

Cable '79: Between the devil
and the deep blue sky

Broadcasting May 28

The newsweekly of broadcasting and allied arts

Our 48th Year 1979

THERE'S BEEN A BIG CHANGE IN THE COUNTRY.

And nowhere is this change more evident than on
the Country Charts, where the number of ASCAP-licensed songs
has more than tripled in the past ten years.

The awards below reflect the excitement
ASCAP country writers are creating.

1979 Grammy Awards

Best Country Song
"The Gambler"
Don Schlitz

1979 Nashville Songwriters Association

International Award

Best Song
"You Needed Me"
Randy Goodrum
Songwriter of the Year
Sonny Throckmorton

1979 Academy of Country Music Awards

Best Song
"You Needed Me"
Randy Goodrum
Entertainer of the Year & Top Male Vocalist
Kenny Rogers

1978 Grammy Awards

Best Country Male Vocalist Performance
Kenny Rogers

Best Country Instrumental Performance
& Country Instrumentalist of the Year
Hargus "Pig" Robbins

Best Country Song
"Don't It Make My Brown Eyes Blue"
Richard Leigh

1978 Country Music Awards

Best Song
"Don't It Make My Brown Eyes Blue"
Richard Leigh

Best Male Vocalist
Don Williams

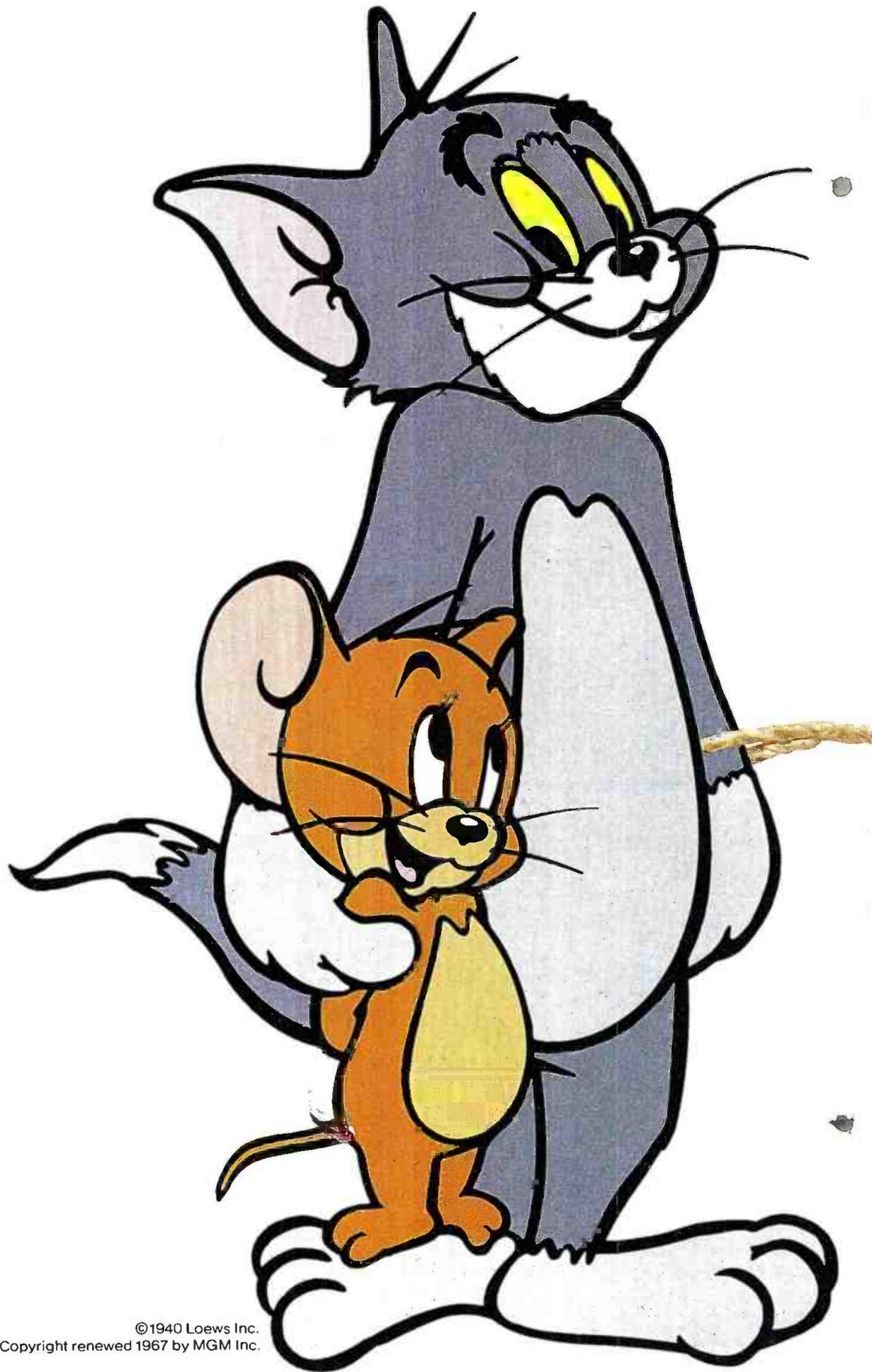
Best Duo
Kenny Rogers & (Dottie West)

Best Album of the Year
Ronnie Milsap

ASCAP

We've Always Had the Greats

51250 39258 MJA NOV/79
KOCR RADIO
CORDT COLLEGE
SIOUX CENTER IA 51250



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WBRZ Baton Rouge
KVOS-TV Bellingham, WA
WLVI-TV Boston
WIVB-TV Buffalo
WCIV Charleston, SC
WSOC-TV Charlotte, NC
WFLD-TV Chicago
WXIX-TV Cincinnati
WJKW-TV Cleveland
WIS-TV Columbia, SC
WYEA-TV Columbus, GA
KIII-TV Corpus Christi
KXTX Dallas
WKEF Dayton
WHO-TV Des Moines

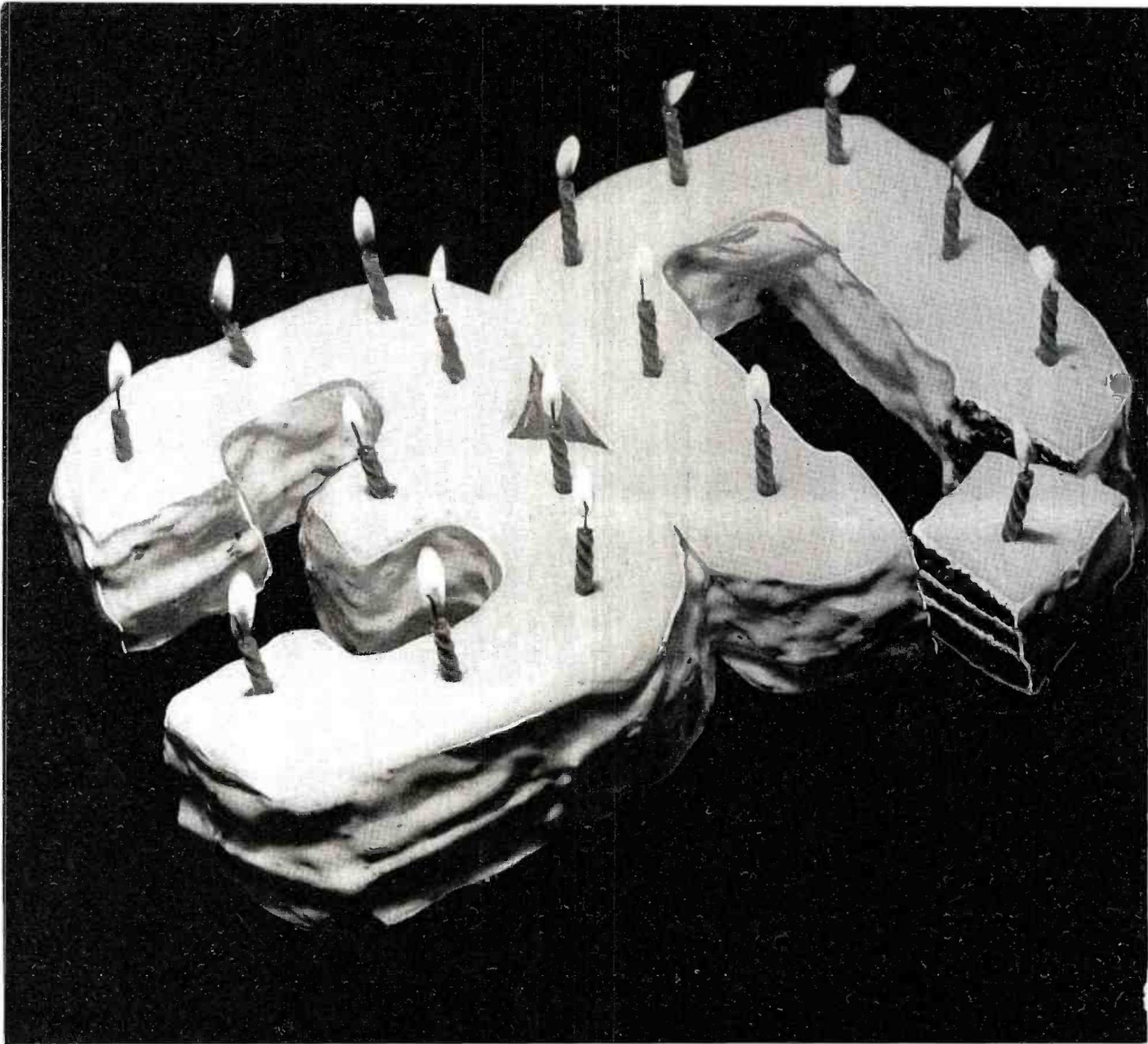
WKBD-TV Detroit
WOTV Grand Rapids
WBAY-TV Green Bay
WXII-TV Greensboro/
 Winston-Salem, NC
WFBC-TV Greenville, SC
WFSB-TV Hartford
KRIV-TV Houston
WHMB-TV Indianapolis
KBMA-TV Kansas City, MO
WTVK Knoxville
WTVQ-TV Lexington
KTTV Los Angeles
WCIX-TV Miami
WVTV-TV Milwaukee
WTCN-TV Minneapolis
WSM-TV Nashville
WCTI-TV New Bern, NC
WVUE New Orleans
WPIX New York
WYAH-TV Norfolk
KTVY Oklahoma City

WTAF-TV Philadelphia
KPHO-TV Phoenix
WTAE-TV Pittsburgh
KGW-TV Portland, OR
WOKR Rochester
WQRF-TV Rockford
KCRA-TV Sacramento
KSTU Salt Lake City
KTVU San Francisco
WHME-TV South Bend
KREM-TV Spokane
KPLR-TV St. Louis
WTVH Syracuse
WDHO-TV Toledo
KTEW Tulsa
WTTG Washington, DC
WYTV Youngstown

TOM & JERRY
A WINNING TEAM



MGM TELEVISION



Any way you slice it, 30 years of community service is something to be proud of.

At WAPI-TV/Channel 13 in Birmingham, we don't normally go around tooting our own horn. But we're 30 years old this month. And as we look back over the past 30 years, we see a lot of things to feel good about.

The important documentaries we've produced on everything from juvenile crime to the legality of bingo. Live broadcasts of The Birmingham Symphony.

Comprehensive election coverage.

The underlying philosophy behind everything we do is actually very simple. If it's important to our audience . . . it's important to us. That kind of thinking has earned us the respect . . . and the affection . . . of the people of Alabama.

And the best is yet to come. Because the way we see it, we're just now hitting our stride. After all, 30 is the prime of life.

WAPI-TV
Birmingham,
Alabama

Newhouse Broadcasting Corporation. WAPI AM/FM/TV—Birmingham • WSYR AM/FM/TV—Syracuse • KTVI—St. Louis • WTPA FM/TV—Harrisburg • WSYE TV—Elmira. Represented by MMT Sales, Inc.

The Week in Brief

POINT OF DEPARTURE □ A whole new world awaits in telecommunications, and cable is in great shape to grab a large share of it, the NCTA convention is told—over and over. Schmidt shows how much he believes in that proposition by resigning as president, probably to enter ownership ranks. **PAGE 28.**

WE'RE THE ONE □ To the contrary of NCTA and Ferris, top CBS executives say the networks are here to stay. **PAGE 31.**

ECHOES OF MINOW □ Ferris tells TV producers they're victimized by the networks, but holds out to the program makers the potential of new technology. **PAGE 31.**

NCTA 1979 □ As he said to broadcasters earlier, Van Deerlin tells the cable industry, via a speech at the NCTA convention, that it's time to get on the rewrite bandwagon



Changing of the guard. Chairmanship of the NCTA passed with this gavel from Robert Hughes (l), president of Prime Cable Corp., to Douglas H. Dittrick, president of Douglas Communications Corp., who had been vice chairman. That post is now filled by William Bresnan of Teleprompter, next in line for the chair.

and decide where trade-offs can be made involving AT&T, program consent and other matters. **PAGE 36.** Ferris tells

industry members that they're on their own and will get no protective regulation from the FCC. **PAGE 36.** Geller and his retransmission consent proposal get raked over the coals, while Hollings hasn't yet made up his mind on the idea. **PAGES 38 and 42.** Representative Murphy, who can't make it to Las Vegas, sends his speech, which proposes a new formula for copyright fees instead of retransmission consent. **PAGE 43.** Other convention coverage runs through **PAGE 55.**

CBS'S BATTLE PLAN □ Affiliates, meeting in Los Angeles, get the run-down from Bud Grant on the network's fall schedule. Sixteen returning shows and seven new ones will be programmed head-to-head against ABC's winners. **PAGE 62.**

FTC BRIDGE-BUILDING □ Top brass of the commission go to New York for a two-day symposium to try to disprove claims of overregulation and meddling often made by business. **PAGE 65.** But back in Washington, the commission staff releases a report that calls for the banning of many descriptive words used in advertising over-the-counter drugs. **PAGE 66.**

REWRITE TALK □ Week two of the broadcast hearings saw citizen groups dead set against the deregulation of television, Geller calling for program percentage guidelines, NUBA seeking assurance of UHF-VHF parity and SDX against radio deregulation. **PAGE 67.**

TV TIME IN SWITZERLAND □ The focus is on TV technology as engineers and equipment manufacturers from around the world gather this week in Montreux to examine the state of the art. A preview and list of exhibitors starts on **PAGE 73.**

PRACTICAL IN THE BEST SENSE OF THE WORD □ CBS's Joe Flaherty loves to cook, both in the kitchen and the electronics lab. This week the world's engineering community honors his creations—particularly in developing ENG—with the International Achievement Gold Medal at Montreux. **PAGE 97.**

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Insider report: behind the scene, before the fact

Tithing-plus

It's hard to tell whether broadcasters are making any points with their arguments to delete spectrum fee from Communications Act rewrite, but signs at hearings last week indicated provision may at least be modified. Subcommittee Chairman Lionel Van Deerlin (D-Calif.) instantly backed rewrite co-sponsor James Broyhill's (R-N.C.) amendment to rebate part of fee for broadcasters to plow back into local public affairs programming (see page 68). And former broadcaster Allan Swift (D-Wash.) plans to press ahead with his proposal to make broadcasters dedicate portion of profits to local programming.

Presumably substitute for fee, Representative Swift's plan is to use broadcasters' income as measurement of public service obligations. Acknowledging broadcasters' complaints that having to pay percentage of their income for local programming would force them to reveal their finances, Swift's latest thought is to compute dollar figure from stations' rate cards, which are in public domain. While discussing his plan in terms of "X" dollars, he has yet to determine what "X" would be.

Day and date

Now that both of 1979's major broadcast and cable conventions are behind them, leaders of National Association of Broadcasters and National Cable Television Association must address dilemma facing them in 1980: head-to-head scheduling of both conventions April 13-16, NAB in Las Vegas, NCTA in Dallas. NCTA had first claim on dates. NAB moved 1980 meeting from New Orleans to Las Vegas upon deciding original site had inadequate facilities, took only open dates at Las Vegas presumably without noticing they were those of NCTA.

Situation may be untenable. Both NAB and NCTA have large common memberships. Both compete for same program "stars," heads and key members of FCC and Senate and House committees, other political and business seminars.

Just the facts, folks

With presidential sweepstakes warming up, there's more conversation in broadcast circles about what's characterized as "Irish Mafia," and it isn't malicious. At apex is Senator Ted Kennedy (D-Mass.), fair-haired leader and reluctant candidate for draft as nominee by Democrats disenchanted with Jimmy Carter. Standing tall as number two is Speaker Tip O'Neill,

also from Massachusetts.

Then comes broadcasters' primary interest — chairmanship of FCC. Incumbent Charles D. Ferris, another Massachusetts Democrat, is Speaker's protege (but is far from favorite of Senate Majority Leader Robert C. Byrd of West Virginia, who won leadership over Senator Kennedy in 1976). Ferris was Speaker O'Neill's general counsel when named to FCC in 1977. He had been counsel to Senate Majority Leader Mike Mansfield before latter's retirement, was replaced by Byrd choice.

Prices of pitches

Informed estimates of cost for each of this year's television network affiliates meetings at Los Angeles's Century Plaza hotel are in \$1.1-million to \$1.3-million range. Costs are not thought to vary much among networks, although CBS-TV's are believed to have had greatest increase in 1979, up from about \$900,000 last year, because number-two network added third day to its conference this year. Principal costs for conferences are food, around 28% of total budget, and visual presentation, 30% to 35%.

Take-off

Broadcasting's number-one air-line client, United Air Lines, says it will go slow in deciding how and where to deploy broadcast money not used during just-ended 55-day strike. But policy didn't deter UAL last Friday from unleashing "heaviest concentration of advertising in our history," largely in radio and television. Principal theme is new coupon-savings offer. Bulk of expenditure is in cities served by UAL, nation's biggest air line. UAL spent approximately \$22.5 million in broadcasting last year. Agency: Leo Burnett Co., Chicago.

To arms

It's started. Cable television subscribers in at least two states have received notices in their monthly billing envelopes telling them to write their congressmen in opposition to retransmission consent in Communications Act rewrite ("Closed Circuit," May 21). Notices showed up in Washington state and New York, reportedly drafted by Teleprompter headquarters. Subscribers in district of House Communications Subcommittee member Allan Swift (D-Wash.), for instance, were advised that rewrite (1) would eliminate cable system's ability to provide broadcast programming and (2) would allow telephone company "to take over the cable television industry, thereby

expanding its monopoly to your television set."

Swift cried foul with cable officials, has received promise from National Cable Television Association to reply to Swift constituents who have complained with more rounded discussion of issues.

Formally OPT

Approval is expected this week from steering committee to make Operation Prime Time legal entity. Nonprofit corporate status as industry association would solve problems of who signs contracts; OPT, for example, would be able to commission its own ratings rather than relying on others. Logo would be chosen and thrust made to beef up OPT's exposure to industry. Right now, there's steering committee of seven: Al Masini, Telerep president, and six station and group representatives. OPT arranges programming for independents and affiliates: this month, *The Rebels*.

Second thoughts?

If Corinthian Broadcasting's acquisition of WVEC-TV Norfolk, Va., and associated cable properties goes through (see page 58), it will mark return of company to CATV ownership it elected to leave after deciding to enter television broadcast ownership. Corinthian, now subsidiary of Dun & Bradstreet, was J.H. Whitney Co. when it bought first TV station, KOTV(TV) Tulsa, Okla., in 1954. At time it owned nine CATV systems in several states, later sold out on theory future lay in on-air TV.

Two down, one to go

Second of three meetings of Soviet communications officials with U.S. opposite numbers in Washington last week preparatory to World Administrative Radio Conference gave no signs of irreconcilable differences. Third meeting will be in Geneva just before convening of WARC Sept. 24.

A. L. Badalov, deputy minister of communications of USSR, and Glen O. Robinson, chairman of U.S. delegation, participated at Monday-through-Thursday sessions, under State Department auspices. Minister Badalov's group included P. A. Bodganov, O. S. Krapatin and V. A. Sudovtsev, from Moscow, and Y. N. Perepelitsa and V. K. Gorovoy from Soviet embassy in Washington. John Gronouski, chairman, U.S. Board of International Broadcasting, and George Jacobs, director of engineering of BIB and member of U.S. WARC delegation, who has known Minister Badalov for 20 years, were among participants.

Business Briefly

TV only

American Cyanamid □ Sixteen-week campaign begins June 2 for Pine Sol household cleaner in 21 markets during fringe time. Agency: Ted Bates, New York. Target: women, 18-49.

Kelloggs' □ Twelve-week campaign for Salada tea bags begins in early July in day, fringe and prime times, in major northeastern cities. Agency: J. Walter Thompson, Chicago. Target: women, 18-49.

Consolidated Cigars □ Eight-to-10 week campaign for Flite cigars begins in early June during late fringe, day and prime times. Agency: SFM Media, New York. Target: men, over 18.

Standard Brands □ Eight-week campaign for Reggie candy bar begins in early June in 33 markets with fringe and prime times. Agency: Lee King & Partners, Chicago. Target: teens, adults, 18-24.

Union Underwear □ Seven-week campaign for Underoos starts in mid-August in 13 northeast markets during early fringe time. Agency: Wells, Rich, Greene, New York. Target: children, 2-11.

Famous Footwear □ Seven-week campaign begins in late June in 14 markets during all dayparts. Agency: Stephen & Brady, Madison, Wis. Target: children through adults.

Ralston Purina □ Six-week campaign for Cookie Crisp Cereal begins in early July in 60 markets in early morning, day and fringe times. Agency: CPM Inc., Chicago. Target: children, 6-11.

Eastern Airlines □ Four-week

BAR reports television-network sales as of May 13

ABC \$595,551,500 (36.3%) □ CBS \$533,824,200 (32.6%) □ NBC \$510,351,800 (31.1%)

Day parts	Total minutes week ended May 13	Total dollars week ended May 13	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	158	\$ 1,417,100	3,007	\$ 22,862,000	\$ 20,142,200	+13.5
Monday-Friday 10 a.m.-6 p.m.	1,013	18,286,200	19,009	337,806,600	312,861,000	+8.0
Saturday-Sunday Sign-on-6 p.m.	340	8,958,300	6,640	192,470,500	170,504,200	+12.9
Monday-Saturday 6 p.m.-7:30 p.m.	102	5,172,300	1,869	94,075,000	86,513,300	+14.0
Sunday 6 p.m.-7:30 p.m.	25	1,148,800	453	29,999,500	25,018,200	+19.9
Monday-Sunday 7:30 p.m.-11 p.m.	424	48,846,300	7,841	855,628,000	745,570,200	+14.8
Monday-Sunday 11 p.m.-Sign-off	246	6,685,800	4,444	106,885,900	87,823,900	+21.7
Total	2,308	\$90,514,800	43,263	\$1,639,727,500	\$1,444,433,000	+13.5

Source: Broadcast Advertisers Reports

campaign begins in early June in 28 markets during fringe and prime times. Agency: CPM Inc., Chicago. Target: Men, 25-54.

Florsheim Thayer McNeil □ Four-week campaign begins in early June for retail shoe chain in Houston and Minneapolis marking first use of TV by company. Agency: CPM Inc., Chicago. Target: adult men and women.

Elaine Powers □ Four-week campaign for figure salons begins in late June in 15 markets during day and fringe times. Agency: CPM Inc., Chicago. Target: women, 18-34.

3M □ Four-week campaign for Scrub n' Sponge begins in mid-June in

approximately 12 markets during day and fringe times. Agency: BBDO, Minneapolis. Target: women, 25-54.

Totino's Pizza □ Three-week campaign begins in mid-June in 15 markets during fringe and prime time. Agency: Paragon Companies Inc., Minneapolis. Target: women, 25-49.

Midwest Card Co. □ Two-week campaign begins in July offering fund-raising techniques in Chicago, New York and St. Louis during late fringe time. Agency: Vineyard & Lee & Partners. Target: women over 50.

Treasury Drugs □ Two-week campaign in L'Oreal Excellance haircoloring begins in early June in Philadelphia, Pittsburgh, Atlanta and Dallas during fringe, news and morning times. Agency: Marsteller, Pittsburgh. Target: women, 18-64.

Dr. Scholl □ Six- and three-week TV flights for Air Pillo shoe inserts begins in early July in 36 markets during early and late fringe. Agency: N.W. Ayer, Chicago. Target: adults.

Kroger □ Twelve-week TV campaign for supermarket chain starts in mid-June in approximately 50 midwestern and mid-Atlantic markets during fringe, day and prime times. Agency: Campbell-Mithum, Chicago. Target: women, 18-49.

Phonogram Inc. □ Two-week drive for Mercury Records Statler Brothers album

SPECIAL MAIL BID AUCTION

Over the years we have accumulated various pieces of select condition used broadcast equipment we will sell to the highest bidder deadline, July 4th. Send for our listing.

David Green
P.O. Box 590/Leesburg, Virginia 22075. Phone 703-777-8660
broadcast consultants corporation



begins in early June in 12 markets during fringe time. Agency: Marvin H. Frank, Chicago. Target: adults, 18-34.

Pillsbury □ Six-week campaign for Jel Ease, jam and jelly preparation product, begins in early June in about 100 markets during early fringe, prime-access and news programs. Agency: W. B. Doner & Co., Southfield, Mich. Target: women, 25-54.

Frito-Lay □ Seven-week campaign begins in early July for Cheetos cheese snack in daytime and prime-time in seven western and southwestern markets. Agency: Young & Rubicam, New York. Target: women, 25-49.

Radio-TV

Hebrew National □ Four-week campaign begins in late June in three radio and 15 TV markets. TV spots will be in day, fringe and prime times. Agency: Scali, McCabe, Sloves, New York. Target: women, 25-54.

Flav-O-Rich □ Three-week campaign for various dairy products begins in early

June in 22 TV and 92 radio markets across the Southeast. TV spots will be placed in all dayparts. Agency: D'Arcy-MacManus & Masius, Atlanta. Target: women, 25-54.

Olympia Brewing □ Flight of varying lengths will begin on July 23 to introduce Grenzquell, 540-year-old German beer, to



U.S. TV and radio will be used in San Francisco, Los Angeles, San Diego, Portland, Ore., and Seattle as part of campaign expected to buy \$1.8 million by end of 1979. Agency: Scali, McCabe, Sloves, New York. Target: men, 18-49.

Hartz Mountain □ Two-week flight for various pet products begins in mid-June with radio spots in about 20 markets and early and late fringe and prime spots in

Rep:Report

WUTV(TV) Buffalo, N.Y.: To WGN Continental Sales from Bolton Broadcasting.

WVOR(FM) Rochester, N.Y.: To H-R/Stone from Roslin Radio Sales.

WEFM(FM) Chicago: To H-R/Stone from Jack Masla & Co.

WRFY-FM Reading, Pa.: To H-R/Stone from McGayren-Guild.

approximately 30 TV markets. Agency: Cooper Square Advertising, Harrison, N.J. Targets: adults, 25-54.

General Electric □ Two-month "Get Something Extra" major appliance rebate campaign begins early in July in about 50 TV and 20 radio markets. TV spots will be placed in all dayparts. Agency: Sheehy, Dudgeon & Burkhardt, Louisville, Ky. Target: adults.

Iniquis Brands □ Four-week campaign for Champale malt liquor starts in early June in about 40 TV and 35 radio markets. TV spots will be placed in all dayparts except early fringe. Agency: SFM, New York. Target: adults, 18-49.

Revco □ Three-week campaign for drug chain begins in mid-June in 60 markets for TV and 50 smaller markets for radio with TV schedule stated for all dayparts. Agency: Nelson Stern, Beachwood, Ohio. Target: women, 25-49.

Eastman Kodak □ Two- and three-week campaigns promoting Kodak color paper will run on various network prime-time series in periods following Memorial Day, Fourth of July and Labor Day with 30-second commercials featuring 8-year-old Rick ("The Champ" movie) Schroder. Network advertising on radio will supplement TV. Agency: J. Walter Thompson Co., New York. Target: men and women, 18-45.

Noxema □ Three-week campaign begins in mid-June for skin cream in more than 20 markets. Agency: SSC&B Inc., New York. Target: total adults.

Showerings Inc. □ Three-week campaign for new product, Babycham wine, will begin in Detroit for two weeks in June and one in July pending spread of product to other markets. Daytime and prime slots are being sought. Agency: Vansant, Dugdale, Baltimore. Target: total women.

Stokley Van Camp □ Three-week campaign for specialty products begins in late July in 35 markets in South and Southeast. Agency: Handley & Miller, Indianapolis. Target: women, 18-49.

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

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

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

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DELTA IS READY WHEN YOU ARE®



Monday Memo[®]

A broadcast advertising commentary from Peter A. Nelson, executive VP and Chicago division director, Needham, Harper & Steers

Biting the Big Apple from the Windy City

When Foote, Cone & Belding recently announced the possibility that the agency might centralize network and radio-TV media purchases in its New York office, it created quite a stir here in Chicago. Ironically, Needham, Harper & Steers created an equal flap several years ago in New York when we announced a decision to do the opposite: to return our network buying for all Chicago clients to our Chicago office.

Both decisions, I am sure, were the products of reasonable thought processes. Still, the occasion did permit NH&S a chance to review our decision to return the network buying function to Chicago, and to provide an update on the present state of the art.

A little history seems in order here, since at one time we, too, opted for doing our network buying in New York. We took that step then because emphasis at agencies and the networks was primarily on programming. This being true, New York and, to some extent, Hollywood were the primary sources of talent of all kinds.

The significant agency broadcast executives were show-business veterans. People like Nat Wolff, Bud Barry, Dick Pinkham, Lee Rich and others. On the network side there were the likes of Pat Weaver, Mike Dann and Mort Werner.

Then, too, it was quite common for agencies to take programs to the networks—*The Milton Berle Show*, *The Halls of Ivy* and *Schlitz Playhouse of Stars*. Not to forget Arthur Godfrey.

Clients sponsored entire programs—until the day when TV costs began to skyrocket. Then clients became worried at the gamble involved in single-show sponsorship and became more interested in spreading their investments across a variety of shows. Simultaneously, there was an increase in the number of commercials permitted, and along the way came the virtual demise of the two-minute and 90-second commercial and the near disappearance of the 60-second commercial. Although more and more agencies have recently entertained thoughts of moving into programming, by and large the switch from programming emphasis to an emphasis on the shrewd buying of time is universal. In this sense, TV negotiation today is no different from a commodity exchange.

Obviously, the skills required to operate in this new milieu are better satisfied by backgrounds in research and media. This



Peter A. Nelson has spent his entire advertising career with Needham, Harper & Steers Inc. He joined NH&S/Chicago in 1956 in the mail room, and moved steadily upward to assistant account executive, account executive and senior account supervisor. He was named vice president in 1966 and senior vice president in 1973, and elected executive vice president and named to his present post with the Chicago division in 1976.

is not to say program evaluation has gone by the boards; it has, however, taken on a different importance.

Today's key network executives (Fred Silverman notwithstanding) are primarily men with research, media and sales backgrounds. And today's media executives at the agencies are extremely shrewd buyers of television. The overriding reasons for being situated in New York have diminished.

This fact triggered our move back to Chicago three years ago, a move experience has shown was right for us. We're buying at least as effectively now in Chicago as we ever did in New York. In fact, there are some added advantages.

Let me mention a handful:

- It is axiomatic in the business today that the sellers follow the great buyers. So that it is not where the buy is made, it is the quality of the buyer.

- Network buying can be better targeted and more incisive within an environment that involves all the people responsible for an account. For us that means Chicago buying for Chicago counts.

- Our own studies show Chicago agencies perform at least as well as New York counterparts.

- Credentials and systems of the Chicago network offices are superb, easily on a par with the best in New York. These include people and instant access via computer to all the avails at the same time as New York.

- We are always aware of the Chicago network division's desire to increase share. Which prompts them to pull out all the stops to prevent New York from moving quicker.

There is one further subtle advantage we have experienced. We see, negotiate with, and are visited more often by top New York network management than would be true if we were in New York. We are the guys from out of town they have to make a trip to see.

To judge the significance of our point of view, you are entitled to know something of our performance in the market.

In 1979, Needham, Harper & Steers/Chicago will invest about \$128 million in network television for our clients. That's roughly 25% of the total Midwest network TV investment. We are a strong second to Leo Burnett.

Our expenditures are spread over all dayparts: about 45% prime, 29% Monday-Friday daytime, 10% children's and the remainder split among sports, news, late fringe and syndication.

The Department of Network Resources is an entity of 10 specialists within the parent Department of Media Resources at NH&S, which is under the direction of Senior Vice President Richard C. Anderson. Under Anderson's direction, Wes Dubin and Howard Sirinsky serve as vice presidents and associate managers of network resources.

Our commitment to television is substantial. These specialists direct activity involving all aspects of the network purchase, from strategy to performance. They are supported by a media research group, which devotes a heavy amount of time to network TV.

While network buying, Chicago style, may not be for everybody, at Needham, Harper & Steers it is a function that is not only alive and well, but growing to meet the changes and challenges of the 1980's and beyond.

MGM



AN AMERICAN IN PARIS
 THE CAREY TREATMENT
 THE COMEDIANS
 DAY OF THE EVIL GUN
 THE DIRTY DOZEN
 DON'T MAKE WAVES
 GIRL HAPPY
 GOODBYE MR. CHIPS

GRAND PRIX
 HARUM SCARUM
 HEAVEN WITH A GUN
 HOT MILLIONS
 HOW THE WEST WAS WON
 IMPOSSIBLE YEARS
 LADY L
 THE LIQUIOATOR



MARLOWE
 MAYERLING
 NIGHT OF THE IGUANA
 A PATCH OF BLUE
 PLYMOUTH ADVENTURE
 THE POWER
 THE SANOPIPER
 SEVEN BRIDES FOR
 SEVEN BROTHERS

SHOES OF THE FISHERMAN
 SHOWBOAT
 SPEEDWAY
 THEY ONLY KILL
 THEIR MASTERS
 THE 25TH HOUR
 WHERE WERE YOU WHEN
 THE LIGHTS WENT OUT?

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The Professional

Meet the Wolf Lady

Unlike the Wolf Man, Nora Wolf doesn't have time to wait for a full moon. She's a week-end newscaster, a reporter and producer of AP Radio's "Special Assignment" public affairs series. Nora's also a wife and mother *and* about to receive her B.S. from Washington University night school.

This fall Nora will be studying law to prepare for her special interest—reporting on legal issues. Her career began with a series of broadcasting jobs in Virginia. After a stint at another network, she joined AP Radio. We like that. We're like Nora Wolf.

Professional.

AP Radio

Associated Press
Radio Network



Datebook

■ indicates new or revised listing

This week

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

May 30—*International Radio and Television Society* annual luncheon. Broadcaster of Year Award will be presented to Bob Keeshan of CBS-TV's *Captain Kangaroo*. Waldorf-Astoria, New York.

May 30-31—*American Research Foundation* fifth annual midyear conference. Detroit Plaza hotel Detroit.

May 31-June 2—*Iowa Broadcasters Association* convention. Julien Motor Inn, Dubuque, Iowa.

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

June 1—*National Association of Broadcasters* license renewal workshop. Julien Motor Inn, Dubuque, Iowa.

June 1—Deadline for entries *National Commission on Working Women* broadcast awards program. Submissions for programming about working women must have aired between May 1, 1978, and April 30, 1979. NCWW, 1211 Connecticut Avenue, N.W., suite 400, Washington 20036.

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

Also in June

June 3-6—*Association of Media Producers* third annual executive forum. Representative William Ford (D-Mich.) will be keynote speaker. LaCosta Resort, Carlsbad, Calif. Information: AMP, 1707 L Street, N.W., suite 515, Washington 20036.

June 3-6—*International Summer Consumer Electronics Show*, sponsored by Electronic Industries Association/Consumer Electronics Group, McCormick Place, McCormick Inn and Pick-Congress hotel, Chicago.

■ **June 4**—Special meeting, *engineering committee, Association of Maximum Service Telecasters*, in conjunction with Institute of Electrical and Electronics Engineers session on consumer text display systems. Arlington Park Hilton, Arlington Heights, Ill.

June 4-5—20th annual spring conference on consumer electronics, sponsored by *Institute of Electrical and Electronics Engineers*, with special session on consumer text display systems. Arlington Park Hilton, Arlington Heights, Ill.

■ **June 4-5**—*Society of Cable Television Engineers* Region Two meeting and workshop. Holiday Inn Central, Colorado Springs.

June 4-8—*National Religious Broadcasters' Practicum in Religious Broadcasting*. Former FCC Chairman Richard Wiley and pollster George Gallup will speak. Nyack College, Nyack, N.Y.

■ **June 5**—*Radio Advertising Bureau* Idearama-Plus for local radio sales. Registry hotel, Bloomington, Minn.

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

June 5-7—Canadian satellite earth station symposium sponsored by *Scientific-Atlanta* and *LeBlanc & Royle*. Toronto Airport Holiday Inn. Information: Dan-

ny Cornell (416) 677-6555 or Jim Wilson (416) 844-1242.

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

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

June 6-9—*Broadcast Promotion Association* 24th annual seminar. Opryland, Nashville.

June 6-9—*Broadcasters Designers Association* second annual seminar, in conjunction with Broadcast Promotion Association. Nashville. Reservations: Bob Regler, KOLN-TV, Box 30350, Lincoln, Neb. 68503.

■ **June 7**—*Radio Advertising Bureau* Idearama-Plus for local radio sales. Quality Inn, Madison, Wis.

June 7—Second annual Frank E. Gannett memorial lecture, under auspices of *Washington Journalism Center*. Julian Goodman, who retires from NBC May 31, will speak on "The First Amendment as an Absolute." Dinner: State Room, Mayflower hotel, Washington.

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

June 7-8—*National Association of Broadcasters* license renewal workshop. Rock Lane Lodge, Branson, Mo.

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

June 7-9—Upper Midwest Communications Conclave, sponsored by the *Brown Institute*. Radisson Inn Plymouth, Minneapolis. Information: Dick Hansen, (612) 720-2481.

June 7-9—*Alabama Broadcasters Association* spring convention. NAB President Vincent Sasilewski will be keynote speaker. Holiday Inn, Pensacola Beach, Fla.

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

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

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

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

June 8-10—1979 national conference of *Investigative Reporters & Editors*. Mike Wallace of CBS will be keynote speaker. Also on agenda is address by Federal Trade Commission Chairman Michael Pertschuk. Boston Plaza hotel. Contact: Norita Lee, (617) 523-6611.

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

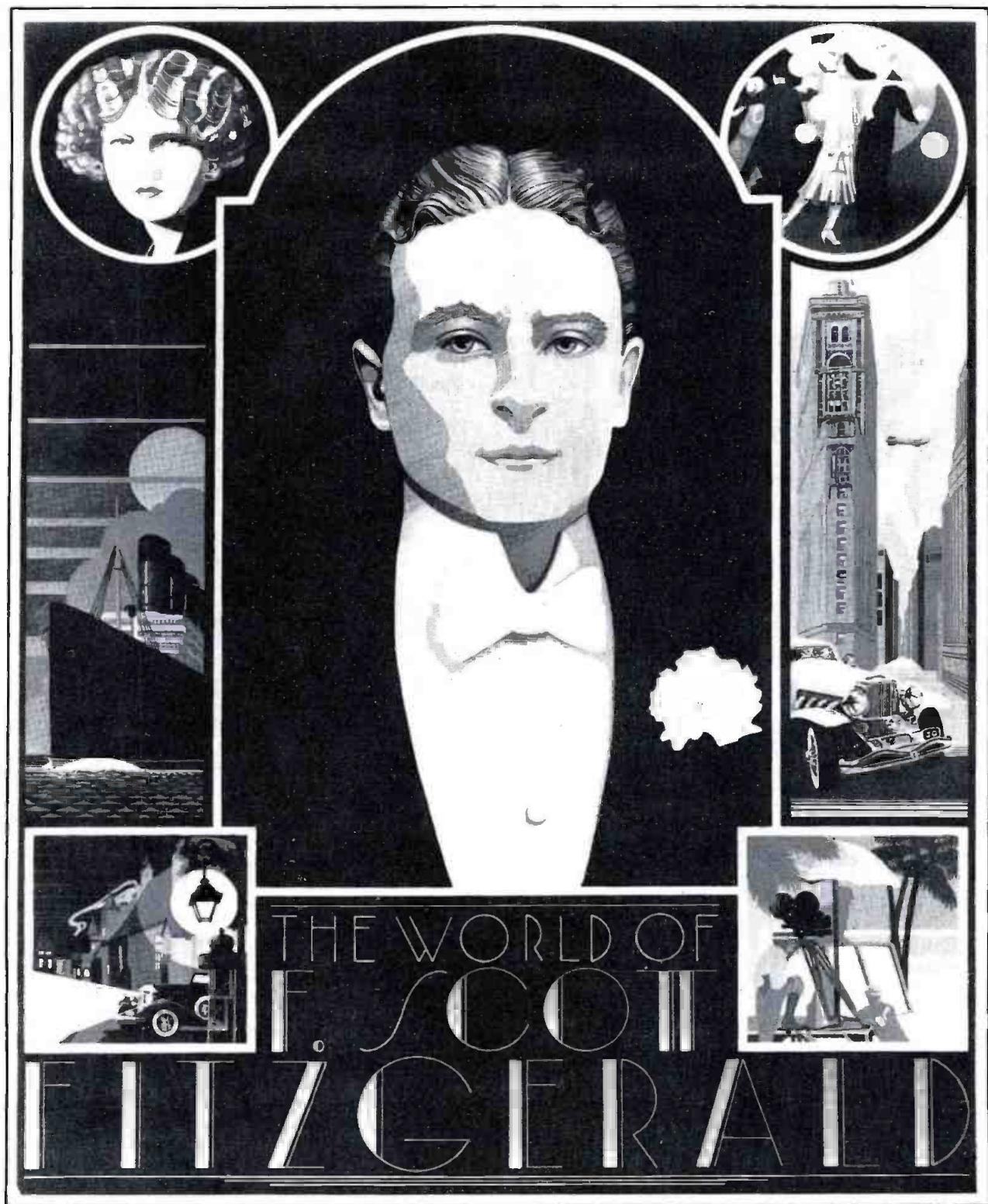
June 10-11—*Montana Broadcasters Association* annual convention. Fairmont Hot Springs, Anaconda, Mont.

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

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

■ **June 11**—New deadline for comments to FCC on FM quadrasonic broadcasting (Docket 21310). Previous deadline was May 16. Replies are now due July 11.

June 11—*National Association of Broadcasters* legal workshop. Airport Hilton, Indianapolis.



The passionate voice of Fitzgerald speaks to America's heart. His life and times speak of our past. We danced with Fitzgerald and his Zelda. We toasted their vivid lives, then despaired at their story. Now, eight one-hour radio programs bring back the heady world of F. Scott Fitzgerald. A fascinating combination of documentary and dramatized short story, each program tells its own Fitzgerald tale. Starring Richard Thomas as the "voice" of Fitzgerald and featuring Barbara Rush, Jerry Orbach, Hugh O'Brian and Studs Terkel.

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PREMIERES THE WEEK OF JUNE 3
ON NATIONAL PUBLIC RADIO

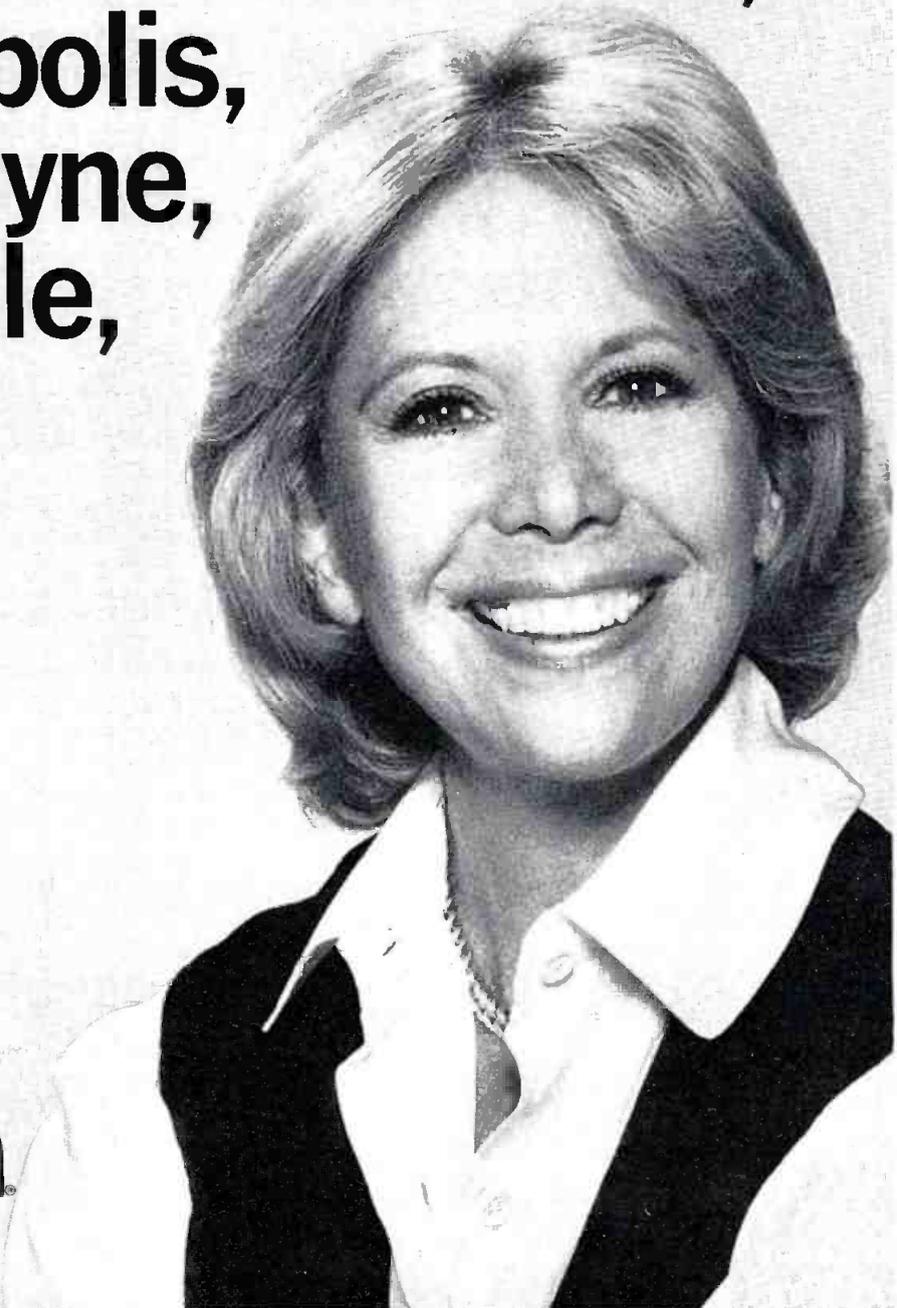
Check local listings for time and station



**Lollapaloosa in Los Angeles,
Pow in Peoria, Socko in St. Louis,
Champ in Charleston, Wow in
Wheeling, Great in
Houston, Cinch in Cincinnati,
Phenomenal in Phoenix, Mighty
Remarkable in Roanoke, Far
Elevated in Evansville, Knock
Terrific in Tampa, Jumping in
Jackson, Hallelujah in
Portland, Oh Boy in
Richmond and Dallas.**

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For details see your Fox representative.

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uis, Fabulous in Flint,
Wichita, Big in Binghamton,
n Greenville, K.O. in K.C.,
ncinnati, Bonanza in Boston,
ity in Minneapolis,
astic in Ft. Wayne,
out in Knoxville,
Jacksonville,
n Hartford,
Omaha,
le in Duluth.



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the all new Dinah show



■ **June 14**—Radio Advertising Bureau Idearama-Plus for local radio sales. Sheraton Motor Inn, Birmingham, Ala.

■ **June 14**—Radio Advertising Bureau Idearama-Plus for local radio sales. Holiday Inn, Muscatine, Iowa.

■ **June 14**—Radio Advertising Bureau Idearama-Plus for local sales. Hilton Airport Inn, Nashville.

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

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

June 14-16—Annual convention, International Broadcasters Idea Bank. Airport Hilton Inn, Memphis.

June 14-16—South Dakota Association of Broadcasters annual meeting. Sylvan Lake in Black Hills, S.D.

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

■ **June 15-16**—Vermont Association of Broadcasters annual meeting. The Topnotch at Stowe.

June 15-16—North Dakota Broadcasters Association spring convention. Lake Metigoshe, Turtle Mountain Lodge, Bottineau, N.D.

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

June 15-17—Meeting of Radio Television News Directors Association of the Carolinas. Tim O'Brien, ABC News, will speak. Santee, S.C.

June 17—Television Critics Association seminar. Century Plaza hotel, Los Angeles.

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

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

June 18-19—Society of Cable Television Engineers

regional technical meeting. Radisson South, Minneapolis.

■ **June 18-20**—California Community Television Association annual spring meeting, Sacramento, Inn, Sacramento, Calif.

■ **June 19**—Radio Advertising Bureau Idearama-Plus for local sales. Americana Inn, Cincinnati.

■ **June 19**—Radio Advertising Bureau Idearama-Plus for local sales. Sheraton Old Town Inn, Albuquerque, N.M.

■ **June 19**—Radio Advertising Bureau Idearama-Plus for local sales. Hilton Inn, Greensboro, N.C.

■ **June 19**—Radio Advertising Bureau Idearama-Plus for local sales. Sacramento (Calif.) Inn.

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

June 19-20—Southern Cable Television Association financial seminar. Host hotel, Tampa International Airport. Information: Ed Frazier, (813) 877-1144.

June 19-21—Armed Forces Communications and Electronics Association 33d annual convention. Sheraton Park hotel, Washington.

June 19-22—Annual convention of National Broadcast Editorial Association. Richard Salant, president of CBS News and vice chairman designate of NBC, will receive association's Madison Award. Menger hotel, San Antonio, Tex.

■ **June 20-21**—Regional meeting, Mutual Black Network affiliates. Holiday Inn City Center, Kansas City, Mo.

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

■ **June 21**—Federal Communications Bar Association luncheon. Speaker: Robert R. Bruce, general counsel, FCC. Capitol Hilton, Washington.

■ **June 21**—Radio Advertising Bureau Idearama-Plus for local sales. Airport Holiday Inn, Los Angeles.

■ **June 21**—Radio Advertising Bureau Idearama-

Plus for local sales. Hyatt Regency, Phoenix.

■ **June 21**—Radio Advertising Bureau Idearama-Plus for local sales. Sheraton Inn-Shenango, West Middlesex, Pa.

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

June 21-24—Oklahoma Association of Broadcasters meeting. Western Hills Resort, Wagoner.

June 22-24—Association of North American Radio Clubs 15th annual convention. Agenda will include discussion of clear-channel issue and feature Gordon Mikkelsen of WCCO(AM) Minneapolis. Radisson Downtown hotel, Minneapolis. Contact: ANRC, (612) 825-6405.

June 22-26—South Carolina Broadcasters Association meeting. Cancun Real, Cancun, Mexico.

June 23-27—Georgia Association of Broadcasters 45th annual convention. Speakers will include Jane Pauley of NBC-TV and Dennis James, game show host. Callaway Gardens, Ga.

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

June 25—Hearings throughout week on public broadcasting sections of Communications Act rewrite, before House Communications Subcommittee. Rayburn House Office Building, Washington.

■ **June 24**—Southern Educational Communications Association board of directors meeting. Century Plaza hotel, Los Angeles.

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

■ **June 26**—Radio Advertising Bureau Idearama-Plus for local sales. Holiday Inn Chicago West, Melrose Park, Ill.

■ **June 26**—Radio Advertising Bureau Idearama-Plus for local sales. Thruway House, Albany, N.Y.

QUALITY TALKS FOR WMQM

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Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

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Continental 
Electronics

Major Meetings

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

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

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

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

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

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

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

Sept. 6-8—Radio Television News Directors Association international conference. Caesar's Palace, Las Vegas. 1980 conference will be Dec. 3-5 at Diplomat hotel, Hollywood-by-the-Sea, Fla.; 1981 conference will be Sept 10-12 at Marriott, New Orleans.

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

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

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

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

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

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

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

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

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

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

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Until now, no one offered the cable system operator a complete, flexible, inexpensive Computerized Business System. Now Station Business Systems, the leader in automated broadcast business systems, presents the new uncompromising Subscriber Business System.

With current systems you had to settle for such limitations as off-site billing, delayed reports, high cost per subscriber . . . and because the selection was limited you had to make compromises, not choices.

Now you can choose the Subscriber Business System that was designed as a result of extensive research. We are a division of Control Data Corporation and we had the resources and expertise available to provide a better system. And we could afford the time to get it right.

We interviewed System Managers, Financial Managers, Service Reps, Industry Consultants and users of virtually every kind of existing system. We then designed the system with the features most Cable System Operators wanted—capabilities to improve billing, credit controls, service scheduling, collection procedures and marketing with high speed and easy operation. You get instant information and complete control of your daily activities—installations, trouble calls, cash receipts, sales promotions and disconnects—all with security and high reliability.

Our Subscriber Business System is completely in-house. We provide the entire package—an attractive mini-computer, terminals, computer programs, training and installation.



There are no lines, no mailing of data, no "turnaround time". You run reports whenever you want them and your system will always be up-to-the-minute.

So don't compromise with systems that can't do it all. For uncompromising solutions, call Station Business Systems. Toll free 800-243-5300. In Connecticut, call collect 203-622-2400.

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■ **June 26**—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn, Dallas.

■ **June 26**—*Radio Advertising Bureau* Idearama-Plus for local sales. Seville Inn, Pensacola, Fla.

