

Pulling out the stops on deregulation
Breaking a leg for the sweeps

Broadcasting Jan 29

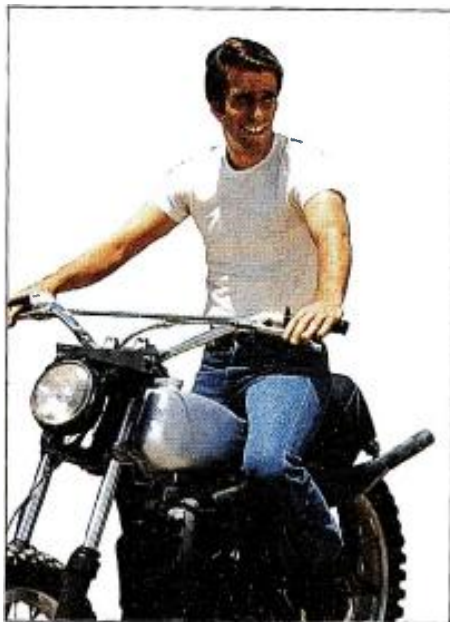
The newsweekly of broadcasting and allied arts

Our 48th Year 1979

NEWSPAPER

MOVING DAY IS MARCH 5.

ABC is really moving Happy Days to Channel 5!
Stay tuned.



