

Dec. 3, 1979

Stunning upset in November sweeps
Down to the wire in Geneva

Broadcasting Dec 3

The newswEEKly of broadcasting and allied arts

Our 49th Year 1979

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KSTP-TV's Eyewitness News went halfway around the world to get this Twin Cities Thanksgiving Story.



For 4 long years, two Vietnamese sons waited in Minnesota... waited for their family to find some way to join them.



A team of KSTP-TV Eyewitness News people went to Indochina to follow this family of "Boat People" through the arduous ordeal of refugees immigrating to this country.



And Channel 5 was on hand to help Ly Van Le celebrate a true Thanksgiving, the reunion of his entire family in their new homeland, the Twin Cities of America.

Being the best local news doesn't mean being "local". Twin Cities' viewers have learned they can count on getting ALL the news that affects their area from

*1979 Oct. NSI & ARB

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*It Was
A Very Good
Year*



1979 has been a vintage year for the NBC Radio Network. We won eight* major awards for "Second Sunday", making it one of the most honored documentary series in radio. But that's not all. We also "won" 31 new affiliates, for a record-breaking total of 283 stations serving 278 markets. Is there a connection? Yes. When our affiliates talk, we listen. That's why they're relying on us more and more for news, features and award-winning programs, such as "Second Sunday".

Cheers.

*1. "The Pro-Israel Lobby"/The Ohio State Award 2. "Abortion: A Religious Confrontation"/Religion in Media Award 3. "Lost in Space"/The Space Writers' Association Award 4. "A Case for Lawyers"/Freedom's Foundation Honor Certificate 5. "A Case for Lawyers"/The ABA Certificate of Merit 6. "Second Sunday"/The George Foster Peabody Award 7. "Whatever Happened to the Almighty Dollar"/The Amos Tuck School of Business Award 8. "Killer Cargo"/The Clarion Award.

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Network**



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| 1st in TOTAL MEN | 1st in VIEWERS PER SET |

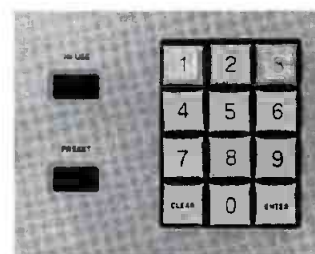
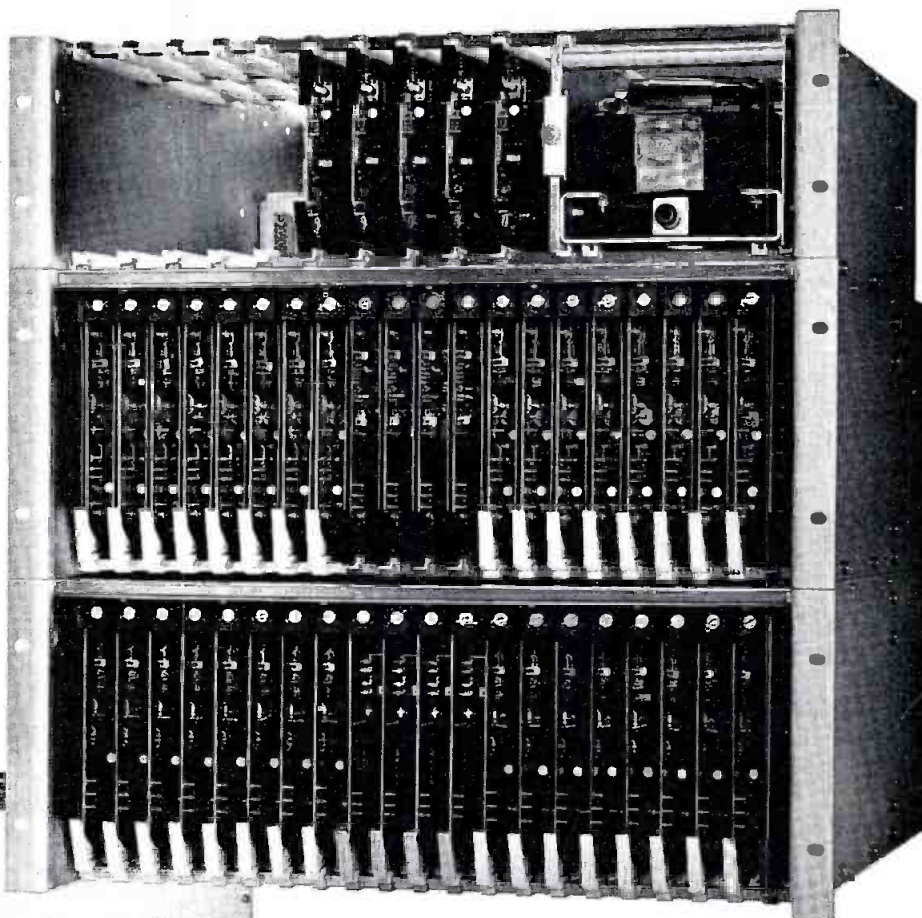
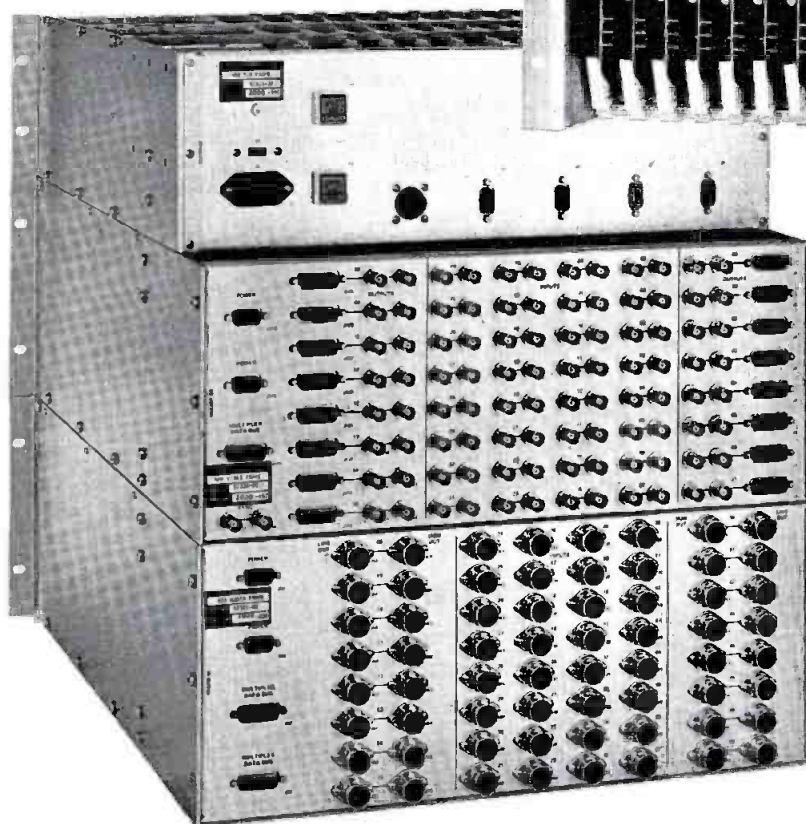
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The Week in Brief

CBS-TV DISLODGES ABC-TV □ The network comes in first in the November sweeps, the first time since 1975 when ABC-TV took the honors. **PAGE 29.** It comes in the wake of the Nielsen report for the week ended Nov. 25 when CBS-TV was number one for a second week in a row. **PAGE 66.**

FUTURE WITHOUT FEAR □ CBS President Jankowski cites comparable uncalled-for hand-wringing in the past as he says TV will survive and prosper despite new challenges. **PAGE 30.**

EARLY GIFTS FROM SILVERMAN □ At its meeting in Puerto Rico, the NBC-TV affiliates' board of directors gets a nice package of reports on record sales, improved ratings and plans for new programming. And there's also the prospect of a Foxx returning to his original den. **PAGE 30.**

ON TAP IN PALM BEACH □ The ANA annual meeting this week will face some familiar problems. President Allport spells them out and reports on the association's counter measures. **PAGE 31.**

QUELLO ON STUMP □ The FCC commissioner and friends begin campaigning for his reappointment. **PAGE 31.**

CARTER-MONDALE VS. NETWORKS □ Campaign committee accepts CBS offer of five minutes. ABC proposes half-hour, but time slot isn't acceptable. No word from NBC as of Friday. **PAGE 33.**

BACK-OFF ON BORDER TV □ The FCC says it won't take action on Canadian pre-release of U.S. programming. At same meeting, commission officially shelves top-50 policy and makes it easier for phone companies to get into rural cable ownership. **PAGE 34.**

THE SCOREBOARD AT GENEVA □ As WARC staggers to a close this week, the U.S. is losing ground on AM expansion, but gaining with the 12 ghz satellite issue. The

American delegates make some concessions during the sessions that have been going on since September, but seem ready to declare that, on certain issues, U.S. will not be bound to WARC decisions. **PAGE 36.**

TED TURNER'S BRAINCHILD □ The target date for the start of the Atlanta superstation owner's Cable News Network is less than six months away. A visit with key CNN executives gives some insight to their staffing, programming and technical plans. **PAGE 44.**

COPYRIGHT MISGIVINGS □ Broadcast, motion-picture, sports and union spokespersons voice their concerns about proposed changes in the law. **PAGE 49.**

SETBACK TO NTIA □ A Congressional Research study, requested by Van Deerlin, contends that only Congress can require cable operators to obtain broadcaster consent for retransmission. That goes against NTIA's contention that the FCC has such authority. **PAGE 54.**

FCC GOES UPSTAIRS □ The commission asks the Supreme Court to review an appeals court decision that invalidated the FCC's 1976 policy statement on station format changes. **PAGE 55.**

CABLE'S LEDGER FOR '78 □ The annual FCC figures on the industry's finances show another substantial gain in revenues, but a slowdown in profits due to a 28% increase in operating expenses. **PAGE 63.**

ABC-TV RETRENCHES □ After only limited success with aggressive moves to enhance its programming leadership, the network puts some of its powerhouses back in their old slots and comes up with some new series. **PAGE 69.**

COMSAT'S CHARYK □ As president and chief executive officer of Comsat, Joseph Charyk must concern himself with balance sheets and the need for profits. But it is a life-long affection for technology that provides most of his motivation. **PAGE 97.**

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

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Insider report: behind the scene, before the fact

Hot October

ABC-TV's share of network revenues soared in October, presumably boosted most by World Series. First monthly estimates by Broadcast Advertisers Reports show ABC, which for nine months through September had 36.3% share (BROADCASTING, Oct. 29), rose to 40.6% share in October with \$214,395,300 of month's estimated \$528,058,300 in three-network revenues. CBS-TV, which had 33.1% share through September, slipped to 30.8% for October with \$162,708,300, and NBC-TV, with 30.6% share until then, dropped to 28.6% on \$150,954,700.

BAR, which for years produced weekly estimates of network revenues, switched to monthly reports in October in belief, according to officials there, that little additional time to work up estimates would result in better figures. October estimates put NBC over billion-dollar mark for year. ABC got there in August, CBS in September. Through October: ABC \$1,375,011,600 (36.9%), CBS \$1,221,365,000 (32.8%), NBC \$1,129,056,000 (30.3%). Three-network total, \$3,725,432,600, should pass \$4 billion when November estimates are in.

Next stage

CBS Inc.'s experiment with teletext moves to new phase mid-to-late December when both Ceefax/Oracle and Antiope signals will be sent over television network. FCC has granted 90-day authority for new experiment that CBS is conducting to determine how signal acts over landlines and satellite. Network intends to send signal by land to Los Angeles and then back to New York via Westar satellite.

Most CBS stations will delete signal before broadcasting in their markets, but network expects some set manufacturers to request that few local stations broadcast teletext so manufacturers can examine their own experimental teletext decoders.

Quello; then Lee

Although he holds record for longest tenure of any federal commissioner, Robert E. Lee of FCC can't be counted out when his fourth seven-year term expires on June 30, 1981. He completed 26 years on FCC last fall and had confided he wouldn't want re-appointment. But his selection to head U.S. delegation to North American Regional Radio Conference next March (when he'll be 68) would entail presiding over windup session in late 1981. Whoever is President would be reluctant to change horses and replace

Republican incumbent in midst of sensitive Region 2 allocations conclave ("Closed Circuit," Nov. 26).

Under system of staggered appointments to FCC, one vacancy occurs every June 30 over seven-year cycle. Next at bat is James H. Quello, controversial Italo-American Democrat, who has won spontaneous support following disclosure of efforts to have him replaced. Lee's appointment to fifth term would entail year-to-year appointment after he reaches 70 in 1982. There's precedent for that.

Dismal December

Spot radio seems to be winding up 1979 in way it began back in January and February—in slump. In fact, reps say 1979 followed erratic patterns, with business perking up in March and April and again in August and September. But December shapes up as disappointing month for many spot radio sellers, though minority view from few reps is that activity for December is brisk. Spot radio ended with hefty gain of about 15% in 1978; 1979's gain is expected to be relatively modest, estimated in 7%-8% range.

History lesson

As ABC tries to restore ratings momentum, some competitors are cautiously venturing another look at presumption that winter Olympics will be ABC ratings bonanza. Common wisdom is that in early 1976, when ABC started to steal show, Olympics coverage was what put it over. But average weekly rating for ABC in three weeks prior to Olympics was 21.3; in Olympics weeks it was no more than point better.

What was important back then was that everyone, ABC included, was surprised Olympics did so well, and didn't pull ratings down. Competitors hope reverse in expectations will prove case this time around.

Early line

In forefront of nominees for Distinguished Service Award of National Association of Broadcasters are, alphabetically, Mark Evans Austad, vice president of Metromedia and former ambassador to Finland; Stanley E. Hubbard, octogenarian chairman-founder of Hubbard Broadcasting Co., St. Paul-Minneapolis; Arch L. Madsen, president, Bonneville International, Salt Lake City, and Donald A. Thurston, president, Berkshire Broadcasting Co., North Adams, Mass., last past-chairman of NAB joint board of directors.

In addition, convention committee of

NAB, meeting next January at Palm Springs, Calif., in advance of NAB's winter board meeting Jan. 20-25, will consider other holdover nominations, plus new ones received prior to its meeting. Presentation will be made to winner of association's highest award at annual convention in Las Vegas April 13-16.

Just in case

California Governor Jerry Brown, in Washington last week to raise money and arouse interest in his dark-horse candidacy for Democratic presidential nomination, met with cable group at \$100-a-plate breakfast at Mayflower hotel Wednesday morning. Breakfasters included Tom Wheeler, president of National Cable Television Association; Steve Effros, executive director of Community Antenna Television Association; pack of Washington communications lawyers, and Spencer Kaitz of California CATV Association, who organized affair.

Brown stayed 45 minutes without eating and gave general talk on his candidacy and cable rate deregulation bill he signed into law back home.

Loading up

Lou Frey Jr., ranking Republican on House Communications Subcommittee in last Congress and now practicing law in Washington, has been retained by group of publishers-broadcasters in their effort to protect crossownerships. Group took action at recent Washington meeting with its counsel, Lee Loevinger, former FCC commissioner. Hope is that crossownership protection can be written into any Communications Act revisions that come out of what was originally rewrite of act while Frey was still on subcommittee.

Also representing crossowner group is Hector Alcalde, Washington lobbyist. Presiding at Washington meeting was Irwin Maier, chairman of Milwaukee Journal Co., which owns WTMJ-AM-TV and WTKI(FM) Milwaukee.

Home town helper

Without fanfare, carriage of PBS *MacNeil-Lehrer Report* on noncommercial KRMA-TV Denver has been underwritten for rest of grant year by commercial broadcaster in same market, Alvin G. Flanagan, president of Gannett's Combined Communications Broadcast Division. Flanagan's \$16,000 grant is said by PBS to be without precedent. He makes headquarters at Combined's KBTV(TV) Denver, ABC-TV affiliate and ratings leader.

starring

You Bet Buddy

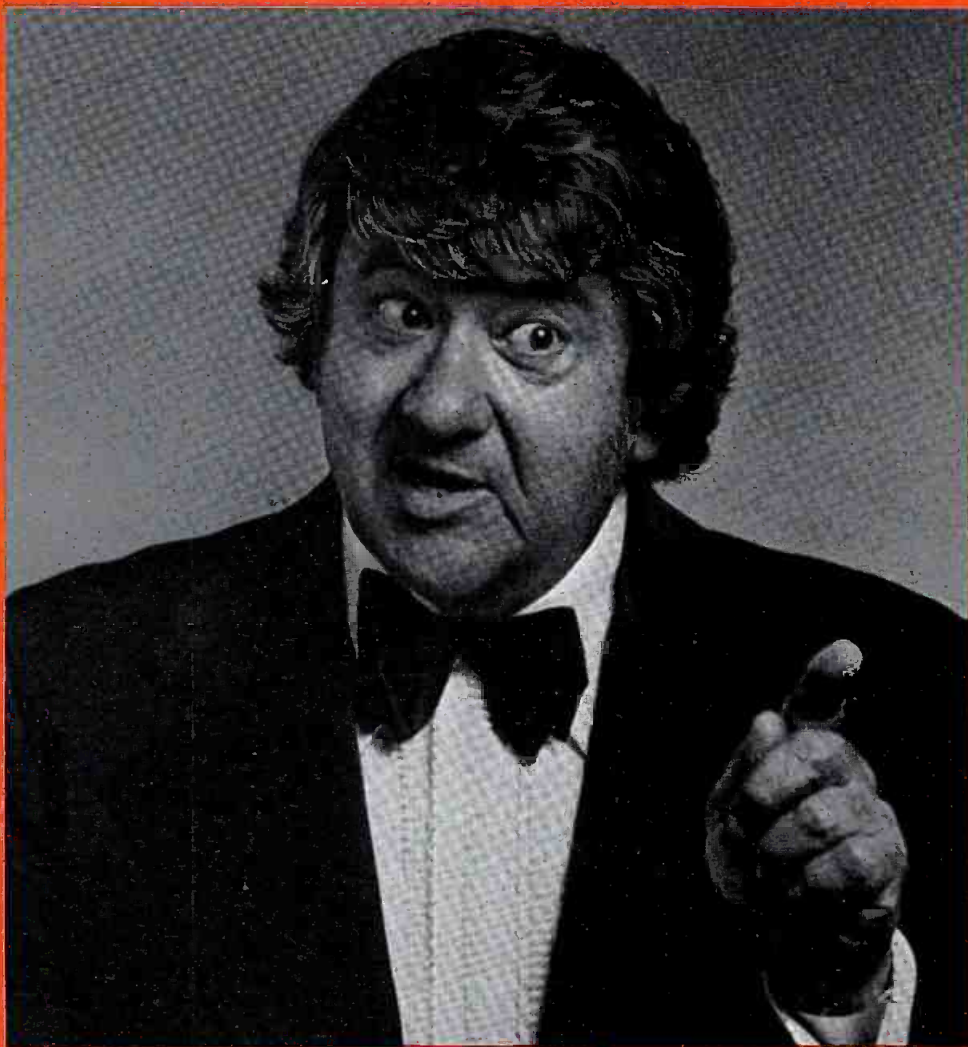
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We've just completed
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You'll love it!

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Buddy Hackett stars in this hilarious half-hour comedy strip based on one of TV's all-time hits! Produced by The Hill-Eubanks Group.

MCA TV

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Business Briefly

TV ONLY

Nestle □ Six-month campaign for Strawberry Quick drink mix begins Jan. 14 in 123 markets including New York, St. Louis, Dayton, Ohio, and Tacoma, Wash. Some spots are placed in early fringe and children's programming. Agency: Leo Burnett, Chicago. Target: children, 2-11.

Wm. Underwood Co. □ Thirteen-week campaign for Accent seasoning begins Jan. 7 in 24 markets with spots running during day, early fringe and prime access times. Agency: Kenyon & Eckhardt, Boston. Target: women, 18-49.

General Foods □ Twelve-week campaign for various products begins Dec. 31 in 30 markets. Agency: Young & Rubicam, New York. Target: women, 25-54.

Ralston Purina □ Eleven-week campaign for Cookie Crisp cereal begins Dec. 31 in 42 markets including Minneapolis and Pittsburgh. Spots are

placed during children's programming. Agency: McDonald & Little, Atlanta. Target: children, 2-11.

Jimmy Dean □ Ten-week campaign for sausages begins in January with spots in daytimes. Agency: Sumner & Berry, Dallas. Target: women, 25-54.

Gillette □ Eight-week campaign for Adorn hair spray begins Jan. 28 in 43 markets concentrating on Midwest and Southwest. Agency: N.W. Ayer, New York. Target: women, 25-54.

American Cyanamid □ Eight-week campaign for Counter soil insecticide and Prowl herbicide begins Jan. 7 in 35 markets. Agency: Tucker Wayne, Atlanta. Target: men, 18 plus.

Gillette □ Six-week campaign begins Jan. 1 for White Rain hair spray in 73 markets, mainly in the Midwest and Southwest. Agency: N.W. Ayer, New York. Target: women, 25-54.

CibaGeigy □ Four-to-six-week campaign begins in late January for Funk corn seeds in over 35 markets including Dayton, Ohio; Wichita, Kan., and Kansas City, Mo. Spots will run during prime times and news. Agency: Bader Rutter, Brookfield, Wis. Target: men, 25 plus.

Gillette □ Five-week campaign for Dry Idea roll-on antiperspirant begins in early January in 16 mainly Western markets. Agency: BBDO, New York. Target: women, 18-49.

Brown Vintners □ Four-week campaign for Black Towers wine begins Jan. 21 in 10 markets including Miami and Tampa, Fla., Minneapolis and Buffalo, N.Y. Spots will run during fringe and prime times. Agency: William Esty, New York. Target: adults, 18-49.

Gillette □ Four-week campaign for Soft & Dri antiperspirant begins Jan. 7 in top 100 markets. Agency: BBDO, New York. Target: teen-agers, 12-17; women, 18-34.

U.S. Postal Service □ Four-week campaign for express mail service begins this week in 20 markets. Agency: Young & Rubicam, New York. Target: men, 25-54.

Kentucky Fried Chicken □ Four-week campaign for restaurant chain begins this week in five markets. Agency: Young & Rubicam, New York. Target: adults, 18-49.

Chesebrough Ponds □ Four-week campaign for Aziza mascara begins this week in 17 markets including Los Angeles, Atlanta, Houston and Denver. Some spots will run during fringe times. Agency: Waring & LaRosa, New York. Target: women, 18-34.

Baskin-Robbins □ Two-week campaign for ice-cream store franchise begins this week in about 25 markets with some spots running in fringe times. Agency: Ogilvy & Mather, Los Angeles. Target: women, 18-49.

Kraco □ Four-day campaign for speakers and car audio items begins Dec. 12 in Oklahoma City, Baton Rouge and Shreveport, La. Agency: Media Buying Service, Los Angeles. Target: men, 18 plus.

RADIO ONLY

Southwestern Bell □ Ten-month campaign for business use of long distance begins Jan. 7 in 33 markets in Missouri, Kansas, Arkansas, Oklahoma and Texas. Spots will run in morning and

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Porter Wagoner
Longest running country
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(107 stations)



Marty Robbins' Spotlight
Like programming your
station with 24 new specials
(104 stations)

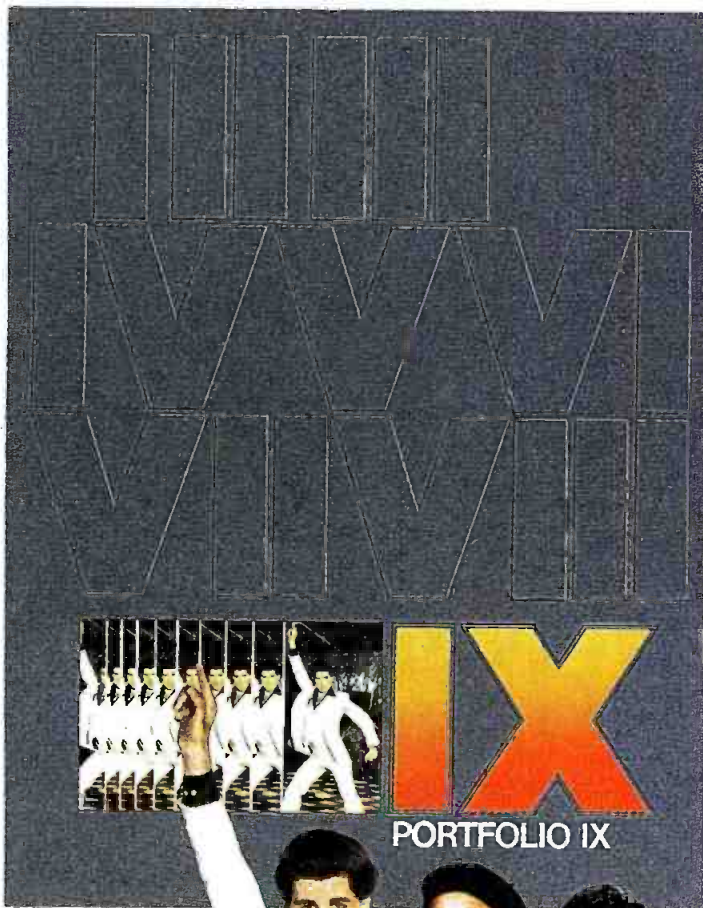
Dolly
Dolly Parton...What else
need be said? (137 stations)



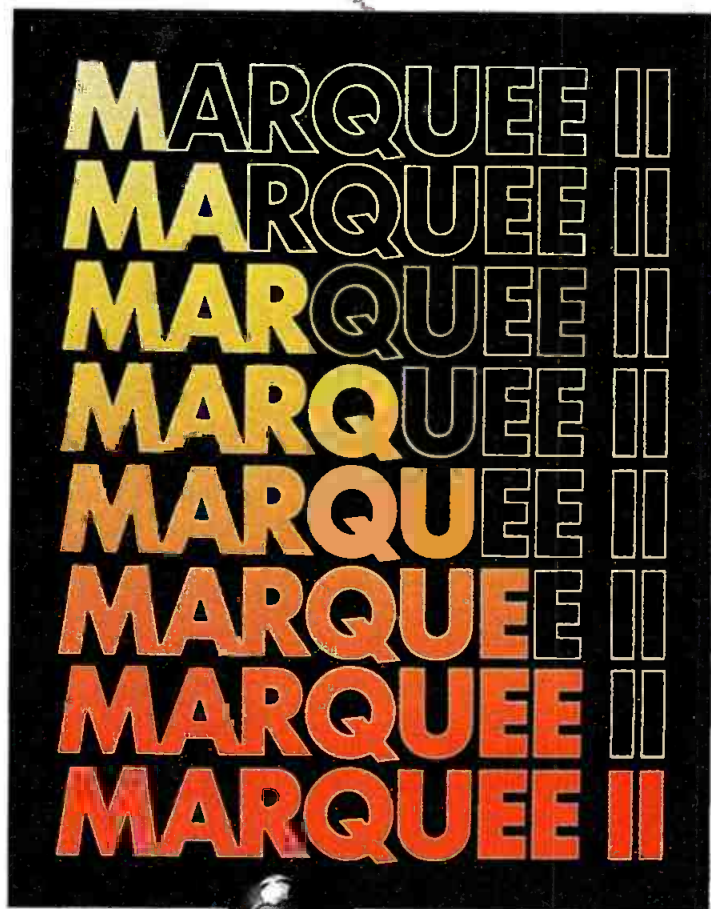
Stan Sellers, VP Sales
Dick Montgomery, Regional Sales Manager
Show Biz, Inc., Baker Building
Nashville, TN 37212
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ONE...



TWO...



BEST WAY YOUR RATINGS...

THREE.

WASHINGTON: BEHIND CLOSED DOORS



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"BLACK SUNDAY," "MARATHON MAN," "ORCA,"
"THREE DAYS OF THE CONDOR," "MAHOGANY,"
"LOOKING FOR MR. GOODBAR," "HUSTLE,"
"CHARLIE BROWN," "THE SHOOTIST."

MARQUEE II

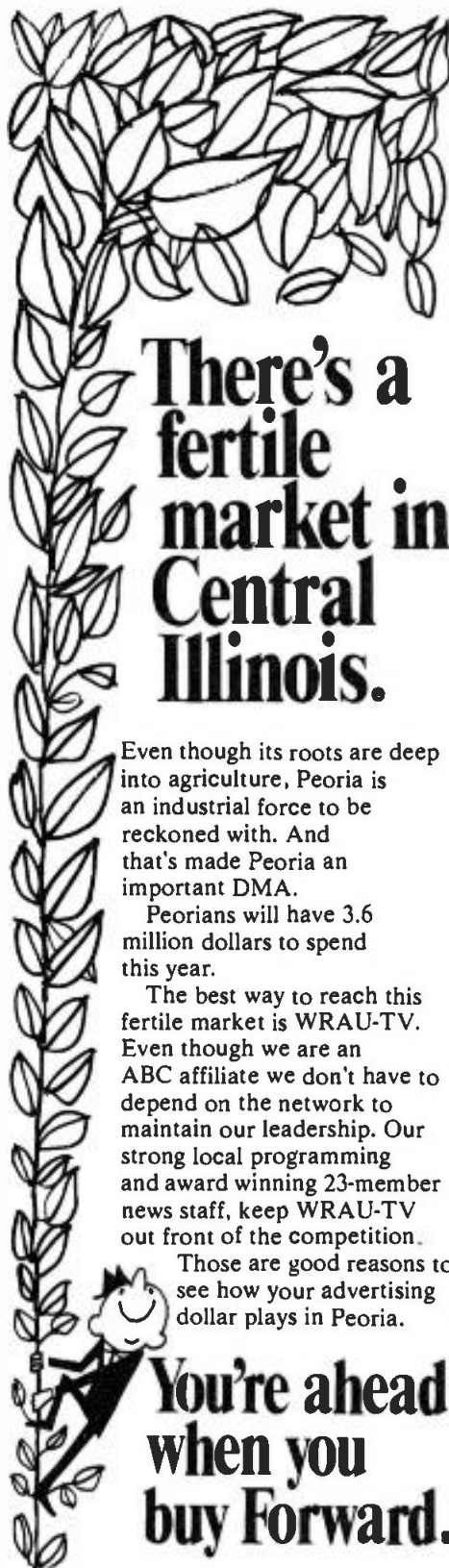
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ERNEST BORGNINE, LAUREN HUTTON,
RICHARD THOMAS, CAROL LYNLEY, RALPH BELLAMY,
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KAREN VALENTINE, WARREN OATES.

WASHINGTON: BEHIND CLOSED DOORS

**12 EXPLOSIVE HOURS!
HAILED AS THE MOST POWERFUL
POLITICAL DRAMA OF OUR TIME
STARRING:**
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WRAU-TV

PEORIA, ILLINOIS

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

afternoon drive times. Agency: D'Arcy MacManus & Masius, St. Louis. Target: men, 25-54.

Federal Land Bank of St. Louis □ Sixteen-week campaign begins in early January in various Illinois, Missouri and Arkansas markets. Agency: Gardner Advertising, St. Louis. Target: men, 25-54.

Foodmaker □ Eleven-week campaign begins this week in over 25 markets for Jack in the Box restaurants to promote "Fings" (french fries and onion rings). Agency: Wells, Rich, Greene, Los Angeles. Target: adults, 18-34.

Hershey □ Eight-week campaign for cocoa mix begins this week in St. Louis and Minneapolis. Spots are running in morning drive times and other daytimes. Agency: Ogilvy & Mather, New York. Target: women, 18-49.

Michigan Travel Bureau □ Eight-week campaign begins this week in Cleveland, Chicago, Milwaukee, Minneapolis, Fort Wayne, Ind., Southfield, Mich., and Toledo, Ohio. Agency: Ross Roy, Detroit. Target: adults, 25-54.

Houbigant □ Three-week campaign for perfumes begins this week in eight markets including Winston-Salem, N.C., and Charleston, S.C. Agency: Ridgefield Advertising, Ridgefield, N.J. Target: adults, 18 plus.

Maison Porteler Fils □ Three-week campaign for Blanc Foussy wine begins Dec. 10 in New York, Boston and Washington. Spots will run in morning and afternoon drive times and in weekend programming. Agency: Airtime, New York. Target: adults, 25-54.

Roy Rogers □ Ten-day campaign for restaurant chain begins this week in Philadelphia and Washington. Agency: William B. Doner, Baltimore. Target: adults, 18-49.

Great Empire Trading □ One-week campaign begins this month for Mandarin oranges in Seattle, Spokane, Wash., and Portland, Ore. Agency: Evans/Pacific, Seattle. Target: women, 18 plus.

Farmland Foods □ Two-week radio campaign for ham and bacon begins Dec. 10 in Milwaukee, Dallas-Fort Worth, Omaha, Denver and Kansas City, St. Louis, Springfield and St. Joseph, all Missouri, with TV flights added in some markets. Agency: Barickman Advertising, Kansas City. Target: total adults.

AdVantage

Getting together. Benton & Bowles, New York, with worldwide billings of almost \$630 million in 1978, and Manning, Selvage & Lee, New York, public relations firm with billings of more than \$5 million, have agreed to merge, effective Dec. 31. Consolidation is part of trend toward acquisition of major public relations companies by leading agencies. Last year Foote, Cone & Belding bought Carl Byoir & Associates, and last October, Young & Rubicam, New York, absorbed Burson-Marsteller as part of its purchase of Marsteller Inc. advertising agency.

□ **Like the old days.** International Harvester, which has been going with spot TV advertising since 1955, is returning to full-program sponsorship in 1980 with three one-hour specials. First program, *Weather Report '80: The Almost, Not Quite, Sure Thing*, is set for January. Playback Associates is producing. George Back and Associates is buying time on stations for IH.

□ **How the garden grows.** In its first major project in national CATV measurement, Arbitron Cable Services, New York, will conduct surveys of Madison Square Garden Sports Network, which is distributed by UA-Columbia. Arbitron will make cable overnight telephone surveys for 18 different events during survey periods in December and February and May 1980. Information to be reported will include household rating and share, plus audience composition.

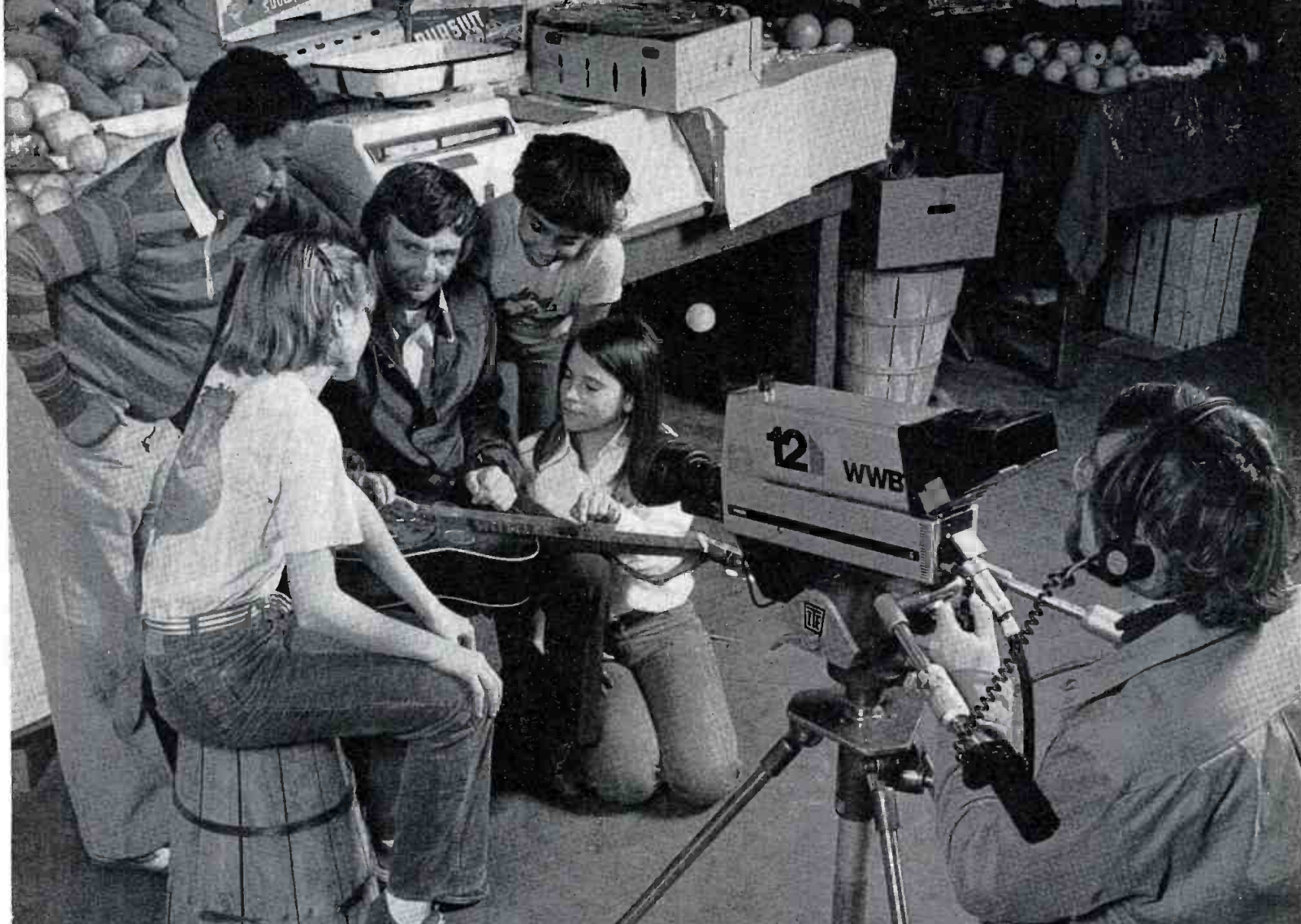
□ **In new offices.** Top Market Television, New York has opened offices in Cleveland and San Francisco, raising total to nine. TMT's office in Cleveland is at 1 Erie View Plaza 44103 and is managed by Bill Scaffide, who has been salesman at wjkw-tv there. Telephone: (216) 441-1776. Second new office is at 601 Montgomery Street, San Francisco 94111. Telephone: (415) 362-1776. Rudi Taylor, account executive with TMT in Los Angeles, has been appointed manager in San Francisco.

□ **Moved.** Sheridan Broadcasting Network (formerly Mutual Black Network) has moved its Chicago sales office to Suite 720, 720 North Michigan Avenue, 60611. Phone (312) 951-7488. Office's sales manager is Thaddeus Hill.

RepReport

Wciv(tv) Charleston, S.C.: To Katz Television Continental from Petry Television.

THE MORE KIDS IN RICHMOND GOT INVOLVED WITH TELEVISION THE SMARTER THEY GOT.



Kids aren't just involved with WWBT's show "Jack and the Juke Box," they are the show.

Children interested in music receive instruction, conceive program material to demonstrate their new-found skills, and then perform on camera.

By allowing kids to learn by doing, the show provides a stim-

ulating educational experience.

The Richmond city schools were so impressed with "Jack and the Juke Box" they made it an extension of their system.

The NATPE was so impressed with "Jack and the Juke Box," they voted it their Iris Award as the best locally produced children's show in the country's

under top 25 markets.

We're honored. But even more rewarding is the satisfaction gained from putting television to a constructive new use.

Television has tremendous potential, not the least of which is helping our children realize their potential.

WWBT/12

Jefferson Pilot Broadcasting

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

Where Things Stand

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

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□

AM allocation. FCC has initiated rulemaking that could result in addition of 125 or more AM stations in clear and adjacent channels. Comments were filed second week in July; they mostly supported maintaining clear channels (BROADCASTING, July 16). There also has been increased discussion about converting daytime radio operations into full-time operations, with several actions pending. Among them: House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has sided with Daytime Broadcasters Association and its chief spokesman in Congress, Representative Paul Findley (R-Ill.), in advocating conversion of daytimers. National Telecommunications and Information Administration has proposed reducing AM spacing to 9 khz to create more radio channels, and FCC has adopted notice of inquiry on subject (BROADCASTING, June 25). International implications of reducing AM spacing will be on agenda at meeting of countries of Region 2 (Western hemisphere) in Buenos Aires in March 1980. National Association of Broadcasters has proposed that FCC form industry-government advisory committee to study all proposals leading to universal full-time radio service for all, but without diminishing operation of existing full-time stations. National Radio Broadcasters Association supports committee idea to study 9 khz proposal. Comments on 9 khz proposal were filed in October. One line of agreement was that FCC should conduct thorough study of impact on total marketplace of all AM allocations proceedings and prepare careful position for Region 2 conference.

□

AM stereo. FCC last year instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding were five proposed systems—Belar, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding have been filed (BROADCASTING, May 28). At FCC oversight hearings three weeks ago, Chairman Charles Ferris said FCC will deal with issue in early spring.

□

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

CASTING, Dec. 18, 1978).

□

Antitrust/TV code. Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (BROADCASTING, July 18). NAB has filed motion to dismiss with court (BROADCASTING, Sept. 17). Oral arguments are set for Dec. 5.

□

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

□

Automatic transmission systems. FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Broadcast Bureau priorities.

□

Blanking intervals. FCC in June 1978 issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. Last June 7, FCC adopted notice of inquiry concerning television waveform standards. In view of changes in industry since rules were adopted in 1941 and 1953, FCC intends to examine whether competitive marketplace forces would serve public interest or if there is need for continued FCC regulation. Comments are due Dec. 19, 1979, and replies on Feb. 19, 1980. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August and is working to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups (see "In Sync," Oct. 23, 1978).

□

Broadcasting in Congress. House of Representatives has been on live television feed since March (BROADCASTING, March 26), ending its traditional ban on electronic news coverage of its floor proceedings. Only organization making regular use of feed is Cable Satellite Public Affairs Network (C-SPAN), beaming proceedings in full to cable subscribers across country. Network news departments, having lost their battle to control feed, will use pieces of it, but only during big events and with "super" that identifies material as being House-produced. In Senate, resolutions have been introduced to suspend ban on TV coverage during debate on Strategic Arms Limitation Treaty, but they have received no action yet.

□

Cable deregulation. FCC is embarked on course that may take it to eliminating last remaining rules cable industry considers restrictive—distant-signal and syndicated exclusivity regulation—but has opened possibility of establishing some kind of marketplace regulation through program equities (BROADCASTING, May 7). Henry Geller, head of National Telecommunications and Information Administration, proposed idea of retransmission consent as means of introducing marketplace factor into distant-signal equation. Idea received support in comments filed with FCC on notice of proposed rulemaking to repeal current rules (BROADCASTING, Sept. 24).

□

Carter use of broadcasting. President has held 53 televised press conferences since assuming office, but has abandoned his twice-a-month press conferences in favor of town hall meetings, regional press conferences radio call-in shows and possibly other formats in which he hopes to turn around his political fortunes (BROADCASTING, Aug. 27). He did call-in show on National Public Radio on Oct. 9 (BROADCASTING, Oct. 15).

□

Children's advertising. Federal Trade Commission concluded legislative phase of inquiry examining proposals to limit or ban advertising aimed at children. First two weeks of hearings were held in San Francisco in January; four additional weeks came in Washington in March. Next phase, if commission adopts recommendation of hearing judge Morton Needelman, is disputed-issues hearings. FCC, meanwhile, has received reply comments in its inquiry into children's programming and advertising (BROADCASTING, Jan. 22) and issued staff report concluding that broadcasters have not complied with 1974 FCC policy guidelines. Staff says that while best solution is an increase in number of programming outlets, FCC should institute mandatory educational children's programming standards as "interim" measure (BROADCASTING, Nov. 5).

□

Closed captioning. FCC has adopted order

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

□

Communications Act. Representative Lionel Van Deerlin has given up hopes of getting Communications Act rewrite, H.R. 3333, through Congress, and is instead pushing for passage of amendments to 1934 act (BROADCASTING, July 16, 23). New bill would replace Title II of Act, concentrating on common carrier provisions, and possibly cable. No schedule for legislation has been established. In Senate, two bills under consideration are S. 611 by Senators Ernest Hollings (D-S.C.) and Howard Cannon (D-Nev.), and S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.).

□

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Nine of 16 have either separated or been freed from divestiture order because of changed circumstances. One was exempted from order by U.S. Appeals Court. Six remaining had waiver requests before FCC, turned them down (BROADCASTING, Oct. 29).

□

Crossownership (television broadcasting-cable television). FCC amended its rules to require divestiture of CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC's Cable Television Bureau is studying recommendations for further action.

□

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcast EEO area, commission had ten-

tatively voted to amend Form 395, commission's annual employment reporting form, to require licensees to rank employees according to salary and to identify minorities and women (BROADCASTING, Nov. 6, 1978). However, after that action generated considerable criticism, commission abandoned salary-ranking idea, at least for present (BROADCASTING, Jan. 1). First Report and Order was adopted Dec. 21, 1978, and released for comment in January 1979. If adopted new rule will place all five broadcast services, AM, FM, TV, educational FM and educational TV, under one rule.

□

Family viewing. Ninth Circuit U.S. Court of Appeals in San Francisco threw out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Plaintiffs, which include Tandem Productions and Writers Guild of America, haven't yet decided what course of action to pursue.

□

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

□

Format changes. FCC more than two years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (BROADCASTING, July 9). Commission last week asked Supreme Court to review case (see story this issue).

□

License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became more urgent after Washington appeals court's WESH decision in October, although that decision was later amended (BROADCASTING, Jan. 22). Issue is treated in Communications Act revisions bills introduced in Senate (BROADCASTING, April 2), and it appears any action on renewal issues will take place within context of those bills. Introduction of renewal measures, reaching flood stage in previous years, is limited to just two bills this year; both are reruns from last Congress.

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, Oct. 22). FCC also has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$9 million from networks and other broadcast organizations, for its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1). National Radio Broadcasters Association has created program where its members help minorities learn station operations.

□

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI and has filed a class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23).

□

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC released preliminary report at Oct. 16 special meeting. Report concluded that "structural" changes within industry world be best solution for effective regulation. Staff believes even though commission has jurisdiction to regulate networks, network/affiliate economic relationship is successfully entrenched and further attempts to regulate it would prove fruitless. (BROADCASTING, Oct. 22). Report on viability of fourth network is due out in spring, 1980.

□

Network standings. Prime-time TV ratings averages, Sept. 17-Nov. 25: ABC 19.6, CBS 18.6, NBC 18.4.

□

Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed

to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, establishing FM table of allocations for educational assignments and new classes of stations and extension to non-commercial licensees of limits on ownership applicable now only to commercial licensees. Comments for all, except FM educational assignments, have been received; comment period for FM assignments has been extended indefinitely.

□

Operator licensing. FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (BROADCASTING, Jan. 1). FCC issued second report and order Nov. 6 to permit persons holding any class commercial operator license or permit to perform routine operating duties at any radio or TV station, regardless of power or antenna type. In addition, first class chief operator may be employed on a part-time basis in lieu of previously required full-time employment. Changes are effective Dec. 19. FCC will issue further notice of proposed rulemaking next spring, addressing operator license restructuring and continuing examination requirement.

□

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). FCC has voted to repeal rule limiting one STV to market (BROADCASTING, Oct. 1). As industry, pay cable reaches 4.5 million subscribers (BROADCASTING, May 28). There are six over-air pay TV stations currently telecasting: WWHT-TV Newark, N.J., KASC-TV Corona, Calif., WQTV-TV Boston, KWHY-TV Los Angeles, WXDN-TV Detroit and KNXV-TV Phoenix.

□

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R.

237 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20). Danielson bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which held hearings on legislation Nov. 27. (See story, this issue).

□

Public broadcasting. Congress passed new legislation last year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (BROADCASTING, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Membership of Public Broadcasting Service approved plan (BROADCASTING, July 2) to create multiple program services under auspices of one system president and reduce size of board of directors. Second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (BROADCASTING, Feb. 5).

□

Radio deregulation. In October 1978 FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to revise existing scope of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets rather than conduct "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter, that will, if adopted, replace current FCC procedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Sept. 10).

□

Shield legislation. Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan.

29). After *Stanford Daily* decision, House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation. Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has introduced legislation to overcome effects of *Stanford Daily* (BROADCASTING, April 9). It underwent recent hearings in House (BROADCASTING, May 28). Still, Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did while with KAKE-TV Wichita, Kan. (BROADCASTING, Feb. 26). And court's *Herbert vs. CBS* decision opens journalist's thought processes to scrutiny in libel cases (BROADCASTING, April 23).

□

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated in December 1978, with the adoption of a new proceeding looking towards development of new television receivers (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability, and made plans for spending up to \$610,000 on project (BROADCASTING, Jan. 8). The task force released the first in a series of reports that will seek to determine problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17).

□

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission (BROADCASTING, Dec. 19, 1977). Staff is currently completing studies that may lead to report and order.

□

WARC. 1979 World Administrative Radio Conference began Sept. 24 and will end this week. U.S. and 151 other member nations of International Telecommunications Union will make spectrum-allocation decisions that are expected to affect media until century's end. (See story, page 36.)

□

WESH. FCC renewal of license for Cowles Communications' WESH-TV Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (BROADCASTING, Oct. 2, 1978). Court decision then threw into disarray commission's policy on comparative renewals, but in clarification of its order, court, in view of commission and private attorneys, restored flexibility to commission's method of handling comparative renewal matters (BROADCASTING, Jan. 22). Cowles and competitor arrived at out-of-court settlement (BROADCASTING, May 21), but agreement was rejected by court (BROADCASTING, July 25).

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Parents love NICKELODEON, too, because there are no commercials, no violence. And more

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Datebook

■ indicates new or revised listing

This week

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

Dec. 2-5—*Arbitron Radio advisory council* meeting. La Costa hotel, Carlsbad, Calif.

Dec. 3-4—*Advertising Research Foundation's* second annual Western conference. Los Angeles Biltmore.

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

■ **Dec. 6**—Awards dinner for presentation of *Fiscal Policy Council's* second annual Martin R. Gainsbrugh Awards for excellence in economic news broadcasting. George Will, TV commentator and columnist, will be speaker. Collonades Beach hotel, Palm Beach Shores, Fla.

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

Dec. 6-8—*Syracuse University's* Synapse Video Center broadcast workshop for independent producers. Information: Alex Swan, Associate Director, Synapse Video Center, 103 College Place, Syracuse, N.Y. 13210.

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

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

Also in December

Dec. 9-11—*National Cable Television Association* board of directors meeting. Disneyland hotel, Anaheim, Calif.

Dec. 11—*Cable Television Administration and Marketing Society* Western regional seminar. Disneyland hotel, Anaheim, Calif. Information: Netia Lowell, (713) 578-7980.

■ **Dec. 11**—*Advertising Lodge No. 2695, B'nai B'rith* luncheon meeting. Rosoff's, New York. Speaker: Alfred Tennyson, director of TV commercial production, Lever Brothers.

Dec. 12—*Cable Television Administration and Marketing Society* board meeting. Disneyland hotel, Anaheim, Calif. Information: Tom Johnson, (303) 320-1212.

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

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

Dec. 19—Deadline for comments in *FCC* notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-368).

January 1980

Jan. 4-5—*Radio-Television News Directors Association* board meeting. Diplomat hotel, Hollywood, Fla.

Jan. 5-6—*International Winter Consumer Electronics Show*. Las Vegas Convention Center.

Jan. 7-9—Pacific Telecommunications Conference. Ilikai hotel, Honolulu. Information: Richard J. Barber, Social Science Research Institute, University of Hawaii, Manoa, 2424 Maile Way No. 704, Honolulu

96822; (808) 948-7879.

Jan. 9—*New England Cable Television Association* winter meeting. Biltmore Plaza hotel, Providence, R.I.

Jan. 9-10—*Virginia Association of Broadcasters* meeting. Richmond Hyatt House.

Jan. 9-11—*Arbitron Television advisory council* meeting. Key Biscayne hotel, Key Biscayne, Fla.

■ **Jan. 10-13**—*National Radio Broadcasters Association* board of directors meeting. The Registry, Scottsdale, Ariz.

Jan. 11-12—National radio-television conference of *Investigative Reporters and Editors*. Hyatt, Louisville, Ky. Contact: James Polk, NBC News, Washington 20016, or Richard Krantz, WHAS-TV Louisville 40202.

Jan. 13-15—*California Association of Broadcasters* winter convention. Palm Springs Spa hotel. Speakers: William Leonard, CBS News; Elton Rule, ABC Inc.; Richard Shiben, FCC.

Jan. 13-16—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston.

Jan. 14—Deadline for entries for 40th annual George Foster Peabody Radio and Television awards sponsored by *Henry W. Grady School of Journalism and Mass Communication, University of Georgia*, Athens, Ga. 30602.

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

Jan. 16-17—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi*. Hall of Congress, Philadelphia.

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

Jan. 17—*International Radio and Television Society* newsmaker luncheon featuring NBC President Fred Silverman. Waldorf-Astoria hotel, New York.

Jan. 17-18—*Florida Cable Television Association* annual winter management conference. Quality Inn-Cypress Gardens, Winter Haven. Information: Tom Gilchrist, (305) 842-5261.

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

Jan. 18—Annual convention of *Utah Broadcasters Association*. Little America, Salt Lake City.

Jan. 20-23—*National Religious Broadcasters* annual convention. Washington Hilton, Washington.

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

Jan. 24-26—Winter convention, *Colorado Broadcasters Association*. Sheraton Denver Tech Center.

■ **Jan. 29**—*Association of National Advertisers*, New Product Marketing Workshop, Hotel Fairmont, San Francisco.

Jan. 30-31—*New Jersey Broadcasters Association* mid-winter managers meeting. Woodrow Wilson School of Princeton University.

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

February 1980

Feb. 1-2—*Society of Motion Picture and Television*

Engineers 14th annual television conference. Sheraton Centre hotel, Toronto.

Feb. 1-3—Florida Association of Broadcasters meeting. Sheraton River House-Airport, Miami.

Feb. 3-5—Louisiana Association of Broadcasters convention. Baton Rouge Hilton.

■ **Feb. 4-5**—Ohio Association of Broadcasters/Ohio Sportscaster state meeting. Galbreath Darby Dan Farm, Columbus.

Feb. 5—Mike Award dinner of Broadcast Pioneers. Hotel Pierre, New York.

Feb. 5-6—Society of Cable Television Engineers fifth annual conference on CATV reliability. Adams hotel, Phoenix.

Feb. 5-6—Wisconsin Broadcasters Association annual winter meeting and legislative reception and dinner. Concourse hotel, Madison.

Feb. 6-11—International Radio and Television Society Faculty/Industry Seminar and College Conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 7-8—National Association of Broadcasters television conference. Century Plaza hotel, Los Angeles.

Feb. 13—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

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

Feb. 17-19—New Mexico Broadcasters Association annual convention. Four Seasons Motor hotel, Albuquerque.

■ **Feb. 17-20**—Association of National Advertisers, business and industrial conference. Marco Beach hotel, Marco Island, Fla.

Feb. 19—Deadline for reply comments in FCC notice of inquiry into TV waveform standards for horizontal/

vertical blanking intervals (Docket 79-368).

Feb. 20-23—Texas Cable Television Association annual convention. San Antonio Convention Center, San Antonio, Tex.

