson, WLFV-TV, PO Box 18, Lafayette, IN 47902.

TV Cameraperson: Must be experienced with RCA TK-76 and JVC CY-8800 color cameras and have working knowledge of 3/4 inch VTR editing systems. Send resume to News Director, WALA-TV, PO Box 1548, Mobile, AL 36601. No telephone calls! EOE M/F.

Do you know weather and report it in interesting manner? Do you reflect an interesting personality to add oomph to a capable pleasant chatting newscaster? Our person is moving up a notch and we'd like to talk with you. EEO employer. Box I-163.

Meteorologist to join radio-TV combination in upper midwest. Person we seek will back up experienced meteorologist with AMS seal, radar, Nafax, NWWWS, and service A. If you have the education, we'll train you as a broadcaster. Salary negotiable. Job includes weekend hours and hard work with good people and good equipment. An Equal Opportunity Employer. Letter and resume to Box I-111.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Northeast, top 10, network affiliate wants the very best male or female talk-variety host in the country. We're looking for someone with a wide variety of interests, on-air experience, intelligence and warmth. Experience with live audience and minicam essential. EEO. Reply to Box H-62.

Director/Producer/Writer: Fast growing suncoast market needs a director that has a minimum of two years experience with over 50% of time in commercial or promotional production. B.A. Degree in Broadcasting is preferred. "Hands on" operational knowledge of equipment a must. Must have remote production experience. Have ability to write creative commercials as well as hard sell price and item spots. Equal Opportunity Employer. Send resume to: Box I-84.

Public Relations Director. Should be able to conceive, design and implement full scale public relations program. Entails supervisory responsibility. Unique opportunity for an experienced pro. Minimum B. A. degree with five years experience. Salary commensurate with experience. Contact: Thomas Fanella, Director of Development, WCNY TV-FM/Syracuse, Old Liverpool Road, Liverpool, NY 13088. WCNY is an Equal Opportunity/Affirmative Action Employer.

Top Rated Magazine, Top ten market wants energetic co-host who loves people, must have heavy field experience producing features and hosting. E.O.E. Resume to Box H-92.

Northeast Television Network affiliate is seeking warm, aggressive, talk show host/hostess. Must be experienced and capable of handling controversial issues, live audience and telephone questions. Excellent professional opportunity for effective, hard-working person. An Equal Opportunity Employer. No Tapes. Send salary requirement and resume to Box I-159.

Assistant Director for Programming and Production Manager for university-based production facility. ASSISTANT DIRECTOR serves as program liaison to state PTV network, supervise daily program activities and direct all ITV development. Requirements: MA with supervisory, production and ITV experience. PRODUCTION MANAGER is responsible for maintaining quality control for all production activity. Responsible for supervision and training of all production support personnel while also serving as special projects producer. Requires BA with extensive production experience including studio, film and ENG. Supervisory experience very helpful. Send resume for either position to Employment Office, Box 6163, University, AL 35486. For further information contact Skip Hinton, 205-348-6210. Application deadline is October 1, 1979. The University of Alabama is an Equal Opportunity Employer.

Production Manager for 8-station public television network with good studio, remote, and film facilities. Supervises and schedules Producer /Directors, oversees production crews, film and art departments. Assists Director of Programming in analyzing feasibility of new production: directing and other duties as assigned. Required extensive knowledge of and experience with modern production techniques and equipment. Ability to train and work with others and supervise their work is essential. Requires 4-year degree in TV or related field, and 4 years experience as Producer/Director or equivalent. Contact John White, Iowa Public Broadcasting Network, Box 1758, Des Moines 50306 or call 515-281-4521.

Producer/director for public television production center. Prior television production experience preferred. Initial emphasis on directing and post production editing skills. Application deadline October 1, 1979. Send resume to Auburn Educational Television Department. Auburn University, Auburn, AL 36830. An Equal Opportunity Employer.

Promotion Manager: group owned network affiliate in major Florida market seeks professional experienced in overall station promotion. Good idea person skilled in scripting, producing and scheduling creative on-air promos, preparing effective print advertising and press releases, analyzing research for program and sales purposes. Send tape, resume and salary requirements to: Business Manager, PO Box 1833, Orlando, FL 32802. We are an Equal Opportunity-Affirmative Action Employer.

Traffic Manager with knowledge of and experience in BIAS system for top 50 Eastern Station located in pleasant medium size city. Duties include supervision of other traffic clerks and coordination with all departments. Station is growing and this is a growth position. EEO. Reply to Box I-139.

Cultural Affairs Producer—Produce cultural programs for KUSD-TV and the South Dakota Public Television Network. College degree in arts, theater, English or communications and 3 years experience in cultural affairs, including the lively and popular arts, or an equivalent combination required. Direct experience in the arts and on-air television experience with extensive writing and editing skills and proven search abilities desired. Must be familiar with all facets of ENG, quad and cassette editing. Salary range \$12,858—\$14,500. Application deadline, October 8, 1979. Reply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

SITUATIONS WANTED TECHNICAL

TV-FM-AM . . . Field Engineering service. 29 years experience. Installation—maintenance—system design—survey and critique—interim maintenance or chief engineer. Phone Bruce Singleton 813-868-2989.

Fully employed in top 10 prefers small or medium sunbelt market with future. AM/FM as well as TV. 1st Phone with radar. Box I-15.

TV Transmitter Maintenance Engineer: over 20 years experience, FCC First Class, knowledge of FCC TV transmitter regulations, VHF transmitter system testing, video and audio processing, accustomed to full responsibility. Call for resume. 309-762-1327.

SITUATIONS WANTED NEWS

Experienced Sports Anchor—who communicates—seeks return to professional environment. Impressive credentials. Creative, versatile. Degree (Journalism). Employed. VTR, Resume, References. Box I-71.

Sports Anchor, reporter . . . small or medium market. Play-by-play preferred, but not necessary. Five years radio, one year television experience. Box I-102.

Done it all in the last 7 years, from running studio camera to directing 5 minute newscasts. Now ready to be a director. Box I-115.

ENGaging personality, 25, seeks TV station for lasting relationship. (No one-rating stands.) I'm into sports and features. PTV Co-anchor experience. Box I-129.

If you're looking for an experienced anchor with authoritative news style combined with a broadcast journalism background in television and radio, a dedicated professional with creative ideas for a large market audience, contact Chuck Runyon, 390 Shamrock Ct., Evansville, IN 47715 812-476-0610 after 4 p.m.

Aggressive black reporter seeks position in competitive market. Experienced, talented and hard worker. Dependable, too. Degree. Tape available. Call 713-981-6449.

Reporter-Masters candidate, 30, 1 1/2 yrs reporter ETV, 2 yrs teaching. Can do it all. Seeks job as reporter. Would like to leave Midwest. Available now. Box I-138.

Attractive, vibrant woman, four years radio news/sports experience seeks entry level TV position. Will relocate. Video tape available. Kyle Stewart, 19700 Shaker Blvd. Cleveland, OH 44122 216-921-2432.

Mature, able, reliable broadcaster. Seeking anchor, legman, weather or talkshow position. Will get ratings. Box I-155.

SITUATIONS WANTED PRODUCTION, PRODUCTION AND OTHERS

1978 CLIO Finalist: Top 10 Production Director looking for new challenge. I've got 15 years in broadcasting and ad agency production. Currently employed . . . but need megabucks and creative freedom. Love deadlines and pressure. My demo, resume and track record will dazzle you! Networks, Production/Jingle Companies and ad agencies with broadcast departments should write before midnight tonight. This is a limited time offer. Box I-82.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Sports magazine show producer and host. Excellent at editing sports video to music. Solid play by play. Box 1-154.

CABLE

HELP WANTED TECHNICAL

Chief Technician: Needed by Dynamic Cablevision located in the Pittsburgh area with 10,500 subscribers. Part of a fast growing MSO. Experience necessary. Full range of company paid benefits including health, life insurance, retirement plan and tuition fund program, vacation and holidays. E.O.E. Call 412-461-2804.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Cotec Broadcast Group seeks regional managers for two key U.S. sales territories. We're looking for experienced men or women to sell our fine radio products and systems; System 7000 program automation, transmitters, antennas, audio consoles. Excellent compensation program for sales professionals who can handle a first-quality line in midwest and northwest districts. Telephone Andy McClure 805-684-7686.

National Credit and Collection Manager: Corporate Headquarters of a group owner based in Los Angeles with broadcast properties throughout the United States and with interests in publishing and radio and television production has immediate opening for a Credit and Collection professional. This is a career opportunity with a diversified and expanding company newly based in Los Angeles. Excellent salary and benefits. Good visibility and upward mobility. EOE-M/F. Send resume to Box 1-118.