■ **June 26**—*Radio Advertising Bureau* Idearama-Plus for local sales. Red Lion Motor Inn, Portland, Ore.

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

■ **June 28**—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn, Cheektowaga, N.Y.

■ **June 28**—*Radio Advertising Bureau* Idearama-Plus for local sales. Sheraton International Airport, Orlando, Fla.

■ **June 28**—*Radio Advertising Bureau* Idearama-Plus for local sales. Hospitality Inn, Grand Rapids, Mich.

■ **June 28**—*Radio Advertising Bureau* Idearama-Plus for local sales. Airport Hilton, Seattle.

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

July

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

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

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

■ **July 10**—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn-Airport, Atlanta.

■ **July 10**—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn-Airport, Denver.

■ **July 10**—*Radio Advertising Bureau* Idearama-Plus for local sales. Howard Johnson's Downtown, Indianapolis.

■ **July 10**—*Radio Advertising Bureau* Idearama-Plus for local sales. New Orleans Marriott.

■ **July 10**—*Radio Advertising Bureau* Idearama-

Plus for local sales. Holiday Inn-Downtown, Portland, Me.

July 10—New deadline for filing comments to FCC on AM clear channel rulemaking proposing to limit the coverage range of existing 25 class I-A stations to make room for additional AM's. Reply comments are now due Aug. 13.

July 11-14—*Virginia Association of Broadcasters* meeting. Cavalier Inn, Virginia Beach.

July 11-14—*Colorado Association of Broadcasters* summer convention. Tamarron, Durango, Colo.

■ **July 12**—*Radio Advertising Bureau* Idearama-Plus for local sales. Carolina Inn, Columbia, S.C.

■ **July 12**—*Radio Advertising Bureau* Idearama-Plus for local sales. Arlington hotel, Hot Springs, Ark.

■ **July 12**—*Radio Advertising Bureau* Idearama-Plus for local sales. Cranston Hilton Inn, Cranston, R.I.

■ **July 12**—*Radio Advertising Bureau* Idearama-Plus for local sales. Ramada Inn, Billings, Mont.

■ **July 12**—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn, St. Louis.

July 12—*National Association of Broadcasters* license renewal workshop. Tamarron, Durango, Colo.

July 14-15—*UPI Broadcasters of Louisiana* annual meeting. Maison Dupuy hotel, New Orleans.

June 14-16—*National Gospel Radio Seminar*. Holiday Inn-Clayton Plaza, St. Louis. Contact: Dave Workman, P.O. Box 22912, Nashville 37202; (615) 256-2241.

July 15-18—*Community Antenna Television Association* annual convention. The Abbey on Lake Geneva, Fontana, Wis.

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

July 15-19—CATA Cable Operators Seminar '79, sponsored by *Community Antenna Television Association*. The Abbey on Lake Geneva, Wis. Registration: CCOS '79, 429 N.W. 23rd, Suite 106, Oklahoma City 73107.

■ **July 17**—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn, Des Moines, Iowa.

■ **July 17**—*Radio Advertising Bureau* Idearama-Plus for local sales. Alameda Plaza, Kansas City, Mo.

■ **July 17**—*Radio Advertising Bureau* Idearama-Plus for local sales. Sheraton Inn, Scranton, Pa.

■ **July 17**—*Radio Advertising Bureau* Idearama-Plus for local sales. Red Lion Motor Inn, Spokane, Wash.

■ **July 19**—*Radio Advertising Bureau* Idearama-Plus for local sales. Little America, Salt Lake City.

■ **July 19**—*Radio Advertising Bureau* Idearama-Plus for local sales. Commodore Perry Motor Inn, Toledo, Ohio.

■ **July 19**—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton Inn West, Oklahoma City.

■ **July 19**—*Radio Advertising Bureau* Idearama-Plus for local sales. Holiday Inn, Fargo, N.D.

■ **July 19**—*Radio Advertising Bureau* Idearama-Plus for local sales. Hilton hotel, Philadelphia.

July 22-24—*California Broadcasters Association* annual meeting. Del Monte Hyatt House, Monterey, Calif.

July 23—Deadline for reply comments on FCC inquiry into future role of low-power television broadcasting and television translators (Docket 78-253).

■ **July 25**—*Radio Advertising Bureau* Idearama-Plus for local sales. Captain Cook hotel, Anchorage.

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

August

Aug. 16—National Association of Broadcasters legal workshop. Sheraton Airport hotel, Atlanta.

Aug. 16-18—*Idaho State Broadcasters Association* convention. Shore Lodge, McCall, Idaho.

Aug. 20-21—*Society of Cable Television Engineers*

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ENVIRONET gives you lively, informative, accurate and highly listenable local weather forecasts and features that will increase your audience share.

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Our ENVIRONET team of professional meteorologists and broadcasters is supported by the largest environmental consulting firm in the country — ERT. Weather, energy, ecology, oceanography — our expertise is in the environmental sciences. We deliver complete weather forecasts and features.

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ERT

ENVIRONMENTAL RESEARCH AND TECHNOLOGY, INC.
696 VIRGINIA ROAD, CONCORD, MA 01742

We asked Americans:

'Who Should Suffer from Future Energy Shortages?'

In a recent poll, Americans supported sharing energy shortages among all groups of consumers:

"Is it your feeling that any cutbacks that come in the use of energy by the American public should be about equally divided between all groups of Americans or is it your feeling that some groups of the American consuming public should have to cut back a good deal more or less than most people?"

Divided equally	65%
Not divided equally	28%
Don't know	7%

Source: March 1979 national probability sample, by telephone, of 1,000 adults. Conducted for Union Carbide by Roger Seasonwein Associates, Inc.

A majority said 'All of Us.'

A majority of Americans believe that all groups in our society should share the burdens of any future energy shortages about equally. They reject the idea that some groups ought to be cut back more, or less, than others. Apparently, Americans have not lost their sense of fairness and shared sacrifice at a time when, as was shown in another Seasonwein poll, 50 percent felt that in the next few months we will be facing energy shortages.

While these questions were part of a survey of American attitudes on energy conservation, they shed light on the related questions of what the public feels is fair in dealing with energy shortages. And in developing public policies for allocating energy in a future shortage, our leaders will have to consider public attitudes as well as such economic realities as the importance of energy resources used as raw materials, rather than fuel.

Energy as a building block.

Most Americans think of energy as a fuel; as a source of heat, light or motion at home and on the job. But energy materials such as oil and gas are also used by companies like Union Carbide as raw materials—feedstocks—for which *there are now no ready substitutes.*

- Petroleum and natural gas provide the basic building blocks for products as diverse as fertilizers, chemicals, plastics, medicines and fabrics.
- In 1976, over 6 million American jobs depended on petroleum and gas feedstocks.
- The value of the products made directly from these feedstocks was \$20.3 billion higher, in 1976, than the value of the feedstocks themselves.
- The petrochemical industry is one of the few U.S. industries to maintain a favorable balance of trade; in 1976 it amounted to \$4.1 billion.

Feedstocks—a small but vital percentage.

Only a small part of America's enormous use of energy resources goes for feedstocks, but that small percentage is vital.

- The oil and gas used for feedstocks in 1976 equaled just 4.1 percent of America's total oil and gas consumption.
- Because there are no ready substitutes, cutting back feedstocks would have more severe effects on our economy than cutting back other uses of energy resources. Many jobs and the availability of essential products are at stake.

Where Union Carbide stands on energy supplies.

Union Carbide now uses about \$2 billion worth of energy resources for fuel, power and raw materials per year, and we have a proven commitment to conserving energy resources and using them wisely. By the end of 1978, we'd reduced our energy use per pound of product by more than 15 percent compared to 1972. And we have recently announced new conservation goals that would bring our 1985 energy use level down *an additional 15 percent*, compared to 1972.

Union Carbide supports public policies, including the use of market prices, that would encourage domestic energy production and conservation. We support policies for dealing with shortages that would share the burden equitably and that would recognize that petroleum and natural gas feedstocks are irreplaceable and vital to our society.

This advertisement is part of a continuing series on public opinions and national concerns. For more information, write for your complimentary copy of "Public Attitudes on Energy Conservation," a report of the nationwide survey.

Write to:

**Conservation
Union Carbide Corporation
270 Park Avenue
New York, New York 10017**





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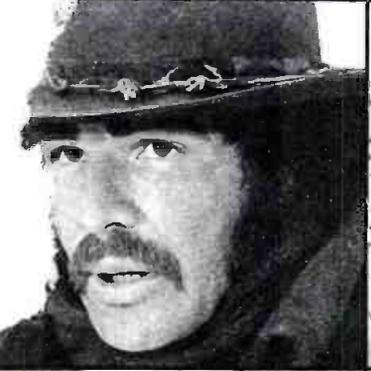
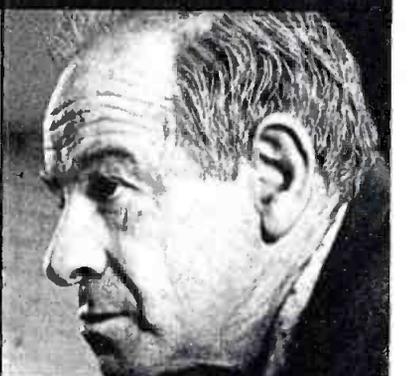
BEN HUR
CATLOW
DIRTY DINGUS MAGEE
GET CARTER
GOING HOME
GREEN SLIME

THE GYPSY MOTHS
ICE STATION ZEBRA
KANSAS CITY BOMBER
KELLY'S HEROES
LIVE A LITTLE,
LOVE A LITTLE
LOLLY MADONNA WAR

THE MAN WHO LOVED
CAT DANCING
THE MOONSHINE WAR
MORE THAN A MIRACLE
PAT GARRETT AND
BILLY THE KID
PLEASE DON'T EAT
THE DAISIES

RYAN'S DAUGHTER
SHAFT
SLITHER
SOYLENT GREEN
SPINOUT
THE SUBJECT WAS ROSES

THE SUNSHINE BOYS
TRADER HORN
WESTWORLD
WHERE EAGLES DARE
THE WRATH AND THE LION
THE WRATH OF GOD
ZIG ZAG



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UA-TV
United Artists
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regional technical meeting. Logan Airport Hilton, Boston.

Aug. 22-25—Michigan Association of Broadcasters annual convention. Hidden Valley Resort, Gaylord, Mich.

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

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

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

Aug. 26-Sept. 2—National Association of Broadcasters sales management seminar. Harvard University, Boston.

September

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

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

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

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

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

Sept. 13-14—Pittsburgh chapter of Society of Broadcast Engineers regional convention and equip-

ment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Sept. 15—Deadline for entries in 14th annual Gabriel Awards of UNDA-USA for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schista, (317) 635-3586.

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

Sept. 17-18—Society of Cable Television Engineers regional technical meeting. Marriott Twin Bridges-National Airport, Arlington, Va.

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

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

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

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

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

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

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

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

Sept. 26-29—Tennessee Association of Broad-

casters annual convention. Opryland hotel, Nashville.

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

Sept. 27-29—Northeast area conference of American Women in Radio and Television. St. Moritz hotel, New York.

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

October

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

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

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

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

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

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

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

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

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

Oct. 15—New deadline for FCC comments on proposal establishing table of assignments for F

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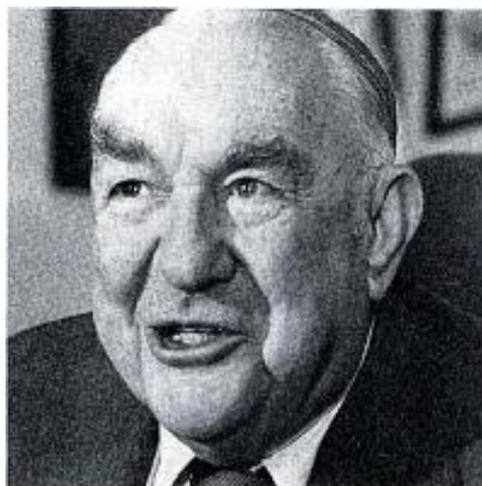
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2



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4



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Errata

In May "Week's Worth," first quarter 1978 revenues of Cowles Communications was mistakenly listed as \$4,645,000. That figure should have been \$3,645,000. That, in turn, means company's first quarter 1979 revenues of \$4,078,000 represented an 11.9% increase over 1978 first quarter.

stations and new classes of stations (Docket 20735). Previous deadline was May 2. Replies are now due Nov. 30.

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

Oct. 15—New deadline for filing comments in FCC's

noncommercial educational FM proceeding (Doc. 20735).

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

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

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

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

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

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

Open Mike

Double time standards

EDITOR: I took a real interest in Bob Greenlee's comments in "Open Mike." I, too, am fed up with the FCC. We have spent the better part of a year and a half trying to get final approval after moving to a new location. First the FCC wouldn't approve the tower height, saying that we could not offer sufficient service to our community. Now, after contracting for use of a much higher tower and apparently receiving the various nods from FCC departments, someone has run up the red flag on the application.

Neither our congressman or senator can seem to get any valid answers, and when I recently called the commission, I was told "it would be inappropriate to discuss this with the applicant."

So—they don't want to discuss it, they don't want to act on it and we just sit here living in turmoil from day to day.

I feel that we should expect the same from the commission that the commission expects from us. When you get a letter from them, you reply on their schedule or get penalized; when they get an application from us, it's on their timetable, not ours.—Chuck Rich, president, WZND(FM) Zeeland, Mich.

Why all the fuss?

EDITOR: In regard to your April 30 editorial for adoption of retransmission consent, perhaps I don't understand the problem.

I don't recall any television station objecting to microwave carriage of its signal so long as the cume was raised. Now satellite comes along, increases the cume even more, and there is a clamor.

Broadcasters have fought cable all the way; retransmission consent is the latest

effort. Apparently only the public likes cable television, and what happens if they get involved and get angered at broadcasters? Would the public file applications for frequencies of existing stations and perhaps take them away from broadcasters by promising to serve more people with more programs through cooperation with cable? That's interesting.—Robert T. McVay KOLI(AM) Coalinga, Calif.

Progress report

EDITOR: As a marathon runner myself, I find it comforting that Congressman Van Deerlin wears New Balance running shoes, has completed a 26-mile marathon, and is moving with "deliberate speed" on the rewrite.

But there's an old saying among marathoners that might easily be applied to his rewrite attempts: "When you've run 20 miles, you're half-way home."—Rich Breiner, assistant professor of broadcasting, Northwest Missouri State University, Maryville, Mo.

Close, but ...

EDITOR: This letter is to correct details in your April 30 story on "Mr. Turner Goes to Washington." Two program series cited in the article are not properly described. Correctly, they should note that *Infinity Factory* was produced by Educational Development Center of Newton, Mass., and *Rebop* by WGBH-TV Boston. National distributor of the series is The Public Television Library division of PBS. TVAC is a program promotion/utilization agency with which we work on the placement of some of our programming on broadcast stations.—Alan F. Lewis, director, The Public Television Library, Washington.

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TOP OF THE WEEK

'The end of the beginning'

The 28th annual convention of NCTA offers up the future for grabs; President Schmidt believes the industry is in the best position for taking it, so much so that he resigns with hopes of getting into ownership

In what was perhaps its third pivotal convention of the 1970's, the National Cable Television Association again made history last week. Not only for itself, but for the broadcasting and telecommunications industries as a whole.

The first of the trilogy was in 1973, in Anaheim, Calif., when Teleprompter and Scientific-Atlanta demonstrated the first transcontinental domestic satellite "spacecast," bringing a message from then House Speaker Carl Albert (D-Okla.) from Washington to Anaheim (BROADCASTING, June 25, 1973). That was the beginning of the satellite revolution that is now all but overwhelming radio and TV communications.

The second was in 1975, in New Orleans, when Home Box Office and UA-Columbia announced the first satellite network (BROADCASTING, April 21, 1975)—the beginning of a pay cable system that now reaches 4.5 million homes, produces some \$450 million a year in revenues and has resulted in the implantation of more than 1,500 earth stations at cable systems from coast to coast.

The third historic moment came last Wednesday (May 23), at shortly after 12:30 p.m. in Washington, 9:30 a.m. in Las Vegas, when the President of the United States addressed delegates to the 28th annual NCTA convention—not only by television, not only via satellite, but in a two-way system that allowed delegates to see and hear him in Las Vegas and him to see and hear them in the White House.

In the words of FCC Chairman Charles Ferris, spoken on the scene to that same NCTA convention audience, last week was "the end of the beginning" for cable.

But the presidential appearance—for all its drama and significance—ranked second to the larger story from Las Vegas: a clear-cut demonstration of what the future of telecommunications will look like. As sketched out by speaker after speaker, there is evolving an almost infinite com-



Going out on a high. NCTA President Robert L. Schmidt, who announced after last week's convention that he would resign as of Dec. 31, received the applause of the cable industry Tuesday night at the association's banquet. At left: NCTA Executive Vice President Thomas Wheeler, considered most likely to succeed Schmidt as president.

munications system criss-crossing the nation, day and night, terrestrially and via satellites, carrying voice, data, texts, entertainment, news, information, education—supported by advertising or for a fee—into most of the nation's homes and places of business. And as there would be an infinite variety of telecommunications consumers, so also would there be an infinite variety of telecommunications suppliers.

The presentation of that vision was no accident. It was the design and—it became clear by week's end—the parting gift to cable of Robert L. Schmidt, the NCTA president responsible for putting on the show in Las Vegas, who submitted his resignation to that organization's board of directors a few hours after the President spoke. As he told BROADCASTING: "We accomplished what we set out to do—to create an increased perspective among cable TV operators of what their future is going to look like, so that they could recognize it and take some initiatives to expand their horizons beyond the rebroadcast of television signals. If they don't, there is a considerable question as to what their future is going to be."

Schmidt and his team succeeded in spades. Not only did they lay out the vision for cable, they laid it out for all the communications world to see. Conspicuously, representatives of two other major industries were in Las Vegas to see it, too: broadcasters, who now own 18% of the cable business and whose fate is inevitably

bound up with that industry's, and the common carriers, who feel they, too, will be playing a role in that future.

Bob Schmidt said he wasn't worried about the competition. "The cable industry has an advantage where it's positioned today. Whether it retains that advantage and increases its own position in the marketplace is a question each of these cable operators and the MSO's are going to have to wrestle with."

(Schmidt said that he would be around to wrestle with it with them, but from the other side of the desk. Although he has not formulated specific plans for the future, first on his list of options is an entry into cable system ownership.)

■ Until the climactic presidential appearance at the convention's close Wednesday morning, the news had all seemed to revolve around Washington, and particularly around two key issues of cable regulation that the industry feels critical to its future. The first is retransmission consent, the proposal advanced by Henry Geller, assistant secretary of commerce and director of the National Telecommunications and Information Administration, that would require cable operators to have prior approval of broadcasters or copyright owners before picking up off-air signals. That proposal is now at work in two official forums: an inquiry before the Federal Communications Commission and in legislation proposed in the Communications Act rewrite now before the

House Communications Subcommittee. Retransmission consent was a specter that haunted every forum at the NCTA convention (see "Special Report," pages 34-55). It was evident that an immovable object had met an irresistible force: Everyone agreed that something has to give.

The most likely give, in the consensus of NCTA delegates, was in the area of the existing 1976 copyright agreement that provides for compulsory licensing and, through a Copyright Tribunal, arranges a schedule of fees. Although no one in cable was prepared to give an inch on the compulsory license front, most of the industry's major figures came away from Las Vegas ready to talk about increasing the payment schedule.

The second key issue was the possibility

that telephone companies—and particularly AT&T, the largest company of them all—would be permitted to enter the cable competition. Such a provision also is contained in the Communications Act rewrite draft legislation, and none of the political figures who spoke on that subject in Las Vegas—conspicuously, rewrite author Lionel Van Deerlin (D-Calif.) and FCC Chairman Ferris—sounded willing to compromise on that point. Both made ringing declarations in favor of an open market and against regulatory protectionism. While there might be a sorting out of roles in the eventual telecommunications universe—with the telephone companies perhaps prohibited from dealing in areas of program judgments—it seemed evident, and they seemed confident, that

their wires, too, would carry the future's signals.

The convention, besides being enlightening, was a commercial success as well. Final registration reached 6,340. On the exhibit side, sales were termed "fantastic." Satellite supplier Scientific-Atlanta, for one, reported \$2 million in commitments made at the show. The exhibit hall was notable for the number of programming entries as well, with everyone from the TV superstations (WTCG Atlanta and WGN-TV Chicago were the most evident) to pay TV and information suppliers reporting brisk interest and/or sales.

Next year's convention is scheduled in Dallas April 13-16—dates that run parallel with the National Association of Broadcasting convention in Las Vegas.

The Carter teleconference: how cable pulled it off

A joint, "pro bono" venture of nine cable TV entities, plus RCA Americom's Satcom I satellite, were responsible for last Wednesday's two-way teleconference between President Carter in the White House and the NCTA convention in Las Vegas. The idea originated with Tom Dowden, a cable industry consultant with links to then candidate Carter's 1976 presidential campaign. It was Dowden's vision, aided by the cooperation of White House communications aide Gerald Rafshoon, that was given the lion's share of the credit last week.

But many other hands were involved. Western Telecommunications Inc. (WTCI) provided the portable earth station uplink on the White House lawn, and video pickup of the President in the Map Room. Scientific-Atlanta provided the uplink in Las Vegas, and Cox Cable's Mission Cable TV subsidiary, from San Diego, provided coverage of the convention floor proceedings. Home Box Office Studios mixed and edited the two feeds for retransmission by RCA's transponder 24 to cable systems nationwide. (The White House uplink was to transponder 20, the Las Vegas uplink to transponder 22.)

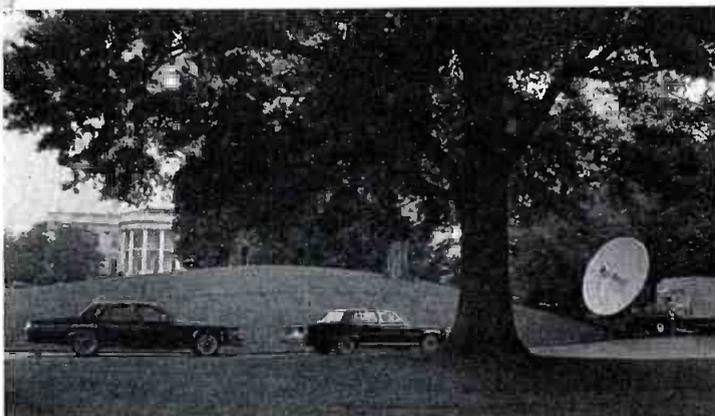
Ted Turner's WTCG(TV) Atlanta superstation also relayed the presidential teleconference live Wednesday morning, via Satcom I's transponder 6, and offered a repeat of the Carter appearance after a sports broadcast that night. Also involved in the distribution pattern: Showtime Entertainment, Christian Broadcasting Network, PTL Satellite Network and Modern Cable Programming. White House TV coordination was handled by Ann Edwards of the press office staff.

Altogether, it was estimated that some 13 million cable viewers, tied in by 1,500 earth stations, were able to receive the teleconference. It was estimated that such a one-time-only teleconference normally would cost from \$50,000 to \$75,000. All of last week's participants donated their time and services.

The production itself went without evident hitch—an outcome no one was willing to predict a week earlier. The White House refused to announce the project until the day before the convention opened and on-scene indications were that it would work. All the elements weren't in place until Tuesday, when a dress rehearsal assured NCTA officials that their risky public venture would indeed fly.

The consensus was that Carter and NCTA had started something new in both presidential and political communications. NCTA President Robert Schmidt, introducing the President, spoke of eventual two-way cable "town meetings" between the President and citizens in their own homes. (Such conversations would be one-sided in the visual sense; only the President's image would be transmitted.) Several existing cable systems have such capability today. One NCTA delegate predicted that last week's teleconference was a precursor of future political campaigning, with candidates able to reach either national or regional audiences at will.

Another observer saw in Wednesday's performance Orwellian shades of 1984: "I got an eerie feeling at the end when the President [in response to the Las Vegas applause] waved to me on that TV screen."





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Jankowski, Backe thumb noses at threats to networks

New technology cannot deliver anything different, or, more important, better, they say

The head of CBS Inc.'s broadcasting operations said last week that new communications technologies—cable, superstations, video cassettes, video disks and the others—“will have little impact on free television as we know it today.” The new media have yet to prove themselves in the area of programming, Gene F. Jankowski, president of the CBS/Broadcast Group, told a gathering of his network's affiliate stations last week in Los Angeles. “People don't buy technology,” he said. “The public is far more concerned with what appears on the screen than how it gets there.”

Playing down the potential for harm to network television attributed to the new media, Jankowski's optimism did not extend to all areas of possible conflict, however, he called the current attitudes in Washington toward the networks an “element that can impact on TV more than the efforts of all the scientists combined.”

The two themes of Jankowski's speech were picked up again the next day by John Backe, president of CBS Inc.

Jankowski delivered the keynote address to the CBS affiliates attending the last of the spring's round of network-station conferences last Monday (May 21). He told the 1,100 persons in the audience that new technologies provide little that viewers couldn't or didn't already have.

“Beyond sports, what do all these extra signals provide? For the most part, old movies, off-network reruns and even some dusted-off old PBS material. If we announced a comparable schedule, some-

one would be calling for a congressional investigation, and the critics would be looking upon television as the light that failed.

“I truly wish that there was an infinite quantity of good programming available, but there isn't.” Jankowski continued, “adding signals to the marketplace will not be adding to choice. Diversity already exists, in terms of offering the viewer a choice of programs. But ‘more’ is not always ‘better,’ and in no way does ‘quantity’ always mean ‘quality.’ And with all the marvels of new technology, no one has figured out how to view more than one program at a time.”

Elsewhere in his address, Jankowski said that the importation of distant, satellite-fed superstations such as WTCG(TV) Atlanta “will have minimal effect on network viewing” and on the viewing of local network affiliated stations. “There may be some impact on the independent stations,” Jankowski said, “and a larger impact on the syndicators.”

Networks and their stations, he said, thrive on the introduction of new programs. “Therefore, I predict that commercial broadcasting—that CBS and its network and affiliates—are well prepared to exist as well in the future as today.

“It's that network pride of programming that convinces me that no matter what the future holds in terms of technology of distribution, no matter whether we have seven or 70 channels available, the network and affiliate partnership approach to broadcasting will be with us for a long time to come.”

The Broadcast Group's president was not quite as enthusiastic about network television's future in Washington, however. He attacked those in Washington who would restructure the existing television system “to serve some supposed social good” and whose “basic approach to business—all business—is that big is bad, that there is something inherently wrong with anyone owning more than one

of anything.”

Among the grievances he cited were efforts ranging from attempts “to ban all advertising to the young, to attempting to regulate the portrayal of women and minorities on television, to asking why networks should be allowed to own television stations.”

In a Tuesday luncheon address, Jankowski's boss, John Backe, who spoke without a prepared text, picked up the technology theme. Introducing two films, pictorial histories of CBS-TV's entertainment programs over the years and of CBS News, Backe attempted to drive home the point that the new media cannot match the programming capability of network television. He said there may be “some stratification, some erosion” of audiences, but “all of those evil things out there” will not disturb the basic nature of network television.

Backe, too, had some choice words for Washington's officials. He said they were “tampering with a very precious resource,” network news. If the networks are hindered by government action, he said, news could well become a casualty. “If we don't do that job,” he asked, “who's going to do it?” He said broadcasters should undertake the “education of the regulators.”

Ferris drags up ghost of vast wasteland past

In Minow-like attack on networks, he tells producers they're being shackled by present marketplace, but technology will set them free

If the creative artists of the television business are the captives of network greed and timidity as they are often pictured, their



Futures assured. “I'm sure, come fall, when the competition heats up, the articles will start again. There'll be more rumors—heads are going to roll, Sixth Avenue's going to have a purge, or whatever. I can tell you from me, from Bill Paley and from the board of directors: Maybe the other networks, but not at CBS. This team stays in place.” So said John Backe, president and chief executive officer of CBS Inc., to CBS-TV affiliates

last week. The men he had in mind are pictured with him here (l to r): Thomas Leahy, president of the CBS Television Stations Division; James Rosenfield, president of the CBS Television Network; Bill Leonard, president of CBS News; Gene F. Jankowski, president of the CBS/Broadcast Group; Backe; Frank Smith, president of CBS Sports, and Robert Daly, president of CBS Entertainment.

rescue may not be far off. A technological revolution now under way could set them free.

FCC Chairman Charles D. Ferris took that word from Washington to Los Angeles and the forum luncheon of the Academy of Television Arts and Sciences, on Thursday.

His theme was one he has struck a number of times since he became FCC chairman in October 1977 and had struck again at the National Cable Television Association convention in Las Vegas a day earlier (see page 36).

Technologies like satellites, fiber optics and video disks are coming on the market, and the commission has no intention of restricting them. "We are becoming more creative at the FCC, because we see things differently than we have in the past," he said in his address to ATAS. "The new technologies offer us a chance for a new television of competition, innovation and diversity."

Ferris's sympathy for the creative artists was clear in a speech that dealt almost as harshly with networks and their approach to programming as did former Chairman Newton N. Minow's "vast wasteland" speech 18 years ago. CBS-TV, whose affiliates met in Los Angeles last week, carried one minute of the speech—much of the portion criticizing network programming—on its evening news show.

Ferris said the writers and producers are

in "a state of cold war" with those who control their work—"market researchers and network executives whose goals are fundamentally different from your own." Indeed, he said, "your best work may be rejected simply because it is too innovative, too daring—in short, too good."

What of the market as a force for generating richer programming? It has not worked, according to Ferris. "It has encouraged sameness and rewarded caution. We have asked for inspiration, and we have received the moral equivalent of *The Gong Show*. The potentially chilling effect of government regulation is more than matched in practice by the chilling effect of the Nielsen ratings.

"The average viewer is a concept created by the commercial compulsion to capture 100% of the audience, down to the last decimal point," he added. "This mindless pursuit has led the networks to round off to the lowest common denominator, to deny the diversity of which we are otherwise so proud, and to justify it all by the law of averages."

In discussing government's role, Ferris may have given a signal that he would be reluctant to grant the recommendation of Action for Children's Television and other citizen groups that the commission adopt rules requiring broadcasters to provide programs aimed at children of specific age groups at different times of the day.

He noted that Congress and the com-

mission have been urged by some to require networks to provide certain types of programs at certain hours. But, he said, "I have grave concerns about government second-guessing of specific network programming decisions." Such power over programming, he added, "most often becomes the power to impose conformity."

The solution he prefers—promoting competing media by making the choices that advance the technological revolution—may deny programmers the big numbers on which network programming lives or dies. Success might mean only a 10% share of the audience, he said.

Gunn proposes multiple services in PBS overhaul

Reorganization would be based on separate network-type services; board ponders his suggestion

The future shape of the Public Broadcasting Service came somewhat into focus last week when the executive committee of the PBS board met to consider the restructuring proposal of Vice Chairman Hartford Gunn's System Planning Project (BROADCASTING, May 21).

The 18-member executive committee

In Brief

Cowles Broadcasting and Central Florida Enterprises have reached agreement under which Central would receive \$1.5 million in partial consideration for **abandoning its nine-year effort to replace Cowles** as licensee of **wesh-TV Daytona Beach, Fla.** Cowles Chairman M.C. Whatmore last week said that parties had executed stipulation of dismissal of Central's appeal of FCC decision renewing wesh-TV's license and denying Central's competing application. Stipulation is to be filed with U.S. Court of Appeals in Washington, which has issued two decisions in case overturning commission. However, Cowles had blocked issuance of court's mandate by filing petition for review with Supreme Court. That petition has been withdrawn. Agreement has not been made public, but besides payment to Central, it is understood to provide for election of Central's president, M. C. Crotty, to Cowles board. Commission official said agreement does not require commission approval, since it "effectuates" agency's decision. Commission has been invited to join in stipulation as party to case. Dismissal of Central's application will become final when stipulation is filed with court. However, court may require commission to resolve some matters dealt with in court's opinion—including mail fraud issue—before affirming renewal of Cowles license.

□

Trading in stock of NLT Corp., insurance holding company whose interests include **wsm-am-fm-TV Nashville, was suspended temporarily on New York Stock Exchange Friday** in heavy trading that culminated from reports earlier in week that NLT might be takeover target of Ashland Oil Co. Stock had moved strongly in preceding days but declined 1-5/8 on Thursday, to 28-1/4, after Ashland denied it had been buying NLT stock and was arranging to buy 3.3 million shares, or 9.6%, from American General Insurance Co. Ashland spokesman declined, however, to say whether oil company was interested in acquiring NLT, and NLT stock climbed sharply Friday morning, with some 483,000 shares changing hands. Last trade before trading was suspended was at 30-5/8, up 2-3/8. NLT issued statement saying it did not know how

to account for activity in its stock, and trading resumed at slightly lower level, in 29½-30½ range. With approximately 34.4 million shares outstanding, NLT market value at 30-5/8 would be about \$1,053,500,000.

□

Federal Trade Commission has ordered **Amway Corp., owner of Mutual Broadcasting, to stop fixing retail and wholesale prices** and misrepresenting profitability of its distributorships. FTC found Amway's claims on amount of money distributors are likely to earn could possibly deceive potential distributors. Commission said Amway career manual implies \$200 is typical monthly sales figure, but average distributor actually sells much less. Other charges in complaint—that Amway-imposed unlawful nonprice restrictions on distributors and company sales plan was "pyramid" scheme—were dismissed. Mutual has applied to FCC for purchase of **wcfl(am) Chicago.**

□

FCC's renewal of **kioi(am)-kioi(fm) San Francisco has been appealed by Community Coalition for Media Change.** Citizen group filed its appeal with U.S. Court of Appeals in Washington. Group had petitioned commission to deny renewals on grounds stations discriminated against blacks in employment and did not meet blacks' programming needs.

□

Gerald Rafshoon Advertising Agency's financing of some **advertising done for President Carter's 1976 campaign, which has been subject of investigative reports in media, is now matter of inquiry by Department of Justice.** Department spokesman Terry Adamson said inquiry began after several reporters brought "certain facts" to attention of department's criminal division. Adamson said reporters did not allege criminal conduct. Gerald Rafshoon, who has been President Carter's special assistant for communications since July, no longer owns agency. His trustee sold it last month (BROADCASTING, May 7).

□

National Radio Broadcasters Association President James Gabbert says his association is **launching offensive against National Telecommunications and Information Administration's FM allocations proposal** for creating new stations. Gabbert says if aim is to create new opportunities for minorities, he would propose creating new commercial outlets from space now allocated for noncommercial part of FM band. **Meanwhile, National Association of Broadcasters**

did not adopt the 54-page plan, which has been in the works for a year, although some points of consensus were reached. Instead a group including PBS President Lawrence Grossman was designated to work with Gunn and refine the plan for the next scheduled meeting, June 14.

The basic features of Gunn's proposal include:

- A single entity, PBS, organized on a functional basis to concentrate on programming and distribution.

- Multiple program service networks under essentially independent operating managements reporting to separate committees of the PBS board. Initially, two program services are proposed: the Basic Program Service (Blue), emphasizing higher quality programming and news, and a joint "Country" or Countrywide (Red), and Home and School Service (Green), the former drawing on regional program activities, station consortia, individual stations and independent producers to do "long-form" and special interest programming, the latter concentrating on services for education and instruction for school and home. By 1981-82, it is expected that the Red and Green services would emerge as separately managed operations.

- A Distribution and Support Service which would be a "neutral" unit providing management and policy determination for the interconnection along with other commonly shared administrative services. Like

the program services, the Distribution and Support Service would operate under an independent management and report to a standing committee of the PBS board.

- The size of the board would be reduced from the current 52 to 27, 14 of whom, including the chairman and one of the vice chairmen, would be lay representatives, while the other vice chairman would be a professional. The present office of a paid vice chairman would be abolished, and the chairman and two vice chairmen would be ex officio members of all committees of the board. The full board would be responsible for corporate and financial affairs, while each of the board committees would oversee the operations of its particular service—Blue, Red and Green, and Distribution and Support.

- Each program service would be headed by a managing director, each having full authority and responsibility to run the affairs of his network, including programming, promotion, advertising, scheduling and related legal activities. This arrangement eliminates an over-all president or chief executive officer.

- A Public Television Center for Planning and Policy would be created, with responsibility for general long-range planning, system research, monitoring of policy issues and legislative representation, and system (as opposed to program) public information and promotion. The center's board of directors would consist

of 17 members, nine of whom would be elected by the members of the center, with a lay chairman being elected by the board from among its members.

The immediate goal of the Gunn plan would be to begin the transition to the new structure about Jan. 1, 1980. The first phase would see the creation of the Blue and joint Red and Green program services, along with the Distribution and Support Service. The Public Television Center for Policy and Planning would be established as soon as possible, probably incorporated as a separate entity. By January 1981 the separation of the Red and Green services would take place, with each service expected to stand on its own financial base one year later, at which time, the Gunn proposal envisions, the entire plan should be in effect.

The System Planning Project further predicts that the proposed structure can be financed within projected levels of member dues and will be able to operate efficiently to keep costs down.

The executive committee agreed there was a need for multiple programming services and a more streamlined board. Committee members expressed some reservations, however, on the lack of a chief officer to coordinate program services, but there was no consensus on exactly what that person's responsibilities should be. There was a general feeling, though, that a final plan was not far off.

has urged FCC to take **go-slow approach** to NTIA FM petition. NAB, in comments last week, said "complex" engineering, economic, social, administrative and legal issues raised by petition should be dealt with in inquiry rather than in rulemaking. NAB said it is not, "at this time," opposing NTIA's proposal to use directional antennas, terrain shielding and reclassification of FM stations to boost number of FM's. But, it added, it needs more information before it can develop positions on what are "generally stated proposals."

□
FCC has denied two petitions—one by National Association of Broadcasters—for reconsideration of commission's amendments to Form 395, annual employment report, which requires breakdown of employes by job categories and race, ethnic groups and sex. Petitions said form as amended did not accurately reflect make-up of station staffs. Commission said petitions did not raise substantive problems.

□
A.C. Nielsen Co. said last week it had **cautioned all commercial TV stations against conducting diary promotions**—that is, urging public to cooperate with audience measurement services—that contravene Broadcast Rating Council policy. Company said that "until all of the legal issues have been clarified" it would not delist violators, as BRC had proposed, but would **flag its ratings reports** with note saying promotion had occurred. This does not apply to simple promotion of station ID's, Nielsen said, since these do not violate BRC policy.

□
For first three weeks (May 2-22) of **May local ratings sweep, ABC-TV** said it had **30 of top 40 programs** and led prime-time averages with 18.4 rating and 33 share, as against CBS's 16.4/29.4 and NBC's 13.6/24.4. Sweep period ends May 30.

□
Offer to install **two-way digital and one-way video earth stations**, at no cost to first 100 cable affiliates of "Digital Video Network" was announced last week during NCTA convention. Team of companies led by Ohio Premium Network envisions using cable systems to provide **coaxial interconnections for data transmission users** for more than half of each day, with **video programming** transmitted rest of day. Group also includes Continental Consultants Corp. and Data Resources Corp., and is prepared to invest \$25 million in project.

□
Satellite transmission of television signals to cable systems moved ahead last week, with FCC approval of applications that had been filed by ASN Inc. and Western Union Telegraph. Approval, granted in routine action by Common Carrier Bureau, involved **distribution of signals of WGN-TV Chicago, WOR-TV New York and KTTV(TV) Los Angeles**, all independents, and follows temporary authorization that had been granted in November. ASN was granted authority to operate as common carrier and to use three channels of WU's Westar satellites from WU's transmit-and-receive earth stations at Glenwood, N.J., Lake Geneva, Wis., and Steele Valley, Calif. Request for fourth channel, for distribution of movies and special events, was denied, because programming would have been provided by ASN's parent, Digital Communications Inc., under name Key Cinema. Commission policy does not permit use of common-carrier facility for noncommon-carrier purposes.

□
National Association of Broadcasters has suggested to FCC that it impose **deadlines on each stage of broadcast application processing** as one means of reducing backlogs in processing those applications. NAB's senior vice president and general counsel, Erwin Krasnow, in letter to FCC Chairman Charles D. Ferris, also suggested clearer instructions on application forms and development of checklist that broadcasters could use in completing applications, also symposium on backlog problem in which commissioners, staff and communications bar attorneys would participate. But single most important step in reducing backlogs in processing radio applications, Krasnow said, is radio deregulation. Krasnow's letter was in response to invitation from Ferris for suggestions on dealing with backlog problem.

□
Treasury Department has dropped case against Taylor Wine Co. for **comparative ads previously labeled "misleading."** Coca-Cola Co. unit had suspended ads which had panel of wine tasters claiming wines were superior to competing brands. Company is undecided whether to resume campaign. **General Mills toy unit, however, wasn't as lucky.** Company will pay **\$100,000 penalty** to settle complaint of false and deceptive advertising and packaging brought by Federal Trade Commission. Company will pay \$90,000 in civil penalties to settle charges that toy horse produced by Kenner Products division can't perform as shown in TV commercial.

Special Report

The NCTA Convention



“In the year 1979, in this 96th Congress, we have a chance that may pass if we fail to seize it. A chance to set free the genius of American brainpower. To enhance dramatically the ability of Americans to share, through new miracles of communications technology. To share not just the entertainment but the ideas and the aspirations of a still young and vibrant people. How shall we respond? By fashioning new layers of regulation, extending and tightening restraints that seemed logical in the face of what was known in 1934? By continuing to look *back* for legal precedents? Or by looking *forward*? Looking forward to an era that will have made this Communications Revolution we’re in fully as significant to America as was the Industrial Revolution of the *last* century.”

Van Deerlin puts cable in a cold shower

In sobering, ‘toughest-ever’ speech to NCTA, he offers a choice: competition or regulation

Representative Lionel Van Deerlin (D-Calif.) has put the cable industry on notice: If it wants the deregulation promised it in the Communications Act rewrite (H.R. 3333), the industry had better be willing to accept “fair competition. Where there is no competition, he says, there will be regulation.

As he warned broadcasters two weeks ago (BROADCASTING, May 21), so did he warn cable that it is at “a crossroads.”

But where the notice to broadcasters was contained in informal remarks at a small

journalism conference in Washington, the warning to cable was delivered in a major speech at NCTA’s annual convention. It was, said NCTA President Robert Schmidt later, “the toughest speech he has ever made to this industry.”

The speech was sufficiently tough and the message sufficiently clear that Schmidt said the industry would have to consider its options. “He’s telling us either to come along or stay out. We’re going to have to sit down and decide what the trade-offs are.”

The choices will not be easy. At issue are proposals (1) to require cable systems to obtain consent of distant stations or the copyright owners involved before

retransmitting the stations signals, (2) to permit telephone companies to offer cable service, including programming, and (3) to permit municipalities to bargain with cable operators in arriving at a franchise agreement.

Cable’s opposition to those proposals, Van Deerlin said, is of a piece with the positions taken by other industries affected by the bill. They sing the same refrain, he said: “All I want is a fair advantage.” He said this of common carriers who want a fair advantage against “that giant villain,” AT&T. Broadcasters, too, he said, “applaud deregulation—without competition.”

He made that point with mocking

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reference to a resolution ABC affiliates adopted at their convention in Los Angeles earlier this month. He noted the affiliates found the present Communications Act "essentially sound" and that rather than a new law, they would prefer "deregulation for broadcasters, plus—oh yes—a few *new* regulatory fences to protect themselves and restrain their competitors, specifically including cable television."

The resolution also called for free use of the spectrum, virtually guaranteed license renewal and legislation barring "frivolous and repetitive petitions to revoke licenses."

"Like so many pious witnesses before our subcommittee," Van Deerlin added, "the organized broadcasters have deplored any proposed departure from the public interest" standard of the 1934 Act." I think we should commend ABC—the industry leader that has just announced record profits—on its deep concern for the public interest."

It is the "public interest" standard, with its lack of definition, that has allowed ABC and other broadcasters "to erect the sturdiest of regulatory fences—something called 'public trusteeship,'" the congressman said.

"And the message is clear," he added: "Television broadcasters—or at least ABC's affiliates—fear *competition* more than they fear *regulation*."

But the NCTA members were unable to savor for long that biting criticism of the broadcasting industry before they heard the congressman discuss cable in the same critical terms.

For "the cable industry," Van Deerlin said, "has come of age. Like your competitors, the broadcasters, you too have discovered how to use the regulatory fence to your advantage.

"Thus," he said, "cable representatives have asserted that AT&T and other phone companies should be barred from offering cable service of any kind. And that goes for *any* size phone company in *any* kind of market. The rationale, he noted, is that telephone companies are monopolies that should not expand their reach to cable services. But, Van Deerlin observed, cable systems also are monopolies.

Besides, he said, H.R. 3333 would increase cable's protection from predatory practices by strengthening the current pole attachment law. What's more, AT&T has shown no interest in providing traditional or pay cable services.

As for H.R. 3333's treatment of state and local authorities in their dealings with cable, Van Deerlin noted that a cable industry representative proposed that municipalities be prevented from negotiating rates with cable operators. That, said Van Deerlin, would be a strange contract. "Would you sign a contract to buy a car . . . from someone who refused to state his price?"

Then there is the program consent proposal. That, he said, involves property rights." For if you use another man's property for gain, he said, "then maybe you should be expected to reimburse the

owner—and under agreed terms."

Van Deerlin recalled that the subcommittee was told that the proposal would "kill" the industry and that it amounted to a solution to a problem that does not exist. Van Deerlin said he agreed in part: "There's no problem for the cable industry. It enjoys an abundance of low-cost programming."

Program producers, on the other hand, he said, say they do not receive a fair market value for their product.

Van Deerlin made it clear cable was paying the price of its success. He said this has been "a banner year for cable," which, he said, he no longer views as "a diminutive David, struggling against an army of Goliaths that include broadcasters, telephone companies, program owners and state and local governments."

He said the industry has achieved 20% penetration. It was the subject of an upbeat story in *Time* magazine. It won a significant case in the Supreme Court regarding access. And, most important, "You've seen the beginning of an end to the FCC's signal carriage and syndicated exclusivity rules that have handicapped your industry

for years."

"Program consent wasn't necessary when cable was a small, mom-and-pop industry fenced in by signal carriage, syndicated exclusivity and countless other rules," he said. "But program consent could be absolutely *crucial* without those restraints.

"I predict that you may come to look upon it not as your death warrant but as your magna carta."

Van Deerlin said a great deal hinges on the ability of the industries involved and the Congress to work together to rewrite the Communications Act. "Were we to maintain all the regulatory fences requested," he said, "each of the industries could claim to be winners." But the losers would be the consuming public, condemned to be served by industries determined to keep the status quo.

"This at a time when the explosion in communications holds a promise of vastly expanded services at ever decreasing costs."

This year, he added, in the 96th Congress, "we have a chance that may pass if we fail to seize it."



Ferris, too, says cable isn't home free

FCC chairman praises its progress, but cautions that the commission won't be erecting protective barriers around this medium, either

For the cable television industry, "the end of the beginning as an independent and creative industry" has arrived. The FCC is whittling away at regulatory restraints (imposed out of concern for the protection of broadcasting), and cable is beginning to provide the kind of "blue sky" services it had long promised. For the future, all it has to worry about is a potential host of competitors and a commission that will cheer the competition on.

That was the message FCC Chairman Charles D. Ferris delivered to NCTA convention.

It was, in one, more upbeat than the one he gave at the NCTA convention in New Orleans last year. Last week, he praised the industry for beginning to turn away from exclusive reliance on the retransmission of television signals. And he noted

that the commission is making good on its promise of a top-to-bottom review of cable regulations—certificates of compliance are no longer required, and the commission is considering the repeal of distant-signal and syndicated-exclusivity rules.

But he said that cable faces competition from an increasing number of sources. Multipoint distribution services (which can be equipped for two-way operation) and pay television are continuing to grow, while television receivers are being improved, and work is proceeding aimed at making UHF technically comparable to VHF and at possibly doubling the number of UHF stations in the 1980's. Low-power television and translators may also be introduced as a means of expanding consumers' choices. Indeed, he warned that cable (and broadcasting) may even "at some future date be faced with competition from a large capacity system of direct satellite-to-home broadcasting."

And, Ferris made clear, the cable industry is on its own. "If a newer company

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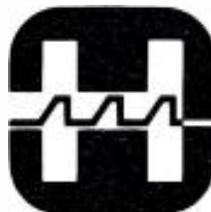
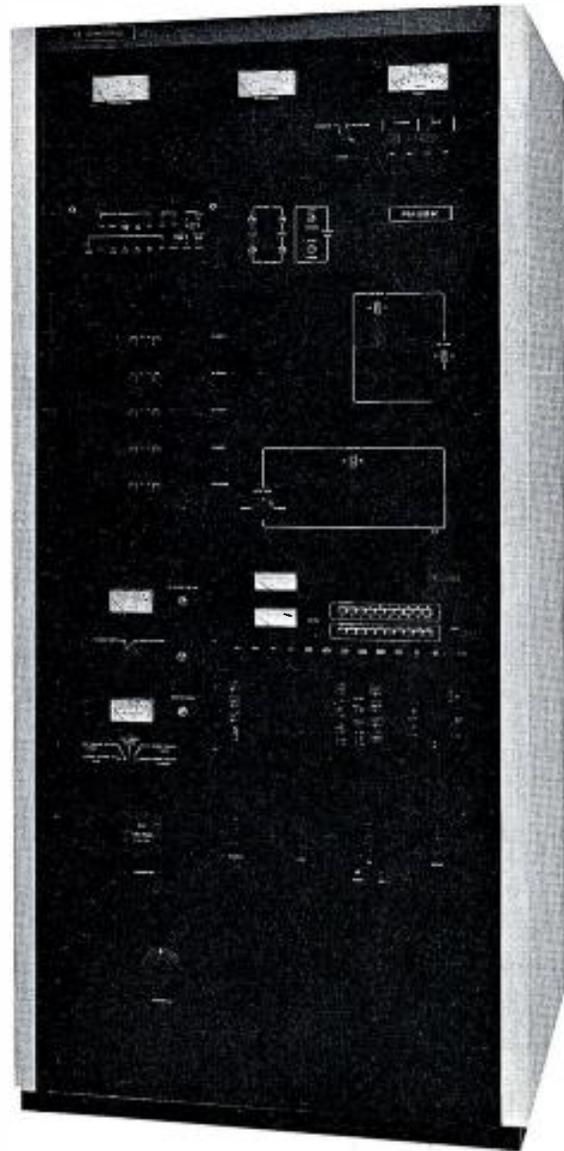
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comes along next year offering your same basic services, plus more original programming, plus teletext and home computer capacity, and perhaps even voice-grade telephone services—all for the same price you now charge—you should not come to us for protection, and expect us to automatically bail you out," he said.

But he seemed sanguine about cable's chances of not only surviving but thriving. The cable industry has two critical advantages over "others" (presumably broadcasting)—expanded capacity and direct payment for desired services.

Ferris predicted the development of additional specialized programming for other groups. "I do not believe the three-network funnel, or even public television, has exhausted all the creative ideas about television left in America."

He listed some of the programming riches he said were available to cable—"at least seven different movie and entertainment packages"; superstations in Chicago, Atlanta and New York, and religious, children's, sports and news channels. "One of the most inventive concepts of all," he said, is C-SPAN, which transmits the televised House hearings to cable systems around the country.

Then, too, Ferris said, there is the combination of satellite transmission and low-cost, receive-only dishes. This "has changed the economics of program distribution in your industry," he said. "The satellite has given the public the option of choosing its video diet from an airborne buffet of selections."

The reality of that was demonstrated at the convention when satellite technology figured in the transmission of a videotaped introduction by House Speaker Thomas P. O'Neill (D-Mass.) of Chairman Ferris and in the two-way teleconference involving President Carter and members of the NCTA (see page 28).

Despite such promise, Ferris said there are a number of areas in which the industry's performance is poor. He said the industry has failed to involve minorities in cable ownership—"You lag far behind the broadcast industry's efforts to fund ownership for new minority entrants"—and in employment. "As a medium of abundance," he said, cable's "potential for service to minorities is great."

In his view, some of cable's programs look too much like television and Hollywood entertainment rather than originally produced entertainment. He described the industry's plant as inadequate. Only one quarter of the country's cable systems have the earth stations to receive satellite-transmitted programming, and more than 60% of the systems have only 12 channels to carry programming and other services.

And, he said, systems are still scarce in big cities and rural areas.

What's more, Ferris expressed the hope that the Supreme Court decision overturning the commission rules requiring cable to set aside access channels for the public does not mean that the industry will ignore an opportunity to market cable as "a low-cost vehicle for increased local programming."

Cable should not allow broadcasting to monopolize the use of "localism" as a claim to distinction: "You have found that there are unsatisfied national specialized audiences. But you may also discover that your local community is also an unsatisfied specialized audience."

Nor was that the last of his hopes for and suggestions to the cable operators. He urged them to consider the growth potential for cable radio—through original programming as well as the importation of signals—and to "vigorously study and test delivery of two-way interactive services." That, he said, may be the area where cable's "greatest contribution and competition may come."

Interestingly, in urging boldness and a willingness to take risks on an audience of cable television operators, it was a broadcaster he cited as an example—Ted Turner, of WTCG(TV) Atlanta. "It was not," he said, "a cautious and retiring man who decided to become a superstation," a remark that drew one of the three bursts of applause that interrupted the speech.

"Ted Turner has precipitated many recent interesting discussions for my colleagues and me," Ferris said, in a bit of understatement. (Some of them possibly involve the controversy over retransmission consent, an idea introduced in major part because of concern over superstations.)

