Broadcast journalism's own story:
Heroism and tragedy in Guyana

EVERY DAY AT FIVE O’CLOCK
WE MOVE INTO A NEW NEIGHBORHOOD.

Folks all over Houston are rolling out the welcome wagon, taking us into their neighborhoods. We’ve been to Cinco de Mayo and Juneteenth celebrations on the east side, art fairs in the Montrose area, tennis tournaments in River Oaks, home restorations in the Heights, and chili cook-offs in Pasadena.

We’re going places in the ratings, too. And that’s a good reason to check into Ron Stone’s Scene at Five, neighbor.

THERE’S SOMETHING NEW IN THE AIR.

KPRC TV HOUSTON
Post Service, Inc., National Representatives, KRC Office
People turn us on!

All the people of Gaylord radio and television stations share one common philosophy:
To be uncommonly responsive to the people of the individual markets we serve.
We stay tuned in to their information and entertainment preferences.
That's why Gaylord Broadcasting continues to grow
in the ability to offer you a receptive audience.
And that's why advertisers, too, turn us on!

GAYLORD
Broadcasting Company

One of America's largest privately owned groups of radio and television stations.
To get turned on in Albuquerque, get on the Gaylord Station

KRKE
AM 610 - FM 94.1

Every morning, from 6 A.M. to 10 A.M., KRKE turns Albuquerque on with their AM and FM simulcast. Air Angel is high above with down-to-earth traffic reports. The team of Mike Phillips on the air with News and national event updates, and up-to-the-minute local traffic. Turn your client market, KRKE. Local.

Total 9000

With the newest, full-service simulcast, America's fifth fastest growing radio station in Albuquerque market (median age 35.65) and your client market, KRKE. Represented by Katz Radio.

Broadcasting
Nov. 27, 1978
DOMINANCE WITH HIGHER EDUCATED VIEWERS

College graduates are smart enough to know a great show when they see it. Compared to the average sitcom, young women in these households give the girls a 55% to 60% advantage over the average sitcom.

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Source: NTI, NAD HOUSEHOLDS WITH HEAD OF HOUSEHOLD 4 OR MORE YEARS OF COLLEGE/February, May, November/ Average/February 1976 through May 1978
TRAGEDY IN GUYANA  □ Among the first to die in the bizarre events in that South American country were two NBC television newsmen—correspondent Don Harris and cameraman Robert Brown.  PAGE 19.

STATING THEIR CASE  □ ANA, AAAA and AAF file with the FTC in its children's advertising proceeding and they contend that, to the contrary, commercials aimed at kids are "a productive and constructive enterprise."  PAGE 21.

SUBJECT TO CHANGE  □ Network strategists huddle and plot their midseason changes, but they're taking their time.  PAGE 21.

WATERED DOWN  □ UNESCO declaration on news media is voted, but not until it's redrafted to eliminate hints of state control of information flow.  PAGE 22.

FIRST MOVE FROM FLEMING  □ Incoming CPB president proposes staff reorganization that would cut the number of VP's to three.  PAGE 23.

CLEARING THE WAY  □ National Black Media Coalition is going to put its stamp of approval on the Gannett-CCC merger, now that it's reached agreement with Gannett on a minority program.  PAGE 23.

COMMUNITY CHECKLISTS  □ Gay organizations are among those urging the FCC to require that their needs be ascertained by station licensees. Broadcasters and religious groups protest gays' inclusion.  PAGE 26.

PROCEED WITH CAUTION  □ PBS asks the FCC not to change the eligibility requirements for public broadcasting licensees until results of some current studies are made known. Other public radio-TV groups also seek to protect their turf.  PAGE 28.

IN THE EYES OF THE BEHOLDERS  □ An ABC-commissioned survey finds that TV viewers have higher opinions of network affiliates than of independent stations.  PAGE 30.

REGRETS FROM ANPA  □ The newspaper association, which earlier complained that the FTC would be using a stacked deck at its own media symposium next month, now notifies the commission it will watch but won't play.  PAGE 33.

ABC CALLS AN AUDIBLE  □ Not too happy about the ratings in its minipackage of prime-time pro football, ABC-TV decides not to expand the number of games next season.  PAGE 36.

POWERHOUSE  □ Warner Bros. TV acquires some top names for its production team: Komack, Arnold, Byye-Einstein and Nicholl-Ross West.  PAGE 38.

BIGGER BITE FOR N.Y.  □ ABC is spending $30 million-$40 million to expand its New York TV production facilities.  PAGE 39.

TASTE FOR NEWS  □ An AP-Magid study defines what the radio audience wants in radio newscasts and when.  PAGE 40.

FIRST AMENDMENT PROBLEMS  □ The FOI committee of SDX reports that 1978 was a bleak year for press freedom, citing the Stanford Daily and Farber cases as more notable setbacks.  PAGE 40.

MIXED BLESSING  □ A survey, in the aftermath of a Florida experiment, explodes some negative myths about broadcast coverage of the courts. But it finds some expected good things from the experiment did not materialize.  PAGE 41.

PLAYING WITH FIRE  □ Representative Sam Devine warns cable operators of dangers involved in their quest for government regulation.  PAGE 42.

NEW IN CANADA  □ The CBC proposes establishment of a national channel to service cable TV.  PAGE 42.

XEROX  □ The major manufacturer asks the FCC to let it hook up the country by satellite for data transmission.  PAGE 43.

PROFITING FROM A LOSS  □ Ten years ago, Dan Ritchie sat on the MCA side of the table in merger talks with Westinghouse Electric. That merger failed, but it did succeed in convincing Donald McGannon that Mr. Ritchie should be in the Westinghouse organization. The conviction became fact six years later, and today Mr. Ritchie serves as president and chief operating officer of Westinghouse Broadcasting.  PAGE 65.
ROCKFORD GIVES YOU THE BEST OF 3 WORLDS

1. Early Fringe. His appeal to young adults makes him a great lead-in for your Early News.

2. Prime-Time. The Rockford Files' perfect mix of adventure and whimsy makes it the ideal program to lead off an "action night" prime-time schedule.

3. Late Night. They love Rockford so much, now they're even staying up late to watch him. He's the top-rated hour of all the late night hours.

JAMES GARNER AS ROCKFORD: HE'S THE PRIVATE EYE THE PUBLIC LOVES.

The Rockford Files 113 hours. Available Fall 1979.

MCA TV

*Source: NTI, Five weeks ending November 2, 1978. Subject to survey limitations.
Up in arms
Expecting litigation to increase with new FCC regulation, National Association of Broadcasters will earmark fund — perhaps as much as $100,000 — for swift court challenges. Proposal will be made to NAB board at its meeting at Maui, Hawaii, next Jan. 14-19, as key new item in NAB's budget of about $5 million.

On premise that FCC Chairman Charles D. Ferris has charted what is essentially antibroadcaster campaign, with political overtones, NAB board majority is committed to stout resistance to all projects in that mood. These include disclosure of station finances, reimbursement of so-called public-interest complainants, and ascertainment in programming, including new proposals on public service announcements.

Price of money
It hasn't happened yet, but station brokers are apprehensive that rise in prime lending rates can have slow-down effect on station sales. They point out that when prime is at 11 1/2%, level reached last Friday, actual rate to buyer can be 12% or 13%, figures that acquisition-minded broadcasters will find hard to accept. Brokers point out in 1973, when prime reached 12%, station trading volume fell off from 1972.

Stiff-armed
National Association of Broadcasters, conducting highly organized letter-writing and lobbying campaign against tentative FCC decision to make broadcasters rank employees by salary in annual EEO reports, can't get in for personal pitches to FCC Chairman Charles Ferris and Commission Chairman Joe Brown. Those two have indicated they'll rely on record of comments for decision. NAB, however, is skeptical any of commissioners will read 300 letters association has collected from broadcasters and bound into three volumes. It has made detailed presentations to five commissioners who would listen.

Facts of life
FCC Broadcast Bureau Chief Wallace Johnson's response to Chairman Charles D. Ferris' query as to whether commission has authority to investigate broadcasters' ad rates (Broadcasting, Nov. 20) is said to have contained no surprises: Commission may investigate anything it chooses, but there would be no point looking into ad rates since it lacks authority to regulate them. Mr. Johnson is also reported to have said one action commission could take on anti-inflation front — chairman made inquiry after hearing President Carter exhort agency heads to do what they could about holding down prices — is to urge broadcasters to stay within President's price guidelines.

Response, which is said to have been initiated by General Counsel Robert Bruce and Nina Cornell, head of Office of Plans and Policy, also contained brief economic analysis. It reportedly includes unremarkable finding that ad rates are function of supply and demand, that there is direct relation between size of audience and amount charged for advertising, that upward trend of television prices, has, if anything, lagged behind general rate of inflation.

Reruns
Several recently retired National Association of Broadcasters board members may be on comeback trail in this winter's NAB elections. Some familiar names among those who have certified their eligibility, necessary first step in election process, are Kathryn Broman, Springfield Television, Springfield, Mass., immediate past television board chairman; Len Hensel, WSM-AM-FM Nashville, immediate past radio board chairman ("Closed Circuit," Sept. 18); Dick Painter, KYSM-AM-FM Mankato, Minn., immediate past radio board vice chairman, and Kay Melia, KLOE(AM) Goodland, Kan., who retired from radio board in 1976.

One prominent figure on list is Richard Chapin, Stuart Broadcasting, Lincoln, Neb., former NAB joint board chairman and Distinguished Service Award winner. There's also former NAB staffer, one-time vice president for station relations, Burns Nugent, now with KACM(AM) The Dalles, Ore., and one celebrity, Curt Gowdy, NBC sports commentator and owner of five radio stations.

Group next
Version of Communications Act rewrite isn't going to be entirely work of Lionel Van Deerlin (D-Calif.) and House Communications Subcommittee staff. During House Democratic caucus next week, Representative Van Deerlin plans to gather members who are likely to return to subcommittee next year to get their opinions.

It's far from certain which subcommittee members will be back next year. Among more active, Timothy Wirth (D-Colo.) and Martin Russo (D-Ill.) are expected to return. Henry Waxman (D-Calif.) is making try for Health Subcommittee chairmanship, which would probably take him off subcommittee. He's up against stiff competition, however, and chances seemed to dim considerably when it was reported last week that he made contributions to other congressmen's campaigns this year, including to Commerce Committee members who would be deciding whether he would become subcommittee chairman.

Finalists
It has simmered down to two-man race for next Distinguished Service Award that National Association of Broadcasters confers annually. In head-to-head contest are Stanley E. Hubbard, 81, chairman and chief executive officer of Hubbard Stations, headquartered in St. Paul-Minneapolis, and Jack W. Harris, 66, president of KPRC Inc., Houston, and its wholly owned subsidiary, WTVF-TV Nashville.

Out turn
Conflict between land mobile radio and television broadcasting over spectrum space is not confined to this country. If anything, problem is more severe in Europe. And long-range solution being discussed there would be enough to send U.S. broadcast establishment up wall and through roof if it were even hinted at here: Abandon VHF to land mobile, and do all television broadcasting in UHF.

Precedent?
Citizens Communications Center may be in for miniwindfall of some $120,000 after FCC meeting this week. Citizens has had that much in escrow account as result of reimbursement provisions in agreements it reached with six broadcasters in behalf of citizen groups, but says it can't touch funds without losing tax-exempt status unless commission approves reimbursements. And commission's policy is not to approve or disapprove agreements between citizen groups and broadcasters.

However, there were indications last week commission may clear way for Citizens' use of funds, when it considers matter on Thursday. General Counsel's Office is understood to be recommending approval of agreements involving money in escrow — and suggesting that commission consider future reimbursement agreements on case-by-case basis. Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown are regarded as certain to accept that position. They're looking for fourth vote.
Radio only

**Scientific Hair Labs** □ Hair specialists begin 13-week radio promotion in January. Wharton & Wharton Advertising, Cherry Hill, N.J., will schedule spots in at least five markets. Target: men, 25-34.

**Southwestern Bell** □ Telephone company schedules 12-week radio campaign beginning in early January. D'Arcy-MacManus & Masius, St. Louis, will arrange spots in 32 markets including Houston, Kansas City, Mo., and San Antonio, Tex. Target: women, 25-49.


**Ovaltine** □ Food products group arranges four-week radio push beginning in mid-January. TBWA/Baron, Costello & Fine, New York, will place spots targeted to women, 18-49.

**General Foods** □ Food products group focuses on its Yuban coffee in four-week radio buy starting this week. Grey Advt., New York, will select spots in 20 West Coast markets including San Diego and Seattle. Target: women, 35-44.


**Kinney** □ Shoe store chain slates two-week radio buy beginning in early December. Sawdon & Bess, New York, will handle spots in about eight markets including Denver and Detroit. Target: adults, 18-34.

**Western Airline** □ Airline begins two-week radio push in early December. BBDO, Los Angeles, will pick spots in Los Angeles, Minneapolis, San Diego and San Francisco. Target: adults, 25-44.

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**Delphi Dash® Gets Your Small Package There in a Big Hurry.**

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

Rate between any two of Delta’s domestic cities is $30. ($25 between Dallas/Ft. Worth and Los Angeles or San Diego or San Francisco).


You can also ship via DASH between Delta cities in the U.S. and Montreal, Nassau, Bermuda, Freeport and London, England. For details, call Delta’s cargo office.

**Delta is Ready When You Are.**

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**Rep appointments**

□ Kv-Fm Seattle: Buckley Radio Sales, New York.


□ KHNY-FM Riverside, Calif.; J.A. Lucas Co., Los Angeles.


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**Sealy** □ Mattress manufacturer arranges 52-week TV buy beginning in late January. Martin J. Simmons, Chicago, will handle spots in 20 markets during day and fringe time. Target: women, 18-49.


**N.B. Liebman** □ Retail furniture store chain launches 13-week TV flight in January. Wharton & Wharton Advertising, Cherry Hill, N.J., will arrange spots in Philadelphia area in all day parts. Target: adults, 18-54.

**Knouse Foods** □ Food products group highlights its Lucky Leaf pie fillings in 13-week TV flight starting in early January. Walter G. O'Connor, Hershey, Pa., will buy spots in 12 markets during day, fringe and news time. Target: total women.

**Eureka** □ Tent manufacturer arranges three-month TV campaign starting in early March. Wm. L. Baxter Advertising, Minneapolis, will select spots in about 30 markets during weekend, early and late news time. Target: adults, 18-34.

**Stouffer** □ Frozen-foods group features its entrees in three-month TV promotion starting in early January. Creamer, Pittsburgh, will buy spots in 33 markets during day and fringe time. Target: women, 25-54.

**Squibb** □ Pharmaceutical company arranges 12-week TV drive for its Theragran vitamin beginning in mid-
Torbet-Lasker is now Torbet Radio

New York  Philadelphia  Chicago  St. Louis  Detroit  Atlanta  Memphis  Dallas  Denver  Los Angeles  San Francisco  Portland  Seattle
Torbet Radio  1 Dag Hammarskjold Plaza  New York, NY 10017  (212) 355-7705
January AlSCOPE Services, New York, will handle spots in Buffalo, N.Y., Charlotte, N.C., Minneapolis, Oklahoma City and Seattle, during day, fringe and prime time. Target: men and women, 25-49.


Ole South Foods □ Food products group starts six-week TV promotion in mid-January. Montgomery & Associates, Balta Cynwyd, Pa., will schedule spots in about 15 markets during day, early fringe and prime access time. Target: women, 18-49.

Wm. Underwood □ Food products group features its Accent flavor enhancer in four-week TV campaign starting in early January. Kenyon & Eckhardt, Boston, will place spots in 17 markets during late fringe and prime time. Target: women, 18-49.

Kenyon Industries □ Consumer products division plans four-week TV push for its K-pel liquid water repellent beginning in February. Potter Hazelhurst, Cranston, R.I., will seek spots in at least five markets during all dayparts. Target: total women.

Beverage Management □ Beverage groups starts four-week TV push for 7-Up in early December. Trends & Associates, Columbus, Ohio, will buy spots in 10 markets during day, prime and early fringe time. Target: adults, 18-34.

Equitable Savings □ Banking institution schedules one-month TV push beginning in late December. Colle & McVoy, Minneapolis, will seek spots in eight markets in Idaho, Oregon and Washington during day, fringe and prime time. Target: total adults.

Fox Pharmacia □ Pharmaceutical group features its Secret Miracle temporary wrinkle remover in four-week TV push starting in early January. Fox Advertising, Fort Lauderdale, Fla., will schedule spots in five markets during day, fringe and news time. Target: women, 25-54.

R. C. Bigelow □ Tea products group kicks off four-week TV campaign beginning in early January. Della Femina, Travisano & Partners, New York, will handle spots in seven markets including Houston and Denver during fringe and prime time. Target: women, 18-49.


Sambo's □ Restaurant chain schedules two-week TV push beginning in early December. Larsen/Bateman, Santa Barbara, Calif., will arrange spots in about 20 markets during fringe time. Target: adults, 35 and over.


Buena Vista □ Film company features its "Pinocchio" movie in one-week TV flight starting early December. Action Advertising, San Francisco, will seek spots in about 200 markets during children's time. Target: children, 6-11, and adults, 18-34.

Grandma's Foods □ Cookies and snack products group features its fruit and oatmeal bars in one-week TV drive starting in mid-February. Gerber Advertising, Portland, Ore., will buy spots in about six markets during day and fringe time. Target: women, 25-49.


Walt Disney □ Film company prepares one-week TV push for its film "Witch Mountain" beginning in mid-December. Robert Johnson, Kansas City, will place spots in seven markets during fringe, prime access and Saturday time. Target: children, 6-11 and women, 25-49.

Radio-TV

National Oats □ Division of Liggett & Myers begins 10-week TV and radio drive in early January. Grey-North, Chicago, will arrange spots in 20 radio markets and 20 TV markets during day and fringe time. Target: total women.

Associates Financial Services □ Financial service places six-week TV and radio buy starting in mid-January. Bozell & Jacobs, Atlanta, will purchase spots in three to five markets including Nashville. Target: men, 18-49.
The agony of defeat, as well as the thrill of victory, came alive on WIIC-TV's election night coverage. County Commissioner Jim Flaherty (below) joined 11Alive's news team to analyze election returns. He also watched with thousands of viewers as his brother conceded the race for Governor of Pennsylvania. Not only did we cover the news, we made the news more alive election night. That's what Western Pennsylvania has come to expect from us.
Also in December

Dec. 4-5 - National Cable Television Association board meeting, Anaheim, Calif.

Dec. 6-8 - Western Cable Television Show, Disney-land hotel, Anaheim, Calif.


Dec. 11 - Deadline for comments on FCC inquiry into role of low power television broadcasting, including television translators, in over-all national telecommunications system (Docket 78-253).

Dec. 12-14 - Midcom '78 electronics show and exhibit, Dallas Convention Center.


Dec. 15 - Comments due in FCC inquiry and rulemaking proceeding on applicability of fairness doctrine and personal attack rule to use of broadcast facilities by political candidates under section 315 of the Communications Act. (Docket 78-291). Replies are due Jan. 16.


Dec. 18 - Deadline for filing comments in FCC's proposed amendment to cable television rules to provide that systems need not provide nonduplication protection to any program of 30 minutes or less (Docket 78-233). Replies are due Jan. 25.

Dec. 26 - Deadline for comments in FCC inquiry to consider broadening program definitions to include "community service" program category (Docket 78-335). Replies are due Jan. 25.

Dec. 26 - Deadline for comments on FCC proposal for solicitation of AM stereo broadcasting, asking to consider, among other things, effect of AM stereo signal on adjacent channel protection, skywave service and out-of-band emissions (Docket 21313). Replies are due Jan. 31.

January 1979

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


Jan. 7-9 - California Broadcasters Association mid-winter meeting. Vincent Besen, National Association of Broadcasters, will speak. Palm Springs Spa hotel, Palm Springs, Calif.

Jan. 8 - Deadline for entries for The 1978 Media Awards for the Advancement of Economic Understanding sponsored by Champion International Corp., Stamford, Conn., and administered by Amos Tuck School of Business Administration of Dartmouth College. Total of $10,000 in 14 media categories will be awarded reporting on economics that is stimulating and understandable and which was presented during the 1978 calendar year. Information: Program admin-istrator, Media Awards for the Advancement of Eco-

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

Jan. 8-9 - Regional technical conference of the Society of Cable Television Engineers. Emphasis will be on antennas, towers and power surges. Holiday Inn East, Melbourne, Fla. Contact: Mila Albertson, (202) 658-2219.

Jan. 8-12 - Technical seminar on Hughes Aircraft Co.'s amplitude modulated link local distribution system.


April 20-26, 1979 - MIP '79 TV's 15th annual international marketplace for producers and distributors of TV programming, Cannes, France.


May 27-June 1, 1979 - Montreux International Television Symposium and Technical Exhibit. Montreux, Switzerland.


microwave equipment. Hughes Aircraft, Torrance, Calif. Information: (213) 534-2145, ext. 2763.

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


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


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

Jan. 17—First U.S./African Telecommunications Conference, sponsored by the Electronics Industries Association Communications division. FCC Chief Engineer Raymond E. Spence will be keynote speaker Nariobi, Kenya.

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


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


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


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


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

February 1979

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

Feb. 2—University of California at Los Angeles communications law symposium on "The Forseeable Future of Television Networks. Speakers will include FCC Chairman C. D. Farris; Henry Geri, assistant secretary of Commerce for Communications and Information; Donald McGannon, president of Westinghouse Broadcasting Co.; Ed Bleas, vice president, Warner Communications; Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters; Bruce Owen, economist, Duke University; Richard Block, broadcast consultant; and Robert Hadli, MCA Inc. Los Angeles.


Feb. 2—4—Florida Association of Broadcasters midwinter conference. Holiday Inn hotel and convention center, Tampa, Fla.

Feb. 4—7—Association of Independent Television Stations annual convention. Sheraton hotel, Washington, D.C.


March 1979


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


March 21-22—Association of National Advertisers annual Television Workshop (March 21) and Media Workshop (March 22). Registration fee for both events will be $100 for ANA members, $15 for non-members, and for either event, $60 for members and $70 for non-members. Plaza hotel, New York.


April 1979

April 1—Deadline for comments in FCC inquiry on measurement techniques of television receiver noise figures. Replies are due April 15.

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


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


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


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

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

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

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


May 1979

May 2—National Radio Broadcasters Association radio sales day Hyatt House Fairlair Airport, Los Angeles.

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

May 8—National Radio Broadcasters Association radio sales day Hyatt House Fairlair Airport, Seattle.

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

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


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

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

May 21-June 1—1979 Montreux International Jazz and Blues Festival Exhibits. Montreux, Switzerland, Information: PO. Box 907-CH-1820, Montreux.
The Pierce piece

EDITOR: Broadcasting's new "Fifth Estate" series on prime movers ("The Upward Mobility of ABC's Fred Pierce," Nov. 13) represents another great innovation those of us in the industry anticipate from your excellent magazine. I can't think of a more deserving lead-off man than Fred Pierce.—Ralph E. Becker, executive vice president, Rust Craft Broadcasting Co., Pittsburgh.

Allegiance

EDITOR: I couldn't help being amused by your comment in the Nov. 20 clutter story calling it "an irony" that I was hired as a consultant to the Association of National Advertisers and American Association of Advertising Agencies "in that Mr. Swafford was formerly on the broadcasters' side of the fence..."

I still am, and so, actually, are the ANA and the AAAA.

The fact is that, like them—and so many others, including a lot of broadcasters—I was concerned about the proliferation of promos when I was at CBS, and spoke to that concern at meetings of the television code board. Later, during my somewhat truncated tenure at the National Association of Broadcasters, I expressed my own growing concern over the possible abuses of at least the spirit of the NAB code, and the certain abuses of the audiences' sensibilities by the flood of promos.

Actually, the real irony may be in your implication that to be critical of broadcasting is to have defected to the other side. The ANA and AAAA feel that, far from being "on the other side," they are indispensable partners in the broadcasting business. That fact would seem to be supported by the further irony that your ANA-AAAA story in on the same page as your coverage of the Television Bureau of Advertising's annual meeting, with Chairman Marvin Shapiro's exhortation to "sell and re-sell the values and qualities achieved in reaching the consumer through television."

That's what this clutter business is really all about.—Thomas J. Swafford, Alexandria, Va.

(Mr. Swafford, a veteran broadcaster, was head of standards and practices for CBS before becoming senior vice president for public affairs at the NAB.)

The starting point

EDITOR: As writer and syndicator of From Another Point of View, mentioned specifically in "Open Mike" Oct. 23, please let me reply to two questions:

The headline asked, "Speaking for whom?" Each manager using our material retains complete editorial control. Our clients may omit a topic, delete portions, edit and rewrite to fit their own styles, timing and viewpoint. With the final product they truly are speaking for themselves, with "thought starters" provided by us.

Theodore Stock, a client of ours when he operated KTCP, asked in his letter, "Is it morally right for broadcasters to buy 'canned' editorials and pass them off as their own?" For the same reasons given above, by the time our clients hit the air the commentaries certainly are "their own," morally and legally. I certainly couldn't claim them as originals. They certainly can claim them after editing.

In traveling around the country, I too have heard From Another Point of View on many stations. I never heard a commentary word for word as I had written it. Some I did not recognize at all because managers are using the daily format to include local issues. We do provide a source of daily inspiration for topics, which the client is free to expand upon as he sees fit.

Most managers have found that a consistent, daily schedule of commentary is a must in order to be effective. Many are too busy for a daily session at the typewriter after researching and documenting the topic. We provide the necessary help for them to fulfill their responsibilities as a licensee and a vehicle for them to "speak for themselves" after editing.—Bob Cessna, president, Bob Cessna's Consultant Services, Dayton, Ohio.
Broadcasting

The newsweekly of broadcasting and allied arts.

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Broadcasting was founded in 1931 as Broadcasting—the News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932, Broadcast Reporter in 1933, Telecast in 1935 and Television in 1951. Broadcasting Telecasting was introduced in 1944. Microfilms of Broadcasting and allied arts are available under University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

Restoring the human factor to creative decision-making

Whatever happened to judgment? In business these days, it's becoming a lost art.

Remember when you could turn to people you trust and ask, "Do you really think that's right?" And they'd say, "Yes, I sure do." And you'd say, "Let's do it."

That simple exchange of courtesies and mutual respect seems to be going out of style. We have psychological tests to tell us who will be a good worker. We make the simplest decisions by committee. We invoke pre-testing and post-testing to tell us if we've created good advertising. We defer judgment and play percentages. And just as in pro football, when we've got fourth down and a yard to go, we seldom go for it; we punt. While there's no special courage in taking risks, playing it safe all the time does exact its toll.

Research followed fanatically is the mortal enemy of uniqueness and innovation. It can tell us effectively what has been, but it falters in the evaluation of the new and the never-before-try. It is, however, the new and unusual that we owe our clients and the consumer. Advertising that catches the public's imagination often causes great things to happen in the marketplace. Sure, even though people love those great old Alka Seltzer spots, the fizz failed to sell. But look at the great innovative advertising that did sell. Meow Mix cat food, Miller Lite beer, Dr Pepper, Levi's, Midas Muffler, Burger King, Harlequin paperback books, Sure antiperspirant. Proof that, if you cause a stir, sales will climb.

Advertising dictated by housewives assembled for the sole purpose of partaking of coffee, cake and a ten-dollar bill looks it. The product that often results is of the lowest-common-denominator variety and seldom excellent. By excellent I refer to the unusual and distinctive persuasive work that all ad agencies promise their clients.

Advertisers often measure creative work by something called 24-hour recall. A piece of advertising that will run daily for months is measured by someone reacting to it a day after seeing it. What about all those subsequent viewings? Could they build to a more persuasive sale? Nobody seems to know. Because ads that flunk 24-hour recall are seldom heard from again. Advertising executives, being smart people, simply found the way to win at 24-hour recall. The standard method of beating this game is simple: some conflict, noise and hollering in the first five seconds, a simple plot and lots of repetition.

The simpler and more repetitive the better.

There you have it. A guaranteed good score. And the formula for formula advertising. Good scores reap contentment among advertisers. But I worry. Does 24-hour recall offer any insight into the question: "Did those who remembered it really care?"

I once observed, in a 24-hour recall test of an automobile commercial, a 10-point difference in over-all awareness caused by the blast of an airhorn in the opening seconds. Should we then begin every car commercial with an airhorn? Research would indicate that might be a smart thing to do.

The "We Try Harder" campaign that gave Avis so much visibility bombed in research. Folks, research said, didn't really care that some company was going to try harder. Only the personal endorsement of William Bernbach, as the story goes, kept the campaign alive. And folks, as it turned out, did care.

Look at what the rating system has done to TV programming. Playing rating percentages gave us the raft of doctor shows of the '60s. Soon the lawyers appeared, who then gave way to cop shows. It wasn't long before a single homicide escalated to two or three wipe-outs, with maybe even a rape thrown in. All because research said doctors and lawyers and violence get ratings.

Now we're into "jiggle." I zealously await the overdoing of "jiggle." Under strict monitoring, program content has grown continually weaker. Few of today's programs ever make it through a full season. This in spite of millions spent on researching what people like to watch.

People like to watch good programs. Good programs are made by talented people. There's no other way to do it. It's the same for advertising. People will respond to solid salesmanship. They'll remember the good and the bad but they'll respond a lot better to the good. For my money, "good" is advertising that's human. Salesmanship with warmth and humor. Or drama or amazement. In this way good advertising besoows a "thank you for listening." It could be nuance or a detail—some small thing that pleases or convinces. And very often it is that very small thing that makes it really exceptional. These are beyond the ability of research to measure. So research ignores their existence.