Business Managers/Controllers needed for the Radio Station Properties of a diversified broadcast communications company newly headquartered in Los Angeles but with interests throughout the United States. Broadcast experience recommended but not absolutely necessary. These are career growth positions in an expanding diversified company and environment. EEO-M/F. Send resume to Box 1-119.

HELP WANTED TECHNICAL

Film to tape transfer: immediate opening for an individual experienced in film to tape transfer. Candidate should have a good working knowledge of film and video tape. At least one year experience with scene to scene color correction, and the ability to work with clients a must. Send resume to: Mr. Ron Herman, Director of Technical Services, Cinetronics Ltd., 3131 North Halsted Street, Chicago, IL 60657.

TM Productions/Programming seeks additional maintenance engineer. Degree, five years experience, and familiarity with MCI multi-track gear preferred. Send resume to Ken Justiss, Vice President, TM Productions; 1349 Regal Row; Dallas, TX 75247. No phone calls.

HELP WANTED ANNOUNCERS

If your between jobs in the Md., D.C. area and looking for temporary employment—call us at 301-585-3314.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Writer: Good knowledge of English, sharp proofreader, radio station background helpful, to write case histories, sales presentations for New York company. Apply in writing. Box 1-112.

HELP WANTED INSTRUCTION

Journalism and Mass Communications Department Head for accredited program. Search re-opened. Salary \$35-\$42 M. Deadline: October 31. For information: Journalism Head Search Committee, Box 158, College of Arts & Sciences, Eisenhower Hall, Kansas State University, Manhattan, KS 66506. Affirmative action/equal opportunity employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, lowers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Need Film Cameras, 16mm & 35 mm. Lenses, Editing Equipment, Projectors etc. Call Erwin at 305-949-9084.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Heliox Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

RCA TR-4 VTR's: Hi-band, new heads \$16,000 ea. **Collins MW-408B Microwaves:** 7 Ghz, audio channel, 2 available, \$4,500 ea.

Ampex 1200A VTRs: loaded with options \$24,000 ea.

GE PE-400 Color Cameras: Pedastals, scopes, racks, like new. \$14,000 ea.

RCA TP-6 Projectors: "Oldie but goodie," \$1,500 ea.

AMPEX VPR 7800 VTR's: 1" format, 5 available, \$1,000 ea.

Marconi Marc VII Color Cameras: Pedastals, very good condition, \$6,000 ea.

GE PE-350 Color Cameras: Enhancers, lens, good condition, \$7,000 ea.

RCA TR-50 Hi-Band VTRs: CAVEC and DOC 1 with editor, \$22,500 ea.

GE 12KW UHF Transmitter: With Channel 14 antenna, \$18,000.

RCA TK27A Film Camera: Good condition, TP 15, available, \$12,000.

RCA TP88 Film Projectors: Optical and magnetic sound \$10,000 ea.

GE PE 240 Film Camera: Automatic gain and blanking \$8,000.

RCA-TT-10 AL VHF Television Transmitter: low band, spares, \$8,000.

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

50 KW AM GE BT-50—A4, 14 yrs old. Many new parts, many spares. Excellent condition. M. Cooper 215-379-6585.

1 KW FM RCA BTF-1D. 14 yrs old. On the air. Will guarantee. M. Cooper, 215-379-6585.

1 KW AM Collins 20-V3 w/500 watt cutback. On the air. Many spares. M. Cooper, 215-379-6585.

Eidaphor—Large screen professional television projector. Operational when removed from service. Complete—available immediately. \$14,500. Will take part in trade. International Cinema Equipment Co., 6750 N.E. 4th Ct., Miami, FL 33138. 305-756-0699.

Tektronix 528 and 1480 Waveform monitors and 1420 and 520A Vectroscopes, new in factory cartons, in stock ready to ship. Call Ivey Communications Corp. 305-843-8982.

Andrew Line & Connectors ready for emergency shipment anywhere by air. Broadcast Consultants Corp. 703-777-8660. Box 590, Leesburg, VA 22075.

Complete Stereo STL System. Complete microwave studio/transmitter link with amplifiers and remote control. Everything needed for dual link AM stereo system or for FM stereo. Marti Electronics package in excellent condition. Complete package includes two transmitters type STL-8, two receivers type R-200/950, two amplifier compressor/limiters type CLA-40, transmitter and receiver combiners, and ten channel analog remote control system type RMC-2. Priced 35% below current list for a new system... \$6,940 value new for only \$4,511 in excellent used condition. Holt Technical Services, Suite 205, Westgate Mall, Bethlehem, PA 18017. 215-865-3775.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

Want to expand your station's flexibility and REVENUE by producing outside commercials and Special Programming in your own market? We have two fully equipped production vans—one with Quad! Both priced realistically and ready to roll. Discover the advantages and PROFITS of being the only Major production resource in your region. Call Dave at 209-957-1761 for an immediate inspection.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

"Phantastic Phunnies"—400 introductory topical one-liners... \$2.00!! 1343-B Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Cheap Radio Thrills! Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamite tracks on 4 low-priced LPs!! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

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 September 10 and October 22. Student rooms at the school, 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

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 Technical

Chief engineer

retiring in approximately one year. Need bright, energetic, take-charge engineer with 1st class license for AM/FM radio stations. Must have complete maintenance background on transmitter and DA antenna; audio production equipment and automated FM. Equal Opportunity station. Outstanding opportunity; top wages and fringe benefits... a once in a lifetime opportunity. Write William R. Williamson, Executive Vice President/General Manager, WIBX/WIBQ, P.O. Box 950, Utica, New York 13503.

Help Wanted Technical Continued

AUDIO TECHNICIANS

One of the country's most important national non-commercial broadcast organizations is looking for, broadcast/recording technicians and master control operators. If you're quality-conscious, and you have had both recording studio and broadcast experience and are creative and a professional, then join our staff to make it happen, where it happens. If you wish to apply, be sure you have a strong background in news production, and that you know audio processing equipment from the inside out. You should also feel as at home on a remote as you are in the studio.

Individuals interested in being master control operators should be experienced in automated audio switching systems and computer terminals. You should also be familiar with Telco and microwave interconnection systems.

We offer excellent company benefits which include paid hospitalization and vacation.

Please send resume, including salary history, to:

DeNise Johnson
NATIONAL PUBLIC RADIO
2025 M St., NW
Washington, D.C. 20036

NPR is an Affirmative Action/Equal Opportunity Employer

Help Wanted Announcers

GOING LIVE COUNTRY DEC. 1st
Need PD, announcers with strong, adult voice, and top production. Start 13,000 to 18,000 with excellent fringes. Top company in the Business, Ohio, send resume. Prefer Midwest Applicants.
Box I-72.

MAJOR MARKET ADULT CONTEMPORARY LOOKING FOR DRIVE TIME HEAVY HITTER!

Major market adult contemporary looking for an exciting, multi-dimensional talent. If you want to make a big splash in one of the nation's top ten markets send details to Box I-98. If you've got the creative personality... we've got the facility that's right for you!

Situations Wanted Announcers

Personality/MD/PD

Want a creative, versatile, hardworking sober, major market talent? I want a solid company with experienced professionals.
Box I-116

Situations Wanted Management

ATTENTION STATION OWNERS

Somewhere there is a new or existing station that is looking for dedicated key employees to make up a professional staff—station manager, sales, copywriter, bookkeeper, announcers, production, etc.; all with proven track records. We want to move as a team to a permanent situation. We have the desire and experience if you have the market.
Box I-167.

Situations Wanted Management Continued

Station Mgr. Available

My station sold & new owners will manage. Experienced since 1945/17 yrs. at KCMO, K.C. Know sales & programming & news fully. References: A. E. Dahl, owner, KAHL-AM & KELN-FM 308-532-1120 or Clarence Dickgrafe, Farmers Bank, Clinton, Mo., or Bob Ingram, owner KBEA, Kansas City, Kansas. I'm Bill Cannaday Area Code 913-648-5286. Ready now to go to work in the mid-west.

TELEVISION

Help Wanted Management

Assistant General Manager/ Program Director

Group owned Southeast station seeks experienced Program Director with top management skills ready for increased responsibility. If you have the experience and talent and want the opportunity to move up with a growing broadcast group, send resume and references to RMC, Post Office Box 367, Columbia, SC 29202. Equal Opportunity Employer.

TV BUSINESS MANAGER, NEWS & ENGINEERING OPERATIONS

Major Midwest network owned station seeks hardworking individual with proven track record in finance and with thorough knowledge of news and engineering operations essential. Bachelor degree required—MBA desirable. Salary commensurate with experience. Send resume and salary requirement to

Box I-123

Equal Opportunity Employer
M/F

UNUSUAL OPPORTUNITY FOR TV GENERAL MANAGER NETWORK AFFILIATE

Major group with VHF outlet in market rank 40-50 seeking G.M. Salary open. Excellent benefits. Must have minimum 10-years experience in middle/high level management, preferably three years prior experience general manager. Equal Opportunity Employer. Send complete resume to Box I-27.