The problems, the chairman added, "are created by sparks of energy and ensuing changes in old markets, and older ways of thinking." And while he cannot predict the outcome of the commission's deliberations, he is not, he said, "adverse to spending my time with the fallout from the advent of new and precedent-breaking services."

In any event, Ferris said, the future course of the commission in dealing with such matters is clear. It will no longer "be an arbiter of competing private interests, but rather an advocate of the public's interest in more and diverse video service."

Geller and his retransmission consent get raked over cable's coals

In the lion's den of the NCTA, NTIA chief defends his idea, which he admits might not work, against charges that it favors producers and might be withheld

Not unexpectedly, Henry Geller, assistant secretary of commerce and head of the National Telecommunications and Information Administration, found himself and his retransmission consent idea the subject of unfriendly fire at the NCTA convention last week. Geller was described as a tool of Jack Valenti, president of the Motion Picture Association of America, and the proposal a candidate for the "garbage heap."

For his part, Geller said his critics were speaking an Orwellian tongue in which "war means peace," or regulation, non-regulation.

The forum for the exchange was a panel on "Signal Carriage and Copyright (Here we Go Again)." The session served to underline how controversial the proposal has become, among cable interests.

Because the cable industry sees retransmission consent as certain to stunt its growth, if not kill it, it was unlikely that Geller moved anyone in the audience when he said: "You'll be all right. You have something most valuable to bring to the American people. You can stand on your own feet and bring diversity to the American people." As Geller has proposed it, existing systems, most of them located in smaller markets, would continue to operate under regulations now on the books, including the compulsory license fee provided in the Copyright Act



Getting in the lion's den. The retransmission consent argument dominated a panel featuring (l to r): Alan Pearce, economist; Henry Geller, National Telecommunications and Information Administration; Harold Farrow, attorney and Mary Lou Borg, a member of the Copyright Royalty Tribunal. At her left is Russell Karp, Teleprompter, the moderator.



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of 1976. But as new systems were built in the larger markets, they would be required to obtain consent from distant stations or the copyright owners involved before retransmitting the stations' nonnetwork programs.

The heaviest assaults on the plan came from Harold Farrow, an Oakland, Calif., attorney specializing in cable television, and Alan Pearce, a communications economist who was on the FCC staff for several years in the early 1970's.

In Farrow's book, the retransmission consent plan is really Valenti's. "Henry is just dancing to his tune, that's all." He said the MPAA "fought cable until it was sure [the motion picture companies] could make money [from pay cable]. Now [Valenti] wants to go back and redo the whole cable industry."

"The ink wasn't dry" on the compromise among cable interests and the MPAA that led to the compulsory license provision of the Copyright Act before, Farrow said, "Valenti wanted to squeeze a few more dollars out of this. He couldn't go to the FCC [whose economic inquiry was indicating cable did not harm broadcasters], so he finds Geller and the Department of Commerce."

"Valenti's clients and Geller deserve each other," Farrow said at another point.

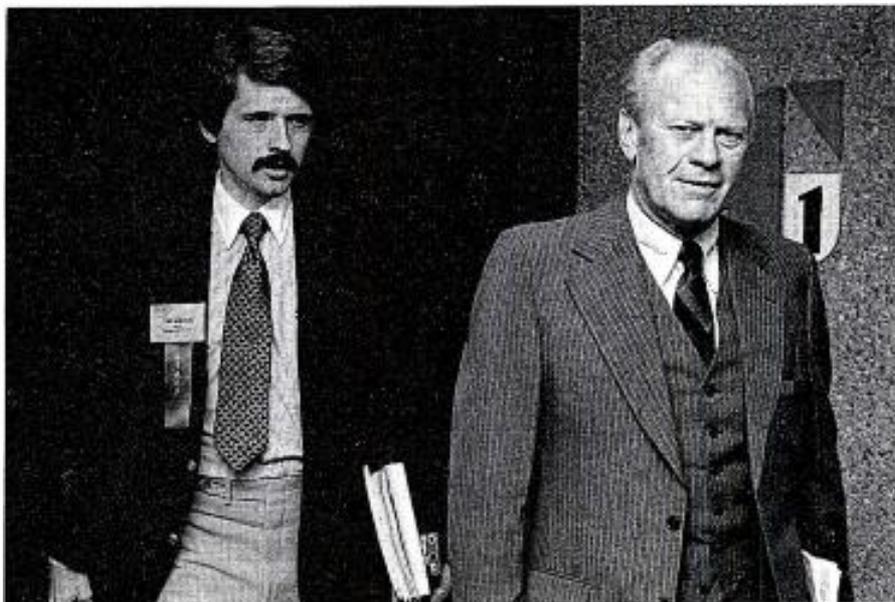
"They are a threat to the public interest. Retransmission consent is nothing more than an anticompetitive interference in the free market."

It was Pearce, a former colleague of Geller's when both were at the commission—Geller, a former FCC general counsel, was an assistant to then-Chairman Dean Burch at the time—who would consign the plan to the "garbage heap." If it and the version that appears in Representative Lionel Van Deerlin's (D-Calif.) Communications Act rewrite are not disposed of in that manner, he said, "the cable industry will face its biggest freeze since the late 1960's." He said neither the broadcasters nor the copyright owners involved would give the necessary consent.

"But for the fact that Henry is promoting the idea"—an idea, he noted that Geller had originally conceived when he was with the commission in 1968 and that the commission, with Geller's concurrence, later abandoned—"it wouldn't be given any attention. He's given enormous credence," Pearce said. "Congress and the FCC listen to him, and take the idea seriously."

Pearce left no doubt about his respect for his old "mentor and colleague" at the FCC. But he also made it clear he could not understand Geller's action in "pro-

Ford with NCTA Executive Vice President Tom Wheeler



Metaphorically speaking. Former President Gerald Ford last week saluted the cable television industry as one "about to take off." But in seeking regulatory change, CATV operators ought to be aggressive while not going overboard, he said. "You can't sit back and wait and win," Ford said in his keynote address before the NCTA. However, he added later, in seeking regulatory revisions, it is better to "use a scalpel rather than a sledgehammer."

Ford said that the cable industry has "some big chips on the line" with "deregulation high on the front burner" in Washington. He characterized CATV operators as "part of the most overregulated industry" in the U.S. and perhaps the world. And to suggestions that regulation be turned away from the federal government and given over to local and state authorities, he said he shares the CATV industry's concern.

As for the current thrust toward deregulating the communications industry, Ford claimed some of the credit for his administration. His staff, he said, made studies that helped lay the groundwork. In taking credit for deregulation, in a speech that concentrated less on communications than on inflation, energy, the proposed SALT treaty, and his new book, "A Time to Heal," Ford's remarks had the ring of a candidate's. He went out of his way, however, to disclaim any ambition for a return to the White House.

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moting the business interest of Valenti and [National Association of Broadcasters President] Vince Wasilewski."

Nor was that all the negative comment. Mary Lou Borg, a commissioner of the Copyright Royalty Tribunal, said she had no "vested interest" in the matter but would recommend against changes in the compulsory license system adopted by Congress in the 1976 Copyright Act, at least for the time being. Determine if changes are needed after the \$12 million to \$15 million that has been collected from cable systems is distributed to copyright owners next year, she said. "If anyone proves it doesn't work, I'll be the first to say let's try something else."

Russell Karp, president of Teleprompter Corp. and moderator of the panel, said to Geller: "You're three years behind the time; Congress has already spoken [in the Copyright Act]."

And from Turner Communications' Ted Turner, who was in the audience, Geller heard that the proposal should be called retransmission denial, considering the attitude Turner encounters on the part of copyright owners and sports entrepreneurs when seeking rights for WTCG(TV) Atlanta.

Against such criticisms, Geller stood firm. Indeed, he showed a flash of uncharacteristic anger when he said of Pearce and Farrow: They wouldn't "recognize a market if it hit them in the face." He had argued that the necessary mechanisms can be developed, as they were in the case of pay cable. "No one skewed the market for you in pay," he said. "You don't get pay with a compulsory license. Learn from that in advertising-based programming in major markets." The compulsory license, he said, is also government regulation. Get rid of it, he said, "and stand and bid in the marketplace."

As for the 1968 proposal, he said, "Conditions have changed. Broadcasters are willing to try. The cable industry can create its own broadcast outlets. Nothing would stop a Teleprompter from doing that. You have satellites. You have people who can be middlemen. There is product. This can be worked out in the marketplace."

But Geller left the audience with two thoughts to ponder:

First, he made it clear he was offering no guarantees; he discussed the possibility that cable might not survive under retransmission consent. "Suppose it doesn't work out," he said. "Do you skew the market for cable? Or do you go where you do fit the market, which is pay?"

Second, he warned that the "anomalies" he said the present system creates, could add up to bad news for the cable industry. He mentioned the ability of UHF stations to obtain exclusivity rights to programming with respect to other stations in the market but not cable systems. He also hypothesized that sports entrepreneurs might be unable to maintain a local blackout of coverage of events they produce because of cable systems importing coverage from a distant station.

Such "anomalies," he said, could generate government intervention.

Retransmission consent: Hollings in favor of go-slow approach

Communications Subcommittee chairman wants to be sure that result wouldn't be diminished service to public

Calling himself—in the wake of his experience with airline deregulation—a "born-again deregulator" who doesn't want to see his efforts backfire, Senate Communications Subcommittee Chairman Ernest F. Hollings (D-S.C.) told the NCTA last week that his side of Congress doesn't "have our mind made up" on the "program consent" proposal offered in the present House version of the Communications Act rewrite.

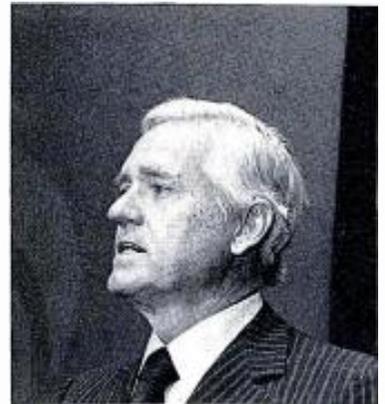
Hollings made it clear that questions remain to be resolved on both sides of the controversial idea, which would require that cable operators obtain broadcaster or program owner permission before importing distant signals. Added to that, he said, are questions about the copyright fees cable operators would have to pay for retransmission.

While the Senate's rewrite has no comparable "program consent" provision, Hollings said he expects the issue to be raised in his hearings. Regarding the equity of present copyright fees, he asked: "Who is being harmed? Is there a crisis? Or should we just wait" to see if the Copyright Tribunal works things out?

On one hand, Hollings said he doesn't want a fee approach "to provide food stamps for the motion picture industry." And he said that efforts must be made to guarantee that fees won't mean the curtailment of service in smaller cable markets.

On the other hand, if CATV operators aren't paying enough, Hollings said that perhaps the Judiciary Committee, which has jurisdiction over copyright law, should look into it.

Those were among the reasons Hollings said his subcommittee wants to be "very



Hollings

careful" in "analyzing the recoil of that retransmission consent" to make sure the result, as in the airline case, would not be diminished service in some cases.

Nevertheless, Hollings did throw his support behind deregulation, claiming that "regulation is often the problem, not the company being regulated." As an example, he cited the FCC economic inquiry that shows cable has "no appreciable effect on broadcasting." The senator received applause when he said that "at long last" the 1972 FCC rules on cable "are on their way out." Hollings also drew applause when he told the cable operators that "we have no idea of passing laws to make you common carriers." He did stress, however, that CATV should consider "a reasonable access standard."

The senator also sought to still cable operators' fears when he reminded them that AT&T Chairman Charles Brown has volunteered that his company would accept a statutory restriction against competing in cable programming. He noted that there are those who would see AT&T's entrance into that field akin to "inviting a giant gorilla into the parlor of competition."

Hollings said he hopes that AT&T's amenable attitude continues when other issues, hitting closer to home, are reached. He added that AT&T hasn't given any indication that it's willing to accept limitations when it comes to providing informational services.



Me, too. Senate Commerce Committee Chairman Howard W. Cannon (D-Nev.) (at left) last week told the NCTA, meeting in his home state, that he hasn't made up his mind on retransmission consent and that he isn't sure whether the copyright fee structure is adequate. Similar words came later from his colleague, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.). But on a couple of counts Cannon did seem certain: "Cable has a great deal going for it. And now is not the time to revive the charge that you are pirates and that the copyright fee should not be re-examined. Such would not be in cable's interest and it definitely would not be in the public's interest. However, he said he believes "it is in everyone's interest to raise the question whether the copyright payments are adequate." Still, the senator admitted being "hesitant to suggest that we re-open decisions made such a short time ago" without "any real experience with the present copyright process."

Congress talks to cable

Swift is critical of copyright, Pressler says he'll face up later to retransmission consent; Leland urges greater involvement by minorities, Rose hands out thanks for support of C-SPAN

Three phrases—"deregulation," "marketplace" and "public interest"—are "running around town a lot" in Washington these days, noted Representative Alan Swift (D-Wash.), a member of the House Communications Subcommittee, in remarks to the NCTA convention. The trouble with each of those concepts is in trying to define them, he said, advising his cable listeners "not to get carried away with those phrases unless you know precisely how they're being defined by the people using them."

His own definition, he said, translates to believing that "nothing should be done to prevent cable from getting over the hump," but "not at the expense of other concerns." Swift was specifically critical of the amount cable currently is paying in copyright fees, noting that a television station in Los Angeles pays some \$3 million a year for the rights to broadcast a single syndicated series (*Laverne and Shirley*) while the entire cable industry compensates copyright owners at the rate of \$14 million a year. Speaking of the retransmission consent proposal on the one hand, and the question of telephone company entry into cable on the other, Swift indicated he would be in favor of grandfathering signals now picked up by cable but that he would permit telco ownership if conventional cable had passed up a right of first refusal in wiring a market.

Swift's were the most specific of comments made by three representatives and one senator who appeared at an NCTA session last Monday. Senator Larry Pressler (R-S.D.), a member of the Communications Subcommittee, said that although neither of the two bills of which he is a co-sponsor (S. 611 and S. 622) provides for retransmission consent, he anticipates having to deal with the matter on relay from the House. He positioned himself as "concerned about media monopolies." Representative Mickey Leland (D-Tex.), the member of the Congressional Black Caucus detailed to monitor communications legislation, commented on the few black faces in his audience and said that cable must "get black folks involved in this industry." He said he was aware that broadcasters were "bringing power against you to maintain their monopolies," and expressed a willingness to help as long as his principles were not compromised. But "when I help you, I want you to help me, too," Leland said.

Representative Charles Rose (D-N.C.), chairman of the Speaker's Advisory Committee on Broadcasting, complimented the cable industry for its support of C-SPAN, which now distributes TV coverage of the House via cable to six million homes.



Congressional perspective. These four members of the House and Senate appeared before the NCTA convention last Monday to bring "Fresh Visions" from Washington. L to r: Senator Larry Pressler (R-S.D.) and Representatives Mickey Leland (D-Tex.), Charles Rose (D-N.C.) and Alan Swift (D-Wash.). At right: NCTA Executive Vice President Thomas Wheeler, the moderator.

Murphy: copyright is the answer

Although House Communications member can't make it to NCTA, his remarks do; they hold that a new formula for payments is preferable to Geller proposal which, says congressman, would 'rarely, if ever, be granted' to cable TV

One of the clearest delineations of the retransmission consent dilemma wasn't heard by the NCTA audience for which it had been prepared last week. Representative John Murphy (D-N.Y.), a member of the Communications Subcommittee who was to have appeared at a congressional panel last Monday (story this page), remained in Washington to manage Panama Canal legislation. Among the things he would have said, had he been there:

"The revision of the copyright act, which culminated 20 years of congressional work, established a formula pursuant to which cable systems would pay for the retransmission of the broadcast signals which they were then authorized to carry by the FCC. The act also stated that if the commission were to authorize the retransmission of additional signals, the copyright tribunal could, upon petition by a copyright owner, establish a new formula for the new signals. Since the FCC is now deregulating cable, we may anticipate that new signals will be added and that there will be a petition for a new formula to cover them.

"The copyright act is a work of the Congress. The payment formula for retransmission of broadcast signals reflects, however, the prior agreement of the cable industry, the broadcasting industry and the copyright owners. Congress did not impose the formula but adopted it as worked out among the parties. It is not contractual in the legal sense, but it does reflect the understanding at the time of the parties with an economic stake in retransmission. Last year, the cable industry paid approximately \$12 million into the pool. If this is abysmally unfair, essentially

a free ride, as the motion picture industry contends, the immediate question I have is: Are the parties to the agreement that gave rise to the formula willing to reopen it, work out a new formula, and together seek new legislation to embody it in the copyright act?

"I raise this question in part because I think the formula should be fair. The cable industry is now maturing and should be prepared to pay fairly for its material. I also raise the question because I think the idea of a formula is a good one. It insures mandatory licensing. If retransmission consent is required, I think that consent will rarely, if ever, be granted. The broadcasting industry will refuse consent in order to stifle cable as a competitor. And a majority of the copyright owners will refuse consent because they prefer to deal with the broadcasting industry on the basis of long-range exclusivity. If consent is not forthcoming, the cable industry will be denied access to a large body of program material. And if it is denied access, cable will lose some of its attractiveness to subscribers. The result may well be that cable growth, particularly in our larger cities, will come to a halt and that cable will never be able to fulfill its ultimate promise. Public policy must prevent that result."

On other policy matters now confronting the cable industry, Murphy declared himself: disappointed that cable's vision remains largely "blue sky," but committed nonetheless to "a favoring attitude" toward the medium in hope that it will fulfill that promise; against artificial barriers barring AT&T or independent telephone companies from competing with the present cable industry, but concerned that such competition be truly competitive; persuaded that even if telephone companies do re-enter the cable business, they should not be permitted to exercise program judgments ("the principle of separation—a principle with which the cable industry will also have to conform when it comes of age," the congressman noted in

his remarks—as it were, leaving behind him an undetonated threat of common carrier regulation). Murphy also expressed sympathy for the arguments of sports leagues that cable retransmission of distant events is hurting some home team attendance. But he said the facts of those assertions remain unclear. “If [the sports leagues] can sustain a proper burden of proof, Congress will not turn a deaf ear,” he said.

The liveliest act in Las Vegas: McLuhan, Nader, Turner, Ross

Gobbledygook from a futurist, tirades against the networks from an activist, dire warnings about ‘enemies’ from a broadcasting ‘maverick’ and some give from AT&T

Marshall McLuhan, the “Medium is the Message” futurist out of Canada, laid some of his imponderables on more than a thousand cable convention delegates last week: “The present is the future of the future,” and “the cause of the Civil War was the telegraph.” Ian Ross, president of Bell Laboratories, was a model of clarity by comparison, but he too left some ambiguities behind, along with what seemed like the assurances a cable industry worried about Ma Bell wanted to hear. Only consumer activist Ralph Nader and Ted

Turner, president of Turner Communications, seemed uncomplicated. They were down on the broadcasting establishment—and Turner, as well, was down on politicians pushing the retransmission consent proposal.

All were members of what had been regarded in advance as the premiere panel of the National Cable Television Association’s convention in Las Vegas. (A fifth advertised member, Gerald Rafshoon, special assistant to the President for communications, canceled out because of other duties.) Their subject: “The Future in Communications.” But no more than do most convention panels with such titles did this one fulfill its promise.

After McLuhan had left his audience baffled and bemused with his observations, NCTA President Robert Schmidt, moderating, attempted to pin McLuhan down with a meat-and-potatoes type of question of concern to his constituents: Considering the congruence of various types of telecommunications technologies, would it be possible for cable television to deliver services in competition with AT&T? The answer included such observations as the incompatibility of the charismatic leader with democratic government and the conclusion that “moral judgments are not part of the study of effects.”

Later, Schmidt went over the same ground with Ross, who in his set piece had talked of some of the wonders being uncovered and developed in the Bell Labs—of light wave communications and the capability of bringing the information age into the home and the office. The answers were not entirely reassuring.

Ross recalled that AT&T Chairman

Charles Brown, in his testimony before the House Communications Subcommittee on the Communications Act rewrite (H.R. 3333) had said the company was not interested in supplying entertainment. But he also noted that the problem may come from the other side: “CATV may want to get into broader areas of service—and then we may find ourselves in competition.”

Schmidt tried again: “We’re very threatened that the definition being circulated by Brown doesn’t go beyond television programming and the rebroadcast of television service.” To which Ross said he did not see any reason for the cable industry to feel threatened since it was not in other businesses. But, said Schmidt, the cable industry is.

Ross did provide an unequivocal answer that seemed to please Schmidt when the NCTA president asked whether AT&T would accelerate the depreciation of its plant and replace copper wire with fiber optics “to accommodate the kind of demand we will have.” The cable industry, while fearing AT&T as a competitor, acquires much of its plant from the company. “Nothing will prevent us from putting in the broadband facilities that you need, and we need,” Ross said. Schmidt regarded that as significant, in view of Ross’s earlier statement that, “by the end of 1980,” AT&T will have installed a fiber optics system in Atlanta for use in providing interexchange telephone service.”

Later, in response to a question from the floor, Ross provided another answer that might have reassured an audience whose members have long assumed their final battle with AT&T would be over ownership of the “one wire” into the home that



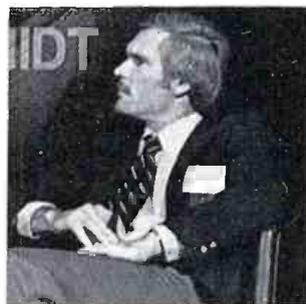
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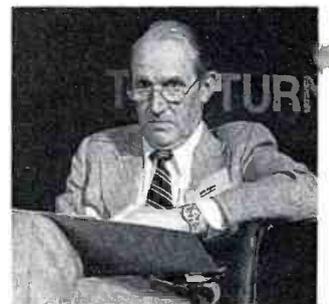
Nader



McLuhan



Turner



Ross

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would contain telephone, television and other telecommunications services. "There's nothing magic about one channel into the home," he said. "I don't think AT&T has a policy on this."

Nader attacked the broadcast networks, wearing the hat of the leader of the umbrella organization that now includes the National Citizens Committee for Broadcasting. His concern was for what he considered the networks' failure to provide sufficient news and news documentaries, specifically in connection with the Communications Act rewrite or communications technology.

He noted that NCCB had written the networks asking for news coverage of those subjects in prime time over the summer, and had been turned down. Except for a report on the rewrite on ABC, there has been nothing. The ability of an industry "to fulfill its own prophecy" regarding communications legislation "by simply not informing the vast audience about it is an awesome power." It raises the question "of the kind of access" the public will have to the broadcast medium, he added.

Nader is advocating "access that goes beyond the [FCC's] fairness doctrine and right of reply" regulations—the kind of access where members of the public would have reserved time on radio and television to present any kind of programing they wish.

It was clear one subject he would expect citizen groups to address is the rewrite. "Not one person in 500 knows about the Communications Act rewrite," he said. "That's not only a burden on the media but a reflection that broadcasters are going to get their way on too many issues."

Turner, whose individualism has caused the broadcasting establishment to regard him, as he said in Las Vegas, as a "maverick," appeared to be regarded by the cable operators as one of their own. He is providing programing for them through satellite-distributed WTCG(TV) Atlanta, and their fights are becoming his.

He lashed out at an unnamed "film company with major interests in STV"—he said later he means Norman Lear, who has interests in pay television—"that cried to Congress that they're not getting enough money [for their programing]." The company wants to "kill cable" and see it replaced with subscription television. "STV is a real enemy of yours," Turner said.

He also warned that cable's "enemies" and his are counting on "one last campaign" to wipe them out. He said he wanted to use his "superstation" to inform the public regarding the Communications Act rewrite. But he said his lawyers advised against it, that "Congress does not want to inform the people."

That wasn't his last knock at Congress. A few minutes later, he was saying: "Those politicians trying to maintain the broadcast monopoly in the name of retransmission consent are the real enemies of the American people."

Whatever instruction the panel session provided the cable operators as to the

future in communications, it did serve as a forum for providing Lear's partner, Bud Yorkin, with a lesson on how the programing market is working in Atlanta. Taking the microphone during the question and answer period, Yorkin said he was a member of three Hollywood guilds that "don't intend to be ripped off by Ted Turner. We find no fault with Ted Turner taking our material and showing it on cable television—if he pays for it," he said.

Turner said he did. He said a year ago he had been the highest bidder in Atlanta—at \$9,000 an episode—for the Yorkin-Lear property, *Sanford and Son*, and four months ago, after WTCG's cable audience had increased, he paid \$15,000 an episode for the Yorkin-Lear *All in the Family*. He also said, without elaboration, that the production company would receive additional payment for both shows.

"I'll pay you," Turner said. "You'll also get massive revenue from copyright. So you'll collect two ways," he said, concluding the instruction. "It's like those gambling games over there. You'll have two chances to win and none to lose."

Yorkin thanked him for the information, and said it was all news to him. "I know none of the guilds or unions back in California know this."

Blue sky back on horizon for cable

Panelists urge NCTA delegates to investigate new opportunities for the medium, especially teletext and computer services

Cable television operators last week heard themselves cajoled, scolded, encouraged and warned—all of it aimed at inducing them to wake up to the business opportunities available to them beyond the retransmission of television signals, and all of the opportunities created by new technologies.

Most of the cajoling, scolding, etc., was done by Kenneth Gunter, executive vice president of UA-Columbia Cablevision Inc., as he moderated a panel at the NCTA convention. Indeed, he was nothing less than "alarmed" at what he regards as the lack of awareness in the cable industry of the new services it can provide. And he indicated Representative Lionel Van Deerlin's speech warning communications industries that they may lose the protective "fences" government has long provided them (see page 34) had increased his alarm and strengthened his conviction that cable operators must look to other services.

He cited teletext and the various versions in which it is appearing—mostly in foreign countries—and noted that when tests of the system, which permits the presentation of textual material on the television screen, have been carried out in this country, other industries have been in-

involved, mostly broadcasting. CBS, NBC and KSL-TV Salt Lake City are experimenting with versions of teletext. So is Knight-Ridder Newspapers.

Yet, Gunter said, cable television has advantages over other industries that it is not using—enormous bandwidth capacity and the ability to engage in the business without federal authorization.

"The present and future prospects of superstations don't look as rosy as they did even six months ago," Gunter said. "So shouldn't we look to teletext?" What's more, he predicted the nonentertainment services available to cable television could be substantial revenue producers—equal, perhaps, to pay cable.

Gunter was backed up by a panel whose members provided the technical and business facts that seemed to explain his evangelism.

For instance, Jack Fox, vice president of marketing for Satellite Business Systems, noted that the new company, which expects to be in operation by January 1981, plans to provide a communications service by satellite for large businesses with highly dispersed facilities with a substantial number of computers. But the company—a partnership of IBM, Communications Satellite Corp. and Aetna Life Insurance Co.—would need local loops to connect the companies into the networks being created. And cable operators, he said, could provide that service. If they don't, someone else will—probably AT&T, Fox said.

(Fox made a more elaborate presentation at a meeting of NCTA's board in February. And the apparent lack of interest among the board members—"a cross-section of the industry"—"scared" Gunter, he said. The interest demonstrated by the questions cable operators asked at the panel session was lively.)

Colin J. O'Brien, president of Jerrold Electronics Corp., explained the role microprocessors have played in opening the door to computer technologies like teletext and the kinds of two-way games and home information retrieval systems Jerrold is developing under the generic (and increasingly inadequate) name of "Play Cable," then pointed out what was in it for cable. Cable television "is ideal" for delivering the data to and from the computers, he said.

Robert Quinn, vice president of Inisac Viewdata, a subsidiary of the British government now studying the American market for introduction of its videotext system, had a similar message. Viewdata is "an easy-to-use interactive system," which involves "a computer, an adapted television set, and cable television." The system will be introduced in the U.S. in August. And, Quinn said, "I hope that once the consumer demand is developed, the real growth of the system will be in the home and the technology will be the cable industry."

And Bernard J. Lechner, director of RCA Laboratories' video systems research, put it this way: "The home computer and teletext are particularly impor-

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Markets	57	86	128	155
Homes	1,571,000	2,912,000	4,707,000	6,670,000
Total Women	1,317,000	2,424,000	4,010,000	5,871,000
W 18-49	693,000	1,191,000	1,861,000	2,638,000

Market Update: Now in 169 Markets

*Source: NSI February '79 report on syndicated programs (totals adjusted by deducting access test figures).



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tant to cable. They tie in with the television set and require communications. So it's important that this industry follow these developments and participate in the growth. Cable could fill the needs. But," he added, "there are alternatives."

However, there are problems for cable operators ready to try the still exotic new services. "The home computer and teletext are exciting," he said. "But there is a chicken-and-egg problem." Which comes first—the equipment to provide the service or the demand for it?

Telco trauma

NCTA panel hears dire warnings from industry representatives about allowing AT&T into medium; Wirth urges more cooperation

If cable operators are outraged over the re-emergence of retransmission consent as a threat to their well-being, they are downright venomous over the thought that Ma Bell might get back in the cable act. Two of the NCTA's most prominent members made that perfectly clear last week:

"Can it be that memories are so short as to allow tomorrow what was forbidden today and yesterday?" asked an incredulous Ralph Baruch, president of Viacom International and the admittedly biased moderator of an NCTA panel on "Television and Telephones—Today and Tomorrow." Baruch was speaking of both the retransmission consent idea and the telco re-entry proposition—the "ghosts we believed exorcised" that are now "being reincarnated" in Washington. "Telephones. The word alone sends shivers down cable's back," he said.

William Bresnan, vice president of Teleprompter and its director/CATV, was even more vigorous in his denunciation. "Phone companies are unfair and ruthless

competitors," he declared. "They only want to compete where they have an unfair advantage."

The role of peacemaker was attempted by Representative Timothy Wirth (D-Colo.), a member of the Communications Subcommittee and one who believes reasonable men can reach reasonable accords if they will but search out areas of agreement instead of dwelling on points of division. Wirth got few thanks for his efforts: One member of the audience rose to rebuke him at the end of the session, remarking that an industry (cable) that has been once burned (by telephone companies) can be forgiven for being twice shy in the future. Responded Wirth with equal agitation: "In looking to the future you don't have to fight all the old dragons."

Despite all the heat expended during the session, there was some light as well. Bresnan, for example, specified four conditions under which he would be willing to consider telephone re-entry: (1) that telephone companies be allowed to build and lease-back cable connection facilities; (2) but that cable must have the right to choose between using telephone facilities and its own; (3) that telephone companies be prohibited from providing CATV in their own service areas except for certain sparsely populated areas, and (4) that there be no franchising advantage—that is, that telephone companies not be able to wire a community without obtaining specific franchise authority. One of the other speakers on the panel—James Napier, president of Continental Telephone Co., Atlanta—said he would agree with the first two of Bresnan's conditions, but had reservations on the others.

Frank Drendel, president of Comm/Scope Co., an equipment supplier, said that the convergence of four technologies would make possible—indeed inevitable—the future "information society" in the U.S.: the inexpensive microprocessor, fiber optics, satellites and the packet digital

switching concept that would provide a common interface for the various communications industries. "In 15 years," he said, "you won't be able to determine the difference in means of transmission. Our plant [cable's] was differentiated from telco's. No more."

That same convergence, noted Napier, makes almost inevitable the admission of open competition in the cable field. "We would categorize your testimony [on the Communications Act rewrite] as protectionist and you would call ours monopolistic." But, he said, it was becoming "impractical and difficult" to legislate the differences between cable and telephone technologies, and "our subscribers will insist on one single source [of telecommunications] as soon as they find out it's more economical."

Teleprompter's Bresnan used the "lion lying down with the lamb" analogy to characterize cable's doing business with the telephone company, adding that "when that happens, the lamb doesn't get much sleep." Letting telcos in will inevitably lead to one single service, he said: "Unless restrained, the telephone company will do everything in its power to take over the cable business."

Congressman Wirth returned repeatedly to his thesis that (1) telecommunications issues are enormously complicated and (2) shouldn't be left for resolution to a Congress that is no expert on the subject. Congress can be a referee of last resort, he said, but the issues should be narrowed down by the parties in advance. "The more you can do in building toward consensus," he insisted, "the more quickly Congress can come to solution of the issue."

Talking about tiering: the higher the better

System operators hear advice on how to market their program packages to the greatest advantage

As William F. Rasmussen, president of the upcoming and Getty Oil-backed Entertainment & Sports Programming Network, put it: "Tiering means more dollars in your pocket." Clearly, that was a subject of considerable interest to those attending an NCTA panel last week on different packages of program service.

In Rasmussen's case, he was talking not only of subscriber dollars but advertising revenues as well. He was claiming the cable industry's largest advertising sale—"in excess of \$1 million"—for Anheuser-Busch participations in ESPN's future National Collegiate Athletic Association sports programming. The year's worth of cable commercials (one-eighth of the ESPN's NCAA offering) was placed by D'Arcy-MacManus & Masius, New York, he said.

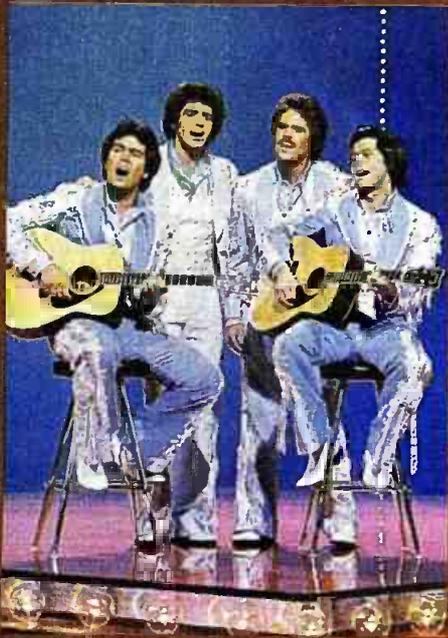
Rasmussen said that "Madison Avenue right now knows about the cable industry." So does the NCAA, and Rasmussen charged his audience not to give up on pro-



Telco's or no. The pros and cons of telephone re-entry into cable were debated, among other places in Las Vegas last week, during this panel featuring (l to r) Frank Drendel, president of Comm/Scope Co.; Ralph Baruch (the moderator), president of Viacom International; Representative Timothy Wirth (D-Colo.); James Napier, president of Continental Telephone Co., and William Bresnan, vice president, Teleprompter.

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Getting it together. Women in Cable, embryonic organization that would be to that industry as American Women in Radio and Television is to broadcasting, had an organizational meeting during the NCTA convention last week, announced a steering committee and elected Gail Sermersheim, regional manager for Home Box Office in West Palm Beach, Fla., as its chairman. The group also found time for a social occasion: a reception honoring Kay Koplovitz, vice president and director of UA-Columbia Satellite Services Inc., who received cable's Idell Kaitz Memorial Award last Tuesday. Pictured at that festivity (l to r): Sermersheim; Vivian Horner, vice president for program development for Warner Cable Corp., New York; Koplovitz; Chris Sheppard, advertising manager, Cable Services Inc., Jameston, N.D., and Lucille Larkin, president, Larkin and Co., Washington.

graming concepts without persistent effort.

Edward Taylor, another panelist, whose Southern Satellite Systems provides transponder space for various satellite-transmitted services, claimed that with all the programing available, it may be economically advisable for operators of older systems to upgrade their channel capacity from 12 to 36. He said that the CATV industry has to "think in terms of going well beyond" just offering one service. A new programing effort of his own, he said, will be a commodity news service available in about three months.

Program availabilities may be there but deciding how to package them into tiers, or what to call the packages, apparently isn't easy. Kay Koplovitz, vice president and executive director of U-A Columbia's satellite service, told the audience that they need to come up with concepts that are understandable to viewers. "The challenge," she said, "is to let people know what, where, when." Koplovitz urged that considerable care be taken with program guides.

Providing research information on the tier concept was Robert Schultz, president of VideoProbeIndex. Schultz suggested that new cable operators would have a better chance of winning pay subscribers if both basic and premium service is introduced at the same time. Among the tier concepts he cited were: enhanced local signals; imported broadcast signals and local origination; satellite services; pay cable, and "the ultimate tier," Qube, Warner Cable's two-way and pay-per-view experiment in Columbus, Ohio.

From Canada, where law prevents the use of pay cable, Lorne McFadden, general manager of Pine Ridge Cable TV, Oshawa, Ont., described a two-tier basic cable concept. One service offers eight Canadian channels, three from the U.S. and local community service; the other has one Canadian, five U.S. and com-

munity service. McFadden said "positive results in terms of revenues gained" have been shown in tiering even without premium offerings.

Frank Meiners, vice president, operations manager, Morse Signal Code Devices Inc., had his say as representative of the National Fire and Burglar Alarm Association. Meiners said his industry looks at cable from two standpoints: as a competitor, but also a better means of communication than telephone lines. Meiner urged cable operators who are getting involved in security services to be careful of the "integrity of the transmission path itself." He said back-up systems should be provided for in the event of power failure.

Bankers: giving more of their ears, lending more of their money to cable

NCTA session is heavily attended by lenders; panel attests that medium is increasingly attractive investment, especially new-build systems

William Egan, vice president of T.A. Associates, Boston, prefaced his remarks to an NCTA session on financing by asking for a show of hands. How many in the audience, he asked, represented lending organizations? About half the hands went up.

"Just as I suspected," remarked Egan. "This is a bankers convention, not a cable convention."

He wasn't all wrong. A count by Warburg Paribas Becker, New York, showed 125 representatives of 78 lending organizations at the NCTA convention last week, presumably in search of cable financing

placements. That firm released a report earlier in the month indicating that the three principal groups of cable lenders—banks, intermediate-term lenders and insurance companies—were projecting more than \$500 million in cable loans during 1979. (Loans outstanding to cable at end of 1978, according to Warburg Paribas Becker, were over \$1.2 billion.)

The reasons that the cable industry looks so attractive as an investment vehicle were made clear by Paul Kagan, a cable industry analyst, who tracked the records of 30 "new-build" cable systems and found that: Subscribers to the basic cable service were 38% of homes passed, and pay cable subscribers were 31% of homes passed (meaning that 83% of all basic subscribers also were taking the pay cable service) for what Kagan calls an "effective penetration" of 74%. That, he said, is an "enormous number" in terms of investment. The average subscriber to basic cable service on the 30 systems surveyed was paying \$7.43 monthly and the average pay subscriber was paying \$8.04 monthly for an average subscriber figure of \$14.02. With cash flow at 40%, that meant, Kagan said, that each subscriber was worth \$5.61 in cash flow. Multiplying times 12 (months a year), his figures indicated cash flow per subscriber at \$67.

And that, Kagan emphasized, was based on only 38% penetration of the basic cable market. Applying a 10-times-cash-flow formula for the value of such a system, Kagan said such "new-build" situations might command \$670 per subscriber if sold to a new buyer. And if the original builder has paid between \$200 and \$400 per subscriber to construct the system, Kagan noted, there is ample room in such situations for major profit gains. "That's why people are building new systems," he said.

And, he might have added, why the banks and other lenders are anxious to help them do it.

Louis Diamond, of the Washington law firm of Danzansky, Dickey, Tydings, Quint & Gordon, told the cable delegates that "tax benefits are a commodity... that can be sold for top dollar to raise money." He explained how investors looking for tax shelters could be a lucrative—and non-equity-threatening—source of cable financing. "The most lucrative tax benefit of all is the investment tax credit," Diamond said, calling it "essentially a dollar for dollar offset" for the 10% of capital cost against which it can be applied. Even if such investments have to be "recaptured"—that is, if the tax saving must be repaid due to a premature sale or some other tax consideration, "at the very worst you've had interest-free use of government money" for the period before recapture.

Thomas Bubier, vice president of the First National Bank of Boston, spoke for the "senior lender"—the banks who are cable's most conservative investors and who hold the first mortgages. Even they, however, are becoming interested in what is called "mezzanine" financing—that is, subordinated investments that stand in

line behind the senior lenders in case of defaults and thus exact higher interest rates. The cable industry "significantly understates its assets," Bubier said. "It's really cash flow financing, not traditional balance sheet financing," and thus is a strange animal to many lending institutions. Among the increasingly important considerations in First Boston's decision to lend money to a cable venturer: What is the presence of other media technologies in the market? He referred especially to over-the-air subscription or pay TV.

Generally speaking, Bubier said, First Boston would be prepared to lend 60% to 65% of budgeted construction costs for a new franchise.

T.A.'s Egan remarked that the cable industry is becoming even more manage-

ment intensive and capital intensive because of major-market building. The first approach any cable entrepreneur should consider is refinancing existing property. "As obvious as it seems," he said, "you should be certain that you have the flexibility to up-stream cash, leaving only enough cash flow in one entity to service that entity." Egan, too, spoke of mezzanine financing, saying it is a good way to avoid giving up ownership on a subordinated deal. He noted interest rates of 18% to 20% pre-tax, Egan said he thought such a subordinated debt layer was capable of taking a venturer up to 90% of his costs. Later, perhaps six or seven years out, the cable operator should be able to refinance with a senior lender.

Although most of the meeting was on

an upbeat note, serious concern was expressed over the dampening effect of the specter of retransmission consent. Kagan, calling the author of that proposal, NTIA's Henry Geller, the "communications czar," reminded the audience of the line from "Fiddler on the Roof" that goes: "God bless and keep the czar—far away from us." He said he would advise going short on cable "as long as we hear talk like that."

Moderator John Malone, president of Telecommunications Inc., Denver-based multiple system operator, closed the session with a half-joking reminder that there is another source of financing available: "Your friendly MSO who has cash and is ready to compete with the financial institutions—for an equity kicker."

NCTA's cable programming pot pourri

New offerings introduced at convention include regional sports, TV games, concerts, news and radio superstation

Next year, if not sooner, CATV subscribers will have new program choices ranging from a 24-hour service catering to those 50-and-over to NCAA sports events. And from a new assortment of games subscribers can play at home to a 24-hour radio superstation.

On and off the exhibit floor at last week's National Cable Television Association convention, new program selections were being promoted—and established ones were diversifying as well. Showtime, for example, announced the acquisition of Fanfare, a regional satellite network, meaning that subscribers who want a Showtime-Plus version also will be getting Southwest Conference sports.

Claiming the biggest advertising buy to date for cable was the new Entertainment and Sports Programming Network (ESPN), a service 85% owned by Getty Oil, which expects to be operating by satellite 12-14 hours per day in September and around the clock by the end of the first quarter of 1980. Anheuser-Busch was said to have purchased one-eighth of all the spots available in ESPN's NCAA sports (the service will have other events as well) for "a \$1 million-plus buy." That gives the brewing company a 30-second spot in each of the 1,860 NCAA hours ESPN is planning during its first year; bonus spots also are included.

From the cable operator, ESPN was asking for a five-year base commitment at \$2.40 per subscriber. ESPN said United Cable already has been locked up and it has received letters of intent from Telecommunications Inc., among others.

By the start of the convention, Cinemerica (Ken Silverman, president; Sylvester L. (Pat) Weaver, chairman of the planning board) was claiming letters of intent from systems representing 1.8 million homes for its satellite network aimed at adults over 50. Cinemerica is hoping to start up the first of the year. It too had a

per subscriber cost—five cents per month for the first year. But like others, it anticipates that national advertising will support the service. By the end of five years, Cinemerica expects to be offered free.

Some of the programming will be produced in-house, including a situation comedy and a talk show. Government and foundation funding also is being sought.

Showtime Entertainment had three announcements: the acquisition of Fanfare, a deal with Playboy Enterprises and a series of Broadway and off-Broadway plays.

With the Fanfare deal, Showtime will be picking up affiliations with 74 cable systems (45 scheduled to launch before the end of 1980). By July 1—the date Showtime is expected to take control from the venture owned by Hollywood Home Theater, Kenneth Schnitzer, MCI Productions and Pace Management—30,000 subscribers are anticipated.

Showtime subscribers wanting Fanfare's package of Southwest Conference sports will have the option of a Showtime-Plus version. This is a first move by Showtime into regional sports networking.

With Playboy Productions, Showtime is planning *Playboy's Playmate Reunion*, a 90-minute special, and had two "Playmates" on hand to publicize that announcement. The program plans include appearances "by three decades of Playmates" as well as the shooting of a pictorial (with "tasteful nudity").

Showtime also made its plans known to go ahead with about one play a month beginning with "The Robber Bridegroom," "Monteith and Rand," "Tuscaloosa's Calling Me . . . But I'm Not Going" and "Bullshot Crummond" this fall.

Home Box Office also had new programming to talk about, a new announcement about Lily Tomlin's play, "Appearing Nightly," and same-day Wimbledon tennis coverage and new offerings such as its six-part documentary series, *Time Was*, with Dick Cavett. Each 90-minute episode traces America by decades from the 1920's until the present. Still another venture is the July 8-9 showing of *The Seekers*, the

MCA TV/Universal project for Operation Prime Time TV stations which will have a pay TV premiere.

Warner Cable Corp. used a Chic/Pointer Sisters satellite transmitted concert from NCTA to promote a series of concerts for young people to be offered on its national *Nickelodeon* channel out of Qube in Columbus, Ohio.

Jerrold Electronics was promoting *Play Cable*, introducing the service that will have its field trial in October and be generally available next year. *Play Cable* allows cable subscribers to use their television set for such games as blackjack, backgammon and baseball as well as instructional play for children.

Jerrold will be providing the hardware such as head-end and adaptor equipment. The software is from Mattel, as is the adaptor. Mattel games were offered for broadcast stations as *TV Powwow* by M.A. Kempner during the National Association of Television Program Executives conference earlier this year.

United Press International said that its National Cable Newswire will be available by satellite in about three months, once decoders are ready. Through a deal with Satellite Syndicated Systems, the news service will be sent on the vertical blanking interval of RCA Satcom 1's transponder six that carries WTCG(TV) Atlanta.

On other CATV fronts, superstations WTCG and WGN-TV Chicago both had floor booths promoting their availability. The National Christian Network said it would be joining the Christian Broadcasting Network, Trinity Broadcasting Network and the PTL Club as a satellite-distributed religious service. NCN expects to be up by February 1980. Unlike other religious networks, it will not be producing its own programs, rather it said time is open to any religious group.

The convention also saw the announcement of what is expected to be "radio's first superstation." WFMT(FM) Chicago is being carried experimentally by United Video via Satcom satellite. Pending FCC approval it will go national. Plans are to transmit WFMT, a "stereo fine arts station," along with WGN-TV.

Satori Productions had disco dancers to

promote its 24-hour disco audio-only music service: it's charging one cent per subscriber per month with a \$75 minimum and is available by satellite. Cable Tele-Music also was talking about offering satellite music service beyond its present stand-alone package of 60 continuous hours. It is planning one satellite music channel by August and another by November.

Turner says he'll have his cable news network on in a year's time

Start-up costs pegged at up to \$20 million for 24-hour operation; Schorr will be Washington reporter; ITNA's Schonfeld named president

It wasn't the first time that Ted Turner, chairman of Turner Communications, told the cable television industry that he was going ahead with a 24-hour cable news service. But at last week's NCTA convention, the man who turned his WTCG(TV) Atlanta into the first satellite-transmitted superstation, laid out a new set of ambitions for his Cable News Network. Among them:

- Former CBS correspondent Daniel Schorr has been hired under a two-year contract to be senior correspondent in the CNN Washington bureau.

- Reese Schonfeld, managing director of the Independent Television News Association, will take over as CNN president on Nov. 1. Others already recruited are political columnists Roland Evans and Robert Novak; astrologer Jean Dixon; psychologist Joyce Brothers, and medical columnist Dr. Neil Solomon. Two hundred employees are expected to be on staff by a June 1, 1980, launch, with perhaps 10 U.S. bureaus and overseas sources. Plans are for 50 on-air staffers.

- Start-up costs are expected to run about \$15 million-\$20 million (raised partially through Turner's \$20-million sale of WRET-TV Charlotte, N.C., to Westinghouse Broadcasting Co. [BROADCASTING, May 21]). The monthly operating budget was estimated at \$2 million. Distribution will be the RCA satellite. Turner said 20 one-inch videotape recorders have been ordered.

- At the heart of the 24-hour service will be a two-hour newscast at 8-10 p.m. (NYT) or 5-7 p.m. (PT). A half-hour sports program is planned for 11 p.m. (NYT) and several hours each day will treat particular issues in depth. About 50% of the service is expected to be live. Financial news, regional and national weather, and coverage of the Olympics and presidential campaigns are planned.

- National advertising would run 10 minutes per hour, with two minutes to be sold locally. Once advertising revenues begin to support the network, charges to the cable operator would lessen. In the

meantime, however, the rate would be 15 cents per subscriber per month for systems that already contract for WTCG. Others offering it as a basic service would pay 20 cents per subscriber. For those that want to use the news network as a pay service, the price would depend on the system—but would be higher. Turner said he wants CNN to be a basic cable service.

Of the number of firm commitments he had in hand last week, Turner said: "I don't think a lot." But he explained that he had generated about 750,000 cable homes worth of interest after he first broke word of the news service at the Western Cable Show in Anaheim, Calif., late last year. He claimed that the news service, with 24-hour capacity and the ability to break news and follow it without time constraints, could amount to the "greatest achievement in journalism."

Schorr and Schonfeld both were on hand in Las Vegas for the announcement. Schonfeld, still under contract to ITNA, wouldn't offer much comment, except for professed excitement. Schorr, however, said that if Turner is willing to make the plunge with his money, he's willing to make it with his career and reputation. Schorr said he hadn't given Turner his OK until talking with him the day of the press conference.

Schorr claimed that "it may be possible to practice the First Amendment" more aggressively on cable than in conventional TV. And he said that new opportunities will arise as cable technology develops. Schorr will not be anchoring the two-hour news block (the anchor will be in Atlanta). Schorr does expect to handle segments from Washington.

The service will be strictly national. Turner said local insert time had been considered, but it was decided that local time might make the service unattractive to cable operators, many of whom are not prepared to program news.

Which Caesar for cable to render unto?

An NCTA panel debates the merits and demerits of answering to three levels of regulation—local, state and federal

For those observers of the cable television industry who have long assumed that, while cable operators may not like regulation, they would prefer Washington to state and local governments, Frank Scarpa, president of National Video Systems of Vineland, N.J., offered some surprise testimony last week at the NCTA convention. He thinks state regulation, at least as practiced in New Jersey, is fine.

In fact, as a panelist discussing "Where to Regulate Cable and How," he indicated that if concern over the three tiers of cable regulation led to the elimination of one of the tiers, he would nominate the federal level for extinction.

Scarpa's views were shared by the chairman of the New York state commission on cable television, George Cincotta. But Representative Thomas A. Luken (D-Ohio), a member of the House Communications Subcommittee, and FCC Commissioner James H. Quello took a contrary view. Luken particularly warned of possibly adverse consequences for cable operators if left to the "tender mercies" of the states.

That wouldn't worry Scarpa, apparently. He noted that in New Jersey, "the industry is healthy and alive, well and successful." And he seemed to credit state regulation for that happy state of affairs, at least in part.

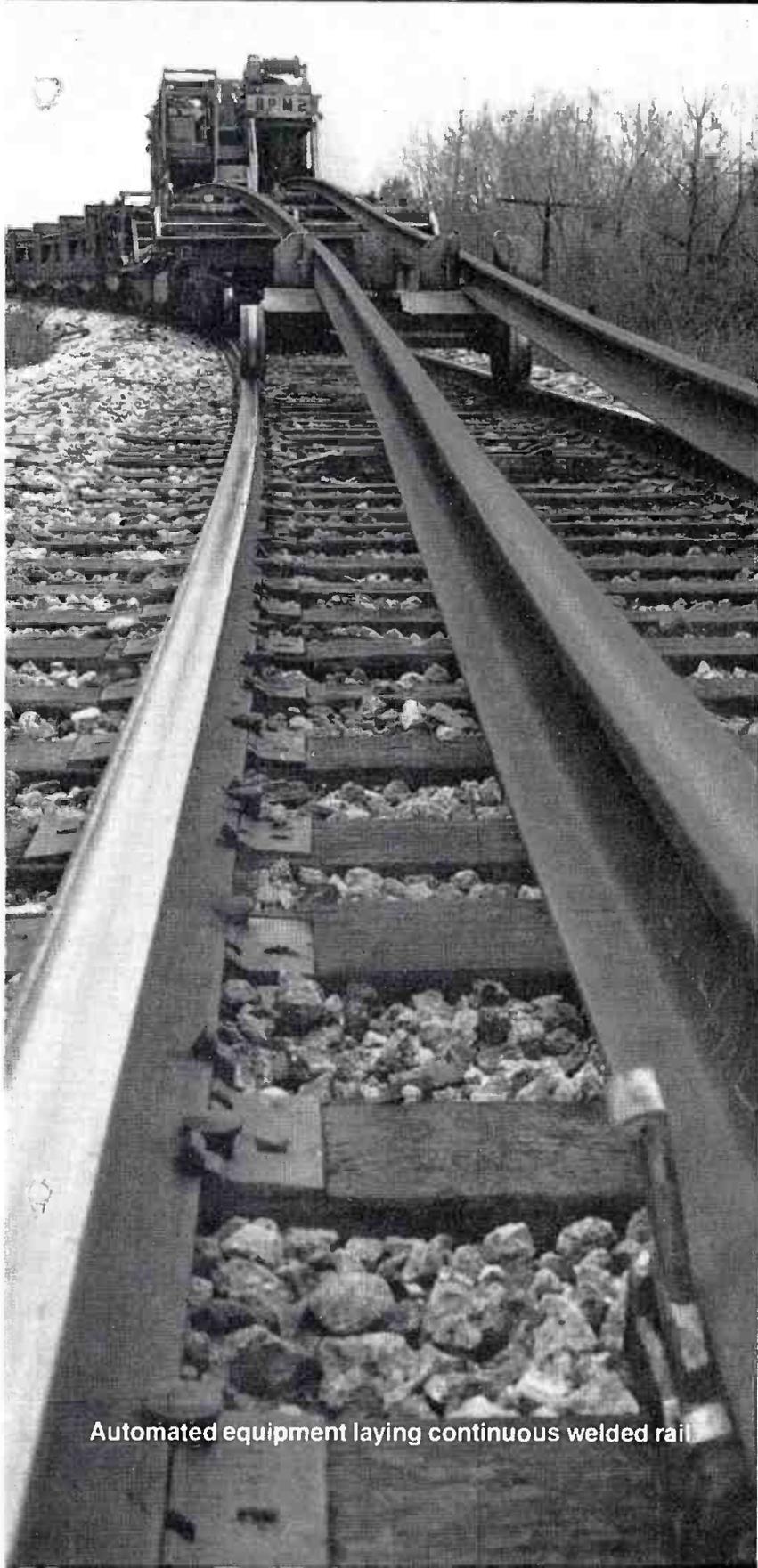
"Regulation in New Jersey has been successful," he said. "The state is closer to



Regulationists. Representative Thomas A. Luken (D-Ohio) speaks at a panel on "Where to Regulate and How." Seated (l to r): Monroe Rifkin, American TV Communications Corp., the moderator; FCC Commissioner James H. Quello; Frank Scarpa, National Video Systems, and George Cincotta, New York State Commission on Cable Television.