Feb. 24-26—North Central Cable Association annual convention. Hilton hotel, Des Moines, Iowa.

Feb. 28—Southern Baptist Radio and Television Commission's 11th annual Abe Lincoln Awards banquet. Wilson C. Weam, Multimedia Inc., will be keynote speaker. Green Oaks Inn, Fort Worth.

March 1980

■ **March 4**—Association of National Advertisers television workshop, Plaza hotel, New York.

■ **March 4**—Ohio Association of Broadcasters "Salute to Congress" dinner and White House briefing. Hyatt Regency, Washington.

March 5—International Radio and Television Society anniversary banquet. Waldorf-Astoria, New York.

■ **March 5**—Association of National Advertisers television workshop, Plaza hotel, New York.

March 10-29—Region II conference of International Telecommunications Union for medium frequency broadcasting. Buenos Aires.

March 12—Hollywood Academy of Television Arts and Sciences luncheon. Speaker: Frederick Pierce, president, ABC Television. Century Plaza hotel, Los Angeles.

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

March 16—Public Radio in Mid-America business meeting. Crown Center hotel, Kansas City, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

March 16-18—First Amendment Congress, spon-

Major Meetings

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 Broadcasters convention. Washington Hilton, Washington.

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

March 16-20, 1980—National Public Radio annual conference. Crown Center hotel, Kansas City, Mo. Future conferences: Phoenix, May 3-7, 1981; Washington, April 18-22, 1982.

April 13-16, 1980—National Association of Broadcasters annual convention. Las Vegas Convention Center. Future conventions: Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

May 18-21, 1980—National Cable Television Association annual convention. Convention Center, Dallas. Future conventions: Los Angeles, May 29-June 1, 1981; Las Vegas, May 25-28, 1982; New Orleans, May 1-4, 1983; San Francisco, May 22-25, 1984; Atlanta, April 28-May 1, 1985.

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

Sheraton Washington hotel, Washington.

June 5-7, 1980—Associated Press Broadcasters convention. Fairmont hotel, Denver.

June 7-11, 1980—American Advertising Federation, annual convention. Fairmont hotel, Dallas.

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

Aug. 24-27, 1980—National Association of Broadcasters radio programming conference. Hyatt Regency, New Orleans.

Sept. 14-17, 1980—Broadcasting Financial Management Association 20th annual conference. Town and Country hotel, San Diego. Future conference: Sept. 20-23, 1981, Sheraton Washington.

Sept. 20-23, 1980—Eighth International Broadcasting Convention. Metropole Conference and Exhibition Centre, Brighton, England.

Oct. 6-9, 1980—National Radio Broadcasters Association annual convention. Bonaventure hotel, Los Angeles. Future convention: Sept. 20-23, 1981, Marriott hotel, Chicago.

Oct. 26-30, 1980—National Association of Educational Broadcasters 56th annual convention. Las Vegas.

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

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

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He Works For You: Ben Avery

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sored by 12 organizations including National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi. Williamsburg, Va.

March 16-20—National Public Radio annual conference. Crown Center hotel, Kansas City, Mo.

March 17-19—Advertising Research Foundation's 26th annual conference and research exposition. New York Hilton.

March 21-23—Intercollegiate Broadcasting System annual convention. Sheraton Centre, New York. Information: Jeff Tellis, (914) 565-6710.

■ **March 23-26**—Advertising Financial Management Workshop, Association of National Advertisers, Sea Pines Plantation, Hilton Head Island, S.C.

March 23-29—International Public Television Screening Conference, under auspices of Rockefeller Foundation and various North American and European broadcasters. Dupont Plaza hotel, Washington. Information: David Stewart, Corporation for Public Broadcasting, (202) 293-6160.

March 24-25—Society of Cable Television Engineers mid-Atlantic technical meeting and workshop. Hyatt House, Richmond, Va.

March 25—New York State Broadcasters Association annual membership meeting. Essex House, New York.

March 26—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

■ **March 26**—Ohio Association of Broadcasters "Preparing-for-Political Season" workshop. Fawcett Center, Columbus.

March 26-28—Viewdata 80, international exhibition and conference on video-based systems and microcomputer industries, sponsored by British Post Office. Wembley Conference Center, London.

April 1980

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

■ **April 10**—Research Workshop of Association of National Advertisers. Plaza hotel, New York.

April 10-11—Broadcast Financial Management Association/Broadcast Credit Association boards of directors meetings. Marriott hotel, New Orleans.

April 13-16—National Association of Broadcasters annual convention. Las Vegas Convention Center.

April 15—Pioneer breakfast sponsored by Broadcast Pioneers during National Association of Broadcasters convention. Las Vegas Convention Center.

April 16-24—MIP TV international program market. Cannes, France. U.S. office: John Nathan, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.

April 22—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

April 23-25—Indiana Broadcasters Association spring conference. Marriott Inn, Clarksville.

April 28-29—Society of Cable Television Engineers meeting and workshop. Sheraton Inn, Memphis.

April 30—Peabody Awards luncheon sponsored by Broadcast Pioneers. Hotel Pierre, New York.

May 1980

May 2-3—Annual convention, National Translator Association. Hotel Utah, Salt Lake City.

May 2-4—Illinois News Broadcasters Association spring convention. Holiday Inn-Illinois Beach Resort, Waukegan.

May 12-30—International Telecommunications Union 35th session of the Administrative Council. Geneva.

May 12-14—International invitational conference on World Communications: Decisions for the Eighties, sponsored by Annenberg School of Communications, University of Pennsylvania, Philadelphia. Information: World Communications Conference, Annenberg School, U. of Pa., Philadelphia 19104.

May 16-21—National Cable Television Association annual convention. Convention Center, Dallas.

May 19-20—Society of Cable Television Engineers Northwest technical meeting and workshop. Rodeway Inn, Boise, Idaho.

May 20-23—Public Radio in Mid-America spring meeting. Howard Johnson Downtown, Madison, Wis. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

■ **May 21-22**—Ohio Association of Broadcasters spring convention. Kings Island Inn, Cincinnati.

May 29—International Radio and Television Society annual meeting. Waldorf-Astoria hotel, New York.

June 1980

June 1-3—Virginia Cable Television Association annual convention. Omni International hotel, Norfolk.

June 3-7—American Women in Radio and Television 29th annual convention. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex.

June 4-5—Advertising Research Foundation's sixth annual mid-year conference. Hyatt Regency, Chicago.

June 5-7—Associated Press Broadcasters convention. Fairmont hotel, Denver.

June 5-6—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks.

June 7-11—American Advertising Federation, annual convention, Fairmont hotel, Dallas.

June 11-15—Broadcasters Promotion Association 24th annual seminar and Broadcast Designers Association second annual seminar. Queen Elizabeth hotel, Montreal.

June 12-14—Annual convention of Iowa Broadcasters Association. Holiday Inn, Ottumwa.

June 12-14—South Dakota Broadcasters Association convention. Holiday Inn, Watertown.

June 16-20—Maryland, District of Columbia, Delaware Broadcasters Association annual meeting. Sheraton-Fontainebleau Inn, Ocean City, Md.

June 19-20—Broadcast Financial Management Association/Broadcast Credit Association boards of directors meetings. Sheraton-Washington, Washington.

June 20-21—North Dakota Broadcasters Association spring meeting. Art Clare motel, Devils Lake.

June 25-27—National Association of Broadcasters children's programming conference. Key Bridge Marriott, Arlington, Va.

July 1980

July 16-19—Summer convention, Colorado Association of Broadcasters. Keystone Resort, near Dillon.

July 27-29—California Association of Broadcasters meeting. Del Monte Hyatt House, Monterey.

July 28-31—New York State Broadcasters Association 19th executive conference. Otesaga hotel, Cooperstown.

Errata

In Nov. 19 "For the Record," under item noting FCC approval of **WRWN-FM Port Clinton, Ohio** (page 78), it was incorrectly reported that **Ohio Radio Inc.** owns **WKTN(FM)** Kenton, Ohio. Radio General purchased station from Ohio Radio in May 1977.

□

The **National Captioning Institute**, Falls Church, Va., provides closed-captioned television programs for the hearing impaired, not closed-circuit programs as stated in the Nov. 12 issue.

Open Mike®

Ford's Idea

EDITOR: Thank you for your editorial and excellent coverage on Senator Wendell Ford's S. 1991 [BROADCASTING, Nov. 12, 19].

Of course, the bill is not worth a tinker's darn until we get it passed. This is my plea to broadcasters in each state to get those cards and letters rolling to their two Senate members urging them to support the bill.

The National Association of Broadcasters and Kentucky Broadcasters Association both have worked very closely with Senator Ford's office to secure the introduction of this bill. We have gone as far as we can go, however. Now we must have the support of the grass-roots broadcasters to get it passed.—*J. T. Whitlock, executive director, Kentucky Broadcasters Association, Lebanon.*

Editor's note: The Ford bill would narrow FTC subpoena power, restrict public participation funding and stop the children's advertising inquiry.

All in this together

EDITOR: An article in your Nov. 12th issue ("Behind the Scenes of the K-Mart Buy") singles out CBS Radio Spot Sales and the Christal Co. as the representatives responsible for persuading K-Mart to launch the massive radio campaign sponsoring morning drive newscasts.

To set the record straight, these two representative firms worked hard as *spokesman* for all of the representative firms. We agreed that our efforts would best be represented in this manner, rather than innumerable sales calls from a multiplicity of reps.

It took a tremendous amount of cooperation between stations and reps to keep the sponsorship packages intact long enough to be sold to K-Mart.

The truth is that K-Mart had been looking at this investment for a while and was astute enough to take advantage of it as it became available.—*Thom Sutton, account executive, Eastman Radio, Detroit.*

Further back on Fonda

EDITOR: More on Henry Fonda's series TV debut: All of your correspondents (BROADCASTING, Nov. 19) are wrong.

Fonda's TV series debut was in the 1955-56 season when he was host and star (in some episodes) of an anthology series titled *Henry Fonda Presents the Rheingold Theater*. The programs were carried in a number of Eastern and

Western markets under Rheingold sponsorship and syndicated elsewhere. Of this I'm sure, having worked at that time as director of broadcast for Foote, Cone & Belding, where the show was one of my projects.

Fonda was always a delight to work with. A real professional, at a time when TV was still considered to be a second-class medium.—*Peter M. Bardach, president, WSUS(FM) Franklin, N.J.*

Full-timer

EDITOR: Patricia Yunker, in a letter published Nov. 12, stated: "When it was no longer possible for local radio stations to broadcast because of damage [from Hurricane Frederic], the 50 kw New Orleans stations became our link with what was happening." To set the record straight, Mobile was served throughout the storm and afterwards, not only by WKRQ Radio, but WKRQ-TV as well. We have hundreds of letters to prove it.—*Bob Grip, WKRQ-TV News, Mobile, Ala.*

Ultimatums

EDITOR: This letter is intended to express our concern with the consistent negative coverage of our activities.

You have not covered objectively and fairly our challenges to the James Gabbert outfit and his felonious violations of U.S. laws. But you have continuously quoted his unproved assertions as though they had validity.

You have ignored a meaningful offer to resolve significant differences between ourselves and General Electric/Cox and deliberately agitated broadcasters by quoting money figures as if these figures were associated with an illegal claim.

You have readily printed the words and actions of Pluria Marshall as if they were honorable and have some official meaning. You ignored a story based on my complaints about Mr. Marshall and his megalomania.

I demand that you cease and desist from your efforts to undermine our nine years of public interest work and that you correct the negative impressions created by printing true facts, our opinion of events and the total story of any of our involvements.—*Marcus Garvey Wilcher, chairman, Community Coalition for Media Change, Berkeley, Calif.*

Editor's note: BROADCASTING will continue to cover Wilcher and his group according to the same objective standards that have been applied to his past activities.

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

Monday Memo®

A broadcast advertising commentary from John J. Nassif, director of advertising, Winchester-Western Division, Olin Corp., New Haven, Conn.

Careful targeting saves ad ammunition

When Winchester launched a national TV campaign for sporting arms and ammunition early this year, we expected to get complaints.

We did—two letters. However, some 300 to 400 letters praising this effort were received by Winchester and others connected with the campaign.

How were we and our advertising agency, Norman, Craig & Kummel, able to undertake such a potentially controversial campaign without encountering negative reactions from those adverse to such advertising? Some sporting arms and ammunition advertising has appeared on TV in the past, but it has been sporadic and quite limited in scope.

The purpose of the campaign was to bring the Winchester name before an audience with an age range of 18 to 49, with emphasis on the younger people whose buying habits are not firmly fixed and represent the largest segment of Winchester's market. The traditional hunting and shooting publications, whose readership is generally in the older age group, could not provide this target audience.

A decision was made by us and Norman, Craig & Kummel, to use television—and to use it more widely than anyone had ever done before with a product of this kind. Since network TV would be too costly and diffuse, the choice was for a syndicated program, provided one could be found with a highly selective appeal to the target audience, without drawing adverse criticism from others.

Finding the right show meant viewing many thousands of feet of film. The show finally settled on was a half-hour series called *Sports Afield*, a name used by arrangement with the well-known outdoors magazine but not connected with it. We felt that the *Sports Afield* show would provide an interesting, relevant and highly selective environment for Winchester commercials. The program's hosts are people with outstanding credentials in the outdoors world, and they help establish the proper image for the program and its sponsors.

Each program is divided into three segments, each approximately seven minutes long, that examine in depth various topics or people in a manner similar to magazine stories and profiles. Subjects covered include trap shooting, bass fishing, skin diving, cycling, mountain climbing and outdoor photography. Other segments explore a locale of special interest, chronicle a vigorous sporting contest, profile an accomplished outdoors person or relate a timely story on wildlife research or man-



John J. Nassif is director of advertising for the Winchester-Western Division of the Olin Corp., based in New Haven, Conn. Nassif joined Olin in 1959 as advertising and sales promotion manager for Olin's Ramset operations in Cleveland. Since then, he has served in various positions in advertising and sales promotion with responsibilities for operations in the United States, Canada and Europe.

agement.

Contracts were signed with 75 carefully chosen stations that reach 60% of U.S. television households. The show ran in prime access time and in late Saturday and Sunday afternoons for 13 consecutive weeks, positioned before or after major sports events, beginning in February.

Winchester's message consisted of two 30-second commercials on each show, plus opening and closing billboards.

The objective was not to sell any particular Winchester product but to enhance the Winchester name and project the company's famous horse-and-rider logo.

This was done by emphasizing Winchester's heritage and its image as part of the American past. The logo was brought to life with a soft-focus "ghosted" image of the horse and rider galloping toward the camera and fading away. Superimposed on the ghost image is a modern scene in sharp focus.

Guns are shown, but never in use. The emphasis is on people: the peaceful solitude of the lone hunter, the comradery of two outdoorsmen, a father and son sharing their love of the open country.

Our research shows that we actually

reached 37% of hunters with the *Sports Afield* show. It was the first time a sporting arms and ammunition manufacturer was the sponsor of a nationally syndicated television series.

An indication of the success of the program is Winchester's sales figures: a month-by-month increase in sales in the first half of 1979 compared to the previous year.

To test the effectiveness of the program, interviews were conducted with 500 hunters, ages 18 through 35, in six test markets.

Findings showed, among other things, that 44% of show viewers had seen the commercial and, of these, half of them recalled the horse and rider. While product quality was never directly referred to in the commercials, 28% of the viewers concluded that "Winchester makes quality products" and an equal number said "you can trust Winchester products."

There were corollary benefits.

Dealers are impressed with television as a selling medium, but very few can afford to use television themselves. Therefore, the merchandising value of Winchester sponsorship of the *Sports Afield* program, a first in the industry, made a strong impact on dealers and distributors.

To provide local tie-ins, we offered dealer posters, ad mats and a shortened version of our national TV commercials in which dealers could tag on their own message.

We provided dealers with special posters that promote the *Sports Afield* program and identify his store as the place to buy Winchester arms and ammunition.

In our advance promotion to dealers, we pointed out that these Winchester TV commercials would be "reaching more potential gun and ammo buyers than any campaign in the history of the sporting arms industry."

Our campaign will continue in January 1980, using the same show, and will unquestionably provide even greater impact to an expanded audience.

The new campaign will run for 26 weeks and will extend the original coverage to 100 stations. Both our dealers and customers were very enthusiastic about the original programs, especially with the high quality of the production.

We feel confident that the new campaign will be equally well received both by our dealers and the viewing public.

We first went into this project with considerable hope but, I must admit, some apprehension about possible adverse reaction from at least some segments of the public.

Today, we are confident that we have come up with the right formula and the way ahead is clear.

**BY 1980,
THERE WON'T BE A COP
AROUND WHEN YOU
NEED ONE.**



Barney Miller. Available September 1980.



Columbia Pictures Television

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"Here at Station Business Systems we have a full line of business systems for broadcasting, the famous BAT® Systems. They handle everything from Billing and Traffic to all Accounting functions. Our BAT Systems can do many other things, too, such as music playlists, film inventories, even election return tabulations! This BAT System flexibility has made ours the most widely used Systems in the field.

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"When I make a study for a prospective BAT System user, I bring along not only my experience of years in broadcasting, but also the resources of Station Business Systems and Control Data Corporation. Most of the time I find we have just the solution to a station's problems, and can point to similar profit-making, cost-cutting procedures

already in use at one of our over-300 radio and TV stations, networks, or group installations in the United States, Canada and Australia.

"Of course, sometimes I merely suggest "no change" or a manual procedure shortcut! When you have a reputation for excellence to protect, and when you offer more products and services than anyone else, then you better know when to say "leave well enough alone."

"Call Station Business Systems for a free Station System Analysis. The toll free number is 800-243-5300, or call (203) 622-2400 collect. Our address is 600 West Putnam Avenue, Greenwich, CT. 06830. We would like to show you why we are the leaders, and see if we can help you!

"And tell them I sent you.

STATION BUSINESS SYSTEMS

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MORE THAN A COMPUTER COMPANY

*Warren W. Middleton
Regional Sales Manager
Station Business Systems
at WTIC Hartford*



TOP OF THE WEEK

CBS upset in November sweeps ends long ABC winning streak

Leader is ousted by less than half a rating point; regular series prove to be strength

CBS-TV, the slow-starter of the season, turned the tables during the crucial November ratings sweeps, scored an upset victory over ABC-TV and left NBC-TV deep in the basement.

It was CBS's first sweeps win since November 1975, and it ended ABC's winning streak since that time.

The Arbitron scores (from Oct. 31-Nov. 27) gave CBS a 20.0 rating/34.9 share, ABC a 19.6/34.2 and NBC a 17.7/30.9. Nielsen averages were just about the same, with CBS 20.1/35, ABC 19.7/34.2 and NBC 17.7/30.8. (Shares cited reflect only those homes watching network TV.)

As compared to last year's November sweeps, CBS was the only network to improve. ABC dropped considerably in both Arbitron and Nielsen, CBS was up 1.9 ratings points; ABC was down 1.4 and NBC remained the same. Arbitron shares showed a three-point gain for CBS and drops of 2.8 and 0.2 for ABC and NBC respectively. CBS gained 3.1 share points in the Nielsen averages compared to drops of 2.8 for ABC and .3 for NBC.

CBS's victory owed more, perhaps, to the strength of the network's regular series than to any special sweeps programming. Although the network certainly profited from such offerings as the theatrical release, "Oh God" (Nov. 25), which received a Nielsen rating of 31.7 and a 45 share and was the highest rated special of the sweeps, and "Silver Streak" (Nov. 15, 21.5/40), the number-two special of the month, its regular series demonstrated considerable power. ("Oh God," however, was outrated by an ABC movie in a regular movie period [see page 66].)

The network's strongest nights generally were on Friday and Sunday, where its regular programs consistently managed to beat or remain competitive with both regular programs and specials on the other networks.

CBS lost no Fridays and only one Sunday through the month, and, with three exceptions, it maintained its dominance on those nights by relying on regular episodes of its programs.

When CBS did run specials, such as "Oh God," or a two-hour *Dallas* (Nov. 16), it still tended to maintain its

superiority.

Monday also proved critical in the CBS victory. There has been a three-way contest for the night throughout the season with ABC's football, CBS's powerful 9-11 block and NBC's *Little House on the Prairie-Monday Night Movie* line-up trading leadership weekly. CBS won two of the four Mondays of the sweeps—again, largely on the strength of regular programming. ABC's football failed to win that night once during the month, and NBC had two victories.

ABC's performance through the month was hampered considerably by its failure to attract audiences to its made-for-television movies, feature films and miniseries—programming forms that have helped carry the network in the past. As one prominent network observer noted last week, there has been a "substantial failure" at the network in those areas.

Last year, it was pointed out, ABC relied on winning at least three nights each week with its regular, powerful Tuesday-through-Thursday series and then used its Friday and Sunday movies to nudge it past the competition. Thus far this season, there has been a noticeable fall-off for ABC on its movie nights.

Last year, the *ABC Sunday Night Movie* was the 16th highest rated show and averaged 22.7/36 for the season. This year, it has dropped to the 22d rank with a 20.5/32. The fall-off of the *ABC Friday Night Movie* has been even greater—a 38th-ranked 19.0/32 for the 1978-79 season versus a 53d-ranked 16.0/27 thus far this year.

And in the sweeps, the network's movie performance did just as badly. Only ABC's Nov. 4 presentation of "Jaws," one of the most popular films ever released, beat the network's Sunday competition. The Nov. 11 made-for-television film, "Love for Rent," was at one point in the evening in a half-hour three-way tie for Sunday night leadership. At no other point on Friday or Sunday during the ratings sweeps did ABC win the 9-11 time period with one of its features.

ABC's failures through the month were as noteworthy as its successes. Certainly the biggest disappointment for the month must have been Aaron Spelling Productions' miniseries, *The French Atlantic Affair*, which scored a 16.2/25 at its highest point, Sunday, Nov. 18. Part one of the

three-part miniseries, Nov. 15, scored 13/22, and part two (Nov. 16) only a 9.7/17. Spelling said *Atlantic's* performance "could be one of the biggest disappointments in miniseries history."

But there were other disappointments. The Friday, Nov. 9 presentation of the made-for-television movie, "Topper," delivered a 19.1/33 and lost to regular series on CBS. The "Birth of the Beatles" (Nov. 23) scored 14.5/24 and ranked 53d out of 57 programs broadcast that week.

The powerful (31.8/44) showing of "Smokey and the Bandit" on NBC Nov. 25 must have been a painful reminder to Fred Silverman and company that in their quest for early-season leads they moved "Coming Home" and "Semi-Tough" out of November. The network's two leading series, *Little House* and *CHiPs*, generally managed to hold their Monday and Saturday audiences, respectively, but elsewhere through the month NBC's performance was inconsistent.

Its position in the three-way race improved considerably in the final week of the month when a *Little House* and a Bob Hope special carried Monday and a special episode of *Real People* (23.1/37) and 90-minute Bee Gees special (19.0/31) carried Wednesday for the network—providing the month's only defeat of ABC's strong Wednesday schedule. Friday night's regular episode of *Shirley* also won its time period with a 17.0/29—improving on its season-to-date performance of 15.2/26. And *Quincy* won its Thursday 9-10 time period that week; beating a made-for-television feature on CBS and regular comedy series on ABC. "Smokey" was the number-one program of the week. NBC finished second that week—the only time it rose out of the cellar.

It was earlier in the month where NBC stumbled. In the first full week of the sweeps, NBC won only two hours.

The week ending Nov. 18 was even worse. Only *Little House* and *CHiPs* won their time periods. A movie schedule that week that included "The Omen," "The Duchess and the Dirtwater Fox" and a two-part presentation of "A Bridge Too Far" failed to attract audiences to the number-three network.

Unlike CBS, which steadily increased its ratings throughout the course of the month, or ABC, which just as steadily declined, NBC showed sporadic movement through the four-week period. It opened with a 16.5 the week ending Nov. 4, moved up to 18.0 the next week, dropped to 17.7 the next and then finished the final full week with 19.3—largely as a result of "Smokey."

Jankowski: Be brave in the new world

CBG president says that history indicates television will survive and prosper despite technology

"We are convinced that the future is not something to worry about," Gene F. Jankowski, president of CBS/Broadcast Group, said last week. His remarks, which centered on the threat—or in his view nonthreat—of the new communications technologies to commercial networks, were delivered last Thursday (Nov. 29) to the Academy of Television Arts and Sciences at a luncheon in Los Angeles's Century Plaza hotel.

The thrust of the network executive's comments was aimed at "those doom-and-gloom-sayers who would have you believe that television as we know it is a member of an endangered species." The lessons of the evolution of communications in this century do not coincide with those projections, said Jankowski as he recited a number of statistics showing that most forms of entertainment and communications have prospered alongside newer forms.

"In the thirties, they were saying that radio would kill the phonograph, movies and the theater. In the forties, they said that FM radio would kill AM. As we neared the fifties, they said that television would kill off AM, FM and the printed word and just about anything else worth killing. In the sixties, they said that cable would kill television. In the seventies, the list of television's executioners grew even longer," Jankowski said.

In contrast, the number of commercial radio stations has tripled since the introduction of television, the number of books published in the U.S. has multiplied three times, paperback book sales have increased tenfold and the number of periodicals has increased by nearly one-third, he said.

"One important lesson is the fact that new means of communications do not automatically spell obsolescence and drive out the old," Jankowski said. "Instead, the new often complements, or supplements, the old, resulting in broader, stronger markets for both."

Jankowski was cognizant, however, that television will be changing in the coming decade. "It is obvious," he said, "that the interplay of changing demographics, new formats, new technology, new ideas, new legislation and new goals and new priorities will create a more complex communications environment.

"Nevertheless, commercial television's continued growth will be limited only by the imagination and creativity of the writers, producers, performers, industry executives and visionaries who can sift through new facts and lead in identifying



Jankowski

new goals and staking out new territory."

Jankowski also addressed several themes that he as well as other leading network executives have discussed in the past. One was that the new technologies—especially cable television and satellite-delivered superstations—have yet to match networks in programing, which Jankowski said is really what "the viewer is concerned with."

"It is a case of new technology clothing itself in the time-worn hand-me-downs and tattered castoffs of established and accepted broadcasting," he said. "In the marketplace, clothes still make the men, despite the superficial impressiveness of new technology."

NBC affiliates look with hope to the next year

Upbeat meeting in Puerto Rico accentuates the positives, including 80% sold-out first quarter, possible return of Redd Foxx; no firm changes in schedule are announced, however

Record sales, improving ratings and plans for new programs were reported by NBC President Fred Silverman and associates at a meeting of the NBC-TV affiliates board of directors last week.

The meeting, held at Dorado, Puerto Rico, was described by NBC-TV officials as "the most successful this network has ever had." Members of the affiliates board seemed to echo the sentiment.

Along with upbeat news about NBC, the affiliates heard what for them would be good news about a competitor. William J. Small, NBC News president, said he expected CBS News anchorman Walter Cronkite to "move into a new role" at CBS News in 1981. Small, long-time number-two man at CBS News and at one time considered the heir apparent for that company's news presidency (he moved to NBC in September), said he didn't expect

Cronkite to leave CBS News, but didn't expect him to remain as anchor either. In one of several remarks as emphasizing expectations that NBC News anchorman John Chancellor would remain, despite earlier reports that he wanted out, Small said that "we're betting that John Chancellor will be the new Cronkite."

NBC unveiled no midseason prime-time program changes at the meeting, participants said, but indicated there would be relatively few. One reason for the delay was said to be that some programs that had seemed weak have lately enjoyed ratings gains that made them now look at least marginal—notably *Shirley*, which came in with a 29 share of audience the week before, and *Kate Loves a Mystery*, which produced a 28. Thus there was a reluctance to bump them immediately.

But the main reason, according to reliable sources, was that NBC-TV thought it had a chance of getting Redd Foxx back as Sanford, the role in which he starred in *Sanford and Son*, an NBC comedy hit until ABC—and Fred Silverman, then head of ABC-TV programing—hired him away in 1976. NBC officials reportedly wanted to see whether they would have a new Foxx vehicle—in which Sanford is married to a wealthy widow, but pining for his old days as scrap dealer—before committing to other changes.

There were indications, however, that at most there probably would be "two or three" prime-time changes, with some new series—such as *United States, Good Time Harry* and *Joe's World* ("Closed Circuit," Nov. 26)—to be introduced later.

Silverman and colleagues also talked of other program plans, including:

- A pilot being produced by NBC News that could lead to a half-hour daytime magazine series starting after the Moscow Olympics next July and August. Silverman also said there'll be more news on NBC than at any time since the heyday of Bob Kintner, the one-time newsman who was NBC president from 1958 to 1965.

- A pilot being planned by NBC Sports that could lead to a prime-time sports series. Arthur Watson, president of NBC Sports, said the projected series would not feature professional games but would center on "real people sports" and include some comedy. The pilot is expected to air in March or April.

- A live drama series to be announced before the end of this year. NBC sources said it would probably offer two to four presentations a year and use pickups of dramas from such sources as the Guthrie Theater in Minneapolis and the Kennedy Center in Washington.

Mike Weinblatt, president of NBC Entertainment, said NBC is in the second phase of rebuilding prime time and will be adding comedy and variety programing over the season. He also announced a "far different" approach to specials: NBC will offer fewer, he said, but will concentrate more on quality and style.

Ray Timothy, NBC-TV executive vice president, apparently referring to prime

time, said the first quarter of 1980 was already 80% sold, an all-time high mark for this date, and that the second quarter was also 80% sold and the third quarter 90% sold. Prices, he said, were at a historic high, ranging from 8% to 25% above last year's.

The affiliates also were told that, in response to NBC's request (BROADCASTING, May 21), AT&T within the last few days had submitted a proposal offering a complete plan for distribution of programs by satellite, but that NBC officials have not had a chance to analyze it. Western Union was said to have declined to submit a plan, and RCA Americom agreed to develop one but indicated it would take a year or two.

At the start of the meeting, NBC-TV President Robert E. Mulholland presented Silverman a miniature Christmas tree as a reminder that he had set Christmas 1980 as target date for restoration of NBC's ratings fortunes. Winding up his talk, Silverman told the affiliates: "We'll have a much bigger tree next year."

Rising costs and federal government still ANA's top matters of concern

Meeting this week in Palm Beach will gather some 550 advertisers to address those issues

The Association of National Advertisers goes into its annual meeting this week—and into a new decade next month—with a familiar set of problems.

"Our problems," says ANA President Peter Allport, "tend to stay constant in many respects though they change in specifics or in details."

Allport identifies three main problem areas, which by definition correspond with those of ANA's membership. All three are reflected in the program prepared for this week's annual meeting, being held from yesterday through Wednesday (Dec. 2-5) at the Breakers, Palm Beach, Fla., with some 550 members and guests expected to attend (BROADCASTING, Nov. 26).

"First," Allport says, "we're trying to maintain and increase the efficiency of advertising." In today's terms, that essentially boils down to "inflated costs" and what to do about them.

"Second," he continues, "we are concerned about the viability of advertising. That relates to all the regulatory aspects, the consumerist aspects, but primarily the regulatory and the Washington environment."

"Third, there's the question of the productivity of advertising—how well we do the job, whether we can find new ways—in terms of management, in terms of creativity, in terms of agency relationships—to improve what we do."

On the question of efficiency and media

costs, Allport sees the problem as "part of the general economic scene," but a hard fact nevertheless: "The dollars are beginning to be huge," particularly in television.

For several years advertisers have talked of moving from, or partially from, television to other media. "The talk is serious," Allport says, "but in truth it is hard to find ways to do it well."

Many advertisers, he points out, are becoming interested in cable and other new technologies: "They're beginning to look at that and say maybe this is the wave of the future—they don't know yet, of course. None of us do."

"As some people see it," he continues, "the day will come when broadcast television is no longer a generalized medium but will be a specialized medium. This is an area of tremendous interest."

To explore it, ANA has just set up a "multi-specialist group," led by Tom Ryan of Gillette, which is charged with formulating recommendations as to what ANA should do "about these potentially new media."

"They'll have to speculate, to a degree," the ANA president concedes, "but they do seem to agree that if television becomes a splintered or specialized medium, the area of television ratings had better be looked at, because in that case the present methods of measuring audience size and share are probably not adequate. For ANA, that may become a major media target."

The second area of ANA concern, the regulatory environment, may have improved somewhat. "At least," Allport says, "we have reason to be hopeful that the Federal Trade Commission's limits and authority will be properly defined, and that we'll have a commission that is not running roughshod over its own statute."

But ANA's regulatory concern is also one for the long haul. He explains:

"I think the tendency in government to see advertising as something other than that which it is, and to try to convert it into

a broad-based informational instrument, is probably going to be a long-term problem that we're going to have to work with, resist when we have to and try to educate the government to the true functions of advertising and its true contributions."

The third area of concern and concentration—improving the productivity of advertising—is also on-going and is dealt with primarily internally. It's an educational process, conducted by ANA through workshops and seminars for its members. ANA holds 10-12 workshops a year aimed at helping its members do a better job, plus 32 or 33 seminars in which small groups explore such areas as TV production, integration of advertising and sales promotion, new-product development and the media selection process.

Subjects like these are also prominent on the agenda for this week's meeting: They include discussion clinics on use of research to improve media decisions, coordination of advertising and promotion, improving productivity in the advertiser-agency relationship and uses of advertising for corporate communications. The other main problem areas will be represented, too: Wednesday morning will be devoted to new electronic media and their likely effects, for example, and the Tuesday-afternoon session will feature a panel of FTC officials under the heading "New Directions at the FTC?" (BROADCASTING, Nov. 26).

Quello on the stump

Commissioner and friends begin campaign for reappointment; Hispanics have other ideas

With a full seven months left to his term, FCC Commissioner James Quello already finds himself campaigning for re-appointment—a move that, under normal circumstances, would be premature, yet one that, under current circumstances, makes good political sense.

Approximately one month ago, the White House personnel office interviewed Felix Gutierrez, a California college assistant professor of journalism, for Quello's spot. And starting early next year, the White House will interview additional candidates—some, perhaps, from the small list of names that has already trickled in.

But that is standard procedure; Quello's early politicking stems from different circumstances: his ethnic background.

Hispanic-Americans would like to have their interests represented at the FCC, and Quello's seat, which he officially holds until June 30, 1980, will be the next available opening. And there is some feeling among Hispanics that they have a commitment from the Carter administration for the next Democratic vacancy ("Closed Circuit," Aug. 6).

Some in the Italian-American community, however, believe Quello should be reappointed, and have begun a push to put their point across. Jack Valenti, president

Allport



of the Motion Picture Association of America, wrote a letter to Italian-American congressmen, urging them to write the White House in Quello's behalf. And the National Italian American Foundation wrote both the White House and the 31 Italian-Americans of Congress.

In its letter to the congressional delegation, the foundation wrote: "Ordinarily, we would not take a position on the reappointment at such an early date before the expiration of [Quello's] term. It has come to our attention, however, that the White House may seek a Hispanic for the post and that Hispanics are pressing hard for the FCC seat. Accordingly, we feel our support should be directed to the White House before it is too late."

A number in the Italian-American delegation have taken up Quello's cause. In a letter to White House chief of staff Hamilton Jordan, Representative Frank Annunzio (D-Ill.) wrote that the entire delegation agrees "it would be a shame and an outrage if Jim Quello is not reappointed, and it would be a slap in the face to the entire delegation." Jordan assured Annunzio in a letter that his points "are being very carefully considered by all of us here involved in the matter."

The White House has not yet really geared up to consider the upcoming vacancy, and the expectation is that additional interviews will not be scheduled until early next year. The reason Gutierrez has already been interviewed involves timing. Gutierrez was in the East on business, and the decision was made to conduct the interview then, rather than have him return to Washington on a separate occasion.

When the interviewing does start, Quello will be among those on the list.



Quello

Sources say Quello is not being looked at as the underdog, and in addition to Hispanics, candidates of other ethnic backgrounds will also be considered.

Ironically, while Hispanic groups push for a Hispanic commissioner, at least one major group in the middle of this issue believes Quello is doing a good job, particularly on minority issues.

Maria Elena Torano, of the National Association of Spanish Broadcasters, says that Quello, as a commissioner, is "one of the most qualified, and sympathetic" to minority causes. But, she adds, "I think it's about time a Hispanic serves on the commission."

Torano says she hopes this affair doesn't become an Italian-Hispanic fight, and she thinks that election-year politics may influence the final outcome of the selection.

NASB has not yet endorsed anybody for the position, and Torano says the group may eventually endorse a slate of candidates—perhaps two or three qualified people with different types of backgrounds.

This week, she says, she will be meeting with the Congressional Hispanic Caucus—which numbers five—to talk about urging support for a Hispanic commissioner.

Quello, meanwhile, declared his interest in reappointment earlier than he had previously expected—mostly on the advice of friends, who suggested that his bid for another term might be foiled if he waited too long.

As such, Quello is today making available "A Brief Report on the Stewardship of Commissioner James H. Quello," which outlines his five-and-a-half years on the commission. The report, put together by Quello's staff, highlights Quello's position on key communications issues.

Quello says the report is not intended for general circulation, but rather for people that might have an interest in his experience and background. The first to receive copies of the report will be the two senators from his home state of Michigan.

Quello says he did not attempt to mobilize support for himself; rather, those interested in his reappointment took the lead in promoting his cause.

He believes it's too early to be involved in the campaign for reappointment, but he says it was forced on him because of reports that a Hispanic might be in line for his seat. But he believes that, while ethnicity may be an issue in the selection process, it may not work against him. "If it does come up, I'm qualified in that area; too," he said.

Nor is Quello new to the campaign game. As a retired broadcaster in early 1973, he set about making himself known as a candidate for the upcoming June vacancy on the commission as Nicholas Johnson was scheduled to step down. Quello won that uphill fight.

InBrief

"No one is acknowledging" that ABC lost the sweeps to CBS (story page 29), ABC spokesman in Hollywood said late last week. Privately, however, on Thursday at least one network executive did concede, adding: "No one likes losing." Most network executives were on their way to Barbados last Friday in preparation for affiliate meetings that were due to start there over weekend.

NBC-TV was reported to have drafted tentative midseason schedule last week that includes new 90-minute variety series from producer Nick Vanoff and at least one half-hour situation comedy—replacing *Kate Loves a Mystery* and *A Man Called Sloan*. Comedy would run at 9 p.m. Tuesday with variety show following. It's understood, however, that network is awaiting ratings results for last Friday night before it determines fates of *Shirley* and *Eischied*. NBC is considering adding new sitcom starring Redd Foxx but negotiations are still being conducted and no commitment has been made. Other changes said to be on NBC tentative schedule are move of low-rated *Prime Time Sunday* to 10 Saturday with appropriate name change; move of *The Rockford Files* to 10 Thursday, and shift of Tuesday movie to Friday. Network is said to be having second thoughts on number of programs currently in development—*United States*, *Good Time Harry*, *Joe's World*, *Facts of Life* and others—but could make use of any number of them should *Shirley* and *Eischied* stumble in Friday numbers to be released today (Dec. 3). Network is now said to be planning to announce midseason schedule tomorrow, week

later than originally planned. Delay was due, it's believed, to unusually strong showing of *Shirley* Nov. 23.

U.S. is expected to find itself gearing up for nine international conferences on telecommunications over next seven years. Committee of World Administrative Radio Conference proposed that schedule last week, subject to approval of conference and final decision on dates by International Telecommunications Union's administrative council. With other regularly scheduled meetings of ITU organizations, U.S. would be facing 19 international gatherings in next nine years, 16 of them in next six. Some feel schedule is unrealistically tight and will be stretched out by council. World conferences to be held will be on mobile services, in 1982, HF broadcasting, in 1983 and 1984, and space services, in 1984 and 1986. Regional conferences will be on AM broadcasting, in March 1980 and November 1981, broadcast satellites, in 1983, AM broadcasting (to prepare plan for initiation of broadcasting in 1605-1705 khz), in 1985.

White House sent mailgrams to radio and TV news directors last week, as well as networks and newspapers, asking for support of suggestions that Americans write Iranian mission at United Nations to demand release of hostages, and that church bells be rung each noon until hostages are released. Letter, signed by press secretary Jody Powell, said President endorses suggestions. "It is of overriding importance that Iranian authorities understand that Americans are united in their determination not to yield to blackmail and in the demand for the safe return of the hostages. Your support for these two suggestions will help prevent any miscalculation of where Americans stand in this time of crisis." NAB President Vincent Wasilewski endorsed White House suggestions.

More tangles in Carter-Mondale web

Campaign committee accepts CBS offer of five minutes; legal battle still goes on; some feel press conference lessened need for paid time

The legal tug-of-war between the Carter-Mondale Presidential Committee and the three TV networks surged back and forth across Washington last week. Only one thing was certain: all sides wanted the "reasonable access" issue resolved through judicial review.

The week began with the networks asking for, and being denied, FCC reconsideration of the previous week's ruling (BROADCASTING, Nov. 26) that they had been unreasonable in refusing to sell a half hour of prime time to Carter-Mondale for the President's announcement of candidacy. It ended with CBS's offering, and Carter-Mondale's accepting, five minutes of prime time for that purpose tomorrow night (Tuesday, Dec. 4).

ABC has offered CMPC a half hour on Jan. 6 at 7 p.m. The committee is seriously considering that offer, but there are conditions that must be worked out.

John Lane, CMPC's counsel, said he had yet to hear from NBC, whose management was at an affiliates meeting in Puerto Rico (story page 30). Lane thought he was being stonewalled. "Someone must be running the network," he said.

All three networks felt that their responsibility with respect to the "reasonable access" provision of the Communications Act has been fulfilled, and that the FCC's complaint about their unreasonableness may be moot.

The negotiations with CBS and ABC took place Thursday evening, after the U.S. Court of Appeals granted the networks a stay of the FCC's order. It appeared that a solution might be in sight when CMPC counsel Tim Smith advised the clerk of the court that CBS was amenable to a stay until noon on Friday. His letter added that "the committee and CBS will further advise the court on their views as to the continuance of such stay on or before 9:30 a.m., Friday, Nov. 30."

Several sources felt the committee no longer wanted the half hour for this week because Carter, following his half hour news conference in prime time Wednesday night, was "looking good as a President" and didn't need to come out as a candidate. Said one FCC source: "If the networks really wanted to be mean, they could have offered the time this week—then the committee would have been in the embarrassing position of turning it down, saying its candidate was not campaigning at this time. The networks, however, would have capitulated on something they considered outrageous."

The networks had refused time on two grounds: It was still too early in the campaign, and if they granted access to Carter, they would be swamped with what was termed a "multiplicity" of candidates seeking equal access, thus disrupting their scheduling.

When the networks refused CMPC the time, the committee went to the FCC on grounds that the networks were in violation of the Communications Act's "reasonable" access provision. The FCC, by a 4-3 vote on Nov. 20, agreed with the com-

mittee and ordered the networks to comply by Nov. 26.

Last Monday, rumors circulated that Commissioner Tyrone Brown might change his vote, swinging the decision in favor of the networks. Brown was having trouble in citing all the networks as unreasonable, because CBS had offered five minutes and ABC had offered time in January. Instead of a change in his position, however, he asked for clarification of the order, which would strengthen its prospects in the courts.

On Wednesday, the commission issued an order that said the three networks "have now had two opportunities to justify their refusal to offer the requested time. Continued delay by them threatens to moot the candidate's complaint now before us . . . We recognize that the three networks intend to seek judicial review of our decision . . . If a judicial stay is not obtained, we will expect that they will forthwith meet their . . . obligations."

Because of Brown's concerns that the original order might have put the candidates' interests above the broadcaster's, the order last week was clarified. It read: "We do recognize that our original order may not have fully explained the manner in which we expect licensees to weigh individual requests for reasonable access. . . . We expect that the broadcaster will weigh each request in its own specific context on a particularized basis . . . We think it entirely appropriate that the broadcaster contact the candidates at the outset and at various stages during the campaign to determine the probability of access requests by such candidates."

It continued, "We do believe that a broadcaster can reasonably consider such factors as the number, individual lengths,

Senator Barry Goldwater (R-Ariz.); ranking minority member on Senate Communications Subcommittee, has expressed need for legislative solution to amending "reasonable access" provision of Communications Act. In statement submitted to *Congressional Record*, Goldwater said he had written FCC Chairman Charles Ferris, presidential candidates and Republican and Democratic national chairmen asking for their recommendations. Said senator: "I am not sure which is worse: to leave the decision on reasonable access to the television networks or to seven presidentially appointed commissioners, four of whom are usually members of the President's political party."

FCC says appearances by legally qualified candidates on ABC's "Good Morning America" are exempt from equal opportunities provision of Section 315 of Communications Act. CBS's *60 Minutes* and NBC's *Today* received same ruling previously.

Senator S. I. Hayakawa (R-Calif.) sent letter to network news chiefs last week asking that coverage of demonstrations in Teheran be "tempered." Hayakawa compared Ayatollah Khomeini to Hitler, saying he is using media to propagandize, and without encouragement of TV cameras, demonstrations in Iran might slow down, or even stop. Hayakawa said he wasn't suggesting that freedom of the press be interfered with, but said reporting can be done without giving Iranians chance to put out propaganda.

First two comments on Comsat's satellite-to-home program distribution service arrived at FCC last week—both negative. National Association of Broadcasters said Communications Satellite Act of 1962 "limits Comsat's authorized activities to satellite common carriage ser-

vice and only those additional activities incidental to its primary purpose. Thus, there is no statutory basis upon which the FCC may authorize Comsat's satellite-to-home distribution service." ABC agreed, saying that Congress envisioned Comsat's operating only as common carrier.

Time Inc., parent of Home Box Office pay cable firm, next spring plans launch of Time-Life Satellite Network with "BBC In America" basic-cable service ("Closed Circuit," Nov. 19). Twelve hours of British comedy, drama, variety and documentary programs will be offered per week through Time-Life Films. With feeds over RCA Satcom III satellite, Time-Life is going for prime-time audience. On Sunday, for example, three hours will be transmitted at 8 p.m. (NYT) and again at 11 p.m. to make up for West Coast time difference. Monday will be repeats of Sunday, Tuesday originals, Wednesday repeats and so forth. Marketing plans still are being explored but cable system costs are likely to be in six-to-ten-cents per subscriber range. Time-Life also is looking into advertising possibilities. New VP and general manager, cable operations, is **E. Thayer Bigelow**, who had been president of Time's Manhattan [New York] Cable TV system.

D. Thomas Miller, CBS/Broadcast Group vice president, technical resources, named group's vice president, development, responsible for exploring growth potential of secondary markets—including those arising out of new technologies—for CBS's television and radio entertainment, news and sports programs.

Sadegh Ghotbzadeh, director of Iranian radio and television and member of Revolutionary Council, named by Ayatollah Ruhollah Khomeini to replace acting foreign minister Abolhassan Bani Sadr.

total time and timing of access opportunities made available to a particular candidate." The order then explained how the commission believed a request should be weighed. It said the FCC "eschews" any intention of requiring broadcasters to assess the needs and political desires of a candidate with respect to his popularity or standing in the polls. "However, we specifically noted that a broadcaster should not second-guess the political wisdom or relative audience-attracting effectiveness of longer versus shorter formats in determining the reasonableness of a candidate's request."

Gerald Rafshoon, the President's media adviser, said after the meeting that he was very pleased with the decision and that he was ready to talk with the networks.

The networks, however, as planned, filed their briefs in appeals court Wednesday afternoon. CBS and ABC said they would be ready with briefs on Friday if any opposition could respond by then and they set out a briefing schedule. The FCC, on Thursday, filed in opposition to the stay, and also asked that a briefing schedule be set out, but first asked for resolution of the candidates needs through negotiations with the networks, since the needed negotiations were timely.

Border TV's lose one at the FCC; top-50 policy is officially dropped; telcos get easier rural cable access

The FCC has concluded that while it has the authority to prevent Canadian pre-release of U.S. programming, the economic effect on border stations is so small that protection isn't warranted.

In the same meeting, the commission put an end to its rarely invoked top-50 market TV policy and eased the way for phone company entry into rural cable ownership.

Last Thursday the commission, on a 4-3 vote, completed an inquiry begun in October 1975 on the matter of Canadian pre-release, and in essence, dismissed the complaints of border stations that have claimed economic harm because viewers in their markets could view Canadian broadcasts of U.S. shows before the border station could carry them.

The staff's conclusion was reached after the construction of an economic model which showed that, at the most extreme of circumstances, audience loss to border stations would be 2%-3%. The staff concluded that this amount was just a "sliver" and does not warrant a rule for protection.

Commissioners Abbott Washburn and Robert Lee both argued that, although only a "sliver," there was still harm, and the stations deserved protection. Washburn, taking the lead, said the Broad-

cast Bureau's order was "flawed with inconsistencies." He cited the conflict with the order before them and the commission's nonduplication rules, which prohibit simultaneous broadcast of network scheduling. "If it comes in simultaneously, it would have to be blacked out; if it comes in before, it doesn't. The FCC can't have it both ways: Nonduplication is the law, and this order makes a mockery of that law."

Commissioner James Quello agreed. "Here we don't have nonduplication," he said, "we have pre-duplication. It's basically unfair."

Commissioner Anne Jones, on the other hand, questioned the constitutionality of Section 325. "I have difficulty with the idea that people have to come to us for a permit to send programing to Canada," she said. "I could understand if it was a matter of character or signal interference, but it bothers me greatly."

In another action, the FCC abolished its top-50 policy, which requires those seeking to acquire a fourth television station or a third VHF in the top-50 markets, to make a "compelling public interest showing" for the acquisition.

In the 13 years since the policy was adopted, the commission has attempted to implement it only once, and that was in the recent sale of WDCATV Washington to Taft Broadcasting. The Washington Association for Television and Children and three commissioners—Chairman Charles Ferris and Commissioners Joseph Fogarty and Tyrone Brown—felt that Taft did not make a sufficient public interest showing with respect to children's instructional and educational television. WATCH brought the case to the U.S. Court of Appeals in Washington, where it is now pending.

All seven commissioners were in agreement with Chairman Charles Ferris in abolishing the order when he said, "I've raised questions as to whether we've ever had a rule... a policy that has no basis, makes no sense." Fogarty did question the staff on the impact the decision would have on the WDCATV case, and asked that the staff consider requesting a remand from the court.

The commission last week also relaxed its rules by which telephone companies may enter the cable television market in rural areas.

Under rules adopted in 1970, telephone companies are barred from cable ownership, but the FCC would consider a waiver in areas where an individual cable system "demonstrably cannot exist or for other showing of good cause."

Thursday's action, by a unanimous vote of the commission, said that telephone companies that file waivers for communities with 30 or fewer homes per mile can presume the waiver granted, unless a cable company or other "entity" can show it could provide the service.

The justification was a staff study which said that it was "highly unlikely" that traditional cable systems would enter a

sparsely populated market since it would not be profitable.

The telephone company, for its part, must also notify the local community of its intentions to operate a cable franchise. And the notice of waiver request will also be issued in an FCC public notice.

Ferris ties First Amendment to competition

In first FCBA speech, FCC chairman chides broadcasters for inconsistency on issue

FCC Chairman Charles D. Ferris criticized broadcasters last week for inconsistency in dealing with First Amendment questions. "I don't think that broadcasters can keep demanding constitutional parity with the print media and, at the same time, also oppose, as a matter of principle, competition and diversity in the electronic media on an equivalent level to that in print today, with its abundance of local, regional and national magazines, newsletters and newspapers," Ferris said.

In the same speech, his first to the Federal Communications Bar Association, the chairman also questioned whether the First Amendment protection now enjoyed by print media would be affected when "newspapers" (his quotation marks) are delivered "between the lines of TV signals or over telephone lines." Should the rules governing such media "parallel those of common carriers with rights of access and entry, but without content review," Ferris asked, "or of broadcasters, with fairness obligations; or should they be governed by the absence of regulation, like print?"

The chairman said First Amendment principles are often expressed on an "expedient basis." Television broadcasters, he noted, have supported the adoption of percentage guidelines for informational programming. (They have advocated such standards as protection against license renewal challenges. But "at the same time," he said, "we are told that such guidelines for children's informational programming pose a grave threat to First Amendment interests.")

As far as Ferris is concerned, however, there are "no rigid litmus tests to assess the constitutionality of any rule requiring an increase in informational programming for the child audience."

There may, however, be other ways to expand children's programming. "We could seek to spur new technologies—cable or videodisks or direct satellite-to-home broadcasting systems—that might serve such needs," he said. "I can only speculate what broadcasters' response will be if this becomes our favored option."

He called it "the real irony" that broadcasters who oppose regulations that arise from scarcity also oppose actions to "eliminate the need for such regulation."

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Technology



Steering wheels, Three of the six WARC vice chairmen at a steering committee meeting. From left: Henry Keiffer of Switzerland, Glen O. Robinson of the U.S. and Angelo Petti of Italy.

WARC '79: The penultimate week

International negotiations due to end Wednesday; U.S. losing ground on AM expansion; gaining with 12 ghz satellite issue; conference is setting a record for 'reservations' being taken by all nations

As the 1979 World Administrative Radio Conference in Geneva last week staggered toward its close under the burden of some 2,000 delegates and observers and a substantial number of complex and frequently controversial issues, the United States found itself having to swallow a bit in order to accept one major proposal, but standing firm on a number of others. So firm, in fact, that it seemed prepared for the extreme—and for the U.S. rare—step of taking several “reservations”: formal statements that the U.S. will not be bound by WARC decisions. The decisions range from UHF/mobile and fixed-services sharing to Defense Department needs and U.S. requirements for additional short-wave frequencies. The U.S. has taken only one reservation previously, at a 1974 WARC dealing with maritime communications.

The U.S. does not view the over-all prospect as grim, however. As one U.S.

delegate said: “We haven’t lost anything. In fact, we’ve gained.” Certainly, the U.S. delegation is jubilant over the compromise reached with Canada and other Western Hemisphere nations over the 12 ghz issue, which will permit an increase in the number of broadcast (direct-to-home) and fixed satellites that can be employed in that band. There was satisfaction, too, in the conference’s approval last week of an expansion of the AM band, even though not as great an expansion as was sought. But the final tally of wins and losses, of objectives gained in whole or in part or not at all, remained to be made.

WARC itself acknowledged its first failure: to finish on time. The conference, at which 152 countries are represented, not infrequently has run to 16-hour and longer days that, since early this month, have stretched into seven-day weeks in an effort to conclude as scheduled (on Nov. 30), 10 weeks after it began. Despite that all-out effort, the steering committee decided that the conference needed additional time to complete its work. The new deadline is Dec. 5 (Wednesday).

The conference lost several days in the first week in the struggle initiated by developing countries over the selection of a chairman. That ended in the compromise

choice of Argentina’s Roberto Severini (BROADCASTING, Oct. 1). But most of the delay appears to have been caused by the sheer numbers involved—hundreds of delegates attend committee meetings, and many insisted on expressing themselves. As a result, committees were still meeting last week, a week after they had been scheduled to complete their work.