KSTP-TV

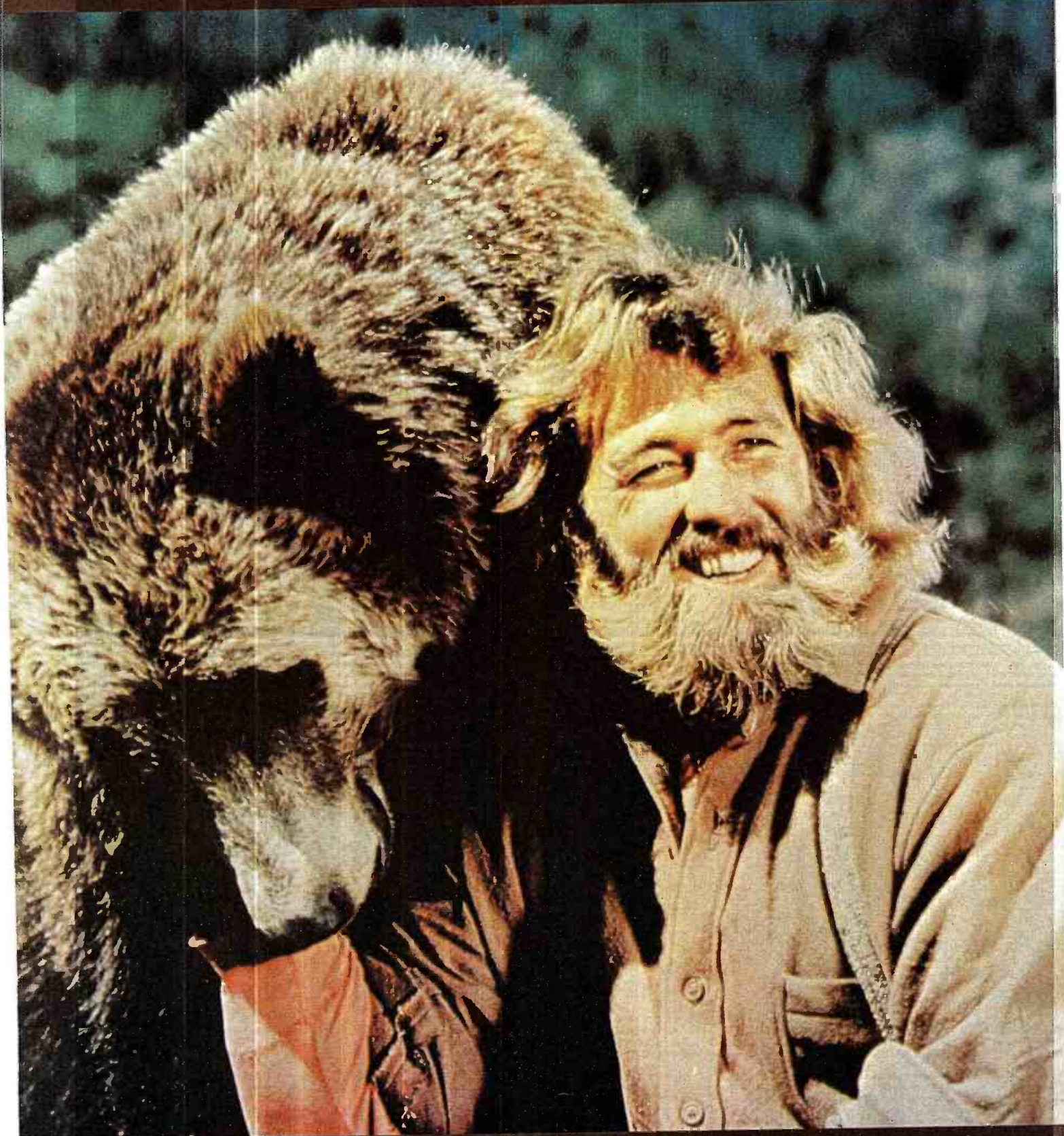
Minneapolis-St. Paul



A division of Hubbard Broadcasting, Inc.

30 012112
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US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 35112
MKJ DEC/81

Gentle Giants.



For 2 years on NBC, more than 26 million weekly prime-time viewers have watched Grizzly Adams and his bear, Ben, encounter perils and adventure as they roam a vast and spectacularly beautiful wilderness.

Both have hearts as big as the mountains they roam. And, so, their adventures are touched with warmth and an uncommon love for all living things.

Their frequent companions, Mad Jack the trapper and Nakoma the Indian, are cast in the same mold.

With such content and characterization, it is not surprising that this splendid family series receives TVQ popularity scores, among the demographic groups, 10 to 30 points higher than average scores for prime-time programming.

Now, "The Life and Times of Grizzly Adams," filmed entirely on location in the mountains of Utah and Arizona, is available for September 1979.

There are 35 hours and two 2-hour specials, "Once Upon a Starry Night" and "The Renewal," ideally suited for Christmas and Easter broadcasts.

Call for this proven all-family favorite.

"The Life and Times of Grizzly Adams"

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



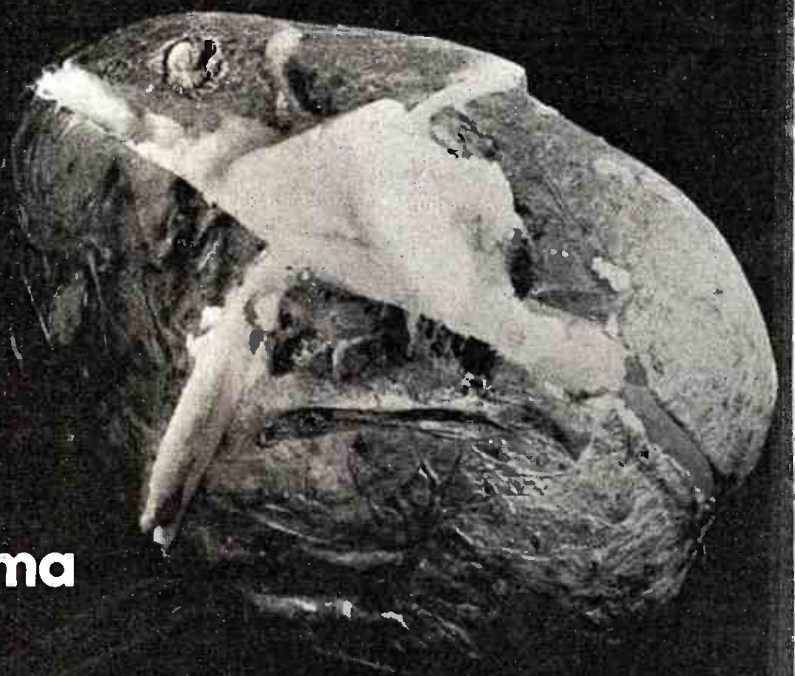
**Your Best Bet!
at the NATPE**

The Hot Potato.

Government mismanagement, juvenile crime, sewage control, neighborhoods in crisis.