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the problem than the feds are . . . You have an independent operator, the Office of Cable Television, where you can get help. . . [Regulation] has created a stable climate for operations. There has been a tremendous infusion of investment in the state."

Scarpa also seems to favor New Jersey state regulation over that of the local communities. "The state agency gives the industry a better opportunity to establish rates. [It provides a hearing forum, he said later]. That more than anything else is a major plus for state versus local control of CATV business."

Cincotta described the state cable agency in New York as one designed to help cable systems. "We are hopeful the state of New York can and will cooperate with cable companies . . . to make sure cable does grow. And although "cable regulations are considered obstructionist," he said, "New York will increase its cable subscribers almost double in the next two or three years."

He also suggested the states and municipalities could do it all with regard to cable regulation. If the authors of the Communications Act revisions pending in Congress produced legislation providing for "less interference with cable companies and more concern with the constituency," he said, a two-tier system of regulation would be the result, with the federal government left out. "Washington is too far from local concerns of every cable company," he said.

Luken, however, had a different view. He noted that the rewrite bill pending in the House, H.R. 3333, would give state and local governments considerably more authority than they have now. For instance, he said, nonfederal entities could regulate in areas not occupied by the FCC, and one would be program content. Questions of free speech would be left to local governments, which, he said, have not always handled such matters "delicately."

(Speaking of the rewrite, Luken said agreement on all aspects of the measure will be difficult to achieve unless the parties involved "struck a deal." He described the retransmission consent provision as posing a "knotty problem.")

Quello noted that the FCC is considering giving up its last remaining restriction on local franchises—the fees that can be charged systems. And he agreed that three tiers are probably too many. "Something has to go," he said. But he didn't seem to think it should be the FCC.

He repeated his view that the commission should not—as is expected—eliminate the Cable Television Bureau and transfer its functions to the Common Carrier Bureau. Regulation of cable in various aspects might still be needed, he said. And folding cable responsibilities into the Common Carrier Bureau, he added, would invite additional delay in administering needed cable regulation.

If the cable bureau is to be disbanded, he said, its functions should at least be transferred to an Office of Cable Television.



Pay TV today and tomorrow. Covering premium programming ground, not only for pay cable but for over-the-air subscription TV and multipoint distribution as well, were (l to r): Edward Allen, president, Western Communications; John Gwin, president, Oak Communications; Arthur Lipper III, chairman, Microband Corp. of America; James Heyworth, senior vice president, operations, Home Box Office; Jeffrey Reiss, president, Showtime Entertainment, and Peter Kendrick, president, Home Theatre Network.

More than one way to play the pay game

NCTA panelists note the growth of cable in box-office TV but say there's room for others, notably broadcast STV and MDS

The NCTA panel's subject was "Pay Cable—Visions of What's Ahead." And although the ground covered at this convention session extended to multipoint distribution as well as over-the-air subscription television, the same message came through whatever means of distribution: Pay TV is growing.

If cable is indeed a "video supermarket"—the term used by panelist Jim Heyworth, Home Box Office senior vice president for operations—HBO is continuing to stock the shelves. Already it has its regular full package and a mini-pay service called Take 2, and Heyworth said two more services will be coming. He wouldn't offer much on what's being developed, but he said the "buzz words" are "action-adventure" and "upscale."

Choice of services, however, apparently doesn't mean fragmenting subscribership. Heyworth claimed that Take 2, launched in April, already has shown it "does not cannibalize HBO." Furthermore, he said a "surprisingly large" number of subscribers have been taking both services and that a mini-pay service has proved it can "generate substantial incremental revenues."

Jeffrey Reiss, Showtime Entertainment president, had similar views. In the future, he predicted, "dual subscriptions will be the rule, not the exception." He said he means not only a full service package along with a mini-pay service, but two full services as well. Reiss said that the American public is "beginning to become aware of us." Although he mentioned new programming developments, he left explanations for a press conference later that day.

On the STV front, John Gwin, president of Oak Communications (an Oak Industries subsidiary), said his is at present a "rather small industry" but "that is going to change very soon." The four STV companies already operating, he said, are Oak (with Chartwell Communications, Wometco, American Subscription Television and USTV, which just started up in Boston). Gwin said the FCC has approved 13 STV operations and has 50 applications

on file (19 from the four companies now in business).

Gwin said Oak/Chartwell's Los Angeles station, KBSC-TV, has 165,000 subscribers with only a 1% disconnect rate and he expects 235,000 by yearend. He said the total STV count nationwide currently is 215,000-220,000. Later this year, he said, Oak plans to have STV operations going in Phoenix and Fort Lauderdale, Fla. And although Los Angeles represented a \$10 million investment, he said, Phoenix and Fort Lauderdale will cost only 20%-25% of that, and need 30% fewer subscribers to reach the break-even point.

Representing multipoint distribution was Arthur Lipper III, president of Microband Corp. of America. Although Lipper said that "we believe ultimately digital data [and not television] will be the important use of MDS," he wasn't downgrading its pay TV value. Smaller cities, in particular, he said, might better use MDS than STV. He said the MDS pay TV break-even point can be 4,000-5,000 subscribers, considerably fewer than the number needed for STV. In addition, the investment is cheaper, he said, claiming costs run about \$500,000 to get an MDS operation started.

Lipper said 68 MDS systems now are in operation and predicted 100 by yearend and 200 within three years.

Suggestions for cable market development

Convention panel talks of need to be aggressive in providing service to rural areas lest telephone companies step in; Sen. Melcher explains his bill to help fund such expansion

It is "not a question of whether markets are going to be built—but when." That view, with evidence to back him up, was offered by Gene Schneider, president of United Cable Television.

During an NCTA panel last week on new market development, Schneider said 77 of the top 100 cities now are franchised. Four more cities have called for proposals. That leaves only 19 untouched.

Of those franchised cities, 41, although

not completed, already have significant construction, and 35 are in the early stages, he said. And Schneider claimed that there is greater activity outside the core cities, in the suburbs.

By 1989, Schneider said it might be safe to project that 82% of all U.S. television homes will be passed by cable. He predicted that there could be 35 million basic subscribers and 16 million taking a premium service, bringing cable revenues up to \$5 billion.

Using those figures, Schneider believes that "we are going to be a wired nation" in the relatively near future.

Joining Schneider on the panel, but with his mind on rural markets, was Senator John Melcher (D-Mont.). Melcher said it is "time we set out ground rules" to make sure that the rural parts of the country receive strong telecommunications services. He referred to a bill he introduced that would permit the Rural Electrification Administration "to finance, separately or in conjunction with telephone companies ... broadband services to rural areas."

Melcher said that the front-end money would be equally available to qualified parties and that he believes the bill could be supported by both CATV operators and telephone companies. When it became clear later in the session that the CATV operators attending weren't particularly keen on the idea of telephone company participation, Melcher asked: "Who's going to provide computer service?" He argued that his concept of rural telecommunications service goes far beyond just entertainment and into informational transmission.

Rural areas were also discussed by Anna

How soon fiber? As panelists at a fiber optics technical session explained, they're deep into experimentation with the next probable step beyond coaxial cable. In London, Ont., \$2 million was invested in a five-mile electro-optic "supertrunk" system. Viacom has been experimenting at a Long Island, N.Y., system. Teleprompter's also testing, in Lompoc, Calif.

How soon until fiber optics becomes ready for standard use? The local engineers have plenty of research data but not much else to answer that question. As Sol Yager, director of CATV engineering for Times Fiber Communications, said: "I'm as puzzled as anyone. It requires invention, and no one can dictate invention." Donald G. Monteith, fiber optics project manager for Canadian Cablesystems Engineering, tossed out a 10-year time frame but added that it will take large orders from CATV and telephone companies before manufacturers start dropping the price and absorbing their own engineering costs. Tad Witkovicz, manager of research and development in electronics for Valtec Corp., also expects the price to go down in five to 10 years, but in the meantime, he said, the new technology's still on a costly "learning curve."

Marie Hutchison, owner of Eagle North Cable TV, California systems operator. Hutchison claimed CATV operators already are in rural areas but the object now is economically viable expansion.

Hutchison spoke of an improved picture for financing with banks and local citizens more receptive to lending cable money. She spoke of the financial economics of rural systems: characteristically with little churn for a steady cash flow.

As for the possible REA money that Senator Melcher discussed, Hutchison claimed it is "no panacea." She warned prospective CATV operators and those seeking to expand to study their business plans well because well-financed systems, too, can flop.

But she did encourage aggressiveness in providing service to rural areas: "If we don't uncover every rock and stone to figure out how to do it," she said, "you can bet your boots that your friendly telephone company is going to move in your backyard and is going to be serving

the people too."

On the urban side of the panel was Richard Loftus, president and treasurer, AmVideo Corp., who gave some tips on what it takes to be a success in Hoboken, N.J., and other cities. In particular, he said, city operators have to bear transience in mind. More than 60% of his Hoboken subscribers have been hooked up for fewer than two years and more than 80% for fewer than four. Loftus explained that the disconnects aren't the result of dissatisfaction but of people moving.

Loftus said he has been requiring a \$50 deposit on converters since 1974—a move that also helps assure the devices are maintained well. Loftus said CATV systems should adopt a serious maintenance schedule—"put a wrench on every fitting once a year."

As for local origination, he claimed that it initially "bombed" and was dropped. However, he said he has been able to start up again slowly by having the system seek out local groups.

Best in the business

NCTA presents Boggs award to Burt Harris; Koplovitz is given Kaitz honor; Viacom's Bias cited for engineering

Burt Harris, former NCTA chairman and founder of Harris Cable Corp., and Kay Koplovitz, vice president and director of UA-Columbia Satellite Services, were honored last week with the association's top national awards.

Harris, NCTA convention chairman this year, received the Larry Boggs Award, the industry's highest accolade, for outstanding contributions to the growth and advancement of CATV. Koplovitz took the Idell Kaitz Award for a significant contribution by a woman.

Other national winners:

Richard W. Loftus, president of AmVideo Corp., received the Jerry Greene Memorial Award for significant service by an individual 40 or under.

Gerald Levin, chairman of Home Box Office, took the Robert H. Beisswenger Memorial Award. Levin was cited for having "been chief architect in the development of the pay cable industry."

The Engineering Award for Outstanding Achievement in Operations went to Frank Bias, science and technology vice

president of Viacom International.

The Engineering Award for Outstanding Achievement in Development went to Michael F. Jeffers, vice president/engineering, Jerrold Electronics.

Douglas H. Dittrock, president, Douglas Communications Corp., earned the honor as Outstanding Committee Chairman.

Wayne Lee, manager, New Channels Corp., took the Outstanding Contribution through State or Regional Association Award.

President's awards for "behind the scenes" NCTA work went to Frank Drendel, president of Comm/Scope Corp.; Brian Lamb, president of C-SPAN, which offers satellite-fed coverage of the House of Representatives; John Evans, executive vice president, Arlington (Va.)



Harris

Telecommunications Corp.; Ralph Baruch, chairman, Viacom International, and Robert Titsch, of Titsch Publishing.

Awards for cablecasting excellence, the ACE Awards, were as follows:

Berks Cable, Reading, Pa. □ Excellence in a single documentary or public affairs program (*Our Schools*).

Cable Television Inc., Hayward, Calif. □ Special commendation for achievement in access programming.

Home Box Office, New York □ Excellence in a pay cable sports program (*Boxing Behind Bars*).

Home Box Office □ Excellence in a single pay cable entertainment program (*SRO: Gladys Knight and the Pips with Ray Charles*).

Home Box Office □ Excellence in a pay cable program (*Emmet Otter's Jug Band Christmas*).

Public Cable Co., Portland, Me. □ Excellence in a program series (*Conversations*).

Santa Barbara Cable TV, Santa Barbara, Calif. □ Excellence in a single entertainment program (*1978 Fiesta Parade*).

Suburban Cablevision, East Orange, N.J. □ Excellence in a sports series (*Action Arena*).

UA-Columbia Cablevision, Oakland, N.J. □ Excellence in a news program series (*Newswatch*).

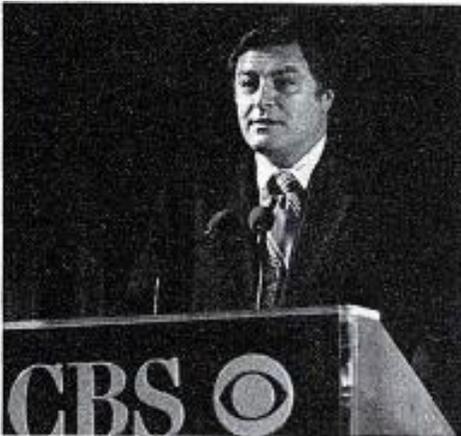
UA-Columbia Cablevision, Oakland, N.J. □ Excellence in a single sports program (*Medals to Money*).

Viacom Cablevision, Marin county, Calif. □ Excellence in a single program (*I Am a Person*).

Viacom Cablevision, San Francisco □ Excellence in over-all community programming and format.

Warner QUBE, Columbus, Ohio □ Excellence in a documentary or public affairs program (*QUBE Summer Hotline*).

Warner QUBE □ Excellence in an entertainment series (*Columbia Goes Bananas*).



Network President Rosenfield



Affiliates Chairman Bob Schmidt

NETWORKS

CBS wants to tighten ties with educators

Rosenfield emphasizes Blessington appointment as a strengthening of alliances; in other business matters, Isacson says that despite talk of recession, sales are moving faster than in past two seasons

CBS Television Network President James H. Rosenfield said in Los Angeles last week that network TV had reached a "threshold" of maturity that requires it to accept the responsibility that "there is almost no part of this society we do not impact heavily." He made those remarks during an announcement of a new emphasis on education at CBS-TV.

Citing the appointment three weeks ago of educator and former broadcaster John P. Blessington as the network's new director of educational relations, Rosenfield told CBS affiliates last Monday that there was a need for "pursuing and deepening our contacts—and yours—with the entire educational community."

Then, going beyond that, Rosenfield said it was time for broadcasters "to learn how to communicate effectively" about television and television programming "to the many special publics within our larger public." Among those smaller groups, Rosenfield listed educators, students, parents, government "and even our severest critics—the band of activist groups who often seem to see nothing but what's wrong with our medium."

Under Blessington's guidance, Rosenfield said, CBS would be strengthening its Reading Program, a project begun by CBS that produces educational kits to accom-

pany network specials, often through the publication of scripts and other materials in local newspapers. Blessington's responsibilities will also include developing "lines of communication" between CBS and the Parent Teachers Association, Action for Children's Television and other such groups, Rosenfield said afterward.

"We believe the time has come for commercial television and professional educators to recognize that they are not natural enemies but natural allies," he told the affiliates.

Rosenfield's comments were a prelude to a number of other business-related announcements of the conference. Among them:

- Paul Isacson, vice president for network sales, said 1980 should see station and network revenues increase 15% to 17%.

- The network's vice president for affiliate relations, Robert Hosking, said CBS would give its affiliates an extra 60-second commercial position during National Football League games and another 30 seconds during six post-season college bowls.

- And Arnold Becker, vice president, national television research, said that during the 1978-79 television season CBS managed to more than double its lead over NBC-TV, despite its failure to cut down the lead of front-running ABC-TV, which, over-all, CBS trailed by 2.4 rating points.

Isacson made his prediction at a Tuesday afternoon speech, during which he said that time sales for the 1979-80 season "are being made at a much faster clip than in the preceding two seasons." That is occurring, he said, despite widespread speculation in the financial community that there could be a recession during 1979 or 1980. "But looking at past recessions," he said, "broadcasting has been fortunate. We are affected later and recover sooner during economic downturns."

Hosking's report said that the extra 60

seconds at the conclusion of NFL games would be available only if the network is providing post-game coverage—which, because of time limitations, is not always the case. Based on last year's schedule, he said, CBS estimated that the break would become available to the affiliates between 12 and 15 times in the season. For the college bowl games, he noted the half-time break was being expanded from 62 to 92 seconds, the same as the network currently makes available during NFL games.

Finally, Becker's research report outlined what happened, from CBS's point of view, during the 1978-79 season. He noted that CBS led in three nights and was in second place on three others. "One more night in our column," he said, "and we will be breathing down ABC's neck."

PUBLIC RADIO

NPR sounds cry for independence

At annual meeting in Washington, focus is on upcoming satellite interconnection and possibilities it provides for more autonomy

National Public Radio took a quick look back and a long look ahead last week as executives and operational personnel from member stations converged on Washington for the annual Public Radio Conference.

"Decade Two: Meeting the Challenge," celebrated the 10-year anniversary of NPR, and the common cry heard from management was one of independence for the system.

The four-day meeting, which attracted more than 900 people, surveyed a wide variety of technological and program-related issues, with the forthcoming satellite interconnection receiving more than its share of air time.

Edward Elson, chairman of the board of NPR, was the most vocal in the call for independence. In an opening-day luncheon address, Elson said, "We are now in a position—in a financial position, in a technological position, in a programming position, in an administrative position—to play a role in the widely heralded renaissance of radio. No longer is public broadcasting public television including radio. We are now: public radio."

Elson said that NPR had experienced its growing pains and was ready to move headlong into the future. "Perhaps now is the time to confront the reality of our position," he said. "Perhaps now is the time to admit who and what we are, and what we should be."

He added that NPR had come into its

own and had become "the most vital and innovative media group in the country." The time had come, he said, for independence, as the system had reached maturity. "Now is the time for us to conceive, to form, to mold a plan which would insure the permanent funding of public radio which would, in turn, insure our independence, our insulation from government interference, and our health," he said.

To this end, Elson proposed a one-time grant from Congress (an endowment for public radio), the interest of which would finance the entire system; and a spectrum fee from commercial broadcasters to repay the endowment, only for as long as the cost of it remains unpaid to Congress. In return, Elson said, commercial radio would be given total deregulation and an end to the spectrum fee when the congressional endowment is reimbursed.

Keynote speaker Dan Rather gave NPR high marks for its programming, making particular reference, as did others throughout the conference, to the show *All Things Considered*.

Rather said that the move into the satellite era was important to NPR, as it would be able to reach a much larger audience. He noted that NPR had, through the years, acquired a reputation for elitism, even though it might not be deserved. "I hope you lose the image of being elitist," he added. "What I hope you don't lose is your commitment to excellence."

Rather also cautioned the audience to keep a keen eye on the Supreme Court. He said the pattern of recent high court decisions concerns journalists, and should continue to concern them in the future. "The worst isn't over for us," he added.

Thomas Warnock, NPR executive vice president, laid out some important changes on the horizon for member stations. Warnock said NPR had plans to strengthen its ability to represent stations in legislative matters, such as the pending Communications Act rewrite proposals. In addition, he said, NPR was creating a new planning office to help achieve short- and long-range goals, and was greatly adding to the NPR program service between now and next spring, when the satellite system is complete.

Programming, Warnock said, should be greatly improved, as the syndicated program services office will grow to help with satellite distribution. Programs such as *Star Wars* and *The World of F. Scott Fitzgerald* would add significantly to its line-up, while a separate submissions unit would be put into operation to facilitate the flow of programming into the system, and assist independent producers in their attempts to find a place within NPR.

NPR president Frank Mankiewicz also put programming high on the list of NPR achievements. "One has to conclude that our programming has moved up to a level of recognition of which we can be proud."

He noted that almost all the things NPR had hoped to accomplish in the last year had been achieved, and he called "extraordinary" the number of awards public radio has received in the last few months.

President Carter also took the opportunity to make note of NPR's status. In a letter, the President congratulated NPR officials for operations.

"As you move soon into the satellite age, you will be able to make available more of the high quality news, public affairs and cultural programming that have become your trademarks," Carter said. "You will be better equipped to develop and distribute services to more audiences which have been either unserved or underserved by American broadcasting."

The one major gripe voiced by delegates at the conference was the proposal in the House Communications Act rewrite to allow commercials on public broadcasting stations.

Speaking at the business meeting, one delegate likened NPR to a national park. He said that allowing these quasi-commercials on the system would be "like selling off a public park to developers."

He added that, much to his displeasure, corporate underwriters were already allowed to have their names mentioned in connection with programming. The audience responded with loud applause, and was informed by Mankiewicz that he hadn't heard from anyone in the system who was for the commercials.

The men responsible for two versions of the Communications Act rewrite also took center stage for a time. Representative

Lionel Van Deerlin (D-Calif.) joined a panel discussion on the future of public broadcasting and Senator Ernest Hollings (D-S.C.) took up the subject in a morning address.

The business meeting also took up the proposed fiscal 1980 budget, which followed a detailed presentation on how the satellite system would work, and what the costs would be. The budget, however, showed an increase to \$24.2 million for 1980, up from \$17.2 million in 1979.

But it wasn't all serious speeches and business meetings at the conference. At the Corporation for Public Broadcasting awards banquet, Albert L. Hulsen, manager of WGUC(FM) Cincinnati, was presented the third annual Edward R. Murrow Award for "significant contributions to the development of public radio."

In addition, delegates had a chance to sit in on some workshops and the first ever live recording session of *First Hearing*, which is produced jointly by Parkway syndicates and WQXR-AM-FM New York, and were greeted at a special programming session by *Star Wars*' own Darth Vader.

PUBLIC AFFAIRS

How-to meeting on public affairs programs

NAB conference will feature workshops and seminars on developing and promoting profitable local programming

FCC Commissioner James Quello, House Communications Subcommittee member Allan Swift (D-Wash.), UPI White House correspondent Helen Thomas and Richard Salant, former CBS News president now NBC vice chairman, are among those scheduled to appear at the National Association of Broadcasters' first national public affairs programming conference in Washington June 10-12.

NAB's TV vice president, Jane Cohen, says "over 100" station owners and public affairs directors have registered so far; she is predicting about 200 will attend the program, which is to provide workshops and screenings for an "in-depth" look at public affairs programming.

Cohen said station managers are being urged to attend because "there is a need, we feel, for station management to get involved with their programmers in this area. They're the ones who pay the bill." The program includes an address by Lawrence Grossman, president of the Public Broadcasting Service.

She characterized the conference, with workshops on promoting public affairs, dealing with special interest groups and making money with public affairs programming, as an information exchange rather than a consciousness-raising seminar. "Quite frankly, I think it's time we focused on just how good it is," she said of public affairs programming today. "I'll be the first one to say there are some that aren't [good]. But the majority of stations are doing some fine programs."



Mankiewicz



Rather

Changing Hands

PROPOSED

■ **WVEC-TV Norfolk (Hampton), Va.:** Sold by WVEC Television Inc. to Corinthian Broadcasting for reported \$31-\$33 million ("In Brief," May 21). Deal includes wholly owned Pembroke Cable Corp., operator of six CATV systems in Virginia and North Carolina with total subscribership of 3,497 (1979 BROADCASTING CABLE SOURCEBOOK). Seller is principally owned by Thomas P. Chisman, who will continue as president and general manager of station, and family. It sold only other broadcast interest, WVEC(AM)-WVHR(FM) Hampton, Va. (now WWDE-AM-FM), in May 1978. Buyer of WVEC-TV is wholly owned subsidiary of Dun & Bradstreet Co., publicly owned corporation with interests in publishing, marketing, business communications and sports programming as well as broadcasting. Corinthian owns five CBS-affiliated TV's: KXTV(TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind.; WISH-TV Indianapolis; KOTV(TV) Tulsa, Okla., and KHOU-TV Houston. Harrington Drake is chairman and chief executive of parent; Philip J. Lombardo is president of Corinthian. WVEC-TV is ABC affiliate on channel 13 with 316 kw visual, 3.16 kw aural and antenna 980 feet above average terrain.

■ **WQRS-FM Detroit:** Sold by Fine Arts Broadcasters Inc. to Outlet Co. for \$2 million. Seller is owned by Phyllis M. Aker, president (40%), and her husband, Stanley (60%). They have no other broadcast interests. Buyer is publicly traded owner of department stores, three AM's, two FM's and four TV's. In addition, it has purchased, subject to FCC approval, WIOQ(FM) Philadelphia (BROADCASTING, March 5). Bruce Sundlun is president and chief executive officer. WQRS-FM is on 105.1 mhz with 50 kw and antenna 480 feet above average terrain.

■ **KFMQ(FM) Lincoln, Neb.:** Sold by KFMQ Inc. to Telegraph-Herald Inc. for \$1.8 million, including \$200,000 for agreement not to compete. Seller is owned by Steve Agnew, who has no other broadcast interests. Buyer is publisher of *Telegraph-Herald*, Dubuque, Iowa, and four shoppers in Wisconsin and Iowa and owner of KDTH(AM)-KFMD(FM) Dubuque; WHBY(AM)-WAPL-FM Appleton, Wis., and KLMS(AM) Lincoln. It is owned by Robert B. Woodward and family; Bob Woodward Jr. is executive vice president-broadcast. KFMQ is on 101.9 mhz with 100 kw and antenna 180 feet above average terrain.

■ **WMOB(AM) Mobile, Ala.:** Sold by Bay Broadcasting Corp. to Charles W. Jackson

for \$525,000 plus \$150,000 for agreement not to compete. (Price includes Bay Broadcasting's 41% interest in WLPR(FM) Mobile.) Seller is principally owned by Walter Starr and Alton E. Broussard, who have no other broadcast interests. Jackson is controller for Birmingham, Ala., iron works. He has no other broadcast interests. WMOB is 1 kw daytimer on 840 khz. Broker: Blackburn & Co.

■ **KvMT(FM) Vail, Colo.:** Sold by Radio Vail Inc. to Vail Mountain Broadcasters Inc. for \$575,000. Seller is owned by John H. Gayer (48%), his wife, Dorothy (32%), and John A. Dobson (20%). Gayers sold KAAT(AM) Denver last November (BROADCASTING, Nov. 27). Mrs. Gayer also owns 31.25% of KBCR(AM) Steamboat Springs, Colo. Dobson also owns 12.5% of WCAX-TV Burlington, Vt. Buyer is owned by Scott K. Anderson and family (67%), David B. Toy (16%) and Leon Lowenthal (17%). Anderson is vice president of Global Marine Development Inc., Newport, Calif., ocean engineering firm. He has no other broadcast interests. Lowenthal is president (with no ownership) of KSNQ(AM) Aspen, Colo. Toy is Los Angeles attorney, who has no other broadcast interests. KvMT is on 104.7 mhz with 80 kw and antenna 1,186 feet above average terrain.

■ **WGVA(AM) Geneva, N.Y.:** Sold by Radio Geneva Inc. to P&L Broadcasting Inc. for \$480,000. Seller is owned by Milton Jacobson and Samuel Semel, who have no other broadcast interests. Buyer is owned by Norman Pinkard of Clifton, N.Y., deputy commissioner of New York State Department of Commerce, and Beverly Littles of Albany, N.Y., business consultant. Neither has other broadcast interests. WGVA is on 1240 khz with 1 kw day and 250 w night. Broker: Keith W. Horton Co.

■ Other proposed station sales include: WBIA(AM) Augusta and WCLS(AM) Columbus, both Georgia, and KBHL(FM) Lincoln, Neb. (see "For the Record," page 77).



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5/28/79

Fresno fight ends

McClatchy agrees to sell its KMJ-TV to competing group for \$13.5 million to put an end to five-year conflict

McClatchy Newspapers, having tired of a five-year license renewal battle over its KMJ-TV Fresno, Calif., has agreed to sell the station to the competing applicant, San Joaquin Communications Corp., for \$13.5 million.

Charles K. McClatchy, president of the California publisher and broadcast group owner, said, in a prepared statement, that to further delay the resolution of the matter would place "an unreasonable burden" on the community and the station's employees and advertisers.

San Joaquin filed a competing application for the UHF license (ch. 24) in 1974, charging, in part, that McClatchy had an undue concentration of media ownership

in Fresno. McClatchy owns KMJ-AM-FM there as well as the *Fresno Bee*, the city's only newspaper.

The agreement to sell the NBC affiliate, however, will not completely satisfy the FCC. Norman Goldstein, an FCC attorney, said that although the comparative part of the proceeding will be held in abeyance, basic qualification issues concerning both McClatchy and San Joaquin have been raised and must be resolved.

According to Charles McKerns, McClatchy's Washington attorney, the decision to sell was based on the belief that the hearings could drag on for five or six more years. He said \$13.5 million was "a fair price" and that McClatchy would be able to take advantage of a provision of the IRS code that grants tax certificates to companies that voluntarily break up newspaper-broadcast crossownership situations.

KMJ-TV survived a similar license challenge in 1976 when the FCC rejected a Justice Department petition to deny. The government's petition was one of many it filed in 1974 during a fit of antitrust activity (BROADCASTING, Oct. 4, 1976).

San Joaquin is composed of 14 individuals, most of them in business, farming and ranching. R.W. Millard is president; Carolyn Peck is vice president.

McClatchy is principally owned by Eleanor McClatchy, who has transferred her control, subject to FCC approval, to her nephew, Charles, and other family members (BROADCASTING, Nov. 27, 1978). In addition to its Fresno interests, McClatchy owns KBEE-AM-FM Modesto and KFBK(AM)-KAER(FM)-KQVR(TV) Sacramento, both California, and KOH(AM) Reno, Nev., and publishes two other California newspapers, the *Modesto Bee* and the *Sacramento Bee*.

WLS-TV eavesdropping suit goes to discovery stage

A federal judge has sustained two counts of a \$2-million eavesdropping suit filed by four employees of WLS-TV Chicago against the station, its parent company, ABC, and former general manager, Phil Boyer (BROADCASTING, Aug. 7, 1978).

Judge John Grady directed all parties to proceed with discovery (making information pertinent to the case available to attorneys). The judge dismissed two other counts in the suit, and denied an ABC request to remand the case to state court.

The plaintiffs—Frank Bianco, John Harkins, John Kochan and Gordon Preuss, all former directors at WLS-TV—charged the station had violated their privacy by taping, without their knowledge, directions and responses given over station intercom systems during news broadcasts. ABC insisted, however, that private conversations were not recorded and that no attempt was made to conceal the taping. The plaintiffs also seek actual and punitive damages, claiming their freedom of speech was infringed upon and their careers seriously sidetracked, if not ruined.

Tanks for the memories

Radio stations find promotion angle in gas shortage, offering cheap or free fuel to listeners

Radio station promotions, intended to take listeners back to the days of moderate prices at the gas pumps, have also taken them back to the long lines of 1974 at filling stations.

There was 26.9 cents a gallon, courtesy of KPOL(AM) Los Angeles, which checked and found that was the 1964 price of the gas station across the street. "It was tied into a 'May Day! May Day!—Crisis on Gas Prices' promotion with the reduced price offer to listeners," according to Michael, O'Shea, program director. It cost KPOL about \$2,700 for 3,339 gallons of gas and created a mile-long traffic jam on Sunset Boulevard.

To the suggestion that problems created by such promotions might offset their value, O'Shea explained KPOL had carefully analyzed the possibility of such complications, computed lane traffic and retained former traffic policemen to handle the flow of cars and other potential problems.

The next step downward in broadcasting's war on inflated gas price was in Philadelphia where 24.9 cents-a-gallon buys were subsidized by wwDB(FM) there during a two-hour period. The price selected was a rollback to gas costs of the 1950's

and meant wwDB picked up a tab in excess of \$2,000.

The price was even cheaper in Cleveland when wBBG(AM) there underwrote gas at 10 cents a gallon with a free car wash thrown in. Gas at the filling station had been priced up to 83.9 cents a gallon. The promotion cost \$3,300 to make 378 motorists happy, even though it took them three hours to work their way through a long line that snarled Friday afternoon traffic.

The price plunge continued to 11.5 cents a gallon in Baton Rouge, courtesy of wJBO(AM) there. The station's 1150 khz frequency was tied into the price, the total of 1,150 gallons dispensed by station personalities and the start of the giveaway at 11:50 a.m. Program Director Joe London said it's cost wJBO around \$2,500 and to pacify those who didn't make it through the line, there are periodic drawings by wJBO and area 7-11 stores until June 1 in which free gas is being awarded.

Originally, wBBG had intended to underwrite gas at 25 cents a gallon on a Tuesday. But when it learned that wwWE(AM) Cleveland was set to promote its 1100 khz frequency with an 11-cents-a-gallon offering on the preceding Saturday, wBBG switched to 10 cents and a Friday pumping date.

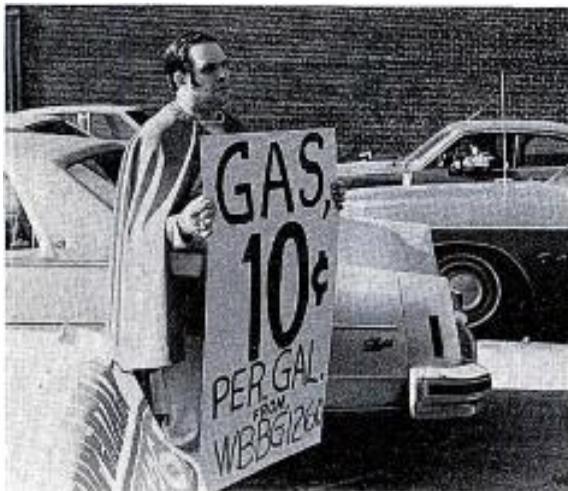
WwWE called off its promotion and, instead, held drawings every half hour on weekdays for two weeks in which cards from listeners were drawn and a full tank of gas awarded free. WwWE's Paul Aaron said his station capitalized on the rival's efforts by "giving away gas with no waiting

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Duel for fuel. WBBG Cleveland's Merle Polis was hawking gas at a dime a gallon; in Chicago, WJPC listeners lined up for 30 blocks for a free fill-up.

in line" and by not creating traffic problems.

But the motorists' wildest filling station fantasy came true in Chicago on May 10 when WJPC(AM) put zeros in the price slots at a filling station along the heavily traveled Dan Ryan Expressway. Charles Mootry, general manager of WJPC, said that when he arrived at the filling station at 3 a.m. prior to opening, he found cars parked at the pumps since 7 p.m. the night before. They were the beginnings of a line that extended more than three-and-one-half miles and gulped in 6,000 gallons while the owners enjoyed free breakfasts provided by WJPC.

Mootry said the promotion cost more

than \$10,000 and that it was part of WJPC's ongoing anti-inflation activity that included such successful promotions a \$6-worth-of-groceries bag for \$5.

Two days later (May 12), WHYI(FM) Miami-Fort Lauderdale also told listeners to keep their wallets in their pocket at a specified local service station. Cars sporting the FM outlet's bumper sticker received 3000 gallons of free unleaded gas.

Program Director Bill Tanner admitted it created such a traffic problem that police asked WHYI to call it off. WHYI complied but went down the line of cars handing out I.O.U.'s for the free gas. Tanner estimated the promotion cost at approximately \$2,500.

KCOP survives attack by Chris Craft, citizen group

The FCC has denied an informal objection filed by 20th Century-Fox Film Corp. against the renewal of Chris Craft Industries' KCOP(TV) Los Angeles in an effort by the film company to clear the way for its announced plan to acquire a fourth VHF TV station.

The action left unsettled the question of whether 20th Century would have trouble getting commission approval for such a purchase, since it is 12.8% owned by Chris Craft, which owns five V's. If 20th Century acquired a fourth V, Chris Craft could be charged with six VHF's, one over the multiple-ownership limit.

An informal objection sought an order barring Chris Craft from voting its stock in 20th Century or from attempting to take over the company. Chris Craft has said its ownership of 20th Century stock is for investment purposes only.

The commission also rejected a petition to deny KCOP's renewal filed by the National Association for Better Broadcasting. The petition was based on the station's programming, and on alleged violations of the fairness doctrine and the FCC's personal attack rules. KCOP's renewal application remains on deferred status, however, pending resolution of complaints regarding the station's equal employment practices.

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Power struggle at Ga. station ends out of court

Williamson of WBBT agrees to accept \$50,200 for his interest in station after other two owners have him barred from station operations

The ousted general manager and part owner of WBBT(AM) Lyons, Ga., has agreed to a \$50,200 out-of-court settlement and in exchange will drop all legal actions against his two partners and the mayor of that small south Georgia community.

The trouble erupted in mid-April, when Howard Williamson was voted out as WBBT general manager-president by James A. Johnson and Charles McCall, local businessmen who have owned the station with Williamson since March 1978. Johnson and McCall charged Williamson insisted on editorializing in the news, had a personal vendetta against Mayor William T. Aiken and placed the station in danger of libel.

Williamson, who had unsuccessfully sought the removal of a temporary restraining order that barred him from WBBT and from contacting station advertisers, could not be reached at that time for comment. He moved from his residence

and instructed the telephone company not to give out his new number, reportedly in fear of reprisal. With Williamson was his wife, Claudia, who had been working as bookkeeper at the station.

However, in published newspaper accounts, Williamson alleged improprieties in the Lyons city government that prompted his broadcasts. He also announced his intention to file a \$1.5-million suit against Johnson and McCall and Mayor Aiken, charging conspiracy in his removal from his \$25,000-a-year job. The charge was emphatically denied by Johnson, McCall and Aiken.

The sudden ending to the controversy came May 3 in Toombs county (Ga.), where Williamson was continuing to seek removal of the restraining order.

In the settlement, Williamson agreed to drop the conspiracy suit and to sell his one-third interest in WBBT to his partners.

The settlement agreed to by Johnson and McCall included \$14,156 in station profits, plus payments for certain properties, attorney's fees and miscellaneous expenses.

Williamson is known on the air as Happy Howard, the name he uses in his outside capacity as football-basketball announcer for Georgia Tech. John Kea, at one time with WYOK(AM) Fullerton, Ga., and active in Georgia advertising circles, has taken over as general manager of WBBT.

BottomLine

Closer to half-billion mark. Cox Broadcasting Co. has specified July 18 for annual stockholders meeting to vote on proposed merger into General Electric, transaction earlier estimated at \$440 million to \$488 million. (BROADCASTING, Oct. 9, 1978). Under definitive agreement signed Feb. 21 by Cox, whose principal holdings are in broadcast and cable, and GE, diversified electrical manufacturer with broadcast and cable properties, holders of Cox common would receive 1.3 shares of GE for each Cox share. Stipulation is that one share of Cox would be worth not less than \$65 nor more than \$72, if transaction is completed prior to Sept. 30—not considered likely. However, after that date, worth is to be not less than \$68 nor more than \$75, raising biggest-ever broadcast buy to \$460.5 million-\$507.9 million range. Price of acquisition is reduced by anticipated \$121 million GE expects to receive from spin-offs of some Cox and GE stations (BROADCASTING, April 23).

Backfire. Higher expenses, "primarily television programming costs," are blamed by Tribune Co., Chicago, for 11% decline in operating profits of its broadcasting group in first quarter of 1979 as compared to same 1978 period. Company noted that decrease was despite 14% increase—\$18,068,000 to \$20,590,000—in pretax revenues for broadcast-CATV holdings.

Enraptured by pay TV. "I am personally convinced that [subscription television] will provide Wometco with its greatest success in our 54-year history," says Mitchell Wolfson, company's chief executive. In accompanying analysis of Wometco Enterprises' prospects, Josephthal & Co., member of New York Stock Exchange, maintains the best is yet to come for Wometco based on "enthusiastic reception" accorded company's over-the-air STV operation in New York-New Jersey area since 1977 on WTVG(tv) Newark, N.J. Playing numbers game, Josephthal envisions 300,000 subscribers to Wometco's Home Theatre in several years in that one market to mean \$54 million in revenues—more than the \$47.7 million in revenues chalked up in 1978 by Wometco's five TV stations or \$44.8 million in revenues realized by Wometco's large number of theaters.

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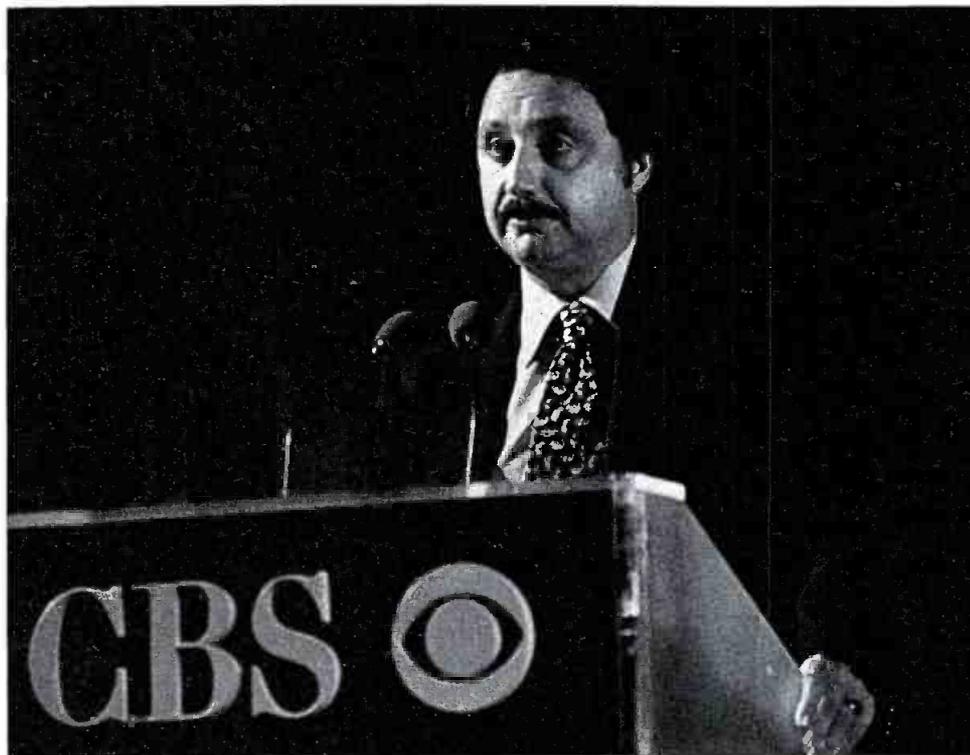
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Programming



Grant

ENTERTAINMENT

CBS's shot at first

Grant unveils fall show strategy: with 16 returning and 7 new, the best against ABC's strongest

B. Donald Grant, CBS Entertainment's vice president for programs, introduced CBS-TV's fall prime-time schedule last week to the CBS affiliates meeting in Los Angeles. The schedule is aimed at ABC-TV, the leading network, Grant said, and was put together in the belief "that NBC's lack of established series power would keep them out of serious contention for the fall."

The schedule includes 16 returning shows, 15 of which will play on the same night and time as last year, and seven new programs. He characterized it as a schedule with "strength and stability."

"Our plan was to attack ABC," Grant said. "Attack the strongest hours in their schedule. Attack their strongest combinations of established series. We felt that by going head-to-head with them, going after the same audience in certain time periods, we could weaken their over-all appeal." Such programming strategy has resulted in CBS pairing Archie Bunker with ABC's Mork from Ork, a new hour-long young people's show against the Fonz and *Happy Days*, two new situation comedies against *Eight Is Enough* and a father and son detective team against *Love Boat*.

The CBS prime-time schedule is as follows:

■ CBS will be making only two changes in its Sunday night line-up. The evening will lead off with *60 Minutes* (7 p.m. NYT), followed at 8 by *Archie Bunker's Place*, *All in the Family* with only Carroll O'Connor returning from the old cast but with two new characters. That will be the first of a block of four comedies—the others being *One Day at a Time* (8:30), *Alice* (9) and *The Jeffersons* (9:30)—that is being moved to the time slot. Following at 10 is *Trapper John, M.D.*, a loosely connected spin-off of *M*A*S*H* that features Pernell Roberts as Dr. John McIntyre, 28 years after the Korean War.

■ On Monday CBS returns its entire line-up: *The White Shadow* (8), *M*A*S*H* (9), *WKRP in Cincinnati* (9:30) and *Lou Grant* (10).

■ Tuesday night on CBS will start at 8 p.m. with a new show, *We're Cruisin'*, an hour that will run against ABC's powerhouse *Happy Days* (8) and a new ABC entry, *Hart in San Francisco* (8:30). According to Grant, the new CBS show "tested through the roof with young people." It's about a group of young people living in a California beach community. The remainder of CBS's evening will be given over to *The CBS Tuesday Night Movies*.

■ Paramount's *Working Stiffs* (8) and MTM's *The Last Resort* (8:30), both new, will begin the network's Wednesday night

schedule against hour-length competition from each of the other networks (*Real People* on NBC and *Eight is Enough* on ABC). *Working Stiffs* is about two brothers who get jobs as janitors in a Chicago office building. *Resort* is about four college students who get summer jobs in a hotel in the Pocono mountains. *The CBS Wednesday Night Movies* will hold down the rest of the night.

■ Three CBS old-timers return to Thursday night: *The Waltons* (8), *Hawaii Five-O* (9) and *Barnaby Jones* (10). During the 8-9 hour, Grant noted, both NBC and ABC will be running youth-oriented shows (*Buck Rogers in the 25th Century* on the former and *Laverne and Shirley* and *Benson* on the latter). "The *Waltons*, he said, will be the odd man out and should deliver excellent numbers."

■ CBS is holding with its current Friday line-up as well: *The Incredible Hulk* (8), *The Dukes of Hazzard* (9) and *Dallas* (10). CBS has done well with the night, Grant said, and NBC has moved its high-rated comedy, *Diff'rent Strokes*, to Thursday, "which can only be good for us."

■ CBS will be showing three new shows on Saturday—its only night with that many new entries. *The Bad News Bears* leads at 8, followed by the new situation comedy, *Struck by Lightning*, at 8:30. (*Struck* is about Ted Stein, a Boston science teacher who inherits a house in Maine and learns his real name is Frankenstein. The house comes equipped with Frank, the monster.) At 9, *Big Shamus, Little Shamus*, is the story of a house detective in an Atlantic City hotel recently invaded by gamblers. *Paris* debuts at 10 starring James Earl Jones as Woody Paris, a Los Angeles police captain.

Ernie Sofronski, the division's vice president for special programs announced specials for the upcoming season starring country music singer Crystal Gayle, Paul McCartney (the former Beatle who now has his own group, Wings), Jimmy and Kristy McNichol and David Copperfield, a magician. His list also included a number of dramatic offerings: *Playing for Time*, by playwright Arthur Miller; *Gauguin: The Savage*, a story of the French impressionist painter; *Henderson's Monster*, "about scientific responsibility and the manner in which life can be created in laboratories"; *Eleanor*, in which Jean Stapleton will play Eleanor Roosevelt, and *Robert Kennedy and His Times*, based on the book by Arthur Schlesinger Jr.

CBS made-for-television-movies for the upcoming session will include: *All Quiet on the Western Front*; *The Boy who Drank Too Much*; *The Day Christ Died*; *Flesh and Blood*; *Scared Straight* (which aired

last year on a number of independent stations), and *A Tale of Two Cities*. Theatrical films slated for airing in the 1979-80 session include: "Silver Streak," "The Greek Tycoon," "Oh, God!" "Lucky Lady" and "The Betsy."

ABC-TV outscores the competition in daytime Emmys

It captures nine; NBC-TV takes five and CBS two while 'Donahue' lands three of 'syndicators' four awards

ABC-TV entries took the most top honors during the presentation of daytime Emmy awards by the National Academy of Television Arts and Sciences.

In the awards ceremony, aired May 17 from New York's Lincoln Center by CBS-TV, ABC-TV programs won nine out of 20 categories. NBC-TV took five; syndicators four (with three for *Donahue*), and CBS-TV two.

Three of ABC-TV's awards were for *Ryan's Hope*. The soap opera took outstanding daytime drama series (executive producers Claire Labine and Paul Avila Mayer; producers Ellen Barrett and Robert Costello); outstanding direction for a daytime drama series (Jerry Evans and Lola Swift), and outstanding writing for that genre (Claire Labine, Paul Avila Mayer, Mary Munisteri, Judith Pinsker and Jeffrey Lane).

ABC-TV daytime dramas also had winners in the outstanding actor and supporting actor categories: Al Freeman Jr. of *One Life to Live* and Peter Hansen of *General Hospital*, respectively. NBC-TV came up with the best actress and best supporting actress: Irene Dailey of *Another World*

Statuesques. At right, Phil Donahue, who captured a total of three Emmys for his syndicated show; below are the production team for ABC-TV's *Ryan's Hope*, another triple winner: (l-r) Sybil Weinberger (accepting for former producer Bob Costello), Ellen Barrett (producer), Claire Lavine and Paul A. Mayer (executive producers).

and Suzanne Rogers of *Days of Our Lives*.

ABC-TV came away with the technical excellence award for a daytime drama series for *The Edge of Night*, with various staffers cited, led by technical director William Edwards. CBS-TV had one winner for daytime drama: design excellence for *Love of Life*.

In the categories applying to variety programs, it was a *Donahue* sweep. The show, syndicated by Multimedia Program Productions, won for outstanding talk, service or variety series (executive producer Richard Mincer, producer Patricia McMillen); outstanding host or hostess in a variety series (Phil Donahue), and outstanding individual direction for a variety program (Ron Weiner for "Nazis in the Klan").

NBC-TV's *Hollywood Squares* took outstanding game or audience participation show (executive producers Merrill Heatter and Bob Quigley; producer Jay Redack) and outstanding individual direction in that class (Jerome Shaw for the June 20, 1978, program). The award for outstanding host in a game or audience participation show went to Dick Clark of ABC-TV's *\$20,000 Pyramid*.

For the categories applying to children, ABC-TV's *Kids are People Too* won outstanding series, and NBC-TV's *Special Treat* presentation of "The Tap Dance Kid" won outstanding special. Outstanding children's informational series went to *Big Blue Marble*, a series funded by ITT and produced by Blue Marble Co.; the informational special winner was CBS-TV's *Razzmatazz*. For children's instructional series, it was ABC-TV's "Science Rock"

segments of the *Schoolhouse Rock* series.

In addition to those awards, the academy also presented 36 other honors for individual and creative achievement: Here it was NBC-TV program talent that had a landslide win, with 17 winners, to the Public Broadcasting Service's eight; syndication's five; CBS-TV's four and ABC-TV's two.

A special honor was given to KGO-TV San Francisco, the 1978 recipient of the national award for community service and public affairs. Its winning program was *Old Age: Do Not Go Gentle*.

JOURNALISM

Be First Amendment missionaries, urges Cronkite

He wants affiliates to tell the business community of the problems with recent decisions in that area by Supreme Court

Walter Cronkite told the CBS-TV affiliates last week that they should "reach the businessmen of your communities" with the message that the U.S. Supreme Court is "putting a heel on our precious freedoms."

He was referring, Cronkite said, to a string of decisions coming from the court in past months that are "ever constricting the rights of the press"—not to publish news, he said, almost mocking one decision, but to gather it. The Court's attitude toward the press, Cronkite said, was "nurtured by Nixon and Agnew."

He told the network affiliates that they should approach their local business communities and "point out" that the "cold wind" emanating from the court and its chief justice, Warren Burger, was directed not only at the press but could, eventually, go well beyond the media. "Let them know that the special privilege we're trying to reserve is their privilege," Cronkite said.

It was a variation on a speech that Cronkite has been delivering often over the past several months, he said, although until the Court decisions he had preferred to stay off the lecture circuit. Commenting about the address afterwards, he said, he had tried six years ago to take the message to the business community himself. He said he thought the affiliates would be good spokespersons for the First Amendment, however, because, by-and-large, they are themselves prominent members of local business communities.

Cronkite also said his speech was not a response to business's own criticism of the press. That was made evident even in the television business two weeks ago when Karl Eller, president of Combined Communications Corp., told Les Crystal, president of NBC News, that he sensed a strong anti-business bias among network reporters (BROADCASTING, May 21). Although CBS News gets its share of mail along that line, Cronkite said, CBS affli-





Cronkite

ates seemed to be largely pleased with their network's treatment of business.

In addition to his comments on the First Amendment and the court, Cronkite also took the opportunity last week to let it be known that he is "getting a little weary" of press speculation about his retirement and with whom CBS News will replace him. It is "grossly unimportant," he said, who will take over the network's evening news because CBS has "so many starting pitchers" on its news team. It is obvious that "sometime I'm going to have to go,"

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Cronkite said, leading up to a conclusion of his speech that, just for a moment, had everyone in the audience sitting on the edge of his seat.

His retirement, Cronkite said, will come "definitely (pause) some time before the turn of the century."