Indeed, the pace of the conference continued to be so slow—with long, tedious arguments in the plenary sessions where final decisions are taken—that some delegates feared the conference would not meet its new deadline unless Chairman Severini took drastic measures to speed up the tempo. And there was some muttering among delegates about what they considered Severini’s lack of firm control.

Most Americans agree that the ideological disputes observers feared would severely cripple the conference have not occurred. However, some delegates—from the U.S. and elsewhere—see the conference as more political than they would like, with developing countries sometimes mustering the voting majorities they command in the conference for the “sheer delight of it,” as one delegate put it. And Angelo Petti, of Italy, a vice chairman of the conference, said WARC has seen a conflict between regions—developing and developed.

But as in all things at WARC, perceptions are involved. Developing nations, a Nigerian said last week, do not engage in bloc voting; rather, they vote in accordance with their particular needs. National interests are not always the same. And some Americans, at least, endorsed that view. “There’s been zero politics,” said the FCC’s William Torak, who served as U.S. spokesman on the committee on allocations.

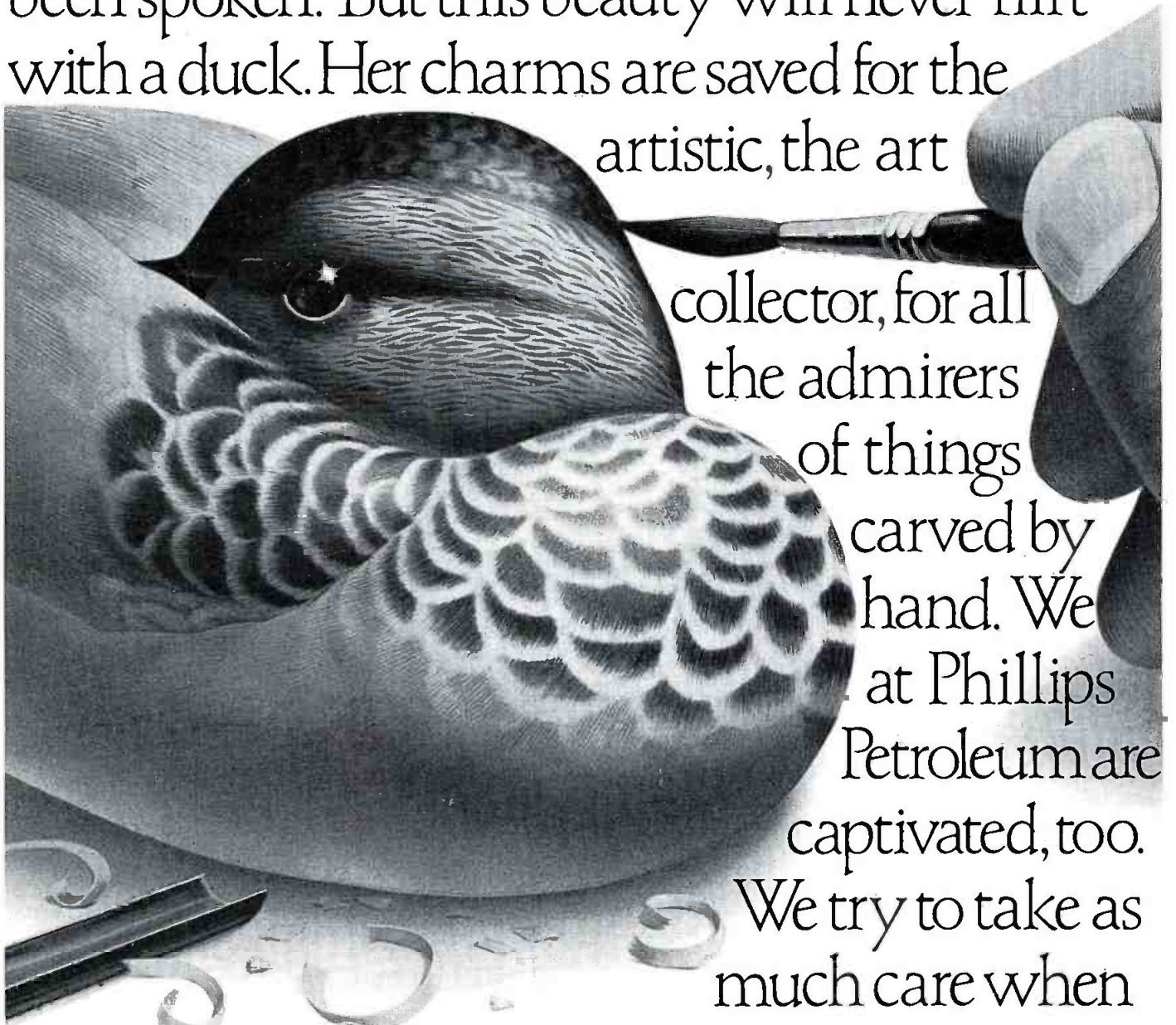
But strains on the system the international community has developed over the years for regulating international telecommunications were evident in more than the concern over whether “politics” was entering too much into what had been considered a “technical” conference, and over whether the machinery of the International Telecommunications Union, under whose aegis WARC is held, can accommodate the numbers of individuals and countries now involved.

Concern has been expressed over the wholesale use of footnotes—the device countries use to declare their intention to use a frequency for a purpose other than that stated in the international table of allocations. Footnotes have been described as “the grease that makes the machinery work.” But many delegates fear footnotes have been used to excess at the current conference; there have been cases of 40 countries entering individual footnotes.

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Keeping score. The question of whether the U.S. emerges a winner or loser at the World Administrative Radio Conference in Geneva is not the kind of question that can be addressed easily. There are degrees of success or failure. But a press release the FCC issued in January 1979 in connection with the publication of proposals dealing with the non-government portion of the spectrum at WARC may be instructive.

What follows are the eight proposals the release highlighted, and their fate at WARC:

- Expansion of the top of the AM band from 1605 khz to 1860 khz. The conference expanded the band to 1705 khz, in stages.
- Sharing the UHF band between television and the mobile and fixed services. That was defeated in terms of an international allocation. However, the U.S. may provide for the sharing within its borders, if it does not interfere with Canadian or Mexican television service.
- Proposing to double the available radio-orbital resources available for an advanced satellite communications system at 12 ghz in the western hemisphere. The proposal a WARC committee has adopted, U.S. officials say, would at least triple these resources.
- Proposing amendments that would allow introduction of large-scale user-oriented satellite systems in a number of bands. The system would use new technology to provide two-way capability for electronic mail service, voice, facsimile and slow-scan television directly to large numbers of low-cost earth stations. U.S. officials concede this objective was not met.
- Proposing the protection of certain frequencies for scientific uses. "Victory," an FCC staffer says.
- Proposing an amendment that would allow future consideration of a land-mobile satellite service in the 806-890 mhz band. This would allow land-mobile satellites to operate in some 20 mhz segments in the band. "Victory," the FCC man says again.
- Proposing allocations to various radio services between 40 and 275 ghz, and proposing changes to transmitter technical standards that would improve the efficiency of the spectrum use. The FCC staffer says "victory" was achieved on those as well.

"This is the footnote conference," lamented one delegate.

It was a developing-nations initiative that resulted in the committee decision that troubles some on the U.S. delegation—a decision expected to be ratified in a plenary session late last week that will call for a space services conference by 1984.

In explaining U.S. acceptance of the resolution, an American source indicated it could have been worse, from the point of view of the U.S. and other developed nations.

As the U.S. prepared for the conference, one of its major concerns was that the developing nations, which have expressed fear that satellite frequencies and orbital slots will be exhausted by the time they are prepared to use them, would insist on a future conference to plan the fixed satellite service on an a priori basis—that is, slots and frequencies would be divided among nations and reserved for their use. The U.S. position is that such a plan would waste spectrum and freeze the development of technology. It argues that an evolutionary system, in which slots and frequencies are made available on an as-needed basis, is fair to all.

The U.S. and other developed nations, including the Soviet Union, managed in committee to submerge a call for such a conference in sufficiently ambiguous language to permit a variety of interpretations. The U.S. said it viewed the mandate as being wide in scope—not, in effect, limited to a specific kind of planning, or even to require any planning, as a means of guaranteeing equitable access to the geostationary orbit and the necessary frequencies. (Some Americans see the five years remaining until the start of the conference as affording them the opportunity to persuade developing countries that an

evolutionary system would adequately serve their needs.)

Ambiguous language also was used in an effort to obscure a claim by Colombia and other equatorial nations that they have sovereign rights to the geostationary orbits above their land. The resolution refers only to the special geographical situation of particular countries.

For all of that, however, some on the U.S. delegation talk of the resolution as filled with booby traps.

The UHF/mobile and fixed-services sharing issue involves only the language to be used in several footnotes. (As a practical matter, it applies only to neighboring nations. International agreement is not necessary where interference with another country's service is not a factor). The U.S. wants the flexibility to permit such sharing, if it becomes necessary, but it was forced to the retreat of taking a national footnote after it was unable to persuade Canada, Mexico and other western hemisphere nations to amend the international table of allocations to reflect such sharing on a primary co-equal basis in their region.

Agreement was reached on such sharing in the upper end of the television band—806-890 mhz—and U.S. neighbors were willing to include mobile and fixed service in bands 470-512 mhz and 614-806 mhz on a secondary basis. But they insisted that the 512-608 mhz band be kept inviolate for broadcasting. (Radio astronomy is in the 608-614 mhz band.) Most countries in the hemisphere are more concerned with developing their broadcast service than with finding room for mobile and fixed services.

Thus, the U.S. insisted on footnotes stating that it considers the band available for that sharing in the U.S. It also insisted on footnotes reserving its right to operate

radar and mobile services in UHF bands above the television portion.

But Canada and other countries in the hemisphere concerned about protecting their interests insisted on language committing the U.S. to add the nonbroadcast services to its table of UHF allocations only after obtaining agreement with Canada and Mexico in accordance with procedures specified by the International Telecommunication Union's International Frequency Radio Board (IFRB). The U.S. has maintained that it intends to seek such agreement but does not want to be bound by the IFRB procedures.

While some on the U.S. delegation feel the U.S. is making too much of the issue, others say that employing the procedures would enhance the power of the IFRB as a kind of international FCC—which the U.S. does not want to do. Furthermore, the U.S. is said to feel those procedures are unduly burdensome and give the advantage in negotiations to the country whose agreement is being sought.

But the U.S. was swamped in a plenary vote Tuesday night when it sought to remove the footnote references to IFRB, and the Americans have said that a reservation—which would be taken only after consultation with the State Department—was a live possibility in such an eventuality.

That was the second defeat that could result in the U.S. taking a reservation. During a plenary on Monday night, Glen O. Robinson, head of the U.S. delegation, said that the U.S. reserves the right to issue a statement in the final protocol—a clear warning that a reservation might be taken—after the plenary, by a lopsided vote, rejected a U.S. effort to remove language from yet another footnote that involved U.S. defense needs.

The footnote permits the U.S. and other countries to operate mobile satellites in the 200 and 300 mhz bands allocated to fixed and mobile services. But the developing countries, which rely on those services, insisted on adding restrictive language the U.S. felt would have the effect of reducing its service to secondary status—and it uses the bands for Navy communications. Thus, the warning—which came, participants noted, as the climax to one of the few emotional debates heard thus far in the conference. A delegate from Iran said at one point: "All we're asking for is bread—non fruin and salad."

A plenary dealing with what proved to be a knotty problem of dividing call signs between North and South Korea provided another moment of drama: The North Korean delegate, in effect, called America's Robinson a liar. The charge came after Robinson had stated the U.S. view that the South Koreans had been far more reasonable in the debate than the North. Robinson, who had already spoken twice, did not respond when the North Korean said, "the U.S. delegate speaks lies."

The U.S. was considering a reservation, also, in a dispute with India and other developing countries over the 3400-3600 mhz band, in which radar is now a primary

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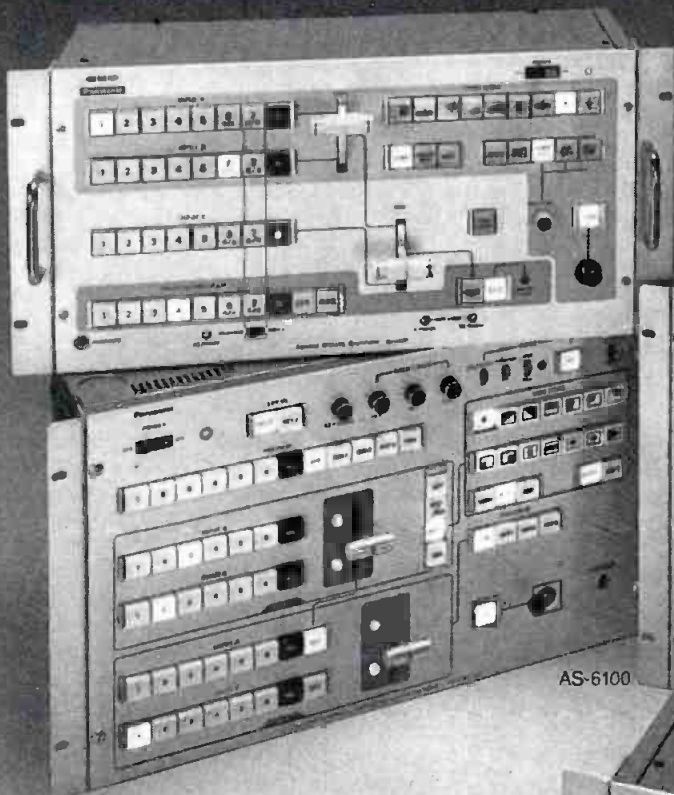
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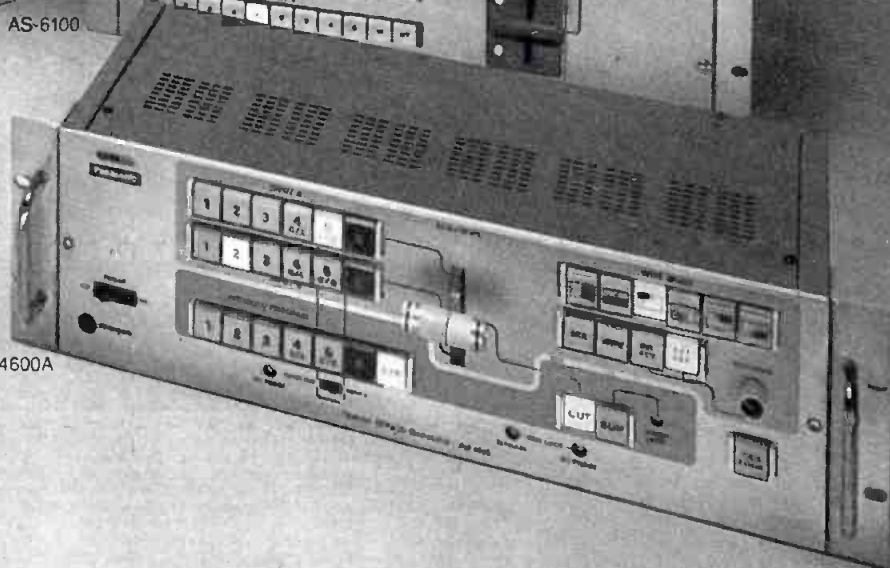
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service. For the Department of Defense, the band is critical to its airborne, early warning defense system. But the developing countries want to reduce radar to a secondary status, and use the band primarily for fixed satellite service. Both sides to the dispute last week were continuing to seek a compromise solution, but if one cannot be reached, said a U.S. source, "we'll take a reservation, and operate as before."

The U.S. had been involved with India and other developing countries in yet another tough negotiation, one involving bands to be used for uplinks to broadcast satellites. The U.S. had proposed frequencies in the 17 ghz band, but India, claiming that the costs in that band would be too expensive, urged use of the 14.5-15.35 mhz band—where the U.S. has military communications needs. That dispute was resolved when the U.S. agreed to move its communications services out of 300 mhz of the band, from 14.5 to 14.8 ghz. The 17

ing whether to join with other countries in a joint reservation and whether its objection would include decisions beyond those involving the 6 and 7 mhz bands.

The committee on allocations had adopted proposals increasing the HF frequencies assigned to shortwave by 785 khz—all of it reallocated from the fixed services, used by developing nations to meet telephone and other internal communications needs. (Those decisions were made with the support of the developing nations. In fact, a report of a meeting of nonaligned nations urges the 80 countries of that movement to support the precise proposals that were adopted.)

The WARC had already agreed to a developing-nations proposal to call an HF broadcast planning conference, to be held in two sessions, the first by 1983. Its aim will be to assure that all countries are guaranteed free and equal access to the HF broadcasting bands. But what some Amer-

news gathering uplinks to orbiting communications satellites. There were a couple of important if's, however: that the host country permit camera crews to enter in the first place, and that the host country agrees to implement the WARC decision (still subject to plenary session approval) on its own. The idea was advanced by the United Kingdom after the FCC had rejected a request by U.S. networks that it be made part of the official negotiating package.

Among other WARC actions to which members of the U.S. delegation are already pointing with pride is the 12 ghz compromise worked out with Canada and other Western Hemisphere nations. The U.S. had proposed doubling the band to 1000 mhz and dividing it into two subbands, 11.7-12.2 mhz reserved for fixed satellites and 12.2-12.7 reserved for broadcast. However, Canada has developed a hybrid satellite it says can operate in the fixed



Allocations action. U.S. members of the WARC delegation (left picture) at the allocations committee meeting are seated in the row above the Chinese delegation. L to r: John Kiebler (partially obscured), NASA; Charles Dorian, Comsat; Earl Holliman, Coast Guard; Satyendranath Das, FCC; James Ogle, Commerce Department; William Torak, FCC (U.S. spokesman on delegation); Daniel Grant, State Department; Ed-

ward Jacobs, FCC; John Gilson, FCC; Harry Feigleson, U.S. Navy; Eugene Jackson, National Black Network, and Wendell Harris, FCC. Three other members of the U.S. delegation are shown in the picture at right (l to r): Lewis Bradley, NTIA; Raymond Johnson, Federal Aviation Administration, and satellite specialist James Ebel. KOLN-TV Lincoln, Neb.

ghz band will also be used.

The HF broadcasting (shortwave) issue was a tantalizing but eventually frustrating one for the U.S. delegation. The delegation's uphill effort to persuade the conference to make available for shortwave—used by the Voice of America, Radio Free Europe and Radio Liberty—some 200 khz in the 6 and 7 mhz bands failed in committee by eight votes and again, in a plenary session, by eight votes. The conference agreed to an unusual roll-call vote on the proposal for 100 khz in the 7 mhz band after the delegates—voting in the usual manner of raising cards—rejected it 56-54.

The U.S. was not alone. The proposals were advanced by the United Kingdom in accordance with strategy agreed upon by the two countries. And not only Robinson but representatives of the U.K. and other countries indicated their governments would take reservations on the issue. They would not be setting a precedent; the Soviet Union has been broadcasting out of band since 1959.

The details of the U.S. reservation were not clear late last week. The U.S. was believed certain to reserve on the 6 and 7 mhz issue but U.S. officials were consider-

icans consider a catch-22 is that the frequencies being made available by the conference could not be used until after the conclusion of a successful conference. For the U.S. says that while such a conference is in accord with its objectives, it is doomed to failure unless additional frequencies in the 6 and 7 mhz bands are made available for shortwave. Not only are those bands the most congested with shortwave operations—about 40% of shortwave broadcasting occurs there—but, the U.S. maintains, they are needed to assure trouble-free operation throughout the sunspot cycle. Thus the U.S. may reject the WARC decision against using the bands allocated to shortwave until after the conference.

The additional frequencies would not be made available for years, in any case. A plenary session voted to make frequencies in the bands above 10 mhz available by 1989, and those in the bands below 10 mhz, by 1994.

U.S. network journalists were elated by one apparent WARC decision: to make the 14-14.5 ghz band available to be used worldwide, in the mobile service, by transportable earth stations as electronic

and broadcast services, and wants to use it throughout the band. And the Latin American countries were reluctant to commit to a final decision until a regional conference already scheduled for 1983, which is to plan satellite service for the hemisphere.

Under the compromise, an 11.7-12.1 subband will be reserved for fixed satellites and a 12.3-12.7 subband for broadcast. The 12.1-12.3 strip will be shared by both services until the 1983 conference, when it will be divided between them. And Canada will be able to use its hybrid broadcast satellite in the lower band and as a fixed satellite in the upper band, though under power limitations.

The plan, when implemented, will increase the number of fixed and broadcast satellites that could operate in the 12 ghz band by a factor of at least three. And perhaps the greatest tribute to the genius of the compromise is that Canada, no less than the U.S., regards it as a victory for its side.

The action should be welcomed by the Communications Satellite Corp., which plans to launch what would be the first broadcast satellite to serve the U.S.—one

Thanks for blowing our horn.



KING-TV SEATTLE

WINNER OF THE 1979 TELEVISION STATION GABRIEL AWARD
FOR QUALITY LOCAL PROGRAMMING.

World travelers. FCC Commissioner Tyrone Brown, in Geneva for a hurry-up visit to the World Administrative Radio Conference, was guest of honor Monday night at a reception the U.S. delegation gave for delegates of southern African countries. The reception was planned a week earlier, but U.S. officials clearly hoped the appearance of the black commissioner might sway votes on some WARC issues on which the U.S. was on the defensive. The reception was one of several the U.S. held as the conference headed into its final days. The U.S. was host at a glittering affair Sunday night at the Intercontinental hotel for several hundred of the almost 2,000 delegates and observers attending the conference. Brown and Rick Neustadt, of the White House domestic policy staff, who arrived in Geneva Saturday, also attended that affair. The Washington visitors were briefed by the U.S. delegation on progress at WARC, and attended several of the sessions.

But it wasn't all WARC for Brown. He spent several hours on the telephone with Washington on the case in which the commission has held the networks violated the reasonable access provision of the law in failing to honor the Carter-Mondale Committee's request to buy time for President Carter's announcement of his bid for renomination and reelection (see story, "Top of The Week"). Brown participated on Monday by telephone in the commission's discussion of the networks' request for reconsideration. Then, late into the night, Geneva time, he discussed with Chairman Charles Ferris and others at the commission the proposed order he had written in the case that he drafted on the plane to Geneva. He was not satisfied with the staff's draft.

Brown returned to Washington Tuesday morning. Neustadt left Wednesday for a conference in Paris.

that would transmit pay television programming (BROADCASTING, Aug. 6 and 13). It remains to be seen whether Comsat would take the business risk involved—even if the FCC would permit it—to initiate the service before the 1983 conference. (A system inaugurated before adoption of the plan might prove inconsistent with it.) However, adoption of the U.S. proposal will make it easier for the 1983 conference. "There will," as one U.S. delegate noted last week, "be more slots and frequencies available for planning."

The U.S. proposal for expansion of the AM band was finally approved by a plenary on Wednesday, and in substantially the form in which it had been reported earlier (BROADCASTING, Nov. 5). The AM band will be extended, in the Western Hemisphere, from an upper limit of 1605 khz to 1705 khz, but in stages. The first 60 khz would not become available until 1987, following a planning conference in 1985. The remaining 40 khz would become available in 1990. (The first 20 khz will be reserved exclusively for broadcast; the remainder will be allocated on a shared basis with other services.)

The plan also provides for allocation of 10 khz at the low end of the band, which now begins at 535 khz. However, stations would be limited to power of 1 kw day and 250 w night. (While the U.S. delegation regards the expansion of the band voted by WARC with satisfaction, it is less than the expansion to 1860 khz that was sought. The U.S. had failed to generate enough support among Latin American countries for the additional frequencies.)

Although WARC is scheduled to conclude on Wednesday, the work of reviewing and modifying the international table of allocations will go on at an increasing rate, into the next decade. As of last Thursday, a committee was still screening dozens of proposals for future WARC's that will result in a final recommendation for the number to be held over the next 10 years. Many would be regional, but some would be worldwide, spin offs of WARC '79, handling matters with which it was not authorized to deal.

Schmitt's grumbling about WARC progress

Senator tells engineering conference he'll fight treaty if he's unhappy with its provisions; meeting draws 1,200, holds phone conversation with Geneva delegates

Senator Harrison Schmitt (R-N.M.) went on record last week that he has serious reservations about what's happening at the World Administrative Radio Conference. "The Senate will be taking a careful look at the treaty that results from the conference," he said. "If it is unsatisfactory, I will not hesitate to lead the fight to defeat its ratification."

The comments were part of speech that Schmitt, one of the more active members of the Senate Communications Subcommittee, was to have delivered at a Tuesday luncheon of the National Telecommunications Conference. The senator, however, canceled his appearance but allowed his speech to be read by the conference's general chairman, J. Neil Birch.

The comments were timely, as over 100 of those attending the conference took part in a long-distance discussion with representatives of the United States delegation at WARC in Geneva that afternoon.

Using a telephone hook-up, the people in Washington heard reports from Wilson Dizard, deputy head of the U.S. delegation and several U.S. representatives on various WARC committees.

The Geneva panel answered questions from the Washington audience and from three WARC delegates on leave from the 10-week conference: Steve Lukasik and Robert Cutts of the FCC and Don Jansky of the National Telecommunications and Information Administration.

The Schmitt speech and WARC teleconference were two of the many activities that went on at the NTC at the Shoreham-Americana hotel in Washington.

The conference is an annual event sponsored by the Communications Society, one of 32 societies under the umbrella of the

Institute of Electrical and Electronic Engineers. COMSOC also sponsors the International Communications Conference each year.

Birch was pleased by the turnout for the convention, which was approaching 1,300 last Wednesday, the second day of the three-day event.

Birch said that some 300 technical papers—available in three bound volumes—were presented and that he was "encouraged by the amount of international participation" in the conference. Sixty of the papers were presented by foreigners, he said.

The conference also featured four tutorial (six-hour) lectures on a particular subject. They covered optical fiber communications, military command, control and communications, distributed data processing and techniques for mass storage of computer information.

There were approximately 25 equipment manufacturers with display booths in the exhibit hall. Among them were the major telephone manufacturers, satellite builders and business systems packagers.

COMSOC elected a new president at the conference, Donald L. Schilling, professor of electrical engineering at City College of New York. He will take over on Jan. 1 from Robert W. Lucky of Bell Labs.

Cable's horizons become wider

Jerrold develops equipment that can handle 52 channels; System 400 expected to be available next March or April

Another step in the technological development of cable television has been announced. The Jerrold division of the General Instrument Co. says that by next spring it will introduce equipment capable of transmitting 52 television channels. The most sophisticated cable system currently in operation has 35 channels.

Jerrold calls the new system System 400, the name taken from the fact that the system expands the bandwidth of the cable amplifiers from 300 mhz, used in 35-channel systems, to 400 mhz, enough space to accommodate 52 channels.

According to Jerrold's Mike Jeffers, the heart of the new system is the Starline 20/400 line-amplifier, a modified version of Jerrold's currently marketed Starline 20/300. Jeffers said modification of the amplifier was relatively easy because of its modular circuitry—the four power transistors are separate from the other circuits. Jerrold engineers, then, had the freedom to replace certain circuit and boost the amplifiers' bandwidth to 400 megahertz without touching the four-transistor or "quad" circuit, he said.

Jeffers said that such a relatively simple modification of most of the equipment of Jerrold's competitors as well as Jerrold's Starline 300 line-amplifier cannot be done because they use the hybrid integrated cir-

cuitry manufactured by TRW and Motorola. Companies which incorporate the TRW or Motorola circuits into their amplifiers must wait for those companies to develop the wider bandwidth circuits.

Jeffers said that he didn't know when Motorola of TRW would have the improved circuitry ready, but said that the announcement of the "System 400" would probably act as a catalyst in their development.

Robert Keasler, an applications engineer at TRW, said that his company is moving ahead with development of wide-band circuitry, but that he doesn't expect TRW to "have it ready before the second half of 1980."

The cost of the Starline 20/400 will be 3% higher than its predecessor, Jeffers said, but the cost of a wide-band system employing the new amplifiers could be as much as 18% more. He explained that a 400 mhz system requires that the line amplifiers be placed closer together and hence more must be purchased and installed.

The applicability of the system is also limited by an effect known as "cascading." According to Bob Luff, house engineer at the National Cable Television Association, each line amplifier introduces a minute amount of noise and distortion into the cable signal. Since the effect is cumulative, or "cascading," with each amplifier amplifying the noise and distortion as well as the signal of the preceding amplifier, there is a limit to how many amplifiers can be put on a line, he said. It finally gets to a point where the noise and distortion are large enough that you wouldn't want to deliver it to the doorstep of a cable subscriber."

Although Luff described the retrofitting of amplifiers with new circuitry as a "Band-Aid," he said that the principle has been used successfully to increase the bandwidth of many cable systems from say, 20 to 35 channels.

Luff added that he expects cable engineers to continue to push coaxial cable technology—a technology they "are comfortable with"—and further delay widespread application of fiber optics.

In-house satellite plan

If all goes according to plans, the Harris Corp. will soon be using its own earth stations and satellite time on Westar III for data, telephone, and facsimile services among its facilities in Melbourne, Fla.; Dallas, and Westerly, R.I.

Harris applied last week at the FCC for authority to construct and operate earth stations at the three locations and plans to begin their installation within six months of the FCC approval.

Harris estimates that the cost of the earth facilities—three 36-foot dishes—will be \$1 million and the estimate should be on target since the equipment will be manufactured by Harris's Satellite Communications Division.

According to Harris Chairman Joseph A. Boyd, the satellite system should save

the company 10% to 15% of what it currently spends for long-distance telephone and data communication. In addition to the cost-saving, Boyd said that Harris expects to significantly improve its internal communications and will use the system to show off its line of satellite equipment.

The three earth stations will also serve other Harris plants in the vicinity of the earth stations. The Dallas station, for example, will be linked by land lines to

plants in Fort Worth and Kilgore, both Texas.

Boyd said that in addition to accommodating almost all communications among the locations, "it will have built-in capacity to handle emerging requirements such as electronic mail, communicating word-processors and high speed, high resolution facsimile transmissions." He also said that it would have the capability to provide two-way television.

In Sync

School days. Western Electric was demonstrating its new "electronic blackboard" at National Telecommunications Conference in Washington last week. Called Gemini, blackboard is pressure sensitive so that anything drawn on it with ordinary piece of chalk appears on TV monitor. When blackboard is hooked up to telephone line through digital interface, blackboard images can be transmitted as far as telephone lines can take it. Blackboard also has two-way capability; another blackboard at remote location linked by single telephone line can be used to "draw" on same TV image. Another telephone line with speaker phones can be used for audio, and tape recorder can be inserted in system to record both images and audio. TV images created by blackboard are maintained through electronic memory and can be erased by tripping switch which causes blackboard to reverse function: Pressure then causes blackboard to remove TV image.

□

Gold medal time. Intelsat announced that it is running out of satellite time for telecasting of 1980 Moscow Olympics. According to Santiago Astrain, director general of Intelsat, global carrier had total of 3,072 hours of time on eight channels available for games that begin next July. Of those hours, 2,357 or 77% have already been booked, he said. Some of major customers are United States, Japan, Canada, Australia, Israel, Hong Kong, New Zealand, Brazil and Argentina.

□

Missed your favorite show? Zenith is introducing new videocassette recorder capable of recording number of different shows over 14-day span. Video Director programable VCR has five-hour record/playback time and speed search. Programable record versatility is made possible through microprocessing. It allows user to record up to four programs on four different channels at four different times during two week period. Retail price is \$1,350.

□

New on block. Panasonic Co., Secaucus, N.J., has formed recording and broadcast division to market equipment for those industries. Division will be headed by Jim Parks, who will report to Ray Gates, executive vice president of Panasonic. According to spokesman for Panasonic, new division's primary purpose is to market Panasonic's Technics line of professional recording and playback equipment. Development and manufacture of equipment will be handled by Panasonic's Japanese parent company, Matsushita.

□

Package. Compact Video Systems, Los Angeles, is introducing standard line of mobile location production units. Five models will be available in 15- to 42-foot configurations. Largest is two-thirds semi-trailer featuring portable transmitting and receiving satellite earth station with five-meter Scientific-Atlanta dish as well as complete line of high-technology broadcast equipment.

□

Interfering interfaces. National Association of Broadcasters has filed comments with FCC opposing its proposed rule change to provide for operation of TV interface devices. NAB said accommodation of home television devices such as cassette players, disks, computers and games would cause interference to over-the-air TV reception. NAB said FCC is proposing higher radiation limits than presently exist in Class I TV device rules, and higher limits would "disregard interests of television viewers."

□

Telephone and radio mixing. Studer Revox America Inc. says it has device that will improve signal quality of live telephone broadcast and at same time facilitate telephone exchange interfacing, phone-line signal processing and telephone-to-studio line switching. Telephone Hybrid, as it is called by Nashville manufacturer, uses hybrid circuit for selective suppression of studio voice for more natural and consistent sound.

Journalism



Turner's Tara: A country club is made over into headquarters.

CNN: Bringing the blue sky down to earth

It's with big ideas and a lot of work that Reese Schonfeld and his crew hope to launch an idea next year that was considered all but impossible a short time ago: 24-hour TV news

Reese Schonfeld doesn't mince any words when he describes Cable News Network, the 24-hour-a-day news service that's the brainchild of Atlanta's Ted Turner. Schonfeld calls the operation of which he's president "as significant as anything in this quarter of a century," as far as journalism is concerned.

Right now, the outfit is still in the planning stages. Even its headquarters are temporary, located in a rundown frame house up the street from Turner's superstation, WTBS(TV) Atlanta, and literally in the shadow of the station's tower.

But while Schonfeld plans, and begins the process of putting together a staff, construction crews are already laboring to turn a former Southern country club, complete with white-columned porch, into a 90,000-square-foot facility CNN will share with WTBS. The price tag for the new headquarters, which sits on 21 acres, is put at \$8 million. (Although the swimming pools will be filled in to provide expansion room, the tennis courts will remain.)

The target date for the start of CNN's feed is June 1, 1980. That might seem some way off, but then, the company's intent for that day, in the words of senior vice president Jim Kitchell, is to "turn the switch and never stop."

Kitchell brings to his new job the kind of enthusiasm to be expected in someone who's turned his back on a 29-year career to take a leadership position in

something he thinks is the wave of the future. He put in almost three decades at NBC, directing the *Huntley-Brinkley Report* in 1956, producing convention and space coverage and ending as general manager of news services for the network.

It's the sort of story mirrored in the biographies of other top-level CNN staffers: executive vice president Burt Reinhardt, who started as a World War II combat photographer, was executive vice president of Paramount's Non-Theatrical and Educational Division before joining CNN; Sam Zelman, vice president and executive producer at CNN, put in 20 years with CBS; CNN's senior producer—news, Ted Kavanau, is credited in his CNN bio as "the chief creative force behind the 'News

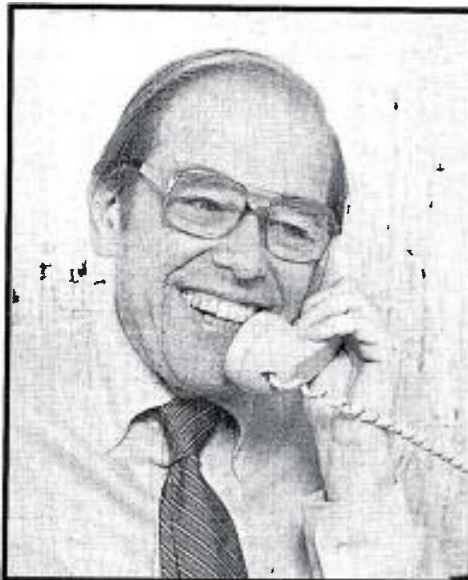
at 10' concept," and Bill MacPhail, vice-president-sports, spent 18 years at CBS Sports before joining the Robert Wold Co. in 1974 as vice president.

A basic component of the enthusiasm the CNN executives share would seem to be a sense of relief, or reaction to what is generally considered to be the overriding frustration of television news: that there's never enough time. Kavanau calls it "the agonizing problem" of looking at a network board and "seeing all those stories," knowing that only one can make it to air. With CNN, they've been offered what Zelman sees as "the exciting opportunity of a clean slate," a chance to hire a completely new crew and train them in a new style of journalism.

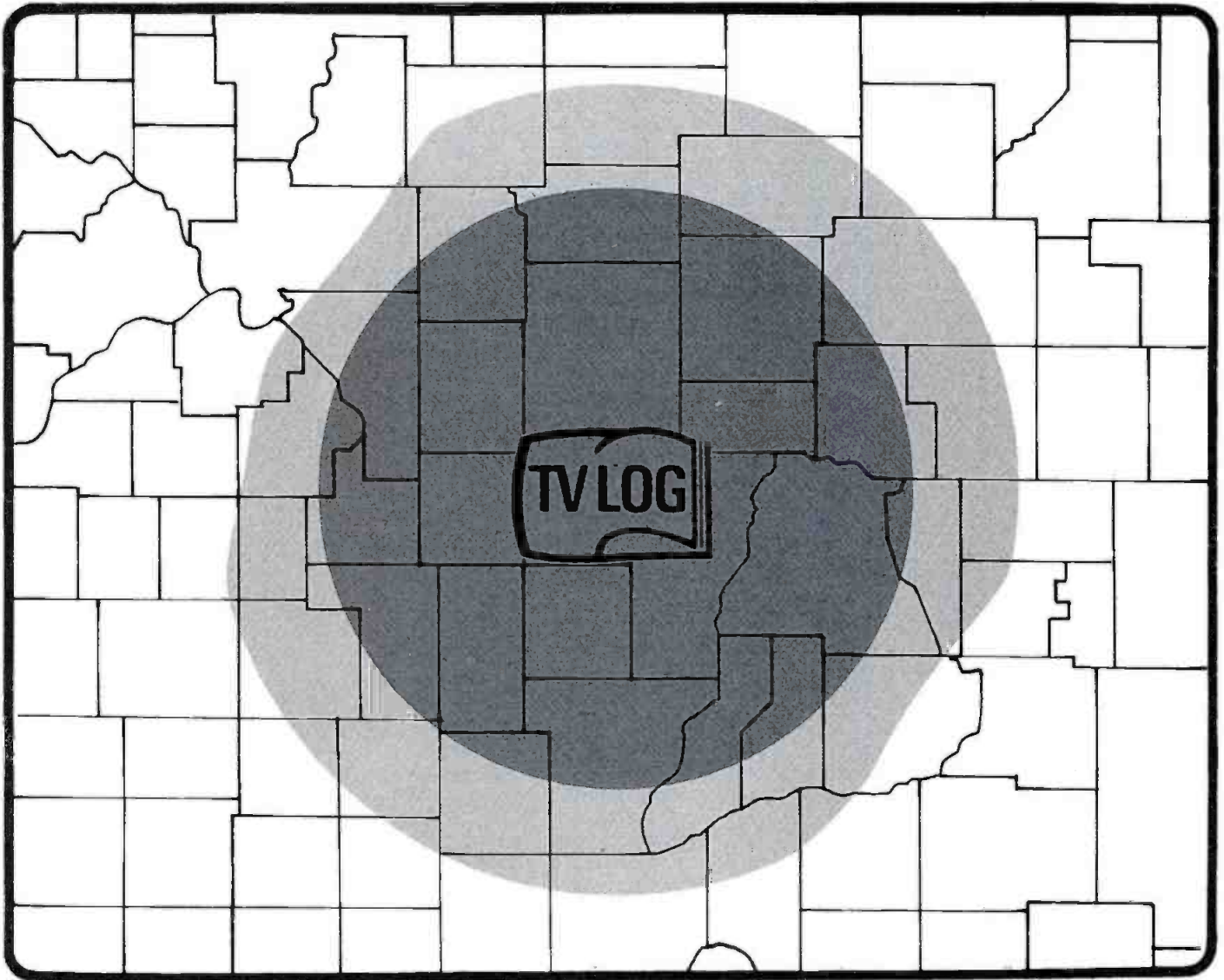
With the executive staff hiring complete, and CNN beginning the hiring of production personnel, they've also begun to project the shape and format of what will be the substance of 24-hour television news.

All-news radio is a recurring association in their descriptions, and although Kitchell says he doesn't "like to call it a wheel," there will be "certain cycles" with headlines every 15-20 minutes and "bench marks" for viewers, with particular information being provided at set times.

A major commitment is the two-hour prime-time review of the national and international news each night at 8 p.m. NYT. There will also be two hour-long "Donahue-style" programs each evening, transmitted from a section of the new studios that will have a capacity for an audience of 80. While Kavanau says it will be "more newsworthy" than Donahue, a clear realization is that much of its appeal



Schonfeld



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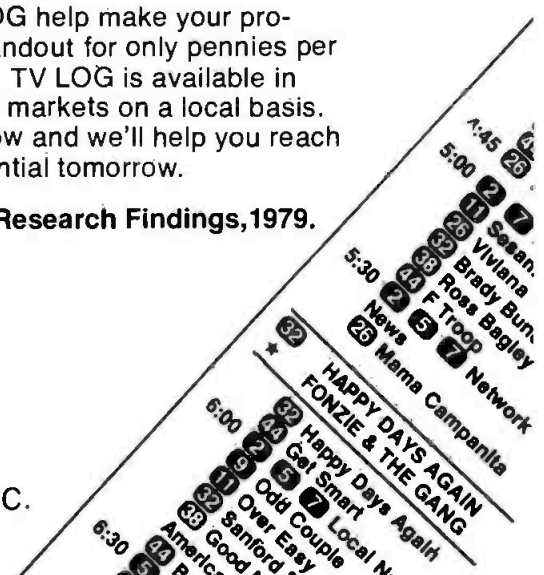
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The brighter side. Ted Turner, who has described himself as "the song-and-dance man who's putting up the money" for the Cable News Network, readily points to CNN President Reese Schonfeld as the man in charge. But Turner does have his ideas about what CNN should be, and he expressed them earlier this year at a press conference in Washington. CNN will be a "quality, in-depth, 24-hour-a-day news service which, I think," said Turner, "will give at least part of the time to the things that are right with this country." Turner said that the conventional TV networks and stations and their news programming are dominated by the drive "to be number one all the time in the ratings." And behind that motivation, Turner added, were advertisers—who "totally control the medium." CNN, he noted, will be only partly supported by advertising. "We're going to show the bad stuff, too, but we're going to try and show the good stuff. We're going to try and let people know why things are happening ... encourage people to use their minds and think a little more."

will lie with the person of the host. Schonfeld admits to having "a host in mind," but says there's "no one real enough" to identify now.

Another program the CNN staff frequently refers to is the half-hour sports wrap-up slotted for 11 p.m., just in time to compete with the local news across much of the country, and grab those sports fans who might otherwise have to be satisfied with three or four minutes of sports at 20 minutes after the hour.

In its routine scheduling, Kitchell notes that CNN will take into consideration the fact that its programming is crossing time zones all the way through to Hawaii. Thus, morning weather reports would have their regional emphasis shift hourly across the country, reflecting the differences in people's waking times.

A point Kavanau stresses is that "we don't think giving us 24 hours is a mandate to be boring." He and Zelman both reiterate that CNN will "maintain proper standards" of journalism. There will be "no praise for stretching" a story, they say, with the "average good story" running two and a half to three minutes.

Their plan would be to cover a continuing story in discrete blocks, looking at it from different points of view. A major item might get a cumulative 10 or 12 minutes of attention in an hour, without being repetitious.

"Hard driving news" is one descriptive phrase Kavanau uses, pointing to recent hiring of Alex Nagle, formerly executive producer of news at ABC's owned station in San Francisco, KGO-TV, as the executive producer of the two-hour nightly newscast. "News that doesn't quit" is another of the expressions the producers favor.

One example of the range of details that have to be considered in starting such an

operation from scratch is that the producers are currently mulling over the idea of using a distinctive audio signature to signal the start of headlines. It would be a recognition of the possibility that many people might simply turn their set on and go about other business, with the flow of news in the background.

There will be some repeating within news items, Zelman admits, noting that they have to anticipate new viewers tuning in. But, he says, the basic assumption CNN is making is that viewers won't want a capsule of the last 24 hours; they'll want to know what's new. A principal advantage of the 24-hour service will be the ability to air "secondary stories" such as life-style subjects, that are still "important news," according to Zelman, but wouldn't make it on the network news programs.

One interesting comparison with the broadcast networks' news operations is to be found in CNN's intentions for political convention coverage next year. As opposed to the gavel-to-gavel approach that the broadcasters usually take (it being their news departments' big chance to maximize their air time), CNN would most likely cover other news along with a convention, says Zelman, providing "the cream of it" but passing over the boring parts.

That's something of a turn-about on what CNN's executives generally point to as a 24-hour news operation's ability to produce and use more programming per unit of equipment than a broadcast operation can.

At the heart of the intentions of the CNN staff is Schonfeld's observation that while convenience is certainly one reason the CNN staff believes people will watch its product, that's really secondary. CNN wants to produce news "so that people will watch it for its quality."

It's going to take individuals with "a different kind of psychology" than most television news personnel are now accustomed to, Kavanau says. "Network guys can go home at 7:30; we can't," because, he explains, there is no deadline when you're on 24-hour scheduling.

Going into their recruitment and planning period, Kavanau and Zelman are now considering "what kind of talents" they want in the people they'll eventually hire. Some of their thoughts run to radio news writers, and reporters who can "see four angles to a story."

Looking down the road, CNN plans training sessions and seminars well before next June, with the hope of having everyone "able to do all the jobs."

A tentative rehearsal schedule has even been mapped out, to last six or eight weeks, with the last month devoted to "real time, wet runs."

The hiring of on-air personnel has just begun with a few exceptions, according to Schonfeld. One exception is Daniel Schorr, who's been slated as the network's Washington anchor since virtually the beginning of the project. There is also a long list of political commentators who have already agreed to appear on CNN, among them Evans and Novak, Bella Abzug, William Simon, and Phyllis Schlafly.

CNN's current estimate for its staff size is 250 people, about 50 of them on-air personnel. The bulk would be concentrated in Atlanta, with perhaps 50 in the network's Washington bureau, its largest.

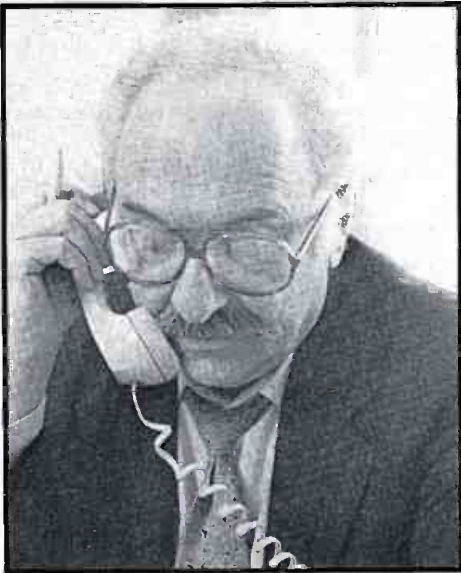
Kitchell is looking to reach 3 million cable subscribers by the time the switch is turned. CNN already has commitments from systems that reach 1.6 million, and the company is set to make its next major subscription push at the Anaheim Western Cable Show this month. An encouraging sign for him is that, he says, practically every request being made for a new franchise includes CNN in the proposal.

The charge to a system incorporating CNN into its basic service is 20 cents a subscriber, with a five cent discount for those that also provide WTBS(TV) programming. There's a separate fee schedule for CATV operators that offer CNN as part of a tiered service, but Kitchell says most are making it part of their basic package and he doesn't know of any system upping its rates because of an affiliation with CNN.

Defraying part of the cost for system operators will be the availability of two minutes each hour for local advertising. CNN will be holding 10 minutes an hour for national spots.

The executives at CNN are also thinking seriously about the equipment they want for the operation. With an all-electronic newsroom on the shopping list, Schonfeld notes that they plan to make it the most advanced of its kind by June, although, he adds, "by July it won't be," developments in that area proceeding as fast as they are.

Eventually to be established are bureaus in the various American cities where there are satellite up-links (Dallas,



Zelman



Kavanau



Kitchell

Los Angeles, Chicago, San Francisco) but the first two will be Washington and New York. Looking to maximize its satellite capability, CNN has been carefully studying shared transponder feeds. And receiving all those signals will be five dishes that

Kitchell describes as "the largest single array of active terminals."

Considering the possibility of taking people from radio, newspapers and even out of college journalism programs to "start them off" in video journalism, Schonfeld says he knows his network seems to be shaping up "as a mixture of old gray heads and bright new ones." Still, his only second thought is that 24-hour news will be "one reason not to do something, but to watch something."

Earth stations mean AP can regionalize

Massachusetts meeting told that within a year, broadcast service will be tailored to each area; other topics: standing out in TV news, keeping the listener in radio news and police relations

AP will totally regionalize its national broadcast service within the next 11 months, according to Jim Hood, general broadcast editor. Satellites will speed this regionalization, he told the Massachusetts AP Broadcasters' meeting in Sturbridge. "We believe that by the end of 1980, the AP will be operating 700 American earth stations, and over 1,000 by 1981."

Wire services aren't familiar with the "stylized" approach the AP also is introducing, Hood said, urging customers to call him "any time to talk about whatever on the wire you like, or don't like." A recent survey, Hood said, showed clients interested in more life-style features—a statement paralleling WABC-TV New York anchorman Roger Grimsby's defense at the meeting of offbeat stories as the ones that differentiate one station from its competitors.

Grimsby told the meeting that he wasn't happy when key international stories show up in the second half hour of his hour show and professed himself disenchanted with such features as "Eyewitness News Gourmet." But as well as covering the news better, he said, every station must find a way to "do it differently."

With the subjects of major stories generally the same on all stations, Grimsby seeks offbeat items his audience can't see or hear by flicking to another channel. "The danger," he added, "is that these stories become the cake and not the frosting."

To Grimsby, "hand-me-down" story production—which he sees as dictated by tight deadlines and increased news programming—is an increasing problem. "There's not enough attention paid to writing" in this production shuffle, he said. "And good writing is one of the best ways to make your station different from others."

"We cater more to what we think people want to hear than to what we think they ought to hear," Grimsby stated. "We are in a commercial enterprise, and ratings are the bottom line."

But two Boston radio newswriters who

addressed the meeting see their jobs complicated by what they call low listener interest. "Radio is just in the background," said Bob Parlante of WHDH(AM). "They're not giving us their full attention." He advised rewriting each story for each broadcast, talking "to," not "down to" the audience and pruning as many items as possible to four or five lines.

"They don't listen to us if they really want to know what's going on," declared Chuck Moshontz of WCOZ-FM. His technique for holding listeners is to avoid such traditional news words as "axe," "curb," "nix," "ink," and "pact." "Who talks that way," he wonders, "except headline writers?"

Two law-enforcement officials criticized the media for getting in the way during emergencies.

Boston police sergeant William Mullane, who heads his department's information services unit, said that in a hostage situation, his first job is to deny the captor access to the media. "Everyone wants to go on the air," he said, "and we try to isolate the person—not give him a forum."

Mullane sees police as a "tactical unit, and not a newsgathering agency—we just happen to have the stuff you want." His policy is to "give you what I have to give you, and not volunteer."

Larry Parnell, for three years spokesman for the Massachusetts attorney general, also criticized reporters for adding to difficulties in hostage situations.

A few months ago, when convicts took several hostages at a Massachusetts state prison, media interest prolonged the negotiations, he said. "Convicts are consumers of news as well as makers of news" in such situations, Parnell contended, adding that they tend to escalate their demands to make a good impression over the air. Complaining that such "restaging" of events may threaten hostages' lives, Parnell asked reporters to consider the line between covering a breaking story and participating in a "media event," and between observing an incident and participating in it.

Turned him off. Ron Magers, anchorman at KSTP-TV St. Paul, felt strongly about the sex in an ABC-TV *Playboy* special that his station carried Nov. 25. So much so that when the time came for a local news update during the network show, he decided a clarification and an apology were in order. "I want to assure you," he told his viewers, "that this is a local news update and it has nothing whatsoever to do with the *Playboy Roller-Disco Pajama Party*." Then after a couple of headlines, he added: "For those who may ... turn off your sets in disgust, I want to assure you we'll be back in 30 minutes with the local news." Last Tuesday (Nov. 27), Magers said that the station had received 40 phone calls on the impromptu statement and that he had received 56 letters, all supporting his views.

Off the hook. Lee Dreyfus, governor of Wisconsin, has signed into law measure that protects newsrooms and other private property from "fishing expedition" searches by police. Under new law, use of search warrants to seize evidence is illegal, unless there is probable cause that documents sought are controlled by someone "reasonably suspected" of crime. Other states have adopted similar laws protecting newsrooms from such searches, but Wisconsin's is first to be extended to private premises.

Full of energy. Trans-World News Service, Washington, is offering radio stations *Energy Perspective*, syndicated feature with analysis of energy matters by Tom Dougherty. Show is two-minute feature, five days per week. Dougherty, in energy field for 30 years as journalist, currently works for Petroleum Information, A.C. Nielsen subsidiary that supplies energy information to government and industry. Trans-World is at 330 National Press building, Box 2801, Washington 20013; (202) 638-7171.

Upcoming. NBC News has in mind series chronicling U.S. space efforts. First program of "projected series" is on X-15, country's first space vehicle. Hour report is due to be completed early next year. Word came at NBC-TV affiliates board meeting in Puerto Rico last week. Also announced was January special on treatment of "troubled kids." It's called *For the Child's Own Good*.

Into the courtroom. Iowa Supreme Court has authorized live coverage of court proceedings by radio and television. One-year experiment begins Jan. 1, and witness who objects to camera coverage must show good cause why media should be excluded.

Cameras in. Circuit Judge Wallace Jopling has rejected motion to exclude cameras from Live Oaks, Fla., courtroom where Theodore Bundy faces second murder trial. Dispute arose when prospective juror said he accidentally walked into wrong room and overheard court proceedings over monitor, prompting defense to claim TV was distracting.

From D.C. to cable TV. Associated Press is offering cable television systems its *Washington Executive News Report*, covering developments from White House, Congress, Supreme Court, cabinet and political headquarters. Report will give developments hour by hour and is available as single, automated news channel or in conjunction with present multichannel news displays. Henry Heilbrunn, director of cable services for AP, said package will stand alone all day or can be "excellent wrap-around for C-Span." Brochures on new service will be available at AP's exhibit at Western Cable Show in Anaheim, Calif., Dec. 12-14.

Help on way. To show television stations how to use Laserphoto pictures, Photo Committee of Associated Press Broadcasters plans newsletter for users, beginning early next year, and also will produce instructional video tape. Tape, which will be displayed at APB convention in Denver June 5-7, will demonstrate how TV stations may use still photos to best advantage.

On the Hill. New Washington bureau of KRON-TV San Francisco (BROADCASTING, Sept. 24) is at 415 Second Street, N.E., Washington 20002; telephone (202) 347-2700.

an expansion of UN shortwave broadcasts and a study to be made on the feasibility of UN FM broadcasts in the New York area.

Financial reporting excellence honored

ABC swept both the radio and television network categories of the Fiscal Policy Council's second annual Martin R. Gainsbrugh Awards for excellence in economic news broadcasting.

Entries from WGR-TV Buffalo, N.Y., and KNX-AM-FM Los Angeles were selected as the best in the local TV and local radio competition.

