

Nov. 5, 1979

Children's TV: Under the gun
Campaign 1980: Just one year to go

Broadcasting Nov 5

The newswEEKly of broadcasting and allied arts

Our 49th Year 1979

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*1979 July NSI

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Did You?



Danny Thomas' "Make Room for Daddy." 161 half-hour family comedies starring Danny Thomas, Marjorie Lord, Rusty Hamer, Angela Cartwright, and a host of top name guest stars. A 12-year success story on all three networks. **28.9 seven-year CBS prime time average... 42% better than average sitcom and 55% better than average half-hour program.***



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*Source: NTI average audience estimates, Pocket Piece, 1 November, 1957-1963.

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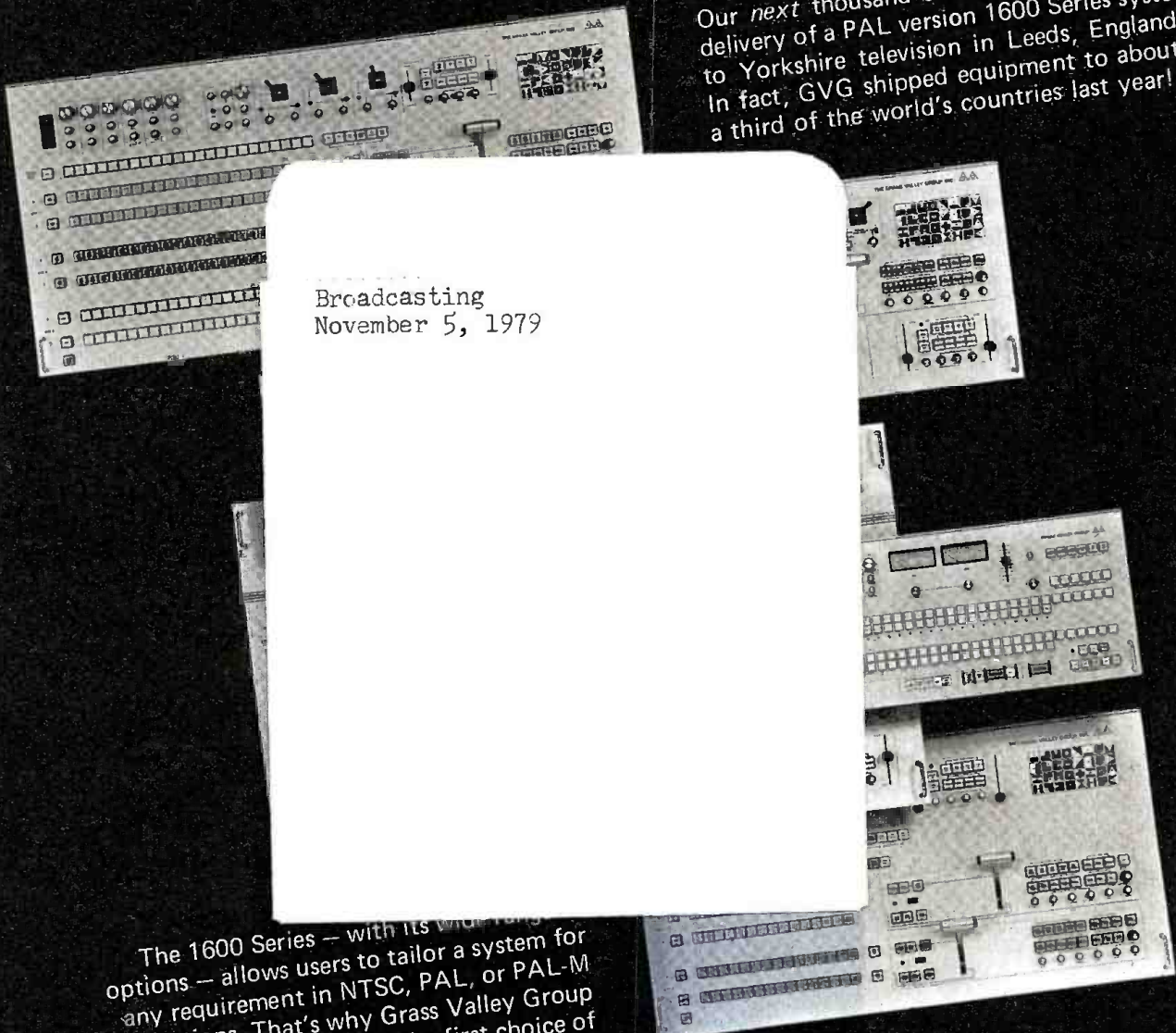
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Broadcasting
November 5, 1979

The 1600 Series — with its wide range of options — allows users to tailor a system for any requirement in NTSC, PAL, or PAL-M applications. That's why Grass Valley Group production switchers are the first choice of broadcasters around the world.

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The Week in Brief

FINANCIAL FIX □ Financial analysts are generally pleased with the third quarter results of broadcasting issues, but are wary of an advertising slowdown in the last quarter. **PAGE 24.**

THE CRUNCH ON KID'S TV □ FCC staff report proposes mandatory educational children's TV requirements until such time as new media cure what is called failure in marketplace. **PAGE 24.**

WINNING SOME, LOSING SOME □ U.S. WARC delegation makes some progress on proposals for AM and shortwave, has problems trying to retain frequencies for radar. **PAGE 27.**

STORER SWITCHES □ The broadcasting and cable concern reorganizes its top executive ranks, with Chairman Michaels giving his chief executive officer duties to Peter Storer and Terry Lee moving up to president and chief operating officer among them. **PAGE 28.**

GETTING THEIR ACTS TOGETHER □ With 10 hats already officially in the ring, this "Special Report" offers an in-depth study of presidential hopefuls and media advisers as they map strategies. **PAGE 30.** And the networks are wasting no time in drawing up their plans to cover the campaigning. **PAGE 42.**

HEAT FROM GOLDWATER □ The Arizona Republican serves notice that if the FCC doesn't resolve the access complaint of the Carter-Mondale Committee, Congress will step in. **PAGE 42.**

CABLE GETS HEALTHIER □ A financial study of 13 major companies finds steady growth in revenues, profits and cash flow. **PAGE 44.**

ON BOARD AT FTC □ Patricia Bailey is sworn in as commissioner, filling a post that had been vacant since last March 9. **PAGE 53.** And she wastes no time in expressing her ideas about what needs to be done. **PAGE 54.**

NEW PLAYER IN BOSTON □ Hub Broadcasting joins the competition for channel 7 in that city. **PAGE 55.**

CBS-TV's TURN □ The network scores its first ratings win of the season during the week ended Oct. 28. **PAGE 57.**

JOINS THE CLUB □ Noncommercial KCET(TV) Los Angeles is the latest to try teletext. **PAGE 62.**

THREE MILE ISLAND COVERAGE □ A presidential commission concludes that the news media did the best they could in reporting the nuclear mishap, but that news people were ill-equipped to master the technical complexities. **PAGE 61.**

MORE ON SMPTE □ Ampex's Anderson tells the Los Angeles conference that digital VTR will not take over until it offers features now standard on one-inch helical machines. **PAGE 62.** DeBonis reports to the delegates on ABC's complicated logistics and equipment plans for coverage of the 1980 winter Olympics. **PAGE 64.**

MONEY FOR WESTAR □ Fairchild and Continental Telephone buy into the Western Union satellite operation for a price estimated up to \$100 million. **PAGE 63.**

FROM THE RANKS □ A former Marine Corps captain did 17 years of basic training in sales and management posts within NBC before taking on his biggest assignment for the network. It's the story of Bob Walsh, who moved into the presidency of the NBC Television Stations in August. **PAGE 69.**

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

Now...the third largest broadcast market in America.

That's right. Combined, our seven stations touch the lives of over nine million Americans. That's more people than in Chicago. And a big responsibility. It's our way of saying we're now a vital


factor in the broadcast industry ... bringing the Pulitzer professional integrity to a large part of America. Because that is ... the Pulitzer standard of broadcast journalism.

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Phoenix



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**the
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BROADCAST
GROUP**

Touching the lives of over nine million Americans.

Closed Circuit®

Insider report: behind the scene, before the fact

Gang's all here

National coalition of citizen groups will file today (Nov. 5) petition calling for FCC to rescind its proposed deregulation of radio (BROADCASTING, Sept. 10). Groups, which generally are taking position that deregulation could reduce news sources and free stations from obligations to address local needs and problems, are shying away from philosophical arguments for now and sticking to procedural issues.

Among contentions are that commission has not adequately documented many of its conclusions, that it has failed to make available much of data underlying initial study and that it has "unreasonable expectation" that public will be able to make adequate comments on proposal. Groups' petition calls for en banc hearings on deregulation around country as well as full oral arguments in Washington. Filing by Charles Firestone, director of University of California at Los Angeles Communications Law Center, carries names of Consumer Federation of America, National Citizens Committee for Broadcasting, National Citizens Communications Lobby, Media Reform Committee of National Organization for Women, Public Media Center, American Civil Liberties Union, others.

Late act

Since his confirmation as chairman of the FCC on Oct. 7, 1977, Charles Ferris has yet to speak before group at which most former FCC chairman have made first or early public appearances—Federal Communications Bar Association. However, times are a-changin'. Ferris has agreed to speak at FCBA luncheon on Nov. 30, at Washington's Capitol Hilton hotel. Although topic is speculative, it's expected to be one of causes he is touting in name of broadcasting's responsibility—or irresponsibility as he sees it—to public it serves.

Sun down, ratings up

ABC-TV's *Mork and Mindy* and CBS-TV's *Archie Bunker's Place*, contestants in one of most publicized ratings bouts of this season, both managed spots among top-10 programs in week ending Oct. 28 (see story, page 57). Both programs appeared to profit from ratings phenomenon occurring that Sunday night—what network researchers know to be predictable and significant rise in total television viewership that always happens on last Sunday of October—highest viewing night before November sweeps. Viewer levels, especially in early evening,

take major, seasonal jump on first night nation switches from daylight to standard time. With dark coming hour earlier, television sets are turned on earlier, too.

Before Oct. 28, win of which propelled CBS to its first week's victory, only one regular series—Oct. 15 episode of *M*A*S*H*—had broken 30-rating barrier. On Oct. 28, however, three CBS Sunday shows passed mark, and for first time in season all of top-10 had better than 25 rating. Five of those were Sunday shows, and each had at least 10% increase in viewers: 1—*60 Minutes* (up 18% from week ending Oct. 21), 2—*One Day at a Time* (17%), 3—*Alice* (23%), 5—*Jeffersons* (10%), 9—*Mork* (27%) and 10—*Archie* (19%).

More

Proposals made by National Telecommunications and Information Administration to expand ethnic minorities' ownerships in radio and television (BROADCASTING, Oct. 22) aren't going over with blacks. Indeed they will be opposed by National Black Media Coalition on grounds they aren't good enough.

Under plan, FCC would waive multiple ownership rules, TV-radio crossownership rule, top-50-market TV policy and three-year holding rule for applicants showing "substantial" minority ownership, defined by NTIA as 25%. NBMC will argue standard should be 51%. NBMC's Pluria Marshall says blacks want control, not "participation."

Woman on white horse?

Elevation of Nina Cornell, chief of FCC Office of Plans and Policy, to premiere staff role at agency has been evident for some time, but never more than during last Tuesday's FCC consideration of children's TV proceeding (see page 24). Entire staff presentation was made by Cornell who also, with occasional legal asides by Robert Bruce, general counsel, led drive for immediate rulemaking that Chairman Charles D. Ferris wanted. At Cornell's side, but silent throughout: Susan Greene, who directed special children's staff and supervised its report.

Training ground

WCBS-TV New York has been grabbing off seasoned magazine-type programers from Group W stations, where *PM Magazine* syndicated show originated, to put together its own prime-access *Real Life*, which premieres Nov. 13 (Tuesday, 7:30-8 p.m.). Joining WCBS-TV are Jim Dauphinee (former national producer of Group W's

PM service in San Francisco) as executive producer; John Tomlin (WBZ-TV Boston) as cinematographer; Sheila Bowe (KDKA-TV Pittsburgh) as field producer, and Jimm Freedman (WBZ-TV) as editor. Three months ago Jeff Schiffman, vice president, program operations, Group W, joined WCBS-TV as director of broadcasting.

Job security

Roger D. Rice, Television Bureau of Advertising president, will go to next week's annual meeting of TVB members with new three-year contract in his pocket. It's said to be in \$100,000-a-year range—"consistent with most major industry organization salary levels," as one source put it—with incentive payments involved and with provision for escalation over three-year period. Rice has just wound up five years in presidency, which he started Nov. 1, 1974, at about \$75,000 annually (BROADCASTING, Oct. 14, 1974). This is his second three-year contract.

Stacked deck

Equal time has no application to FCC members if last week's experience in wake of action on children's programing is criterion. As part of pre-arranged publicity blitz, Chairman Charles Ferris was to be interviewed in New York by David Hartman on ABC-TV's *Good Morning America* last Wednesday, day following FCC's meeting. But after Commissioner James H. Quello opposed chairman's rush for instant rulemaking (see story, page 24; editorial, page 90), ABC News called his home at 8 p.m. Tuesday with request to participate from Washington next morning, which he did.

Understanding, however, according to Quello, was that each would have five minutes, but chairman consumed seven of 10 minutes before Hartman cut him off. Quello had to settle for three.

Field trip

Richard M. (Rick) Neustadt, White House communications liaison aide, will confer with U.S. delegation to World Administrative Radio Conference in Geneva for about five days over Thanksgiving holiday, Washington conditions permitting. Neustadt, who reports to Stuart Eizenstadt, assistant to President Carter on domestic affairs and policy, is administration's direct contact with FCC as well as with Ambassador Glen Robinson, head of U.S. WARC delegation, and with Henry Geller, assistant secretary of commerce in charge of National Telecommunications and Information Administration.

Business Briefly

TV ONLY

American Family Insurance □ Fifty-two week campaign for life insurance begins Jan. 1 in about 50 markets with spots primarily run during news times. Agency: Fuller Biety Connell, Milwaukee. Target: men, 25-54.

Clorox □ Twelve-week campaign for Duraflame fire logs begins this week in five markets. Spots are placed in prime and fringe times. Agency: Botsford Ketchum, San Francisco. Target: adults, 25-54.

Greyhound □ Six-week campaign for bus travel begins this week in about 55 markets with spots running in fringe and prime access times. Agency: Bozell & Jacobs, New York. Target: 15-54, adults, 50 plus.

Sizzler Steak House □ Six-week campaign for restaurant franchise begins this week in Atlanta, Kansas City, Mo., and Louisville, Ky. Agency: BBDO/West, Los Angeles. Target: total adults.

3M □ Six-week campaign for Scotch

Guard fabric protector begins this week in 11 markets with spots run during prime time. Agency: BBDO, Minneapolis. Target: women, 25-54.

Marx □ Six-week campaign for Sindy fashion doll and World of Play accessories begins this week in 33 markets. Agency: McCann-Erickson, New York. Target: children, 6-11, adults, 25-49.

Hukuba-Cowdery □ Four-to-seven-week campaign begins this month for carpet sweepers in Pittsburgh, Columbus and Cincinnati, both Ohio, Miami, New York, Los Angeles and various Montana and Minnesota markets. Agency: NV Advertising, Minneapolis. Target: women, 25 plus.

Dubuque Packaging Co. □ Five-week campaign for various meats begins this week in about 35 markets including Chicago. Spots will run in prime, fringe and day times. Agency: Campbell-Mithun, Chicago. Target: women, 25-54.

Citizen Watch Co. of America □ Four-week campaign featuring Digi-Ana alarm

Advantage

Done and done. Merger of Marsteller Inc. (New York and Chicago) into Young & Rubicam Inc., New York, announced last June (BROADCASTING, July 2) has been completed. Consolidation represents \$1.6 billion in billings. Agencies will continue to operate independently.

Away and running. Aye Butensky, former programing and marketing executive with Viacom Enterprises and Dancer Fitzgerald Sample, who recently opened his own TV marketing business, has set up headquarters for his Avcom Television International Inc. at 72 Rockland Drive, Jericho, N.Y. Phone: (516) 822-2900.

Not guilty. Panel of National Advertising Review Board has reversed previous decision by National Advertising Division that had ruled that television commercials comparing Bristol-Myers's Ban Roll-On antiperspirant against Secret, Sure and other aerosols could be misleading to consumer. NARB panel, in disagreeing with NAD's opinion, held that although Ban commercials had "strong competitive thrust," they were not likely to lead viewers to believe that Ban Roll-On is superior to all anti-perspirant products marketed by Secret and Sure.

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and experience are important.*

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watches, men's slim quartz analog watches and women's dress quartz analog watches starts Nov. 19 in 60 markets. Spots will run during prime and early and late fringe times. Agency: Wells Rich Greene, New York. Target: adults, 25-54.

Green Light □ Four-week campaign for stores begins Nov. 26 in 23 markets. Some spots are placed in fringe times. Agency: The Bloom Agency, Dallas. Target: adults, 25-54.

E-Z TV □ Four-week campaign to promote stereo rentals begins this month in Atlanta, New Orleans and Mobile, Ala. Agency: J.H. Lewis, Mobile, Ala. Target: adults, 18-34.

Pizza Hut □ Four-week campaign for restaurant franchise begins this week in about 32 markets with spots running in fringe and prime times. Agency: Foote, Cone & Belding, Chicago. Target: adults, 18-34.

Frank's Nursery □ Four-week campaign begins in November for various products in about 12 markets. Agency: Ed Libov

WITH HIS HELP, WE MIGHT FIND OUT WHAT KILLED HIM.

Though Bogie died of lung cancer in 1957, Gable of heart disease in 1960, their drawing power at the box office has not diminished, and that remarkable fact is responsible in large measure for the success of "Midnight Movies For Charity," managed and promoted by WQXI-FM, Atlanta.

Every Friday and Saturday two Atlanta theaters present

midnight showings of celebrated feature films, with net proceeds going to charities.

So far more than \$25,000 has been distributed to national organizations such as the American Cancer Society and The Heart Association, as well as to local groups such as the Atlanta Association of Retarded Citizens.

"Midnight Movies" is just

one of the many ways we try to pay our social debt to the communities we serve; but among the distinctions of this project is that it's not a one-shot. It can keep producing so long as the audiences keep coming.

And with the money we raise, maybe we can keep the next Bogie with us a little longer.

WQXI
AM 79

94-Q
THE MUSIC FM

Jefferson Pilot Broadcasting

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



On the plains of Kansas agriculture is really big business. In the Great Bend market agri-business and fabulous oil production, has built a breed of affluent Kansans. The sure way to zero in on Great Bend and the Golden Belt market is KVGB-AM and FM, both Forward stations.

KVGB-AM goes after the agri-businessman with news, information, sports and music.

KVGB-FM provides 100,000 Watts of easy listening stereo far beyond the primary service area. In fact, Kansas' ideal broadcast conditions often allow both stations reception throughout half the state.

You're ahead when you buy Forward.

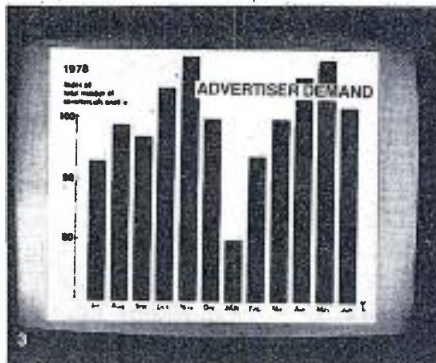
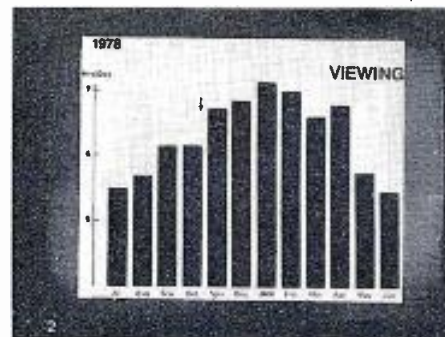


**KVGB-AM
KVGB-FM**
GREAT BEND, KANSAS

MEMBER... FORWARD GROUP



WTRF-FM Wheeling
WKAU-AM-FM Kaukauna
KVGB-AM-FM Great Bend
WONS-AM Tallahassee
WBGW-FM Tallahassee
KVOX-AM-FM Fargo-Moorhead
WSAU-AM Wausau • WIFC-FM Wausau



Warming up for winter. To help television stations sell time in normally slack January, the Television Bureau of Advertising has created a 30-second spot for on-air use by its members. Stressing that January finds viewing levels at their highest levels of the year, and the number of commercials at their lowest, voice-over message advises: (1) "Stop! Your advertising can give you the jump on competition if it's on television in January, (2) when viewing is at its peak and (3) advertiser competition is still asleep. (4) So act now and get the jump on your competition. Put January television to work for you!" TVB said the idea was suggested by WFMV-TV Greensboro, N.C., which developed a similar spot a year ago. TVB's was written by George Huntington and directed by Walter Vetter, both of TVB, and was produced by Modern Telecommunications Inc., New York.

Associates, Chicago. Target: adults, 25-54.

Mattel Toys □ Three-week campaign for electronic games begins Nov. 12 in about 21 markets with spots placed in early fringe and prime access. Agency: Ogilvy & Mather, Los Angeles. Target: adults, 18-49.

Gold Kist □ Three-week campaign for fire logs begins Nov. 12 in Denver, Detroit, St. Louis, Washington, Richmond and Norfolk, Va., and Knoxville, Tenn. Agency: Tucker Wayne, Atlanta. Target: adults, 25-54.

Stanley □ Three-week campaign for Vemco garage door openers begins Nov. 12 in 30 markets. Agency: Humphrey Browning MacDougall, Boston. Target: adults, 25-54.

Colonial Penn □ Two-week campaign for insurance begins Nov. 16 in eight markets including Boston, Phoenix, and Wichita, Kan. Agency: Direct Response Broadcasting Network, Philadelphia. Target: adults, 50 plus.

Julius Wile Sons & Co. □ Two-week campaign for Dry Sack sherry begins Dec. 3 in about five markets including New York and Chicago with spots in late fringe and news/sports programming. Agency: Allscope, New York. Target: adults, 25-54.

RADIO ONLY

Mr. Gatti's Pizza □ Four-week promotional co-op campaign begins late December in seven markets including Houston and San Antonio, both Texas. Agency: Saunders, Lubinsky & Powell, Dallas. Target: adults, 25-34.

Shell Chemical Co. □ Fifteen-to-twenty-one-week campaign for farm chemical begins Jan. 7 in about 150 markets with Midwest concentration. Spots will run during farm programming. Agency: Allen & Dorward, Houston. Target: farmers.

Republic Airlines □ Twelve-week campaign for air travel begins this month in 14 markets. Spots will run during drive times. Agency: Hoffman-York, Milwaukee. Target: men, 25-54.

Knudsen Corp. □ Four-week campaign for orange juice begins this week in southern California markets including Bakersfield and San Diego. Agency: Dailey & Associates, Los Angeles. Target: women, 18-49.

Monsieur Henri □ Three-week campaign for Premiat wine begins this week in about five markets including Albany, N.Y., and Columbus, Ohio. Agency: Ogilvy & Mather, New York. Target: adults, 25-54.

THE NEW TK-76C.

MORE CAMERA PER POUND. FEWER POUNDS PER CAMERA.

JUST WHAT YOU NEED IN AN ENG CAMERA.

We've built all the features you need in an ENG camera into our new TK-76C. The results: lighter weight, even better performance, and extra value.

A new mainframe makes the TK-76C three pounds lighter than its predecessor, yet it's rugged. Built to take it. And a retrofit kit permits easy conversion of earlier TK-76 cameras (over 1500 in use around the world) to this new lighter version. That's RCA cost-effectiveness in action.

New comet tail suppression, new remote control options.

New capability for electronic field production, too, with automatic comet tail suppression for enhanced

performance and improved picture quality. It's a production feature that does the job without special tubes and without degrading present tubes. A real cost-effective extra.

Two new belt-pack remote control systems. Choose either a multi-core cable system with automatic equalization and timing for operation up to 3000 feet, or a new multiplex system for wireless or Triax operation up to 5000 feet. Either way, you get new flexibility and convenience.

RCA: one source for all TV broadcast products

Every item from RCA—camera, VTR, film chain, antenna or transmitter—is designed to start ahead, built to

stay ahead. Count on RCA to save you money over the long haul, where it really counts.

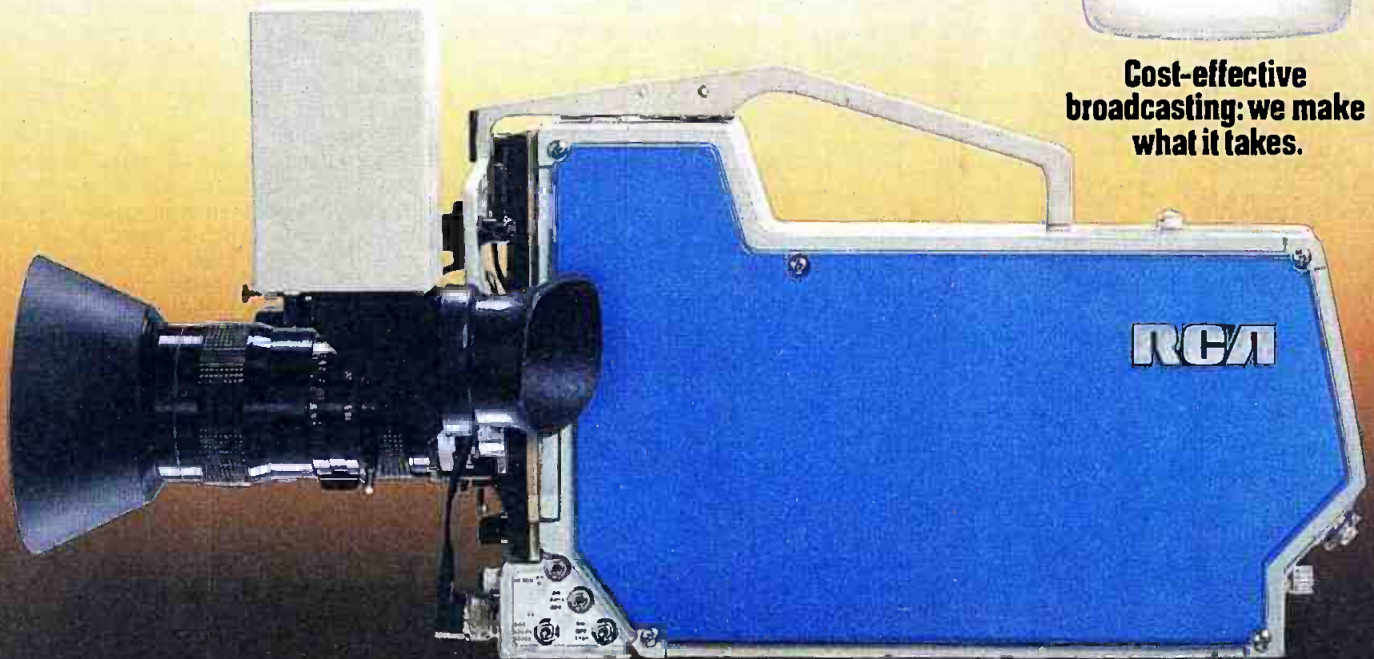
RCA TechAlert protects your investment 24 hours a day.

If your TV gear isn't on the job, it can't be cost-effective. So we back our outstanding products with service to match: TechAlert. The far-reaching advantages of its non-stop availability are as near as your telephone.

That's how close you are to your RCA representative, too. Why not call him for all the facts on the improved TK-76C, or any other item in our cost-effective broadcast equipment lineup. Or write RCA Broadcast Systems, Building 2-2, Front & Cooper Streets, Camden, NJ 08102.



**Cost-effective
broadcasting: we make
what it takes.**



Where Things Stand

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

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AM allocations. FCC has initiated rulemaking that could result in addition of 125 or more AM stations in clear and adjacent channels. Comments were filed second week in July; they mostly supported maintaining clear channels (BROADCASTING, July 16). There also has been increased discussion about converting daytime radio operations into full-time operations, with several actions pending. Among them: House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has sided with Daytime Broadcasters Association and its chief spokesman in Congress, Representative Paul Findley (R-Ill.), in advocating conversion of daytimers. National Telecommunications and Information Administration has proposed reducing AM spacing to 9 khz to create more radio channels, and FCC has adopted notice of inquiry on subject (BROADCASTING, June 25). International implications of reducing AM spacing will be on agenda at meeting of countries of Region II (Western Hemisphere) in Buenos Aires in March 1980. National Association of Broadcasters has proposed that FCC form industry-government advisory committee to study all proposals leading to universal full-time radio service for all, but

without diminishing operation of existing full-time stations. National Radio Broadcasters Association supports committee idea to study 9 khz proposal. Comments on 9 khz proposal were in last month. One line of agreement was that FCC should conduct thorough study of impact on marketplace of all AM allocations proceedings and prepare position for Region II conference.

AM stereo. FCC last year instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding are five proposed systems—Belar, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding have been filed (BROADCASTING, May 28) but item is on back burner at commission ("Closed Circuit," Oct. 15).

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

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

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

Automatic transmission systems. FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCAST-

ING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations soon. The proceeding, however, is low on Broadcast Bureau's priority list.

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

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

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

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Carter use of broadcasting. President has held 52 televised press conferences since assuming office, but has abandoned his twice-a-month press conferences in favor of town hall meetings, regional press conferences radio call-in shows and possibly other formats in which he hopes to turn around his political fortunes (BROADCASTING, Aug. 27). He did call-in show on National Public Radio on Oct. 9 (BROADCASTING, Oct. 15).

Children's advertising. Federal Trade Commission concluded legislative phase of inquiry examining proposals to limit or ban advertising aimed at children. First two weeks of hearings were held in San Francisco in January; four additional weeks came in Washington in March. Next phase, if commission adopts recommendation of hearing judge Morton Needelman, is disputed-issues hearings. FCC, meanwhile, has received reply comments in its inquiry into children's programming and advertising (BROADCASTING, Jan. 22) and last week issued staff report (see story, this issue).

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

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

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

late last month (BROADCASTING, Oct. 29)

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

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcast EEO area, commission has tentatively voted to amend Form 395, commission's annual employment reporting form, to require licensees to rank employees according to salary and to identify minorities and women (BROADCASTING, Nov. 6, 1978). However, after that action generated considerable criticism, commission abandoned salary-ranking idea, at least for present (BROADCASTING, Jan. 1). First Report and Order was adopted Dec. 21, 1978 and released for comment January 1979. If adopted, new rule will place all five broadcast services, AM, FM, TV, educational FM and educational TV, under one rule.

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Arguments on appeals were held in June (BROADCASTING, June 18) at U.S. Court of Appeals for Ninth Circuit. In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

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

Format changes. FCC more than two years ago ended inquiry to determine whether it can

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in L.A. and doubles
its early news rating.

MCA TV

SOURCE: NSI-LA
Oct. 8-19, 1979.

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Monday-Friday News Programs	Arbitron** ADI TV HH		Nielsen** DMA TV HH	
	Rating	Share	Rating	Share
Morning 6-7 am	4	73%	4	68%
Noon 12-1 pm	13	44%	12	40%
Early 6-7 pm	24	40%	22	40%
Late 11-11:30 pm	17	43%	16	43%

* Arbitron, January, 1979, ADI Television Households Estimate

**May, 1979, Average Quarter-Hour Estimates

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WVTM

Milwaukee

WKY

Oklahoma City

KYTE/KLLB

Portland

KRKE-AM/FM

Albuquerque

or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions and expectation is that Supreme Court will ultimately decide issue. U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups, but commission has decided to continue fight; it will ask Supreme Court to review case (BROADCASTING, Aug. 27). FCC must file its appeal by Nov. 26.

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

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

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

licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23).

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

Network standings. Prime-time TV ratings averages, Sept. 17-Oct. 28: ABC 19.5, NBC 18.8, CBS 17.8.

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

Operator licensing. FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (BROADCASTING, Jan. 1). Commission has not yet acted, however, on proposal calling for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters. On June 12, Georgia Institute of Technology presented a report to the commission recommending that the FCC stop regulating day-to-day "how-to" technical aspects of broadcast station operations, and instead place more regulatory emphasis on actual characteristics of signal stations broadcast. Report was entitled "Broadcast Regulation Tradeoff Study" and was prepared under FCC contract.

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). FCC has voted to repeal rule limiting one STV

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in its
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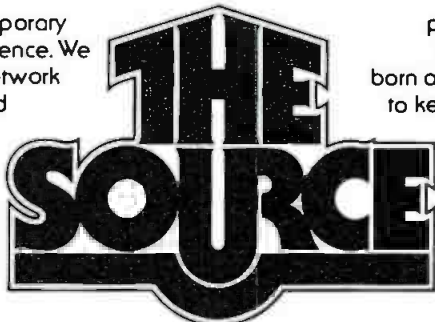
MCA TV

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to market (see story, this issue). As industry, pay cable reaches 4.5 million subscribers (BROADCASTING, May 28). There are six over-air pay TV stations currently telecasting: WWHT(TV) Newark, N.J., KBSC-TV Corona, Calif., WOTV(TV) Boston and KWHY-TV Los Angeles. WXDN(TV) Detroit, and KNXV(TV) Phoenix.

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20). Danielson bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which has not scheduled hearings yet.

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

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

Shield legislation. Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29). After *Stanford Daily* decision, House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation. Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search

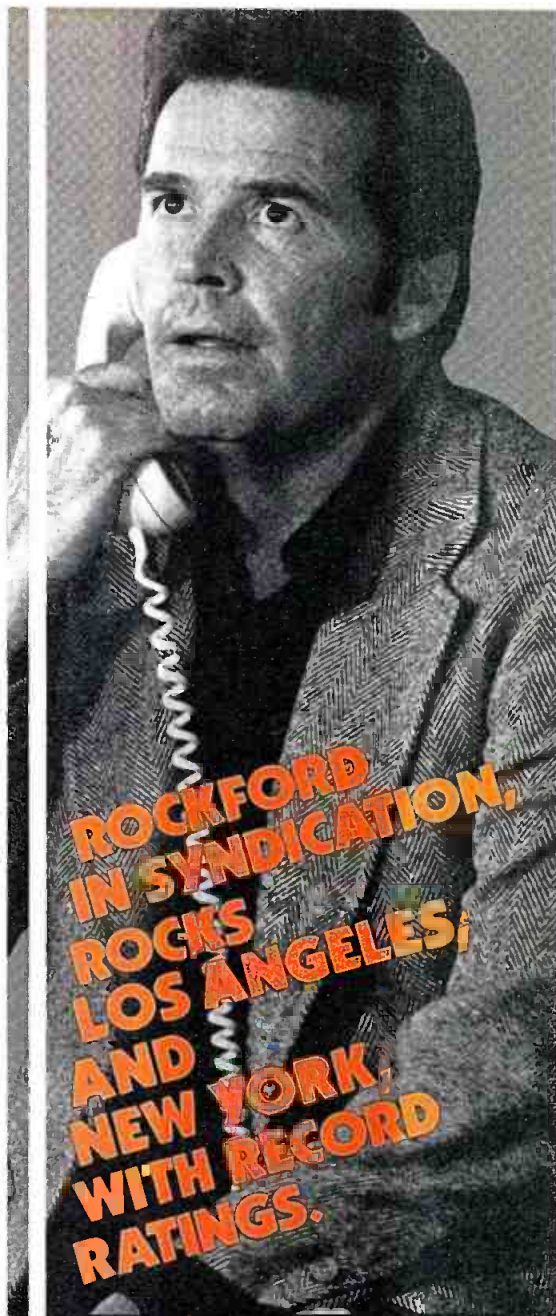
warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has introduced legislation to overcome effects of *Stanford Daily* (BROADCASTING, April 9). It underwent recent hearings in House (BROADCASTING, May 28). Still, Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did while with KAKE-TV Wichita, Kan. (BROADCASTING, Feb. 26). And court's *Herbert vs. CBS* decision opens journalist's thought processes to scrutiny in libel cases (BROADCASTING, April 23).

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

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

WARC. 1979 Administrative Radio Conference began Sept. 24 and will run for 10 weeks. U.S. and 153 other member nations of International Telecommunications Union will make spectrum-allocation decisions that are expected to remain in force for 20 years. U.S. is running into trouble in several areas, including proposals for fixed satellite services being sought to meet Defense Department needs. However, progress is being made in expanding AM band, as well as in increasing allocations for HF broadcasting (shortwave) (see "Top of the Week").

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



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SOURCE: NSI-L.A. Oct. 8-19, 1979;

N.Y. Oct. 9, 11, 16, 1979.

ARB—Pittsburgh, Dallas Oct. 3-9, 1979.

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This week

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

Nov. 4-8—*National Black Network* affiliates advisory board annual meeting. Dorado Beach hotel, San Juan, PR.

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

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

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

Nov. 7-8—*Audit Bureau of Circulations* annual conference. Royal Sonesta hotel, New Orleans. Speaker: FCC Chairman Charles D. Ferris.

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

Nov. 8—Organization for the *International Radio Consultative Committee's* Study Group 6 meeting in preparation for international meeting scheduled for June 1980 in Geneva. Room 3012, Department of Commerce Laboratories, Boulder, Colo. Information: Gordon Huffcutt, State Department, Washington 20520, (202) 632-2592.

■ **Nov. 8**—*National Broadcasters Club*, Washington, reception honoring Henry Geller, assistant secretary of commerce and director, National Telecommunications and Information Administration, 6:30-8:30 p.m.

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

Nov. 8-11—*American Advertising Federation*, Western region conference, Hyatt Regency hotel, Phoenix.

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

■ **Nov. 10**—*American Film Institute* seminar on Careers in Television. Watergate Office Building, Suite 1104, Washington. Information: Monica Morgan, AFI, Kennedy Center, Washington 20566; (202) 828-4050.

Also in November

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

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

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

Nov. 13—*Public Radio in Mid-America* board of directors meeting. Conrad Hilton, Chicago.

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

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

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

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

Phoenix.

Nov. 16-Dec. 17—*American Film Institute* "A Salute to the BBC," retrospective series of 21 shows. AFI Theater, John F. Kennedy Center, Washington.

■ **Nov. 16-17**—*National Federal of Local Cable Programers* northeast regional conference. Visual Studies Workshop, Rochester, N.Y. Information: Portable Channel, 1255 University Avenue, Rochester; (716) 244-1259.

Nov. 17—*Massachusetts AP Broadcasters* annual business meeting. Sturbridge Sheraton Inn, Sturbridge.

■ **Nov. 17**—*Radio-Television News Directors Association of the Carolinas* fall seminar. Holiday Inn Woodlawn, Charlotte, N.C.

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

Nov. 20—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York. Speakers: Richard Wald, John Chancellor, Charles Collingwood and Av Westin.

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

■ **Nov. 26-30**—*Difusiones InterAmericanas* conference for Hispanic evangelical broadcasters at station HOXO Panama City, Panama.

Nov. 28-29—*Advertising Research Foundation* business advertising research conference. Stouffer's Inn on the Square, Cleveland.

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

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

Nov. 29-30—*American Association of Advertising Agencies* agency management seminar. Royal Sonesta hotel, New Orleans.

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

Nov. 30—Deadline for submission of entries in 59th Annual Exhibition of Advertising, Editorial and Television, Art and Design of *The Art Directors Club*. Entry material may be obtained from club at 488 Madison Avenue, New York, N.Y., 10022.

December

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

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

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

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

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

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

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

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

January 1980

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

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

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

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

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

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

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

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

Jan. 17—International Radio and Television Society newsmaker luncheon featuring NBC President Fred

Silverman. Waldorf-Astoria hotel, New York.

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

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

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

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

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

February 1980

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

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

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

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

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

Feb. 13—International Radio and Television Society

Major Meetings

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

Nov. 11-15—National Association of Educational Broadcasters 55th annual convention. Conrad Hilton, Chicago. Future convention: Oct. 26-30, 1980, Las Vegas.

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

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

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

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

Jan. 20-23, 1980—National Religious Broadcasters convention. Washington Hilton, Washington.

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

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

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

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

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

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

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

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

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

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

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

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

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

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newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

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

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

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

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

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

March 1980

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

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

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

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

March 16-18—First Amendment Congress, sponsored by 12 organizations including National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Jour-

nalists, Sigma Delta Chi. Williamsburg, Va.

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

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

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

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

April 1980

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

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

April 18-24—MIP TV international program market. Cannes, France. U.S. office: John Nathan, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.

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

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

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

May 1980

May 12-30—International Telecommunications

Union 35th session of the Administrative Council. Geneva.

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

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

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

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

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

June 1980

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

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

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

June 5-8—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks.

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

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

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

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

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

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

July 1980

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

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

August 1980

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

September 1980

Sept. 30-Oct. 3—Public Radio in Mid-America annual meeting. Lodge of the Four Seasons, Lake Ozark, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

DELTA DASH.[®] SAME DAY DELIVERY ON SMALL PACKAGES.



Delta is an airline run by professionals. Like Customer Services Agent Terry L. Theiss.

Delta DASH (Delta Airlines Special Handling) gives you same day delivery if we receive your small packages during normal business hours. If your package arrives after normal business hours, we will deliver it the first thing next morning—generally no later than 10am. And DASH serves 78 cities in

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DELTA IS READY WHEN YOU ARE[®]

Errata

Newly named regional sales manager of WDBO-TV Orlando, Fla., is **Jeffrey M. Cash**, not Peter Cash as reported in Oct. 22 issue. He is son of Norman E. (Pete) Cash, vice chairman of Television Bureau of Advertising.

Open Mike®

Where to look

EDITOR: I commend you for your comprehensive look at minority ownership and employment in the broadcast industry [BROADCASTING, Oct. 15].

I was especially interested to read your discussion of minority placement services and training programs. So often, we hear broadcasters say that they don't know where to look for qualified minority candidates, and your article pointed to several sources. This discussion performed a valuable public service.—*Edmund H. Cardona, chief, industry EEO/minority enterprise division, Office of Public Affairs, FCC, Washington.*

EDITOR: Thank you for your recent special report [on minorities in broadcasting] "The exception is no longer the rule" (BROADCASTING, Oct. 15).

I thought your readers might also like to know that the Corporation for Public Broadcasting has committed \$3 million for the training and employment of nearly 300 ethnic minority men and women in more than 150 different public television and radio stations throughout the country.

The minority training grants program was initiated in 1973, and has led to the placement of several hundred ethnic minority men and women in positions of responsibility at stations. Training has been accomplished in wide ranges of professional, engineering and management positions.

In addition to the monies committed by the corporation, individual stations have also committed a similar amount. The program is a 50% matching grant effort.—*Daniel del Solar, director, training and development, CPB, Washington.*

How many heard

EDITOR: I was pleased to note your reference to our broadcast of the first historic presidential call-in program ("Return to Radio," Oct. 22). However, for the sake of accuracy and to avoid underestimating the pulling-power of radio, your readers should know that *Ask President Carter*, broadcast on CBS Radio on a Saturday afternoon in 1977, was heard by 19 million adults, not one million homes as the article stated.—*Richard M. Brescia, vice president-general manager, CBS Radio, New York.*

On Citizens' behalf

EDITOR: I was somewhat taken aback by the virulence of your Oct. 1 editorial about the possible demise of the Citizens Com-

munications Center. If Citizens ultimately goes under, the communications bar will lose an able and responsible adversary.—*Michael Botein, director, Communications Media Center, New York Law School, New York.*

Fonda's first

EDITOR: In the "Monitor" section of your Oct. 8 issue it was noted that Henry Fonda will make his series television debut . . . on the Nov. 20 episode of ABC's *Family*, "A Special Family Thanksgiving." However, Henry Fonda made his television debut—on ABC—many years ago on a television series called *The Smith Family*.—*Edmund K. Joyce, announcer, KEZX-FM Seattle.*

Another hat in the ring

EDITOR: I noticed in your Oct. 1 issue that you covered the subject of electronic expansion of the television channel spectrum quite thoroughly. Nevertheless, somebody overlooked Oak. Our Videotext system is in the working model stage. I suspect we are ahead of some of those described in your article.—*John Gwin, president, Oak Communications, Rancho Bernardo, Calif.*

Purist

EDITOR: I read with interest your editorial, "Superior court," in the Oct. 1 issue, advocating the use of TV cameras to overrule umpiring decisions.

Your point is well taken, strictly speaking. But who does that any more?