Issues of public concern are hot potatoes for any station to hold. But WAPI Television in Birmingham takes the heat. We did it with an in-depth investigation into Family Court and its juvenile detention center. And, we shed some light on habitual delinquency and repeated escapes. With the heat came changes in security and the manner in which certain repeat offenders were tried.

The Hot Potato. Our ability to handle hot potatoes is just one facet of WAPI's community service.



WAPI-TV
Birmingham, Alabama

Newhouse Broadcasting Corporation, Inc.

WAPI AM/FM/TV-Birmingham. WSYR AM/FM/TV-Syracuse. KTVI-St. Louis
WTPA FM/TV-Harrisburg. WSYE TV-Elmira.

The Week in Brief

DEREGULATION'S DAY IS HERE □ Momentum builds among the various regulatory rein-holders in Washington to loosen up the grip. **PAGE 29.**

A HEAP IN THE HOPPER □ The antiregulatory mood stirring on Capitol Hill is indicated in the numerous broadcast-related measures introduced—and reintroduced—in the new Congress. **PAGE 29.**

GOOD NEWS IN NUMBER TWOS □ Goldwater is now the ranking Republican on the Senate Communications Subcommittee and Collins his counterpart in the House. They're expected to have a sympathetic ear for broadcast concerns. **PAGE 30.**

CARNEGIE II □ The long-awaited report on the future of public broadcasting is due out tomorrow. It's expected to recommend a \$1 billion budget, replacing CPB with a Public Telecommunications Trust and more emphasis on diverse program sources. **PAGE 31.**

HEADING HOME □ The FTC wraps up its San Francisco sessions on children's advertising after hearing INTV plead the independent's special case. Hearings resume in Washington in March. **PAGE 34.**

SOUL SEARCHING □ Religious broadcasters, meeting in Washington, take a fresh look at themselves, their perspectives and the questions being raised about on-air ministries. **PAGE 36.**

CARTER'S BUDGET □ The White House request for fiscal 1980 includes a lot more money for NTIA, just a tad extra for the FCC and FTC. **PAGE 42.**

THOSE CPB VACANCIES □ Four names are submitted to the Senate in an attempt to fill board openings that have existed since last March. **PAGE 46.**

PROD FROM MARSHALL □ The NBMC head notes EEO progress at the FCC, but tells the commission's Ferris that there's still a long way to go. **PAGE 49.**

NBC-TV'S SECOND SEASON □ Silverman offers a perspective on what's happening at midseason and explains the philosophy that he is instilling. **PAGE 51.**

NO DERAILMENT □ Even though NBC-TV had the Super Bowl going for it, ABC-TV ran away with the prime-time ratings in the week ending Jan. 21. **PAGE 53.**



Shooting the works. ABC-TV's *Roots: The Next Generations*, CBS-TV's "Gone With the Wind" and NBC-TV's "One Flew Over the Cuckoo's Nest" typify the blockbuster approach all three networks are taking for the February sweeps. It's out the window with the regular schedule and bring on the movies, miniseries, specials, premieres, extended episodes of regular series, stunts, shifts and switches. **PAGE 33.**

ROYAL AUDIENCES □ Mobil's *Edward the King* is using an ad hoc TV network to beat out much of the competition. **PAGE 53.**

NBC UNDERSCORES RADIO □ Plans for a new radio network, station acquisitions, better programming and satellite delivery are among the many ambitious projects NBC unveiled at its radio affiliates meeting in New Orleans. **PAGE 54.**

A BOOMING BUSINESS IN YESTERYEARS □ The two-year-old Museum of Broadcasting in New York is attracting such heavy traffic that expansion is scheduled to begin in March. **PAGE 57.**

CUTBACK CRITICS □ ABC-TV's plan to reduce commercial time within weekend children's programming evokes negative comments from such as CBS-TV's Rosenfield and General Foods' Mitchel. **PAGE 59.**

WHERE TO SQUEEZE? □ In the quest for more radio outlets, both FCC and NTIA are looking carefully at AM and FM, but with different ideas on how to introduce new facilities. **PAGE 61.**