Help Wanted Management Continued

BUSINESS MANAGER

Group owned Southeast station seeks experienced Business Manager to handle entire accounting and business activities. Excellent opportunity with growing company. Candidates should have extensive financial, administrative and supervisory experience. Send resume to I-158. Equal Opportunity Employer.

FCC IN-HOUSE COUNSEL

needed for rapidly growing Mountainwest group radio and television owner. Responsibility for supervision of FCC compliance and report preparation on transfers, renewals, construction permits, annual reports, etc. Will work closely with senior management station managers and Washington FCC counsel on all legal aspects of broadcast operations. An Equal Opportunity Employer. Send resume and salary requirement in confidence to Box I-56.

DIRECTOR OF THE UNIVERSITY OF NORTH CAROLINA CENTER FOR PUBLIC TELEVISION

Candidates are being sought for the position of Director of The University of North Carolina Center for Public Television.

The University of North Carolina is a multi-campus public university consisting of sixteen senior institutions. The University is governed by the Board of Governors and is under the executive direction of the President of The University.

The Center for Public Television provides for research, development and production of noncommercial educational television programming, provides for the distribution of television programming through broadcast facilities licensed to The University, and otherwise seeks to enhance the uses of television for public purposes.

The Director is responsible to the President of The University of North Carolina for general management of the public television system. The Director's duties include both supervising daily operations and planning for growth and development of the system. Operational responsibilities include preparing and implementing budgets, employing and supervising department heads, providing information and reports required by University, state, and federal officials and agencies, insuring compliance with all rules, regulations, and statutes applicable to operation of the system, and implementing all University policies concerning the public television system.

Candidates must have a bachelor's degree, and preference will be given to those who have done graduate work in the fields of communications, business management, or the social sciences. Candidates must have had at least five years of experience in telecommunications employment, with a minimum of two years in positions of substantial management responsibility within either public or private television broadcast stations or related enterprises.

Persons interested in becoming candidates should address letters of inquiry to Dr. George Bair, P.O. Box 2688, Chapel Hill, North Carolina 27514, who will supply application forms and supplemental information. Completed applications will be received through October 5, 1979. The selected candidate will be notified no later than November 9, 1979, and will be expected to begin employment no later than December 17, 1979.

The University of North Carolina is an equal opportunity employer, committed to affirmative action on behalf of women, members of racial minority groups, and handicapped persons.

Help Wanted Technical

MAINTENANCE ENGINEER

Position available with major broadcast chain. Must have hands-on knowledge of ENG and TV broadcast equipment. Require First Class License. Send resume to:

Joe Missick, Chief Engineer
WISH-TV
P.O. Box 7088
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Help Wanted Technical Continued

TELEVISION TECHNICAL POSITIONS

TV TECHNICIANS, VIDEO TAPE OPERATORS AND MAINTENANCE ENGINEERS

SIN—The National Spanish Television Network has immediate openings at affiliate stations in sunbelt cities for experienced, professional engineers with 1st class licenses.

Resumes will be held in confidence. Send to:

SIN
c/o KMEX-TV
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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.

MAINTENANCE ENGINEER

Have 3 to 5 years experience maintaining Studio/ENG equipment? Want the professional environment of a competitive major-market operation without the big city hassle? Want to be in on the ground-floor of a major facilities renovation? We are a group-owned VHF affiliate in the sunbelt offering an outstanding opportunity with excellent wages and benefits. Interested? Resume to Box H-121. EOE.

TV STUDIO TECHNICIAN

Major corporation seeks technician to maintain fully equipped TV studio, including broadcast quality color cameras, BVU 200 videocassette recorders, Grass Valley 1600A switcher, Microtime 2020 time base corrector and associated color studio equipment. Excellent opportunity to be part of a corporate visual communications team. Looking for 5 years related experience. Salary range 17-24K. Contact Bill Panza, 203-552-2067, or write to American Can Company, Corporate Communications, Greenwich, Ct. 06830.

Help Wanted Programing, Production, Others

TELEVISION PRODUCER/DIRECTOR

Top ten independent is seeking enthusiastic individual with minimum of four (4) years directing and producing experience. Should include experience in the following areas: news, sports, talk/variety as well as remotes and commercial production. Applicants must have demonstrable record of achievements and strong positive motivation. Send resume to Box I-146. Equal Employment Opportunity Employer M/F.

Help Wanted Programing, Production, Others Continued

Traffic Manager

Network affiliated TV station in major Florida market. Must have excellent organizational skills. Ability to lead and communicate with others, and thorough knowledge and understanding of computerized traffic system. Excellent salary, working and living conditions. Send resume and details of qualifications to Box I-89.

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NORTHEAST TELEVISION NETWORK AFFILIATE

is seeking warm, aggressive, talk show host/hostess. Must be experienced and capable of handling controversial issues, live audience and telephone questions. Excellent professional opportunity for effective, hard-working person. Send salary requirement and resume to Box I-159. No tapes. An Equal Opportunity Employer.



NEW ORLEANS Host and Hostess

WWL Television's PM Magazine goes on the air in January and we need two bright, positive professionals who can help make it the best in the country. Resumes and tapes to:

Richard Akin
PM Magazine
WWL Television
1024 N. Rampart St.
New Orleans, LA 70176

Help Wanted Sales

LOCAL SALES MANAGER

We need a people person. An energetic goal-oriented idea person. Probably someone who has an outstanding local retail and direct sales record who's ready to manage. We offer a dominant station in a Texas growth market. A local sales staff of six. Outstanding compensation and benefits and group ownership growth potential. Resume and earnings history in confidence to: Box I-121, EOE.

Help Wanted News

TV News Producer

Top 5 market. Must be organized, a creative writer and have proven ability to produce upbeat, exciting, fast-paced newscasts. EOE station. Resume and writing samples with your letter selling us on your strengths. Box I-99.

PULITZER TELEVISION IS NOW IN THE PROVIDENCE MARKET!

Current news staff will be expanding rapidly:
JOBBS AVAILABLE:
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TV NEWS ANCHOR.

We need a highly motivated, personable and professional news anchor. The person selected will demonstrate an authoritative and credible yet warm on-air presentation. Experienced anchors or major market reporters with anchor ambitions are encouraged to apply for this highly visible position in a southeast capitol city. Respond with resume to Box I-135. EOE. M/F.

Television News Director

WKBW-TV in Buffalo is seeking an experienced television journalist for market's dominant news operation. Looking for a leader, with solid background in producing, ENG, and administration. An equal opportunity employer. Contact Philip Beuth, General Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202.

ALLIED FIELDS Help Wanted Management

EXECUTIVE DIRECTOR

Audio Independents, Inc., a new national development and distribution organization for independent radio production, is seeking a dynamic director with organizational and management capabilities. Must have knowledge of commercial and/or public broadcasting. For further information call or write; send resume to: P.J. Anderson, Dept. A, RD No. 1, Fort Edward, New York 12828, (518) 695-6406.

**PROFESSIONAL
STAFFING**



CAREER OPPORTUNITIES

**MANAGER,
NATIONAL MARKETING**

Requires administrative experience along with a minimum of six years direct involvement with national and international marketing programs utilizing all forms of media. Agency experience, a working knowledge of the tourism industry and existing relationships with key media representatives is preferred. Extensive advertising and promotional experience is mandatory. Applicants should forward resumes, creative/planning samples and salary history to Walt Disney World, Professional Staffing, MA-19, P.O. Box 40, Lake Buena Vista, Florida 32830.



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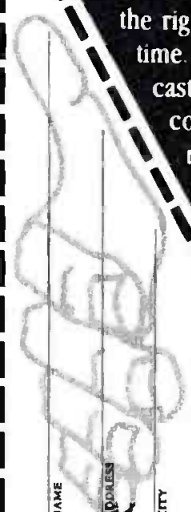
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Plus A Primer of Cooperative Advertising*, a \$15.00 handbook — free! A \$44.75 Value for only \$29.75! Send Check or Money Order. 10 Day Money Back Guarantee. Find New Account & Co-op Sales Potential!

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Please send us _____ copy(s) of The Co-op Catalog & free handbook @ \$29.75 each — Amount Enclosed \$ _____
Prepaid orders incl: postage & handling.

Name _____
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Address _____
City/State/Zip _____

*free handbook unbound

ALLIED FIELDS

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COMPUTER SYSTEM SALES

Station Business Systems, one of the nation's leading suppliers of business automation systems for the broadcasting industry, has several openings for regional sales representatives.