Way down yonder: APB convenes next week

New Orleans meeting will dwell on satellites, energy reporting

The latest developments in satellite delivery and views on coverage of economic and energy news will highlight discussions at the ninth annual convention of the AP Broadcasters in New Orleans, June 7-9.

More than 300 broadcasters are expected to attend the meeting, with the keynote speech to be delivered by Bill Leonard, new president of CBS News, on the future of broadcast news. Following his talk, a panel of executives will discuss the future of broadcasting in general. Participants will be John Summers of the National Association of Broadcasters; Hartford Gunn of the Public Broadcasting Service; Willie Davis of KACE(AM) Inglewood,

Calif., and Arch Madsen of Bonneville International.

Robert Hangsling of the U.S. Department of Energy will fill in the convention on latest developments in the energy field and will be followed by a panel touching on coverage of economic and energy news. Speakers will be Ernest Lotito of the U.S. Department of Commerce; Richard Leshner of the U.S. Chamber of Commerce; Dan Cordits of ABC News and Alan Schaertel of AP Radio.

A discussion on satellite delivery will feature Walter Johnson of California Microwave Inc., the supplier of receiving dishes for AP member stations; Dave Bowen, AP's vice president and director of communications, and George Mayo, chief engineer for AP Radio.

APB will honor former Senator Sam Ervin (D-N.C.) with the APB's Bob Eunson Award for "his contributions to journalism freedom over a long and distinguished career."

Senator Harrison Schmitt (D-N.M.), a member of the Communications Subcommittee and co-sponsor of S. 622, one of the Communications Act revision bills, will address the convention at a luncheon on June 9. A panel on AP Radio developments that day will include Ed DeFontaine, managing editor of AP Radio.

Monitor

Wasted shot. All those blockbuster programs TV networks put on in sweep ratings periods don't increase total viewing. So says Television Bureau of Advertising in lengthy analysis supporting its opposition to expansion of local TV sweep measurement periods. Homes using television levels on Sundays in 1979, which have included pro football playoff, Super Bowl and that sweep-period night when "Gone With the Wind," "One Flew Over the Cuckoo's Nest" and *Elvis!* played against one another, were like any other Sunday, TVB says. "The perceived need for extended ratings on the premise of hypoing," it asserts, "is not proven."

Ford no longer in future. Former President Gerald R. Ford and wife, Betty, have reached "amicable termination" of their agreement with NBC News under which they were to appear in two specials each and give number of brief commentaries for reported \$1 million. Ford appeared on his two specials and Betty Ford on one, but each was said to have about three or four commentaries left when their contract was ended.

Tippling the balance. FM audiences led AM for first time in RADAR radio usage report for spring 1979. Over-all Monday-Sunday figures show 24-hour FM share at 50.5%, 42% for 6 a.m. to 10 a.m. and 58% for 7 p.m. to midnight. Teen-agers and young adults (18-24) devote 59% and 65% of their listening to FM, respectively, while the figure for persons above 50 is 37%.

Sticking to policy. "With the limited air time at our disposal" and "other great national questions and problems" demanding "our immediate attention," CBS News President Bill Leonard told National Citizens Committee for Broadcasting that CBS News has "at the moment ... no plans" to take NCCB up on its suggestion for at least four prime-time hours on Communications Act rewrite and media issues (BROADCASTING, April 16). Mr. Leonard wrote that CBS News will "apply to it the same standards of news judgment that we apply to any issue." NBC has responded in similar manner.

Half a century. On July 15, Salt Lake Mormon Tabernacle Choir will celebrate its 50th year on air and will complete its 2,604th broadcast from Mormon Tabernacle in Salt Lake City. Half-hour *Music and the Spoken Word* started on NBC Radio on July 15, 1929, and since Sept. 4, 1932, has been carried over CBS Radio each Sunday. TV version of *Music and the Spoken Word* is produced by Bonneville International, Salt Lake City, which distributes series to 53 TV stations in U.S., Canada, Central and South America, Australia and Great Britain.

FTC

Bridge-building and fence-mending attempt by the FTC

Pertschuk, Pitofsky, Kramer and Westen go to New York for dialogue with business, try to tell their story and then listen to the other side

The Federal Trade Commission, labeled by critics as everything from the national nanny to a bureaucratic power gone berserk, sent a high-level entourage to New York last week with hopes of proving those titles inaccurate and of smoothing out differences with the business community.

With Chairman Michael Pertschuk leading the way, commission staff laid out in some detail how and why decisions are made. And the 150 in attendance for the two-day symposium—nearly all of whom were lawyers—then had their chance to complain, question and make recommendations for what they saw as necessary changes in commission policy.

Pertschuk set the tone for the "Dialogue with the Federal Trade Commission," sponsored by *Legal Times of Washington*, by saying that he did not expect his agency to be loved by the business community, Congress or consumers. But, he said, he believes the FTC's role is essential to the welfare of the consumer, and is "a bulwark of the market economy." The FTC's troubles, he added, stem from a number of commonly held myths that distort the way the agency actually operates.

The first major myth, he said, is that the FTC is a vast bureaucracy ("with emphasis on vast, rather than bureaucracy"). But he noted that, including 10 regional offices, the FTC has a total of only 689 lawyers and 79 economists, with an operating budget that would run the Department of Health, Education and Welfare for just 39 minutes.

Myth number two, Pertschuk said, is that the staff has its roots solely in public interest and consumer movements. He acknowledged that many of the staff did in fact work in these areas at one time, but so too did others join the FTC after corporate training. In addition, a system of evaluating and challenging old and new initiatives has been put in place, with more economic analysis being done and a strengthened

counseling and disciplining role for the Office of General Counsel.

Pertschuk said the third myth is that the entire thrust of the FTC reflects an anti-business, pro-regulatory bias. According to Pertschuk, however, the actual bias is against deception and schemes to fix the marketplace. "Our goal is to make competition work, not supplant it by seller or government-imposed choice," he said.

The fourth myth, he said, is that the commissioners and staff are "isolated and arrogant, shielding themselves from contact with the world outside the commission." But except for ex parte rules, which restrict direct access to commissioners on pending rules (with good justification, he believes), Pertschuk said the commission has tried to reach out to those who may be affected by its work and inform them of plans and proposals. "I know of no business or consumer groups believing that the commission was off-base, misinformed, overreaching, which has not gained access to us to present its views," he said.

The last myth, he said, is that the commission was unguided, with too much independence and no oversight. But he noted that a number of congressional committees scrutinize the commission, and legislative veto exists through the appropriations processes to deal with unjustified FTC actions. "What we do," he concluded, "we do in the belief that we are carrying out the will of Congress as embodied in a legislative mandate set out and perfected over more than 60 years."

Pertschuk's positions, however—which were expounded on by, among others,



Pertschuk



Kramer

Albert Kramer, director of the Bureau of Consumer Protection, and Alfred Dougherty, director of the Bureau of Competition—received some tough scrutiny from panels of business people and the audience. Commission actions on advertising, for example, were questioned by some, and others offered low marks for the lack of dialogue between the commission and consumer groups.

Comparative advertising and children's advertising received an especially thorough airing. Tracy Westen, deputy director of the Bureau of Consumer Protection, outlined commission views of the matters during a session on the second day with Pitofsky as chairman. Pertschuk, whom a federal court disqualified from the controversial children's advertising proceedings and who has declined to comment on the matter pending decision on his appeal for reinstatement to the case, was chairman the opening day, but was not in attendance for the advertising issues.

Westen staunchly defended the children's advertising proceedings, claiming that the real issue is whether advertising to children is deceptive, and whether children should receive the same protection adults do.

He rejected the notion, for example, that the heart of the matter is whether FTC is acting like a "national nanny"—trying to intervene in parent-child relationships. Instead he claimed that very young children do not understand the motives of advertisers and should therefore be protected from a medium that may be fundamentally deceptive.

Westen also dismissed the idea that the FTC had no business regulating what

While the FTC's right hand was in New York . . .

The left was busy in Washington, as staff recommends restrictions on OTC advertising claims; plan called 'regulatory over-kill'

A Federal Trade Commission staff report released last week recommended that claims made in over-the-counter drug advertising be confined to those the Food and Drug Administration allows on drug labels.

The 309-page report, which stems from an inquiry started in 1975, and which drew quick and unfavorable reactions from the advertising industry, as well as OTC drug manufacturers (see below), could ban a number of frequently made advertising claims about nonprescription drugs if adopted by the commission.

The recommended rule would allow an OTC ad to make use of only those words approved by the FDA when making claims about what the purpose of the drug is. This means that such terms as "upset stomach" and "irregularity" would have to be replaced with more specific wording, such as "acid indigestion" and "constipation."

children could watch on TV. The government, he said, prohibits the sale of cigarettes and alcohol to children, which most people view as acceptable forms of government intervention. The bottom line, he added, is that the commission can prohibit deception, and certain ads that may not deceive adults may in fact deceive children.

In addition, he predicted that if a ban on advertising to children is ever implemented, other forms of advertising would take over. He said he suspected the effects on the TV networks would be short-term and temporary, with a loss of perhaps a few million dollars or less. Advertisers, he added, could redirect their advertisements to children, although he acknowledged it would cost them more money, as they would be forced into more expensive time slots.

Westen said the reasons the commission is involved with advertising are because it must protect businesses against unfair competition; because in the commercial marketplace speech isn't always self-correcting and some remedies may be necessary, and because the free enterprise system depends on informed consumers, who may be deceived by untruthful advertising.

Commission actions, he said, attempt to eliminate artificial barriers to truthful advertising, as well as standardize information so that consumers do not become confused.

One major remedy, he noted, was corrective advertising. But Westen said he was dissatisfied with the way corrective advertising has been done to date—inserting a corrective message in a product ad. He suggested that the FTC might consult with

"The use of disapproved or unreviewed words in making identification-for-use claims in advertising has the tendency and capacity to mislead substantial numbers of consumers, and is unfair," the report said.

Advertising campaigns that could become illegal under the recommended regulation are claims that Alka-Seltzer will fight "upset stomach" and Pepto-Bismol is effective for "indigestion."

The OTC drug industry, with \$3.8 billion in sales annually, could be affected greatly by the rule, since studies indicate that consumers rely far more heavily on advertising than labeling for product information. According to the Television Bureau of Advertising, more than \$448 million was spent advertising OTC drugs on TV last year, while the Radio Advertising Bureau reports that over \$31 million was spent on radio advertising.

William Hesse, executive vice president of the American Association of Advertising Agencies, called the report "a perfect example of regulatory over-kill." Hesse said the FTC claims to speak for the consumer, but he said he doubted whether most people would be able to understand

advertising professionals rather than lawyers about the wording of corrective commercials. In addition, he said, it might be wise to have advertisers prove, through testing, that the public no longer has a misimpression about the product. He noted that there are some techniques now available to determine whether corrective advertising works, but the results of the campaigns tested are not yet in.

Both Pertschuk and Kramer said that one remedy that has proved to be a regulatory success is the health warning labels on cigarette packages. Pertschuk said declining cancer rates in men are a testimony to the effectiveness of the warning.

Kramer, however, noted that this remedy was only one of a number the commission can consider in the consumer protection process. He said the commission starts with areas where consumers are experiencing considerable losses, and then looks for an effective remedy that will enhance the ability of the consumer to make an informed choice.

According to Pertschuk, in identifying priorities, the commission tries to expose those areas with the greatest inflationary impact on consumers, and stops taking on new programs only when its budget runs out. He said that even though the agency has to make preliminary judgments as to whether to pursue something, that does not necessarily indicate it has a built-in bias on the subject.

Kramer claimed the staff, too, is without bias, and has always tried to take seriously its responsibility not to be advocates, but to get the full record for the commission. "There have been lapses, there are some horror stories, but in gen-

"such arcane terms as "anti-flatulent," "anti-tussive," "anti-emetic," "hypertension," and "rhinitis.""

Jonah Gitlitz, executive vice president of the American Advertising Federation, said the proposal serves nobody's interest and was another example of regulators not understanding the functions of advertising and labeling. The proposal, Gitlitz said, "puts advertisers' mode of expression in a straitjacket."

The National Association of Broadcasters also took a stab at the report. Assistant General Counsel Brenda Fox called the action "another blow against freedom of speech."

"Despite weeks of hearings and thousands of pages of testimony, the FTC staff still believes that only the government can devise meaningful advertising copy," Fox said. "It is ludicrous for the staff to assert that 'upset stomach' confuses people and a more definitive medical word would clarify such a condition."

A 60-day comment period now follows the report, at which time the commission will decide on whether or not to promulgate a rule.

eral the staff has maintained an arm's-length relationship with the commissioners," he said.

There were some complaints that the staff has not been responsive to various interest groups. Charles Halpern, director of the Institute for Public Representation in Washington, said there are too few dialogues between the commission and consumer advocates. Ira Millstein, a New York attorney, said he thought the commission was not getting adequate industry response from its *Federal Register* announcements of proposed rules, and suggested it study new ways to reach more people.

Kramer said, though, there is nothing in the procedures that keeps the staff from openly laying out issues with people, and if they weren't getting satisfaction from staff people they could ask for a meeting with the bureau chief.

Ironically enough, however, while the subject of advertising was being bandied about, a trade association was claiming that an FTC staff proposal "would be an unconstitutional prior restraint on advertising and on the right of free speech."

Unknown to participants at the Tuesday (May 22) session—except perhaps to the FTC staff members, who made no mention of it—a staff proposal released that day urged the commissioners to rule that claims made in advertisements for nonprescription drugs be confined to those approved by the Food and Drug Administration for use on the labels (see above). The report was later attacked by the Proprietary Association, which represents companies that make nonprescription drugs.

But those at the conference may have

had their hands full just trying to deal with old issues without bringing up new ones. Pertschuk, for example, said there is the belief on Capitol Hill that the FTC "is run by crazies" and the commission rubber-stamps resolutions made by the staff with little real thought.

A lot of the confusion about the agency, he said, comes from the public participation funding program under the Magnuson-Moss Act. Pertschuk said he feels strongly about the program, since it supports the participation of public groups that otherwise could not afford it. Kramer concurred, calling the program "crucial," because the agency really doesn't have a regular constituency, and public interest groups provide a lot of information.

Pertschuk noted, however, that one of the biggest potential problems on the horizon is the one-house congressional veto. "If the one-house veto is passed by Congress," he said, "one would have to assume that, at least unconsciously, the commission will have to be thinking about it."

Throughout the two-day symposium, which will be repeated in October in San Francisco, the commission staff gave no indication of altering the aggressive stance it has taken recently. The closest anyone came to saying the FTC would not take an active role on an issue came when Robert Reich, director of the Office of Policy Planning and Evaluation, said that if another government agency can handle an issue better, the FTC would defer. "We'll help and support them," he added.

All this rewrite talk

Receiving alternating praise and criticism, the broadcast and cable provisions of the Communications Act rewrite continued as the subject of hearings before Lionel Van Deerlin's Communications Subcommittee last week. The hours numbered in the teens before all the witnesses—broadcasters, cable operators, citizen groups and academics—had finished.

And the curtain hasn't gone down yet on the House subcommittee's broadcast hearings. All three TV networks are scheduled to appear June 5, along with consumer advocate Ralph Nader and more broadcast and cable interests. Meanwhile, on the same day, the Senate Communications Subcommittee begins its hearings on broadcasting and cable.

Following is a recounting of some of the comments of last week as well as some from the previous week, when minority issues were debated.

In second week of hearings citizen groups are dead set against deregulating TV; Geller calls for program percentages; Bahakel wants U-V parity assured; SDX opposes radio deregulation

The television provisions of the Communications Act rewrite were under the microscope before the House Communications Subcommittee Tuesday at a

hearing where the cons outweighed the pros.

Two citizen group leaders, Ralph M. Jennings of the Office of Communications of the United Church of Christ, and Nolan Bowie of the Citizens Communications Center led the attack on the H.R. 3333, arguing it is premature to deregulate TV licensees, most of whom make "enormous profits." The proposal to deregulate television after 10 years is based on the assumption that scarcity is becoming less of a factor in the industry. But if that is true, said Bowie, "why are the profits so high?" He argued that the marketplace is an inadequate device to inspire stations to deal with moral, cultural and other societal issues.

Jennings questioned whether the other technologies that the bill's authors believe will increase diversity in video communications will have the predicted impact. "Prudence suggests that we wait for the millennium before abandoning the principles of the Communications Act of 1934," he said.

Jennings ridiculed broadcasters' opposition to the spectrum fee, which chief rewrite author Lionel Van Deerlin (D-Calif.) has predicted would produce \$150 million from broadcasters if implemented now. Assuming the fee would be tax deductible, the total would really only come to \$75 million, Jennings said. "Yet broadcasters chafe at paying this paltry sum. They ought to be insulted that their local services are valued so low."

That said, however, he opposed the fee

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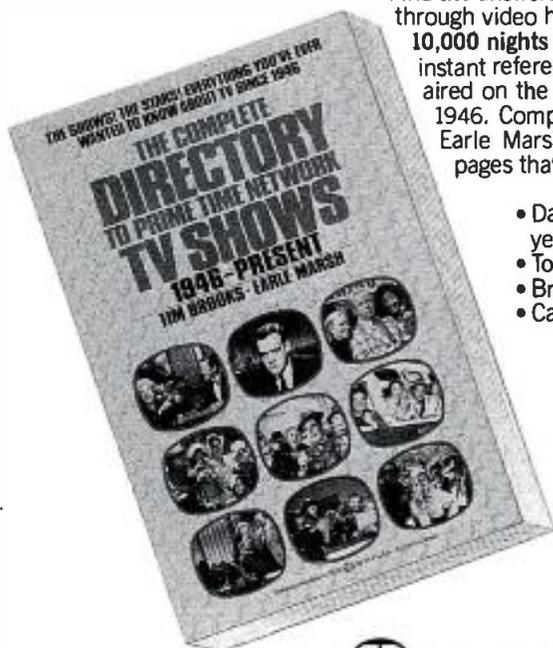
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as a trade-off for deregulating broadcasting. "It is difficult to imagine a spectrum use fee large enough to offset the loss of responsive local programming," he said.

Joining the rewrite opposition was a broadcaster, William Dilday of WLBT(TV) Jackson, Miss., who associated himself with the citizen groups' remarks. While defending his station's record—he touted his news and public affairs programming as going far beyond the FCC's requirements—he was skeptical about what other stations might do if deregulated. "If there were no FCC requirement for television stations to carry local news, some stations might find it to their financial advantage to substitute syndicated fringe programs such as game shows, which would probably cost less than 20% of the news budget," he said. "They would produce comparable if not better revenue and vastly increased profits. Clearly it would not be to the advantage of the American people for Congress to permit this."

Dilday supported continued ascertainment and EEO enforcement by the FCC but opposed the license fee.

Other witnesses at Tuesday's hearing included Henry Geller, head of the National Telecommunications and Information Administration, who argued for enforced program percentages for television licensees. He suggested 15% of a station's prime time programming should be allotted for local programming, another 15% for informational programming. Perhaps, he suggested, the percentage could be lower in TV markets above 100. But he was steadfast in favor of quantitative program regulations. Reliance on a public trusteeship principle, he said, has been a "total failure."

Daniel D. Villanueva of the hispanic-oriented station, KMEX-TV Los Angeles, argued against programming requirements such as those, and proposed complete deregulation for UHF stations. "Regulation is no longer necessary for [those stations] to insure service to the public," he said. "That in the long run is just good business."

Villanueva attacked the ratings services, saying they have not accurately gauged the size of minority audiences. "The damage they have done to minority broadcasters over the years is almost immeasurable," he said. "It's in the millions."

Cy Bahakel, president of the National UHF Broadcasting Association (NUBA), also made a pitch for special attention to UHF in the bill. He proposed an amendment requiring the FCC to establish rules to achieve parity between UHF and VHF.

Grace Baisinger, president of the national PTA, called for retention of current public-interest regulation of broadcasting. She argued that the marketplace has been inadequate in regulating excessive violence in network programs.

The rewrite's radio deregulation came under attack from the Washington, D.C., chapter of The Society of Professional Journalists, Sigma Delta Chi. Betsy Ashton, reporter and anchor at WJLA-TV questioned whether radio stations would continue to program news and public



Tabled. Giving television the business at the rewrite hearing Tuesday were: (l to r) William Dilday (at end of table), WLBT(TV) Jackson, Miss.; Daniel D. Villanueva, KMEX-TV Los Angeles; Donald McGannon, Westinghouse Broadcasting (he became suddenly ill, however, and did not participate); Ralph Jennings, United Church of Christ; Nolan Bowie, Citizens Communications Center; William Chamberlin, University of North Carolina school of journalism; Henry Geller, assistant secretary of Commerce for communications and information.

affairs if not forced to do so. "We have seen aggressive, award-winning local news operations eliminated by new owners who view radio as strictly an entertainment medium, even a money-making machine," she said. "In deregulation we see the potential for a flood of that kind of activity. And it troubles us."

North Carolina broadcasters praise the bill, but object to the fee proposal; Broyhill announces amendment that would send part of fees back to stations for local programs; AMST is wary of new executive agency

Broadcasters who otherwise favor the Communications Act rewrite would oppose it today because of the spectrum fee,

the executive director of the North Carolina Association of Broadcasters told the House Communications Subcommittee Wednesday.

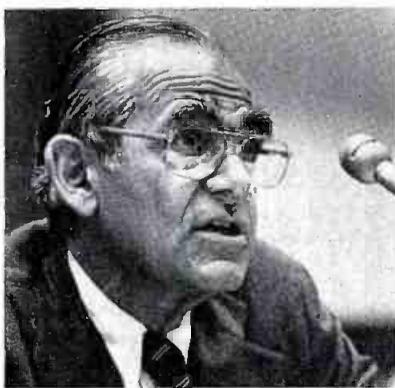
At the second of three days of hearings on the rewrite before Lionel Van Deerlin's subcommittee last week, Wade Hargrove, NCAB executive director and general counsel, said the new bill, H.R. 3333, "represents a bold and imaginative" step toward reducing regulation broadcasters consider needless. Its "single most salient feature," he said, is that it would stop frivolous challenges to broadcasters at renewal time.

He praised the proposed retransmission consent plan as well, but said the broadcasters in his state are suspicious that a "spectrum tax" would be raised to unreasonable levels by future Congresses. And, he argued it might become a new device for regulating broadcasters. Once government "gets its hand in broadcasters' pockets," he said, Congress might become "a silent partner" of the station owner.

Rewrite co-sponsor James Broyhill (R-N.C.), while professing distaste for the proposed fee, said he nevertheless finds the charge for radio to be "fairly reasonable" under the bill. Hargrove countered he has not talked to a radio operator yet who was willing to make the trade for deregulation.

Broyhill announced at the hearing that he has prepared an amendment that would allow the broadcaster to keep a portion of his fee rather than pay it into the treasury, but require him to plow it back into his news and local programming. Subcommittee Chairman Van Deerlin expressed immediate approval of the idea. But Mr. Hargrove said he would have to consider it awhile before giving his opinion.

The Association of Maximum Service Telecasters also testified through its counsel, Ernest W. Jennes. AMST continues to "have difficulty" with the entire rewrite approach, believing that "although not perfect, [the current act] is remarkably effective in serving the public," Jennes said. The association's greatest concern, he said, is that the bill does not offer



Jennes (above) and Hargrove



enough protection against harmful interference to television signals.

Jennes argued that the bill's granting complete allocations authority to the head of the proposed executive agency, the National Telecommunications Agency, is a threat to broadcast freedom. "The power to allocate means . . . the power to control freedom of expression, indirectly, if not directly," Jennes testified. He said AMST fears that a President, dissatisfied with information going out over the airwaves, might try to pressure the NTA head to take spectrum space away from commercial broadcasting and reallocate it for, perhaps, military use.

He also said that AMST will acquiesce to the retransmission consent plan as a substitute for cable distant-signal regulation. But he called for continued distant-signal regulation in markets over 100.

Jennes's presentation was not received sympathetically by Van Deerlin who got into an argument with him about the motivation for cable restrictions. "If you'd sat down to write rules to kill an industry, you couldn't have done a better job," he said of the old pay cable rules that were struck down in court. Jennes maintained that it had been the public's interest, not the broadcasters' that had spawned them, however, prompting Van Deerlin to retort with some vehemence, "I'm sorry to learn the courts were so greatly misled." Said one congressional staffer later, "I've never seen Van get so worked up."

There were representatives of citizen groups at the hearing, including Emma Bowen of the Black Citizens for Fair Media, New York, who argued that eliminating such tools as the petition to deny would virtually eliminate public participation in broadcasting. Her group has been able to negotiate with local broadcasters for concessions in minority programming and hiring in the past. "We believe that this ongoing dialogue with local broadcasters is essential if we are to continue to improve TV and radio service in our community," she said.

William Harris of Public Interest Communication Services, Cambridge, Mass., said of the proposed elimination of the public interest standard: "What if you're wrong. What kind of recourse does the public have? You're asking the public to take a risk." His group has published a book about opportunities for nonprofit groups to gain access to local stations in Boston. "The access existing today is not the result of the marketplace," he argued. "It's the result of the public interest standard."

A Texas broadcaster comes out in favor of the rewrite, with a few exceptions, while Karp argues against proposal for retransmission consent

Contrary to the impression left during day number two of the rewrite hearings, day number three heard that most radio broadcasters do support the bill. Clint Formby of KPAN-AM-FM Hereford, Tex., a former National Association of Broadcasters radio



Not satisfied. Comments from minority broadcasters about the Communications Act rewrite's proposed funds to increase minority ownership in broadcasting seemed unanimous at one point. They said \$10 million is too little to make an impact. Herbert Wilkins, president of Syndicated Communications Inc., Washington, called the proposal a "fraudulent hoax" and said the bill should provide not less than \$25 million the first year, to be increased \$5 million every year for 10 years. He and others also argued the funds should be available for investment in minority common carrier and cable ventures as well as broadcasting. A representative of the National Telecommunications and Information Administration, John Lyons, said NTIA opposes the bill's lottery system for allocating broadcast licenses. NTIA would prefer retention of comparative license proceedings, but using a "more efficient, streamlined . . . process," he said. Several witnesses argued that the lottery system, even with minorities given two chances to win, is too haphazard a method of stimulating minority ownership. Members of the minority ownership panel at Tuesday's rewrite hearing were (l to r): Joel Levy of the Washington law firm, Cohn & Marks; Ed Gomez, representing the Southwest Spanish Broadcasters, Albuquerque, N.M.; Bertram Lee, New England Television Corp., Boston; William Egan, T.A. Associates (a venture capital firm), Boston; Wilkins, and Lyons.

board member, told the subcommittee that "virtually all [the radio operators] that I've talked to are for the bill."

Formby has several reservations about H.R. 3333—he opposed the license fee, random selection for distributing available licenses, reducing AM spacing to 9 khz and permitting commercials on public broadcasting—but he said on the whole it is welcome because its deregulation "places the responsibility of good business practice . . . in the community of license where it belongs."

Formby's objection to random selection prompted a comment in kind from Representative James Collins (R-Tex.) one of the bill's cosponsors. He said he cannot understand how "something that we place so much responsibility on can just be picked out of a hat." Collins also objected to the 9 khz suggestion, saying he thought it would make stations more difficult to tune in on his radio. "I know with the fuzzy radio on my car, I have trouble getting it now," he said.

The cable industry mounted another assault on the bill's proposed retransmission consent plan Thursday through Teleprompter President Russell Karp. He told the subcommittee that the plan, which would require cable operators to get permission of either broadcasters or copyright owners before retransmitting broadcast shows long distance, would effectively halt cable's "march into the major markets."

Karp argued that the program owners would continue to sell programs only to broadcasters because they can pay more than cable operators and, under exclusivity arrangements, would refuse to let cable have the programs it now carries without permission.

He argued further that those pressing for retransmission consent are not being harmed under the present compulsory-license scheme. It doesn't hurt broadcasters' profits, copyright owners' syndication fees or sports attendance, he said.

Testimony over minority hiring brings predictable arguments: broadcasters say they're doing a good job, and should be freed from regulation while blacks and women want stricter rules, say ownership is not the answer

It was an old battle over a new target. Citizen groups argued that broadcasters' feet should be held closer to the fire in minority employment. Broadcasters argued against government-imposed hiring standards. And in between was the Communications Act rewrite, an attempt to please both sides.

The rewrite's answer to the minority hiring problem in broadcasting is to do away with FCC regulation of employment at radio stations, continue regulation at TV stations but only for 10 years, and to give a spur to minority ownership in the industry. The ownership provision would serve the dual purpose of boosting minority employment and minority programming, the rewrite authors say.

But minority witnesses at the House Communications Subcommittee's rewrite hearing disagree. "I'm not sure minority ownership is going to do the job," said Kathy Bonk of the National Organization for Women. She and others argued for continued EEO enforcement by the FCC over both radio and television. NOW wants to retain access to the information on the forms broadcasters file with the commis-

sion, she said, so the organization can continue putting pressure on broadcasters to hire more women.

Pluria Marshall of the National Black Media Coalition argued there should be more, not less, EEO regulation of broadcasters. "Most of the players in the game have consistently refused to move in this area," he said. Specifically "the biggest, the National Association of Broadcasters, continues to file against EEO improvements," he said. Marshall charged that the FCC has been under the control of broadcasters. "The NAB calls the shots at the FCC. Nobody wants to admit that," he said.

The broadcasters, not surprisingly, argued for less regulation. Spokesmen for radio—National Radio Broadcasters Association President James Gabbert, with stations in San Francisco and Hawaii, and Sis Kaplan of Sis Radio Inc., Charlotte, N.C., an NRBA board member—supported H.R. 3333's provisions to remove radio EEO regulation from the commission's jurisdiction. Kaplan said she thinks "great gains" have been made in the employment of women and minorities in broadcasting.

Gabbert said broadcasters have found it good business to hire minorities, and said he thinks the industry has improved on its "pathetic" record of the 1960's. But "no matter what level it reaches," he said, people will not be satisfied with it.

Eugene Bohi of WGHP-TV High Point, N.C., president of the North Carolina Broadcasters Association, chairman of the ABC television affiliates government relations committee and members of the National Association of Broadcasters television board, opposed H.R. 3333's continued EEO regulation for television during the 10 years the bill proposes TV would still be subject to license renewal. He said it is a "hardship" for small-market television stations to meet the "magic numbers" for minority employment and that in his opinion EEO regulation does a disservice to blacks. Too often blacks with only minimal broadcast training are hired away from small-market TV stations by large-market stations looking for minorities with experience. The system is "encouraging mediocrity," Bohi said.

Quello likes the rewrite, but has changed his mind about charging stations a fee based on a percentage of revenues; he also says retransmission consent should be responsibility of carriers, not cable systems

FCC Commissioner James H. Quello praised the House's Communications Act rewrite, but urged changes in its fee and "program consent provisions."

In written comments to the Communications Subcommittee, the commissioner repeated his feeling that the deregulatory provisions for broadcasting should be carried to the limit, removing all regulatory and First Amendment restraints from television as well as radio. But he said he changed his mind about

charging fees for radio and TV based on percentages of their revenues, a proposal he had made last year. Under that plan, "it is apparent that television is paying the major portion of the total fees for comprehensive deregulation of radio—a related but competing medium," he said. His preference now is for a fee based on regulatory costs, which has been proposed in S. 622, one of the Senate's Communications Act revision bills.

On retransmission consent, Quello proposed that the satellite carrier, rather than each cable system, be responsible for obtaining consent for broadcast program retransmitted by satellite. The commissioner opposed placing all spectrum allocation with the proposed National Telecommunications Administration agency. He also urged that the bill's allusion to the nine khz proposal be removed from the provision requiring the commission to expand full-time AM service to all markets.



Contrary Collins

Contradicting his rewrite co-sponsors—and the Communications Act rewrite itself—Representative James Collins (R-Tex.) last week said public broadcasting should be cut out of H.R. 3333.

Moments after principal rewrite author Lionel Van Deerlin (D-Calif.) declared the bill's public broadcasting provisions to be "an integral and essential part of the whole," Collins told a National Public Radio Conference in Washington last week that "we differ." While emphasizing that he thinks a rewrite will pass Congress, he took the public broadcasting provisions seriously to task, specifically the permanent authorization of federal funds. He opposes restructuring the national public broadcasting organization into separate program funding and operations sectors. He opposes lifting the ban on editorializing by public broadcasting stations.

And, the congressman said, with a smile and in his best Texas twang, "there's a fool section in there that will never work." He was referring to the provision in the

revised rewrite to permit public broadcasting stations to carry commercials under restrictions that require advertisements to be clustered in no more than three places during the daily broadcast schedule. Regarding such clusters, said the congressman, "if you've got any idiot that'll sit through eight minutes of . . ." His sentence was swallowed up in the audience's applause.

But some of those applauding were quickly disappointed when the congressman went on to say he favors having commercials on public broadcasting—only not in eight minute bunches. "I think a break is healthy," he said, this time greeted with a few hisses.

Another who espoused separating public broadcasting from the rewrite process was Senator Ernest Hollings (D-S.C.), author of S. 611, the leading Communications Act revision bill in the Senate. Senator Hollings said he wants to give the public broadcasting bill Congress passed last year time to work before undertaking any more changes. He praised public radio's programming, saying it is one of the reasons there is diversity in radio today. He said he thinks radio stimulates the imagination and is a good learning tool. "I think it would be tremendous if we could lure children away from television," he said.

Hollings also said "there is no question" that Congress will be deregulating radio. He favors his bill's provisions doing away with periodic relicensing of radio, but retaining the fairness doctrine.

Van Deerlin defended his own bill, saying public broadcasting would be released from much current regulation and in his opinion would grow stronger. And although he expects federal funding to increase, "You will still need to scrounge up a good bit [of money you need] from local sources," he said. Government "will not be . . . even a major source of funding in the future."

Asked a question about the proposed license fee that broadcasters and other spectrum users would have to pay, Van Deerlin noted commercial broadcasters' opposition. "Commercial broadcasters seem to want deregulation without competition," he said. But "we're not going to give it to them, I can tell you that."

Among other speakers at the NPR gathering Tuesday morning was Henry Geller, head of the National Telecommunications and Information Administration. He echoed Mr. Van Deerlin's prediction that public radio will have to rely increasingly on state and local funding sources in the future. He also predicted there will be increasing competition from "more and more" radio outlets in the future. NTIA, he said, strongly supports creating new stations wherever possible.

Robben Fleming, president of the Corporation for Public Broadcasting, said CPB is currently considering a restructuring that would result in the creation of an endowment, or program fund, within the corporation. He said CPB needs to talk to NPR about how public radio would be treated in such a fund.

Noble's cause

Program supplier to stations in Mexico charges rivals in San Diego with ex parte violations

A border war involving broadcast licensees in San Diego and Tijuana, Mexico, came to life again last week.

Lawyers for the Mexican stations and the companies supplying them with programming and serving as their sales agents let go with a blast accusing the San Diego broadcasters of violating both the FCC's ex parte rules, as a result of contacts with Chairman Charles D. Ferris, and the anti-trust laws.

The San Diego licensees—Broadmoor Broadcasting Corp. (KSON-AM-FM), KGB Inc. (KGB-AM-FM), Southwestern Broadcasters Inc. (KPRI(AM)) and West Coast Media Inc. (KIFM(FM))—have been attempting to shut off what they say is the illegal competition from XETRA-AM-FM. And in March, they petitioned the commission to issue a show-cause order aimed at blocking the delivery of program tapes from San Diego to the Baja California stations (BROADCASTING, April 23).

Last week's pleading was in opposition to that petition. And it charged that Broadmoor's president, Dan McKinnon, violated the ex parte rules by writing to Ferris on March 14, "just two days before" the San Diego stations' petition was filed. The letter referred to a discussion McKinnon had had with the chairman two days earlier in which he briefed the chairman on the "infiltration of Mexican stations" into the San Diego market and asked for "help—fast."

The opposition says that "quite properly," the letter was intercepted. A reply, from Broadcast Bureau Chief Philip L. Verveer, not written until May 9, told McKinnon it would be "inappropriate" to comment on this letter in view of the pending petition.

The opposition—by Noble Syndications Inc., the program supplier, and Noble Multimedia Communications Inc., the sales agent—said that McKinnon obviously knew on March 14 that the petition was being prepared and would soon be filed and that, as a result, he was in violation of the ex parte rules. It added that McKinnon apparently attempted "through indirection to entrap even the chairman in a violation of the ex parte rules" and was thwarted "only by the alert action of the chairman and his staff."

Underlying the controversy is the question of whether the commission has jurisdiction to intervene. Section 325 (b) requires parties to obtain FCC approval before transmitting programming across international borders for rebroadcast into the U.S. The Mexican stations say the statute applies only to electronically transmitted programming, not to physically delivered programming, as in their case. The San Diego stations say it applies to both methods.

Ferris's fear. FCC Chairman Charles D. Ferris is concerned that regulatory reform bills now pending in Congress could not only prevent the proliferation of "unnecessarily burdensome rules" but also impede agencies' efforts to eliminate unnecessary rules now on their books. In particular, said Ferris at a Federal Bar Association conference on the issue of regulatory reform, these bills might retard agencies' like the FCC "in our efforts to open formerly regulated markets to competition." Ferris was referring to provisions requiring agencies to quantify and compare costs and benefits of certain types of actions. "Data on the effects of deregulation—of not having the rule or of moving to a competitive-market substitute—may simply not be available," he said. At some point, he added, the availability of comparative data ends, and "the agency must make a reasoned 'leap of faith' to conclude that the ultimate effects of deregulation will be better than the regulatory status quo.

A framework for poles

The FCC has adopted additional rules regarding cable television pole attachment rates, terms and conditions. The new rules take in account comments received on certain issues which were not considered when the initial set of rules were adopted last August.

At the same time the FCC denied petitions for reconsideration of the initial rules filed by AT&T, the National Cable Television Association and the United States Independent Telephone Association.

FCC said the rules are intended to provide a framework within which cable systems and utilities may determine the upper limit of the "just and reasonable" rate range permitted by law.

The new rules provide that usable space for all utility poles will be "rebuttably presumed" to be 13.5 feet; the 40 inches of safety space below electrical facilities will not be the responsibility of the cable operator, but will remain part of the usable space; complaints involving terms and

conditions will be handled on a case by case basis; in complaint proceedings, utilities will be required to account for reimbursements made to them by cable operators for non-recurring costs, and responses to complaints must be filed within 30 days and replies within 20 days of the responses.

The FCC pointed out that these rules apply only in states and territories where such matters are not regulated by state or local governments. As of May 21 there were 16 states and territories which regulated pole attachments: Alaska, California, Connecticut, Florida, Hawaii, Illinois, Indiana, Louisiana, Massachusetts, Nevada, New Jersey, New York, Pennsylvania, Puerto Rico, Vermont and Wisconsin.

C&W back in Boston

The Committee for Community Access, a Boston-based citizen group has withdrawn its objection to the license renewals and transfer of WACQ(AM)-WTTK(FM) Boston now that WDLW(AM) Waltham, Mass., induced by \$20,000, has agreed to broadcast country music.

CCA, spurred by the area's country music lovers, filed petitions with the FCC to deny renewals and transfer of the stations in January 1978 after a change in their formats from country to AOR (on the AM) and adult contemporary (on the FM) left the Boston area without a country-formatted station. Although those petitions were denied by the FCC and the transfer from Plough Broadcasting to GCC Communications was approved, final FCC order of the transfer was being hung up by a petition for reconsideration filed by CCA (BROADCASTING, March 5).

Plough, eager to resolve the matter for both financial and public relations reasons, negotiated a three-way deal whereby WDLW would broadcast country music for five hours every Saturday night for 40 weeks and CCA would withdraw its petition.

For its part, Plough agreed to pay WDLW \$20,000 for filling the country music vacuum and CCA \$6,000 to compensate it for legal fees and other expenses it incurred in the matter.

If you want to join a growing number of radio stations in the greatest radio promotion in America,

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Magic ticket

Ask for Jeff Lewis (317) 283-2584

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The Broadcasting Playlist May 28

Contemporary

Last week	This week	Title □ Artist	Label
2	1	<i>Hot Stuff</i> □ Donna Summer	Casablanca
1	2	<i>Reunited</i> □ Peaches & Herb	Polydor
3	3	<i>Heart Of Glass</i> □ Blondie	Chrysalis
7	4	<i>Shake Your Body</i> □ Jacksons	Epic
9	5	<i>Love You Inside Out</i> □ Bee Gees	RSO
8	6	<i>Ain't No Stoppin' □ McFadden & Whitehead</i>	Phila. Int'l.
5	7	<i>Goodnight Tonight</i> □ Wings	Columbia
14	8	<i>Logical Song</i> □ Supertramp	A&M
6	9	<i>In the Navy</i> □ Village People	Casablanca
11	10	<i>Disco Nights</i> □ GQ	Arista
18	11	<i>Ring My Bell</i> □ Anita Ward	TK
4	12	<i>We Are Family</i> □ Sister Sledge	Cotillion
13	13	<i>Stumblin' In</i> □ Suzi Quatro & Chris Norman	RSO
29	14	<i>Minute By Minute</i> □ Doobie Bros.	Warner Bros.
30	15	<i>Chuck E's In Love</i> □ Ricky Lee Jones	Warner Bros.
12	16	<i>Knock On Wood</i> □ Amii Stewart	Ariola
19	17	<i>You Take My Breath Away</i> □ Rex Smith	Columbia
15	18	<i>Take Me Home</i> □ Cher	Casablanca
34	19	<i>Love Takes Time</i> □ Orleans	Infinity
23	20	<i>Honesty</i> □ Billy Joel	Columbia
16	21	<i>She Believes In Me</i> □ Kenny Rogers	United Artists
37	22	<i>Bad Girls</i> □ Donna Summer	Casablanca
35	23	<i>Boogie Wonderland</i> □ Earth, Wind & Fire/Emotions	Col.
27	24	<i>Rock 'n' Roll Fantasy</i> □ Bad Company	Swan Song
26	25	<i>Just When I Needed You Most</i> □ R. Vanwarmer	Warner Bros.
31	26	<i>Renegade</i> □ Styx	A&M
28	27	<i>Old Time Rock and Roll</i> □ Bob Seger	Capitol
10	28	<i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
22	29	<i>I Want You To Want Me</i> □ Cheap Trick	Epic
36	30	<i>Shine a Little Love</i> □ Electric Light Orchestra	Epic
20	31	<i>Ain't Love a Bitch</i> □ Rod Stewart	Warner Bros.
33	32	<i>Love Is the Answer</i> □ England Dan & John Coley	Big Tree
25	33	<i>Deeper Than the Night</i> □ Olivia Newton-John	MCA
17	34	<i>He's the Greatest Dancer</i> □ Sister Sledge	Cotillion
39	35	<i>Good Timing</i> □ Beach Boys	Caribou
-	36	<i>Gold</i> □ John Stewart	RSO
32	37	<i>Lady</i> □ Little River Band	Harvest
45	38	<i>Dance the Night Away</i> □ Van Halen	Warner Bros.
42	39	<i>Little Bit of Soap</i> □ Nigel Olsson	Bang
38	40	<i>Blow Away</i> □ George Harrison	Dark Horse
49	41	<i>One Way or Another</i> □ Blondie	Chrysalis
41	42	<i>Get Used To It</i> □ Roger Voudouris	Warner Bros.
40	43	<i>I Want Your Love</i> □ Chic	Atlantic
43	44	<i>Makin' It</i> □ David Naughton	RSO
-	45	<i>I Was Made For Lovin' You</i> □ Kiss	Casablanca
46	46	<i>Hot Number</i> □ Foxy	Dash
48	47	<i>Shake Down Cruise</i> □ Jay Ferguson	Allied
-	48	<i>You Can't Change That</i> □ Raydio	Arista
-	49	<i>Does Your Mother Know</i> □ Abba	Allanta
-	50	<i>I Don't Want To Be Right</i> □ Barbara Mandrell	ABC

Playback

Sophisticated sound. Programers appear to be greeting John Stewart's new single, *Gold* (RSO), with almost universal favor. Mark Lawrence, program and music director at WGUY(AM) Bangor, Me., added it out of the box "because it has a sophisticated sound that fits our image," he says. "It has a good melody and it gives you something to think about, too." Gary Kirk, program director at WRFC(AM) Athens, Ga., says: "The vocals are terrible and the sound is dated, but the lyrics are very good. And the Fleetwood Mac sound is so dominant that the record can't help but do well." Dale Andrews, program director at WFBR(AM) Baltimore reports: "It's a big request record, especially among upper demographics." *Gold* bolts onto "Playlist" this week at 36 and if the prediction of Pete Berry, program and music director at WAIR(AM) Winston-Salem, Va., holds true, "it's really going to be a record." **Kissing an old image goodbye.** *I Was Made For Lovin' You* (Casablanca), the new single by Kiss, surprised a number of program and music directors last week. "It's the best Kiss I've ever heard," comments Lee Branner, music director at WGLF(FM) Tallahassee, Fla., and Kirk reports: "It's got a minor disco beat in the background, surprisingly good lyrics and a great guitar lick. It's the best they've ever done." Debuting on "Playlist" this week at 45, *Made for Lovin' You* may crack Kiss's solidly established image as music for teen-agers only. **Frampton feeling fine.** Soon to enter "Playlist" is Peter Frampton's new single, *I Can't Stand It No More* (A&M). Adding Frampton last week were WXGT(FM) Columbus, Ohio, and KLIF(AM) Dallas.

Country

Last week	This week	Title □ Artist	Label
1	1	<i>Beautiful Body</i> □ Bellamy Bros.	Warner Bros.
3	2	<i>When I Dream</i> □ Crystal Gayle	United Artists
4	3	<i>Sail Away</i> □ Oak Ridge Boys	ABC
6	4	<i>She Believes In Me</i> □ Kenny Rogers	United Artists
11	5	<i>Nobody Likes Sad Songs</i> □ Ronnie Milsap	RCA
2	6	<i>Red Bandana</i> □ Merle Haggard	MCA
-	7	<i>Rockin' My Life Away</i> □ Jerry Lee Lewis	Elektra
8	8	<i>Don't Take It Away</i> □ Conway Twitty	MCA
5	9	<i>Lying In Love With You</i> □ Brown & Cornelius	RCA
7	10	<i>Lay Down Beside Me</i> □ Don Williams	MCA
13	11	<i>Just Long Enough To Say Goodbye</i> □ Mickey Gilley	Epic
10	12	<i>Down On the Rio Grande</i> □ Johnny Rodriguez	Epic
15	13	<i>September Song</i> □ Willie Nelson	Columbia
9	14	<i>Back Side of Thirty</i> □ John Conlee	MCA
16	15	<i>Someone Is Looking For Someone</i> □ Gail Davies	Lifesong
20	16	<i>Where Do I Put Her Memory</i> □ Charley Pride	RCA
12	17	<i>How To Be a Country Star</i> □ Statler Brothers	Mercury
-	18	<i>Shadows In the Moonlight</i> □ Anne Murray	Capitol
-	19	<i>You've Got Somebody I've Got</i> □ Vern Gosdin	Elektra
23	20	<i>What a Lie</i> □ Sammi Smith	Cyclone
14	21	<i>Isn't It Always Love</i> □ Lynn Anderson	Columbia
21	22	<i>Farewell Party</i> □ Gene Watson	Capitol
-	23	<i>Sweet Melinda</i> □ Randy Barlow	Republic
-	24	<i>If I Give My Heart To You</i> □ Margo Smith	Warner Bros.
18	25	<i>All I Ever Need Is You</i> □ Rogers & West	United Artists

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.

The one world of television engineering

Technicians head for Montreux to talk about and look at hardware; digital, satellites, teletext are prime topics

The site is Montreux, Switzerland, and gathering there will be television engineers from around the world, but the lingua franca of the 11th International Television Symposium and Technical Exhibition will be understood by all: TV technology.

The six-day meeting at the Montreux Palace began yesterday (May 27) with opening ceremony and reception and gets down to business today with a two-track agenda that divides meetings into the concurrent "Session A: Progress in TV Systems" and "Session B: Equipment Innovations." Session A meetings will be devoted to advances in system design and technology and include three or four papers on the subject, followed by a roundtable discussion. Session B meetings will be devoted to new hardware and papers related to topics treated in A sessions. But the interrelated A and B meetings will not run concurrently to allow participants to attend both. The Monday A meeting, for instance, is "Video Production Systems," while the B session is "Terrestrial Broadcasting Equipment." On Tuesday, the A gathering will treat terrestrial broadcasting and B, video production equipment.

Other topics to be treated in A meetings, with related B equipment sessions, are satellite broadcasting systems, digital recording technologies, CATV systems, digital signal origination, processing and transmission, radio interference to CATV and new TV services.

For some of the Europeans attending the Montreux meeting, digital television, especially digital videotape recorders, will be a prime subject of discussion. Bosch-Fernseh, the West German equipment manufacturer, has made it known that it has a digital VTR in development. Many in the international engineering community expect to be seeing a version of it next week.

Herbert Fix, technical director of West Germany's IRT (Institut Fur Rundfunktechnik), put digital techniques at the top of his list of issues of discussion next week. "It's too early to tell what direction it will be going in," but, like others, he expects to see Bosch join the growing group of companies that have shown their versions of a digital VTR. At Montreux, he suggested, engineers may decide it is time to embark on early discussions pointing the way to decide

whether "it is possible to find a common standard" for the digital VTR's.

Tom Robson, director of engineering for Great Britain's Independent Broadcasting Authority (which started the digital VTR race last year at London's International Broadcasting Convention), agrees with Fix that digital systems "inevitably must be one of the major topics" at Montreux. He cited the "good progress" being made by the companies in the development of the digital VTR. "The sad thing about it is the lack of a recording standard," he added, however. That is a necessity, he said, "if the broadcasters are going to be able to play any tape on any machine."

Like Fix, Robson felt that the industry has "about reached the stage" that serious discussions about standards are going to become necessary.

With all of the advance talk about digital recorders, it took the BBC's director of engineering, Bryce McCrerrick, to note that there is "still a great interest in the one-inch recorder" and that agreeable PAL conversions in the type C format "have not been demonstrated." Although type C has proved quite popular in North America, McCrerrick pointed out, Europeans have yet to become quite so enthusiastic. "You can count them on one hand," he said of the number of type C machines on the continent. Over there, Bosch-Fernseh's type B machine is far more popular. McCrerrick estimated that "about 400" of those are in use in Europe.

Satellites are another topic that will certainly be a subject of considerable discussion this week. In Europe, the emphasis will be on direct-to-home applications, in contrast to the North American emphasis on networking. American logistics are far different, Fix said, noting that the smaller European nations have little need to send television signals the great distances that Americans do. By 1983, he said, there may be a three-channel test satellite in operation, experimenting with direct-to-home service.

Again pointing out the difference between European and North American requirements, McCrerrick said, "you must remember that distribution by satellite is not so attractive to us."

Finally, Fix noted that the engineers in Montreux are likely to be very interested in the new "special services" such as teletext. Although conceding that the "number of receivers equipped is not very high," certain elements in West German industry are becoming quite interested in the possibilities offered by the new services—especially the country's newspa-

pers. He said there will be a test period for teletext in his country next year and that the West German postal service is also interested.

The Montreux technical exhibition will be open 9 a.m.-7 p.m. from Sunday through Friday. Following is a list of the firms exhibiting and their booth locations. New products are indicated by an asterisk. Some booth numbers are to be announced (TBA).

ACEC TBA

Agfa-Gevaert AG 512
Magnetic tapes and cassettes for audio-video recording.

Peter Albrecht Elektronik TBA
ESP-M microprocessor-controlled editing system*, time code generator and decoder, time code unit with character generator, time code regenerator*, time code pocket calculator with stop watch* **Staff:** P. Albrecht, K. Schuster.

AEG-Telefunken TBA

American Data 620-621
Video production and distribution switching systems, modular amplifiers for audio, video and pulse signals. **Staff:** Hal Bjorklund, Ed Miller.

Ampex International TBA

Angenieux 208
25x zoom lens system for two-third inch tube cameras*, broadcast television lenses. **Staff:** B. Angenieux, A.H. Billson, A. Challinor, P. Chambon, G. Corbasson, F. Deckmann, S. Dumartin, J. Gibson, H. Hopson, A. Masson, A. Mikes, J. Moret, R. Putman, G. Rolet, C. Stampfli, H. Vandriel, J. Wallace.

Asaca TBA

Staff: Takashi Shigezaki, Masahiro Kashitani, Mike Dyer, Richard Reilly.

Barco Cobar Electronic TBA

BASF TBA

Bell & Howell TBA

Berkey Colortran U.K. 127

Studio lighting, lighting control memory systems, dimmers, grid lighting suspension systems, cyclorama systems, studio floor lighting, follow spots, microphone booms. **Staff:** P. Coe, K.L. Boyda, T.W. Cowie, J. Thornley, J. Burgess, B. Jones, R. Rayner, R. Pallas.