Research is a tool to help us target and evaluate our advertising. I wouldn't want to be without it. It can help us avoid wasting time and money. Not to mention embarrassing screw-ups. In its proper perspective, it's enormously valuable. It's only when it becomes an end in itself that I worry.

Too often, research numbers become the arbiter of right and wrong and success and failure. And eventually, the advertising gets written for research rather than the consumer. It happens very easily. Especially when there's a lot of money at stake.

And doesn't it seem that every time the stakes get high new experts show up? Oracles, who, with devices that measure sweaty palms, knee jerks and eyeball clicks, will tell us how to make things perfect. Like the guys who run the three-card hype on the street, they are just trying to make a living. We make the error by expecting them to give us truth and wisdom. If the truth be known, oracles make lousy creatives.

No research can or should take the place of good old experience, instinct and judgment. And though it's the first thing challenged, it's the last valuable thing an ad agency has to offer. Therefore, it's got to be protected and defended and exercised regularly. So, next time you have the opportunity to take old judgment out for a brisk run around the conference table, do it. It's my judgment that something wonderful will come of it.
"I guarantee that I can help you make better commercials immediately or the deal is off"

Tim Moore
Sales Manager, TM Productions

I'm offering you the Production Source on an exclusive basis in your market. I'm also guaranteeing that you'll like what you buy, or you get your money back. Read why you can't miss.

What is the Production Source — and how can I guarantee that your station will benefit from it?

The Production Source is a current library of commercial production music and vivid sound effects which will go to work for you instantly. Your commercials and promos will sound better because the Production Source is the "state-of-the-art" production system. I guarantee it.

You get 20 discs of fresh music — commercial-length :30's and :60's; random-length backgrounds; rhythm pads with accents; instrumental thematic sets for campaigns and accent punctuators. You get eight discs of sound effects created to paint pictures in listeners' minds. And every audio piece is arranged for easy indexing to cut down production time.

And that's only the beginning. Six times a year, your library will be supplemented with new music and new sounds. Each update also includes an audio newsletter loaded with production tips and creative ideas that will make your commercials and your station sound dramatically better.

And you can get it all without risking a dime. Just try the Production Source at your station for 30 days. If you're not satisfied, return the library and the deal is off. You owe nothing.

This is an exclusive offer — one to a market. So if you want to beat the competition at making better commercials with the Production Source, act now.

General Managers:
Call me, Tim Moore, immediately for immediate results.
Call collect: (214) 634-8511

The Production Source, a service of TM Productions, Inc.
1349 Regal Row, Dallas, Texas 75247
The Thomson-CSF Laboratories Microcam® is the lightest broadcast-quality portable color television camera in the business. And if your business is covering news, sports or special events, you want to make sure it all gets covered. While other cameramen are pausing for a breather, you're still going strong.

Total system weight is:
- Camera head (with 6:1 lens) and viewfinder 8½ lbs.
- Shoulder pad 6.3 oz.
- Electronics pack 3 lb. 8 oz.
- Interconnect cable 1 lb. 2 oz.

Microcam will go anywhere. Capture anything. Live or on tape. And Microcam's ability to operate at extreme low-light levels makes it especially valuable for ENG.

Microcam's low power consumption of 24 watts provides a full hour of operation from a 2½ lb. built-in battery pack. And for extended operation, a 4 lb. silver-cell battery belt operates Microcam 5 hours on a single charge.

With a two line vertical image enhancer and comb filter as standard equipment, Microcam will effectively upgrade your present system. And Microcam is priced lower than most portable cameras.

The Thomson-CSF Laboratories Microcam. Less weight. Less power consumption. And less on your budget.

**Lighten Up.**
Guyana tragedy claims two NBC TV journalists

Don Harris and Robert Brown among four slain in attack on Congressman Ryan's party investigating fanatic cult; NBC technician Sung wounded

NBC correspondent Don Harris, 42, and cameraman Robert Brown, 36, were shot to death Saturday, Nov. 18, in an ambush that took the life of Representative Leo Ryan (D-Calif.) in Guyana, South America.

Others killed in the first round of a macabre series of events that culminated in the suicides of hundreds were Gregory Robinson, 27, a San Francisco Examiner photographer, and Patricia Parks, 18, one of a number of members of the Peoples Temple sect that Mr. Ryan was investigating and who were trying to leave with the congressman's party.

Among the nine wounded were Stephen Sung, an NBC News technician/soundman, and Ron Javers, a San Francisco Chronicle reporter. Both were shot in the shoulder.

The slain newsmen joined a growing list of broadcast journalists who have lost their lives in the line of duty. Among them: CBS News's George Polk, in Greece in the late 1940's; Ted Yates of NBC News, in Israel; CBS's Gerald Miller and George Syvertsen and two cameramen and a driver, in Cambodia in 1970; ABC News's Terence Khoo and Sam Kai Faye, cameramen, in South Vietnam in 1972; Maurice Williams of WHUR(FM) Washington, during the Hanafi Muslim terrorist siege there in March 1977, and a long list of newspeople reported missing in action during war coverage, including NBC's Welles Linehan and two camera crew members in Cambodia, and CBS's Dana Stone and a cameraman and a sound technician, also in Cambodia.

The Guyana ambush was followed by an apparent mass suicide by more than 800 members of the People's Temple sect. The story, dominating the news last week, horrified both press and public as it was pieced together—beginning with the final minutes of tape Robert Brown had recorded when the ambush started and before he was killed. It showed a gunman and shooting.

Witnesses praised the television newsmen for their courage—in particular Mr. Brown. Ron Javers, in a first-person account in the San Francisco Chronicle, wrote: "Bob Brown stayed on his feet and kept filming what was happening, even as the attackers advanced on him with their guns. He was incredibly tenacious."

"I saw Brown go down. Then I saw one of the attackers stick a shotgun right inside Brown's face, inches away, if that."

"Bob's brain was blown out of his head. It splattered the blue NBC minicam. I'll never forget that sight as long as I live."

NBC News, which aired the tape first on its Nightly News Sunday, Nov. 19, also made it available to the other networks.

The Nightly News, via satellite from San Juan, P.R., interviewed NBC producer Robert Flick, who had escaped and offered this description:

"There were two shots as the plane was being loaded to take people out, and the left tire of the plane was shot away. And there were many more shots, 50, 75 shots, and people were being wounded, and falling to the ground. And as they fell, people with shotguns would walk over at point blank range, shoot the victim in the head."

"Congressman Ryan died in this manner, as did Don Harris, a correspondent, and Bob Brown, the cameraman...""

Mr. Flick reported that the attackers "killed only the Americans."

According to NBC, correspondent Harris had been working on stories from California about the cult led by Jim Jones, a former chairman of the San Francisco Housing Authority. He decided to accompany Congressman Ryan. Mr. Harris's last interview, the day he was killed, was with Mr. Jones, later to be found among the
President Lester M. Crystal said: "I am shocked at the tragic and senseless deaths that have occurred in Guyana. My sense of loss and grief over the deaths of Don Harris and Bob Brown and the wounding of Steve Sung is overwhelming. These men were among NBC News's finest and their families' loss is our loss."

"Don Harris was a reporter who always wanted to be where the action was. He reported for NBC News in Southeast Asia where he exemplified the skill and courage few reporters achieve."

"Bob Brown, also a veteran of covering the Vietnam War, has been with us less than six months. But as a freelance photographer for CBS and others he was widely recognized as one of the finest in his profession."

"My heart goes out to the families of these brave men. I shall not forget them, nor shall their colleagues at NBC News. The most meaningful memorial we can give them is to report the news with the determination and dedication they demonstrated in their careers."

Julian Goodman, chairman of the NBC executive committee, praised the deceased newsmen during a speech last Tuesday in Columbia, S.C., at a 25th anniversary dinner for WIS-TV there.

"The loss of Don Harris and Bob Brown," he said, "is a personal tragedy for all of NBC News and for all journalism, and a reminder that the freedom and protection we seek for reporters—which sometimes seems itself a losing battle—is more than empty rhetoric."

"It is a protection all free people need, if brave correspondents like Don Harris and Bob Brown are to continue to try to bring us the truth, from those who seek to hide it."

Frank Reynolds, in commentary on ABC's World News Tonight, expressed that network's grief over the deaths of Messrs. Harris, Brown and Examiner photographer Robinson.

"The two NBC men were particularly well known to us—as both competitors and colleagues in a profession that commands devotion and sometimes, too often, demands sacrifice . . . ."

"There is, as you will understand, a special fraternity among broadcast journalists—a fraternity that was enriched by the lives of Don and Bobby, and impoverished beyond measure by their deaths."

Don Harris (whose real name was Darwin Humphrey) began his television career in 1958 as a weatherman at WUSN-TV Charleston, S.C. The following year, he moved to WPAT-TV Fort Wayne, Ind., as a producer and assistant program director. From 1960-68, he was in the news department at WTFTV (now WDFN-TV) Washington as a producer and producer.

Prior to joining KNBC(TV) Los Angeles as an investigative reporter in 1973, he spent three years as anchor at WFAA-TV Dallas.

In 1975, he became an NBC News correspondent in Southeast Asia and was said to have volunteered for the most dangerous assignments prior to the fall of Saigon. In 1976 he returned to the U.S. for NBC News, based in Los Angeles.

A winner of various journalism awards including the DuPont-Columbia, Mr. Harris is survived by his wife and three children.

A memorial service for Mr. Harris was held last Wednesday at The First Baptist Church in Vidalia, Ga. He was cremated.

Robert Brown joined NBC News in April, previously having been a free-lance film cameraman with both CBS and ABC News. He also had worked, during the summer of 1977, at KNBC and for several years as a newsfilm cameraman in the San Francisco area. He is survived by his wife and daughter.

A funeral service for Mr. Brown was held last Friday at St. Ambrose Catholic Church in Los Angeles, with burial at Holy Cross Cemetery in Culver City, Calif. O

Broadcasting Nov 27 1978
Three industry groups are unequivocal in support of children's ads

ANA, AAAA, AAF, in filing with FTC, contend that commercials directed to young are 'productive and constructive enterprise'

Among filings in the Federal Trade Commission's inquiry into children's advertising was a 64-page document from three groups detailing what they call "the positive case for marketing children's products to children."

In that paper—a supplement to legal filings which are due today (Nov. 27)—the Association of National Advertisers, American Association of Advertising Agencies and American Advertising Federation said advertising to children was not "an insidious, corrosive force preying on young innocents," but "a productive and constructive enterprise which is of genuine benefit to children themselves, their families and society at large."

The three groups said FTC reasoning is faulty in five assumptions about children's advertising—that products advertized to children are by nature bad or harmful, that marketers advertise to children only to create surrogate salesmen, that advertising to children inherently unfair, that the industry fails to control its practices and that nothing would be lost if the commission constrains advertising to children.

Children's advertising benefits children, the groups said, because it gives product information to the child to help him make up his mind, allows for greater diversity of selection, helps prepare the child for later adult roles in a society "based on individual choice and individual responsibility," and insures through advertising dollars that networks have the incentive and resource for continuing child programming.

Such advertising, the groups said, also benefits parents because it gives them confidence that what they purchase is what the child wants, it results in lower prices for many food and toy items, and it provides a "springboard for discussion and parental guidance." Also, the advertising groups said, commercials for children as regulated by the industry reflect "good safety practices among children," encourage "sound usage" of food products, "position foods within the context of proper nutritional programs," and avoid suggestions of "indiscriminate and/or improper use of candies and snacks."

Besides all that, the groups said, children's advertising benefits retailers, who can determine which products to carry, and manufacturers, who can determine which to manufacture. Also, the advertisers said 180,000 employees directly derive their livelihood from the manufacture of toys, cereals, snacks and confections.

The purpose of the paper, the groups said, is to "demonstrate that the present system of marketing and advertising children's products to children is not only responsible to children, but also provides meaningful benefits to every segment of society."

Its conclusion is that the present system "is working, and that the issue is best left to American families and their collective judgment in the market place of products and ideas."

The groups said the FTC assumption that products advertised to children are bad or harmful is faulty because the current system has safeguards which "ensure that harmful products are proscribed by federal regulation and that undesirable products are short-lived because...they do not earn consumer acceptance."

Advertising products to children, the advertisers said, is a "recognition of their individuality" and that it is to give them information on which to base their preferences. Such expressions of interest and preference increase the odds that the parent's purchase will satisfy the child, they said, and that parents can "sort through the alternatives" and find what is best for their children.

The groups said the FTC underestimated the ability of children to cope with advertising and on this point cited many reports in which indicated that even the youngest children are capable of some distinctions and can process information and make their own decisions. The FTC differs from this and cites other (and some of the same) reports and studies backing its conclusion.

The advertisers report deals extensively with industry, self-regulation, citing often the National Association of Broadcasters code. The existing procedures of self-regulation are "tedious and arduous," the groups said, "but they are the basis for sound business; industry has nothing to gain from deceiving children."

Much of the advertisers report was devoted to attempting to show that the loss from such regulation may cost much more than the benefits derived. It asked many questions of the commission on this point, seeking to isolate specific FTC intentions and define the benefit and cost of each.

Second season schedules still in starting gate

Networks not quite ready to reject birds in hand for those in bush; 'Lifeline' lame

The three commercial television networks decided last week to put their second-season deliberations on hold for just a little longer.

Programmers were still screening prime-time pilots over the holiday weekend—"some new film came in from Hollywood last night on the Red Eye," was one New York executive's comment as to how things were going—and they were planning to announce their changes this week.

If the programmers were hoping any of the decisions would be made easier by new signs of life from their struggling series, the most recent ratings held out little hope. During the sweep week of Nov. 13-19, there were no nights in which the networks had sought regular competition—on only one night, Tuesday, was it even close to normal, in fact. Nonetheless, the series that did air generally performed in customary fashion.

Most notable in that regard was NBC-TV's Lifeline. The innovative medical series failed to take off in its three special, last-chance showings, and sources at NBC and the program's executive producer, Thomas Moore of Tomorrow Entertainment, felt its survival prospects were negligible.

On Tuesday, Lifeline scored a 24 share against ABC-TV's Happy Days and Laverne and Shirley and CBS-TV's Paper Chase. On Thursday it pulled a 22 against...
UNESCO declaration on news media is watered down a bit

Gone is outright call for state control of news media; Beebe urges press ‘vigilance,’ however

Western delegates to the UNESCO conference in Paris breathed a bit easier last week after passage of a compromise declaration on the news media that avoided any suggestion of the rights of governments to control press freedom. The endorsement of the new declaration by the 146 member nations of the organization was being described as a diplomatic setback to the Soviet Union and a victory, of sorts, for those Western governments and news organizations that had viewed the original UNESCO draft as sanctioning state controls on the press.

John E. Reinhardt, director of the International Communication Agency and the head of the U.S. delegation to the international conference, praised the result of two years of complicated negotiations as “a triumph of good will” and “common sense.” He said that as far as the U.S. was concerned, “We see no lingering hint of state control.” Ambassador Reinhardt added that “except for the form,” the compromise declaration bears no resemblance to a draft text submitted to the conference in September by UNESCO Director General Amadou Mahtar M’Bow of Senegal.

George Beebe, the American chairman of the World Press Freedom Committee, a group that has monitored the events surrounding the UNESCO declaration, was somewhat less enthusiastic with the outcome of the conference, however. In a statement, Mr. Beebe said, “We do not consider this a victory.” He warned that the press would have to be “vigilant” to prevent “abuse or misinterpretation” of the declaration. Other reservations were expressed by Swiss and Dutch representatives to the conference.

The 11-article declaration was the product of a number of compromises on language. Credit for reaching a text acceptable to all sides of the controversy was being given to Mr. M’Bow, who submitted the compromise text two days before the unanimous endorsement by the conference on Wednesday (Nov. 22). Mr. M’Bow was also the author of the original declaration that had been debated by the conference for the past four weeks. The vote last week all but ended nearly eight years of negotiations that began when the Soviet Union first proposed a declaration on news organizations, which strongly advocated government controls.

A Soviet delegate, Yuri Kashlev, said that the earlier Soviet draft “would have been preferable” to the one adopted. A

ABC’s Mork and Mindy and What’s Happening and CBS’s The Waltons. Even at that point NBC was said to have been leaning against renewal, before that Mr. Moore called the “disastrous” telecast Saturday night. Facing Fantasy Island and on ABC and the conclusion of “The Bible” on CBS, Lifeline came in with a 9.5 rating and a 17 share, the least-watched show of the week.

Mr. Moore agreed there was some irony in the possibility that “reality television” might be finished off by a show entitled Fantasy Island. “There’s something prophetic in that about the state of network television,” he said.

There were prophetic ratings for other series during the week. It could be argued for most of them that they were unduly influenced by specials competition, but as ABC has aptly shown, the truly strong series tends to hold at least a core audience against even the mightiest special.

A good example of that was CBS’s Barnaby Jones at 10-11 p.m. NIT time Thursday. Despite facing the highest-rated segment of ABC’s Pearl, and despite having a miserable 22-share lead-in from Hawaii Five-O, Jones came in with a respectable 29 share. NBC’s new entry in the same time period, David Cassidy—Man Undercover, showed some stamina. In its third outing, it plummeted to a 19.5 rating and a 17 share, 11 share points off Quincy’s lead-in and the second least-watched show of the week above Lifeline.

Because it is still so relatively young, Cassidy will presumably have a spot when NBC’s second-season schedule is announced; however, if it’s performance doesn’t improve, it might not be around when the second season actually starts. There may well be other shows in that category.

Series that showed weaknesses similar to Cassidy’s included CBS’s prestige entry, Paper Chase, the only show to lose its time period to Lifeline. It came in with a 21 share at 8-9 p.m. Dick Clark’s Live Wednesday on NBC dropped slightly from its norm against two cartoon specials on CBS, coming in with a 21 share. Flying High didn’t for CBS Friday; it delivered only a 19 share.

Two new series of special importance to their respective networks fell to 27 shares: ABC’s Battlestar Galactica on Sunday and, NBC’s Diff’rent Strokes on Friday. Strokes faced a special episode of ABC’s Love Boat and showed some strength in only its third outing by holding up as well as it did. Some of Galactica’s younger audience was probably stolen away by NBC’s Mickey Mouse anniversary special, and a 17-share lead-in from the Hardy Boys Mysteries didn’t help. Still, the 27 share represents a continued fading for the space Western, which was beaten soundly by CBS’s All in the Family and Alice.

J. Walter Thompson agency reportedly has reimbursed Ford Motor Co. sum in high six figures after Ford audit turned up apparent discrepancies in JWT expenditures, principally involving work performed by Agen-
Chinese delegate was quoted as saying that the compromise draft was filled with "ambiguous formulations."

The declaration, which must still be formally approved by the UNESCO general assembly, is not binding on any nation. U.S. and other Western nations fought against its earlier forms, however, in part, because they feared that a draft condemning government controls would have encouraged countries wishing to impose restrictions on press coverage.

Among the declaration's provisions are a call for the mass media to aid in countering "aggressive war, racialism, apartheid and other violations of human rights." The document also endorsed the "establishment of a new equilibrium and greater reciprocity in the flow of information" and called upon the news organizations of the developed world to help in establishing "bilateral and multilateral exchanges of information among all states, and in particular between those which have different economic and social systems."

Fleming wants tighter CBP ship

The new president of the Corporation for Public Broadcasting last week gave some indication of how he thinks CBP should be organized.

Robben W. Fleming, president of the University of Michigan, who becomes CBP president in January, gave the board and staff a "proposed organization" that drops three vice presidents from the present structure and incorporates an "executive council."

CBP sources made clear that the Fleming proposal was not a directive, but ideas from which the board and staff could work.

Mr. Fleming, who could not be reached for comment in Michigan, proposed CBP vice presidents of telecommunications, planning and research, management and administration, and a separate general counsel's office. The present set-up has six vice presidents—executive, human resources, general counsel and secretary, public affairs, finance and administration/treasurer, and broadcasting.

Under Mr. Fleming's proposal, reporting directly to the president would be special assistants for legislative affairs and equal opportunity. Considered by some to be the key to the organization is the executive council, which would meet regularly and consist of the special assistants, the general counsel and the three vice presidents. The council would be something of a management tool, or policy development group, that would advise the president and aid in decision-making.

The new president, drawing from his experiences at major universities—the administration of which has become more and more complex during the last decade—appears to want to tighten up CBP's structure and maintain a manageable council with which he could work.

Except for the satellite project, which would remain a separate entity reporting directly to the president, the rest of the organization falls under the three vice presidents.

Under the vice president of telecommunications, Mr. Fleming would place TV programming, telecommunications, radio and educational services and public affairs and participation. Under planning and research he has research and statistics, audience services, engineering research and planning. Under the vice president of management and administration, also the secretary/treasurer, he would place board services, grant and contract processing, budget, accounting, personnel, audit and general services.

Sources at CBP said there was no indication the plan called for massive staff cuts.

maladies found in laboratory animals subjected to heavy doses of microwaves. Soviets beamed microwaves at embassy during 23-year period in order to tap telephones and interfere with U.S. telephone and cable traffic.

 Paramount Television has signed with Operation Prime Time, previously exclusive MCA TV/Universal domain, for 1979-80 four-hour Irwin Shaw original about skier in Lake Placid, N.Y. (There's expected to be scheduling tie-in with Winter Olympics there.)

 FCC Chairman Charles D. Ferris will address March 9-14 conference of National Association of Television Program Executives at MGM Grand hotel in Las Vegas with other commissioners serving as "special discussants" at various sessions. Joel Chaseman, president, Post-Newsweek Stations, will deliver keynote.

 Leaders of Radio Advertising Bureau and National Association of Broadcasters had what they called "constructive and helpful" session with Department of Energy official last week in effort to get radio included in DOE energy-conservation advertising campaign (Broadcasting, Oct. 30, Nov. 6). RAB is to analyze DOE study used in media selection, will develop proposal for inclusion of radio in next six-market test campaign—which may lead to national campaign "at a significant budget level."

Blacks make deal with Gannett for merger with CCC

The proposed $379-million merger of the Gannett Co. and Combined Communications Corp. could mean greater participation for minority groups in the mass media. The National Black Media Coalition last week announced an agreement with the two companies that is designed to achieve that end.

Many of the proposals are similar to others contained in agreements reached between broadcasters and citizen groups.

But beyond those matters, the proposals envisage the merged company as playing an affirmative role in helping minority groups enter the ranks of media owners. Gannett will notify prospective minority purchasers of the availability of properties which it has no interest in acquiring (provided the proposed seller agrees to that procedure), and if it decides to sell any of its media properties, it will instruct the broker to contact minority purchasers.

Gannett will also make available without charge to minority groups its management expertise on a consulting basis in financial management and planning. And it will help arrange for financing—up to $10,000 per year for three years—of training seminars for minority ownership.

Gannett is currently involved in a project that would expand black ownership of media—the proposed sale of its WHEC-TV Rochester to BENI Broadcasting, which is controlled by a black-owned company, Broadcast Enterprises Inc. That sale, pending before the FCC, is contingent on completion of the Gannett-CCC merger.

The merger would result in a media conglomerate of 79 newspapers (Gannett now owns 77) and 20 radio and television stations (all but two now licensed to CCC).
...SHINES ON STATIONS COAST TO COAST!
FCC gets earful on how to define those ‘others’ in ascertainment

Homosexuals want to be included specifically; broadcasters and church groups are in opposition

A request by the National Gay Task Force that the FCC change its ascertainment regulations to specifically include homosexuals has produced hundreds of letters and comments to the commission.

The commission, which has already decided not to include gays among the 19 categories on the community checklist (the 20th is “other”), instead asked for comments on a proposal to require broadcasters to assure that “all significant elements or institutions” which are “readily accessible” within their communities are ascertained.

Such expansion of the “other” category didn’t sit well with broadcasters, and homosexual groups indicated they would accept it only if they couldn’t have their own category — “organizations of and for the gay community.”

In asking for the change in rules, NGTF said the gay community is a “true subculture, which provides to its members a sense of community, as well as many social services which, out of fear, prejudice or ignorance, often are not made available to homosexuals by the more traditional community groups.” It is critical that issues be recognized by broadcasters and incorporated into the programming process, in order to foster understanding of this minority group within the dominant heterosexual society.

Among other groups supporting the expansion of the “other” category to include all “significant” elements of the community were the Epilepsy Foundation of America, the Council of Organizations serving the Deaf, the Gay Activists Alliance, Dignity/Chicago, the National Center for Law and the Deaf and the Gay Caucus of the United Church of Christ and others.

Broadcasters, for a variety of reasons, opposed including homosexuals on the community checklist and expanding the “other” category.

Metromedia said the commission was “apparently incapable of making a decision” whether to add gays to its checklist, so it “passed the buck” to licensees proposing “an amorphous” expansion of the “other” category.

Along the same lines, the National Association of Broadcasters said: “Rather than come to grips” with the NGTF request, the commission has “sidestepped” the petitions by proposing to expand the “other” category. If a group can prove it is a “significant” element in a community and is not included among the other 19, NAB said the commission should entertain a formal rulemaking to include it.

Another common complaint was voiced by KEZY Radio Inc.: that adoption of the proposal would “open the floodgates” to litigation at renewal time, “resulting in the very sort of detailed commission involvement in the renewal ascertainment process which the commission sought to avoid when it adopted its revised renewal ascertainment procedures in 1976.”

Those procedures were designed to embody elements that could be added to or subtracted from particular communities and “could be reasonable and sensible approach,” KEZY said. “If the commission were to adopt the proposed revision,” it said, “a court reviewing such action would be left justifiably to conclude that the commission is little more than a ship adrift at sea, with no clear perception of policy direction.”

NBC said the present proposal is unnecessary and repetitious, and “an unfortunate step backward.” The New Jersey Broadcasting Authority said its “vague and open-ended nature” makes for licensee uncertainty and invites increased litigation “by special interest groups, no matter how small or insignificant, which believe that their needs, problems and interests have been ignored by the broadcast licensee.”

As regards the proposal, CBS said the proposal was “unwarranted,” a “burden” on licensees, commissioners and commission staff, would inject increased uncertainty in the renewal process and “needlessly resurrect the burdensome and superfluous com-

What he meant when he said. FCC Commissioner Tyrone Brown, in an appearance on WRC-TV Washington, helped clear up what appears to have been a widespread misapprehension of a remark he made in his news-making appearance at the Federal Communications Bar Association luncheon last month (Broadcasting, Oct. 16).

The remark was not made in his prepared speech, in which he sharply criticized both the FCC and the U.S. Court of Appeals in Washington for causing “a breakdown” in communications policy. It was later, during a question-and-answer period, that Commissioner Brown said the commission has shown a “proclivity for incumency” referring to broadcast-licensee incumbents, and then added that after 11 months on the commission, “I’m beginning to feel that proclivity growing in me.”

Most in the audience thought it was broadcasters’ incumency toward which he was developing tender feelings. But, no, he told Fred Thomas, moderator of wrc-tv’s Sunday show, he was making “a pun,” a joke. With his term on the commission expiring in June, the incumbency that was occupying his attention was his own. “I like the job,” he said.

Time’s mergers

Time Inc. has completed the long-pending acquisition of American Television & Communications Corp., Denver (Broadcasting, Jan. 20, 1978) and has named Monroe F. Rifkin, chairman-president of ATC, a vice president of Time Inc. The transaction amounted to about $145 million in cash and stock.

Time also announced the percentage for
FOR BELIEVERS IN COINCIDENCE:

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determining the ratio of stock of Inland Container Corp. that will be converted into cash payment as the result of cash elections in the merger of Inland into a wholly owned subsidiary of Time. At the time of the merger on Nov. 14, shareholders owning 1,858,408 shares of Inland common elected unconditionally to receive cash payment of $35 per share. A spokesman said that the total exceeds the maximum number of shares for which cash payments could be made under the terms of the merger. Therefore, 87.98% of these shares will be converted into cash and the remainder will be converted into a 0.425 share of Time common plus a 0.425 share of Time series B $1.575 cumulative convertible preferred stock.

Public radio-TV worries about its turf

PBS asks FCC not to revise eligibility ground rules until results of current studies are made known; CPB cautions of changes since 1952; state licenses want to be sure they're not dealt out

The Public Broadcasting Service has urged the FCC not to consider changing its eligibility requirements for public broadcasting licenses until various studies on the subject—including the Carnegie II report—are completed.

In its proposal, the commission solicited comments on five criteria it suggested as a basis for choosing who can get a license for educational or public broadcasting.

PBS said it anticipates that the Carnegie Report on the Future of Public Broadcasting—due in January—will recommend a reassessment of the system structure, funding levels and mechanisms, the role of education and instruction in public television, the relationship between television and radio and the role of new technologies. Besides Carnegie, PBS is preparing a long-range report, as is Congress (with the rewrite bill), the Corporation for Public Broadcasting and National Public Radio. The PBS report is due in June and all the others sometime before that.

awaits these reports, the commission will "have the benefit of diverse and valuable resources of data, analyses and recommendations not presently available that will permit a more organized, coordinated and considered policy making process, PBS said.

In the interim, PBS said the eligibility requirements should be considered case by case as they are now considered.

The commission proposed that licenses be given to Internal Revenue Service-recognized tax exempt organizations, or to those recognized under Department of Health, Education and Welfare standards, or to all full-time general curriculum schools qualified to award diplomas or degrees. Two other criteria would be the nature of the educational programming to be offered or a public broadcasting/community service concept that would involve varied public representation. In its proposal, the FCC invited comment on each and any other eligibility requirements.