Strictly speaking—the printed circuit board will beat the human eye every time. But why not take it one step further? How about doing away with the pitcher, and using an electric throwing device? Or, we could retrofit the balls with transistorized diodes so those hit foul or over the wall would return to the dugout. Think of the savings there. Now, if we could just fashion a robot to sell beer in the stands.—*Jack M. Johns, extension radio specialist, West Virginia University, Morgantown.*

Home grown

EDITOR: Re your Oct. 8 piece about TV pool coverage of the visit to the U.S. by Pope John Paul II: United Nations Television was pool originator of the coverage of the Pope at the UN. UNTV's coverage used 14 cameras in 25 positions and required more than 125 engineering and production staff members.—*Joe McCusker, TV director, United Nations, New York.*

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The newsweekly of broadcasting and allied arts

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

Monday Memo®

A broadcast advertising commentary from Allen Rosenshine, executive vice president, BBDO, New York

What shall be the first to go in a recession?

In a recession, advertisers who automatically reduce commercial production budgets may find themselves shortchanged.

Dollars invested in a high-quality commercial production are dollars invested in communicating the quality of a product. Reducing those dollars can quickly erode the advertising equity invested over the years in building a brand's quality image.

As budget pressures mount, many advertisers might also be tempted to increase their dependence on commercial testing. They may do this by diverting production dollars for finished on-air advertising to budgets for test commercials, believing that in a time of crisis there's little room for doubt in choosing the most effective creative executions.

BBDO believes that an advertiser should never be excessively dependent on commercial testing or substitute it for judgment. This is a dangerous dependency in nonrecession times as well as during a recession. Indeed, spending less for on-air production and more for testing did not prove to be a viable remedy during the last recession, and it cannot be counted on during the next one either.

During the money squeeze of the mid-1970's, advertising creativity was controlled by the dollar. It was the do-it-cheaper era of stand-up announcers, tape-costs-less-than-film and down-and-dirty test commercials. Many of these low-quality test spots even went on the air as a further economy measure.

Advertisers were saving money, but consumers saw the difference. The fact is, many brands simply did not look as good as they did before.

As the economy went on the upswing, so did product proliferation. Product function and product attributes became less and less the way in which brands could be separated from one another in advertising.

As techniques of market segmentation grew, brands evolved for every type of consumer, psychographically as well as demographically. Actually, the social evolution of America in the 1970's helped the emergence of brand personalities, as Americans became more concerned with their own psychological and physical selves.

Therefore, more advertisers turned to creativity to provide a personality for their brands. The most successful of these commercials were also able to build a relationship between the brand and the consumer that went far beyond the actual function and attributes of the product.

Image-building costs money. As adver-



Allen G. Rosenshine, BBDO executive vice president, is the executive committee member responsible for the creative department. He is also a member of the board of directors of BBDO and the parent, BBDO International. Rosenshine joined the agency in 1965 as a copywriter. He became a copy supervisor in 1967, was elected a vice president in 1968 and appointed an associate creative director in 1970. He was elected to the board in 1973. In 1975 he was appointed creative director of BBDO and elected a senior vice president. He was elected to the executive committee in 1977 and made an executive vice president that same year. Rosenshine was elected to the board of BBDO International in 1978.

tisers began to appreciate the value of building brand image and personality, they also increased budgets to develop and produce their advertising. These advertisers found that it costs more money to give a product a look of quality.

It also costs more money to create a warmth that consumers can relate to. It costs more money to be personable.

In short, it costs more money to differentiate brands as their differences often become a function of the type of consumer the advertising is trying to reach.

There is no responsible researcher who can contradict the fact that current testing procedures cannot measure the ability of a commercial to communicate a brand's personality. Therefore advertisers are unable to depend on testing alone to tell them in advance of broadcast if the personality created for their brand is a winner.

After the last recession, advertisers began to spend more on production values and depend on creativity to communicate brand differences. Commercial testing came under scrutiny because testing procedures cannot gauge a brand's per-

sonality. Advertisers became concerned over the cost and number of commercials that never make it to broadcast.

What happens now? A recession will put a strain on some advertisers. Many will consider decreasing their budgets.

The advertiser who doesn't guard the quality of his advertising may find that the perceived quality of his product will suffer as a result. Consumers do not equate a high-quality product with a low-quality commercial.

And, in a recession, consumers will be seeking the most value for their money. To them, quality is value.

Judgment counts. In a recession, it makes sense to spend less on production if an advertiser is going to have to spend less on everything.

However, within the allotted production budget, there are two types of expenditures. Some money goes for commercials that never make it; some for commercials that never survive testing.

In a tight economy an advertiser should not be spending precious production dollars on commercials consumers will never see.

Given the aggregate knowledge and experiences of advertisers and their agencies, it isn't much of a gamble for advertisers to rely more on their judgments in deciding what to air. For even in the best of times, research should be viewed only as a way to augment and verify judgment. Testing shouldn't be used to dissect and direct the creation of advertising.

If an advertiser had doubts about what the testing system was providing before the recession, those doubts are equally valid during a recession. The system still cannot test a brand's image and personality.

Establish priorities. Typically, advertisers spend the production allocation in the last phase of the over-all process.

In a recession, an advertiser should not increase the amount spent on testing and then go on to allocate only what is left to commercial production. New priorities might well dictate that the production budget should be the starting point of planning.

Advertisers who would ordinarily change campaigns to motivate their salespeople and distributors should think long and hard before launching a new campaign in a recession.

If an existing campaign is effective in reaching the consumer, the expense of launching a new effort and rebuilding advertising awareness may be unwarranted.

Over-all, advertisers should not react to a recession by merely trimming the dollars that are easiest. A change in priorities might well stretch limited resources more effectively.

“We went from dead last to #1 overall in less than a year with TM Stereo Rock.”

—Bob Taylor, General Manager
WSTW, Wilmington, Delaware



Bob Taylor, General Mgr.
WSTW, Wilmington

Whether you're in a rated market or not, Bob's story will interest you. Because Bob started seeing a definite sales increase almost immediately after putting TM Stereo Rock on the air in October of 1978.

“Sold out long before we got the book”

Within a month Bob was getting calls from businesses 50 and 60 miles away, asking him to send a sales rep. Even with up to 10 units per hour to sell, it wasn't long before the station was sold out.

When the book finally came out, it merely confirmed what everybody in the market already knew — WSTW was number one! From a dead-last 1.5 share in Apr/May '78, the station had drawn an incredible 13.9 share in the 1979 book.*

Here's how Bob did it, and here's how TM Programming can help you do the same thing:

“Identify the target audience”

Bob conducted extensive (and *expensive*) research and discovered that the big 18-34 audience was up for grabs in his market.

He visited other markets, talked with other managers, and concluded that what this audience wanted was solid rock music in a clean, sophisticated environment. He wanted something bold. TM Stereo Rock gave him what he wanted.

TM Programming can do the research for you—FREE

If you have neither the time nor the money to conduct your own research, don't worry. Call or write TM Programming today for a free market analysis.

This research system probes your market

and finds its soft spot. TM Programming is the only music consulting service that can offer you this sophisticated market analysis. And it's absolutely FREE.

“Working with TM is a very cost-efficient way to build a superior product”

Bob Taylor and WSTW did a lot of business with TM Stereo Rock. Could you do the same? To find out, call right now. Call collect 214-634-8511. And ask for Tim Moore, Executive Vice President. Or mail coupon below.

Stereo Rock

Mail coupon today for free programming analysis in your market.

Name _____

Title _____

Station _____

Address _____

City, State, Zip _____

TM TM Programming
1349 Regal Row
Dallas, Texas 75247

*Total persons 12+, Mon-Sun 6:00 AM to midnight, Metro area.



A subsidiary of Shamrock Broadcasting Company, Inc.

TOP OF THE WEEK

Warning signs are out for fourth quarter

Some see softness, 'nervousness' developing despite excellent results for preceding three months

With most earnings reports in, the third quarter looked good for broadcasters, as for corporate America in general. However, those who follow the industry are raising some caution flags for the fourth, saying the situation requires careful watching of the advertising picture.

Wall Street didn't see any major surprises in the results reported by broadcasters for the three months ending September 30. There were shifts here and there. Metromedia did better than some expected although Dennis Leibowitz of Donaldson, Lufkin & Jenrette noted that with its relatively small number of shares outstanding, the effects of any changes are magnified in per share figures for the company. Storer showed up a little weaker than originally anticipated, due to its interest-expense increase. (Storer's bottom line for the quarter, it should be noted, also reflects a \$7.5 million boost in income from the sale of broadcast facilities in Los Angeles.) Howard Turetsky of Cyrus J. Lawrence thought there was "a little shortfall" at CBS, with ABC and Capital Cities doing a little better than he expected.

For Tony Hoffman of Bache Halsey, the surprise of the third quarter is that it was as strong as it was, particularly considering that last year's good results made for a tough comparison.

Ellen Sachar of Goldman Sachs, one of the analysts who said the numbers that came in were in line with her projections, goes on to stress that the third quarter is

now history. What's more important, she believes, is the "nervousness" that seems to be developing over the fourth quarter and next year. Some people, Sachar says, are talking about possible slowdowns in the economy in December and softness in fourth-quarter advertising revenues, while others continue to say that broadcasting is "recession resistant." Her own view for next year is that although we "won't see a 1976," the outlook for broadcasters, "based on current inputs," is good.

At Smith Barney Harris Upham, Ed Atorino feels the unsettled ratings situation for the networks may adversely affect ABC's future earnings. ABC's "lack of preparation for failure" of programs on its prime-time schedule is "the story of the industry" at the moment, according to Atorino. If the company's ratings don't pick up, he says, it "may have some trouble making my numbers," which he puts at \$5.80 a share for 1979 and \$6.65 for 1980.

Looking ahead, Turetsky notes a "little bit of negativism" in the advertising business over the last few weeks. While there's "nothing meaningful now" in terms of fall-off, he says the possibility is something that one should "put in the back of your head" and closely observe.

Similarly, Leibowitz, who found the third quarter generally more positive than he anticipated, thinks that November bookings won't be as strong. A slowdown is "inevitable" he believes, although it isn't here yet.

Hoffman's theory is that marketers, anticipating a fourth-quarter slowdown, shifted advertising dollars budgeted for the last three months to the third quarter. His analysis of the advertising pattern in the third is that it had an increase in "inventory-reducing advertising spending," signaling fears for the fourth quarter on the part of retailers who don't want to be stuck with merchandise they can't move. Consequently, Hoffman is looking for advertising softness in the fourth quarter that will produce results worse than most people expect.

FCC opens up possibility of children's TV requirements

Staff report concludes '74 policy was ineffective in increasing number of shows, educational or not, and that until new media widen diversity of outlets, commission should impose mandatory standards

Television is not in compliance with the children's programing guidelines adopted by the FCC in 1974, and while the "best" solution to this situation is a marketplace cure—an increase in the number of programing outlets—the FCC should institute mandatory educational children's programing standards as an "imperfect and temporary measure."

Thus concludes an FCC staff report on broadcaster compliance with the commission's six-year-old policy statement on children's TV, which established guidelines designed to increase the amount of educational children's programing, to decrease the amount of advertising in children's programs and to eliminate certain selling practices in children's TV.

The staff concluded that the advertising guidelines have achieved their purpose and recommended that they be continued and re-examined in light of the Federal Trade Commission's children's TV proceeding, when that is concluded.

But in the area of children's programing, the staff said "there has been no broadcaster compliance in the area of educational and instructional programing."

The commissioners adopted the report unanimously last week, although with some reservations, and instructed the staff to develop in 45 days a rulemaking proposal containing a wide range of options, without stated preferences.

Broadly drawn, the options suggested by the staff were: abandoning the 1974 policy, maintaining it, mandating specific programing regulations and undertaking "structural changes that will increase the number of outlets and the availability of direct payment for programing." The last option, the staff said, could be instituted in conjunction with any of the other options.

But the staff made clear its preference:

Third-quarter scorecard

Company	Revenues	Earnings	Per share	Per-share % increase
CBS	\$882.9 million	\$53.1 million	\$1.91	9
ABC	\$468.6 million	\$31.9 million	\$1.14	25
Capcities	\$101.5 million	\$14.8 million	\$1.09	27
Metromedia	\$88.1 million	\$8.3 million	\$1.80	33
Taft	\$73.9 million	\$12.1 million	\$1.40	19
Cox	\$68.1 million	\$10.4 million	\$1.55	19.2
Storer	\$42.4 million	\$8.5 million	\$1.64*	102
LIN	\$14.2 million	\$3.2 million	\$1.15	24

* Includes 91 cents from station sales. Excluding capital gains, Storer's per share increased 7% for the third quarter.

mandatory program requirements until the market structure evolves to provide a multiplicity of program-delivery systems that can afford the audience specialization required for children's educational programming.

The staff suggested that the commission require that broadcasters program five hours per week of educational or instructional programming for preschool-age children and two-and-a-half hours per week of the same type programming for school-age children. The staff further suggested that these shows must be broadcast weekdays between the hours of 8 a.m. and 8 p.m.—thus preventing their scheduling in what were called the “graveyard” hours of the broadcast day.

The 45 days between release of the staff report and deliverance of the notice of proposed rulemaking will be used as an informal comment period on the staff report. Commissioner Robert E. Lee said he would not vote for adoption of a rulemaking at the same time the staff report was released since he would then be restricted by ex parte rules from discussing the matter off the record. Commissioner James Quello, however, thought the staff should take comments received, period. Commissioner Abbott Washburn agreed: “This means that the staff will be preparing a rulemaking notice based on its own staff report.”

But Commissioner Tyrone Brown noted the commission had instructed the staff to do the same thing a month ago, when it adopted its radio deregulation rulemaking proceeding. Quello answered, however, that “it's one thing to deregulate, and quite another to reregulate.”

In the end, however, the commission unanimously adopted the report, with three members concurring and issuing statements.

Last week's move toward a rulemaking was taken cautiously then, since a change in the commission's generally hands-off policy is seen by critics, and some commissioners, as a potential impingement on the First Amendment.

Commissioner Anne Jones, while saying that the staff report “makes a strong case” that television has failed to “respond adequately to the needs of its child audience,” was wary that the FCC may exceed the limits of its discretion by adopting mandatory standards. At Tuesday's meeting she quoted former Commissioner Glen O. Robinson, who said at the time the '74 policy statement was issued that the commission “was pressing very close to the limits of our sound discretion.”

Quello agreed. “Unfortunately in this instance,” he said, “the First Amendment is entwined in what many perceive as an attempt to significantly improve the lot of our children. . . . But the point is the First Amendment was not placed within the Constitution merely to be trotted out for use in cases which have no emotional appeal or in matters which incite no controversy.”

But Chairman Charles D. Ferris, who



Set to go. The children's television task force prepares to present its year-long study to the commission (l to r): Nina Cornell, chief of the Office of Plans and Policy; Susan Greene, director of the task force; Lois E. Wright, task force attorney; Brian F. Fontes, senior staff economist. Not pictured is Florence Seltzer, staff economist.

won a majority on a major issue for the first time in almost a month, came out strongly in favor of mandatory program requirements. He said “the marketplace has failed” in children's programming. “Broadcasters have a natural profit-making instinct that has kept them from their responsibilities in this area,” he said. “I don't believe we should get into the nature of programming, but we should set processing standards for our licensees, and perhaps their natural propensity being what it is, they will say to themselves: ‘If we have to provide more, then let's be better than the next guy.’”

The report said that in children's programming, “the incentives generated by advertiser support may not result in the presentation of the amount and type of programs that parents would be willing to buy for their children. A major reason is that children constitute a small and declining portion of the audience. Their numbers place them at a particular disadvantage when they are divided into preschool and school-age groups for purposes of educational programming. In 1972 children aged 2 through 12 made up 20% of the population; by 1978 they had fallen to 17% of the population. The total number of children in this age group had fallen nearly five million over the six-year period . . .

“Advertisers of children's products must appeal indirectly to the parents by directing their commercial messages to the child, who in turn must convince the parents to purchase advertised products. Even if this indirect strategy is successful, the payoff is small, since only a small portion of a household's income is spent on goods that interest children.”

The study found failure across the board to comply with the '74 statement. “Only eight percent of all programming by network affiliates and 11 percent of programming by independent stations is devoted to children . . . The total hours per week of children's programming increased by 7% between 1973-74 and 1977-78, but despite the 1974 policy statement the time devoted to children's programs by network affiliates remained constant . . . The increase in children's programming was en-

tirely due to a 36% increase in independent stations' programming for children.” (Here the staff was referring to children's programming over-all. It concluded that the 1974 statement also “produced insignificant changes in the amount of educational and instructional programming available.”

The staff postulated that independents' increase may be due to an increase in the number of stations per market. And it concluded that since programming for children appears to be most available in markets containing independent stations, most of which are in large cities, “increasing the number of outlets in smaller markets holds considerable promise of increasing the amount of television programming available to children.”

The staff not only looked into the amount of programming available, but also at what times during the week it was shown. One of the mandates of the 1974 policy statement was that broadcasters should not only be responsive in the amount of educational programs shown, but that they should schedule the programs throughout the entire week and in all dayparts.

The staff concluded that in this area, there also has been virtually no change. “Broadcasters tend to schedule children's programs at hours when more desirable viewers are unavailable.”

Public TV didn't escape criticism either.

The staff found that public television is producing few new programs for children. The system that exploited entertainment formats to produce highly regarded programs such as *Mister Rogers' Neighborhood*, *Sesame Street*, and *The Electric Company* now program mostly reruns of these shows, the report said.

The staff concluded that responsibility for the limited new production of children's programming lies partly with the funding structure of public broadcasting.

It noted that the medium is dependent on limited government backing, plus funding from corporations that support programming “that will best enhance the company's image”—shows that adults, not children, watch.

But the report also recommended that

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the Corporation for Public Broadcasting and the Public Broadcasting Service "re-evaluate their priorities to place greater importance on programming for children." And it endorsed the concept that Congress should get into the act in the federal funding process, earmarking money for children's shows, allocating matching funds to stations that air children's programs and allowing individual contributors to donate money to noncommercial stations specifically for children's programs.

Along those lines, the staff also recommended that Congress create a "national programming endowment for children that would generate additional sources of educational programming for children outside the structure of advertiser-supported programming."

And the staff urged Congress to alter the law that disallows commercial broadcasters from selling time in programming produced with funding under the Emergency School Aid Act (currently syndicated by TvAC, Television for All Children). The staff suggested that stations be allowed to sell advertising in those programs as long as they program an equivalent amount of public service announcements. "That change alone," said the report, "might produce more dramatic results than our recommended mandatory programming rule."

Ultimately, however, the staff looked to new technologies as the remedy. The staff contends that parents are more than willing to pay for programming they cannot get for their children on conventional television.

Cable television, it noted, now offers three different program packages for children: Home Box Office's Take 2 pay channel, U.A.-Columbia Cablevision's *Caliope* show and Warner's Nickelodeon, which programs for children 13-14 hours per day, seven days a week, and is seen by over one million viewers.

Other new technologies, including satellite-to-home broadcasting and video recording units, also provide possibilities for viewer-supported programming, the study said. However, it also said pay programming fails "to provide the potential social benefits that flow from the fact that television signals, once broadcast, can be received by anyone without reducing their enjoyment by other consumers. Those who do not pay for the service are excluded from it even though it could be provided to them at no cost." And, it noted, if the number of traditional broadcast outlets were increased in a market, it would "increase the probability of a large quantity and variety of children's programming."

The staff concluded that until these alternative forms of programming are available, mandatory programs will act as a "short-term solution." The mandatory requirement should be "terminated once the television market provided sufficient amounts of children's programming." The staff recommended that an inquiry be undertaken to determine "when the mar-

ketplace is offering sufficient additional outlets and alternative delivery systems to indicate that mandatory programming rules are no longer necessary."

The National Association of Broadcasters attacked the foundations of the report. NAB said it does not take into account programming on public television when it assesses the amounts broadcast, and that it provides a "distorted" picture of broadcasters' response to the "FCC's call for children's programs" which NAB says really began with a notice of inquiry in 1971. Brenda Fox, NAB's assistant general counsel, said that if the task force that made the study took into account differences in programming available in 1970-71 and 1977-78, it would have seen a greater difference than noted from just 1974. NAB also cautioned the FCC against overstepping its statutory responsibilities and treading on the First Amendment.

Both CBS and NBC spokespersons said they could not comment on the report until they had gone through it entirely. James E. Duffy, president of the ABC-TV Network, said: "We're proud of our children's programming and intend to continue to find ways to improve... I should add that the major premise of the Communications Act is localism and individual judgment by each licensee as to how the public interest can best be served in their communities. Should the FCC adopt this proposal, it would seem to be a reversal of this fundamental guideline."

Herman Land, president of the Association of Independent Television Stations, called the proposal "tantaling." He said: "One way to encourage programming in this area is to further the process of getting stations out there." He did question, however, whether "qualitative differences in programming will arise out of quantitative demands. Is that the approach for the FCC to take? It's very subjective indeed."

Peggy Charren, president of Action for Children's Television, is disappointed that the FCC report didn't deal with advertising limits during children's programming. She said the FCC would be within its jurisdiction in dealing with the "clustering and reduction" of those ads.

U.S. makes some headway at WARC on AM expansion

Some support is reported for plan to extend it to 1705 khz; progress also seen in efforts to increase frequencies set aside for shortwave

The World Administrative Radio Conference, now in the seventh of its scheduled 10 weeks, seems to be producing a mixed bag for U.S. ambitions, but officials caution that until plenary sessions are held in the last few weeks of the conference, the situation can only be described as "fluid."

However, in working-group sessions

that are under way, it appears that the U.S. is making modest progress in its effort to expand the AM band in Region II (Western Hemisphere) countries, and somewhat more headway in connection with proposals for increasing the number of HF frequencies available for broadcasting (shortwave).

However, at the same time, the delegation reports difficulties in its effort to retain frequencies the Defense Department needs for radar and other services.

U.S. sources report support for a proposal to expand the AM band in the Western Hemisphere above 1605 khz to 1705 khz, but to require broadcasting to share it with four other services—fixed, mobile, aeronautical and radio navigation—pending a conference in the mid-80's that will plan use of the band. When a plan is adopted, broadcasting would be the primary service. U.S. hopes of extending the band to 1860 khz appear doomed by lack of support in Region II. Sources say 1705 khz would probably be the upper limit on which agreement can be reached.

There also appears to be support for a proposal to expand the low end of the band, by starting it at 525 khz rather than 535 khz. However, broadcasting would share it with aeronautical navigation, and radio stations would be subject to a power limit of 1 kw day and 250 kw at night.

Efforts of the U.S. and other countries to increase the number of allocations available for HF broadcasting are said to have received an "encouraging" show of support from delegates at the working-group sessions at which the issue was discussed last week. That indicates a reversal of sentiment from the preceding week, when U.S. officials reported "strong opposition" to allocations for HF broadcasting.

The apparent shift followed a decision by an ad hoc committee to recommend to the conference that it call a future specialized conference sought by Third World countries to plan use of the HF broadcast frequencies. The U.S. supported the proposal, but on the condition that WARC approve a substantial increase in the number of such frequencies.

Third World support for additional HF broadcast frequencies may also have been generated by efforts on the part of countries seeking additional frequencies for HF broadcast and maritime mobile services—which would come from those now assigned to the HF fixed services—to assure Third World countries their need for HF fixed services would be respected.

Papers circulating among the delegations in Geneva contain a number of ideas as to how that assurance could be given. The ideas are expected to be submitted formally to the conference, possibly by Sweden or Iran. Although the U.S. supports the proposals, it apparently has decided not to take the lead in pressing for them.

The threat to some of the Defense Department's communications services results from proposals by developing

countries. If they are approved, Defense would lose frequencies now used for early warning radar as well as for fixed and mobile services. Developing countries in one working group have already succeeded in pushing through a recommendation to reduce radar to a secondary status in the 3400-3600 mhz band.

The U.S.'s NATO allies are said to be supporting the U.S. in its effort to preserve the frequencies for Defense Department needs. But it took a meeting of NATO-country delegations for the U.S. to impress on its allies the importance of the issue to their mutual defense.

In another development, an agreement was reached on a proposal to create a mechanism for providing developing countries with the technical assistance they need to make use of the airwaves. The proposal—which the full conference is expected to approve—would require the International Telecommunication Union, under which the WARC is being held, to hold a series of seminars to train developing countries' technicians in how available frequencies can best be exploited.

Midtown move. BROADCASTING magazine's New York editorial, sales and circulation office has moved from 75 Rockefeller Plaza to 630 Third Avenue (NY 10017), effective Nov. 1. New telephone number: (212) 599-2830.

Times change, titles change at Storer

In response to growing emphasis on cable, Peter Storer becomes chief executive, Lee president-chief operating officer, Mueller and Bagwell head operating units

A major reorganization of Storer Broadcasting Co., with Chairman Bill Michaels handing his responsibility of chief executive officer to Peter Storer and with Terry H. Lee moving up to president and chief operating officer, was announced last week.

In other changes, Arno W. Mueller, vice president in charge of the CATV division, was named president of the unit, which was retitled the cable communications division; Kenneth L. Bagwell, vice president in charge of the television stations division, was named president of the division; Kenneth R. Mosher, vice president and treasurer, was given the additional responsibility of chief financial administrative officer, and the responsibilities of the present vice president and general counsel, John E. McCoy, who will retire in January, were divided between Abiah A. Church at Miami headquarters and Warren C. Zwicky in Washington. Five additions to the corporate staff also were made.

Michaels, who said he initiated the realignment both to reflect "drastic changes" that have occurred in the nature

of the company and to assure a smooth transition when he reaches retirement age two years hence, remains chairman. Although he gives up the chief executive's post, he adds that of chief financial policy officer. He also remains chairman of the finance and planning committee and the pension investment committee and a member of the executive and pension administrative committees.

Storer, son of the late founder of the company, has been president and chief operating officer since 1974, when his father retired and Michaels moved up to chairman. In his new role as chief executive officer, Storer will be vice chairman of the company. He will also become chairman of the executive committee and remain a member of the finance and planning committee.

Lee, his successor as president and chief operating officer, has been executive vice president since 1974. Mueller, Bagwell and Mosher will report to him. He remains a member of the executive and pension administration committees.

The changes, already approved by the board, are to take effect "on a transitional basis" on or before Jan. 1.

Explaining them, Michaels noted that "the complexion" of the company had changed drastically during the past year as it decided to sell its radio stations and ex-

InBrief

White House press spokesman Jody Powell confirmed reports that **President Carter may challenge Senator Edward Kennedy** (D-Mass.) to TV-radio debates during their contest for Democratic nomination. Powell said discussions are still at staff level and that President hasn't committed. Incumbents usually are reluctant to debate challengers, but because of Kennedy's higher standing in polls reversal of conventional strategy may be indicated. Said Powell: "We've got a while. It's not likely to happen this year."

Meanwhile, President Jimmy Carter's media adviser, Gerald Rafshoon, has put into effect "**backup**" plan to **acquire half hour on nationwide television** in event Carter-Mondale Committee's complaint to FCC (page 43) fails to result in any of three networks selling half hour during week of Dec. 4. Carter wants to use time in connection with announcement of his candidacy for renomination. Rafshoon's agency in Atlanta on Wednesday contacted number of stations—possibly in hundreds through their reps there, requesting availabilities. As for responses: "I'm pleased with what I've seen so far," said Rafshoon agency's Beverly Ingram (One major rep firm, however, said that in major markets, **most of its stations were turning down request.**) ... Even without being contacted, **Metromedia Television** last week offered to **sell half hour of prime time** on Metromedia's five television stations—WNEW-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington, KRIV-TV Houston and wxix-TV Cincinnati—for President's use during week of Dec. 4. What's more, Martin H. Ozer, vice president and director of sales for Metromedia, in letter to Rafshoon, said Metromedia is **willing to sell time to "all legally qualified candidates** for the presidential nomination." (Besides Carter-Mondale, supporters of Republican hopefuls Ronald Reagan and John Connally were turned down by networks in requests for half-hour buys.) Rafshoon expressed his appreciation. "It shows there are responsive broadcasters," he said. However, he indicated he would await results of complaint against networks before deciding whether to accept offer.

Even with time running out on this session of Congress, **House apparently is still interested in common-carrier legislation.** At request of Allan Swift (D-Wash.), Chairman Lionel Van Deerlin (D-Calif.) convened his Communications Subcommittee last week for first of **three seminars dealing with common carrier policy alternatives.** Briefing last Thursday brought in administration's chief inflation fighter, Alfred Kahn, who was joined by Nina Cornell of FCC and Dale Hatfield of National Telecommunications and Information Administration. Kahn explored such issues as role of competition in regulated markets and what deregulation would mean. As for specific legislation, Hatfield said NTIA's position would be explained in full this week by Henry Geller, who is slated for third seminar on Thursday. Wednesday's briefing will bring in Walter Hinchman, former chief of FCC Common Carrier Bureau, now consultant. Subcommittee had planned to hold NTIA oversight hearings Thursday, but members decided that resolving common carrier issues should take precedent, and Geller will use that time to explain new bill. Next week subcommittee holds three days of FCC oversight hearings.

Congressman Van Deerlin told meeting of American Association of Advertising Agencies in Detroit last Friday that **telephone technology**—blending of video, computer and telephone—will **probably eclipse importance of television in coming years.** "Television may be the sexiest medium of the seventies, but the telephone is almost certainly **the sleeper of the eighties,**" he said, adding that sweeps and ratings races "will begin to look like minor league moves once commercial broadcasters start to compete with new technologies." Van Deerlin predicted that commercial broadcasting will remain, but television industry will change to keep up with times. "What does this mean? It means so long, mass audience ... and hello, special interest programming." Of course, he added, there is always possibility that "the scenarios we're spinning for the eighties may remain pipe dreams in the nineteen-nineties"—depending in part on what happens in Congress.

Senate minority staff has been **redrafting S. 622, so-called Goldwater-Schmitt bill,** which would revise Communications Act. Amendments to legislation will be circulated this week for comment, and for-



Storer



Michaels



Lee



Bagwell



Mueller

pand in cable while retaining its emphasis on television. In line with this, Storer earlier this year announced a \$250-million cable expansion program and, in addition, secured \$120 million in long-term financing for its cable ventures in September.

"The transition has resulted in almost unmanageable burdens on some of our executives," Michaels said.

Michaels also noted that "I am personally not too far away from normal retirement age, being 63 last May, and I am a firm believer in a gradual, smooth transition of authority and responsibility. Our young executives are totally capable of taking over these responsibilities, and Peter Storer, now 51, has 25 years of Storer Broadcasting experience behind him. Terry Lee, our new president, 57, not only has some 30 years in the business, 21 of them with Storer, but is virtually the 'father' of our CATV division along with

Mueller, dating back to 1963."

Either of the two divisions, television and cable communications, "would qualify by size or profit as a business large enough for a listing on the New York Stock Exchange on its own merits," Michaels said. (In the nine months ended Sept. 30, profits on Storer's broadcast stations amounted to \$26,629,000 on revenues of \$93,546,000; cable posted profits of \$6,242,000 on revenues of \$28,867,000.)

"As we have often said before," said Michaels, "television broadcasting is and will continue to be our principal profit producer for years. As the income from cable and that division come closer together, we are confident it will be because of cable growth, not television broadcasting decline."

The division of the responsibilities of General Counsel McCoy will be

geographical. Church, currently vice president and assistant secretary, will be vice president, general corporate law, based in Miami, and Zwicky, who is vice president and Washington counsel, will be vice president, government administrative law, dealing primarily with the FCC and related activities.

Three of the newly appointed members of the corporate staff committee are women: Shirley M. Rasor, general services manager; Loraine H. Strait, legal counsel, and Elaine M. Stout, pension and insurance administration. The new male members are Ernest E. Holling, electronic data processing services, and Kenneth L. Danielson, director of accounting.

Storer owns seven TV stations and cable systems serving more than 325,000 subscribers in 16 states. It has sold or is selling six of its seven radio stations at prices totaling some \$42 million.

mally introduced at future point if reaction is favorable. Expected changes would eliminate for TV aspect of fairness doctrine that requires broadcasters to present controversial issues of public importance; for radio, FCC would be precluded from regulating commercial practices, and in comparative renewal proceeding, when FCC finds licensee's operation free of serious violations, proceeding would be stopped and license renewed. Also expected are changes in cable provisions. Senator Barry Goldwater (R-Ariz.) gave first glimpse of proposed changes in speech to Kentucky Association of Broadcasters Oct. 26.

□

Midwest Cable Inc. has petitioned FCC to adopt **rules limiting alien ownership of cable systems**. Midwest, which owns cable system in Mt. Carmel, Ill., said need for rule is seen in rapid increase in number of foreign-owned cable systems. Proposed rules are modeled after statutory provisions applicable to alien ownership of broadcast stations, and would permit alien individuals and companies to own maximum of 25% of U.S. cable systems. Existing systems would not be grandfathered; they would have two years in which to conform to proposed requirement.

□

Senator Daniel Inouye (D-Hawaii), member of Senate Communications Subcommittee, told broadcasters in Denver last week that if they resist too many criticisms of children's programming, "**then big brother will force you**" to change. Remarks followed luncheon speech of second day of National Association of Broadcasters television conference. Inouye also said he believes "in our system of regulation, broadcasters have no property rights in their licenses," and that only through self-regulation and responsible actions will they be assured of license stability. In response to questions about Justice Department antitrust suit against NAB's television code, he said "I think they're wrong ... we could wind up with 40 minutes of commercials in an hour of programming."

□

FCC has notified **29 stations in Arkansas, Louisiana, Alabama, Mississippi and Georgia** that they have **failed EEO processing criteria** for renewal and that their written equal-employment programs were not "sufficiently mitigative." WLAU(AM) Laurel, Miss., was granted short-term renewal; remainder were conditional renewals.

Gannett Chairman-President **Allen H. Neuharth**, who also is chairman-president of American Newspaper Publishers Association, last week urged press and clergy to move beyond their "mutual suspicion" and join in common **defense of First Amendment rights**. "You and I must help the general public understand that their rights are at stake—it is their rights going down the tube," Neuharth told Joint Conference of Religion and Press on First Amendment Concerns meeting in New York. Neuharth warned that continued Supreme Court decisions putting "severe limits on press freedoms" could turn Bill of Rights into "Bill of Restraints." He added, "the danger of big government power is the most serious threat to our free society today—as much of a threat to the free exercise of religion as it has become to the free press."

□

National Association of Broadcasters radio code board will meet this Friday and discuss **possible NAB study of human sexuality**. Study is to be geared to public sentiment of treatment of sex on radio, specifically advertisements of personal products. Two weeks ago, television code board discussed same issue and decided to allocate \$50,000 towards it. If radio code board approves study, joint executive committee will review proposals of both boards when it next meets.

□

Warner Cable Corp. and American Express (soon to officially join as **Warner Amex Cable Communications**) have named **Jack Schneider** as president of newly created division to handle Star Channel pay-cable service and Nickelodeon children's fare. Schneider, former CBS/Broadcast Group president and CBS Inc. senior VP, has been with Warner Cable as full-time consultant.

□

John Walsh, past director of scandal-tainted **unit managers section for NBC** in Washington, was given two concurrent four-year sentences last Tuesday by Judge Gerhard Gesell in U.S. District Court in Washington. Fraud charges against Walsh alleged he had supplier provide him with new car, and used company funds to refurbish and decorate his house; Walsh pleaded guilty in September. Gesell's sentencing calls for Walsh to spend six months in minimum security prison, three-and-a-half years on probation. He'll also have to make restitution to NBC, not to exceed \$10,000. For now, he's been released on personal recognizance.



Alphabetically ordered: candidates Anderson, Baker, Brown, Bush, Carter, Connally, Crane, Dole, Kennedy and Reagan.

The candidates: Getting their acts together

One year before the day on which one of them will be chosen the next President of the United States, nine men and their teams of media advisers are revving up

TALL, handsome, silver-haired John Connally of Texas flashes on the television screen, looking very, well, presidential, as he speaks of the country's thirst for leadership and of himself as the candidate of "the forgotten American." It is a five-minute documentary, designed to sketch in brief if heroic terms the Republican presidential hopeful's background—twice a cabinet officer, three times governor of Texas and adviser to four Presidents—to stress *his* leadership, and to picture him as a kind of anti-big-government populist with a fundamentalist streak (he's for the citizen who favors prayer in schools). It was produced for broadcast on CBS last Tuesday night (Oct. 30) by Roger Ailes, of New York.

Ailes, whose credits include Richard Nixon's 1968 campaign (he did the "Man in the Arena" program), the *Mike Douglas* show and the Broadway musical, "Mother Earth," as well as a number of successful Republican Senate and gubernatorial campaigns, says Connally is, in effect, a natural. "Any time he's on camera, he has charisma," Ailes says. "That energy and leadership ability come through."

Indeed, that is the quality the Connally campaign seems bent on marketing. Julian Read, who heads an advertising and public relations firm with offices in Austin and Dallas and who is serving the Connally campaign as director of communications, says: "What we want to do through radio and television is to capture and project his total personality . . . That's as much to it as the substance. Leadership: He radiates it when he walks into a room."

Ailes and Read are among a select group of specialists the 1980 presidential hopefuls are recruiting to polish and project their im-

ages in the killing campaign that stretches from Florida this fall to the conventions next summer and to the election in November. For the most part they are political consultants and/or television producers skilled in both advertising techniques and politics, a breed that did not begin to take recognizable shape or assume professional status until the last decade.

There are, for instance, Douglas Bailey and John Deardourff of Washington, generally counted among the most respected political consultants. They conceived and executed the post-convention advertising for President Gerald Ford in 1976. While their man lost, they won—the admiration of politicians and other political consultants, both Democratic and Republican, which has since translated into a substantial amount of business from Senate and gubernatorial candidates. They are understood to be on the verge of signing a contract with the campaign of Senator Howard Baker (R-Tenn.), who announced his candidacy last Thursday—a contract that is unusual not only because it would name Bailey and Deardourff as political consultants but also because it would assign them at least some authority over the campaign's management. Bailey and Deardourff, who generally work for moderate Republicans, held off on serious negotiations with Baker until Ford declared himself out of the race.

Then there is David Keene, who although only 34 seems to have spent that much time in big-league Republican politics. His first national campaign was in 1970, when he stumped for Republican candidates with then-Vice President Agnew. He left Ronald Reagan, with whom he campaigned for Republican candidates in 1978 and whose organization he served as southern manager in 1976, to sign on as a staff member with George Bush. ("I didn't think Reagan was going to make it," he says; "1976 was his year.") Keene's television and radio producer is Robert Goodman, of Baltimore, who has never worked in a presidential campaign but who has been in-

Campaign  1980

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The new Panasonic Series 9000A offers even more impressive performance, even more quality, and more professional features than the Series 9000 did last year. And we still have the lowest price tag in the business.

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THE WAY WE WERE!**

- 5 Stations
- 35 Employees
- 6 Offices

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KCMO-TV	Kansas City
WOW-TV	Omaha
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WHEN-TV	Syracuse

WTEN-TV	Albany
KVUE-TV	Austin
WAPI-TV	Birmingham
WZZM-TV	Grand Rapids
WLOS-TV	Greenville
WTVJ	Miami
WALA-TV	Mobile/ Pensacola
KTVY	Oklahoma City
WOFL	Orlando
WPGH-TV	Pittsburgh
WPRI-TV	Providence
KTVI	St. Louis
KTXL-TV	Sacramento
KOLD-TV	Tucson
WDVM-TV	Washington

The first two commercials into the 1980 fray ...



... and the men who made them



Connally's Ailes and Read

Bush's Keene and Goodman

involved in 64 state campaigns over the years and has acquired celebrity status as "the most creative" of the consultants. (His cowboy's pack horse carrying a portable toilet has achieved near-legend status. It was produced for the successful Senate campaign of Malcolm Wallop of Wyoming in 1976, to illustrate the ubiquitousness of big government in American life: "If you don't take your portable facility with you on the roundup, you can't go," says the voice-over.) Goodman is also multi-talented; he likes to write the music for his commercials. "Makes you want to salute," he says of the music for some of the radio spots he has produced for Bush.

Gerald Rafshoon, whose Atlanta advertising agency produced the commercials for Jimmy Carter's successful campaign in 1976 and who served the President as a senior adviser in the White House, is once again in charge of advertising for the Carter campaign. He will also serve as an adviser on strategy. His first and so far only move: setting up a media buying office in Atlanta, headed by Beverly Ingram.

Bob Squire, another of the consulting business's young old pros, is producing a half-hour documentary on Carter—for which Rafshoon has not been able to persuade any network to make

time available (BROADCASTING, Oct. 29)—and will carve three five-minute pieces from it for subsequent airing on television. But he has declined to take on a permanent role with the Carter-Mondale Committee as creative director. "I have my own clients and enterprises," he says. (Among them are at least two Democratic gubernatorial candidates this fall—three, if Louis Lambert, a client, emerges as a finalist from the Louisiana primary.)

Ronald Reagan, regarded as the front-runner in the race for the Republican nomination, is taking a different tack. His organization has hired an advertising agency—C.T. Clyne Co. of New York, which has a number of blue-chip advertising accounts but has never handled a political campaign. Indeed, the Reagan forces apparently focused on agencies as the principal executor of advertising, although some political consultants were contacted. Peter Hannaford, a Los Angeles public relations man who has had Reagan as a client, said 15 agencies were interviewed before Clyne was selected. Why Clyne? "We liked their ability to use radio and television efficiently and to translate a complex body of information into an idea that communicates effectively," says Hannaford. "They seem to be sensitive to what we want to accomplish." Besides the agency, the Reagan organization has re-

THE UNITED STATES AND 23 OTHER COUNTRIES NOW USE SOAP.



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Chile



Curaçao



Ecuador



Germany



Guatemala



Honduras



Hong Kong



Israel



Jamaica



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Monaco



New Zealand



Nicaragua



Philippines



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United Kingdom



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"Soap" is a Witt/Thomas/Harris Production
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Columbia Pictures Television
Making the world a brighter place to live.



John Deardourff (l) and Douglas Bailey in front of campaign logos.

tained Ruth Jones Ltd. as the campaign's timebuyer.

Four years ago, in Reagan's unsuccessful bid to seize the nomination from President Ford, the Reagan campaign established a separate organization, the Creative Group, to handle its advertising, under the direction of Harry Treleavan, who in 1972 had been advertising director of the Nixon campaign. However, in March 1976, the advertising function was taken over by the campaign committee, with Hannaford serving as coordinator of the work of independent television producers.

(In hiring an ad agency, the Reagan forces violated one of David Keene's precepts: "Advertising agencies and politicians don't work well together. They operate in different worlds.")

C. Terence Clyne, chairman of the board, who with Henry Kornhauser, president, and John Calene, creative director, made the winning presentation, will in effect serve as account executive for the Reagan campaign, but will not draw on any personnel from the agency. "We'll staff up for the campaign," he said. "For now, we're in the process of looking at the record and reviewing research made available by the Reagan committee."

Reagan's announcement of candidacy, incidentally, will be a 30-minute speech taped on the afternoon of Nov. 13 and broadcast at 7:30 p.m. that day over a network of at least 60 television stations that the Reagan organization, through Syndicast, began creating after the conventional TV networks refused to make time available. The 60 stations are said to reach 74% of the country, but Reagan forces have set a goal of 100 outlets. Air time for the 60 stations will cost more than \$225,000.

(The formal Reagan announcement will signal at least temporary suspension of Reagan's daily, five-minute radio commentary on 270 stations that otherwise would be subject to equal-time demands by Reagan's opponents for the nomination.)

As for the other candidates, de facto or de jure:

There are, on the Democratic side, Senator Edward Kennedy of Massachusetts and California Governor Jerry Brown. Neither is known to have made any arrangements for consultants. (Charles Guggenheim, a film producer who has long been close to the Kennedys—he worked with the senator on plans for the dedication of the John F. Kennedy Library—has been rumored to be the Kennedy organization's choice, at least for documentary pieces. Guggenheim, however, knocks down the report.)

And on the Republican side, Senator Robert Dole, of Kansas, and Representative John Anderson, of Illinois, whose campaigns are not expected to make much headway, have not yet made commitments for media advisers. But Representative Philip Crane of Illinois has; he has retained Jim Flowers, who heads Polaris Productions Inc., of New York, an independent television production firm. But the campaign's plans are vague, at best. Flowers talked of a possible half-hour documentary and some television spots, but would offer no details. "It's still in the planning stage," he said.