Consultive sales positions will interact with prospects' top management, to understand their needs, and sell solutions. Extensive broadcasting experience at middle or upper level management preferred. Will seriously consider outstanding individuals without previous sales experience. Particularly interested in controllers, business managers and general managers with business systems experience and desire to get into direct marketing role. Excellent compensation plus all travel expenses paid. Heavy travel required. Mid-Atlantic and south central territories open.

Provide a complete resume plus a letter describing your interest in the job and desired compensation to:

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a division of Control Data Corporation
600 West Putnam Avenue
Greenwich, Conn. 06830
Attn: Larry T. Pfister

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**A Country Specialist With A Proven
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If you have dizzy spells, from dropping curves, shortness of breath because of low quarter-hours, sagging promotions, and constant headaches caused by reduced profit margins, we can help.

If you are country today or will be soon, call (817) 731-0218 for a professional prescription for good rating health.

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CALIFORNIA

Solid national programmer seeks active investment & management opportunity near coast.

Box I-149.

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For Sale By Owner

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Both automated. All real estate. Solid profit & cash flow. Terrific growth. Gross justifies 1-3m cash. Principals only. Write (on company letterhead) to Box I-141.

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New Mexico AM-New Price.
Chance for Solid Growth. Jack
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For Sale Stations Continued

MW	Small	AM	\$168K	\$49K
S	Small	Profitable	\$230K	\$50K
W	Small	AM	\$285K	Terms
Plains	Small	AM	\$350K	29%
W	Medium	Fulltime	\$350K	\$102K

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SELECT MEDIA BROKERS

FL	Daytime AM	330K	Medium
FL	Daytime AM	165K	Small
TX	Daytime AM & CP Fulltime	630K	Metro
AL	Daytime AM	600K	Metro
FL	Daytime AM	390K	Medium
WA	Fulltime AM	265K	Small
AZ	Fulltime AM	360K	Small
NY	Daytime AM & CP-FM	450K	Medium
VA	Daytime AM	180K	Small
FL	Fulltime AM	170K	Small
GA	Daytime AM	385K	Small
LA	Daytime AM & Fulltime FM	450K	Small
NC	Daytime AM	205K	Small
GA	Daytime AM & Fulltime FM	350K	Small
SC	Daytime AM & Fulltime FM	500K	Medium

912-883-4917
PO Box 5, Albany, GA 31702

- No down payment. SW Ala. small town. Pay about \$1,900 per month. \$160,000.
 - AM-FM in Kentucky. \$360,000. Terms. \$800,000.
 - 100,000 Watt Stereo S.E. Metro area. \$200,000. Terms.
 - South Alaska. Includes Real Estate. \$200,000. Terms.
 - Fulltime. Large metro area. R.E. Indiana. \$2,000,000. Terms.
 - FM in Western Oklahoma. \$280,000.
 - Fulltime. N.W. Coastal. \$400,000.
 - Powerful Fulltime; N. Maine. \$450,000.
 - Daytimer. Mass.; Large Metro. \$850,000.
 - Fulltime. Dominant. Metro. TX \$1,000,000.
 - Daytimer. Million + Pop. in coverage area.
 - 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
 - Southern Arizona. Fulltime. Good county population. \$390,000. Terms.
 - S. California. Spanish. \$520,000.
 - N. Central Texas. Daytimer. \$400,000.
- Let us list your station. Confidential!
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615-756-7635 24 HOURS

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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.
Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.
Rates: Classified listings. (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.
Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy, Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.
Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Fates & Fortunes

Media



Greenberg

Stanley Greenberg, general sales manager, KSD(AM)-KCFM(FM) St. Louis, and acting manager since Aug. 15, named VP-general manager.

John Radeck, president and general manager of WJBF(TV) Augusta, Ga., joins KESQ-TV Palm Springs, Calif., in same capacity.

David R. Donovan, general manager of WQUE(FM) New Orleans, appointed to additional post of general manager of WGSO(AM) New Orleans, replacing in latter position **John Marshall**, who has resigned (both stations are part of Insilco Broadcast Group).

James MacFarlane, operations manager, WABI(AM)-WBGW(FM) and WABI-TV Bangor, Me., joins WWAM(AM)-WKJF(FM) Cadillac, Mich., as manager.

Joan Roger, sales manager, WSBS(AM) Great Barrington, Mass., named general manager.

Shannon Marie Hack, director, corporate planning, NBC, named director, regional affiliate relations, NBC-TV, New York.

Richard Dreves, program coordinator, non-commercial WOUB(AM) Athens, Ohio, joins WPXE-AM-FM Starke, Fla., as assistant general manager.

William Struyk, program director, WOOD-AM-FM Grand Rapids, Mich., named director of broadcast operations.

Joe DiBacco, manager of Eastern division of General Television in Maryland and Delaware, joins Liberty Communications as district manager for company's cable operation in Beaumont-Port Arthur, Tex.

Ivette Torres, director of career services and job placement program of National Puerto Rican Forum, Washington, joins Corporation for Public Broadcasting there as coordinator of minority affairs. **M. Walker Pearce**, Washington area representative of FMS Productions, joins CPB as coordinator of women's activities.

Tom McManus, program director, noncommercial KPBS-FM San Diego, named station manager.

Advertising

Appointments, W.B. Doner, Detroit: **Gerald Lyons**, from Foote, Cone & Belding, New York, named account supervisor for Vlasic Food Products; **Randolph Earle**, from Keebler, named account executive on Pillsbury account; **Craig Carpenter**, from Robert Solomon and Associates, named account executive in retail department; **Mary Beth Langenhorst**, from Campbell-Ewald, Detroit,

named senior producer; **Ed Brown**, also from Campbell-Ewald, named senior art director; **Diana Lynam**, from Foote, Cone & Belding, Chicago, named media planner; **Jim Gorman**, senior copywriter in Detroit office of Doner, named group creative supervisor; **Howard Dembs**, in media department of Doner, named account executive on BASF Recording Tape and Detroit Optometric Centers and **Shay Soll**, in Baltimore office of Doner, transfers to Detroit as account executive on Foley's and May Co. department stores.



Doyle

James Doyle, VP-group supervisor on Cadillac Motor Car division, Kirsch Co. and General Tire Chemical/Plastics accounts, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named senior VP-management supervisor. **Gerald Hall**, market development manager, Seven-Up Co., joins DM&M in St. Louis as account supervisor in grocery products group. **Valerie Cox Ahrens**, assistant account executive, DM&M, St. Louis, named account executive. **Michelle Wise**, talent coordinator, Innervision, joins DM&M in St. Louis as broadcast production coordinator. **John Seaton**, audio-visual specialist with DM&M, named associate broadcast producer.

Elected VP's, Young & Rubicam USA, New York: **James Hayman** and **Ken Musto**, associate creative directors; **Clark Frankel** and **Donald Ross**, creative supervisors, and **Matthew Basile**, senior art director.

Ava Gray, VP-associate media director, Glenn, Bozell & Jacobs, Dallas, named VP-media manager. **Carole Cinnamon**, associate media director, named VP.

Judith Miller and **Claude Caylor**, associate media directors, Tracy-Locke Advertising, Dallas, named VP's and media group heads.

Robert Graham, senior VP-group management supervisor, McCaffrey & McCall, New York, joins Needham, Harper & Steers there as senior management representative.

Jim Kissel, account supervisor, Hume-Smith-Mickelberry, Miami, named VP.

Mark Keller, associate creative director, Ackerman & McQueen Advertising, Oklahoma City, elected VP.

Tom Williamson, broadcast producer, Byer & Bowman, Columbus, Ohio, named associate director of broadcast production.

Named VP's at Christal Co.: **John Comenos**, account executive, New York; **Tom Dolliff**, Atlanta office manager, and **Keith Issitt**, Dallas office manager.

Eileen Rooney, senior account executive, Avery-Knodel, Los Angeles, named manager of Los Angeles office.

Gregg Robinson, sales research analyst, Katz Television Continental's silver and bronze teams, named sales research team manager for gold team, New York. **Leslie Sutcliffe**, supervisor of sales assistants for silver team, named research analyst for that team, also based in New York. **Lynette Magenheimer Guy**, broadcast media buyer, Foote, Cone & Belding, Los Angeles, joins sales staff of Katz Television Continental there.

Johnnie Pegues, formerly with KSCS(FM) Dallas, joins Jack Masla & Co. as head of its newly opened Dallas office.

Toni Taranto and **Nancy Tellet**, senior estimators, Air Time, New York, named media group supervisors. **Tim Gorman**, from sales department of WOR(AM) New York, joins Air Time as radio buyer.

Robert Gilbert, formerly with CBN Spot Sales, joins Field Spot Sales, New York, as account executive.