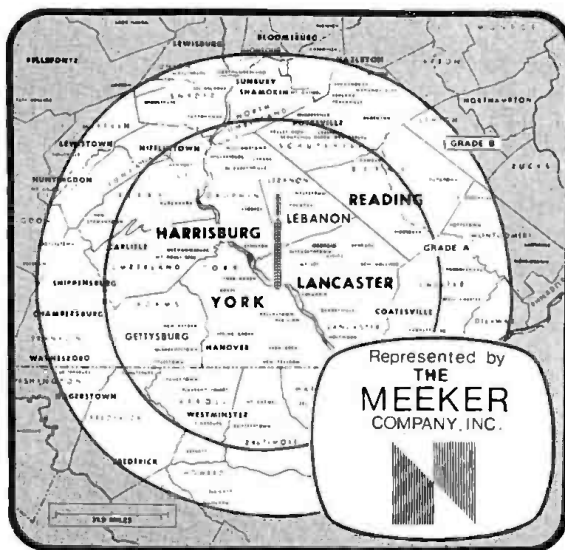
MIX MASTER □ An ability to blend art and commerce has enabled Universal's Donald Sipes to effectively meet the challenges of running a major television studio. **PAGE 83.**

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WGAL-TV sets the pace in SPORTING HILL



Not only in this active Lancaster County community does WGAL-TV win the laurels, but in hundreds of other prosperous Pennsylvania towns and cities as well. Such championship performance is due to a combination of outstanding programs and consistent day-in, day-out coverage of all segments of this responsive 9-county DMA of some 1,200,000 persons. So, in your media buying, it pays to contrast this WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for marked superiority in area-wide coverage and sales.

Source: Nielsen 1978 County Coverage Report

WGAL-TV 8

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Closed Circuit®

Insider report: behind the scene, before the fact

Ins and outs

One of hottest rumors making rounds of FCC has Chairman Charles D. Ferris planning to move Wallace Johnson out of his position as chief of Broadcast Bureau and replace him with Philip Verveer, now chief of Cable Television Bureau. Rumor had even reached point where Mr. Verveer was recruiting replacement for current deputy chief of Broadcast Bureau, Martin Levy. Neither Mr. Ferris nor Mr. Verveer would confirm story, but neither clearly scotched it. Mr. Verveer would say only that his "only commitment" to Mr. Ferris was to produce economic inquiry on cable's impact on television, and present it to commission. (That job is nearing completion.)

Mr. Ferris referred to "silly rumors" swirling about commission and himself, including one that he would be named to cabinet post. But closest he got to rejecting Johnson-Verveer rumor was that he had been so busy filling other key jobs, he had not even had time to think about other personnel matters. Fueling speculation is expectation that Cable Television Bureau is due for dismantling, and knowledge that Chairman Ferris thinks highly of Mr. Verveer, whom he recruited year ago from Federal Trade Commission.

Measure for measure

Nobody set off firecrackers, but network television's estimated annual gross sales passed \$4-billion mark for first time in late December and ended 1978 at more than \$4.1 billion. Estimates, compiled by Broadcast Advertisers Reports, also show network prime-time revenues got past \$2-billion level for first time, topping out at almost \$2.1 billion.

If third-quarter prime-time ratings (which totaled 56.2 points) could be taken as representative of full year, that \$2.1 billion in prime-time billings would average out—after deduction of 15% agency commissions—to about \$31,585,000 per rating point. And that is also roughly what one rating point's difference would mean in profits, based on conventional theory that network costs are essentially fixed, so that any additional revenues—once costs have been covered—go down to bottom line largely intact.

Pro bono publico

Tab Federal Trade Commission is picking up for public-interest group participation in children's advertising hearings has hit \$203,112 and is sure to go higher when funds for new fiscal year are divvied up. Latest reports show big winners in

reimbursement for legal, travel and research fees are Action for Children's Television, \$61,000; Consumers Union, \$42,000; Media Access Project, \$36,813; and Council for Children, Media and Merchandising—turned down three times for \$177,728, \$182,759 and \$126,079 before being granted \$35,230 on fourth request.

Other participants include Center for Public Representation, \$19,024; Community Nutrition Institute, \$14,596; Safe Food Institute, \$12,265.