In its comments, PBS claimed the commission proposals are not in accord with "sound principles" of public television. Using the IRS or HEW classifications, it said, would be an unwise delegation of authority. Accepting just schools or colleges would be a drastic change from present policy, and reviewing programming a step that might bring the commission too much into station programming. The ascertainment approach with the varied representation, PBS said, a "classic example of ideas which are presented when developed naturally and freely, and bad when imposed as a national standard by federal government regulation."

The Corporation for Public Broadcasting found much the same wrong with the commission proposals, and said three things must be considered—a strong base of financial support, strong community support and involvement and preservation of the noncommercial and nonprofit educational nature of the licenses.

Many of the comments, including those of CPB, stressed how much "educational" or public broadcasting had changed since 1952, when the commission reserved some channels for educational use. The idea has gone from "educational" to "public" and now "public telecommunications" to indicate that services provided by the stations "may go beyond broadcasting services," CPB said.

"Today's service goes far beyond the limited conceptions of in-school instruction and training for students that were dominant a generation ago," the National Federation of Community Broadcasters said. "The competing uses of reserved channels; the demand for greater diversity, responsiveness and service; and the growing scarcity of spectrum space all suggest the need for clear standards of service and a policy of priorities for noncommercial educational radio," NFCB said. The organization, which has a large radio membership, said three objectives should be considered—effective public service, local control and representation of the "full range" of community interests.

The National Association of Educational Broadcasters said present commission rules suffice. "The various types of public broadcast licensees (state, local, community and university) have enhanced diversity of the programming presented on noncommercial educational broadcast stations and have fostered a close patterning of programming to the specific needs of the communities and areas served. The success of the commission's flexible eligibility criteria is evident in the varied structure of public broadcasting in this country," NAEB said.

Among 155 public television licenses in September, there were 60 community, 53 university, 24 state and 18 local school, the organization said. In November, among radio licenses, there were 127 university, 40 community, 23 local school and eight state. In July of 1978 there were 93 educational FM stations (209 in 1962) and 260 television stations (75 in 1962).

Several of those filing comments said, as did NAEB, that flexible eligibility criteria are essential to the continued development of public broadcasting, although some did not. For instance, Brigham Young University said that, because of the limited spectrum space for educational broadcast stations, future allocations should go to post-secondary educational institutions (with existing licensees grandfathered).

Whatever regulations are made, the Georgia State Board of Education said they "must" encompass the state educational television systems: the Alaska Public Broadcasting Commission said they "must" allow local groups to get licenses, and the National Religious Broadcasters said no regulations should be adopted that exclude religious groups and schools.

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**Week's worth of earnings reports from stocks on Broadcasting's index**

<table>
<thead>
<tr>
<th>Company</th>
<th>Period Ended</th>
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<th>Year earlier</th>
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<tr>
<td></td>
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<td>40,079,000 +15.2</td>
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<td>3 mo. 9/30</td>
<td>81,238,396 +169+</td>
<td>5,620,075 +14.2</td>
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As far as kids are concerned, TOM & JERRY have already proven to be "The Spoilers!"

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Affiliates tell their side of the audience story

ABC-commissioned study shows that viewers have higher opinions of network-related stations than of independents

A study commissioned by the ABC Owned Television Stations asserts that viewers perceive programming and commercials on independent TV stations as inferior to those on network affiliates and regard affiliates' commercial environment as more effective in motivating them to buy products.

The study was conducted at a cost of $150,000 by the Rowland Organization Inc., Greenwich, Conn., among 1,000 female heads of households throughout the country during the fourth quarter of 1977 and the first quarter of 1978. David Johnson, vice president of the ABC Owned Television Stations division, said the study was not designed as a response to one by the Association of Independent Television Stations which held that the same types of viewers watch independent and network television.

"We planned our study about two and a half years ago, long before we heard of the INTV study," he said. "And our study concentrates on what viewers believe to be true about programing and commercial differences between network and independent TV. These perceptions of differences have an effect on what people will buy."

Mr. Johnson said a few agencies have been exposed to a presentation based on the study and acknowledged that the reaction has been "hostile." He added that this response was predictable inasmuch as acceptance of the study's findings would limit agencies' flexibility in selecting media and probably increase advertising investments.

"We will be taking the study early next year to advertisers all over the country," Mr. Johnson said.

Herman W. Land, president of INTV, said, "It is flattering to us that the number-one TV network has taken off against independent TV stations, rather than against their network competitors. It's a testament to our progress in all dayparts and is a recognition that advertisers are turning increasingly to independent TV."

Mr. Johnson reported that the study was undertaken because there was a prevailing attitude among the ABC staff that viewers regard the programing and commercial environment of network affiliates to be superior to that of independents.

"And our study proved just that," he said.

Among the highlights of the study: Viewers know the difference between network and independent stations, with 90% correctly identifying network affiliates and 84% the independent outlets; viewers distinguish "marked differences" between the viewing audience and program quality of the two groups (they believe affiliates are more widely viewed and their audience consists of "elite" viewers, in contrast with independents, whose "imagination" reflects "dullness, limited budgets and less intelligent or less educated audiences.")

Rule rails against the regulators

He claims that government agencies approach their jobs with preconceived notions

Business today is faced with "a new breed of super-regulator" who is "usually convinced that business is bad and that big business is very bad," and who frequently believes that people in general are "stupid."

That charge, coupled with a plea for continuing effort to show businessmen and citizens that "every regulation has a cost in innovation and productivity," was issued by Elton H. Rule, president of ABC Inc. Mr. Rule was addressing the New York chapter of American women in Radio and Television at a luncheon saluting the 25th anniversary of ABC's current ownership and management.

"I do not agree with those who say we could or should do away with all government regulation," Mr. Rule said. "A nation and an economy as big and as diverse as ours would be in chaos without some regulation. But too many of these rules are just plain silly."

He cited particularly the Federal Trade Commission's proposed restrictions on television advertising to children. And when a San Francisco radio station editorialized against the FTC proposal last summer, he said, an FTC economist took reply time on the station and in effect urged listeners to boycott the station. He quoted the FTC economist as telling the audience:

"If you agree that the FTC should help our children who are innocent victims of big business, register your vote by turning to another radio station. And don't turn back [to this station] until big business, in their unrelenting search for profits, is constrained from unilaterally determining the commercial wants and desires of the most innocent victims of big business—our children."

Mr. Rule declared: "The more you think about it, the more frightening that statement becomes. Can anyone regulate fairly and effectively with that strong a bias against the thing he is supposed to regulate?"

Mr. Rule's speech echoed views he expressed a few days earlier in Los Angeles, where he received the University of Southern California award for "outstanding achievement in business management."

The top talker

Van Deeren collects biggest fees for speaking engagements before communications groups

Lionel Van Deeren (D-Calif.), chairman of the House Communications Subcommittee, heads a list of congressmen who received honoraria and other fees from broadcasting and cable groups for speaking appearances last year.

Under a new disclosure law, congressmen must reveal more details of their financial situations than in years past, including income from speaking engagements.

As reported by Congressional Quarterly, Mr. Van Deeren received $3,750 for appearances before the National Association of Broadcasters in 1977; $1,000 from the National Cable Television Association; expenses and airfare for an ABC meeting in San Juan, P.R.; $1,000 from NBC, and $750 from the California Cable TV Association (CCTA).

Senator Ernest Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, also received broadcast and cable-related honoraria, including $2,000 from the NAB, $1,000 from the Florida Cable Television Association and $1,000 from CCTA. Mr. Hollings superiors on the Commerce Committee, Chairman Howard Cannon (D-Nev.), received $1,000 from NCTA and $1,000 from the CCTA.

Other congressmen receiving speaking
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funds from the industries which they oversee include these, all members of the House Communications Subcommittee:

- Ranking Republican Lou Frey (Fla.)—$1,750 from NAB, $1,500 from NCTA, $2,500 from CCTA, $500 from the Florida Cable TV Association and $1,000 from Southern Cable TV Association.
- Thomas A. Luken (D-Ohio)—$500 from NAB’s Political Action Committee.
- W. Henson Moore (R-La.)—$1,000 from NAB.
- Martin Russo (D-NJ)—$1,000 plus $160 expenses from NAB, $1,320 plus $208 expenses from CCTA.
- Timothy Wirth (D-Colo.)—$1,000 from NCTA, and $300 from the McGraw-Hill Energy Forum.

The financial reports also show which members of Congress owned interests in communications companies in 1977, revealing, for instance, that Warren Magnuson (D-Wash.) chairman of the Senate Commerce Committee for 22 years, owned stock in Warner Communications, with its extensive cable system and TV program holdings. That interest, Mr. Magnuson reported, is worth between $100,000 and $250,000.

A spokesman for the senator said last week that he cannot say whether Mr. Magnuson still has the stock. The senator, although giving up the chairmanship of Commerce in January 1977 to become chairman of the Appropriations Committee, is still a member of the committee that oversees cable and broadcasting.

**Proposed**

- **KCOM(FM) Newport Beach, Calif.:** Sold by Success Broadcasting Co. to Hutton Broadcasting Inc. for $2 million. Seller is owned by Gary W. Burrill (90%) and his uncle, Frederick T. Burrill (10%), who have no other broadcast interests. Buyer is owned by Betty L. Hutton (90%) and A. William Retzlaff (10%). Mrs. Hutton has various oil and real estate interests in southern California. She has no other broadcast interests. Mr. Retzlaff is former general manager of KOR(JAM) Orange, Calif. KCOM is on 103.1 mhz with 2 kw and antenna 300 feet above average terrain.

- **KOWH-AM-FM** Omaha: Sold separately by Reconciliation Inc., AM to RadiOmaha Inc. for $435,000, FM to Wichita Great Empire Broadcasting for $940,000. President of seller, which has no other broadcast interests, is Bob Gibson, former baseball star of St. Louis Cardinals. RadiOmaha is owned by Sam W. Smulyan, his son, Jeff H. Smulyan, and Jack N. Marsella who also own WN(AM) Indianapolis. Wichita Great Empire Broadcasting is owned by F.F. (Mike) Lynch and Michael C. Oatman and also owns KYNN(AM) Omaha, KFDI-AM-FM Wichita, Kan., KTTS-AM-FM Springfield, Mo., and KWKH(AM)-KROK(FM) Shreveport, La. KOWH is 1 kw daytimer on 660 kw. KOWH-AM is on 94.1 mhz with 100 kw and antenna 310 feet above average terrain. Broker for AM sale: Richard A. Shaheen Inc. FM was sold direct.

- **KGU(AM)** Honolulu: Sold by The Copley Press to Wilson Broadcasting Co. for $650,000. Previous agreement to transfer station to Houston Corp. (BROADCASTING, Aug. 15, 1977) was not consummated. Seller is owned by James S. Copley Revocable Trust and James S. Copley Foundation and publishes San Diego Union and Evening Tribune and eight other papers in California and Illinois. Buyer is principally owned by Lawrence R. Wilson who is vice president/chief counsel and secretary of Combined Communications Corp., Phoenix, and who plans to leave CCC after proposed merger with Gannett Co. (BROADCASTING, May 15). KGU is on 760 kw with 10 kw full time.

- **WFG(AM)** Fitchburg, Mass.: Sold by WFG Inc. to Montachusett Broadcasting Inc. for $550,000. Seller is owned by George J. Chafee and his wife, Marie W. who has no other broadcast interests. Buyer is owned by three former Ford White House staffers-Robin B. Martin (51%); William Nicholson (18%), and L. William Seidman (13%) and Washington advertising executive, Ernest S. Johnston (18%), and also owns WOLF(AM) Syracuse and WRUN(AM)-WG(AM) Utica, both New York. WFG is on 960 kw with 1 kw full time. WRUN is on 104.5 mhz with 50 kw and antenna 280 feet above average terrain. Broker: Keith W. Horton Co.

- **KXES(AM)** Salinas, Calif.: Sold by North American Media to Jess Carlos and Eduardo Caballero for $220,000. Seller is owned by Ron T. and Nancy E. Smith and also owns KWIP(AM) Merced and KKEM(AM) McFarland, both California. Mr. Carlos is general manager of KOFY(AM) San Mateo, Calif., and Mr. Caballero is owner of Caballero Spanish Media Inc., station rep firm based in New York. KXES is 250 w daytimer on 1570 kzh. Broker: Hogan-Feldmann Inc.

- **Other station sales announced last week included:** KSTR(AM) Grand Junction, Colo.; WHAN(AM) Hanes City, Fla.; WNNB-AM-FM Newbury, Mich.; WTRA(AM) Latrobe, Pa. (see page 50).

**Approved**

- **KPR(AM)** Livingston, Mont.: Sold by KPR Inc. to Holter Broadcasting Corp. for $238,000. Seller is owned by Roberta Hinman individually and as administrator of
Regrets from ANPA to FTC for seminar on media concentration

After several weeks of discussions with the Federal Trade Commission, the American Newspaper Publishers Association has decided not to participate in the commission’s media symposium, Dec. 14 and 15 in Washington.

“If you decide to go ahead with the symposium,” ANPA executive vice president and general manager, Jerry W. Friedheim, said in a letter to the FTC, “ANPA will monitor it and perhaps will want to comment to you about it in writing later on.”

The commission, as of last week, was indeed going on with the symposium, which ANPA had complained was “stacked” against the media (Broadcasting, Oct. 23). Among some 30 speakers listed in the latest symposium agenda were representatives of the National Cable Television Association, CBS, National Association of Broadcasters and American Newspapers Inc.

FTC Chairman Michael Pertschuk has said the meeting, which is open to the public, is an information-gathering device. “Mindful of the importance of a free press and of the significance of competitive issues in the media, we have undertaken in this instance not a law enforcement investigation, but simply a gathering of information from sources within and outside the media industry in order to shed more light on the issues involved.”

The commission has been soliciting participation by the media (Broadcasting, Oct. 9), but several of those involved have been disappointed with the response. The commission said it intends to insure that a “wide range of representative views on the subject will be included in a report of the proceedings.” Following publication of the report, public comments will be invited.

Media Briefs

Payoff. National Association of Broadcasters executive committee decided to form committee to set up system for distributing broadcasting’s share of cable’s compulsory copyright royalty. Under new law, cable has compulsory copyright license, makes payments to U.S. Copyright Office, which then pass out to claimants. New NAB committee will try to decide how much each broadcast claimant should get. It appears cable’s annual payments will total $12 million. First checks won’t go out to claimants, probably, until late 1979.

Count them up. Arbitron has released what it says is “largest broadcast audience research project ever.” It’s “Arbitron Radio Coverage Study” and is said to include 7,082 radio stations (86% of those in operation).

Buying back. Capital Cities Communications Inc., New York, has bought in open market 610,000 shares of its common stock, fulfilling purchases of shares authorized by its board of directors last June 27. Capital Cities now has 13,512,000 shares of common stock outstanding after giving effect to 1,881,443 shares held in treasury.

In David Sarnoff’s memory. Establishment of David Sarnoff Award for outstanding achievement in radio or television by individual has been announced by University of Arizona’s department of radio-television in College of Fine Arts. First award will be made in fall of 1979, according to university, which is sponsoring annual honors with support and endorsement of both Sarnoff family and RCA Corp. Late Brigadier General Sarnoff, who pioneered in communications, served as chief executive officer and board chairman of RCA.

Once again, please. FCC has asked U.S. Court of Appeals in Washington to re-mand case in which Truth Publishing Co. is appealing commission’s refusal to grant it tax certificate in connection with its sale of one-third of assets of Valley Cablevision, South Bend, Ind. Commission had denied certificate on ground Truth had received one in 1975 when it sold its co-located Elkhart, Ind., station, WSJV-TV, thereby breaking crossownership between television and cable.

Strike hurts Times. Broadcasting revenues of New York Times Co. reached $7,883,-000 for nine months ended Sept. 30, gain of 23% from same period of 1977, and operating profits rose 50% to $2,530,000. Company as a whole, however, reported net income of $13,067,000, down 28% from 1977 period because of 88-day strike against New York Times. During third quarter, when paper was closed for 52 days, paper reported net operating loss of $7,945,000 and company had consolidated net loss of $2,186,000. Publication resumed Nov. 6.

New degree. New York University’s school of arts next fall will begin two-year master’s degree program in interactive telecommunications. First class will be limited to 20 students and is said to be first program in country with curriculum combining “technical, theoretical and practical application of media used for interactive, rather than one-way communication.” Program was developed with Rockefeller Foundation support.

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Robert D. Novak

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Format: 2" video tape
Status: In production

Two Views is produced and distributed by Wally Bruner (former television news anchorman and correspondent, commentator and What's My Line host) and Bill Gill (former ABC News State Department and White House correspondent).
Television to get treatment at ANA

Entire Tuesday morning agenda devoted to new trends in medium; FTC problems set for Wednesday

A morning devoted to "current trends in television programing" will be among the highlights of the annual meeting of the Association of National Advertisers, which gets down to business today (Nov. 27) at Camelback Inn, Scottsdale, Ariz.

Participants in the session are Gene F. Jankowski, president of the CBS/Broadcast Group; Win Baker, president of Westinghouse Broadcasting Co.'s TV station group, and Lee Rich, president of Lorimar Productions. The session is scheduled Wednesday morning as the windup of the meeting.

Close to 500 ANA members and guests are expected to attend the meeting, which focuses this morning on "evolving perceptions of the role and responsibilities of business," after a Sunday spent in sports and tours. Speakers are William Bernbach of Doyle Dane Bernbach; R. Hal Dean, chairman of Ralston Purina Co.; Ben J. Wattenberg, author and editor, and Ellen Goodman, syndicated columnist.

A closed meeting of ANA members to elect officers and manage other business is scheduled Monday afternoon.

Tuesday's agenda opens with five "update clinics"—including one on current developments in television. This is expected to get into such subjects as "clutter," programing, new research on commercial effectiveness, cut-in charges, audience measurements, talent union contract negotiations and regional self-offs.

Harry Way of Colgate-Palmolive will be moderator for the TV clinic, and panelists will be David K. Braun of General Foods, Alden G. Clayton of Marketing Science Institute, A.B. Priemer of S. C. Johnson & Son, and Peter J. Spengler of Bristol-Myers.

Other clinics will explore subjects ranging from assessing the return on advertising investment to syndicated magazine audience research.

A special session on government affairs is scheduled Tuesday afternoon. Problem areas to be reviewed include the Federal Trade Commission's move to restrict TV advertising to children, congressional efforts to limit tax deductibility of corporate "issue" advertising, the FTC's nutritional advertising trade regulation rule and moves by the FTC and the Food and Drug Administration to regulate advertising claims for over-the-counter drugs.

Vitt branches out

Vitt Media International, New York-based independent media buying firm, has formed a wholly owned subsidiary to market what it calls a "revolutionary" new computer-based media planning system. The subsidiary is Williams Media Planning System Inc. and it is headed by David Williams, who developed the planning concept it uses.

The system is said to provide up to five alternate media plans for client-subscribers and to be capable of handling all major consumer media including spot and network TV and radio, national and regional magazines, newspapers, outdoor and direct mail.

Mr. Williams said his company will provide a full planning service to each subscriber and that this will include planning, and consultation, plan interpretation and processing, in-putting materials, editing, report delivery, report evaluation, assistance and assistance in construction of alternate plans. The cost: one-half of one percent of the gross media budget, with a $6,000 minimum charge.

Advertising Briefs

Co-op. What is said to be largest collection of co-op advertising plans ever assembled by media trade association has been distributed by Radio Advertising Bureau, which assembled it, to RAB member stations. Directory, "Co-op Profiles: The Money Book," consists of 1,001 radio co-op plans, 206 more than any prior RAB co-op volume, divided into 49 advertising categories, from appliances to women's wear. RAB officials predicted radio's revenues related to co-op advertising will rise from estimated $700 million now to more than $1 billion by 1980.

SIN expands. U.S. Spanish International Network (SIN) has opened Southwest sales office in Dallas and has named Joe Villarreal, sales executive in Chicago office, as sales manager. New office is at 3626 North Hall Street, Dallas 75219. (214) 528-8161.

Staying with radio. Savvall/Gates Inc., New York, which has been functioning as national spot television and radio representative for many years, has decided to remain in radio business and has sold television portion to Carmine Putti, who has been vice president of S/G for past 10 years. Television company has been named Spot Time Ltd. and has established headquarters at 1345 Avenue of the Americas, New York 10019. (212) 765-7981.

Subsidiary of subsidiary. Advancers Media/Programming Inc., St. Louis, has formed new subsidiary, Paul Schulman Co., which will specialize in network television programing, buying and research and will make its headquarters in New York. Advancers, independent company owned by Gardner Advertising, St. Louis, will specialize in media planning and buying for spot TV, radio and other media. Paul Schulman, who headed New York office of Advancers, will be president of new firm.

Urgo to merge. Interactive Market Systems Inc., New York, has reached agreement with American Can Co. to acquire its AIS/Marketronics Unit. Both firms are suppliers of computerized media services to television, radio, newspapers and magazines. IMS plans to operate Marketronics as a separate entity. Price of transaction was not disclosed.

Getting together. Cremer Inc., New York, which has billings of more than $90 million, has agreed to acquire Wilson, Haight & Welsh, Hartford, Conn., with billings of $20 million. Agreement is subject to approval of boards of directors of both firms.

Another law firm takes to the airwaves

Nationwide association begins New York campaign, may expand to other states if successful

A new TV advertising campaign by lawyers has broken in New York and may be extended to a dozen other states if it works.

The client is the Nationwide Law Firm, a voluntary association of lawyers who, without giving up existing affiliations, join NLF and agree to provide services for reasonable fees. NLF—and its advertising—are products of the 1977 U.S. Supreme Court decision striking down barriers to advertising by professional people ("Monday Memo," Nov. 13).

The 30-second commercial introduced by NLF was created by the Altmann, Stoller, Weiss agency. It shows a troubled, middle-class white man while the voice-over says:

"This man needs a lawyer, but he doesn't have one. If you need a lawyer, call and become a client of the Nationwide Law Firm for a yearly retainer of $25. This entitles you to initial consultations in six legal areas, including matrimonial, accidents, real estate, criminal, wills. If you need more help, you'll be represented for a reasonable fee."

The last frame shows the firm name and phone number and concludes: "Now you have a lawyer!"

The commercial was scheduled on four New York stations: WABC-TV WCBS-TV, WOR-TV and WPIX-TV. NLF sources said that if it proves successful it will be scheduled in 12 other states where NLF has offices and where advertising by lawyers is permitted. Donald DuRoy, the firm's administrative director, said he hoped the campaign would help change the American Bar Association's reluctance about lawyer advertising. "I think it's fair to say," he asserted, "that the bar is not knowledgeable about the values of television at this time."

He declined to say how much NLF was spending in the New York campaign but noted that it consisted of 53 showings of the commercial spread across four stations in a week's time.

Broadcasting Nov 27 1978
ABC unhappy with its other-night editions of pro prime-time football

Three Sunday and one Thursday versions of popular Monday games fall in the ratings; network will only do minimum allowable next year

ABC Sports, suffering mediocre ratings for some of the extra prime-time games in its new National League Football contract, plans next season to air the minimum number of such games possible under the deal, four, and to keep them away from Sunday night.

"It is our feeling and the feeling of the NFL that the number should be four in 1979," said James Spence, senior vice president of ABC Sports, and "I think the games would be of greater interest on other days than Sunday." More Thursday games would at this point be the most likely prospect, Mr. Spence said, although the specifics are still being negotiated.

The NFL deal provides for four to six of the extra games each season, at a price of about $3 million each ("Closed Circuit," Nov. 14, 1977). The number of additional games next year was to be determined after evaluating the performances of those this year, when one Thursday night game and three Sunday night games were scheduled.

The first Sunday game, on Sept. 24, aired during the premiere weeks of CBS-TV and NBC-TV and pulled a 16.3 rating and a 28 share, a distant third in its time period. The second on Nov. 12, pulled an 18.3/31, also a third-place showing. The Thursday game, on Oct. 26, pulled a 22.6/37 and won the night for ABC, not by a greater margin than its series usually provide. (Those ratings are for the full duration of the games, which all ran prime time and in doing so increased their ratings averages slightly due to the local news competition on the other networks.)

The final Sunday game is to air Dec. 3, when Denver will meet Oakland in what Mr. Spence believes should be a high-interest contest. Sunday is the heaviest viewing night of the week and therefore the most competitive for the networks. CBS and NBC both have Sunday games and each week one of them airs a doubleheader.

ABC President Fred Pierce told Broadcasting that the NFL forced ABC to accept the extra game package during negotiations last fall. According to Kevin O'Malley, a vice president of CBS Sports and CBS and NBC's major voice in the negotiations, the league at first put the package up for grabs to all three networks. But ABC wanted to keep its prime-time exclusivity while the other networks wanted to hold on to their rights to the play-offs and Super Bowls, he said, so the NFL changed its mind.

Football ratings are slightly off on all three networks so far this season. Through Nov. 13, ABC's Monday night games averaged a 21.1 rating, Mr. Spence said, about a half point off their average at this point last year. NBC said it has an 11.7 average now compared to a 12.5 last year, while CBS' average is 14.1, down 6% from a year ago.

Sports executives at all three networks put part of the blame on the earlier start this season (13 days earlier), when lower viewing levels may have dragged averages down. A CBS executive also said the network's average dropped when NBC scheduled a World Series game against CBS'S Sunday afternoon football. Last year the Sunday series game aired at night, he said.

ABC's Mr. Spence also said last week that his division is looking to cut back on the number of prime-time baseball games it accepts in the new contract now being negotiated with the professional leagues. Mr. Spence declined to give specifics on the discussions, but he didn't contradict Mr. Pierce's assertion that ABC wants between eight and 10 Monday-night games instead of the 18 telecast last season. William F. Turner, head of the ABC affiliates' sports committee and president of KCAI-TV Sioux City, Iowa, said it is his understanding that some Sunday night games are also being considered.

Mr. Turner also agreed with a number of other ABC affiliates who sounded last week who said that there had been no affiliate poll concerning whether ABC should renew its baseball contract at all. Several newspapers have reported that such a poll found an overwhelming margin against renewal, but Mr. Turner and others said dissatisfaction with the games has been greatly lowered by ABC's moving up starting times of the games from 8:30 p.m. to 7 p.m. Monday Night Baseball last season averaged a 12.7 rating, up slightly from the 12.5 record set in 1977, ABC said.

MPAA goading FCC to move on request to limit network power over producers

Almost a year and a half ago, the Motion Picture Association of America petitioned the FCC to limit the agreements networks could negotiate with producers. MPAA is still waiting for a response, so now, through its attorneys, it renewed its request, and this time asked for action within the next 30 days.

The original pleading, filed on June 1, 1977, requested changes in the FCC's financial interest ruling that would bar networks (1) from entering agreements that grant options to produce programs at preset prices, (2) from obtaining prolonged exclusivity rights against the showings by others of series episodes after the network exhibition rights in the older episodes have expired, and (3) from precluding producers from creating new and diverse derivative works based on previously licensed series and licensing the new programs to others.

Arthur Scheiner, counsel for MPAA, notes in his letter to Chairman Charles D. Ferris that MPAA President Jack Valenti wrote the commission late last year expressing concern about the lack of action. In February, Mr. Scheiner adds, Wallace Johnson, chief of the Broadcast Bureau, replied, stating that the petition would be "one of the first matters" taken up by the new network inquiry staff, then being constituted.

But, Mr. Scheiner said, when the further notice reopening the inquiry was finally issued, on Oct. 20, it said nothing about the petition. And the co-directors of the inquiry staff, Thomas Krattenmaker and Stanley Besen, said the staff was not working on the matter.

Mr. Scheiner noted that the petition has "languished" at the commission for almost one and a half years and is in "no better posture today than when it was originally filed." Accordingly, he added, "continued failure of the commission to act on a matter of such important and urgent concern is wholly unreasonable."

Warner TV acquires some big players for its producing team

Among those signed to contracts: Komack, Arnold, Byne-Einstein and Nicholl-Ross-West

Warner Bros. Television Distribution has secured exclusive worldwide distribution rights from what it calls a "powerhouse of leading producers." Those who have signed their names to multiyear contracts for current and future projects—many of them situation comedies—include James Komack, Danny Arnold, and the teams of Don Nicholl, Michael Ross and Berni West, and Alan Byne and Bob Einstein.

The signings, over the past several months, follow Warner Bros. TV's acquisition last year of David L. Wolper's organization, which has been producing Roots: the Next Generation for an ABC-TV airing early next year.

James Komack, executive producer of Welcome Back, Kotter and Chico and the Man, currently syndicated domestically by Warner, has development deals for the three networks for TV movies and pilots. Faculy Lounge, a situation comedy pilot, is in production for NBC-TV; Maxx, another sitcom, is in preproduction for ABC-TV.

Danny Arnold, producer of Barney Miller, is giving Warner rights to the vehicles he is pursuing for ABC-TV, including orders for six episodes of a new sitcom, Triangle, and five half-hours of National Graffiti, a current-events comedy send-up. Writing-producing team Don Nicholl.
American International Television

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ALL NEW
HOSTED by CURT GOWDY

A WEEKLY IN-DEPTH SERIES HIGHLIGHTING THE FASCINATING WORLD OF MOTOR SPORTS COMPETITION

Now in its 3rd year... with 15 brand-new 30-minute episodes

Each episode features some of the world's greatest motor sports competitors... in sports cars, stock cars, drag racers, powerboats, motorcycle or snowmobile racing. A variety of America's best racing action, finest race courses and most important racing events.