Thomas G. Maney, former VP-assistant general manager of WCVB-TV Boston, and earlier VP-general manager of WTTG(TV) Washington and sales manager for KTTV(TV) Los Angeles, named executive VP-general manager of Ed

"The person you describe is the person I'll deliver"

Joe Sullivan

"Finding a first-rate executive isn't enough.

"You want the *right* one.

"Right for your company. Right for *you*."

"I understand your needs. I relate them to my own 18 years of executive responsibilities in media and communications. When you tell me what you want, I search out and deliver the right person.

"I know where to look. How to evaluate critically in terms of your specific preferences. And how to create the right climate for successful recruiting.

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New York, New York 10020
(212) 765-3330

Libov Associates, Los Angeles, media planning and buying service.

Carroll Wood, VP-operations, Communications Systems, Dallas, joins Showtime, New York, as south Central regional manager. He will be based in Dallas.

Elected VP's in CBS-TV Network Sales Department: **Alfred DiGiovanni**, director, news and late night sales; **John Brooks**, director, daytime and children's program sales; **Richard A. Pinkham Jr.**, director, program sales and **Michael Presbrey**, director, special program sales. **William Cecil**, director, sales planning, appointed VP, sales proposals; **Robert Kipperman**, director, nighttime sales, named VP, primetime sales; **Richard Steenberg**, VP, special program sales, appointed to new post of VP, sales and program coordinator.

Mark Grant, account executive, ABC Spot Sales, New York, named national sales manager of co-owned WABC-TV there, succeeding Andrew Feinstein, who was named local sales manager (BROADCASTING, Aug. 27).

Martin Conn, account executive, WRC(AM) Washington, named general sales manager.

Chuck Zellermayer, local sales manager, WQUE(FM) New Orleans, named general sales manager. **Bruce Corne**, account executive, succeeds Zellermayer.

Ronald Grubbs, sales manager, KCFM(FM) St. Louis, named general sales manager, WRTH(AM) Wood River, Ill. (St. Louis).

Stanley Cohen, general sales manager, WINZ(AM) Miami, named manager of national sales for WINZ-AM-FM. **Barbara Levenson**, account executive, WINZ(AM), named sales manager of WINZ-FM.

Drew Horowitz, account executive with WFYR, Chicago, named local sales supervisor. **Ron Murphy**, president of Chicago based Oscar Watts Advertising, joins WFYR as account executive.

Joseph Borrello, in sales department of WOOD-FM Grand Rapids, Mich., named general sales manager.

Jerry Gaulke, local sales manager, KAIR(AM)-KJYK(FM) Tucson, Ariz., joins KZST(FM) Santa Rosa, Calif., as general sales manager.

Steve Kargman, account executive, KMBC-TV Kansas City, Mo., named local sales manager.

Marlene Heshler, account executive, WTAE(AM)-WXXK(FM) Pittsburgh, named assistant sales manager.

Kurt Mische, station manager, WEBQ-AM-FM Harrisburg, Ill., joins WQHK(AM) Fort Wayne, Ind., as assistant sales manager.

Holly Sparks, account executive, WNR(AM)-WQB(FM) Ann Arbor, Mich., named local sales manager.

Marvin Lewis, general sales manager, WKIE(AM) Richmond, Va., joins WNJR(AM) Newark, N.J., as local sales manager.

Ed Shaffer, account executive, WNGE(TV) Nashville; **Andy Harrison**, account executive, WTBS(TV) Atlanta, and **Juanita Parks**, executive sales assistant, WSB-TV Atlanta, named account executives with WSB-TV.

Suzanne Wallace, traffic manager, KHJ(AM) Los Angeles, named account executive.

Barbara Terry, account executive.

Westinghouse Broadcasting, Chicago; **Kevin Greenan**, account executive, *Alexandria* (Va.) *Gazette*, and **Kathy Boyden**, assistant media coordinator for U.S. National Commission on International Year of the Child, Washington, join WMAL(AM) Washington as account executives.

Programing



Schneider

Frederick Schneider, since 1973 VP and chief operating officer, Hemdale Leisure Corp., New York, joins Viacom Enterprises, New York, as VP, feature films, to explore areas of production and co-production, develop new sources of features, acquisitions and packaging techniques. Before joining

Hemdale, subsidiary of Hemdale Film Group Ltd., London, Schneider was VP and director of programing for TV division of RKO General, and was co-founder of Show Corp. of America.

Alan R. Fields, VP, pay TV-home video, television distribution division of Paramount Pictures Corp., named VP-corporate planning.

Marshal Backlar, executive for current dramatic programing, ABC Entertainment, Los Angeles, named director, dramatic development.

Ken Horton, director, current comedy programs, NBC Entertainment, Burbank, Calif., promoted to director, drama development. **Janet Greek**, with NBC story department, West Coast, promoted to manager, drama development. **William Clotworthy**, manager of television production services, BBDO, New York, joins NBC as director of program standards, New York.

Kit Anderson, in program practices department, CBS/Broadcast Group, named associate director, program practices-prime time, Hollywood. **James McGowan**, director of research and planning, business affairs, CBS-TV, New York, named VP-business affairs, planning and administration, CBS Entertainment, Los Angeles. **Richard Katz**, talent and program negotiator for motion pictures for television and miniseries, named director of business affairs, Hollywood, CBS Entertainment.

Avram (Ave) Butensky, who heads his own firm, Avcom Television International Inc., New York, and formerly president of Program Syndication Services Inc., New York, subsidiary of Dancer Fitzgerald Sample, named barter syndication consultant to Time-Life Television, New York.

Daniel J. Cosgrove, VP and New York sales manager, Westinghouse Broadcasting Co.'s Television Advertising Representatives, named eastern division sales manager for company's Group W Productions, based in New York.

Gary Firth, program director, KUPD-FM Tempe, Ariz. (Phoenix), joins KAUM(FM) Houston in same post.

R.T. Simpson, announcer, KOSI-AM-FM Denver, joins KLZ(AM) there as program director.

Tim Brant, morning sportscaster, WMAL(AM) Washington, joins WJLA-TV there as sports direc-

tor and sports anchor of 6 and 11 p.m. news.

Dave Diles, host of "College Football Scoreboard" on ABC-TV, and former sports director for WXYZ-TV Detroit, rejoins WXYZ-TV as sports anchor.

Mike Chamberlin, former sports director, KSBW-TV Salinas, Calif., and weekend sports anchor, KTVU(TV) Oakland, Calif., joins KOVR(TV) Stockton, Calif., as sports director.

Rick Stoss, weekend sports anchor, WTVR-TV Richmond, Va., joins WCYB-TV Bristol, Va., as sports director.

Ron Thompson, formerly with KONO(AM) San Antonio, Tex., joins KLWW(AM) Cedar Rapids, Iowa, as program director.

Jack Friday, air personality, KIQI(AM) San Francisco, joins KYUU(FM) there in same capacity.

Low Witz, VP, Marketteam, Newport Beach, Calif., and earlier, general manager of WCFL(AM) Chicago, joins Shadow Traffic Network in Chicago as senior VP of radio traffic reporting service.

News and Public Affairs

William Church, manager of news bureau of PPG Industries, Pittsburgh, joins KSAT-TV San Antonio, Tex., as news director.



Nachman

Jerry Nachman, general assignments reporter, WCBS-TV New York, appointed news director, KCBS(AM) San Francisco (both stations are CBS-owned).

John Lippman, news director, WSTW(TV) Tacoma, Wash., joins KIRO-TV Seattle as acting news director. **Gary Justice**, reporter and 11 p.m. anchor, named

5 and 11 p.m. co-anchor. **Joe Zaspel**, formerly with administration of Washington governor Dixy Lee Ray, named senior correspondent for KIRO-TV.

Phil Bremen, senior correspondent, WTHR(TV) Indianapolis, joins NBC News as correspondent, based in Miami bureau.

Doris Biscoe, weekend co-anchor and reporter, WXYZ-TV Detroit, named co-anchor of 6 p.m. news.

Jack Swanson, newscaster, WLS(AM) Chicago, named news director for co-owned KGO(AM) San Francisco.

Gregory Tatum, in news department of KSDO(AM) San Diego, named news director.

Barry Felcher, assignment editor, WDIV(TV) Detroit, joins WLS-TV Chicago in same capacity.

Jim Forest, executive director of sports, WJR-AM-FM Detroit, joins WOLO-TV Columbia, S.C., as news and sports director.

Don Lark, anchor, WXYZ-TV Detroit, joins WFSB-TV Hartford, Conn., as co-anchor of 6 and 11 p.m. news. **Bill O'Reilly**, anchor and investigative reporter, KMGH-TV Denver, joins WFSB-TV as 11 p.m. co-anchor with Lark.