Carnegie cures

Exact annual budget proposed for public broadcasting by second Carnegie Commission in report due out this week (see page 31) is \$1.2 billion, equivalent of about \$5 for every person in U.S. Report is critical of internal bickering and undefined goals of Corporation for Public Broadcasting (which Carnegie would replace with new organization), and says public radio needs to get on ball. Commission adds that subject of public radio was given short shrift in first Carnegie report, issued in 1967, which led to national legislation creating present noncommercial structure.

Back to sponsors?

NBC-TV sources confirm that network will soon announce it is developing prime-time series in cooperation with Procter & Gamble (see page 51). Project is one-hour, family-oriented program, to be produced by Universal TV for next fall's schedule. Series will be cited as "direct result" of NBC President Fred Silverman's speech last year, in which he asked that advertisers return to active involvement in series development.

Some sources said P&G approached network after speech, but others add Mr. Silverman was "determined to go out and make this happen" after most advertisers derided his proposal (BROADCASTING, Sept. 18, 1978).

Sky war?

NBC Radio network's executive vice president, Richard Verne, has satellite-distribution plan stressing "open entry" to program suppliers (see story, page 54) that is "not really compatible" with satellite plans of Mutual Broadcasting System, which has application for 500-plus earth stations now before FCC, Mutual official said last week. Furthermore, official suggested, NBC proposal may reflect "effort on the part of RCA saying to its subsidiary, NBC, 'What can you do to slow this down?'" It was pointed out

that Mutual and National Public Radio have jump on other networks, but they have selected RCA's satellite competitor, Western Union, to relay signals. (It is relatively easy process to pick up signals from same satellite, but two radio satellites supplying signals to stations would require different antennas at each down-link site.)

Mutual official called NBC plan "anticompetitive measure" that, because of high construction costs and like, could preclude stations from picking up Mutual's network feed as well as other services it may "authorize" its affiliates to receive. (Mutual engineers have developed technique allowing transmission of up to 16 radio channels on one satellite transponder.)

Distraction

Content and timetable of Communications Act rewrite or renovation, which rewrite author, Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, hopes to push through this Congress, could be affected by political needs of his counterpart in Senate. Ernest F. (Fritz) Hollings (D-S.C.), Senate Communications Subcommittee chairman, is up for re-election in 1980. Experienced congressional hands say that could mean (1) senator would be on campaign trail just as legislation came to boil and (2) he could become reluctant to be identified with anything controversial in broadcasting provisions as election draws near.

Senator Hollings is already mapping campaign plans. Coming from same state that sends Strom Thurmond, conservative Republican, to Senate, Mr. Hollings is not taking re-election for granted.

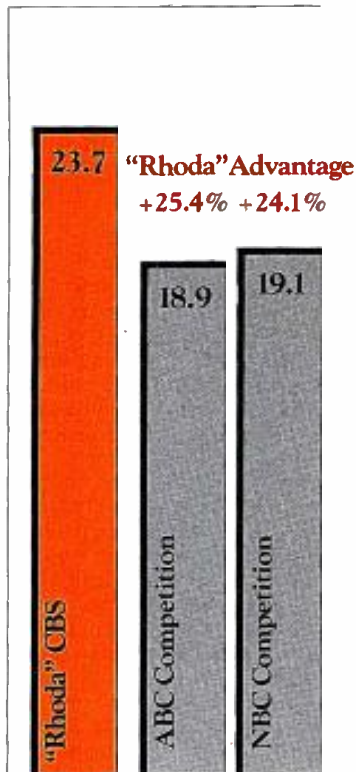
Digging into decibels

FCC will take another look at question of what, if anything, it can do about "loud" commercials. It has not had much success in past in solving technical problems involved in setting standards for loudness, but Field Operations Bureau last year issued report stating that at least one-third of television commercials are "loud" (BROADCASTING, March 27, 1978), and Chairman Charles D. Ferris has asked Broadcast Bureau and FOB to do follow-up study.