EVERY two-year cycle," Deardourff said the other day, "candidates show up earlier in looking for help in handling the media." The Bailey and Deardourff firm has already been booked for next year's governor's race in Indiana and Senate races in Illinois and Iowa. (In Iowa, the firm's candidate is Tom Stoner of Stoner Broadcasting System Inc., a former Republican state chairman.)

That kind of early inquiry can cause a problem for top-of-the-line consultants. For, as Keene says: "Good political consultants are in short supply. The techniques of campaigning, the uses made of the media, the computerization of campaign efforts have changed, requiring a more sophisticated approach. And the number of people who can do these things has not increased with the demand."

So what is a firm like Bailey and Deardourff to do when pressed for a commitment from Baker while considering half a dozen offers from state candidates who want the company's services—but not if the firm is going to be devoting large amounts of its time to presidential politics? After all, with 36 primaries and at least seven Republican candidates, there is no certainty Baker will make it to the finish line. And that, as Deardourff says, poses "a serious business consideration." It is understood that they and Baker are attempting to resolve the dilemma by writing a minimum guarantee into the contract.

But if state candidates are plunging ahead with plans a year in advance, some presidential hopefuls now enter the race almost two years before the election. Connally announced last January, Bush in May. And both have been running hard, Connally in an



Stuhrring up the past.

The Stuhr Museum of the Prairie Pioneer in Grand Island, Nebraska, is the home of scores of artifacts from Nebraska's past. And recently, it was the site of a big, old-fashioned celebration put on by KOLN-TV/KGIN-TV.

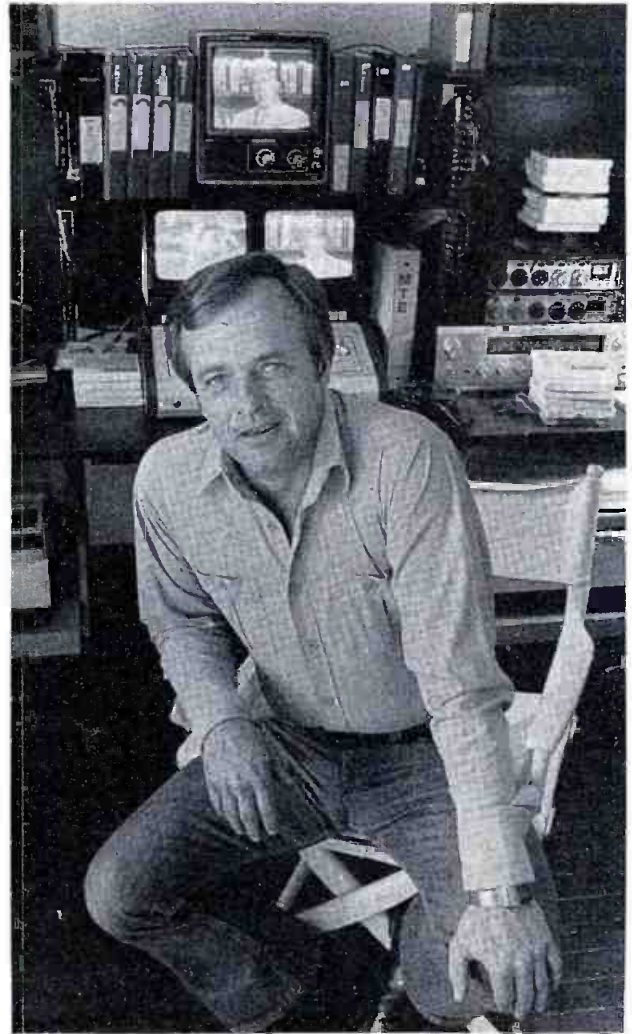
Station personalities, dressed in pioneer costumes, attracted quite a crowd and entertained them with songs and skits. It was a good day for the stations and it was a great day for the museum. Over 5,000 people passed through the gates. The museum's executive director later said the museum "wouldn't have the support that it does now" had it not been for the support of Nebraska's Fetzer stations.

Helping to create enthusiasm for our local history is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City



The Carter campaign's Gerald Rafshoon (l) and its first producer, Bob Squire

effort to overtake Reagan and Bush simply to get the name recognition he lacks. And both are using radio and television.

As early as April, the Connally campaign ran a series of five-minute programs—one of them biographical, others dealing with issues—in secondary markets in Iowa, Illinois, Florida, Georgia, New Hampshire, Kansas and Alabama. It was largely an exploratory effort, says Julian Read—"a pilot series" that cost less than \$25,000. But the Connally campaign's most significant use of media was in Florida late last summer, as an organizational tool in advance of the county caucuses. Read credits the ads, some featuring Connally in direct appeals for support, others calling on backers to contact the organization's headquarters in Jacksonville, with enabling Connally forces to overcome a long Reagan lead and run neck and neck (according to a CBS poll) with him in the election of delegates to a state convention in Orlando this month, when a presidential straw vote will be held. (Read produced all of the Connally commercials and five-minute programs before August, when Ailes was retained as an executive producer of radio and television and media consultant.)

Connally spent \$35,000 on television and \$12,000 on radio in that Florida effort. But for Connally, who as of Sept. 30 had raised more than \$4 million and still had more than \$1 million in the bank, that is chicken feed. "We're prepared to spend between three quarters of a million and a million dollars on broadcasting this year," Read says. (The five minutes on CBS-TV at 10:55 p.m. last Tuesday cost \$31,000.)

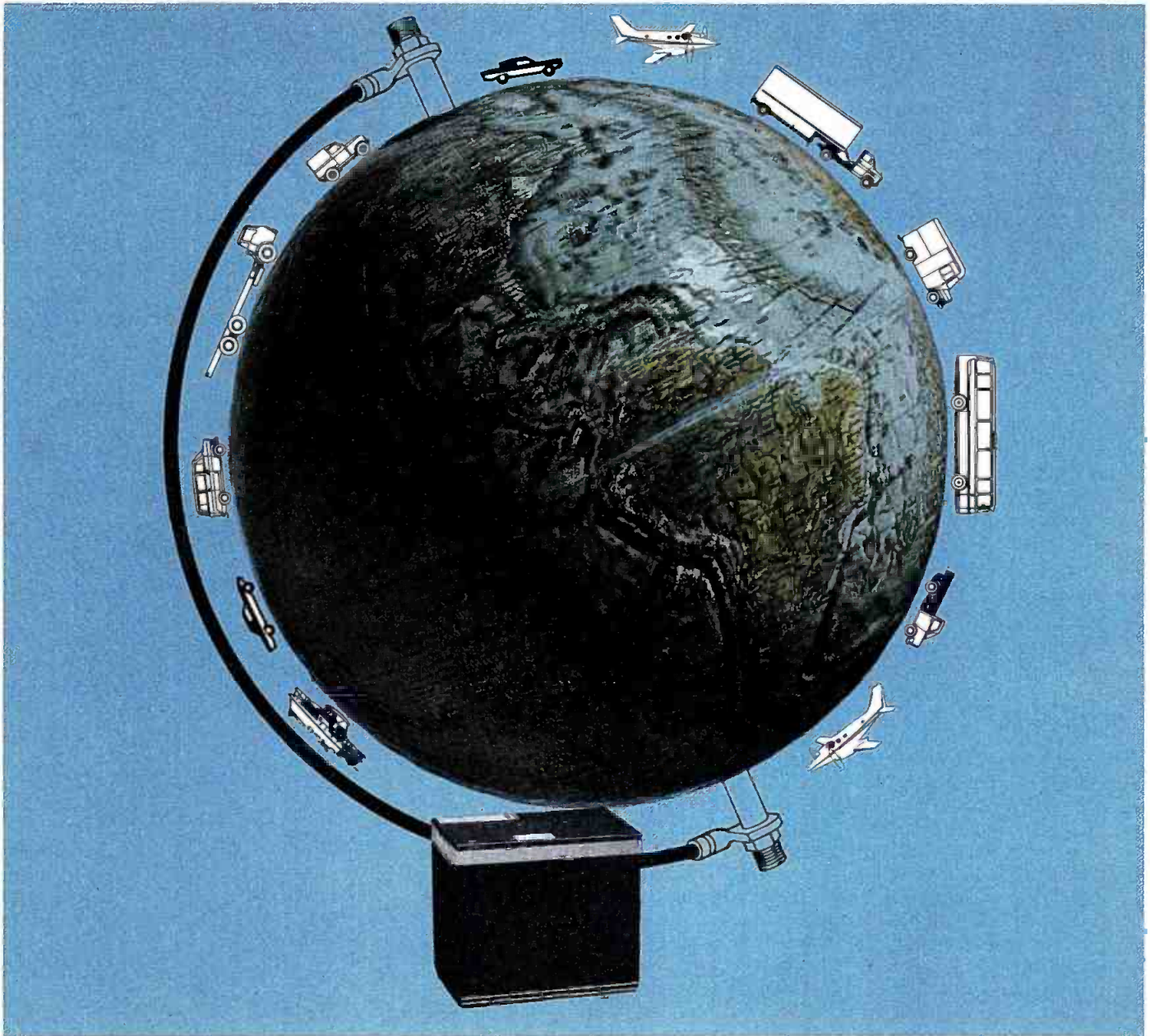
Similarly, Keene feels the Bush campaign's use of radio and television has been successful. It spent \$35,000 on radio and television in Iowa simply to improve Bush's name identification and, Keene says, "build morale for the troops." Bush also spent

\$8,000 on full-page newspaper ads, but Keene dismisses them, with their long columns of gray type, as aimed principally at "political junkies." Whatever the cause, Bush topped all rivals in a series of straw votes in Iowa.

But a more serious broadcasting effort was made earlier this fall in New England, where the first primaries will be held next year—on Feb. 26 in New Hampshire and on March 4 in Massachusetts and Vermont. "The strategy," Keene said the other day, was to have the voters "get to know George Bush. You don't buy national identification on a national basis, but you get in early in key states." The Bush forces spent \$67,150 on television in Boston, Maine and New Hampshire, and \$37,309 on radio in those states and Vermont, and another \$40,000 on direct mail. Among the fringe benefits of that exposure, Keene said: "We [attracted] free media press conferences."

The timing—late September and early October—was also carefully considered. "We wanted to get in early, before other political commercials were aired, to get attention," Keene said. "And we overlapped with the Boston mayoralty primary; people were sensitized to the fact we were in a political season." The series consisted of one 60-second and three 30-second television spots—all including film of Bush delivering a speech before an audience in San Antonio, Tex.—and five 60-second radio commercials. (A five-minute TV version, which has not yet been broadcast but which has been used at fund-raising events, concludes with a voice-over by Lowell Thomas urging support for Bush.) But these were only the first volley.

They will be run again this month. And Goodman is now preparing a new batch of commercials that will run in New England in January. They are being cut from film made of Bush in Ames,



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Emergency lighting systems rely on lead-acid batteries and large battery banks are currently being studied in our nation's energy program as a means of load-leveling to maximize efficiency for electrical utilities.

Modern battery design gives today's lead-acid batteries more power, less weight and better life—at lower cost than ever before. Today's new batteries deliver up to 70% more ampere hours of work than the same size units of 1958 while average cost is up less than 10%.

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Iowa, where Bush won one straw vote, as well as from material filmed in Boston and New Hampshire. The theme of the ads is the experience of the former congressman, Central Intelligence Agency director and envoy to China—"A President we won't have to train," as the ads say. They also picture him as what Keene calls "a forward-looking conservative"—a signal, evidently, that conservatives, at least of the forward-looking stripe, can come out of the closet. "In the 1960's," Keene says, "Republicans ran on image—you know, the coat over the shoulder; there was nothing else to offer. But in 1976, Ford and Reagan both tried for the conservative vote; the whole context of discussion is different."

But it is more than Bush's experience or pragmatic conservatism that stirs Goodman's blood. "George is the best TV performer going," he says, in a statement Ailes and Read would be certain to dispute. "There's something clean and handsome about George. He comes across strong, but not abrasive. He films beautifully."

One other comment about Bush sounded somewhat ironic, however, coming as it did from a Republican advocate about a Republican and meant as high praise: "George is Kennedyesque, in his voice quality. He sounds terrific to me."

GOODMAN's won't be the only political commercials in New England in the coming months. For if Connally and Bush have had the airwaves to themselves, in terms of presidential politics, commercials promoting the competence, charm and charisma of a dozen or more Democratic and Republican candidates will soon be chasing one another and ads for soap and cars across picture tubes wherever there are voters to be won. Money seems not to be a problem, at least for the major candidates, and will be even less of one when the government in January begins matching contributions of \$250 or less. To qualify, a presidential candidate must receive \$5,000 in contributions of \$250 or less in 20 states. Then, that candidate will be allowed to spend a total of some \$16 million (plus legal and accounting costs) before the convention, although spending limits vary from state to state—\$250,000 in New Hampshire, for instance, hardly enough to require a major campaign to work up a sweat.

No, it's not the money that has been a problem; it has been the difficulty some candidates have had in spending it, at least with the networks. All three TV networks have turned down requests by Carter, Connally and Reagan to buy half hours, and only CBS has offered any availabilities—five minutes of program time in late prime time and during the day.

For the networks, the requests are unusual, although not unprecedented. Candidates for presidential nomination normally are interested in buying time only on stations in states where they are seeking delegates in primaries or conventions. But this year, Carter, Connally and Reagan want national impact early—and do not take lightly what they regard as the networks' determination as to when it is appropriate for them to buy half hours. Rafshoon remarked on what he saw as the inconsistency in networks contending that it is too early to sell time while their news divisions "are spending an inordinate" amount of time covering the developing contest between Carter and Kennedy. He also thought it odd that CBS regarded it as inappropriate to sell a half hour but appropriate to sell five-minute blocks. "It's just more convenient to sell five minutes," he said.

The Reagan organization responded to the networks' rebuff by setting up the custom-made network. The Carter-Mondale Committee, which wants national exposure for the Carter documentary in connection with the President's announcement of his candidacy, early in December, has filed a complaint with the FCC, accusing the networks of violating the reasonable-access provision of the Communications Act (see page 42).

The Connally committee has done neither; its officials are still trying to buy a half hour. But Read leaves no doubt about his



Reagan's Clyne

sense of outrage: "It's a gross inequity," he says. "Several announced and unannounced candidates have access to the airwaves without cost," he says, referring to the news coverage of Carter, Kennedy and Baker (the last named as minority leader of the Senate) in connection with their normal duties. "Reagan"—the candidate Connally regards as his only serious obstacle to the nomination—"is making money in his radio broadcasts . . . And we can't even buy the time. At some point, this should be addressed by the industry, the Federal Election Commission and the FCC."

SO it's begun—the making of the President, 1980. Kennedy and Brown are not yet fully involved, and the Clyne agency has yet to begin planning the Reagan campaign. But Connally's people are concentrating on their candidate's leadership, and Bush's on their man's experience and forward-looking conservatism. And under the guidance of Bailey and Deardourff, Baker can be expected to emerge as a relatively young man of the center (at 53) who is intimately involved in the affairs of government and who is in the prime of life, politically as well as chronologically. And if the image causes Republican voters to regard Reagan and Connally as aging and slightly irrelevant war-

Funny, you don't look like a Xerox machine.



Ask for a "Xerox machine," and you might get a surprise.
Like this Xerox 740 Microfiche Reader Printer. A Xerox Telecopier
transceiver. Or even a Xerox electronic display typing system.

You see, today Xerox makes a lot of different machines. So now, more
than ever, you have to ask for the one you want by its full name.

Of course, we still make Xerox copiers. But, then, that should
come as no surprise.

XEROX

riors of the right, Bailey and Deardourff would probably consider their work well done.

Rafshoon declines to give away any "secrets" regarding his plans for the Carter campaign. But the half-hour documentary that Squire is now editing into final form offers a number of clues. Its aim, apparently, is to show the President as a firm, tough-minded leader.

Squire suggested the film a year ago as an antidote to the evident feeling in the country that Carter, while a decent man, is not really competent. And for four solid days last month, Squire and his crew did a three-camera number on the President, recording his meetings with aides and cabinet officers and making decisions—in short, acting presidential.

Do the image makers make a difference? Some consultants, like Squire, say it depends on the election—that the outcome of a state election is less difficult to influence than that of a presidential contest. But in view of the millions of dollars they spend on television advertising, presidential candidates must think it matters.

Squire talks of political advertising almost as fulfilling a public need. Most voters, he notes, get most of their information from television. But television news, he adds, "is hit and run. A candidate who wants to present a position or draw a contrast between himself and an opponent, as opposed to what the press thinks of as important that day, has to buy time."

Boarding the bus

The image makers are not the only ones in the broadcasting business who are gearing up for a tough campaign year. Network news departments are, too.

CBS News has already presented a one-hour documentary on Senator Edward M. Kennedy (D-Mass.), who is scheduled to announce his candidacy for his party's presidential nomination on Wednesday. *CBS Reports: Teddy*, with correspondent Roger Mudd, was broadcast yesterday (Nov. 4), at 10 p.m. NYT.

The network had originally scheduled the program for next Wednesday, at 8 p.m. But when the Kennedy organization disclosed the date of the announcement, CBS News moved the date up to avoid problems with the equal-time law.

What's more, the networks are beginning to organize the manner in which they will cover the multitude of candidates. ABC's plans thus far are the most elaborate, in terms of the numbers of correspondents and the kinds of coverage they will provide. NBC, on the other hand, had not made any assignments as of last week.

The ABC list:—

Overview correspondents: Jim Wooten, Barry Serafin, Lynn Sherr, Hughes Rudd, and Hal Bruno; Anchors: Frank Reynolds, Max Robinson; personalities, insiders: Barbara Walters; President Carter: Sam Donaldson, Betinna Gregory, George Strait; Vice President Mondale: Herb

Kaplow, Alan Speck; Jerry Brown: Steve Geer; Ted Kennedy: Cassie Mackin; John Anderson: Brit Hume; Howard Baker: Don Farmer; George Bush: Bernard Shaw (tentative); John Connally: Charles Gibson; Phil Crane; Brit Hume; Robert Dole; Bill Zimmerman; Ronald Reagan: Jack Laurence; Democratic Party: Sander Vanocur, Alan Speck; Republican Party: Jim Wooten, Josh Manckiewicz; primary advance and analysis: Josh Manckiewicz, Jim Wooten; poll and survey analysis: Lynn Sherr; issues and features: Hughes Rudd, Barry Serafin, Lynn Sherr, Sander Vanocur, Jim Wooten; money and business of campaigning: Sander Vanocur; political economics: Dan Cordtz; farm vote: Ron Miller; radio political analysis: Bob Clark; East area: John Martin (New York); South: Al Dale (Atlanta), Dave Garcia (Miami); Midwest: Ron Miller (Chicago), Mike Vonfremd (Chicago); Southwest: Charles Murphy (Dallas); West: Jack Laurence (Los Angeles), Ken Kashiwaha (San Francisco).

CBS—

Carter: Leslie Stahl, Robert Pierpoint and Lee Thornton; Brown: Bernard Goldberg, Diane Sawyer; Kennedy: Phil Jones, Susan Spencer; Ford: David Dow; Reagan: Bill Plante, Jerry Bowen; Connally: Eric Engberg, Jed Duvall; Baker: Lem Tucker, Betsy Aaron; Crane: Jim McManus; Bush: Richard Roth; Dole: Bob Faw; Anderson: Bob McNamara; overview: Roger Mudd, Bruce Morton; major political stories: Ed Bradley, Morton Dean.

Goldwater turns up the heat under reasonable access

If the FCC doesn't resolve complaint filed by Carter campaign in a 'satisfactory' manner, says the senator, Congress will step in; commission due to deal with matter

Congress will be watching closely as the FCC acts on the complaint the Carter-Mondale Committee filed against the three television networks as a result of their refusal to sell a half hour of time early in December (BROADCASTING, Oct. 29).

A prominent Republican, Senator Barry Goldwater of Arizona, served that notice in a statement inserted in the *Congressional Record* on Tuesday. It was not simply a matter of nonpartisanship. Goldwater noted that the networks had also turned down requests for half hours of time from Republican presidential hopefuls John Connally and Ronald Reagan.

And he warned that if the commission and the networks do not produce "a satisfactory" resolution of the issue, "it will be incumbent on the Congress to attempt to solve the access question once and for all."

The Carter-Mondale Committee wants the half hour on one of the networks for a documentary on President Carter that is now being prepared and would be shown in connection with the President's an-

nouncement of his candidacy for renomination and re-election. The plan is to tie the television program to more than 2,000 grassroots fund-raising gatherings around the country.

The Carter-Mondale Committee called the networks' refusal a "blatant denial" of the reasonable-access provision of the Communications Act. The refusal, it said, "denies the public the opportunity of hearing and seeing the candidates in the manner" the candidates choose.

NBC, the only network to comment, said the complaint has no merit. "Because of the problems inherent in the equal-time law," the network said in a statement, "presidential candidates in previous elections have sought television exposure early in the campaign only on stations in states where primaries were being held." It added that network time was not purchased until a time "much closer to the political conventions."

NBC also made clear it was not ignoring the start of the political season. It said it is covering in its news and public affairs programming "the activities of all significant candidates on a regular basis." What's more, it said, "we will consider all requests to buy political time on their merits as they occur."

Goldwater, in his statement, expressed dissatisfaction with the manner in which the commission has enforced the reasona-

ble access-provision that was inserted in the Communications Act in 1971. The commission, he said, has had difficulty answering such questions as what constitutes "reasonable access," a "legally qualified candidate," and "reasonable amounts of time." The provision applies only to candidates for federal office.

As a result, he said, the discretion for determining when the political season begins has devolved upon the broadcasters, particularly the networks. And the implications of that, Goldwater said, "are profound"—considering the networks' private interest in maintaining their entertainment programming schedule intact.

Commission officials have declined to discuss the issue in any detail, other than to say it poses novel questions in that the commission has never received a reasonable-access complaint involving the kick-off of a presidential campaign.

The staff will research the questions and present the matter to the commission at a meeting scheduled for Nov. 20. The networks have been directed to respond to the complaint by today (Nov. 5).

In the meantime, Goldwater will be busy. He said that he will write the campaign managers of the active presidential candidates and the chairmen of the Republican and Democratic committees "to solicit their recommendations for a legislative solution."

Myth:

Railroads waste a lot of energy.

Fact:

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Sophisticated locomotive fuel injection systems, automatic shutoff valves at fueling stations and improved maintenance practices are significantly trimming energy consumption. This at a time when freight railroads use only 3.27% of the petroleum consumed by the transportation industry while handling 36.2% of the nation's intercity freight.

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For more information about railroad energy efficiency, write: Energy, Association of American Railroads, American Railroads Building, Washington, D.C. 20036.

Surprise:

Railroads use less than one percent of the nation's energy resources each year.



MSO's looking good

Financial study of 13 firms reports steady growth in revenues, profits, cash flow

Major cable companies "have continued to strengthen their over-all financial position through steady growth." That's one of the conclusions of a Warburg Paribas Becker analysis of the 1978 results reported in 13 firms' annual reports and through additional information. "Cable Television 1979: Investment Opportunities in a Growth Industry" is the title of the volume issued by Warburg Paribas Becker, which includes, in addition to the financial data, a survey of leading lenders to the cable industry.

Among the statistical details of the report on the 13 cable firms in "Cable Television 1979" are average growth rates of 26% in revenues, 70% in profitability, 24% in cash flow, with a 17% increase in base equity. Total debt, according to the analysis, grew 12%, but debt/cash flow dropped from 4.0 times to 3.6 times, with debt/ending subscribers increasing "minimally," (5%).

In reviewing the development of CATV, the study puts the price of systems at between \$325 and \$500 a subscriber, or 8 to 10 times operating income. That's a boost from what it called "the historical sale value of CATV systems": \$300 a head, six or seven times income.

WPB attributes the price climb to four factors: additional cash flow from pay and other services, greater buyer demand from outside investors, lower interest rates than those in the early 70's and generally improved availability of long-term financing for cable.

Distilling the mass of financial information in the report, there is a chart listing the companies' comparative rankings in various categories of operating and cash flow data, capitalization data and subscriber data.

It shows Tele-Communications Inc. with the highest ratio of operating income to revenues, American Television & Communications with the highest ratio of net income and cash flow to revenues, and Heritage Communications leading in the three categories of debt to homes passed, to ending subscribers and to cash flow. The study provides similar material for six leading Canadian cable companies.

Included in the tabulations were American Television & Communications, Cablecom General, Comcast Corp., Cox Cable Communications, Heritage Communications, Liberty Communications,

Sammons Communications, Tele-Communications, Teleprompter, UA-Columbia Cablevision, United Cable Television, Viacom International and Warner Cable.

The figures provided in the survey of lenders to the CATV industry document the shift away from banks to insurance companies as cable funding sources. According to the WPB data, although the "number of banks actively seeking to lend money to the CATV industry continued to increase" in 1978, outstanding loans aggregate of the banks surveyed declined 5% or \$27.6 million, to \$522.4 million. Projections for 1979 show a "sharp increase" in bank loans outstanding, to \$717.4 million. At the same time, WPB estimates that insurance company loans outstanding to CATV systems will be \$831.4 million by year-end 1979. The 1978 figure was \$633 million.

Intermediate term lenders are also projecting hefty boosts over their 1978 loan volume of \$127.7 million, according to the survey; expectations for 1979 are \$142.2 million.

Listing lenders in each category whose loans topped \$10 million last year, the report shows that the biggest lender among banks was First National Bank, Boston, with \$66.85 million; for intermediate lenders, Heller Oak, at \$36 million, and in the insurance category, John Babcock Mutual Life, which had \$100 million in loans outstanding.

"All three groups of lenders continue to exhibit strong interest in the cable television industry," concluded WPB, saying that their total loans outstanding would reach \$1.69 billion by Dec. 31, a 31.8% hike over 1978's total.

That the largest share of the increase was reported by insurance companies reflects, the study says, "the continued maturing nature on a credit basis of the cable television industry as a whole."

Back to basics spells growing profits for LIN

In the past 10 years, Donald Pels has taken an overextended underachiever of a company and turned it into one of the best in the business through smart station buys and tight reins on expenses

"A little money machine . . . piling up cash left and right." That's how securities analyst Fred Anschel of Dean Witter Reynolds describes LIN Broadcasting.

And that's also quite a turnaround for a company whose stock hit a low of \$3.25 the first year of this decade.

LIN's now trading at about \$47 a share, its earnings per share grew 43% last year, and, with the industry looking to a prosperous 1980, the company remains what one observer calls "the pure way" to



Pels

participate in broadcasting.

That purity wasn't always the case, and it was a major part of LIN's former problems. Previous management pursued a 60's-style acquisition policy, buying mail-order houses, an educational concern, art galleries, telephone answering services and radio paging operations. The only remnant today of that conglomeration is LIN's radio paging division, which contributes about 3% of the company's operating income.

Seventy-one percent of the company's operating income last year came from its three television stations—WAND-TV Decatur, Ill., WAVY-TV Portsmouth, Va., and KXAS-TV Fort Worth. The other 26% was generated by AM-FM pairs in Philadelphia, Houston, St. Louis and Rochester, N.Y. The company also indicates that those earnings are concentrated in its Texas properties, which include a radio paging service in Houston. Together they produced 70% of LIN's 1978 earnings. Net income for this year's first nine months, \$9.3 million, came on revenues of \$41 million and was up 22% from the same year-earlier period.

The turnaround at LIN is generally attributed to company President Donald A. Pels. As executive vice president, finance and administration, for Capital Cities Communications, Pels had been one of the engineers of that company's expansion. His image in the financial community is one of a "gutsy guy," "a hell of a deal-maker" and a "good executive"

Uncover a love affair.

Eugene Wildman never thought he'd say "I do" again, but one day in a nursing home he changed his mind.

It all began when he met Effie Nicholson, a lovely, laughing woman who challenged him to the toughest game of checkers he'd played in years.

Something special happened to Eugene that afternoon. In Effie's lively company, he rediscovered a joy in living he'd thought he'd lost forever.

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We think Eugene's story belongs in the news. Not because it's unique, but because nursing home stories like these are so rarely told. Cheerful, unsensational, it's a story that would startle most Americans who view nursing homes only with dread and disgust. Equally startling is the U.S. Census Bureau report that over 90% of the people in nursing homes are satisfied with their care and surround-

ings. Ninety percent! And that approval figure is even higher for their next of kin.

Isn't it about time your audience saw the whole picture?

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For more information on the Census Bureau report, or progress by America's professional nursing homes, contact:

Community Affairs, American Health

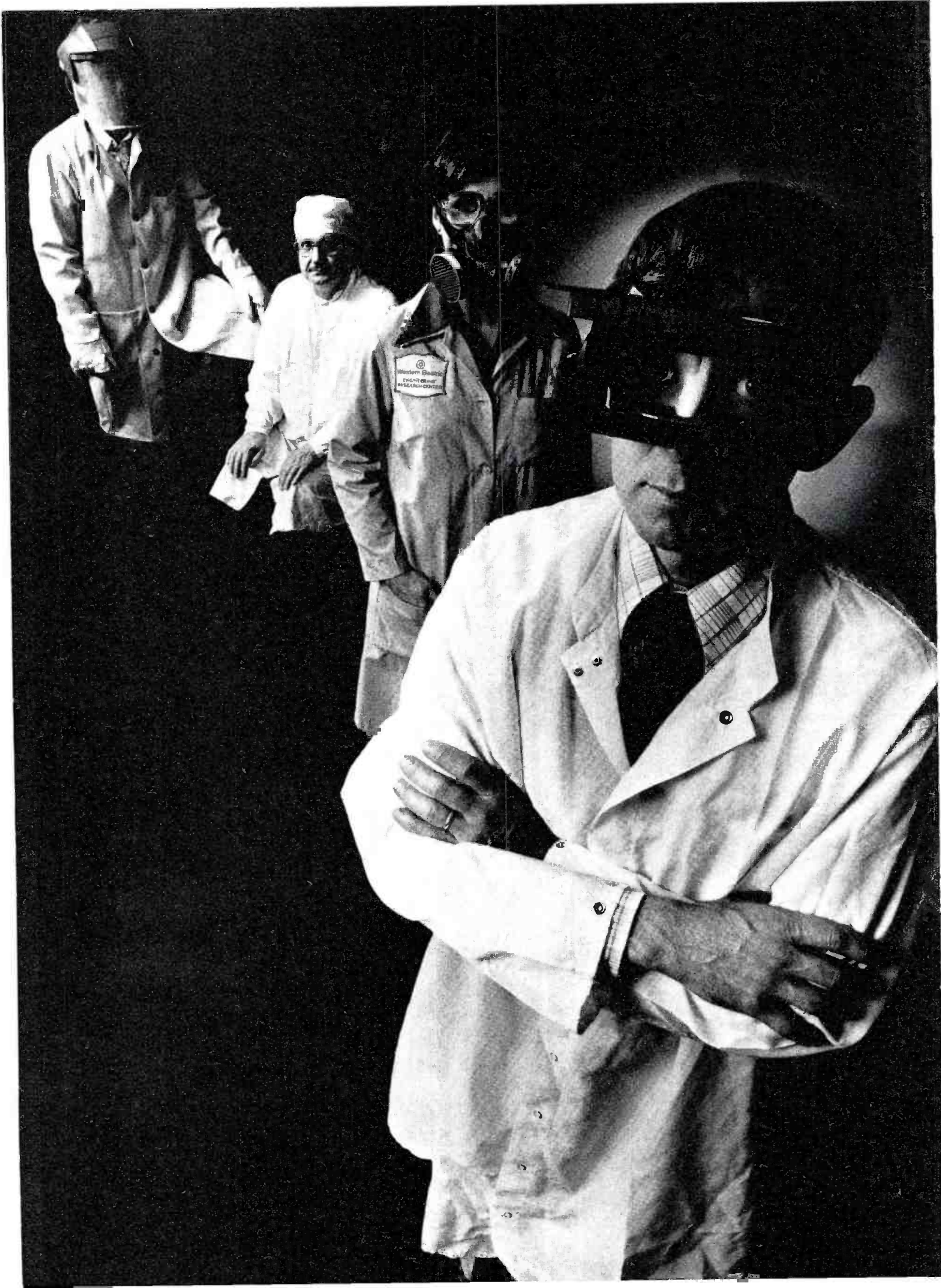
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The list of money-saving developments goes on. A new computer program that makes technical drawings in one-fourth the time of manual methods. An automatic system for sorting telephone parts by color. A process that measures the production of optical fiber 1000 times per second, keeping its diameter accurate within 30-millionths of an inch. And there's a new system that takes only 30 seconds to help align tiny integrated circuits that are

200 times thinner than the thinnest human hair.

These are just a few examples of what the Engineering Research Center does throughout *all* of Western Electric's manufacturing operations — developing new ideas in technology to improve telephone products and produce them at lower cost.

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Much of the work of the Engineering Research Center is designed to keep Western Electric ahead of technology, by anticipating what new processes will be needed for tomorrow's products.

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Western Electric

who's done "a hell of a job" for LIN, according to analysts.

Looking back, Pels recalls that from his post at Capcities, he had watched LIN "getting into trouble," making deals of a sort his company wouldn't consider. By 1969, LIN was beset by a variety of legal and financial troubles, and its board of directors sought out new management. Pels, invited to take a look at the compa-



Berkowitz

ny's problems, moved into the job himself.

First, Pels oversaw the dumping of almost all of LIN's nonbroadcast-related businesses. This generated enough tax-loss carryforward to give the company's solid operations "a new lease on life," he says. More importantly, he made two key station acquisitions that greatly enhanced the company's prospects. In 1971, LIN bought WFIL(AM) Philadelphia for \$11,500,000 and in 1974, almost two years after he first tried, Pels landed KXAS-TV Fort Worth (then WBAP-TV) at a price of \$35 million when Capcities bought the co-owned *Fort Worth Star Telegram* and the properties were broken up to satisfy FCC co-ownership rules.

Heavy borrowing in the manner for which Capcities was known was the essential ingredient of those deals. At the time of the Texas TV purchase, LIN already had a long-term debt of about \$30 million, but Pels nevertheless was able to arrange a bank loan of \$35 million within two days of hearing the station was up for sale. It ultimately wasn't used, as a challenge to the transfer dragged on for two years. Instead, the transaction was made for \$12.5 million loaned cash, and \$22.5 million in notes to the former shareholders. At the same time, Pels had considerable help from his former employer: Capcities granted Pels's new outfit additional time on \$6 million in LIN paper it was holding. (The company also raised cash through the sale of radio stations to Multimedia for over \$8 million.) Despite those hefty loans, LIN's debt position today is far from a burden. There is \$17 million owed to the sellers of the Fort Worth station—but at 6% interest. Another \$4.2 million in 8% subordinated notes constitutes the remaining long-term

debt, while the company's balance sheet lists about \$13 million cash.

As the company's secretary and treasurer, Morris Berkowitz, puts it, at those rates of interest LIN can earn more today with its cash than if it used the money to prepay the loans.

LIN's "superb management," says Berkowitz, has allowed it to make effective use of its acquisitions. He says the company prides itself on the ability to control costs, and last year Pels gave security analysts some insights into specific methods LIN used to hold back cost growth. "We do not always meet the market when attractive personnel are bid away for what we consider prices excessive for our operation. We replace them . . . We do not give raises without thoughtful analysis . . . We do not pay prices for film which we believe to be too high. We use other products . . . We buy capital items if they generate cost savings, revenue, or are truly needed . . . We don't do so to impress outsiders or ourselves."

At the same time, Pels cautions that it's possible to make mistakes in either direction, saying that if things are run too

tightly "others will run away with the audience." He believes it's necessary to be "sophisticated" in approaching the cost side of the business. LIN's president also emphasizes that virtually all the broadcast properties the company had or has acquired were already being efficiently managed: "They didn't have to learn anything from us."

LIN's latest acquisition is Kingstip Communications, which owns and operates KTVV(TV) and KHFI-FM in Austin, Tex. Divestiture of one station is a condition of the sale, which was initiated last year and completed recently for about \$6 million. LIN has already put the radio outlet on the auction block, anticipating bids of about \$2 million. Pels says this will make the final cost of the television station half of what "the station across the street" sold for two weeks later.

The company has said it "would have liked to make more movement in the acquisition area" last year, a sentiment shared by some members of the financial community. Pels has emphasized his company's borrowing power, which he places at about \$100 million, and a number of

Bottom Line

Adds to alternate distribution. Harte-Hanks Communications, diversified publisher, broadcaster and cable operator, has acquired ADA of Southern Ohio Inc., ADA of Kentucky Inc. and their affiliated companies for \$9.5 million. ADA has direct mail and hand distribution systems in Ohio, Kentucky and Louisiana and will augment Harte-Hanks's present distribution operations in California and Michigan. Purchase price consisted of \$2,375,000 in cash, \$2,375,000 in 9% short-term notes and \$4,750,000 in 9% notes payable over next five years. President and principal shareholder in seller is Cal Ingram, who will continue as ADA president.

□

Buying up. Multimedia Inc., Greenville, S.C., has agreed to buy for \$4 million (at \$38.10 per share) 35% interest that Kansas State Network Inc. holds in Aircapital Cablevision, which serves 5,500 basic subscribers and 4,900 pay subscribers in Wichita, Kan. Multimedia also has offered to purchase remaining 65% from other Aircapital Cablevision shareholders at same \$38.10 per share. Offer has Nov. 5 acceptance deadline and is contingent on obtaining right to purchase at least 51% of shares.

□

In step. *Wall Street Journal* survey of third-quarter performances of 554 corporation-found those in broadcasting category had average earnings 21% above third quarter of last year. That practically matched 21.2% average gain for all other business classifications. The seven broadcast stocks, not specified, had profits of \$139,207,000 and \$115,088,000 in the third quarters of 1979 and 1978, respectively. Gain of 76.5% in petroleum products category played major role in pushing up survey's over-all average.

□

Money marketing. Allbritton Communications has announced issuance of \$40 million in 15-year senior secured notes to institutional investors at 10.5% interest. Funds will be used to retire bank debt and for other corporate purposes. Advising on private placement of securities was First National Bank of Chicago. Allbritton owns WJLA-TV Washington, WCIW(TV) Charleston, S.C., and WSET-TV Lynchburg, Va., as well as five daily newspapers in New Jersey and Massachusetts.

□

Capital base. Larry H. Israel has opened office for North American Broadcasting Co. in suite 299, 1800 M Street, N.W., Washington 20036; telephone (202) 223-5904. NABC, owned by Israel and New York attorney Stephen Kumble, is buying, subject to FCC approval, WICS(TV) Springfield, Ill. (BROADCASTING, April 16), and WBFF(TV) Baltimore (BROADCASTING, June 18). Israel, who left presidency of Washington Post Co. and Post Newsweek Stations in 1977, is also president and 34% owner of WIXT(TV) Syracuse, N.Y., and heads communications division of Coca-Cola Bottling Co. of New York, 51% owner of WIXT. Kumble has 10% interest in WIXT.

analysts make the point that he hasn't really exercised that muscle in five years.

Pels's view on the subject is that "our shareholders can count on us to make acquisitions where there is sufficient advantage—and *not* make them for the sake of ego or to give the *appearance* of being dynamic." Still, comparing LIN's abortive offers for Starr Broadcasting last year to its previous moves in Philadelphia and Texas, one analyst stresses that in today's highly competitive market, those who bid today's prices on a deal that won't close until the following year may ultimately lose out to somebody "willing to go the extra step," he said.

With the market for attractive stations so tight, Berkowitz indicates that the company has decided not to limit its acquisition search to broadcast properties. Management, he says, would consider entering fields "we know or can learn without difficulty," using as examples publishing and newspapers, as well as bottling and life-insurance. Echoing a sentiment sounded by much larger broadcasting entities, Berkowitz stresses that this shift reflects no lack of confidence in broadcasting. With only four television outlets, LIN has room for expansion within the industry.

In the midst of all this acquisition talk, one recurring Wall Street rumor is that LIN itself is an acquisition candidate. Pels's declaration to shareholders that the "private market value" of the company is

over \$80 a share doesn't discourage such talk. It's seen by some as a statement that the company "is worth more dead than alive."

The company president, however, discounts any such rumors. Someone attempting to buy LIN would have to offer what Pels calls "a foolish price," observing that when talking in the neighborhood of \$300 million "people are not inclined to be foolish."

Rumors aside, even given the possibility of some change in direction, the outlook for the company is seen as ranging from good to excellent, with LIN currently commanding one of the highest multiples among the group broadcasters.

Next-decade trends in programing

Rule says ABC is developing sources of material for 'narrowcasting' of home tapes and disks and that broadcasting will need to be more innovative to continue to attract audience

The challenges that the new communications media will pose to the broadcasting and entertainment production industries in the 1980's were discussed and analyzed by Elton H. Rule, president of ABC Inc.

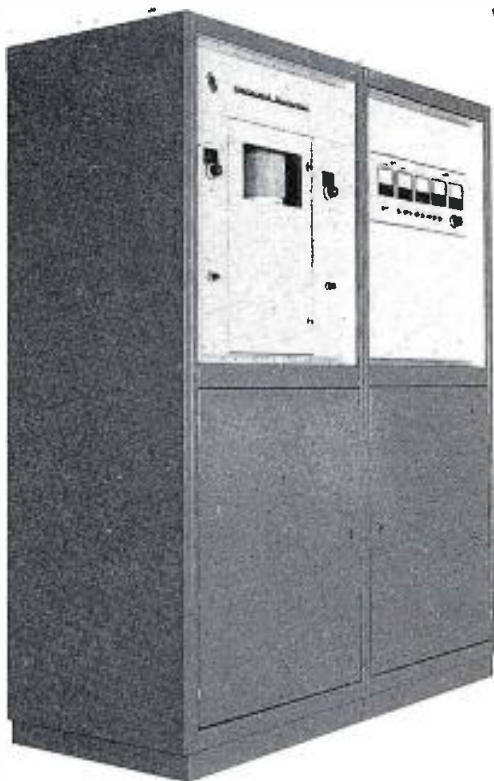
In a speech in Los Angeles before the Academy of Television Arts and Sciences, Rule outlined the growth of cable television and pay cable, which he said exist largely on the programing of broadcast television, and expounded the emergence of the videocassette and videodisk businesses.

Regarding cable television, Rule said that as long as the medium is permitted to operate profitably with the help of software "pirated" from television, cable has no incentive to work at developing its own programing. "In other words, the ground rules are postponing the evolution," Rule commented.

Turning to videocassettes and disks, Rule said that these are "narrowcasting" outlets with appeals to specific segments of the population. He ventured that the producers of costly programing for television and motion pictures may not be attuned to the economics and demographics of narrowcasting, and other producers may crop up as the major suppliers to the new distribution systems.

Rule reminded the audience that ABC has set up ABC Video Enterprises to supply material for cassettes and videodisks and he mentioned in general terms the types of programing the new unit plans to produce.

"We are talking with the National Archives about the adaptation of their incomparable resources for home and institutional use," he reported. "We are dis-



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cussing with two of the leading opera and ballet organizations in the world various ways to bring their cultural attractions to places west of the Hudson River. We are about to conclude an agreement with the Schubert organization and a major theatrical talent to develop theatrical properties of timeless appeal for various video outlets . . .

"Within ABC itself, we are studying ways to adapt the rock concerts staged by the ABC Radio Network to video cassettes and disks. We are examining video and audio uses for the excellent informational material our Chilton Publishing prepares for auto repair and other do-it-yourself activities. We are looking at the market for the family development curriculum created by our Word Inc. subsidiary."

He noted that he had concentrated up to that point on the challenges that the new technology may present to the production industry, but he said they also will have an impact on broadcasting. He said that these new means of distribution will make TV less unique and added:

"If we are to retain our position in the communications spectrum of the 1980's, the stimulating quality of the service we provide as mass communicators will be the reason. However well we have served our audience in the past, we will have to serve them better in the future. However innovative we have been in the past, we have to be more innovative in the future. However responsive we have been in the past, we will have to be more responsive . . ."

Changing Hands

PROPOSED

■ **WFMB(FM) Springfield, Ill.:** Sold by Capital Broadcasting Co. to Springfield Advertising Co. for \$1,275,000. Seller is owned by Harold J. Hoskin, R. W. Deffenbaugh, W. F. Wingerter and J. W. Johnson (25% each). They also own 1.66% interest in ch. 55 WBHW(TV) Springfield which went on air July 1. Wingerter owns an additional 11.66% interest in WBHW as individual. Buyer is owned by Eastern Broadcasting Corp., owned by Roger A. Neuhoff and family. Eastern also owns WCVS(AM) Springfield; WHUT(AM)-WLHN(FM) Anderson, Ind., and 80% of WRSC(AM)-WQWK(FM) State College, Pa. WFMB is on 104.5 mhz with 20 kw and antenna 245 feet above average terrain.