Each episode follows the drivers from the hours before the race, through its ultimate conclusion, exploring the human element of this most dangerous and demanding sport through the eyes and actions of its finest competitors. The audience witnesses the hopes, fears, triumphs and disappointments that are part of every race.

THE RACERS is proud to have Curt Gowdy as its host this season. Participating with Curt each week, will be a different expert commentator—a famous race driver, or personality involved in motor sports to join Curt in calling the action.

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DAYTIME STAR
HOSTED by JOHN GABRIEL of RYAN'S HOPE

A SERIES OF ONCE-A-MONTH 60-MINUTE TALK-VARIETY SPECIALS WITH GUEST STARS FROM THE WONDERFUL WORLD OF “SOAPS”

Over 20 million people follow “soaps”...a special fan that gives you raves and ratings

Here are the soap stars with their hair down and their spirits up! Talking about their private and TV lives. Explaining what it's like to be two people at once: Singing, performing, having fun, telling it like the audience wants it to be.

A made-to-order audience with a beautifully made show, artfully developed to capture the special qualities that make all of these performers popular soap stars. The show moves fast from performer to performance and everybody gets into the act. It's a crackling, sparkling, bubbling 60-minutes; available as a once-a-month special.

John Gabriel is the perfect host for a soap spectacular. He's starred in Love of Life, General Hospital and is now playing Seneca Beauvale on Ryan's Hope. He has also hosted the Hollywood-based talk show Good Company.

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Screening cassettes available.

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American International Television, Inc., at our new home, 770 Lexington Ave., New York, N.Y. 10021
(212) 246-0107
Michael Ross and Bernie West, with credits including Three's Company and The Jeffersons, are under an exclusive arrangement with CBS-TV, and among the projects they're working on is a sitcom pilot, The Fall & Rise of Reginald Perrin.

Alan Byle and Bob Einstein, also writers and producers (The Smothers Brothers Comedy Hour, Sonny & Cher, That's My Mama) are producing Bizarre, a half-hour variety show, and Big Time Charlie, a sitcom, for an exclusive term ABC-TV deal.

Another under exclusive contract to Warner is Stan Margulies, producer of Roots and Roots: the Next Generation (BROADCASTING, Nov. 20). Mr. Margulies and David Wolper, executive producer of both Roots miniseries, also plan multipart productions of Garson Kanin's "Moviola" and Ruth Beebe Hill's "Hanta Yo!"

**ACT for art's sake**

New York seminar promotes idea of using TV to broaden children's cultural experiences

Participants in a seminar organized by Action for Children's Television concluded there are wide opportunities for both commercial and public television to expose children to various arts.

An estimated 100 representatives of broadcasting and culturally oriented organizations attended the seminar in New York on Nov. 9, the first of a series of regional workshops set up by ACT to encourage arts programming on local children's television. The New York conference was funded by the Gund Foundation, Cleveland.

David Rockefeller, Jr., chairman of Arts, Education and Americna Inc., New York, noted that TV today can be a vital tool in advancing the arts, substituting, in part, for the cutback in public funds to schools and other local community organizations. But Mr. Rockefeller raised some questions: Should television encourage children to develop themselves more creatively or should the programs teach children more about what adults call "great art"?

Christopher Sarson, an independent producer responsible for Live from the Met on public television, described a project designed to foster appreciation of opera among school children. Opera performers have visited schools in the New York area, he said, presenting parts of operas for students and involving them by having them participate in the singing.

Gideon Chagy, vice president, Business Committee for the Arts, said corporate support for the arts is strong today. He suggested that if producing groups or cultural organizations approach corporations with projects appropriate to the proposed underwriter's interests and needs, including children's TV, there is a possibility of funding from these sources.

An afternoon session was devoted to case histories of arts programming for children. Participants were Lester Cooper, executive producer of Animals Animals Animals for ABC; Betsy Cronin, vice president and general manager of WTTV-TV Milwaukee, who described his station's music special, Kinderkonzert; Stephanie Meagher, a former producer of Call it Macaroni for Group W, and Sidney Palmer of South Carolina Educational Television, who was executive producer of Mr. Scrooge, an opera adapted from Charles Dickens' "A Christmas Carol."

At one point a number of persons in the audience decried the quality of children's television programs carried on weekends. Richard O'Leary, president of the ABC Owned Television Stations, rose to the defense of commercial television. "We are the enemy to you," Mr. O'Leary said. "According to you, we've created all the problems. Commercial television is flawed, certainly. But the real world of commercial television is led by men of good will and we have spent lots of money on quality children's shows. We're not the enemy—many of us have worked along with ACT, though we don't agree with ACT all the time. For some people TV programming may be mindless; for others, it can be relaxation." Susan Greene, director of the FCC's Children's Television Task Force, urged symposium participants to cooperate with the task force by providing it with information about children's programming and advertising practices. She noted that the

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FCC's inquiry is focusing primarily on whether there has been TV station compliance with the 1974 policy statement dealing with standards and advertising on children's TV shows.

She said the inquiry also will try to determine whether the policy statement has been effective, whether there are alternatives to children's TV on commercial and public radio, public TV and cable TV and whether co-op TV programing efforts among networks would be feasible.

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### Program angels

**Annual Gabrielle awards will be handed out Thursday to 28**

Gabriel awards will be presented to 28 broadcast and programing organizations by UNDA-USA, the professional and autonomous Catholic association for broadcasters and allied communicators. In the 13th annual competition, which recognizes work that "creatively treats issues concerning human values," WCBS-TV Boston was named television station of the year and WFMF-FM New York was selected as radio station of the year.

In addition, 19 stations and programers were cited with certifies of merit.

The awards presentation will take place Nov. 30 at the Bahia Mar Resort on South Padre Island, Texas. The award winners:

**Television**

CBS Television Network  
The Defection of Simas Kadurka (entertainment programming, national)

NBC Television Network  
Holocaust (entertainment programming, national)

Capital Cities Communications, Philadelphia  
Including Me (informational or educational programming, national)

ABC Television Network  
ABC News Direction, "The Fight Against Black Monday" (informational or educational programming, national)

WNBC-TV New York  
Sight and Sound: Angela's Island (informational or educational programming, top 25 markets)

WWL-TV New Orleans  
Yutanhamun Live Forever (informational or educational programming, markets 26-100)

KNTV-TV San Jose, Calif  
Coming Out of the Closet (informational or educational programming, markets 101-210)

Canadian Broadcasting Corp.  
Man Alive—"Listen to the Children" (religious programming, national)

Capitol Cities Communications, Rutherford, N.J.  
A New Pentecost (religious programming, markets 26-100)

WMPT-TV and the Diocese of Madison, Wis.  
Perspectives on the Passion (religious programming, markets 101-210)

ABC Television Network  
Mom and Dad Can't Hear Me (youth-oriented programming, national)

WBMM-TV Chicago  
Coming Up Easy ... Coming Down Hard (youth-oriented programming, top 25 markets)

WAVE-TV Louisville, Ky.  
School's Out (Forever) (youth oriented programming, markets 26-100)

University of Wisconsin-Stout  
On the
Run (youth-oriented programming, markets 101-210).
Franciscan Communications Center, Los Angeles □ The Wedding (PSA, national).
KOMO-TV Seattle □ The Minutes (PSA, top 25 markets).
WCVB-TV Boston □ (TV station award).
Bonnieville Productions, Salt Lake City □ Christmas and Then Some (entertainment programming, national).
KNX(AM) Los Angeles □ The Gay Debate (informational or educational programming, local).
Minnesota Public Radio, St. Paul □ The Prairie Wax Quiet (information or educational programming).
Canadian Broadcasting Corp. □ Inriot, Offertory and Alleluia (religious programing, national).
KNEW(AM) and Archdiocesan Communications Center, San Francisco □ For Heaven Sake (religious programing, local).
Presbyterian Church in the United States, Atlanta □ What's It All About? (youth oriented programming, national).
WDVE-FM and Dennis Benson, Pittsburgh □ The Crystal Roller Coaster (youth oriented programing, local).
Archdiocesan Communications Center, San Francisco and CROP □ Food for Thought (PSA, national).
Archdiocesan Communications Center, San Francisco □ To Whom It May Concern (PSA, local).
WRFM(FM) New York (radio station award).

personal achievement award

Fred Rogers, creator and host of Mister Rogers' Neighborhood on PBS.

ABC pours production dollars into N.Y.

Network is making heavy capital investments for facilities there for news, sports, daytime shows.

Prime-time program production may be on the West Coast to stay, but for all other dayparts “production in New York is healthy and growing,” particularly at ABC. Take, for example, the $30 million-40 million the TV network is spending to expand facilities there.

Offering those words of optimism to the New York chapter of the National Academy of Television Arts and Sciences was Julius Barnathan, ABC’s president of broadcast operations and engineering. For daytime, sports and news, he said, “New York remains the main production center.”

The ABC construction dollars are going in three directions. Already renovated is expanded studio space for the hour versions of the soap operas, All My Children and One Life to Live.

And, the network’s WABC-TV will be moving into its own quarters—approximately 6,000 square feet. Currently, ABC-TV’s news department shares studios with the network’s Good Morning, America, also relocating.

Furthermore, a new technical building including tape, telecine and postproduction facilities is being built. For postproduction, a new facility is set to go on-line as of Jan. 1, with a second planned for July operation. Additionally, ABC is converting from two-inch tape to one-inch tape and replacing its color cameras.

As for a prime-time programming return to New York, however, Mr. Barnathan offered little hope. Given the life style and climate of Los Angeles, he said, “there is no desire on the part of the production community to leave California.”

Sandy Frank pleased with first production offering, plans to do more in 1979-80

Sandy Frank Film Syndication, a television distributor that this year took its first production credit with the animated Battle of the Planets, is expanding its creative activities.

Spurred on by the success of its animated strip, said to have been already sold in more than 100 markets in the U.S. and abroad, the Frank company is preparing 52 new episodes for the 1979-80 season. That will bring the number of Sandy Frank/ Gallerie International Films co-produced episodes to 137.

Add to that company hopes for a Saturday morning Battle spin-off as well as prime-time network specials. And besides animated properties in the can or on the drawing board, the company is developing a weekly Stop the Music revival and claims to be actively seeking contemporary action features. The Revolt, written by Israeli Prime Minister Menahem Begin, is being developed with EMI for ABC-TV.

After 14 years with his own company distributing other companies’ product, Mr. Frank cited quality control and continuity of product as the major reasons for his production plans. He said the idea had been in the works but that the success of Battle “accelerated it.”

According to Irving Klein, a former ITC Entertainment executive, now a lawyer and business consultant to Mr. Frank, Battle represented an investment of more than $3 million and already more than four times that has been gotten back, and could go up to five times.

Battle animation begins with the work of Tatsunoko Productions in Japan and later is rewritten, rescored and has new effects added. Involved in production are Jameson Brewer (Disney’s “Fantasia” original scriptwriter), Alan Dinehart (Flintstones creator) and former NBC-TV programmer David Levy.

While the Frank company may have taken its first production credit with Battle, it has been active behind the scenes. It has put money into Ralph Edward’s Name That Tune it distributes, for example.
AP-Magid study defines wants of radio-news listenership

Audiences want reports of five or more minutes on the hour and look for good local coverage

Most radio listeners want their newscasts to be five minutes long or longer—and on the hour.

They want them to contain a mixture of world, national and local news and prefer them with actualities.

In early-morning, late-afternoon and nighttime dayparts they like them to be more detailed and more frequent.

Good local news coverage is one of the main reasons they pick one station over another.

These are among the findings of a far-reaching study conducted for the Associated Press by Frank Magid Associates. It encompassed home, in-depth interviews with 1,010 persons in 36 cities and is described by the AP as one of the most complete studies of radio-news-listening habits ever made—and, according to Roy Steinfort, AP vice president and director of broadcasting, is the only recent one to be made available to a wide segment of the industry.

Local news coverage was usually found near the top among reasons for tuning a specific station, regardless of format.

When MOR listeners, for example, were asked why they chose a particular station, 35% cited the news and an equal number cited the music. Country-music fans listed music first and news second. Beautiful-music listeners put music first and gave equal weight to news and a low commercial load. Not surprisingly, news ranked first among listeners to all-news and news-talk stations.

Among top-40 listeners, 10% said news was an important consideration in station choice, while among rhythm-and-blues fans news was named by 14%, and among progressive listeners, by 5%.

“Of the most part,” Mr. Steinfort said, “this study backs up what most broadcasters have known for years—that few things are more important to a station than a good, aggressive news operation. A broadcaster can make his station essential to his listeners by doing the best news job he can, and this research shows that it will pay off for him.”

Another phase of the study found that listeners overwhelmingly want news about what’s going on around them—things that affect their “health, heart and pocketbook,” as the Magid report put it.

Over 63%, for instance, said they were interested in a story about taxes, and virtually the same number—62%—reported interest in an environmental story and in a story about the weather. At the lower extreme, a story about entertainment appealed to 13% and one about fashions to 17%.

The study found that elements such as delivery style, personalization of stories and use of the present tense may raise the level of interest in a story—but only slightly, the report said, and only if the story is one the listener is interested in anyway.

The five-minute—or longer—newscast on the hour was preferred, the study found, by 69% of the listeners questioned. And they wanted it to contain national, world and local news. The preference for a complete newscast on the hour was over 70% for listeners to MOR, country, beautiful music and album-oriented rock stations, and was 60% or higher for top 40 and soul.

For early-morning newscasts the preference was divided evenly between five minutes and longer lengths. More than two-thirds would prefer longer newscasts during afternoon drive. Noon-time reports were especially desired in smaller markets.

The survey also reported a strong preference for the inclusion of the actual voices of newsmakers in the newscasts—70% of the listeners who noticed the actualities in sample newscasts were said to have reacted positively to them. Even those who don’t like radio news preferred newscasts containing actualities over those without actualities by a margin of 66% to 8%.

This liking for actualities cut across formats, from top 40 to beautiful music, according to the report.

“Of all the information this survey has produced,” Mr. Steinfort said, “one thing is very clear. Good, strong reporting of important issues combined with relevant and well-produced actualities will sell news to the broadest possible audience.”

The study also was said to have found that 70% of those interviewed could not name a network-affiliated station in their markets.

Interviewers in the survey spent several hours with each respondent, AP reported, with neither the interviewers nor the interviewees knowing for whom the study was being conducted. The 1,010 listeners questioned were said to represent an accurate sample of the national radio public, with results applicable—within standard statistical limitations—to individual stations.

“This survey,” Mr. Steinfort said, “is complete enough and detailed enough that there is something in it for every radio broadcaster in the country—and we think it will be a very important programing tool for the vast majority of our members.”

AP said the 600-page report is being condensed for distribution to members and that a slide presentation covering highlights will be made available for broadcasters’ meetings.

First Amendment under heavy fire

SDX report cites ‘Stanford Daily’ and Farber cases as most notable in a year when news media were fighting for their rights in court

The Freedom of Information Committee of the Society of Professional Journalists, Sigma Delta Chi, has taken a look at 1978 and, not surprisingly, concluded it was a bleak year for press freedom.

The committee particularly noted setbacks at the hands of the courts—the Supreme Court ruling that the police have the right to search news offices for material bearing on a crime, regardless of whether the journalists on the scene are suspected of criminal involvement, and the contempt citations a New Jersey court handed down against the New York Times and its reporter, Myron Farber.

The committee noted that Congress may enact legislation designed to protect the press against the kind of searches the Supreme Court, in the Stanford Daily case last June, said are legal (BROADCASTING, June 5). The committee’s vice chairman, Robert Lewis of Booth Newspapers, said prospects for such legislation are “excellent.” But he also said there is a “serious question” as to whether Congress will attempt to extend such protection to state and local agencies, where “the potential for abuse is greatest.”

The committee is working with the Re-
Mixed blessings for Florida courts

Study following year's experiment in allowing broadcast coverage finds worst didn't happen, but then neither did best

A survey conducted for the Florida Supreme Court in the aftermath of that state's year-long experiment with broadcast coverage of courtroom trials indicates that many of the objections to coverage voiced by the legal community are unfounded. But the survey also suggests that many of the good effects of coverage that were expected by the experiment's advocates did not occur either.

The survey, conducted by the Judicial Planning Coordination Unit Office of the State Courts Administrator, collected the views of 1,349 witnesses, jurors, attorneys and court personnel who participated in the experiment, which ended June 30 of this year.

According to the survey, those working in the legal system—as opposed to the jurors and witnesses—were, on the whole, less enthusiastic about the broadcast coverage, but on some key questions their responses were only slightly less favorable.

To the question, "To what extent did the presence of television, photographic or radio coverage in the courtroom disrupt the trial?" just over 70% of the attorneys answered either "not at all" (41.6%) or "slightly" (28.9%). Among jurors, however, 77.6% said the coverage did not disrupt the trial at all, and 14.3% said the presence of cameras disrupted trials slightly.

One court worker, answering a question on how the members of the news media conducted themselves, said: "The media went out of their way to be nice. But, I believe that once they have the right to be in the courts, they will be uncontrollable."

An attorney said he was distracted by "the continual flickering" of the red lights of the cameras, causing jurors "to occasionally ‘peek’ to see if their camera was on." But a witness said "lawyers became ostentatious and prima donna-like" before the camera.

Prior to the survey, it had been suggested that the presence of broadcast coverage could lead to a more attentive attitude on the part of trial participants. But those surveyed overwhelmingly rejected that contention. Among the jurors, 80.1% said they did not at all become more attentive. Similar answers were given by 64.2% of the witnesses, 61% of the court personnel and 70% of the attorneys.

One witness, for example said in cases "involving sexual assaults or other highly sensitive matters" witnesses were likely to be "reluctant to testify." But one attorney admitted that a "certain amount of professional pride made myself and my adversaries somewhat more prepared."

One interesting set of answers was to the question: "To what extent did you feel the absence of television, photographic or radio coverage in the courtroom during the trial? made the case more important?" Clear majorities of the jurors, witnesses and court personnel said "not at all" or "slightly" while an equally clear majority of the lawyers said "moderately" (26.8%) or "very" (23.5%). As one attorney wrote, "I believe the jurors are more apt to consider public opinion in deciding the merits of the case. It cannot help but increase the importance attached to the proceedings."

Finally, to the question: "Over-all, would you favor or oppose allowing television, photographic or radio coverage in the courtroom?" 49.1% of the jurors were "completely in favor." Witnesses were only slightly less enthusiastic. Among the court personnel, 47.2% favored coverage and 41.7% opposed. A majority of the attorneys (56.5%) favored coverage, however, and 41.7% opposed.

One attorney said coverage "gives the public a true picture of the judicial system and restores its faith that it is a good, workable system." Another wrote: "The public will certainly get the message that we go to great lengths in this country to impart justice, and they need to know that it is not always like Perry Mason."

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**Journalism Briefs**

**AIF winners.** Gerald Stone, producer for Nine Network of Australia, and Peter Cook, executive producer for The Advocates (out of noncommercial WGBH-TV Boston) shared top honors in electronic media division awards of Atomic Industrial Forum, Washington. AIF, international trade association for nuclear industry, annually honors significant newsmedia contributions to understanding of nuclear energy.

**NCWW honors.** National Commission on Working Women has established Women at Work Broadcast Awards to recognize reporting and programming about women at work. TV and radio categories will encompass spot news, news series, editorializing, public affairs or documentary, and entertainment. Entries must have been aired between May 1, 1978, and April 30, 1979. June 1, 1979, is deadline for nominations. NCWW operates under grant from Rockefeller Family Fund. NCWW, 1211 Connecticut Avenue, suite 400, Washington 20036.

**Head to head.** Two Views, pitiful commentator against commentator, is being offered to TV stations for insertion in local newscasts. Short debates on current issues (abortion, wage-price controls, etc.) will feature varying combinations that will include David Broder of Washington Post, Marianne Means of Hearst Newspapers, and columnists Sarah McClendon, Robert Novak, Nicholas von Hoffman and Roland Evans: Two Views Inc. was co-founded by correspondent-program host Wally Bruner and former correspondent Bill Gill. P.O. Box 28612, Washington 20005.

**Every weekend.** NBC News magazine Weekend with Lloyd Dobins and Linda Ellerbee assumes weekly slot on network schedules Saturday, Dec. 2, from 10 to 11 p.m.

**W.Va. press law goes to the Supreme Court**

The U.S. Supreme Court has agreed to review a case involving the question of whether the state can prohibit newspapers from publishing the name of juveniles accused of crimes.

At issue is a West Virginia law which was invoked when the Charleston Daily Mail and Charleston Gazette published the name of 14-year-old boy who had been accused of fatally shooting a classmate in the corridor of a junior high school. The Gazette ran an editorial along with the story, saying the newspaper is ready to test the legality of the law. Both papers and executives and reporters for both were indicted.

The state's supreme court dismissed the indictments, declaring the law violated the First Amendment, but the county prosecutor asked the U.S. Supreme Court to review the case, arguing that the First Amendment should yield when confronted with a state's interest in protecting the identity of a juvenile. The law, adopted in 1941, does not refer to broadcasting, and three radio stations that carried the story of the shooting and identified the youth were not indicted.
Playing with fire in the rewrite

Commerce's Devine warns cable operators of dangers involved in seeking federal regulation

The ranking Republican on the House Commerce Committee, Representative Samuel Devine (R-Ohio), told cablecasters last week that they "flirt with danger when they seek regulation of their industry in the Communications Act rewrite.

Speaking to a meeting of state and regional cable TV association officials, sponsored in Washington by the National Cable Television Association, Representative Devine said, "I find it rather odd that in the time of Proposition 13 and the revulsion for government regulation shared by private citizens and industry alike, your industry's response to H.R. 13015 is to ask for federal regulation.

Representatives of cable, in frequent appearances during last year's hearings on the Communications Act rewrite, urged that the bill's omission of cable from the federal regulatory structure be changed to create a regulatory mandate for the industry's main concern, they said, was that absence of federal regulation would throw the industry to the mercy of 50 potential state regulatory bodies and hundreds of local authorities, and that federal regulation is needed at least to delineate areas, such as signal carriage regulation, where those state and local regulators would be prohibited from entering.

But opening the door to federal regulation is a move that could backfire on the industry in the long run, the congressman said. "There are many in Congress and elsewhere in our government who wish to see stringent multiple- and cross-ownership restrictions placed on your industry, as well as mandated public access to your systems and common carrier status for your systems to insure access by various programmers," he said.

Representative Devine said he could understand cable's other major concern about the rewrite—that it would allow AT&T into the cable business—but he urged the industry not to make too much of the argument that the telephone company's sheer size posed questions of unfair competition against a struggling cable industry. "To conjure up images of AT&T swallowing numerous small cable operations is certainly less realistic than to picture Warner, Time Inc. or Teleprompter acquiring those same systems," he said.

He also said that in his opinion there may be valid reason to permit telephone ownership of cable systems in rural areas where television service is spotty. He reassured his listeners, however, that "whatever cable/telephone industry competition occurs, it will be fair competition."

Representative Devine's comments were favorable toward the rewrite on the whole. He complimented the Communications Subcommittee leaders and rewrite co-authors Lionel Van Deerlin (D-Calif.) and Lou Frey (R-Fla.) for their fairness and patience in giving all sides a chance to comment on the legislation.

The same cable gathering heard from another Republican on the Commerce Committee, Communications Subcommittee member W. Henson Moore (La.), who said the industry is likely to get its wish for insertion of federal regulation of cable in the next draft of the bill. How much regulation there should be "presents us with a very difficult problem," however, the congressman said. "There is no easy answer." But he predicted that the original bill's deregulatory tone will continue in the second draft, including its approach to cable.

Representative Moore repeated his belief, expressed before a meeting of broadcast educators the week before, that the rewrite faces a tough political fight in Congress. "It ranks nowhere as one of the top 10 issues of the day," he said, and is not going to be well understood by most members when it gets to the House floor for a vote. "I'm not even sure the members of the subcommittee are going to understand it as well as they should," he said.

Consequently members' attitude will be heavily influenced by any comments they have received from people in their home districts, he said. He wouldn't guess how well the bill will stand up in the final test.

Representative Moore said that under subcommittee Chairman Van Deerlin's timetable, a vote by the full House may take place by September next year. The plan is for reintroduction of the rewrite in late January or early February and then hearings followed by as many as 30 to 60 days of subcommittee mark-up. It should be ready for full committee attention by May or June, Mr. Moore said.

CBC proposes second national service, this one via cable TV

The Canadian Broadcasting Corp. is in the midst of establishing a television channel for that country's cable television systems. TV-2, as the new channel is being called, is expected to start operating on an experimental basis in 1980 with both English and French versions. It will be noncommercial.

The plans for the new channel were related by A.W. Johnson, president of the public network, before the Canadian Radio-Television and Telecommunications Commission during the CBC's license renewal hearings in Ottawa. Mr. Johnson said the new service will "provide Canadian viewing alternatives—through more specialized programs than we are able to schedule into our current services, and through alternative scheduling for important and quality programs originally produced for our main services."

The new cable channel will emphasize Canadian-produced programs. It will "provide natural scheduling opportunities for more frequent showing of Canadian films and for more programs from independent Canadian producers," Mr. Johnson said. Although it has been suggested that the new service could, possibly, lead to a reduction in the use of U.S.-made programs, Mr. Johnson said the evening-only service could "present some quality foreign films and some of the high quality television productions from other countries."

According to the CBC's submission to the CRTC in the renewal hearing, the decision to go to cable with the new service was prompted, in part, because "the capital costs of establishing additional networks of conventional television transmitters is very high."

Over half of Canada's television audience has cable television, and, according to CBC, that percentage is expected to rise to 70% in the early 1980's. The CBC called the cable channel an "effective, lower cost" service.
Xerox wants to hook up country by satellite for data transmission

FCC is asked for spectrum space for digital message service

Xerox Corp., the nation's largest manufacturer of photocopying equipment, has asked the FCC to allow the corporation to enter the common carrier field. In a petition filed two weeks ago, Xerox asked the FCC to open a "virtually unused" band of radio frequencies for use in a high-speed, satellite communications network—the Xerox Telecommunications Network ("In Brief," Nov. 20).

XTEN, as the proposed service is called in the petition, would set up a digital electronic message service in the 10.55-10.68 ghz band. According to the corporation, at least nine other message networks could be accommodated in that band. The new services, it said, could allow for "electronic document distribution, digital data communications and teleconferencing." Other specialized business networks have been proposed by IBM and AT&T.

The Xerox proposal calls for XTEN to offer high-speed, end-to-end digital communications to approximately 200 metropolitan areas. Subscribers will have access to the system by microwave radio links between transceivers on the customer's premises and local system "nodes." The nodes will provide radio coverage to cells with a radius of about six miles, and the number of nodes and cells required for a metropolitan area will depend on local geographic conditions, subscriber distribution and growth requirements.

This use of nodal or cellular radio techniques will permit XTEN to reuse the same frequencies at different nodes in a given city. Local nodes will also be connected to a "main city node" where storage and processing will take place and where access will be provided for an earth station. Two network control centers will monitor traffic flow through the system.

Xerox has refused to comment on the cost of establishing the system, but informed estimates have ranged from $250 million to twice that. With prompt FCC approval, the service could be available in some cities as early as 1981.

According to the petition filed at the FCC, XTEN "will provide a major impetus for electronic document distribution. Although extensive additional services and more rapid delivery will be made available, the transmission costs of XTEN will still be competitive with the anticipated cost of first-class mail in the early 1980's."

In the area of teleconferencing, Xerox said the new system could be used to provide still-frame video, two-way voice channels and high-speed, hard-copy production. "The intent of this offering is to stimulate the introduction of terminal devices which will permit use in teleconferencing of the same audio-visual tools and techniques normally employed in business conferences—slides, transparencies, blackboards and oral discussion."

The proposed network would employ leased satellite capacity to enable customers to transmit and receive, at low cost, digital information and high-quality graphics. The network would be able to handle data at rates as high as 256,000 bits per second. Networks that use telephone lines usually are limited to rates of about 4,800 bits per second.

Moseley asks for more

Moseley Associates Inc., a California equipment firm, has petitioned the FCC to open portions of the UHF spectrum for studio-transmitter links and intercity relays. The company petitioned the FCC to grant "unassigned UHF TV channels" for the STL operations "when frequencies in the 947 mhz to 952 mhz spectrum are unavailable."

The company said the new spectrum space would be necessary if the FCC approves stereo AM broadcasting because "the additional need for STL spectrum will be immediate and great."

"It is perhaps this condition that makes this request for rulemaking a matter of utmost urgency for the commission," Moseley said.