The top winners will be honored Dec. 6 at an awards dinner in Palm Beach Shores, Fla., during the Third National Forum on Jobs, Money and People. George Will, television commentator and syndicated newspaper columnist, will be the speaker.

The forum is sponsored by the Fiscal Policy Council, a nonprofit economic research and education foundation based in Riviera Beach, Fla., and by the Chair of Private Enterprise, Georgia State University, Atlanta.

The complete list of winners and recipients of citations of merit follows:

Network television

Science editor **Jules Bergman** and correspondent **Sylvia Chase**, ABC □ A five-segment probe, "Hidden Health Costs: Operating on Your Pocketbook," on *ABC's World News Tonight*.

Network radio

Economic news editor **Dan Corditz**, ABC □ A five-part study, "Corporate Profit Figures."

Local television

Michael F. Hegedus, reporter, WGR-TV Buffalo, N.Y. □ A five-part study of abuses and problems in property tax collections, "The Missing Tax Millions."

Local radio

Tim O'Donnell, director of community affairs, KNX-AM-FM Los Angeles □ An examination of underfunded municipal pensions in Los Angeles, "L.A.'s Pension Bubble."

Citations of distinction

Roger Peterson, ABC □ "Coal: The Unkept Promise" on *ABC's World News Tonight*.

Robert Krulwich, National Public Radio (two citations) □ "How to Beat the Japanese," dealing with international trade, and "Gimme Shelter," explaining tax-sheltered individual retirement accounts.

Greg Fitzgerald, WGBH Radio, Boston □ "GBH Special: Corporate Flight in Massachusetts."

Larry Moore, KPX(TV) San Francisco □ "The Tax Revolt in America," a segment of an *Impact* series.

Jeff Seward, KCTS-TV Seattle □ "A Place in the Sun," a look at the socio-economic problems of underdeveloped nations.

WGR-TV's Hegedus was a winner for the second year in a row.

Third World nations want new UN setup for world information system

Third World countries at the current UN General Assembly in New York have drafted a resolution to support their concept for a new and "more just" world information system.

Their concept, initiated several years ago by UNESCO, was endorsed in a consensus decision last year by the general assembly. The assembly then adopted a resolution, which was moderated to encourage acceptance by western countries. That resolution affirmed the need for a gradual change in global communications and news flow to meet the needs of the developing countries.

However, the U.S. and other western na-

tions pointed out that their participation in the consensus decision should not be interpreted as making any indirect commitments, especially anything that would restrict freedom of the press. That cautious stand was also said to be evident in negotiations over the current resolution.

Among the resolution's proposals is one to move the principal responsibility for the new information system from UNESCO to a specialized general assembly committee that would have more impact in dealing with the UN and its agencies.

The proposal also would change the mandate of a special committee set up last year to review the policy of the UN Department of Public Information and would increase its membership from 41 to 54 nations. It then would be called the United Nations Committee on Information.

Other proposals in the resolution seek

the Danielson bill would be of "substantial concern to small business radio broadcasters, many of whom make little or no profits." He noted, for example, that the \$15.2 million that performers' rights would have cost broadcasters in 1975 would be one-sixth of the total pre-tax radio industry profit for that year.

FTC's noose gets tighter

House overwhelmingly approves bill limiting agency's powers and includes one-house veto; Senate must act on version next

The fate of the Federal Trade Commission came a little more into focus last week, as the House overwhelmingly approved the agency's authorizing legislation, H.R. 2313, which saddles the FTC with the much debated one-house veto.

By a vote of 321 to 63, the House approved the bill that has been a continuing topic of conversation around Washington the past few months. Under terms of the legislation, any rule promulgated by the FTC could be blocked by a concurrent resolution of disapproval from both houses within 90 days, or by one house adopting the resolution within 60 days, and the other house failing to disapprove the reso-

lution 30 days thereafter.

The FTC's fate, however, is not yet sealed. The Senate version of the commission's authorizing legislation, which has been approved by the full Commerce Committee, still has to go to the floor for a vote, and unlike the House version, the Senate bill contains no legislative veto provision (BROADCASTING, Nov. 26).

The House vote will undoubtedly be viewed as a substantial victory by a wide variety of interests that have been putting increasing pressure on Congress to pull the reins in on the commission. Consumer groups, meanwhile, have been in vehement opposition to the veto, which they say would seriously curtail the FTC's effectiveness.

In order to attach the veto to the bill, a compromise was reached to allow only two amendments to be added. The House approved the first of the two on Nov. 14—an amendment offered by Representative Marty Russo (D-Ill.) to prohibit the FTC from regulating the funeral industry. The second amendment, offered by Representative Mark Andrews (R-N.D.), was approved by a 245 to 139 vote just prior to the final vote on the entire bill. The Andrews amendment would prohibit the FTC from enforcing application of the antitrust laws to agricultural cooperatives.

The House bill authorizes FTC budgets of \$75 million for fiscal 1980 and \$80 million for the following year. In each case, the budget is \$5 million more than that

recommended by the Senate.

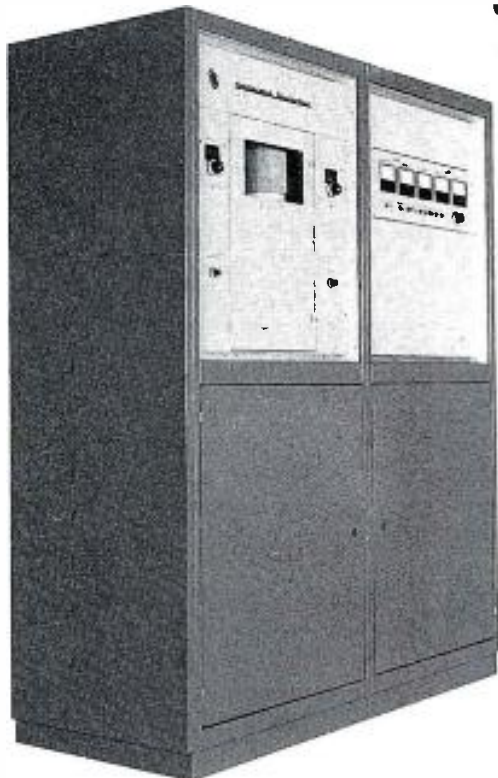
The House bill puts stringent regulatory burdens on the commission. For example, it requires that the FTC issue a preliminary analysis of each proposed rule, with a description of the need for the rule, the cost and possible alternatives. In addition, it requires the agency to publish a regulatory agenda listing rules it intends to propose or promulgate for the coming 12 months, and stipulates that the FTC issue a notice announcing the date by which it intends to complete final action in a rulemaking.

The commission will be required to keep the House and Senate committees with oversight responsibilities informed of its actions, and it will have to limit to \$75,000 the amount of money it can make available to any outside group, during any year, for participation in rulemakings.

The fate of the commission is now in the lap of the Senate and the House-Senate conference committee, which will likely have differences to resolve.

It is almost certain that a legislative veto will be proposed when the bill comes up on the Senate floor. Whether the Senate will go along, however, is still uncertain.

At last count, according to industry observers, there were 44 firm votes in the Senate for the veto. With such overwhelming support of the measure in the House, it is possible that the Senate will choose to follow suit. But others believe that the Senate will not go along with the



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idea, as the bill reported out of the Commerce Committee puts stringent ties on the commission's authority—perhaps, some believe, strong enough to make the veto unnecessary.

When the Senate bill will come to the floor for a vote is uncertain. The Senate has other, more pressing, business, such as SALT debates. With Congress now expected to adjourn Dec. 21, many speculate that it is unlikely that the legislation will receive consideration before Congress returns for business in January.

Like the House version, the Senate bill would affect a wide variety of commission actions. It would, for example, limit the agency's authority to require mandatory

warranties in connection with the sale of used cars; it would prohibit the commission from investigating the insurance industry; it would provide for the recovery of attorneys' fees by small businesses in cases in which they prevail against the FTC, and it would also cut back on the amount of money available for funding outside groups in rulemakings.

In addition, the Senate bill would limit the FTC's authority in advertising rulemaking proceedings to cases of false and deceptive advertising, while eliminating "unfair" advertising from its purview. This would essentially bring the children's advertising inquiry to a halt, although it would not affect any other pending adver-

tising investigations.

Exactly what restrictions will ultimately be imposed on the FTC is difficult to predict. But it now appears fairly certain that the commission will see at least some of its powers stripped away when the final verdict is in.

NTIA hopes on retransmission consent suffer in CRS study

Congressional Research Service concludes Copyright Act doesn't allow for FCC involvement

Only Congress can require cable operators to obtain broadcaster consent for signal retransmission.

This is the conclusion of a Congressional Research Service study, released last week, that analyzes FCC jurisdiction vis-a-vis retransmission consent. The study was requested by Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, after the question of jurisdiction was prompted by a National Telecommunications and Information Administration petition to the FCC requesting promulgation of retransmission consent rules.

The NTIA feels that jurisdiction does lie with the FCC. The FCC, however, doubting its authority in this field, initiated an inquiry last April and sought comments. In them, NTIA was opposed by the U.S. Copyright Office and the Justice Department.

The Copyright Office, in its comments, said: "The FCC would control signal distribution by cable systems as part of a national allocation policy and would protect some exclusive rights while copyright law would prescribe degree and nature of the cable operator's liability for the use of the copyright programing that FCC rules permitted them to retransmit."

The Justice Department agreed that retransmission consent authority rests with the Copyright Tribunal. Justice said that the public interest would be furthered if the FCC eliminated restrictions on the "number and composition" of nonlocal broadcast signals that cable systems can transmit.

And the CRS study contends the Copyright Act provides for FCC regulation "based upon communications policy with regard in particular to the quantity of signals cable may conditionally carry. A system of copyright payment under which cable operators have the option of making statutory payments in lieu of marketplace agreements is provided to facilitate cable carriage of such copyrighted programs. No alternate plan for reimbursement may replace the statutory scheme unless Congress so provides."

At the heart of the controversy is Section 111 of the Copyright Act, which es-

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establishes a compulsory license for cable retransmission but appears to leave significant authority with the FCC. It says that "secondary transmissions" by cable systems are subject to compliance with FCC requirements "where the carriage of the signals comprising the secondary transmission is permissible" under FCC rules and authorization.

The study adds that if the FCC requires retransmission consent, that would "appear to contradict the legislative purpose of the Copyright Act's cable provisions. These provisions, the result of an extensive 11-year congressional debate, provide a uniform, coherent scheme under which copyright holders may be compensated for the use of their programs on cable systems."

The Copyright Royalty Tribunal is authorized to adjust cable copyright rates to reflect inflation or deflation, changes in average cable rates, changes in FCC distant signal rules and changes in FCC syndicated and sports exclusivity rules.

The report concludes: "Thus the act itself and its legislative history demonstrate that Congress was well aware of the cable television controversy and enacted a comprehensive statutory scheme to settle cable's status in the television programming market. This is clearly what Congress intended, and this is clearly what the cable copyright provisions accomplished."

FCC takes format change reversal to Supreme Court

It says appellate court exceeded authority when it overturned FCC's policy on staying out of format disputes

The FCC has asked the Supreme Court to review a U.S. Appeals Court invalidation of the commission's 1976 policy statement leaving radio format changes to the discretion of broadcasters and the marketplace.

The FCC's petition for writ of certiorari, filed last Monday (Nov. 26), came as no surprise. It was the sequel to repeated conflicts between the agency and the appellate court over the role of government in the choice or abandonment of formats. The 1976 policy was reached after the FCC was overruled by the court in several license transfer cases which listener groups had entered to oppose proposed format changes. The court had insisted that the groups had standing and that the format changes could be prohibited upon showing of harm to the public interest. The FCC's 1976 statement held that the public interest would be best served if broadcasters were free to try formats and abandon those that failed.

The appeals court unanimously reversed the FCC's ruling last June 29, saying the commission's policy was "unavailing and of no force and effect."

The court, in a 7-2 opinion written by Judge Carl McGowan, declined, as he put it, "the commission's invitation" to abandon the court's reading of the Communications Act. It is the commission's duty, he also said, "to accept and carry out in good faith its legal duties as interpreted by the court." And he made it clear that the court does not believe the commission had been cooperative, let alone enthusiastic, in that regard (BROADCASTING, July 9).

In its request for review last week, the FCC said: "The court of appeals has substituted its own untested factual premises and policy conclusions for the commission's judgment . . . this arrogation of the agency's public interest policy-making

function conflicts in principle" with previous judicial rulings.

The FCC stated that in a previous ruling the court reminded the FCC that "the public interest standard to be served under the Communications Act is . . . the interest of the listening public in the larger and more effective use of radio." But, the FCC added, there is nothing that says this interest must be served through regulation of entertainment formats. The FCC said that the court offered no justification for its rejection of the commission's "reasoned view that competition, rather than additional regulation, is best adapted to achieve diversity."

The petition for review maintained that the court's contrary ruling "not only sup-



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**Arbitron, April/May 1979



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plants a reasonable administrative interpretation; it also confronts the agency with intractable administrative problems wholly unintended by Congress."

Those problems, the FCC said, lie in the difficulties of defining entertainment formats and determining whether other stations provide adequate substitute formats. "Moreover," it said, "determining the actual program preferences of listeners presents formidable difficulties because there is no feasible method to measure the intensity of listener preferences for particular types of programing."

The FCC said the Court of Appeals refused to come to grips with "the most fundamental administrative difficulty inherent in the 'format doctrine'—what is the commission's obligation when it determines . . . that the public interest will not be served by the broadcaster's proposed change of program format?"

Finally, the commission said, the court's ruling contains constitutional implications that would discourage innovation by broadcasters. The FCC stated that the ruling would "chill" a broadcaster's willingness to "abandon present formats and deter experimentation in new formats." And it places the FCC in the position of deciding the relative public interest benefits of various types of programing.

The commission's petition concluded: "Yet it is plain that an obligation to pass judgment on the public interest value of new entertainment formats previously employed is the clearest consequence of

the court's decision. If, as the commission found, the statutory goal of program diversity can be achieved without this substantial abridgement of programing discretion, the decision of the Court of Appeals poses an unnecessary threat to First Amendment freedoms that ought to be avoided."

The National Association of Broadcasters, joined by NBC, WBNS-TV Columbus, Ohio, and RadiOhio Inc., filed a friend-of-the-court brief on behalf of the FCC.

The brief said that the Court of Appeals had "usurped" the FCC's policymaking role and violated the constitutional and statutory "scheme prohibiting censorship and encouraging free competition in radio programing."

NAB's brief also mentioned that the Court of Appeals decision, which refuses to credit the FCC's theory of marketplace competition, magnifies the importance of the case because of the commission's recently proposed radio deregulation rulemaking. The FCC did not mention this factor in its brief.

The amicus brief concluded that "the Court of Appeals has disregarded the limits of judicial review by its unprecedented compulsion of FCC control over artistic and news programing. The regulation in question, which involves program censorship by the FCC and government-induced self-censorship by broadcasters, violates the First Amendment of the Constitution."

Van Deerlin unit gets new member

Californian Matsui fills spot vacated by move of Russo

Representative Robert T. Matsui (D-Calif.), who was elected to the full House Commerce Committee last month, was appointed last week to the Communications Subcommittee. Matsui fills the spot left vacant by Representative Marty Russo (D-Ill.), who moved to the Committee on Ways and Means.

Matsui, who represents California's third district, which includes Sacramento, the state capital, was elected to the House in November 1978.

A native of Sacramento, Matsui graduated from the University of California at



Berkeley, in 1963, and the Hastings College of Law, University of California, in 1966. A practicing attorney since 1967, Matsui entered politics in 1971, when he was elected to the Sacramento city council.

In addition to his spot on the Commerce Committee, Matsui is a member of the Committee on Government Operations. In moving to Commerce, Matsui gave up his seat on the Judiciary Committee. As a member of that committee, he served on the Subcommittee on Courts, Civil Liberties and the Administration of Justice, which is in the midst of examining copyright matters and legislation dealing with performance rights for sound recordings (see page 49).

Matsui has had no previous association with broadcasting, but he is said to be very happy about the new post. Those who know him say he is open-minded and an extremely hard worker, with a competent staff.

Supreme Court will tackle another advertising issue

New York utility contends state's PSC violated free-speech rights

The Supreme Court last week agreed to consider whether a state can bar a public utility from promoting the use of gas and electric services through advertising.

Some time this term, the court will hear arguments on an appeal by Central Hudson Gas & Electric Corp., challenging a New York State Public Service Commission ban on advertising gas and electricity instituted during the Arab oil embargo in 1973. The company claimed that the ban, which was later upheld by the New York Court of Appeals, violates its First Amendment right to free speech.

The case will be argued with a second case, accepted by the high court last

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month, arising from the same appeals court ruling last May. In that case, Consolidated Edison challenged the Public Service Commission ban against the utilities' practice of stating positions on controversial issues in monthly bill inserts. Con Edison was promoting nuclear power plants in its inserts, while Central Hudson was promoting electricity as an efficient source of heat and power.

In its May 1 ruling, the New York appeals court unanimously upheld both bans. It held: "Conserving diminishes resources is a matter of vital state concern and increased use of electrical energy is inimical to our interests. Promotional advertising, if permitted, would only serve to exacerbate the crisis."

A similar case, brought by Long Island Lighting Co., is still pending in a federal appeals court.

NAB steps up war of words over children's TV

FCC commissioners are lobbied; news media briefed on issues

The National Association of Broadcasters is expanding its lobbying efforts against the FCC's children's television proceeding.

Last Tuesday, NAB's children's television committee met to map out efforts on the local front, and to plan strategy for its visits with all the FCC commissioners the next morning.

Len Swanson, vice president and general manager of WIC-TV Pittsburgh, and chairman of the children's committee, said the meeting was encouraging. "We talked about local experiences and found that the FCC staff report [on children's programming] is full of holes." He said that his group is hopeful that the FCC will take time to look at the facts. "I take issue with the headline of their [FCC] news release, which said 'Broadcasters Have Failed Children.' That makes me mad."



Wic's Swanson

Swanson reiterated his feelings the next day at an NAB luncheon briefing for some 50 journalists. The NAB felt this was a good way to let the media know more about what is going on in children's programming.

Robert King, senior vice president of Capital Cities Communications and chairman of the NAB television board, opened the session by saying: "Broadcasters are skeptical as to what the FCC is contemplating—they don't want to be left out in the cold." He also contended that a key word in this issue should be "responsibility"—parents' responsibility for monitoring children's TV viewing.

Brenda Fox, NAB assistant general counsel, gave a legal overview of the FCC's proceeding and the First Amendment problems that programming standards might raise.

The keynote speaker was Squire Rushnell, ABC vice president for children's and early morning programming. He said that children's programming had changed, "not quantitatively—we grant you that—but qualitatively it has changed very much."

He said there are four areas in which broadcasters disagree with the staff report. First, "While the staff insists there be more programs which are informational or educational, they fail to recognize that prosocial messages and themes can be very effectively woven into entertainment programs," he said. Second, he added, "we take issue with the FCC staff's failure to recognize the extraordinary effectiveness of the short-term programs that all networks drop into their children's shows." He mentioned miniprograms such as ABC's *Schoolhouse Rock*, CBS's *In the News* and NBC's *Metric Marvels* as examples.

Next, he said, broadcasters differ with the staff's "infatuation" for the need for programming for preschoolers. He said that most syndicated programs for youngsters are already aimed at that age group.

Last, he questioned the FCC staff's "love affair" with quantity as opposed to quality in children's programming. "I assure



ABC's Rushnell

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you that any government mandate to increase children's programming quantitatively, by seven or so hours per week, will not result in creative television. Creative, enriching, interesting and informative cannot be mandated. Any such move would only serve as a windfall to all syndicators of old, educational film strips which would be gobbled up to fill the gap—cheaply."

Swanson said that the meetings with commissioners went "very well. They're listening, and that's good. What we would like is to move into an inquiry, if it's going to go anywhere, not a rulemaking."

Tom Bolger, NAB chairman, said FCC Chairman Charles Ferris "was attentive; he was cordial." Bolger added, "We're trying to get our point across. It's important for them to understand what we are saying."

Networks supported in fairness case

FCC rules Broadcast Bureau acted correctly in denying request for equal time on television violence issue

The FCC has upheld a Broadcast Bureau denial of a complaint against the three commercial television networks filed by three individuals demanding time to present their views on televised violence.

The complaint, filed by Jim Myers, Carole Chastain and Palmer Amundsen, originated after NBC's broadcast of "The Story Teller," a fictional account of a child who sets fire to a school after seeing arson depicted on television.

The group claimed that the program presented two false impressions as to the effect of TV violence: that the broadcast media were immune to liability for damages resulting from imitations of TV violence, and that anyone who imitated TV violence must be an "abnormal person."

The three first filed their complaint in January 1978, saying NBC had violated the fairness doctrine by not presenting differing viewpoints of the effects of televised violence. Six months later they filed another complaint, this time against all three networks, saying NBC, ABC and CBS had "slanted, manipulated, censored and suppressed" news relating to innocent victims of TV violence for the past 25 years. The group claimed that they ought to be given equal time to air these differing viewpoints.

The Broadcast Bureau, in its original ruling on Aug. 9, 1978, said that even assuming the program raised a controversial issue, "the selection of spokespersons, format and duration of presentation is left up to the licensee's good-faith discretion." As to the networks' attempt to slant the news, the bureau claimed that no "extrinsic evidence" was presented to support that allegation.

The commission's unanimous decision Nov. 20 said that after carefully reviewing the matter, it concluded that the Broadcast

Bureau's ruling had been correct and the application for review of that decision contained insufficient grounds to warrant a reversal of the action.

Booth seeks change in distress policy

Group owner asks commission to tell it before committing to distress sale whether charges that led to hearing will be applied to other stations

Booth American Co. has asked the FCC to clarify its distress-sale policy, which the commission itself has recognized as flawed and which its general counsel's office is trying to polish up.

Specifically, Booth has asked the FCC to inform group owners of the effects that a distress sale of one property may have on their other stations. It also urged the commission to adopt procedures that would permit more detailed FCC consideration of those issues that "might impact on the general qualifications of a multiple owner" to be an FCC licensee.

Booth, the licensee of 13 stations, has two of them — WJLB(AM)-WMZK(FM) Detroit—set for revocation hearing on charges of plugola, lack of managerial control, misrepresentation and lack of candor during a pre-designation FCC investigation.

Booth said that although it has not decided to sell the stations, it would like clarification of certain issues before mak-

ing up its mind.

The FCC adopted its distress sale policy in 1973. It permits the sale of a broadcast property, which has been designated for hearing, to a buyer with ethnic minority participation at below market value, provided it is sold before the hearing takes place. The FCC adopted the policy in the hope of fostering minority ownership, but the policy has some kinks that, according to Booth, tend to have a chilling effect on a licensee's decision to use the sale option.

Specifically, the FCC's practice is to permit a distress sale, without resolving the character-qualifications issues that prompted the hearing and that remain to be raised if the licensee applies for renewal or acquisition of other stations.

Booth contends that this practice "reflects negatively on the decision to elect a distress sale."

Booth's filing said: "If a multiple owner must ultimately rebut every issue raised by the FCC even after a distress sale, there is substantially less incentive to avoid whatever protracted proceedings may be required to resolve such questions."

Booth suggested that the FCC hold a hearing on the qualification issues and permit the licensee to decide whether or not to make a distress sale "after the issuance of an initial decision . . ."

Booth also said that if the FCC's primary goal is to foster minority ownership, then "effective implementation of that policy requires that a distress sale of a station in renewal or revocation hearing not place in jeopardy any other licenses held by the owner."

Washington Watch

Hopping the fence. Jack Savage, former president of Norman, Craig & Kummel advertising agency, is now serving as in-house consultant to Federal Trade Commission's Bureau of Consumer Protection. Savage will offer advice on investigations concerning advertising claims and techniques, and framing of appropriate remedies, as well as insight to agency-client relationships and formation of ad campaigns.

Seeking the meaning. Senate Consumer Subcommittee, which has jurisdiction over Federal Trade Commission, has begun review of term "unfairness," as used by FTC to prevent "unfair or deceptive acts or practices." Subcommittee members say current use of word is too broadly defined, and they have begun soliciting comments on how unfairness should be defined as used in FTC Act, and whether unfairness should be applicable to commercial advertising. Discussions on matter arose in oversight hearings this year and in mark-up of FTC authorization bill, now awaiting floor action by full Senate.

Three times no charm. National Association of Broadcasters has opposed American Civil Liberties Union petition to FCC to rescind radio deregulation rulemaking proposal. Calling petition "delaying tactic", NAB's filing said "ACLU repeats with fair regularity its assertions of how the commission's notice should be improved, apparently adhering to the principle expressed by Lewis Carroll that 'what I tell you three times is true.'"

Go to the grassroots. John B. Summers, National Association of Broadcasters executive vice president and general manager has urged broadcasters to take case for radio deregulation to local public. Speaking before Arizona Broadcasters Association, Summers said public interest groups have "camped on the doorstep of the FCC" and have purported to speak for public. He said these groups will present "parade of horrors" they believe will flow from deregulation and broadcasters must combat these groups' efforts with initiatives of their own.

The Media

PBS board votes approval of restructuring

It reduces its own size, from 52 to 35, and OK's plan for three-tier program service; system architect Gunn announces he's moving to KCET Los Angeles

The board of the Public Broadcasting Service last week approved plans for a major restructuring that will mean multiple program services, an association to provide nonprogram-related functions and a reduction in its own numbers. The changes will be presented to the full PBS membership at a meeting next month for ratification.

If the membership goes along with the plans, the 52-member board will be reduced to 35, including three members chosen without regard to their affiliation with public television stations, 18 lay representatives from station boards, and 13 professional representatives or station managers. In addition, the PBS president will serve on the board.

The new association, which does not yet have a name, and which will handle lobbying, planning and research, leaving PBS to concentrate solely on programming matters, will have a 25-person board. The make-up will include nine lay representatives, nine professional representatives, six public or general directors and a chief executive officer.

The multiple programming services concept, approved by the PBS membership at its annual meeting last June, will mean three distinct services: PTV-1, with prime-time, general audience offerings; PTV-2, a regional service, with public affairs specials; and PTV-3, which will offer educational programs, for both children and adults.

Even under the present set-up, PBS President Larry Grossman told the board last week, significant gains were being made in PBS audience levels. "On a programming front, which is the bottom line, things have never looked better," Grossman said.

Statistics indicate that the prime-time audience for public television during the first week of October was up 24% over last year. According to the figures, the prime-time audience for public television during that week was 23.4% of all U.S. TV households.

As PBS moves ahead with new plans, however, it will have to do it without the services of Hartford Gunn, currently PBS's vice chairman. Gunn, who was a principal designer of the public broadcast-

ing system, and who shaped the restructuring plans, announced last week that he is moving to KCET(TV) Los Angeles, where he will become senior vice president and general manager.

Gunn was appointed the first president of PBS in March 1970, and was responsible for the formation of the national program service for public TV stations. He later designed public television's Station Program Cooperative, which allows stations to select much of the programming they receive from PBS, and moved into his present post in January 1976. He begins his new position next January.



Arbitron plans profile of new media markets

Arbitron announced plans for what it claims will be "the most definitive and comprehensive study" ever produced on

the "new electronic media" ("Closed Circuit," Nov. 19).

The study, "The New Electronic Media of the 1980's," is being prepared in conjunction with the cable research firm, Video Probe Index. It is expected to be available next June.

Covered will be "any use of the television set beyond conventional broadcast"—said to include all forms of cable (basic, pay, multitiered service, satellite service); videocassettes and videodisks; subscription television and multipoint distribution systems; video games and educational applications; home computers, and interactive systems.

"New electronic media" usage and consumer attitudes will be investigated in the top 25 Arbitron ADI's (areas of dominant influence). Questionnaires will go to diary responders following the current November and upcoming February 1980 survey periods.

Arbitron and VPI plan mailings to 9,000 Arbitron diaryholders: 3,000 basic cable subscribers, 3,000 pay cable subscribers and 3,000 who do not receive cable. They will receive an eight-page "attitudinal/lifestyle/new electronic media usage and

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reception questionnaire." The companies are counting on a two-thirds response rate—about 2,000 from each category.

A "master report" and 16 specialized studies will be offered. Arbitron said pricing hadn't been fully worked out but that the basic report should run about \$10,000-\$15,000 and the individual ones about \$10,000 each.

The "master report" (from questionnaires and regular diary information) is to include such information as pay and basic cable daypart ratings; noncable daypart ratings; household demographics and subscriber characteristics for pay programs;

program profiles; attitudes towards services, and their availability. Other data will range from "intent to purchase" various services and products to "leisure time activities" such as pay TV viewing or dining out.

The 16 tailored studies will be reports to TV broadcasters; advertiser/agency report; cable; pay cable; pay TV; satellite and MDS; superstation; video game; videocassette; videodisk; two-way TV/viewdata type services; large-screen TV; home computer; movie attendance; sports attendance; Wall Street/investor, and live entertainment.

50 kw and antenna 145 feet above average terrain.

■ **KWAV(FM) Monterey, Calif.:** Sold by A-B Chemical Corp. to Buckley Broadcasting of Monterey for \$700,000. Seller is wholly owned subsidiary of National Distillers and Chemical Corp., of which John E. Bierwirth is president. It has no other broadcast interests. Buyer is principally owned by Richard D. Buckley Jr., who also owns 11% of **KGIL(AM)** San Fernando, Calif., and **KKHI-AM-FM** San Francisco; 60% of **KGIL-FM** San Fernando, and 25% of Buckley Radio Sales Inc. KWAV is on 96.9 mhz with 18 kw and antenna 2,570 feet above average terrain.

■ **WDEA-AM-FM Ellworth, Me.:** Sold by Grindstone Broadcasting Corp. to Helen Sloane Dudman for \$600,000, plus \$100,000 for covenant not to compete. Seller is owned by F. Eugene Dixon Jr., who is on board of directors of noncommercial **WRTI(FM)** Philadelphia, licensed to Temple University. He has no other broadcast interests. Dudman is former public relations officer for Public Broadcasting Service, **WETA(TV)** Washington and Post-Newsweek Stations. She has no other broadcast interests. WDEA(AM) is on 1370 khz full time. WDEA-FM is on 95.7 mhz with 50 kw and antenna 320 feet above average terrain. Broker. Blackburn & Co.

■ **KUKI(AM)-KALF(FM) Ukiah, Calif.:** Sold by Concerned Communications Corp. to Redwood Empire Broadcasting for \$600,000. Seller is principally owned by Cal Lawton, who also owns **KOBO(AM)** Yuba City, Calif. Buyer is owned by Theodore S. Storck (80%) and Rodney Pacini (20%). Storck owns CP's for new FM at Red Bluff, Calif., and new AM at Willits, Calif. Pacini is former sales manager at KUKI. KUKI is on 1400 khz with 1 kw day and 250 w night. KALF is on 103.3 mhz with 1.9 kw and antenna 1,840 feet above average terrain. Broker: William A. Exline.

■ **WCBW(FM) Columbia, Ill.:** Sold by Joseph L. Lepp (58%); his wife, Mary (39%), and Alvin H. Maeyes Jr. (3%) to WCBW Inc. for \$400,000, plus \$125,000 for consulting agreement and \$50,000 for covenant not to compete. Sellers have no other broadcast interests. Buyer is owned by Marvin B. Kosofsky (50%) and Howard Warshaw and his wife, Miriam (25% each). They also own **WVXX(FM)** Highland Park, Ill.; **KEST(AM)** San Francisco and **KPPC(AM)-KMAX(FM)** Pasadena-Arcadia, both California; **KUXL(AM)** Golden Valley, Minn.; **WYLO(AM)** Jackson, Wis.; **WTHE(AM)** Mineola, N.Y.; **KCNW(AM)** Fairway, Kan., and **WGRT(FM)** Danville, Ind. WCBW is on 104.9 mhz with 2.73 kw and antenna 230 feet above average terrain.

■ **KAAP-AM-FM Santa Paula, Calif.:** Sold by Rancho Broadcasting Inc. to Lincoln Dellar (65%), Donald E. Pummill (20%) and Louis P. Murray (15%) for \$500,000. Seller is owned by William F. Wallace and his wife, Anne, who have no other broadcast interests. Dellar and his wife, Sylvia, own **KMEN(AM)** San Bernardino and

Changing Hands

PROPOSED

■ **WRFD(AM) Columbus-Worthington, Ohio:** Sold by Buckeye Media Inc. to QNP Corp. for \$1,041,500, plus \$512,000 for consulting agreement and lease for land. Seller is owned by nonprofit Ohio Farm Bureau Federation, which has no other broadcast interests. Wallace Hirschfeld is president. Buyer is owned by Carl C. Nourse and his wife, Mary. They own automobile dealership in Columbus and have various other business interests, including 49% interest in **WBBY(AM)**

Westerville, Ohio. WRFD is 5 kw daytimer on 880 khz.

■ **WDEN-AM-FM Macon, Ga.:** Sold by executors of estate of J. Martin Elliott to WDEN Communications Ltd. for \$1,026,500. Estate has no other broadcast interests. Buyer is owned by Thom E. Smith and group of businessmen from Montgomery and Birmingham, both Alabama. Smith is general manager at stations. Others have no other broadcast interests. WDEN(AM) is 1 kw daytimer on 1500 khz. WDEN-FM is on 105.3 mhz with



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KARM(AM) Fresno, both California. In addition, he owns small interests in KFAC-AM-FM Los Angeles and KFIG(FM) Fresno, Calif. Murray is general manager at KARM and Pummill is officer of KACY(AM) Port Hueneme, Calif., which Dellars sold in 1977. KAAP(AM) is on 1400 khz with 1 kw day and 250 w night. KAAP-FM is on 96.7 mhz with 87 kw and antenna 1,500 feet above average terrain.

■ WBEX-AM-FM Chillicothe, Ohio: Sold by Truman A. Morris to Chillicothe Communications Inc. for \$448,750. Morris also owns 50.2% of WCAI(AM) Fort Myers, Fla. Buyer is wholly owned subsidiary of Central Broadcasting Corp., owner of WKBV-AM-FM Richmond, WBAT(AM) Marion and WBIW(AM) Bedford, all Indiana. Central is owned by 50 individuals; James R. Quigg is chairman and his cousin, William M. Quigg, is president. WBEX(AM) is on 1490 khz with 1 kw day and 250 w night. WBEX-FM is on 93.3 mhz with 18.5 kw and antenna 185 feet above average terrain.

■ KLUF(AM) Lufkin, Tex.: Sold by Radio Laredo Inc. to KLUF Radio Inc. for \$400,000. Seller is principally owned by John Hicks and family, who also own KLVI(AM) Beaumont and KJAR(AM) Laredo, both Texas. They have sold KLUF-FM Lufkin (see "For the Record," page 71) and, subject to FCC approval, WTAW-AM-FM College Station, Tex. (BROADCASTING, Oct. 8). Buyer is owned by Ralph Ridinger, who has owned 20% of station since 1975. KLUF is on 1420 khz with 1 kw full time.

■ WPUV-AM-FM Pulaski, Va.: Sold by John A. Columbus to Richard J. Fraser for \$385,000. Columbus has no other broadcast interests. Fraser is clergyman in Indianapolis and has no other broadcast interests. WPUV(AM) is 5 kw daytimer on 1580 khz. WPUV-FM is on 107.1 mhz with 2.85 kw and antenna 58 feet below average terrain.

■ KBLC(AM) Lakeport, Calif.: Sold by Noel Knight and his son, Noel, to Mcberg Inc. for \$300,000, plus assumption of liabilities. Knights have no other broadcast interests. Buyer is owned by Albert R. McDaniels and his wife, Dalma. McDaniels is announcer and salesman at station. McDaniels also manage real estate in Kelseyville, Calif. KBLC is 500 w daytimer on 1270 khz.

■ WAGE(AM) Leesburg, Va.: Control (68.75%) sold by Huntington Harris, Valeria H. Symington and William H. Spenser to Emmet Broadcasting Co. for \$255,813. Sellers have no other broadcast interests. Buyer is owned by Grenville T. Emmet and family. Emmet is New York banker with no other broadcast interests. Remainder of stock is owned by A.V. Tidmore and John R. Gill (15.63% each). WAGE is 1 kw daytimer on 1290 khz.

■ WESY(AM) Leland, Miss.: Sold by Wallace D. Hoy and family to East Delta Communications Inc. for \$250,000. Hoy has no other broadcast interests. Buyer is principally owned by William D. Jackson

(51%), who is also principal owner of WBAD(FM) Leland. WESY is 1 kw daytimer on 1580 khz.

APPROVED

■ KIRL(AM) St. Charles, Mo.: Sold by Contemporary Media Inc. to Bronco Media Inc. for \$642,000. Seller is principally owned by Michael S. Rice, who also owns KFMX(FM) Columbia, Mo. Buyer is owned by William White, Johnny E. Roland and seven others. White is St. Louis vacuum cleaner retailer. Roland, former professional football player and coach, works for St. Louis insurance company. Buyers have no other broadcast interests. KIRL is on 1460 khz with 5 kw day and 500 w night.

■ FCC also approved sale of KLUF-FM Lufkin, Tex. (see page 71).

EEO as a good business practice

Boston U conference says hiring qualified minorities is decision that leads to better bottom line

Equal hiring is good business as well as a legal and moral obligation, a black top-market general manager and the industry's minority ownership spokesman agree.

Their comments came during a Boston

University media and minorities conference which produced a consensus that hiring progress is being made but that legal pressure is needed to assure minority groups access to station jobs and promotions.

CBS vice president Eugene Lothery—asserting that he is the only black general manager (of WEEI(AM) Boston) among the 57 stations the three major networks own in the nation's top-10 markets, declared: "We have a long way to go. There have got to be other Gene Lotherys out there."

Good minority applicants, Lothery has found, "won't come walking through your door. They have jobs, and you have to get out there and recruit" them. Noting that the FCC is taking a hard look at equal employment opportunity figures at license renewal time, Lothery contended that fair hiring pays off. "The responsibility of broadcasters is not only a legal and moral obligation, it's good business. And I'm a businessman" who, he said, was told only two of his "100 duties" when given the WEEI top spot five years ago: "Deliver the bottom line and protect the license."

The good business theme was also stressed by Dwight M. Ellis, the National Association of Broadcasters spokesman on minority ownership matters and director of an NAB skills bank that tries to match qualified applicants with stations' staffing needs.

"Other private industries have taken heed after paying" a stiff legal and public

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relations price for skirting equal opportunity obligations, he said. Poor hiring planning practices hurt stations, Ellis continued, and any radio deregulation will free more FCC staffers to probe stations' EEO performance. So the "crystal clear message," he declared, "is that good EEO is cost-effective and therefore good business."

The general broadcast industry hiring pattern of a "widening buyers' market and a dropping salary ceiling" puts more pressure on fledgling minority journalists, Ellis contended. Because of peer experience, he said, a nonminority journalism school graduate will go anywhere, for any salary, for that first job. But minorities, he said, have too few precedents to follow and may fear housing problems if they move to a small town—"they have special considerations to weigh" in deciding where to work, he said.

Citing 1978 figures showing that minority groups make up 13.8% of broadcasting industry workers and 7.8% of the industry's "managers," Ellis claimed that for the first time there is a large pool of minority professionals qualified to be station executives. "It's time," he concluded, "for the industry to give the priority status to developing human resources it does to developing technical resources."

The conference's featured speaker, *McNeil/Lehrer Report* correspondent Charlayne Hunter Gault, blasted the media for "failing to signal events" rang-



Furthermore. Martin Rubenstein, president and chief executive officer of Mutual Broadcasting System, will represent network on National Association of Broadcasters' radio board, replacing Dr. Bernard R. Schaafsma, vice president, communications and properties, Amway Corp., MBS's parent company. In report of Rubenstein's appointment to present position (BROADCASTING, Nov. 26), it was erroneously stated that he had become president and chief operating officer. □

Instructional bonanza. Robben Fleming, president of Corporation for Public Broadcasting, has issued statement saying there have been discussions between CPB and Walter Annenberg, former ambassador to Britain and founder of Annenberg School of Communications at University of Pennsylvania, concerning donations to corporation for educational project. Internal Revenue Service is examining proposed offer—reportedly said to be \$150 million spread over 15 years—meaning no comment on matter from both sides. Grant money would apparently be funneled from CPB to colleges and universities to offer courses for credit, both on radio and TV. □

New assignment. Richard E. Wiley, former chairman of FCC, and currently managing partner of Washington law firm, Kirkland and Ellis, has been named new counsel for National Religious Broadcasters. Wiley has written articles for NRB's magazine, and was awarded group's Distinguished Service Award in 1977 for his contributions to field of religious broadcasting.

ing from Martin Luther King's civil rights struggles to the current unrest in Iran.

"The media don't listen," complained the former *New York Times* and NBC News staffer.

Gault contended that dramatic events are the only way to capture journalists' attention, "and the problem with this is that their interest is short-lived."

She said she left the *Times* to rejoin the

broadcast industry because the *McNeil / Lehrer Report* "goes in with no bias. We try very hard to report as many critical sides as possible." She rejects the notion that her Public Broadcasting Service audience is "elitist," claiming it represents a broad cross-section of society.

Silent in Louisville

All-news radio station calls it quits; owner blames lack of advertiser support

Dwindling advertising support, and the prospect of even less at Christmas time, has prompted the only all-news station in the Louisville, Ky., area to go off the air.

George A. Freeman, president and owner of WDGS(AM) New Albany, Ind., said last Wednesday (Nov. 28) that he had asked the FCC for permission to stay silent until he finds a buyer for the facilities. He personally conducted WDGS's final program Nov. 19.

Freeman, however, remains convinced that an all-news operation can succeed outside top-10 markets, where the format has flourished. "I know it can be done, but I poured all the money into it I could," he said. "It was the lack of advertiser support that killed it in the end. In another six or nine months we could have broken even."

Freeman added that the bleak outlook for Christmas business finally prompted his decision to quit: "I looked at the books for December, when we ought to do the best business of the year, and saw that we were going to lose money. That was it."

Freeman's staff included five full-time newsmen for the 500-watt daytimer.

Freeman turned to the all-news format on Sept. 10, 1978, dropping WREY call letters for WDGS. A 25-year veteran of broadcasting and at one time owner of stations in Texas and Michigan, he summarized his future plans: "I'm going to put my head in the sand for a while."

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Nov. 1979

Costs cut into 1978 cable industry profits

Annual FCC data on finances of industry shows 1978 to be best year ever in revenues, but expenses keep income at modest gain over '77; pay cable broken out for first time

The cable television industry's operating revenues in 1978 climbed an impressive 25.3% over its 1977 total, according to the FCC. But a 28.1% increase in operating expenses during the same span helped to brake profits to a gain of just 2.5%.

The data, released last Monday (Nov. 26), showed cable TV operating revenues in 1978 were \$1,511,028,545, which surpassed 1977's \$1,205,875,733 by more than \$305 million.

And, for the first time, the FCC offered a break-out of pay television's part of the revenues: \$191,942,374, about 13% of the industry total.

Net pretax income last year was \$137,120,419, only \$3.38 million more than \$133,736,554 income in the preceding year. The 2.5% profit gain for 1978

followed profit increases of 131.9% in 1977 and 114.5% in 1976.

Operating expenses, \$716,950,304 in 1977, ballooned to \$918,025,164 last year. That left an operating income of about \$592.7 million, or a 39% operating margin before expenses of depreciation/amortization, interest and taxes.

The FCC reported these other statistics on the cable industry's performance in 1977:

■ There were 14,113,945 subscribers in 1978, 10% more than the 12,832,014 in

State	Number communities	Number Financial entities	Number subscribers	Average subscriber rate	Average installation fee	Total operating revenues	Pay TV revenues	Total Operating expenses	Income (loss) before tax	Total assets	% of subs not included
Alabama	117	55	272,344	\$7.52	\$18.17	\$29,817,566	\$4,902,851	\$16,890,579	\$6,394,056	\$55,161,329	23.9
Alaska	13	10	13,779	18.35	23.50	3,741,703	221,517	2,872,353	391,597	3,168,902	3.7
Arizona	67	38	75,701	8.49	20.76	9,860,829	853,209	6,247,796	1,178,986	23,636,090	12.1
Arkansas	105	62	173,548	6.49	14.97	17,257,515	787,820	9,930,115	(2,109,923)	29,852,396	0.7
California	479	168	1,700,184	7.34	15.96	195,008,161	33,504,972	111,964,141	18,801,976	400,845,122	11.0
Colorado	77	33	98,316	7.61	17.85	9,327,847	317,915	5,548,242	(373,790)	19,196,092	2.5
Connecticut	54	16	180,602	8.41	20.46	20,710,130	3,155,962	11,582,934	1,469,248	50,777,021	23.9
Delaware	42	8	98,516	7.61	23.11	10,518,044	1,273,937	5,298,319	2,911,135	24,485,395	0.0
Florida	307	84	606,383	7.38	19.98	62,543,152	10,120,149	41,602,851	639,941	160,901,636	2.8
Georgia	149	61	319,645	7.19	15.03	32,780,375	4,248,972	18,205,973	5,820,243	52,105,689	5.3
Hawaii	16	8	57,165	6.83	32.46	4,816,814	184,914	3,361,397	(76,090)	8,381,406	39.7
Idaho	47	22	46,328	7.40	22.41	5,347,007	755,464	2,922,652	461,034	7,928,806	26.4
Illinois	181	72	386,549	7.03	16.43	36,369,981	3,693,522	22,291,210	4,557,141	64,182,790	9.0
Indiana	113	52	221,705	6.65	16.26	19,502,972	1,665,202	11,081,389	856,293	37,860,512	18.1
Iowa	77	35	154,065	7.34	14.81	16,686,860	3,098,467	9,326,717	1,847,860	27,515,049	0.0
Kansas	122	83	205,687	7.49	12.50	19,564,272	1,726,357	11,960,474	3,374,634	29,281,420	4.1
Kentucky	266	104	199,753	6.65	17.38	38,213,407	556,217	27,887,017	3,439,561	35,325,711	0.9
Louisiana	80	36	259,034	7.21	13.81	19,244,023	1,117,469	11,462,993	1,280,418	36,608,896	1.7
Maine	61	19	83,553	7.02	14.78	7,051,184	66,005	4,389,259	(569,435)	16,370,959	12.1
Maryland	93	25	79,041	7.12	16.12	7,575,195	422,207	5,461,304	468,640	10,513,728	27.8
Massachusetts	98	34	272,651	7.45	17.66	26,487,768	2,498,469	15,973,146	2,499,583	41,383,820	0.0
Michigan	245	56	355,332	6.85	18.36	38,105,698	3,563,777	22,511,651	1,157,534	70,914,050	14.0
Minnesota	135	87	172,571	7.13	16.18	16,068,796	1,354,109	9,030,963	2,597,232	35,884,547	0.0
Mississippi	90	49	190,754	7.03	15.67	16,458,363	472,083	8,977,043	4,036,117	24,146,768	9.7
Missouri	110	64	171,312	6.85	13.58	15,947,532	1,773,356	9,440,792	1,947,658	22,805,587	1.8
Montana	53	27	95,496	8.47	20.27	11,110,705	1,008,042	5,950,184	3,682,090	20,010,912	3.1
Nebraska	52	32	83,241	7.22	12.38	7,070,365	406,810	4,082,328	(3,982,597)	20,119,648	8.2
Nevada	14	9	36,051	6.99	13.20	4,579,042	1,198,941	2,584,963	1,291,055	5,567,771	12.4
New Hampshire	55	16	75,430	6.74	18.47	6,472,085	237,797	3,552,668	1,513,798	8,737,055	22.5
New Jersey	215	33	452,022	6.60	20.42	50,159,995	11,261,846	31,961,540	3,208,841	116,465,294	0.0
New Mexico	61	29	115,800	7.91	15.79	11,902,348	1,126,520	7,238,977	2,267,863	22,011,576	0.0
New York	544	119	971,729	6.36	16.46	114,427,929	24,445,612	76,909,703	3,382,886	214,484,908	10.7
North Carolina	92	45	255,031	6.93	13.17	22,442,201	1,562,971	12,562,969	3,550,120	44,975,878	7.5
North Dakota	33	28	41,203	7.61	15.75	16,172,230	239,311	11,738,316	(1,732,192)	27,658,957	23.8
Ohio	491	116	725,684	6.81	14.45	69,969,907	9,108,266	51,621,666	(8,743,591)	166,384,115	0.0
Oklahoma	92	78	196,522	7.03	11.77	18,945,019	1,891,988	10,426,754	3,891,103	37,000,318	9.2
Oregon	128	59	159,074	7.40	18.95	14,971,727	1,412,962	8,559,598	3,977,826	25,882,565	28.0
Pennsylvania	1,172	179	1,107,301	6.06	15.58	115,796,465	9,442,088	65,470,636	18,223,638	194,737,306	11.1
South Carolina	71	31	141,690	7.74	15.44	14,776,228	2,597,270	10,401,645	(2,002,640)	35,329,253	13.0
South Dakota	27	14	50,849	7.25	13.50	4,591,390	103,614	2,848,823	230,378	6,477,308	9.0
Tennessee	101	44	153,838	7.01	13.63	13,966,983	833,024	8,411,137	(1,073,024)	37,763,657	12.8
Texas	299	179	735,465	6.84	14.45	71,186,315	8,439,303	41,650,707	8,752,021	136,160,910	9.7
Utah	7	3	16,338	7.55	15.62	1,709,380	193,266	1,769,357	(1,435,894)	6,610,405	12.6
Vermont	55	18	49,403	6.13	18.16	4,459,178	323,159	2,289,156	1,454,248	4,110,283	19.6
Virginia	128	55	191,653	6.83	14.12	19,895,768	2,524,171	12,424,887	858,329	44,803,593	12.1
Washington	207	62	346,281	7.71	18.91	42,363,319	9,475,455	24,536,447	7,706,193	68,479,845	5.4
West Virginia	271	87	197,749	6.56	16.06	31,199,067	1,834,555	15,369,653	11,644,349	31,389,007	37.6
Wisconsin	99	38	143,823	7.18	15.13	13,292,408	947,655	7,640,429	1,944,788	25,314,905	22.6
Wyoming	50	23	86,233	7.48	19.99	9,748,537	1,361,468	5,510,227	3,050,945	16,855,933	1.1
Other	9	5	35,400	11.90	22.25	6,333,219	548,487	4,586,844	256,274	8,678,906	0.0
U.S. Total	7,470	2,610	12,857,804	7.03	16.35	1,376,547,004	174,859,503	836,320,924	124,916,456	2,615,244,029	8.9
U.S. Totals (Projected to 100%)	8,200	2,865	14,113,945	7.03	16.35	1,511,028,545	191,942,374	918,025,164	137,120,149	2,870,739,878	0.0

Where cable's money comes from, where it goes

Revenues

Installation revenue	\$ 63,230,221
Regular subscriber revenue	1,109,388,350
Per program or per channel gross revenue (pay television)	174,859,503
Advertising revenue	4,852,943
Special service revenue	3,007,026
Other revenue	20,848,761
Total operating revenues	1,376,547,004

Expenses

Salaries, wages and employe benefits	169,412,901
Pole rentals	37,481,275
Duct rentals	1,347,307
Private microwave service (CARS)	4,744,347
Common carrier microwave service	17,111,854
Total tariff (leaseback) charges (applies to systems receiving telephone company channel service)	959,627
All other service expenses	141,648,008
Payments to pay cable program suppliers	64,318,169

Origination Expenses

Salaries, wages, and employe benefits	7,786,567
All other origination expenses	12,734,039

Selling, General, and Administrative Expenses

Salaries, wages, and employe benefits	107,717,831
Franchise fees	33,708,225
Copyright fees	9,143,069
All other selling, general and administrative expenses	228,207,705
Total operating expense	836,320,924
Total operating income	539,904,789

Depreciation and Amortization

Depreciation	248,936,403
Amortization	25,201,294

Other income	14,011,495
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Other Expenses

Interest	125,880,900
Miscellaneous	23,381,140
Total other income (or loss)	(110,239,944)
Extraordinary items	2,053,797
Total income (or loss) before taxes	124,916,456

Note: Figures in this table are totals for the 91% that responded to FCC, which the commission projected to 100% for its final industry figures.

1977.

■ The national average monthly subscriber rate for basic service was \$7.03 in 1978, up from \$6.85 in 1977. The lowest average rate was \$6.03 in Pennsylvania; the highest was \$15.99 in Alaska.

■ The national average monthly rate for pay cable was \$8.60. The lowest average rate was \$5 in Vermont; the highest was \$15.99 in Alaska.

■ In 1978, pay cable services were

offered in 760 financial entities comprising 3,079 communities. California, New York and New Jersey again were the leading states in terms of pay cable revenues.

■ Cable reached 8,200 communities in 1978, 169 fewer than in 1977. An FCC spokesperson said there was no specific explanation for the slight decline, but slight changes in the reporting requirement and the much larger responses (91%) to the latest survey required less

projection for 100% totals and made the 1978 statistic more precise.

■ Those 8,200 communities were consolidated for reporting purposes into 2,865 financial entities, the average of which had about 5,000 subscribers and total revenues of \$527,000. The FCC defines a financial entity as one or more cable systems which report as one business entity.

(For comparable cable TV data for 1977, see BROADCASTING, Jan. 1).

Schmidt re-emerges with new company in cable world

Former NCTA president hopes to implement many of the medlum's unfulfilled technological promises

There will be an unfamiliar company represented at the Western cable show that opens in Anaheim, Calif., next week, but the company's president and representative should be familiar to all in the business.

The company is Communications Technology Management and its president is Robert Schmidt.

Since stepping down from the presidency of the National Cable Television Association Aug. 1, Schmidt has been busy putting together CTM, a company that he feels will make good on many of the promises made by the cable industry over the years.

By making use of state-of-the-art technology in computers, cable, satellite and microwave, Schmidt and CTM hope to provide all the nonentertainment, two-way services that cable operators have been talking about for many years but have somehow not been able to bring to fruition.

"Some people think that cable is an entertainment service at best," Schmidt says. "We disagree." Schmidt says that there are many nonentertainment services that can be provided on an interactive basis by satellite and microwave with "cable being the critical link to the consumer."

Schmidt feels that technology is the least of CTM's problems. He says the hardware and the software are "on the shelf" and sees his job as finding the proper application of that technology.

Schmidt says that some of the services that CTM one day hopes to provide include security alarms, smoke detectors, medical alert, electronic banking, peakload management and shopping at home.

In addition, Schmidt feels that a system would give people access to all kinds of computerized information banks. This, he says, would be of particular help to small businessmen and educators.

The system Schmidt envisions is far more sophisticated than anything that has

yet been seriously considered. Schmidt wants to put a computer terminal with full keyboard into every cable home linked to the CTM system. These terminals will be interconnected with computers throughout the country by satellite—he feels that uplinks will proliferate as have downlinks—or by microwave.

Schmidt says the first couple of years the company will be involved in research and development, with "the stress on development." At the end of the period, Schmidt says, CTM will become a marketer and try to introduce one system into cable systems throughout the country.