■ **WOL(AM) Washington:** Sold by Sonderling Broadcasting Co. to Almic Broadcasting for \$950,000. Sonderling is selling WOL under FCC's distress sale policy in hopes of expediting its proposed merger with Viacom International Inc. (BROADCASTING, June 25). WOL's license was designated for hearing following allegations that its employes had been involved in plugola and payola. Sonderling is publicly traded.

Egmont Sonderling is chairman and president. Buyer is group of blacks headed by Dewey Hughes, owner of Hughes Concepts, Washington management consulting firm and production company. None of buyers has other broadcast interests. WOL is on 145 khz with 1 kw day and 250 w night.

■ **WRRR(AM) Rockford, Ill.:** Sold by Miller Broadcasting Co. to Sentry Broadcasting Inc. for \$875,000. Seller is owned by Howard Miller, who also owns WGGG(AM) Gainesville and WTAI(AM)-WLVV(FM) Melbourne, both Florida. Buyer is subsidiary of Sentry Insurance Co., mutual company based in Stevens Point, Wis. John W. Joanis is chairman of parent and Donald M. Colby is president of broadcasting subsidiary. Sentry also owns WXYQ(AM)-WSPT(FM) Stevens Point, WRJN(AM) Racine and WBIZ-AM-FM Eau Claire, all Wisconsin, and WTAX(AM)-WDBR(FM) Springfield, Ill. It has purchased, subject to FCC approval, KMNS(AM)-KSEZ(FM) Sioux City, Iowa (BROADCASTING, Oct. 8). WRRR is 1 kw daytimer on 1330 khz. Broker: Blackburn & Co.

■ **KERV(AM)-KPFM(FM) Kerrville, Tex.:** Sold by KGKL Inc. to Chess Enterprises Inc. for \$850,000, plus \$100,000 for covenant not to compete. Seller, owned by estate of Leroy J. Gloger who died last July, also owns KGKL(AM)-KSJT(FM) San Angelo, Tex. Buyer is owned by R. D. Hanna Co.; Edward Swartzkopf and his son, William; James Constance, and E. C. Ebinger (20% each). R. D. Hanna Co. is Denver broadcast brokerage firm, owned by Robert D. Hanna. Others are executives of Commonwealth Electric Co., electrical contracting firm, based in Lincoln, Neb. KERV is on 1230 khz with 1 kw day and 250 w night. KPFM is on 94.3 mhz with 3 kw and antenna 105 feet above average terrain. Broker: R. D. Hanna Co.

■ **WIVE-FM Ashland, Va.:** Sold by Christian Enterprises Inc. to Bible Broadcasting Network Inc. for \$525,000. Seller is non-profit corporation which also owns WKDH(AM) Ashland. James N. Birkitt is president. Buyer is equally owned by Lowell Davéy, his wife, Georgeanna, his brother, Keith, and Keith's wife, Yvonne. They also own WHPE(AM) High Point, N.C.; WAVO(AM) Decatur, Ga., and WYFI(AM) Norfolk, Va. WIVE-FM is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WCMT-AM-FM Martin, Tex.:** Sold by Jones T. Sudbury to Thunderbolt Broadcasting Co. for \$420,000. Sudbury has no other broadcast interests. Buyer is owned by Harold T. Brundige (80%) and Ernest H. Youngblood (20%). Brundige is Martin attorney and businessman. Youngblood is



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11/5/79

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

Company	Period/Ended	Current and change				Year earlier			
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
ABC Inc.....	39 wk 9/29	\$1,422,044,000	+ 12.8	\$114,364,000	+ 26.9	4.08	\$1,259,991,000	\$90,069,000	3.26
Affiliated Publications.....	9 mo. 9/30	132,839,000	+ 18.1	6,695,000	+ 28.2	2.10	112,280,000	5,377,000	1.60
John Blair & Co.....	9 mo. 9/30	141,591,000	+ 13.7	8,867,000	+ 19.1	2.39	124,472,000	7,443,000	2.03
Capital Cities Comm.....	9 mo. 9/30	299,781,000	+ 12.7	45,122,000	+ 15.1	3.29	265,965,000	39,200,000	2.74
Cohu.....	9 mo. 9/30	16,865,693	+ 20.1	912,290	+152.1	.54	14,032,950	361,851	.21
Cox Broadcasting.....	9 mo. 9/30	193,168,000	+ 19	31,756,000	+ 35	4.72	162,916,000	23,500,000	3.52
Farinon.....	6 mo. 9/30	47,324,000	+ 18	1,665,000	- 20	.34	40,079,000	2,080,000	.44
Heritage Communications.....	9 mo. 9/30	10,433,789	+126.8	6,434,246	.	2.68	4,602,667	-94,403	-
Interpublic.....	9 mo. 9/30	261,605,000	+ 19.5	14,600,000	+ 27.4	3.31	219,131,000	11,457,000	2.60
Knight-Ridder.....	9 mo. 9/30	712,765,000	+ 12	63,900,000	+ 18.9	1.94	636,029,000	53,733,000	1.64
Liberty Corp.....	9 mo. 9/30	199,631,000	+ 6.1	24,879,000	+ 8.0	1.91	188,066,000	23,018,000	1.71
Meredith Corp.....	3 mo. 9/30	82,379,000	+ 7.4	4,517,000	+ 26.5	1.45	76,697,000	3,572,000	1.16
Metromedia.....	9 mo. 9/30	278,802,000	+ 14.3	25,729,000	+ 14.2	5.60	243,741,000	22,516,000	4.39
Orrox.....	9 mo. 9/30	7,279,731	+ 67.8	1,447,856	+324.7	.84	4,336,784	340,833	.17
Schering-Plough.....	9 mo. 9/30	1,098,708,000	+ 31.6	179,430,000	+ 14.6	3.33	834,452,000	156,488,000	2.92
J. Walter Thompson.....	9 mo. 9/30	172,719,000	+ 12.1	7,278,000	- 6.1	2.41	154,080,000	7,745,000	2.58
Transamerica.....	9 mo. 9/30	2,966,309,000	+ 13.9	182,553,000	+ 11.3	2.82	2,603,500,000	163,927,000	2.45
Taft Broadcasting.....	6 mo. 9/30	125,839,000	+ 28.3	19,172,000	+ 20.0	2.23	98,042,000	15,973,000	1.89
Vaitec Corp.....	9 mo. 9/30	44,065,000	+ 50.9	2,093,000	+ 48.4	.52	29,186,000	1,410,000	.35
Washington Post Co.....	39 wk. 9/30	420,027,000	+ 13.1	31,992,000	- 5.2	2.03	371,054,000	33,751,000	2.07
Wometco.....	36 wk. 9/8	209,951,000	+ 10.8	13,801,000	+ 2.0	1.51	189,436,000	13,522,000	1.47
Zenith Radio.....	9 mo. 9/30	754,500,000	+ 7.2	11,300,000	- 14.8	.60	703,400,000	13,100,000	.70

general manager of stations. WCMT(AM) is 1 kw daytimer on 1410 khz. WCMT-FM is on 101.7 mhz with 3 kw and antenna 175 feet above average terrain.

■ **KWIV(AM) Douglas, Wyo.:** Sold by Douglas Broadcasting Inc. to Jackalope Radio Inc. for \$305,000. Seller is principally owned by Henry Fondren and Kathy Swaine, who have no other broadcast interests. Buyer is principally owned by Donald E. Jones, who also owns 50% of KCSR(AM)-KQSK(FM) Chadron and KVSH(AM) Valentine, both Nebraska, and KFBC(AM)-KFBQ(FM) Cheyenne, Wyo. KWIV is on 1470 khz with 1 kw day and 250 w night.

■ **WDHP(FM) Presque Isle, Me.:** Sold by for \$225,000. Seller is owned by Clarence B. Dow, Philip G. Plourde and Henry Hebert (one-third each). None has other broadcast interests. Buyer, principally owned by R. Murray Briggs and his brother. Allison, also owns WFST-AM-FM Caribou, Me. WDHP is on 96.9 mhz with 100 kw and antenna 440 feet.

■ **KCLR(AM) Ralls, Tex.:** Sold by KCLR Inc. to Pete Rodriguez for \$215,000. Seller is owned by Margaret G. Wilson, who has no other broadcast interests. Rodriguez owns restaurant and nightclubs in Plainview, Lubbock and Hereford, all Texas. He has no other broadcast interests. KCLR is 5 kw daytimer on 1530 khz.

APPROVED

■ **WLW(AM) Cincinnati-WLWS(FM) Hamilton, Ohio:** Sold by Queen City Communications to Mariner Communications for \$17 million, most ever paid for AM-FM combination. Seller is principally owned by Jay Thompson, who has no other broadcast interests. Charles Murdock, general manager and 10% owner,

will transfer his interest to seller and remains as general manager. Buyer, principally owned by Joe Scallon, also owns WITS(AM) Boston and KBEQ(FM) Kansas City, Mo. WLW is on 700 khz with 50 kw full time. WLWS is on 96.5 mhz with 50 kw and antenna 433 feet above average terrain.

■ Other approved station sales include: WPBR(AM) Palm Beach, Fla.; KWPR(AM) Claremore, Okla., and WFDT(AM) Columbia City, Ind. (see page 68).

■ East Bank Cable TV Inc., Harahan and Kenner, both Louisiana: Sold by Charles Lambert to Cox Cable Communications

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Inc. for price in neighborhood of \$5 million. Lambert has no other cable interests. Buyer is MSO (42 systems) and subsidiary of Cox Broadcasting Corp., publicly traded group broadcaster; Clifford M. Kirtland is president. East Bank system is 20 channel service with 9,000 basic subscribers and 6,700 pay.

Major market 'Monitor'

A new radio monitoring service has been formed to provide stations and advertisers with computerized sponsorship information.

American Radio Monitor Inc., Chicago, issued its first report covering that city on Oct. 1; a second report on New York was issued Oct. 22, and a Los Angeles report is scheduled for Nov. 7.

Information is obtained by monitoring each station in a market for 12 hours over a two-week period. Biweekly reports are issued, one for stations and another for advertisers. A choice of either the station or advertiser report is priced at \$1,800 and both are obtainable for \$2,400 annually (26 biweekly issues).

Robert Karr, former general sales manager of WLUF(FM) Chicago and owner of stations in Champaign, Ill., and Jonesboro, Ark., is president of American

Radio Monitor Inc. E. Todd Benson is vice president and operations manager. The firm is located at 6354 North Broadway, Chicago 60660. Telephone: (312) 764-0405.

Big firms are using more TV to promote corporate images

ANA workshop testifies to power of medium in raising public's consciousness about companies

The growing use of corporate advertising and its effectiveness as a communications tool were underlined by speakers at a workshop conducted in New York by the Association of National Advertisers.

During the workshop, ANA released highlights of a survey conducted among 302 major U.S. corporations on their use of corporate advertising. It showed that expenditures rose by 29% between 1975 and 1979, and projections indicate the rise will be 38% between 1975 and 1980.

The survey also revealed that 58% of the respondents have increased corporate advertising spending over the past three years; 26% have invested the same amounts and 16% decreased their spending.

The most common objectives for corporate campaigns, the survey showed, were to improve the level of awareness of the company, its business interest and profitability (48%), and to inform, educate or take positions on public issues (15.6%).

Roger B. Smith, executive vice president of General Motors, told the audience that GM feels it is important today to conduct public affairs campaigns in view of the activities of various special interest groups, and said TV plays a substantial role. GM's present campaign on television spotlights employees, who tell how they feel about GM cars, how much pride they take in their work and how involved the company is in scientific research. Smith said the spots are warm and human and the public response seems positive.

He pointed out that research shows that 49% of the public can recall at least one of GM's TV commercials and 32% can recall two or more of the commercials. "Obviously we've been making some impact," he commented.

David W. Burke, manager of corporate communications for General Electric, said the most effective medium for GE corporate advertising is fully sponsored network television. He acknowledged this situation may not apply to other companies.

"We insist on a program environment that reinforces our corporate messages," Burke said.

Burke listed some of the ingredients needed for a successful corporate campaign: a strong company symbol, an interpretive theme such as GE's "Progress for People," the use of the right media and the right team of advertising agency and professional associates.

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Book says big isn't necessarily bad

'Who Owns the Media?' argues that well-intentioned attempts to break up concentrations may do more harm than good

At a time when bigness continues to be a major source of concern for those who monitor the media, a book is published on media conglomerates and ownership patterns that warns that those who would guard against bigness "could endanger the First Amendment."

The warning comes in the final chapter of "Who Owns the Media? Concentration of Ownership in the Mass Communications Industry," published by Knowledge Industry Publications of White Plains, N.Y. (\$24.95). It analyzes the ownership structure of radio and television, cable and pay television, newspapers, magazines, theatrical film and books.

Benjamin M. Compaine, an executive director in the Program for Information Resources Policy at Harvard University, edited the book and wrote several of the chapters, including the conclusion, which contains a warning about reformers.

He refers to the Federal Trade Commission and its interest in concentration of control of media ownership, and "the interest of some regulators and legislators in structural reform of the communications industry"—as, for example, FCC Chairman Charles D. Ferris—"plus the tendency on the part of government to justify regulation of the media because of its impact on our moral, social and political values."

Those who propose such action, Compaine adds, believe it can be accomplished without trampling on content. But that, he says, "is not likely."

The answer to the question posed by the book's title, Compaine says, is "thousands of firms and organizations, large and small." (The book covers 35,000-40,000 media outlets.) And while Compaine acknowledges that each does not have equal weight to influence opinion—he lists 58 firms mentioned in the book as dominant in one or more fields—he makes the argument that media dominance should be considered not in terms of an individual medium—but all competing media.

For, he says, "the newsweekly magazines have direct competition from all newspapers, as well as local and national television news programs and all-news stations. Motion picture distributors clearly compete with television producers, but also with book publishers and certain

periodicals..." He notes that advertisers and consumers in New York and other cities found that radio and television, regional magazines and other media enabled them to weather newspaper strikes with few if any ill effects.

"Thus," he adds, "a new definition of the media industry is called for because the industry itself has changed." He suggests that the medium be defined by function rather than by format.

He also warns that Congress should not single out the communications industry as a target for antimerger legislation. In considering such legislation, he says, "the soundest approach for Congress must be one that covers all industry, rather than one that singles out the mass communications business for special standards." The danger of such targeted legislation, he adds, "is that it could be an entry into government control over content, if only indirectly."

Compaine does not argue for a complete hands-off approach toward the business of collecting and disseminating information. But, he says, "the good intentions of

those who wish to impose special limits on media ownership—and hence control—must not override the lack of empirical evidence that to date can show no existing or impending damage..."

Those who oppose media mergers, Compaine says "serve us well by reminding owners and managers constantly of their responsibility and accountability. But a movement for substantial structural changes that go beyond those applicable to all business must be deliberated cautiously and with painstaking understanding of all their possible implications and outcomes."

Compaine also says those concerned about concentration must answer the question of how much control must be manifest before true restraints on access to a broad spectrum of opinion are actually threatened. Granted, there is such a point, he says. But, he adds, no credence can be given to the argument advanced by some that every opinion must be expressed in the mass media. "There is," he adds "a limit to the time available to broadcasters and the space for newspaper and magazine publishers."

Bailey in at FTC

Latest commissioner is sworn in, comes from Merit Systems Protection Board, intends to be active in antitrust and consumer protection areas

Patricia Price Bailey, 42, was sworn in last Monday (Oct. 29) as the nation's 57th Federal Trade Commissioner, filling the spot left vacant by the March 9 resignation of Elizabeth Hanford Dole.

In a room packed with friends, family and well wishers, the Fort Smith, Ark., native was sworn in by U.S. Court of Appeals Judge Patricia Wald ("Closed Circuit," Oct. 29). Her term is scheduled to expire Sept. 26, 1980, at which time she will be eligible for reappointment to a full seven-year term.

Bailey called the swearing in "the most exciting moment" of her professional life, saying it marked the beginning of an opportunity to do important work. She added that the recent past has been a time of stress and controversy for the FTC, but that would only make the challenge of being a commissioner that much greater.

Prior to taking on her new post, Bailey served on the general counsel staff of the Merit Systems Protection Board. Before that she worked for the Department of Justice as a special assistant to the attorney general, and was also with the Office of the Counsel to the President.



Bailey (r) is sworn in by Judge Patricia Wald while 9-year-old daughter Kate holds the Bible.

Bailey said she will actively work on consumer protection issues, and she noted she will keep an especially keen eye on women's issues. She added that people with different points of view supported her nomination, and she attributed this to the fact "they believe I'm open minded, fair, independent and decisive."

The second commissioner to be appointed from Arkansas (the first was Edgar A. McCulloch, a Democrat who served from February 1927 to January 1933), Bailey has worked for the Ford and Rockefeller presidential campaigns. Since



Full strength. FCC Commissioners Robert Pitofsky, Paul Rand Dixon, Michael Pertschuk, David Clanton, Patricia Bailey.

1972 she has been affiliated with the National Women's Political Caucus, recently serving as vice chairman.

A May 1976 graduate of the American University Law School, Bailey said some were skeptical about her appointment because she lacked antitrust experience. But she said she didn't believe such experience was necessary to vigorously enforce antitrust laws, and she expected to be very active in that area.

Bailey's career began in 1960 with the State Department, followed by six years with the Agency for International Development, and one year as an adviser to former Representative Bradford Morse (R-Mass.). A resident of the District of Columbia, she is married to Douglas Bailey, of the political consulting firm, Bailey & Deardourff (see page 30).

Bailey said that fairness is a central concept the FTC deals with every day, and she would strive in her work to uphold that notion. "It's possible to be vigorous and still be fair," she said.

Into the job in high gear

Bailey's been prepping for her new post for months; one item she hopes will come to pass: better relations with Congress

Less than forty-eight hours after taking her oath of office, Patricia Bailey dove headlong into the fray—making the short trip from her Pennsylvania Avenue office to Capitol Hill, where she testified before a Senate select committee on the impact of commercial credit-reporting agencies on small business.

Small business is an area in which Bailey has expressed a strong interest, but Capitol Hill has been less-than-friendly territory for the FTC the last few months, with the agency's every action and recommendation coming under close scrutiny. Bailey, however, went in to testify well prepared, ready to elaborate on the commission's position.

Following the testimony, in her first in-

terview since filling the commission seat that has been vacant for seven and a half months, Bailey said she started preparing for the new post last spring, and has spent considerable time the last few weeks getting ready for this particular testimony. She said she wasn't always certain she would be confirmed for the position, but after a certain point, when she realized her reviews were almost entirely favorable, she stopped worrying about being denied the spot. And then she started prepping.

She talked to people at the commission, consumer and business groups, and Capitol Hill staffers. She took a leave of absence from her job at the Merit Systems Protection Board and spent time at the commission. She sat through Senate oversight hearings of the FTC, and she generally got to know the workings of the agency. So when the time came to take the plunge, she was well prepared.

Bailey believes her relative ease with the confirmation process was due in part to the fact that people didn't perceive her as being an advocate of any one constituency. "People came to the conclusion that I'm open-minded, fair, and take all points of view into consideration," she said.

In fact, most people surveyed perceive Bailey as being a person who conducts herself well, is intelligent and who remains somewhat of a mystery, particularly in issues such as the FTC's children's advertising proceeding, which Bailey has never been questioned about publicly, but which she will soon be called on to make decisions about.

When she is called on to make judgments, Bailey said she will consider all viewpoints, and then try to make the fairest possible decision—knowing full well that not everyone will be pleased by her actions. But she believes the FTC has always been "as fair as is humanly possible," and she expects to follow that line.

One of the most difficult tasks she thinks the agency has is remaining sensitive to Congress, while also staying insulated from inappropriate political pressures.

A pending congressional action that Bailey takes issue with is the one-house veto, which she believes is doubtful constitutionally and a potential distortion of

the congressional process.

As a practical matter, she says, Congress wouldn't be able to deal adequately with all the agency decisions, and this gives the legislative veto "dangerous policy implications."

Another FTC program that has been criticized is public-participation funding, which allows groups, otherwise unable to afford it, the opportunity to present testimony in rulemaking proceedings. Bailey would like to see the program continued, as she agrees with the concept. But she recognizes that a lot of people are dissatisfied with the program, and it may be necessary to explore with Congress the possibility of altering some of the standards.

Although Congress has been casting a leery eye the agency's way, Bailey thinks the FTC can resolve its problems with the legislators. She notes, however, the agency's relationship with Congress has some tension inherent in it. But she thinks that if the commission is sensitive in its dealings with the Congress, the current difficulties can be ironed out. And she adds that even though the FTC has enormous authority, it probably isn't exercising a lot of it.

There is no one area Bailey plans to focus on, but will rather go with the flow of commission actions. She spoke about women's issues in her acceptance speech, and she elaborates by saying she will always be interested in women's position as consumers and their roles in the marketplace. Can she accurately be called a feminist? "I'd be surprised and shocked if they called me anything else."

With the agency under fire, and people waiting to see how she lines up on key issues, Bailey is obviously walking into a tough position. But she appears confident in the job, and has jumped in with the hopes that a full term will follow this interim spot.

She has a sharp sense of humor; seems at ease with people, which many say is in contrast to her predecessor, Elizabeth Hanford Dole; and sometimes speaks as if she can't get the words out fast enough, rapidly firing off sentences and thoughts. She is attractive, a cigarette smoker

(Saless), the mother of two and appears to know how she will approach the job.

"I've been a workaholic once," she says, but that was when she was younger. She realizes there are people who do nothing but work, but she thinks other things are also important, such as her children. She is aware, however, that the job will be demanding, requiring a good deal of attention. "I'll always be here weekends when necessary," she says.

FTC decides to stay case-by-case on corrective ads

Commission rejects petition seeking a formal rule on that technique

The Federal Trade Commission last week rejected the adoption of a formal policy on corrective advertising, but put the advertising community on notice it would seek such a remedy if it determines that certain deceptive ads leave a lasting impression on consumers.

In a letter to the Institute for Public Interest Representation, Georgetown University Law Center (INSPIRE), the commission said that research evidence was only one factor to be considered in determining whether corrective advertising is appropriate. Other factors, it said, such as the amount of exposures consumers have

Slow burn. While the Federal Trade Commission continues to take its raps, the agency's chief has at least managed to keep his sense of humor. Last Tuesday night, FTC Chairman Michael Pertschuk volunteered to be the target of the Virginia Citizens Consumer Council's first "Roast a Regulator," all in the name of raising money for the organization, a nonprofit group involved in consumer education. Among those doing the roasting were Senator Alan Simpson (R-Wyo.), Representative Elliott Levitas (D-Ga.), White House consumer adviser Esther Peterson and David Pittle, of the Consumer Product Safety Commission. The sponsor didn't say beforehand that the event would be funny; otherwise Pertschuk might have charged it with false and deceptive advertising. Without the benefit of a pre-roast cocktail affair, the roasters might scarcely have raised a guffaw from the audience. The roastee's retorts were a bit better, although hardly worthy of inclusion in a history of the world's greatest humor. His best, directed at Levitas: "Ask yourself where the Ten Commandments would be if the Israelites had the legislative veto."

had to the claim and the persuasive characteristics of the claim could also form the basis for a corrective order.

"The presence of one or more of these

factors, as well as other evidence in a particular case would form the basis for a corrective advertising order," the letter said.

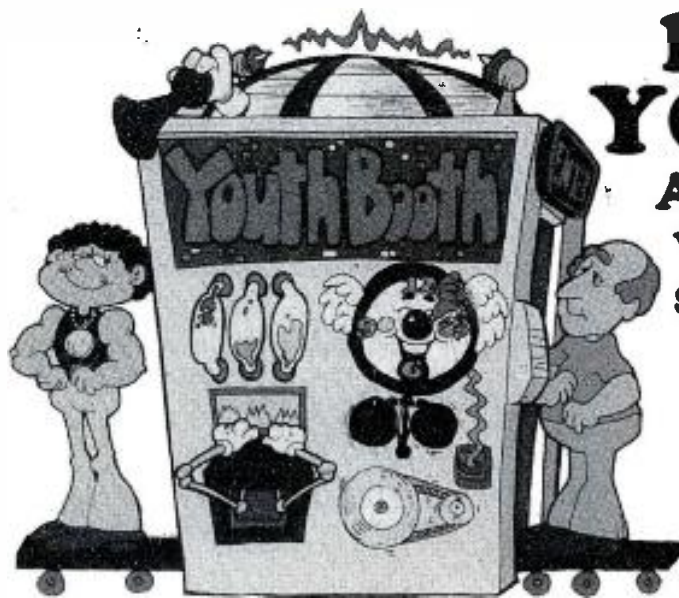
INSPIRE had petitioned the commission in 1976 to require corrective measures whenever an advertiser made false health, safety or nutritional claims in a campaign that lasted one year or more, or six months if the claim was the "major element" of the campaign.

In its letter to INSPIRE, the commission said it had the authority to deal with corrective advertising on a case-by-case basis, and therefore a rule wasn't necessary. It rejected a similar staff-drawn policy statement for the same reason.

A new ingredient for the stew over ch. 7 Boston

Another would-be competitor for RKO's WNAC-TV facility wants in; it would turn outlet into 'superstation for children'

The 10-year-old FCC case involving WNAC-TV Boston took another surprising turn last week as a new player arrived on the scene with a suggestion for settling the case—one that would give it and the other players a chance to compete for the license of the ch. 7 facility, now held by RKO



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Washington Watch

Concentrated reading. Federal Trade Commission has published full proceedings of media concentration symposium held last December (BROADCASTING, Dec. 18, 1978). Two-volume, 761-page report has papers submitted for conference, as well as audience comments and material submitted after conference. Set is \$13, available from Government Printing Office, Washington 20402; stock number 018-000-00258-2.

Just talk. National Citizens Committee for Broadcasting has organized Citizens Communications Speakers Bureau to provide what NCCB says is "public interest perspective in communications issues." Speakers offered by bureau include Pluria Marshall, head of National Black Media Coalition; Kathy Bonk, director of National Organization for Women's media task force; Barry Cole, co-author of "The Reluctant Regulators," and Nicholas Johnson, former FCC commissioner and NCCB board member.

Minority counsel. National Association of Broadcasters has established Minority Executive Council, composed of minority owners and managers, to advise NAB on its relations with minorities. Council will cooperate with NAB Minority Investment Fund to increase minority ownership of broadcast facilities, suggest specific areas of minority participation in NAB conferences and propose research projects to aid NAB and industry. Eugene Jackson, president of National Black Network, is chairman.

General Inc. And if Hub Broadcasting, the new arrival, is successful in its quest for the license, it says it has some dramatic plans for the station, such as paying special attention to the needs of children and the hearing impaired, and turning the outlet into a "superstation for children."

Hub justified its petition to intervene 10 years after the comparative/renewal case was set for hearing on the ground that the proceeding "has become unworkable due to potential abuse of the adjudicatory process and lack of candor" on the part of the parties now involved.

Thus, not only is RKO burdened with the admitted wrongdoing of its parent, General Tire & Rubber Co., in bribing foreign officials and making illegal political contributions, but its two challengers—Community Broadcasting of Boston Inc. and the Dudley Station Corp.—to whom RKO is seeking to sell the station as a means of resolving the controversy—are tainted too, according to Hub.

So, Hub urged the commission, start anew.

It suggested that the commission begin by granting General Tire's pending application to spin off its 100% stock ownership of RKO to General Tire's

stockholders, contingent on the resignation of RKO Chairman T. F. O'Neil, who also serves as chairman of General Tire, and the reorganization of the company. In that manner, Hub says, ownership and management "would be purged of all ties" to General Tire.

Then, Hub said, RKO should be permitted to seek renewal of the Boston license—"in competition with other applicants old and new," but without the benefit of any "renewal expectancy" based on past broadcast performance. This would be appropriate in view of what would be RKO's "new identity as a reorganized enterprise," Hub said.

Hub, organized to make the fight for the channel 7 facility, is headed by Leon Charkoudian, of Charkoudian Associates, of Boston, developer of housing for the low-income and the elderly. Its 14 other founders are Boston-area residents, including women and minorities. Hub's counsel is Steven R. Rivkin, of Washington; Anne Branscomb, of Boston is of counsel.

Hub's allegations concerning Community and Dudley, which have merged into New England Television Co. in order to purchase WNAC-TV for \$54 million,

Hub charges that the present position of the two former challengers indicates a lack of candor "rising to a level of abuse of the commission's processes." represents a new element in the already tangled case.

For while they originally charged that RKO lacked the character qualification to be a licensee, Hub said, they now say that RKO, as assignor, is "minimally qualified to hold a license."

Nor is that all. Hub asserts that:

■ NETV faces an antitrust issue. Hub notes that principals of Community and Dudley—David Mugar and Irving Rabb, respectively—have ownership interests in the first and second largest supermarket chains in Boston. Common ownership by competing chains of the broadcast station, Hub said, would afford the chains a means of sharing pricing information.

■ Mugar, who is president of Community, owns 3,693 shares of General Tire stock valued at more than \$90,000. Hub called for an investigation of "substantial ownership position in adverse party in an adjudication." Hub said the investment in General Tire appears to be "a bet against the adjudicatory process."

Hub also noted that four shareholder suits have been filed against General Tire in Cleveland on behalf of a class that could include Mugar, although he was not named as a plaintiff. Hub said the commission should determine whether the litigation—which Hub said was not reported to the commission—is connected to the proposed sale of WNAC-TV.

Hub's petition goes into considerable detail regarding its plans if it were to acquire WNAC-TV. Hub said it would produce new programs for children and open-captioned programs for the hearing impaired. It would also cut commercial time on children's programming below the national average—never more than six minutes per hour—and attempt to avoid commercials for such allegedly harmful products as snack foods and sugar-coated cereals.

Hub said it would be creating "a superstation for children." Its station would function between the hours of 1 a.m. and 5 a.m. transmitting programs designed for children and the hearing impaired, with the view to their being recorded locally and nationally for replay during the day. The petition notes that a growing number of television households have video recording equipment.

At present, the channel 7 case is stalled on the question of whether the commission regards RKO as having the character qualification to be a licensee. Last July, it said it was unable to resolve that question, and has since received further comments on that issue from the parties involved.

Hub said its proposal for resolving the controversy contains benefits for General and RKO. By enabling them to "put the past behind them," Hub said, the proposal would give RKO a reasonable opportunity to hold on to most if not all of its remaining 15 radio and television stations in future comparative proceedings—an opportunity that would be much less if the commission found RKO not qualified.

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Programing

CBS's turn

Network scores its first weekly ratings win with 19.3/31.9, taking Sunday and Friday; ABC is second and NBC third for week ended Oct. 28

CBS-TV earned its first weekly prime-time victory of the season for the week ended Oct. 28, scoring a 19.3 rating and a 31.9 share to ABC-TV's 18.4/30.2 and NBC-TV's 17.8/29.4.

Only a week before it had been CBS's first time in second place. The network spent the earlier weeks of the season in the basement (BROADCASTING, Oct. 29).

Although CBS has been claiming that it traditionally is a slow starter, it now has the evidence that things aren't going as slow as last season, when it waited until Dec. 11 for a win.

Furthermore, the network was claiming that its victory was particularly significant since it came during "the first typical week of programing this season in the sense that there was absolutely no unusual program-

ing of any kind—no World Series [on ABC], blockbuster movies, playoff games [on NBC]—for all three networks."

How typical any week is, however, is a matter subject to debate. CBS, for example, was operating without five low-rated series and instead programing special fare. And with the November ratings sweeps now in swing, a "typical week" can no longer apply.

But it was the strength of regularly scheduled shows, not specials, that brought CBS victory.

Seven of its series (for the second week in a row) made it to the top 10, starting off with *60 Minutes* (30.9/47) which has been in the top 10 for the six weeks of new three-network competition. (NBC's *Prime Time Sunday* (10.9/21) was lowest-rated that week. ABC's *20/20* was pre-empted for football.)

Following the newsmagazine was CBS's *One Day at a Time* (30.6/45) and *Alice* (30.2/45); then ABC's *Three's Company* (29.3/46); CBS's *Jeffersons* (27.5/43) and *Dallas* (26.3/47); ABC's *Taxi* (26.2/43); CBS's *M*A*S*H* (25.4/38); ABC's *Mork & Mindy* (25.2/38), and CBS's *Archie Bunker's Place* (25.0/37).

NBC's Monday-night movie, "And Baby Makes Six," managed to tie for 11th place (23.5/37), and, taking the list down to the top-20, there were only two other NBC entries: *Quincy M.E.*, tied for 14th (22.8/39) and *Little House on the Prairie* at 16th (21.9/34).

Strongest for CBS was Sunday night, which began with football running over for about 11 minutes into prime time, leading into a regular line-up that included five of the week's top-10 programs. The night averaged a 27.0/42.2. Friday's *Incredible Hulk*, *Dukes of Hazzard* and *Dallas* gave CBS its other nightly win with a 22.6/40.4 share.

The CBS win, however, did not represent overwhelming strength for the network. In fact, the distance between first-place CBS and third-place NBC was only 1.5 rating points.

CBS, on Tuesday, continued to be plagued by *California Fever* (11.6/19) followed that week by the movie "Mind over Murder" (12.9/21). *The Magic of David Copperfield* special, filling the slots that started the season with *Last Resort* and *Struck by Lightning*, provided no great ratings boost (13.5/22). The theatri-

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cal movie, "The Shootist" with John Wayne, on Saturday—where *Working Stiffs*, *Bad News Bears* and *Big Shamus*, *Little Shamus* earlier had been gunned down—brought only a 14.9/27.

ABC, which won Tuesday, Wednesday, Thursday and Saturday, still was experiencing problems with *240-Robert* (14.8/23), *The Associates* (15.7/23), *The Ropers* (13.7/26) and *Detective School* (12.1/22). It was sharply defeated on Friday when it devoted all of prime time to "The Bible" movie (11.4/20).

Sunday's two specials, *Grinch Halloween* and *Halloween that Wasn't*, scored better than the ill-fated *Out of the Blue* and *New Kind of Family* but only brought a 15.9/25 and 16.6/25 respectively.

There were tactical improvements. *Hart to Hart* in its new Tuesday 10 p.m. slot earned a 22.8/39, restoring the time period that had been floundering with *Lazarus Syndrome*.

Fantasy Island, back in its Saturday 10 p.m. place from last season, earned a 20.7/38, considerably better than it had been doing Friday at 8 p.m. *Fantasy* appears to have knocked the wind out of NBC's *The Man Called Sloane* (13.2/24) while CBS's *Paris* (13.3/25) hasn't had much wind since the season began.

NBC won Monday with *Little House* and the "Baby Makes Six" movie. The network also completed the rounding out of its schedule as promised since the season's start.

Shirley in its debut lost to *The Incredible Hulk* (18.0/33) but managed a respectable 17.3/31 Friday at 8 p.m. *Shirley's* appearance on the schedule moved *Diff'rent Strokes* and *Hello Larry* to Wednesday at 9-10 p.m., where they scored a 20.0/32 and 17.3/27. Up against ABC's *Charlie's Angels*, which took the time period (21.2/33), the *Strokes* half hour tied for share and came within two-tenths of a ratings point. *Larry* against the second half hour didn't prove much competition, losing both to *Angels* and the CBS movie "House Calls."

NBC's *Best of Saturday Night Live*, new to prime time on Wednesday, scored an 18.6/31, tying with ABC's *Vega\$*. Both lost to the CBS movie, which for a full two hours brought in a 19.7/32.

With the exception of Thursday's *Buck Rogers in the 25th Century* (15.8/26) and *Disney's Wonderful World* on Sunday (15.7/24), NBC was turning in respectable showings for prime-time lead-in shows.

Lead-outs were a different story. With continued success from ABC's *Hart to Hart* on Tuesday and *Fantasy Island* on Saturday, much of that network's problems with the 10-11 p.m. time period might be over.

For NBC, however, it could be just beginning.

Thursday's *Kate Loves A Mystery* scored only a 14.2/25; Friday's *Eisched* earned a 13.8/24; Saturday's *Sloane* did worse with a 13.2/24, and lowest rated of the week was *Prime Time Sunday* with a 10.9/21.

Monitor

All dressed up and nowhere to go. News that CBS-TV took its first week of season (see story, page 57) was good, indeed, for Bob Daly. Problem was that president of CBS Entertainment, Hollywood, couldn't find anyone to tell. Last Tuesday (Oct. 30) Daly made 8 a.m. call to network's New York office (5 a.m. Pacific time) to get results of Nielsen nationals. To his and just about everyone else's surprise at Television City, CBS beat both its competitors. Early-rising Daly couldn't find any East Coast executives in their offices, and West coast colleagues were still asleep. Excited at news, Daly finally screwed up courage and made call to home of Chairman William Paley, who, it's assumed, didn't mind breakfast intrusion. Only one person at CBS Hollywood even thought network had chance of winning—Arnold Becker, Broadcast Group vice president of national television research. As both Becker and Daly told story, network's prognosticators as late as last Monday expected CBS to run either second or third. But nobody but Becker bothered to compare weekend overnights of CBS with those of ABC-TV. Late Monday, Becker put in call to Daly and told him that they had "chance" of winning. Skeptical Daly didn't put much store in prediction. Becker got call of apology at his home at 7:15 a.m. Tuesday.

□

When you care enough. "The Hallmark Hall of Fame should reinforce the quality image of the corporation. If we have to sacrifice some rating points, we'll sacrifice," said Hallmark Cards Inc.'s corporate vice president for marketing services, Joseph W. Curran, during Wednesday morning post mortem of private screening of new "All Quiet on the Western Front" (CBS-TV, Wednesday, Nov. 14, 8-11 p.m. NYT) in Los Angeles. Show, 134th *Hall of Fame* presentation and first in its 29th television season, marks significant departure for Kansas City, Mo.-based greeting card company. It's first three-hour presentation, first on CBS and first cooperative effort (co-production with Marble Arch Productions). Company has two other CBS projects set for this season—Jean Stapleton in "Aunt Mary" (Dec. 5) and "Gideon's Trumpet" with Henry Fonda in spring. Curran said Hallmark was about to embark on "aggressive marketing effort" that will see "step-up in total advertising expenditures" and "significant increase in non-*Hall of Fame* productions." Company looks to be staying in network, however, as Curran admitted it had little knowledge in Mobile Oil Corp.-type of ad hoc networking arrangements. Hallmark will be looking for "complementary" projects, however, and has no interest in "T & A sort of stuff" of regular series. Of much-publicized move from NBC-TV to CBS, Curran said former "was going through a difficult time" and Hallmark just couldn't fit with NBC's need to build audiences. "We would never want to exclude them, and we're happy to do business with them any time. It's conceivable we'll have a show on NBC next season." And for ABC-TV: "They just don't want to do our kind of work right now."

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In the circle. Moving right along with its entry into syndicated made-for-television movie world, Metromedia Producers Corp. has wrapped up shooting of "Wild Times," first of group's Golden Circle productions. Four-hour western is scheduled for airing on ad hoc combination of independent and affiliated stations in late January-early February—in time for lead-in to critical February ratings sweeps, according to MPC President Lennart Ringquist. Show is designed for airing as one four-hour special or in two two-hour segments. Sam Elliott, Ben Johnson, Bruce Boxleitner, Penny Peyser and Timothy Scott head cast that includes number of established western players. Douglas Netter is executive producer of all Golden Circle projects. For 1980 airings, MPC has: "Roughneck," story of drilling of geothermal energy well in Texas set for May-June run; "Blue Grass," described as "the *Peyton Place* of Kentucky" in the 1950's; for September, and "Sitka," Louis L'Amour's novel of frontier Alaska in 1860's, November-December. Netter also revealed one project for 1981—"Columbia Gold," original story about South American narcotics trade. "Wild Times" is costing MPC about \$4 million, but company hopes to hold other projects to less than \$1 million per hour. According to Ringquist, MPC is looking to sell programs on pay television and international markets as well as to commercial broadcast stations that already include Metromedia's group, WRVJ(TV) Miami, KFNX(TV) Phoenix, KSL-TV Salt Lake City and others.

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Universal debut. Universal Television is entering three-camera, live-audience comedy production with *Good Time Harry*, NBC-TV midseason replacement series. Network has ordered six episodes of show. As side note, show features unusual studio audience arrangement that allows up to 200 viewers to watch all of action rather than parts as at other shows. Audience seats are on huge, \$90,000 turntable that shifts point of view to one of four permanent sets or two "swing" sets. Other audience shows feature stadium-style bleachers that prevent audience from viewing all action at once.

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Roadblock. NBC-TV affiliate wbz-tv Boston opted not to play network's two-part *Freedom Road* movie last week, claiming it might further inflame racial tension in city grappling with school desegregation. No-play recommendation was said to have been unanimous among black and white staffers and community leaders brought in for screening. Movie starred Muhammad Ali as postbellum Southern black leader. According to station spokesman, wbz-tv would go with movie in network rerun if situation in city calms. NBC said Boston station was only one lost from line-up.

Young, white males dominate roles in television, says academic study

Annenberg's Gerbner and Signorielli report on TV characters over decade, find that women, minorities and those over 65 are not represented according to numbers in society

Men outnumber women three to one. Blacks and Hispanics are underrepresented. The more a person watches television, the more likely that person is to believe in the traditional role of women and to think that older people are a "diminishing segment of society."

Those are among the findings of "Women and Minorities in Television Drama," a study of 1,365 television programs and 16,888 character parts from 1969 to 1978 by Drs. George Gerbner and Nancy Signorielli of the Annenberg School of Communications at the University of Pennsylvania.

The study, released last Monday at an Annenberg/Screen Actors Guild press conference in New York, tracked one week of prime time and weekend daytime (8 a.m.-2 p.m.) in the fall 1969-78, as well as spring samples in 1975 and 1976. In addition, a six-year sample (1970-76) was analyzed to determine the ethnic background of characters.

Gerbner and Signorielli said they "do not wish to imply that faithful proportional representation of reality is necessarily fair or just. Artistic and dramatic functions require selection, amplification and invention, all of which may deviate from what the census reports or what independent experience reflects."

However, they also said "the important question is not so much whether there are deviations" but rather "what kind and with what consequences for thinking, action and policy."

As for the impact of television drama, Gerbner and Signorielli said that "story-telling . . . is essential to human socialization, the introduction to and cultivation of concepts of roles and values. Television is the central and universal story-teller in our society."

In general, they found that "dominant social groups tend to be overrepresented and overendowed" while minorities have "less than their proportionate share of values and resources."

The division of roles between males and females was found to be disproportionate to their numbers in real life. While women make up 51% of the census, they have only 27% of all parts and 29% of major roles. Men, on the other hand, get 73% of all parts and 71% of the lead roles. Female leads do show a gain from 31% to 37% over the 10-year period; however, the number of female parts has risen only 1%.

In weekend-daytime—children's programming—females get even shorter shrift,

An agreement. Underrepresentation of Hispanics on television was found in a report issued last week from Michigan State University. According to MSU's Bradley S. Greenberg, professor of communications and telecommunications, and Pilar Baptista-Fernandez, a doctoral candidate in sociology, "television has yet to do much with or for the Hispanic-American either as a television character or as a viewer."

Using sample weeks during the 1975-76, 1976-77 and 1977-78 TV seasons, the report turned up only 53 characters identifiable as Hispanics out of 3,549 speaking parts—about 1.5%. That was said to compare with estimates of 20 million Hispanics in the U.S., or about 9% of the population. Studied were prime-time and Saturday children's programming (8 a.m.-1 p.m.). This included "fictional series" and not news, variety shows and movies.

"A dozen of the characters were identified as bandits, thieves, junkies, extortionists and other criminal types. Nearly an equal number—10—were cast as law enforcers, e.g., sheriff, inspector, patrolman. Thus, the most common work context in which Hispanics could be seen on television for three seasons with any consistency was in a regulatory or anti-regulatory role, either breaking the law or helping to maintain it," the report said. For the first two seasons studied, the researchers found no Hispanics on Saturday morning, and in 1977-78, only two. Only 11 of the 53 prime-time characters were classified as having major roles, and of those, only two characters showed up more than one season. Particularly few were Hispanic women. Men from that minority group were said to outnumber women on television four to one.

according to the study. Men, for example, show up with 81% of the major roles.