The company asked the commission to allow for spectrum sharing on channels 21 through 68 as channels 70 through 83 are now shared with land mobile services. It said, however, that it believed the FCC could limit its STL allocations to channels 50 through 59. It also suggested that the commission avoid assigning STL services channels adjacent to occupied UHF frequencies. That, Moseley said, would be necessary "to prevent overloading TV receivers."
Keeping count. From 1974 through last June, when the FCC announced it was giving broadcasters and others a year to clean up the video blanking mess, the commission issued 244 violation notices to stations for blanking problems ("Closed Circuit," Nov. 20). Although Public Broadcasting Service stations lead the list of violators with 71 notices, the PBS stations, a commission official said, have a peculiar problem because of the great amount of foreign programs they broadcast. PBS has applied for a special waiver of the blanking rules. □ □ □ But the commercial networks aren't doing much better. Among them, ABC-TV outlets were cited 53 times. NBC-TV and CBS-TV affiliates logged 48 and 34 violations, respectively. □ □ □ Even the O&O's are having their share of problems. Two of NBC's—KNBC(TV) Los Angeles and WWCY-TV Cleveland—have been issued notices. And ABC's WXYZ-TV Detroit was cited for horizontal deficiencies. □ □ □ Nor is it mostly little guys. Major-market stations—affiliates as well as independents—have been issued notices. ABC affiliates WLA-TV Washington and WNNY-TV Cleveland had problems—the latter for both vertical and horizontal troubles. NBC's Detroit outlet, WWJ-TV (now WDIV-TV), was cited for horizontal blanking, and WWJ-TV New Orleans, a channel 4 CBS outlet, was notified of vertical difficulties. □ □ □ In the Big Apple. None of the networks' New York stations has been cited since 1974, but independent WXIX(TV) there has had one horizontal-tal blanking violation. Other New York stations cited included WNET(TV) and WNYC-TV—both of which are public broadcasting stations. □ □ □ And in the FCC's backyard. Two Washington independents—WTGT(V) and WDCU-TV—have also had violation notices from the commission. □ □ □ Crowded in to Inval. BLanking is hardly the only thing going on in the vertical interval these days. Things are getting tight all over. Lines 17 through 21 are already spoken for, and the talk of new communications technologies such as teletext (BROADCASTING, Nov. 20) indicates that still more use of the band is going to be called for. Right now lines 17 and 18 are used for the vertical interval transmission signal, which is necessary for remote control operation of television transmitters. The vertical interval reference signal, the transmission that is now being used to fine-tune color or television receivers, operates over line 19. Line 20 is used for source identification signals, and line 21 has already been set aside for captioning for the hearing impaired. □ □ □ Where's teletext? Hugging interval frontier, so to speak, is KSL-Tv Salt Lake City—the Bonneville International station that is conducting teletext experiments in this country. That station's teletext signals are delivered on lines 15 and 16. Below that, there is considerable evidence that older television receivers, because they lack the fine tolerances available through solid-state circuitry, may not be able to produce an acceptable picture. There is some speculation that modern color sets could accommodate signals on lines 13 and 14, but it is unlikely that black-and-white receivers could. That's mainly because monochrome sets generally lack vertical re-trace blanking capabilities. □ □ □ But what about the other 12 lines? Line 12 is a possibility, an Electronic Industries Association official explained, but that would be cutting it close. The first 12 lines are dropped by the scanner when it moves from the bottom of the screen to the top. □ □ □ Satellite talks. The latest word heard on the matter has it that some time late this month the U.S. and the People's Republic of China will hold talks on the possible sale and launching of an American satellite for China's domestic communications system. There has been talk about such a joint venture ever since a group of Chinese technicians visited with a number of equipment manufacturers here ("In Sync," Oct. 16). □ □ □ Overseas report. A New York market research firm, Frost & Sullivan Inc., has come out with a study declaring that by 1985, European sales of electronic video games will reach $300 million. The report says that more than 70% of the games will be sold in West Germany, France, Italy and Great Britain, but by 1985 the market share of those four countries will drop to 50%. □ □ □ And at home. The National Radio Broadcasters Association has spotted yet another potential headache induced by technology—home radio sets with digital read-outs instead of old-fashioned tuners. According to the association, the new receivers, which display the exact frequency of a station (106.8 for example), may not sit well with stations that have "spent years and thousands of dollars" promoting themselves as "FM 107." Says NRBA: "If and when digital read-out dials become standard, the old practice of promoting rounded-off dial positions won't work."
### Last This Week

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<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<tr>
<td>1</td>
<td>MacArthur Park</td>
<td>Donna Summer</td>
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<td>2</td>
<td>Don't Bring Me Flowers</td>
<td>Streisand/Diamond&lt;br&gt;Winnipeg</td>
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<td>3</td>
<td>You Needed Me</td>
<td>Anne Murray</td>
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<td>4</td>
<td>Hot Child in the City</td>
<td>Nick Gilder</td>
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<td>5</td>
<td>How Much I Feel</td>
<td>Ambrosia</td>
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<td>6</td>
<td>Double Vision</td>
<td>Foreigner&lt;br&gt;Edwards</td>
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<td>7</td>
<td>Le Freak</td>
<td>Chic&lt;br&gt;Atlantic</td>
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<td>8</td>
<td>I Just Wanna Stop</td>
<td>Gino Vannelli</td>
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<td>9</td>
<td>Kiss You All Over</td>
<td>Exile</td>
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<td>10</td>
<td>Ready to Take A Chance Again</td>
<td>Barry Manilow&lt;br&gt;Atlanta</td>
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<td>11</td>
<td>I Love the Night Life</td>
<td>Alicia Bridges&lt;br&gt;Atlanta</td>
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<td>12</td>
<td>Whenever I Call You</td>
<td>&quot;Friend&quot;&lt;br&gt;Kenny Loggins&lt;br&gt;Atlanta</td>
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<td>13</td>
<td>Sharing the Night Together</td>
<td>Dr. Hook&lt;br&gt;Atlanta</td>
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<td>14</td>
<td>My Lifeatisfy</td>
<td>Billy Joel</td>
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<td>15</td>
<td>YMCA Village People</td>
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<td>16</td>
<td>One Nation Under a Groove</td>
<td>Funkadelic&lt;br&gt;Atlantic</td>
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<td>17</td>
<td>You Never Done It Like That</td>
<td>Captain and Tennille&lt;br&gt;Atlanta</td>
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<td>18</td>
<td>Time Passages</td>
<td>Al Stewart&lt;br&gt;Atlantic</td>
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<td>19</td>
<td>I'm Every Woman</td>
<td>Chaka Khan&lt;br&gt;Atlantic</td>
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<td>20</td>
<td>Alive Again</td>
<td>Chicago&lt;br&gt;Atlantic</td>
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<td>21</td>
<td>Strange Way</td>
<td>Firefall&lt;br&gt;Atlantic</td>
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<td>22</td>
<td>Too Much Heaven</td>
<td>Bee Gees&lt;br&gt;Atlantic&lt;br&gt;Boston</td>
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<td>23</td>
<td>Instant Replay</td>
<td>Dan Hartman&lt;br&gt;Atlantic</td>
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<td>24</td>
<td>Reminiscing</td>
<td>Little River Band&lt;br&gt;Atlantic</td>
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<td>25</td>
<td>Hold the Line</td>
<td>Toto</td>
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<td>26</td>
<td>Sweet Life</td>
<td>Paul Davis&lt;br&gt;Phil Spector&lt;br&gt;Atlantic</td>
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<td>27</td>
<td>Ooh Baby, Baby, Baby</td>
<td>Linda Ronstadt&lt;br&gt;Atlantic</td>
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<td>28</td>
<td>September</td>
<td>Earth, Wind &amp; Fire&lt;br&gt;Atlantic</td>
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<td>29</td>
<td>We've Got Tonight</td>
<td>Bob Seger&lt;br&gt;Atlantic</td>
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<td>30</td>
<td>(Our Love)</td>
<td>Don't Throw It All Away&lt;br&gt;Andy Gibb</td>
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<td>31</td>
<td>Don't Want to Live Without</td>
<td>Ito Pablo Cruise&lt;br&gt;Atlantic</td>
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<td>32</td>
<td>Get Off</td>
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<td>New York Groove</td>
<td>Ace Frehley&lt;br&gt;Atlantic</td>
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<td>34</td>
<td>Bicycle Race/Fit Bottom</td>
<td>Girls&lt;br&gt;Queen&lt;br&gt;Atlantic</td>
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<td>35</td>
<td>Change of Heart</td>
<td>Eric Carmen&lt;br&gt;Atlantic</td>
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<td>36</td>
<td>Dance (Disco)</td>
<td>Sylvester&lt;br&gt;Atlantic</td>
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<td>37</td>
<td>How You Gonna See Me Now</td>
<td>Alice Cooper&lt;br&gt;Atlantic</td>
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<td>38</td>
<td>Straight On</td>
<td>Heart&lt;br&gt;Atlantic</td>
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<td>39</td>
<td>Fire</td>
<td>Pointer Sisters&lt;br&gt;Atlantic</td>
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<td>40</td>
<td>Boogie Oogie Oogie A Taste</td>
<td>of Honey&lt;br&gt;Atlantic</td>
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<td>41</td>
<td>Blue Collar Man</td>
<td>Styx&lt;br&gt;Atlantic</td>
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<td>42</td>
<td>Beast of Burden</td>
<td>Rolling Stones&lt;br&gt;Atlantic</td>
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<td>43</td>
<td>Part Time Love</td>
<td>Elton John&lt;br&gt;Atlantic</td>
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<td>44</td>
<td>The Power of Gold</td>
<td>Fogelberg &amp; Weissberg&lt;br&gt;BSI</td>
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<td>45</td>
<td>Right Down the Line</td>
<td>Gerry Rafferty&lt;br&gt;Atlantic</td>
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<td>46</td>
<td>Macho Man</td>
<td>Village People&lt;br&gt;Atlantic</td>
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<td>47</td>
<td>Who Are You?</td>
<td>Who&lt;br&gt;Atlantic</td>
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<td>48</td>
<td>Don't Hold Back</td>
<td>Chanson&lt;br&gt;Atlantic</td>
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<td>49</td>
<td>Every I'm A Winner</td>
<td>Hot Chocolate&lt;br&gt;Atlantic</td>
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<td>50</td>
<td>Everybody Needs Love</td>
<td>Love&lt;br&gt;Stephen Bishop&lt;br&gt;Atlantic</td>
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### Chaka's Charting

Chaka Khan, best known for her billing with the group Rufus, is breaking out on her own—and in a big way. Her solo single, I'm Every Woman (Warner Bros.) from the album Chaka, takes a giant leap from 43 to 19 this week. The single has already topped R&B charts and is now making a swift crossover to contemporary. Being added at 16 at WWLCH Dallas, New York, WWLCH New York, WLSCH Chicago, and WLSCH Nashville, the song continues to rise. Chaka’s encore, Just coming off her Grease success, Olivia Newton-John is out with a new album, Totally Hot (MCA), and programmers are hot on the single, A Little More Love. Jim English of WWLCH Hartford, Conn., says “it’s different for her. It’s not the syrupy kind of thing she usually does. There’s more of a base-line, more hard rock—not that it’s an up-tempo scream, but she’s more aggressive.” And Tom Kay of WWLCH St. Cloud, Minn., says “It has all the elements of what we’re looking for: a hit artist and the song itself is there.” Hot Chocolate’s brewing. Hot Chocolate is out with a new single, Every ’ts a Winner, the first to be released on the new infinity label. It enters “Playlist” at 49, and Jim Golden of WLSCH Pensacola, Fla., calls it “a very strong record. It’s a very commercial sound. It grabs people right from the start.” Coming up. A lot’s being heard from Nicolette Larson’s Lotta Love (Warner Bros.) from her debut album Nicole. Although this is her first solo album, Ms. Larson is no amateur; she has sung with Neil Young (who wrote Lotta Love), Emmylou Harris and Jesse Winchester. WMC’s Mr. English calls the single “one of those pop songs that goes all the way. It’s mass appeal, it will hit everybody.”

### Country

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<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<tr>
<td>1</td>
<td>On My Knees</td>
<td>Charlie Rich&lt;br&gt;Epic&lt;br&gt;Atlantic</td>
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<td>19</td>
<td>Burgers &amp; Fried</td>
<td>Charley Pride&lt;br&gt;Atlantic</td>
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<td>25</td>
<td>Don’t You Think This Outlaw</td>
<td>Bit O’ W. Jennings&lt;br&gt;Atlantic</td>
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<td>3</td>
<td>The Gambler</td>
<td>Kenny Rogers&lt;br&gt;Atlantic</td>
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<td>5</td>
<td>I Just Want to Love</td>
<td>Eddie Rabbit&lt;br&gt;Atlantic</td>
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<td>6</td>
<td>Sweet Desire</td>
<td>Kendall&lt;br&gt;Atlantic</td>
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<td>12</td>
<td>What Have You Got to Lose</td>
<td>Tom T. Hall&lt;br&gt;Atlantic</td>
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<td>16</td>
<td>Bull and the Beaver</td>
<td>Haggard/Williams&lt;br&gt;Atlantic</td>
</tr>
<tr>
<td>8</td>
<td>Break My Mind</td>
<td>Vern Gosdin&lt;br&gt;Atlantic</td>
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<tr>
<td>6</td>
<td>That’s What You Do</td>
<td>Moefriend&lt;br&gt;Atlantic</td>
</tr>
<tr>
<td>11</td>
<td>Fadin’ In, Fadin’ Out</td>
<td>Tommy Overstreet&lt;br&gt;Atlantic</td>
</tr>
<tr>
<td>10</td>
<td>Two Lonely People</td>
<td>Moe Band&lt;br&gt;Atlantic</td>
</tr>
<tr>
<td>13</td>
<td>Sleep Tight, Goodnight Man</td>
<td>Bobby Bare&lt;br&gt;Atlantic</td>
</tr>
<tr>
<td>14</td>
<td>Sleeping Single in a Double Bed</td>
<td>Barbara Mandrell&lt;br&gt;Atlantic</td>
</tr>
<tr>
<td>15</td>
<td>Rhythm of the Rain</td>
<td>Jacky Ward&lt;br&gt;Atlantic</td>
</tr>
<tr>
<td>9</td>
<td>Little Things Mean a Lot</td>
<td>Margo Smith&lt;br&gt;Atlantic</td>
</tr>
<tr>
<td>22</td>
<td>Friend, Lover</td>
<td>Wife Johnny Paycheck&lt;br&gt;Atlantic</td>
</tr>
<tr>
<td>18</td>
<td>Tulsa Time</td>
<td>Don Williams&lt;br&gt;Atlantic</td>
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<tr>
<td>19</td>
<td>Lady Lay Down</td>
<td>John Conlee&lt;br&gt;Atlantic</td>
</tr>
<tr>
<td>20</td>
<td>Hubba Hubba</td>
<td>Billy “Crash” Craddock&lt;br&gt;Atlantic</td>
</tr>
<tr>
<td>13</td>
<td>You’ve Still Got a Place</td>
<td>In My Heart&lt;br&gt;Con Hunley&lt;br&gt;Atlantic</td>
</tr>
<tr>
<td>15</td>
<td>Daylights</td>
<td>T.G. Sheppard&lt;br&gt;Atlantic</td>
</tr>
<tr>
<td>24</td>
<td>Cryin’ Again</td>
<td>Oak Ridge Boys&lt;br&gt;Atlantic</td>
</tr>
<tr>
<td>24</td>
<td>Ain’t No California</td>
<td>Mel Tillis&lt;br&gt;Atlantic</td>
</tr>
<tr>
<td>25</td>
<td>All of Me</td>
<td>Willie Nelson&lt;br&gt;Atlantic</td>
</tr>
</tbody>
</table>

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. A ▲ indicates an upward movement of five or more chart positions between this week and last.
Media

George Francis, from TM programing division of Starr Broadcasting, New York, named VP-general manager of WAKY in Louisville, Ky.

Jack McSorley, general sales manager, KJSP-FM Portland, Ore., named general manager.


Rich Hull, farm director, WBB-AM-FM-TV Topeka, Kan., named general manager of co-owned KGBX(FM) Springfield, Mo.

David L. Sherman, associate director of contracts, East Coast, ABC-TV, New York, named director of motion picture contracts. Roy Rothstein, associate director of audience analysis and operations, ABC-TV, appointed director of audience research.

Jim Wilson, program manager, KMJ-AM-FM Fresno, Calif., appointed manager.

Donald E. Holley, executive producer-anchor, KFSM-TV Fort Smith, Ark., joins KFPE-TV there as station manager and anchor.

Jack Weinlein, sales manager, WIBZ(FM) Parkersburg, W. Va., named station manager, WLTI(FM) Steubenville, Ohio.

David Tung, operations and program manager, WSEE-TV Erie, Pa., joins WDBR-TV Louisville, Ky., as operations manager.

New officers, Connecticut Broadcasters Association: Albert B. Pellegrino, WPOP(AM), Hartford-WFOD(FM) Waterbury, president; Richard Ferguson, WZON(FM) Bridgeport, VP; Chris Caglione, WINE(AM)-WKRH(FM) Danbury, secretary-treasurer, and Michael Hanson, WNKL(AM)-WLYQ(FM) Norwalk, assistant secretary-treasurer.

Broadcast Advertising


Peggy Green, VP and director of spot buying operations, Dancr-Fitzgerald-Sample Inc., New York, named to additional post of president of PSS (Program Syndication Services), syndication arm of agency. In latter post she replaces Robert Wulforst, who has resigned, effective Dec. 31.

John J. Morrissey, general marketing manager, Ford Motor Co., Detroit, joins Kenyon & Eckhardt Advertising, Dearborn, Mich., as executive VP and general manager. David J. Gillespie, chairman of agency and general manager of office, will retire next year, when his duties will be assumed by Mr. Morrissey. Mr. Gillespie will continue in consulting capacity after his retirement.

Bruce McDonald, chairman of Grey/ Australia, Sydney, named regional director for Pacific area, with responsibilities for Grey partner agencies in Australia, Japan and New Zealand and future expansion in Pacific sector.

Named VP's at N W Ayer ABH International: David A. Clark, account supervisor; Sirje Held, senior art director; Thomas V. Figonsu, copywriter; Steven B. Gordet, copy supervisor and Paul Korote, creative supervisor.

Carole Foxy, account executive, Cunningham & Walsh, New York, named account supervisor.


Stephen Kouzomis, from Borden Inc., joins Tatham-Laird & Kudner, Chicago, as account executive. David S. Tracy, group media director, named media director. Willard Hemsworth, associate media director, succeeds Mr. Tracy. Colleen O'Kane, media planner, succeeds Mr. Hemsworth.

Margaret Logger, media buyer trainee, D'Arcy-MacManus & Masius, St. Louis, joins Vinyard & Lee Partners Advertising there as media buyer.

Ed Warren, correspondent, Corpus Christi (Tex.) Sun in Austin, Tex., bureau, joins Tracy-Locke Advertising and Public Relations, Dallas, as account executive in public relations department.


Shirley DeVault, community services coordinator, noncommercial WPSX-TV Clearfield, Pa., joins Barickman Advertising, Kansas City, Mo., as corporate director of public relations and publicity.


Mark Grant, account executive in San Francisco ABC-TV Spot Sales office, moves to ABC-TV Spot Sales, New York. Theo McCullough, in local sales at ABC-owned KABC-TV Los Angeles, succeeds Mr. Grant.

Daniel Koby, account executive in Chicago Sales office of CBS-TV, moves to Detroit sales office in same capacity.


Sandra Wade, from Dutch Boy (paint manufacturer), Baltimore, joins Henry J. Kaufman, Washington, as account executive.

Fritz Mills, account executive, Harrington Righeimer & Parsons, St. Louis, joins TeleRep "Lions" sales group in Chicago.

Sheryl Trager-Zeilison and Gregory Kasparian, market division research assistants, sales strategy division, Blair Television, New York, named senior analysts for division's
NBC and CBS units, respectively.

Bruce Blevins, West Coast manager of Christial Co., named VP with headquarters in San Francisco, and responsibility for San Francisco, Los Angeles, Seattle and other parts of Pacific states.

Amy G. Feinberg, sales assistant, Katz Radio, Atlanta, joins Major Market Radio's office there as account executive and office manager.

John Dobson III, sales manager for Katz Television in Atlanta, joins Bolton Broadcasting Ld. there as VP-Southeastern sales.

Sherri Berger, sales, WYEN(AM) Chicago, joins H-R/Stone, Chicago, as sales executive.

Terry Butler, account executive, Katz Television Continental, Los Angeles, joins RKO Television Representatives Inc., Los Angeles, in same position.


Annette Campbell, promotion and advertising manager, Metromedia Producers Corp., New York, joins Air Time International there as director of sales promotion.

Gregory (Mike) Boen, local sales manager, KDWB-AM-FM Minneapolis-St. Paul, appointed general sales manager.

Erle Younker, Midwest sales manager for Radio Advertising Representatives, Westinghouse Broadcasting's national sales firm, named general sales manager of Westinghouse's KFWB(AM) Los Angeles.

Stanley Cohen, general manager, WYNY(FM) New York, joins WZIZ(AM) Miami as general sales manager.

Ron Carter, agency sales manager, KIRO(AM) Seattle, joins KFVJ-FM there as general sales manager.

Chris J. Stolfa, local sales manager, KUDL-FM Kansas City, Kan., appointed general sales manager.

Denise Searcy, sales, KQTV(TV) St. Joseph, Mo., named regional sales manager.

George German, general manager, WEIR(AM) Westmont, W. Va., joins WLIW(AM) Steubenville, Ohio, as sales manager.

Patricia A. Lawrence, creative services director, KDKA-TV Pittsburgh, joins co-owned KXW-TW Philadelphia as account executive. Cindy McCune, account executive, WFLN(AM-FM) Philadelphia, joins KXW-TW in same capacity. William U. Fletcher, from WRAA-TV Raleigh, N.C., joins KXW-TW as commercial production manager.

Dennis Franklin, account executive, WWJ-AM-FM Detroit, Linda Glick, account executive, WTVT(TV) Miami, and Catherine Considine, sales assistant, Top Market Television, Lake Forest, Ill., join WDIV(TV) Detroit as account executives.

Steve Carver, assistant coordinator in sales department of CBS-TV, New York, named account executive, WCBS-FM New York.

Vincent Turco, account executive, WHGAM(AM) Hartford, Conn., joins WOR(FM) Boston in same capacity.

Ron Gerak, general manager, WWHI(AM) Detroit, joins KFMB-AM-FM San Diego as account executive.

Robert Bellitz, account executive, KQQQ-FM Council Bluffs, Iowa, joins WOWT(TV) Omaha in same capacity.

Robert Thompson Jr., marketing consultant, WHBQ(AM) Memphis, joins WHXK(FM) there as account executive.

Carolyn Milillo, head of Citizens Committee on Youth in Cincinnati, joins WSAI-FM there as account executive.

Deb Sedgwick, from F&S Productions, Los Angeles, joins KPMG(AM) Bakersfield, Calif., as account executive and special events director.

Annette Koelker, graduate, Brown Institute, Minneapolis, joins KRNR(FM) Iowa City, as account executive.

Dee Weeks, student, Old Dominion University, Norfolk, Va., joins WKEZ(FM) there as account executive.

Karen Knight, account executive, WZQZ(AM) Fairfax, Va., joins WPRN(AM) Manassas, Va., in same capacity.

Jerry Sears, sales manager, WPOC-FM Suffolk (Norfolk), Va., joins WVOQ(AM) Smithfield, Va., as account executive for Suffolk.

**In our specialized society, most people don't know what kind of doctor to consult for what illness!**

There is confusion as to what doctor treats what. As a result, people often go to the wrong practitioner — only to be shuttled to a second or third specialist. This crowds the busy doctor's office and costs the patient needless money. Even worse, confusion sometimes causes patients to put off getting treatment until it is too late. This campaign defines health specialists in easy to understand terms. Audition the spots without obligation. Schedule them only if you agree with the merit of their public service message.

**HELP RELIEVE PUBLIC CONFUSION WITH THIS INFORMATIVE SERIES OF PUBLIC SERVICE SPOTS**

**FREE!**

**PUBLIC SERVICE RADIO AND TV SPOTS**

**TO:** American Chiropractic Association  
2200 Grand Avenue / Des Moines, Iowa 50312  
Please send me copies of "DEFINING THE PROFESSIONS" public service spots for:  
☐ Television (One 60-sec. & one 30 sec. Filmed Spots)  
☐ Radio Five 60-sec. & live 30 sec. Taped Spots)  
I understand the spots will be sent without cost or obligation.

Public Service Director  
Station  
Street Address  
City  
State  
Zip

Broadcasting Nov 27 1978 47
Honoring its own. Wilson Wear, president of Multimedia Inc., Greenville, S.C.-based group owner and newspaper publisher, was given a surprise reception Nov. 15 at the company's headquarters by associates and friends. Among the gifts honoring Mr. Wear's "25 years of leadership in the corporation and its forerunners," was an air-powered clock presented by J. Kelly Sisk (1), Multimedia's board chairman, and a 26-by-20-inch caricature of Mr. Wear drawn by Multimedia's Greenville News cartoonist Kate Palmer, and presented by Rhea Eskew, president of the newspaper division. In cartoon, bathing suit represents swim trunks he packs on all trips; running shoes he has given up in favor of swimming, and golf iron he still swings.

Dan Blumenthal, from WYMI(AM) Hamden, Conn., joins WQPO(AM) Hartford-WQOF(FM) Waterbury, both Connecticut, as account executive.

Lou Swanson, air personality, WING(AM) Dayton, Ohio, and Michael Dolph, from WORK(FM) Greenville, Ohio, join WPTW-AM-FM Piqua, Ohio, as account executives. Mr. Dolph will also be air personality.

Denis Katell, graduate, Michigan State University, East Lansing, joins WUA(TV) Lorain (Cleveland), Ohio, as marketing director.

Joyce Ramsey, national sales assistant, KTUX(TV) Salt Lake City, named sales service manager.

C. Ray Tucker, from Hollywood (Fla.) Sun Tattler and Fort Lauderdale (Fla.) News, joins WHFT(TV) Miami as advertising representative.

Dick McKay, sports announcer, WTV(TV) Grand Rapids, Mich., named sales representative.

Larry McAdams, sales representative, KATV(TV) Little Rock, Ark., joins KARK-TV there as local sales representative.

FINANCING
is no easy matter.

We've developed a tool which makes it easier, a computer investment analysis. It takes forward the station's income, variable and fixed expense, projects them on its growth rate and produces a concise 10-year tabulation of profit and loss, return on investment and cash flow. Bankers and financing sources have a way of wanting to know where the money is coming from to repay the loan.

One run: $100. Additional runs to experiment with lower down payments, different interest rates, mortgatlments and the like: $25 each.

CHAPMAN ASSOCIATES 1835 Savoy Drive/Atlanta, GA 30341/(404) 458-9226

Harold Brown, senior VP of American International Television, Beverly Hills, Calif., named president. Mr. Brown also serves on board of directors of parent company, American International Pictures.


Madelyn Goldberg, from Sandu Frank Film Syndication, joins Time-Life Television there as director of program development for syndication.

Rick A. Lemmo, from sales department of WGLC(FM) Cleveland, joins TM Productions as Midwest sales consultant, based in Cleveland.

Bill Doty, West Coast manager of promotion and press relations, Metromedia Producers Corp., Los Angeles, named director of promotion and press relations, West, there.

Henry Schafer, supervisor of program research, ABC-TV; New York, appointed associate director of program research.

Richard V. Hardie, production manager, KVOV(TV) Stockton, Calif., named program manager.

Dale P. Riehl, associate director of national program underwriting, Public Broadcasting Service, joins noncommercial WRFV(TV) Miami as manager of national program development and underwriting. He will be based in New York.

Dick Edwards, assistant program director, WHBO(AM) Memphis, joins co-owned WORFM(B) Boston as program director.

Jaye Michael Davis, music director and assistant program director, WDL(AM) Memphis, joins WHK(AM) there as program director.

Dan Bennett, air personality, WREN(AM) Topeka, Kan., named director of programming.

Steve Southerland, air personality, named sports director.

Elliot Rush, air personality, WXL(FM) Parkersburg, W. Va., joins WLT(AM) Steubenville, Ohio, as program director.

Jerry Curtis, air personality, WFRY(FM) Chicago, named production director.

Michael D. Miller, from WVR-TV Charlestowne, Va., joins Agrinet, farm news network for Virginia, based in Earlysville, as associate farm director.

Alex Gavin, air personality, WBLX(FM) Mobile, Ala., named music director, James Norwood, air personality, named production and air personnel supervisor.

Timothy L. Marsh, announces, KNOB(FM) Long Beach, Calif., joins KHOK(AM) Hoisington, Kan., as chief copywriter and production director.

Rick Regan, assistant assignment editor, WBZ-TV Boston, joins co-owned KTVN-Philadelphia as sports producer.

Mike Hoffner, sports anchor, KGW-TV Denver, joins KTLK(AM) there as sports director.

Ron Haley, air personality, WUSN(AM) St. Petersburg, Fla., named sports director.
wdae(AM) Tampa, Fla.

Chuck Bloom, account executive, wkrw(AM) Brockton, Mass., assumes additional duties as sports director.

New officers, Caucus of Producers, Writers and Directors, Beverly Hills, Calif.: William Froug, independent writer, producer, chairman; Grant Tinker, MMT Enterprises, and Charles Friles, TV motion picture producer, co-chairman; Alan Courtney, Youngstreet Program Services, treasurer, and David Levy, independent producer, writer, secretary.

News and Public Affairs

Roy Bransfield, news director, kjac-TV Port Arthur, Tex., joins wbottvI Bowling Green, Ky., in same capacity.

George Faudler, assistant news director, kpix(TV) San Francisco, joins wtsf(TV) Tampa (Largo), Fla., as news director.

John Yurko, executive news producer, kdko-TV Pittsburgh, joins co-owned kwytv Philadelphia in same capacity. Eleanor Jean Hendley, director of special projects and public affairs programs, wptv Harrisburg, Pa., joins kwytv as public affairs director.

Peggy Sullivan, producer, wtaf-TV Philadelphia, named public affairs director.

CBS News reporters Bob Faw in Chicago, and Jim McManus and Susan Spencer in Washington, nominated correspondents.