The development will be expedited by setting up two-way cable systems in several test markets, some of which will be new systems and others rebuilt, he said. He declined to say where the first test market would be, wishing to save that announcement for Anaheim. The first test market will involve 3,000 homes.

Schmidt has entered into this project with four other investors, all of whom are also familiar faces to cable: Jack Crosby, Bob Hughes, Fred Liberman and Dick Loftus. All are long-time cable entrepreneurs; Hughes and Crosby are ex-chairmen of NCTA, and Loftus is a former secretary of the association. Crosby, Liberman and Hughes have money to invest. They sold their interests in Communications Properties Inc., a company with some 325,000 subscribers to Times-Mirror



Schmidt

last February and netted \$86 million on the deal.

Loftus recently sold a number of cable systems he owned to Prime Cable Corp., owned by himself, Crosby and Hughes.

According to Schmidt, Crosby and Liberman have bought and sold the cable systems that now make up most of Cox Cablecasting and United Cable.

Schmidt is president and chief executive officer of CTM. Tom Crowley, lured from an Arlington, Va., cable system where he served as chief financial officer, has been appointed executive vice president and chief operating officer. Regina Schewe, another with ties to the NCTA as assistant to the president, joins CTM as vice president, administration.

During the R & D phase of CTM's development, Schmidt's staff will be assisted by a number of outside consultants, including Rick Gould, a Washington consulting engineer with knowledge of satellites and cable, and Imperial Computer Service, based outside Los Angeles, Angeles.

Schmidt said that headquarters for the new company will be in the Washington suburb of McLean, Va. He said he chose that location because it is becoming a major communications center. (It is currently home for Telecomputing Corp. of America, Satellite Business Systems and Mitre Corp.) He also feels that it is a good idea to stay close to the communications policy makers at the FCC and on Capitol Hill.

stockholder would need to clear out of a holding in a field that has a high "emotional" component.

Compared with the price of the network's stock at the start of its season on Sept. 10, ABC shares were down more than 13% early last week. That drop outpaced any other among stocks of "pure" broadcasters on BROADCASTING's "Stock Index;" average performance of the group over that period was an advance of a fraction of one percent. Looked at from another angle, since the first week of November, when broadcasters began to recover from the marketwide effects of the Federal Reserve Board's interest-rate increases, ABC advanced 3.6%, while the group's average was a 7.1% climb.

Vis-a-vis the parents of the other two networks, CBS stock last week was about 10% behind its early September position, and has rebounded 5% since Nov. 7, and RCA's figures for those periods are minus 16.6% and plus 5.2%.

On the other hand, securities analysts looking at the situation tended to downplay the significance of the ratings drop in prime time as a factor affecting the company's performance next year. John Reidy of Drexel Burnham Lambert took note of ABC strength in other dayparts, especially daytime with its high profit margins, while Fred Anshel of Dean Witter Reynolds observed that "a competitive ratings race is good for everybody; it tightens up the pricing" among the three networks. Saying that the effect of the poor ratings performance is "not as obvious as it looks," Dennis Leibowitz of Donaldson, Lufkin & Jenrette sees much of the decline attributable to movies, as opposed to series which could be more important over the long term. Still, he voiced some concern that "ABC's share of the dollars might be down" next year.

Bill Suter, broadcast analyst with Merrill Lynch, concedes that the ratings shift could "have some small effect" on ABC's performance next year, but he still believes that the outlook for the company is good, with solid earnings potential. Suter is sticking with his buy recommendation for ABC. From his vantage point, while the ratings news is generating some "wondering and questioning," with people paying close attention to the effects of ABC's announced scheduled changes, there's been "no panic" among ABC investors.

Smith Barney Harris Upham's Ed Atorino has taken a somewhat more pessimistic view. Several weeks into the season, he pulled his buy recommendation on ABC, as a consequence of the ratings disappointments. Although recognizing the positive results in other dayparts, he holds that "prime time is still 50% of the business. The confidence factor is eroding a little," he says, looking at the issue's market performance.

There are indications that ABC itself is similarly seeing "concern" but not "panic" on the part of investors who want to know to what extent the ratings picture is correctable and what the company intends to do about it. On that score, the company was comfortably positioned in having revealed its schedule changes last week before the news of its third place ratings defeat broke.

Putting the picture in perspective, one industry source said what's happened in the last several weeks is that Wall Street has reflected the tighter ratings in its stock pricing, now that the ratings momentum "has taken a step across 53d Street."

Another observed that the recent activity shows the market has "grown up" and no longer "goes bananas on the ratings" as it would have some years ago; now a longer term view prevails.

Will performance in prime time affect ABC pricing on Wall Street?

There's concern, but no panic, say analysts; drop in stock since beginning of season outpaces other broadcast firms, however

With the possibility of a loss in the November sweeps looming large on ABC's horizon, signs of investor unease seem to be growing as well. "People are getting nervous" was the way one observer analyzed the situation, while another noted that the unexpected weakness in ABC's prime-time schedule might provide just the "excuse" a timid

Shop at home

Warner Cable Corp., New York, and the American Express Co., New York, have joined forces to test a "Video Catalogue Channel" on two of Warner's cable systems in Reston, Va., and Columbus, Ohio. American Express is acquiring a 50% interest in Warner Cable for \$175 million (BROADCASTING, Sept. 17).

The video catalogue will be tested for several weeks at Warner's Qube two-way interactive system in Columbus and at its system in Reston. Robert G. McGroarty, vice president of marketing for Warner Cable, said the results of this test will be the first step in developing a merchandise channel for the cable industry.

Products from the American Express Christmas catalogue will be shown at five-minute intervals. Qube viewers can activate their orders by pressing a designated button, while Reston viewers may order by telephone.

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
Kansas State Network.....	Year 8/31	\$20,455,000	+17.5	\$2,226,000	+16.5	\$1.22	\$17,396,000	\$1,910,000	\$1.10
Medcom.....	9 mo. 9/30	8,312,656	+ 9.7	324,146	-3.2	.18	7,572,586	334,771	.18
A. C. Nielsen.....	Year 8/31	398,106,000	+22.9	26,131,000	+ 7.5	2.38	323,831,000	24,297,000	2.21
Oak Industries.....	9 mo. 9/30	202,181,000	+47.3	7,649,000	+147.5	2.00	137,187,000	3,090,000	.96
Ogilvy & Mather.....	9 mo. 9/30	153,973,000	+20.5	7,708,000	- 0.9	1.89	127,790,000	7,776,000	1.97
Rollins.....	3 mo. 9/30	91,801,690	+12.9	6,463,797	+15.0	.48	81,283,396	5,620,075	.42
Times-Mirror.....	40 wk. 10/7	1,203,313,000	+12.9	109,358,000	+15.6	3.22	1,064,978,000	94,598,000	2.73
20th Century-Fox.....	9 mo. 9/29	496,254,000	+ 5.7	46,535,000	- 9.5	5.64	469,130,000	51,402,000	6.43
Walt Disney Productions.....	Year 9/30	796,773,000	+ 7.5	113,778,000	+15.6	3.51	741,143,000	98,385,000	3.04

Programing

Rerun for CBS

Network finishes first twice in as many weeks helped by 'Oh God'; NBC is second thanks to 'Smokey'

CBS-TV, for the second week in a row, grabbed top honors in the Nielsen ratings race—earning a 19.8 rating and 31.9 share for the seven nights of prime time ended Nov. 25.

Conspicuous, too, was the performance of ABC-TV—but for an inauspicious reason. For the first time since the closing week of the 1978 season, ABC found itself in the basement: two full rating points below the leader at 17.8/28.5.

NBC, which had occupied third place for the past several weeks, ran a strong second with a 19.3/31.5.

Among the regularly scheduled series, CBS's *60 Minutes* again was the top draw (31.6/47). But it was big-name movies, scheduled to beef up ratings sweep contention (see "Top of the Week") that took the first and second positions.

Leading the list, if only by a hair, was NBC's "Smokey and the Bandit" (Burt Reynolds, Sally Field, Jackie Gleason) which earned a 31.8/44. CBS's "Oh God" (George Burns and John Denver) placed second but higher in share, with a 31.7/45 that same evening.

During the 9-10 p.m. period on Sunday when the two theatrical films overlapped, the second hour of "Smokey" had about a four rating point and 5-6 share lead over the first hour of "Oh God." When "Smokey" was over, CBS soared to mid-30's ratings and 50-plus shares. Overall CBS won the night with a 28.7/41.

ABC on Sunday could muster only a 15.8/22.7 average, with *Mork & Mindy*, in particular, considerably off its usual mark, pulling a 16.4/23.

Others in the top 10 for the week were ABC's *Three's Company* (26.7/40) and *Angie* (24.5/37); CBS's *Dukes of Hazzard* (23.7/39); ABC's *Happy Days* (23.6/37); CBS's *Dallas* (23.2/40) and repeat of *Charlie Brown Thanksgiving* special (23.2/35) and NBC's 90-minute *Real People Reunion* (23.1/37).

For the week, CBS took Friday and Sunday; NBC, Monday and Wednesday, and ABC, Tuesday, Thursday and Saturday.

ABC publicly consoled itself, claiming the week atypical in the amount of special programing. Of the 22 prime-time hours, ABC said, it carried specials only 25% of the time (five and a half hours) as opposed to CBS's 48% (10½) and NBC's 32% (seven).

The specials did boost NBC to higher

levels than it has been experiencing lately. But regular series pre-emption was no guaranteed ticket to success. On Friday, for example, ABC's *Birth of The Beatles* (14.5/24) movie and *Playboy Roller Disco Pajama Party* (16.6/28) averaged only a 15.2/25.3 for the evening. In fact, specials, in at least one case, seemed to help a series. Against *Beatles* and CBS's *Captain America* part 1, NBC's previously floundering *Shirley* managed a 17.0/29.

Elsewhere in long form, NBC did well Monday with *Bob Hope on Campus* (22.5/35) as did CBS with a counterprograming theatrical movie, "The Turning Point" (20.9/34). ABC's *NFL Football*, however, was left with a 15.8/26.

NBC devoted all of Tuesday prime time to the *Last Ride of the Dalton Gang* which earned only a 17.6/28. It fared better on Wednesday with a *Real People Reunion* (23.1/37) and a *Bee Gees* special (19.0/31).

CBS may have had the high scoring "Oh God" but it also had the lowest scoring movie and program of the week: Thursday's *Letters from Frank* (11.5/21).

Outside prime time, ABC was claiming that *Good Morning America* had achieved its highest level ever, passing a five rating for the first time, with a 5.1/28. NBC's *Today*, however, still won the week with a 5.2/29. CBS had a 2.8/18.

How fares the syndicated fare?

Katz and PGW evaluate offerings; 'M*A*S*H' gets good marks from both in 33 markets surveyed; others doing well are 'Happy Days,' 'Merv' and 'All in the Family'

Which syndicated TV shows turned in the best ratings performances in the October local audience measurements? Two leading station reps, Katz Agency and Peters Griffin Woodward, offered analyses last week.

Katz Programing, New York, issued a summary of the October Nielsen Station Index and Arbitron reports on first-run TV access programing, weekday early fringe shows, afternoon movies and talk shows, and new off-network and first-run programs on independent stations. The analysis covers all 23 NSI markets, with 10 additional markets covered by Arbitron only.

In first-run access programing, *The Muppets* attained a household share of 29 and a rating of 14 while *Cross-Wits* scored a share of 28 and a rating of 15. Other top-rated shows in order were *Joker's Wild*,

Hollywood Squares, *Tic Tac Dough*, *Evening/PM Magazine* and *Family Feud*.

Scoring the highest rating in the early fringe period was *M*A*S*H* with an 11 rating and a 30 share, followed by *Tom and Jerry*, 9/27; *All in the Family*, 9/24; *Happy Days Again*, 8/24 and *Brady Bunch*, 7/23.

In the afternoon movies/talk show category, Katz's computations had the *Merv Griffin Show* on top with a rating of 7 and a share of 24, leading *Dinah Shore Show*, 7/23; *Mike Douglas Show*, 6/21; two-hour afternoon movie, 5/21, and 90-minute movie, 6/19.

In its analysis of new off-network and first-run programs on independent stations, Katz tabbed *M*A*S*H* for first place with a rating of 12 and a share of 23, followed by *Happy Days Again* with 11/20; *All in the Family*, 8/15, and *Dance Fever*, 6/13.

Katz did not include programs carried in fewer than five markets, except in the afternoon movie-talk show grouping.

In a separate analysis of the October 1979 NSI survey of 23 markets, PGW, New York, offered a critique of 20 new syndicated programs and a report on ratings, shares and demographic data on a market-by-market basis covering all programs.

PGW's appraisal points up the dictum that blockbuster prices do not necessarily mean blockbuster ratings. For example, PGW said of *All in the Family*: "The rating levels are generally well below anticipated—especially where *All in the Family* was up against weaker competitive programing." Of *Happy Days Again*, which is carried in 21 of the 23 NSI markets, PGW commented: "Registered share increases in 18 time periods and won in four markets... Yet *Happy Days* so far is not the sure hit that 150-plus markets anticipated and paid for. Are increased shares and losing time periods all that can be expected—or was *Happy Days* counted on to do too much?"

*M*A*S*H* was tabbed by PGW as the "best program buy" of the season, with both men and women audiences "extremely strong." PGW called *Jim Rockford* "a good, solid competitor with strong 18-49 demographics." *Starsky & Hutch*, according to PGW, shows "some potential" and should be evaluated in the November sweeps.

Pushed back

The steering committee, formed last September to create an international association of radio program syndicators (BROADCASTING, Oct. 29), has canceled its

prospective organization's first general meeting, scheduled for Dec. 7. Instead, the committee hopes to convene the first industrywide convention of the Association for Independent Radio Producers (AIR) in conjunction with next year's National Association of Broadcasters convention, to be held in Las Vegas, April 13-16.

The Dec. 7 meeting was canceled, said committee member, Harry O'Connor, of O'Connor Creative Services, because several committee members had developed conflicting commitments on that date. According to O'Connor, the committee plans to hold another organizational meeting on Jan. 25 to prepare an agenda for the April general membership meeting.

At the January meeting, committee members hope to establish a tentative budget and dues rate for the organization. In conjunction with that, it hopes to establish an office in Los Angeles with a full-time staff to disseminate information and coordinate paper work.

It also hopes at that meeting to establish a representative for the association in Washington to work with broadcasting trade associations and to assist members in dealing with government regulatory agencies. The Washington representative will also provide information to members about government projects as they become available to independent producers.

Hollywood group upset with plan for CPB funding

Caucus of Producers, Writers and Directors says proposal on funding independent productions would rule out many West Coast firms

The Hollywood-based Caucus of Producers, Writers and Directors has taken issue with a proposal for the funding of independently produced television programs by the Corporation for Public Broadcasting, and asserting that CPB has an "insufficient understanding and knowledge of producers and production companies and how they operate."

Furthermore, said the caucus, CPB's definition of "independent producer" and its determination of what constitutes a "small" production company "eliminates many of the Hollywood creative community ... from participation in the production of programs for CPB."

At the heart of the disagreement between the two organizations is Congress's wording of the 1978 Public Telecommunications Financing Act, which requires CPB to make grants to small, independent producers and production companies, and the funding agency's attempt to implement the new law. And the bottom line of the dispute has to do with who will be receiving a "substantial amount" of



British accent. Three TV programs from England and one from Canada were winners in the seventh annual International Emmy Awards competition sponsored by the International Council of the National Academy of Television Arts and Sciences. Some of the people involved with the winning shows were honored in ceremonies in New York, where they gathered for this photo (l-r): Richard A. O'Leary, international council president (and president of the ABC Owned Television Stations and ABC International Television); John Willis, producer and director of Yorkshire Television's *The Secret Hospital* (winner in the documentary category); David Frost, master of ceremonies for the awards presentation; Christopher Nupen, director and co-writer of Allegro Films' *Elegies for the Deaths of Three Spanish Poets* (performing arts); Gayle and Norman Sedawie, producers of Tel Pro/Canadian Broadcasting Corp.'s *Rich Little's Christmas Carol* (popular arts), and Mark Shivas and Anthony Simmons, producer and director, respectively, of the BBC's *On Giant's Shoulders* (drama).

the approximately \$40 million CPB will set aside for national programming in fiscal 1981.

Last September, CPB circulated a draft proposal on program funding of independent productions in public telecommunications. In addition to mailing copies of the eight-page paper to what corporation officials say were hundreds of independent producers and interested parties and holding meetings around the country, CPB asked the producers to provide their comments on the plan.

That's what the caucus's attorney, Samuel Sacks of Los Angeles, did—saying that the criteria CPB has established shows that the agency understands little about how television programs are made.

CPB is currently redrafting the proposal for presentation to its board of directors at a Dec. 5-6 meeting in Washington. It is believed that the new version of the proposal will accommodate at least some of the criticism of the caucus.

CPB has defined an independent producer as "any producer not under exclusive contract nor exclusively employed by a public broadcasting station or subsidiary enterprise of a station." It has interpreted "small" as meaning "an independent producer or production entity whose productions have, at the time the grant contract is made, had only limited exposure in the marketplace."

Sacks said that the definition of an independent "strikes us as unusual; many of our members are independent producers—and none falls into your definition."

"Obviously, we have no objection to engaging the 'small' independent producer, but those words can be confusing,"

Sacks wrote elsewhere in his four-page reply.

Sacks was especially concerned about the possibility of closing out productions by many of Hollywood's so-called "major independent production companies" (Tandem/TAT, MTM, Lorimar, QM, Charles Fries, Aaron Spelling, EMI, Yongestreet, David Gerber, Ed Friendly, Four-D and others) as well as the smaller firms (loan-out companies) that "generally work under the umbrella of some other production company."

"In our opinion, the size of the particular company should not be the qualifying feature CPB looks for," Sacks wrote.

"It's more a matter of speaking different languages at this point," said CPB's assistant director for legal affairs, Steve Symonds, last week. "Congress seemed to lean toward unrecognized, undiscovered talent" when it wrote the provision in the law. "It was probably the one thing we had the most trouble with."

According to Symonds, it was only after considerable internal debate that the corporation's staff declined to attach quantified criteria to define the disputed terms. At one point, he said, CPB was considering determining who could qualify according to the size of staffs or annual budgets. By avoiding such qualifications, he said, CPB will be allowed to make grants to "anybody who produces programs other than a public broadcasting station. It would enable a studio to be an independent producer."

"It's just not true," he added, that CPB is attempting to exclude the Hollywood community.

But, according to David Levy, secretary of the caucus, it is true. CPB "ignores the

giant center of world television; it turns its back on Hollywood." Public television consistently refuses to include Hollywood in its schedule, Levy said, and it has "not exploited the creative mind that is out here."

In Sacks's letter, it was claimed that the Hollywood community "would very much like to become involved with the production of programs and/or series" for public television and that many caucus members "would be willing to submit projects for consideration by CPB."

"Our programing is exported all over the world," said Levy. "The only place it's not exported to is public broadcasting."

ABC-TV retrenches

After aggressive moves this season to stake out new territory fall, it announces post-New Year line-up that sees return of powerhouses to old slots, introduction of six new series, cancellation of three

Archie Bunker still rules Sunday night. He won what was expected to be his toughest season in 11 years on television last week when ABC-TV announced that *Mork* from Ork will be bowing out of the contest.

In a series of changes in its prime-time schedule announced last week, ABC retreated from the 8-8:30 NYT time period

by withdrawing *Mork and Mindy* and moving it back to the Thursday time slot it held last year when it became one of the 1978-79 television season's biggest hits. The Sunday night change came as the bruised but still leading network announced it will be adding six new prime-time series, canceling three shows that premiered in September and moving some older programs.

No date for the changes was included in the announcement, but the network said that all will take place "in early 1980."

The midseason schedule announced by ABC Entertainment President Anthony D. Thomopoulos last Monday (Nov. 26) is far more conservative than the one ABC offered in September and suggests that the much publicized attempt by the network to strengthen its position across the week—especially in those time periods dominated by CBS-TV—fell considerably below ABC's expectations.

Although ABC has maintained its number-one position, its new schedule indicates that the network's aggressive attempt in September to spread its comedy strength over the week failed to deliver the audiences ABC anticipated. For the 10-week season of three-way competition (Sept. 17-Nov. 25), for example, *Mork* has averaged a 20.8 rating and a 32 share, down considerably from its 1978-79 season average of 28.5/46. *Laverne and Shirley* has averaged 20.2/34 this season as opposed to 30.6/46 last year. *Angie*, a midseason replacement last year with a 27.1/42, has dropped to 21.9/34 this year. *Three's Company* is the only ABC comedy that has remained in the top-10 this season, and its average numbers have dropped from 30.2/45 to 26.2/40.

As a result of such performances, the network will be shifting *L&S* from the Thursday night at 8 slot it has occupied this year to Monday at that time. *Angie* will move from Tuesday at 8:30 to Saturday at that time—where ABC had originally pencilled in the show before the start of the season. Thus, the network will be emphasizing comedy programs in early evening time periods virtually across the week.

Dropped from the network's line-up last week were *240 Robert*, *Detective School* and *Out of the Blue*. *A New Kind of Family* will continue with four more episodes, starting Dec. 15. And *The Associates*, as previously announced, will return to ABC in late March when *Soap* moves to late-night reruns. Those can-

cellations leave only *Hart to Hart* and *Benson* as undisputedly successful new programs introduced by the network in September.

New programs joining the prime-time schedule are:

Alan Landsburg Productions' *Incredible Sundays* (Sunday, 7-8), is an informational hour of "stranger-than-fiction" occurrences. The program, the only surprise entry on the list of new shows, will be occupying the early evening time period where ABC had attempted to compete against CBS's *60 Minutes* and NBC-TV's *Disney's Wonderful World* with two child-oriented comedies.

Following *Incredible* will be another new hour, *Tenspeed and Brown Shoe*, about the teaming of a "silver-tongued master of disguise and an unrivaled con artist" with "a tall, gangly, naive stockbroker." Stephen Cannell is executive producer under his new Stephen Cannell Productions banner.

One in a Million, a half hour from TOY Productions (Sol Turteltaub, Bernie Orenstein and Bud Yorkin), is the story of a Los Angeles woman cab driver who inherits the controlling interest in a corporation from one of her regular passengers. Set for airing Monday 8:30-9, following *Laverne and Shirley*, the show is being produced by Turteltaub and Orenstein.

Stone, Universal Television's story about a best-selling author who is also a detective, will run Monday 9-10. Cannell is executive producer of the series.

Goodtime Girls (Tuesday, 8:30-9) is a Paramount Television situation comedy about four young women in Washington of 1942. It is being produced in association with Miller-Milkis-Boyette Productions. Leonora Thuna is executive producer.

Aaron Spelling Productions will be offering *B.A.D. Cats* Fridays 8-9. It is the story of two race car drivers who join the burglary-auto division of the Los Angeles police department. Spelling and Doug Cramer are executive producers.

In addition to those new programs, ABC will be returning Spelling/Goldberg Productions' *Family* (Monday, 10-11) at the conclusion of the football season. The network has also said that some time in the winter of 1980 it will add *When the Whistle Blows*, "a light-hearted hour of comedy and adventure about the rough and tumble world of heavy construction," from the new Goldberg/Weintraub Productions firm. Executive producers are Leonard Goldberg and Jerry Weintraub.

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Fine tuning. CBS-TV announced more midseason schedule changes late last week. The network will be adding two comedies to its Monday line-up, moving a drama and canceling one program that made its debut in September. The changes announced last Thursday (Nov. 29) become effective Dec. 17. Other alterations to the CBS schedule were announced three weeks ago (BROADCASTING, NOV. 19).

House Calls, a Universal Television situation comedy based on that company's theatrical movie about the staff of a large general hospital, will begin airing at 9:30 on Monday night in the half-hour time period currently occupied by *WKRP in Cincinnati*.

WKRP will move to the 8 o'clock lead-off slot and be followed in the vacated *White Shadow* time period by *The Last Resort* (8:30-9), the MTM comedy that premiered to low ratings in September and has been in a hiatus since October.

Shadow will move to the 8-9 Tuesday time period currently held by *California Fever*, which will have its final airing Dec. 11.

Two-way distribution

The Center For Non-Broadcast Television will present a live, hour-and-a-half program on energy next Sunday (Dec. 9) that will be telecast to both cable systems and public television stations nationwide over two separate satellites.

The show, *Over a Barrel: Energy in the 80's*, will present a 15-minute videotape on energy problems facing the nation, followed by a panel discussion by energy experts, with viewers able to call a toll-free number to question the panelists.

The program will go to cable systems using RCA Satcom I, while public television stations will receive the program via Westar. Approximately 500 cable systems will be able to receive the show; 12 public TV stations have so far committed to airing it live, and others have decided to tape it for future airing.

The program is being underwritten by the International Association of Machinists and Aerospace Workers, whose president, William Winpisinger, will be on the panel.

Arrangements with the Public Broadcasting Service for satellite time were made by the Public Interest Video Network, which has produced two live shows this year—on nuclear power and abortion—that were aired on some PBS stations. The Washington-based group of independents is planning additional projects, as well. It has received a planning grant for a live day-long show, to be aired next Thanksgiving, that would take a look at the country as it enters the 1980's. Preliminary plans call for approximately 20 remotes from various locations nationwide.

China buys BBC shows

Following a trip by top officials to Britain, the Central Broadcasting Administration of the People's Republic of China has purchased the first programs from the BBC for transmission on China's nationwide television network.

The sales involve two series and one television play, totalling 18 hours of programming. The two series are *Anna Karenina* and *David Copperfield*; the play is *Robinson Crusoe*.

A spokesman for BBC Enterprises, Roy Bromwell, said confirmation of the purchase came less than a week after the Chinese visit, following several years of unsuccessful attempts to sell programs to the Chinese. "We now seem to have broken through the bamboo curtain," he said.

Bromwell said the BBC showed the Chinese a full range of available BBC programs and hoped this purchase would open the way for more sales in what is a major untapped world market for television exports. Bromwell would not quote the sale price, but described it as "quite substantial."

Monitor

Hail to the chief. NBC—however improved—is back in third in season-to-date ratings. But TV affiliates board publicly hasn't lost any of its fervor for network's president. Meeting in Puerto Rico last week, board issued resolution declaring: "1. Fred Silverman is our man of the year. 2. 1980 is the year of the peacock. 3. We are proud."

Now in HBO's inventory. Price wasn't revealed but Home Box Office says it has signed with Paramount for "largest [deal] of its kind": 58 films to be shown over pay cable service during next several years. Understood to be among titles: "Grease," "Heaven Can Wait" and "Foul Play."

TV's radio show. *Me? On the Radio?* is title of new comedy series being developed with Sally Struthers for CBS-TV. It's production of Warner Bros. TV in association with Mother-Struthers Productions. CBS is understood to have ordered pilot. Comedy involves Oregon girl who goes to New York seeking to be network radio star.

Bought. KTLA(TV) Los Angeles, WOR-TV New York and KPX(TV) San Francisco are first stations to purchase Sandy Frank Television Distributors' new strip game show, *Face the Music*. All will begin showing program Jan. 7, 1980.

With the new year. Westwood One radio syndication firm is adding four programs to its portfolio in January. Three are in two-and-a-half-minute segments: *On Vacation* (leisure-time activities), *On The Move* (women in news), and *Ace and Friends* (with Ace Young, KMET(FM) Los Angeles news and public affairs director). *Special Edition* is weekly hour with Sid McCoy of TV's *Soul Train*. All four are barter, with Michelob beer already set for *Special Edition*.

Reagan's reach. Syndicast Services Inc., New York, reports that 115 stations, accounting for more than 85% of U.S. television households, carried Ronald Reagan's announcement on Nov. 13 of his candidacy for Republican nomination for President. Syndicast said it cleared line-up of stations over period of one month for half-hour program.

Tabloid radio. Thirty stories weekly from *National Enquirer* will be adapted for radio use by Communications Capital Corp., New York. Each story will run about 60 seconds and will be supplied in script form. Titled *The Lively Wire*, series already has been sold to 12 radio stations in Canada. In U.S., Capital Communications initially is seeking agreement with a radio network, but will make series available for syndication if network deal is not made.

Busy marketplace. JWT Syndication has cleared *Kenneth & Co.*, two-and-a-half-minute TV insert on subjects of interest to women, in more than 40% of country. Program has been accepted by stations including WPX New York, KGO-TV San Francisco, WKBD-TV Detroit, WSBK-TV Boston and WOCA-TV Washington. . . . Twenty-five TV stations have signed for *New Ed Allen Show*, daily, half-hour exercise program being distributed by American Television Syndication, New York. Barter advertising for show is handled by La Marca Group, New York, with list of stations already lined up including WNEW-TV New York, WMAR-TV Baltimore, WTTG-TV Washington and WLS-TV Chicago. ATS also is offering *The Sensational Seventies*, production of Document Associates and La Marca. Barter vehicle comes in two forms: 24 half hours or 12 hours. . . . Gold Key International, New York, reports that for first time in its history, one country, Italy, has purchased its entire library of 110 feature films. The buyer is Italian Television. . . . In past 60 days, ITC Entertainment, New York, has grossed record foreign sales of \$6.5 million, paced by business in Japan, Mexico and Canada.

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For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Nov. 19 through Nov. 23.

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

New Stations

AM action

■ **Bald Knob, Ark.**—Broadcast Bureau granted John Paul Capps 710 khz, 250 w-D. P.O. address: 914 James Street, Searcy, Ark. 72143. Estimated construction cost \$79,796; first-year operating cost \$76,572.93; revenue \$100,000. Format: MOR. Principal: Capps, member of state legislature, formerly owned 25% of KWCK (AM)-KSER (FM) Searcy (BP-20,800). Action Nov. 9.

FM action

■ **Winfield, Kan.**—Broadcast Bureau granted Hawks Communications Inc. 105.5 mhz, 3 kw, HAAT: 183 ft. Address: 504 S. High, Pratt, Kan. 67124. Estimated construction costs \$30,000; first quarter operating cost \$12,000 and revenue \$19,600. Format: Country. Principals: Timothy A. Hawks (85%) and two others. Hawks is chief engineer at KWLS-AM-FM Pratt, Kan. (BPH790212AG). Action Nov. 9.

Ownership Changes

Applications

■ **KBLC(AM)** Lakeport, Calif. (1270 khz, 500 w-D)—Seeks transfer of control of Lake County Broadcasting Co. from Noel Knight and his son, Noel (100% before; none after) to McBerg Inc. (none before; 100% after). Consideration: \$300,000, plus assumption of liabilities. Knights have no other broadcast interests. Buyer is owned by Albert R. McDaniels and his wife, Dalma. Mr. McDaniels is announcer and salesman at station. They also manage properties in Kelseyville, Calif. Ann. Nov. 21.

■ **KWAV(FM)** Monterey, Calif. (96.9 mhz, 18 kw)—Seeks assignment of license from A-B Chemical Corp. to Buckley Broadcasting Corp. of Monterey for \$700,000. Seller is wholly owned subsidiary of National Distillers and Chemical Corp.; John E. Bierwirth is president. It has no other broadcast interests. Buyer is principally owned by Richard D. Buckley Jr. Buckley also owns 11% of KGIL(AM) San Fernando and KKHI-AM-FM San Francisco, both California; 60% of KGIL-

FM San Fernando, and 25% of Buckley Radio Sales Inc. Ann. Nov. 26.

■ **KAAP-AM-FM** Santa Paula, Calif. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 87 kw)—Seeks assignment of license from Rancho Broadcasting Inc. to Lincoln Dellar (65%), Donald E. Pummill (20%) and Louis P. Murray (15%) for \$500,000. Seller is owned by William F. Wallace and his wife, Anne, who have no other broadcast interests. Lincoln Dellar and his wife Sylvia own KMEN(AM) San Bernardino and KARM(AM) Fresno, both California. In addition, Lincoln owns small interests in KFAO-AM-FM Los Angeles and KFIG(FM) Fresno; both California. Murray is general sales manager of KARM and Pummill is officer of KACY(AM) Port Hueneme, Calif., which Dellar sold in 1977. Ann. Nov. 21.

■ **KUKI(AM)-KALF(FM)** Ukiah, Calif. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 103.3 mhz, 1.9 kw)—Seeks assignment of license from Concerned Communications Corp. to Redwood Empire Broadcasting for \$600,000. Seller is principally owned by Cal Lawton, who also owns KOBO(AM) Yuba City, Calif. Buyer is owned by Theodore S. Storck (80%) and Rodney Pacini (20%). Storck owns CP for new FM at Red Bluff, Calif. and for new AM at Willits, Calif. Pacini is former sales manager at KUKI. Ann. Nov. 21.

■ **WDEB-AM-FM** Macon, Ga. (AM: 1500 khz, 1 kw-D; FM: 105.3 mhz, 50 kw)—Seeks transfer of control of Elliott Broadcasting Co. from executors of estate of J. Martin Elliott (100% before; none after) to WDEB Communications Ltd. (none before; 100% after). Consideration: \$1,026,500. Executors who are selling stations are Alberta W. Elliott, James M. Elliott and Herbert C. Lovein. None have other broadcast interests. Buyer is owned by Thom E. Smith and group of businessmen from Montgomery and Birmingham, both Alabama. Smith is general manager at stations. Others have no other broadcast interests. Ann. Nov. 21.

■ **WCBW(FM)** Columbia, Ill. (104.9 mhz, 2.73 kw)—Seeks transfer of control of Joseph L. Lepp Inc. from all stockholders (100% before; none after) to WCBW Inc. (none before; 100% after). Consideration: \$400,000 plus \$125,000 for consulting agreement and \$50,000 for agreement not to compete. Sellers are Joseph L. Lepp (58%); his wife, Mary (39%), and Alvin H. Maeyis Jr. (3%). None has other broadcast interests. Buyer is owned by Marvin B. Kosofsky (50%) and Howard Warsaw and his wife, Miriam (25% each). They also own WVXX(FM) Highland Park, Ill.; KEST(AM) San Francisco and KPCC(AM)-KMAX(FM) Pasadena-Arcadia, both California; KUXL(AM) Golden Valley, Minn.; WYLO(AM) Jackson, Wis.; WTHE(AM) Mineola, N.Y.; KCNW(AM) Fairway, Kan., and WGRT(FM) Danville, Ind. Ann. Nov. 21.

■ **KTOC-AM-FM** Jonesboro, La. (AM: 920 khz; FM: 104.9 mhz)—Seeks assignment of license from Jackson Parish Broadcasters to General Communications Inc. for \$315,000. Seller is owned by Tracy H. Rushing and his wife, Catherine. They have no other broadcast interests. Buyer is principally owned (79%) by William J. Clark, former vice president of Hefel Broadcasting. Clark has interest in application for new FM at Macomb Broadcasting Co. Ann. Nov. 21.

■ **WESY(AM)** Leland, Miss. (1580 khz, 1 kw-D)—Seeks transfer of control of PTC Inc. from Wallace D. Hoy and family (100% before; none after) to East Delta Communications Inc. (none before; 100% after). Consideration \$250,000. Hoy have no other broadcast interests. Buyer is principally owned by William D. Jackson (51%), who also is principal owner of WBAD(FM) Leland, Miss. Ann. Nov. 26.

■ **WBEX-AM-FM** Chillicothe, Ohio (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 93.3 mhz, 18.5 kw)—Seeks transfer of control of Shawnee Broadcasting Co. from Truman A. Morris (100% before; none after) to Chillicothe Communications Inc. (none before; 100%

after). Consideration: \$448,750. Morris also owns 50.2% interest in WCAI(AM) Fort Myers, Fla. Buyer is wholly owned by Central Broadcasting Corp., owner of WKBV-AM-FM Richmond, WBAT(AM) Marion and WBIV(AM) Bedford, all Indiana. Central is owned by 50 individuals; James R. Quigg (3.33%) is chairman and his cousin William M. Quigg is president. Ann. Nov. 21.

■ **WRFD(AM)** Columbus-Worthington, Ohio (880 khz, 5 kw-D)—Seeks assignment of license from Buckeye Media Inc. to QNP Corp. for \$1,041,500, plus \$512,000 for consulting agreement and lease for land. Seller is owned by nonprofit Ohio Farm Bureau Federation; Wallace Hirschfield is president. Buyer is owned by Carl C. Nourse and his wife, Mary. They own automobile dealership in Columbus and have various other business interests, including 49% interest in WBBY(AM) Westerville, Ohio. Ann. Nov. 26.

■ **KLUF(AM)** Lufkin, Tex. (1420 khz, 1 kw-U)—Seeks transfer of control of Radio Lufkin Inc. from Radio Laredo Inc. (80% before; none after) to KLUF Radio Inc. (20% before; 100% after). Consideration: \$400,000. Seller is principally owned by John Hicks and family, who also own KLV(AM) Beaumont and KLR(AM) Laredo, both Texas. They have sold KLUF(AM) Lufkin (see below) subject to FCC approval, WTAW-AM-FM College Station, Tex. Buyer is owned by Ralph Ridinger, who has owned 20% of station since 1975. Ann. Nov. 26.

■ **WAGE(AM)** Leesburg, Va. (1290 khz, 1 kw-D)—Seeks transfer of control of Radio WAGE Inc. from Huntington Harris, Valeria H. Symington and William H. Spenser (68.75% before; none after) to Emmet Broadcasting Co. (none before; 68.75% after). Consideration: \$255,813. Sellers have no other broadcast interests. Buyer is owned by Grenville T. Emmet and family. Emmet is New York banker with no other broadcast interests. Remainder of stock is owned by A. V. Tidmore and John R. Gill (15.63% each). Ann. Nov. 21.

■ **WPUV-AM-FM** Pulaski, Va. (AM: 1580 khz, 5 kw-D; FM: 107.1 mhz, 2.85 kw)—Seeks transfer of control of Pulaski Broadcasting Corp. from John A. Columbus (100% before; none after) to Richard J. Fraser (none before; 100% after). Consideration: \$385,000. Columbus has no other broadcast interests. Fraser is clergyman in Indianapolis. He has no other broadcast interests. Ann. Nov. 21.

■ **WVOL(AM)** Berry Hill, Tenn. (1470 khz, 5 kw-D)—Seeks assignment of license from Rounsaville of Nashville Inc. to Phoenix of Nashville Inc. for \$1.3 million. Seller is owned by Robert W. Rounsaville, who also owns WSNY(AM)-WAIV(FM) Jacksonville, WLOF(AM)-WBJW(FM) Orlando and WJYW(AM) Tampa, all Florida. Buyer is group of minority Nashville businessmen; Samuel H. Howard, vice president, planning, Hospital Affiliates International Inc., and principal owner of KTPK(FM) Topeka, Kan.; Robert C. Grant, executive director of alumni affairs of Meharry Medical College; Richard A. Lewis, president of Citizens Savings Bank and Trust, and Karen A. Howard of the Third National Bank. Ann. Nov. 26.

■ **WSER(AM)** Elkton, Md. (1550 khz, 1 kw-D)—Seeks assignment of license from WSER Inc. to Elting Enterprises Inc. for \$350,000. Seller is owned by Oscar R. T. Grann, who has no other broadcast interests. Buyer is owned by John W. Elting, New York investment banker, who has no other broadcast interests. Ann. Nov. 21.

■ **WAJB(FM)** Pensacola, Fla. (107.3 mhz, 100 kw)—Seeks assignment of license from Barba Broadcasting Co. to Colonial Broadcasting Co. of Montgomery, Ala., for \$1.4 million. Seller is owned by Thomas A. Barba, who is in real estate developments in Pensacola and who has no other broadcast interests. Robert E. Lowder is president of buyer, which also owns WLWI(FM) Montgomery and is associated with Colonial Insurance Co. and Colonial Mortgage Compa-

nies, located throughout Southeast. Ann. Nov. 21.

■ **KAKE(AM)** Wichita, Kan. (1240 khz, 1 kw-D, 250 w-N)—Seeks transfer of control from KAKE Radio and TV Co. to Chronicle Broadcasting Co. for approximately \$27 million. Deal also includes Kansas Information Network, state news service and two TV stations: KAKE-TV Wichita and KUPK-TV Garden City, both Kansas. Seller is principally owned by Sherrill Corwin. Martin Umansky, chief executive officer, has agreed to join Chronicle as president and general manager of new division being formed to operate television stations. KAKE(AM) will be spun off to comply with FCC one-to-a-market rule (see below). Buyer is wholly owned subsidiary of Chronicle Publishing Co., publisher of the *San Francisco Chronicle* and owner of KRON-TV San Francisco, WOWT(TV) Omaha and Western Communications Inc., cable MSO. Paul A. Wischmeyer is president and general manager and Francis A. Martin is vice president of Chronicle Broadcasting. Ann. Nov. 19.

Actions

■ **KLUF-FM** Lufkin, Tex. (105.1 mhz, 57 kw)—Broadcast Bureau granted assignment of license from Radio Lufkin Inc. to Dick Osborn and Rusty Reynolds for \$350,000 plus \$90,000 for covenant not to compete. Seller is owned by Ralph Ridinger; John Hicks and his son, John, and Rodger B. Watkins. They also own KLUF(AM) Lufkin, and KLAR(AM) Laredo, both Texas, and have also sold WTAU-AM-FM College Station, and KLV(AM) Beaumont, both Texas, subject to FCC approval. Buyers, Osborn and Reynolds, also own KYKX(FM) Longview and KEAN-AM-FM Abilene, both Texas. Action Nov. 15.

■ **KIRL(AM)** St. Charles, Mo. (1460 khz, 5 kw-D, 500 2-N)—Broadcast Bureau granted assignment of license from Contemporary Media Inc. to Bronco Broadcasting Co. for \$642,000. Seller is principally owned by Michael S. Rice, who also owns KFMZ(FM) Columbia, Mo. Buyer is owned by William White and Johnny E. Roland and seven others. White owns vacuum cleaner retail firm in St. Louis. Johnny Roland, former professional football player and coach, works for St. Louis insurance company. None has other broadcast interests. Action Nov. 15.

Facilities Changes

AM application

■ **KXA(AM)** Seattle, Wash.—Seeks CP to change power from 1 kw to 50 kw; install DA-2; change TL and make changes in ant. sys. Ann. Nov. 26.

AM action

■ **WETT(AM)** Ocean City, Md.—Granted CP to change TL to Saltgrass Point Rd. at mouth of St. Martins River, Ocean City; install new trans.; conditions (BP-21,231). Action Nov. 8.

FM applications

■ ***WDWN(FM)** Auburn, N.Y.—Seeks CP to increase power ERP: 250 w HAAT: 88.6 ft. Ann. Nov. 26.

■ **WTZE-FM** Tazewell, Va.—Seeks CP to change TL; increase ERP: 1.8 kw (H&V) HAAT: 395 ft. (H&V) and make change in ant. sys. Ann. Nov. 26.

FM Actions

■ ***KEMC(FM)** Billings, Mont.—Granted mod. of CP to change ERP: 24.5 kw (H&V); ant. height: 320 ft. (H&V); change TL to Coburn Hill ESE of Billings; install new ant. and make changes in ant. sys. (increase height). (BMPED790226A). Action Nov. 9.

■ **KGOL(FM)** Lake Jackson, Tex.—Granted CP to change TL to two miles NW of State Hwy 35, four miles NW of Danbury, Tex.; install new ant.; make changes in ant. sys.; ERP: 100 kw (H&V); ant. height: 940 ft. (H&V) (BPH790214AD). Action Nov. 7.

■ **WKAU-FM** Kaukauna, Wis.—Granted CP to change TL to southeast of Kaukauna city limits on Weiler Rd., Buchanan Township; install new ant.; make changes in ant. sys.; change ERP: 1.0 kw (H&V); ant. height 480 ft. (H&V) (BPH-790212AD). Action Nov. 9.

In Contest

Designated for hearing

■ **Carpinteria, Calif.**—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Pacific West Broadcasters; Carpinteria Broadcasting Co. (Carpinteria); Carpinteria Broadcasting Co. (CBC); and Wilson Carpinteria Stations Co., each of which is applying for CP for new FM station on 101.7 mhz, Carpinteria, Calif., to determine whether Pacific West and Carpinteria and CBC are financially qualified to construct and operate as proposed; and with respect to Pacific West, Carpinteria, and Wilson, efforts made to ascertain community needs and problems of area to be served and means by which it proposes to meet those needs and problems; and to determine which proposal would, on comparative basis best serve public interest, and which application, if any, should be granted (by Memorandum Opinion and Order) (BC Docket Nos. 79-293-96). Action Oct. 31.

■ **Grass Valley, Calif.**—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Nevada County Broadcasters Inc. and Mother Lode Broadcasting Co. for CP for new FM station on 94.3 mhz, Grass Valley, to determine with respect to Nevada, whether it is financially qualified to construct and operate as proposed, and with respect to Mother Lode, efforts made to ascertain community needs and problems of area to be served and means by which it proposes to meet those needs and problems; which proposal would, on comparative basis, best serve public interest, and which application, if either, should be granted (by Memorandum Opinion and Order) (BC Docket Nos. 79-291-92). Action Oct. 31.

■ **WGSE(TV)** Myrtle Beach, Fla.—FCC has reinstated application of King Communications Inc. for additional time to construct WGSE(TV) Myrtle Beach, S.C., and designated application for oral argument before FCC Review Board. Issue to be resolved in oral argument is whether King's reasons for more time show that failure to complete construction was due to causes beyond its control, or constitute showing of other matters sufficient to warrant further extension of time. Action Nov. 6.

■ **KDWN(AM)** Las Vegas—FCC has designated for hearing application of Radio Nevada Corp. to increase nighttime power of KDWN(AM) Las Vegas, from 10 to 50 kw. WGN Continental Broadcasting Co., licensee of co-channel Class I-A station WGN(AM) Chicago, objected to power increase, stating proposed nighttime-directional antenna array was unstable and could not be adjusted and maintained, which would cause objectionable interference to WGN's 0.5 mV/m 50 percent skywave service area. Action Nov. 11.

FCC decisions

■ FCC has denied petition by Community Coalition for Media Change (CCMC) for reconsideration of Oct. 1978 grant of license renewal for KTVU(TV) Oakland, Calif., licensed to Miami Valley Broadcasting Corp. (Miami). Last year CCMC petitioned to deny KTVU

renewal, alleging employment discrimination, lack of Black-oriented programming, and Fairness Doctrine violations. Petition was denied and KTVU granted conditional renewal, pending outcome of several employment discrimination cases. Action Nov. 9.

■ FCC has waived its signal carriage rules and granted Total Television of Amarillo, permission to carry three distant independent television signals on its cable television system at Amarillo, Tex., provided no opposition is filed within 20 days. If opposition is filed, action on Total's request will be deferred. In granting waiver, FCC reversed March 1979 ruling by Cable Television Bureau denying Total's request because Total submitted supplemental information concerning economic impact of its carriage of three distant signals on three local Amarillo television stations. Action Nov. 6.

■ FCC has denied Henry M. Henderson reconsideration of its July 24 action upholding Broadcast Bureau's denial of informal objection against license renewal of WAGA-TV, WSB-TV and WXIA-TV, all Atlanta, Ga. FCC said Henderson had failed to present new evidence which would support claim that issue he raised involving ridicule, humor or stereotyping of eyeglasses and eyeglass wearers, was controversial and of public importance. Action Nov. 6.

Procedural rulings

■ **KMJ-TV** Fresno, Calif. (McClatchy Newspapers and San Joaquin Communications Corp) **TV proceeding:** (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick granted petition by McClatchy and amended its application to report that on Oct. 26, El Dorado Newspapers acquired all of assets outstanding in business of publishing The Clovis Independent and Tribune, newspaper published in Clovis, Calif., and to report election of certain McClatchy principals as officers and directors of Telcab Communications Inc., which seeks to construct and operate cable television system in Washoe County, Nev. Action Nov. 14.

■ **Miami** (The New Continental Broadcasting Co. et al.) **AM Proceeding:** (BC Docs. 79-305-12)—ALJ Lenore G. Ehrig designated ALJ Walter C. Miller as presiding judge; scheduled prehearing conference for Jan. 4, 1980 at 9:00 A.M. and hearing for Feb. 4, 1980 at 10:00 A.M. in Washington, D.C. Action Nov. 16.

■ **Lincoln, N.D.** (KBMR Radio Inc.) **AM Proceeding:** (BC DOC. 79-253)—ALJ Lenore Ehrig designated ALJ John M. Frysiak as presiding judge; scheduled prehearing conference for Dec. 18 at 9:00 A.M. and hearing for Jan. 17, 1980 at 10:00 A.M., in Washington, D.C. Action Nov. 16.

■ **Lancaster, Wis.** (Joy Broadcasters and Beverly J. Peterson and Bert R. Peterson) **FM Proceeding:** (BC Docs. 79-303-04)—ALJ Lenore G. Ehrig designated ALJ John M. Frysiak as presiding judge; scheduled prehearing conference for Dec. 17 at 9:00 A.M. and hearing for Jan. 16, 1980 at 10:00 A.M. in Washington, D.C. Action Nov. 14.

Rulemaking

Petition

■ **Maitland, Fla.**—Midwest Cable Inc. requests amendment of rules to restrict foreign ownership of U.S. cable television systems (RM-3528). Ann. Nov. 19.

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Allocation

Petition

■ Metairie, La.—Robert Allen requests amendment of FM Table of Assignments to assign 98.3 mhz to Boyce, La. (RM-3527). Ann. Nov. 19.

Translators

Applications

■ Tucson, Ariz.—Tucson Television Society seeks CP for new UHF translator on ch. 27 (TPO: 1000 w. HAAT: 200 ft.) to rebroadcast directly KNXV-TV Phoenix. Ann. Nov. 19.

■ Austin, Nev.—Las Vegas Valley Broadcasting Co. seeks CP for new VHF translator on ch. 6. (TPO: 10 w. HAAT: 20 ft.) to rebroadcast indirectly KVBC(TV) Las Vegas. Ann. Nov. 19.

■ Ely and McGill, both Nevada—Las Vegas Valley Broadcasting Co. seeks CP for new UHF translator on ch. 58 (TPO: 100 w. HAAT: 25 ft.) to rebroadcast indirectly KVBC(TV) Las Vegas. Ann. Nov. 19.

■ Eureka, Nev.—Las Vegas Valley Broadcasting Co. seeks CP for new VHF translator on ch. 57. (TPO: 100 w. HAAT: 20 ft.) to rebroadcast indirectly KVBC(TV) Las Vegas. Ann. Nov. 19.

■ Littlefield and adjacent area, Nev.—Clark County Bd. of Commissioners seeks CP for new UHF translator on ch. 39 (TPO: 20 w. HAAT: 30 ft.) to rebroadcast directly KSHO(TV) Las Vegas. Ann. Nov. 20.

■ Littlefield and adjacent area, Nev.—Clark County Bd. of Commissioners seeks CP for new UHF translator on ch. 36 (TPO: 20 w. HAAT: 30 ft.) to rebroadcast directly KLAS-TV Las Vegas. Ann. Nov. 20.

■ Mesquite and Bunderville, both Nevada—Clark County Bd. of Commissioners seeks CP for new VHF translator on ch. 7. (TPO: 10 w. HAAT: 100 ft.) to rebroadcast indirectly KSHO(TV) Las Vegas. Ann. Nov. 20.

■ Mesquite and Bunderville, both Nevada—Clark County Bd. of Commissioners seeks CP for new VHF translator on ch. 9 (TPO: 10 w. HAAT: 100 ft.) to rebroadcast indirectly KVBC(TV) Las Vegas. Ann. Nov. 20.

■ Mesquite and Bunderville, both Nevada—Clark County Bd. of Commissioners seeks CP for new VHF translator on ch. 11. (TPO: 10 w. HAAT: 100 ft.) to rebroadcast indirectly KLAS-TV Las Vegas. Ann. Nov. 20.

■ Clark and rural area, Wyoming—Park County seeks CP for new VHF translator on ch. 7. (TPO: 10 w. HAAT: 23 ft.) to rebroadcast indirectly KRMA-TV Denver. Ann. Nov. 19.

■ Clark and rural area, Wyoming—Park County seeks CP for new VHF translator on ch. 11. (TPO: 10w. HAAT: 23 ft.) to rebroadcast indirectly KTWO-TV Casper, Wyo. Ann. Nov. 19.

■ Cody, Powell and rural area, all Wyoming—Park County seeks CP for new UHF translator on ch. 51. (TPO: 100 w. HAAT: 27 ft.) to rebroadcast indirectly KTWO-TV Casper, Wyo. Ann. Nov. 19.

■ Cody, Powell and rural area, all Wyoming—Park County seeks CP for new UHF translator on ch. 49 (TPO: 100 w. HAAT: 27 ft.) to rebroadcast indirectly KRMA-TV Denver. Ann. Nov. 19.

■ Meeteetse and rural area, Wyoming—Park County seeks CP for new UHF translator on ch. 65. (TPO: 100 w. HAAT: 25 ft.) to rebroadcast indirectly KTWO-TV Casper, Wyo. Ann. Nov. 19.

■ Meeteetse and rural area, Wyoming—Park County seeks CP for new UHF translator on ch. 63. (TPO: 100 w. HAAT: 25 ft.) to rebroadcast indirectly KTWO-TV Casper, Wyo. Ann. Nov. 19.

■ Meeteetse and rural area, Wyoming—Park County seeks CP for new UHF translator on ch. 69. (TPO: 100 w. HAAT: 25 ft.) to rebroadcast indirectly KTVQ-TV Billings, Mont. Ann. Nov. 19.

■ Meeteetse and rural area, Wyoming—Park County seeks CP for new UHF translator on ch. 67. (TPO: 100 w. HAAT: 25 ft.) to rebroadcast indirectly KULR-TV Billings, Mont. Ann. Nov. 19.

Cable

■ Salem Cable TV Co. for Odin, Ill. (IL0327) new system.

■ Tele-Media Co. of Lake Erie for Conneaut, North Kingsville, and Kingsville, all Ohio (OH0028, 282, 399) add signal.

■ LaMesa Cable TV Co. for LaMesa, Tex. (TX0086) add signal.

■ Badger CATV a Joint Venture for Ladysmith, and Flambeau, both Wisconsin (WI0012, 157) add signal.

■ Murfreesboro Cable Television Co. for Murfreesboro, Tenn. (TN0082) add signal.

■ Quincy Cable TV Inc. for Quincy, Wash. (WA0285) add signal.

■ Telecable Associates Inc. for Rayne, La. (LA0169) new system.

■ Cable Services Inc. for Blue Springs, Neb. (NE0046) add signal.

■ Northwest Cablevision Inc. for Seattle, Des Moines, Issaquah, and Kent, all Washington (WA0069, 121, 2, 065) add signal.

■ Teleprompter of Seattle for King (North), King (Central), King (South), Medina, Normandy Park, Benton, and Tukwila, all Washington (WA0083, 123, 083, 1, 188, 068, 205) add signal.

■ Television Enterprises Inc. for Sonora, Tex. (TX0578) new system.

■ Teleprompter Corp. for North Ridgeville, Ohio (OH0696) new system.

■ Teleprompter Corp. for Maquoketa, Iowa (IA0100) new system.