In terms of their relative numbers in American society, Orientals have been overrepresented in television drama, the study said. American Indians are on par in all roles but underrepresented in leads and virtually absent from weekend children's programming. Blacks and Hispanics are underrepresented across the board.

The reports showed a "slow, slight and halting" increase in the television presence of nonwhites, who fared best in minor roles. Over the 10-year period, major nonwhite characters fluctuated be-

tween 4% and 13% but in 1978, it was back to 5%.

Worse off, according to the study, were nonwhite females, who had only 1%-4% of the leads over the 10 years and only 1% in 1978.

Underrepresentation, Gerbner and Signorielli warned, "means restricted scope of action, stereotyped roles, diminished life chances and underevaluation ranging from relative neglect to symbolic annihilation."

For women, the stereotyped message being presented in TV programming was said to be that "marriage, romance and

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family are women's concerns."

Television too was said to give a distorted picture of the population's age spread. "Only 27% of the real population but more than half of the prime-time population is between 25 and 45," the report said. Similarly, in real life, a third of the population is under 19 but on television only a 10th. Older people may appear to be a diminishing segment of society because they only represent 2.2% of the characters in prime time, although those people over 65 make up 11% of the real population.

Weekend-daytime, however, gives children in their mid-teens more than their proportional share of numbers, said the study. But persons over 65 appear even less frequently in children's programming than in prime time, accounting for only 1.4% of the characters.

TV programming also was said to reinforce the notion that "men age slower and enjoy life longer." For example, among characters in their twenties, 26% of the men but 33% of the women can be classified as "settled adults."

The pairing of young women with older men was also said to be disproportionate. But that phenomenon works against minorities. "Unlike older white men," the report said, "older nonwhite men have a very hard time finding younger women of any races."

The report also dealt with violence over the 10-year period (defined as an "overt expression of physical force compelling action against one's will on pain of being hurt or killed, or actually hurting or killing"). It showed five violent incidents per hour of prime time and 18 violent incidents per hour from 8 a.m. to 2 p.m. on Saturdays and Sundays.

Of all the characters, 56% in prime time are involved in violence and 80% of those during the weekend time. More prone to be victimized by television violence are young women, nonwhite women and particularly old women.

Jones to cable: provide alternatives

Commissioner tells CATV group they must offer viewers more than just network programming

Speaking before representatives of the cable television industry, FCC Commissioner Anne Jones agreed with criticism that cable television "has not solved its software problem" and urged the group to insure that the medium fulfills its promise to provide alternative programming.

Jones told some 60 officers of state and regional cable television associations (meeting under the aegis of the National Cable Television Association in Washington last week) that she wasn't concerned about matters of taste and culture. But, she said, she was "concerned about the failure of television, both broadcast or cable, to offer much more, on a regular

ABC settles on its sweeps shows

Network waits until last minute to announce November specials

ABC-TV has finally released a full schedule of November ratings sweeps programming, and 20 of the 31 nights of the month offer specials or promotable episodes of regular programs. The Oct. 31-Nov. 30 contest opened last Wednesday with the network's regular line-up, and it will close with a night of boxing. Unlike the other networks, ABC had not announced the bulk of its November schedule until last week (BROADCASTING, Oct. 22).

Last week's sweeps opener featured special episodes of *Laverne & Shirley* on Thursday and of *Fantasy Island* on Saturday. Friday was given over to a two-hour *Battle of the Network Stars* and a one-hour *The New and Spectacular Guinness Book of World Records*.

Last night (Sunday, Nov. 4), ABC presented the commercial television debut of *Jaws* as well as the first of a two-part premiere of the reincarnated limited-run series, *Salvage 1*.

Highlights of the network's schedule this week are: a two-hour *Eight is Enough* on Wednesday; an *All-Star Family Feud Special* on Friday, and a two-hour *Love Boat* featuring the Dallas Cowboys

cheerleaders, Ginger Rogers and Douglas Fairbanks Jr. on Saturday.

The week of Nov. 12 will lead off with a special Monday-night edition of *20/20*; a one-hour *Laverne & Shirley* and the opening segment of the three-part miniseries, *The French Atlantic Affair*, on Thursday; a *Celebrity Comedy Football Classic* and part two of *Atlantic* on Friday, and *The Story of Esther* special, a one-hour *Mork & Mindy* featuring Raquel Welch and the conclusion of *Atlantic* on Sunday.

The fourth week of the sweeps (beginning Nov. 19) features Henry Fonda starring in *A Special Family Thanksgiving* on Tuesday, Nov. 20, and "Birth of the Beatles," a made-for-television movie on Friday. After "Beatles," ABC will air the *Playboy Roller-Disco Pajama Party*. Sunday Nov. 25 will have a 90-minute *Rudolph and Frosty's Christmas in July* special as well as a *Mork & Mindy* that has the Orkan cavorting about with the Denver Broncos cheerleaders.

The closing week of November has only two specials on the network—a Thursday night (Nov. 29) edition of *ABC's NFL Monday Night Football* and the Nov. 30 *Night of Fights* with the world welterweight championship match heading a three-fight card.

basis, than a fairly meaningless choice between *Laverne & Shirley* and *Buck Rogers in the 25th Century*.

"Why in the name of good sense should a great national resource like the electromagnetic spectrum be primarily devoted to presenting situation comedies, action adventure shows and occasional big time sports," Jones asked.

Jones excused network television for the sameness of its programming, saying that it is inherently a mass medium and, therefore, "necessarily . . . a provider of lowest common denominator programming.

"But," she said, "the cable industry holds hope of offering the public something different. The promise of cable is . . . it can also offer dozens of meaningful alternatives. In addition to the *Gong Show*, it can offer Shakespeare, introductory French or refresher courses of professional or technical skills.

Jones said that her main concern with cable is whether it will "remain primarily a conduit for current and 'warmed-over' network fare . . . or begin offering the American public, for the first time, the truly diverse programming which it wants and needs."

In her opening remarks, Jones said she would refrain from discussing syndicated exclusivity and retransmission consent, both subjects of current FCC rulemakings. "Unless or until the courts conclude, as I am hopeful they will, that commissioners can have open minds without having blank ones, I don't want to risk being 'Pertschuked' out of those important rulemakings," she said.

CBS reading program gets good grades

A study of the effectiveness and appeal of a CBS television reading program shows that both students and teachers found the project beneficial.

The field work for the study was done by Child Research Inc., New York, and conducted in association with the Office of Social Research of CBS Inc. on commission from CBS. Surveyed were 262 teachers, 921 students and 95 parents in 11 metropolitan areas who were questioned on their experiences with the reading program for CBS-TV's presentation of *The Corn Is Green* (broadcast in January 1979).

Teachers were reported to find the program providing worthwhile reading materials that utilize the student's interest in television as the motivating factor. Pupils reported that the TV script was "more interesting" than other material usually read in class; their interest in the scripts led them to read more carefully, and they gained greater understanding of the program content by reading the script before broadcast.

CBS started the reading program in 1977. Since that time, more than five million students in schools throughout the country have been involved. Students in the classroom read matched-to-broadcast scripts of selected CBS presentations and refer to the scripts at home. Teachers use reading enrichment guides, prepared by CBS educational consultants.

News groups propose plan for protection from harassment in libel cases in light of Herbert decision

Led by RTNDA, they suggest that before 'state of mind' can be probed, plaintiff must prove that defamatory harm was done

Five national media organizations have offered a proposal to satisfy the Supreme Court's ruling in *Herbert vs. Lando* while at the same time protecting journalists from libel suits brought largely or solely for the purpose of harassment or exposing confidential sources.

In the Herbert case, which involved CBS's *60 Minutes*, the high court held that public-figure plaintiffs in libel suits could probe the thought processes of defendant journalists as part of an effort to show the "actual malice" plaintiffs must prove in order to prevail (BROADCASTING, April 23).

The media organizations' proposal is in the form of an amendment to the Federal Rules of Civil Procedure and the Federal Rules of Evidence.

Essentially, the proposal would require public-figure plaintiffs in libel cases to make a substantial showing that they were harmed before being allowed to inquire into the "state of mind" and "editorial process" that led to the publication or broadcast of the allegedly libelous material.

A plaintiff would be required to show that he or she is a public figure, that the material is false and defamatory and that the defendant was not privileged to make the statement. Only if this showing were made could the plaintiff then go on to explore the question of "actual malice," of whether the defendant knew the material was false or showed a reckless disregard for the truth.

The Radio-Television News Directors Association proposed the amendments with the support of the National Association of Broadcasters, the American Society of Newspaper Editors, National Public Radio and the Reporters Committee for Freedom of the Press.

They acted in response to a suggestion by Justice William J. Brennan Jr., in a separate statement in the Herbert case, that the media propose changes in judicial rules of procedure as a means of guarding against the hazards they saw in permitting plaintiffs to examine journalists' "state of mind."

News Beat

The more things change. Latest through the CBS-to-NBC pipeline: Sid Feders, producer of CBS's *Sunday Morning*, named producer of NBC's *Prime Time Sunday*; CBS correspondent Bill McLaughlin named NBC News UN correspondent. They follow in footsteps of former CBS News President Richard Salant, now NBC vice chairman; Bill Small, former CBS Washington vice president, now NBC News president; Sylvia Westerman, former CBS News vice president for special events, now NBC vice president and assistant to the president, and, most recently, Leslie Midgely, former CBS News executive producer now NBC News vice president for special programs.

'80 candidates preview. More than 300 representatives from 48 broadcast stations and three networks were among the 700-plus members of press that covered Oct. 20 dedication of John F. Kennedy Library in Boston. TV film crews from 11 foreign countries were also on hand for event which featured meeting between President Jimmy Carter and Senator Edward Kennedy (D-Mass.). Jim Thistle and Emily Rooney of WCVB-TV Boston did TV pool; Nick Mills of WITS(AM) Boston handled radio pool, according to Joseph A. Ryan, over-all media coordinator for event that drew 7,000 invited guests.

Chilled reply. Shell Oil Co., Houston, has taken issue with five-part NBC News series, "Fly Now—Freeze Later," by correspondent Brian Ross. Series that began Oct. 15 on *NBC Nightly News* dealt with supply relationship between home heating oil and aviation fuel. Viewers were "left with the distinct impression that Shell had arbitrarily and callously withdrawn from the Northeast fuel oil market with total disregard for its customers," Shell Vice President for Oil Products J.H. DeNike wrote NBC News President William Small. "This is not the case." Shell claimed that NBC had "grossly distorted" company's role in heating oil market and said "this kind of reporting, in our view, does a great disservice to your network and to your viewers' understanding of the current home heating oil situation." FCC Chairman Charles Ferris was on list of those receiving copies of DeNike's two-page letter. Others included top management at NBC, host of news division personnel and news directors of all NBC O&O's and affiliates.

Babes in the land of nuclear power?

The news media that covered the nuclear accident at Three Mile Island generally attempted to offer a balanced view that would not contribute to an escalation of "panic." But obstacles to full and accurate reporting were great, and one of them was the lack of adequate technical competence on the part of the reporters.

Those were the views expressed last week in the report of the President's Commission on the Accident at Three Mile Island. But it was not unanimous.

Anne D. Trunk, one of the 12 commissioners, said there was too much emphasis in the media on "what if" instead of "what is" that created "a state of terror, of psychological stress" among the public. And the major problem in that respect, she said, were the network reports. "More so than any other normal source of news," she said, those reports "proved to be the most depressing, the most terrifying."

The commission report concluded that the public's right to know was not well served during the emergency. And while there was no attempt at a cover-up by the sources of information, some of the official sources were confused and gave conflicting statements.

Both the Nuclear Regulatory Commission and the utility involved, the Metropolitan Edison Co., were said to have been lacking in trained personnel to provide the technical information, at least in language free of the jargon that was difficult for the press to understand.

"Many factors contributed to making this event one of the most heavily covered media events ever," the report said, adding, "Given these circumstances, the media generally attempted to give a balanced presentation."

Indeed, the report said that, contrary to the impression that news media presented a more alarming than reassuring view of the accident, an analysis of sources quoted in the media "reveals, over-all, a larger proportion of reassuring than alarming statements in the coverage."

One of the major problems the commission found in connection with the coverage was the unevenness of the quality of the reporters. "Even personnel representing the major national news media often did not have sufficient scientific and engineering background to understand thoroughly what they heard," the report said.

Obstacles in the road to digital VTR's

Ampex's Anderson, in address to SMPTE, says the new technology will not take over until it encompasses the features now standard on one-inch helical machines, and that won't be for a while

The television community is going to have to wait for the digital millenium, one of the developers of videotape recording has told the Society of Motion Picture and Television Engineers. Charles E. Anderson, one of only two persons remaining on the engineering staff that developed videotape in the 1950's at Ampex Corp. and now executive vice president of SMPTE, told the engineering conference that although digital recording technology is well advanced, "achieving some of the features now taken for granted on one-inch helical VTR's may be expensive, time consuming and cumbersome."

The passage from the current helical technology to digital, Anderson suggested, may turn out to be more difficult than was the first introduction of videotape. "Twenty-five years ago," he said, "merely demonstrating a crude record-playback capability was enough to start the videotape revolution. But today we exist in a very different and sophisticated world. The existing one-inch helical machines not only do an excellent job of recording and playing back a television signal, but they provide a variety of other attractive features as well."

Among those features Anderson cited: extensive editing capabilities, forward and reverse slow motion, stop motion, stable color reproduction at up to two times play speed, recognizable pictures at high shuttle speeds, multiple audio tracks capable of independent recording and erasure, small

size and weight and reasonable tape consumption.

The three experimental digital recorders that have already been demonstrated (Ampex's, Sony Corp.'s and Bosch-Fernseh Corp.'s) have really satisfied only one of those requirements—reasonable tape consumption—Anderson said.

"It is felt that a digital recorder cannot be successfully introduced for widespread general usage that does not offer all or most of these same features; therefore, it seems wise to consider how these features will be achieved on a digital recorder and how they influence the choice of an optimum tape format. They may also have a large influence on costs and mechanical or circuit complexity, and this should be clearly understood by both manufacturer and users," he said.

Anderson limited his paper, which he titled "Digital Television Recording—Questions Beyond Feasibility," to only some of the points he raised, however. Current digital development, he said, leaves much to be desired in tape speed—slow as well as fast motion.

"At very slow speeds," he said, "everything operates properly, but as the speed is increased the time required to move the tape backwards in preparation for the next forward pass approaches the time a field is to be repeated. In a practical sense there probably is a zone that must be skipped, and a smooth, continuous transition from stop to play becomes difficult if not impossible."

Fast motion, too, poses problems. "As shuttle speed increases there comes a critical speed, depending on track angle, when the head is crossing tracks so quickly that less than one scan line of information is recovered. In analog equipment this critical speed may not represent the upper limit at which a recognizable picture can be obtained since lack of signal when the head is between tracks will produce noise. But during that portion of the scan line that is recovered a video signal will be produced." Such problems are compounded in digital recording, Anderson said, requiring increases in the minimum bit rate re-

quired—something that will of necessity add to the cost and complexity of a digital machine.

Then there is the question of formats. The three machines seen so far have relied on existing types B or C tape formats. Problems arise with either. "All existing formats show serious deficiencies when adapted for digital use," he said, "and an entirely new format may evolve. It is a very serious question and one that perhaps should not be taken unilaterally by manufacturers."

Anderson also addressed the problems associated with digital audio. Although digital audio technology is considerably further advanced than video and much of it can be transferred directly, unique problems do arise. Two of those he cited were the need for many narrow audio tracks, requiring considerably more engineering and operating precision than is currently needed, and "decoding of a longitudinally recorded digital signal over a wide range of shuttle speeds."

"A separate head and track for the audio signal is electrically simpler but adds expensive mechanical complexity and requires that a considerable area of tape be dedicated to it. It is probably overkill," Anderson said.

Concluding his paper, Anderson asked that broadcasters give manufacturers "advice and guidance" in the development of digital recording. The broadcasting industry should let the equipment makers know of the "requirements and the trade-offs it might feel it could and would be willing to make."

Teletext gets another taker

This time it's noncommercial KCET, a U, that will experiment with Antiope system to study various software possibilities of the emerging technology

Noncommercial UHF KCET(TV) Los Angeles has joined the teletext club—becoming the first public broadcasting station in the country to test the experimental transmission system that combines printed material with over-the-air video technology. The experiment, which is scheduled to run through the end of November, makes use of the French-designed Antiope teletext system. Although the KCET experiment marks the first on the UHF band, the station considers the trial demonstration more an experiment with programing—an opportunity to determine what a noncommercial

Information please. The development of digital videotape recording should be speeded by the work of a new study group sponsored by the Society of Motion Picture and Television Engineers. In announcing the formation of the Digital Television Tape Recording study group at the SMPTE convention, William Connolly, the CBS engineer who will head the group, said that its primary purpose will be to define what is needed and what is technologically possible in digital videotape recording and not to discuss or attempt to define standards. He added, however, that if the group decides that discussion of standardization might "prove fruitful" a special working group would be formed to discuss the topic. The study group will report to the SMPTE New Technology Committee. Although six users signed up at the convention, along with 17 design experts, to take part in the study group, Connolly said he would like additional users—broadcasters, production house technicians and major industrial TV users—to join. Those interested can contact Connolly at CBS in New York: (212) 975-3321.

broadcaster can offer in the way of software—than a technical experiment.

The KCET experiment began Oct. 22 and was scheduled to coincide with the Society of Motion Picture and Television Engineers conference that week at Los Angeles's Century Plaza hotel. Reception problems at the hotel—almost 40 miles from the KCET tower on Mount Wilson—precluded a full-fledged demonstration of the service at the convention, however. Selected parties were allowed to see the transmission in the hotel room of Joe Roizen, president of the Palo Alto, Calif.-

"We look on it as ancillary to our basic program service," said Gingras last week. "Teletext has been viewed as a sort of 'all things to all people' service. I really don't think that's true." Broadcast teletext, he added, "isn't going to be a broad-based information service."

KCET engineers, in accordance with the requirements of the special FCC authorization that allows the station to conduct the demonstration, will prepare a complete engineering evaluation of the test for the commission. Results will also be submitted to the Electronic Industries

Influx of cash set for Westar

Fairchild and Continental Telephone buy into Western Union satellite operation; deal is estimated to run as high as \$100 million

Western Union Telegraph Co. is to receive an infusion of money that should insure the health of its Westar satellite system and its planned TDRSS/Advanced Westar system.

Western Union has signed an agreement with Fairchild Industries and Continental Telephone Co. whereby Western Union will, in effect, trade ownership interests in its satellite operations for cash that estimates put as high as \$100 million.

The agreement, which is subject to the signing of definitive contracts and the approval of the FCC, has two major components. American Satellite Corp., the business communications subsidiary of Fairchild, will drop its lease agreement for transponders in the Westar system and buy a 20% interest in the system for \$31.9 million. (The Westar system includes three 12-transponder satellites, currently in orbit, and one 24-transponder satellite, scheduled for launch in early 1982.)

American Satellite currently leases three transponders from Western Union and by year's end will be leasing four at an annual cost of \$4 million.

In the second part of the arrangement, Fairchild Industries and Continental Telephone will each purchase a 25% interest in Western Union Space Communications, the Western Union subsidiary formed to build and operate the TDRSS/Advanced Westar system. The price the newcomers will pay is dependent on a number of factors that cannot be calculated until the system is operational, but initial estimates are in the \$30 million-\$70 million range. Under the agreement, Fairchild and Continental will also contribute to the cost of operating the system.

The TDRSS/Advanced Westar system is a joint project of Western Union and the National Aeronautics and Space Administration and consists of four satellites—two to be used exclusively by NASA to track other spacecraft and one for commercial use. The fourth is a back-up.

Western Union had originally planned to make full use of the commercial satellite for its own satellite services, but should the agreement become reality, its share will be reduced by half.

In a prepared statement, Robert M. Flanagan, chairman and chief executive officer of Western Union, said, "The addition of Westar IV will insure uninterrupted satellite service both to Western Union's and American Satellite's customers. The combined capacity of Westar IV and advanced Westar gives us the confidence to expand our satellite services marketing efforts."

John Dealy, president of the publicly



based Telegen Inc., an engineering consulting firm representing Antiope in this country. Also present at the demonstrations was Pierre G. Gaujard, president of the new U.S.-French firm, Antiope Videotex Systems Inc. of Washington.

According to Richard Gingras, director of telecommunications for KCET, the trial is being viewed as an "opportunity for KCET to take a look at the technology." Beyond that, however, he said "it gives us a better sense of what the software is and to play with it."

KCET has joined two commercial television stations in this country that have begun experimenting with the new video technology—Bonneville International Corp.'s KSL-TV Salt Lake City and CBS Inc.'s KMOX-TV St. Louis. Another non-commercial broadcaster, WETA(TV) Washington, is also preparing to commence a teletext experiment.

While commercial broadcasters are said to be especially intrigued by the advertising possibilities for teletext—classified advertising, for example—the noncommercial stations are thought to be more interested in the opportunities for their basic educational services. Teletext is seen by the noncommercial sector as a means of expanding basic programming, a way of offering supplementary information such as reading lists and quizzes to standard educational programs.

Association subcommittee that is currently reviewing teletext in anticipation of establishing a U.S. standard for the European-developed service.

But Gingras was insistent in stressing that the KCET demonstration was only a "preliminary test" of the new technology. "We may very well mount a more substantial demonstration in the future," he said.

At present, there are five Antiope decoders in Los Angeles—all of which are being kept at KCET. "There will be some basic evaluation of the quality of the signal in some areas" away from the central-Los Angeles locale of the station, Gingras said.

Technologically, the KCET experiment must be viewed as significant in that the teletext signal is being transmitted on a UHF frequency. Teletext is susceptible to ghosting and other forms of interference more pronounced in the UHF band than in VHF. In Europe, teletext is transmitted over UHF, but the experiments in this country thus far have been only on VHF channels.

But as an educational, noncommercial broadcaster, KCET is far more interested in the programming possibilities of the service. The experiment will "put me in a position to plan more precisely in that we will have a better position to decide what role teletext has in public broadcasting," Gingras said. "A technology is only as good as the uses you devise for it."

owned Fairchild, based in Germantown, Md., said the agreement will "guarantee availability of transponder space for the substantial growth we anticipate in our satellite communications business into the 1980's . . . American Satellite is well-positioned in a rapidly expanding market."

According to Robert Ratonyi, vice president of corporate development at Continental, the space segment it acquires through the Western Union deal will be incorporated into the American Satellite operations in accord with a joint venture agreement it signed with Fairchild last August.

Under that agreement, which is subject to FCC approval, Continental acquired half interest in American Satellite for \$12 million and certain conditions whereby Fairchild would receive a higher share of the profits over the first several years of the joint venture.

Continental Telephone, based in Atlanta and traded on the New York Stock Exchange, is the third largest "non-Bell" telephone company, serving 3 million customers in 38 states.

Preparing for an Olympian task

ABC's DeBonis spells out network's complicated logistics and equipment plans for coverage of 1980 winter games in New York

One hundred and five cameras, 43 videotape recorders, 12 videocassette recorders, 12 character generators, 11 slow motion machines and 432 technicians.

This is just some of the equipment and personnel that ABC will have on hand for its coverage of the 1980 winter Olympics that get under way in Lake Placid, N.Y., next February.

Joseph E. DeBonis, who is in charge of coordinating the ABC coverage, interrupted a series of papers being delivered at an SMPTE technical session on the esoterica of broadcast equipment with a paper of his own on a full-scale application of that equipment. He discussed ABC's planned coverage of the Olympics and some of the special problems the network has encountered.

Because ABC is providing pool coverage for all the countries participating in the games, DeBonis said ABC will provide complete coverage of all nine venues. He added that at selected venues ABC will have additional cameras for unilateral coverage.

The heart of ABC plans is the television center that DeBonis said would be a "complete and elaborate TV station." The center's 16,000 square feet will be filled with one studio, two control rooms and enough equipment to make most stations envious: three cameras, two slow motion machines, two two-inch videotape recorders, 21 one-inch videotape recorders and 12 three-quarter-inch videocassette recorders. DeBonis said the center would be

In Sync

Video silence. It appears that the BBC and Pye TVT Ltd. of Cambridge, England, may have solved drawback of television noise reduction units. New reducer, described during technical session of Society of Motion Picture and Television Engineers convention in Los Angeles, is being marketed here through Philips. Using recursive low-pass filter and movement detector, LDM3001 significantly reduces video noise while automatically adjusting itself to rapid motion so as not to blur moving image—side effect of other noise reducers that limited their practicality.

Also at SMPTE. Joseph Flaherty, head of engineering, CBS-TV, delivered paper updating work CBS has done on developing inexpensive, single-camera editing system for videotape. System, which employs custom-made Sony one-half-inch Betamax videocassette machines, permits search among variety of angles for any point in scene and real time replay. Real-time review is necessary to allow for re-editing and Flaherty said most single-camera productions undergo several revisions. Flaherty said system would be ready "hopefully by next year."

Entre nous. Antiope Videotex Systems Inc. has opened up new office in Washington to promote French teletext system. At press conference at SMPTE convention, announcing experiments using Antiope KCE(TV) Los Angeles (see story, page 62), AVS President Pierre G. Gaujard said "Our objective is to make money" and, to that end, AVS will sell "patents, equipment, whatever we can sell." New headquarters are located at 1725 K St. NW.

Videotext gathering. Five thousand are expected for first full-scale conference on subject of videotext. Conference will be held in London next March. It is being sponsored by number of organizations, including British Post Office which operates Prestel videotext system. Information is available from TMAC Trade Promotion Division: (800) 227-3477.

S-A spells satellite. Scientific-Atlanta held its fourth annual satellite symposium at Atlanta Marriott last week and drew over 525 broadcasters, cablecasters and other users of domestic satellites. Three-day event featured number of seminars conducted by S-A engineers on variety of technical topics. All delegates were invited to take part in tours of the three S-A plants in Atlanta area. Spokesman for S-A said that there was no equipment exhibition and that although S-A doesn't promote its line of satellite equipment, it also doesn't "hide it under a basket."

completely operational by Jan. 15 and would be used for the production of some pre-Olympic shows.

DeBonis was unable to put a price tag on the TV center, but was sure the prices of the equipment, including two new switchers, would add up to "several million dollars."

To cover the various Alpine events; 25 cameras will be employed. DeBonis said. The cameras will be linked to the control room and power supplies with between 47 and 50 miles of triaxial and coaxial cable, currently being laid along the slopes. DeBonis said that "black boxes"—actually RF amplifiers—would be inserted in the longer cable runs of 15,000 to 16,000 feet to insure strong signals.

DeBonis said that ABC was able to conduct a "dress rehearsal" of the network of cameras and cable during ABC's coverage on the World Cup skiing competition that took place on the same slopes last March. Unfortunately, all 47 miles of cable that had been laid for that event had to be pulled out for fear that the cable would be eaten by the indigenous animal population when it came out of hibernation.

Coverage of the expansive cross-country course is being assured through the use of a couple of modified snow cats, machines normally used to grade ski slopes. DeBonis said that each of the two cats will carry three cameras (Ikegami

HL-77's) and portable microwave transceivers and power supplies. To get the microwave feed back to home base, 14 microwave towers have been built, he said.

DeBonis seemed confident that ABC had licked the problem of exposure of the delicate camera gear to the extremely low temperatures that are likely to be experienced during the games. He said the cameras will be protected by "elephant blankets, heating blankets" and their lenses by heating elements that are thermostatically controlled.

Of the 105 cameras ABC will have at its disposal, 68 will be Philips LDK-5's, 13 will be Bosch Fernseh studio cameras, six will be RCA TK-44's and 18 will be Ikegami HL-77's. Except for 12 Sony U-Matics, all the recorders will be Ampex products and most of them will be one-inch machines, DeBonis said.

Final preparations for the event will be made during the first 12 days of February when cameras will be airlifted by helicopters to specially built platforms along the slopes, DeBonis said. Although the games' opening ceremonies aren't scheduled until Feb. 13, DeBonis said they will actually start the day before with hockey games. A pre-Olympic show will air that evening from 9-11 p.m. NYT and include highlights of the day's events and some live shots of hockey action from the field house.

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5201 Old Orchard Road, Skokie, Illinois 60077

The Broadcasting Playlist Nov 5

Contemporary


<i>Last This week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1 1	<i>Rise</i> □ Herb Alpert	A&M
5 2	<i>Heartache Tonight</i> □ Eagles	Elektra
8 3	<i>Babe</i> □ Styx	A&M
9 4	<i>Still</i> □ Commodores	Motown
4 5	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
12 6	<i>No More Tears</i> □ Streisand/Summer	Columbia/Casablanca
6 7	<i>Don't Stop Til You Get Enough</i> □ Michael Jackson	Epic
10 8	<i>Dim All the Lights</i> □ Donna Summer	Casablanca
2 9	<i>Sail On</i> □ Commodores	Motown
11 10	<i>Pop Muzik</i> □ M.	Warner Bros.
3 11	<i>Sad Eyes</i> □ Robert John	EMI/America
15 12	<i>Good Girls Don't</i> □ The Knack	Capitol
18 13	<i>Tusk</i> □ Fleetwood Mac	Warner Bros.
7 14	<i>I'll Never Love This Way Again</i> □ Dionne Warwick	Arista
13 15	<i>Ships</i> □ Barry Manilow	Arista
16 16	<i>Please Don't Go</i> □ KC & Sunshine Band	TK
20 17	<i>Come To Me</i> □ France Joli	Prelude
17 18	<i>Lovin' Touchin' Squeezin'</i> □ Journey	Columbia
14 19	<i>Lonseome Loser</i> □ Little River Band	Capitol
23 20	<i>Ladies' Night</i> □ Kool & The Gang	De-Lite
21 21	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
19 22	<i>After the Love Has Gone</i> □ Earth, Wind & Fire	Columbia
34 23	<i>You're Only Lonely</i> □ J.D. Souther	Columbia
47 24	<i>Escape</i> □ Rupert Holmes	Infinity
28 25	<i>Take the Long Way Home</i> □ Supertramp	A&M
24 26	<i>My Sharona</i> □ The Knack	Capitol
30 27	<i>Half the Way</i> □ Crystal Gayle	Columbia
32 28	<i>If You Remember Me</i> □ Chris Thompson	Planet
29 29	<i>This Night Won't Last</i> □ Michael Johnson	EMI/America
26 30	<i>All My Love</i> □ Led Zepplin	Swan Song
40 31	<i>Send One Your Love</i> □ Stevie Wonder	Tamla
37 32	<i>We Don't Talk Anymore</i> □ Cliff Richard	EMI/America
31 33	<i>Please Don't Leave</i> □ Lauren Wood	Warner Bros.
36 34	<i>Dreaming</i> □ Blondie	Chrysalis
33 35	<i>I Know a Heartache</i> □ Jennifer Warnes	Arista
25 36	<i>Hold On</i> □ Ian Gomm	Epic
27 37	<i>Bad Case of Lovin' You</i> □ Robert Palmer	Island
41 38	<i>Fins</i> □ Jimmy Buffett	MCA
43 39	<i>Cool Change</i> □ Little River Band	Capitol
39 40	<i>Dream Police</i> □ Cheap Trick	Epic
46 41	<i>Do That To Me</i> □ Capt. & Tennille	Casablanca
40 42	<i>Better Love Next Time</i> □ Dr. Hook	Capitol
42 43	<i>So Good So Right</i> □ Brenda Russell	A&M
- 44	<i>Rock With You</i> □ Michael Jackson	Epic
22 45	<i>Dirty White Boy</i> □ Foreigner	Swan Song
38 46	<i>Where Were You When I Was Falling In Love</i> □ Lobo	MCA
45 47	<i>Street Life</i> □ Crusaders	MCA
48 48	<i>Rainbow Connection</i> □ Kermit the Frog	Atlantic
- 49	<i>Cruisin'</i> □ Smokey Robinson	Tamla
44 50	<i>Cruel To Be Kind</i> □ Nick Lowe	Columbia

Playback

Orbital change. Jefferson Starship enters a new era in its history with *Jane* (Grunt), a single many programers have greeted with high praise and immediate support. "It's one of the best rock 'n' roll records released this year," comments Chuck Hale, music director at KROY(AM) Sacramento, Calif. "The addition of Mickey Thomas and Aynsley Dunbar will make the group one of the strongest forces in rock 'n' roll over the next few years." Thomas, who replaces Grace Slick as lead vocalist, comes to the group from Elvin Bishop's band, and Dunbar is the Starship's new drummer. The single, which Charley Busch of KREM(AM) Spokane, Wash., describes as "rock 'n' roll the way it should be played," precedes the group's new LP, *Freedom at Point Zero*, scheduled for release last Friday. **Faith in a new sound.** "I added it because I believe in it," says Jack Michaels, program director at WCRO(AM) Johnstown, Pa., who echoes a comment made last week by a number of programers about John Cougar's debut single for Riva/Mercury records, *I Need a Lover*. "It's very contemporary sounding," Michaels continues, "and a preview of the way music is heading in the 80's." Hale reports the single is "hot on the phones" in Sacramento and "very typical of what people want to hear right now." **Ready to bolt.** Soon to enter "Playlist" is Foreigner's new single, *Head Games* (Atlantic), which many programers agree is stronger than the group's last single, *Dirty White Boy*. Among stations adding *Head Games* last week were KFI(AM) Los Angeles, WZGC(FM) Atlanta, WLAC(AM) Nashville, WPGC(FM) Washington and KOPA(AM) Phoenix.

Country

<i>Last This week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1 1	<i>Half the Way</i> □ Crystal Gayle	Columbia
2 2	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
5 3	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
4 4	<i>Should I Come Home</i> □ Gene Watson	Capitol
3 5	<i>Come With Me</i> □ Waylon Jennings	RCA
6 6	<i>Blind In Love</i> □ Mel Tillie	Elektra
9 7	<i>Blue Kentucky Girl</i> □ Emmylou Harris	Warner Bros.
- 8	<i>Sail On</i> □ Tom Grant	Republic
11 9	<i>Before My Time</i> □ John Conlee	MCA
8 10	<i>Lady In the Blue Mercedes</i> □ Johnny Duncan	Columbia
7 11	<i>All the Gold In California</i> □ Larry Gatlin	Columbia
17 12	<i>Put Your Clothes Back On</i> □ Joe Stampley	Epic
21 13	<i>Sweet Summer Lovin'</i> □ Dolly Parton	RCA
15 14	<i>No Memories Hangin' On</i> □ R. Cash/B. Bare	Columbia
13 15	<i>My Own Kind Of Hat</i> □ Merle Haggard	MCA
16 16	<i>Fooled By a Feeling</i> □ Barbara Mandrell	MCA
14 17	<i>You Ain't Whistlin' Dixie</i> □ Bellamy Bros.	Warner Bros.
22 18	<i>I'd Rather Go On Hurtin'</i> □ Joe Sun	Ovation
12 19	<i>In No Time At All</i> □ Ronnie Millsap	RCA
10 20	<i>Last Cheater's Waltz</i> □ T.G. Sheppard	Warner Bros.
19 21	<i>Dream On</i> □ Oak Ridge Boys	RCA
- 22	<i>You Show Me Your Heart</i> □ Tom T. Hall	RCA
- 23	<i>Crazy Arms</i> □ Willie Nelson	RCA
20 24	<i>Ain't Got No Business</i> □ Razy Bailey	RCA
18 25	<i>You're a Part Of Me</i> □ Charly McClain	Epic

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

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 22 through Oct. 26.

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. ME(V)—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 grants

■ Crescent City, Calif.—Pyramid Properties granted 94.3 mhz, 3 kw. Address: 595 G Street, Crescent City, Calif. 95531. Estimated construction cost \$700; first year operating cost \$2430; revenue \$44,000. Format: MOR. Principals: Robert C. Berkowitz and David E. Tecker 50% each. Both are high school teachers who also own jointly KCRE(AM). Action Oct. 12 (BPH790326AG).

■ Lihue, Hawaii—Sudbrink Broadcasting Co. of Hawaii granted 93.5 mhz, 110 kw. Address: 26 South Compass Drive, Ft. Lauderdale, Fla. Estimated construction cost \$4,475; first year operating cost \$500; revenue \$5,975. Format: Contemporary. Principals: Margareta S. Sudbrink (16.67%), Joan J. Casper (11.67%), Richard D. Casper (5.0%), Kyle M. & Craig W. Sudbrink (66 2/3% held jointly in two separate trusts with Margareta, their mother, as trustee). Caspers, who are married, have no other broadcast interests. Margareta and husband Robert are partners (24.82% and 51% respectively) in Sudbrink Broadcasting Co. who also own WNWS(AM). Action Oct. 12 (BPH790508AH).

■ Beaverton, Mich.—Leona Katherine Lacey granted 97.7 mhz, 3 kw, HAAT: 260 ft. Address: 9255 West North County Line RD., Lake, Michigan 48632. Estimated construction cost \$78,500; first year operating cost \$116,500; revenue \$180,000. Format: Contemporary. Principal: Leona Lacey, who is doing business as Midwest Broadcasting (unincorporated). Lacey is school teacher who owns rental properties and has no other broadcast interests. Action Oct. 9 (BPH781026AB).

■ *Greenville, S.C.—Furman Univ. granted 91.5 mhz, 4 w. Address: Poinsett Hwy, Greenville, S.C. 29613. Estimated construction cost \$5,300; first year operating cost \$1,200. Format: AOR. Principal: Furman University. No other broadcast interests. Action Oct. 9 (BPED2711).

■ Silsbee, Tex.—Jewell P. White granted 101.7 mhz, 2.3 kw, HAAT: 255 ft. Address: 1300 White Meadows, Rt. 6, Box 75, Silsbee, Tex. 77656. Estimated construction \$26,300; first year operating cost \$11,300; revenue \$36,000. Format: Standard pops/CW. Principal: Jewel

P. White, (100%) who owns KKAS Radio. No other broadcast interests. Action Oct. 9 (BPH11021).

Ownership Changes

Applications

■ KARM(AM) Fresno, Calif. (1430 khz, 5 kw)—Seeks assignment of license from KACY Inc. to Davis & Weaver Broadcasting for \$1.5 million. Seller is owned by Lincoln Dellar and his wife, Sylvia. They also own KMEN(AM) San Bernardino and KGGI(FM) (formerly KBBL) Riverside, both California. Lincoln Dellar is also 14.1% owner of KFIG(FM) Fresno, which is being sold to same buyer (see below). Buyer is owned by Philip C. Davis and family and William Weaver. They also own KWIZ-AM-FM Santa Ana and KLOK(AM) San Jose, both California. Ann. Oct. 17.

■ KFIG(FM) Fresno, Calif. (101.1 mhz, 50 kw)—Seeks assignment of license from Kadota Wireless Co. to Davis & Weaver Broadcasting for \$1.5 million. Seller is owned by James M. Bennan (24.6%); Helmut Dalderis and his wife, Barbara (12.5%); John J. Lannan (21.3%); last's cousin, J. Patrick Lannan (27.5%), and Lincoln Dellar (14.1%). Dellar is seller of KARM(AM) Fresno (see above). None of others has other broadcast interests. Buyer is also buying KARM (see above). Ann. Oct. 17.

■ WIUP(AM)-KRSJ(FM) Durango, Colo. (AM: 930 khz, 5 kw-D, 1 kw-N; FM: 100.5 mhz, 100kw)—Seeks assignment of license from Radio San Juan Inc. to Fordstone Inc. for \$1.55 million. Seller is owned by Doug Morrison, who has no other broadcast interests. Buyer is owned by former President Gerald Ford and Leonard Firestone, ambassador to Belgium during Ford Administration. Neither has other broadcast interests. Ann. Oct. 25.

■ WFMB(FM) Springfield, Ill. (104.5 mhz, 20 kw)—Seeks assignment of license from Capital Broadcasting Co. to Springfield Advertising Co. for \$1,275,000. Seller is owned by Harold J. Hoskins, R. W. Deffenbaugh, W. F. Wingerter and J. W. Johnson (25% each). They also own 1.66% interest in WBHW(TV) Springfield. Wingerter in addition owns 11.66% interest in WBHW as individual. Buyer is owned by Eastern Broadcasting Corp., owned by Roger A. Neuhoff and family. Eastern also owns WCVS(AM)

Springfield; WHUT(AM)-WLHN(FM) Anderson, Ind., and 80% of WRSC(AM)-WQWK(FM) State College, Pa. Ann. Oct. 17.

■ WBTO-AM-FM Linton, Ind. (AM: 1600 khz, 500 w-D; FM: 93.5 mhz, 3 kw)—Seeks transfer of control of Linton Broadcasting Co. from Harrison D. Boardman and his wife, Geraldine (100% before; none after) to Greene County Broadcasting Corp. (none before; 100% after). Consideration \$300,000 including \$120,000 for covenant not to compete. Boardmans have no other broadcast interests. Buyer is owned by Robert M. McDaniel, who has been general manager of WHEZ(AM) Huntington, W. Va., since 1974. He has no other broadcast interests. Ann. Oct. 19.

■ WHDP(FM) Presque Isle, Me. (96.9 mhz, 100 kw)—Seeks assignment of license from WDHP Inc. to Northern Broadcasting Co. for \$225,000. Seller is owned by Clarence B. Dow, Philip G. Plourde and Henry Hebert (33 1/3% each). None has other broadcast interests. Buyer, principally owned by R. Murray and his brother, Allison J. Briggs (37.5% each), also own WFST-AM-FM Caribou, Me. Ann. Oct. 25.

■ WITH-AM-FM Baltimore (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 104.3 mhz, 20 kw)—Seeks assignment of license from Reeves Telecom Corp. to Scripps-Howard Broadcasting Co. for \$3.9 million. Earlier deal to sell stations to Heftel Broadcasting Corp. fell through (BROADCASTING, May 21). Reeves is publicly owned company in process of liquidating assets. It has sold WKEE-AM-FM Huntington, W. Va., subject to FCC approval (BROADCASTING, Feb. 12). J. Drayton Hastie is president and chief executive officer. Buyer is publicly traded group of six TV's, one FM and two AM's, owned principally by E. W. Scripps Co., publisher of Scripps-Howard newspapers. Jack R. Howard is chairman of Scripps-Howard Broadcasting; Donald L. Perris is president. Ann. Oct. 17.

■ WCMF(FM) Rochester, N.Y. (96.5 mhz, 20 kw)—Seeks transfer of control from Community Music Service Inc. to Sconnix Group Broadcasting Inc. for \$1.3 million. Seller is owned by James Trayhern and large group of local stockholders. Buyer is owned by Scott R. McQueen, Theodore E. Nixon, Randall T. Odeneal and Alfred W. Hill who also owns WOCB(AM)-WSOX-FM West Yarmouth, Mass.; WLNH-AM-FM Laconia, N.H., and WDOS(AM)-WSRK(FM) Oneonta, N.Y. Ann. Oct. 25.

■ WLTV(FM) Fairfield, Ohio (94.9 mhz, 50 kw)—Seeks assignment of license from Broadcast Manage-

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ment of Ohio Inc. to HBC Inc. for \$1.3 million. Seller is owned by Tom Greene and Joel Thrope, who also own WCNW(AM) Fairfield and, along with Sam Frankel, WABY(AM) Albany, N.Y.; WINF(AM) Manchester, Conn.; WRKR-AM-FM Racine, Wis., and WNDB(AM)-WWLV(FM) Daytona Beach, Fla. Buyer is owned by Representative Cecil Hefstel (D-Hawaii) and family, who also owns KOZN-FM San Diego; WXKS-AM-FM Medford, Mass.; WKS(FM) Greenfield, Ind. WLUP(FM) Chicago and KGMD-TV Hilo, KGMV-TV Maui and KGMB(AM) Honolulu, all Hawaii. Ann. Oct. 17.

■ KOFM(FM) Oklahoma City (104.1 mhz, 100 kw)—Seeks assignment of license from American Radio Corp. of Oklahoma to Guy Gannett Broadcasting Services Inc. for \$3.9 million. Seller is owned by Robert Freeman, Frank Carney, Lloyd Denniston and Gary Dick, who have also sold their only other broadcast interest, KEYN-AM-FM Wichita, Kan., subject to FCC approval (BROADCASTING, July 23). Buyer is subsidiary of Guy Gannett Publishing Co., publisher of four Maine newspapers and owner of WGAN-AM-FM-TV Portland, Me.; WHYN-AM-FM-TV Springfield, Mass.; WINZ-AM-FM Miami Beach, Fla., and KSTT(AM) Davenport, Iowa-WXLP-FM Moline, Ill. Jean Hawley is chairman of parent company; John R. DiMatteo is president. Ann. Oct. 17.