Marian Strozler, reporter, kooa-TV Pueblo, Colo., joins kvtv(TV) Hutchinson, Kan., as reporter-anchor.

Wayne A. Brown, senior producer of news, katu(TV) Portland, Ore., co-owned komo-TV Seattle as news producer.

Sherry O'Keefe, graduate, College of Steubenville, Ohio, joins wlti(TV) there as news director.

Kenneth La Broad, graduate, S.I. Newhouse School of Communications, Syracuse (N.Y.) University, joins wnersa(TV) West Springfield, Mass., as assistant manager.

Jim Funderburg, from wdrf(FM) Decatur, Ala., joins wptw-AM-FM Piqua, Ohio, as anchor.

Vickie Wallace, reporter and assistant in public affairs programming, wmc-AM-FM Memphis, named public affairs director for wmpb(AM)-whrb(FM) there.

Allan Loudell, anchor-reporter, wfee(AM) Memphis, named news and public affairs director for wfee and co-owned wlbs(FM) Germantown, Tenn.

Colleen Williams, from wwow(AM) Omaha, joins wtv(TV) there as reporter-photographer.

Galen Grimes, reporter, kdfw-TV Dallas, joins news department of wtsa-TV Pittsburgh.

Kerry Gould, news director, wdrk(AM) Delaware, Ohio, joins news department of whk(AM)-wkon(AM) Newark, Ohio.

Promotion and PR

H. Brian O'Neill, audience promotion manager, whc-TV Baltimore, joins wzb-TV Boston in same capacity. Both are Westinghouse stations.

Michael J. Stopnick, promotion manager, wtv-TN Bangor, Me., joins wtsf-TV Tampa (Largo), Fla., as assistant promotion director.

Broadcast Technology

Robert M. Uetzlich, manager of TV transmitter engineering, Harris Corp., Quincy, Ill., appointed manager of television transmitter engineering, RCA Broadcast Systems, Camden, N.J. Albert Russinoff, senior staff patent counsel for RCA patent operations, Princeton, N.J., appointed staff VP, interplay patent matters. Eugene M. Whitacre, also in patent operations for RCA, named staff VP, patents-consumer and broadcast equipment.

Donald S. Diehi, group general manager, systems division of Motorola, Franklin Park, Ill., joins cable television division of Oak Industries, Crystal Lake, Ill., as VP-manufacturing.

Parker H. Vincent, chief engineer, wmtw-TV Poland Spring, Me., named director of television broadcast engineering for Harron Communications Corp., licensee of station. Harron also owns wvtv(TV) Utica, N.Y.


Lee Gray, engineer, wdtf(AM)-wqcy(FM)-xhqa-TV Quincy, Ill., named chief engineer.

Philip G. Ostrom, who managed domestic and international sales and marketing programs for Memorex consumer audio and professional video products, Santa Clara, Calif., appointed marketing and sales planning manager of Memorex's home video product section.

Allied Fields

Walter J. Pfister Jr., former vice president, special programming, ABC News, has formed Pfister Communications, New York-based firm "specializing in television-related corporate communications consulting and services."


Lieutenant Bob Neely, operations officer, American Forces Radio and Television Service, U.S. Marine Corps, Washington, retires Nov. 29 after 15 years with AFRT. He will join Texas Highway Dept., Austin, as public affairs officer Dec. 15.

Harry Kammerer, staff supervisor-CCTV engineering, American Telephone & Telegraph Co., Basking Ridge, N.J., named to receive annual fellowship award from Radio Club of America for "contributions to concepts and designs resulting in first digital time base corrector for helical video tape recorders."

Julie Frank, independent producer, joins New York board of rabbis, New York, as director of broadcasting.

Deaths

Rocco A. LaPenta Jr., 44, director of planning for CBS Television Network production facilities, based in Los Angeles, died Nov. 10 there after long illness. Mr. LaPenta worked for CBS for 11 years. Before that, he was financial analyst for NBC in New York. Survivors include two sisters.

Robert Alan Arthur, 56, writer and producer who won critical acclaim for his TV dramas in 1950's, died of cancer Nov. 20 in New York. His Phloe Playhouse and other dramatic programs, made him one of leading writers in television's so-called golden age. He also served with Talent Associates and United Artists Television in early 1960's and was writer for motion pictures, stage and magazines. Surviving are his wife, Jane, their daughter, and three children by former marriage.

France Laux, 80, retired kmox(AM) St. Louis sportscaster, died Nov. 16 of heart ailment at St. Joseph's Hills infirmary, Eureka, Mo. Mr. Laux joined kmox in 1929 and broadcast nine World Series and nine All-Star games as well as St. Louis Browns and Cardinals baseball games before his retirement in 1953. He began his broadcast career with kvoo(AM) Tulsa, Okla., in 1927 when station's announcer failed to appear for local telegraph re-creation of World Series game. Survivors include one son.

Kenneth R. Kreblin, 75, owner of knex-AM-FM McPherson, Kan., died Nov. 14 in McPherson Memorial hospital after long illness. Mr.
Krehbiel became part owner of stations in early 1950's and later became sole owner. He was also editor and publisher of McPherson Sentinel. Survivors include his wife, Dorothy, and one brother.

Harry Renton, 58, VP and account supervisor at Dancer-Fitzgerald-Sample, New York, died of heart failure Nov. 16 at United Hospital in Port Chester, N.Y. He is survived by his wife, Marian, and three daughters, Debra, Michel and Judy.

Stuart Peabody, 86, retired director of advertising for Borden Co., New York, died Nov. 14 in Cincinnati. Mr. Peabody was credited with development of "Elise the Cow and Elmer the Bull" advertising campaign. He joined Borden in 1924 and retired as executive VP in 1957. He also served as chairman of Association of National Advertisers and was one of founders of Advertising Council. Survivors include his wife, Olive, one son and daughter.

Don Morgan, 48, chief engineer, WTVY (TV) in Montgomery, Ind. (Indianapolis), died Nov. 7 in Methodist hospital in Indianapolis after long illness. Mr. Morgan worked for station for 25 years. Survivors include his wife, Maris, daughter and son.

J.E. (Jake) Mathioli, 83, retired technical director of Steinman radio and television stations. Died Nov. 15 at Lancaster, Pa., general hospital following stroke and fall from ladder. Mr. Mathioli was based at Steinman's WGLX-TV Lancaster until his retirement in 1966. He put WGLXAM Lancaster (now WDDLAM) on air in early 1920's. Survivors include his wife, Helen, one daughter, and brother, Luther, of York, Pa., who was his technical assistant for many years.

Russell S. Ostrander, 68, retired research engineer, Johns Hopkins University Applied Physics Laboratory, Washington, died of cancer Nov. 13 at Holy Cross hospital, Silver Spring, Md. He also worked as transmitter engineer for United Broadcasting Co., Cleveland, from 1930 to 1942 when he joined laboratory. Survivors include his wife, Elizabeth, and one son.

As compiled by Broadcastings based on filings, authorizations, petitions and other actions announced by FCC during the period Nov. 13 through Nov. 17.


**New Stations**

**AM action**


**FM actions**

- Wolf Point, Mont.—Broadcast Bureau returned as unacceptable for filing application of KVCK Inc. for CP for new FM station on 92.7 mhz. Action Nov. 7.

**FM starts**


**FM starts**

- KISZ Cortez, Colo.—Authorized program operation on 97.9 mhz, ERP 100 kw, HAAT 1,310 ft. Action Sept. 28.

- KHXK Hixson, Kan.—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT 300 ft. Action Oct. 5.

- WQGN Grayling, Mich.—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT 81 ft. Action Nov. 2.

- WLKX-FM Forrest Lake, Minn.—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 300 ft. Action Oct. 13.


- WRRC Radford, Va.— Authorized program operation on 89.9 mhz, TPO 10 w. Action Oct. 5.

- WQRA-FM Warren, Va.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 300 ft. Action Oct. 27.

- WXCC Williamson, W.Va.—Authorized program operation on 96.5 mhz, ERP 50 kw, HAAT 500 ft. Action Oct. 23.

- KIOL Richland, Wash.—Authorized program operation on 94.9 mhz, ERP 100 kw, HAAT 1,250 ft. Action Oct. 12.

**Ownership Changes**

**Applications**

- KOCM (FM) Newport Beach, Calif. (103.1 mhz, kw)—Seeks assignment of license from Success Broadcasting Co. to Hutton Broadcasting Inc. for $2 million. Seller is owned by Gary W. Bunnell (99%) and his un- cle, Frederick T. Bunnell (10%). They have no other broadcast interests. Buyer is owned by Betty L. Hutton (90%) and A. William Reisfli (10%). Mrs. Hutton has various oil and real estate interests in northern California. She has no other broadcast interests. Mr. Reisfli is former general manager of KORI (AM) Orange, Calif. Action Nov. 17.

- KSTR (AM) Grand Junction, Colo. (620 khz, 5 kw-D)—Seeks transfer of control of Lincoln Co. from Roy H. and Cecilia Adamson 68.69% before; none after) to group headed by William H. Nelson (none before; 23.8% after). Consideration: $140,400 for stock and $1,000 covenant not to compete. Other principal buyers are Paul S. Barr, Ben E. Barnes, Gregory K. Hoskin and George R. White (11.7% each). Robert A. Collins (30% interest). Mr. Nelson is an attorney. Neither he nor the others have other broadcast interests. Robert A. Collins, who is operator of KSTR, will retain control of his shares (12.9%).

- WHAN (AM) Haines City, Fla. (930 khz)—Seeks assignment of license to Radio Central Inc. to WFXI Inc. for $170,000. Seller is owned equally by Edward P. and his wife, Bestie S. They have no other broadcast interests. Buyer is owned equally by David Kinschner and W. Robert Yesbek. Mr. Kinschner is announcer with WCBB (AM) Baltimore. Mr. Yesbek owns Washington-area recording studio and music publishing firm. Action Nov. 17.

- KGU (AM) Honolulu (760 khz)—Seeks transfer of control of Communications Hawaii Inc. from The Copley Press (100% before; none after) to Wilson Broadcasting Co. (none before; 100% after). Consideration: $650,000. Seller is 100% owned by James S. Copley, Revocable Trust and the James S. Copley Foundation. Helen Copley and Joseph Kinney are co- trustees. They have no other broadcast interests. Buyer principally owned by Lawrence J. Wilson (62.5%). Remaining of shares are owned by four others. Mr. Wilson is Phoenix attorney and vice president and assistant secretary of Combined Communications Corp. He has no other personal broadcast interests. Action Nov. 17.

- WNBY-AM-FM Newberry, Mich (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 93.5 mhz, 3 kw)—Seeks assignment of license from Newberry Broadcasting Co. to Prime Time Productions Inc. for $141,500 plus $1,000 covenant not to compete. Seller is sole proprietorship of Thomas Stewart Backus, who is terminally ill. Buyer is owned by Alfred E. Thompson president (30%), and Janet M. Johnson, secretary and treasurer (50%). Mr. Thomas is owner and president of Communication Service Co., two-way radio service of which Miss Johnson is also an officer. Mr. Thomas and Miss Johnson are also half owners and officers of Nashville recording studio. Neither has other broadcast interests. Action Nov. 17.

- McClatchy Newspapers—Seeks transfer of control of McClatchy Newspapers from Eugene McClatchy (52.01% before; 7.24% after) to Charles K. McClatchy and others. Consideration: none. Mrs. McClatchy remains as president of McClatchy Newspapers and proposes to resign as sole voting trustee of five family trusts and as proxy holder of Charles K. McClatchy who is the new president. Transfer is to him and no more than 50 others who are all present shareholders. McClatchy Newspapers owns KBEE-AM-FM Modesta, KMJ-AM-FM-TV Fresno, KFJK (FM)-KASR (FM)-KOVR (TV) Sacramento, all Calif., KOH (AM) Reno, Nev. and three newspapers, Fresno Bee, Modesto Bee, Sacramento Bee, all Calif. Action Nov. 17.

- McCoy Broadcasting Co.—Seeks transfer of control
of company from Arthur H. McCoy and others (100% before; none after) to Western Sun Inc. (none before; 100% after). Consideration: $27.7 million. Seller is owned by Arthur H. McCoy (83.78%), George B. Hagar (11.47%) and others both own stock in Combined Communications Inc. through subsidiaries. Mc McCoy Broadcasting owns KHON-TV Honolulu, KHAL-TV Hilo, KAIL-TV Wallulu, all Hawaii; KXYX(AM) Oregon City and KGON-FM Portland, both Oregon; and KLAK(AM)-KPLP Lakewood, Colo. Ann. Nov. 15

- **KCFM(AM)** St. Louis (93.7 mhz, 100 kw)—Seeks assignment of license from Commercial Broadcasting Co. to Pacific & Southern Co. for $3,150,000. Seller is owned by Harry Eddelman (50%) and John E. Dwyer (32.3%). Remainder of stock is unissued. They have no other broadcast interests. Buyer is subsidiary of publicly traded group owner, Combined Communications Corp., Phoenix. John J. Louis Jr. is chairman; Karl Eiller is president. CCC's siarion group includes: KBTW(TV) Denver, KARK-TV Little Rock, Ark., KTAR-AM-TV-KBBC(AM) Phoenix, KOCO-TV Oklahoma City, WPTA(TV) Ravone, Ind., WLKY-TV Louisville, Ky., WYON(AM)-WGCN(AM) Chicago, WDKJ(AM) Cleveland, WDEE(AM) Detroit, WXIA-TV Atlanta, KSDD(AM) San Diego WWVE(AM) Cleveland WCZY(AM) Detroit, KISS-AM-FM Los Angeles and KEZL(AM-FM) San Diego. CCC has also bought, subject to FCC approval, KSDD(AM) St. Louis (BROADCASTING, Oct. 2). There is also pending, an application to merge CCC into Gannett Co. (BROADCASTING, May 15). Ann. Nov. 15

- **WBXQ(AM)-WIBQ(AM)** Utica, N.Y. (AM: 950 kHz, 5 kw; FM: 98.7 mhz, 25 kw)—Seeks assignment of license from WBXQ Inc. to Marathon Communications Inc. for $1.2 million plus 15 years consultancy agreement at $20,000 per year. Seller is principally owned by Frederic C. Bowen who is leaving broadcasting to devote his attention to other interests. He has no other broadcast interests. Buyer is owned by Eastman Radio Inc., New York, sales rep firm (50%), Don W. Nelson (33 1/3%) and Vera T. Frederick (16 2/3%). Francis L. Boyle is chairman and William K. Burton is president of Eastman, which was owner of KAFY(AM) Bakersfield, Calif. and WTRX(AM) Flint, Mich until 1973. Mr. Nelson is vice president and general manager of WIRE(AM)-WXTZ(FM) Indianapolis and is former part owner of KJIO(AM) St. Joseph, Mo. Mrs. Frederick is housewife with no other broadcast interests. Ann. Nov. 17

- **WTRA(AM)** Larimore, Pa. (1480 kHz, 500 w-D)—Seeks assignment of license from WTRA Broadcasting Co. to Advance Communications Corp. for $10,000. Seller is owned by Louis Rosenbacter, Henry I. Mahady, owners of Paul W. Mahady and Kenneth E. Rennekamp (35% each). Rennekamp estate owns 50.5% of WKBZ(AM)-WDRF(AM) Oil City, Pa., and 30% of WKBL-AM-FM St. Mary's, Pa. No other principal has broadcast interests. Buyer is owned by Peppi-Cora Bor- tiling Corp. of Fairmont (Pa.) of which John A. Robertshaw and John D. Reese are vice presidents, directors and half owners. They have no other broadcast interests. Dessuline Cignesi is president of Ad- vance Communications, but has neither ownership nor other broadcast interests. Ann. Nov. 17

**Grants**

- **WJBI-FM** Clarkdale, Miss—Broadcast Bureau granted assignment of license from Superior Broad- casting Co. to Sunflower Broadcasting Co. for $174,804 plus stock. Seller: J. Buoy Ingram, president, who owns 51% WBLE(AM)-WWUN(FM) Batesville, Miss. 85% of applicants for new FM at Baldwyn and 33.3% of applicants for new FM at Starkville, all Mississippi. Buyer: owned by U. J. Gilbert (51%) and his wife Barbara (49%). Mr. Gilbert is the general manager at WJBI and he and his wife own 15% each of WBLE- WWUN (BALH-780977EA). Action Nov. 14

Facilities Changes

**AM actions**

- **KXLR(AM)** North Little Rock, Ark.—Broadcast Bureau granted CP to redeclose trans. and studio loca- tion as 1400 Graham St., North Little Rock; install new aux. trans. at main trans. location on 1150 kHz for aux. purposes only (BP-7807254A). Action Nov. 6

- **WKX(AM)** Deland, Fla.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location, on 1310 kHz, 1 kw (BP-7808041A). Action Nov. 5

- **WAII(AM)** Winter Park, Fla.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location on 1400 kHz, 1 kw (BP-2810034A). Action Nov. 24

- **WKED(AM)** Franklin, Ky.—Broadcast Bureau granted mod. of CP to change SL to 682 Teton Trail, Frankfort, make changes in orientation of the directional array in antenna system; remote control permitted; conditions (BBMP-14620). Action Nov. 2.

- **KTTL(AM)** Trenton, Mo.—Broadcast Bureau granted CP to make changes in trans. location: 3 miles east of Trenton; make changes in antenna system (BP-31,004A). Action Oct. 34

- **WRAW(AM)** Reading, Pa.—Broadcast Bureau granted CP to change trans. location to within Reading city limits adjacent to Newkirk's Reservoir; install new trans.; decrease ant. height (BP-21,320). Action Oct. 24.

- **KVOP(AM)** Plainview, Tex.—Broadcast Bureau granted CP to change trans. and SL to 3218 North Quincy Street, Plainview; increase ant. height; conditions (BP-780811A). Action Nov. 6.

- **KPOS(AM)** Post, Tex.—Broadcast Bureau granted CP to change trans. location to U.S. Highway 84, 4 miles NW of Post (BP-21,234). Action Nov. 6.

- **KITE(AM)** Terrell Hills, Tex.—Broadcast Bureau granted mod. of license covering changes in LPFM South Tower-Plaza Level, San Antonio (outside city limits) and waived Section 73.210(a) of the rules (BLM-780929A-R). Action Nov. 9.

**FM actions**

- **WACT-FM** Tuscaloosa, Ala.—Broadcast Bureau granted CP to change trans. and SL to: 3900 11th Avenue, Tuscaloosa; install new trans. and ant.; make changes in ant. system (increase height); change TPO; ERP: 3 kw (11.9kV); and ant. height: 300 ft. (11.9kV);
### Summary of Broadcasting

**FCC Tabulations as of Sept. 30, 1978**

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>^CPs on</th>
<th>Total</th>
<th>^CPs not</th>
<th>Total authorized*</th>
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<tbody>
<tr>
<td><strong>Commercial AM</strong></td>
<td>4,497</td>
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<td>4,503</td>
<td>39</td>
<td>4,542</td>
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<tr>
<td><strong>Commercial FM</strong></td>
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<td>9</td>
<td>3,014</td>
<td>149</td>
<td>3,163</td>
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<tr>
<td><strong>Educational FM</strong></td>
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<td>81</td>
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<td>284</td>
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<tr>
<td><strong>Total Radio</strong></td>
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<td>10</td>
<td>8,559</td>
<td>259</td>
<td>8,818</td>
</tr>
</tbody>
</table>

| Commercial TV | 724 | 1 | 725 | 57 | 782 |
| VHF | 513 | 6 | 519 | 73 | 592 |
| VHF | 245 | 3 | 248 | 16 | 264 |
| VHF | 94 | 5 | 99 | 10 | 109 |
| VHF | 151 | 1 | 152 | 15 | 167 |
| **Total TV** | 950 | 4 | 954 | 65 | 1,019 |

| FM Translators | 243 | 0 | 243 | 72 | 315 |
| KXIT(FM) Kansas City, Mo. — Broadcast Bureau granted CP to change TPO & ERP: 100 kw (H&V); ant. height: 670 ft. (H&V); remote control permitted (BPED-70020A). Action Nov. 6. |
| **WUOM(FM)** Ann Arbor, Mich. — Broadcast Bureau granted CP to CP to install new aux. ant.; increase ant. height; change TPO, ERP and ant. ht.; ERP: 89 kw (H&V); ant. ht. 890 ft. (H&V); conditions (BPED-2575). Action Oct. 24. |
| **WMJIC(FM)** Birmingham, Mich. — Broadcast Bureau granted CP to install new aux. ant.; increase ant. height; change TPO, ERP and ant. ht.; ERP: 15,5 kw (H&V); ant. ht. 780 ft. (H&V); remote control permitted; conditions (BPED-70011AC). Action Nov. 6. |
| **WLWV(FM)** Fairfield, Ohio — Broadcast Bureau granted mod. of license changing name to Broadcast Management of Ohio, Inc. (BMLH7810251A). Action Nov. 6. |
| **NELA(FM)** East Liverpool, Ohio — Broadcast Bureau granted CP to change type trans. and ant.; change ERP: 50 kw (H&V); ant. ht. 330 ft. (H&V); conditions (BPED-1099). Action Nov. 8. |
| **WOWK(FM)** State College, Pa. — Broadcast Bureau granted CP to install new aux. ant.; change ERP: 2 kw (H&V); ant. height 78 ft. (H&V); conditions (BPED-1096). Action Nov. 8. |
| **WZEE(FM)** Nashville — Broadcast Bureau granted CP to change new ant.; make changes in system; change TPO & ant. height; change ERP: 100 kw (H&V); ant. height 650 ft. (H&V). Action Nov. 6. |
| **KRPFM** Houston — Broadcast Bureau granted CP to replace expired permit (BPED-780006A). Action Nov. 9. |
| **KNPO(FM)** Waco, Tex. — Broadcast Bureau granted CP to install new trans. and ant.; increase ant. height; change ERP: 6 kw (H&V); ant. height 245 ft. (H&V). Action Nov. 6. |
| **KWCW(FM)** Walla Walla, Wash. — Broadcast Bureau granted CP to replace expired permit and waived Section 1.534(b) of the rules (BPED-780082AM). Action Nov. 9. |

*Special temporary authorization & Includes off-air licenses

### Actions

**Fly, Shoebruk, Blume, Gagone, Boros and Schullkind, Washington** — Seeks amendment of rules to provide opportunity for licensees to staff investigative reports and recommendation prior to designation for hearing (RM-3237). Ann. Nov. 15. **Neon and Martin, both Kentucky** — Broadcast Bureau deleted 100.1 mhz from Neon and reassigned it to KUOM as community’s first FM station to petition for renewal (RM-3239). Action Nov. 7. **Clinton, L.** — Broadcast Bureau proposed assigning 92.7 mhz as community’s first FM allocation in response to petition by Newton Broadcasting Co. (BC Doc. 78-141). Action Nov. 7. **Bureau granted change TPO; ERP: CP to Action height (CP to Action height)变迁**

### Fines

**KAMP(AM)** El Centro, Calif. — Notified of apparent liability for $2,000 for failure to operate at times specified in station license. Action Oct. 31. **KBA (FM)** Gilroy, Calif. — Notified of apparent liability for $30,000 for failure to make equipment performance measurements at least once each calendar year with no more than 14 months between measurements. Action Nov. 14. **WEAV(AM)** Eveson, Ill. — Notified of apparent liability for $300 for failure to maintain records. Action Nov. 2. **WMJC(FM)** Birmingham, Ala. — Notified of apparent liability for $15 for failure to correct apparent errors. Action Nov. 16. **KFNV-AM-FM** Ferriday, La. — Notified of apparent liability for $250 for having in charge of personnel who did not hold required license, since his license expired. Action Nov. 16. **WWCH(AM)** Clarion, Pa. — Notified of apparent liability for $500 for failure to log correct amount of commercial time for each program. Action Nov. 13. **WCSV(AM)** Crossville, Tenn. — Ordered to forfeit $850 for failure to increase power from 250 to 1000 kw at time specified on station authorization. Action Nov. 2.

### Translators


### Rulemaking

**Proposed**

**Fly, Shoebruk, Blume, Gagone, Boros and Schullkind, Washington** — Seeks amendment of rules to provide opportunity for licensees to staff investigative reports and recommendation prior to designation for hearing (RM-3237). Ann. Nov. 15. **National Telecommunications and Information Administration, Washington** — Requests commission to issue policy statement on comparative television renewal or initiate rulemaking, and to initiate inquiry to formulate general percentage guidelines for such renewals (RM-3236). Ann. Nov. 15.

### Other Action


### Allocations

**Petitions**

HELP WANTED RADIO

GENERAL MANAGER

General Manager experienced in quality religious programming needed in Florida. Must be able to supervise, staff and program structure. Heavy emphasis on sales. Box Q-42.

FM STATION MANAGER

FM Station Manager with 3 years experience as general, sales or operations manager of a radio station to manage top rated station. Responsible for daily operations. Send resume to Personnel, WRAL, PO Box 12000, Raleigh, NC 27605. EOE. M/F.

General Manager.

West Coast high-powered FM station in small/medium market. Base plus sales and profit incentives. Growth potential to other larger station in two-station group. EOE. Reply Box Q-75.

WANT MORE??? If you are currently a sales person, Station Manager, and are "on-the-street" type, we can offer the position of Manager and ownership without any cash investment in medium N.E. Station. Box Q-55.

Sales Manager—general manager. California city population 50,000. If you're still here and make our station a success, you can earn $15-30,000 fairly rapidly, and in five years own part of the station. Box Q-46.

Looking for person to work short AM shift and manage small town station. If interested, call collect 307—864-2119. This includes part ownership possibilities.

Sales Manager for FM adult rock station. Motivate staff. Live in greatest Northwest and enjoy nearby college town atmosphere. Contact: Brad Lush, KIOV, 743 Main Street, Lebanon, OR 97355.

HELP WANTED SALES

California Daytimer seeks strong sales manager in personal billing, promotions, merchandising training, motivating sales staff. Excellent compensation. Send resume to Box P-126.

Springfield, Illinois' fastest-growing radio station group. Again! We need a dynamic salesperson with creative writing/campaign development capabilities. Experience plus. Call Jim Lundgren at WMAY, 217—629-7077. EOE.

NEW YEAR! NEW JOB! Experienced sales person looking to move up? New sales manager looking to go into management? Growing group looking for salesperson experienced in radio. If you are interested, let's talk. Reply Box Q-19.

Wanted Top notch go-getter in radio sales for Northwest Florida station. Area We are looking for an aggressive sales person for one of Florida's fastest growing markets. Station owned by one of the top chains in the Southeast. Send resume and sales records. We are an EOE. Box Q-25.

Madison, WI. Excellent career opportunity for bright young energetic person渴望ing on creativity with ability to write and sell imaginative campaigns. Thirteen station Midwest group seeks eager sales person with 1-2 years experience and outstanding record. Our people earn far more and Madison living is superior All management and stockholders drawn from within our group. WISM, Madison, WI 53701 Mid-West Family Station (EOE).

Experienced salesperson to assume responsibility for established second studio location. Minimum announcement, reliable help, good benefits, excellent earnings. Wisconsin location—Resume to Box Q-58.

Sales Manager: salesperson or small market sales manager ready to move up. Must have proven record of success. Medium Midwest market. Box Q-59.

Northern California AM/FM seeks experienced account executive. New FM—first in area of 150,000. Enthusiastic staff—enormous potential. Draw advanced on sales. Send resume including billing history to Box Q-107.

Fast-Growing California AM in dynamic SF Bay Area market looking for experienced sales person capable of billing six figures. Daytimer now. Full-time in December. Write, KWU, Concord, CA 94520.

Local Salesperson... in the Hawaiian Island Sun. Aggressive, self-starter... opportunity to become Local Sales Manager. West Coast business structure. Contact Frank, K-108 Radio, 570 Cooke Street, Honolulu HI 96813. E.O.E.

Help Wanted: Sales Manager—KBKC FM, Reno, Nevada. Must be knowledgeable of FCC Rules—must be able to motivate and train sales department E.O.E.—M/F. Salary auto allowance and commission.

Sales Position for aggressive street Fighter. Sales Manager for the right person, the person selected should make $25,000 plus in the first year. If you feel that you have outgrown your job and/or market, we offer unlimited growth potential in Pennsylvania Market. Send resumes to Box P-6.

Sales—KERN Radio Station, One of the countries leading stations has first opening in five years. Requires a seasoned professional. Will provide a list, atmosphere and compensation accordingly KERN is an equal opportunity employer. Send resume to John Box General Manager, KERN, NO 2 Greenway Plaza East, Houston, TX 77046.

HELP WANTED ANNOUNCERS

WTCF-FM/Indianapolis accepting applications for future on air positions. Applicants must have at least one year experience on air in large or medium market. Send tape and resume to WTCF, 2126 N, Meridian, Indianapolis, IN 46202. EOE/MF.

Southern New England's dominant Beautiful Music Station seeks experienced announcers: Excellent opportunity to move into a highly competitive major market. Send tape, resume and salary requirements to Tony Rizzini: c/o WLKW, 1185 North Main, Providence, RI 02904. E.O.E.

$18,000 Annualy. We need a communicator to take over afternoon drive. Bright, exciting, adult, innovative with top notch production a must. Both our Contemp/Pop, FM Station and TV Station are leaders in the market and we need at least a 4 year pro to fill the slot. Box Q-8.

Needed Now! Creative, mature morning personality for Adult Contemporary Northwestern Ohio leader. Need someone that can localize. Good working conditions with full company benefits. Extra S for PBF Send T&R to Joe Gallagher, PD, WFIN, 101 West Sandusky Street, Findlay. 45840. EOE.