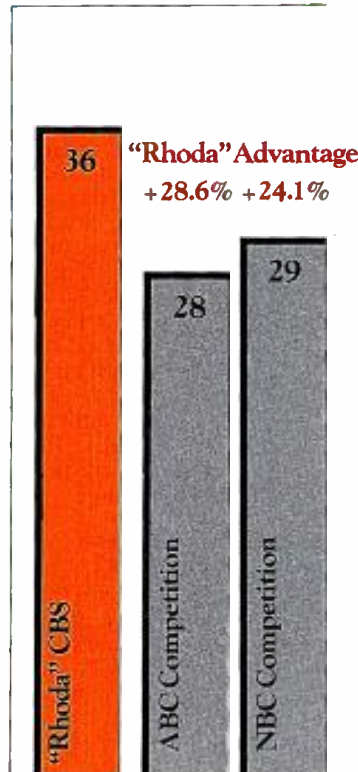
Awareness of commission's renewed interest in subject led National Association of Broadcasters television board; at its Maui meeting, to refer to executive committee project of developing standards (BROADCASTING, Jan. 22). New NAB laboratory will probably be used in effort.

Get the "Rhoda's"

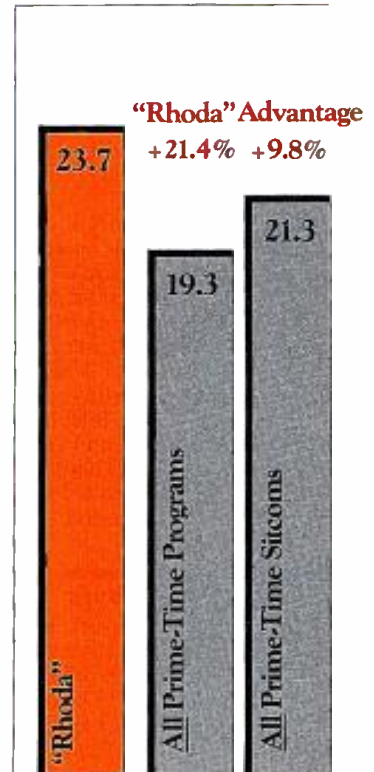
1974-78 Average:
Ratings



1974-78 Average:
Shares



1974-78 Average:
Households



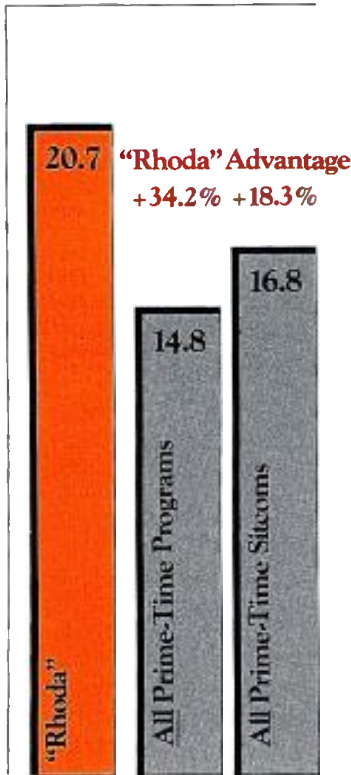
As you see, the advantage is all yours with "Rhoda."

Over the course of 4 full seasons on the CBS Television Network, this MTM Enterprises hit attracted:

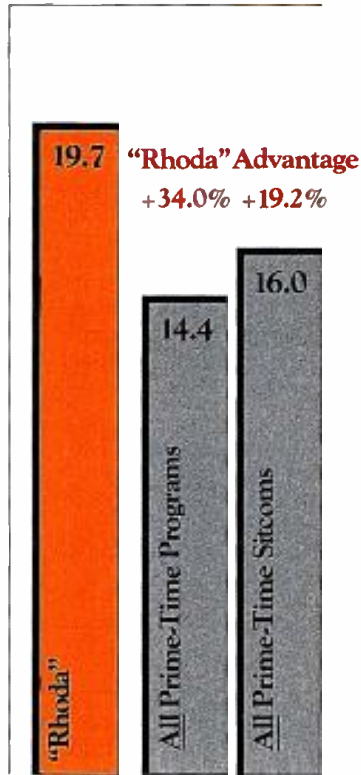
- ...more viewers than rival network programming!
- ...more viewers than the average for all prime-time programs or sitcoms!
- ...more women and young women than the average for all prime-time programs or sitcoms!

advantage!