■ WEEO(AM) Waynesboro, Pa. (1130 khz, 1 kw-D) Seeks assignment of license from Raystay Co. to Michael Ameigh for \$350,000. Seller, owned by George Gardner and family, also owns WQVE(FM) Mechanicsburg, Pa., and cable system in Carlisle and Waynesboro, both Pennsylvania. Ameigh is part owner of WMNS(AM)-WMJZ(FM) Olean, N.Y., which has been sold, subject to FCC approval. Ann. Oct. 19.

■ WCMT-AM-FM Martin, Tenn. (AM: 1410 khz, 1 kw-D; FM: 101.7 mhz, 3 kw)—Seeks assignment of license from Jones T. Sudbury to Thunderbolt Broadcasting Co. for \$420,000. Sudbury has no other broadcast interests. Buyer is owned by Harold T. Brundige (80%) and Ernest H. Youngblood (20%). Brundige is Martin attorney and businessman; Youngblood is general manager of stations. Ann. Oct. 17.

■ KCLR(AM) Ralls, Tex. (1530 khz, 5 kw-D)—Seeks assignment of license from KCLR Inc. to Pete Rodriguez for \$215,000. Seller is owned by Margaret G. Wilson, who has no other broadcast interests. Rodriguez owns restaurants and nightclubs in Plainview, Lubbock and Hereford, all Texas. He has no other broadcast interests. Ann. Oct. 17.

■ WIVE-FM Ashland, Va. (100.1 mhz, 3 kw)—Seeks assignment of license from Christian Enterprises Inc. to Bible Broadcasting Network Inc. for \$525,000. Seller is non-profit corporation which also owns WKDH(AM) Ashland. James N. Birkitt is president. Buyer is equally owned by Lowell Davey and his wife, Georgeanna, and his brother, Keith, and Keith's wife, Yvonne. They also own WHPE(AM) High Point, N.C.; WAVO(AM) Decatur, Ga., and WYFI(AM) Norfolk, Va. Ann. Oct. 17.

■ WADC(AM)-WIBZ(FM) Parkersburg, W. Va. (1050 khz, 5 kw-D; 99.3 mhz, 3 kw)—Seeks assignment of license from Randy Jay Broadcasting Co. to WADC/WIBZ Partnership for \$1,024,000 plus \$150,000 for covenant not to compete. Seller is owned by Calvin Dailey Jr., who also has interest in WLIT(AM) Steubenville, Ohio. Buyer is owned by Gerald P. Mikitka, Chicago investment broker and part owner of WKZN-AM-FM Zion, Ill., purchased last July (BROADCASTING, July 16), and KIXY-AM-FM San Angelo, Tex. Ann. Oct. 25.

■ KWIV(AM) Douglas, Wyo. (1470 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Douglas Broadcasting Inc. to Jackalope Radio Inc. for \$305,000. Seller is principally owned by Harry Fondren and Kathy Swaine (46.15%). They have no other broadcast interests. Buyer is principally owned by Donald E. Jones, who also owns 50% of KCSR(AM)-KQSK(FM) Chadron, and KVSH(AM) Valentine, both Nebraska, and 50% of KFBC(AM)-KFBQ(FM) Cheyenne, Wyo. Ann. Oct. 17.

Actions

■ WPBR(AM) Palm Beach, Fla. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from GR Group Inc. to WPBR Inc. for \$300,000. Seller is owned by Gerson Reichman, who has no other broadcast interests. Buyer is owned by Everett H. Aspinwall and his wife, Valerie (50% each). Everett is general manager and Valerie is program director of station. They have no other broadcast interests.

(BAL790618EC). Action Oct. 17.

■ KWPR(AM) Claremore, Okla. (1270 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Green Country Broadcasting Inc. to Warren Broadcasting Inc. for \$300,000. Seller is owned by Jack T. Marshall and Gale Welch (34.21% each), Bob C. Roden (26.44%) and Leon Shearhart (5.14%). None has other broadcast interests. Buyer is owned by Roy L. Warren and his wife, Billie. They are retired and have no other broadcast interests (BAL790803FH). Action Oct. 16.

■ WLW(AM) Cincinnati-WLWS(FM) Hamilton, Ohio (AM: 700 khz, 50 kw-U; FM: 96.5, 50 kw)—Broadcast Bureau granted assignment of license from WLW Radio Inc. and WLW Radio of Hamilton Inc., respectively, to Mariner Communications Co. for \$17 million. Seller, principally owned by Jay C. Thompson, has no other broadcast interests. Buyer is principally owned by Joe Scallon. It also owns WITS(AM) Boston and KBEQ(FM) Kansas City, Mo. (BAL790806FO, BALH790806FP). Action Oct. 16.

■ WFDT(AM) Columbia City, Ind. (160.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from WFDT Broadcasting Inc. to Indiana Broadcast Associates for \$185,000. Seller is principally owned by Leon Buck and W. Douglas McLuen, who also own WVTL(AM) Monticello, Ind., and WVLJ(AM) Monticello, Ill. In addition, Buck is sole owner of KBIB(AM) Monette, Ark. Buyer is principally owned by Arnold Malkan (87½%), who is also principal of KEYS(AM) Corpus Christi, Tex.; WNOR-AM-FM Norfolk, Va., and WDJX(FM) Xenia, Ohio. (BALH790611GU). Action Oct. 11.

Facilities Changes

AM actions

■ KNIX(AM) Tempe, Ariz.—Granted CP to make changes in ant. sys.; change TL to NW corner of Center St. and McKelleps Rd., Tempe; move daytime operation to location of proposed nighttime site; change type of trans. (BP790316AH). Action Oct. 16.

■ WIPC(AM) Lake Wales, Fla.—Granted CP changing hours of operation to unlimited with 500 w-DA-N; conditions (BP781005AC). Action Oct. 17.

■ KBGN(AM) Meridian, Ind.—Returned application for CP to add nighttime hours of operation (ARN781002A1). Action Oct. 15.

■ WRGC(AM) Sylva, N.C.—Granted CP to use formerly authorized daytime trans. and ant. as auxiliary daytime site (BP-20,847). Action Oct. 15.

■ KTVX(AM) Salt Lake City—Granted mod. of CP changing TL; ERP: 32.4 kw(H); max ERP: 32.4 kw(H), and ant. height: 3870 ft. (H). (BMPCT790616KG). Action Oct. 15.

FM actions

■ WDRC-FM Hartford, Conn.—Granted CP chang-

ing TPO; ERP: 19.5 kw (H&V), and ant. height: 810 ft. (H&V) (BPH10803). Action Oct. 15.

■ *WAEF(FM) Chicago—Granted mod. of CP to make changes in ant. sys.; change TL to South Chicago; change remote control to 1950 East 71st St., Chicago; change type of trans.; change type of ant. (BMPED790919AJ). Action Oct. 23.

TV action

■ KRMA-TV Denver—Granted request for authority to change SL to 1261 Glenarm Place, Denver, and operate trans. by remote control from there (BRCETV790612KE). Action Oct. 4.

In Contest

FCC actions

FM licenses

■ WIGR(FM) Indianapolis, Ind., Indiana Central University. Reinstated call letters and license of non-commercial educational FM broadcast station. Action Oct. 17.

■ The Commission has refused to act on a petition by AM radio station KXA, Seattle, for an increase to 50 kilowatts in daytime power, addition of nighttime hours of operation and relocation of its transmitter and denied the station's request for waiver of the FCC clear channel rules. Action Oct. 15.

■ The Commission has directed its Broadcast Bureau to prepare an order requiring Educational Broadcasting Corporation, licensee of WNET-TV, Newark, N.J., which has its main studio in New York City, to submit a plan within 30 days for maintaining a fully adequate studio in New Jersey. The staff was to include in the order a directive that WNET-TV update the description of its programming designed to serve New Jersey which the Commission accepted in a decision last March. Action Oct. 24.

Cable

■ The following cable operators have filed service registrations:

■ Horry Cable TV Inc. for Forestbrook, S.C. (SC0142) new system.

■ Siloam Spring Cable TV for Siloam Springs, Ark. (AR0017) add signal.

■ Ohio Video Cable Services Inc. for Johnstown, Ohio (OH0694) new system.

■ National Cable Co. of Pennsylvania Ltd. et al for Rural Valley, Pa. (PA1821) new system.

■ Cox Cable of Norfolk, Inc. for Norfolk, Virginia Beach, and Portsmouth, all Virginia (VA0139, 66, 40) add signal.

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

**Includes off-air licenses

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- Jerico Cable TV Inc. for Oswego, Kan. (KS0197) new system.
- Community TCI of Ohio Inc. for Moundsville, W. Va. (WV0162) add signal.
- Stratford Cablevision for Stratford, Tex. (TX0124) add signal.
- Canadian Cablevision for Canadian, Tex. (TX0123) add signal.
- Platte county Communications Co. for Platte, Mo. (MO0075) add signal.
- Cable TV of Vernon for Vernon and Sulligent, both Alabama (AL0134, 33) add signal.
- Crossett Cable TV for Crossett, Ariz. (AR0015) add signal.
- Fordyce Cable TV for Fordyce, Ariz. (AR0107) add signal.
- United Cable TV Corp. for Boise, Idaho (ID0056) add signal.
- Vermont Television Corp. for Barre, Vt. (VT0055) add signal.
- Vermont Television Corp. for Barre Town, and Williamstown, both Vermont (VT0107, 108) add signal.
- Viacom Cablevision for Salem, Polk, and Marion, all Oregon (OR0057, 194, 195) add signal.
- United Cable TV Corp. for Caldwell, Garden City, Meridian and Nampa, all Idaho (ID0063, 59, 64, 65) add signal.
- Horry Cable TV Inc. for Pine Lands, Tarpson Bay, Village Wood, Cypress Creek, and Turtle Cay, all South Carolina (SC0143, 44, 45, 46, 47) new system.
- Cablevision of Chicago Inc. for Stone Park, Darien, Lyons, all Illinois (IL0322, 23, 24) new system.
- Cablevision of New Jersey for Hillsdale, Closter, and Emerson, all New Jersey (NJ0373, 74, 75) new system.
- General Electric Cablevision Corp. for Mt. Zion, Ill. (IL0325) new system.
- General Electric Cablevision for Georgetown, Byron, and Gaines, all Michigan (MI0388, 89, 90) new system.

- Princeton Cablevision for Monroe, NJ (NJ0372) new system.
- U.A.-Columbia Cablevision for Bloomingdale, Bogota, Butler, Cedar Grove, Clifton, Garfield, Glen Rock, Hackensack, Haledon, Hasbrouck Heights, Hawthorne, Kinnelon, Lincoln Park, Little Falls, Maywood, North Caldwell, Morristown, Nutley, Oakland, Paramus, North Caldwell, Ramsey, Ridgewood, Ringwood, River Edge, Riverdale, Rochelle Park, Saddlebrook, South Hackensack, Teaneck, Totowa, Wanaque, Washington, Wayne, West Paterson, Westwood, Wood Ridge, Prospect Park, Elmwood Park, Lodi, Waldwick, Pompton Lakes, and Passaic, all New Jersey. (NJ0077, 0201, 0033, 0176, 0219, 0245, 0227, 28, 318, 31, 196, 171, 185, 83, 244, 181, 25, 24, 34, 226, 181, 313, 195, 076, 264, 184, 315, 265, 276, 04, 197, 075, 271, 036, 180, 266, 326, 326, 333, 341, 42, 49, 035, 359) add signal.
- General Electric Cablevision for Walker, Alpine, Grand Rapids, Plainfield, all Michigan (MI0391, 2, 3, 4) new system.

- WDWD-FM Dawson Broadcasting Co., Dawson, Ga.
 - WKZZ(FM) The Laurens County Broadcasting Co., Inc., Dublin, Ga.
 - WFAV(FM) Southeastern Broadcasting System, Inc., Cordele, Ga.
 - WJFD-FM WJD-FM, Inc., New Bedford, Mass.
 - WUFF-FM Farnell O'Quinn, Eastman, Ga.
 - WTWR(FM) Golden West Broadcasters Inc., Detroit, Mich
 - WPLB-FM Flat River Broadcasting Co., Greenville, Mich.
 - WJNR-FM J & R Electronics, Inc., Iron Mountain, Mich.
 - WSMM(FM) Chippewa Broadcasting Corp., Sault St. Marie, Mich.
 - WFTA-FM Itawamba County Broadcasting Co., Inc., Fulton, Miss.
 - WGUD(FM) WGUD/Stereo, Inc., Pascagoula, Miss.
 - *WSPS(FM) St. Paul's College, Concord, N.H.
 - *WSHA(FM) Shaw Univ., Raleigh, N.C.
 - WSEZ(FM) Triad Broadcasting Co. Inc., Winston-Salem, N.C.
 - WLHI(FM) Ft. Wayne Association for Secondary Education, Bellevue, Ohio
 - *WBGU(FM) Bowling State Univ., Bowling Green, Ohio
 - WGCL(FM) GCC Communications of Cleveland Inc., Cleveland, Ohio.
 - *WSMR(FM) Mad River Local Board of Education, Dayton, Ohio
 - WKKI(FM) Midamerica Radio, Celina, Ohio
 - WEBN(FM) Circe Communications, Inc., Cincinnati, Ohio
 - WBEA(FM) Elyria-Lorain Bct. Co., Elyria, Ohio
 - WNXT-FM T/R Inc., Portsmouth, Ohio.
 - *WLFC(FM) Findlay College, Findlay, Ohio
 - WOXY(FM) Stone Broadcasting Co., Oxford, Ohio
 - WSPA Spartan Radiocasting Co., Spartanburg, S.C.
- New TV's**
- KCOP(TV) KCOP Television Inc., Los Angeles, Calif.
 - WOFB-TV Omega Communications, Inc., Orlando, Fla.
 - WJRT-TV Knight Ridder Broadcasting, Flint, Mich.
 - WDTN-TV Grinnell Communications Corp., Dayton, Ohio

Other

■ The Commission has begun an inquiry on nighttime power limitations and antenna systems for Class IV AM broadcast stations. Action Oct. 25.

Call Letters

Applications

Call	Sought by
	New AM's
WARI	Abbeville Radio, Abbeville, Ala.
WULA	WULA, Inc., Eufaula, Ala.
WMFC	Monroe Broadcasting Co. Inc., Monroeville, Ala.
WNUZ	Radio Alabama, Inc., Talladega, Ala.
KFSA	Ft. Smith Broadcasting Co., Ft. Smith, Ark.
KXVR	KIXV Inc., Mountain Paso, Calif.
KRXV	KIXV Inc., Yermo, Calif.
WLBE	Lake County Radio, Inc., Leesburg-Eustis, Fla.
WGRA	Grady-Mithcell Broadcasting Co., Cairo, Ga.
WDWD	Dawson Broadcasting Co., Dawson, Ga.
WTRP	Chattahoochee Broadcasting Co. Ltd., La Grange, Ga.
KPND	Blue Sky Broadcasting Inc., Sandpoint, Idaho.
WGBF	Metro Radio Co., Inc., Evansville, Ind.
WYNK	Miss Lou Broadcasting Corp., Baton Rouge, La.
KWLA	Toledo Investments, Inc., Many, La.
KMLB	Cyrene Broadcasting Corp., Monroe, La.
WCXI	Golden West Broadcasters, Inc., Detroit, Mich.
WLAV	Shepard Broadcasting Corp., Grand Rapids, Mich.
WPLB(AM)	Flat River Broadcasting Co., Greenville, Mich.
WYGR	Stuart Paul Noordyk, Wyoming, Mich.
WFTO	Itawamba County Broadcasting Co. Inc., Fulton, Miss.
*WSGE	Gaston College, Dallas, N.C.
WADE	Carolinas Advertising, Inc., Wadesboro, N.C.
KAGO	Klamath Broadcasting Co., Klamath Falls, Ore.
WSJW	Newton Conover Communications, Inc., Woodruff, S.C.
WLRO	Lorain Community Broadcasting Co., Lorain, Ohio
WNXT	T/R, Inc., Portsmouth, Ohio
KROD	Rex Broadcasting Corp., El Paso, Tex.
*WDCJ	Ethnic Public Broadcasting Foundation, Lorton, Va.
WYVE	WYVE Radio, Inc., Wytheville, Va.
KRKO	Radio Broadcasting, Inc., Everett, Wash.
	New FM's
WMFC-FM	Monroe Brcg. Co. Inc., Monroeville, Ala.
*KGED(FM)	Arkansas College, Batesville, Ark.
*KFJC(FM)	Foothill Junior College District, Los Altos, Calif.

- KMCE KWIP Merced, Calif.
- WCCD WDOL Athens, Ga.
- KULU KGMB Honolulu, Hawaii
- WADM WFYC Inc., Decatur, Ind.
- WBVD WMLO Beverly, Mass.
- WKYZ WALY Herkimer, N.Y.
- KOTI KWBY Edna, Tex.
- KTYL KZAK Tyler, Tex.
- WPSO **Existing FM's**
- KLUP WGUL-FM New Port Richey, Fla.
- KYKS KLCO-FM Poteau, Okla.
- WIVI-FM KLUF-FM Lufkin, Tex.
- WIFI-FM, Inc., Christiansted, St. Croix, V.I.

Grants

Call	Assigned to
	New AM's
WBPA	Mountain Interstate Broadcasting Co., Elkhorn City, Ky.
KSKS	Montgomery Metro Inc., Conroe, Tex.
KPAR	Granbury Radio Co., Granbury, Tex.
	New FM's
*KTUO	Sonora Union High School Bd. of Trustees, Sonora, Calif.
WKOR-FM	Charisma Broadcasting Co., Starkville, Miss.
KICX-FM	Semeco Broadcasting Corp., McCook, Neb.
*WRPR	Ramapo College of N.J., Mahwah, N.J.
WJSO	James C. Sliker, Athens, Tenn.
KSEM-FM	KSEM Inc., Moses Lake, Wash.
	Existing AM's
KGfJ	KKTT Los Angeles
WWSA	WTOC Savannah, Ga.
WRSg	WOGA Sylvester, Ga.
WWWI	WHPN Hyde Park, N.Y.
KUUY	KVVO Cheyenne, Wyo.
	Existing FM's
KWLF	KFNQ Oakdale, Calif.
KMGn	KOEZ Shafter, Calif.
WFMT	WFMT-FM Chicago
WJJB	WHVS Hyde Park, N.Y.
KTYL-FM	KTYL Tyler, Tex.
KNWR	KERI Bellingham, Wash.

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Sales Manager—We're located in the Sunny Southwest in a market expecting population of over one million by 1984. Our company is growing rapidly and the person selected to head our five person sales staff will have excellent growth potential. The station's adult contemporary format should earn the right person \$30,000+ his/her first year. EOE M/F. If you are ready to grow with our growing seven station chain send complete resume today to Box J-203.

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Religious West Coast major fulltimer seeking strong self-starting general manager. Must be thoroughly experienced in religious and secular station management with emphasis on sales. Excellent base salary plus bonus incentives. Send full resume with references. Box K-46.

Group owner is in need of a Sales Manager capable of applying research in local sales. 'Rep' background helpful, but not essential. You must be able to mold a cohesive local sales force and maintain strong personal billing. This southeast station offers excellent base, incentives and fringe benefits. EEO. Box K-42.

Are you a successful Sales Manager ready to move up to GM? Eight or more years of commercial radio experience? RAB trained? AM station with great potential needs manager who will accept our formula and put it to work. Must have good "on the street" sales track record. Salary plus incentives. Send resume and references to Box K-11.

Director of Development wanted for WHIL-FM, new public station in Mobile. Responsibilities will include all aspects of fundraising, membership and grant preparation. Director will work with a staff of top-notch professionals, hand picked from all parts of the country; and a heavyweight Board of Directors. A successful track record is the main pre-requisite for this position. Salary is open. I'm more interested in finding the right person than haggling over a few dollars. Send detailed resume, references and salary history to: Joseph A. Martin, General Manager, WHIL, Gulf Coast Public Broadcasting, Inc., Box 160326, Mobile, AL 36616. EOE/Affirmative Action.

Sales Manager: Black oriented station, top 20 market southeast. Excellent opportunity for experienced hard working executive. Write details of experience, background, salary required to Emil Mogul, 45 Sutton Place South, New York, NY 10022.

Sales professional with outstanding local sales record. Must be able to motivate others and obtain results quickly! Fulltime AM in beautiful medium Western growth market. Prefer West Coast applicants only. EOE/MF. Resume to Personnel Director, 115 Retiro Way, San Francisco, CA 94123.

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Akron area opportunity. Major market AM-FM combination is expanding and we need sales pros now. Excellent draw, commission, expenses and benefits. Call Bob Klaus, WKNT, 216—673-2323. E.O.E.

WDEF AM, Chattanooga's leading radio station has an opening for position in sales. Experience preferred. Send resume including salary history for past three years to Michael P. Solan, WDEF Radio, 3300 South Broad Street, Chattanooga, TN 37408. EOE.

Money ... money ... money, an aggressive account executive needed immediately. Opportunity to advance within chain. In Racine/Kenosha market, second largest in Wisconsin, only country station between Milwaukee and Chicago. Excellent opportunity for the right sales pro! Contact Dennis Plinska or Andrew Ashwood, Broadcast Management of Wisconsin, WWEG-AM, 2200 N. Greenbay Road, Racine, WI 53405. 414—552-7359.

Needed: two aggressive, enthusiastic sales people to help staff dynamic new FM rocker approximately Feb. 1, 1980 (pending FCC approval). Great potential. Open list. Top organization. Prefer Midwest applicants available for interview. EOE. Resumes with performance record to: Box J-194.

Mid. Ga. Med. Mkt. small town. Must have proven record. We got goodwill. We got listeners. What we need is a closer. City earnings, country living. No boozers, drifters. Permanent position. Open now. Contact: John Kea, 912—526-8122.

100%-er. That's all I want. A sales person who can really get in there and sell. An established sales list is waiting now. \$18,000-\$22,000 first year to aggressive, experienced sales person who loves to sell radio, refuses to take "no" for an answer and likes competition. I want you, only if you can sell. Order takers, forget it. Are you an exceptional sales person? Then move up. Answer yes to this career challenge! Send resume with proven track record. Strict confidence maintained. Write to Sales Manager, WQUA Radio, 1801 Sixth Avenue, Moline, IL 61265.

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.

WHWH/WPST Top Arbitron Rated stations in Trenton-Princeton market offer tremendous income and growth opportunity to right radio sales pro. EOE. Send resume to Box 1350, Princeton, NJ 08540 or call Jeff Clark 609—924-3600.

Sales/Sports position open. Excellent opportunity for right person. Sales experience preferred but will train ambitious person with on-air experience; also will consider straight sales for person with proven record. Salary to start, commission when you are ready. Plus best hospitalization/dental plan in the business. Send resume to Al Blake, Sales Director, WKBR, 155 Front Street, Manchester, NH 03102.

HELP WANTED ANNOUNCERS

Vermont Radio Inc. is expecting several openings in early 1980, in both programming and on-air positions. If you are considering a new position in the northeast, send cover letter explaining your goals, along with tape and resume to Gary Wheelock, WVMT, PO Box 12, Colchester, VT 05446. EOE M/F.

South Carolina modern country station has opening for announcer with some production experience. New building and equipment make for ideal working conditions. Send tape and resume to: Dan Mellette WFIG Radio, PO Box 38, Sumter, SC 29150.

Announcer/Production Person for established MOR AM/Adult Contempo FM automated station in Central Illinois. Experience required. Send resume and tape to Joe Hogan, WLPO/WAJK, PO Box 215, Lasaile IL 61301. An Equal Opportunity Employer. M/F

Medium Market West Texas station looking for experienced, mature announcer with good knowledge of country music. Tape and resume to: Craig Anderson, PO Box 4041, Midland, TX 79701.

Northern Indiana Adult Contemporary station looking for evening personality with minimum of two years commercial experience. Send resume and air check to Allen Strike, WTRC, PO Box 699, Elkhart, IN 46515 EOE.

Experienced announcer for adult station. Above average pay, showcase facility, benefits. Tape & resume: Tom Jones, KNXR, Rochester, MN 55901.

KATI, Casper, Wyoming, needs personality/communicator for drivetime. Contemporary format in market of 80,000, with No. 1 12-49 ratings. Resume, tape to Fred Leemhuis, Box 2006, 82602. EOE.

Position open for cerebral morning personality-PD. for dominant English language facility in San Juan, Puerto Rico. Must be strong on production and copywriting. CBS affiliate with MOR format. Full information including salary requirements to GM, WOSO, Box 4349, San Juan, PR. 00905.

WMNB North Adams, Mass. needs experienced evening personality. Adult Contemporary Format. Production skills a must. Above average pay, benefits, and working conditions. Tapes and resume to WMNB, North Adams, MA 01247.

If you can communicate with your audience, you'll want to investigate this position at a top rated station in a beautiful midwestern community. Experienced announcers only. EOE. Reply Box K-2.

Northern Wisconsin station wants announcer with working first. Good air and production work a MUST. Send resume to Box K-8.

Experienced announcer with creative skills in air work and commercial production; good voice and air personality. N.C. AM/FM stations. EOE. Send resume to Box K-59.

Looking for the right man or woman for midday music shift on East Coast giant. We need a real personality who communicates with the audience. Resume and all details. Box K-36.

Issue talk host for major group outlet. Will pay for the person who entertains a large market audience. Equal opportunity. Box K-40.

Sales, Announcing, News, Production—possibly sports if qualified. Know some—learn some! Voice, reading important. Small northeast. Box K-24.

Top five market—major station seeks top talent for morning drive program. Heavy personality, information plus, adult contemporary music. Stability, experience a must. E.O.E. Send resume, salary requirements to Box K-28.

HELP WANTED ANNOUNCERS CONTINUED

If you love country music, can handle responsibility and have broad radio experience, we have an opening. Group owned station. Great opportunity for right person. Lee Cook, 803-382-2361, WDKD, Box 525, Kingsree, SC 29556. E.O.E.

Drive time entertainer/Production Director combo. Needed immediately at PIA leader in beautiful Western Colorado. Experience and voice a must. Tape, resume and salary requirements to Mike Connors, PD, KEXO, Box 1448, Grand Junction, CO 81502. EOE/MF

Versatile announcer needed by small market group owner. Our stations are heavy on local news and community involvement. Contact: Dave Keister, WCBK AM-FM, Box 1577, Martinsville, IN 46151, 317-342-3394. EOE.

HELP WANTED TECHNICAL

Chief Engineer wanted for one of the most successful three KW FM live stereo facilities in the Country. 2 new transmitters and exciters plus generators. We don't think small time. Can you measure up? Need manager with excellent planning and personnel relationship abilities. Excellent salary. Send resume in confidence to George Scantland, President, WDFR Radio, Box 524, Marion, OH 43302 E.O.E.

Broadcast Technician: Here is the chance of a lifetime for someone with basic electronic knowledge to break into major market radio. If you have a 1st phone, car and drivers license and are willing to work odd hours. We are willing to give you major market experience, good pay and benefits. We are a large group broadcaster with room to move up as you learn. Write to: WPOC, 711 W. 40th St. Baltimore, MD 21211 Attn: Chief Engineer. An Equal Opportunity Employer.

Northeast fulltime needs Chief Engineer. Maintain, organize, remodel. Rush resume, references. Box J-145.

Chief Engineer needed for respected Ohio AM/FM. Excellent opportunities limited only by the individual. Design ability desirable. No frustrated DJs, please! Complete resume to Box J-148.

Chief Engineer—Upper midwest class C FM. Thorough knowledge of FCC rules & regs required. Brand new facility features latest state of the art equipment from new production studio to transmitter, audio processing to test gear etc. Seeking a person strong in FM audio, computer automation and digital circuitry. Large company offers excellent pay, fringes and benefits. Equal Opportunity Employer. Resume and salary requirements to Box J-168.

Chief Engineer for group owned class "C" FM in sunny Sarasota, Florida. We've promoted present chief and need replacement. Reply to: Jack Lovelady 813-355-7131, 4306 N. Tamiami Trail, Sarasota, FL 33580. EOE.

Chief Engineer needed for S.E. Wis. AM/FM. AM-1kw D/1kw DA Nights. Class A automated FM. Nearly all new equipment in excellent condition. Need someone to keep stations in good condition. Person needs thorough knowledge of DA's, audio, remote control, rules & regs., proofs, etc. Announcing ability would be nice. EOE Send resume references & salary requirements to Box J-184.

Attention Engineers. Alabama, Mississippi, Georgia small South Eastern group operator needs chief with AM-FM-directional experience. Start \$14,400. Send resume to Box J-204.

Tired of big city hassle? Move to beautiful East Texas where the climate (physical and economic) is great! Need chief engineer for live AM M stereo automation. Medium market, 120,000 SMSA. EOE. Send resume and salary requirements to Box J-217.

Chief Engineer (AM/FM), directional AM-automated in Las Vegas. No board work. Please submit resume and salary requirements to: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone: 702-385-4241. An Equal Opportunity Employer.

Staff Engineer heavy in maintenance for Cleveland's best station 1220/WGAR. First phone required. Send resume and salary requirements to Robert Reymont, 9446 Broadview Rd., Cleveland, OH 44147. An equal opportunity employer.

KARV, Russellville, Arkansas seeks Chief Engineer. Lots of audio, 4 Tower Directional, RCA AVQ 10 Weather Radar. Contact Michael Home 501-968-1184.

Chief Technician, Classical FM Station. First Class ticket with experience. Opening end of November; Salary to be determined. Send resume immediately to Richard L. Kaye, WCRB, 750 South St., Boston, MA 02154. No calls. An Equal Opportunity Employer

Chief Engineer for northeast Pennsylvania fulltime AM. Excellent opportunity. Resume to Command Broadcasting Group, Box 511, Beacon NY 12508. 914-831-8000. E.O.E.

Chief Engineer for directional 5K, new improved facility in central New Jersey. Fast growth potential. Must have strong performance in studio maintenance and requires history with DA's and high power AM. The right person must know proofs and FCC rules and regulations. We're a quality-minded AM, wanting a person who can handle responsibility and takes pride in their work. Salary commensurate with ability. Contact Mr. Wilson at 609-924-3842.

Assistant Chief Engineer for growing, group owned, AM/FM chain station. Excellent Southeast location. Applicants must be experienced in all engineering maintenance of AM/FM transmitter plant. Detailed resume with references to Box K-25.

KBBI, 5KW AM non-directional public radio in Homer, Alaska is now accepting applications for Chief Engineer. Applicant should impress us with background of experience and/or education in engineering. Other duties may be assigned, and applicant should be ready to accept a variety of broadcast assignments. Homer is a mecca of outdoors activity, and the best-suited applicant will be one prepared to take advantage of unique opportunities in hunting, fishing, etc. Salary 18-21K, DOE, plus fringe benefits, including complete health plan. Kachemak Bay Broadcasting, Inc. is an Equal Opportunity Employer. Send complete resume, including references to Paul Davis, Engineer, Alaska Public Broadcasting Commission, 400 Gambell St., Suite 302, Anchorage, AK 99501. Closing Date: 11/12/79.

Chief Engineer for growing broadcast group (AM/FM) located in the Sunbelt. Automation, proofs, directionals. Excellent benefits. Send resume. E.O.E. Employer. Contact: Marilyn S. Gamer, Director of Personnel, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

Assistant Engineer wanted at first rate 100 KW FM, 10 KW AM facility in Phoenix area. Technical Training necessary, plus some experience. Working knowledge of microprocessors and digital desired. SBE certified applicant will get special consideration. Women and minorities encouraged to apply. Send resume and salary requirements to Bob Van Buhler, KDKB Radio, Box 4227, Mesa, AZ 85201.

HELP WANTED NEWS

Reporter/Anchor major market station. Three years experience on-air and in field, plus excellent writing skills. Conversational presentation. Tape and resume to News Director, KYA AM/FM, 300 Broadway, San Francisco, CA 94133. EOE M/F.

Newsperson/Sports oriented to do AM newscast and gathering. Will be second man in FM Award Winner. Emphasis on local news, we're growing! Tape and resume. WKZQ, PO Box 2389, Myrtle Beach, SC 29577.

Newsperson: experience. Dominant local news operation, CBS affiliated. Good salary and benefits. Tape and resume to News Director, WSOY AM-FM, Box 2250, Decatur, IL 62526. EOE.

Backup Sports-Sales. Some PBP. Salary, commission, talent. Some experience necessary. Write KHAS-AM, Hastings, NE 68901.

Reporter/Public Affairs person needed for expanding news department. Salary commensurate with experience. Tape, resume to Ken Johnson, KATI, Casper, WY 82602 307-266-1400. EOE.

Newsperson needed in beautiful southeastern New Mexico town of 30,000. Immediate opening. Send tape and resume to Bob Tate, KAMQ, Box 1538, Carlsbad, NM 88220.

News producer for public radio station (Radio Broadcasting Specialist II). Produce/most local segments of early morning news show, plus general reporting assignments. Good broadcasting/reporting skills, clear voice and diction. BA broadcast journalism or relevant field, two years broadcast experience, FCC license or permit. Minimum salary: \$10,877 plus university benefits. Audition tape and news copy samples required. Deadline: November 16, 1979 or until filled. (Readvertised) Applications to: Dan Johnson, KESD-FM, Pugsley Center-SDSU, Brookings, SD 57007. South Dakota State University is an Affirmative Action/Equal Opportunity Employer (Female/Male).

News Director for established news department. Take charge of a respected operation. Midwest/West. EOE. Resume to Box K-39.

Reporter for an established news department in single station market. Ability to gather, write and broadcast is essential. Will consider beginner with proper education and desire. An equal opportunity employer. WBYS AM & FM, PO Box 600, Canton, IL 61520.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced Program Director for MOR AM and automated Rock FM. Must have good voice and ability to work with people. Air shift essential. Resume to George Wilburn, KWHW, Altus, OK 73521 E.O.E.

Person wanted to program Medium market Adult Contemporary Class A FM in breath-taking Northeast area. Box K-58.

Program Director, top 10 market, beautiful music, experience with Schulke and/or Bonneville, EOE, send resume to Box K-50.

PBP for football, basketball, baseball, must be knowledgeable. EOE. Resume to Box K-33.

Large Ohio station needs experienced personality for PM drive. Send tape and resume to Pete Gabriel, WKBN, 3930 Sunset Blvd., Youngstown, OH 44501. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Manager-Sales Manager with successful sales and program background wants a position with full responsibility. Southeast. 703-466-4130.

Sales/Marketing Pro, currently GM in Top 50 market, looking for new challenge/opportunity. 10 years experience in sales, programming, promotion, news. College Degree. Reply Box J-214.

Radio Professional with sales, news, and program management experience seeks position in or leading to general or program management. Interview will be worth your time. Box J-196.

General Sales Manager: Twenty years broadcast experience, AM, FM, TV; ten years successful sales management in TV, need to re-locate by Jan. 1. Box J-189.

Operations Manager, 9 years experience, professional, integrity, organizer & leader knowledge in programming, music, production, sales, promotion, engineering, news, traffic, automation, FCC rules, license renewal, new station construction, seeks station manager position. Box K-55.

\$100,000—experienced General Manager with 15 year solid track record desires to operate your fulltime or FM property on buy-in/buy-out arrangement. Equity considerations only. Contact 415-883-2404 or Box K-41.

Workaholic, successful street-selling, solid profit-making GM, now employed, wants to hear from aggressive, growing-market station I may someday own part of. Location: a community my family and I will enjoy and get involved in. I'm committed to excellence. Impressive sales and programing accomplishments. Replies confidential. Answered. Box K-32.

General Manager who excels in programing as well as sales available for permanent move. Outstanding qualifications! Tired of mediocre applicants? Answer this ad! Box K-21.

SITUATIONS WANTED ANNOUNCERS

Commercial Experience: D J prefers New England area station. Available immediately. Keith, 414-769-6966.

DJ, experienced, good board work, news and commercials, can follow directions any format. Box J-61.

Immediate availability. Male 21 will relocate anywhere. 3rd endorsed. Resume and tape upon request. Call or write Dennis Bajek, 5222 S. Lorel, Chicago, IL 60638. 312-585-8542.

Immediate availability. Dependable, ambitious. Will relocate anywhere. 3rd. AOR, Top 40, R&B. Resume and tape available. Call or write Kenneth Mickey; 3925 N. Pine Grove, Chicago IL 60613. 312-929-8322.

D.J./Sports caster with copywriting, production and sales skills. Currently working in small market. 3 years experience. Box J-202.

Production pro working within top 50 A.D.I. looking for production/air shift in Massachusetts, Houston, or Colorado areas. Reply J-183.

Announcer 1½ years experience. Tight board, good voice, hard worker looking for permanent position with an album rock station. Will relocate anywhere. Tapes and resumes available. Call 704-545-4630.

Man and woman morning team. Two years in small market as Program Director and News Director. Ready to move up! MOR or Talk. Box K-51.

Outstanding Adult Personality available. Perfect blend of humor and credibility. Top 50 markets only. Box K-62.

Eight year pro. One year PD. experience. Top 40 or R&B format. Knowledgeable and dedicated. Box K-31.

My name is Teaser! I'm creative, enthusiastic and I can get down with the sounds. My resume and audition tape are available. Call Phyllis Bellamy at 312-521-2630 between 9 am -9 pm.

Male, D.J. disciplined, ambitious. 3rd phone. Hard worker. Dependable, R&B or disco format. Resume and tape available. Will relocate immediately. Call or write Gethmus Lavender. 213-599-6202, 1496 Walnut No. 19, Long Beach, CA 90813.

Male, 3rd phone, first time out. Will relocate. Kevin McAleer, 12 Whitford St., Warwick, RI 02886.

Experienced Announcer. Available now. Call between 11 am and 5 pm. 414-463-4405.

Disco or R&B jock, ready now! Talented, good pipes, dependable, energetic, creative! 3rd phone. Send for resume and tape now! William Walker, 6531 S. Green, Chicago, IL 60621 or call 312-597-6979.

Male, 21. Creative AOR. Produced eclectic format. Dedicated immediate. Rod Stasick, 600 Rand, Arlington Hts., IL 60004. 312-392-0685 or 312-394-3434.

SITUATIONS WANTED TECHNICAL

Moving to Florida to assist retired parents. First class engineer desires position with radio-TV station. Box J-181.

First Class Engqneer desires position with a radio/TV station in Oregon or Washington. Will accept combo position. 10 years experience. Box J-224.

Female First Phone 4 years experience in NYC. Major radio and network. 2 & 4 track recording. Light maint, heavy editing, production boardwork. Seeking permanent position with reputable company. NYC-NJ area. Box K-19.

Experienced Chief Engineer seeks position with quality station. Box K-5.

Major Market Chief, strong on maintenance, innovative applications and supervision wishes to relocate in West. 15 years in business, heavy-weight experience, in budgets and planning. Seek greater responsibilities and growth. Installation, DA and Automation Experience. Box K-7.

SITUATIONS WANTED NEWS

Sports Journalist. Thorough knowledge and experience for complete coverage with heavy audio content and solid PBP. College grad, well read with exciting delivery and involved approaches seeking sports conscious environment. Bob 516-741-1298.

Want a Winner? News Director of the nation's highest rated news operation is ready to move. Contact Clark Edwards 2235 Elsmade, Apt. 472, Montgomery, AL 36116, 205-281-8718.

Small Market News Director wants move to larger market. Young, but experienced. Willing to step down in position. Available January 1st. East or near Midwest. 216-386-4934 after 5 p.m.

Outstanding Sports Reporter available. Talk, play-by-play, features. Top 50 markets only. Box K-65.

Legal Correspondent. With my B.S. in Broadcasting, J.D. from a major law school and law review background I can keep your listeners informed on those local and national legal trends that can affect their lives. Also available for general assignments. Box K-1.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Programmer with 8 years experience in A.O.R., contemporary, and C&W looking for next challenge! Will consider offers for PD., M.D., & announcer slots. Jay Preston 1-502-781-9797.

Program Director with highly respected endorsement on programming philosophy, excellent books, and 6 years experience seeks new challenge in medium market Top 40. Current references available. BS Accounting. Southeastern US preferred. Box J-188.

Eleventh to first in the nation's fastest growing market in less than a year! Programmer-personality seeks new challenges. I now earn \$20,800. Make me an offer I can't refuse. Box J-211.

Free Agent—looking for new team. Top 10 market pro with good credentials seeking programming position. All markets considered. 415-573-8093.

Is your Program Director getting paid for nothing? Contact Jackie Soul and A. B. Knight. We know Radio! Please send replies to: A. Knight, 31 Corbin Ave., Jersey City, NJ 07306.

Pro with 19 years experience looking for permanent location with established adult station. Past includes management, sales management, anchor, talk and production. Want to return to Programming with a team that can offer great money and benefits for a dedicated pro, Prefer Southwest or Rocky Mountain area. Mike Troy 405-323-4463.

Beautiful Music, MOR, Talk. Seasoned professional PD, talent. Box K-16.

Top-Notch Producer available for top-notch station. Experienced in all facets, including multi-track and programming. Improve your station's sound immediately. Reply Box K-63.

TELEVISION

HELP WANTED MANAGEMENT

Manager of State PTV Network—Manager is responsible to the Alabama Educational Television Commission for general management of the Alabama public television and radio system. Duties include supervising daily operation and planning for growth and development of the system. Bachelor degree desired with five to seven years experience in station administration and management with demonstrated success in programming, fundraising, instructional television, post-secondary education and community service. Contact President of AETC, 2101 Magnolia Ave., Birmingham, AL 35205.

We are seeking a highly qualified individual to take on the No. 2 position of our major market TV station. Report directly to the general manager. Responsible for sales, programming and general station operations. Top salary and incentives no problem for the right person. Equal opportunity employer. Please send resumes to Box J-190.

Business Manager. Independent in Top 10 market needs best business manager in country with expertise in internal and corporate reports as well as managerial experience in all phases of TV business office. Include financial requirement with resume. EOE. Box J-186.

Assistant Director of Creative Services, for major market TV station. Must have successful record of on-air production, print and radio ads. This position has management and production responsibilities. Send resume, sample reel and salary requirements to: Tim Bennett, 190 N. State St., Chicago, IL 60601. EOE/M/F.

President & General Manager New York TV station. Requirements: Graduate degree—minimum (5) years experience in broadcasting with similar experience in administration, fundraising and fund administration. Deadline for application: November 26, 1979. Salary: Negotiable. Letter of application and resume to: Mr. Noel Palmer, L.I. Educational TV Council 1425 Old Country Road, Plainview, NY 11803.

HELP WANTED SALES

Local Sales Manager. Excellent opportunity for aggressive, experienced salesperson with good track record. Should be capable of leading and motivating sales staff and working with management in pricing and inventory control. Send resume and salary requirements to marketing director KAUZ-TV, Box 2130, Wichita Falls, TX 76307. Equal Opportunity Employer.

Local/Regional Account Executive opportunity with group owned Southwest network affiliate to handle existing account list. Prefer applicant with two years sales experience with emphasis on Agency Contact. Station employees are aware of this opening. EOE. Reply to Box J-187.

Local Sales Manager for growing network affiliated, group owned UHF station. If you're aggressive, experienced, and are looking for a challenge in a highly competitive market send resume and salary requirements to General Sales Manager, WEY1-TV, PO Box 3265, Saginaw, MI 48605. An Equal Opportunity Employer.

Local Sales Manager: Have opening for local salesperson capable of moving to local sales manager w/in one year. Reply to L. Finch, WCWB-TV, PO Box 4328, Macon, GA 31208.

HELP WANTED TECHNICAL

Electronic technicians for maintenance positions in National Operation. Some positions available in major cities. Applicant should have experience on 1" and 3/4" format. Digital background a plus. Send resume and salary requirements to: Gene Wright, 1018 West Peachtree St., Atlanta, GA 30309.

WBRE-TV which operates the finest on-air and production equipment needs a highly competent first class technician. Work with TCR100 video tape machines, TK45 cameras and microprocessing equipment. Write or call Charles Baltimore at WBRE-TV, Box 28, Wilkes-Barre, PA 18773 or call 717-823-3101. EEO Employer.

Maintenance Engineer—California central coast ABC affiliate seeks engineer with strong background in studio and ENG maintenance. One year minimum experience and FCC 1st class license required. Excellent salary and benefits. Resumes to Personnel Department, KNTV, 645 Park Ave., San Jose, CA 95110. EOE M/F.