■ Teleprompter Southeast Inc. for Hypoluxo, Fla. (FL0471) new system.

Call Letters

Applications

Call	Sought by
	New AM
KMNO	Redwood Empire Radio, Willits, Calif.
	New FM's
*WMFE-FM	Florida Central East Coast Educational Television, Orlando, Fla.
*KIWR	Iowa Western Community College, Council Bluffs, Iowa
KDWZ	SS Broadcasting Inc., Crookston, Minn.
	New TV
WLYJ	Christian Communication Center Inc., Clarksburg, W. Va.
	Existing AM's
KWXI	KQAC Glenwood, Ark.
KKRP	KORD Pasco, Wash.

Grants

Call	Assigned to
	New FM's
KJAD	KUAI Inc., Kauai, Hawaii
*WXPB	Trustees of Univ. of Pennsylvania, Philadelphia
	Existing AM's
WRKT	WMOD Cocoa Beach, Fla.
KXKS	KKJY Albuquerque, N.M.
	Existing FM's
KABK-FM	KMCW-FM Augusta, Ark.
WRKT-FM	WRKT Cocoa Beach, Fla.
WKCX	WROM-FM Rome, Ga.
KSAS	KFIX-FM Liberty, Mo.
WSKS	WLWS Hamilton, Ohio

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3183	142	3305
Educational FM	983	0	31	1014	78	1090
Total Radio	8813	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	80	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	383	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

**Includes off-air licenses

WWL-TV Goes Harris!

WWL-TV, New Orleans, Louisiana goes Harris with a Circularly Polarized TV Antenna

For complete information, write Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301



The Broadcasting Playlist™ Dec 3

Contemporary

Last week	This week	Title □ Artist	Label
1	1	<i>Babe</i> □ Styx	A&M
2	2	<i>Still</i> □ Commodores	Motown
8	3	<i>Escape</i> □ Rupert Holmes	Infinity
3	4	<i>Heartache Tonight</i> □ Eagles	Elektra
4	5	<i>No More Tears</i> □ Stetsand/Summer	Columbia/Casablanca
9	6	<i>Please Don't Go</i> □ KC & Sunshine Band	TK
13	7	<i>Take the Long Way Home</i> □ Supertramp	A&M
12	8	<i>Ladies' Night</i> □ Kool & the Gang	De-Lite
7	9	<i>Ships</i> □ Barry Manilow	Arista
6	10	<i>Rise</i> □ Herb Alpert	A&M
5	11	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
16	12	<i>You're Only Lonely</i> □ J.D. Souther	Columbia
14	13	<i>We Don't Talk Anymore</i> □ Cliff Richard	EMI/America
17	14	<i>Rock With You</i> □ Michael Jackson	Epic
10	15	<i>Dim All the Lights</i> □ Donna Summer	Casablanca
18	16	<i>Do That to Me</i> □ Capt. & Tennille	Casablanca
23	17	<i>Send One Your Love</i> □ Stevie Wonder	Tamla
15	18	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
29	19	<i>Head Game</i> □ Foreigner	Atlantic
32	20	<i>Jane</i> □ Jefferson Starship	Grunt
19	21	<i>Cruisin'</i> □ Smokey Robinson	Motown
20	22	<i>Pop Muzik</i> □ M.	Sire
26	23	<i>Half the Way</i> □ Crystal Gayle	Columbia
11	24	<i>Tusk</i> □ Fleetwood Mac	Warner Bros.
21	25	<i>Cool Change</i> □ Little River Band	Capitol
33	26	<i>Better Love Next Time</i> □ Dr. Hook	Capitol
28	27	<i>Coward of the County</i> □ Kenny Rogers	United Artists
34	28	<i>This Is It</i> □ Kenny Loggins	Columbia
—	29	<i>The Long Run</i> □ Eagles	Elektra
30	30	<i>If You Remember Me</i> □ Chris Thompson	Planet
27	31	<i>All My Love</i> □ Led Zepplin	Swan Song
35	32	<i>I Want You Tonight</i> □ Pablo Cruise	A&M
37	33	<i>Don't Do Me Like That</i> □ Tom Petty	Backstreet
38	34	<i>Please Don't Leave</i> □ Lauren Wood	Warner Bros.
24	35	<i>Don't Stop Til You Get Enough</i> □ Michael Jackson	Epic
39	36	<i>Sail On</i> □ Commodores	Motown
36	37	<i>Dreaming</i> □ Blondie	Chrysalis
43	38	<i>Damned If I Do</i> □ Alan Parsons Project	Arista
42	39	<i>Don't Let Go</i> □ Isaac Hayes	Polydor
—	40	<i>Forever Mine</i> □ O'Jays	Phila. Int'l.
41	41	<i>This Night Won't Last</i> □ Michael Johnson	EMI/America
25	42	<i>Lovin' Touchin' Squeezin'</i> □ Journey	Columbia
47	43	<i>Train Train</i> □ Blackfoot	Atco
40	44	<i>Dream Police</i> □ Cheap Trick	Epic
50	45	<i>Peter Piper</i> □ Frank Mills	Polydor
—	46	<i>Third Time Lucky</i> □ Foghat	Bearsville
—	47	<i>Love Pains</i> □ Yvonne Elliman	RSO
—	48	<i>Chiquitita</i> □ Abba	Atlantic
22	49	<i>Good Girls Don't</i> □ The Knack	Capitol
31	50	<i>Come to Me</i> □ France Joli	Prelude

Playback

Echoing success. Dionne Warwick's first single in five years, *I'll Never Love This Way Again* (Arista), recently slipped from an eight-week reign within "Playlist's" top ten. Her follow-up single, *Deja Vu* (Arista) appears to be confirming the success of her comeback. Originally written and recorded as an instrumental by Isaac Hayes, *Deja Vu* is already in the top 10 at a number of radio stations. And Gary Kirk, program director at WRFC(AM) Athens, Ga., predicts that, "although it may not have quite the appeal of the first single, *Deja Vu* is definitely a top 15 record nationally." **Autumn sounds.** Creating a stir among programers this week is *Yes I'm Ready* (Casablanca), a duet by Teri Desario and K.C. & the Sunshine Band's H.W. Kasey. "It's a very nice remake of the 1960's hit by Barbara Mason," comments Chip Mosley, music director at KLIK(AM) Jefferson City, Mo. "And the fact that Casablanca has begun promoting H.W. Kasey's production work and background vocals on it has increased its acceptance among programers." Kirk describes the single as "beautiful, crisp-sounding music for the fall, and a remake of a song that's been out of circulation long enough not to offend the listening audience." **Changing pace.** Yvonne Elliman achieved fame last year with the help of the Bee Gees, who produced *If I Can't Have You* (RSO), her single which finished at 19 on BROADCASTING'S top 100 records for 1978. Her latest single, *Love Pains* (RSO), has been most successful on adult contemporary radio. "It generates instant phone response," says Mosely, who has also found it draws immediate positive reaction in call-out research.

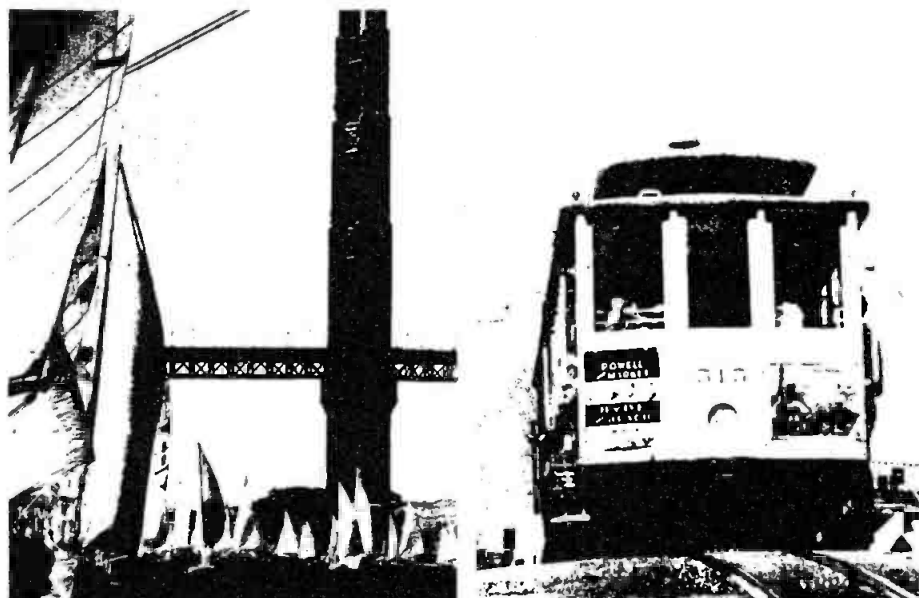
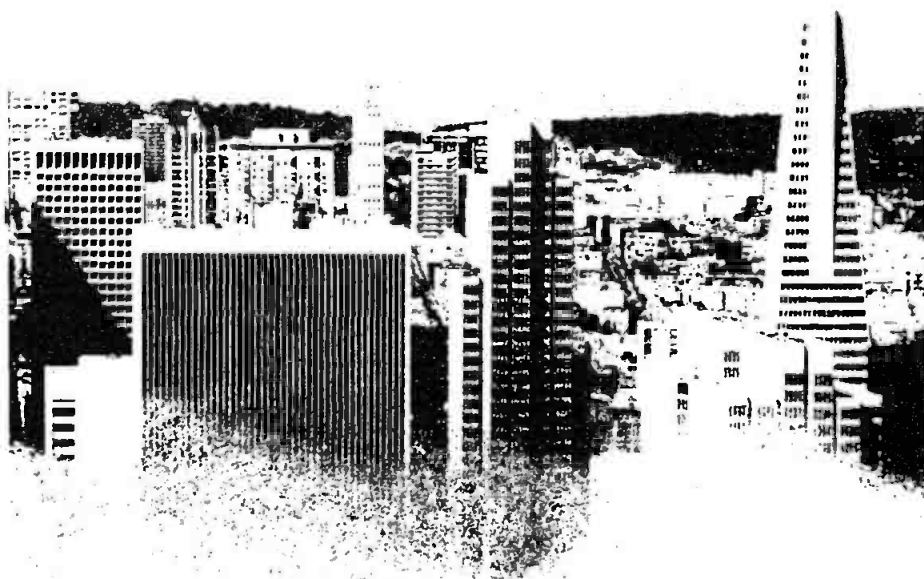
Country

Last week	This week	Title □ Artist	Label
3	1	<i>Blind in Love</i> □ Mel Tillis	Elektra
1	2	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
3	3	<i>Come With Me</i> □ Waylon Jennings	RCA
4	4	<i>Half the Way</i> □ Crystal Gayle	Columbia
8	5	<i>Should I Come Home</i> □ Gene Watson	Capitol
7	6	<i>Missing You</i> □ Charley Pride	RCA
5	7	<i>Lady in the Blue Mercedes</i> □ Johnny Duncan	Columbia
16	8	<i>You Show Me Your Heart</i> □ Tom T. Hall	RCA
10	9	<i>Whiskey Bent & Hell Bound</i> □ Hank Williams Jr.	Elektra
11	10	<i>Pour Me Another Tequila</i> □ Eddie Rabbitt	Elektra
15	11	<i>Happy Birthday Darlin'</i> □ Conway Twitty	MCA
12	12	<i>I Cheated Me Right Out of You</i> □ Moe Bandy	Columbia
14	13	<i>My World Begins</i> □ Dave & Sugar	RCA
13	14	<i>Mississippi</i> □ Charlie Daniels Band	Epic
19	15	<i>Coward of the County</i> □ Kenny Rogers	United Artists
14	16	<i>My Own Kind of Hat</i> □ Merle Haggard	RCA
25	17	<i>I've Got a Picture of Us</i> □ Loretta Lynn	MCA
6	18	<i>Blue Kentucky Girl</i> □ Emmylou Harris	Warner Bros.
23	19	<i>Rusty Old Halo</i> □ Hoyt Axton	Jeremiah
9	20	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
—	21	<i>Crazy Blue Eyes</i> □ Lacy J. Dalton	Columbia
—	22	<i>Help Me Make It Through the Night</i> □ Willie Nelson	Columbia
18	23	<i>You're My Kind of Woman</i> □ Jacky Ward	Mercury
24	24	<i>One Thing My Lady</i> □ Mel Street	Sunset
—	25	<i>I Hate the Way I Love It</i> □ Rodriguez/McClain	Epic

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 \uparrow indicates an upward movement of five or more chart positions between this week and last.

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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager—New beautiful music station in deep South market of 60,000. Airdates early 1980. \$24,000+. Equity possible. Superior Broadcasting Company, Inc. J. Boyd Ingram, President, PO Box 73, Batesville, MS 38606.

General Manager for a Midwest AM/FM. We are seeking a professional currently working as General Manager or Sales Manager! Stations now billing over one million. Top salary, benefits, and incentives. Box K-219.

General Manager for high powered full time AM. Possible FM. Single station market in one of the most beautiful sunbelt locations in the US. Market exploding. Highly sales oriented with administrative ability. Energetic young person or seasoned broadcaster with children. Part of growing chain. Great opportunity. EOE. Box K-215.

Boston—General and Sales Manager needed by daytimer in competitive market. Must know direct retail sales and agency business, be able to direct sales staff, and supervise all areas of station business. Plenty of growth potential; we're looking for someone who can tap it. EOE M/F Full info to Dan Murphy, President; WCAS Radio; 380 Green St.; Cambridge, MA 02139.

Opportunity for dynamic General Manager who understands marketing and sales. Strong market in the growing West. All replies in strictest confidence. Send resume to Box K-210.

Group owner is expanding again. Applicant must have management experience and a very successful record. Total compensation will be in \$40,000 range for applicant selected. EOE. Send complete resume to Box K-196.

Sales Manager-WEBC-Duluth. Promotion of former Sales Manager to General Manager has created this opening. Welsh training helpful. Salary, benefits, and incentives yield \$30,000 plus. Phone 218-236-7900 or write Jim Lakoduk, Midwest Radio, Box 2983, Fargo, ND 58108.

Sales Manager: Aggressive, professional sales motivator needed for affiliate of rapidly expanding broadcast group. Potential limited only by your own ambition. Top rated rock station in a magnificent Rocky Mountain setting. If you're a proven winner, send resume to PO Box 1165, Helena, MT 59601. Ph. 406-442-4490. EOE.

Sales Manager for established Beautiful Music FM in deep South. Good ratings. Must have successful sales background. Hard worker and able to sell city's largest banks and auto dealers. Confidential. EOE. Send resume with full info and references to Box K-184.

Salesperson, Rocky Mountain state, excellent market, strong account list, good compensation. All replies in strictest confidence. Send resume to Box K-176.

Development Director, WCBU FM. Responsible for obtaining operating and capital financial support; will plan, administer and coordinate all station fund raising activities, grant applications. Qualifications: Bachelor's degree and two to four years' related experience. Written and verbal communication skills essential. Send application to: Joel L. Hartman, WCBU FM, 1501 W. Bradley Avenue, Peoria, IL 61625. An affirmative action/equal opportunity employer.

Corporate Vice President—Marketing & Sales Minimum 10 years. General & Sales Management. Successful track record in at least three markets and three formats. Strong suit in marketing, sales strategy and training. Extensive travel required. Send resume and salary requirements to Entercom, One Bala Cynwyd Plaza, Suite 225, Bala Cynwyd, PA 19004. EOE.

Sales Manager. Successful salesperson possessing ability to be successful sales manager Lead and inspire AM and FM sales staffs. If you're good and seeking good future, send resume, Norm Hankoff, VP & GM. K-TAHOE AM/FM, PO Box AM, South Lake Tahoe, CA 95705. EOE.

WSAI AM/FM, Cincinnati, Ohio looking for a General Sales Manager. Must be experienced in Local and National Sales. All calls and resumes should be directed to Gil Rozzo, General Manager, at W. 8th & Matson Place, Cincinnati, OH 45204. Phone 513-251-5700. We are an Equal Opportunity Employer.

Augusta Georgia needs an on-the-street selling GSM for adult contemporary station. Excellent climate and fast growing market. Resume and salary requirements to Box M-14.

Manager: Position for general manager of Maryland full-time station. Prefer ambitious young person with sales experience. Potential ownership interest available based upon performance. Send complete resume to Radio, Box 429, Harrisonburg, VA, 22801.

Young, Aggressive Sun-Belt broadcast group, looking for take charge general manager, sales manager, and program director for new acquisition. Send full resume with references to Box M-30.

Growing group needs qualified Sales Managers and Sales Persons—Stations in Texas, Arkansas, and Iowa. Resumes with performance record to Box 5283, Longview, TX 75604. Equal Opportunity Employer.

Promotion Director—West Coast leading News/Talk Radio Station seeking an aggressive professional to direct promotion of Market's No. 1 Station. We have the tools ... bring us the know-how. Send resume, references, and salary requirements to Box M-37.

General Manager for non-profit radio drama production house; grantsmanship, marketing, staff supervision, administration, business management, etc. \$18,000—\$20,000. National Radio Theatre, 612 N. Michigan, Chicago, IL 60611.

HELP WANTED SALES

Current or budding sales pro needed ... join a rapidly growing broadcast group; start at our beautiful Central New York location; selling for the only AM and No. 1 FM. We use the Jennings system, it works and you make big \$; We have to expand our staff. Send resume to: Jeff Lyon, Sales Manager, WDS/WSRK, 104 Chestnut Street, Oneonta, NY 13820. EOE.

Sales Manager. Experienced and successful sales person desiring to move up as sales manager with long-established, profitable Midwestern AM/FM operation. Must be able to lead and inspire sales people. Good salary plus percent of gross increases. All benefits. Must be a self-starter. Send detailed resume, salary requirements to: George Walker, Managing-Owner, WKEI/WJRE(FM), Kewanee, IL 61443. EOE.

California live contemporary creating two new sales positions. Salary plus commission plus fringe exchanged for track record, references. Resumes: Mike Moysé, GM, Box KOKQ, Monterey, CA 93940.

The living's great in New England, and there's real opportunity for growth with WNBX-FM, beautiful music at its best. If you're a go-getter, let's get together. Call E.H. Close, WNBX-FM, Keene, NH 603-352-9230.

Experienced Salesperson needed to handle established accounts for No. 1 station in New York's Hudson Valley. Annual comp \$16K to \$18K first year. Expense allowance. Liberal commission plan or billing. Write Walter C. Maxwell, WGHQ, CPO 1880, Kingston, NY 12401. EOE.

Opening for successful salesperson—broadcaster, advancement opportunity 12 station group. East Texas AM/FM. EOE/M/F Art Lay, 713-384-2544.

Colorado. If you're a motivated small market sales specialist who likes to work hard—you'll love this opportunity in one of Colorado's most beautiful hunting, fishing and skiing areas. New ownership. Management possibilities. Send resume with references to Bob Gourley, Box 631, Monte Vista, CO 81144. An Equal Opportunity Employer.

Sales Manager, No. 1 rated AM-FM in Southeastern Wisconsin. Excellent earning potential & good fringe benefits. Resume & sales history to, George Baumann, 609 Home Ave. Waupun, WI 53963 414-324-4442.

Pacific Northwest radio group interviewing salespeople interested in a career with a growing, progressive company. 2-3 years experience required. Station's include KEED Eugene, Oregon; KRDR Gresham, Oregon (Portland market); KGAA Kirkland, Washington (Seattle market). All are prosperous radio markets. Contact Charles W. Banta, KRDR, PO Box 32, Gresham, OR 97030; 503-667-1230. EOE.

No. 1 Contemporary station in Beaumont, Texas' 4th largest market, seeks experienced Account Executive. Aggressive individual can earn in excess of \$30,000 first year. Money Magazine describes Beaumont as the No. 1 growth market of the 80's—"boom town" U.S.A. 20 year old broadcast group offers guaranteed salary, liberal commission and excellent fringe benefits. Resume to Tom Gibson, KWIC-FM, PO Box 8067, Beaumont, TX 77705. 713-842-2210.

Account Executive for small market station must have a good "on the street" sales track record. No prima-donnas. Apply only if you can sell radio and are willing to work, serious and honest. Near St. Louis all details WINU-Box 303, Highland, IL 62249.

Madison, WI. Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Midwest group seeks eager-sales person, recent college grad or with 1-2 years experience. Our people earn far more and Madison living is superior. All management and stockholders drawn from within our group. WISM, Madison, WI 53701 Midwest Family Station (EOE).

Sales/Sales Manager—Aggressive, sales oriented station in the Northwest looking for experienced sales people and Sales Manager. Sales people must be proven producers. Sales Manager must have ability to sell at agency level and manage sales staff. Excellent opportunity. Company benefits. Very unique market with outstanding growth. EOE. Send complete resume to Box K-220.

Experienced local sales rep. Top adult music station along Central California Coast. Must be honest, dependable, creative with solid references. Send resume to Gen. Mgr., KUNA PO, Box 1400, San Luis Obispo, CA 93406. EOE.

Excellent opportunity in medium major Midwest market for experienced pro. Resume, salary history to Box M-7.

Account Executive, experienced, for unique country music station in fastest growing market in Northwest Indiana, 50 miles east of Chicago. Send resume and sales commission history to Leigh Ellis, WLJE-FM, PO Box 149, Valparaiso, IN 46383.

GSM—Florida. Aggressive AM/FM needs experienced street-fighter for hot 3 man staff in top 100 market. We offer guaranteed commissions now and equity later. Box M-49.

Sales person wanted: a new and rapidly expanding broadcast group needs "the exceptional" money maker. We need big thinkers and doers to make us and you grow. Interested? Call Bob or Kent now, at 515-357-7585.

HELP WANTED ANNOUNCERS

29 Year Central Fla AM going full time. Need 1st ticket announcer—Contact Tom Thornburg, WIPC, Lake Wales, FL 813-676-1486. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Announcer for Stereo Rock—Experience, talented and creative. Strong on copy writing and production, too!! Outstanding opportunity to be on the ground floor of a growing station in a rapidly growing community. Send air check, resume and salary history to: Phil Londagin, Q-104, PO Box 1478, Borger TX 79007. E.O.E. M/F

KKMA-100,000 Watt Powerhouse, Pryor, Okla. Immediate opening for morning announcer/newsports. Adult/Contemporary. 8 miles from 65 mile lake. Near Tulsa. Community oriented individual. Good bucks. Tape and resume to P.D., Box 66, Pryor, OK 74361. (Equal Opportunity Employer).

New automated FM station in Michigan's Upper Peninsula. Good production a must. Tape and resume to: Harvey Desnick, Stereo 98, Box 407, Houghton, MI 49931.

ARB rated No. 1 50 KW AM contemp. Country station in the sunny south is looking to fill a future air opening. Experience is a must. Need great pipes and excel at production and be a stable family oriented communicator. Excellent working conditions. New facilities. Send current tape, resume, and references to Tom Williams, P.D., KWKH Radio, PO Box 21130, Shreveport, LA 71120. An Equal Opportunity Employer.

Central Pennsylvania Country Station now accepting applications for morning announcer. Should be strong on production and news. Send resume, references and salary needs to Box K-232.

Morning Personality for growing suburban AM, production skills, ability to interview, authoritative news presentation a must. Send tape, resume and salary requirements to WJMQ, PO Box 1170, Norfolk, MA 02056. Females and minorities are encouraged to apply.

Production-Copy Specialist opening: In house promotion provides rare opportunity. We are looking for someone who can handle copy preparation and production for both of our stations. Tapes and resumes to Colleen Culbertson, Program Director, WKBV-WRIA, PO Box 1646, Richmond, IN 47374. An equal opportunity employer.

WQBK Talk Radio seeks bright, mature person for swing, or other shifts—interacting with audience, guests and staff. E.E.O. Send tape, WQBK, Box 1300, Albany, NY 12201.

Live on Florida's Space Coast and enjoy the sun. AM Modern Country and FM Beautiful Music. Tapes and Resumes: Bill Buckley, P.D., PO Box 2029, Cocoa, FL 32922. EOE.

Producer-Announcer, WCBU FM. Produce and announce classical music programming. Requirements: Bachelor's degree in radio or music-related field and two years experience in public or classical format radio. FCC Third class license and good on-air delivery required. Send resume, addresses and telephone numbers of 5 professional references and audition tape to: Joel L. Hartman, WCBU-FM, 1501 W. Bradley Avenue, Peoria, IL 61625. An affirmative action/equal opportunity employer.

Need Top Notch MOR talent and News People at radio station in Southern N.Y. Send tape and resume to Program Director, Box 151, Endwell NY. No phone calls.

Full time announcer. Good production. Top midwest C&W station. Good starting salary. Immediate opening. Tape & resume KHMO Radio, Box 711, Hannibal, MO 63401 314-221-3450.

Morning Drive Announcer for a live "Beautiful-Contemporary" format. You'll join a newsman and staff meteorologist for three-man morning team. Must have solid experience, mature voice and be strong on production. Tape and resume to WSRS, West Side Station, Worcester, MA 01602 EOE. Our first morning opening in six years.

NW Arkansas 100,000 watt rocker needs experienced jock, plus production. Great opportunity for the right person. Send resume and air-check to Dan Hentschel, KMCK, PO Box 1386, Fayetteville, AR 72701. E.O.E.

Wanted: 1st class license for mountain top job. Isolated. call 307-864-3655.

Automated Class C needs sports director, announcer with strong production. 5 day week. \$200/wk starting salary. Tape and resume to Roger Utnehmer, PO Box 310, Antigo, WI 54409.

Joy FM 94. Beautiful music for Palm Beach, Florida needs an announcer to fit its FM 100 format. Employee stock plan, health benefits, and a great growth company. Tape, resume, now to Carl Como, WNJY, 100 W. Blue Heron Blvd., Riviera Beach, FL 33404.

The country music leader in Southern California, KSON AM, has immediate opening, for a veteran mid-night to 6 a.m. Jock. Tapes and resumes to Rod Hunter, KSON AM, San Diego, CA 92115. Will accept calls at 714-286-1240. EOE.

Kentucky—Need C&W Announcer plus sales extra. Immediate opening. Call 606-248-5842.

Southern large market. Country Music, AM radio station is looking for two very good jocks for future openings. Women and minorities strongly urged to apply also. These will be 7-Midnight and Midnight to 6:00 AM slots, \$200 per week to start. Send resume to Box M-4.

WGEE is Green Bay's Number One ARB Rated Station and we need a number one mid-day personality. If you've got good pipes, good production ability and want to work in a stable environment making good bucks, shoot a tape and resume to Duke Wright, WGEE, 115 South Jefferson Street, Green Bay, WI 54301. EOE.

Immediate opening for afternoon DJ with good voice. Some production. Prefer experience with first phone. Near St. Louis. All details. WINU, Box 303, Highland, IL 62249.

Sports Talk—Major West Coast station seeking host for nightly sports talk program. Excellent opportunity for personality with interview, telephone, and reporting talents. Box M-46.

Number one AOR radio station in Southeast Texas has rare openings. Must have a minimum of 2-years experience and willing to take direction. Send tapes and resumes to: Bobbie Choate, KZOM, PO Box 336; Port Arthur, TX 77640. EOE.

HELP WANTED TECHNICAL

Chief Engineer (AM/FM), directional AM-automated in Las Vegas. No board work. Please submit resume and salary requirements to: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone: 702-385-4241. An Equal Opportunity Employer.

Dedicated Chief Engineer wanted for top market FM operation located Northeast. Must be strong in state of the art audio processing and equipment. You will be a staff of one, well paid with the technical assistance that a group operation can offer when you require it. If you feel that you are ready to move to a major market with a growing group owner, please contact us. Send resume to Box K-97.

Midwest AM/FM facility looking for creative chief engineer. AM is directional. FM is 50,000 watts. Good benefits. Send resume as soon as possible to Box K-127.

WLSQ/WREZ Radio, Montgomery, Alabama, needs Chief Engineer immediately. Fulltime AM, Directional, Automated FM. Starting salary \$14,400. Call Gene Moorhead 205-832-4295.

Chief Engineer—WHWH(AM) and WPST(FM) Princeton/Trenton, NJ. Full maintenance responsibility for 5 kw 6-tower 24-hour AM, 50 KW 24-hour FM, studios and stl's in 3 area locations. Standby transmitters for 100 percent back up. Good administrative ability and "hands-on" experience required. Stations are highly successful and well equipped. Fully-paid retirement plan and many other benefits. Excellent area schools, and good location to live. Salary open. E.O.E. Call Lewis Edge 609-924-3600 or mail resume to PO Box 1350, Princeton, NJ 08540.

Chief Engineer needed for upper midwest 5 KW directional AM and automated FM. Salary open, free health care. Please submit financial requirements in first letter along with resume. Box K-174.

KSCB, Liberal, Kansas is now accepting applications for an engineer to handle an AM and an FM. First class license a must. Our top 40 station is also looking for a full time jock. A third class license is required. Rush tapes and resumes to Steve Armstrong, PO Box K, Liberal, KS 67901.

Chief Engineer to work in the beautiful Rockies for AM/FM combo. Must be familiar w/DA, automation, and be fussy on sound quality. Should have five years experience. Send resume and salary requirements to Box K-225.

Chief Engineer—maintain present equipment, create new systems, organize and remodel 5KW AM and "C" FM. Through example, prove you are the person to head our engineering department as we expand in the 1980's. Send resume and salary history to Phil Londagin, LBBB/KDKQ Radio, PO Box 1478, Borger, TX 79007. E.O.E. M/F

Outstanding Salary for engineer-announcer for Sioux City, IA. Call general manager after 4 PM. CST 712-239-2100. EEO.

WDEF AM and FM is looking for a chief engineer. Experience with directional antenna system and automated stereo FM necessary. Send resume to Mike Solan, General Manager, WDEF Radio, 3300 Broad Street, Chattanooga, TN 37408. (Include salary history for past 3 years.) An Equal Opportunity Employer.

Chief Engineer ... Non-directional AM, live, class C FM, maintain transmitters and related studio equipment. Brand new facility. Also handle Background Music installations and maintenance. Know FCC regulations. Send resume (no calls) to President, New South Broadcasting Corp. PO Box 5797, Meridian, MS 39301.

Chief Engineer for growing broadcast group (AM/FM) located in the Sunbelt. Automation, proofs, directionals. Excellent benefits. Send resume. EOE. Contact: Marilyn S. Garner, Director of Personnel, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

Maintenance Engineer, responsible for maintenance of all facilities. FCC First Class Radio-Telephone Operators license required, plus equivalent of one year of experience in maintenance and repair of radio station related equipment. Must be able to train and supervise assistants. Salary range \$16,068-\$19,320. Send resume with references by December 7, 1979 to Office of Personnel and Employee Relations, California State University, Northridge, 18111 Nordhoff Street, Northridge, CA 91330. EOE.

Wanted: Chief Engr/Programmers—KURM, Rogers, AR 501-636-7979.

Chief Engineer. WKST AM/FM, New Castle, Pa. Excellent equipment, professional staff, right compensation and benefits. Phone 412-654-5501.

Full time Staff Engineer: requirements include First Class Radiotelephone License and experience in all areas of radio engineering. Equal Opportunity Employer. Send resume to Chester Grubbs, KTOK Radio, Insilco Broadcast Group, PO Box 1000, Oklahoma City, OK 73101.

Assistant Chief Engineer for quality, group-owned, major market AM/FM operation. 5KW-DA-N, 10KW FM Stereo, STL's, Remote Control. Know your stuff? Call or send resume to: Jeff Gulick, C.E., WKTO/WSSH, Broadcast Plaza, Crane Avenue, Pittsburgh, PA 15220. E.O.E./M.F. 412-531-9500.

Chief Engineer for directional 5K, new improved facility in central New Jersey. Fast growth potential. Must have strong performance in studio maintenance and requires history with DA's and high power AM. The right person must know proofs and FCC rules and regulations. We're a quality-minded AM, wanting a person who can handle responsibility and take pride in their work. Salary commensurate with ability. Contact Mt. Wilson at 609-924-3842.

Major Midwest Market Daytimer seeks part time qualified station engineer to help establish and maintain new facilities. Equal Opportunity Employer. Box M-43.

KBJT, Fordyce, Arkansas, seeks chief engineer. Must have knowledge of AM/FM stereo & weather radar. Contact Gary Coates 501-352-7137.

HELP WANTED TECHNICAL CONTINUED

Top 5 Market large group AM-FM facility is in need of maintenance engineer with experience in AM-FM transmitters and AM directional antennas. First class FCC license is required. Send resume to Philip Harris, Chief Engineer, WIP/WMMR, 19th and Walnut Streets, Philadelphia, PA 19103. An Equal Opportunity Employer.

HELP WANTED NEWS

Radio news reporter and anchor needed. Experienced and/or degree preferred. Competitive pay and excellent benefits. Station has heavy local news commitment. Send resume, short news audition tape, writing samples and references with first reply to: Box 100 South Bend, IN 46824. Will contact candidates for opening by phone with details. E.O.E.

We're expanding our already strong news commitment, and looking for an additional newperson to work on the street and in the studio. If you like a variety of assignments and wish you had the chance to do in-depth work, send tapes and resumes to Don Wilson, WMT, Box 2147, Cedar Rapids, IA 52406.

Our News Director is moving up. Like to take her place? Hard work, long hours. It's worth it. Tape, resumes, salary requirements... one package. To: Tom Casey, WRTA, PO Box 272, Altoona, PA 16603.

Assistant News Director—KGO-AM Radio, one of the nation's leading News/Talk stations, is seeking an innovative Assistant News Director. Background in all News or News block programming and 3-5 years major market air experience required. Send resume and tape to: Jack Swanson, News Director, KGO Radio, 277 Golden Gate Avenue, San Francisco, CA 94102. Please, NO calls. KGO Radio is an Equal Opportunity Employer, M/F/H/V.

We want the best for our news and sports position in Ohio's No. 1 non-metro award-winning news operation. We need a news reporter who knows how to dig, write clearly and creatively, cover sports, and work at a station committed to quality journalism. Print journalism and photo experience helpful. Rush a tape and resume to: Bob Bender, WDIF Radio, Box 524, Marion, OH 43302. E.O.E.

Wanted: Newperson. Small market, congenial staff, hard work but lots of fun. Send tape, resume, references to WSLB, Box 239, Ogdensburg, NY 13669.

News and Sports Director for unique small FM. We emphasize local news with plenty of actualities, high-school and college play-by-play. We want a digger who can read and write with style. This is a rare opening at a station with a stable, professional staff. Garry Osborn, PD, WLKI, North Wayne Plaza, Angola, IN 46703. 219-665-9554.

Experienced Newperson—WNIS, Norfolk, VA, is taking applications for morning and afternoon reporter/anchor positions. Three years experience a must. Send tape, resume, to: Rich Kelley, News Director, WNIS Radio, PO Box 1350, Norfolk, VA 23501. No phone calls. EOE M/F.

News and Public Affairs Director, wanted for Radio Station KCSN-FM. Responsible for gathering, editing and airing all news and public affairs programs. Will recruit, train and supervise assistants. Four year job related college degree plus equivalent of four years of journalistic background desired. Salary range \$16,440-\$19,764. Send resume with references by December 14, 1979 to Office of Personnel and Employee Relations, California State University, Northridge, 18111 Nordhoff Street, Northridge, CA 91330. EOE.

If you can do it all: find the story, write and broadcast it, work long hours and not complain, you could be the next reporter-anchor at New England station with heavy emphasis on news. Will consider beginner with right education and motivation. Resume to Box M-16.

Northeast 5000 watt station seeks reliable, energetic newperson for present opening. Minimum of two years experience. Minimum salary with advancement possibilities. Send writing samples, resume and tape to: Primo News Service, B-116, Old Greenwich, CT 06870.

Southeastern AM/FM powerhouses accepting applications for experienced anchor-reporter. Minorities and women encouraged. EOE. Resumes to Box M-57.

Newsperson needed with investigative reporting experience and good on-the-air presentation for Number One Southwest Radio Station with strong news image. Full company benefits and top money for top people. Equal Opportunity Employer. Send resume and tape to: Bob Durgin, KTOK Radio, Insilco Broadcast Group, PO Box 1000, Oklahoma City, OK 73101.

KURM-Rogers, Arkansas has immediate openings in sales-news-programming. A "community involvement" station, heavy on local news—sports. 501-636-7979 (Steve Womack).

Akron Opportunity. WKNT AM/FM looking for experienced afternoon news person. Strong air delivery necessary. Join a growing communications company. Excellent pay and benefits. Contact Bill Klaus 216-673-2323. WKNT, Box 829, Kent OH 44240. EOE.

Newsperson for imaginative new contemporary. Exciting opportunity. FM 100, 555 W. Benjamin Holt, Stockton, CA 95207.

Automated Class C needs sports director, announcer with strong production. 5 day week, \$200/wk starting salary. Tape and resume to Roger Utnehmer, PO Box 310, Antigo, WI 54409.

WGSM/WCTO Long Island needs experienced, authoritative newperson to join established, aggressive local news team. No beginners. Send tape and salary requirements to Paul Fleishman, WGSM/WCTO, Box 74, Long Island, NY 11747. WGSM/WCTO are Greater Media Stations. Women and minority applicants are especially encouraged to apply.

Midwest AM-FM combination looking for experienced newperson to fill afternoon drive position in medium market. EOE. Box M-5.

News Director: immediate opening. Tape, resume to General Manager, WJWL Radio, Georgetown, DE 19947.

Immediate opening for experienced radio reporter. Call H. Borwick, 914-292-5533.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Operations Manager: Take over full management of all operations of successful high quality class C adult contemporary computer activated station. Train announcers, create fantastic local production and voices, supervise precise engineering. Big responsibility and opportunity for well motivated, skilled pro with high personal goals. Beaumont, TX 98th market 713-755-6155.

Operations Manager Needed. WSTV No. 1 AM MOR and WRKY No. 1 Pop Music FM looking for Ops. Mgr. with leadership and administrative capabilities. In addition, must be willing to pull three hour air shift on AM. Will work with Tom Day, Assistant General Manager. Goal is 50% share of Steubenville, Ohio Metro. Will also work closely with Bob Henabery Associates. Outstanding opportunity for growth. Send tapes, resume and salary requirements to: Tom Day, WSTV/WRKY, 320 Market Street, Steubenville, OH 43952. (614-283-4747). E.O.E.

Program Director for prestigious medium market adult contemporary station near Boston. Authoritative on-air presentation, experience at motivating people, should know the role of medium market radio. Salary range \$14-18,000 commensurate with experience. Tape, resume and philosophy to Wayne Fuller, 22 Maple Street, Auburn, ME 04210. No phone calls please.

Program Director—talented, creative, intelligent and versatile. You must be dedicated and ready to work hard to achieve excellence. If you have an open mind and possess leadership qualities, this can be your opportunity to grow with a company with extensive expansion plans in the 1980's. Send resume, air check, programming concepts and salary history to Phil Londagin, KBBB/KGKQ Radio, PO Box 1478, Borger, TX 79007. E.O.E. M/F.

Ops. Dir. Production expert with engineering savvy, good bucks. 713-769-2852.

Farm Director/News Director for new 10kw AM in South Arkansas. Resume with performance record to Box 5283, Longview, TX 75604. Equal Opportunity Employer.

Creative copywriter/production announcer. Experienced writer-producer to join award-winning team at two top-rated, highly successful medium market stations. Send produced samples and complete resume to Jack Shuster, WHWH, Box 1350, Princeton, NJ 08540. EOE.

Program Director, responsible for all phases of broadcasting programming for Radio Station KCSN-FM. Will recruit, train and supervise assistants. Equivalent to four years technical or professional experience in radio production and programming. Four year college degree in Radio, TV-Film or related field desirable. Send resume with references by December 14, 1979 to Office of Personnel and Employee Relations, California State University, Northridge, 18111 Nordhoff Street, Northridge, CA 91330. (Salary range \$16,440-19,764) EOE.

KDKB/Phoenix has a rare opening for Program Director. Must be self-motivated and a motivator with great promotion research skills and air ability. At least one year medium market contemporary programming experience required. Superstars preferred. Please send resume, air check, and other pertinent information to Tommy Vasocu, Station Manager, KDKB, PO. Box 4227, Mesa, AZ 85201. No calls. EEO. M/F.

\$20,000 annually, plus incentives for Program Director. Midwest Top 150 market seeking mature, professional to program low frequency AM powerhouse. Our PD will be strong personality for morning drive and will have the knowledge and background to put it all together—news, sports, public affairs, as well as adult contemporary personalities and music. No prima donnas need apply. This is a career opportunity. Send resume and tape with brief programming philosophy to Midwest Radio Corporate Headquarters, Box 2983, Fargo, ND 58108.

Talk show hosts—WNIS, Norfolk, VA, wants to hear from you. We're looking for someone who knows how to communicate. Prior experience a must. Send tape, resume, to: Doug Boynton, Operations Manager, WNIS Radio, PO Box 1350, Norfolk, VA 23501. No phone calls. EOE M/F.

SITUATIONS WANTED MANAGEMENT

Station Manager seeking sales-oriented general managership. Employed. Nine years sales, programming, administration, ascertainment/license renewal. Box K-148.

Double Whammy—Sales Manager and Chief Engineer. Husband/wife management team. Western states. 714-345-4301.

General Manager, sales pro, excellent credentials wants permanent move to first class operation. 703-466-4130.

Today's broadcasting requires knowledgeable, professional and profitable leadership. Twenty year broadcaster will make your station... money! Let's talk! Box K-198.

Top Notch Management Team. One General Manager-Sales Manager, the other PD-Sales Management background. 11 years experience each. Excellent references. Seeking stable growth potential situation. Relocation no problem. Box K-204.

General Manager: 28 years radio, last 17 as general manager. Medium & major market background. Successful track record. Motivator, organizer, programmer, sales leader, team leader. Desire relocation Pacific Coast area where I am currently successful. Box M-29.

GM Available—Currently employed. Experience includes 20 years in small market radio... from announcing/sales to sales and general management. Fully aware of the meaning of the bottom line. Box M-19.

Extremely qualified General Manager. Excellent track record, outstanding ability to organize, hire, train, promote and sell. Box M-34.

SITUATIONS WANTED MANAGEMENT CONTINUED

General Manager: Top Broadcaster wishes relocation as general manager. Experienced mature radio veteran who loves tough challenge. Box M-32.

SITUATIONS WANTED ANNOUNCERS

AOR-Musical knowledge (history) is important, so is love of rock & roll. Dependable, hardworking, third. Will relocate immediately. Tape and resume available. Lou Andracki 312-689-1627 or 1516 Park Ave. North, Chicago, IL 60064.

Solid PBP man 4 years exp major NCAA basketball. Dan Lee 316-231-6205.

Experienced-1st looking for contemporary station. Prefer nights or all night, but would consider days. 419-435-4111. Rollin Reetz, PO Box 1031, Fostoria, OH 44830.

Announcer, 3rd Endorsed, tight board, good production, 2 years college plus 1 year professional experience seeks adult/contemporary format. Will relocate. Rick Strauss, 2567 Madison Ave. Union City, CA 94587. 415-471-3289.

Stable college grad with experience seeking position in Florida, any format. Call Bruce, 512-452-6536.

Broadcast school graduate. Male 23, ambitious, creative, humorous, personable. Good production, tight board. Available immediately for rock or MOR position. Prefer Wisconsin or upper Midwest. Box K-181.

Highly motivated trained black male broadcaster recent graduate. "Can Do" person. AOR MOR top 40, progressive and commercials that sell sell. Phone (Days) David Bryant 201-247-7881.

I'll give you years of experience, excellent airwork, superb copywriting, even better production. All this and more is yours if you're an MOR or country station in the sunbelt. Southwest preferred. Call 813-332-7496.

4 years experience seeking unique small or medium market station committed to professionalism, with advancement opportunity and friendly atmosphere. Experience includes PD in 3-station small market. No revolving doors! Brad Lovell, 421 E College. Coldwater, OH 45828.

Mature announcer 15 years experience, First ticket, C&W or pop adult formats. Prefer Florida or Southeast. Bill Smithson 305-448-1260.

Popular Big Band leader 30's, 40's, 50's. Top DJ in Midwest major markets 60's. Excellent news anchor 70's. Exclusive: My personality and complete Big Band library could make your 7PM-Midnite slot big bucks. Lee Baron 402-556-6647.

Announcer copywriter. Deep voice best suited to commercials, news, adult music. Barry Ritenour, 208 North, Buffalo, NY, 14201, 716-884-5073.

Experienced professional. Rock, C&W, A/C. DJ, Copy, Sales, PBP Production, Automation. Seek stable medium/major/major college market. West coast preferred, but all legitimate offers considered. Tony Denmark, 828 4th Street, No. 302, Santa Monica, CA 90403. 213-394-8266.

DJ, sports, news, prod, 3rd end MOR/Rock/CW. Tight board. Jim Gomes 415-791-0692.

Announcer, good board, news, commercials. Read well, dependable. Available immediately. Dennis Panczenko, 3146A. So. 15th Place, Milwaukee, WI. 1-414-466-4862.

PD/MD—First Phone, 5 years pro. BA Communications. Warm, friendly communicator Progressive/AOR/Contemporary East Coast. Tape, resume from Chuck Davis, 201-647-2748. 25 Mountain Avenue, Warren, NJ 07060.

First phone announcer sales, copy, production. 20 years experience. Looking for good money and security with good company. Small to medium market. Hard working family man, good voice, seeking permanent position. Box M-58.

SITUATIONS WANTED TECHNICAL

Need solid engineering? Chief, 26 years in the business. AM-DA, FM stereo. Warm climates. Box K-175.

Maint. Engineer at top Wash., D.C. contemporary FM ready to move. Heavy on studio construction, audio processing and RF troubleshooting. Reply Box M-60.

SITUATIONS WANTED NEWS

Aggressive, sharp female newscaster seeks position in small or middle market radio station. Superb air sound. One and half years news experience, as well as copywriting and disc jockey experience. Dynamic, informative talk-show host. Box K-231.

Dynamic Female Interviewer—Talk Host-Morning Drive Anchor. Currently working outside NYC. Excellent voice and track record. Resume, air check available. Prefer NY metro area. Box M-40.

A small market News Director who defected to the PR/print world wants to return "home" for the holidays. Call Dave Marks at 201-762-7390 or Box M-9.

Experienced news professional, 38, seeks Southern California challenge. Please contact Peter Cuelt, 805-498-5191.

Mature, stable pro seeking growth opportunity as News Director. Can write, deliver, organize and lead. Now near NYC. Box M-26.

6 years Award-winning news at Midwest Medium Market Giant. Seeking new challenge 608-257-9415 after 5.

News Director with 15 years experience will be available Jan. 1, 1980. In-person interviews only. Contact: Mike McKay, PO Box 221, Beloit, WI 53511. 608-362-0788.

Experienced Reporter, good voice, BA. Seeking step up from current position in small northeast market. Box M-47.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Talk is the future of AM Radio. Let's talk about programming your station and about one of the very best talk pros doing your early morning slot for fun and profit. Or, how about a regular talk slot dealing with issues. If I can jump from a 2.5 to an 8.3 in just one year in one of the nation's most competitive top 15 markets I can do the same for you. Don't die with music. Let's talk! Box K-85.

Black broadcaster 14 years experience 1st phone, production, operations manager PD MD Super DJ. I will win for you! Box K-91.

Operations Director. Major Market Pro seeks return to management. Strong administrative skills, music, production. Prefer Adult Contemporary, MOR, or Beautiful Music. Short air shift acceptable. Heavy on community/audience involvement. Team and research oriented, East/West coast only. Box M-8.

Put over \$25,000 in audience research systems and programming expertise to work for your station's success. Invest in a programming specialist! For a complete presentation, write: Mark D. Olson, 2522 Norma Avenue, West Covina, CA 91791.

Experienced contemporary program director with good ratings and best references. BS Business Administration. Will consider any size market. Call John 803-833-4217.

Three year programmer seeks R&B station in medium or large market. Box M-51.

DEF likes by work, you will too. Reporter-producer. News-public affairs. Box K-217.

TELEVISION

HELP WANTED MANAGEMENT

TV Program Director Large market, West Coast city, network affiliated station wants program director with market size 10-40 actual program director experience. Minimum ten years in TV, five years management. EOE. Box M-44.

General Sales Manager. Top 100 market in Midwest. Leading Network VHF station in market. Superb expanding sales department. Experience in national and local sales management required. Excellent opportunity with growing group. An EEO Employer. Send resume and references to Box K-189.

General Manager/Sales Manager. Unusual opportunity for experienced executive for new TV station located in major Northeast suburban market. Attractive salary, incentive, benefits. All replies strictly confidential. Send complete resume including history and references to Box K-195.

HELP WANTED SALES

Local/Reg. Sales—Need a self-starter with aggressive attitude for ABC Affiliate in Florida. Applicant has to be a closer and good at details with some knowledge of all phases of a TV station. Reply to Box K-188.

We are seeking a dynamic individual to assist our local sales efforts by serving as a retail development specialist. This person will be responsible for determining needs of local retail advertising, then provide marketing assistance in utilizing television. Ideally the person sought should have both retail and broadcast experience; however, any mixture of above experience will be considered. If you're interested, send letter, resume, and salary requirements to: Steve Dant, G.S.M., WTOV-TV, 320 Market Street, Steubenville, OH 43952 E.O.E.

Account Executive: NBC's newest affiliate in Central VT/NH has an immediate opening for that motivated individual who can develop our expanding market. Excellent Salary and growth potential set in beautiful northern New England. Greg O'Connor, LSM, WNNE-TV, Hanover, NH. 1-802-295-3100.

Account Executive: Immediate opening for sales person with 3 or more years advertising sales experience. Prefer college degree in marketing or communications. Send resume with minimum income requirements to: Jim Squibb, PO Box 6667, Wheeling, WV 26003. EOE.

HELP WANTED TECHNICAL

Come in out of the cold: South Texas VHF looking for maintenance chief with superior technical qualifications. EOE. Box K-152.

Experienced TV Engineer needed for leading NBC Affiliate in sunny South. Must have thorough knowledge of all aspects of engineering maintenance and operation. Send resume to WESH-TV, P.O. Box 1551, Daytona Beach, FL 32015.

Technicians: Washington-based PBS station is seeking technicians with experience in videotape editing or maintenance and 1st class FCC license. Salary commensurate with experience. Send resume to: O&E Dept., WETA-TV, Box 2626, Washington, DC 20013.

Engineering Manager: Wanted for production oriented PBS affiliate. Previous TV production and supervisory experience and 1st class license required. Thorough knowledge of audio/video production techniques. Salary commensurate with experience. Send resume to: O&E Dept., WETA-TV, Box 2626, Washington, DC 20013.

Chief Engineer needed for UHF PTV station in 85th market. Responsible for technical operations, maintenance and planning; department numbers 11. Requires 1st phone, TV engineering experience, supervisory or management experience. Salary DOE. Send letter of application and resume to: Paul Hartman, Executive Director, KOZK-TV MPO Box 21, Springfield, MO 65801. Deadline: November 30. Equal Opportunity/Affirmative Action Employer.

Sun Belt beckons qualified, reliable assistant chief engineer for established Texas Gulf Coast VHF station. EOE. Box K-165.

TV Broadcast Systems Engineer/Denver post-production and R/T satellite facility. 1st phone, min. 3 yrs. 1-1 exp. w/proven systems planning/installation ability. Exp. in MW, time-code editing systems and multi-track audio sweetening systems highly desirable. Salary commensurate w/exp., excellent benefits. EOE. Resume: RMCPB/Broadcast Center, 2480 West 26th Avenue, Suite 50-B, Denver, CO 80211.

HELP WANTED TECHNICAL CONTINUED

Maintenance Engineer—immediate opening, CBS affiliate on California Monterey Peninsula. Hands-on experience in RCA studio, transmitter and microwave. \$15,000 yearly. Contact Ken Warren, C.E., 46 Garden Court, Monterey, CA 93940. 408-649-0460. EOE.

TV Chief Engineer—Southwest Network VHF needs hands on chief engineer with full knowledge of state-of-the-art studio. Good starting salary, car with expenses paid and relocation expenses. EOE. Send resume to Box K-190.

Maintenance Engineer interested in working in new, large-market TV station. Must have electronics schooling, first class FCC license and 3 to 5 years' television broadcasting experience. Room for advancement. Work with state of the art equipment in Sunbelt area. EOEM-F. Call Greg Miller, Chief Engineer, KGMC TV, Oklahoma City, 405-478-3434.

Video Tape Editor/Operator Denver post-production and R/T satellite facility. 1st phone, min. 3 yrs. f-t exp. w/time-code editing systems. Knowledge of multi-track audio sweetening highly desirable, plus desire to maintain highest quality standards. Salary commensurate w/exp., excellent benefits. EOE. Resume: RMC/PB/Broadcast Center, 2480 West 26th Avenue, Suite 50-B, Denver, CO 80211.

Studio Maintenance Engineer for CBS affiliated VHF in 100+ market. Must have experience with quad tape, switching systems, film and studio cameras. Send resume and salary requirement to Box K-200.

Television Chief Engineer for growing station in 195th market. Management experience necessary. All fringe benefits, station located in beautiful southern Idaho. An equal opportunity employer. Reply to Box K-153.

Maintenance Engineer for combined station-production house. Help maintain WBRE-TV's state of the art equipment including TCR100, TR600, TK45, TKP46, TK76 and Grass Valley DVE and E-Mem. An EEO Employer. Write Charles Baltimore, WBRE-TV, Wilkes-Barre, PA 18773 or call 717-823-3101.

Immediate opening for experienced maintenance engineer with first class license. Great hunting, fishing, skiing, family environment, only minutes drive time. Contact Cecil Kope, KIFI-TV, Idaho Falls, ID 208-523-1171. An EOE employer.

Broadcast Engineer III The University of Missouri-Columbia, School of Journalism has an opening for a Broadcast Engineer III. Chosen applicant must be willing to work in a university environment involving a lot of student contact. Additional qualifications include an Associate's degree including course work in electronics, radio and television. Four to five years experience in the operation and maintenance of a television and/or radio facility. First class radio telephone license. Competitive salary and good benefits. For more information send resume and/or contact: Personnel Services, University of Missouri-Columbia, 309 Hill Street, Columbia, MO 65211, 314-882-4221. An Affirmative Action/Equal Opportunity Employer.

Assistant chief engineer with 5-10 years broadcast TV experience for major market facility. Must be well versed in engineering/production/remotes. EOE. M/F. Send resume to Box M-20.

Connecticut Public Broadcasting—Seeking TV Engineers with FCC First, minimum 2 years technical schooling and broadcast experience. Salary range \$10,348-\$18,565. Send detailed resume Fran Abramowicz, CPTV, 24 Summit Street, Hartford, CT 06106. EEO.

Maintenance Engineer: Public Television station. Two years recent, full-time, paid experience in maintenance and operation of television transmission systems. First Class Radiotelephone license. Starting salary \$7.00, \$7.33 or \$7.72 per hour depending on experience. Submit resume by December 12, 1979, to the Classified Personnel Department, Clark County School District, 2832 East Flamingo Rd., Las Vegas, NV 89121. An Affirmative Action Equal Opportunity Employer.