Sports/announcer combo person for small active 1000 watt in North Dakota. Excellent financial compensation with expanding organization. Write: Al James, KOVC, Box 994, Valley City, ND 58072.

Gospel/Music Disc Jockey for afternoon drive personality Program and Production. Experience required. Send resume, tape, and salary requirements to: WMUZ Radio, 12300 Radio Place, Detroit, MI 48228. EOE.

Northern California growing AM/FM seeks bright, personable, funny disc jockey with personality for simulcast morning drive. AOR format. Send resume, phone number to Box Q-103.


KIDN Country has immediate opening for mid-day personality/production person. Also opening for news director. Tapes and resumes to Doug Wilson, KIDN, Box 293, Pueblo, CO 81002. E.O.E.

Small Town Country station in Wyoming needs bright energetic morning person. Great hunting, fishing and recreation area. Call collect 307—864-2119.

Outstanding Radio Personality to grab ratings and hold them on Southeast coastal powerhouse. Together act, strong production are musts. Adult contemporary, new facility, beautiful sun belt city, good bucks. Tapes, resumes to Doug Welldon, WKX, Box 376, Savannah, GA 31402, EOE.

St. Cloud MN seeking announcers and newpersons for Jan. 1st AM/FM split. Tapes and resumes to J J Justin or Pat Kelly, KCLD, Box 1458, St. Cloud, MN 56301.

Immediate Opening in Ohio small market Adult Contemporary. Excellent opportunity for Phone Ray EFM. 419—588-5134.

WSTU In Beautiful Stuart, Florida, is seeking an experienced MOR Contemporary Announcer to join in a successful, growing organization. Good Facilities, Professional staff. Send tape, resume to Ron Beckey General Manager, WSTU, Stuart, FL 33464. EEO.


First phone, newperson for expanding midwestern am station. Resume, tape to KCJJ Radio, Box 2118, Iowa City, IA 52240.

Florida: Opening for Top 40, send resume, tape, salary requirements to WKXY, Box 2500, Sarasota, FL 33579. EEO.

KEW needs the best morning personality available. Must be able to relate to adults, and have a sense of humor. Send air check, and reasons why you should hire us. J.R. Glespie, Box 4407, Topaska, KS 66804. You may call 213—272-2122. An equal opportunity employer. M/F.

Two Announcers. One strong, new, other as DJ. Both will help with copy and production. Must possess mature voice and type well. Sports background a plus. Resumes and tape to WCSS, Midline Rd., Amsterdam, NY 12010.

HELP WANTED TECHNICAL


Experienced Chief Engineer wanted for Eastern New York AM/FM, group-owned operation. Career opportunity for knowledgeable, hard working engineer with a broad knowledge. A rare opportunity. All benefits plus van. New transmitters for AM & FM. Excellent working conditions and associates. Whether you're working with a small town or big town operation, this could be your career opportunity. Box Q-3.

Major Midwest Station is seeking an Assistant Chief Engineer. This position requires a First Class License, a strong background in DA's, transmitter and studio maintenance experience, and administrative only. No Announcing. WDLS/WEAL RO Box 1180, Jacksonville, IL 62651. Equal Opportunity Employer.

Assistant Chief Engineer for medium Radio-TV combination in New York State. Excellent opportunity for responsible person with expanding group. EOE.

If you are now an assistant and think you're ready to take over job as Chief, this might be the break you're looking for. Must be well organized, experienced with directional, FM, Automation, Competitive salary and benefits, Call New Mexico 863-4444 for manager.

Chief Engineer for 5 KW AM Directional and 100 KW Stereo FM. Must have working knowledge of Directional Antennas, Automation, and FCC rules. Beautiful winter resort area. Contact Robert Knutson, WJMS/WWLL, Ironwood, MI 906—932-2411.


Classified Advertising
HELP WANTED TECHNICAL CONTINUED

Are You Sick and Tired of being No. 2 and no place to go or maybe even No. 1 with no future? If this is your situation, a Small Market Group operating in Colorado, Arizona and very soon California needs a Chief Engineer for a 5 kW AM and a brand new Automated 100 kW FM. The right person must know directionals, proved people that will grow and Radio is a super future is available for the right person. Are you that person? Send resume and personal information to: Mr. D, 2715 Camino Valle Verde, Tucson, AZ 85715 or call 299-5700.

As't Chief Engineer: AM-FM Combo. Automation experience helpful for FM operation. Must be sold on maintenance. Good salary and full company benefits. Low rent offered on country home near tower site. Utilities paid and full profit participation available. Contact Dennis Rund, Ch 419-422-4545, Fingal OR. EOE.

Palm Springs, California has an immediate opening for a Chief for directional AM, FM automated. Send resume and salary requirements to Joe Tourtelot, KDES, 821 N. Palm Canyon Drive, Palm Springs, CA 92262—An Equal Opportunity Employer.


WSB, Atlanta, has an immediate opening for an experienced FM engineer to take full responsibility for the technical personnel and FM transmitter, a good technical background and experience with FM processors, transmitters, and automation systems are required. Very modern and pleasant working conditions. Please send resume to Philip Robuck, WSB, 1501 West Peachtree Street, N.E., Atlanta, GA 30303 or call 404-697-7369. Equal Opportunity Employer M/F.

Chief Engineer: experienced with automation AM/FM transmitters, STL and RPU, Quality Audio, adept at studio construction, Immediate Opening. Send complete resume to Norman Rivers, Technical Consultant, WLLH/WSSH, PO Box 1400, Lowell, MA 01853.

We need a person who can run an engineering department which will quickly expand to two people or more. A young, aggressive, physically fit, 20 to 30 year old with full-restaurant management skills and a team that has built a tea-kettle into a powerhouse, in a highly competitive small, isolated, mountainous, West Coast market. Must be technical, FM automation, multiple studios, heavy in RPU and PL systems and looking at RENG and two-way mobile. Lower living costs with many nice homes rentals for $250-$320. Vast outdoor recreation area, just 150 miles from Pacific Ocean. Twelve thousand to start, plus incentives, and much more in the future, if you can produce results. EOE. Mr. Mc, 503-882-8833.

10KW Radio Station on small Pacific Island (American Samoas) needs well experienced and qualified Station Manager with experience in the Marine field and deep knowledge of the marine environment. Immediate Opening: Chief Engineer for 5KW, full-time on 620 kHz. Must have knowledge and experience to take charge of: Studio maintenance and installation; remote control; 2 tower day/2 tower night directional tuning, maintenance and prognost. Will be replacing 32 year old DA system wire 3 tower array at present and will be able to install and adjust new system under guidance from consultant. All new studio equipment including 3 Ward Beck R-10’s including a new WRE 5200, and 3 years minimum experience. TA-5, IS-3, etc. Curretnly nearing completion of installation. Complete resume and salary requirements with first reply. WJUZ, Box 3367, Honolulu, HI 96813 EOE.

Immediate opening: Chief Engineer for 5KW, full-time on 620 kHz. Must have knowledge and experience to take charge of: Studio maintenance and installation; remote control; 2 tower day/2 tower night directional tuning, maintenance and prognost. Will be replacing 32 year old DA system wire 3 tower array at present and will be able to install and adjust new system under guidance from consultant. All new studio equipment including 3 Ward Beck R-10’s including a new WRE 5200, and 3 years minimum experience. TA-5, IS-3, etc. Currently nearing completion of installation. Complete resume and salary requirements with first reply. WJUZ, Box 3367, Honolulu, HI 96813—An Equal Opportunity Employee.

HELP WANTED

Anchor-reporter to handle morning drive news in Southeastern market. Must be super-strong on air. Prefer two or more years experience in radio news. Starting salary range $180-230 weekly Great benefits. Equal Opportunity Employer. Send resume and personal information to: Mike Edison, Director of News, WSB, PO Box 17000, Raleigh NC 27609.

An Eastern small market radio station close to Baltimore and Washington is looking for a fulltime news reporter. Only experienced need apply, salary at this level. An Equal Opportunity Employer. Reply to Box P-112.

Aggressive News Director to grow with expanding AM/FM News Operation. Currently 3 person department. Emphasis: Local news, Agri-business news, public affairs. If you know news and people and are innovative, send particulars to: Larry Crawford, Operations Manager, KLYD AM/FM, Box 1499, Bakersfield, CA 93302. EOE.

Willing to Work, enthusiastic? KIDD needs you immediately. Write, gather, deliver news conversationally, interview, feature, write, edit, produce, tape, resume, writing samples. News Director, KIDO, PO Box 8087, Boise, ID 83707.

A Black Network is expanding and seeking qualified broadcast journalists for its news and sports department. News/sports/producer, and editors are needed. Please send resumes with references to Box Q-49.

Number One All News/Talk and Information on Florida's Suncoast. Reporter/Anchor, general assignment. Must have strong news delivery. Also very good commercial production a must. Tape/rewind to /say to...Jay Frank, Operations Manager, WOSA Newsradio 1220, Box 7700 Sarasota, FL 34558. Job Open Now.

KEW seeks a morning anchorman to join our award winning news team. Conversational style is necessary. Send tape, resume and reasons why we should hire you to: Mike Manns, Box 4407, Topeka, KS 66505. You may call, 913-272-2122. An equal opportunity employer, M/F.

WIRE, Indianapolis, looking for evening-anchor-reporter. Must be strong sounding hard-working professional for an aggressive news operation. E.O.E. Tape and resume to Bob Williams, WIRE 4560 Kniflin Road, Indianapolis, IN 46208.

Morning News Anchor to join staff of 18 in Radio-TV combination. Primary duties in Radio, some TV on air work possible. You should have experience, strong writing skills, conversational delivery. Salary based on experience. Tape and resume to Gil Blount, News Director, WAYY, PO Box 47, Eau Claire, WI 54701. We are an Equal Opportunity Employer.


WAPD AM/FM, CBS Paduch, KY seeking experienced on person local news department. Gather, write deliver local news, also Public Affairs. Send tapes to Box 450, Paduch, KY 42001. Equal Opportunity Employer.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

The Virginia Network is looking for a broadcast journalist to handle writing production and airwork. Solid delivery, experience and superior motivation a must. Send tape, resume and salary requirement to George Habel, The Virginia Network, Box 1230, Charlottesville, VA 22902—an equal opportunity employer.

Immediate Opening for News Director. Some experience in news gathering. Need 3rd Ticket. Small market A.P. Award winners. Decent salary for qualified person. 912-452-7291 Millieville, GA.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

One of the Top Ten Black Stations in the Midwest has a growth opportunity for a Program Director. Applicant must have at least five years radio experience. Ability to motivate creative people must a plus good professional skills. Send tape and resume to General Manager, Box 697, Indianaopolis, IN 46208 EOE.

Medium market Midwest AM/FM needs take charge PD for true MOR approach. Complete resume with salary desired in first letter. Box P-121.

WNVY, Pensacola, Florida, needs experienced Program Director. Must be a creative leader, strong in promotion and ability. Tape and resume to: G.M. 2070 North Main Street, box 13021, EOE.

Medium Market MOR/Information Station has heavy community involvement has opening for Program Director. Responsibilities include supervision of announcing staff and on-air shift. Minimum 3-5 years community experience required. Salary is experience preferred. Competitive salary, excellent benefits. An Equal Opportunity Employer. Send resume to Box Q-16.

Production Genius needed by one of Northern California's top beautiful music stations. Must have mature voice and be capable of creating, scripting and producing imaginative radio campaigns. Ideal living and working conditions with top compensation and benefits. Production Geniuses interested, please apply to Gordon Ziol, KZST, Box 2755, Santa Rosa, CA 95405 EOE.

Outstanding opportunity for creative and enthusiastic Program Director. Should have full knowledge of FCC regulations, and be able to supervise announcing staff. Competitive salary and benefits. Station located in New Mexico. Call manager 505-898-6896.

Traditional Country AM with fulltime CP is expanding air staff. Opportunities in many specialties, jocks, production, news or supervisory positions for capable, dedicated people who can handle the details of radio production. Isolated, perfect community for West Coast community, ideal for family living. If you expect to be a star overnight, don't bother. If you want a real job with a future, give us a call. E.O.E. Nell Smith, 503-882-8633.

Top-40 Program Director needed in Vacation Land: Mountains, Lakes, Ocean. Top station in Maiea second market. Must know the role of personality top-40, in a medium market. Successful 5000 watt growth oriented station with Beautiful Music FM. Current PD promoted. Must be strong, good air person, starting 11,500-13,500. Resume, philosophy tape: Ron Frizzell, WLAM, Box 923, Lewiston, ME 04240. We are an Equal Opportunity Employer.

Alaska Contemp MOR needs programmer, personality must be familiar with automation. Send tape and resume to KJNO, Box 929, Juneau, AK 99802.

SITUATIONS WANTED MANAGEMENT

Management and Sales Twenty five years with the industry deeply involved sales the fields of programing, news development personnel, employee benefit plans, union negotiations, finance and acquisition radio and CATV AMFM available now. Reply in confidence. Box Q-2.

HELP WANTED SALES

Number 1 Nat Affiliate, Top 50 Northeast, seeks experienced "TV Pro" for local direct-agency sales. Strong list plus unlimited earnings potential. Group owned. Equal opportunity employee. Send letter and resume to Box Q-23.

Hardworking, Aggressive local Sales manager needed for growing TV station in Northeast—Must have experience in local sales development, agency experience, responsible for controllable expenses, energetic. Must be able to carry list and offer strong leadership to local sales dept. Send resume and salary requirements to: Box Q-40.

TV Sales Representative: CBS Affiliate in top 100 market seeks TV Sales Representative. Assume active account list. Excellent commission/salary structure, with room for advancement. Please send resume to Michael Leonard, WIPR-TV, PO Box 239, Rockford, IL 61105 or call 815-897-5347. An E.O.E.

HELP WANTED TECHNICAL


Broadcast Maintenance Engineer (Jackson, MS): First Class Radiotelephone license and experience in broadcast maintenance required. Video Tape maintenance very helpful. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, RO Box 20380, Leland, MS 39655.

TV Maintenance Supervisor—Major West Coast Independent—Degree preferred, five years TV maintenance or related experience required. Management or supervisory experience required. Send resume to Ray Swenson, Chief Engineer, KYTV, One Jack. London Square, Oakland, CA 94607.

Maintenance and Operations Engineer—For color production facility in major market. Responsible for maintenance and operation of television studio equipment. Sufficient knowledge of ENG and two VTR's. Should have First Class license; one year's experience a definite plus. Salary open, good benefits. Call or write: Craig E. Blohm, Production Supervisor, CRC-TV, 6555 W. College Dr. Palos Heights, IL 60463, 312-371-8700.

Excellent Opportunity For Broadcast Engineer. Good working conditions, best equipment, good salary and attractive benefits in quality station. Broadcast Maintenance Engineer's experience and first class FCC license required. Send complete resume to Personnel Manager, WPMY-TV, PO Box TV-2, Greenboro, NC. Confidentially maintained.

Top quality Production House has immediate need for three telecasters. Must have strong experience with hobby engineering experience. References required. EOE. Box Q-28.

Engineer with ability and knowledge to maintain radio and television broadcasting equipment. First Class FCC license required. All new radio and television studios. New TV transmitter site with four year old Harri's Gates transmitter run by remote control. Some TV switching required. Wayne Pash, Tech Dir. KLOE-AM-TV, Graham, KS 67755. RO Box 589, PH. 913-899-232.

Video technician—solid state background, FCC first class license required. Resumes to Dennis Bonhoff, KCOY-TV, PO Drawer 1217, Santa Maria, CA 93456. An equal opportunity employer.

Styimed where you are? A VHF Television Station in medium-sized Southeastern market is looking for an Assistant Engineer. You can move into the Engineer's spot. Should have at least 5 years experience in all phases to TV technical operation. Heavy on maintenance. Send resume to Box Q-48.

TV Maintenance Supervisor, major market ABC affiliate is looking for a fully-qualified person capable of supervising maintenance crews. FCC, ACR-25's, automated switching, Harris transmitter, generally mixed plant. Degree preferred, minimum of 5-10 years experience desired. Substantial supervisory experience required. Salary negotiable. Equal Opportunity Employer. Reply Box Q-56.

Chief Engineer for Small TV Station in Colorado. Must like small town life and clean air. $10-$12K. Call (303)-242-5001. D. Balfour, Box 789, Grand Junction, CO 81501.

Television Engineer wanted for ABC Affiliate. First Class License required. Contact: Sim Killmer, WJKS-TV, PO Box 17000, Jacksonville, FL 32218. Equal Opportunity Employer.

Immediate Opening for First Phone Technician who understands studio, control room, TV cameras, ENG cameras, video tape, both quad and helical. Knowledge of digital systems is a must. We're doing big things at WBRE-TV, Wilkes-Barre and we need good technical people to help us. Contact Charles Baltimore at 717-823-3101.

Broadcast Engineer: Must have 1st class FCC license. Must be familiar with control room equipment, RCA TVT-30 Transmitter. Send resume to Box Q-99.

Upstate New York medium market UHF has immediate opening for first phone switcher. Excellent entry level opportunity with expanding group. Call John Herrick, 607-739-3636.

Chief Engineer for WFAA-TV Dallas. Texas. Applicant must have Major Market TV Station Chief or comparable experience. Degree preferred. Mail resume to Personnel, Engineering and Systems, WFAA-TV, Communications Center, Dallas 75202. An Equal Opportunity Employer.

Assistant Chief Engineer: Responsible for operation of studio facilities with TX 46 and TX-28 cameras. AC-35 ENG transmitter. First Class license plus required. Digital experience required. KOLO-TV, Box 10,000, Reno, NV 89510, 702-786-8880.

KATV, Little Rock, Arkansas is accepting applications for an experienced FCC first class licensed TV Studio Maintenance and Operating Technician. Call Ralph Smith or Rudy Garrett at 501-372-7777 or send resume to KATV, PO Box 77, Little Rock, AR 72203. Equal Opportunity Employer.

Control Room Engineer—1st Phone required, preference for experienced. Will consider beginners. Send resume to: Robert Hardie, KAMR-TV, 711 South 16th, Amarillo, TX 79119.

Microwave/Maintenance Engineer: Responsible for microwave and translator sites, assisting with studio and transmitter maintenance. Basic digital knowledge required. KOLO-TV Box 10,000 Reno, NV 89510, 702-786-8880 E.O.E.

Engineer Supervisor, PTV Transmitter, Waterloo, Iowa area. $15,522 beginning plus benefits. Ability to train, supervise and direct the work of technical personnel; assure site compliance with regulations. Minimum 3 years engineering experience with supervisory responsibilities; 1st Class FCC license; experience in TV studio maintenance and operating technicians. Call Ralph Smith or Rudy Garrett at 501-372-7777 or send resume to KATV, PO Box 77, Little Rock, AR 72203. Equal Opportunity Employer.

WESH-TV, Orlando, Florida is accepting applications for a First Class FCC license and operation technician. One position in operations, the other in maintenance. Call Nile Hunt or Dan Long 305-845-2222, or send resume to WESH-TV PO Box 7897, Orlando, FL 32804. EOE.

WESH-TV, Orlando, Florida is accepting applications for a First Class FCC license and operation technician. One position in operations, the other in maintenance. Send information to resume Box P-29.

Master Control Operator: Responsible for set up and operation of all master control equipment for on air use, monitoring and control of remote control transmitter. KOLO-TV Box 10,000 Reno, NV 89510, (702) 786-8880. EOE.

HELP WANTED NEWS

Photographer—We are looking for an experienced television news photographer capable of handling both ENG and film. Person must be experienced in all phases of news photography and editing. Send video cassette with samples of field work and resume to: News Director, PO Box 2009, Durham, NC 27702. A Capital Cities Station. E.O.E.

11 o'clock Anchor—Must be experienced reporter/photographer. Send resume to: WTVR-TV, Box 751, Charlotteville, VA 22902. An Affirmative Action/Equal Opportunity Employer.

Producer—Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you can produce a highly visual fast paced segment and are a good writer who can also supervise scripts, send cassette sample of your work to Allen Jones, PO Box 2009, Durham, NC 27702. E.O.E.

TV News Anchor and reporter. We're looking for a solid news anchor/person with experience who can communicate well with the audience. The job will involve anchoring one prime cast daily plus reporting assignments. Five-day week, excellent benefits. Degree preferred. Top-rated station in Midwest market. If you are experienced and interested, contact Box Q-99. Send complete resume and cassette air-check to The Mitchell Group, 4440 Vinealnd, North Hollywood, CA 91602.

Medium Market Station in Upper Midwest seeks talented person to back up our staff meteorologist on weekend and occasional assignment reporting on three weekdays. Prior on-air experience essential. Excellent working conditions with dominant news department. Resume including salary requirements to Box Q-30. We are An Equal Opportunity Employer.

Reporter. Must be experienced in beat reporting, preferably hard news. Must be aggressive and productive. An ENG, group-owned affiliate in major Sunbelt market. Box Q-33.

Reportor—A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16 mm photography, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume and video cassette tape to: News Director, WTVD, PO Box 2009, Durham, NC 27702. EOE.

Television Assignments Editor: Must have experience in television news production . . . understanding of film and video tape production techniques. Must be familiar with video tape coverage and feature and sports material. Must be able to initiate coverage of stories and follow-through with research and investigation. Must be able to communicate with and supervise people. Educational background in journalism, communications, liberal arts and/or political science is required. Equal Opportunity Employer, M/F Box Q-53.

Chief Photographer for prestigious deep South news operation. Demonstrated ENG, Film, organizational and leadership abilities required. Resume to Box Q-61 EOE.

News Photographer—Number one medium market network affiliate seeking additional photographer to join an ENG news team. Must be experienced with ENG and portable microwave required. Excellent benefits. An Equal Opportunity Employer. Send resume to Box Q-63.

Photographer—if you're creative, like working with a mix of ENG, live shots and film, if you understand shooting, writing and know how to tell a story with video, if you want to work for a station that knows good photographers are rare as diamonds, write us! Medium market; Midwest VHF; EOE. Box Q-69.

Anchors, Reporters, Photographers, Sports, Weather. Major Southeastern station group, medium to large market, 24/7 operation, screening, cutting edge, current and future openings. Journalistic skills, on-camera strength, proven experience a must. EOE. Resume to Box Q-78.
HELP WANTED NEWS
CONTINUED

Executive Producer: To produce 6 and 10 o’clock newscasts and to supervise production of other newscasts. Medium market station in Sunbelt. College degree and two years TV experience necessary. Salary in the 20’s. An EEO Employer. Send resume to Box Q-96.

News Producer—Group owned major East Coast market has need for late show producer who knows how to build a show. Must have at least two years as news producer in background. Strong background a plus. Opportunity Employer. Detailed resume to Box Q-104.

Co-Anchor/Reporter—Top 30 East Coast market looking for solid street reporter, early co-anchor. Absolute minimum two years on-air experience. Equal Opportunity Employer. Detailed resume to Box Q-108.

Reporter/photographer—Coastal resort market seeking reporter with ability to shoot SOF and ENG cameras. Good entry level position for person with journalism degree. EOE. Box Q-109.

Weather Anchor: For 6 and 11 p.m. news Monday through Friday. Experienced only. Should have knowledge of meteorology. Strong air presentationessential. Work with color weather radar. Possibility will environmental reporting. Will fill quickly. Resume and salary requirements to Ron Miller, News Director, WWST, Box 12, Richmond, VA 23201, No Calls.

Network affiliate on small Pacific island (Guam) looking two television news reporters with ENG experience. Contact L. Berger, 1060 Bishop, Honolulu, HI 96813, E.O.E.

Meteorologist: Wanted by Midwest ABC affiliate whose credentials regarding weather are the finest. Must be versatile with both ENG camera and TV background. No beginners. Replies to News Director, WTYW, Inc., 3800 Shady Run Rd., Youngstown, OH 44502. An EOE.

Sports Anchor for progressive news organization. TV experience required. Send video tape, resume and salary requirements to Eric Rabe, News Director, WTZJ-TV, 5000 Sixth Avenue, Altoona, PA 16603.

Entry level Reporter/Photographer: Must know how to write, shoot, edit and voice stories. Write and send tapes to News Director, PO, Box 270, Columbus, GA 31902, Equal Opportunity Employer.

Anchor News Reporter Progressive station. Good advancement. Send air check, resume and demo to Betty Chadwick, Executive Producer, WTH-T, V18 Ohio, Terre Haute, IN 47808.

Aesthetic Thug Photographer who’s sick of stand-ups for seven person photo dept. Good film, good producing tell our stories. Film, tape, lives, No droppers. Tape and resume to Photo Dept., WLUK-TV, Photo Dept., 787 Lombardi Ave., Green Bay, WI 54303, 414-494-8711.

News reporter—market leader and trendsetter is looking for reporter with street savvy. Must have journalism degree and be able to provide audition tape—at a later date—with examples of reporting. Southeast oceanfront market. EOE. Box Q-106.

ENG Photographer/Editor—station putting brand-new quality ENG system on the air is looking for experienced person to help maximize its potential. We will ask to see your ENG audition tape at a later date. EOE. Box Q-102.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Producer/Director with 4 years experience to concentrate on commercials and occasional specials. Proven success with clients and agencies. Ability to direct production, personnel and talent. Experience with first class double system film, ENG and studio. Creative production and technical standards mandatory. Send tape and resume to Personnel, WRAL, PO Box 12000, Raleigh, NC 27610, EOE, M/F.

Cinematrographer: Thorough knowledge of double-system 16 mm film and ENG equipment, with emphasis on double-system film, EPF and studio. Creative production and technical standards mandatory. Send tape and resume to Personnel, WRAL, PO Box 12000, Raleigh, NC 27610, EOE, M/F.

Producer for weekend newscasts at prestigious large South station. Good writing, solid judgment necessary. Street experience and some producing preferred. E.O.E. Resume to Box Q-50.

Producer: Top 25 market television station needs full time producer for daily live pre-school children’s program. Background and experience should show an ability to work with adult talent in planning and production. Send resume to Box Q-70.

Top 25 Market Station looking for bright, energetic, co-host for mid-day talk show. One year’s experience as TV Program Host with college degree. Ability to work with team in developing and presenting interesting features on people, places and things. Detailed resume to Box Q-94, Equal Opportunity Employer.

TV technician for commercial production unit. San Diego affiliate. Experience in mini-cam, film photography, editing, lighting and maintenance. Minimum 5 years experience. TV Program Director, PO Box 80868, San Diego, CA 92138, An E.O.E.

Announcer/Writer-Producer—KCRA-TV’s Promotion Department seeks announcer/copywriter producer. Applicants must have outstanding voice and minimum two years announcing experience. Hours: 2:30-11:30 P.M. M-F tapes and resumes only to Kurt Eichstaedt, Promotion Mgr., KCRA-TV, 310 Thiel St., Sacramento, CA 95814. EOE.


Network affiliate on small Pacific island (Guam) looking for production manager with ENG experience. Contact L. Berger, 1060 Bishop, Honolulu, HI 96813, E.O.E.

Assistant Promotion Director—Position available for creative individual with broadcast or advertising promotion experience. Working knowledge of television, radio and newspaper production necessary. Group owned network affiliate offers excellent benefits, salary and opportunity for advancement. Send resume to Business Manager, WOTL-TV, Cosmos Broadcasting Corporation, PO, Box 715, Toledo, OH 43695. An Affirmative Action/Equal Opportunity Employer.

Producer/Director: Medium market PTV Station has immediate opening for experienced studio and remote producer/director. Should have extensive live or live-on-tape directing experience. Sam's negotiable. Write WXXI Personnel Office, 21 Box, Rochester, NY 14601, EOE.

Production Manager—KCRA-TV/Sacramento, CA, seeks a person with top-flight TV directing background combined with ability to manage aggressive, well-equipped production department. Must have minimum three years experience as Production Manager. Also, must be able to work with commercial clients and maintain strong ad agency relationships. Send complete resume and references to: Roger Oltenbach, KCRA-TV, 310 Thiel Street, Sacramento, CA 95814. EOE.

SITUATIONS WANTED MANAGEMENT

General Manager with outstanding credentials! Television 22 years; Radio 12 years; Management 18 years. Now 48. Thoroughly experienced all aspects: ownership, administration, sales, programming, filmbuying, news, promotion, community involvement, etc. Qualified leader in industry. Very competitive! Produced spectacular sales and profits, plus prestige. Achieved revitalization/rapid turnarounds. Can produce outstanding ratings, sales, profits and prestige! Box Q-71.

SITUATIONS WANTED TECHNICAL

First phone, some experience, over 1700 hours of electronic experience available. Will work anywhere immediately as "trainee"—Anthony Pinesch, 2604 East York Street, Phila, PA 19125, 215-423-8552 or 215-922-2530.

SITUATIONS WANTED

EXPERIENCE PROFESSIONAL: A decade of reporting, producing assignment editing, and news directing, journalism degree. Reporting awards. Seeking news directorship at top twenty market station with management committed to quality news product or major market executive producer position or investigative reporter producer job. Box Q-4.

Assignment Editor, Reporter, Masters from Missouri, 13 years experience in TV, Radio, and Print. i know news and how to organize a newscast to get the news. Have supervised assignments in 3 stations, and know how to handle people. 1—501-882-3109.


Major market anchor-reporter desires medium market that offers stability and profit-sharing plan. $53,000 minimum. Box Q-55.

Anchor/Reporter with 8 years TV experience wants prime anchor slot, top 50. Box Q-68.

News People Notice. Experienced reporter-producer with a fresh approach to a story seeks move to up a larger Northeast market. Box Q-79.