BFE TBA

Robert Bosch	TBA	Heinz-Dunkel, Richard Losch, Henning Tanneberger.	tors, selective converters and terminal equipment for pay TV. Staff: R.J.W. Marshall, L. Steeno, K. Lendenmann, H. Van Hulsel, H. Van Doorne.
British Overseas Trade Board	TBA		
Broadcast Electronics	TBA		
Cables Cortaillod	TBA		
Canon Amsterdam	212		
Zoom lenses for ENG. Staff: S. Yamaguchi, M. Miyazaki, S. Nakamura, G.O. Jensen, T. Kanie.			
Cetec	TBA		
CCA Electronics	TBA		
Central Dynamics	604		
Staff: Brian Tee, Peter Symes, Graham Pugh, Raymond Greenfield.			
Cinema Products	601		
TTR-7 one-inch D cartridge VTR*, KM-16 16mm film-to-tape transfer system*, MNC-710 studio-field production system*, U/F-16 16mm editing console*, GSMO 16mm camera, Steadicam camera stabilizing system, ENG and film cameras and accessories. Staff: Ed DiGiulio, Peter Waldeck, Don Dunbar, Ed Clare, Jesse Garfield, Bob Auguste.			
CMC Technology	615		
Staff: Tony A. Mlinaric, David E. Zimmerman, Eberhart Muller.			
Compagnie Continentale de Signalisation	TBA		
Conrac	TBA		
Consolidated Video Systems	TBA		
Cremer	TBA		
Crow of Reading	137		
Barco color monitors, jingle generator*, Windson monochrome monitors, CEI Camera, test charts and illuminator globe, Arvin-Echo frame store recorder. Staff: Corney Webster, B.E.M. Webster, Bob Priddy, Mike Angelou, Ron Brock, Jack Golding.			
Datatron	TBA		
Datwyler	TBA		
CATV distribution systems, camera cables, radiation cables, cable connectors. Staff: Emil Baumann, Ruedi Gimbel, Heinz Kuhnle, Werner Landolt, Wolfgang Neugebauer.			
Dell Technical Vehicles	507-508		
Small sound O.B. unit with all-wheel drive, low-light TV surveillance vehicle with four-wheel drive, three-camera/two-VTR vehicle, special air conditioning system. Staff: G.G. Eldridge, E.C. Roff, K. Weinrich, M. Lawrence, M. Cooper, D. Biddlecombe.			
Delta System	TBA		
Video and audio routing and assignment switchers, caption generator, VTR specific interface system, digital control system, accessories, custom-built equipment. Staff: Karl			
Dicsa-Delay TV Ingenieurs-Conseils	TBA		
Dynair Electronics	619		
Video and audio routing switchers with microprocessor-based control systems. Staff: E.G. Gramman, R.N. Vendeland, M. Lebar, R.A. Jacobs.			
Eastman Kodak	TBA		
Eidophor	303		
Large screen color television projectors. Staff: G. Vaenziger, A. Schmid, A.J. Zeier, P. Metzler.			
Elektroimpex Hungarian Foreign Trading Co. for Telecommunication and Precision Goods	TBA		
Emt Franz	TBA		
Enertec	TBA		
Enk International	TBA		
Farinon Video	TBA		
Foremark	TBA		
Fougerolle	TBA		
Fuji Photo Film	TBA		
Fuji Photo Optical	TBA		
Hanspeter Glur	TBA		
Gretag	TBA		
Grundig	TBA		
Helman Elettronica Mandellese di Toni & Valeri	TBA		
Richard Hirschmann Electric	TBA		
Hitachi Denshi Europa	TBA		
Hughes Aircraft	121		
AML multi-channel microwave systems. Staff: L. Stanley, K. Thuler, L. Roth, B. Benniker.			
Ikegami Tsuskinki	TBA		
Independent Broadcasting Authority	TBA		
Inelco Elettronica Professionale	TBA		
Innovative Television Equipment	TBA		
TV camera support dollies, tripods, pedestals, pan/tilt heads and accessories. Staff: B.I. Rosenberg, S. Hollingsworth, P.M. Bouw.			
International Video	TBA		
Isenegger Electronic	TBA		
Jerrold International	225		
Signal processor, video modulator, demodulator, FM signal processor, broadband amplifiers, taps, directional couplers, CATV cable connec-			
Kathrein-Werke	126		
Transmitting antennas, CATV equipment, TV processor*, FM converter*, feeder amplifiers*.			
Keeline Productions	TBA		
Hans Kolbe/Fuba-Antennen	211		
Antenna systems. Staff: Manfred Haenel, Jurgen Look, Werner Bauer, Gerhard Butefisch, Peter Duerkop, Ernest-Albrecht Barner, Sigismund Radike, Dieter Ehrhardt.			
KOVO Foreign Trade	TBA		
Kudelski	TBA		
Nagra professional tape recorders, monitor speakers, facsimile meteorological chart receiver.			
Manufacturers de Cables Electriques et de Caoutchouc	TBA		
Marconi Communications Systems	307		
Color cameras, videotape recorders, complete TV and sound broadcast systems including studios, transmitters, mobile units. Staff: T. Mayer, C.F.H. Teed, Adrian Moore, Graham Boustred, Roger Fenton, John Close, Steve Tedder, Andy Fremont, Paul Batho, Terry Barritt, Martyn Clarke, John Scott, Iain Reid, Simon Fraser, Neil Friday, Shaun Metcalfe, Mike Kirk, Mike Pickles, John Ridgwell, Bill Sutherland, Ian Fraser, Don Pay, Ray Mitchell, Pete Turrall, Fred Bones, Bryan Smith, Keith Hughes.			
Marconi Instruments	TBA		
Memorex Europe	TBA		
Microtime	TBA		
Time base correctors, source control system, video signal synchronizer, time code generators and readers. Staff: David E. Acker, Walter V. Van Halder, J. Richard Crook, R. Traude Schieber, Paul J. McGlodrick.			
Microwave Associates	101		
UHF microwave links, ENG transmission systems, transportable microwave links, satellite video receivers, fixed microwave links. Staff: P.J. Bradbury, P.C. Burnage, D. Cronshaw, R. Russell, A. Hickman, J. Van, E. Van Der Kaay.			
3M Europe	TBA		
Moseley Associates	119		
Microprocessor remote control*, digital control system with computer option, aural transmitter links, remote pickup links, stereo generator, audio limiter, subcarrier generator, telecontrol system. Staff: John E. Leonard Jr., Earl Hatt Jr.			
Nippon Electric	TBA		
NKF Kabel	505-506		
Cable and accessories for television distribution systems, turnkey service for CATV			

systems. Staff: J. van Hartingsveldt, W. van Kessel, P.P. Stoopman, H. van Vliet.	Staff: W. Angehrn, R. Bopp, K. Koinzack, C. Schmid.	Telesuisse	TBA
Nurad 616	Shintron TBA	Thomson-CSF	303
ENG microwave receivers, microprocessor remote control systems, 2 ghz circularly polarized antennas, 7 ghz transmit antennas. Staff: Leslie K. Lear, Vincent E. Rocco, J. Stephen Neuberth.	Shure Brothers TBA	Television cameras, recorders, monitors, mobile equipment, editing systems, radio transmitters.	
O'Connor Engineering TBA	Siemens Aktiengesellschaft TBA	Time and Frequency Technology	404
Perfectone Products 308	Wilhelm Sihh Jr. 105	Digital remote control systems, data acquisition and logging system. Staff: Joseph Wu, Frank Rich.	
16 and 35 mm projectors, video scanner, recorders. Staff: Jean-Jacques Bessire, Henri Bessire, Paul Jaillet, Madeleine Beuchat, Maurice Finardi.	12 and 13 ghz microwave links, CATV equipment, cable connectors and splices, RF connectors and components, antenna field strength meters for radio and TV. Staff: Dieter Lehmann, Jorg Ockert, Manuel Betz, Erwin Kneipp, Max Muller, Helmut Noller.	Tore Seem	TBA
N.V. Philips' Gloeilampfabrieken TBA	Sondor 206	H.F. Transmissie Techniek	TBA
The Rank Organization TBA	Dubbing systems for audio postproduction of films and videotape. Staff: A. Hungerbuhler, W. Hungerbuhler, H.J. Schreier, H.P. Hafeli, E. Ernst.	Unitel	TBA
RCA Broadcast Systems 302	Sony Broadcast TBA	Scriptel digital character generator*, Textel teletext editing unit*, various character generator systems. Staff: Jean-Francois Barda, Michel Barda, James Bonnet, Jean-Claude Dubary, Marie-Jo Lefevre, Liliane Barda.	
VHF transmitters*, automatic color camera, portable ENG camera*, one-inch VTR*, quad recorder, 16mm projector*, telecine camera, 35mm projector, magnetic sound recorder. Staff: N. Vander Dussen, J.E. Hill, P.J. Murrin, J.E. Banister, L.R. Dongelewicz, K. Johnson, P.S. Lines, K. Prior, P.J. Baker, P. Borgeaud, J. Nianko, S. Rabin, D. Scally, S.E. Basara, J.L. Grever.	Soro Electro Optics TBA	Utah Scientific	TBA
RCA Solid State Division TBA	Stellavox 221	Velec Sefat	TBA
Recortec International TBA	TD 88 professional tape deck. Staff: Hans J. Kuypers, G. Quillet, J.P. Gurtner, G. Dingler.	Victor Co. of Japan	TBA
Regis Electronic Equipment TBA	Stock Electronic Europe TBA	Vital Industries	TBA
Rohde & Schwarz 411	Studer International AG TBA	AM STEREO	
Amplifiers for VHF-FM transmitters, 3 kw, 5 kw, 10 kw FM transmitters, FM relay receiver, AF transmission measuring set, cassettes for Audiostat system, TV transposers and transmitting systems, UHF transmitters, TV test transmitter and demodulator, video test signals and insertion test signals, automatic test assemblies for field strength, AF and cable measurements and reflection measurements on antenna systems.	Tape lock system, professional tape recorders, synchronizing and editing system, Autolocator*, 24-channel remote control, local broadcast studio, mixing consoles, portable mixing consoles, remote mixing consoles*, studio power amp, telephon hybrid*, balancing unit*, FM digital synthesizer-tuner*. Staff: E. Spörri, W. Hodel, P. Joss, R. Breitschmid, D. Busse, O. Mikoska, W. Derrer, J.P. Ruch, P. Tommer.	Not whether, but when for AM stereo	
Sachtler TBA	System Concepts TBA	Comments phase ends at FCC, with those filing advising care in introducing new system	
Sandar Electronics TBA	Systronic TBA	A number of groups have urged the FCC to move toward authorizing AM stereophonic broadcasting, but there is some disagreement over when the service should be allowed to begin.	
Scan Art TBA	Szita Television-Electroniques TBA	In final comments filed with the commission, the general sentiment was that enough technical information has been submitted to authorize AM stereo, and the commission should now look toward making a choice among the proposed systems.	
Jos. Schneider & Co. TBA	Tecnicobel TBA	ABC, for example, said it was convinced "there is a demonstrable public demand for AM stereo services which broadcasters are ready, willing and able to meet." The real issue, it added, isn't whether AM stereo should be approved, but rather what standards will assure the best possible service.	
Lenses for color TV cameras. Staff: M. Leder, W. Opitz, D. Collins, K.H. Dilly, K.G. Hess, H. Radzio, E. Taylor.	Tektronix International 403	Among the reasons ABC cited for permitting AM stereo to begin were a public acceptance of and demand for stereo services; it would offer stereo services to areas not now served by FM stereo; it would provide better performance for listeners in autos; it would increase programming alternatives and options for listeners, and it would facilitate competition between AM and FM services, which would be to the public's benefit.	
Seltech Equipment 609	GVG vision mixer, 440 routing switcher, 1450-2 demodulator, 1980 automated measurement system, 656 SECAM color monitor. Staff: Austin Basso, Dieter Mining, Stuart Fox, Tom Long, Steve Kerman, Larry Kaplan, Cal Smith, Charles Rhodes, Jim Zook, Len Dole, Dave Friedley, Bob Cobler, Chuck Clarke, Bruce Rayner, John Winstanley.	The Consumer Electronics Group of the Electronics Industries Association agreed that the concept was sound, and it sug-	
Video production mixers*, routing switchers, microprocessor-based time code generators/readers*, digital SPG's, video processing amplifiers*, video source synchronizers*, master clock systems*, audio studio equipment, time base correctors. Staff: W.E. Jaynes, D.F. Craddock, R.S. Alpey, S. Johnson.	Telediffusion de France TBA		
Sennheiser Electronic 201	Telemation 136		
Studio microphones, headphones, sound effect vocoder, infrared sound transmission system.	Compositor I graphics system, MCS-I machine control system*, audio/video distribution switching systems, automatic tape degausser*. Staff: Ulla Verch, Marshall Ruehrdanz, Hal Blakslee, Fred Grab, George Elsaesser, Clair L. Bello, Michael Montag, Jim Klien, W. Paul Warnock, Robert B. Pfannkuch, Donald Rhodes, Scott Bosen, George Crowther, Donald Lefebvre.		

gested that the date for initiation of authorized AM stereo broadcasts be nine months after the commission's rule is published in final form. "It is important to have a firm starting date to avoid uncertainty or confusion for consumers, retailers, receiver manufacturers and broadcasters," it said.

The association noted that a survey of receiver manufacturers found that "all but a very few" said they needed a minimum of six months to introduce AM stereo products. "It is of crucial importance to avoid the type of inventory disposal problem that arose when the number of channels available for CB radio was increased," it added.

General Electric suggested that the commission designate an interim transmission standard for further testing and review. It said that comments could be accepted during this period to help refine final standards.

Taking a dimmer view of the proposal was the Corporation for Public Broadcasting, which said that some of the proposed systems for AM stereo could preclude reduced channel spacing in the AM band in the future.

As a remedy, CPB requested that the commission "not take any action in the present proceeding which would prejudice the issue of reduced channel spacing before that issue is resolved in the clear channel inquiry or in any other proceedings before the commission."

England's ENG experiment

In a quick agreement with the unions, in time for Britain's recent general election, the commercial television news service, ITN, is now operating a trial run of an ENG team (BROADCASTING, April 16). ITN used the equipment for the campaign and election-night coverage. ITN Deputy Editor Dan Horobin said they were very glad to "get their hands on the equipment." He said the ENG equipment was faster and produced better quality than normal remote broadcasts. The trial continues for five more months, and leaves the BBC out in the cold since its house union still does not permit ENG use.

Against computer waiver

The Association of Maximum Service Telecasters has sided with the National Association of Broadcasters in asking the FCC to deny a Texas Instruments request to waive certain rules that would allow TI to begin sale of a new home computer system (BROADCASTING, May 7).

TI's request for waiver followed its petition for rulemaking last February to amend the same rules for the technical standards and certification of class II TV devices. A rule waiver or change would clear the way for the sale of its TI-900 modulator with an associated home computer.

AMST said the rulemaking petition

should be denied because TI has proposed that "the spurious emissions from home computers be governed by standards that would permit severe interference to television reception."

In addition, AMST argued, TI has submitted a large volume of data which the commission should evaluate as part of its inquiry. It added that in view of the num-

ber of complaints about home computer interference to TV, it would not be surprised if data evaluations showed current spurious emission limitations to be inadequate. "Be that as it may, now is certainly not the time to adopt new standards on which manufacturers are certain to base their product designs and marketing plans," AMST said.

In Sync

Progress. Scientific-Atlanta, which pioneered cable earth station development and demonstrated first nationwide hop at NCTA convention in Anaheim, Calif., in 1973, was still at it last week in Las Vegas. It introduced "The \$10,000 Earth Station," new 4.5-meter model (earlier S-A earth stations have been 10- and 5-meter varieties) with single receiver. Sid Topol, chairman, said 4.5-meter model does essentially same thing as 1973's, but that price has come down from \$100,000. (Although \$10,000 is basic price, it's noted that most cable system buyers would want, typically, seven-receiver model that, with bells and whistles, comes in for \$25,000.)

Upgrading at Capacities. RCA Broadcast Systems, Camden, N.J., has received order for \$1.4 million in studio and transmitting equipment from Capital Cities Communications Inc., New York. Order includes 11 studio and field color cameras and 60 kw transmitter to improve and expand technical facilities of KFSN-TV Fresno, Calif.; WTVB(TV) Durham-Raleigh, N.C., and WKBW-TV Buffalo, N.Y.

Added dimensions. 3-D TV, looking for acceptance down under in Australia (BROADCASTING, April 16), may soon show up on American screens. AnCom Co., marketing system owned by Digital Optical Technology Systems of Netherlands, is in midst of discussions for film, TV and cable presentations. If all goes as planned, feature film will be in theaters by end of year, and special (on unnamed network) will air in next nine months. Psychological testing with 3-D glasses at University of Massachusetts shows no physical problems (i.e., headache or nausea) for viewers.

Creature feature. New tubeless RCA camera has given scientists first look at unusual marine life on Pacific Ocean floor. Mechanical arm attached to Woods Hole Oceanographic Institution's research submarine carried five-and-a-half pound solid-state unit to depths of 9,000 feet. Encased in waterproof and pressurized container, with macro zoom lens and quartz iodide lights mounted on sub for TV photography, camera picked out giant worms and spiders while scientists watched on 4-inch TV monitor inside craft. Camera was developed by RCA's Electro-Optics and Devices lab, and uses three one-half-inch by three-quarter-inch image sensors, called charge-coupled devices (CCD), instead of vidicon tubes to provide color. Unit,



which is prototype of models being developed for closed-circuit use, was modified in shape for experiment to compensate for pressure. Close-up look of worms and other creatures will come early next year with National Geographic Society special on Public Broadcasting Service.

Satellite dish. RCA Americom has installed two 12-foot diameter microwave antennas on roof of its central telecommunications office in New York City, expanding capacity for satellite transmission of TV, voice and data communications from that city to other parts of U.S. Microwave system links New York central office with Vernon Valley, N.J., earth station, which receives and transmits communications to satellites. Initially, two color TV channels will be added to five existing channels distributed from New York via RCA Satcom I and II. Additional uplinks will be used by NBC and Reuters.

Satellite education. First Annual Satellite Communications Users Conference is set for Aug. 22-24 at Stouffers Inn, Denver. Equipment manufacturers will be on hand with variety of satellite hardware, including portable transmit/receive and receive-only earth stations. Panels will take up user technology, economics of satellite communications, deregulation and issues for 1980's. Information: (303) 988-4670.

Satellite installation. Scientific-Atlanta has been awarded contract by Western Union for 11-meter diameter satellite antenna systems. Earth stations will be installed at Western Union facilities in New Jersey and California. Each system includes Model 8007 11-meter antenna, redundant low noise amplifiers and interfacility link.

As compiled by BROADCASTING based on filings, authorization, petitions and other actions announced by FCC during the period May 14 through May 18.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. LEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

FM actions

■ ***Claremore, Okla.**—Broadcast Bureau granted Claremore College 91.3 mhz. ERP: 13.5 kw, HAAT: 360 ft. P.O. address: College Hill, Claremore 74017. Estimated construction cost \$8,160; first-year operating cost \$2,500. Format: educational. Applicant is college. Larry Filkins is faculty adviser (BPED-2609). Action April 30.

■ ***Oklahoma City, Okla.**—Broadcast Bureau granted Oklahoma Christian College 88.9 mhz, 3 kw, HAAT: 300 ft. P.O. address: c/o Gary Rayburn, Rt. 1, Box 141, Oklahoma City. Estimated construction cost \$49,643; first-year operating cost \$6,500. Format: variety. Principal: Non-profit, private school (BPED-2670). Action May 10.

■ **Berryville, Va.**—FCC granted Berryville Media Group 105.5 mhz, 3 kw, HAAT: 300 ft. P.O. address: 16 N. Church St., Box 333, Berryville 22611. Estimated construction cost \$67,319; first year operating cost \$66,609; revenue \$85,000. Format: top 40, oldies. Principals: Kenneth F. Smith (49%); Joseph T. Kulpinski Jr. and Brian L. Leiter (25.5% each). Kulpinski owns advertising firm; Leiter is sales manager at WYII(FM) Williamsport, Md.; Smith owns 50% of WYII (Docs. 21185-86). Action May 10.

Ownership Changes

Applications

■ **WMOB(AM) Mobile, Ala.** (840 khz, 1 kw-D)—Seeks assignment of license from Bay Broadcasting Corp. to Charles W. Jackson for \$525,000 plus \$150,000 for agreement not to compete. (Price includes Bay Broadcasting's 41% interest in WLPR-FM Mobile.) Seller, principally owned by Walter Starr and Alton E. Broussard, has no other broadcast interests. Jackson is controller of Birmingham, Ala., iron works. He has no other broadcast interests. Ann. May 16.

■ **KVMT(FM) Vail, Colo.** (104.7 mhz, 80 kw)—Seeks assignment of license from Radio Vail Inc. to Vail Mountain Broadcasters Inc. for \$575,000. Seller is owned by John H. Gayer (48%) and his wife, Dorothy (32%) and John A. Dobson (20%). Gayer recently sold KAAT(AM) Denver. Mrs. Gayer owns 31.25% of KBKR(AM) Steamboat Springs, Colo. Dobson owns 12.5% of WCAX-TV Burlington, Vt. Buyer is principally owned by Scott K. Anderson Jr., chairman, and family. Anderson is vice president of Global Marine Development Inc., Newport, Calif., ocean engineering firm. He has no other broadcast interests. President of buying Corp., Leon Lowenthal, is president (no ownership) of KSNO(AM) Aspen, Colo. Ann. May 16.

■ **WGMW(FM) Riviera Beach, Fla.** (94.3 mhz, 3 kw)—Seeks assignment of license from Wardell Broadcasting to Patten Communications Corp. for \$995,000. Seller is owned by William Hall, who has no other broadcast interests. Buyer, principally owned by Myron (Pat) Patten, owns KLNT(AM)-KLNQ(FM) Clinton, Iowa; WKHM(AM)-WJOX-FM Jackson and WMPX(AM) Midland, both Michigan, and WYXE(FM) Sun Prairie (Madison), Wis. Ann. May 16.

■ **WBIA(AM) Augusta, Ga.** (1230 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of WBIA Radio Inc. from J. McCarthy Miller (100% before; none after) to Karl E. Meek and Dennis White Jr. (50% each) (none before; 100% after). Consideration: \$45,000 plus the assumption of \$573,191 in liabilities. Miller also owns 56% of WBB(AM) Macon, Ga., and has cable and MDS interests in Georgia and Florida. Meek owns 49.9% of WGTW(AM) Mount Dora, Fla. White has no other broadcast interests. Ann. May 16.

■ **WCLS(AM) Columbus, Ga.** (1580 khz, 1 kw-U)—Seeks assignment of license from Muscogee Broadcasting Co. to George H. Buck Jr. for \$175,000. Seller is owned by Charles H. Parish Jr. and family trusts. Parish has no other broadcast interests. Buck is owner of WCOS-AM-FM Columbia, S.C.; WHVN(AM) Charlotte, N.C.; WMGY(AM) Montgomery, Ala., and WYZE(AM) Atlanta, and is half owner of WTHJ(FM) Lobelville, Tenn. Ann. May 17.

■ **WINN(AM) Louisville, Ky.** (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Kentucky Central Broadcasting Inc. to Whatever's Fair Kentucky Inc. for approximately \$1 million. Seller is wholly owned subsidiary of Bluegrass Broadcasting Co., owned by Kentucky Central Life Insurance Co., of which Earl Wilson Sr. is chairman. Bluegrass also owns WHOO-AM-FM Orlando, Fla.; WVLC-AM-FM and WKYT-TV Lexington, Ky., and WVOC(FM) Columbus, Ga. Buyer is owned by John T. Rutledge (75%) and Charles R. Legette (25%), who also own WQHI(FM) Jefferson, Ind. (Louisville). Ann. May 17.

■ **KBHL(FM) Lincoln, Neb.** (95.3 mhz, 36 kw)—Seeks transfer of control of Sound Experience Broadcasting Co. from all stockholders (100% before; none after). Consideration: \$88,177 (estimated). Principals: Sellers are Lawrence W. King, Linda Lue King (wife), Larry J. Brandt, Richard A. Deaton, Robert C. Kellogg. None has other broadcast interests. Buyers are W. David Holliday (7.25%), Glenn Cox (32.75%), Antonio D. Mantzuranis (7.25%), David Benware (20%) and Marion L. McBryde (32.75%). Holliday is Dallas attorney; Benware is president of Dallas advertising agency and broadcast consulting firm and of sound stage; Cox is owner of House of Nutrition, Dallas; McBryde is Dallas CPA, and Mantzuranis owns cafe in Dallas. None has other broadcast interests. Ann. May 16.

■ **WACM(FM) Freeland, Pa.** (103.1 mhz, 530 w)—Seeks assignment of license from Mountain Broadcasting of Pennsylvania to Edward F. and Robert S. Genetti (50% each) for \$260,000 plus \$25,000 for agreement not to compete and \$25,000 for consulting agreement. Buyer is owned by Robert L. Purcell, 50% owner of WBZY(AM) New Castle, Pa., and WFGM(FM) Fairmont, W.Va. Genettis are brothers. They have real estate and other business interests in Hazelton, Pa., and are principals in applicant for new AM at West Hazelton, Pa. Ann. May 16.

■ **WKEE-AM-FM Huntington, W.Va.** (AM: 800 khz, 5 kw-D; FM: 100.5 mhz, 53 kw)—Seeks transfer of control from Reeves Telecom Corp. to Capitol Broadcasting Co. for \$1.9 million. Seller is publicly traded company in process of liquidating its assets which include WITH-AM-FM Baltimore and real estate in North Carolina and South Carolina (BROADCASTING, Jan. 29). Hazard E. Reeves is chairman and J. Drayton Hastie, president. Buyer is principally owned by A. J. Fletcher (68%) and James F. Goodmon (21%). It also owns WRAL-FM-TV Raleigh, N.C.; Tobacco Radio Network; North Carolina News Network, and weekly *North Carolina Leader*. Ann. May 17.

Facilities Changes

AM applications

■ **KWUN(AM) Concord, Calif.**—Seeks mod. of CP to make changes in ant. system; change nighttime pattern. Ann. May 17.

FM applications

■ **KJYK(FM) Tucson, Ariz.**—Seeks CP to change TL to 2401 W. Zinnia Ave., near Tucson; change type ant.; increase ERP: 80.0 kw (H&V); decrease HAAT: 93 ft. (H&V) and change TPO.

■ **KIIQ-FM Manitou Springs, Colo.**—CP to decrease ERP: 42.99 kw (H&V); change type ant. and change TPO. Ann. May 17.

■ **WUSF(FM) Tampa, Fla.**—Seeks CP to change type trans.; change type ant.; increase ERP: 100 kw and change TPO. Ann. May 17.

■ **WKAI-FM Macomb, Ill.**—Seeks CP to make changes in ant. system; change type trans.; change type ant.; increase HAAT: 195 ft. (H&V) and change TPO. Ann. May 17.

■ **KQCR(FM) Cedar Rapids, Iowa**—Seeks CP to install aux. trans. at main SL; install aux. ant. to be operated on ERP: 3.844 kw (H), HAAT: 123 ft. (H) and change TPO. Ann. May 17.

■ **KNBU(FM) Baldwin City, Kan.**—Seeks CP to make changes in ant. system; change TL and SL to Baker University, Stone Hall, Baldwin City, Kan.; change TPO. Ann. May 17.

■ **WKXA-FM Brunswick, Me.**—Seeks CP to make changes in ant. system; change type trans.; change type ant.; decrease ERP: 50 kw (H&V); increase HAAT: 500 ft. (H&V) and change TPO. Ann. May 17.

■ **WLAV-FM Grand Rapids, Mich.**—Seeks CP to make changes in ant. system; change type ant.; decrease ERP: 22 kw (H&V); increase HAAT: 695 ft. (H&V) and change TPO. Ann. May 17.

■ **WKNT-FM Kent, Ohio**—Seeks CP to make changes in ant. system; change type trans.; change type ant.; decrease ERP: 2.69 kw (H&V), and change TPO. Ann. May 17.

■ **KSDN-FM Aberdeen, S.D.**—Seeks mod. of CP to change TL and SL 3.3 miles S of Aberdeen; make changes in ant. system; change type trans.; change type ant.; decrease ERP: 41.18 kw (H&V); increase HAAT: 210 ft. (H&V) and change TPO. Ann. May 17.

■ **WLIV-FM Livingston, Tenn.**—Seeks CP to change TL to Rock Crusher Mountain, Livingston; make changes in ant. system; change type ant.; decrease ERP: 1.0 kw (H&V); increase HAAT: 473 ft. (H&V) and change TPO. Ann. May 17.

■ **KWJS(FM) Arlington, Tex.**—Seeks CP to make changes in ant. system; change TL to Burselson, Tex.; change type trans.; change type ant.; decrease HAAT: 453.17 ft. (H&V) and change TPO. Ann. May 17.

■ **WRR(FM) Dallas, Tex.**—Seeks CP to install new transmission line. Ann. May 17.

■ **KPLX(FM) Fort Worth**—Seeks CP to install aux. ant. to be operated on: ERP: 100 kw (H&V), HAAT: 869 ft. (H&V) and change TPO. Ann. May 17.

■ **WMIL(FM) Waukesha, Wis.**—Seeks CP to change TL and SL to 12100 W. Howard, Greenfield, Wis.; make changes in ant. system; change type trans.; increase ERP: 20 kw (H&V); increase HAAT: 500 ft. (H&V) and change TPO. Ann. May 17.

TV applications

■ ***WETV(TV) Atlanta**—Seeks CP to change ERP: 2162.7 kw (M), 1633 kw (H) visual, 163.3 kw aural; change type trans. Ann. May 17.

■ **WJET-TV Erie, Pa.**—Seeks mod. of CP to change ERP: 2090 kw (m) vis., 209 kw (M) aur.; change type trans. and type ant.; make changes in ant. structure and HAAT: 960 ft. Ann. May 18.

■ ***KNME-TV Albuquerque, N.M.**—Seeks CP to change TL to Sandia Crest, Albuquerque; change type ant. and HAAT: 4226 ft. Ann. May 17.

Summary of broadcasting

FCC tabulations as of March 31, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,508	5	36	4,549	65	4,614
Commercial FM	3,032	2	75	3,109	159	3,268
Educational FM	949	0	44	993	72	1,065
Total Radio	8,489	7	155	8,651	296	8,947
Commercial TV						
UHF	215	0	3	218	54	272
VHF	514	1	1	516	8	524
Educational TV						
UHF	152	2	4	158	5	163
VHF	94	1	7	102	7	109
Total TV	975	4	15	994	72	1,066
FM Translators	259	0	0	259	88	347
TV Translators						
UHF	1,161	0	0	1,161	266	1,427
VHF	2,423	0	0	2,423	199	2,622

*Special temporary authorization

**Includes off-air licenses

■ ***KTXI-TV** Lubbock, Tex.—Seeks CP to change ERP: 63.6 kw vis., 13.13 kw aurt; change TL, type ant. and HAAT: 801 Ann. May 17.

AM actions

■ **WWBC(AM)** Cocoa, Fla.—Granted CP to increase power to 1 kw; change type trans. (BP-21.025). Action May 4.

■ **WBOX(AM)** Bogalusa, La.—Granted CP to add nighttime service with 1 kw DA-N; change hours to unlimited; make changes in ant. system; change TL and SL two miles N of Bogalusa (BP-21.156). Action May 10.

■ **WQIN(AM)** Lykens, Pa.—Granted CP to increase power to 1 kw (BP-21.201). Action May 10.

■ **WVJP(AM)** Caguas, P.R.—Chief of Broadcast Bureau granted CP to increase power from 250 w to 500 w, 2.5 kw, and denied informal objection of Metro Broadcasting Co., licensee of WQ11(AM)-WSRA(FM) San Juan, P.R. Action May 3.

■ **KROE(AM)** Sheridan, Wyo.—Granted CP to increase power to 5 kw; change TL and SL to 930 Kroe Lane, Sheridan; install trans. (BP-20.746). Action May 4.

FM actions

■ ***WDJM-FM** Framingham, Mass.—Returned as unacceptable for filing application for major change in facilities. Action May 3.

■ ***WGAO(FM)** Franklin, Mass.—Returned as unacceptable for filing application for major change in facilities. Action May 3.

■ **WAPL-FM** Appleton, Wis.—Granted CP to change TL NE of intersection of College and Matthias, Appleton; install new type trans. and ant.; make changes in ant. system (increase height); ERP: 100 kw (H&V); antenna height: 420 ft. (H&V); condition (BPH-781012AJ). Action May 10.

■ ***WUEC(FM)** Eau Claire, Wis.—Granted CP to change TL to 1907 South Hastings Way, Eau Claire; change type trans. and ant.; make changes in ant. system (increase height). ERP: 0.64 kw (H&V); change ant. height: 630 ft. (H&V); remote control permitted (BPED-2691). Action May 4.

In Contest

Procedural ruling

■ **Salinas, Calif.** (KLOC Broadcasting Co. and Leejon Broadcasting Co.) **TV proceeding:** (Docs. 79-20-21)—ALJ David I. Kraushaar, by two separate actions, set certain procedural dates and rescheduled hearing to June 25 at 10 a.m. in Washington and ordered Leejon to comply at once with requirements concerning publication of notice of hearing; granted petition by KLOC and amended its application in engineering respects; denied as moot petition by Broadcast Bureau for enlargement of issues to include technical qualifications issue against KLOC. Action May 1.

FCC action

■ **KCOP(TV)** Los Angeles—FCC has rejected petition by National Association for Better Broadcasting (NABB) to deny application of KCOP Television Inc. for renewal of station's license. NABB contended that denial of renewal was warranted because station's entertainment programming was excessively violent; station failed to provide balanced religious programming; its news, local and public affairs programming was quantitatively and qualitatively deficient; station broadcast too many commercials, and overall programming performance was insufficient to warrant renewal. Additionally, NABB alleged numerous violations of fairness doctrine and personal attack rules, as well as other violations of Communications Act and FCC rules. Action May 10.

Allocations

Action

■ **North Platte, Nev.**—Broadcast Bureau has proposed assigning 103.5 mhz there as its third FM assignment. Action was in response to petition by Tri-State Broadcasting Association, licensee of KJLT(AM) North Platte. Comments are due July 9, replies July 30. Action May 9.

Translators

Actions

■ **K62AY** Lakeport, Calif.—Broadcast Bureau granted The Lake County Television Club CP for new UHF TV translator station on ch. 62 to rebroadcast the signal of KVIE-TV Sacramento (BPTT-780728IU). Action March 21.

■ **K12LK** Soda Springs, Grace and Bancroft, all Idaho—Broadcast Bureau granted Caribou County TV Association CP for new VHF TV translator station on ch. 12 to rebroadcast the signal of KBGL-TV Pocatello, Idaho (BPTTV-6006). Action March 23.

■ **K02JO, K13PU, K11DW**, Calliente, Pioche and Urine, all Nevada—Broadcast Bureau granted Lincoln County TV District No. 1 CP's for new VHF TV translator stations on ch. 2, ch. 13 and ch. 11 to rebroadcast signal of KVVU-TV Henderson, Nev. (BPT-TV-6036-8). Action March 19.

■ **K12LL** Silver City, N.M.—Broadcast Bureau granted regents of New Mexico State University CP for VHF TV translator station on ch. 12 to rebroadcast the signal of KRWG-TV Las Cruces, N.M. (BPT-TV-7809261B). Action March 6.

■ **K13PT** Silver Fork, Utah—Broadcast Bureau granted Big Cottonwood Canyon Association CP for VHF TV translator station on ch. 13 to rebroadcast the signal of KSL-TV Salt Lake City (BPTTV-6055). Action Feb. 14.

■ **W57A1** Castlewood, Va.—Broadcast Bureau granted Russell County Board of Supervisors CP for new UHF TV translator station on ch. 57 to rebroadcast the signal of WKPT-TV Kingsport, Tenn. (BPTT-7810031B). Action March 21.

■ **W63AK** Dickensonville, Va.—Broadcast Bureau granted Russell County Board of Supervisors CP for new UHF TV translator station on ch. 63 to rebroadcast the signal of WKPT-TV Kingsport, Tenn. (BPTT-7810031C). Action March 21.

■ **KW55AK** Honaker, Va.—Broadcast Bureau granted Russell County Board of Supervisors CP for new UHF TV translator station on ch. 55 to rebroadcast the signal of WKPT-TV Kingsport, Tenn. (BPTT-7810031A). Action March 21.

■ **K10LB, K03FC, K13PB**, Deming, Wash.—Broadcast Bureau granted TV District No. 1 CP's for new VHF TV translator stations on ch. 10, ch. 3, ch. 13 to rebroadcast the signals of KOMO-TV, KIRO-TV and KING-TV, all Seattle (BPTTV-7808311C-D-E). Action April 4.

■ **K52AF** Royal City, Othello, Warden and Moses Lake, all Washington—Broadcast Bureau granted Peoples T.V. Association Inc. CP for new UHF TV translator station on ch. 52 to rebroadcast the signal of KSPS-TV Spokane, Wash. (BPTT-7810101A). Action March 21.

Other

■ **WSNY(AM)-WAIV(FM)** Jacksonville, Fla.—Rounsaville of Jacksonville Inc., licensee of stations, has asked Federal appellate court to review FCC's Oct. 25, 1978, approving relocation of the trans. and increase in ant. height of WIYD-FM Palatka, Fla., and its April 3 action denying Rounsaville reconsideration of Oct. 25 decision. Appeal was filed May 3 in U.S. Court of Appeals for District of Columbia Circuit. Ann. May 18.

■ **KHYT(AM)** South Tucson, Ariz.—FCC has denied petitions by 38 South Tucson residents seeking to prevent Golden State Broadcasting Corp. from constructing six tower directional antenna array for KHYT(AM) near their property. Action May 10.

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Growth Company needs young aggressive sales person with heavy retail experience. Success can lead to management with equity options in current or future acquisitions. Call 516-481-8000. Ralph Conner or Bob Williams.

Beautiful Opportunity—experienced salesperson—southeast Texas metro. Salary negotiable + expense. KQXY, 1043A Petroleum Bldg., Beaumont, TX 77701. EOE.

Sales Manager and sales. Several excellent positions open in small and medium markets, with aggressive, professional organization. Contact Mike Triebold, KOVC, Box 994, Valley City, ND 58072. 701-845-1490.

Sales person with 2 to 3 years broadcast experience. Good communication skills. Media research experience desired. Send resume to Mr. Frank Woodbeck, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An Equal Opportunity Employer.

Unusual situation. Experienced salesperson needed in Kalamazoo, Michigan. Have your own private office in town. Exploding new 50,000 watt quality FM stereo country format killing small AM daytime. \$15,000-\$30,000 plus starting. PO Box 1590. Coldwater, MI 49036. Gary Mallernee.

Need experienced, enthusiastic, well organized self-starter. Should know AM and FM. Outstanding opportunity in Energy Boom Area. Gallup, NM Call Jack Chapman, 505-863-4444.

WJOB—Hammond, Indiana needs a sales person experienced in broadcasting or related media. Opportunities unlimited. Contact Ed Ruppe, Sales Manager, WJOB, 6405 Olcott Ave., Hammond, IN 46320.

Wanted: Sales Personnel to help with station expansion in beautiful Jackson Hole, WY close to Grand Teton National and Yellowstone Parks. Only qualified sales personnel need apply. Contact Don Decker, KSGT, Box 100, Jackson, WY 83001.

Sales Manager: position available now in single station market. Tremendous opportunity for highly motivated, sales orientated person who can motivate others, to grow in management and ownership with one of Oklahoma's most progressive radio and cable-TV groups. Send resume to, Bob Brewer, KOKL Radio, Box 756, Okmulgee, OK 74447. 918-756-3646.

Small Market station in Western Kentucky seeking sharp beginner. EEO M-F. Box E-180.

Madison, WI. Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Midwest group seeks eager sales person, recent college grad or with 1-2 years experience. Our people earn far more and Madison living is superior. All management and stockholders drawn from within our group. WISM, Madison, WI 53701. Midwest Family Station (EOE).

Immediate Opening: AM-FM combo in central Mass. looking for experienced salesperson. Growing group operation, great benefits. Resume and sales records to Box E-179.

Experienced Combo Sales/Sports play-by-play with South Carolina major market MOR popular music, high school/college sports, news, weather, information AM station. Send resume, sales revenue history and earnings. Box E-161.

Wanted-Sales Manager, 10Kw Am in dynamic growing market in heart of outdoor recreation area. Must be aggressive, creative and have proven sales record. Send resume and references to KBND, PO Box 5037, Bend, OR 97701. EOE.

Sales Manager needed for successful small-market Indiana FM. Must be able to sell Jennings-style and motivate others to do the same. Box E-191.

HELP WANTED ANNOUNCERS

Looking for mass appeal communicator to join top shelf adult FM rock team. Tapes and resumes only. No phones please. Send to KCLD-FM 104½, St. Cloud, MN 56301.

Experienced Production Announcer for AM-FM in medium metro Lawton Oklahoma. Advancement to PD if you can qualify. Send resume and tape to Progressive Broadcasting, Box 1050, Lawton, OK 73502.

We're WCSI AM/FM Columbus, Indiana. The Athens of the Prairie. We've been featured in Time, National Geographic, The Wall Street Journal, Saturday Evening Post etc. A most unique community. Right now we need an experienced afternoon personality who is also good at production. Write Mike King, Box 709, Columbus, IN 47201. Equal Opportunity Employer.

Adult Contemporary AM is looking for a full-time announcer, experienced preferred. 3rd Class necessary. Send resume, tape and salary requirements to WTCL, 1295 Lane West Road, Warren, OH 44481. EOE.

Afternoon air personality position available July 1st. Considerable experience on-air at commercial radio station required. Submit audition tape and resume to: Bob Kaghan, Program Director, WRJZ Radio, Box 3367, Knoxville, TN 37917. NO CALLS. Please. An Equal Opportunity Employer.

Immediate opening MOR Morning Person. 30-hr week, benefits, pay commensurate with ability. 5kw with Stereo FM. Need bright, alert person with good voice. Tape and resume to WNXT, PO Box 1228, Portsmouth, OH.

WBT needs night talk-show host. Send tapes and resumes to Andy Bickel, WBT, Charlotte, NC 28208. No phone calls. Equal Opportunity Employer.

Two Northern Calif Powerhouse 24 hour stations, one country, one rock looking for country and rock DJs. Experienced in production also. At least third class phone. Also program director, full knowledge of country music and production. EOE. Resume with references to Box E-112.

Announcers needed for new station in city of 30,000 in Southeast New Mexico. All new equipment. Send tape and resume to Bob Tate, KAMQ, Box 1538, Carlsbad, NM 88220.

Small Market Modern country radio station looking for disc jockey with 5 years minimum experience for midnight to 6 a.m. shift. Send tape, resume & salary requirements to Terry Slane, P.O. Box 123, Cypress Gardens, FL 33880. No phone calls please. An Equal Opportunity Employer.

Public Radio Announcer: Public Radio Announcer for WUOL-FM. Requires a Bachelor's Degree or equivalent combination of education and experience. Preferably have FCC 3rd class license. Voice and record classical and continuity announcements; develop, produce and host community service and cultural affairs programs; assist in development and promotional activities for WUOL. Salary \$10,540 12 months. Submit audition tape, resume and references by June 15, 1979. University of Louisville, Personnel Services, 2323 South Brook Street, Louisville, KY 40208. Telephone 502-588-6551. An Equal Opportunity/Affirmative Action Employer.

Cape Cod Beautiful Music WQRC seeks resumes and tapes from mature announcers with experience and production credentials. Write John Miller, 76 Falmouth Road, Hyannis, MA 02601. Equal Opportunity Employer.

Uptempo FM—mature, with production ability. Minimum 2 years experience or please don't apply. Send tape and resume to WWTR-FM, P.O. Box 366, Bethany Beach, DE 19930. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Announcer needed-Metro N.Y.—mature voice for information oriented format. Strong on production. Top rated organization. Send tape, resume and salary requirements, immediately to WMTR, Box 1250, Morris-town, NJ 07960.

Are you the Morning Drive Personality capable of maintaining and improving our morning numbers? If the answer is yes, this 50,000 watt country music station can offer you a lot of money to start, plus a complete fringe benefit program. Send complete resume immediately. We will call for air check. EOE. Box E-194.

HELP WANTED TECHNICAL

Chief engineer needed for AM/FM combo. Automation experience helpful. Growing operation in Midwest. Write Box D-195.

Chief Engineer for a large, modern well equipped, AM carrier broadcast system. Must have experience in AM and have strong performance in audio and studio maintenance repair and construction. Supervisory and carrier current experience highly desirable. Will supervise 1-2 student assistants and be responsible for 6 studios and 13 transmitters. This is a full-time year round position. Starting salary \$12,000 or more depending on qualifications and experience. Good fringe benefits package. Reply to: B. Eft, All Campus Radio, Room 8, Student Service Bldg. East Lansing, MI 48824. An Equal Opportunity Employer.

Chief Engineer—need quality minded person immediately for rapidly growing professional 5,000 watt AM (directional night) and new 50,000 watt stereo FM Near Battle Creek/Kalamazoo, Michigan in lake filled area. \$15,000 plus yearly for right person. Call Gary Mallernee collect. 517-279-9767. E.O.E.

Chief Engineer AM/FM ... Pennsylvania. Fine equipment—salary-expenses—medical coverage—complete responsibility. Small group owner. Box E-124.

Broadcast Group Needs chief with minimum of 3 years experience. Fifty kw 2 tower directional AM high power stereo FM. Send resume to Wilbur Goforth, PO Box 1967, Mobile, AL 36601. 205-432-0595.

Chief Engineer for Colorado Springs full power FM station. EOE. Send resume; salary requirements to Box E-150.

KRLG-FM Lawton seeks maintenance engineer-announcer. SMC automation. Resume to Box 1098, Lawton, OK 73502.

Radio Communications Engineer—To act as assistant to the Chief Engineer of 24kw FM. Technical maintenance of both studio and transmitter equipment is essential. First class license and willingness to accept 24-hour call is also required. Construction and remote broadcast experiences are also desirable. Send resume to General Manager, WHUR-FM, 2600 4th Street, N.W., Washington, D.C. 20059.

Chief Engineer wanted for AM/FM Southeast Georgia. Directional and automation experience needed. Send resume and salary requirements to: Ted Bryan, Suburban Radio Group, Box 888, Belmont, NC 28012. 704-825-5272.

Assistant Chief Engineer for contemporary major market dual site AM-FM. Full responsibility position—not trainee post! Applicants with AM directional and/or heavy RF experience preferred. Send resume and salary requirements to Craig Magee, KWK Radio/Doubleday Broadcasting, 2360 Hampton Avenue, St. Louis, MO 63139. An equal opportunity employer—M/F.

Sunny Sarasota is the location of Cosmos' newest Class C FM. We are looking for an experienced First Class Chief Engineer who does a superb job with minimum supervision. Contact Joe Gill, c/o Cosmos Broadcasting Corporation, 520 Royal Street, New Orleans, LA 70130.

Ohio-Need Hard Working experienced Chief in AM/FM transmitting, automation. Maintenance minded. Good salary, in a small town, good place to live. Call or write Walter Stampfli ... 416-289-2605, WNCO, Box 311, Ashland, OH 44805. E.E.O.

Radio Technician: WBT-AM, Charlotte, NC First class license required. Broadcast experience and/or formal electronics training preferred. Must be capable of repairing transmitting and studio equipment. No phone calls. Send resumes to, Richard Mertz, No. 1 Julian Price Place, Charlotte, NC 28208. Equal Opportunity Employer.

Alaska: Engineer-Announcer to operate six hours of automated religious programming per day and perform maintenance for MOR AM and Country FM. Experienced engineer only. Salary open, KSRM/KQOK, Box 852, Soldotna, AK 99669.

Chief Engineer—KWMU; 100,000 watt NPR station in St. Louis. Contact Personnel Dept., University of Missouri-St. Louis, 8001 Natural Bridge Rd., St. Louis, MO 63121.

Learning Assistant 11 being sought to assist instructional teams by performing duties of engineer of radio station. Must be able to work with student individually and in group orientations in the use of studio equipment and preparation for FCC 3rd class license. Must also be knowledgeable regarding repair and maintenance of broadcast transmitter and studio facilities. A 1st class FCC license is required and a Bachelor's degree or the equivalent comb. of education and experience is necessary. Send letter and resume within 2 weeks to Joan Davidson, Brookdale Comm. College Lincroft, NJ 07738. An Equal Opportunity thru Affirmative Action Employer.

HELP WANTED NEWS

Excellent opportunity for aggressive reporter in a medium market. Duane Gay. 414-235-7530. Oshkosh WI.

East Coast suburban daytimer, looking for a night editor. Job involves some outside reporting, preparing news for the morning, and supervising nighttime staff of reporters and stringers. The person we hire will have strong administrative skills, and the potential for a career in broadcast management. Our primary product is local news, we take it and our people seriously. Applicants should have extensive commercial radio experience. Box E-142.

Opportunity is knocking on your door if you have small market news director experience and are ready to move into supervision of 5 full time person news department of AM-FM south eastern New York station. All the tools to do the job right: hands off management. Salary commensurate with experience, E.O.E. Send resume Box E-154.

AM-FM in medium metro desires News Announcer. Must be authoritative in delivery-able to edit taped stories. Write Box E-153.

News Reporter: WBT-AM, Charlotte, NC. Must have strong on-air ability and at least 2 years experience in radio news. No phone calls, send resume and tape to Scott White, No. 1 Julian Price Place, Charlotte, NC 28208. Equal Opportunity Employer.

News Director. Collect, write, produce, announce local news morning shift. Supervise news department personnel. Minimum 3 years experience. Excellent market. Well established radio station. Tape and resume to Ken Peterson, WDUZ AM/FM, PO Box 36, Green Bay, WI 54305 (414-435-5331)

Statewide News Network need aggressive newswoman. Experience and Degree a must. Contact Mike Sanders, Mississippi Agricultural and News Networks 601-944-0835; Send tape, resume, and salary requirements to PO Drawer 9647, Jackson, MS 39206.

Morning Anchor/editor. We want a pro who sounds good, writes well, and knows how to dig. You'll join a four person newsteam in a market of 80,000 metro/165,000 TSA. This is a career move with a 13-station group. Gayle Olson, WSJM, Box 107, St. Joseph, MI 49085 616-983-3992.

Experienced anchor/reporter who can gather, write, deliver news with actualities. Send tape and resume to: John Strickling, News Director, WAPI Radio, PO Box 10502, Birmingham, AL 35202.

News-Anchor: Major market newsradio seeking ND. Experience, aggressive, managerial qualities required. Send tape, writing sample and references to Sam Williams, 1042 South 700 West, Salt Lake City, UT 84104.

Aggressive News Director for Central Illinois. Must be a digger who knows how to obtain and use actualities. Good salary, benefits, car. PBP sports also possible. Box E-202.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Southern/County AM. New facilities, top-rated, highly respected, people oriented station seeking dedicated PD. with 3-5 years experience preferred. Require active community promotional approach, air shift, creativity supervisory capability of personnel, music and production. EOE. Send resume and financial requirements to WBHP Radio % Buster Pollard, PO. Box 547, Huntsville, AL 35804.

Program Director needed for Fringe Washington, D.C. adult contemporary station. Outstanding opportunity to move into major market with expanding company. Experience in programming, production and promotion a must. Short air shift. 1st. class required. EOE. Tape and resume to R. McKee, WPRW, Manassas, VA 22110.

Large Midwest Market AOR looking for production director. Send resume with thoughts on how you can contribute. An equal opportunity employer. Box E-135.

California Country station seeks creative, detail-minded PD. We're new, growing fast. Start modestly, work hard, and grow with us. KCIN, Drawer AF, Victorville, CA 92392.

Experienced PD, for NW New Mexico 5KW, familiar with Modern Country format, able to hire and handle people and must be promotion and sales oriented. Good opportunity for hard worker—no others need apply. Contact J. B. Chapman 505-863-4444.

Program Manager, Radio—Recommend purchase and scheduling of programs for NPR Radio Station, supervise staff and students assigned to programming functions, instruct volunteer students in the operation of the station; Masters Degree in Radio-Television or closely allied discipline preferred, minimum of two years experience in broadcast operations, either commercial or public, must hold appropriate FCC license. Salary: 15,000 per fiscal year. Deadline for applications: June 30, 1979. Starting date for position: October 1, 1979. Minorities are actively encouraged to apply. Send letter of application with complete credentials and names of at least three professional references to Charles T. Lynch, Director, SIU Broadcasting Service, Southern Illinois University, Carbondale, IL 62901.

One of the nation's most aggressive country music groups needs program director and staff for expanded operation. Must be strong of personality, and good knowledge of country music. Send resume. Equal Opportunity employer. Box E-181.

Musicologist/Historian/Programmer: sought by major market radio station on West Coast. Must have accurate music survey information pertinent to 50's, 60's and 70's—emphasis on 50's. Extensive background information on groups and artists a must. Personal record collection helpful. Must be a "mover"! Salary negotiable. Send applications to Box E-198.

Traffic and Promotion Manager for 50KW University FM in Northeast Kentucky. Board experience and degree in mass communications required. Proven ability to write continuity and promotion for air and print. Salary based on qualifications. Letter of application, resume, tape and writing samples by June 15 to Larry Netherton, UPO Box 903, Morehead State University, Morehead, KY 40351. MSU is an Equal Opportunity, Affirmative Action Employer.

Assistant Director/Operations Manager for 100kw NPR Fine Arts Public Affairs Station; Position is 2nd in Command at new Station with all new facilities. Requirements: Bachelors Degree, Management, Production and announcing experience a must! Salary: \$14,000-\$16,000. Send letter resume by June 15, to: P. B. Greedy, Director of Personnel, Western Iowa Tech Community College, PO Box 265, Sioux City, IA 51102 EOE.

Top Ten Texas Market Looking for experienced Program Director for an aggressive 100,000 watt FM with AM station. Must be experienced in all phases of programming, production & operations. Send resume. Excellent benefits ... EOE employer. Box E-188.

SITUATIONS WANTED MANAGEMENT

18 year broadcaster seeks General Management position. Well versed in sales programing, administration, FCC regulations and assertions, with strong sales background. RAB and the Lacy Techniques of salesmanship applied. Family man, 38, excellent leadership and motivational abilities. Write Box E-113.