ENG Microwave Technician—wanted for ABC affiliate on California's beautiful central coast. Must have FCC 1st class license and ENG remote van experience. Excellent salary and benefits. Resumes to personnel department, KNTV, 645 Park Ave., San Jose, CA 95110. EOE. M/F.

Maintenance Engineer with strong studio background in Ampex 1200's and GE film and studio cameras. Additional experience on switching and terminal gear as well as a digital background will be very helpful. Send resume and salary requirements to: Chief Engineer, WPTY-TV, PO Box 42424, Memphis, TN 38104.

TV Engineer—Gulf coast network VHF needs technician with background in state-of-the-art technology. ENG tape knowledge desirable. Good fringe benefits and salary. EOE. Send resume to Box J-207.

HELP WANTED TECHNICAL CONTINUED

Maintenance Chief for small midwest affiliate. Good benefits and salary for the person experienced with all equipment, including ENG. Box J-210.

Assistant Chief Engineer. ABC affiliate West Coast sunbelt needs engineer with strong hands-on experience in studio maintenance. Salary open. EOE, M/F Resume to Box J-221.

TV Studio Maintenance Engineer, experienced with Ampex 1200, RCA-TR-70, Sony BVU-200 and JVC-4400. Send resume to: Don Smith, Chief Engineer, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Opportunity for UHF Public Station. Opportunity for aggressive operating/maintenance engineers. 1st class radio telephone license required. Send resume to Carmen J. Colucci, Director of Engineering, New Jersey Public Television, 1573 Parkside Avenue, Trenton, NJ 08638. Salary range \$13,800-\$18,700.

Engineer: Temporary position for 1 yr. Maintain transmitters, VTRS, production gear. First phone required. Beginning salary is \$1347 per month. Contact: Torrance School District, Personnel, 2335 Plaza del Amo, Torrance, CA 90509.

Broadcast Maintenance Technician for Sunny Tallahassee, Florida. Familiar with RCA Equipment and Sony 3/4". Must have first class. Prefer production oriented. Send resume WECA-TV, Box 10027, Tallahassee, FL 32302 c/o Bill Vanscyoc or call 904-893-3127.

Maintenance engineer—Should be familiar with 2" and 3/4" tape, cameras and transmitters. Good opportunity for an operations person ready to step into maintenance. Send resumes to Al Scheer, C.E., WLEX-TV, PO Box 1457, Lexington, KY 40591. EOE AA.

TV Chief engineer for Northwest VHF Commercial station. 150+ market. Must be strong maintenance engineer with transmitter, VTR and studio equipment experience. Small staff requires personal attention to maintenance. Equal opportunity employer. Send resume and salary requirements to Box K-9.

Maintenance Engineer with Chief potential. Top rated CBS Affiliate needs the best maintenance man in the business. Excellent salary, benefits, latest equipment, and a chance to move up fast. Send resume to Gloria Wilson, WCSC-TV, P.O. Box 186, Charleston, SC 29402. EOE/M/F

TV Maintenance Engineer—ABC Network Affiliate needs an Engineer with a strong background in TV Engineering, TCR 100 Cartridge tape equipment and ENG. First Phone required. Salary commensurate with experience. E.O.E. Contact: Lewis Gordon, WTVC TV Chattanooga, TN 615-756-5500.

TV Engineer: supervise installation and maintenance of sophisticated production/CCTV and ITFS distribution system. Experience and first class license required. Salary \$18,000-\$21,500 plus University benefits. Send resume to: Mr. Antol Herskovitz, Director Media Services, SUNY at Stony Brook, Long Island, NY 11794. EEO/AA Employer.

Engineer—Work with PE-350 Cameras, some radio, 1st Phone, 3 years Broadcast Engineering experience. Send resume to: Moe Strout, Box 4710, Texas Tech University, Lubbock, TX 79409. EEO/MFHV.

HELP WANTED NEWS

Opportunity to work for one of the best-equipped broadcast weather departments in the country. Meteorologist needed for weekend and morning weathercast, in addition to doing consulting work. Please send tape and resume to: Chief Meteorologist, Kansas State Network, PO Box 333, Wichita, KS 67201. An Equal Opportunity Employer.

Immediate Opening for experienced news reporter with leading NBC network affiliate. Applicant must be able to gather, edit and air radio and television news reports. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to News Director, WSYR-AM-FM-TV, 1030 James Street, Syracuse, NY 13203. No phone calls please. An Equal Opportunity Employer.

Production assistant for ENG Mini-cam crew as sound technician, to work with the Assistant Producer in the news room, typing scripts, filing news sources, and making phone contacts. TV production experience essential. College preferred and journalistic background helpful. Send resume to Fran Lucca, News Department B, WNED-TV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Highly regarded television station in northeast cosmopolitan city seeking mature, experienced, successful news anchor who also writes well. Modern, well-equipped news operation with professional staff. Send resume, references, video tape and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, NY 13203. Equal Opportunity Employer.

Documentary unit needs serious reporter who doesn't take self seriously. Minimum 2 years news experience. Tape & resume to John Miller, WVEC-TV, 110 Third Street, Norfolk, VA 23510.

News Director—We're No. 3, but under new ownership and new commitment seek to be No. 1. Great opportunity for experienced news director with proven track record to be a hero. Rush resume and salary history to Bruce Fleming, WEYI-TV, Box 3265, Saginaw, MI 48605. Equal opportunity employer.

Sports Anchor/Reporter, weekend sports anchor, weekday reporting. Send resume to: Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Anchor/Reporter, mature responsible journalist with some anchor experience preferred. Anchor weekend, reporter weekdays. Send resume to: Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Meteorologist. Help us build a weather center for one of the Sunbelt's most scenic areas, Southeast, Tennessee. Send tape, resume to Dave Daughtry, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. No telephone calls accepted. Equal Opportunity Employer.

Photographer/Editor, film and tape experience required. Send resume to: Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Anchor/Producer wanted for dominant CBS affiliate in Florida market. Journalistic integrity and solid TV news background required. Active news market in state capital combines professional challenge with the pleasures of small town living. An EOE. Send tape, resume and salary requirements to Dan King, WCTV, PO Box 3048, Tallahassee, FL 32303.

Anchor—Co-Anchor early and late newscasts. Some reporting. Beautiful University city in Rocky Mountain Northwest. Resume and Tape: Len Sassenrath, News Director, KECI-TV, PO Box 5268, Missoula, MT 59806. Minorities encouraged.

Reporter wanted for VHF ABC affiliate in South Florida. Strong TV news background required. Excellent benefits. Send tape, resume and salary requirement to Personnel Department, WPEC, Fairfield Drive, West Palm Beach, FL 33407. EOE m/f.

Producer for outstanding CBS midwestern affiliate. Must have experience writing-producing major news broadcasts. Excellent salary, fringe benefits for producer who can work with large, experienced staff. Send resume to Box K-34.

Northwest Group is updating application file in all areas of News, Production, and Engineering. E.O.E. Box K-61.

Urgent need for Television Assignment Editor in Medium Market Midwestern Network Affiliate. Looking for sound journalist with insight for enterprise reporting. Successful applicants should be well organized, dedicated journalist with administrative ability to help direct 25 member ENG News Operation. Rush resumes and salary requirements. EOE M/F. Box K-29.

Weekend Anchor-Reporter. Number 1 news operation in midwestern top 50 mkt. CBS affiliate, looking for experienced reporter with solid credentials who can also handle a weekend anchor assignment. News readers need not apply for this top paying news operation with national reputation. Send resume to Box K-15.

Sports anchor-reporter who knows how to do interesting features and who knows how to get involved in community sports. This CBS affiliate looking for distinctive sports personality with good production sense. Send resume to Box K-38.

TV Anchor needed: Successful applicant must be able to think and write news, sharp and aggressive. EEO. If you are interested in being a part of midwest group owner's leading news team as TV Anchor, send resume, salary requirements and sample of writing to Box K-17.

Sports Anchor/Reporter—Emphasis on local coverage. ENG/Film experience a must. Resume/tape to: Bob Nelson, WMBB-TV, Box 1340, Panama City, FL 32401. E.O.E.

News Director—Construction permit issued for UHF Television Station Central Wyoming. We need a leader with experience in all areas of news gathering and production techniques. Send resume Chrysostom Corporation, c/o Burke and Horn, Attorneys, City Center Building, Casper, WY 82601. Equal Opportunity Employer.

Reporter, minimum, five years TV experience, tops journalistically and good on the air. Mid-Atlantic Coast, top 50's market. Submit tapes, resume to Jim Mays, WTAR-TV, 720 Boush Street, Norfolk, VA 23510.

News Photographer: Major Midwest broadcaster needs a self-starting, conscientious professional photojournalist experienced in ENG, film and live operations for news. Send resume and salary requirements to: Box J-142.

TV News Anchor: ability to gather, write, edit and anchor a quality local newscast. Florida-East coast, ground floor opportunities, area growth potential outstanding. Call Lloyd Behrendt—305-725-2436.

Weather Reporter: On air delivery of nightly weather plus reporting on weather and related topics. Personality a plus. Immediate opening. AMS not necessary, but considered a plus. Contact Jim Collins, VP-News, WTVC, 410 W. 6th, Chattanooga, TN 37401.

Expanding TV News Operation—Accepting applications for Assignment Editor and Reporters with Anchor potential. Journalism Degree and experience required. Resume and tapes to: Ron Price, WJKS-TV, PO Box 17000, Jacksonville, FL 32216. E.O.E.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

ENG Photographer/Editor for top rated prime time magazine in a top ten market. If you're creative, energetic, care about quality and have a tape to prove it, send your resume to Box J-157.

Director/Switcher, to direct live news program. Experience required. Send resume to: Charles Moody, Production Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Producer/Reporter: WVIT-TV has a position available for a producer/reporter in the station's Public Affairs Department. Individual will handle the station's documentary series and be involved in the production of other public affairs programming. Prior television production experience is essential. Send resumes and salary requirements to: Beth Rawles, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. We are an Equal Opportunity Employer.

Miami-Dade Community College: Art Supervisor—Qualified applicants should be current in the state-of-the-art, demonstrate advanced skills, and ability to provide leadership in the supervision of a small art staff; and possess knowledge in the art requirements for 16mm film, television, animation, and set design. Bachelor of Arts Degree in Mass Communications or related field, or two years of college and four years experience, and two years production-related experience. Send detailed resume to Miami-Dade Community College, Personnel Services, 11380 N.W. 27th Avenue, Miami, FL 33167. State salary requirements. An Equal Access/Equal Opportunity Community College.

Television Creative Director needed with extensive experience in commercial production, video switching, and related equipment. Apply to: Lucy Valerio, Personnel, KUTV, Inc., Television Station, Salt Lake City, UT 84119.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Videographer/Editor Produce newsclips, features, PSAs and documentaries. Bachelors degree required with a masters preferred. Must have at least 3 years experience in ENG. Competitive salary. Send resume to: William Milbrath, University of Minnesota, 240 Coffey Hall, St. Paul, MN 55108. Applications close November 12.

Top 20 Florida ABC affiliate is seeking a fully experienced Graphic Director. Responsibilities include creation and execution of dynamic art for Promotion, Programming and News, supervision of work assignments and acquisition of art supplies. An Equal Opportunity Employer. Send resume and salary history to J-219.

Producer/Director wanted for major market, group owned, northeast independent. Five years minimum commercial experience required, three years as producer/director. EOE, Affirmative Action Employer. Send resume and salary requirements to Box K-52.

Producer: for daily magazine-type program. Extensive experience in daily booking, post-production, and unit management necessary. Major Eastern market. An equal opportunity employer, M/F. Box K-54.

Field Producer—for top rated top ten market prime time magazine show. We're looking for a television fanatic who can produce great features. E.O.E. If you have a feature tape that sparkles send your resume to Box K-43.

Video Magazine Editor, 3/4" tape—high production oriented prime-time magazine. Top ten northeast network affiliate is looking for two top quality editors for an extremely challenging program. Candidates must have proven track record with numerous top quality "resume" tapes. An equal opportunity employer. Box K-12.

Producer-Reporter needed for a weekly TV Magazine show. Applicant must be able to research, write, and produce. Have broad experience in TV documentary production techniques. Apply to: Lucy Valerio, Personnel, KUTV, Inc., Television Station, Salt Lake City, UT 84119.

Director of Programming—for VHF PBS station in state capital. Requirements: Solid background in programming management, production and project management. Needs track record in public affairs. Legislative/governmental affairs production experience helpful. Must be able to develop ambitious local and statewide programming, as well as competitive national schedule. Salary: \$25,000 to \$27,000. Send resume to John D. Hershberger, General Manager, KVIE, Box 6, Sacramento, CA 95801. Deadline: November 23. KVIE is an affirmative action equal opportunity employer.

Mississippi Authority for Educational Television is looking for instructional television script writers for a national series teaching writing to junior high students. Resume and inquiries required by November 15, 1979. For further information contact Kenneth H. Barlow, Personnel Manager, P.O. Drawer 1101, Jackson, MS 39205. 601-982-6227. Women and Minorities Welcomed. An Equal Opportunity Employer. Hiring contingent upon grant funding.

Director: ability to direct quality local origination programming: ENG, EFP, Advertising, Talk show, daily programming. Florida—East coast, ground floor opportunities, area growth potential outstanding. Call Lloyd Behrendt—305-725-2436.

Program Director—Construction permit issued for UHF Television Station Central Wyoming. We need creative person with substantial experience in all phases of television programming and production. Send resume Chrysostom Corporation, c/o Burke and Horn, Attorneys, City Center Building, Casper, WY 82601, Equal Opportunity Employer.

Promotion Director—for PBS, college-licensed station. Successful individual will have experience in public television promotion and bachelor's degree in a related area: Responsibilities include editing and publishing a monthly program guide, plus writing and distributing other promotional pieces, and Promotion for fund-raising campaigns. Send resume by November 23 to the Personnel Office, Grand Valley State Colleges, Allendale, MI 49401. GVSC is an equal opportunity employer.

Producer/Director: Responsible for both early and late local news programs. Work with the best: live ENG, state of the art equipment, top-rated news team, large news department, and management that wants to keep its news product number one! Send resume to: Jim Mays, News Director, WTAR-TV, 720 Boush St., Norfolk, VA 23510. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Black Professional. Articulate 30. Excellent credentials and administrative skills. Law degree and broadcast management study. M.S. Broadcast journalism. B.A. English. Top schools. Solid professional experience at N.Y.C. stations. Seek good N.Y.C. based position. Box K-60.

General Manager with outstanding credentials! Television 24 years: Radio 13 years; Broadcasting 35 years, including MANAGEMENT 19+ years. Now 49. Thoroughly experienced all aspects: co-ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. In small, medium and large markets, overcame overwhelming obstacles, achieved revitalization/rapid-turnarounds: produced spectacular sales and profits, plus prestige. Very competitive! Quality leader in industry. Accustomed to full responsibility. Produces outstanding ratings, sales, profits and prestige at accelerated pace which astounds competitors and delights stockholders! Weekend-interviews. Box K-27.

Sales, Traffic & Accounting not working as a team? Then you're losing money through inefficiency or overstaffing or lack of direction. I have the background and thorough knowledge to help make a good operation even better. Computer experience. Guaranteed results, completely confidential. Part or full time. Box K-6.

SITUATIONS WANTED SALES

5 years broadcast sales experience—young woman seeks sales position in top 50 TV market. Box J-165.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service, 29 years experience, installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

SITUATIONS WANTED NEWS

Reporter/Producer. BA Broadcast Journalism, Political Science. Top 15 market network affiliate internships. Experienced writing, producing, reporting, film, tape. Solid references. Seeking entry-level position, east/west coast small-medium market. Contact: Bill Kaczaraba, 7284 S.W. 93 Ave., Miami, FL 33173. 305-271-7671.

Working as weekend sports anchor, seek fulltime sports job. 2½ years experience, e.g. Paul Sherry 707-584-9481.

Consumer and/or investigative reporting. Age 30, 5 years as a "Nader's Raider". Licensed attorney. Also have substantial business/management experience. One year major market television experience. Write and edit own pieces. Seeking full-time rigorous challenge. Contact: Tom Vacar, Cleveland, Ohio. 216-791-4194 or leave message 216-721-4200. Tape available.

Young news photographer with 7 years experience in film and E.N.G. wants to move to better station. Also reporting experience. Am willing to relocate. Tapes and resume available. Box J-208.

Good Grief! Isn't there a General Manager or Owner somewhere who really wants to have the finest news department in the market and is willing to make the commitment necessary to see that happen? If you're out there somewhere, write ... Box K-13.

Successful husband-wife documentary/public affairs team seeks relocation to market no smaller than top 20s. Heavy credentials. Strong team. Proven results. Resume, tape available. Box K-10.

Legal Correspondent. With my B.S. in Broadcasting, J.D. from a major law school and law review background I can keep your viewers informed on those local and national legal trends which can affect their lives. Also available for general assignments. Box K-1.

Excellent, experienced sportscaster looking for a good job. Four years experience. Strong on air and PBR 614-885-3890. College degree. Box J-120.

Small Market Radio News Director wants entry level TV news. Adapts fast, good attitude. Any position. Available January 1st. East or near Midwest. 216-386-4934.

B.S. in Meteorology, (1979) with T.V. emphasis. Seeks entry level position. College experience with full news production. Five minute weather segment using chroma-key format. Desiring to develop creative new presentation techniques. Resume and tape available on request. Ron Jackson, N.I.U., Davis Hall, DeKalb, IL 60115. 815-753-0631.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Will cover Olympic games Lake Placid—tape or film. International and National awards in documentary and news. Ken Resnick Films, New England/New York State. 802-247-3604.

Female communications graduate with First Phone seeking entry position as production assistant or camera operator. Will relocate. R. Tyrrell, 4861 Hidden Branches Drive, Dunwoody, GA 30338. 404-393-8888.

Ambitious female, 25, seeks position in production, programming news. BA journalism UMICH, MA production UFLA. Thesis production/programming. Versatile; 2 years solid general production experience. Directed news, interviews. Taught beginning production UFLA. 1st phone/radar. 841 S. Palm Ave., Sarasota, FL 33577 til Dec. 1.

Experienced auditor in broadcasting, seeks accounting position in group situation. Degreed, early 30's, single. Relocation and travel O.K. Box K-4.

"Look what Hollywood missed!" Producer/Director/Creative Serv., & more. Top 30 Mkt-8 Yrs. Exp—Proven unlimited abilities—all TV aspects. No "Couldn'ts or didn'ts, just Can-dos & dones." 401-944-1364.

ENG/EFP Photographer/Editor B.S.—Radio T.V.—Some experience. Anxious to learn. Call Don 618-985-6066.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Executive Director for Illinois Broadcasters Association full or part time. Send resume, presentation and salary requirements to IBA by November 20th. Illinois Broadcasters Association, 726 South College, Springfield, IL 62704.

HELP WANTED SALES

Rep wanted for video services, L.A. and N.Y. offices of major videotape conversion and tape duplication company seeks part-time rep. who is currently making sales calls for non-competitive services. Highly competitive rate structure. Excellent commissions for right people. Write in confidence to: Sales Director, Box 1106, FDR Station, N.Y., NY 10022.

HELP WANTED TECHNICAL

TM Productions seeks additional maintenance engineer, extremely capable, familiar with multi-track gear. Send resume to Ken Justiss, VP/Operations, TM Productions; 1349 Regal Row; Dallas, TX 75247. No calls.

HELP WANTED NEWS

Ohio State University's School of Journalism is seeking persons with two or more years of experience in public affairs reporting to participate in the Kiplinger Public Affairs Reporting Program for 1980-81, while working on a master's degree, beginning Autumn 1980. For information, write or call: Chairman, Graduate Committee, School of Journalism, Columbus, OH 43210 614-422-7438.

HELP WANTED INSTRUCTION

Western Kentucky University, Bowling Green, KY 42101. Department Head—Communication and Theatre: Position requires earned doctorate or the equivalent. Prefer candidate with broadbased experience, demonstrating understanding of speech communication, theatre, broadcasting, mass communication and dance. A member of the College of Arts and Humanities, the department has 24 full-time faculty members and 540 majors. Rank and salary dependent upon qualifications and experience. Deadline for applications, January 15, 1980. Send resume and three letters of recommendation to Dr. Larry Winn, Chairman Search Committee, Room 200, Ivan Wilson Center for Fine Arts. And Affirmative Action/Equal Opportunity Employer.

Oral Roberts University needs Instructor or Assistant Professor to teach: Broadcast Newswriting, Introduction to Mass Media Writing, and Film or TV Production. Must have MA and experience in broadcast news. Apply to Robert Primrose, O.R.U., Tulsa, OK 74171. O.R.U. is an Affirmative Action/Equal Opportunity Employer.

Communications: Senior Associate Professor, specialty in broadcasting, able to teach courses in print journalism. An additional competency (film, photography, advertising, etc.) is desirable. Will help develop new BA in Communications, may initiate campus radio station. Teaching and media (preferably TV) experience required. Ph.D. Tenure track position begins September 1980. Send only letters of application and vitae by January 14 to E. Allen Tilley, Chairperson, Department of Language and Literature, University of North Florida, Jacksonville, FL 32216. University of North Florida, an upper division and graduate institution, is an equal opportunity employer.

Director: National Fellowships for Journalists. The University of Michigan. The Department of Communication at The University of Michigan, Ann Arbor, is seeking a Director of its National Fellowships for Journalists Program, starting with the fall term, 1980-81. Fellowships bring 12 to 15 experienced journalists to Michigan each year for individually designed courses of study. Applications invited from journalists with substantial professional credentials. Applicants for Director should have an appreciation of the importance of mid-career education for journalists. They also should be familiar with the structure, organization and objectives of a university and be able to work closely with faculty and scholars in a variety of humanistic disciplines. Joint appointment to the faculty of Communication also may be arranged. Inquiries and applications should be addressed to Peter Clarke, Professor and Chairman, Department of Communication, The University of Michigan, Ann Arbor, MI 48109. The University of Michigan is a non-discriminatory, affirmative action employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Irbide 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.)

Paul Schafer wants to buy RCA, Collins or Continental 250, 1000, 5000 and 10,000 watt AM transmitters and RCA or Collins 5 or 10KW FM transmitters and Schafer automation systems. Contact Schafer International, 5801 Soledad Min Rd., La Jolla, CA 92037. Tel. 714-454-1154.

Wanted PAL or SECAM used Color Broadcast Equipment recorders (3/4, 1, or 2 inch), Cameras, TBC's Editors, Monitors, Switchers, Terminal, Test Equipment, Lights. Will pay cash—Call: 312-236-5535 ask for Ernie Panos or write to: Panos Productions—5th Floor, 168 North Michigan Avenue, Chicago, IL 60601.

Wanted: 5kw A.M. transmitter, less than ten (10) years old or excellent condition. Northstar Broadcasting, Inc., PO Box 1440, Medford, OR 97501. 503-773-1440.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

GE PE-400 Color Cameras—Pedastals, Racks, like new, ea \$14.00.

GE PE-350 Color Cameras—All accessories, good condition, ea \$7,000.

GE PE-240 Film Camera—Automatic Gain & Blanking, \$8,000.

GE 12KW UHF Transmitter—With Channel 14 Antenna, \$18,000.

RCA TK-27A Film Camera—Good Conditions, TP 15 Available, \$12,000.

RCA TP-66 Projectors—Optical & Magnetic Sound, ea \$10,000.

Eastman 285 Projectors—Reverse, good condition, ea \$6,000.

RCA TP-8 Projectors—"Oldie But Goodie," ea \$1,500.

RCA TVM-1 Microwave—7GHZ, Audio Channel, \$1,000.

Collins MW408D Microwaves—7GHZ, Audio Channel, ea \$4,500.

RCA TR-50 VTR's—CAVEC and DOC, 1 with editor, ea \$22,500.

RCA TR-22 VTR's—Hi-Band, CAVEC, DOC, ea \$16,000.

AMPEX VR 3000 VTR—Batteries, B & W Play, spare head \$10,000.

AMPEX VPR 7800 VTR's—1" Format, 5 available, ea \$1,000.

AMPEX 1200A VTR's—Loaded with Options, ea \$24,000.

NORELCO PC-60 Color Camera—Updated to PC-70, new tubes, \$12,000.

New Lenco Terminal Equipment—Fast Shipment, 30 Brands of New Equipment—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

25 Cycle Production Generator with filter, rack mount, like new \$275.00. Call Crawford Communications 609-468-2585.

1 KW AM, Gates BC-1T Early 60's On the air Current proof of perf

10 KW FM CCA model 10,000 DS Less than 3 yrs. on air Exciter stereo generator.

10 KW FM GEL, FMT-10A, 60's model, excellent condition with proof of perf. Exciter, stereo, SCA, many spares.

5 KW FM Collins, 830E, 9 yrs. old, spare tubes. On the air, exciter, stereo, SCA. Excellent condition.

For more information on our complete product line, please call M. Cooper, 215-379-6585.

Eastman 275 telecine 16mm projector, opt/mag \$4,995; Jan telecine 16mm opt/mag \$1,550; Eidaphor large screen projector \$9,995; Sony DXC 1200 color camera \$3,950; RCA TRT 1B chrome \$1,550. Free list—Wanted—Your old film equipment—Cash! ICECO, 6750 N.E. 4th Ct. Miami, FL 33138. 305-756-0699.

Tektronix 528 Waveform, demo, new warranty, \$1,395., 205-956-2200.

ITE Camera Pedestal, P/3/7, S400. Contact: National Video Industries, Inc., 15 W. 17 St, New York, NY 10011. 212-691-1300.

ENG Cameras—inventory clearance—Three new Sony BVP 100 Color Cameras with broadcast plumbicons. Full Servo Cannon 10 X 1 lens. Camera brace, carrying cases, cables and manuals. Please call Mr. Taylor 215-367-6057.

Ikegami HL-35 Minicam, 10:1 servo zoom; professionally maintained, many extras. Price \$17,000 firm. Also TM Video Processing AMP with remote. \$2000. CDL Downstream Keyer \$4500. Call 918-665-1980.

16 Channel portable mixing console, loaded—\$2400. Three (3) Bozak model CMA2-150 300 watt power amps, rack mount \$650 each. For complete details call Pat Appleton Studios, Inc. 305-651-7579.

Good parts inventory for RCA TTU1B and TTU25 transmitter. Write KLOC-TV, PO Box 3689, Modesto, CA 95352.

Telestrator (instant animated graphics) Model 450 with a 12 symbol generator and key option. Perfect condition. Catholic Television Network of Chicago, 312-332-3860, Dick Petrush, Production Manager.

EMPLOYMENT SERVICES

Talk Hosts/News personalities. A new program consultancy aimed only at Talk/News stations invites airchecks from talkers and news persons in strict confidence. We anticipate having the most extensive file of talk/news personnel available. No fee. Station inquiries invited. Box D-246, 13787 SW 66th Street, Miami, FL 33183.

COMEDY

Free sample of radio's most popular humor service! O'LINERS. 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy. 5804-B Twineing, Dallas, TX 75227.

RADIO PROGRAMING

A Christmas to Remember . . . Shepherd Music presents The Sounds of Christmas. The most extensive collection of artists and repertoire ever assembled. Selections are matched-flow and daypart programmed in a 27-hour holiday music special. For demo and information, contact Shepherd Music now . . . 419-693-9261.

Timely and saleable feature helps listeners fight inflation. "Dollarwise," 146 Terraceview, DeWitt NY 13214.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Cheap Radio Thrills! Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamite tracks on 4 low-priced LPs!! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

National magazine seeking subscriptions now offering PI. arrangement with generous terms. Conversion to cash arrangement possible. Tape supplied. Great for midnite-to-dawn, movies, etc. All replies confidential. Box I-198.

Commercial Announcer with current national Radio and TV-spots is recording for automated stations. Recording of your copy sample returned with rates for your market. Box K-49.

Musical Themes . . . ad copy that sells . . . video and animation work . . . jingles. Joining forces to bring you the finest in recorded musical campaigns. Call 716-663-7372 or 716-621-6270 for free demo tape. You've tried the rest for jingles, station images, musical theme projects . . . now come to the best! Call D.G. Advertising, Inc./Dynamic Recording Company today collect!

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 2 and February 12. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922. 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

RADIO
Help Wanted Management



**VICE—PRESIDENT,
AFFILIATE RELATIONS NBC
RADIO NETWORK/THE
SOURCE**

This key position will be responsible for directing activities aimed at maintaining and building the affiliate line-up for NBC's 2 networks.

Qualified candidates will have a minimum of 10 years experience in broadcasting to include general management at either a station or a rep firm.

Excellent salary, benefits and growth opportunities. Interested applicants should send detailed resume, salary history and requirements to:

BOX K-22

NBC is an equal opportunity employer m/f

WE'RE ON TOP ...

... and we want to stay there! No. 1 adult contemporary/news/sports AM and No. 1 contemporary FM seeks station manager to build on established success. Solid background and knowledge in programming and promotion to lead a top-notch professional staff backed by excellent facilities in medium-size, mid-western market. This is an outstanding opportunity with an established broadcasting firm. Must have integrity and administrative ability. An equal opportunity employer M/F. Please send resume and references in confidence to Box K-47.

Help Wanted Sales

SALESPERSONS

Moving to California?

We'd like to interview you. Since we're always looking for qualified salespersons at our four California radio stations, an interview could be beneficial for both of us, even if we have no immediate openings. For the right person, we'll create a job. Write Max Reeder, Director of Sales, Empire Broadcasting Corporation, Box 995, San Jose, CA 95108. EOE of course.

**Move up to
the number one**

beautiful music stations in Providence, R.I. WLKW AM/FM. We are looking for an experienced, enthusiastic salesperson looking for a move up. Good income and growth opportunity with McCormick Communications. Send resume to Gene Lombardi, 1185 North Main Street, Providence, R.I. an E.O.E.

Help Wanted Technical

**RADIO TECHNICAL DIRECTOR
FOR MULTI-STATION OPERATION**

Must have thorough experience and knowledge in directional antenna systems, transmitters, microwave, audio processing, production, and installation and maintenance of equipment.

Must have complete knowledge of FCC rules and procedures.

Position requires well organized individual who can supervise others and provide close follow up on their operations. Travel is required.

Salary commensurate with experience and ability. Send full resume and references:

Storz Broadcasting Co.
Kiewit Plaza
Omaha, Nebraska 68131

An equal opportunity employer

Chief Engineer

for growing, group-owned AM/FM chain station. Excellent midwest location. Applicant must be a creative, take-charge individual with experience in budgets, administration, automation, STLs, DAs, and plant maintenance. Excellent compensation and benefits package. EEO employer. Send detailed resume with references to Box J-223.

DIRECTOR OF ENGINEERING

National Black Network seeks First Class Engineer with degree in Electrical Engineering or equivalent. Resume to include salary requirements; tell all in first letter. All replies held in strictest confidence. Send to: Del Raycee, EVR National Black Network, 1350 6th Avenue, New York, N.Y. 10019.

Help Wanted Announcers

**PERSONALITY
ENTERTAINER WANTED**

for PM drive shift at number one-rated adult contemporary station. Medium sized, mid-western market with excellent facilities and support. An equal opportunity M/F employer. Rush resume to Box K-48.

CALIFORNIA CALLING

Seeking DJ's & News Director for AM and new FM in Lompoc ... 45 minutes to Santa Barbara ... 2 Hours to L.A. New studios & offices. EEO. Write or call Dick Drury, V.P. G.M., KBIK-KROK, 516 No. "H" Street, Lompoc, Calif. 93436.

Help Wanted News

NEWS DIRECTOR

Sunbelt dominant AOR Station needs News Director who can communicate one on one. Creative, feature-oriented individual with good administrative skills. Job demands top talent. If you can meet the challenge, send tape and resume to Tom Owens, K2EW Radio, Communications Center, Dallas, TX 75202. An Equal Opportunity Employer.

**Help Wanted Programing,
Production, Others**

**OPERATIONS
MANAGER
NEW YORK CITY AREA**

WCTC needs a top flight Operations Manager for a heavy local news, sports and information MOR format—an experienced professional programmer who can train and direct talent, devise and execute community involvement projects, create interesting adult radio and keep the details under control. New facility with new equipment in NYC suburbs. Send your resume and a demo of the station you're now programming to:

Julian H. Breen
General Manager/Radio Programming
Greater Media, Inc.
197 Highway 18
East Brunswick, NJ 08903
EOE/MF



**A Greater
Media Station**

If you're ready

to become part of Cleveland's hottest new station, read on. WBBG in Cleveland is looking for a program director with a solid background in contemporary or adult contemporary radio. Your ability to do on air work is a plus. If you're heavily promotional oriented, this is your opportunity to make things happen in a major market. Send a resume and tape today to Joe Restifo, VP/Operations, WBBG, 3940 Euclid Avenue, Cleveland, Ohio 44115. An equal opportunity employer.

Situations Wanted Announcers

COMMUNICATIONS EXPERT

well versed in all music formats. 15 years experience, mostly in one major market. Good pipes, good sense, command of the English language, first phone. Staff stability a must. Medium markets considered if pay is generous. State format, salary range and shift open. Box K-58.

**Situations Wanted Announcers
Continued**

AFTER THE BOOK IS OVER

Humorous, knowledgeable, likeable personality on the air 10 years. Good phone conversationalist, remotes, community involvement. Don't believe me, ask the people that have fired me. Some PD, experience. Conscientious, I work hard at my job. Working now and so this Box K-53.

Situations Wanted Management

NEW ENGLAND MARKETS

Presently general manager of outstanding AM/FM stations. Tops in ratings and revenues. Seeking opportunity to manage and buy into station in New England. Proven track record over many years. Looking for long term commitment. References available upon request from corporate level current employer and leading rep firm executives. Box J-173.

PROGRAM DIRECTOR

Currently in programming with a major-market network O&O. Looking for medium/major PD job with company that is stable and cares about it's people. Not looking to get rich, just want some security and in return I offer a solid track record of 12 years in radio, programming, music, research, promotions for successful stations. Looking for a place to call home and enjoy my career and my family with some stability. Call 415-681-5122.

**Situations Wanted Programing,
Production, Others**

TWO PROS

If you're not winning with your present AOR team, give us a few minutes to show you just what an in-touch, experienced team can do for you. One recently with ABC-FM. One highly successful in Medlum Midwest market. You could be the standout in your market. Try us. Keith Lowe. (213) 936-2797.

Program/Operations Manager

A proven, skilled producer of ratings, revenue & solid professional operations. If you believe your station (s) could benefit from an infusion of proven programming talent, I'd like to meet with you. I can make good things happen-and the references to prove it. Medium and large markets only please. Call 317-846-1589.

TELEVISION

**Help Wanted Programing,
Production, Others**



SHOOTER/EDITOR/ENG

KMBC-TV has an immediate opening for an experienced camera operator/editor who wants to make creative contribution to the stories being produced.

Must have two years experience in news or similar magazine. Hard work but excellent pay and benefits.

Send tape and resume to: Steve Hess, KMBC-TV, 1049 Central, Kansas City, MO 64105.

**Help Wanted Programing,
Production, Others Continued**

**TV Promotion
Manager**

Major midwest network affiliate seeks creative individual with strong credentials in on-air promotion. Major responsibilities, great opportunity for personal growth and satisfaction. Resume to Box J-191.

TELEVISION PRODUCTION MANAGER:

Major midwest network affiliate seeks experienced production manager. Production responsibilities for all current local programs, and for development of additional local programs. The person we're looking for will also have the ability to develop and expand commercial production business. This major staff position is an exceptional opportunity for an aggressive, production-oriented individual. Resume to Box K-3.

**This Is A
Snow Job**

We've been hired by a television station in a major Rocky Mountain market to find an advertising-sales promotion director. If you're ready for a challenge, if you can organize a six person department for maximum impact of the biggest budget in the area, we'd like to hear from you.

Ideally, you're now doing this in a market smaller than number 30. Or you're a highly trained second in command in a major market with the willingness and ability to move up to a top paying job.

Rush your resume, a salary history, samples of your work (which we'll return) directly to us. We'll take it from there.

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Consultant to Broadcasters
1555 Honeyhill Terrace
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(714) 448-4618

Our client is an equal opportunity employer M/F

Do it in the sun!

Forget about the snow, sub-zero temperatures, icy roads, and all of winter's other headaches. If you have the experience, we have the sun, sand, and the beaches. We need a top-notch producer/director for our 6:00 PM and 11:00 PM local news. We're top rated in the market, and we have the production resources along with a first-rate journalistic news team.

Are you the one to put it all together and enjoy yourself living in a fantastic Top-50 market? Send resume to:

Jim Mays, News Director

WTAR TV

720 Boush Street
Norfolk, Virginia 23510

An Equal Opportunity Employer

PROMOTION MANAGER

Independent mid-south UHF seeks aggressive individual who can generate ideas, is creative and has ability to execute a detailed plan of over-all station promotion. Mature, with experience and confidence enough to take initiative and independent enough to follow through. Salary commensurate with experience. Send resume to Box K-30.

We are an equal employment opportunity/affirmative action employer.

**KDKA-TV 2
PRODUCERS**

Pittsburgh's leading news operation has immediate openings for Producers for

- *Pittsburgh's Top-Rated Newscast
- *Special Events
- *Special Projects
- *Series and In-Depth News Stories

If you're ready for one of the nation's top news operations, send tape and resume to
**NEWS DIRECTOR, KDKA-TV
ONE GATEWAY CENTER
PITTSBURGH, PA. 15222**

Equal Opportunity Employer

Help Wanted Management

DIRECTOR OF RADIO, TV AND FILM

Establish and direct the Office of Public Information's new division of Radio, TV and Film. Bachelor's degree in Broadcasting and 3-5 years progressive experience in commercial or public broadcasting (preferably in news), including managerial and supervisory experience. Knowledge of modern broadcast and film equipment and ability to operate all devices in a modern recording studio required. Must have appropriate FCC licenses and knowledge of FCC and AT&T broadcast rules and regulations. Must also be able to edit audiotape, videotape, and film and have knowledge of cinematography as applied to 16mm film for TV. Must be able to write scripts and announcements for radio and TV and have the ability to perform on radio and on camera.

Please send resume including salary history postmarked no later than 11/9/79 to Christopher S. Mosher, 6 Robinson Hall, 360 Huntington Avenue, Boston, MA 02115. An equal opportunity/affirmative action Title IX University.



SALES MANAGER

KOA-TV, Denver, has an opening for a Sales Manager to handle either local or national responsibility. Previous television sales management experience required. Excellent Benefit package. All information received held strictly confidential. Send resume to Lon Lee, Station Manager, KOA-TV, Box 5012 T.A., Denver, Colorado 80217. An Equal Opportunity Employer.

WELL ESTABLISHED PIONEER

Sunbelt CBS station in thriving market has opening for well qualified general manager, with news-sports-information and MOR or adult contemporary. Substantial salary with profit override. E.O.E. Please send complete resume to Box K-26.

BUSINESS MANAGER

Major broadcasting and TV production company in Florida seeks experienced business manager to handle all financial staff and systems. Reports directly to the president and must have strong background in accounting, purchasing, reporting, planning, small to medium computer system, and administration. Growing company with excellent salary and benefits. Send resume to J-138. EOE/M/F/H.

Help Wanted Technical

MAINTENANCE TECHNICIAN

WNAC-TV Boston, a CBS affiliate and Division of RKO General Broadcasting, Inc., has an immediate opening for a TV technician with a minimum of 2 years experience with broadcast equipment, helical VTR, ENG and microwave. A strong background in electronics, video, VTR and digital as well as FCC first class license are also required.

RKO General offers a liberal benefit package and competitive starting salaries. For prompt consideration forward your resume including salary requirements to Diane Puglisi, Division Personnel Manager, RKO General Inc., RKO General Building, Government Center, Boston, MA 02114.



WNAC-TV BOSTON
A CBS AFFILIATE

STUDIO MAINTENANCE ENGINEER

for one of the finest production facilities in the Chicago area. Familiarity with station engineering operation, strong in equipment maintenance. Minimum five years experience. Salary commensurate with experience. Send resume to Box K-35.

Chief Engineer

F.C.C. First Class license, major sunbelt market, extensive maintenance experience TCR 100, AMPEX VR 1200 and 2000, RCA TK27 and TK28. Send resume to John Shand, WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230. EOE.

Help Wanted News

HIGHLY REGARDED TELEVISION STATION

in Northeast cosmopolitan city seeking mature, experienced, successful news anchor who also writes well. Modern, well-equipped news operation with professional staff. Send resume, references, video tape and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, New York 13203. Equal Opportunity Employer.

WKBW-TV in Buffalo

long time market leader, is looking to replace a most talented reporter, Miranda Dunne, who is off to the west coast. If you're an experienced reporter who wants to join our highly motivated and highly rated newsteam and try to replace her, we want to see your tape. Contact Nick Lawler, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An equal opportunity employer.

Help Wanted News Continued

IMMEDIATE OPENING

for experienced news reporter with leading NBC network affiliate. Applicant must be able to gather, edit and air radio and television news reports. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to News Director, WSYR-AM-FM-TV, 1030 James Street, Syracuse, New York 13203. No phone calls please. An equal opportunity employer.

Situations Wanted News

MATURE NEWS ANCHORMAN

With successful track record both as ND and prime anchor seeks to relocate to coastal area. Tapes and references available on request. Box K-18.

Radio Programing

COUNTRY?

If you're going Country, or if your Country station is having ratings problems, we can lend the expertise that has helped 3 out of 4 of our stations become No. 1 within a year, All in tough competitive markets.

WRIGHT & ASSOCIATES, INC.
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30-minute programs from the golden age of radio
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Program Distributors

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Dragnet
starring Jack Webb



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ALLIED FIELDS
Help Wanted Programing,
Production, Others

EXPERIENCED VIDEO TAPE PRODUCER

We are looking for another video tape production pro who is organized and gets a kick out of thinking fast on the spot. A person who would take pride in producing exciting retail spots. Someone who may currently be working as a Producer/Director at a commercial production facility or TV station, and is just waiting for a chance to show what they can do.

We are an \$18 million, 4-A agency, with clients across the country. Travel and client contact included. If this sounds like you, please send your reel, resume and salary requirements to Bruce Reid, Director of Broadcast Production.

Byer & Bowman Advertising Agency
 66 South Sixth Street
 Columbus, Ohio 43215

Help Wanted Sales

BROADCAST PRODUCT MANAGERS
UNLIMITED GROWTH OPPORTUNITY

...

with Broadcast Division of major company for ambitious Number Two qualified to be Number One. Positions offer complete sales and marketing responsibility for AM/FM transmission and audio equipment. Excellent salary and bonus plan; full benefits.

If you have broad sales engineering experience in Radio Broadcast, and are ready to assume a top managerial position, send detailed resume, including salary history, to Box J-201. Complete confidentiality assured.

Sales Manager

Broadcasting Publications Inc. is accepting applications for a position as Western Sales Manager. Successful applicant will sell and service advertising space clients in 11 Western states.

Background in broadcasting profession helpful but not required. Sales experience and/or desire to sell essential, with prime importance placed on ability to organize, plan and produce sales with a minimum of direct sales supervision. Excellent growth opportunity for the right person.

Starting compensation based on experience and ability. Outstanding company benefits.

Qualified applicants should send a job resume, including salary requirements, to:

David N. Whitcombe
 Director of Sales and Marketing
 Broadcasting Publications Inc.
 1735 DeSales St., NW
 Washington, DC 20036

Public Notice

November 14, 1979 Public Broadcasting Service Finance Committee meeting, 11:00 a.m., PBS offices, 475 L'Enfant Plaza, Washington, D.C. Consider auditors' report for FY 1979; financial reports, first quarter of FY 1980; proposed FY 1980 budgets for PBS and proposed Association for Public Broadcasting; report on status of FY 1980 interconnection contract; and report on estimated "transition costs" involved in restructure.

"CABLE TELEVISION FRANCHISE"

The City of Mentor, Ohio is now accepting letters of interest from cable companies and individuals interested in building a Cable TV System in the City of Mentor, Ohio. Individuals responding to this ad will receive the cable application package which has been prepared by the City of Mentor. All letters of interest must be received no later than 12:00 Noon, Monday, November 12, 1979. Letters of interest should be addressed to: Clerk of Council, 8500 Civic Center Blvd., Mentor, OH 44060.

Help Wanted Technical

Grass Valley Group
Career Opportunities

The Grass Valley Group, a leading manufacturer of television broadcast equipment is offering some excellent career opportunities for individuals with television industry experience.