College graduate seeks first job in television as sportsnews director. Seeking entry level position in Sports. Box Q-87.

Weathercaster/Meteorologist looking for small or medium market station where I can grow. Currently employed major market. Available late January. Box Q-87.

Versatile reporter-anchor with legislative experience and flair for features desires forward-looking TV news department. Martha Dale, 3031-E Timberview Drive, Raleigh, NC 27604, 919-876-4388.

Hardworking female reporter, BA Broadcast/Film. Experience with ENG/SOF. Looking for a professional medium market news assignment. 205-459-2468.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Women love me! Handsome talk/management pro. 3 years delivering female demographics. Interviews from politics and personalities to FIA, Box Q-54.

Associate Producer of magazine program in Top 40 market while student intern. Seeking entry level position in smallmedium market. ENG experience. Excellent researcher and writer. Steve White 216-637-1451.

Seeking a challenging position. Degree in broadcast, teaching experience. 319-338-4516.

ALLIED FIELDS
HELP WANTED
PROGRAMMING, PRODUCTION, OTHERS

Television Production. The Department of Radio-Television-Film at The University of Texas at Austin is seeking applications for a position to begin September 1979 in studio and non-studio television production and small format video. This position will require that applicants have had experience in both dramatic and non-dramatic television production and in the use of studio, ENG and Portapak television production. Applicants with distinguished records of professional television experience or production will be considered for appointment at the rank of Lecturer; a renewable non-tenure track appointment. Applicants with distinguished records of professional television experience required for tenure-track appointment. Preference in all appointments will be given applicants who have college or university teaching experience in film and video production and film and video editing. Send resume and record of scholarly, creative and/or professional activity. Salary will depend on the applicant's teaching experience and record of scholarly, creative and/or professional achievement. The reporting date for this position is January 1979. Austin is an Affirmative Action Equal Opportunity Employer. Letter of application, resume, and professional accomplishment will be available in Davis, Chairman, Department of Radio-Television-Film, The University of Texas at Austin, Austin, TX 78712.

HELP WANTED INSTRUCTION

International Communication/Broadcast Law, Regulation and Policy. The Department of Radio-Television-Film at The University of Texas at Austin is re-establishing a faculty position to teach courses in one, possibly both, of the following areas: 1) International Communication, 2) Broadcast Law, Regulation and Policy. The appointment will begin in September 1979. The Ph.D. or equivalent terminal degree is required for a tenure or tenure-track appointment. An applicant with a distinguished record of professional career in either area or with advanced level teaching experience in either area might be considered for appointment at the rank of Lecturer, a renewable non-tenure track appointment. Applicants with demonstrated ability to secure outside funding for research and development of foreign language courses. Rank and salary will depend on the applicant's teaching experience and record of scholarly and professional accomplishments. All applicants should have at least ten years experience in public affairs reporting, preferably including experience in Washington. The Kiplinger Professor teaches advanced investigative and investigative reporting. The reporting date for this position is January 1, 1979. To: Robert E. Davis, Chairman, Department of Radio-Television-Film, The University of Texas at Austin, Austin, TX 78712.

Ohio State University's School of Journalism is accepting applications for the position of Kiplinger Professor of Radio-Television-Film. Applicants must have at least ten years experience in public affairs reporting, preferably including experience in Washington. The Kiplinger Professor teaches advanced investigative and investigative reporting. Applicants with a strong record of professional career in either area or with advanced level teaching experience in either area might be considered for appointment at the rank of Lecturer, a renewable non-tenure track appointment. Applicants with demonstrated ability to secure outside funding for research and development of foreign language courses. All applicants should have at least ten years experience in public affairs reporting, preferably including experience in Washington. The Kiplinger Professor teaches advanced investigative and investigative reporting. The reporting date for this position is January 1, 1979. To: Robert E. Davis, Chairman, Department of Radio-Television-Film, The University of Texas at Austin, Austin, TX 78712.

University of Nevada-Reno seeks assistant professor to teach TV/radio news beginning in fall of 1979. Should have at least M.A. degree and five years of full-time professional news experience, with emphasis in broadcasting. Salary depends on qualifications. Deadline for applications: December 15, 1978. Write to Prof. L.W. Gillender, chairman, Department of Journalism, University of Nevada-Reno 89557. An Affirmative Action/Equal Opportunity Employer.

Position Available. Assistant professor in broadcast news video, film, writing and management. Applicants should have professional experience with capabilities for research and teaching at the graduate level. Doctorate or ABD for tenure track appointment. Competitive salary and three years leave for completion of dissertation. Send resume and two letters of recommendation to Prof. Irving Fong, School of Journalism and Mass Communication, 206 Church St. SE, University of Minnesota, MN 55455. An equal opportunity employer.

Assistant Professor to teach courses in broadcast news video, film, writing and management. Applicants should have professional experience with capabilities for research and teaching at the graduate level. Doctorate or ABD for tenure track appointment. Competitive salary and three years leave for completion of dissertation. Send resume and two letters of recommendation to Prof. Irving Fong, School of Journalism and Mass Communication, 206 Church St. SE, University of Minnesota, MN 55455. An equal opportunity employer.

WANTED TO BUY EQUIPMENT


Paul Schafer Wants to buy Schafer 800 Automation System, Late Model AM and FM Transmitters all sizes. Call 714-454-1154 or write Schafer International, 5801 Seaside Mtn Rd, La Jolla, CA 92037.

FOR SALE EQUIPMENT


RCA TR-80 Hi-Band Quad VTR with excellent condition. $2700. Call, Mt Kitchen, Quality Media Corporation, 404-588-1155.

For Sale: Datatron Time Control Track Editing System, including two 2500-A Sony Video Recorders. Call: Lorrie Church 201-445-1711.

For Sale: TR-22 VTR, TR-4 VTR, and 3 CET-280 Avid Radio camcorder, Contact Al Evans, WXON-TV, Detroit, 313-355-2901.

Low Price Broadcast Parts—excess parts stock on Harris, Ampex, Scully and others offered at 40% and 60% off Harris list price. Write for free list or call for availability of parts. Fax: 3501-5051 or 3502. Harris Broadcast Products Division, Service Parts Department, PO Box 4290, Quincy, IL 62301.

Used Stereo Console Castle Mixers and Limiters. Call 404-887-9955.

Two PC-60 Cameras, One has separate mesh modification and new yokes. Dennis Bornhott KCOY-TV, 805-922-0505.

Electronic Equipment Below Retail. Call or write for prices. Box 2303, Seventy West Burton Place, Chicago, Ill. 60616.

For Sale: Gates Stereo System Board: 5 Channel—Modules included. Fair condition. 817-776-3900.


Never used 5K FM Transmitter; and stereo exciter. Still in factory at both. For $1400. Call 203-235-5747.


Urei BL40 Modulator. One year old, Manuals included. $575 208-882-2551, Larry, Prepaid UPS delivery.

For Sale used Dumont 7000 TV Color Transmitter complete. Offer 808-262-7125 or 821 Mokulua Dr, Kailua, HI 96783.

TV Transmitter (Tuned to Channel 12). RCA TS520A with sidetube filter, diplexer, RF load and complete spares including tubes. Met "proof" specifications. Stand alone unit. $350. Contact Steve Boudreau, 401-593-3939.

Ikegami HL-77 batteries (2) and charger supplied with the camera. In good condition. Best offer takes all. Contact Dennis Dunbar at 413-781-2801.

5000 WattCCA AM-AK00 Transmitter 10 years old. Clean and in excellent condition. Available within 80 days. $15000. WQZ, St. George, SC 800-563-4371.

COMEDY

Free sample of radio's most popular humor service OLYNINES, 356-C West Buellard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy. B-3048 W Twinbing, Dallas, TX 75227.

Not Comedy—Total personality service for Top 40, MOR, AOR, Sample: GALAXY, Box 98204-B, Atlanta, GA 30329 (phone 404-231-9864).

"Free" Catalog! D.J. Comedy ...Wild Tracks... little! Model! Command, Box 26348-H, San Francisco 94126.

"The Radio Personality"... Topical humor, biweekly Free sample. 1509 Country Club Court; Franklin, TN 37060.

Complete show material, Page for every day SS per month. Advantage, Box 153, Mt Prospect, IL 60056.
RADIO
Help Wanted Programming, Production, Others

EDITOR

New editor desired for major University magazine dealing with performance of journalistic media. Ideal qualifications include experience in news media, thorough knowledge of the field, and recognized skill in magazine writing and editing. Salary in $25,000 range. Send resume before Dec. 15 to:

BOX Q-80.
Equal Opportunity/Affirmative Action Employer

MAJOR MARKET NEWS TALK/INFORMATION

We want to hear from you if you are a solid, well grounded professional News Director, Newsperson, Talk Host, Program Director or Asst PD, with News/Talk experience. Sell yourself with resume, tape, etc. Your material will be treated confidentially, but will not be returned. Reply to: C. Hudson, 2020 LeDroit Dr., So. Pasadena, CA 91030.

INSTRUCTION

1st class FCC, 6 wks. $450 or money back guarantee, Va appvd. Natl Inst. Communications, 111488 Oldani St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE

training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-921-9400.

Free books on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S., 152 W. 42nd St. NYC. Phone 212-221-3700. Vets benefits.


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 2 and February 19. Student rooms at each school.

REI 51 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

REI 2202 Tidewater Trail, Fredericksburg, VA 22401.

First Class FCC License in six weeks. Contact Elkine Radio License School, P.O. Box 45755, Dallas, TX 75245, 214-352-3942.

Cassette recorded First phone preparation at home plus one week personal Instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

Help Wanted Announcers

Midwest MOR
Looking for the right Mid-Day Entertainer. Must be strong on production. Great opportunity for the right person—M/F - Equal Opportunity Employer.

Box Q-80.

Help Wanted News

NEWSCASTERS

WHDH, Blair's No. 1 rated radio station in Boston, is now searching nationwide for America's premier newscasters and reporters to fill future openings. Only experienced professionals should apply. Top dollars for the right people; people who know to relate important events and issues to a mass audience creatively. WHDH is an Equal Opportunity Employer. Minority and Women Urged to Apply. Tapes and resumes should be sent to Dave Cooke, News Director, WHDH Radio, 441 Stuart Street, Boston, MA 02116.

Situations Wanted Management

UNUSUAL SITUATION
Young fund raiser, 30, successful ($75,000+/year) national radio rep bored doing only sales. Willing to take substantial income drop for job with challenge utilizing previous experience, education and talent in programing, news, engineering as well as sales. Open to all ideas. Replies considered confidential. Box Q-101.

GENERAL SALES MANAGER
...with nine years of major market sales management experience. Solid radio sales background. Ability to develop, motivate and lead a successful sales team. Strong retail and agency experience with references to substantiate. My career has been with one company adapting sales techniques to four different formats. I am a professional looking for a professional broadcasting company. Reply in confidence to Box Q-11.

Situations Wanted Programming, Production, Others

BROADCASTER
Articulate, energetic broadcaster seeking challenge. Currently production manager of a Chicago radio station. Degree with 10 years in broadcasting and First Phone Available mid-January. Willing to travel or work abroad. Write Box Q-67.

TELEVISION
Help Wanted Technical

VITAL HAS A FUTURE FOR YOU
HELP WANTED TECHNICAL

BROADCAST ELECTRONICS
TEACHING VACANCY

Teaching and managing student on-tv/field experience in mainte-nance/testing of camera and transmitters; color and B&W video systems; camera (CRT system and TV equipment
-
First class FCC Radio/telephone license.
-US or UK in Communication Electronics or related fluid

Send resume to: Thomas Road
Communications Department
University of Wisconsin-Milwaukee
5000 W. Wisconsin Ave.
(414) 225-5117

AN AFFIRMATIVE ACTION - EQUAL OPPORTUNITY EMPLOYER

CHIEF ENGINEER

This is an opportunity for a thoroughly experienced television broadcasting engineer executive. The posi-
tion requires a comprehensive knowledge of tele-
vision station systems. You must be able to plan and in-
stall new systems and you must be able to demon-
strate your ability to sell a mature engineering staff.
Contact:
Elmer C. Snow
VP & General Manager
Telesco Indiana, Inc. at
WTTV
3490 Bluff Road
Indianapolis, IN 46217
Phone 317-787-2211

AN EQUAL OPPORTUNITY EMPLOYER

KOOL-TV
PHOENIX, ARIZONA

Has openings for Technician/ Engineers with a strong technical-
background, with at least 3 years experience in mainte-
nance and operation of state of the art electronic equipment.
E.G. maintenance experience helpful. Must have a minimum of AA degree in electronics or equivalent.
Qualified applicants send resume to Al Hillstrom, VP/ Engineering, KOOL-TV, 511 W. Adams, Phoenix, Arizona, 85003.
An equal opportunity employer.

SONY
VIDEO MAINTENANCE
INSTRUCTOR

Sony Video Products Company offers this position to experienced maintenance engineers with at least two years of technical school. You should enjoy analyzing and ex-
plaining the theory and maintenance of the latest videotape and color camera equipment and be able to stand up before groups of broadcast engineers. You should be good with your hands to demonstrate mechanical dis-
assembly and adjustment. If you are ready to be recognized as "the Sony Expert" Send your resume to:
Larry Silverman, Mgr.
Broadcast Training
Sony Corporation of America
P.O. Box 5723
Compton, CA 90220
(213) 537-4300

HELP WANTED MANAGEMENT

MARKETING/PROMOTION
MANAGER

Outstanding educational broadcast and production facility in Chicago seeks individual with video syn-
dication, marketing experience to develop and man-
geage advertising/promotion program. Salary: midteens. Send resume to Box Q-14.

ADVERTISING AND
PROMOTION DIRECTOR

KTVU, a San Francisco market Tele-
vision station is seeking an Ad-
vertising & Promotion Director to
head a five-person department. 
Must show demonstrated ability in
all areas of TV promotion. Creative
and administrative ability a must.
Send resumes to: Personnel, KTVU,
1 Jack London Sq., Oakland, CA
94607. Cox Broadcasting, An Equal
Opportunity Employer. M/F:

HELP WANTED PROGRAMPING,
PRODUCTION, OTHERS

Part time Producer

needed for Children's TV News Show. Must have
thorough background in News, Production, Show for-
mation and editing. Minimum of 3 years actual TV ex-
erience required. Send resume and tapes to Box
6236, Washington, D.C. 20015.

TV PROGRAM EXECUTIVE

Experienced TV Program Manager
for midwest station. Must be able to
qualify for advancement to top man-
agement position. Strong back-
ground in production, film buying,
FCC rules, research, and adminis-
tration. There is a future in this solid
veteran broadcast group for the
right person. An Equal Opportunity
Employer.
A once in a lifetime opportunity. Send resume and salary require-
ments to Box Q-13.

SITUATIONS WANTED ANNOUNCERS

TOP 10 TV HOST

with charm and credentials seeks major
market change. Box Q-74

EMPLOYMENT SERVICE

PROFESSIONAL
EMPLOYMENT SERVICE

Placement of Engineering Personnel Coast to Coast. All Positions, Levels & Disciplines. No fee to appli-
cant. Employer inquiries invited. Phone/Resume—
Alan Kornick, KEY SYSTEMS, New Bridge Center,
Kingston, Penna. 18704. (717) 832-2196.

RADIO PROGRAMING

WANTED ... PROGRESSIVE STATIONS
GLORIA SWANSON. VALERIE HARPER. LINUS PAUL-
ING and others talk about "how to live longer in a pol-
nuted world". THE HEALTH CLUB OF THE AIR is a
New Age program about "Holistic Health" now broad-
cast in 11 markets. This 30 minute program now available "free" to stations that quality Call HEALTH
CLUB (714) 728-5076.

CHRISTMAS MUSIC
FOR
AUTOMATION

Call immediately for FREE INFO 714/785-4567
11635 Richmond
Riverside CA 92505

THE BIG BANDS
ARE BACK

One 55-minute weekly program of Big Band
sounds with host Jim Boen.

LUM AND ABNER
5-15 MINUTE
PROGRAMS WEEKLY

Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

ATTENTION: TV PRODUCTION DIRECTORS
EXCESSIVE BLANKING WIDTHS A PROBLEM?
(Public Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO! WE CAN, USING
DIGITAL VIDEO EXPANSION, RETURN YOUR VIDEO TO FCC
SPCIFCS, WE WILL DELIVER VIDEO STARTING ON LINE 19 AND 11.0
MICRO SECONDS HORIZONTAL BLANKING. IMMEDIATE TURN-
AROUND AVAILABLE!

FOR MORE INFORMATION CALL:
CHARLES BALTIMORE
(717) 823-3101
WETETV
WILKES-BARRE, PA.

Broadcasting Nov 27 1978 61
Free Film

FREE FILMS? CALL MODERN TV
The leading distributor. We have the most. PSA’s & newsclips too. Call regional offices.

For Sale Stations

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

SOUTHWEST
Growing market full time leading AM station. Healthy cash flow $750,000 - terms
Norman Fischer & Co.
Box 5306, Austin, TX 78763
512-452-6489

S.E. Medium Market
Take advantage of prearranged 7% simple interest. Cash only 25%. Full time adult Radio.
Solid S.E. Medium Market. Gross over $300,000. Only needs Sales Management. Buy 49% now, balance on FCC approval. Box Q-95.

$140,000 FLORIDA AM
Daytime with PSA. Includes real estate. Investment opportunity. Manager will stay. Sellers prefer cash. Local bank financing available if you qualify.

BECKERMAN ASSOCIATES
14001 Miramar Ave., Miramar Bch, Fl. 33026
813-391-2824

IOWA AM-FM

For Sale Stations Continued

STATIONS
NW Small AM $375K 29% Ray Stanfield (213) 363-5764
S Small Fulltime $395K Cash Bill Chapman (404) 458-8226
NW Small AM/FM $420K $122K Ray Stanfield (213) 363-5764
E Sub AM/FM $695K $199K Warren Gregory (203) 767-1203
MW Metro AM $1.7MM $493K Jim Mackin (312) 354-3340

To receive offers of stations within the areas of your interest write Chapman Company Inc., 1835 Savoy Dr, N.E., Atlanta, Ga. 30341

HOLT CORPORATION
BROKERAGE - APPRAISALS - CONSULTATION OVER A DECade OF BROADCASTING
The Holt Corporation
Box 111
Binghamton, Pa. 13901
1-800-225-2737

H.B. La Rue, Media Broker

West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104
415/673-6474
East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022
212/288-0737

Select Media Brokers

N.C. daytimer adjacent to metro market, terms.
N.C. daytimer, terms.
Daytimer, Washington State, terms.

P.O. Box 5
Albany, Georgia 31702
(912) 883-4908

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/882-0385
Suite 214
11681 San Vicente Blvd.
Los Angeles, CA 90049

BROADCASTING’S CLASSIFIED RATES

Pvable in advance. Check or money order only.
When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.
Deadline is Monday for the following Monday’s issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR’s to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR’s are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70¢ per word. $10.00 weekly minimum. Situations Wanted: (personal ads) $40¢ per word. $5.00 weekly minimum. All other classifications: 80¢ per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $30.00 per inch. All other classifications: $60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Broadcasting Nov 27 1978 62

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

To the left of the text box is a contact advertisement for Chapman Associates. To the right is a contact advertisement for Radio TV Film Medium's Media Broker Appraisers.
### Broadcasting

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### Total Market Capitalization

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Dan Ritchie and his roundabout route to the WBC presidency

Dan Ritchie, the relatively new president and chief operating officer of Westinghouse Broadcasting Co., got his first close-up look at the company and its parent, Westinghouse Electric Corp., 10 years ago. He was representing MCA in the 1968 negotiations that led to the $360-million merger deal by which Westinghouse Electric was to acquire MCA.

That acquisition didn't come off, blocked by the Justice Department (Broadcasting, April 28, 1969), but eventually Westinghouse got an acquisition out of it anyway: The rapport established between Mr. Ritchie and the man across the negotiating table from him, Westinghouse Broadcasting Chairman Donald H. McGannon, led to Mr. Ritchie's being asked to join the company—and his acceptance—six years later.

It was a roundabout route, from North Carolina farm country to Harvard to the Army to Wall Street to Hollywood and back to New York. Dan Ritchie was born in Springfield, Ill., but grew up in China Grove, N.C., a hamlet that his father made the base of his farm machinery distributionship. He went on to Harvard for his AB and MBA degrees, but traces of his upbringing still linger in his talk.

After Harvard, the Army drafted him for two years, which he spent in Chicago. Then he took his MBA in marketing and finance to Wall Street and found a job with Lehman Brothers.

"I just walked in off the street," he recalls, "and told them I wanted to work there and didn't care what sort of work they gave me or how much they paid me."

They didn't take him literally about the pay, but they came close enough. "They didn't pay me very much," he says.

He started in securities analysis, and in the course of the work he met and did some work for Jules Stein, the founder and head of MCA, whose public offering Lehman Brothers had handled the year before. Dr. Stein offered him a job, but the offer came at an awkward time. "Lehman Brothers had just doubled my salary—which still wasn't much, but I felt I owed it to them not to leave, so I stayed on for a year and then joined MCA," says Mr. Ritchie.

He started off "doing various things—looking at acquisitions, helping to manage the profit-sharing trust, working with Wall Street." In 1965 he was elected vice president and two years later he was named executive vice president and chief financial officer. At the outset he had been based in New York, but with MCA in the movie business he "moved to Hollywood little by little until about 1967, when I moved completely."

He left MCA in 1970 to form Archor Corp., a company dealing in natural foods and food supplements. He had become interested in the subject through his friendship with actor Eddie Albert. He took the company public in 1972 and remained with it until he got the call in 1974 to join Don McGannon in New York in running what was then Westinghouse Broadcasting, Learning and Leisure Time.

Mr. Ritchie was executive vice president of the group and his job was to head the learning and leisure-time units. Those included the Longines Watch Co. and direct-mail operations, a soft-drink business, the Host hotel chain in Pennsylvania, the Econocar auto rental firm and Westinghouse Learning operations. In a later restructuring, the headquarters for these units was moved from New York to Westinghouse Electric Corp.'s Pittsburgh base and Mr. Ritchie went with them as executive vice president of the parent company. There he remained until last February, when he rejoined Westinghouse Broadcasting as president of the corporate staff and strategic planning.

"It's a kind of prelude to his present assignment, which came last August."

Mr. Ritchie says he spends over half his time on the road, visiting the company's radio and TV stations and production and syndication units. He doubts there'll be much let-up in the travel.

"I consider myself a hands-on type of manager," he explains. "My job is sort of to advise and consent, and to do that, I have to know what's going on. I'm not going to run anyone's job. I want them to do what they think is right, not what they think I think. People need encouragement; even if you don't do anything, just the fact that you're there lets them know you care."

In New York his day is, if anything, longer. He uses a farm phrase to describe his workday, saying it extends "from you can to you can't," meaning it starts as soon as the day is light enough to see and continues until it's too dark to see anything. He's up around 6 or 6:30 a.m., jogs four or five miles almost every morning, gets to the office around 8:30 and sometimes returns for a night session after dinner. On the theory that "to manage this business you have to look and listen to a lot of your product," his day at the office or at home also includes six hours or so of watching and listening to tapes.

Although he sees his job as being operations fundamentally, he's also involved in other things. Among them: "We're examining what we should be doing in UHF [where Westinghouse has no stations] and FM [where it has WOFL]—maybe nothing, but we're taking a look at it."

Because Don McGannon has been one of the more vocal critics of what he considers network encroachment on affiliates' time and revenues, Mr. Ritchie suggests that "about" he explains. "I suppose us as being antinetwork." Actually, he says, Westinghouse is in favor of networks and generally supportive of them, but sometimes they overreach and somebody needs to blow the whistle.

"We feel very strongly that the local station is responsible and must be community-involved. If the community realizes you're interested and really care, you'll have a better product. If we're just a conduit for the networks, who needs us? But if you can marry the strengths of a network with first-class local involvement and production, you've got something good."
Bigger daddy

If FCC Chairman Charles D. Ferris reads his mail, he will find few fan letters in a batch delivered in the past week or so. Broadcasters from all parts of the country have been writing him to protest an FCC decision requiring licensees, in their annual equal-employment-opportunity reports, to rank all employees by order of their salaries.

True, the letters have been solicited by an alarm sent out by the National Association of Broadcasters (BROADCASTING, Nov. 20). And Mr. Ferris may be unfairly identified as Target No. 1 for criticism of an action taken by unanimous vote of the six commission-ers present (Abbott Washburn absent). There is no doubt, however, that the FCC’s latest EEO incursion has struck a common nerve among broadcasters of every condition, big and small.

The principal complaints are that the publicizing of salary rankings would upset morale, provide competitors with valuable intelligence for the recruitment of employees, give unions a negotiating edge they now lack, add more paperwork to the piles that already encumber licensees and insinuate the government more deeply than ever into private business affairs. "I can’t believe," wrote one broadcaster, "that this requirement is going to help anything but the employment situation in Washington."

Not only Mr. Ferris but also his colleagues who voted similarly ought at least to skim through the real-world criticism that their action has precipitated. They would find persuasive reason to change their minds—unless, of course, their intentions go beyond the mere ranking of salaried employees.

"Sir," wrote another broadcaster to Mr. Ferris, "let’s be done with such frivolous proposals that serve no purpose at all unless the FCC subsequently intends to force a radio station to pay a certain salary to a certain individual.

Is that what Mr. Ferris, Margita White, Tyrone Brown, Robert Lee, James Quello and Joseph Fogarty were really voting for?

Cool it

A confrontation between buyers and sellers of television advertising time seems inevitable unless some accommodation can be reached on the issue of TV "clutter."

The Association of National Advertisers and the American Association of Advertising Agencies, which represent television’s biggest customers, "strongly" oppose the clutter-control plan adopted by the National Association of Broadcasters television board (BROADCASTING, Oct. 16, et seq.). The television board and particularly the TV code review board, which developed the plan, insist that it will significantly reduce clutter and, moreover, that it was the best that could be agreed upon in the circumstances.

The advertisers and agencies were affronted by the plan’s provision for an extra, optional 30 seconds of nonprogram material per prime-time hour. They were further affronted, if not incensed, by the TV board’s adopting it on a mail vote rather than waiting to consider it, as had been expected, when the board meets in January.

To bolster its case, the ANA has produced a new study purporting to show that commercial effectiveness decreases as clutter increases. It is not a study of viewer tolerance to clutter, which we have long considered a desirable first step in attacking this issue, but we think broadcasters should examine it carefully. If it has merit, they should keep in mind that anything that dulls the effectiveness of their medium will hurt them in the long run.

ANA and AAAA should similarly take an objective look at the broadcasters’ position, recognizing that—as we believe to be true—the plan is a big step in the direction they want to go and that further concessions may indeed be more than they can reasonably expect at this time.

It might help if both sides realized that these changes are being written for television today, not cast in concrete for posterity.

Children underfoot

The three members of the Federal Trade Commission who remain in a position to vote on such things have decided to proceed with the inquiry into children’s television advertising, despite the enforced absence of Chairman Michael Pertschuk, disqualified for bias by a federal court, and voluntary absence of Commissioner Robert Pilotsky, who wisely disqualified himself because of previous associations with participants. The survivors could hardly have done otherwise, considering the pressures.

Peggy Charren, the head mother of Action for Children’s Television and a principal initiator of the FTC inquiry, has rounded up a coalition that she hopes will generate support for Mr. Pertschuk’s and her, you should excuse the expression, baby. She claims to have teachers and dentists and auto workers and steel puddlers and who knows whom else cued in to harangue the FTC with complaints about television.

Mrs. Charren may be expected to play as large a role as the FTC permits throughout this proceeding, as she played a role in the FCC’s inquiry of recent years into children’s TV programing. Nor is her presence likely to diminish in the revived FCC inquiry into children’s TV, going on now. As Leonard Swanson of WIBC-TV Pittsburgh, a member of the National Association of Broadcasters television board, has pointed out to his fellows, the FCC and FTC inquiries proceed apace (BROADCASTING, Nov. 20). It is a two-front war.

At the FTC, a semblance of balance has been restored by the removal of Mr. Pertschuk. The three commissioners who will decide the case have displayed nothing like the intransigent aver-sions that Mr. Pertschuk exhibited.

At the FCC, none of the members has been grossly indiscreet in telegraphing possible conclusions, although Chairman Charles D. Ferris, when mentioning the subject, gives signs of a desire to move and shake.

At both agencies, broadcasters and advertisers will be well advised to muster the best cases possible.

"This ‘blanking’ problem can’t be all that serious."

Drawn for BROADCASTING by Jack Schmidt.
PURPOSE OF THE AWARDS: The Peabody Awards are designed to recognize distinguished achievement and meritorious public service by networks, producing organizations, stations, and individuals. The awards program is administered by the Henry W. Grady School of Journalism and Mass Communication, the University of Georgia, Athens. Selections are made by the National Advisory Board.

WHO MAY ENTER: Entries may be submitted by individual stations, networks, radio and television editors of newspapers and magazines, audience groups, or any person or organization wishing to direct the attention of the Peabody Board to a program, a series, a station, or an individual. An entry form is necessary.

ENTRY FORMS have already been mailed to all radio and television stations in the U.S. If you have NOT received your entry form and would like to have one please write:

Peabody Awards
Henry W. Grady School of Journalism and Mass Communication
The University of Georgia
Athens, Georgia 30602

Or call: 404/542-3785

DEADLINE FOR SUBMISSION OF ENTRIES is January 8, 1979. Early submission is encouraged.