Wanted an opportunity and challenge with a progressive and expanding organization. Your reward, an experienced gen mgr with 17 years in management. Heavy sales and promotion oriented. Track record will tell it like it is. Experience includes all phases of broadcasting. It takes dedication and hard work to make a winner. Box E-116.

39 year old professional businessman. Well above average record in competitive market. Ethical, competitive, license protector, community leader. Ronald Stratton, 95 Holmes Road, Pittsfield, Mass. 01201.

Take note! Turned peanut whistle into bull horn. V.P. General Manager with major chain, giant clear and small station successes. Exceptional twenty year record administration, sales, programing. Seek similar position in better family area. If you're big enough to offer benefits, small enough to care about profits, write not. Box E-134.

Wanted: Challenging opportunity in Radio station management. 15 years experience in all aspects of station operation. Prefer West, Southwest, Northwest. Box E-11.

Sales orientated General Manager. Substantial experience and successful record in Management of AM/FM and CATV. Seven years present position as Vice President/General Manager. Will consider investment opportunity. Prefer Florida or Sunbelt, other areas considered. Outstanding business, personal, and financial references. Box E-187.

Strong Executive wants big and tough management job that rewards results with high remuneration and top benefit program. Produce, at accelerated pace, outstanding ratings, sales, profits, and prestige! Advertising because best opportunity may not be well known. Now arranging interviews. Respond today to Box E-195.

Thirteen years in Radio, AM & FM. Management, Sales, Programing. Seeking key position and appropriate options. Mature and eager with lots of ideas. Box E-170.

Florida. Experienced Manager-Owner. Sales and equity oriented. Likes to take charge, but keeps you informed. Employed. Available July or Sooner. Box E-174.

PD, AE, Administrator seeking key management position. Eight years diversified. Currently employed. Detailed resume/references. Box E-210.

General Manager—In just a few years I took an FM without ratings in a major market from \$250,000 to \$950,000 annual billing. 12 years of management and sales experience. If your looking for a profit oriented GM who's a solid community minded executive, respond to this ad. No easy gimmicks, you'll get a manager who believes in building your station with knowledge, experience, personal selling, hard work, and community service. Box D-93.

Successful, compatibly employed GM seeking similar position (station being sold). No-nonsense professional familiar with all phases including regulations, renewals. Sales oriented, cost conscious, community active family man. Prefer small to medium market. Credentials. Box E-192.

Major market pro. 18 years expertise in sales, programming, engineering looking for first general managers position. Can do it all. Call 213-396-9368 for complete story.

Religious broadcasters—Professional manager available with 8 years of experience in sales and an additional 6 in management. Heavy emphasis on commercial sales and profits. Successful major market track record with commercial religious format. I will make it happen for you. Box E-203.

SITUATIONS WANTED SALES

Combination Sales-PBP. Diligent and aggressive '79 California State University, Fullerton graduate with plenty of on-air experience at KUCI-Irvine. Will relocate immediately. Call or write, Kevin Rafferty, 968 Mission Drive, Costa Mesa, CA 92626, 714-545-1670.

I'm a salesman with a Broadcasting degree. Just think: someone good in production who can also make you lots of MONEY. Call before your competition does. Bob Birnholz, 205 SE 16th Ave. 12-G, Gainesville, FL 32601. 904-375-2634.

SITUATIONS WANTED ANNOUNCERS

Recent college grad with broadcasting degree wants announcer/sportscaster job. Will relocate. 412-929-3053. Donald Lancaster, R.D. No. 2, Crest Ave., Belle Vernon, PA 15012.

Hard worker with experience and dedication. Presently PD in small market. Third endorsed. Let's get together. Box E-148.

5 months experience, age 24; promotions & public relations experience; tight board, ad-libs, news & commercial writing; seeks a position in NJ area; call evenings Tom 201-943-5816.

Country & Adult Contemporary Announcer. Creative & humorous. Experienced as PD/MD. Good news & production. Dependable. Will relocate. Box E-87.

You've checked them all, now check this: 3 years on air experience all formats, 3 years solid sales background, 3rd endorsed PLUS Broadcasting degree. Now that's a combination that deserves a try, isn't it? Call or write for resume. Bob Birnholz, 205 SE 16th Ave. 12-G, Gainesville, FL 32601. 904-375-2634.

Announcer-DJ-News. Mature voice experienced in all phases of radio. Beautiful music or adult contemporary. Prefer California but will consider elsewhere. Tape and resume sent on request. Fred Clark, 941 Sherwood Ave., Los Altos, CA 94022 415-941-4082.

Highly Successful male/female team. He's No. 1 rated personality. She's the market's No. 1 broadcast journalist. Both employed/diversified. Prefer East/New England. Box E-190.

Trade Out! Long hours, hard work for opportunity. Fully trained 3rd endorsed, first on air job experience behind me. Relocate anywhere. Reply: Karl Kuegerl, 906-635-9508.

Reliable, hardworking D.J./announcer available for your AOR or MOR station. M.A. degree in speech, third phone, some experience. Willing to work long hours on any shift. Opportunity more important than remuneration. T/R on request Jim Copeland, 1100 W. Wells, Milwaukee, WI 53233. 414-271-8303 or 414-463-1900.

I'm not the best there is ... but pretty darn close to it. If you're an MOR operation looking for a top notch morning pro who's unsurpassed in production; if you're a medium to large market in the South to Southwest; if you're as concerned about excellence as I am, then write to Box E-168.

Bet on a vet! Recent Air Force veteran, five years AFRTS experience, seeks announcing, production, news position in Northeast. 26, strong, articulate, 3rd endorsed, can do amazing things with typewriter and razor blade. Management material. Salary sufficient to support family of three in your area. Call Vic, 212-899-5341.

Wanted: Disc Jockey position with a station. New England preferred. Third class and commercial experience. Keith, 414-769-6966.

Beginner, D.J., light board, good news, commercials, looking for break, will go anywhere ... ready now. Box E-178.

Southern California Voice seeks "AOR" nite shift (6-mid) rural mountain or beach community. 7 years a pro. Looking for long term offers, money is secondary! Michael Hart, PO Box 1221 La Mesa, CA 92041. 714-233-8833.

Talented, dependable communicator with commercial experience seeks air/sales work. Call B. Maras, 216-871-2656.

Professional, Experienced, Adult Broadcaster with solid voice seeks staff position with stable, medium market operation. 3rd Endorsed. East or Midwest preferred. Box E-193.

SITUATIONS WANTED TECHNICAL

Chief Engineer of AM-FM with hands-on experience, design and construction abilities desires position with operation committed to good technical broadcasting. Box E-182.

SITUATIONS WANTED NEWS

Experienced afternoon drive time newsman with superior newswriting skills looking to break into larger market. Background as News Director plus producer and host of morning talk show. Resume and Air Check available by calling Tim Hopkins. 414-241-5683.

Sports Director/Announcer in small market wants move up. Six years experience PBP all sports, morning drive. Wrote and produced own local sports show. College degree. Will consider any move—now. 602-425-7051 after 2 PM MST.

Does anybody need a play-by-play man? Box E-154.

Hustlin', Experienced Sports Director. Excellent PBP-color man rolled in one. Write good copy, smooth transition lines. Will make you number one ... to stay. Looking for major market situation, pref. Southeast. Call Walt Fowler after 7 p.m. 518-842-7815.

No. 1—Honored as state's top sportscaster ... ready for vertical advancement. Daily sportscasts, interviews, commentaries, play-by-play done in professional, award-winning manner. I work hard. You have to, to be good. Box E-115.

News Director, 30. Leading aggressive and winning medium market news team 5 years. Looking for a new challenge. College degree. Box E-158.

Sports-minded stations take note. Experienced pro, looking for medium-major market or Division I position. All PBP and talk. References. Box E-169.

Creative, Hardworking metro New York drivetime anchor/reporter seeking advancement opportunity. B.S. Journalism. Award-winning. Gary 914-354-1983.

Experienced Sports-News person. Fill-in for summer. (School teacher.) PBP experience. Knowledgeable. Third-endorsed. Broadcasting school trained. Andrea Seaman 412-462-3241, Pittsburgh.

I can do it for you. Radio news is the way to go for this university BA Journalism grad. Six years experience. Public radio, cable TV news. Currently AM & FM jock/news combo. For tape and resume write Box E-199.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Copywriter-Production. Effective, original, knowledgeable. Twenty years experience. Impeccable credits and references. West Coast only, please. Jay Knight, 1834 Cooper Drive, Santa Rosa, CA 95404.

Production Director: I make clients happy with modern techniques and go as far as making a client themselves sound good on a spot ... 5 years announcing experience, 1 year sales, presently operations mgr, looking for great bucks or super trade ... 216-493-0194.

Small Markets. Air sound need a tune-up? Looking for a better music system? Will PD or consult. Country, AC, T40, MOR. Box E-126.

Exciting Telephone-Talk can make your station an absolute must buy. Talk is the AM format of the 80's. Call 404-892-8710 for a Program Director who knows how to make Talk Radio exciting in a Top Metro Market. Make your station a financial and ratings winner.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

TELEVISION

HELP WANTED MANAGEMENT

General Station Manager for midwestern university. Duties: administrate all station departments including programming, production, operations, engineering and administration. Supervise the hiring of all personnel; oversee all fund raising, membership and public information activities. Will discuss other qualifications with individual candidates. Requires: B.A. with fields of concentration in communications, administration, or engineering; extensive administrative experience could be used in lieu of degree; minimum of 5 years experience in TV as manager or assistant manager—preferably in PTV. Salary: \$20,000. Application deadline: July 1, 1979. Appointment date: August 1, 1979. Contact: John D. Garwood, Chairman, Search Committee, Smoky Hills Public Television Corporation, Fort Hays State University, Hays, KS 67601.

Local company seeking Assistant Business Manager for local broadcasting division. Need a people-oriented individual with a strong background in accounting and financial analysis. Prefer degree in accounting or related field. Salary commensurate with background. Send resume to PO Box 5270, Jacksonville, FL 32207. An Equal Opportunity Employer.

Promotion Manager, Northeast affiliated station in Top 40 market seeks promotion manager with a minimum of three years experience as promotion manager or assistant promotion manager. Self-motivation, creativity, organization and experience in all facets of promotion at the station level is a definite requirement. Station is an Equal Opportunity Employer. Box E-51.

Station Manager to direct operations of PBS affiliate KNME-TV and provide aggressive leadership in program development. Selection will be on the basis of experience in television and management, with educational credentials also relevant due to relationships with academic programs. Send resumes, references, etc., by June 15th deadline to Tony Hillerman, President's Office, University of New Mexico, Scholes Hall 160, Albuquerque, NM 87131. An Equal Opportunity Employer.

General Manager-Northeastern Educational television of Ohio, Inc. The General Manager is the principal administrative officer of Northeastern Educational Television of Ohio, Inc. and is responsible for the entire administration of WNEO-WEAO Channels 45-49 subject to the control of the Board of Directors. In this capacity, the General Manager recommends and implements policies of the Board of Directors, plans all business and budgetary matters pertaining to the stations, makes all full-time appointments to the staff, supervises the Stations' operations, and advises the Board of Directors on all legal requirements for the operation of the Stations. M.A. preferred, B.A. required. A minimum of five years experience in the telecommunications field with at least three years in a supervisory capacity. Starting salary: Open to negotiation. Starting date: August 1, 1979. Deadline for applications: June 22, 1979. Send resume to: Dr. Thomas T. Miles, Chairman of Search Committee, Kolbe Hall, University of Akron, Akron, OH 44325. NETO is an Affirmative Action/Equal Opportunity Employer.

Business Manager WDIV-TV has an opening for someone with previous broadcast management and accounting experience; degree in accounting or equivalent work experience. Responsible for supervision of financial activities, personnel, credit and collections and accounting. Send resumes to WDIV, Personnel Department, 622 Lafayette Blvd., Detroit, MI 48231. Equal Opportunity Employer.

HELP WANTED SALES

Fast growing ABC affiliated station. Excellent opportunity for salesperson with a proven track record. Equal opportunity employer. Send resume and salary requirements to: Greg Holder, Sales Manager, KAAL TV, PO Box 577, Austin, MN 55912.

Professional Television Sales Person needed to take over established account list. Must be well versed in all facets of local and regional television sales. Contact or send resume to Eric Zitron, WXEX-TV, Richmond, VA 23219. Telephone 804-643-0166. This is an Equal Opportunity Employer.

Rapid expansion of 9-month old NBC affiliate requires immediate needs of a sales professional to fill newly created branch office in adjacent Rutland, Vermont. Self starter selected will be virtually autonomous and responsible for developing the TV sales potential in Vermont's second largest city. Booming local economy... Excellent life style. North-east media sales experience preferred. Excellent potential for growth in a growing organization of professionals. Reply in detail to Joe Simmons, Local Sales Manager, WNEE-TV, PO Box 906, White River Junction, VT 05001. 802-295-7564.

KMPH-TV 26 has sales position available in Merced to cover Merced and Madera Counties. Broadcast experience required. Contact Gary Waller, KMPH-TV 2550 W. Clinton, Fresno, CA 209-486-2600. EOE/M-F.

National Sales Manager wanted for top 100 market TV station. Great Opportunity for an ambitious, aggressive individual. Equal Opportunity Employer. Send resume and salary requirements to: Box E-176

HELP WANTED TECHNICAL

TV Maintenance Engineer—Two years experience (or technical school) in studio equipment maintenance, especially color cameras. 3/4" tape maintenance experience helpful. Send resume and salary history to: David Archer, 1175 Potrero Avenue, San Francisco, CA 94110.

ENG/EFP Maintenance Engineer UHF group owned station in Midwest needs maintenance engineer to service 3/4 inch studio and field recorders, edit stations portable cameras. Must have FCC first: experience desirable but will train the right person. Contact Personnel Director, Ms. Geri Mackey, 815-987-5300, Rockford IL, WIFR-TV, An Equal Opportunity Employer.

Remote Unit Engineers—maintenance and operation—familiar with RCA cameras and tape. Grass Valley Switcher, oktel disc, E. J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008. 215-543-7600.

Maintenance Engineer—Videotape post production company in beautiful Pacific Northwest has immediate opening. Good pay and benefits. Contact Sterling at 206-623-5934.

Video Equipment Service Engineer experienced in AMPEX MOD. AVR-2 and 1200B quadruplex to organize maintenance and train personnel at TV station in Caracas, Venezuela. Spanish language preferred. Initial contract for 3 mos. with option to extend. Salary \$18/2000 per month with housing. No meals or local transportation. Roundtrip passage paid. 2 wks vacation per year. Resume required. Reply to Semack Trading Co., Inc. 120 Wall St., New York, NY 10005. Tel 212-344-8046.

Chief Engineer (Chief Instructional Media Operations Engineer) University graduation with a degree in Radio, Television, or Electrical Engineering or graduation from a recognized electronics institute and three years of experience in one or a combination of the following: multi-media systems engineering and operations or radio/television systems engineering and operations. Three years of administrative or supervisory experience. Salary: \$1225-\$1535 per month.

Television Technician (Closed Circuit Television Technician) High school graduation. Two years of training in electronic theory and two years of technical experience in closed circuit television work. Salary: \$965-\$1045 per month. Send resume to Fred Blakey, Personnel Office, Northern Illinois University, DeKalb, IL 60115; phone 815-753-0455. An equal opportunity/affirmative action employer.

Chief Engineer for Network VHF Hands on chief looking for Future with Growing Group. Position could lead to Director of Engineering position. Must have Studio and Transmitter Experience and ability to teach and direct young and hard working staff. Harry Neuhardt, KFDA-TV, PO Box 1400, Amarillo, TX 79189. 806-383-2226.

TV Maintenance Engineer: Locally owned TV station in the Heart of the Ozark's, playground region of Missouri, desires a first class maintenance engineer to service broadcast quality equipment by RCA, Vital and others. Good pay and benefits plus a beautiful place to live. Send resume to: Walter Stansbury, Chief Engineer, Independent Broadcasting Co., PO Box 1716 S.S.S., Springfield, MO 65805. Telephone Number 417-862-7474.

Video Tape Operator—Applicants with 1st or 2nd FCC preferred but will consider others with tech school training. Experience not required—will train. Modern facility, benefits. Send resume to: Al Smith, KPLC-TV, PO Box 1488, Lake Charles, LA 70601. EOE.

TV Maintenance Technician—Minimum of 2nd class ticket to become a member of the INTERACT TV network at Dartmouth College, Hanover, New Hampshire. Candidate will install, maintain and modify color and mono origination equipment, VCRs, editing system, and microwave equipment. For more information, contact: Vaughn Hadley, INTERACT TV, Dartmouth Medical School, Hanover, NH 03755 603-646-3565.

Broadcast Operators—WPTY-TV Memphis. Experience in all broadcast operations necessary. 1st phone required. Send resume to Chief Engineer, WPTY-TV, PO Box 4329, Memphis, TN 38104. M/F EOE.

Field Engineer: Secure employment opportunity with good benefits; fully equipped van provided for travel. Requirements: FCC 1st class; minimum two years experience with and skill in maintenance of TV electronic equipment; knowledge of computerized control system desirable. Send resume to: James Potter, Indiana Higher Education Telecommunications System, 1100 West Michigan, Indianapolis, IN 46202. EEO/AA employer.

Chief Engineer for UHF-TV in glamorous, growing Palm Springs. Qualified, hands on working Chief interested in permanent relocation with EOE NBC Affiliate. Start at 20K. Call John Conte, 714-568-3636.

Studio Technician 3/4" VCR and editor experience necessary. EOE Contact: Chief Engineer or General Manager WBOY-TV, Clarksburg, WV 26301 304-623-3311.

Broadcast Engineer. Midwestern University PTV needs FCC First to repair and operate telecasting equipment and UHF transmitter. New construction and remodeling will be involved. Salary range \$9,744-\$14,616. Application deadline 6/8/79. Send resume to Doug Jarrett, Personnel Services Office, Ball State University, Muncie, IN 47306 or call 317-285-4568. An Equal Opportunity Affirmative Action Employer

Expanding Florida Television Station is seeking applications for TV operator trainees. No previous experience required, but you must have 1st class FCC license. Send resume to WTVX-TV, PO Box 3434, Fort Pierce, FL 33450. EOE/MF.

TV Broadcast Engineer: WIXT Television Inc. has a full-time position in the Engineering Dept. for a control room operator. Applicants should have a FCC First Class Radio-Telephone License and prior experience in TV master control & telecine operation is desirable. Salary is commensurate with qualifications. Contact Mr. Charles Mulvey, Chief Engineer, WIXT, Shoppingtown Mall, Syracuse, NY 13214 or phone: 315-446-4780. WIXT Television, Inc. is an equal opportunity employer.

Television Audio Technician Responsible for set-up & operation of audio equipment for studio and remote productions. Min. 1-year experience. FCC 1st Class required. Good working conditions. Contact: Gene Napier, VP Operations, WJCT, 2037 Main Street, Jacksonville, FL 32206, or call 904-354-2806. EOE/MF.

HELP WANTED NEWS

ENG Photographer—with some working knowledge of film to join No. 1 rated news operation in Buffalo, New York. Contact in writing with tape: Bill Applegate, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An equal opportunity employer.

WKRG-TV, Mobile, is looking for a chief photographer. We'll hire the person best able to lead a staff of eager but inexperienced young photographers. Will also handle equipment and organizational chores. All eng. tape, resume and salary requirements to Bob Horner, News Director, WKRG-TV 162 St. Louis Street, Mobile, AL 36601.

WKRG-TV, Mobile, is looking for a general assignment field reporter. Bachelor's degree, one year's experience preferred. Send tape resume, and salary requirements. 162 St. Louis St., Mobile AL 36601.

HELP WANTED NEWS CONTINUED

News Director—progressive station with staff of 25 looking for a creative, take-charge news chief. You should be experienced as a news director, or be in a No. 2 position and ready to move up. We are looking for a person with strong reporting, writing, and assignment background. There is no anchor work with this job. Tell us about your experience managing budgets; hiring, training, and motivating staff; and your approach to news coverage. Sunbelt growth market located on the Gulf of Mexico. E.O.E. Box E-114.

Reporter needed now for major California VHF. Send cassette with resume and letter to PO Box 555 San Francisco, CA 94101. Equal Opportunity Employer.

Wanted: Sunbelt Weathercaster preferably registered meteorologist as number two person in weather department for CBS affiliate, 58th market. Need strong on-air presentation for four weekend newscasts and Noon newscast three days a week. Qualified applicants contact Don Shoultz, News Director 501-376-1111.

Investigative Reporter: We're looking for that rare bird, a top investigator who knows TV. If you can work sources and get the facts, we have a rare opportunity. We are a number one Midwest affiliate with a solid commitment to news. Only the experienced need apply. An Equal Opportunity Employer. Send resumes to Box E-121.

Versatile reporter needed, guy or gal. Must be experienced field reporter, but also able to be a substitute anchor. Experience with film and ENG necessary, especially editing. Ability to handle Live remote report helpful. Medium market, Upper Midwest. EOE. Send letter and resume to Box E-157.

News Producer—News Writer: Large Southwest market looking for a television News Producer with a strong writing background. Top rated ... group owned ... great place to live. Send resume to: Box E-159.

Weekend sports and news anchor-reporter. Three week days as reporter and fill-in anchor. At least one year experience preferred. Equal Opportunity Employer. For application write: TV News, Box 1738, Bismarck, ND 58501.

Television Meteorologist ... starting position Week-end weather in news program and three days a week as either a news photographer ... still photographer ... writer ... whatever your talents can deliver. Good market ... Southwest area ... send resume to: Box E-160.

Producer/Director: Pacific NW CBS affiliate seeking PD with minimum two years commercial station experience in direction of local nightly newscast essential. Commercial production experience desirable. Qualified applicants should call: Adel Munger at 206-734-4101. We are an Equal Opportunity Employer M/F.

Producer—Midwest station needs competent professional. Three years minimum broadcast news experience. Send resume, letter of application, etc., to Gerald Jensen, News Director, WHO-TV, 1100 Walnut St., Des Moines, IA 50308. Equal Opportunity Employer.

Outdoor Sports Reporter for net affiliate in Great Lakes state. Must be able to work alone with CP-16. Strong on hunting, fishing, etc. Some air work as weekend sports announcer. Excellent opportunity for creative confident outdoorsman. Salary 180 to 200 a week. An Equal Opportunity Employer. Resume to Box E-165.

Assistant News Director/Assignment Editor for public TV station. Degree and at least 2 years full time television news experience required. Supervise newsroom activities; teach one course. Some anchor work. \$15,500. Resume and references postmarked by June 1, 1979 to J. Dryden, KRWG-TV, Box 3J, Las Cruces, NM 88003. 505-646-2233. An equal opportunity/affirmative action employer.

A group-owned midwestern NBC affiliate is looking for a sports director also capable of handling weather. Experience necessary, rural background and strong air presence helpful. Journalism degree preferred. EOE, M/F. Send resume to Box E-166.

Sports Director—Call Play-BY-Play, anchor sportscast. Salary commensurate with abilities. Speed tape, resume to: News Director, WBAY TV, 115 S. Jefferson St., Green Bay, WI 54301. No phone inquiries.

News Director/Anchor small market ABC affiliate. To run established, aggressive news department all ENG which dominates market. Send resume to: WBOY-TV, Clarksburg, WV 26301. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director—Top 20, Sunbelt television station has opening for a producer/director with a minimum of two (2) years experience at a commercial station. Send resume and salary requirements to John Pigg, Production Manager, WTSP-TV, PO Box 10000, St. Petersburg, FL 33733. An Equal Opportunity Employer.

News Producer—ambitious, creative Producer needed for top 20 ABC affiliate. 3 years experience required. Send resume to: George Faulder, PO Box 10000, St. Petersburg, FL 33733. An equal opportunity employer.

Promotion Manager for middle 50's Television Market with knowledge of all types of media promotion. Seeking aggressive individual capable of planning creative promotion campaign. Equal Opportunity Employer. Send complete resume, with references to: Box E-214.

Television Production/Announcer (Lansing/Jackson, MI) Minimum of six (6) months general television production, EFP and announcing experience. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

KTUL-TV, Tulsa, Oklahoma is seeking applicants for Audio position. Knowledge of audio mixing, audio tape editing and microphone characteristics a must. Prior experience/broadcasting degree desired. This is not an on-camera position. Send Resume/tape to Kent Doll, Production Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101. Equal Opportunity Employer (EOE/MF).

Creative Art Director for top 10 market. Must be fully experienced in running TV art department, on-air, print, design and production, also some set design. EOE. Box E-125.

Promotion Manager ... with solid on-air promotion experience. Should be capable of producing weekly live program. Send resume to Larry Cazavan, Assistant Station Manager, KITV, 1290 Ala Moana, Honolulu, HI 96814. EOE.

Supervisory Cinematography/EFP position available at award-winning broadcast production center. Requires strong 16mm shooting and editing skills (single and double system). Supervisory and EFP experience highly desirable. Must be able to demonstrate advanced production abilities through examples of work. Salary mid to upper teens. Send credentials and work samples to: Lee O'Brien, Teleproduction Center, University of Wisconsin-Green Bay, Green Bay, WI 54302 (work samples will be returned). Equal Opportunity Employer.

Production Photographer/Editor for KUSD-TV and the South Dakota Public Television Network. Applicants must have a college degree or four years of experience and training. Preference will be given to those applicants who possess total ENG photography, editing, lighting and audio skills. Salary range \$8,772-\$10,802. Application deadline, June 22, 1979. Apply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

PM Magazine Talent. Top 20 CBS affiliate in Midwest seeks talent for PM Magazine to start mid-June. Send resume and tape to John Irvin, WISH-TV, PO Box 7088, Indianapolis, IN 46207. An Equal Opportunity Employer M/F.

Director—immediate opening for candidate who can switch a and direct. Minimum two years experience in directing news and commercial production. Must be creative. Progressive top 100 market located in the Upper Southeast. An Equal Opportunity Employer. Send resume and salary requirements to Box E-204.

Producer/Writer—broadcast and instructional TV, University of Michigan Media Resources Center (formerly U-M TV Center). Background in creative writing, radio/TV, ability to work with faculty both as performers and content sources, taking abstract ideas and translating them to the screen in meaningful and imaginative ways. Salary range: \$10,900 to \$13,600. Write to: Norman Hajjar, Professional Staff Services, 1020 L.S. & A. Bldg., Ann Arbor, MI 48109. A non-discriminatory, affirmative action employer.

TV Producer/Ast or Assoc Prof. Produce educational TV programs for broadcast. Teach TV production half time. Master's degree required, Ph.D. preferred. Experience in TV production required. Teaching experience desirable. Begins July or August. Send resume and videotape or film by June 13 to Harold Kinzer, Department of Communication, Utah State University, Logan, UT 84322. Affirmative Action Equal Opportunity Employer.

Experienced Producer wanted for No. 1 rated daily live morning show: Twin Cities Today. Program features live studio interviews and occasional on location live and taped remotes. Large responsibility and challenge for person with creative flair and organizational ability. At least two years relevant experience only, please. Send resume. No tapes, please. Send to John Degan, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114.

Graphic Artist: Experience necessary in television graphics, print media slide & print photography, plus production support M/F EOE. Self-starters should send resume and work examples to Box E-205.

Producer—Top 20, Net Affiliate, Group-owned, East. Experienced only. An E.E.O. Employer. Box E-206.

Full Charge Bookkeeper: Must be qualified and experienced in accounts receivable, accounts payable, payroll and general ledger through P & L. Minimum four years experience. Good typing skills. Capable of working with several sets of books. Computer experience will be helpful. Broadcasting experience will put you far out front. EOE/M-F Contact: Bob Denton, KMPH-TV, 2600 S. Mooney Blvd, Visalia, CA 93277. Phone: 209-733-2600.

Producer/Writer/Director position available at award-winning broadcast production center. Plan and execute a wide variety of programming for local, state, and national distribution. Must be able to demonstrate advanced production ability through examples of work. Film and EFP experience highly desirable. Salary mid to upper teens. Send credentials and work samples to: Lee O'Brien, Teleproduction Center, University of Wisconsin-Green Bay, WI 54302 (work samples will be returned). Equal Opportunity Employer.

Associate Producer—Top 20, Net Affiliate, Group-owned, East. Experience only. An E.E.O. Employer. Box E-207.

Director/Switcher for ABC affiliate in Ohio. 3 years experience in all phases of studio and control room production. Must be capable of doing own switching. Must be creative, imaginative and a self starter. We are an Equal Opportunity Employer M/F/H. Send resumes to Box E-211.

Production Photographer for top 20 group owned station. Must have strong E.N.G. photo and edit experience as well as other areas of photography Good organizational ability, initiative, creativity, and producing capability. An equal opportunity employer. Send resume, references to Box E-217.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field engineering service, 29 years experience ... installation—maintenance-system design—available by the day-week or duration of project. Bruce Singleton 813-868-2989.

New York City CMX Editor for freelance or fulltime. Network credits and reels. Box E-145.

SITUATIONS WANTED NEWS

Demanding quality? Hard working assistant radio news director is hunting a start in TV. BA Communications. Let's get together! Robert Headland, 412-775-8862, 384 Sixth Street, Beaver, PA 15009.

Recent college graduate with talent and experience seeks opportunity in news/sports production work. Call B. Marras, 216-871-2656.

SITUATIONS WANTED NEWS CONTINUED

Somewhere in the second 100 a GM knows news can mean dominance. He knows news can be professional and profitable. He needs a ND who WILL make it happen. He is a telephone call away. 417-463-2153 or messages during CDT business hours at 417-463-2573.

Sharp reporter-producer with first year under belt, looking to strengthen medium market news department, available immediately. Call Sal at 1-304-425-0041 or 1-215-755-0775.

Attractive, articulate female with radio experience seeks entry level television or advancement in radio. Will relocate. Virginia Perez 216-932-9280.

Winning Anchorman with one of nation's most successful news operations. Impeccable credentials, excellent track record. Married, solid family man. Seeking new challenge in larger market. Station must have game plan and commitment to long-term growth and excellence. Box E-163.

News Photographer. Experienced with film and ENG. Now in top 100 looking for advancement. Degree. Call Mike 605-996-3448, Evenings.

Legal Reporter. Lawyer, 25, with top graduate journalism education, seeks major market reporting job. Investigative news hound. Four years strong on-air experience. ENG. Resume. Tape. Howard Gaines 415-521-1756. All serious news offers considered.

Woman journalist/interviewer/anchor/producer seeks anchor/host position in early morning, noon or PM Magazine programs. MSJ; several years medium market experience; national awards. Call 402-895-0939.

S.F. Bay Area radio reporter waiting for right opportunity to try television. 6 years experience, including correspondent duties for The Los Angeles Times and KNX News Radio, Los Angeles. Box E-164.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Need someone to get your station's Promotional Program going? Creative and effective Writer-On air Personality too! Box E-185.

Producer/Director/Production Manager. Documentary, news, public affairs, commercials, talk. Six years live studio, location experience. Camera (eng/film), audio, editing expertise too. Seeking position with TV station or production house. Single, will relocate. 516-751-6038. Box 875, Setauket, L.I. NY 11733.

CABLE

HELP WANTED NEWS

News Director/Anchor. Want to move up from small market TV to major market Cable TV? One of the nation's fastest growing cable TV companies is looking for an experienced anchor or reporter who wants to grow with us. We have franchises for over 50 communities in four counties, in the nation's most densely populated state, all of which will be interconnected. By the early 1980's we will be well within the top 100 TV markets. Need experienced person who can do it all: write, shoot ENG, edit tape, produce and anchor news. Very good pay and benefits. Send resume and cassette to: Program manager, Cable Systems, Inc. 120 West Merchant Street, Audubon, NJ 08106.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Engineer/Manager: Audio/video recording company seeks engineer to fill management position. Requirements: EE degree, 5 years experience in production and supervision. Send resume w/references and salary history to: PO Box 1545, Burbank, CA 91507.

HELP WANTED SALES

Broadcasting sales whiz needed to volunteer time to help the National Gay Archive perform market analyses. Minneapolis area. Resume to Box E-106.

HELP WANTED TECHNICAL

Donrey Media Group is seeking chief technician for their CATV operation in California. Send salary requirements and resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101. 702-385-4241, ext. 330. An equal opportunity employer.

Recording Studio Engineer for one of nations largest producers of quality syndicated commercials. New studio with finest equipment and great creative team. Prime Florida location. If you have at least 3-5 years experience, this is the opportunity of a lifetime. Write G. Harris, PO Box 11210, Ft. Lauderdale, FL 33339.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Broadcast Information Officer—James Madison University is seeking a Broadcast Information Officer to handle its TV/radio public information program. Duties include issuing frequent video and audio taped reports on the University to news media points and the production of three half-hour TV programs per month. Bachelor's degree and two years' experience in news media or public relations required. On-the-air and production experience in television preferred. James Madison University is a regional university with enrollment of 8,100 in the Shenandoah Valley, of Virginia. Salary: \$11,000-\$12,000. Submit resume to: Office of Personnel, James Madison University, Harrisonburg, VA 22807. Applications will close June 15, 1979. An Equal Opportunity Employer.

HELP WANTED INSTRUCTION

Instructor, Assistant Professor to teach a minimum of three broadcasting courses each semester, with emphasis on television production. Appointee will also serve as producer of cable programming originating in cable TV facilities. Doctorate preferred with professional broadcasting experience. Appointment date: 8-29-79; deadline for applications: 7-1-79. Affirmative Action/Equal Opportunity Employer. Send resume, transcript, references to: Dr. Robert T. Ramsey, Department of Communication, Box 3048, Stephen F. Austin State University, Nacogdoches, TX 75962.

Glassboro State College seeks Instructor or Assistant Professor to teach courses primarily in television production with possibility of some film courses. Professional experience and appropriate terminal degree required. Contact: Richard J. Ambacher, Jr., Chairman, Communications Department, Glassboro State College, Glassboro, NJ 08028. An equal opportunity employer.

TV Producer/Asst or Assoc Prof. Produce educational TV programs for broadcast. Teach TV production half time. Master's degree required. Ph.D. preferred. Experience in TV production required. Teaching experience desirable. Begins July or August. Send resume and videotape or film by June 13 to Harold Kinzer, Department of Communication, Utah State University, Logan, UT 84322. Affirmative Action Equal Opportunity Employer.

Youngstown State University seeks instructor to teach courses in speech communication, television announcing, and broadcast news. Ph.D. preferred with commercial news experience. Salary 11,500-13,500 depending on qualifications. Send credentials to Daniel J. O'Neill, Dept. of Speech Communication, Youngstown State University, Youngstown, OH 44555 by June 15, 1979.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

College graduate seeks Entry-Level Copywriting position for agency, television or radio station in medium or large market. Prefer Midwest or South. Box E-200.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

We need Film Cameras, 16mm or 35mm, Lenses, Accessories, Editing Equipment, etc. Call Milt Gross, 305-949-9084.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Heliac Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

Hitachi FP 1010 Color Camera with Saticon tubes. Includes 10:1 f1.8 zoom lens, ITE cam-link head, elevator tripod and dolly, and custom cases. This is an excellent camera with very few hours on it for sale at half the original cost. 415-841-4810.

For Sale—New Unused: Complete Harris Model TAB-6H-6 Bay Superturnstile Antenna, 46 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specially priced \$30,000. Contact Gil Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915-655-7383.

GE PE-350 Color Cameras: Excellent condition, 3 Available, \$8,000 ea.

RCA TR-4 Hi-Band VTRS. New heads, good condition, 2 Available \$16,000 ea.

GE 12KW UHF Transmitter: Ideal for new station, good condition, \$14,000.

GE-PE-250 Color Cameras: Includes lens, cables, CCU's, 2 Available \$3,000 ea.

IVC 500 A Color Cameras: With all accessories, excellent shape, \$7,000 ea.

RCA TK27B Film Camera: Available with TP15 Multiplexer \$22,000.

RCA TP66 Film Projector: Good condition \$10,000.

GE PE 240 Film Camera: Excellent Condition \$8,000.

New Lenco Terminal Equipment: Discount prices, fast shipment.

We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878. Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

Coaxial Cable 420 Ft. length of Cablewave HCC-300 50J 3 1/8" Line. New, in factory carton with new warranty. With connectors. Wholesale price \$4,500. Call Toll Free 800-241-7878 Mr. Kitchen. In GA call 404-324-1271.

Five 3M Analog Drop Out Compensators Brand new, never been used. Call 312-348-4000.

VR2000B Amtec, Cotortec, Valcomp, D.O.C., Auto Chroma 1058 Editor 1065 Editec—2 Heads, \$45,000. John Weigand, KFMB-TV, PO Box 80888, San Diego, CA 714-292-5362, Ext. 224.

Andrew Type FHJ2-50A heliarc 3/8 inch. Three 900 ft. lengths. 10 years old. \$1000 or best offer. RCA BTA-250K 250 watt AM transmitter, \$500 and you haul. Gary Liebisch, Chief Engineer, WSPA-AM, Spartanburg, SC 803-585-9500.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 1 KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Ramko DC-38 10-S Console, new in August of 1978. Will sell with other Ramko associated items. Value was \$5000. Make offer in writing to David Green, Broadcast Consultants Corp., Box 590, Leesburg-VA 22075. Console may be seen at WYER, Mt. Carmel, IL-618-262-5111.

10 KW AM Harris BC 10 H. Same as current production model. Excellent condition. M. Cooper, 215-379-6585.

5 KW FM Collins 830-E, exciter, stereo generator, 8 yrs. old, excellent condition. Guaranteed, M. Cooper, 215-379-6585.

FOR SALE EQUIPMENT CONTINUED

For sale: 75 foot steel broadcasting tower. Please write: Tom Kunes, S&S Inc., 21300 St. Clair Ave., Cleveland, OH 44117 or call 1-216-383-1880.

Must sell the following equipment: (2) Norelco PCM-800 Multiplexers—Excellent condition. (1) Ampex RA-4000 Machine Control System (Complete with 3 AVRI Interfaces)—Good condition. (1) Norelco PCF-701 (PC70) Film Island Camera—Good condition. (1) Norelco LDH-1 Camera configured for Film Island application—Fair condition. (5) Laminar flow clean air units—Excellent condition. For prices and further information on the above equipment, please contact Ira Goldstone, Engineering Manager, WCVB-TV, 5 TV Place, Needham, MA 02192. Tel No. 617-449-0400, Ext. 242.

RCA TK-42 Cameras Sony 1600 CTRs, used Quad Tape. Call 919-446-8734.

Ampex, 351 Stereo, good heads \$1300, Ampex AG-350 Full track mono, fair, \$1,000. Shafer AL-330 slow speed logger, two channel, \$850. All now in use. Call Tom Taggart at 517-265-1500.

Moseley, PCL-505C Composite STL XMTR & RCVR, SGC-9 Stereo Generator. New 1976. \$3,990. Station going to dual system—path distance and weather problems. Available 90 days/arrival new system Call T. Taggart, 517-265-1500.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Phantastic, Phunnies ... introductory month's 400 one-liners ... \$2.00! 1343-B Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Original Jingles, comedy spots, and music background by Dirty Lips Productions. Complete studio facilities. 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 18 and July 30. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

First Class FCC License in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

Help Wanted Management

PROGRAM DIRECTOR

We are a growing broadcasting company looking for a program director for our AM/FM combination in the booming Reno, Nevada market. Besides being experienced and knowledgeable about all aspects of contemporary programming this person must be interested in assuming general manager's duties within a year's time. If you are that person please contact us, Mortimer Broadcasting Company, PO Box 332, Pacific Palisades, California 90272.

GENERAL MANAGER

AOR FM in middle-size Florida Market. Management experience desirable. Tremendous growth potential with young aggressive company. 25K-35K PLUS first year. Box E-167.

ACCOUNTING-BUSINESS MANAGER

Metro New York Radio Station requires accounting manager with broadcasting experience. Responsible for all aspects of general accounting and financial statement preparation. EDP background helpful, but not necessary.

Send resume including salary history to:

Box BM 463
810 7th Ave.,
N.Y.C. 10019

An Equal Opportunity Employer M/F

GENERAL SALES MANAGER

Group owned station in top 20 market is looking for an experienced general sales manager. Applicants must be fully knowledgeable in training and motivating local sales persons and coordinating national sales effort. Excellent compensations and fringe benefits. EOE. Box E-216.

Help Wanted Sales

**Move up
to a major market
and major facility!**

WLKW AM & FM, No. 1 in Providence, has an Account Executive opening now!! Send resume ASAP to Pete Vincelette. EOE.

Situations Wanted News

Does anybody need a play-by-play man?

Box E-154

Just What the Doctor Ordered

Is your news operation boring, uninspired with little Productivity? Does it suffer from Plagiarism and lack of Creativity? Do it's people know what they're doing and where they're going—Do they Care? Does your news sound like everyone else's—Cover the same Ho-Hum fare? If the answer to these questions is yes, Take two aspirin and call me now! 12 years Radio-TV experience (all format including all-news top 10), Anchor, reporter, writer, producer, news director. Call 301-469-6481

RADIO

Help Wanted Announcers

DON'T SEND A TAPE!!

Unless you're an experienced AM drive jock, you love mornings, you know how to relate to an adult contemporary audience, you want to become involved in the community and make a home here. Mature voice and creative production skill a must. Tape/resume/references to Cliff Blake, PD, 14Q, 34 Mechanic Street, Worcester, Mass. 01608 EOE/M/F. A Park City Communications Station.

TWO PERSON MORNING SHOW

Needs new partner. Qualifications: Dependability, Sense of Humor, Recognizes the need for preparation. Send tape and resume with references ASAP to Ms. Jody Carter, PD., Kountry KIXZ, Box 10940, Amarillo, TX. 79106. Mel Tillis Communications is an Equal Opportunity Employer, M/F.

EXPANDING OREGON SMALL MARKET

- News Director
- Country jock
- Combo engineer

Western Applicants preferred
EOE

503-882-8833

Help Wanted News

NEWS DIRECTOR

To Direct Five-Person Staff
This Is a Pace-Setting Station
In Broadcast Journalism
KSTT, INC.
P.O. Box 3788
Davenport, IA 52808

Assignments Editor/ Afternoon Anchor

For top-rated news station in southeast state capitol. Experience required. Send tape and resume to News Director, WIS-AM, P.O. Box 21567, Columbia, South Carolina 29221.

Help Wanted Technical

RADIO ENGINEER

Must have First Class License. FM Transmitter and automation maintenance preferred. No Combo-Immediate Opening. Send Resume to: Box E-189.

An Equal Opportunity Employer

Situations Wanted Management

GENERAL MANAGER OR GROUP VICE PRESIDENT

Top Credentials; First Class References; Super track record. With background in local/national sales, programming, promotion. Has turned losers into winners. Proven leadership. Box E-171.

GENERAL MANAGER

Florida AM/FM Gen. Mgr., excellent sales and financial expertise. Heads up in FCC matters, programming, comm. relations and engineering. Will get the job done in competitive markets. Box E-175.

Situations Wanted Announcers

Attention Program Directors

Experienced announcer have worked at WLS-FM, WGLO-FM, Chicago rockers, looking for major market gig. Two years experience seeking station with rock n' Roll (progressive rock) or jazz formats. Box E-184.

B. MARC SOMMERS

Seeking association with company desiring market domination. Medium to major markets.

Box E-144

RADIO STATION MANAGEMENT

Active, experienced owner-manager has sold his stations. Desires relocate to good community in mountain area of the west or southeast. Seeks minority interest in small or medium market station with option to buy all, Excellent management and sales credentials. Top references. Can we talk? Box E-162.

RADIO MANAGEMENT

23 years in broadcasting. The past ten in aggressive management. Expense control, audience development, license renewal, agency, rep., & street sales, station owner, etc. Available at once. Jack A. Carpenter 801 Silverwood Tr. North Little Rock, Ar. 72116. (501) 771-1168

Bernie Thompson
is now
AVAILABLE

to provide your station or organization the very best in management and sales management.

- *Experienced (16 years)
- *Hard working
- *Capable
- *References

Contact A.C. 502 893-3706 or 6802 Chepstow Ct., Louisville, Kentucky 40207.

MANAGEMENT MATERIAL!

25 year old Business School grad with 3 years radio management experience. Obtained MBA in marketing while GM of student owned station independent of university with billings in excess of \$150,000 a year. Experienced in sales, programming, traffic, promotion, research, license renewal, financial planning and personnel.

In year since graduation have been highly paid management assistant for non-broadcast firm but have been yearning to return to radio. Successful in radio sales and management for 3 years and ready to assist in management and operation of major market station.

Hard working, self starting professional, strongly committed to quality broadcasting and sound management. If you are a major market broadcaster looking for a management assistant, reply Box E-172. Extensive professional references available.

TELEVISION

Help Wanted Management

Director of Media & Instructional Services and General Manager

KUAT-TV-AM-FM

the University of Arizona invites application for the director of media and instructional services, and general manager of KUAT. Must have proven managerial ability thorough knowledge of public broadcasting, and ability to provide creative leadership for all media and instructional activities. Letters of application and complete resume should be sent to:

Dr William Noyes
103 Administration Bldg
University of Arizona
Tucson, Ariz 85721

An equal opportunity, affirmative action title IX, section 504 employer

DIRECTOR FINANCIAL MANAGEMENT AND ADMINISTRATION

To implement financial systems and administrative procedures for Seattle Public TV station. \$3 million+ budget. Reports to General Manager. Requires BA in Accounting or related field and 5 years financial and management experience. CPA or MBA desirable. Broadcasting experience helpful. Salary open. Deadline: June 29, 1979. Resume to: Fujita, KCTS/9, 4045 Brooklyn Avenue NE, Seattle, WA 98105.

equal opportunity employer/
affirmative action

Help Wanted Technical

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Help Wanted Sales

Sales Engineer

Northeast Region

The Grass Valley Group, Inc. seeks a capable and creative individual to join our expanding northeastern regional sales team. You will represent our full line of TV broadcast products to customers in this area.

Based in our New York office this key position requires someone with an excellent technical background in broadcasting. Preference will be given to individuals with proven sales experience. Our compensation package includes excellent company benefits in addition to our sales and commission program.

Interested applicants please submit a resume in confidence to Val Marchus, Personnel Manager, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

Grass Valley Group

A Tektronix Company

Help Wanted News



CO-HOSTS

Needed for this innovative program. Previous performing and writing experience is desirable, but dedication and ability to work as part of a team are required. Resume and cassette should be mailed to Gene Walsh, PD., WXEX-TV, PO. Box 888, Richmond 23207. ABC affiliate; owned by Nationwide Communications; an equal opportunity employer.

NEWS DIRECTOR POSITION AVAILABLE

WINK TV, Channel 11, the CBS affiliate in Fort Myers, Florida, is seeking a highly qualified individual to fill the position of news director. Individuals seeking the position should possess a minimum of 3 to 5 years experience as news director and a demonstrated record of achievement in all aspects of news administration, production and operation. Deadline for applicants is June 10. Send resume to: Bob Doty, VP and General Manager, WINK TV, PO Box 1060, Ft Myers, Florida 33902.

Help Wanted News Continued



HOSTS

A bold new adventure in local programming. Looking for communicators with enthusiasm, dedication and the ability to work as a team. Resume and cassette should be mailed to Dean Hinson, NEP Communications, Inc., Wilkes-Barre/Scranton Airport, Pa. 18641.

**REPORTER
SAN DIEGO**

Looking for experienced, aggressive reporter who can handle studio, field and live minicam work. Send resume to Jim Holtzman, Executive News Director, KFMB 7677 Engineer Rd. San Diego CA. 92111. EOE



**Help Wanted Programing,
Production, Others
Continued**

**ADVERTISING AND SALES
PROMOTION MANAGER**

To manage all marketing efforts for WSBK-TV 38, Boston. Demonstrate through knowledge of creation and use of on-air promotion materials, including a familiarity with outside sources for same. Must be familiar with the use of other media, especially print and radio. General knowledge of public relations, advertising and sales promotion methods. Skilled in creative and journalistic writing and administrative duties such as personnel management, budget supervision. Minimum of 3 years television experience. Send resume to:

Dan Berkery, Station Manager, WSBK-TV 38, 83 Birmingham Parkway, Brighton, MA 02135

TOP 50 MARKET STATION

in Southeast seeks imaginative, creative assignment editor with a solid news background. Substantial news experienced required. Box E-133.



CO-HOSTS

Co-hosts needed for new PM Magazine. Should be contemporary, warm and in tune with what's happening today. Send resume and tape to Ron Gates, WIVB-TV, 2077 Elmwood Avenue, Buffalo, New York 14207. An equal opportunity employer.

**TELEVISION
PRODUCTION**

The Pennsylvania State University
The University is seeking a Producer/Director responsible for all phases of instructional television/film production from program development through final production. Bachelor's degree or equivalent, plus one to two years related experience as a television and film producer. Send cover letter and resume (including salary history) plus a sample program on 3/4 inch video cassette to Employment Division, 117 Willard Building, Box BM-8, University Park, Pennsylvania, 16802. Application deadline June 15, 1979.

AN EQUAL OPPORTUNITY/
AFFIRMATIVE ACTION EMPLOYER

**REPORTERS
ANCHOR PEOPLE
MAGAZINE
HOSTS**

DO YOU HAVE A CHARMING PERSONALITY & FANTASTIC PRODUCING SKILLS?

DO YOU LOVE WORKING IN THE FIELD WITH MINI-CAMS?

DO YOU LOVE PEOPLE?

If so, you are what we're looking for. We're a major group of stations looking for on-air talent for prime time access magazine strips in the top ten markets. Send your resume to Box E-141.

Equal Opportunity Employer, M/F. All responses will be kept confidential.

Situations Wanted Management

**Help Wanted Programing,
Production, Others**

T.V. TRAFFIC

South Florida TV station is accepting resumes from individuals with a strong traffic background. Duties include inspecting of orders into our computerized traffic system, maintaining program logs & other traffic related duties. Must be detail-oriented & work well under the pressure of deadlines. Send resume in confidence to:

Manager of Employment
P.O. Box 010787
Miami, Fla 33101
Equal Opportunity Employer M/F

GENERAL MANAGER

- P**—Programmer
- R**—Revenue Producer
- I**—Idea Man
- M**—Motivator
- E**—Effective

25 years experience includes management roles in Program, Promotion, Operations, Production, News and Sports. Instrumental in rebuilding two stations to strong competitive position. Strongest suit—Motivator. Box E-201.



WJAR-TV

PM Magazine, Providence, Rhode Island, has openings for the following: producer, production assistant, 2 co-hosts, and 4 feature reporters. Send resume to Robert Thistle, Executive Producer, PM Magazine, 176 Weybosset Street, Providence, Rhode Island 02903. An Equal Opportunity Employer.



PM MAGAZINE TALENT

Top 20 CBS affiliate in Midwest seeks talent for PM Magazine to start mid-June. Send resume and tape to John Irvin, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207. An Equal Opportunity Employer M/F.

**NATIONAL SALES
MANAGER**

Outstanding background—12 years broadcast experience. Agency experience—local, national. National Sales Rep; National sales Manager. Strong sales, promotion, programming experience. Self starter, excellent motivator. Young, family man looking to relocate in midwest or south. Box E-215.

**Situations Wanted Programing,
Production, Others**

NEED A STAFF???

Sales/Production/Directing/P-B-P. We have been together 2 yrs. plus. We have 17 yrs. total experience. We want to move up . . . together. We can't do it all . . . but close. Call (304-422-7416).

**Situations Wanted Programing,
Production, Others
Continued**

**STUDIO CAMERA
OPERATOR**

... eager to show you what I know about studio production and to learn from you what I don't. B.A.A. Broadcasting, C.M.U. 1978. 3 years co-curricular production experience: camera, mini-cam, switcher, floor director. Also some professional experience with 16mm film. I'm energetic, imaginative, highly motivated, and ready and willing to work. Kenneth Hazlett, 1629 Gilcrest Ave., East Lansing, MI, 48823. Ph. (517) 351-7359.

**Award winning
writer/producer**

currently in advertising wishes to return to local station or syndicated programming. Documentaries my specialty!

Box E-173

Miscellaneous



PROMOTION IDEA NEWSLETTER

Promotional ideas from broadcasters that work. Both radio and TV. 10 solid ideas per issue, plus more...
\$40.00 — 12 issues Promotion Idea Newsletter
\$25.00 — 6 issues 304 Union Arcade Building
\$5.00 — sample issue Davenport, Iowa 52801

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Data Processing Service
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Custom TRS-80 software

**SOUTHWESTERN
PROGRAMMING
SERVICE**

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ALLIED FIELDS

Help Wanted Management

Peters Productions, one of broadcasting's fastest growing creative centers, now adding additional sales representatives.

**REGIONAL MANAGERS —
RADIO MUSIC FORMATS**

Must have previous radio management and sales experience with an understanding of music programming. Should be able to articulate music concepts, automation and station operations. Will be working with station owners and managers.

Excellent opportunity to join a highly creative staff in one of the country's most modern production facilities. Unusual benefits package.

We're looking for top professionals only. Excellent advancement opportunities. **Send complete resume to Peters Productions, Inc., 8228 Mercury Court, San Diego, California 92111.**

NEED MORE SALES?

We have the product to increase your cash-flow three ways with PI-ID. No investment by your station. Perfectly timed by the horsepower crisis. Write Clare Productions; POB 644 Glen Echo, MD 20768 or phone 301-469-6825.

**ATTN: Promotion Mgrs.
& Sales Mgrs.**

INCREASE your SALES and NEWS awareness with "COLOR THE WEATHER"—in 55 markets in 15 months. See Fran Conway in Nashville at the BPA or call me collect today at 219/482-3502. "COLOR THE WEATHER is a total community involvement promotion." It works for the station and the advertiser.