Sharon Smith, anchor-reporter, WRGB(TV) Schenectady, N.Y., and **Bob Norman**, anchor-

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reporter. WTNH-TV New Haven, Conn., named 6 p.m. co-anchors. WTNH-TV Norman will also anchor 11 p.m. news. **Gail Anderson**, reporter. WTNH-TV, named anchor for noon news. **Mike Crow**, news director. WDBO-TV Orlando, Fla., joins WTNH-TV as night news manager and 11 p.m. producer. **Barbara Pochan**, news intern with WTNH-TV, named associate producer for 6 and 11 p.m. news. **Maria Uitti**, assistant librarian. Yale Center for British Art, joins WTNH-TV as researcher and production assistant. **Tom Vlodek**, from WREX-TV Rockford, Ill., **Bill White**, from WCHS-TV Charleston, W. Va., and **Kurt Kolaja**, from WICU-TV Erie, Pa., join WTNH-TV as photographers.

Phil Wilson, anchor, producer and program host. WOI-TV Ames, Iowa, joins KSTW(TV) Tacoma, Wash., as anchor of 10 p.m. news.

David Allen, news director, WPHM(AM) Port Huron, Mich., joins WOOD-AM-FM Grand Rapids, Mich., in same capacity. **Liz VanderWoude**, graduate, Hope College, Holland, Mich., joins news team of WOOD.

Steve Hawkins, in news department of WCYB-TV Bristol, Va., named producer and anchor of 11 p.m. news. **Elaine Lipe**, from WJHL-TV Johnson City, Tenn., joins WCYB-TV as weekend anchor and investigative reporter. **Dave Mellon**, general assignment reporter with WCYB-TV, named weather reporter on 6 and 11 p.m. news. **Alan Schleeper**, sports director, WVVA-TV Bluefield, W. Va., joins WCYB-TV as weekend sports anchor and general assignment reporter.

Cicely Hand, co-anchor, KEZI-TV Eugene, Ore., joins WLOS-TV Asheville, N.C., in same capacity.

Meg MacDonald, reporter-anchor, WBOC-TV Salisbury, Md., joins WGHP-TV High Point, N.C., as co-anchor.

Bernard Komer, reporter. *The Dallas Morning News*, joins KXAS-TV Fort Worth as investigative reporter.

Ben Frazier, anchor, WTOP(AM) Washington, joins WJXT(TV) Jacksonville, Fla., as noon anchor. **Larry Shenosky**, formerly with non-commercial WUFT(TV) Gainesville, Fla., named producer of noon news on WJXT.

Eric Schindler, capital correspondent, WICS(TV) Springfield, Ill., joins WFRV-TV Green Bay, Wis., as Madison, Wis., correspondent.

Donald Paul, weathercaster and science reporter, WFLA-TV Tampa, Fla., joins WJBK-TV Detroit as weathercaster.

John Varner, former anchor and reporter for WALB-TV Albany, Ga., joins WFBC-TV Greenville, S.C., as bureau chief of Asheville, N.C., office.

Jan Fisher, former investigative reporter, WJXT(TV) Jacksonville, Fla., joins WTLV(TV) there as general assignment reporter. **Mark Basse**, cameraman, WJXT, joins WTLV in same capacity. **Bill McQueen**, 11 p.m. producer, WTLV, named executive producer. **Frank Baker**, from WBBH-TV Fort Myers, Fla., succeeds McQueen.

Steve Baboullis, acting executive producer, WAST(TV) Albany, N.Y., named executive producer. **Al Ruechel**, weekend anchor, named 6 p.m. co-anchor. **Ellen Miller**, reporter, assumes additional duties as Saturday anchor. **Claudia Collins**, reporter, assumes additional duties as Sunday anchor. **Monica Salvo**, production assistant, named weekend news producer.

Skip Cilley, former news director, KTVX(TV) Salt Lake City, joins WSB-TV Atlanta as 11 p.m. news producer.

Jim Ross, owner of video production company in Seattle, joins KVOS-TV Bellingham, Wash., as producer-director for 10:30 p.m. news. **Rollin Wood**, staff photographer, KVOS-TV, named chief photographer. **Cynthia Mauck**, tape editor for American Forces Network Radio and TV in Frankfurt, Germany, joins KVOS-TV as ENG tape editor.

Arlene Sposato, in broadcast services division of Associated Press, New York, named national broadcast executive.

Kristine Mietzner, formerly with KHQ-AM-FM-TV Spokane, Wash., joins KRBD(FM) Ketchikan, Alaska, as reporter.

Bob Lewis, from WDMT(FM) Cleveland, joins WPVL(AM) Painesville, Ohio, as public affairs director and morning air personality.

Mike Bonner, from WCCO-TV Minneapolis, joins KBJR-TV Superior, Wis., as news photographer.

Promotion and PR

Paula Gottschalk, director of corporate relations, corporate information department of CBS, New York, named VP-corporate information. **Jerold Goldberg**, promotion manager for CBS Entertainment, Hollywood, assigned to Hollywood-produced specials, daytime shows and some dramas, named on-air creative director for CBS Entertainment, New York. **John Luma**, promotion writer and producer with CBS in Hollywood, succeeds Goldberg.

Ellie Kerns, research manager, WSBK-TV Boston, named advertising and sales promotion manager.

Richard W. Rasmussen, promotion director of Group W's *Evening* and *PM Magazine* programs, named promotion manager of WLWT(TV) Cincinnati.

Avril Polson, director of public relations, D'Arcy-MacManus & Masius, joins Bozell & Jacobs, Chicago, as director of communications.

Mimi Torchin, former theater editor and columnist for *Cue Magazine*, New York, named head of press relations department for GalaVision, new Spanish language pay television system scheduled to go on air Oct. 26.

Ellen Gold, former reporter with WSTC(AM) Stamford, Conn., joins Burson-Marsteller Public Relations, New York, as assistant account executive.

Technology

Charles Theodore Bryan, engineer with Suburban Radio Group, Belmont, N.C., licensee of seven AM and three FM stations, named director of engineering for Suburban, and chief engineer for its WCGC(AM) Belmont.

Richard Broadhead, manager of antenna product management, RCA Broadcast Systems, Camden, N.J., named manager of transmitter equipment product management.

Joy Wenzlaff, formerly with Philips Broadcast Equipment Corp., joins optical products division of Canon USA as assistant regional man-

ager for broadcast products, based in Los Angeles/Costa Mesa, Calif., branch.

Frank Maynard, former chief engineer, WGSO(AM)-WQUE(FM) New Orleans, and **David Schaberg**, independent management consultant, form new company, Broadcast Technical Services Ltd., Lansing, Mich. Services will include engineering, technical and business management for stations.

Allied Fields

Louis Weber, director of broadcast licensing, ASCAP, New York, named assistant to president, Stanley Adams.

William D. Mitchell, from Federal Trade Commission, Washington, and **Gregory Staple**, formerly with Nixon, Hargrave, Devans & Doyle, Washington, join Koteen & Burt, Washington communications law firm, as associates.

Bob Botik, former general manager of KNOW(AM)-KCSW(FM) Austin, Tex., opens broadcast consulting firm of Botik Broadcast Services there, which will syndicate adult contemporary format for automated stations.

Don Thomson, operations manager, WBAP(AM) Fort Worth, opens consulting firm there specializing in country music stations.

Catherine Hearn Smith, sales assistant, Arbitron Television, Atlanta, named account executive.

Tim Roesler, graduate student, Michigan State University, East Lansing, named television coordinator, Center for Instructional Technology, Creighton University, Omaha.

Deaths

Roy E. Larsen, 80, who was both president and vice chairman of Time Inc. and played important role in developing *March of Time* radio series and filmed programs, died on Sept. 9 at his home in Fairfield, Conn. Larsen, who retired last April, helped create *March of Time* which was first carried on CBS Radio in 1931 and evolved three years later into a theatrical short subject that continued until 1951. Survivors are his wife, Margaret; four children.












William A. Banks, 78, president of WHAT(AM)-WVDB(FM) Philadelphia, died Aug. 30 in University of Pennsylvania hospital in Philadelphia after long illness. He purchased WHAT in 1944 after working as salesman for WIP(AM) Philadelphia, and founded WVDB in 1948 (formerly WHAT-FM). Banks also purchased WINX(AM) Washington in 1948 but sold it in 1952. Survivors include his wife, Marion.

William A. Martin, 68, former president of Farm & Home Radio Stations and Multi-Vue Cable Television Systems, Grand Island, Neb., died Aug. 9 at Grand Island hospital after long illness. Martin joined KMMJ(AM) there in 1940 and was president of Farm & Home which includes KMMJ, KXXX(AM) Colby, Kan., and KIOA(AM) Des Moines, Iowa, for 25 years. He then organized Multi-Vue and was president of firm until his retirement in 1970. Survivors include his wife, one daughter and son.