Sales Engineer

This key position requires someone with a strong technical background in broadcasting. A 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.

Field Service Engineers

We need individuals to provide after-sales support for our wide variety of complex systems. The positions provide travel opportunities within the U.S. plus marketing and engineering career opportunities. Requires individuals with experience designing and/or maintaining television broadcast systems.

TV Systems Engineer

This career position offers you an opportunity to design custom systems for a variety of GVG customers. The individual chosen will have a solid technical background in television systems with good basic circuit design knowledge.

The Grass Valley Group offers a state-of-the-art technical environment in a serene rural setting. We are located at the foothills of California's Sierra Nevada mountains, where you'll find a relaxed lifestyle and abundant recreational activities.

Interested and qualified individuals are invited to send a resume in confidence to Sylvia Smith, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, California 95945. An Equal Opportunity Employer M/F/H.

Grass Valley Group

A Tektronix Company

Employment Service

BROADCASTER'S ACTION LINE

The Broadcasting Job you want anywhere in the U.S.A.
 1 Year Placement Search \$25.00
 Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

MANAGEMENT

in search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.

Miscellaneous

For Sale Stations Continued



NEED A GOOD PROMOTION?

Subscribe Now
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 304 Union Arcade
 Davenport, Iowa 52801
 12 BIMONTHLY ISSUES — \$40
 SAMPLE ISSUE — \$5

Business Opportunities

Business Group looking

for a few key individuals who seek an equity interest in a radio property. If you can identify a good broadcast investment and can successfully manage, we have the financial capability. All replies confidential. Box K-44.

Free Film

FREE FILMS? CALL MODERN TV

The leading distributor. We have the most PSA's & newsclips too. Call regional offices. Or general offices: 5000 Park Street North, St. Petersburg, FL 33709. (813) 541-7571

Wanted To Buy Stations

Joseph Kotler represents a New York Stock Exchange company wanting to acquire television and radio stations.

Contact Joseph Kotler
 Box No. 39
 Riverside, Conn. 06878
 Phone (203) 637-0005
 Replies confidential.

For Sale Stations

THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948
 Elmira, NY 14902
 (607) 733-7138

Brokers and Consultants to the Communications Industry



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MODESTO CALIFORNIA MARKET DAYTIMER
 CASH ONLY PRICED AT \$1,100,000 AREA CODE 209-527-3060

- Large Michigan metro area \$1,900,000.
 - Fulltimer large metro area Georgia, \$925,000.
 - 500 watt Daytimer with real estate, S.E. \$195,000.
 - AM/FM/TV in South Pacific Islands. \$220,000. Cash.
 - Good facility near Anchorage, Alaska \$1,200,000.
 - AM-FM in Kentucky, \$360,000. \$70,000 down payment with deferred plan.
 - South Alaska. includes Real Estate. \$200,000. Terms.
 - Fulltimer. Large metro area. R.E. Indiana. \$2,000,000. Terms.
 - FM in Western Oklahoma. \$280,000.
 - Fulltimer. N.W. Coastal. \$400,000.
 - Daytimer. Mass.; Large Metro. \$850,000.
 - Fulltime. Dominant. Metro. TX \$1,000,000.
 - Daytimer. Million + Pop. in coverage area.
 - 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
 - Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
 - N. Central Texas. Daytimer. \$400,000.
- Let us list your station. Confidential!
BUSINESS BROKER ASSOCIATES
 615-756-7635 24 HOURS

NM Small AM & FM \$375,000 terms
 NEB Small AM \$215,000 terms
 NM Small AM \$225,000 terms

Bill-David Associates, Inc.
 2508 Fair Mount St.
 Colorado Springs, CO 80909

THE HOLT CORPORATION
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 Westgate Mall, Suite 205
 Bethlehem, Pennsylvania 18017
 215-865-3775

Dan Hayslett
 a associates, inc.
 Media Brokers
 RADIO, TV, and CATV
 (214) 691-2076
 11311 N. Central Expressway • Dallas, Texas

NORMAN FISCHER & ASSOCIATES, INC.
 Fulltime AM-Top 50 mkt.—Sunbelt \$1,750,000 Flexible Terms
 Class A. FM—Medium market College Town—Midwest \$800,000 Terms
 Class C FM—Daytime AM Texas Medium Market \$500,000 Cash
 P.O. Box 5308 512-452-6489
 Austin, Texas 78763

FOR SALE BY OWNER
 Florida—Profitable Full Time 5 KW Soul/Disco Radio Station. Real Estate, Growth Market. 1M Range, Terms to Qualified Buyers only. Write (with company letterhead) to Box F-3.

FM NEAR WASH., DC
 in an explosive populous area. Includes real estate. Underdeveloped property showing daily revenue increases. \$350,000 Cash. Please submit financial capabilities to receive additional information. Box K-14.

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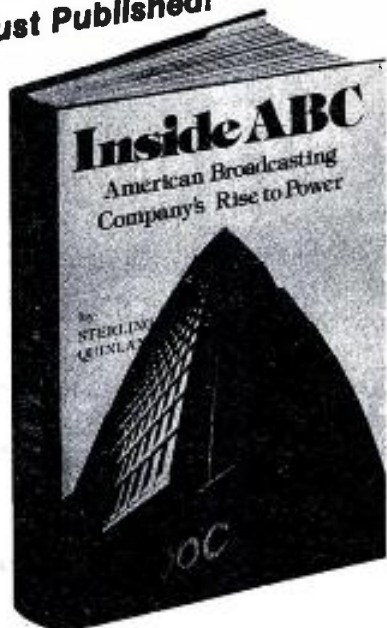
R.D. Hanna Company
 Brokers-Appraisers-Consultants
 5944 Luther Lane Suite 505 Dallas, TX 75225 214-696-1022
 8340 E. Princeton Ave. Denver, CO 80237 303-771-7675

CENTRAL FLORIDA FULL TIME AM
 Market leader in sales and audience. Real property included. Financially qualified principals only—1.1 with terms Box K-20

S	Small	Fulltime	\$190K	\$95K
S	Small	Profitable	\$230K	\$50K
W	Small	AM	\$250K	\$73K
S	Small	AM	\$375K	29%
W	Medium	AM	\$450K	Terms

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American Broadcasting Company's Rise to Power

by Sterling "Red" Quinlan

Here's the complete story of the American Broadcasting Company's spectacular climb to leadership after more than 25 years of continual third place network position. Sterling "Red" Quinlan, former Vice President and General Manager of ABC's Chicago station, candidly tells of the people and events that have shaped the highly individualistic style of the network and made it the innovative force it is today. Based on extensive research including interviews with numerous past and present ABC employees, previously unpublished information from company files and the author's own experiences, INSIDE ABC offers a unique look into the executive suites of the broadcast industry. **320 pages, 39 photographs, bibliography, index. \$12.95**

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1735 DeSales Street, N.W.
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Please send _____ copy(ies) of
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Payment must accompany your order.

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PA	Daytime AM	400K	Medium
SC	Daytime AM	440K	Medium
FL	Daytime AM	330K	Medium
FL	Daytime AM	165K	Small
AL	Daytime AM	500K	Metro
FL	Daytime AM	350K	Medium
WA	Fulltime AM	265K	Small
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Daytime AM	175K	Small
SC	Daytime AM	500K	Medium
	& Fulltime FM		

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East Coast:
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AM/FM - CATV - TV

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ROBERT BROWN

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Deland, Fla. 32720

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar - Suite 816 - Memphis, TN. 38157

FOR SALE

Land and complete engineering data for CP for 10,000 watt fulltime AM, in choice mountain states growth market. \$80,000 and pick up balance of payments on 28 acres of land. Box K-45.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

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.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted to Buy Stations, Employment Services, Business Opportunities, and Public Notice, advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

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



Sosson

George Sosson, general sales manager for CBS-owned WCAU-FM Philadelphia, named VP-general manager of co-owned KCBS-FM San Francisco.

William J. Hart, general manager, WILX-TV Onondaga (Lansing) Mich., named VP.

Darrell Davis, executive news director and anchor, KLMN(TV) Fort Smith, Ark., named general manager. **Joe Dempsey**, promotion director, named director of station development.

Gil Rozzo, general manager of WSAI(FM) Cincinnati, assumes additional duties as general manager of co-owned WSAI(AM) there.

Lloyd Roach, VP-general manager, WEFM(FM) Chicago, joins WCMB(AM)-WSFM(FM) Harrisburg, Pa., in same capacity.

James E. O'Grady, assistant director of accounting for ABC, Los Angeles, named director, television financial controls, West Coast, ABC Television Network and ABC Entertainment.

Dennis Czechanski, production manager and interim director of operations, KAKE-TV Wichita, Kan., joins WMT-TV Cedar Rapids, Iowa, as director of operations.

Marsha Luckenbill, general sales manager, WZUU-AM-FM Milwaukee, named station manager.

Bruce Erlandson, corporate engineer for Sorenson Broadcasting, Pierre, S.D., named operations manager for its KWAT(AM)-KIXX(FM) Watertown, S.D.



Hourigan

Terry Hourigan, regional manager-Northeast, Mutual station relations, Washington, named VP-Mutual station relations.

Timothy David, from Union Commerce Bank, Cleveland, joins Daniels & Associates, Denver, as VP in investment services division.

Bruce Feldman, in labor relations department of Metromedia in New York, transfers to Los Angeles as director of labor relations, West Coast.

Marilyn Russell, writer-producer for special film project for Florida's Cypress Gardens, joins noncommercial WJCT(TV) Jacksonville, Fla., as director of corporate underwriting. **David W. Williams**, auction manager with noncommercial KTCA-TV St. Paul and noncommercial WCNY-TV Syracuse, N.Y., joins WJCT in same capacity.

Steven Callahan, assistant news director and announcer, WSRB(FM) Worcester, Mass., joins noncommercial WGAO(FM) Franklin, Mass., as director of station, responsible for total operation.

New officers, Missouri Broadcasters Association: **John C. David**, KFSB(AM) Joplin, president; **R. Kent Replogle**, KMBC-TV Kansas City, president-elect, and **Tom Gray**, KOMU-TV Columbia, secretary-treasurer.

Harry Wheeler, executive director of New England Broadcasting Association, Boston, for past five years, resigns because of "personal needs," but will continue to serve association on part-time basis.

New officers, North Dakota Broadcasters Association: **Henry Beuchler**, KXMC-TV Minot, president; **A. L. Anderson**, KBMR(AM)-KQDY(FM) Bismarck, president-elect; **Chuck Bundle**, WDAZ-TV Devils Lake, three-year board member, and **Dave Beach**, noncommercial KFJM-AM-FM Grand Forks, secretary-treasurer.

New officers, Public Radio in Mid-America (PRIMA): **W. Theodore Eldredge**, KBIA(AM) Columbia, Mo., president; **George Klingler**, WSUI(AM)-KSUI(FM) Iowa City, Iowa, VP; **Tom Hunt**, WCML(AM)-WCMU-FM Mount Pleasant, Mich., secretary, and **Joel Hartman**, WCBU(FM) Peoria, Ill., treasurer.

Robert Sikorski, attorney-adviser, FCC's fairness-political broadcasting branch, named executive director of Prince George's County (Md.) Cable Television Commission.

Advertising

Alvin Hampel, executive VP and director of creative services worldwide, Benton & Bowles Inc., New York, has resigned after 10 years with agency. Hampel said he wants "to try something else" and is considering several options. **Peter Greene**, management supervisor, B&B, elected senior VP.

George Guimaraes, VP-management supervisor in client services, Young & Rubicam, New York, named senior VP. **Nancy Smith**, group supervisor, and **Roger Jones**, manager of local broadcast and network radio, elected VP's.

Alan B. Johnson, VP-associate media director, Benton & Bowles, New York, joins Geer, DuBois there as senior VP for media and programming.

Barry Smith, VP-management supervisor, W.B. Doner, Baltimore, named senior VP. **Donald Riesett**, management supervisor, named VP.

Jerry Stahl, VP-group supervisor, McCann-Erickson, Houston, joins Carmichael-Lynch, Minneapolis, as senior VP-management supervisor. **Dan Norquist** and **Janet McConnell**, account coordinators, Carmichael-Lynch, named account executives.

Peter G.H. Kelly, VP-account supervisor, Creamer Inc., Providence, R.I., named senior VP.

Named VP's, Leo Burnett Co., Chicago: **Al Lira**, executive producer in TV production services; **James McAward**, manager of TV services in New York office; **David Seidel**, program supervisor; **Stephanie English** and **Sally Hunter**, associate media directors, and **John Hanrahan**, manager of media research section.

George Piper, account supervisor in Chicago office of Needham, Harper & Steers, elected VP.

Robert Veder, senior copywriter, Grey Advertising, New York, named VP-creative supervisor.

Named VP's at Compton Advertising: New York: **Bonnie Bohne** and **Pat O'Connor**, creative supervisors, and **Rosemary Sheridan**, commercials producer.

Barbara Lyn Chayer, with Brewer Advertising, division of Young & Rubicam in Kansas City, Mo., named VP-media supervisor.

Daniel Fineberg, media director, and **Robert Fanter**, associate creative director, Batz-Hodgson-Neuwoehner, St. Louis, elected VP's.



Sherlee Barish. Executive recruiter.

The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

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Berglund

Robert Berglund, account executive in New York office of CBS Television Stations National Sales, named manager of Los Angeles office, succeeding **Gordon Hughes**, who was named general sales manager of co-owned KNXT(TV) Los Angeles (BROADCASTING, Oct. 29).

Michael Hillstrom, account executive for CBS-owned WBBM(AM) Chicago, named account executive, CBS Radio Spot Sales, Chicago.

Bob Williams, account executive, Media Networks Inc., Chicago, and formerly general sales manager, WNUS-AM-FM Chicago, and national sales manager, WLS(AM) Chicago, joins P/W Radio as account executive and sales manager of Chicago office.

Donald Marion Jr., who has held variety of sales positions in Chicago area, joins Lotus Reps, Chicago, as account executive.

John Cronopulos, manager, news sales, ABC Television Network, New York, named to new post of director, news sales of network.

Robert Peretlik, sales manager, WPTT-TV Pittsburgh, named general sales manager. **Alvin Silbert**, account executive, WBFF(TV) Baltimore, joins WPTT-TV as sales manager.

C. Robert Thompson, formerly with WNEB-TV Bay City, Mich., joins WDHO-TV Toledo, Ohio, as general sales manager. **Garry Miller**, account executive, WDHO-TV, named local sales manager. **Michael Lazorchak**, sales manager, WEYI-TV Saginaw, Mich., joins WDHO-TV as national sales manager.

Paul Le Sage, senior account executive, WZUU-AM-FM Milwaukee, named general sales manager.

Robert W. Allen, general sales manager and associate general manager, WKAT(AM) Miami, joins WMJX(FM) there as general sales manager.

Rick Blangardi, account executive, KGMB-TV Honolulu, named local sales manager.

William Hurwitz, account executive, WOKY(AM) Milwaukee, named local sales manager.

Stan Mak, former account executive with KREM-AM-FM-TV Spokane, Wash., and with KING-AM-FM Seattle, joins KINK(FM) Portland, Ore., as local sales manager.

Paul Cioffari, sales planner, CBS Radio Network, New York; **Martin Daly**, manager, sports sales planning, CBS-TV, New York, and **Karen Schmidt**, account executive, WDAI(FM) Chicago, named account executives, CBS Radio.

Rick Oringel, former general sales manager, WGNO-TV New Orleans, and **Mark Driscoll**, account executive, WWKR(AM)-WNIC(FM) Detroit, join WDIV(TV) Detroit as account executives.

Ed Krampf, manufacturer's representative of Paul Seman Co., San Leandro, Calif. (audio equipment), named account executive for KYUU(FM) San Francisco.

Scott P. Riley, account executive, WLCY(AM) St. Petersburg, Fla., named sales manager.

Bob Scheiner, account executive, KUPL-AM-FM Portland, Ore., and **Anastasia Boudoures**, account executive, KPAM-AM-FM there, join KGW(AM) Portland in same capacities.

Bruce D. Roberts, sales manager-advertising director, KGAB(FM) Camarillo, Calif., joins KRML(AM) Carmel, Calif., as director of sales.

Kathy Beck, account executive, Spectrum Advertising, Seattle, joins KVI(AM) there as director of advertising and promotion.

Charles Michael Toomey, from WLKW-AM-FM Providence, R.I., joins WNEB(AM) Worcester, Mass., as local sales manager.

Steve Weyrick, account executive, KEX(AM) Portland, Ore., and **Molly Welch**, producing director for Poncho Theater in Seattle, join KSEA(FM) there as account executives.

Terrence McCue, assistant sales manager, WBUF(FM) Buffalo, N.Y., joins KTKT-AM-FM Tucson, Ariz., as account executive.

Michael Behre, account executive, WMTR(AM)

Morristown, N.J., and co-owned WDHA-FM Dover, N.J., joins WOTB(FM) Middletown, R.I., as commercial manager.

Jackie Stone, from WBUX(AM) Doylestown, Pa., joins WNPV(AM) Lansdale, Pa., as account executive.

Programing

Roberta Haynes, director of movies for television, 20th Century-Fox, Beverly Hills, Calif., named VP-TV movies and miniseries.

Barbara Corday, executive story consultant on television series, joins ABC Entertainment, Los Angeles, as director of comedy development. **Ann Daniel**, program executive, named manager of dramatic development.

Phyllis Middleton Tucker, manager, current drama programs, NBC Entertainment, West Coast, named director, children's programs, NBC Entertainment. **Hamilton Cloud**, associate, motion pictures for television, named manager of motion pictures for television and miniseries.

Loreen Arbus, executive producer for prime-time dramatic, variety and children's specials, ABC Entertainment, joins Showtime as VP-program development, West Coast.

Michael Lambert, VP-director of programing, Petry Television, New York, joins Viacom Enterprises, New York, in new post of VP,



Lambert



Goldfarb

domestic syndication, effective Nov. 12. **Robert Goldfarb**, in charge of program development for King-Hitzig Productions, New York, named to new post of VP-program planning and development, Viacom Enterprises. **Richard Golden**, Southwestern sales representative, Viacom, Dallas, appointed manager, Northeast division, New York. **Don Toyé**, director, Northeast division, domestic sales, named to new post of director, sales development, New York.

Samuel T. Johnston, executive VP of Taft Broadcasting's entertainment group, named senior VP, new market development for Taft, based in Cincinnati. **Kathleen Gaughan**, in accounting department of Taft, named assistant to VP-administration and personnel.

Meryl Enerson, assistant to manager of operations, Columbia Pictures Pay Television, New York, appointed manager of operations.

Rand Bleimeister, based in Los Angeles as national sales manager of Allied Artists Video Corp, joins WCI Home Video, working in same city with same title.

John Clarke, controller of EUE/Screen Gems, commercial films division of Columbia Pictures Industries, New York, named VP of finance.

Don McCrea, director of accounting for Warner-Elektra-Atlantic, Los Angeles, named director of financial administration for Warner



Salutations. The Texas Association of Broadcasters elected new officers in Austin during its annual convention. Left photo: Bob White (l) of KIII(TV) Corpus Christi, new president, presents a plaque to outgoing president Jim Phillips of KHEY(AM) El Paso. Other officers include C. Herb Skoog, KGNB(AM)-KNBT(FM) New Braunfels, VP, and Bev Brown, KGAS(AM) Carthage, secretary-treasurer. Right photo: TAB Pioneer Broadcaster for 1979 is Clint Formby (r), partner and managing director of KPAN-AM-FM Hereford, KLVT(AM) Levelland, KTEM(AM)-KPLE(FM) Temple, and KTBB(AM) Tyler. Wendell Mayes Jr. (l), last year's pioneer broadcaster, congratulates Formby.

Bros. Television Distribution.

Michael A. Fields, executive producer, KDKA-TV Pittsburgh, named to new post of director of programing, WCBS-TV New York.

Richard Raab, manager of production, WRC-TV Washington, named director, operations and engineering production. **William Hamby**, manager of business affairs, programing, named manager, operations and engineering production.

Gary Lico, manager of program sales for TVS, sports show syndicator, New York, joins WTMJ-TV Milwaukee as co-host and co-producer of weekday live talk and feature show.

Stephen Kessenich, director, WMTV(TV) Madison, Wis., named production manager.

Lew Koch, production manager, KJEO(TV) Fresno, Calif., joins WAAY-TV Huntsville, Ala., in same capacity.

Mike Aweau, director, WAFF(TV) Huntsville, Ala, named production manager. **Bob Fedowisch**, assistant director, named director-cinematographer.

Steve Phillips, morning new anchor, KTCM(TV) Helena, Mont., named sports director.

Mike Chamberlin, sports director, KSBW-TV Salinas, Calif., joins KOVR(TV) Stockton, Calif., in same capacity.

Al Janis, weekend sports announcer, KENS-TV San Antonio, Tex., joins KTRK-TV Houston in same capacity.

Karl Idsvoog, producer for weekly half hour magazine show on KUTV(TV) Salt Lake City, named executive producer.

Marilyn Tallman, program coordinator, KIQQ(FM) Los Angeles, named music director.

Steve Casey, program director and afternoon drive personality at KKKQ(AM) Phoenix, joins WLS(AM) Chicago as music director.

Bud Kelly, sportscaster, WCFL(AM) Chicago, named sports director.

Louis Kruck, VP and director for video and film consulting and production firm in Fort Lauderdale, Fla., Video Vision International, joins KGUN-TV Tucson, Ariz., as production manager.

Don Luttrell, production manager, KLMN(TV) Fort Smith, Ark., named operations manager.

Mary White, formerly with Filmways Radio, named director of station relations for Weedeck Corp., Hollywood, responsible for station contacts and clearances for company's syndicated shows.

Joan Chester, assistant to president of General Television Network, Detroit, named executive VP.

Art Hannes, former announcer for CBS, named director of station relations for Radio Works, Newport Beach, Calif.

Marc Avery, from WJR(AM) Detroit, joins WOMC(FM) there as air personality.

Dick Sloane, formerly with WXLO(FM) New York, joins WGBS(AM) Miami as morning air personality.

John Wolff, from WMT-TV Cedar Rapids, Iowa, joins WKBW-TV Buffalo, N.Y., as director-producer.

Donna Hamilton, co-host of *Morning Show* on

WBRC-TV Birmingham, Ala., assumes additional duties as producer of program.

Bob Miller, program director, WGNT(AM) Huntington, W. Va., joins KEX(AM) Portland, Ore., in same capacity.

Hardy Lang, music director, WENZ(AM) Richmond, Va., named program director.

David Benson, weekend air personality, WMET(FM) Chicago, assumes additional duties as music director.

John Leslie, morning air personality, KCKN-AM-FM Kansas City, Mo., joins WGY(AM) Schenectady, N.Y., in same capacity.

Jay Michaels, program director, KMOO-AM-FM Mineola, Tex., joins WLKE(AM)-WGGQ(FM) Waupun, Wis., as operations director.

Benjamin Wyse, coordinator of news productions, noncommercial WSIU-TV Carbondale, Ill., named producer.

Paul Landino, announcer, WFDF(AM) Flint, Mich., named music coordinator.

News and Public Affairs

John Sharnik, senior executive producer of prime-time documentaries for CBS News, New York, given added responsibility for public affairs program development. **Jacqueline Adams**, reporter at CBS-owned WBBM-TV Chicago, transferred to CBS News Washington bureau as general assignment reporter.

John Slattery, general assignment reporter and anchor of Saturday 6 and 11 p.m. news, WCAU-TV Philadelphia, joins WABC-TV New York as general assignment correspondent.

Ken Srgan, associate producer and feature reporter for evening news magazine on WCPO-TV Cincinnati, joins WBNG-TV Binghamton, N.Y., as news director.

Jack F. Moore Jr., former anchor and news director for WSAV-TV Savannah, Ga., joins 6,9 WSPA-TV Spartanburg, S.C., as news director.

Eric Rabe, news director and anchor, WTAJ-TV Altoona, Pa., joins WCAU-TV Philadelphia as reporter. **Jim L. Thompson**, news director, WHAG-TV Hagerstown, Md., succeeds Rabe as news director at WTAJ-TV. **Patrick Van Horn**, weekend anchor-reporter, WLKY-TV Louisville, Ky., joins WTAJ-TV as 6 and 11 p.m. anchor. **Bob Borgesser**, formerly with WRC-TV Washington, succeeds Thompson as news director at WHAG-TV.

Deborah Gianoullis, anchor, WTLV(TV) Jacksonville, Fla., joins WJXT(TV) there as co-anchor. **David Heald**, recently returned from studying with City University of London, joins WJXT as general assignment reporter.

Jim Mitchell, news director for Sconnix-owned WLNH-AM-FM Laconia, N.H., named news director for WTMA(AM)-WPXI(FM) Charleston, S.C., which is being purchased by Sconnix.

Matt Korp, news director, WEEX(AM)-WQQQ(FM) Easton, Pa., joins WAEB(AM)-WXKW(FM) Allentown, Pa., in same capacity.

Bob Sokoler, reporter, WJRT-TV Flint, Mich., joins KUTV(TV) Salt Lake City in same capacity.

Ned McGrath, producer of 10 p.m. news, WLS-TV Chicago, joins WHAS-TV Louisville, Ky., as general assignment and feature reporter.

Gail Heitz, 5 p.m. co-anchor for WFAA-TV Dallas, joins KOVR(TV) Stockton, Calif., as co-anchor on early and late evening news.

Frank Cloffi, chief assignment editor and producer, WNEW-TV New York, joins KRON-TV San Francisco as producer of 5 p.m. weekend news.

Stan Boney, reporter and anchor, WAVI(AM) Dayton, Ohio, joins WYTV(TV) Youngstown, Ohio, as reporter and weekend sports anchor.

Ron Olsen, reporter, anchor and talk show host, KDKA-TV Pittsburgh, joins WMAR-TV Baltimore as weekend anchor. **Robert Roncaglione**, from Generation Television Programming, Washington, joins WMAR-TV as news photographer.

Tom Piskura, formerly president of his own production company, tfp Productions, joins WEWS(TV) Cleveland as producer of special projects for news.

Glenn Schwartz, from National Weather Service in Atlanta, joins WAGA-TV there as weekend meteorologist and science reporter.

Craig Bain, news editor, WAXX(FM) Eau Claire, Wis., assumes additional duties as assignment editor for co-owned WEAU-TV there. **Mary Ann Marks**, reporter, KEYC-TV Mankato, Minn., joins WEAU-TV as reporter and weekend weather announcer.

Frank Deaner, news director, WSBT-TV South Bend, Ind., joins WBNS-TV Columbus, Ohio, as night editor.

Robert Kotowski, reporter, *Allentown (Pa.) Morning Call*, joins KYW(AM) Philadelphia as newsroom editor. **Maureen Shaughnessy**, who has been taping and editing news reports

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for KYW, named writer and reporter.

John Davenport, director of public affairs programming for University of Houston, and former news director, KHOU-TV Houston, and radio and TV correspondent for ABC, joins KTRK-TV Houston as reporter.

Denise Jimenez, anchor-reporter, WKQX(FM) Chicago, joins WMAQ(AM) there in same capacity.

Carol Gibbons, news director, WCDL-AM-FM Carbondale, Pa., joins WSCR(AM) Scranton, Pa., in same capacity.

Lynda Moore, reporter, KIMN-AM-FM Denver, joins WXLO(FM) New York as public affairs director.

Amy Landsman, program coordinator, WRC(AM) Washington, to WZYQ-AM-FM Frederick, Md., as newscaster.

Rande Stefanski, manager of public information, noncommercial WNEO-TV Alliance, Ohio, joins noncommercial WMUL-TV Huntington, W. Va., as community relations director.

Curtia Hunter, sales service assistant, KOOL-TV Phoenix, joins KGUN-TV Tucson, Ariz., as public service coordinator.

Mike Sands, air personality, WJAR(AM) Providence, R.I., named community affairs director.

Promotion and PR

James H. Foster, VP-public affairs, Western Union Corp., New York, joins J. Walter Thompson there as senior VP-general manager of New York office of corporate communications division.

Jack Loftus, VP-corporate information, CBS, New York, joins public relations firm in Washington, Fraser Associates, as VP.

Dean Tonkin, formerly with Chiat-Day Advertising, named creative director for KIRO-TV Seattle.

Timothy Russell, producer-director, WPGH-TV Pittsburgh, joins WIC-TV there as creative director.

Linda Guess, manager of press information, KGO-TV San Francisco, joins KRON-TV there as director of public relations.

Steve Osterloh, art director, KLMN(TV) Fort Smith, Ark., named creative services director.

Judy Fountain, director of advertising and promotion, KVI(AM) Seattle, named director of public relations.

Anthony DeLorenzo, former VP in charge of public relations staff of General Motors Corp., becomes senior consultant to Hill & Knowlton's Chicago office.

Technology

John Phelan, general manager of Filmways Audio Services, Hollywood, named VP.

Tom Jones, sales manager, Multronics, Fort Lauderdale, Fla., joins D-B Electronics, Gaithersburg, Md., as VP-sales and marketing.



Kennedy

of New York-based Video Vision, Inc.

John R. Kennedy, VP operations and engineering, NBC-TV, New York, named senior VP, technical services, NBC-TV.

Gerald Gottlieb, former president Visual Dynamics Corp., appointed president American Tape Corp., Ridgefield, N.J., subsidiary

Meyers, as associate.

Larry C. Wood, director, human resources division, and communications consultant with Frank N. Magid Associates, Marion, Iowa, joins R.C. Crisler & Co., Cincinnati-based media broker, as account executive.

Theodore Baehr, formerly with Agape Productions, joins Brooklyn College of City University of New York as director of television center.

Deaths

Ken Lucoff, 31, ABC News field producer based in Chicago, died in Western Airlines crash in Mexico City Oct. 31. He was en route to El Salvador to cover antigovernment rioting there. Lucoff joined ABC News in 1976 as assignment desk editor in Washington. Before that he was Tel Aviv bureau chief for NBC News. Earlier in his career, he worked as newswriter for WTMJ-TV Milwaukee. Survivors include his brother.

Emil Borra, 46, president of Doyle Dane Bernbach Canada, Toronto, died of aneurism Oct. 23 in Toronto. Borra had been elected chairman of Institute of Canadian Advertising last month. During his career, he worked for Young & Rubicam and Grey Advertising. In 1975, he became president of DDB Canada. Survivors include his wife, Sally, one son and daughter.

Herbert E. Evans, 78, former president and general manager of Peoples Broadcasting Corp. (now Nationwide Communications), Columbus, Ohio, died Oct. 25 in Columbus. Nationwide is owner of seven radio and three television stations. Evans worked for broadcasting subsidiary of Nationwide Insurance from 1951 until his retirement in 1966. Survivors include his wife, Ella, one son and daughter.

Richard Hanna, 50, general manager of WJET(AM) Erie, Pa., died of heart condition Oct. 10 in Erie. Survivors include his wife, Bette, and two daughters.

Allied Fields

John Frysiak, administrative law judge, U.S. Department of Labor, Washington, joins FCC as administrative law judge. **Bernard Kahn**, former chief of FCC's management division, retires after 16 years with commission.

Lorraine Ferrar, formerly with A.C. Nielsen, joins Ehrhart-Babic Group, national market research firm, Englewood Cliffs, N.J., as corporate director of sales and service.

Joel Winnik, former appellate attorney with FCC, Washington, joins communications law firm there, Peabody, Rivlin, Lambert &












The Rev. Charles E. Coughlin, 88, controversial radio priest of the 30's, died Oct. 27 at his suburban Detroit home after an illness of several weeks. His radio appearances began in 1926 when he sought and was given time on WJR(AM) Detroit to explain religious subjects. It was then he began association with his radio counselor, Leo Fitzpatrick, vice president and general manager of the station. By 1929 Father Coughlin's audience had expanded to stations in Chicago and Cincinnati. As the Depression set in, his subjects became strongly political. And, as listener contributions poured in, he moved that year to an 18-station CBS network with his *Golden Hour* program from his church in Royal Oak, Mich. In 1932, Father Coughlin

switched to an independent network of 24 stations. An avowed foe of communism, he first supported and then opposed President Roosevelt and the New Deal. In blunt anti-Semitic tones, he attacked "warmongers," urged isolation, condemned "big business" and assailed unionism. In 1938, however, stations began to reject his increasingly controversial programs. Under pressure from his bishop and faced with a restrictive ruling from the National Association of Broadcasters' code committee that drew implied support from FCC Chairman James Lawrence Fly, the cleric's radio star began to descend. As his network disintegrated, Father Coughlin suspended his radio activity. With the advent of World War II, Father Coughlin also was forced to give up his *Social Justice*, a publication that also reflected his views. He returned to be pastor of his church in Royal Oak until retirement in 1966.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Nov 12  A looking-forward report on the **prospects for television advertising**, coupled with a looking backward at the first 25 years of the Television Bureau of Advertising.
- Dec 3  The latest official release date for **radio revenues in 1978**, as compiled by the FCC. Including market-by-market printouts of income and expense.
- Dec 10  After the fact: the full story, reported on the scene in Geneva, of **what happened at WARC '79**, to whom, and to what eventual effect.
- Dec 17  Annual special report on the **state of the art in broadcast equipment and technology**.
- Dec 17  The **top 100 records** on pop radio playlists in 1979, plus the **top 50** in country. Just in time for yearend programing.
- Jan 7  Annual double issue, featuring BROADCASTING's exclusive report and analysis of the **top 100 companies in electronic communications**.
- Jan 21  Will it be another record year in TV, AM and FM station sales? Read all about it in the annual **station trading special**, playing back the "Changing Hands" track record of 1979.
- Feb 11  **Pre-NATPE.**
- Feb 18  **NATPE.**

Also  As yet undated special reports on "**Broadcasting: The Next 25 Years**" and "**The New Status Quo in Radio Networking**." Along with still other extra efforts just off the edge of our drawing board.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

NBC's Bob Walsh: from the boxing ring to the board room

Bob Walsh is a former amateur boxer who started out to become a teacher.

The pugilism came naturally. In Chicago, his home town, he "grew up in what was classically called the Irish ghetto," he explains, "so everybody was in boxing whether they wanted to be or not."

He obviously had some encouragement at home. His father, Howard Walsh, had been a professional fighter and was an official of the Illinois Boxing Commission and a referee. Young Walsh went on to win the Golden Gloves championship of Rockford, Ill., lightweight division, in 1950, and later, in the Marine Corps during the Korean war, continued his ring career.

The teaching life for which he had prepared in getting his bachelor of science degree from Northern Illinois University got sidetracked during and after the Korea conflict. He attained the rank of captain, serving as executive officer of the Third Tank Battalion, and when he returned to civilian life he took a job as salesman for Sinclair Refining Co. That occupied him for a couple of years, and then he moved to Household Finance Corp. for seven more, serving as advertising manager.

A combination of home and job circumstances steered him out of finance and into broadcasting. "When I worked for Household, my job was buying radio and television and traveling to markets around the country, and I got very interested in the broadcasting business," he recalls. "And my father was a local radio time salesman in Chicago for WIND(AM) for years. So I really kind of drifted into it."

He drifted first into radio, as a salesman for NBC Radio Spot Sales in Chicago. A couple of years later he applied for and received a transfer to NBC Spot Television Sales, where he became manager of the Chicago office in 1967. The following year he moved over to WMAQ-TV Chicago, an NBC O&O, and began a series of upward climbs: from local sales manager to sales manager to station manager.

Life since then—it was in 1973 that he became station manager at WMAQ-TV—has been entirely station-oriented. From Chicago he went in 1976 to Washington as vice president and general manager of NBC's WRC-TV, and from Washington he returned to Chicago in 1978 as vice president and general manager of WMAQ-TV. Then he was named executive vice president of the NBC Television Stations division and after five months in that post was promoted to president of the division last August.



Robert Sylvester Walsh—president, NBC Television Stations division, New York; b. Feb. 24, 1929, Chicago; BS, Northern Illinois University, 1951; captain, U.S. Marine Corps, 1951-53; salesman, Sinclair Refining Co., Chicago, 1954-55; advertising manager, Household Finance Corp., Chicago, 1955-62; salesman, NBC Radio Spot Sales, Chicago, 1962-64; salesman, later manager, NBC-TV Spot Sales, Chicago, 1964-68; manager, local sales, NBC's WMAQ-TV Chicago, 1968-70; sales manager, WMAQ-TV, 1970-73; station manager, WMAQ-TV, 1973-76; vice president and general manager, NBC's WRC-TV Washington, 1976-78; vice president and general manager, WMAQ-TV, 1978-79; executive vice president, NBC Television Stations division, March-August 1979; present post since August 1979; m. Marion Whelan, Oct. 15, 1955; three children—Thomas, 23; Margaret Mary Roberts, 21; Kathleen, 13.

That makes him head of the five NBC-owned television stations and NBC Television Spot Sales. There's also a division staff—vice presidents for news, for programming and for administration—that reports to him.

Thus far, he hasn't replaced himself as executive vice president, to whom the owned stations normally would report. "That job," he says, "will probably be vacant for a while. I'd like to do both as long as I can, to get a handle on the opportunities and responsibilities.

One consequence of doing both has been 11- and 12-hour days at the office—a consequence made easier by the fact that his wife and family are only now moving to New York. They were scheduled to make the move last week.

"I'm usually here in the office by about 8 o'clock," Walsh explained, "and I've been staying until 7 or 8 o'clock at night. I don't intend to keep those kinds of hours when my wife gets here, or I won't have a wife. But to start off with and to get a han-

dle on the job, those kinds of hours were required."

Walsh also has been doing "quite a bit" of traveling to visit personally with the managers of the O&O's, in addition to talking with them daily by telephone. He sees his job and those of the division's programming and news vice presidents as supportive rather than as order-givers.

"I review plans with the general managers," he says, "but it would be rare for me to overrule a general manager. They live in the community and have a better feel for it than I do. Having been a general manager, I appreciate the position they're in. They don't go ahead and do things and buy things without talking to me, obviously, but we [in New York] act more as adviser and counselor than as a boss."

Business, he says, is "very strong."

"This talk of recession is something we're very conscious of," he continues, "but at the moment we're continuing to be very healthy. . . ."

"Unlike the network, our business is very close-in, sold very close to air-date, so that we on the local and spot side probably reflect changes in the economy much quicker than the network. Sometimes 30% to 50% of our business for a month is written within six weeks of the end of the month—it can make young men old."

As a station manager and in his present role, Walsh sees local news as the bedrock of successful operation. And with the new technologies coming along—cable, disks, home cassettes and the like—he figures news will become more important than ever.

"As the most important single base for audience development and revenue potential," he says, "stations are going to realize that local TV news will increasingly be the television key to competitive leadership. In a very real way, stiffer competition between local stations in news and entertainment programming as well as against non-broadcasting competitors is bound to strengthen the importance of news programming—and it is the viewing audience, which has steadily become more demanding in its viewing choices, that will be the beneficiary. Given the increased pressures from cable and stronger counterprogramming choices in entertainment, a strong news image is likely to become even more important to a station than it has been in the past."

Walsh hasn't abandoned his earlier desire to be a teacher. He hopes, rather, that the reality has merely been deferred.

"I would hope," he says, "that some day, after my career in broadcasting is completed, I could teach broadcasting at a college or university—even if it were just on a volunteer basis. I enjoy contact with young people."

Year of turmoil

It will be a year before the elections of 1980 are held, but already broadcasters are facing dilemmas arising from the political broadcasting laws. As had been forecast (BROADCASTING, Oct. 29), Gerald Rafshoon has asked the FCC to force television networks to sell half an hour of prime time for a political advertisement by President Carter. Rafshoon claims a right of access under a 1972 amendment to the Communications Act.

This could present a sticky problem to the FCC. The cited amendment authorizes the FCC to revoke a license for "willful or repeated failure to allow reasonable access to or to permit purchase of reasonable amounts of time for the use of a broadcast station by a legally qualified candidate for federal elective office on behalf of his candidacy." Carter is a candidate, or will be officially by the time he wants to make the broadcast in December. Is a half hour of prime time on television a "reasonable" amount of time? Would denial constitute a "willful" failure to grant access?

The networks, of course, have logical defenses, as were conveyed to Rafshoon after he made his request. They prefer not to disrupt normal programming with political advertising until the national campaigns take shape; at this point presidential candidacies are concerned with primary elections at different times in different states. Not only that, the networks fear a rash of demands for time if they accede to one.

Logic, however, may fall before political reality. Four members of the FCC, a majority, are Democrats who will be voting on a Democratic President's demand, and one of the four is up for reappointment before the 1980 election.

Whatever the disposition of Rafshoon's complaint, his is merely the forerunner of many disputes that are certain to be generated by the access amendment, Section 312(a)(7) of the Communications Act, and the equal-time and fairness provisions of Section 315 in the year preceding the 1980 elections. Add to those debilitating restrictions the actions of the Federal Election Commission, which may obstruct broadcast debates (BROADCASTING, Oct. 29), and the federal control over political broadcasting becomes nearly absolute.

If there is ever to be any deregulation of broadcasting, it ought to begin with Sections 312 and 315.

Wrong target

It is a hybrid procedure that the FCC adopted last week after the derailment of Chairman Charles D. Ferris's plan to railroad a rulemaking on children's television. The staff has been instructed to draft a proposed rulemaking that includes options ranging from no rules at all to fixed quotas of programming for children of various ages. In the 45 days that the drafting is going on, interested parties may freely comment on the staff report from which the rulemaking is being drafted.

In translation, this seems to mean that for the next month and a half broadcasters may energetically campaign against the objectionable options that the staff has suggested. There is plenty to campaign against.

Surely, upon serious reflection, four votes can be found to reject the most radical proposal: for a requirement that broadcasters carry at least five hours a week of "educational or instructional" programming for preschool children and two and a half hours for those of school age, between 8 a.m. and 8 p.m. on weekdays.

Surely there will be recognition of the absurd inconsistency between the staff's finding that advertisers will not support educational programming on commercial television and the staff's propo-

posal to eliminate restrictions against advertising in children's programs produced by the government.

Apart from its questionable constitutionality and academic insulation from reality, the basic premise of the staff report is subject to attack. The staff now wishes to assign to commercial television a mission that was given to the noncommercial system when it was decreed into existence by the FCC's reservation of 242 channels for educational and instructional use back in 1952.

If in 1979, the noncommercial system is failing to provide the educational service for which it was created, as the FCC staff now says it is, corrections should be made there, not in a commercial system that is wholly unsuited to provide meaningful volumes of education or instruction to the young.

This is not to say that commercial broadcasting has no obligation to mix learning with its entertainment in its offerings to children. But its inherent limitations as an educational medium were recognized in the creation of the noncommercial "educational" system 27 years ago.

It shouldn't take more than 45 days for at least four members of the FCC to brush up on their history.

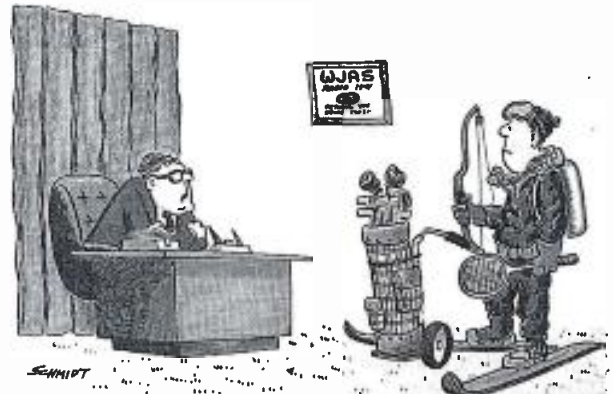
Reappraisal

There has been a revival of interest in the use of broadcast advertising for contraceptives, which have been banned from the air by the NAB radio and television codes. The NAB television code board has proposed research to determine whether attitudes have changed since the code prohibitions were adopted four years ago.

The guess here is that if research is conducted, it will discover as much disagreement as was evident four years ago when some contraceptive advertising got on the air and led to the code action against it. In 1975 the opposition to contraceptive commercials overwhelmed whatever support there may have been. Contraception, as a practice, is almost as emotional an issue as abortion. Basic aversions to it are bound to be inflamed by advertising of products or methods on the air.

Still there may be merit in a re-examination of public attitudes, to avoid the perpetuation of prohibitions solely on the assumption of the broadcasting establishment that conditions remain unchanged. Too many code restrictions have been adopted and retained without adequate research.

Even if the code were liberalized, the ultimate responsibility for acceptance or rejection of contraceptive advertising, like all other kinds, would remain where it belongs, with the individual broadcaster.



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