Help Wanted Sales

**REGIONAL SALES
MANAGER**

Excellent growth opportunity with a leading manufacturer of television switching and terminal equipment. We're looking for aggressive, self-motivated individuals who can produce results for us in territories with high sales volume potential. Excellent salary and incentive program with superb benefits package. Send resume and salary history to:

Box E-156

TV FILM REP

Experienced person to represent top independent TV Film Distribution Company in the Midwest. Excellent commissions. Send resume to Box E-196.

SALESPERSON

Leading Media Research Firm is adding to its sales staff. You must know market research and radio. Good appearance and travel a must. Sales experience at station or rep level a plus. Resume, salary requirements, to Robert Lowry, Frank Magid Associates, One Research Center, Marion, IA 52302.

NEED PRIZES?

If you're in a top 75 market, find out how you can get name brand merchandise at 20% of retail.

Call or Write: Melvin LaForce, The Prize Cabinet, 304 Union Arcade, Davenport, Iowa 52801. (319) 326-2023

Consultants

Bankers Trust Company, a \$28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

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Minimum transaction level \$2 million.

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.

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radio index **PROGRAMMING RESEARCH**
(800) 528-6082 **(602) 242-6800**

Public Notice

May 31-June 1, 1979 Public Broadcasting Service Programming Committee meeting, 9:00 a.m. The Georgetown Inn, 1310 Wisconsin Avenue, N.W., Washington, D.C. Discussion of Program Fair, Common Carriage, CPB Minority Task Force Report, Adult Learning Task Force Report, National ITV Schedule, Special Events, SPC Post-Market Fund, Underwriting Guidelines, Co-production Issues and Guidelines, Program Endorsements, Pre-release of Programs, Rights. Open to the public.

June 4, 1979, Public Broadcasting Service, Human Resources Development Committee, 9:00 a.m. PBS offices, Washington, D.C. Discussion of recommendations of the Managers Committee on Equal Employment Opportunity in Public Broadcasting. Reports from Development/Public Information and Programming Committees. Open to the public.

meet your next big opportunity here

The only way to get ahead in broadcasting is to move ahead. Well, finding the right station with the right opportunities for you isn't the easiest task. In fact, it's downright impossible. That's where *Media Placement Systems* comes in. Through computer technology, they can match you up to that perfect station; the one that may mean the next big step in your career. The broadcast industry is growing daily and the job market is



expanding rapidly. At the same time, station managers want the right people. *Media Placement Systems* makes sure your name and qualifications are right there in the decision makers hands.

Sound good?! To find out more, fill out the coupon below or call for immediate listing. It could be your next big opportunity!

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Address: _____

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Radio Programing



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
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Phone: 501-972-5884

Wanted To Buy Stations

FM STATIONS WANTED

Qualified principal looking for small to medium FM's in the West. If you are looking to sell free of brokers' fee, contact Box E-123.

**SHERMAN
and BROWN**
ASSOC

MEDIA BROKER SPECIALISTS
TV RADIO CATV
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Phone (305) 561-9334

For Sale Equipment

FOR SALE

60 KW UHF
RCA TRANSMITTER
WITH SPARE KLYSTRON

CONTACT
MAX BERRYHILL
WTVX
305-464-3434

For Sale Stations

W	Small	AM	\$55K	\$18K
W	Small	AM	\$120K	\$20K
MW	Small	AM	\$300K	Cash
MW	Small	FM	\$300K	\$87K
W	Small	AM	\$590K	Terms

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nationwide service

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AUTOMATION SYSTEM

Gates RA-10 Stereo 10 source, 1000 event automation system; Digital logging system. Two SMC Model 252 Random Access Carousels; Two Scully Model 270 14" Reel stereo Decks More-In two racks. \$12,000. Avail 4/6 wks. Station buying expanded system. Call Don Aspacher or Tom Taggart at 517-265-1500.

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SHAHEN
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312-467-0040



- 1 kw AM in Southern Ga. Real Estate. \$250,000.
- AM-FM in Kentucky \$360,000. Terms.
- Eastern Georgia. 1kw Daytimer with very good coverage. \$420,000.
- AM/FM—Central Georgia. \$20,000 down. \$260,000.
- Southern Arizona. Fulltime. Good county population. \$390,000. Terms.
- Southern California. Spanish. \$520,000.
- Central California. Daytimer. \$420,000.
- N.Y. covers more than one million people. Religious. \$1.2 million. Terms.
- North Central Texas. Daytimer. \$400,000.
- South Carolina AM/FM. 100,000 watts and powerful daytimer. \$1.15 million.

Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

For Sale Stations Continued

**CLASS C FM
TOP 100 MARKETS
SOUTHWEST**

A 100,000 watt facility that is always profitable. Excellent staff. Absentee owned. Send qualifications to owner. Box E-209

FOR SALE BY OWNER

Underdeveloped full time AM. Growing Southeastern capital city. \$600,000 cash. Principals only. Box E-213.

**THE
KEITH W. HORTON
COMPANY, INC.**

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14902
(607) 733-7138

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to the
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FL	Fulltime AM	170K	Small
NJ	Daytime	650K	Medium
VA	Daytime	425K	Medium
NC	Daytime	225K	Small
GA	Daytime	385K	Small
AL	Fulltime	635K	Small
	AM-FM		
NY	Fulltime AM	1MM	Major
TX	Daytime AM	630K	Medium
FL	Daytime	390K	Medium
SC	Daytime	180K	Small
LA	Daytime AM/ Fulltime FM	450K	Small
GA	Daytime	300K	Medium
PA	Daytime	350K	Medium
NC	Daytime	205K	Small
NC	Daytime	175K	Small
GA	Daytime	275K	Metro
GA	Daytime AM Fulltime FM	340K	Small (Distress Sale)

P.O. Box 5, Albany, Georgia 31702
(912) 883-4908

MIDWEST

24 hour single station market. Very profitable, absentee owner. Great potential in expanding market. Cash only. Qualified principals only. Box E-212.

FOR SALE

33 per cent with mandatory 100% buyout in two years. Low frequency AM—3 KW FM—sunbelt. Both stations automated. Good facility with land and real estate included. Price \$400,000. \$50,000 down with balance over 15 years at 10%. Only manager-operators willing to take over facility need inquire. Send proof of financial ability and resume to Box E-186.

H.B. La Rue, Media Broker

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East Coast:
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*2nd Edition by Ward L. Quaal and
James A. Brown*

Considered the "standard" in radio/television station management, this book has been completely revised throughout, with considerable new material added.

"Well organized and clearly written..."—Newton N. Minow, former FCC Chairman.

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480 pages; charts, tables, notes, index.
\$16.50

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Please send me BROADCAST MANAGEMENT.
My \$16.50 payment is enclosed.

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Address _____

City _____

State _____ Zip _____

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The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

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Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

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.

Fates & Fortunes

Media

James J. Matthews, executive VP-general manager, WGTU(TV) Traverse City, and co-owned WGTQ(TV) Sault Ste. Marie, both Michigan, joins WECA-TV Tallahassee, Fla., as general manager.

Keith Andre, VP-Midwest, Radio Advertising Bureau, joins Black Hawk Broadcasting Co., Waterloo, Iowa, as VP for radio, responsible for company's three AM stations and one FM in Iowa.

John T. Caldwell Jr., general manager of non-commercial WGBY-TV Springfield, Mass., joins noncommercial WTVS(TV) Detroit in same capacity. He succeeds retiring **James N. Christianson**.

Charles A. Hicks, VP-general manager, WYNR(AM)-WPIQ(FM) Brunswick, Ga., named general manager of co-owned WEGO(AM)-WPEG(FM) Concord, N.C. **Marvin B. Massey**, sales manager, WGIG(AM) Brunswick, joins WYNR-WPIQ as general manager.

William Suffa, chief engineer, noncommercial WUVT-AM-FM Blacksburg, Va., appointed general manager.

Betty Mastick, station manager, WDXI(AM) Jackson, Tenn., appointed general manager.

Donald Lanham, general manager, WHKC(FM) Henderson, Ky., joins noncommercial WMRA(FM) Harrisonburg, Va., in same capacity. **Gary Anderson**, program director, noncommercial WWR-FM Roanoke, Va., joins WMRA as development director.

Dave Molvik, chief engineer, noncommercial KAXE(FM) Grand Rapids, Minn., joins noncommercial KFSK(FM) Petersburg, Alaska, as general manager. **David Lee**, graduate, Western Washington University, Bellingham, joins KFSK as operations director.

Charles Smithgall III, VP-general manager of Chattanooga Cable TV Co., appointed VP-corporate development for parent company, Southmedia Co., Atlanta.

Mary Anne Hardman, with WBNS-AM-FM-TV Columbus, Ohio, named assistant secretary for RadioOhio, licensee of stations, and co-owned Video Indiana, licensee of WTHR(TV) Indianapolis.

Dovie Nichols, associate regional representative in affiliate relations department of ABC-TV, joins NBC, New York, as director of corporate projects. **C. C. Leslie**, account executive on General Foods account, Ogilvy & Mather, New York, joins NBC-TV there as director of regional affiliate relations.

Lynan Jones, producer-director, noncommercial WUFT(TV) Gainesville, Fla., named operations manager.

Julie White, from National Public Radio, Washington, joins Eastern Public Radio Network, Boston, as executive director.



Gratitude, During the NBC-TV affiliates convention in Los Angeles, Julian Goodman, retiring NBC chairman of the executive committee and former chairman of the board, (l.) was given gift of appreciation for 34 years of service by Fred Silverman, NBC president and chief executive officer.

Broadcast Advertising

Peter Gwynn, vice chairman, D'Arcy-MacManus & Masius, Europe, based in London, named president of DM&M New York, suc-



Gwynn



O'Dea

ceeding **Derrick O'Dea**, who has been appointed executive VP of agency's worldwide corporate staff in New York.

Mario Botti and **Owen Ryan**, associate creative directors of Benton & Bowles, New York,

named VP's.

William M. Baker, vice chairman and creative director of McCann-Erickson Inc./U.S.A., has resigned after almost 25 years with agency. He said he was leaving because of "philosophical differences" with parent company, Interpublic Group of Companies Inc., New York.

Dan Rodgers, chairman of board of John F. Murray Advertising, in-house agency for American Home Products, named president and chief executive officer of Norman, Craig & Kummel, New York. **John C. Savage**, former president of NCK, named executive VP of parent company, Norman, Craig & Kummel Organization Ltd.



Rodgers



Iannuzzelli

Larry Iannuzzelli, management supervisor, Avis Rent-A-Car and GTE Products, Doyle Dane Bernbach, New York, elected senior VP.

Matthew Forbes, VP-group creative director, D'Arcy-MacManus & Masius, New York, joins Gallagher Group there as VP-creative director.

Anthony Monzo, formerly with Scali, McCabe Advertising, New York, named account supervisor on McDonald's account at Elkman Advertising, Philadelphia.

Charles Allenson, from Ted Bates & Co., New York, joins creative staff of Cadwell Davis Savage there, working on Johnson & Johnson account.

Robert L. Wilson, on account service team,

Another Columbia Graduate On The Way Up!

Congratulations

ROD STOCKTON

KOGO, SAN DIEGO, CALIFORNIA



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Rives Smith Baldwin & Carlberg, Houston, named account supervisor.

Charles E. Petit, VP, FitzGerald-Toole & Co., Providence, R.I., marketing, advertising and public relations firm, becomes co-owner of firm, with William Smith, president. They are also owners of Media-Services Inc., media buying firm.

Tom Soete, VP/associate creative director, Henderson Advertising, Greenville, S.C., appointed VP/creative director. **Jim Farmer**, senior art director; **Walt Neubau**, senior writer and creative group head, and **Bill West**, senior art director, named associate creative directors of agency. **Lloyd Fritzsche**, product group manager with Standard Brands, Planters Peanut division, joins Henderson as account supervisor. **Connie Day**, account manager, Stern Walters/Earle Ludgin, Chicago, joins Henderson as account executive. Both will work on Texize No-Pest insecticide account.

Stuart B. Miller, from Richardson, Myers & Donofrio, Baltimore, joins Eisner & Associates there as creative director. **Ron Carmel**, VP-executive art director at Eisner, assumes additional duties as associate creative director.

Jerry Malsh, associate creative director, Fahlgren & Ferriss, Cincinnati, named creative director.

Spencer Hapolenu, VP-assistant media director, Ogilvy & Mather, New York, joins McDonald & Little, Atlanta, as VP-media director.

Martin Yazmir, VP-associate director of research, J. Walter Thompson, New York, joins Wunderman Ricotta & Kline USA there as VP-director of research. **Ira Tumpowsky**, from Rives Dyke/Y&R, subsidiary of Young & Rubicam, named VP-director of media services for Wunderman, which is also Y&R subsidiary.

Kris Kohlman, associate media director, Goldberg/Marchesano & Associates, Washington, named media director.

James Bruno, account supervisor, Norman Robert Associates, Philadelphia, named creative director.

Karen Covitch, from Hicks & Greist, New York, joins Cunningham & Walsh there as copywriter.

Stephen Berman, from Keenan & McLaughlin, and **Marcia Sarubin**, from Leo Burnett, Chicago, join Foote, Cone & Belding, New York, as copywriters on creative staff.



Collins

Appointments. Peters, Griffin, Woodward; **Ron Collins**, VP-sales, national division, named senior VP; **Walter Boron**, New York sales manager, national division, named VP; **Julio Bermudez**, in New York national division, named sales manager; **Ed May**, VP-regional sales manager for Petry Television,

Atlanta, named manager of PGW's Atlanta office; **David Hinterschied**, salesman of Chicago East team, named sales manager, and **David Reid**, on Chicago team, moves to St. Louis office as manager.

Val King, account executive, NBC Spot Sales,

New York, joins Katz American Television there, American red team. **Sue Bielman**, media supervisor, Kelly Nason Univas, San Francisco, joins sales staff of Katz Television there.

Elliot Cohen, account executive with RKO General's KHJ-TV Los Angeles, and **Penny Bell**, junior account executive, RKO Television Representatives, Chicago, named account executives for RTVR in Chicago.

Michael Irvine, national sales manager, WTVJ(TV) Miami, joins ABC Television Spot Sales, New York, as account executive.

J. William Mason, salesman, WRDU-TV Raleigh-Durham, N.C., named account executive for Storer Television Sales, Atlanta.

Ralph Dennis, director of agricultural services for Buckley Radio Sales, New York, joins Pro Radio there as co-director of agri-sales and marketing activities.

Pat Jackson, media group supervisor, Air Time, New York, named assistant account executive. **Marilyn Waldorf**, senior estimator, succeeds Jackson.

Alan Strumwasser, from WGBB(AM) Freeport, N.Y., joins Petry Television, New York, in research and marketing department.

Sherman Wildman, general manager of CBS Television Stations' retail sales unit, New York, named director of marketing for CBS Television Stations, New York.

William Rubens, VP-research, NBC, New York, elected vice chairman of Advertising Research Foundation.

Fred Cuneo, director of participating program sales, NBC-TV New York, appointed director of international and special program sales.

Lorrie Faggen-Wilkins, sales director, WRKO(AM) Boston, named national sales coordinator.

Ken Simon, account executive, KJEO(TV) Fresno, Calif., joins KFRE(AM) there as general sales manager.

Frank Iacona and **Curtis Lee Jr.**, account executives, WZZD(AM) Philadelphia, named sales

supervisors.



Prisco

Joe Prisco, account executive, WJIT(AM) New York, joins National Spanish Radio Network, New York, as general sales manager.

Jim Fernald, national sales manager, WVIR-TV Charlottesville, Va., assumes additional duties as general sales manager.

Pete Santy, in sales department of WNEM-TV

Bay City, Mich., named sales manager. **Paul Virciglio**, also in sales department, named Flint, Mich., sales manager.

Dennis J. Glynn, sales manager, WDAI(FM) Chicago, ABC-owned station, appointed account executive, ABC Radio network there.

Mike Nauman, account executive, WBYU(FM) New Orleans, joins KKNZ(FM) Oklahoma City as sales manager.

James Blashill, senior account executive and associate media director, Ross Roy Advertising, Detroit, joins WCXI(AM) there as local sales manager.

Dwayne Murray, account executive, KYNO-FM Fresno, Calif., appointed local sales manager.

Stephen D. Ennen, account executive, WEBQ-AM-FM Harrisburg, Ill., joins WPGU(FM) Urbana, Ill., as sales director.

Robert Mosolgo, music director, non-commercial WUVT-AM-FM Blacksburg, Va., and program director for WUVT-FM, appointed sales manager.

Christopher Joyce, senior research analyst, Telerep, New York, joins WTEN(TV) Albany, N.Y., as account executive.

Drue Ehrhardt, media buyer, Quinn & Johnson, Boston, **Bill Ross**, media planner and buyer, LeBeau, Leicht & Santangini, Providence, R.I., and **Holly Greene**, in sales department of WPRI-TV Providence, named ac-



Line-up. NBC-TV affiliates elected a new board of directors at its annual convention in Los Angeles. Front row (l to r): Robert Krueger, KTVB(TV) Boise, Idaho, re-elected vice chairman; Ancil Payne, KING-TV Seattle, retiring chairman, becomes chairman emeritus; James Yager, WDSU-TV New Orleans, chairman; William Putnam, WWLP(TV) Springfield, Mass., secretary-treasurer, and Blake Byrne, KXAS-TV Fort Worth, vice chairman. Top row (l to r): board members George Andrick, WSAZ-TV Huntington, W. Va.; Michael McCormick, WTMJ-TV Milwaukee, Jon Ruby, KVOA-TV Tucson, Ariz., James Lynagh, WDIV-TV Detroit; Donald Moeller, KYTV(TV) Springfield, Mass.; Ray Karpowicz, KSD-TV St. Louis, and William Dilday, WLBT-TV Jackson, Miss.

count executives for WPRI-TV.

Holly Jenkins, from IBM, joins WSPA-TV Spartanburg, S.C., as account executive.

Rhonda Pieter, senior broadcast buyer, Erwin-Wasey Advertising, Los Angeles, joins WDAI(FM) Chicago as account executive.

Wendy Murray, from KRON-TV San Francisco, joins KNBR(AM) there as account executive.

Christie Tilley, account executive, WMIC(FM) Detroit, joins WRIF(FM) there in same capacity.

Susan Friehe, graduate, University of Nebraska, Lincoln, joins KMTV(TV) Omaha as writer and producer in sales department.

Programming

Lewis Erlicht, VP and general manager of ABC Entertainment, named to newly created post of VP and assistant to president of ABC Entertainment, Anthony D. Thomopoulos. He will continue to be based in Los Angeles. He adds responsibilities for prime-time specials while retaining supervision over theatrical films for prime time and late night and development of late-night programming.

Jim Brock, senior attorney for news, entertainment and sports division, CBS, New York, named manager of legal and business affairs, ABC Sports, New York.

Ruth Slawson, director of prime-time development, Hill-Eubanks Organization, joins 20th Century-Fox Television, Beverly Hills, Calif., as director of current programming.

Barton Lamb, promotion manager, WMAR-TV Baltimore, joins WRDQ-TV Augusta, Ga., as program manager.

Bob Fenton, project director, Corporate Video Communications, New York, joins Syndicast Services there as general corporate executive working in network buying area.

Jack Robards, from KUNO(AM) Corpus Christi, Tex., joins TMS Productions, San Antonio, as sales manager.

Bryson Rash, former manager of editorial services for WRC-TV Washington, joins WDVM-TV there as reporter for *PM Magazine*.

Maryann Welker, producer-director, WRTV(TV) Indianapolis, joins WISH-TV there as producer of *PM Magazine*.

Donna Ahlstrand, associate producer, non-commercial WPBT(TV) Miami, named producer. **Cat Wagman**, assistant program operations manager, named program coordinator.

Darla Ellis, in programming department of KBTV(TV) Denver, named director of film and network services.

Thomas Howard, director, WHO-TV Des Moines, Iowa, joins WDAF-TV Kansas City, Mo., as producer-director.

Bob Golombik, production assistant, South Carolina Educational Television Network, Columbia, named producer-director.

Susan Tepper, producer-writer, Albany (N.Y.) Educational Television, joins WTEN(TV) there as director.

Joe London, program director, WBR(AM) Baton Rouge joins WJBO(AM) there in same capacity.

Jim Buchanan, air personality and promotion

director, WKBO(AM) Harrisburg, Pa., appointed program director. **Heidi Krammer**, air personality, assumes additional duties as music director. **Tim Burns**, program director, WAHT(AM) Annville-Cleona, Pa., joins WKBO as air personality.

Mike Way, from WGAY-AM-FM Washington, joins WGMS-AM-FM there as air personality.

News and Public Affairs

James N. Compton, Washington bureau chief for King Broadcasting since 1977, named NBC News correspondent, based in Cairo. He succeeds **David Burrington**, who was reassigned to Los Angeles bureau of NBC News.

Phil Reed, reporter, KBRT(AM) Avalon, Calif.-KBIG(FM) Los Angeles, named director of news and public affairs.

Ann Williams, public affairs director, WBBM-FM Chicago, named news director. **Mike Noble**, news and public affairs assistant, succeeds Williams. **Harry Porterfield**, 6 p.m. co-anchor and reporter, assumes additional duties as noon co-anchor. He succeeds **Bob Wallace**, who expands his news feature duties.

Jeffrey Howlett, news director, WGAN-AM-FM Portland, Me., joins WBBF(AM) Rochester, N.Y., in same capacity.

Bill Seiler, assignment editor, WDHO-TV Toledo, Ohio, joins WMAR-TV Baltimore in same capacity. **Michael Fox**, from WOWK-TV Huntington, W. Va. joins WMAR-TV as photographer.

Mel Martin, head of investigative unit, WTOL-TV Toledo, Ohio, joins WKYC-TV Cleveland as reporter on investigative unit.



Myers

Lyn Myers, news director, KDKA-AM-FM Pittsburgh, appointed executive producer of NBC Radio News, based in New York.

Ava Ehrlich, reporter and news writer, KMOX-AM-FM St. Louis, joins WXYZ-TV Detroit as producer of special projects on news staff.

Eileen Glazewski, from ABC News, Chicago, joins WISN-TV Milwaukee as assistant assignment editor. **Valerie Voss**, meteorologist, Weather Central, firm that prepares daily forecasts for radio stations in Illinois and Wisconsin, joins WISN-TV as meteorologist. **Don Blohowski**, news director, writer and announcer from WEZW(FM) Milwaukee, joins WISN-TV as news writer.

Bart Tessler, news supervisor, Mutual Broadcasting System, Washington, named senior news supervisor. **Steve Guggenheim**, chief audio journalist, Mutual Broadcasting System, named news supervisor.

Dorothy Ball, from WRBL-TV Columbus, Ga., joins WSPA-TV Spartanburg, S.C., as producer of 6 p.m. news.

Bill Gutman, news producer, WLUK-TV Green Bay, Wis., joins WDAF-TV Kansas City, Mo., as producer of 10 p.m. news.

Tony Pagnotti, noon co-anchor, WTVN-TV Columbus, Ohio, joins WTNH-TV New Haven, Conn., as weekend anchor and reporter.

Jonathan L. Le Veen, reporter, WJIM-TV Lansing, Mich., joins WTNH-TV as weekend news producer and reporter.

Fred Roggin, assistant to sports director, KTAR-TV Mesa (Phoenix), Ariz., named sportscaster. **Roger Ball**, from KTVK(TV) Phoenix, joins KTAR-TV as assignment editor. **Mary Kay Farha**, from KAKE-TV Wichita, Kan., named news producer for KTAR-TV. **Pat McGuire**, from KOOL-TV Phoenix, joins KTAR-TV as ENG editor. Joining KTAR-TV as photographers are **Dave Delozier**, from KAKE-TV. **Mark Trengove**, from noncommercial KAET(TV) Phoenix and **Greg Voigt**, from KELO-TV Sioux Falls, S.D.

Brian Teigland, from KEYC-TV Mankato, Minn., joins WFRV-TV Green Bay, Wis., as weekend weather reporter, photographer and reporter.

William Clegg and **Rusty Shaw**, with non-commercial WUVT-AM-FM Blacksburg, Va., named news director and sports director, respectively.

Harold Medina, editorial assistant, KNBC(TV) Los Angeles, joins KNX(AM) there as news writer-editor.

Joe Wilkinson, news director, KLNT(AM)-KLNQ(FM) Clinton, Iowa, joins KDTH(AM)-KFMD(FM) Dubuque, Iowa, as reporter and morning news anchor.

Katherine Johnson, graduate, University of Central Florida, joins WVOJ(AM) Jacksonville, Fla., as reporter and anchor.

George Perkins, director of news and public affairs, New Jersey Public Television, Trenton, designated to serve as pool coordinator for New Jersey, New York or Pennsylvania television station seeking entry into New Jersey courts. NJPTV is participating in one-year experiment allowing television cameras into courts of two New Jersey counties.

James Welch, freelance artist and graphic designer, joins The Television News Group, North Hollywood, Calif.



Moving on. Ray Miller, VP-news and public affairs, Channel Two Television Co., licensee of KPRC-TV Houston, has announced his retirement from that post. He started out with KPRC(AM) Houston and was assistant news director when KPRC-TV was acquired in 1949. He was actively involved in developing the news department. Although he will continue as consultant to KPRC-TV, Miller will now concentrate on *The Eyes of Texas*, weekly syndicated television series on Texas history, people and places, completing its 10th year on the air.

Roy Dittman, WBNS-AM-FM-TV Columbus, and **Bruce Cuthbertson**, noncommercial WOUB-AM-FM-TV Athens, elected president and president-elect, respectively, of Ohio Associated Press Broadcasters. Oklahoma Associated Press Broadcasters elected **Keith Dobson** of KWHW-AM-FM Altus, president, and **George Tomek** of KTVY(TV) Oklahoma City, president-elect. Minnesota APB elected **Jack Brush**, KBRF-AM-FM Fergus Falls, president. **Steve Neighbors**, KLFD-AM-FM Litchfield, elected VP.

New officers, Alabama UPI Broadcasters Association: **Lewis Fryer**, WBAM(AM) Montgomery, president; **Dan Cooper**, WHNT-TV Huntsville, president-elect, and **Hardy Smith**, WNUZ(AM) Talladega, VP.

Roberto Tchudin Lucheme, with WLUK-TV Green Bay, Wis., named to receive first Radio Television News Directors Association Michele Clark award, established in memory of CBS reporter killed in plane crash in 1972. Lucheme won with series of reports called *People's Lawyer*.

Promotion and PR

Susan Katz, promotion coordinator, WTEN(TV) Albany, N.Y., named promotion manager.

James Gill, promotion director, WQAD-TV Moline, Ill., joins KTVH(TV) Hutchinson (Wichita), Kan., in same capacity.

Susan Stuart-Otto, head of own marketing and public relations firm, joins noncommercial KTCATV St. Paul as director of information services.

Carol Dambrocia, advertising director for King's Jewelry, New Castle, Pa., joins WWVA(AM) Wheeling, W. Va., as director of promotions and public relations.

Patricia Canary, from Carl Byoir & Associates, joins ICPR Public Relations, Los Angeles, as account executive. **Neal Leavitt**, from *Los Angeles Herald-Examiner*, joins ICPR as publicist.

Jack Turner, from restaurant company in Little Rock, Ark., joins Cranford/Johnson/Hunt & Associates, advertising and public relations firm in Little Rock, as public relations account executive.

Ann Boucher, advertising and sales promotion manager, Morse Electro Products, joins TDK Electronics Corp., Garden City, N.Y., as advertising and public relations manager.

Cable

Gary G. Welk, vice president-marketing, Mission Cable TV Inc., San Diego, named VP-general manager.

Emmett White, Eastern regional manager, United Cable Television Corp., Englewood, Colo., named VP-general manager of Mountain States Video, company owned by United Cable and Daniels & Associates. Mountain States is developing cable system in Denver area.

Wayne Knighton, VP-general manager, Rome (Ga.) Cable TV Co., named VP-general manager of co-owned Chattanooga Cable TV, succeeding Charles Smithgall (see page 92).

Timothy Kuss, with Springfield system of Continental Cablevision of Ohio, appointed chief of technical operations.

Michael McKeown, formerly on corporate engineering staff of Cox Cable, Atlanta, named operations manager of Liberty Communications cable system under construction in Portland, Ore.

Broadcast Technology



Rask

Raymond Rask, director of engineering, Mutual Broadcasting System, Washington, named director of satellite and corporate engineering.

Carlos V. Girod, managing engineer, engineering and development department of CBS-TV, New York, named associate director, audio-video engineering.

Graham Simmons, technical operations manager, noncommercial WPBT(TV) Miami, named chief engineer. **Joan Grady**, program operations manager, named facilities operations manager. **Larry Nadler**, engineer in charge of remotes, named assistant chief engineer of maintenance. **Gordon Shockney**, maintenance and transmission manager, named director of special projects.

Steve Flyte, ENG engineer, KATU(TV) Portland, Ore., joins KABC-TV Los Angeles in same capacity.

Steve deSatnick, director of operations and engineering, noncommercial KCET(TV) Los Angeles, named VP-operations and engineering.

Hank Pfanmuller, lab technician, WKCT(TV) Miami, named supervisor of newsfilm reporters, responsible for nightly film editing and film quality control.

Edward Hoeske, director of manufacturing for magnetic coated products, Wabash Tape Corp., Huntley, Ill., elected VP.

Joseph Proletto, foreman with Magnavox CATV Systems, Manlius, N.Y., named manufacturing engineer.

Phillip J. Davis, director of corporate marketing administration for International Video Corp., Sunnyvale, Calif., joins Verbatim Corp. there as manager, corporate marketing administration. **Charles Payne**, marketing manager, Tektronix, Beaverton, Ore., joins Verbatim as cartridge product manager.

Phil Hart, senior district sales manager based in Houston, **Joe Balogh**, senior district sales manager in Los Angeles, and **Frank D'Angelo**, national dealer relations manager, New York, Sony Video Products, named Southeast regional manager, Northwest regional manager, and Northeast regional manager, respectively.

Robert Hynes, Eastern regional sales manager, Philips Test & Measuring Instruments, Mahwah, N.J., named national sales manager.

John Stockford, with GTE Lenkurt, San Carlos, Calif., named national sales manager.

Phyllis Thompson, from United Cable Television Corp., Englewood, Colo., joins Gardiner Communications Corp., Houston, as contracts administrator.

Allied Fields

Edmund H. Cardona, investigative attorney in compliance branch of FCC's Broadcast Bureau, Washington, named chief of industry EEO and minority enterprise division, part of newly created Office of Public Affairs. **Barbara Moran**, consumer assistance specialist who has been coordinating minority affairs in consumer assistance division, transfers to new EEO-minority enterprise office.

W. Lawrence Patrick, chairman of University of Maryland's broadcast journalism department, has been named director of research at National Association of Broadcasters. He replaces John Dimling, who joined Arbitron.

Bob Mead, television adviser to President Ford and former CBS News producer, joins U.S. Chamber of Commerce, Washington, as producer of weekly syndicated television public affairs program, *It's Your Business*. Mead worked for WXLW(AM) Indianapolis and Carlson & Co. there before joining Chamber of Commerce.

F. Scott Pierce, president of Minicomputer Division of Data Communications Corp., Memphis, appointed president of Broadcast Division.

Deaths



Kelly

John D. Kelly, 61, retired Storer Broadcasting executive, died of heart attack May 20 at his home in Islamorada, Fla. Kelly joined Storer in 1954 as general manager of its WJW(AM) Cleveland (no longer owned by Storer). Four years later he left Storer to become VP-general sales manager of WNS(AM)

New York. Year later, he rejoined company as national sales manager of WJW-TV (now WJKW-TV) Cleveland. He also worked for Storer Television Sales. In 1974 he was named VP-general manager of Storer's WHN(AM) New York and retired in 1975. Survivors include his wife, Regina, and two children.

Roger Bower, 75, retired managing director of NBC International, died May 17 in Sharon (Conn.) hospital. Bower worked for WOR(AM) New York from 1928 until 1952 when station changed ownership. He was producer, director, actor and announcer at WOR. He was member of Foreign Service at one time, and worked on projects to establish television in Cairo and Damascus for State Department. Survivors include his wife, Jean, one son and two daughters.

George Semyan, 59, technician, WJLA-TV Washington, died of heart attack May 17 at Holy Cross hospital in Silver Spring, Md. Semyan had been with station (formerly WMAL-TV) since it went on air 31 years ago. Survivors include his wife, Stella, and three daughters.

Murray Pollack, 60, president of Screen Extras Guild, Los Angeles, died of cancer May 10 at Midway hospital in Los Angeles. He joined SEG in 1951 and was elected president in 1974. Survivors include his wife, Eileen, and two daughters.

Stock Index

Exchange and Company	Closing Wed. May 23	Closing Wed. May 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	37 1/4	36 1/4	+1	+ 2.75	8	1,031
N Capital Cities	38 1/2	38 5/8	- 1/8	- .32	10	539
N CBS	45 1/8	44 7/8	+ 1/4	+ .55	6	1,268
N Cox	61	60	+1	+ 1.66	12	406
A Gross Telecasting	20 7/8	21	- 1/8	- .59	7	406
O Kingstip Commun.	15 1/2	16	- 1/2	- 3.12	28	7
O LIN	39 3/4	37 3/4	+2	+ 5.29	10	110
N Metromedia	53 3/8	52 1/4	+1 1/8	+ 2.15	8	245
O Mooney	5 3/4	5 3/4				2
O Scripps-Howard	48	48			9	124
M Starr	14 1/4	14 1/4			45	22
N Storer	42 3/4	39 1/4	+3 1/2	+ 8.91	11	211
N Taft	21 1/2	20 3/8	+1 1/8	+ 5.52	7	182

Exchange and Company	Closing Wed. May 23	Closing Wed. May 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	14	12 7/8	+1 1/8	+ 8.73	11	17
N American Family	11 3/4	11 1/4	+ 1/2	+ 4.44	5	123
N John Blair	27 1/2	26 5/8	+ 7/8	+ 3.28	6	67
N Charter Co.	16 7/8	17 1/4	- 3/8	- 2.17	14	324
N Chris-Craft	13 3/4	12 3/8	+1 3/8	+11.11	8	50
N Coca-Cola New York	6 1/2	6 3/4	- 1/4	- 3.70	8	114
N Combined Comm.	33	31 1/4	+1 3/4	+ 5.60	12	349
N Cowles	19 3/4	19 1/4	+ 1/2	+ 2.59	16	78
N Dun & Bradstreet	34	33 3/4	+ 1/4	+ .74	13	946
N Fairchild Ind.	32 3/4	31 1/2	+1 1/4	+ 3.96	7	186
N Fuqua	11 1/8	10 3/4	+ 3/8	+ 3.48	5	140
N Gannett Co.	44	41 5/8	+2 3/8	+ 5.70	14	1,182
N General Tire	24 1/4	25 1/4	-1	- 3.96	5	562
O Gray Commun.	24 1/2	24 1/2			8	11
N Harte-Hanks	19 5/8	19 7/8	- 1/4	- 1.25	11	181
N Jefferson-Pilot	33	31 1/4	+1 3/4	+ 5.60	9	755
O Marvin Josephson	14 3/4	14 3/4			8	37
O Kansas State Net.	19 3/4	19 1/8	+ 5/8	+ 3.26	16	35
N Knight-Ridder	21 7/8	21 3/8	+ 1/2	+ 2.33	9	722
N Lee Enterprises*	22 5/8	22 5/8			12	164
N Liberty	32	31 3/4	+ 1/4	+ .78	7	216
N McGraw-Hill	25 1/8	25	+ 1/8	+ .50	10	622
A Media General	21 1/2	20 3/4	+ 3/4	+ 3.61	9	160
N Meredith	28 1/2	28 1/2			6	88
O Multimedia	25	25 1/4	- 1/4	- .99	11	166
A New York Times Co.	24 1/2	24 1/2			19	284
N Outlet Co.	19 7/8	19 7/8			5	48
A Post Corp.	16 1/2	15 5/8	+ 7/8	+ 5.60	7	30
A Reeves Telecom	4 7/8	5 1/8	- 1/4	- 4.87	54	11
N Rollins	20 1/2	21 1/2	-1	- 4.65	10	274
N San Juan Racing	16 1/8	15 1/8	+1	+ 6.61	21	40
N Schering-Plough	29 3/4	28 3/8	+1 3/8	+ 4.84	8	1,594
A Sonderling	26	25 3/8	+ 5/8	+ 2.46	8	28
A Tech Operations	8	8 3/8	- 3/8	- 4.47	20	10
N Times Mirror Co.	28 5/8	28 1/2	+ 1/8	+ .43	8	971
O Turner Comm.	12 1/2	13	- 1/2	- 3.84	123	123
A Washington Post	23 1/8	21 3/4	+1 3/8	+ 6.32	8	371
N Wometco	19 3/8	18 1/2	+ 7/8	+ 4.72	9	165

Exchange and Company	Closing Wed. May 23	Closing Wed. May 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLECASTING						
A Acton Corp.	10 1/8	9 7/8	+ 1/4	+ 2.53	7	24
O Ameco+						9
O Athena Comm.	4 1/4	4 1/4				9
O Burnup & Sims	6 1/4	6 1/4			33	52
O Cable Info	6	5 3/4	+ 1/4	+ 4.34	30	3
O Comcast	18 3/4	18 1/2	+ 1/4	+ 1.35	18	31
O Commun. Properties*	16 1/2	16 1/2			17	82
O Entron*	1 1/4	1 1/4			1	1
N General Instrument	38 1/2	36 1/2	+2	+ 5.47	10	300
O Geneve Corp.	12 1/2	12 1/4	+ 1/4	+ 2.04	5	14
O Tele-Communications	28 1/8	28 1/2	- 3/8	- 1.31	35	149
N Teleprompter	17	15 1/4	+1 3/4	+11.47	22	339
O Texscan	2 3/4	2 7/8	- 1/8	- 4.34	16	2
N Time Inc.	38 3/8	36 1/2	+1 7/8	+ 5.13	7	1,072
O Tocom	9 3/4	9 1/2	+ 1/4	+ 2.63	21	14
O UA-Columbia Cable	52 1/2	51 1/2	+1	+ 1.94	24	88
O United Cable TV	33	34 1/2	-1 1/2	- 4.34	23	67
N Viacom	28 1/4	28 7/8	+ 3/8	+ 1.29	15	111

Exchange and Company	Closing Wed. May 23	Closing Wed. May 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
N Columbia Pictures	21 1/2	21 1/2			3	209
N Disney	33 3/8	34 1/4	- 7/8	- 2.55	10	1,082
N Filmways	15 3/4	16 1/4	- 1/2	- 3.07	9	79
N Four Star*	1 1/4	1 1/4			13	
N Gulf + Western	14 5/8	14 1/4	+ 3/8	+ 2.63	3	704
N MCA	41 1/4	41	+ 1/4	+ .60	7	961
N MGM	22 3/8	21	+1 3/8	+ 6.54	10	651
N Transamerica	18 1/8	16 7/8	+1 1/4	+ 7.40	6	1,196
N 20th Century-Fox	43	39 7/8	+3 1/8	+ 7.83	6	308
O Video Corp. of Amer.	6 5/8	6 5/8			22	
N Warner	34 1/2	33 1/2	+1	+ 2.98	8	676
A Wrather	15 3/8	14	+1 3/8	+ 9.82	42	35

Exchange and Company	Closing Wed. May 23	Closing Wed. May 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	30 1/2	29	+1 1/2	+ 5.17	7	76
N Comsat	43 7/8	42 3/8	+1 1/2	+ 3.53	10	351
O Doyle Dane Bernbach	19 1/2	19 1/2			7	34
N Foote Cone & Belding	17 3/4	17 3/4			6	46
O Grey Advertising	34 1/2	35	- 1/2	- 1.42	4	21
N Interpublic Group	33 7/8	33 5/8	+ 1/4	+ .74	7	80
O MCI Communications	7	6 1/2	+ 1/2	+ 7.69	88	144
A Movielab	5 1/2	5 1/4	+ 1/4	+ 4.76	10	8
A MPO Videotronics	4 1/2	4 1/2			4	2
O A. C. Nielsen	23 3/4	24	- 1/4	- 1.04	11	260
O Ogilvy & Mather	20	20 1/4	- 1/4	- 1.23	6	72
O TPC Communications	7 3/8	7 5/8	- 1/4	- 3.27	13	6
N J. Walter Thompson	26	25 3/4	+ 1/4	+ .97	6	68
N Western Union	18 3/8	17 3/4	+ 5/8	+ 3.52	8	278

Exchange and Company	Closing Wed. May 23	Closing Wed. May 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	5 3/4	5 5/8	+ 1/8	+ 2.22	4	9
N Ampex	15 3/8	14 7/8	+ 1/2	+ 3.36	10	174
N Arvin Industries	14 1/4	14	+ 1/4	+ 1.78	4	84
N CCA Electronics*	1/8	1/8			1	
A Cetec	5	4 1/2	+ 1/2	+11.11	11	10
N Cohu	3 7/8	4	- 1/8	- 3.12	13	6
N Conrac	14	13 5/8	+ 3/8	+ 2.75	22	28
N Eastman Kodak	57 1/8	58 5/8	-1 1/2	- 2.55	10	9,219
O Farinon	12 1/4	12	+ 1/4	+ 2.08	11	58
N General Electric	49 7/8	49 1/8	+ 3/4	+ 1.52	9	9,205
N Harris Corp.	27 1/2	27 3/8	+ 1/8	+ .45	12	718
O Harvel Industries*	6	6			16	2
O Intl. Video Corp.*	3/4	3/4			2	2
N M/A Com Inc.	21 1/2	21 3/4	- 1/4	- 1.14	28	56
N 3M	56 1/2	54 7/8	+1 5/8	+ 2.96	12	6,580
N Motorola	43	42 1/4	+ 3/4	+ 1.77	11	1,227
N N. American Philips	28 5/8	28 7/8	- 1/4	- .86	5	344
N Oak Industries	27 5/8	28 3/4	-1 1/8	- 3.91	19	99
O Orrox Corp.	6 1/4	6 1/2	- 1/4	- 3.84	9	12
N RCA	25	24 7/8	+ 1/8	+ .50	7	1,870
N Rockwell Intl.	37 5/8	38 1/4	- 5/8	- 1.63	6	1,309
A RSC Industries	3 1/8	3 1/8			17	7
A Scientific-Atlantic	35 1/8	35 3/4	- 5/8	- 1.74	15	95
N Sony Corp.	9 3/8	9 1/2	- 1/8	- 1.31	16	1,617
N Tektronix	48 5/8	47	+1 5/8	+ 3.45	12	875
O Telemation	1 1/2	1 1/2			2	1
O Valtec	10 5/8	9 3/4	+ 7/8	+ 8.97	23	42
N Varian Associates	17 1/2	18	- 1/2	- 2.77	97	119
N Westinghouse	17 3/8	16 7/8	+ 1/2	+ 2.96	5	1,503
N Zenith	13 3/8	13 1/4	+ 1/8	+ .94	13	251

Standard & Poor's 400 Industrial Average

112.1 109.8 +2.3

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

**No P/E ratio is computed, company registered net loss.

***Stock split.

+Traded at less than 12.5 cents.

Over-the-counter bid prices supplied by Loeb, Rhoades Hornblower Inc., Washington

*Stock did not trade on Wednesday, closing price shown is last traded price.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.

CBS's Joe Flaherty: something always cooking

"Television technology must not be looked on as a curiosity. It must be used." Joe Flaherty, author of that quote, is a practical man who believes in practical engineering. He does not spend a great deal of his time in the clouds. Give CBS-TV's vice president for engineering and development a problem; chances are he'll find a solution.

This week, the world's television engineering community is gathering in Montreux, Switzerland, for the 11th International Television Symposium and Technical Exhibition. There his peers will honor Flaherty with their highest award—the International Achievement Gold Medal. The citation will note his contribution in the development of the equipment for electronic news gathering, an achievement that has taken the television camera out of the studio and put it in the streets of Tehran, in St. Peter's Square in Rome, indeed to a tiny airstrip in Guyana where the camera captured the murders of a U.S. congressman and newsmen. As Flaherty says of his accomplishments, ENG has allowed television to become the medium of news and not of history.

ENG has freed television from the time constraints imposed on it by film and put it and its viewers in the midst of events as they happen. It has helped to alter the medium's conception of itself and the way people communicate.

True to form, Flaherty, who won a 1969 Emmy for development of a miniature color camera, an important step toward ENG, says that ENG came about as a direct response to a need expressed to his office by CBS News. "ENG was no accident," he recalls. "We made ENG happen for our news colleagues."

Nor was it any accident that Flaherty was there when that need was expressed. The son of the chief engineer of WDAF(AM) Kansas City, Mo. (and later of WDAF-TV, a pre-freeze station), Flaherty grew up in a broadcast engineering world. In 1951, he and his father built an amateur television station and put it on the air. That was a year before he graduated from Kansas City's Rockhurst University with a BS in physics and joined the Army Signal Corps. In 1955, he became an engineer for NBC's facilities test group in New York. He was there for two years (long enough to meet Janice Hermance and decide to marry her) before joining CBS as an audio-video engineer. In 1959, he became director of technical facilities and oversaw the building of the CBS Broadcast Center. Flaherty became the network's general manager for engineering and development



Joseph Anthony Flaherty Jr.—vice president for engineering and development, CBS Television Network, New York; b. Dec. 25, 1930, Kansas City, Mo.; BS, physics, Rockhurst University, Kansas City, 1952; sergeant, U.S. Army Signal Corps, 1953-54; engineer, NBC-TV, New York, 1955-57; audio-video engineer, CBS, New York, 1957-59; director of technical facilities planning, 1959-67; general manager for engineering and development, 1967-77; present position since 1977; m. Janice Hermance, Oct. 12, 1957; children: Patrick, 20; Daniel, 18; Michael, 15; Timothy, 13, and Margaret, 12.

in 1967 and was named vice president in 1977.

In addition to his 1969 Emmy, he was the 1974 recipient of the David Sarnoff Gold Medal for progress in television engineering and won another Emmy in 1975 for ENG. That Montreux medal will have some glittering company.

Flaherty's duties include technical work for the television network, the five network-owned television stations and CBS News. He has just under 200 persons reporting to him.

CBS has had a long history of fostering technological developments. CBS's record, Flaherty believes, is a result of an "atmosphere of creative freedom" encouraged by William S. Paley, founder and chairman of the corporation. Paley, says Flaherty, believes in "running a good business, but letting creative people do their thing. He has a formula for giving creative people an atmosphere for creation."

Which probably has nothing to do with the fact that Flaherty can't do his most creative work during office hours. "They tell me I'm a workaholic, but I don't do my most imaginative work in the office." That's when he has to play the role of administrator. He carries a pocket tape

recorder and uses it to catch ideas as they come to him wherever they come to him, whether it's in an airplane, his car, his home, even in his garden.

When asked, Flaherty developed a list of engineering achievements that he thinks have been the principal benchmarks in the history of television. In his mind, there have been six major developments: the development of a practical television system in the 1940's; Ampex Corp.'s introduction of video-tape, "the most important single development"; the adoption of the NTSC color system; the great improvement in cameras made possible by Philip's introduction of the plum-bicon tube; the use of on-line computers and station-automation, and ENG.

In television's near-term future, he sees two developments to add to that list. One, what he calls the "son of ENG," is "electronic cinematography," a form of single camera production. And digital techniques "have to be mentioned," although they will not become a major force in television technology until the problems of developing digital video-tape can be overcome.

"Digital television is very important because it reduces the number of adjustments and operations required. It will improve flexibility and quality and permit more and more creative uses—without the technical encumbrances of the present systems."

That Port Washington, N.Y., garden of his represents another facet of the man. It's where he grows the grapes for the wines he makes (he is a recognized oenophile) and where he and his wife grow much of their own food. They are both gourmet cooks with impeccable credentials. Only last month Flaherty taught Julia (*The French Chef*) Child his recipe for sourdough bread. He has been cooking ever since his bachelor days in New York, long before it became fashionable for men to stand in front of the stove.

So what does Joe Flaherty have cooking in his engineering labs now? "A flexible, film-style editing system for videotape." It's a typical sort of Flaherty project, one with an obvious, practical application.

"The engineer in television is the maker of the tools in the factory of television," he believes. "Unless engineering serves that programming need, it fails."

That just about sums up the engineer in him. The cook says he would rather "not eat a meal unless it has a chance to be a great meal. I'm always on a diet, of course." And there's a synthesis there, too, of Flaherty the technician and Flaherty the chef: Of both cooking and engineering, he says, "You have to have enough of the science to know how much art to blend."

Who, us?

FTC Chairman Michael Pertschuk and his principal confederates spent two days in New York last week assuring the business community that there is no antibusiness bias at the FTC. In a demonstration of heroic self-control, they went through their act with straight faces, never mentioning what was even then going on back at the meatgrinder.

While the pieties were flowing from the delegation in New York, the FTC staff in Washington was once again making hash of the law and regulatory precedent to propose new repressions of advertising. This time the target is proprietary drugs and about \$475 million a year in radio and television billings.

The staff has recommended that the FTC prohibit in advertising for over-the-counter drugs all claims but those explicitly approved by the Food and Drug Administration for use on labels. According to one example cited by the FTC staff, cold remedies could not advertise their purposes because the FDA has ruled that on labels a preparation may not be presented as relieving common colds. Laxatives could not be said in advertising to provide relief from irregularity because the FDA has ruled that irregularity is not necessarily a danger to health. Nor could "overly broad" terms be used, if the staff got its way. It would be illegal to advertise a remedy for "upset stomach," which in the FTC staff's view is too general a description. But why go on?

The adoption of these rules by the commission would drain all creativity from the advertising and marketing of proprietary drugs, to the certain decline of sales. That just may be the ultimate ambition of FTC staffers who are of a mind with those who yearn for the power to take sugared cereals off the market but must settle for assaults on advertising in children's television shows.

Pertschuk and partners must have laughed all the way back on the shuttle.

Buy any other names

With the CBS-TV meeting last week, the annual spring conventions of television networks and their affiliates were completed for this year. But wait. What is that on the future bookings of the same Century Plaza hotel that is the habitual Los Angeles rendezvous of ABC, CBS and NBC? Why, it is the Public Broadcasting Service and its affiliates, or members, as it and they prefer to say. Giving time for the Century Plaza staff to air the premises of commercial taint, PBS arrives June 24 for three days of, you should forgive the expression, convention.

PBS does not call it that, just as it does not call other things by their right names. We were struck, for instance, by a press release last week announcing that the Allied Chemical Corp. had "renewed its commitment as a national underwriter of *The MacNeill/Lehrer Report*" on PBS. Exxon, it pointed out, is another underwriter. If ABC, CBS or NBC had issued a similar announcement, Allied's and Exxon's participation would be described as network advertising sales, which are precisely what they are on PBS.

The more we think about this, the more evident is the real reason that Lionel Van Deerlin has all but abandoned his notion to legalize advertising on noncommercial TV in his rewrite of the Communications Act (BROADCASTING, May 21). The legislation isn't needed to confirm what is already going on, under assumed names.

Come to think of it, PBS doesn't call itself a network.

The desert air

In Las Vegas last week there was much talk of wonders soon to come in a nation wired to cables and glass strands and showered by signals from space satellites. FCC Chairman Charles D. Ferris was no wider-eyed than others at the National Cable Television Association convention when he predicted an "explosion of communication technology in the next decade."

The explosion is yet to show much blast effect, but it is generating a fallout of euphoria. Ferris, for example, went from Las Vegas to Hollywood to proclaim momentary salvation for the creative community. He promised liberation from the bondage of a television network economy that deals exclusively in dress. He delivered a vision of free spirits taking wing as culture cascades from the sky on a thirsting public.

In the prevailing optimism, the Ferrises are unreasonably demeaning the quality and volume of present services and raising unrealistic expectations about the future. There is no doubt that the audio-visual distribution system is destined to expand and diversify, to the inevitable dislocation of some elements in the existing system. There is considerable doubt, however, that vast new resources of programing supply are lying out there waiting to be loosed by fancy technology.

The biggest program announcement made at the NCTA convention was Ted Turner's about his cable news network. To be sure, Turner is to introduce a service unavailable to cable now, but the specifications do not promise journalistic quality exceeding that now distributed to every television home in the country. The Turner cable network is budgeted to provide 24 hours of news a day at about a tenth of the money each broadcast network is now spending on its news department. As to commercial standards, Mr. Turner plans 12 minutes of advertising per prime-time hour. The network limit at present is 10 minutes.

This is not to say that there will be no wonders to be seen as multichannel services evolve. Indeed Gene Jankowski of CBS may be underrating the prospects of competition that the networks will ultimately face, to judge by his remarks to CBS-TV affiliates last week. But in the decade that already dazzles Chairman Ferris, the Jankowski forecast of 1979 could prove to be nearer the mark.

After that, who knows. Meanwhile, the only certainty is that the television services now entering American homes by air and by cable stand by themselves in the world for profusion and variety. There will be more as technology evolves. They may even be better.



Drawn for BROADCASTING by Jack Schmidt

"This is your WJAS Skybird getting ready to pick out today's lucky winner..."

KFI 64

Los Angeles

KFI: A gusher of information

KFI newsman Stan Brown probed the community and turned up a gusher in a 9-part series on the oil shortage and economic consequences to Southern California. With 5 million cars in Los Angeles County and 85% of service stations closed on a recent Sunday, tempers ran high

while gas ran short. But Brown also included less obvious victims: drugs, cosmetics, tires, fertilizers... Most affected — people. And Brown let the community comment, from irate citizens to energy experts. For Southern California, KFI is a gusher of information.

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