Carl F. Glade Jr., 57, sales manager, WKBN-AM-FM Youngstown, Ohio, died Sept. 5 in Youngstown South Side hospital. He had been with WKBN since 1955. Survivors include his wife, Betty, one son and daughter.

Added Attractions

In addition to its across-the-board coverage of the week's news—freshly reorganized to incorporate such "superdepartments" as *The Media, Business, Programming, Journalism, Technology* and *Law and Regulation*—BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Oct 1  An in-depth study of **minorities in broadcasting**, featuring a guide to today's minority ownership and a report on the prospects for tomorrow's. Along with a report on progress in the management and talent ranks.
- Oct 15  Status report on **children's TV**: its trials, its triumphs and its prospects for the future. Principal areas of interest: **programming, advertising, regulation**.
- Nov 12  A looking-forward report on **the next quarter century of television**—coinciding with a looking backward at the first 25 years of the Television Bureau of Advertising.
- Nov 19  Annual special report on the **state of the art in broadcast equipment**.
- Dec 3  Annual special report on broadcasting's **top 50 agencies**.
- Dec 10  After the fact: the full story, reported on the scene in Geneva, of **what happened at WARC '79**, to whom, and to what eventual effect.
- Dec 17  The **top 100 records** on pop radio playlists in 1979, plus the **top 50** in country. Just in time for yearend specials.
- Jan 7  Annual double issue, featuring BROADCASTING's exclusive report and analysis of the **top 100 companies in electronic communications**.
- Jan 28  Will it be another record year in TV, AM and FM station sales? Read all about it in the annual **station trading special**, playing back the "Changing Hands" track record of 1979.
- Feb 11  **Pre-NATPE**.
- Feb 18  **NATPE**.

That's not all on our drawing boards, but it gives a general idea. BROADCASTING will update this list from time to time, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.

CPB's Fleming: taking the helm in a storm

Robben Fleming had a hectic summer. The president of the Corporation for Public Broadcasting was in the midst of a major restructuring of CPB; he had to deal with six new board members who immediately flexed their muscles and made their collective power evident; he put a number of new bodies into top management spots; he was in the thick of a budget battle between National Public Radio and the Public Broadcasting Service. But Fleming doesn't seem too worried. "I tend to be optimistic about things," he says, "and so I tend to be optimistic about this."

Fleming's confidence in the midst of all this activity, at a time when everyone else in Washington seemed to be either on vacation or acting as if they were, undoubtedly has its roots in an area that has occupied much of his past: labor relations. Debates between PBS and NPR, he says, aren't too much different than debates that go on at universities, where the law school, the medical school and the engineering school all argue for more dollars.

Fleming, of course, is familiar with the skirmishes that take place at universities—having served as a professor of law at the University of Wisconsin and the University of Illinois. His last experience with academia, as president of the University of Michigan, lasted for a decade and ended with his coming to Washington to take over the top spot at CPB.

His speech is often punctuated heavily with laughter, his words are slow and exact; with his white hair and wire-rimmed glasses, Fleming looks very much like the seasoned professor.

Fleming says there haven't been many surprises since joining CPB (the search committee filled him in on what to expect), but there have been readjustments. In the academic world, he says, he knew exactly what to expect and knew the way things worked. But in his new role, he's had to learn to rely heavily on advice and instinct.

The job, he says, has kept him busy; so busy, in fact, there has been no time for diversions. If he did have time, however, he and his wife would like to explore Civil War sites, spend some time in the Smokeys and on the Virginia beaches, and perhaps get in a little athletic activity ("I'm a poor golfer, but I like to play").

Theater, music and hiking are also interests, and if Washington is too small a city for some, Fleming feels a bit more at home in the university cities that he spent so many years in. In places like Madison, Wis., and Ann Arbor, Mich., he says,



Robben Wright Fleming—president, Corporation for Public Broadcasting; b. Dec. 18, 1916, Paw Paw, Ill.; BA, political science, Beloit College, Beloit, Wis., 1938; LL.B., University of Wisconsin, 1941; attorney, reorganization division, Securities and Exchange Commission, 1941-42; War Labor Board, 1942; director, Industrial Relations Center, University of Wisconsin, 1947-52; director, Institute of Labor and Industrial Relations, University of Illinois, 1952-58; professor of law, University of Illinois, 1958-64; chancellor, University of Wisconsin, 1964-67; professor of law, president, University of Michigan, Ann Arbor, 1968-78; m. Aldyth Louise Quixley, 1942; children—Nancy Jo, 32; James Edmund, 30; Carolyn Elizabeth, 25.

there are great cultural opportunities, but you can move around more easily than in Washington's congested traffic.

But the capital is not a totally foreign city for Fleming; he spent time there earlier in his career, and a lot of his friends have ended up there as well. He still owns a house back in Ann Arbor, and he expects to return there one day.

That, however, may be down the road a bit; the key now is the near future, and where the corporation is heading. "If we can get through the next few months and get organized and staffed," he says, "I believe it will all smooth out."

One of the major tasks facing Fleming now that the CPB restructuring has been approved is recruitment of top level personnel—something that couldn't be done until the board decided on the fate of CPB. In addition, Fleming says there are problems to resolve concerning what the role of CPB will be in regard to minority programming, and it's time to take "a first stab

at how to deal with the independent producer problem."

All of Fleming's expertise in labor relations will undoubtedly be of use in the next few years, as budget problems loom on the horizon, and inflation eats into the budgets of PBS and NPR. The use of satellites is opening up programming possibilities for both systems, and the key will be to find the money to take full advantage of the technology.

But Fleming seems to have some sort of framework—if not a plan—in mind to insure those funds are there. "I think it will probably be poor strategy for public broadcasting to simply talk about money needs without demonstrating more readily what its contributions can be," he said, adding that the best bet for more support is to make clear that what's being done is worthwhile, and something the people would want to support.

As for his personal tastes, Fleming thinks public broadcasting is well worth supporting. He particularly likes public affairs and music shows on PBS, and tunes in to *All Things Considered* on the car radio. If public broadcasting was disbanded, he says, there would be a great public outcry—and from a lot of different corners.

Fleming rejects the notion that public broadcasting is "elitist." He believes, instead, that the media are committed to quality, "and I don't equate quality with elitism." But he also doesn't believe that the test of success of public broadcasting ought to be just the size of the audience. "If that's the test, it's hard to see why taxpayers would support public broadcasting, since that's exactly the test commercial broadcasters use."

The test of success for CPB, Fleming believes, will be a better definition of its over-all mission and greater stability—goals which he is hoping to bring about during his tenure. He acknowledges the fact that there will always be a number of highly disparate elements comprising public broadcasting, and he feels that the key is to instill in each group a sense of commitment to the whole, so they can all work together. If he can accomplish that, he thinks he will have made a significant contribution.

Just how long Fleming will give himself in the post to accomplish that goal is still uncertain. He says he wouldn't have taken the job if he had intentions of staying a few months; on the other hand, he says his tenure may depend on whether or not he believes he's doing a good job. And he maintains that the verdict on his performance thus far still is not in. "There are so many things that need to be done, it's really too early to tell whether I'm good for the corporation or it's good for me."

Editorials

An ethnic FCC?

It is an unfortunate fact of political life that anything can happen in an election year. This is doubly so when the incumbent President is in trouble and looks to patronage as a fertile field in which to plant seeds that might bloom at the polls in November 1980.

The seven-person FCC is structured so that one seven-year term expires every June 30. Spanish-surnamed politicians already are at work in anticipation of next year's opportunity to have one of theirs nominated to the seat now held by James H. Quello. Such a narrowing of the field we have to deplore: Communications in this exploding technological era urgently requires selection of the very best qualified persons, irrespective of color, race, or creed. The FCC should not be a political dumping ground.

Once the die is cast, it seems irreversible. A black is replaced by a black; a woman replaces a woman. If a Hispanic is named for the 1980 vacancy, it likely would mean a Hispanic commissioner forevermore, too. (Immediate victim to this ethnic approach: the only practical broadcaster, among seven, on the FCC.)

President Carter has made three appointments to the FCC—Chairman Charles D. Ferris and Commissioners Tyrone Brown and Anne Jones. His fourth will be either the renomination of Quello, a Democrat, or his replacement.

There will be strong resistance to a politically-inspired appointment to replace an experienced and plucky veteran who has challenged the thrusts of a politically-motivated chairman and his two usually automatic colleagues—Brown and Joseph Fogarty.

It is remote, but the ethnic mold might be broken if need be through such still-pending legislation as H.R. 3333, wherein House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) would reduce the FCC's membership from seven to five. Or the Senate just might find it advisable to sit on any nomination other than that of the incumbent until after the November elections.