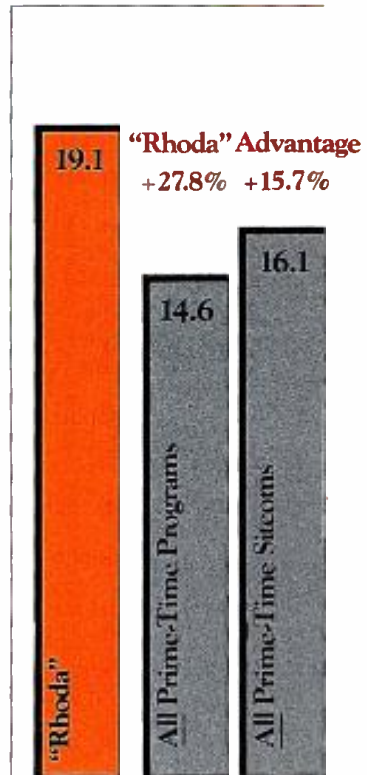
1974-78 Average:
Total Women



1974-78 Average:
Women 18-34



1974-78 Average:
Women 18-49



Valerie Harper, Julie Kavner and Nancy Walker give "Rhoda" a trio of superb, award-winning comedy stars.

And "Rhoda" gives you a quality sitcom for family viewing that is contemporary, clean and non-controversial.

It's ideal fringe-time fare.
Available now for Fall 1979.

Victory Television

45 East 45 Street, New York 10017
(212) 687-1516.



"Rhoda"

Source: NTL, 1974-78. Season premiere through II Feb. for each year. Estimates subject to qualifications of the rating service.

Radio only

Beck's Beer □ Eight-week radio campaign begins in mid-March in five markets including Boston, Chicago and Miami. Agency: Della Femina, Trivisano & Partners, New York. Target: men, 18-49.

S.C. Johnson □ Eight-week radio campaign starts in March for Capri shampoo in Des Moines, Iowa, and Omaha. Agency: Kloppenburg Switzer & Teich, Milwaukee. Target: women, 18-34.

Anheuser-Busch □ Four-to-ten-week radio campaign starts in early February for Busch beer in 35-40 markets including Boston, Detroit, Memphis and St. Louis. Agency: Needham, Harper & Steers, Chicago. Target: men, 18-34.

Fort Dodge Labs □ Six-week radio campaign begins in early February for Anaplaz cattle vaccine in 25 markets via Arkansas Radio network and Intermountain network. Agency: Sander Allen Advertising, Chicago. Target: farmers.

Dow Chemical U.S.A. □ Six-week radio campaign begins this week for agricultural chemicals division in eight markets including Milwaukee and Omaha. Agency: D'Arcy-MacManus & Masius, Troy, Mich. Target: farmers.

Atlantic Richfield □ Six-week radio campaign starts in early February in 27 markets including Baltimore, San Francisco and Washington. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: men, 18-34.

B.F. Goodrich □ Five-week radio campaign begins in early April for radial tires in 58 markets including Baltimore, Dallas, Milwaukee, Phoenix and Seattle. Agency: Kenyon & Eckhardt, Dearborn, Mich. Target: men, 18-34.

Mountain High Yogurt □ Four-week radio campaign starts this week in Denver, Omaha, Phoenix and Salt Lake City. Agency: Group 12, Kalamazoo, Mich. Target: women, 18-34.

British Airways □ Three-week radio campaign starts in early February for airline in nine markets including Boston, Detroit and Miami. Agency: Tinker Campbell-Ewald, New York. Target: men, 25-54.

Sun Harbor Industries □ Three-week radio campaign begins in mid-February for food products group in 20 markets including Detroit, New Orleans, San

Rep appointments

- KBJR-TV Superior (Duluth), Minn.: Katz Television Continental, New York.
- WBOS(FM) Boston and WLBS(FM) Mt. Clemens (Detroit), Mich.: Jack Masla & Co., New York.
- XHRM-FM Tijuana (San Diego): R. A. Lazar & Co., Chicago.
- WTSV(AM)-WECM(FM) Claremont, N.H.: The Queen Co., Boston.

Diego and Washington. Agency: Dailey & Associates, Los Angeles. Target: women, 18 and over.

Mobil Oil □ Three-week radio campaign begins this week for Mobil One oil in 12 markets including Boston, Chicago, Minneapolis and Syracuse, N.Y. Agency: Doyle Dane Bernbach, New York. Target: men, 25-54.