Chief Engineer—Strong maintenance experience required for VHF-TV Studio and transmitter. Midwest station in hunting, fishing and recreation area. Offers top salary and benefits for this position. Box M-42.

TV Operations Engineer—Buffalo, NY. TV FCC licensed engineer. Previous experience in operations necessary. Call Raymond Felckowski 716-773-7531. An Equal Opportunity Employer.

FCC First Phone beginner for on-air switching, and to learn maintenance. Box 947, Corpus Christi, TX 78403, or 512-883-2823.

Maint. Eng. for midnight or 4AM shift with TV Station/Remote Operation/Production. FCC 1st and 3-5 years broadcast maintenance exp. required. Excellent base salary and fringe benefit package. EOE/M/F. Send resume to Box M-25.

Chief Engineer. Hands-on skills required for transmitter, translators, microwave and studio equipment. Growing company. Great opportunity. EOE. KIVA-TV, Farmington, NM 505-327-9881.

Chief Engineer for network affiliate in SE sunbelt. Must have extensive maintenance experience in UHF, RCA Package, and ENG. Bring your No. 1 helper with you as Asst. Chief or Maintenance Engineer if you wish. Send resume and salary requirements to Box M-31.

Maintenance Engineer in the sunny south for 1" VTR's and ENG. Also other studio equipment. Must have 1st phone. E.O.E. Send resume to Tim Rounds, WBBH-TV/20, 3719 Central Avenue, Fort Myers, FL 33901.

TV Maintenance Engineer with five years experience for major market station. Base salary in excess of \$20,000 plus overtime. EOE. M/F. Send resume to Box M-23.

TV Maintenance Engineer needed immediately for prominent public TV station. Familiar with Ampex 1200 AVR-2, cameras and ENG. Opportunity for operations person ready to advance. Contact Chief Engineer, WMHT-TV, Box 17, Schenectady, NY 12301. 518-356-1700. EOE/AA.

TV Technician—Duties: operation and maintenance of studio and field equipment for production center providing programs for statewide PTV network. Requires: 1st Class FCC; thorough knowledge of principles of electronic theory, engineering methods, procedures and studio operations; and minimum 4 years experience. Emphasis will be placed on trouble shooting and maintenance. Salary: \$15,000 plus university benefits and opportunity to attend school. Contact: Joe Stuckey, University TV Services, PO Box X, University, AL 35486. Phone 205-348-6210. Application deadline: received no later than December 15, 1979.

Engineering: Immediate opening for Operator-Engineer with First Class License. Starting salary negotiable. Send resume to: Robert McFarland, WTRF-TV, 96-16th Street, Wheeling, WV 26003. EOE.

Asst. Chief Eng. ready for responsible number two position with UHF network affiliate in SE sunbelt. Heavy studio and ENG maintenance. Send resume and salary history to Box M-33.

Maintenance Engineer—Florida net affiliate needs resident expert in Sony ENG and related 3/4" equipment. Call Jim Matthews, Gen. Mgr., WECA-TV, Tallahassee 904-893-3127.

TV Chief Engineer—Midwest network operating five TV stations. Good benefits: retirement, insurance, car. Salary commensurate with experience. Send resume c/o Glenn Bell, KARD-TV, Box 333, Wichita, KS 67201, or phone 316-265-5631. Equal opportunity employer.

WTNH-TV's Chief Engineer is retiring after 28 years! His replacement will find a well-run operation and the excitement of building a new television station within the next year. Applicants must have Chief, Assistant Chief, or equivalent experience. Write General Manager, WTNH-TV, Box 1849, New Haven, CT. Equal Opportunity Employer.

Assistant Chief Engineer for Northeast UHF Network Affiliate. Must have strong management, studio operation and maintenance experience. Write with full particulars. Opening is immediate. Station is an Equal Opportunity Employer. Box M-52.

HELP WANTED NEWS

Reporter—Top 50 market looking for reporter with good on-air presence and writing skills. Send resume and videotape cassette to: News Director, WOWK-TV, 625 - 4th Ave., Huntington, WV 25701. Equal Opportunity Employer.

Sportscaster—Southeastern station needs sportscaster with at least two years on-air experience. Equal Opportunity Employer. Send resume to Box K-157.

Group-owned VHF Net affiliate with a superior news department seeking anchors and reporters. Send resumes in strict confidence to this eastern medium market winner at Box K-162.

TV News Documentary Photographer with experience and creativity, beginning January 1, 1980. Contact Personnel Director, WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

TV News Reporter ... excellent opportunity with rapidly growing Midwest Broadcast group for an experienced TV news reporter. Good opportunity for advancement. An Equal Opportunity Employer. Send resume to Box K-187.

TV News Feature Reporter with minimum one year's experience, beginning January 1, 1980. Contact Personnel Director, WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

We're looking for the best News Director in America to lead our nationally-recognized, number-one-rated news operation. We're a major Midwest network affiliate that has it all: ENG, helicopter, new facility, 25 years of commitment, and a talented staff. Applicants must have substantial experience in journalism, strong management skills, and a demonstrated record of achievement. EOE. Send resume and salary requirements to Box K-207.

Television News Director for growing station in beautiful West. Management experience necessary to run small department and train news reporters/anchors. All fringe benefits, station located in an equal opportunity employer. Reply to Box K-154.

Aggressive News Station in Southwest needs Meteorologist weatherperson. An equal opportunity employer. If you believe weather can be detailed and understandable send resume to Box K-173.

Weatherperson/Science Editor needed for aggressive news department in Midwestern 50-60 market. Prefer background in meteorology. Will do on-air weathercasts and produce stories relating to science for newscasts. EOE. Apply with resume and salary requirements to Box K-171.

Meteorologist wanted for suncoast television station; excellent opportunity in major weather market; an equal opportunity employer. Send resume to Box K-213.

Anchor/Producer: KTTC-TV needs experienced television journalist to anchor/produce 10 p.m. news. Send resume to News Director, KTTC-TV, 601 First Avenue SW, Rochester, MN 55901. Equal Opportunity Employer.

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 M-64.

Highly regarded television station in northeast cosmopolitan city seeking mature, experienced, successful news anchor who also writes well. Modern, well-equipped news operation with professional staff. Send resume, references, video tape and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, NY 13203. Equal Opportunity Employer.

If you love sports, show it in your field packages and anchoring, we'd like to talk with you. Work with a skilled group on a top 50 station. EEO employer. Resumes to Box K-224.

Reporter, able to work beat and handle investigations, looking for someone with small market experience ready to move to medium market. Fifties, Midwest ENG station with live shots and aggressive news coverage. Reply Box M-21.

HELP WANTED NEWS CONTINUED

Field Reporter: I'm looking for an aggressive, experienced reporter. You must be able to dig, write and package. Minimum two years television reporting experience. Send tape and resume to Kevin Kelly, News Director, WKEF-TV, Soldiers Home Road, Dayton, OH 45418. No phone calls please. Equal opportunity employer.

Highly-rated medium market midwest CBS affiliate seeking Executive News Producer to produce 6 & 11 newscasts and to assist news director in supervision. Applicants should have prior commercial broadcast reporting and producing experience and be familiar with ENG operations. An Equal Opportunity Employer. Write Box M-36.

Wanted: Anchor/Reporter, prefer experience, for small market TV station, located in a growing community. E.E.O. employer. KUMV TV Box 1287, Williston, ND Ph. 701-875-4311.

Producer, for 6 and 10 newscasts: looking for someone with small market experience ready to move to medium market, fifties, Midwest. Reply Box M-12.

Reporters, Photographers, Producers. Our new owners have made a serious commitment to news and we're ready to start hiring. If you're working in a small market and want to move up to a station with a real future in news, send your tape & resume to Gerald Jensen, News Director, WEYI-TV, PO Box 3265, Saginaw, MI 48605. WEYI-TV is an Equal Opportunity Employer.

Expanding news commitment. Anchors/reporters send tapes, resumes, scripts to Tom Maxedon, ND, WLFJ-TV, Box 18, Lafayette, IN 47902.

Reporter-photographer, to handle general assignments, small market background desired; self-starter and aggressive, for Midwest fifties station. Reply Box M-24.

Meteorologist—experienced only, immediate opening. Ability to handle environmental reporting to plus. Send tape, resume, and salary requirements to Harvey Cox, News Director, WDBO-TV, PO Box 1833, Orlando, FL 32802. We are an Equal Opportunity Affirmative Action Employer/MF.

Assistant News Director/Assignment Editor for top rated medium market station in South East. If you are enthusiastic about news, creative, organized, a good writer who loves to teach reporters a "better way", likes all types of news and can set up a well balanced board ... then we have a job for you. Actually, if you don't possess all of the above, we would still like to hear from you. EOE. Send resume and salary requirements to Box M-50.

WSJV-TV has immediate opening for experience television Co-anchor/Reporter. Journalism degree preferred. Send resume and tape, apply in person or call Reg Miller, N.D., 58096 CR 7, Elkhart, IN 46514 219-293-8616. EOE.

Investigative Reporter—Hard-hitting investigator wanted for featured role in major market television news broadcast. EOE. Send resume/tapes to Personnel, KIRO-TV, Third and Broad, Seattle, WA 98121.

News Photographer in Southeast. Experience needed in E.J. Good attitude required. Excellent salary and fringe benefits. Equal opportunity employer. Write to Box M-56.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Commercial Continuity Writer with fresh ideas and strong creative ability for VHF television on beautiful Texas Gulf Coast. EOE. Box K-156.

Field Producer—for top rated top ten market prime time magazine show. We're looking for a television fanatic who can produce great features. E.O.E. If you have a feature tape that sparkles send your resume to Box K-43.

Program Director for new VHF public TV station near Denver. We intend to be a laboratory for new ideas in television, and want to hear yours. Send resume, salary history, references, and outline of how you'd bring fresh programming to our community (already served by PBS affiliate). Mail to: John Schwartz, KBDI-TV; Box 6060; Boulder, CO 80306. EOE.

Commercial Manager with good track record and administrative ability for progressive VHF in growing Sun Belt market. EOE. Box K-160.

Production Manager for well-equipped Midwest network affiliate with extensive programming and commercial production commitment. Requires experience with modern production techniques and equipment. Ability to lead and train others essential. Minimum five years' experience as Producer-Director required. EOE. Send resume and salary requirements to Box K-203.

Promotion Director for top-rated Midwest ABC affiliate. Applicants must have strong on-air promotion, writing and producing background. An excellent opportunity with one of America's leading medium-market stations. EOE. Send resume and salary requirements to Box K-178.

Production Photographer/Editor for KUSD-TV and the South Dakota Public Television Network. Applicants must have a college degree or four years of experience and training. Preference will be given to those applicants who possess total ENG photography, editing, lighting and audio skills. Salary range \$8,778-\$10,802. Application deadline, December 10, 1979. Apply to USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Producer-Director. Major Midwest affiliate seeks experienced, creative PD for commercial production, local studio and remote programs. Applicant must have at least five years' professional experience, proven ability to work with clients, and dedication to quality production. Exceptional opportunity with top-rated and best-equipped station in the state. EOE. Salary history and resume to Box K-192.

The going is tough ... for the executive secretary, and "right hand" to the hard driving president and CEO of a leading new York-based television production and syndication company. We need top talent, and pay top dollar ... the pressures are great ... the satisfaction and compensation are commensurate. If you're experienced in TV, and mature, and tough, and resilient, and want to work hard and be well-paid, you're the person we want. All applications are confidential. Please send full details in your letter and resume. Of course, we are EOE. Box M-63.

Production Manager, PTV Station, to schedule, train, supervise production personnel for studio, remote, and ENG activities. Requires degree, 3 years of extensive production work in all facets of TV especially newscasting, ENG, and ITV. Position open immediately. Send cover letter, resume: Al Renko, WVUT, Vincennes University, Vincennes, IN 47591. Ph. 812-882-2237.

Director for KUSD-TV and the South Dakota Public Television Network. Responsible for directing studio and remote productions. Must have knowledge and experience in all phases of television production, including ENG production, quad and cassette editing, audio, lighting and set design. Minimum of two years experience and college degree or an equivalent combination of training and experience as a television director. Salary \$10,878 to \$13,528. Application deadline, January 14, 1980. Apply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Promotion Manager for top 40 VHF network affiliate in southeast sunbelt. Promotional experience in all media preferred. Good writing skills and organizational ability absolutely essential. Send resume and salary requirements to Box M-6.

On-Air Promotions Producer/Director—Expanding South Florida CBS affiliate with BIG future, looking for creative heavy weight with production skills, and organizational abilities to match. Must be good all-rounder and able to prove it. EEO/MF. Contact Jay Oliver, Promotions Manager, WTVX-TV, PO Box 3434, Ft. Pierce, FL 33450 or 305-464-3434.

Top rated station in Piedmont. WFMY-TV, Greensboro, North Carolina needs an experienced and highly qualified ENG photographer/editor for PM show. Will work with staff of 5. Top notch station, good benefits, good salary. Position open now. Send resume or call Personnel Manager—919-379-9369. Equal Opportunity Employer.

Producer/Director—TV University Telecommunications. To produce, direct and supervise television productions for use in instructional, educational and broadcast formats. Experience in studio and remote television production and direction. Candidates must have 3 years experience, minimum of masters degree. Salary commensurate with training and experience. Academic staff position. Send resumes and audition tapes to: Ron Weseloh, Communication Arts Center, UW-Stevens Point, Stevens Point, WI 54481. An Equal Opportunity/Affirmative Action employer.

Program Manager: exciting opportunity, top 40 market, group owned. Responsibilities include programming, production, PM Magazine, art, etc. Experience required. Unlimited future. An Equal Opportunity Employer. Submit resume to Box M-45.

SITUATIONS WANTED MANAGEMENT

Selling Independent Television can be profitable and enjoyable! Television sales professional with strong background in sales/sales management seeks position as GSM/NSM. Outstanding record in television sales and account development. Excellent management background. Ability to motivate and direct total sales effort. You will not be disappointed in credentials or potential of this GSM/NSM candidate. Currently employed. Box K-81.

If 1979's bottom line looks disappointing, let's talk! Television sales/sales management professional seeks position as GSM/NSM. Experienced and aggressive with proven ability to motivate and direct total sales staff effort. Current and past sales achievements, plus potential will only help expedite your decisions regarding 1980! Currently employed. Box K-143.

Outstanding Television Salesman with excellent industry-wide references. Can take number one list or move into Sales Manager's job. Over fifteen years experience in present market. Available now for interviews. Box M-1.

General Manager with outstanding credentials! Television-24 years; Radio-13 years; Broadcasting-35 years, including Management 19+ years. Now 49. Thoroughly experienced all aspects: co-ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. In markets small, medium and large, overcame overwhelming obstacles, achieved revitalization/rapid-turnarounds; produced spectacular sales and profits, plus prestige. Very competitive! Quality leader in industry. Accustomed to full responsibility. Produces outstanding ratings, sales, profits and prestige at accelerated pace which astounds competitors and delights stockholders! Weekend interviews. Box M-15.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field Engineering Service installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

2 years experience, Switcher-Director-Engineer. First Phone, BA Radio-TV. Looking for job in college town, where I could also work on my EE degree. 208-522-2124.

Ten year top major-market and first phone broadcast technician, audio engineer, projectionist, videotape operator, TV camera set-ups. Resume illustrates great background. Let's chat! Box M-2.

SITUATIONS WANTED NEWS

Experienced News, E.N.G./Photographer, Reporter. Audition tape and resume on request. Call 612-866-8036 or Steven Bothun, 7345 13th Ave So, Richfield, MN 55423.

Left T.V. 5 years ago to become operations director of Eastern U.S. radio chain. Want back in T.V. Experience in reporting, sports, weather. Private pilot, working on masters in business, a real prof. Can add a great look to your station. Call for pictures, resume, tape. 216-493-0194.

Experienced Professional sports journalist looking for good station. 614-885-3890. Box K-180.

Will it rain ... will it snow, I've got the show that lets you know. Professional meteorologist, 5 years experience, AMS seal of approval. Reply Box K-177.

SITUATIONS WANTED NEWS CONTINUED

News Directors: Let me help make you look good! Entertaining reporter, two years film, ENG experience seeking position with solid news operation. B.A.: Broadcasting and Political Science. Lots of hustle. Box M-13.

Top Newspaper Reporter—seven years of in depth experience—is ready to make the switch. Seeks entry level TV news position. Box M-27.

Anchorman/reporter—Personal, direct air style that communicates. Strong major market experience. General and investigative news skills. Seeks challenging, competitive work with news-dedicated station. Box M-41.

Aggressive reporter seeks first TV opportunity. Four years experience radio, newspapers. Broadcast MA. Contact Greg 313-898-7506.

Writer/Reporter, 23, MA Journalism University of Michigan. BA Politics—New York. Desires entry-level TV news position. Available end December. For resume & references: Steve Layne, 400 Maynard St., No. 705, Ann Arbor, MI 48104 313-996-5537.

Experienced television journalist presently employed wants investigative reporting job in top 35 market. Reply Box M-55.

Sports Anchorman: Experienced personality, currently employed in major market. Tape shows I write with wit and deliver with style. 216-871-6320.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

TV/Radio Talk Host/Producer. Excellent interviewer. One of the top pros in talk. Available for in-person interview and audition. Money second to opportunity. Box K-82.

Experienced in children's programs. Resume on request. Available. Box K-107.

CABLE

SITUATIONS WANTED SALES

Cable marketing/sales—MS degree Broadcast-Film, 2½ years outside AV sales, age 26. Steve Davis, 4610 Amesbury No. 282, Dallas, 75206. 214-750-1652.

ALLIED FIELDS

HELP WANTED SALES

Leading Syndicator in upper midwest desires sales person with automation experience great opportunity for self starter with strong sales background. Replies confidential. Box M-22.

Fort Lauderdale, Florida—immediate opening for salespersons with broadcast experience to sell by phone nationally. Call Bob Parlette person to person collect 305-522-6610.

Area reps wanted for music production house. People who have experience selling commercial jingles, heavy radio or agency background, will earn high commissions with our quality line. O.K. if you're currently selling a non-competitive service. CAG, 12 East 44th Street, NYC 10017 or 212-687-1490.

HELP WANTED TECHNICAL

TM Productions seeks additional maintenance engineer, extremely capable, familiar with multi-track gear. Send resume to Ken Justiss, VP/Operations, TM Productions; 1349 Regal Row; Dallas, TX 75247. No calls.

Remote Engineer: TPC seeking individual with extensive mobile unit experience for StarTruck and Remote Operations. Video and maintenance background preferred along with ability to switch and serve clients. Submit resume to: TPC Remotes, Production Plaza, Sewickley, PA 15143.

Maintenance Engineer wanted for Video Tape Production Studio. Knowledge of 1" VTR's a must... Send resumes with salary requirement to: Victor Van Rees, Solaris Television Studios, 2525 Ocean Park Blvd., Santa Monica, CA 90405.

HELP WANTED INSTRUCTION

Position reopened. Teach courses in Radio-TV, advance cc. radio station. Graduate degree plus experience required. Dr. William Hammel, Department of Communications, Loyola University, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

Faculty Vacancy. Broadcast regulation, policy, economics, history. The Department of Radio-Television-Film at The University of Texas at Austin is seeking a faculty member to teach undergraduate and graduate courses in one or more of the following areas: broadcast regulation, policy, economics, management and/or history. The person hired will have an opportunity to direct graduate research and will be expected to continue her/his scholarship in mass communication. The Ph.D. or other appropriate terminal degree is required. Preference will be given applicants with college or university teaching experience and a strong record of scholarly publication and professional achievement. Rank will probably be Assistant Professor. Salary will depend on the applicant's teaching experience and record of scholarly and professional accomplishment. The position will be available in June or September 1980. The University of Texas at Austin is an Affirmative Action/Equal Opportunity Employer. Send letter of application and resume by January 15 1980, to: Robert E. Davis, Chairman, Department of Radio-Television-Film, The University of Texas at Austin, Austin, TX 78712.

Western Kentucky University, Bowling Green, KY 42101. Department Head—Communication and Theatre: Position requires earned doctorate or the equivalent. Prefer candidate with broadbased experience, demonstrating understanding of speech communication, theatre, broadcasting, mass communication and dance. A member of the College of Arts and Humanities, the department has 24 full-time faculty members and 540 majors. Rank and salary dependent upon qualifications and experience. Deadline for applications, January 15, 1980. Send resume and three letters of recommendation to Dr. Larry Winn, Chairman Search Committee, Room 200, Ivan Wilson Center for Fine Arts, and 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, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Meliaz 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.

Good parts inventory for RCA TTU1B and TTU25 transmitter. Write KLOC-TV, PO Box 3689, Modesto, CA 95352.

1 KW AM, Gates BC-1T Early 60's On the air Current proof of perf

10 KW FM CCA model 10,000 DS Less than 3 yrs. on air Exciter stereo generator.

10 KW FM GEL, FMT-10A, 60's model, excellent condition with proof of perf. Exciter, stereo, SCA, many spares.

5 KW FM Collins, 830E, 9 yrs. old, spare tubes. On the air exciter, stereo, SCA. Excellent condition. For more information on our complete product line, please call M. Cooper. 215-379-6585.

GE Transmitter with attendant equipment Model TT59, 50 KW very good condition on Channel 17. Available immediately. Bargain if you move. Reasonable if I move. For details contact: E.B. Wright, 1018 West Peachtree St., Atlanta, GA 30309. 404-875-7317.

Ampex TA55B UHF Transmitter—55 kw, Good condition, \$150,000.

GE TT22A 35kw VHF transmitter—Low band, fair, \$12,000

GE PE-400 Color Cameras—Pedastals, Racks, like new, ea \$14,000.

GE PE-350 Color Cameras—All accessories, good condition, ea \$7,000.

GE PE-240 Film Camera—Automatic Gain & Blanking, \$8,000.

IVC 500 Color Camera—Lens, cables, encoder, \$8,000.

RCA TK-27A Film Camera—Good Condition, TP 15 Available, \$12,000.

Eastman 285 Projectors—Reverse, good condition, ea \$6,000.

RCA TVM-1 Microwave—7GHz, Audio Channel, \$1,000.

RCA Hi-Band refurb. heads—RCA Warranty, ea \$3,500.

AMPEX VR 7000 VTR's—1" Format, 3 available, ea \$1,000.

AMPEX 1200A VTR's—Loaded with Options, ea \$24,000.

Norelco PC-70 Color Camera—16X1 200M Lens, ea. \$18,000.

Norelco PCP-70 Color Camera—Portable or Studio Use \$15,000.

Norelco PC-80 Color Camera—Updated to PC-70, new tubes, \$12,000.

New Videotek Monitors—Super quality, low price.

New Lenco Terminal Equipment—Fast Shipment, 30 Brands of New Equipment—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen or Charles McHan, Quality Media Corporation. In GA call 404-324-1271.

Gates KSP-10 Automation System, accepts 15 inputs, five digit logging system, needs tape machines; CBS FM Volumax. Call Steve Boyer, 215-258-6155.

TV81 Camera Cable. Several miles of assorted lengths, all good, with connectors. Lawhed, Ltd., 388 Reed Rd., Broomall, PA 19008. 215-543-7600.

VR-3000 Excellent condition. Best offer by 12/15/79 Ph. Dennis Dunbar 313-873-7200.

Audio Carousels: 5 Sono-mag model 250-RS and 252-RS, 24 position. Now on the air and playing. Also, 2 Houston-Fearless camera pan heads. Priced right for fast sale. Contact: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241.

Dielectric Strobe Lighting System model 200 K 73, 3 years old. Complete lighting system consisting of beacon, and 12 instruments. Numerous spare parts including 16 spare flash tubes. Contact Chief Engineer, WFTV, Orlando, FL. 305-841-9000.

Cavec for RCA VTR's—TR4HB, TR22HB, TR50, TR60, TR61, TR70 (all). New shop run. Lawhed, Ltd., 388 Reed Rd., Broomall, PA 19008 215-543-7600. Ask for Eric or Tom.

1—Cetec 7000 automation Brain center with 2—I.G.M. Instacarts plus 3-I.G.M. Go-carts. Changing format. 18 mos old. If you qualify pay \$10,000 down and take over balance of 5 year low interest lease. Write Box M-53.

For Sale: 4 SMC Carousels-like new condition. All for \$6000. Call 804-623-6262.

2-TV Production Trucks: 40' 3-Ampex BCC-1 Plumbicon cameras, RCA-TR600-2", American Data 558-3 Switcher, quad-split, rotary, soft wipes; 20 channel audio, \$345,000. 24": 2 Ikegami cameras, RCA-TR61-2", 12 channel audio, 3/4-2800 Sony microtime TBC; built-in generator \$130,000. 213-985-5562, eve. 397-5922.

Moseley STL PCL-505/C 95.15 Mhz transmitter unused, receiver 3 months use, with antennas, \$3,600. Stereo generator SCG-9 unused \$1,200 or best offers. Guaranteed new specs. 503-223-1155 Robert Rogers.

ENG Cameras—inventory clearance—Three new Sony BVP 100 Color Cameras with broadcast plumbicons. Full Servo Cannon 10 X 1 lens. Camera brace, carrying cases, cables and manuals. Please call Mr. Taylor 215-367-6057.

FOR SALE EQUIPMENT CONTINUED

ITC Cart Machines ... reconditioned machines at 35% below current list for comparable new units. Several in stock, subject to availability. 3D reproducers in both stereo and mono. Stereo WRA recording amplifiers for 3D reproducers. RP series stereo recorders. Mr. Kevin Schults, Sales Manager, Holt Technical Services, 205 Westgate Mall, Bethlehem, PA 18017. 215-865-3775.

Buying a transmitter? Let us quote on Input, Monitoring, Transmission line, and Microwave equipment. Broadcast Systems, Inc. 800-531-5232 or 512-836-6014.

EMPLOYMENT SERVICES

The Most Complete listing of Radio Job Openings! Jobsheet! Samples: \$1.00. Three month subscription: \$12.00; one year subscription: \$35.00 Media Consultants, 2504 Regent Court, Lafayette, IN 47905.

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.

"Comic Relief." Bi-weekly service. The funniest. Free sample. Wilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

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.

Musical Themes ... ad copy that sells ... video and animation work ... jingles. Joining forces to bring you the finest in recorded musical campaigns. Call 716-663-7372 or 716-621-6270 for free demo tape. You've tried the rest for jingles, station images, musical theme projects ... now come to the best! Call D.G. Advertising, Inc./Dynamic Recording Company today collect!

Hundreds of original oldtime radio shows on tape. List of distributors \$1.00. Box 258B, Bartlett, IL 60103.

The best custom commercial jingles you've ever heard at prices to fit every client. CAG, 12 East 44th Street, NYC 10017 or 212-687-1490.

RADIO PROGRAMING

From Gum Springs, Ark. comes Sam & Jesse. Five 5-minute programs weekly. A daily misunderstanding of current events. For a cassette demo, write: Evergreen Productions, 1075 Phelps Circle, Arkadelphia, AR 71923. ph. 501-246-9858.

Radio Research Programing, lifestyle concepts. Steve Warren, 804-463-0746.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus - "Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 2 and February 12. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

San Francisco, FCC License, 6 weeks 1/14/79. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

RADIO

Help Wanted Management

MANAGER COMPUTER OPERATIONS

Individual will be responsible for loading and troubleshooting NOVA series computer utilized in the Network switching operations. Also functions as shift supervisor to operations technicians. Coordinates programming with production personnel and on-the-air talent, interfaces with common carriers for incoming audio signals and network distribution.

Applicant should possess at least one (1) year of network and engineering management experience. Previous supervisory experience in technical preferred plus micro-processor mini computer experience.

If you are seeking a challenging position in an interesting and exciting business, we invite you to submit resume with salary requirements to:

MUTUAL BROADCASTING SYSTEM, INC.
1755 Jefferson Davis Hwy.
Arlington, VA
22202

SALES MANAGER

Soul Station
5000 Watt Fulltime
Outstanding opportunity for
salesperson on the way up.
Write Box M-28

Help Wanted Announcers

BEAUTIFUL MUSIC West

Beautiful Salt Lake City ... High mountains, clear air, and a quality of life unsurpassed. Leading broadcaster is seeking highly professional "Beautiful Music" hosts for its FM station. Tapes and resumes to F.R. Robinson, KISN, PO Box 389, SLC, Utah 84110.

An equal opportunity employer

Help Wanted Technical

Chief Engineer

50 KW AM
100 KW FM
Orlando, Florida
(305) 295-3990

Help Wanted Technical Continued

CHIEF ENGINEER WJAR

Providence, Rhode Island

Major group owner of radio and television stations from coast to coast seeks a Chief Engineer for our Providence flagship radio station. Applicants must be heavy on state-of-the-art audio and R.F. equipment and techniques. Proven management skills are a must. Send resume to Gerald T. Plemmons, Vice President/Engineering, Outlet Broadcasting, 111 Dorrance Street, Providence, Rhode Island 02903.

CHIEF ENGINEER WQRS-FM DETROIT

Major group owner of radio and television stations from coast to coast seeks a Chief Engineer for our soon to be acquired FM radio station in Detroit. Applicants must have considerable experience in studio and transmitter plant design and installation. Must be heavy on state-of-the-art audio and R.F. equipment and techniques. Proven management skills are a must. Send resume to Gerald T. Plemmons, Vice President/Engineering, Outlet Broadcasting, 111 Dorrance Street, Providence, Rhode Island 02903.

NOW:

Midwest broadcast group needs 2 Chief Engineers. Substantial experience required. Two excellent markets and fringe benefits. Apply by mail only. Send resume with at least three references to: Philip T. Kelly, Communications Properties, Inc., 1170 Iowa, Dubuque, Iowa 52001. An Equal Opportunity and Affirmative Action employer.

Help Wanted News

AM-FM Seeks News Director

for three man news department in Pine Bluff, Arkansas, market of 80,000. AM facility features local information format, is aggressive, highly visible, community involved. Mature judgment and willingness to become involved in growing community are vital requisites. Send resume, tape, references to Buddy Deane, 920 Commerce Road, Pine Bluff, AK 71601. Phone 501-534-8732. An equal opportunity employer.

DIGITAL CIRCUITRY MAINTENANCE ENGINEER

Major broadcasting group requires two years electronics experience with knowledge of design and troubleshooting of digital circuitry for its east coast radio station. Must have a working knowledge of test measurements and equipment, preferably with experience in computer and micro-processor programming and maintenance. First class FCC license preferred. Replies treated in confidence. Send resume including work history to:

BOX M-35

An Equal Opportunity Employer, M/F/H/Vets

Help Wanted Sales

SALESPERSONS

Moving to California?

We'd like to interview you. Since we're always looking for qualified salespersons at our four California radio stations, an interview could be beneficial for both of us, even if we have no immediate openings. For the right person, we'll create a job. Write Max Reeder, Director of Sales, Empire Broadcasting Corporation, Box 995, San Jose, CA 95108. EOE of course.

Situations Wanted Announcers

COMMERCIAL PRODUCTION/AIR PERSONALITY

Mature, reliable pro with 5 years experience and B.A. in Bus. Adm. Automation experience. Primary interest in production. Willing to handle some air work for medium or major market station offering solid benefits and stability. Paul Mowery, 181 Colonial Crest Drive, Lancaster, Pa. 17601. 717-393-5191.

SPORTS ONLY POSITION WANTED

Solid news, sports and talk experience. Three yrs current position hosting all nite phone show in Detroit which is heavily sports oriented. Contact Bill Douglas at (313) 534-0251 after 1 PM. Eastern Time for more info.

VOX FOXI

1950's R&B/R&R 1980's style: Today's listeners dig the "Boss" sounds and a knowledgeable "chicks" updated, laid back, Earth Mother delivery. To reach them, reach VOX FOXI, 895 Randolph Ave., Milton, MA 02186 (N.E. pref.)

Situations Wanted Management

RADIO GENERAL MANAGER "Too Successful"

Present stations sold for four million capital gain as result of gross increase of one million in two years with cash flow up proportionately in one of most competitive over radioed markets. Seeking corporate or station management position in radio or allied field as new owners have own executive. Previous experience includes other similar successful radio management positions, some in different geographic areas, consulting work in property acquisitions, budgeting, newspaper, agency and other business and broadcast areas. Detailed knowledge of all aspects of radio. Still employed but available at mutual convenience. Resume, references on request. Call (505) 842-6099, business hours, or write: Dick McKee, KRKE Radio, PO Box 737, Albuquerque, New Mexico 87103.

Management or Assistant

to the President in broadcasting or related field. Former group vice president, successful owner, former president of group AM FM CATV, and other business activity outside of broadcasting. Same company over 20 years. 49 years old. References, resume on request. Box M-10

Situations Wanted Management Continued

DYNAMIC RADIO STATION MANAGER

A station sale has made available a young, experienced AM/FM General Manager with an outstanding track record. Problem solving skills in programming, sales and promotion have kept present properties in No. 1 market and profit position. Present station sales volume \$2-3 million. Will relocate to top-50 market challenge. Write to Box M-39.

Situations Wanted Programing, Production, Others

Contemporary & Disco P.D.

Seeking medium or major market challenge. Recent winner of Billboard Mag's Disco Station of the Year Award. Mature, 31 yr. old college grad with 10 years on air experience. (3 1/2 in N.Y.C.) Scott Robbins 717-657-2998. 174 Beacon Dr. Harrisburg, PA 17112.

YOU MAY BE AWARE OF ME

I'm Larry Yurdin. I'm told I'm highly respected as a radio problem solver and idea man. Credits include creator-producer of "Steppin' Out", "Planet" "Daily Planet" syndications and creator-developer of 3 Golden Egg shows premiering this winter. I've been resident program consultant of the ABC-owned FM stations, news director of KMET, GM-PD of KPFT, KFAT. I'm looking for a real challenge - p.d. of an AOR, Contemp., Pop-adult, Country or News-talk station in a top 30 market OR News or Promotion director in a top 10 market OR any other appropriate possibility. Resume and tape on request. Call me in LA at (213) 460-6984.

Situations Wanted News

AWARD-WINNING SPORTSCASTER

10 yrs. exp. w/top-rated network affil. Strong pbp, talk show, intv. Mgt. & TV exp. So. Calif. mkt. only. Reply to Box M-11

Situations Wanted News Continued

NEWS DIRECTOR

- Prefer all-news in larger market
- Major market experience
- Confidential; ready to roll.

Box M-59

AWARD WINNING SPORTS DIRECTOR

available now for major or medium market. talk ... features ... play by play. Employed but ready to move. Box K-209.

Sports Director

5 years, PBP-sports talk-sportcasting plus production board work. Prefer midwest. Box M-18

TELEVISION

Help Wanted Management

GENERAL MANAGER

Major market Northeast independent UHF seeks well-rounded aggressive General Manager. The right candidate will have a strong operations & programming background with a proven record of leadership & employee management. Must also be capable of directing sales effort. Good salary with remarkable growth opportunity. Send resume to Box M-61.

Equal Opportunity Employer M/F

Help Wanted Management Continued

SECA PRESIDENT

The Search Committee of the Board of Directors of the Southern Educational Communications Association invites nominations and applications for the position of President of the Association.

The President reports to the Chairperson and through the Chairperson to the Board of Directors. The President serves as the Chief Executive Officer and as such is responsible for budget preparation and control of all personnel and facilities of SECA. The President also has authority to make changes necessary for more effective service, as well as responsibility for relations with local, regional, national and international organizations which are necessary for the implementation and development of effective services for SECA members. The President operates within the policies and goals established by the Association's Board of Directors.

SECA is a regional public broadcasting agency, representing public television and public radio stations in a 16-state area which is the nation's South. On behalf of its membership, SECA engages in a variety of activities, ranging from operation of a regional inter-connection to the development of certain program services.

The successful candidate will have demonstrated leadership ability, will have attained executive responsibilities, and will be oriented toward coordinating and leveraging the resources of the Association's membership. The candidate will also have shown ability to work well with different kinds of institutions to improve services already being rendered, and a capacity to stimulate and direct new services leading to the improvement of public telecommunications in the South. The successful candidate will have significant experience in public broadcasting or its equivalent and experience in executive management with emphasis in communications.

Salary range: \$30,000 to \$40,000

Applications or nominations accompanied by current resumes must be received by no later than December 13, 1979. They should be addressed to:

Search Committee
c/o Ann Durrah
KERA-TV
3000 Harry Hines Boulevard
Dallas, Texas 75201

Business Manager-Accountant

needed to fill vacancy left by long-time employee. Call Mr. Froeb, (812) 232-9481, WTHI AM-FM-TV 918 Ohio Street, Terre Haute, IN 47808.

Help Wanted Programing, Production, Others



CO-HOST

Co-Host needed for PM Magazine. Looking for a communicator with on-air experience, writing, producing, and field production abilities. Send resume, references, and cassette to: Joe Perkins, WTAR-TV, 720 Boush St., Norfolk, Virginia 23510.

An Equal Opportunity Employer.

PROGRAM DIRECTOR

Best in the country needed at best salary and have best career opportunity. Independent Top 10 market. (Confidential) EOE. Box K-222.

Help Wanted Programing, Production, Others Continued

WDVM TV9 is out to show the Washington community like it's never been seen before....we're looking for talented people who want a challenge.



Photographer/Editor

Do you have three years experience shooting and editing, using the latest ENG gear? Can you produce stories, too?



Producer-Director-Writer

Do you have a minimum of four years experience as a director of news and public affairs programming?



P.M. Field Producer

Can you tell a story using ENG equipment? Can you work creatively and meet tough deadlines?



Producer-Writer

Can you produce exciting and innovative public affairs programs? Can you develop ideas for an award winning documentary?

When we call ourselves **"The One. The Only TV9"** we're talking about professionalism and experience.

Contact: Melanie S. Donahoe, Producer, P.M. Magazine
(Please submit resumes and 3/4 inch cassettes)
Beverly Price, Executive Producer

400 Brandywine St., N.W. Washington, D.C. 20016

Equal Opportunity Employer



CO-HOST

Top-rated program in top ten market needs host to assume on-air leadership. Must have good producing skills. Don't let our size intimidate you. We're looking for a fresh face with natural on-air style and a real flair for the PM format.

Send resume to Box M-48. Equal Opportunity Employer. All responses kept confidential.

PRODUCER/DIRECTOR Educational T.V.

Lee Memorial, a 500 bed, full service hospital on the Gulf Coast of Florida, in beautiful S.W. Florida, has an immediate opening for a T.V. Producer/Director. Experience necessary in all phases of T.V. production. Full studio, color I.T.V. equipment. Send resume and sample Program (3/4" cassette preferred) to:

John Cecil
Assistant Vice President/
Institutional Services
LEE MEMORIAL HOSPITAL
2776 Cleveland Ave.
Ft. Myers, Florida 33902
(813) 334-5338

FILM EDITOR

for new independent UHF station. Must have experience editing syndicated film programs and features.

Send resume and salary requirements to: David Murphy, KOKH-TV, 1801 N. Ellison, Oklahoma City, Ok. 73106.

PRODUCTION MANAGER

Top 50 market. New UHF independent TV station seeks experienced Production Manager. Dedication to highest on-the-air quality essential.

Send resume and salary requirements to Box M-17.

Executive Producer

Take full charge of a 3-year old video magazine that's already earned the respect and praise of our employees and management.

The purpose of this bi-monthly magazine is to keep our people aware of the technology, issues, and professional achievements at AT&T Long Lines—where we manage the interstate services provided over the Bell System's long distance network.

As Executive Producer, you will have ample administrative and creative latitude. A TK-76 camera and Type-C shooting/editing will support your efforts to develop thoroughly professional mini-documentaries.

To qualify, you must have 3-4 years of experience producing broadcast-quality documentaries—preferably Electronic News Gathering—and a record of success managing writer/producers and a freelance crew. Strong writing skills—particularly the ability to clearly explain complex technological and managerial concepts—is also essential. Degree in Communications or Journalism (or equivalent) preferred.

Salary and benefits will be fully commensurate with background. Location is an attractive, suburban New Jersey area—only an hour from Manhattan. Apply by sending resume and salary history to: Professional Employment Director, AT&T Long Lines, Dept. BM-2, Room 5A110, Bedminster, N.J. 07921. All replies will receive prompt confidential consideration and response.



An equal opportunity employer.

CO-HOST Prime Time Daily Magazine.

Number one rated program on number one station - major group, top 10, network affiliate is looking for a co-host. Candidate must also have superb field producing skills. If you are frustrated in news or doing a similar program in a smaller market - this is a once in a lifetime challenge. An equal opportunity employer. Send complete resume to Box K-223

Help Wanted Technical

CAREER OPPORTUNITIES IN FLORIDA

TED JOHNSON PRODUCTIONS/COMMUNICATIONS 21

The largest retail/commercial production facility in the country is increasing its professional staff by the following positions. Salaries commensurate with experience and potential contribution.

SUPERVISOR/EDITOR

Quad, timecode editing, client exposure and demonstrated supervisory abilities preferred.

SUPERVISOR/MAINTENANCE ENGINEER

Knowledge of analog and digital systems and familiarity with studio and remote production. Supervision, client exposure and computer software helpful.

STAFF EDITOR

Quad experience and high quality control. Includes quantity dubbing, routine editing on 3rd shift for largest client.

VIDEO ENGINEER/VTR

Camera set-up and quad experience in studio and remotes. Film transfer and maintenance helpful.

Company benefits include: vacation, wage continuation, medical expense reimbursement, hospitalization and major medical, cash bonus and profit-sharing.

Submit comprehensive resume to:
Oliver Peters, General Manager
Ted Johnson Productions, Inc.
150 Riverside Avenue
Jacksonville, Florida 32202
(904) 354-7000

Help Wanted News

Video News International

VIDNEWS

is now accepting resumes and audition tapes from applicants to be

BUREAU CHIEF/ REPORTERS and ASSISTANTS VIDEO TAPE CAMERAMEN

We are currently staffing bureaus in eight major markets, scheduled to open in EARLY 1980. Challenging positions in a totally new and innovative concept in television news gathering. Small and middle market newsmen and women are encouraged to apply. Salaries and benefits are competitive.

Reply To:

VIDNEWS

Post Office Box 584
San Francisco, CA 94101

Minorities and women
encouraged to apply
No Phone Calls, Please

NEWS DIRECTOR

Must have News management experience to take over No. 1 News Department in highly competitive news market. Must have strong managerial skills, ability to recruit and train, be able to improve young demographics while maintaining homes leadership. Send resume and references. Equal opportunity employer.

Bob Southard
WFRV-TV
P.O. Box 1128
Green Bay, WI. 54305

HIGHLY REGARDED TELEVISION STATION

In Northeast cosmopolitan city seeking mature, experienced, successful news anchor who also writes well. Modern, well-equipped news operation with professional staff. Send resume, references, video tape and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, New York 13203. Equal Opportunity Employer.

Situations Wanted News

A Sports Anchorman

am I, with looks and appeal;
a good reader, who writes
with humor and zeal;
so, my major market station,
makes me the host of a new
talk show sensation.
Now, this show is a bomb,
and my old job is gone!
It's "Fourth and ninety-nine,"
why not send me a line?
Even if you're not, "Roone,"
I'll be available soon.

Box M-3

**Situations Wanted News
Continued**

**Top 10 Market
News Producer**

Are you looking for a tough creative award-winner to take your news to the top? Let's talk. Box M-36

Employment Service

**B
A
L**

**BROADCASTER'S
ACTION LINE**

The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Search \$25.00
Call 812-889-2907
R2, Box 25-A, Lexington, Indiana 47138

MANAGEMENT

In search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.

ALLIED FIELDS

Help Wanted Sales

**BROADCAST PRODUCT
MANAGERS
UNLIMITED GROWTH OPPORTUNITY**

...

with Broadcast Division of major company for ambitious Number Two qualified to be Number One. Positions offer complete sales and marketing responsibility for AM/FM transmission and audio equipment. Excellent salary and bonus plan; full benefits.

If you have broad sales engineering experience in Radio Broadcast, and are ready to assume a top managerial position, send detailed resume, including salary history, to Box J-201. Complete confidentiality assured.

**Help Wanted Programing,
Production, Others**

**ENTERTAINMENT
MARKETING DIRECTORS
SOUGHT ...**

... for the World's Largest Circus under the Big Top. You will conduct market research, buy advertising, generate publicity, and set up promotions in behalf of this century-old family entertainment institution. These exciting positions require travel on a full-time basis, using your own car.

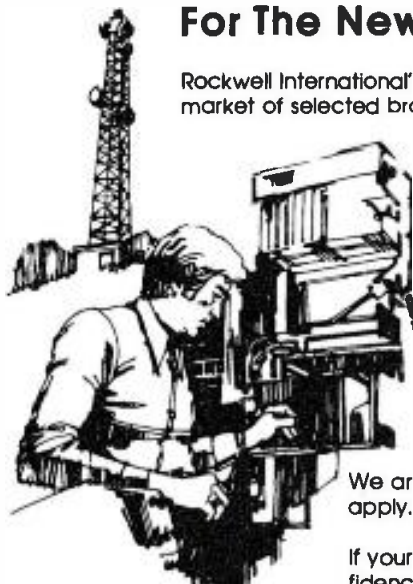
send resume to:

National Marketing Director
CLYDE BEATTY-COLE BROS. CIRCUS
P.O. Box 1570
Winter Park, Florida 32790

BROADCAST EQUIPMENT SALES MANAGER

For The New England States

Rockwell International's Collins Transmission Systems Division is a world leader in the development, manufacture and market of selected broadcast station components.



As a result of our recent accelerated business growth and promotions, we are currently seeking candidates to assume responsibility for marketing our complete line of broadcast equipment directly to Broadcast Stations in the New England states. These components include AM/FM transmitters, antennas and other selected station supplies.

Qualified candidates should have experience equivalent to a Director of Engineering for one or more broadcast stations. This background would include a clear understanding of high power directional antenna, plus the entire maintenance/technical operation of AM and FM broadcasting stations. Direct sales experience to similar stations is also desirable.

Benefits and compensation are more than competitive, including a dental and savings plan. In addition, we offer the most competitive sales commission plans in the industry.

We are an equal opportunity employer. Minorities, women and handicapped are encouraged to apply.

If your qualifications meet the above specifications, we welcome you to submit your resume in confidence to:

**Collins Transmission
Systems Division
Rockwell International
Professional Staffing 2002
M/S 433-100, ccu 465
P.O. Box 10462
Dallas, Texas 75207**



**Rockwell
International**

...where science gets down to business

**Help Wanted Sales
Continued**

Sales Manager

Broadcasting Publications Inc. is accepting applications for a position as Western Sales Manager. Successful applicant will sell and service advertising space clients in 11 Western states. Background in broadcasting profession helpful but not required. Sales experience and/or desire to sell essential, with prime importance placed on ability to organize, plan and produce sales with a minimum of direct sales supervision. Excellent growth opportunity for the right person. Starting compensation based on experience and ability. Outstanding company benefits.

Qualified applicants should send a job resume, including salary requirements, to:

David N. Whitcombe
Director of Sales and Marketing
Broadcasting Publications Inc.
1735 DeSales St., NW
Washington, DC 20036

**For Sale Stations
Continued**

**BILL-DAVID
ASSOCIATES**
BROKERS-CONSULTANTS
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

S	Small	AM	\$190K	\$55K
Plains	Small	AM	\$350K	\$102K
W	Small	AM	\$450K	Terms
MW	Medium	FM	\$1000K	Cash
NW	Major	AM/FM	\$4100K	29%

Atlanta, Boston, Chicago
Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga., 30341

Radio Programing

Wanted To Buy Stations

**The MEMORABLE Days
of Radio**
30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884

Want to buy AM
preferably in New England or
East Coast \$100,000 or less
Box K-168

**FIBBER McGEE
& MOLLY**
The Original Network Radio Series
IS BACK ON THE AIR!
Now available for local purchase:
CHARLES MICHELSON, Inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4548
127 West 28th Street, New York, N. Y. 10001 • (212) 243-2702

For Sale Stations
RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

**THE
KEITH W. HORTON
COMPANY, INC.**
P. O. Box 948
Elmira, NY
14902
(607) 733-7138
*Brokers and
Consultants
to the
Communications
Industry*

LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

For Sale
1 KW AM station So. Eastern NC
\$250,000. Associated Group Ser-
vices, Inc. P.O. Box 188, Whiteville,
NC 28472.

FOR SALE
Arkansas Daytime Radio station,
2 1/2 times gross sales. Ex-
cellent coverage and sales area.
Box K-193.

Consultants

**I AM NOT A
CONSULTANT**
If you have a depressed radio or tv prop-
erty and want it totally upgraded includ-
ing sales, programing, cash flow and
morale write me. I will work full time for
one year to accomplish these ends.
Should you decide to sell then, I will find
you a solidly financed buyer, or will
leave you with a professional team able
to maintain a successful track record.
Box M-62.

AM/FM - CATV - TV
CURRENT INVENTORY
**SHERMAN and
BROWN ASSOC.**
MEDIA BROKER SPECIALISTS
(305) 371-9335 (904) 734-9355
GORDON
SHERMAN
1110 Brickell Ave.
Suite 430
Miami, Fla. 33131
ROBERT
BROWN
P.O. Box 1586
Deland, Fla. 32720

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/826-0366 Suite 214
11881 San Vicente Blvd. Los Angeles, CA. 90049
202/223-1553 Suite 417
1730 Rhode Island Ave. N.W. Washington, D.C. 20036

THE HOLT CORPORATION
APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS
Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017
215-865-3775

For Sale Stations Continued

- FM covering large Tennessee city. Ethnic group preferred. \$600,000 cash.
- Fulltimer in large North Carolina city. \$1,500,000.
- Fulltimer in large South Carolina city. \$2,000,000.
- Ethnic station in large Michigan city. \$1,900,000.
- Fulltimer large metro area Georgia. \$925,000.
- Daytimer in East Tennessee small town. \$195,000.
- AM/FM/TV in South Pacific Islands. \$220,000. Cash.
- Good facility near Anchorage, Alaska. \$1,200,000.
- AM-FM in Kentucky. \$360,000. \$70,000 down payment with deferred plan.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltimer. Large metro area. R.E. Indiana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$280,000.
- Fulltimer. N.W. Coastal. \$400,000.
- Daytimer. Mass.; Large Metro. \$850,000.
- Fulltime. Dominant. Metro. TX \$1,000,000.
- Daytimer. Million + Pop. in coverage area.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
- N. Central Texas. Daytimer. \$400,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

R.D. Hanna Company
Brokers-Appraisers-Consultants

5944 Luther Lane Suite 505 Dallas, TX 75225 214-696-1022
8340 E. Princeton Ave. Denver, CO 80237 303-771-7675

WARD COOK, INC.

1 kw AM in Oregon's lush Willamette Valley. Fulltime. Growth potential. Very favorable terms. Learn details from Carl Fisher. (503) 226-2111. 520 S.W. Stark Street, Portland, OR 97204.

MEDIA BROKER, APPRAISER...

318-797-8668

Single market combos ...
So. & S.W.

Big rural Class C FM in S.E. 630 K cash. Combo, single, Missouri, 50 K down. FM, Class A, Miss., 25 K down. Med. combo South, 1.2 M cash. Assistance on financing cash purchases.

JOHN MITCHELL
P.O. Box 1065 Shreveport, LA 71163

EXCLUSIVE!

- Midwest Combination AM/FM
- Only Stations Licensed To This Growth Market
- Ideal Owner-Operated
- \$825,000.00
- Liberal Terms To Qualified Buyer

Call 901/767-7980
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5050 Poplar • Suite 816 • Memphis, Tn. 38157

MEDIA BROKERS APPRAISERS

RICHARD A. SHAHEEN
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



JACK DANIELS & ASSOCIATES

SUNBELT MEDIA BROKERS
Up to \$100,000,000 financing available. Attractive Terms.
Jack Parry 505/393-5181



Select Media Brokers
P.O. Box 5 - Albany, Georgia 31702 - 912-883-4917

SELECT MEDIA BROKERS

MI	Fulltime AM & FM	300K	Small
SC	Daytime AM	150K	Medium
FL	Fulltime AM	390K	Medium
GA	Fulltime AM	375K	Medium
PA	Daytime AM	400K	Medium
SC	Daytime AM	440K	Medium
FL	Daytime AM	330K	Medium
FL	Daytime AM	165K	Small
FL	Daytime AM	350K	Medium
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Daytime AM	175K	Small
SC	Daytime AM	500K	Medium

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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

Wayne Kearl, chairman and chief executive officer of Harte-Hanks Communications' television group, which includes four stations, named to newly created position of president of broadcast operations, which combine radio (five AM and six FM) and television groups. **William G. Moll**, president of television group,



Kearl



Moll



Anderson



Jones

assumes additional duties of chief executive officer. **George H. Anderson**, president and general manager of Harte-Hanks's WTLV(TV) Jacksonville, Fla., assumes additional duties of executive VP and chief operating officer of television group. **Leonard G. (Bob) Jones** continues as president and chief executive officer of radio group.

Ray Karpowicz, general manager of Pulitzer Broadcasting's KSDK(TV) St. Louis, since 1969, named general manager and chief executive of



Karpowicz



Grams

Pulitzer Broadcast Stations, which includes five television stations and one AM and FM. He succeeds **Harold Grams**, who retires after 41 years with Pulitzer.

Wes Ferns, station manager, KQTV(TV) St. Joseph, Mo., named VP-general manager. Station was recently sold by Amaturio Group to Elba Development Corp. Ferns succeeds **Frank Brosseau**, who remains with Amaturio as VP of NTV, group of four television stations in Nebraska being purchased by Amaturio. He will be based in Kearney.

David P. Beddow, VP-general manager of Group W's KYW-TV Philadelphia, named to new post of VP of Group W station broadcasting operations, Philadelphia. Succeeding him at



Beddow



Battista

KYW-TV will be **Thomas M. Battista**, president of ITF Limited, New York, independent production firm, and formerly executive VP, CBS Television Stations Division, New York.

Eric Thurman, former general manager of KCCV(AM) Independence, Mo., joins WCFL(AM) Chicago as broadcast operations supervisor.

Harold Bausemer, sales manager, WITS(AM) Boston, named station manager and general sales manager. **Rosemary Campbell**, business manager, named VP-finance.

Stanley Klubeck, director, industrial relations planning and operations, Hertz Corp., New York, joins NBC as VP, personnel and labor relations, West Coast, Burbank, Calif. (Hertz and NBC are RCA Corp. subsidiaries). **Ellen Shaw Agress**, senior counsel, NBC, New York, appointed assistant general counsel.

Mendes Napoll, news director, KTEW(TV) Tulsa, Okla., assumes additional duties as assistant to general manager-operations.

John Piccirillo, general manager of WND(AM)-WFBQ(FM) Indianapolis, named to same post for WLTV(FM) Fairfield, Ohio, which is being purchased by Hefstel Broadcasting.

Frank Mankiewicz, president of National Public Radio, Washington, given Eastern Public Radio Network's first distinguished service award at luncheon for public radio representatives in Washington Nov. 26.

Phyllis W. Florence, business manager at Multimedia Inc.'s WFBC-TV Greenville, South Carolina, named radio accounting manager of company's corporate accounting staff.