Editor's note: An incumbent commissioner serves until his or her successor qualifies. Commissioner Robert E. Lee and former Commissioner Margita White served for months under that legislative rule.

Time for a turnaround

The Supreme Court, for the first time in recent memory, finds itself in a legal bind. Its own members have reason to question whether their bench really constitutes the court of last resort.

Since the court, by a 5-4 split, concluded two months ago in the Gannett decision that criminal pre-trials and possibly trials may be closed to the media and the public under given conditions, four of the nine justices have felt compelled to explain what was really done. The result has been to heap confusion onto confusion as to whether the original five-member majority might now be a bob-tailed minority. Need for clarification is evident.

There is a graceful way out. Richmond Newspapers Inc. has appealed a Virginia Supreme Court decision barring press and public from a murder trial. Eight organizations, including the NAB, have joined Richmond in seeking the highest court's reversal or modification of the Gannett decision, which they have characterized as "authorizing secret trial proceedings."

The Supreme Court should grasp the opportunity to mete out justice and in clear terms correct the constitutional record.

Caveat emptor

There are lessons for all in the report of last week's issue that Fairchild Industries is unloading KLIF(AM) Dallas in what looks like a fire sale.

For those whose guiding tenet is the catch-phrase that "a broadcast license is a license to print money," consider that

Fairchild paid \$10.5 million in 1971 for KLIF, with designs on making the station the flagship of a radio group. Now, eight years, undoubted operating losses and a lot of economic inflation later, the station is being sold for just a bit more than \$4 million. KLIF serves as a reminder that among all those purported money mints there lurks for the unwary a painful boot in the balance sheet. (It also reminds that, of all the businesses in broadcasting, radio is perhaps the most management-intensive.)

The disaster in Dallas should also serve as a kick in the complacency of any radio broadcaster—or television broadcaster, for that matter—who thinks that the status quo is the way to go. The Sept. 10 special report on radio pointed out that the medium is forever in flux, and the KLIF story was an unplanned-for underscore to that proposition.

(It was not, of course, the first demonstration in broadcasting of leadership reverses. Among earlier AM examples: Pacific & Southern's experience with WDJ Hackensack, N.J., and Globe Broadcasting with WMGC Cleveland (now WBBG).)

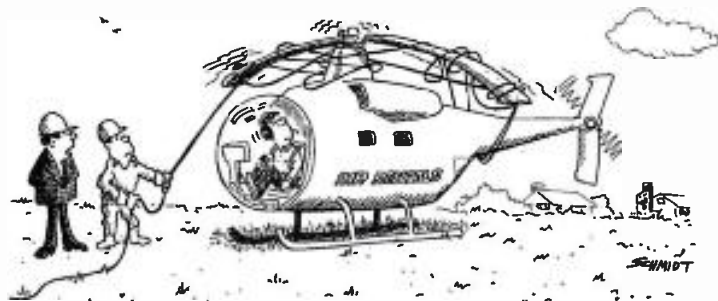
Blame it on bad management, blame it on the phenomenon of FM, but also blame these and similar disasters on a way of thinking that was described by one observer of the Dallas radio scene: "KLIF has been programing in a vacuum. It tried to maintain the KLIF of yesterday."

How bon a voyage?

U.S. experts are embarked on an odyssey labeled WARC '79 that has as its mission formulation of an international communications Magna Carta to prevail for the remaining two decades of this century. As we report in this issue, authorities proclaim our delegation, technologically, is better prepared than at any time since such conferences began under auspices of what is now the International Telecommunication Union over a century ago.

Experience at the negotiating tables in this era of spectrum power politics is as important as genius demonstrated in spectrum efficiency and allocations. It may be unrealistic to think the U.S. will win all the battles in Geneva. Sheer logic and intense preparation should win the larger encounters because Americans have led the way in opening new frontiers, both terrestrially and celestially.

Because we have so much at stake, painful questions have been raised about our negotiating prowess. We wish Ambassador Glen Robinson well and second his observation that he doesn't want to be known as one who sold America down the river in dealings with totalitarian bargainers. By the same token, he would be better off with high echelon help from the administration.



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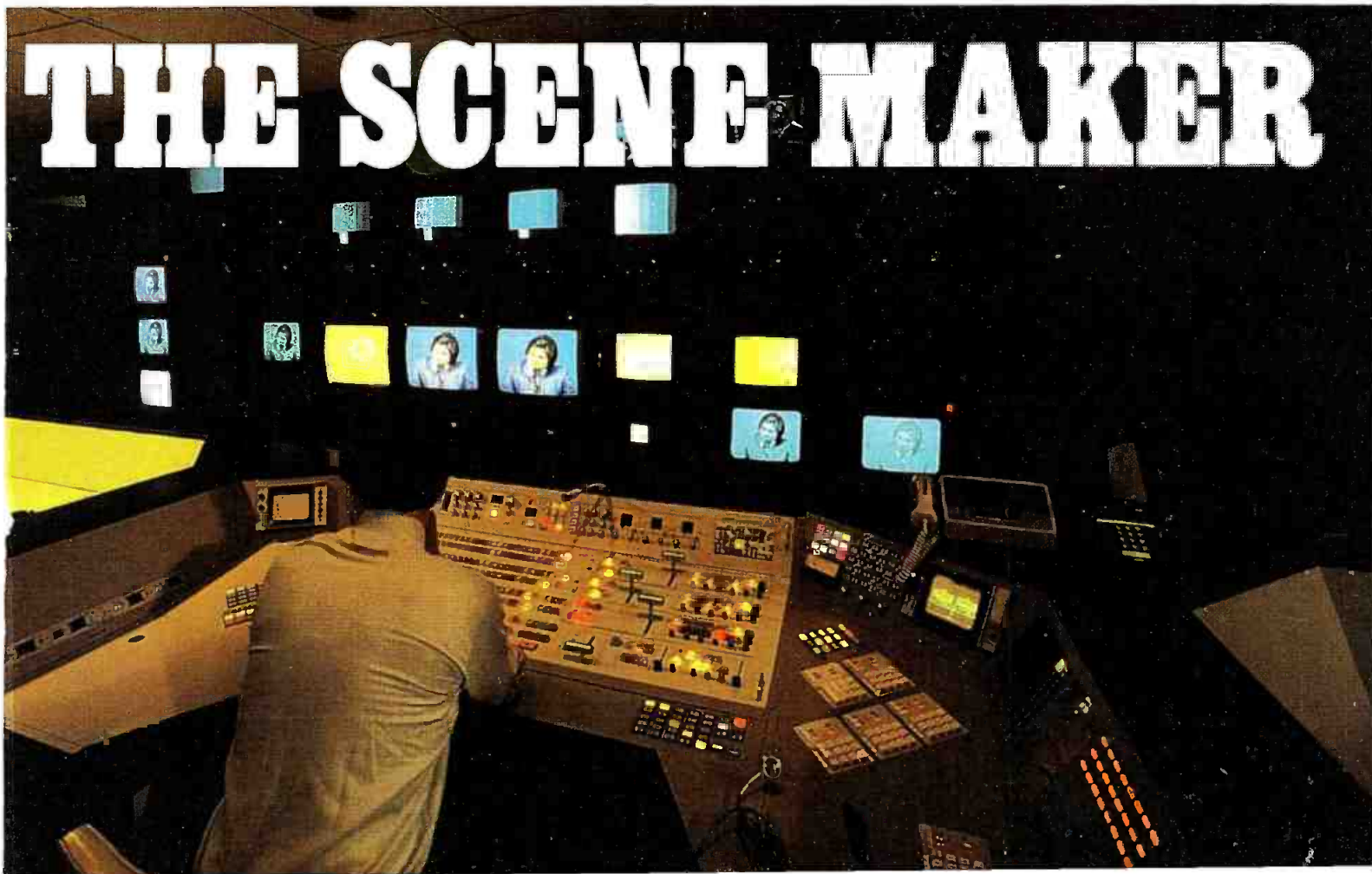
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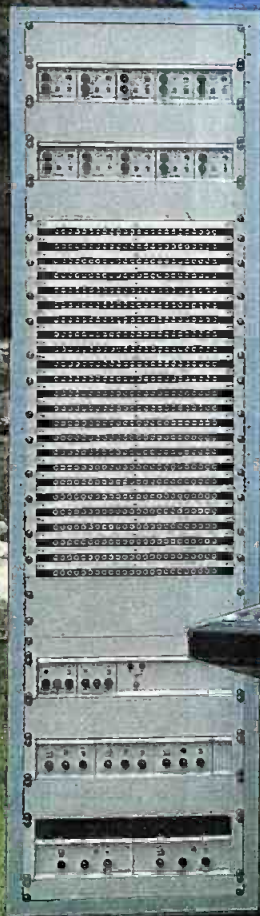
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