Hal Waits Jr., accountant with New England Merchants Bank, Boston, joins KFWB(AM) Los Angeles as controller.

New officers, Southern California Broadcasters Association: **Tim Sullivan**, KHTZ(FM) Los Angeles, chairman; **Pat Shaughnessy**, KIQQ(FM) Los Angeles, vice chairman; **David Moorhead**, VP of Metromedia, treasurer, and **George Fritzinger**, KFAC-AM-FM Los Angeles, secretary.

New officers, Arizona Broadcasters Association: **C.E. (Pep) Cooney**, KPNX-TV Mesa, Ariz. (Phoenix), president; **Bill Smith**, KOOL-

FM Phoenix, VP, and **Lee Shoblom**, KFVJ(AM)-KRFM(FM) Lake Havasu City, secretary-treasurer.

Advertising



Thom Grant, senior VP and management supervisor at McCann-Erickson, New York, named executive VP and general manager of M-E's Los Angeles office. **David L. Geyer**, senior VP, continues as deputy manager of Los Angeles branch.

Phillip Guglielmetti, account supervisor, N W Ayer ABH International, New York, elected VP.

Weston Elliot, associate director-special programming, **Thomas Neman**, director of research, and **Terry Vavra**, director of research, BBDO, New York, elected VP's.

Ellen Dreyer, account supervisor, Needham, Harper & Steers, Chicago, appointed VP.



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Stanley Beals, senior VP-management supervisor, D'Arcy-MacManus & Masius, Chicago, joins Bozell & Jacobs, Chicago, in senior account management position. **Larry Vienna**, creative director, Abelson-Frankel, Chicago, joins Bozell & Jacobs as creative supervisor.

Vincent Figliola, formerly VP-associate creative director, Tinker, Campbell-Ewald, joins Norman, Craig & Kummel, New York, as VP-executive art director. **Sandy Wilson**, from Warren, Muller, Dolobowsky, joins NCK as copy group head.

Dinaz Boga, from N W Ayer ABH International, New York, and **Michael McCartan**, from Marsteller Advertising there, named account supervisors for Ketchum, MacLeod & Grove, New York.

Joanne Caslino, product manager, Butterick Publishing, New York-consumer products division, joins DKG Advertising, Inc., New York, as account executive.

A.J. Parrino, from Brand Advertising in Chicago, joins Tatham-Laird & Kudner there as account executive. **Robert Kinsell**, from Foote, Cone & Belding, and **Rebecca Swanson**, graduate, Central Academy of Art in Cincinnati, join TLK as art directors. **Bill Force**, from Kenyon & Eckhardt, and **Stephen Smith**, from Martin-Daylor Advertising in Des Plaines, Ill., join TLK as writers.

Dick Olson, executive VP, West Coast director of broadcast production, Gardner Advertising, Los Angeles, joins Henderson Advertising, Los Angeles, as director of production services.

M. Gene Countryman, manager of European merchandising and promotional efforts for Massey-Ferguson Ltd., Coventry, England, joins Associated Advertising Agency in Wichita, Kan., as VP-executive creative director.

William Lage, formerly account executive, WTTG(TV) Washington, joins Raider Advertising there as director of account management.

George Rozenski, manager of *Grand Rapids* (Mich.) *Press*, and formerly art director with J.I. Scott Co. in Grand Rapids, rejoins J.I. Scott as senior art director.

Larry Widrig, Midwest regional spot sales manager in Chicago for ABC-TV Spot Sales, named sales manager, ABC-TV Spot Sales, Detroit. **Gary Brooks**, account executive in New York for Spot Sales, succeeds Widrig.

Jerry Solomon, director of marketing, ABC Television Network Sales, named VP.

Appointments, CBS Television Network Sales, New York: **Albert Crane III**, VP-Eastern sales, named VP-primetime sales; **Robert Kipperman**, VP-primetime sales, named VP-Eastern sales; **Richard Pinkham Jr.**, VP-sports sales, named VP-sales proposals, and **Robert Tassie**, account executive, succeeds Pinkham. **John Ginway**, account executive, Central sales, Chicago, named director.

James Parham, account executive, ABC-TV Spot Sales, New York, joins Blair Television there on ABC-blue sales team. **Anita Boczek**, sales assistant with Cleveland office of Blair Television, named account executive.

Michelle Jennings, account executive with Torbet Radio, New York, named to same post with Eastman Radio, New York.

Janet Schoenemann, senior research analyst

and sales coordinator, Field Spot Sales, New York, joins Katz Television there as research team manager for Katz TV Continental's silver team. **Carey Moler**, sales assistant, named research analyst for bronze team.

Jay Colen, research team manager, Katz Continental Television, New York, joins Avery-Knodel Television there as account executive. **Gail Schmid**, sales assistant, Katz Agency, New York, joins Avery-Knodel as research analyst.

James Hergen, executive VP of Ringling Brothers and Barnum & Bailey Circus World, joins SFM Media Corp. as account executive in television sales department.

Joan Zenker, account executive, WCBS-TV, New York, appointed national sales manager.



Shaffer

Catherine Shaffer, account executive, KYW-TV Philadelphia, named sales manager.

Donald K. Pauly, national sales manager, KPHO-TV Phoenix, named general sales manager.

John Stewart, account executive, WEWS(TV) Cleveland, joins WDTN(TV) Dayton, Ohio, as national sales manager.

Elizabeth Carey and **Bob Bouchard**, account executives, WITS(AM) Boston, named national and local sales managers, respectively.

Larry Smith, account executive, WIKS(FM) Indianapolis, named local sales manager.

James Selfert, account executive, WSAI-FM Cincinnati, joins KZZX(FM) Albuquerque, N.M., as sales manager.

Vicki Knight, from sales department of KSRV(AM) Ontario, Ore., joins KIDO(AM)-KIDQ(FM) Boise, Idaho, as sales manager.

Robert Riordan, local sales manager, WXNE-TV Boston, joins WSBK-TV there as account executive.

Ted Richeson, account executive, Major Market Radio, Los Angeles, and **Carol Robins**, sales manager of marketing services, WLS(AM) Chicago, join KFWB(AM) Los Angeles as account executives.

Greg Rizzo, account executive, WITL-AM-FM Lansing, Mich., and **Peter Hoffman**, account executive, WYEN(FM) Des Plaines, Ill., join WAIT(AM) Chicago in same capacities.

Jody Phelan, sales assistant, WCFL(AM) Chicago, named account executive.

Jack McGurk, formerly local sales manager, WDVR(FM) Philadelphia, joins WWSH(FM) there as account executive.

Jim Meadows, account executive, WJOI(FM) Pittsburgh, joins WPNT(FM) there in same capacity.

Raymond Muer, VP of San Francisco office of Blair Radio, **Ruth Mahar**, from KOIT(FM) there, and **Karylyn von Moren**, merchandising director, KGO(AM) San Francisco, named account executives for KGO.

Rick Leverrier, account executive, WGMS-AM-FM Washington, joins WPGC-AM-FM there in same capacity.

Thom Sheridan, from KTAC(AM) Tacoma, Wash., joins KNBQ(FM) there as account executive.

Programming

Laurel Henson, assistant manager of public service, CBS/Broadcast Group, New York, named director of program practices, CBS Radio. He succeeds **Jack Stuppler**, who was named director of administration for CBS Radio Network (BROADCASTING, Nov. 26).

Roger Lefkon, director of programming, Lexington Broadcast Services, New York, and **Heather Regan**, director of sales, LBS, named senior VP's.

Carl De Santis, attorney in private practice of entertainment law in New York, named program development/business affairs director of WCI Home Video, New York, new videocassette and videodisk division of Warner Communications Inc. **Louis Cohen**, VP, finance, Warner Books, appointed VP/comptroller, WCI Home Video, and **Bernard Rybnick**, assistant to Edward Bleier, executive VP, Warner Bros. Television, East Coast, named international marketing director of new unit.

Ramon Perez, in charge of Latin American distribution for Paramount Television, appointed VP, Latin American TV sales and services, based in Los Angeles.

Rosemarie DiRiviera, financial accountant for Group W Productions, Los Angeles, appointed business manager for unit's *PM Magazine* national office in San Francisco. **Leo Jacobs**, financial analyst with Hughes Aircraft, Canoga Park, Calif., joins Group W Productions, Los Angeles, as accounting supervisor.

Robert John, formerly with Watermark, Los Angeles, joins Golden West Broadcasters Radio Productions, newly formed company in Los Angeles, as senior network director. **Jan Hornung**, marketing and research analyst, Golden West Radio, named director of research.

Dick Tachudln, president, RFT Productions, Los Angeles, joins EUE/Screen Gems, Los Angeles, as staff director.

Hal Greene, formerly corporate head of programming for General Electric Broadcasting and Cable Corp., Schenectady, N.Y., named operations/program manager, KLAS(TV) Las Vegas.

Gary Rockey, program manager-acting station manager, WJAR-TV Providence, R.I., joins WRCB-TV Chattanooga as program director.

David Kenin, director of broadcast operations, KMBC-TV Kansas City, Mo., named VP.

Paul Kelley, president of sports division of WITS(AM) Boston, named corporate VP for sports for licensee of WITS, Mariner Communications. He will assume additional duties for Mariner's WLW(AM) Cincinnati. **Chris Cross**, operations manager of WITS, assumes additional duties as program director. **Pat Whitley**, who has been program director, becomes programming consultant, while concentrating full-time as air personality. **Jack Kirby**, executive producer, named assistant program director. **Bill McCarthy**, production manager, assumes additional duties as assistant operations manager. **Don Makson**, executive producer for sports, assumes additional duties as assistant program director.

Tom Dunlap, sales representative and play-by-

play announcer, WMBH(AM) Joplin, Mo., joins KODE-TV there as sports director.

Richard Petrash, from WGN-TV Chicago, joins Catholic Television Network of Chicago as production manager.

Bill Ward, from KFMK(FM) Houston, joins KAUM(FM) there as air personality.

Phil Christie, from WHUE-AM-FM Boston, joins WJIB(FM) there as air personality.

Roy Reiss, sports producer and reporter for WNAC-TV Boston, joins WROR(FM) there as sports reporter.

Kate Guthorn, production assistant, KMPX(FM) San Francisco, named producer.

Marcus Keys, production assistant director at WJXT-TV Jacksonville, Fla., promoted to staff director. **Lee Chandler Kaufmann**, with station's creative services department, replaces Keys.

Susan Calure, senior director in creative services department of WTNH-TV New Haven, Conn., joins Connecticut Public Television, Hartford, as producer-director.

News and Public Affairs

James F. Plante, domestic editor, afternoon news feed, ABC News, named director, domestic news, NBC News. **Jeremy R. Lamprecht**, foreign assignment editor, NBC News, named director, foreign news. Both are newly created positions. **Tom Pettit**, NBC News correspondent, named floor reporter, 1980 Republican and Democratic conventions, joining Garrick Utley and Chris Wallace. In advance, Pettit will cover key primaries or caucuses.

Cecil Tuck, news director for WLS-TV Chicago since June, has resigned. **Bill Fyffe**, VP-station manager, will assume news director duties until successor is chosen. Tuck's plans will be announced later.

Matt James, assignment editor, KHOU-TV Houston, joins KSHO-TV Las Vegas as news director.

Susan King, reporter and anchor, WDMV-TV Washington, joins ABC News as correspondent, based in Washington.

Gerald Jensen, news director, WHO-TV Des Moines, Iowa, joins WEYI-TV Saginaw, Mich., in same capacity.

Lincoln Warren, investigative reporter, WDAM-TV Laurel, Miss., joins WAPT(TV) Jackson, Miss., as news director.

Wilson Van Aist, Santa Clara county bureau chief, KCBS(AM) San Francisco, promoted to managing editor.

Peter Rapalus, programming assistant, KKHI-AM-FM San Francisco, named news director.

Sara Lee Kessler, anchor and reporter for news inserts on NBC's *Today* program on WRC-TV Washington, and formerly noon co-anchor on WOR-TV New York, rejoins WOR-TV on *Newsbreak*, two-minute segments at 5:30 p.m., 6:30 p.m. and 7:30 p.m.

Mark Cohen, 11 p.m. news producer and producer live specials for Group W's KDKA-TV Pittsburgh, named executive news producer for co-owned KPIX(TV) San Francisco.

Clarence Fanto, radio and television news writer for CBS News, New York, named producer for radio, public affairs, CBS News.

Jim Hickey, reporter, KYW-TV Philadelphia, named New Jersey bureau chief. He succeeds **Dick Standish**, who has been named political reporter.

Hal Stopfel, assignment editor, WHAS-TV Louisville, Ky., named assistant news director. **Patti Vine**, assistant media buyer, Ted Bates Advertising, New York, joins WHAS-TV as assignment editor and producer.

John Aubuchon, press officer and supervisor of information services for Prince George's County (Md.) board of education, and earlier, reporter for WDMV-TV Washington, joins WJLA-TV there as general assignment reporter.

James J. Roberts, anchor and executive producer of news and special reports, WQAD-TV Moline, Ill., joins WPRI-TV Providence, R.I., as co-anchor of 6 p.m. news, and anchor of 11 p.m. news. He will also do live field reporting and special assignment reports.

Lee Van Ameyde, reporter and weekend anchor, WZZM-TV Grand Rapids, Mich., named co-anchor and producer of 6 and 11 p.m. news.

Jack Marschall, anchor-reporter, WYTV(TV) Youngstown, Ohio, joins WKEF(TV) Dayton, Ohio, as co-anchor-reporter.

Bill Kopald, evening anchor and reporter for WXEX-TV Petersburg, Va., joins WFMV-TV Greensboro, N.C., as evening anchor.

Dick Fitzmaurice, formerly news and public affairs director, KCBS-FM San Francisco, and **Les**

Holt, general assignment reporter, KRAK(AM) Sacramento, Calif., named anchors and reporters for KCBS(AM) San Francisco. **Steve LaMar**, air personality, KBYR(AM)-KNIK-FM Anchorage, and sports anchor for KTVA-TV there, joins KCBS(AM) as anchor.

Dan Gray, from news department of KSD(AM) St. Louis, joins KSDK(TV) there as general assignment reporter and chief of new Illinois bureau for station. **Mark Mosher**, editor of *PM Magazine* on WJBK-TV Detroit, joins KSDK as editor. **Jennifer Bloome**, weathercaster and environmental reporter for WSPD-TV Toledo, Ohio, joins KSDK in same capacity.

Carman Fields, former reporter, columnist and assistant metropolitan editor for *Boston Globe*, joins WNAC-TV there as reporter for *Black News*, weekly, half-hour program. **Shelley Newman**, former producer-director, WAVE-TV Louisville, Ky., joins WNAC-TV as producer of public affairs unit.

Wes Sims, reporter and producer of 7 a.m. news, KTRK-TV Houston, named producer of 10 p.m. news.

Alec Nagle, executive news producer, KGO-TV San Francisco, joins Cable News Network, Atlanta, as producer of two-hour, prime-time newscast.

Brian Dengler, weekend producer and reporter, WMC-TV Memphis, and **Dave Humphrey**, assignment editor and anchor, WQAD-TV Moline, Ill., join WBNS-TV Columbus, Ohio, as producers of 7 and 11 p.m. newscasts, respectively.

Marjorie Adams, from news department of



RFK

The Twelfth Annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged

NEW LAST YEAR: \$1000 IN RADIO AND \$1000 IN TV CATEGORIES, WITH WINNERS IN BOTH COMPETING FOR AN ADDITIONAL \$2000 GRAND PRIZE.

Entry receipt deadline January 31, 1980; information, entry blanks: 1035 30th St., NW, Washington, D.C. 20007, 202-337-3414.

1978 Broadcast Winner: Steven L. McVicker and Jeanne Jones Riedmueller of KPFT Radio, Houston, for "The Question of Accountability: A Look at the Houston Police Department." Honorable Mention: Brian Ross, Janet Pearce, Joseph Angotti of NBC-TV News for segment on Migrant Farm Workers.

Awards Committee: Jack Rosenthal, New York Times, Chairman; Paul Duke, Public Broadcasting Service; Betty Cole Dukert, NBC News; Ed Guthman, Philadelphia Inquirer; Dorothy Gilliam, Washington Post.

WVA-TV Savannah, Ga., joins news staff of WOWK-TV Huntington, W.Va.

Ron Edwards, former news director, WABQ(AM) Cleveland, joins news department of WGAR(AM) there.

Paul Perrello, graduate, LaSalle College, Philadelphia, joins news department of KMAQ-AM-FM Maquoketa, Iowa.

Sharon Davis-Fair, with WDTN(TV) Dayton, Ohio, named assistant community services director.

Kenneth Braddick, regional executive in Boston for UPI, named general executive for New England.

Promotion and PR

John M. Williams, public affairs officer at New York based Citicorp, named director, corporate information, CBS Inc.

Leslie Lillian, director of marketing services for Air Time International, New York, assumes additional duties as director of information services.

Mark Ogden, news assistant, WTHR(TV) Indianapolis, named on-air promotion coordinator.

Named account executives in Chicago office of Hill and Knolton, public affairs and public relations consulting firm: **John P. Murphy**, associate public relations director, Hart Schaffner & Marx, Chicago; **Nancy H. Harper**, senior writer-producer in special events, public relations and fashion promotion for Marshall Field and Co., Chicago; **William Linder**, advertising and sales promotion specialist, Union Carbide, and

Elly Pick-Jacobs, account executive from New Dimensions Marketing, Chicago marketing communications firm.

Allied Fields



Firstenberg

Jean Firstenberg, executive with Markle Foundation in New York, responsible for design of grants to encourage innovation in film and television, named director of American Film Institute, Washington. She succeeds **George Stevens Jr.**, who will continue to serve as co-chairman, with Charlton Heston, of AFI. Firstenberg begins her three-year appointment Jan. 1.

Ed Christian, WWKR(AM)-WNIC(FM) Dearborn, Mich., chairman of Arbitron Radio Advisory Council, and **William R. Brazzil**, WTVJ-TV Miami, chairman of Arbitron Television Advisory Council, appointed to radio and TV committees, respectively, of Broadcast Rating Council.

Kenneth Gross, director of sales and service for Pulse Pacific, joins Media Statistics Inc. as Western sales manager for monthly Mediatrend radio audience reports. He will be based in Los Angeles.

Eric Norberg, formerly program manager, KEX(AM) Portland, Ore., joins Consolidated Communications Consultants, La Crescenta, Calif., as VP, specializing in programing and research development.

James S. Morgan, general manager of WIID(AM) Detroit, named regional sales manager in Detroit for Station Business Systems, division of Control Data Corp.

Richard Zimmerman, former producer-director with University of Louisville (Ky.) Instructional Communications Center, joins department of telecommunications, Mercer County Community College, Trenton, N.J., as producer-director.

Elizabeth Saunders, broadcast specialist for Company Carr Advertising, Toledo, Ohio, joins WDTN(TV) Dayton, Ohio, as promotion director.

Sally Weinstock, director of public relations for *Walrus!* magazine, joins Watermark, Los Angeles, as publicity manager.

Technology

Robert Mueller, Western regional manager for Sony, based in Compton, Calif., named manager of national market development for Sony Video Products Co., New York.

Willard J. Wilmot, Western field sales manager at Belden Corp.'s Irvine, Calif., electronic division regional sales office, appointed marketing manager at division's Richmond, Indiana headquarters. Also at division, **Charles B. Parker**, sales manager-CATV products, named field sales manager of Southeast region, and **Glen Grosser**, field sales representative, appointed to succeed Parker.

Bruce Huber, color TV product manager, Zenith Radio Corp., Glenview, Ill., named director of product planning for color TV.

Louanne Davis, manager of product planning for Zenith's videocassette recorder, named manager of product planning for video recording and playback systems and black-and-white TV.

Ronald Herman, director of technical services for Cinetronics Ltd. in Chicago, named general manager of A&G Concepts, division of Vidtronics in San Diego.

Luther Marrs, Western district service manager for Dennison Manufacturing Co., joins Magnasync/Moviola Corp., Hollywood, national field service manager.

Richard McLean, responsible for sales to television networks, Microtime, Bloomfield, Conn., assumes additional duties as OEM (original equipment manufacturer) product manager. **Dean Leeson**, sales manager for Video Magnetics, Sunnydale, Calif., joins Microtime as Northeast regional sales manager.

Warren L. Only, broadcast consulting engineer for East Coast Engineering, Vineland, N.J., becomes director of engineering for National Black Network in New York. He will continue to work as consultant.

Ray Fentriss, VP, telecommunications systems, systems communications division of IBM, Harrison, N.Y., joins Satellite Business Systems, McLean, Va., as VP-marketing.

Jeffrey DeWitt Blauvelt, formerly with WTVB(TV) Durham, N.C., joins WXIA-TV Atlanta, as ENG photographer-editor.

Brad J. Richter, engineer of SCA services, RCA, Minneapolis, joins WPLP(AM) St. Petersburg, Fla., as chief engineer.

Deaths

Charles E. Potter, 63, former Republican senator from Michigan who was chairman of Senate Communications Subcommittee from 1953 to 1954, died Nov. 23 at Walter Reed hospital in Washington. Survivors include his wife, M. Elizabeth, and daughter.

Frank A. Allen Jr., retired major general who served as press chief for General Dwight D. Eisenhower from 1944 to 1945, died Nov. 20 at Walter Reed hospital in Washington. He supervised war coverage by 1,200 correspondents, but was mainly concerned with protecting military security. He retired in 1956, and then worked as VP of Washington public relations firm. Survivors include two sons and two daughters.

George Frame Brown, 83, radio personality during 1930's, died Nov. 19 in Hollywood Presbyterian hospital. His show, *Thompkins Corners*, in which he played Mayor Matt Thompkins, is said to have been second in popularity only to *Amos 'N' Andy*. Brown became millionaire but lost his fortune in California on unsuccessful restaurant venture.

Howard Nelson, 65, retired Boston radio personality, died of heart attack at his home in Littleton, N.H., Nov. 24. He retired from WEEI(AM) Boston in 1978 after 26 years with station, but continued to work for station on freelance basis. He also served as anchor for station's coverage of Pope John Paul II's visit to Boston this year. Nelson began his radio career in 1932 while he was in college. After college, he worked for WDAY(AM) Fargo, N.D. Survivors include his wife, Lorraine, one son and daughter.

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Stock Index

Exchange and Company	Closing Nov 28	Closing Nov 20	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	38	37 1/4	+ 3/4	+ 2.01	8	1,064
N Capital Cities	48 1/2	45 5/8	+ 2 7/8	+ 6.30	13	664
N CBS	47 1/2	47 3/8	+ 1/8	+ .26	7	1,334
N Cox	61 3/4	60 3/4	+ 1	+ 1.64	12	414
A Gros Telecasting	23 1/2	22 1/2	+ 1	+ 4.44	8	18
O LIN	48 1/4	48	+ 1/4	+ .52	12	134
N Metromedia	69	66	+ 3	+ 4.54	10	317
O Mooney	10	10				4
O Scripps-Howard	53 1/2	52 1/2	+ 1	+ 1.90	10	138
N Storer***	23 1/2	23 3/8	+ 1/8	+ .53	12	272
N Taft	32 1/2	31 1/4	+ 1 1/4	+ 4.00	11	280

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	18	14 3/4	+ 3 1/4	+22.03	15	31
A Affiliated Pubs.	24 3/4	24 1/4	+ 1/2	+ 2.06	9	84
N American Family	10	9 5/8	+ 3/8	+ 3.89	4	105
N John Blair	20 1/8	20	+ 1/8	+ .62	5	74
N Charter Co.	38 1/8	35 3/4	+ 2 3/8	+ 6.64	33	829
N Chris-Craft	17 1/4	17	+ 1/4	+ 1.47	10	74
N Coca-Cola New York	6	6 1/8	- 1/8	- 2.04	8	105
N Cowles	23	22 3/8	+ 5/8	+ 2.79	18	91
N Dun & Bradstreet	42 1/8	38 1/2	+ 3 5/8	+ 9.41	17	1,173
N Fairchild Ind.	38 3/8	34 5/8	+ 3 3/4	+10.83	8	219
N Fuqua	15 5/8	14 1/2	+ 1 1/8	+ 7.75	5	197
N Gannett Co.	46 3/8	45 1/4	+ 1 1/8	+ 2.48	15	1,246
N General Tire	19 3/4	19 3/4			4	458
O Gray Commun.	29	29			9	13
N Harte-Hanks	23	22 3/4	+ 1/4	+ 1.09	13	213
O Heritage Commun.	9 1/2	7 5/8	+ 1 7/8	+24.59		22
N Jefferson-Pilot	31	30	+ 1	+ 3.33	8	709
O Marvin Josephson	14	14 1/4	- 1/4	- 1.75	8	36
O Kansas State Net	27 1/4	27 1/4			23	51
N Knight-Ridder	24 1/8	23 3/4	+ 3/8	+ 1.57	10	796
N Lee Enterprises*	22 5/8	22 5/8			12	164
N Liberty	36 7/8	36 3/4	+ 1/8	+ .34	8	249
N McGraw-Hill	26 5/8	25 3/4	+ 7/8	+ 3.39	10	659
A Media General	23 5/8	23	+ 5/8	+ 2.71	10	176
N Meredith	34 1/2	31 7/8	+ 2 5/8	+ 8.23	7	106
O Multimedia	29	28 1/2	+ 1/2	+ 1.75	12	193
A New York Times Co.	22 3/8	22	+ 3/8	+ 1.70	17	264
N Outlet Co.	19 1/4	18 1/2	+ 3/4	+ 4.05	5	47
A Post Corp.	18 3/4	15 3/4	+ 3	+19.04	8	34
A Reeves Telecom	4 1/2	4 1/2			50	10
N Rollins	29 1/4	28 1/8	+ 1 1/8	+ 4.00	14	392
N San Juan Racing	15	14 7/8	+ 1/8	+ .84	19	37
N Schering-Plough	29 3/4	29 1/8	+ 5/8	+ 2.14	8	1,590
A Sonderling	28 3/8	28 1/4	+ 1/8	+ .44	9	31
A Tech Operations	11 1/2	11	+ 1/2	+ 4.54	29	15
N Times Mirror Co.	36 3/4	35 1/4	+ 1 1/2	+ 4.25	10	1,247
O Turner Broadcasting	8 1/2	8	+ 1/2	+ 6.25		83
A Washington Post	19 3/4	20 1/2	- 3/4	- 3.65	6	313
N Wometco	21 3/4	18 7/8	+ 2 7/8	+15.23	10	186

CABLECASTING						
A Acton Corp.	12 5/8	11 1/2	+ 1 1/8	+ 9.78	8	33
O Ameco+						
O Athena Comm.	6 5/8	5 3/4	+ 7/8	+15.21		14
O Burnup & Sims	7	6 3/8	+ 5/8	+ 9.80	37	59
O Cable Info	14	13	+ 1	+ 7.69	70	8
O Comcast	20 1/2	18 3/4	+ 1 3/4	+ 9.33	20	34
O Entron*	5	5			5	4
N General Instrument	45 3/8	38 7/8	+ 6 1/2	+16.72	12	356
O Geneve Corp.	28 1/2	26 1/8	+ 3/8	+ 1.43	11	29
O Tele-Communications	22 3/4	18 1/4	+ 4 1/2	+24.65	28	242
N Teleprompter	20 7/8	18 5/8	+ 2 1/4	+12.08	27	354
N Time Inc.	44 1/2	41 3/8	+ 3 1/8	+ 7.55	8	1,242
O Tocom	10 3/4	10 1/4	+ 1/2	+ 4.87	23	16
O UA-Columbia Cable	32 1/2	30 1/2	+ 2	+ 6.55	15	109
O United Cable TV	23 1/2	23	+ 1/2	+ 2.17	17	95
N Viacom	36	32 7/8	+ 3 1/8	+ 9.50	18	136

Exchange and Company	Closing Nov 28	Closing Nov 20	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
A Amer. Intl. Pic.	9 3/4	9 3/4				23
O Chuck Barris Prods.	4 1/2	4 1/2			2	14
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	31 3/4	28 3/4	+ 3	+10.43	5	309
N Disney	39 5/8	36 1/2	+ 3 1/8	+ 8.56	12	1,284
N Filmways	12 3/8	11 7/8	+ 1/2	+ 4.21	7	66
N Four Star*	1	1				10
N Gulf & Western	17	17 1/8	- 1/8	- .72	4	810
N MCA	50 1/8	48 1/2	+ 1 5/8	+ 3.35	9	1,168
N MGM	17 7/8	18	- 1/8	- .69	8	544
O Medcom	3 1/2	3 1/2				14
N Transamerica	18 1/8	17 5/8	+ 1/2	+ 2.83	6	1,196
N 20th Century-Fox	41	40 5/8	+ 3/8	+ .92	6	327
O Video Corp. of Amer.	5 3/4	6	- 1/4	- 4.16	19	5
N Warner	46	45 1/8	+ 7/8	+ 1.93	10	947
A Wrather	18 1/8	16 1/8	+ 2	+12.40	49	41

SERVICE						
O BBDO Inc.	32 1/2	31 1/4	+ 1 1/4	+ 4.00	7	81
O Compact Video	8 1/8	6 7/8	+ 1 1/4	+18.18		14
N Comsat	36 1/4	35 1/2	+ 3/4	+ 2.11	8	290
O Doyle Dane Bernbach	19 1/2	19 1/4	+ 1/4	+ 1.29	7	51
N Foote Cone & Belding	21 1/4	21 3/8	- 1/8	- .58	7	55
O Grey Advertising	38 1/2	38	+ 1/2	+ 1.31	4	24
N Interpublic Group	33	31 1/4	+ 1 3/4	+ 5.60	7	78
O MCI Communications	5 5/8	5 1/2	+ 1/8	+ 2.27	70	158
A MovieLab	4 7/8	5	- 1/8	- 2.50	9	7
A MPO Videotronics	4 3/8	4 3/8			4	2
O A. C. Nielsen	23 1/8	22 3/8	+ 3/4	+ 3.35	11	254
O Ogilvy & Mather	18 1/2	18 1/2			6	66
O Telemation	1 1/2	1 1/4	+ 1/4	+20.00	2	1
O TPC Communications	4 1/2	4 5/8	- 1/8	- 2.70	8	4
N J. Walter Thompson	24 7/8	23 1/8	+ 1 3/4	+ 7.56	6	65
N Western Union	22 1/4	21	+ 1 1/4	+ 5.95	9	337

ELECTRONICS/MANUFACTURING						
O AEL Industries	6 1/4	6 3/8	- 1/8	- 1.96	5	10
N Ampex	19	17 3/8	+ 1 5/8	+ 9.35	13	216
N Arvin Industries	12 1/4	11 1/8	+ 1 1/8	+10.11	4	72
O CCA Electronics*	1/8	1/8				1
A Catec	4 3/4	4 5/8	+ 1/8	+ 2.70	10	2
A Cohu	5 3/4	4 1/2	+ 1 1/4	+27.77	19	9
N Conrac	16 1/2	14	+ 2 1/2	+17.85	26	33
N Eastman Kodak	48 1/2	48 7/8	- 3/8	- .76	9	7,827
B Elec Missile	2 1/4	2 3/4	- 1/2	-18.18	7	6
O Farinon	21 1/2	21	+ 1/2	+ 2.38	20	106
N General Electric	47	45 3/4	+ 1 1/4	+ 2.73	9	8,675
N Harris Corp.	32 5/8	30 1/4	+ 2 3/8	+ 7.85	14	840
O Harvel Industries	6 1/2	6 1/2			17	3
O Intl. Video Corp.	7/8	7/8				2
O Microdyne	22 3/4	21	+ 1 3/4	+ 8.33	24	2
N M/A Com Inc.	29 1/4	28 3/4	+ 1/2	+ 1.73	38	1,653
N 3M	50 1/4	49 1/4	+ 1	+ 2.03	10	5,852
N Motorola	49	48	+ 1	+ 2.08	12	1,398
N N. American Phillips	27 1/4	26 1/4	+ 1	+ 3.80	5	327
N Oak Industries	34 7/8	31	+ 3 7/8	+12.50	24	126
O Orrox Corp.	6	6 1/8	- 1/8	- 2.04	9	10
N RCA	23 1/8	21 3/4	+ 1 3/8	+ 6.32	6	1,731
N Rockwell Intl.	43 1/8	40 1/8	+ 3	+ 7.47	7	1,518
A RSC Industries	3 1/8	3 1/8				17
N Scientific Atlanta	38 1/2	37	+ 1 1/2	+ 4.05	22	171
N Sony Corp.	7 1/4	6 3/4	+ 1/2	+ 7.40	12	1,250
N Tektronix	62 3/4	59	+ 3 3/4	+ 6.35	16	1,129
O Texscan	6	5 3/4	+ 1/4	+ 4.34	35	4
O Valtec	15 1/8	13 1/4	+ 1 1/8	+14.15	32	60
N Varian Associates	27 1/8	26 3/4	+ 3/8	+ 1.40	151	185
N Westinghouse	18 3/4	17 3/8	+ 1 3/8	+ 7.91	5	1,622
N Zenith	9 7/8	9 5/8	+ 1/4	+ 2.59	9	185

Standard & Pears 400 Industrial Average 119.30 116.45 + 2.85

Notes: A-American Stock Exchange B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Pears' or as obtained by *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split. + Traded at less than 12.5 cents.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Dec 10 ■ BROADCASTING "At Large"—Q and A with **Roone Arledge**, the once-just-a-whiz-in-sports executive who has more than won his spurs at ABC News as well. A foreground and background report on network TV's fastest-developing journalistic force.
- Dec 10 ■ The latest official release date for **radio revenues in 1978**, as compiled by the FCC. Including market-by-market printouts of income and expense.
- Dec 17 ■ After the fact: the full story, reported on the scene in Geneva, of **what happened at WARC '79**, to whom, and to what eventual effect.
- Dec 17 ■ Annual special report on the **state of the art in broadcast equipment and technology**.
- Dec 17 ■ The **top 100 records** on pop radio playlists in 1979, plus the **top 50** in country. Just in time for yearend programing.
- Jan 7 ■ Annual double issue, featuring BROADCASTING's exclusive report and analysis of the **top 100 companies in electronic communications**.
- Jan 21 ■ Will it be another record year in TV, AM and FM station sales? Read all about it in the annual **station trading special**, playing back the "Changing Hands" track record of 1979.
- Jan 28 ■ Annual accounting of the **top 50 agencies in broadcast billings**—just one segment in a "state of the art" report on business and advertising.
- Feb 11 ■ **Pre-NATPE.**
- Feb 18 ■ **NATPE.**

Also ■ As yet undated special reports on "**Broadcasting: The Next 25 Years**" and "**The New Status Quo in Radio Networking**." Along with still other extra efforts just off the edge of our drawing board.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

Comsat's technocrat

When asked why he left his native Canada to study for advanced degrees at the California Institute of Technology, then and now a major center for the development of aeronautical technology, Joseph V. Charyk says he "was interested, even at that very early age, in airplanes, in flight, in propulsion, in things that seemed to be on the horizon . . ."

The interest hasn't worn off. Almost 40 years later, Charyk is head of the Communications Satellite Corp. and still interested in those things on the horizon, particularly satellites.

Communications Satellite Corp., or Comsat, as it is known, is the United States's partner in Intelsat, the global communications network that Comsat fathered in the sixties. Comsat also provides a satellite communications network for ocean-going vessels through its Marisat subsidiary, and it has developed plans for a domestic business communications system and direct-to-home broadcasting via satellite. The three domestic satellites it currently has in orbit are leased to AT&T.

As president and chief executive officer of this company, one that grossed \$185 million in fiscal 1978, Charyk must concern himself with balance sheets and is driven by the need to make a profit, but it is his love for technology that provides most of his motivation.

When talking of the company's newest business ventures, he talks about their impact on people and institutions, not about the money that will be generated. He feels his purpose is to push forward with the technology with which he was entrusted when he assumed the presidency of Comsat in 1963 and leaves the impression that in the faithful pursuit of that technology, the dollars will naturally follow.

In his office he displays not charts and graphs of revenues and operating profits, but shelves of finely detailed models of the many satellites his company has launched over the years, linking continents and people together through communications. He has, one feels, an appreciation for the uniqueness of his job, which is to serve the most rudimentary of human compulsions—communications—with the most sophisticated of means—satellites.

Charyk articulates his thoughts clearly, although somewhat formally, in a confident, well-modulated voice. His manner of speaking is perhaps a vestige of his days as a college professor. While studying for a master's degree and doctorate in engineering at Cal Tech during World War II, Charyk served as an instructor there.



Joseph Vincent Charyk—president and chief executive officer, Communications Satellite Corp., Washington; b. Sept. 9, 1920, Canmore, Alberta, Canada; BS, University of Alberta, 1942; MS, California Institute of Technology, 1943; PhD, California Institute of Technology, 1946; engineer, Jet Propulsion Laboratory, California Institute of Technology, 1943-46; professor of aeronautics, Princeton University, 1946-55; director of aerophysics and chemistry laboratory, Lockheed Aircraft Corp., 1955; director of missile technology laboratory and general manager of space technology division, Ford Motor Co., 1956-58; chief scientist and assistant secretary of research and development, United States Air Force, 1959; undersecretary of Air Force, 1960-63; president, Comsat, 1963-79; present position since January 1979; m. Edwina Rhodes, 1948; four children—William, 31; John, 28; Christopher, 22; Diane, 20.

Upon receiving his doctorate he moved on to Princeton University, where he taught aeronautics and continued his research into jet propulsion and related sciences.

In 1955, Charyk left academia for a taste of the real world, taking a job as director of aerophysics and chemistry with Lockheed Aircraft. He described the transition as "a wonderful opportunity to put to practical application the research I had been involved with for so many years and at the same time to gain experience in working in a true industrial environment."

When Charyk came to Washington in 1959, it was as a civilian employe of, naturally enough, the United States Air Force—first as chief scientist and assistant secretary of research and development and then as undersecretary of the Air Force. He served in the Defense Department until called upon to head Comsat, formed by an act of Congress in 1962.

Comsat was created during the space

mania that swept the country during the Kennedy administration. According to Charyk, as early as 1960 discussions were held amid much disagreement about how the communications applications of the fledgling satellite technology "would be brought to the commercial scene."

After three years of dispute, Charyk said, "legislation was finally proposed to establish a new company and to compromise the different viewpoints by saying that half the company's stock could be owned by the general public, half could be owned by the communications companies and that there would be strong oversight by various elements of the United States government."

One of those government elements was the President, who appointed a 12-man board of incorporators, and it was that board that found Charyk and made him president of the company. Charyk continued in that post until January 1979 when he was given an additional title: chief executive officer. As CEO, he said that he assumed sole responsibility for the administration of the company, responsibility previously shared with the company's chairman. (Comsat's current part-time chairman is John Harper, former chairman of Alcoa Aluminum.)

Though Charyk rejects the idea that his company has taken a new course in the past few years, two projects have thrust Comsat headlong into two highly competitive areas. Comsat joined with Aetna Life & Casualty company and IBM to form Satellite Business Systems and, in August, the company announced that it would develop and put into operation a direct-to-home satellite broadcast system (BROADCASTING, Aug. 6). Both of these efforts Charyk sees as continuations of his company's original purpose—to take satellite technology as far as it can go.

Of direct-to-home broadcasting, Charyk said that "it's a natural development of our basic charter . . . to bring the benefits of this basic technology to people everywhere." He said that as satellites have become more sophisticated and earth stations simpler and less expensive, Comsat has gone from a provider of global communication to regional to domestic and now directly to the home.

Alluding to the broadcasters and cablecasters who sense that the direct-to-home proposal might encroach upon their domains, Charyk said, "We don't think it's a system that people need to worry about. It's simply going to introduce another alternative for the home viewing public and another way of getting information—hopefully, different kinds of information, more variety—and that's all for the good."

Editorials

Out of hand

On the afternoon of Nov. 28, the four Democratic members of the FCC reaffirmed their judgment of a week before that the television networks had been unreasonable in refusing to sell a half hour of prime time for a Jimmy Carter political commercial. Even as the vote was taken, Carter was preparing to appear at 9 o'clock that night on all networks in a press conference that turned out to last half an hour.

Carter's televised conference was generally received as a virtuoso performance on a subject of utmost gravity, the Iranian crisis, but that is beside the point here.

It is a schizoid government that can decide, on the day that the whole broadcasting system is about to be handed to the President for his personal use, that he has been denied the "reasonable access" that Section 312(a)(7) of the Communications Act requires. The President can get on the air almost at will, as he has repeatedly demonstrated. Carter the President and Carter the candidate are one and the same. His access is virtually unlimited.

Convinced of the correctness of their cause, the networks have appealed the decision. It is an act of considerable courage, since the chairman of the FCC has reminded everyone that O&O licenses are on the line. If political broadcasting is not to descend all the way to madness, pray for a happy ending in the courts.

The good fight

To the credit of the five commissioners who voted for the action, the FCC has asked the Supreme Court to overturn the reversal of the agency's radio format policy by the District of Columbia Circuit Court of Appeals. The policy, among the more enlightened emanations from the FCC in modern times, gave radio broadcasters the freedom to change formats without risking their licenses. Its adoption was an affirmation of First Amendment principles, and its restoration is much to be desired.

In effect, the FCC has also asked the Supreme Court to tell the appellate court to mind its own business and let the FCC mind its. No court is more in need of that advice than the one that is forever second guessing FCC decisions. The Washington circuit court has become the super federal authority in communications regulation. Congress didn't intend things to turn out that way when it established a commission for that purpose.

Indeed the radio format case is the creation of the court. It resulted from several appellate decisions upholding listeners who had unsuccessfully petitioned the FCC to prevent abandonment of formats that the listeners liked. In a desperate effort to recover its independence, the FCC conducted a full-scale inquiry, collected voluminous comments and, in 1976, issued its policy statement according broadcasters the right to try new formats in the knowledge that they could be changed if they failed. The statement correctly noted that government intrusion in that experimental process would discourage innovation and raise First Amendment questions. The public would be better served, the statement concluded, if broadcasters were free to program in response to marketplace demands.

That, however, was in 1976, and since then the commission has changed in outlook and composition. Not enough, fortunately, to roll over docilely and let the Court of Appeals have its way. Robert Lee, James Quello, Abbott Washburn, Anne Jones and, yes, Chairman Charles Ferris, voted to challenge the court. Only Joseph Fogarty and Tyrone Brown voted against it, as they would

have voted against the format policy statement if they had been on the commission at the time.

Reading the appeal filed by the solicitor general for the FCC and the friend-of-the-court brief filed by the NAB and others, it is hard to imagine that the Supreme Court will decline to hear this case. This could be a winner for the FCC, for broadcasters and for the people.

Turning on some light

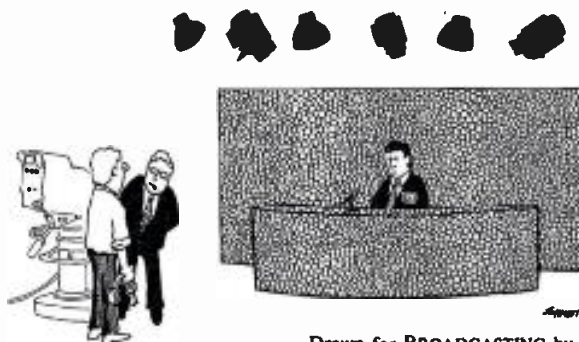
Inch by inch and case by case, the courts seem to be moving toward clarification of one of the most befuddling legal opinions currently confronting journalists—and, for that matter, the courts themselves. We refer, of course, to the murky opinion in which the Supreme Court, on a 5-4 vote, held that under certain conditions criminal pretrial proceedings might be closed to press and public, and appeared to hold that perhaps trials might also be closed (BROADCASTING, July 9, et seq.).

Since the decision was issued, five Supreme Court justices have found occasions to try to explain what the opinion was trying to say. And court followers report that almost 100 motions to close courtrooms have been made around the country—and have been granted about half the time. One of those that was ordered closed was a murder trial in Virginia, and the Supreme Court has tentatively agreed to hear an appeal, taken by the *Richmond News Leader* and *Times Dispatch*, from the state supreme court action affirming the closing. That should give the U.S. Supreme Court the chance it needs to make itself clear.

In a newer case that offers more immediate encouragement, the author of the opinion that the Supreme Court upheld in *Gannett vs. DePasquale*, Judge Sol Wachtler of the New York Court of Appeals, has written an opinion (BROADCASTING, Nov. 26) that narrowly defines his original. It was adopted unanimously by the state court but it turned on questions of state law and is not subject to appeal. Its message nevertheless is heartening.

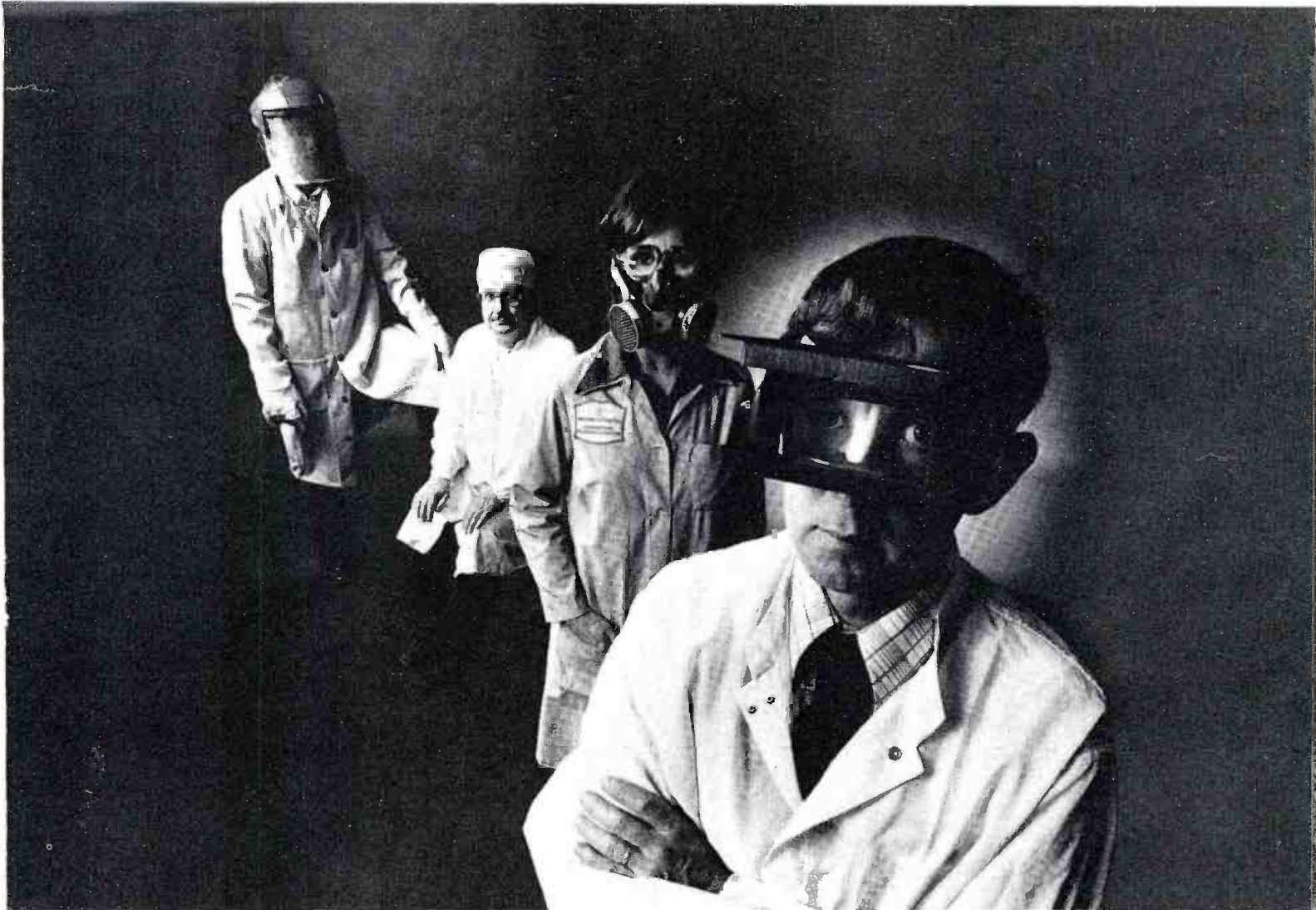
"We did not mean to suggest," Judge Wachtel wrote of the earlier opinion, "that closure would be necessary or even appropriate in all pretrial proceedings." At another point he wrote: "If the public is routinely excluded from all proceedings prior to trial, most of the work of the criminal courts will be done behind closed doors."

The new decision will not, the experts say, get to the Supreme Court for review. But when compared with the Supreme Court's own effort, it stands as a model of clarity and sense that the highest court might emulate when, let us hope, it revisits the subject in the Virginia case.



Drawn for BROADCASTING by Jack Schmidt

"Some of our technical people are having second thoughts about your new set design."



We pay these scientists to make our production lines obsolete.

As soon as there's a better way to do something, the old way becomes obsolete.

And these scientists do nothing *but* design new and better ways for Western Electric to manufacture products for the Bell System. In the last two years, they and their colleagues at Western Electric's Engineering Research Center have helped cut costs by over \$156 million.

They are a vital part of Western Electric's commitment to helping the Bell System keep the cost of communications service down, while keeping the quality up.

The Factory's Laboratory

The people at our Engineering Research Center work full time on manufacturing research. Over 50% of them are PhD's.

At home in the factory as well as the lab, they turn theoretical

experiments into real savings. For example, while exploring ways to improve production of telephone circuit boards, they invented a totally new material with which to make the boards and a whole new way to mass-produce them.

Another breakthrough is already saving more than \$2 million a year. It's a new soldering technique that makes 20,000 connections in less than 60 seconds.

The list of money-saving developments goes on. A new computer program that makes technical drawings in one-fourth the time of manual methods. An automatic system for sorting telephone parts by color. A process that measures the production of optical fiber 1000 times per second, keeping its diameter accurate within 30-millionths of an inch. And there's a new system that takes only 30 seconds to help align tiny integrated circuits that are

200 times thinner than the thinnest human hair.

These are just a few examples of what the Engineering Research Center does throughout *all* of Western Electric's manufacturing operations — developing new ideas in technology to improve telephone products and produce them at lower cost.

Anticipating the Future

Much of the work of the Engineering Research Center is designed to keep Western Electric ahead of technology, by anticipating what new processes will be needed for tomorrow's products.

It's a total and ongoing commitment. A commitment to provide you with the highest quality telephone service at the lowest possible cost.

Keeping your communications system the best in the world.



Western Electric

Ward-Beck makes it perfectly clear!

Years of experience in engineering complex intercommunications facilities for network and other major production centres has given Ward-Beck a unique perspective on the essential features required for such demanding systems.

WBS 7000-Series Intercom Systems are the result.

Unlike other intercom units they start with the premise that communications should be completely intelligible. Therefore the sound is comparable to program quality, making it simple to identify the face behind the voice.

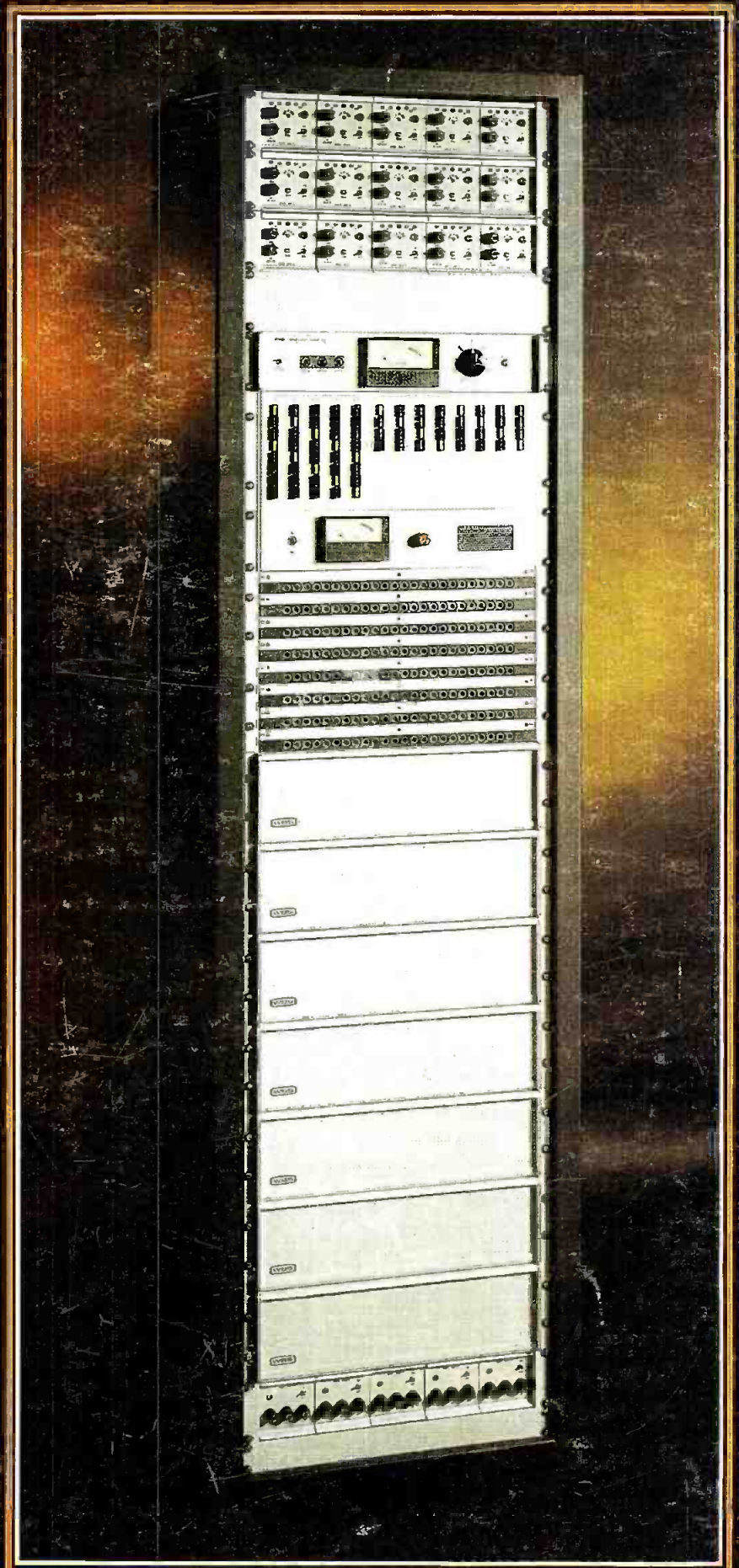
Modular design provides versatility and flexibility. Balanced circuitry ensures transient-free switching, RF immunity and minimal system crosstalk. A wide variety of crosspoint types offer selective priority, complementary/partial muting and IFB functions.

Stock models include the WBS 7012, 7024 and 7036. Larger configurations are easily assembled using basic WBS 12 x 1 components in custom designs.

The WBS 7000 Series Intercommunications Systems made perfectly clear!



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