California Federal Savings □ Two-week radio campaign starts in early February in 10 markets including San Diego, San Jose and San Francisco. Agency: Jensen & Ritchie, Los Angeles. Target: adults, 50 and over.

TV only

Stouffer's □ Fifteen-week network and 18-week spot-TV campaign starts in February in 35 markets celebrating company's 25th anniversary. Food products group will spend \$12 million on advertising. Agency: Creamer Inc., Pittsburgh. Target: total women.

Evinrude Motors □ Five-month TV campaign begins in early February for outboard motors in 60 markets during news and early fringe time. Agency: Cramer-Krasselt, Milwaukee. Target: total men.

Eureka □ Twenty-week TV campaign for tents starts in early March in 25 markets during news and sports time. Agency: Wm. L. Baxter Advertising, Minneapolis. Target: total adults.

FMC □ Sixteen-week TV campaign begins in mid-March for consumer products division lawn mowers in 58 markets during news time. Agency: Cramer-Krasselt, Milwaukee. Target: total men.

Church's □ Three-month TV campaign

starts in early March for Church's fried chicken restaurant chain in 30-40 markets during fringe, prime, prime access and late news time. Agency: Burton-Campbell, Atlanta. Target: adults, 18-49.

GAMA □ Three-month TV campaign starts in March for Gas Appliance Manufacturers Association in 80 markets during all dayparts. Agency: Holland-Wallace, Little Rock, Ark. Target: women, 25-54.

Iroquois Brands □ Three-month TV campaign begins in March for Yoo-Hoo chocolate drink in East Coast markets during day and fringe time. Agency: Weiss & Geller, New York. Target: women, 18-49, teen-agers and children.

Pennsylvania Lottery □ Seven-week TV campaign begins in early February for lottery in six markets during all dayparts. Agency: Lewis & Gilman, Philadelphia. Target: adults, 25 and over.

Valchris Meats □ Seven-week TV campaign begins for cold cuts in early February in seven markets during day, fringe and prime time. Agency: Honig-Cooper & Harrington, Los Angeles. Target: women, 25-54.

H.J. Heinz □ Seven-week TV campaign starts in mid-February for Heinz 57 sauce in 55 markets during day and fringe time. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: women, 18-49.

Schwinn Bicycle □ Seven-week TV campaign begins in early April in 21 markets during early fringe time. Agency: George Bond and Associates, Chicago. Target: adults, 18 and over, teen-agers and children.

International Playtex □ Six-week TV campaign begins in mid-February for Round the Clock pantyhose, in about 48 markets during fringe time. Agency: Ogilvy & Mather, New York. Target: women, 18 and over.

Del Labs □ Four-week TV campaign starts in mid-February for Sally Hansen's Hard As Nails cosmetics in 55 markets during day, fringe and prime time. Agency: Daniel & Charles, New York. Target: total women.

Pizza Hut □ Four-week TV campaign begins in late February for restaurant chain in about 50 markets during fringe and prime time. Agency: Foote, Cone & Belding, Chicago. Target: adults, 18-34.

Karastan Carpets □ Four-week TV campaign begins in early February in

eight markets during fringe and prime time. Agency: Media Basics, New York. Target: women, 25-54.

Elanco □ Four-week TV campaign begins in late February for crop herbicides in 22 markets during news, fringe, prime, and sports time. Agency: Fletcher Mayo Associates, St. Joseph, Mo. Target: men, 25-49.

Canon □ Four-week TV campaign starts in early February for camera manufacturer in 10 markets during prime and late news time. Agency: Grey Advertising, New York. Target: adults, 18-49.

Reynolds □ Three week TV campaign starts for Brown N' Bag food wrapping in early February in six markets during all dayparts. Agency: Clinton F. Frank, Chicago. Target: women, 25-29.

Larsen □ Three-week TV campaign begins this week for frozen vegetables in 21 markets during day and fringe time. Agency: Campbell-Mithun, Chicago. Target: total women.

Eckerd Drugs □ Two-to-three-week TV campaign begins in early February for drug store chain in 25 markets during day, fringe and prime time. Agency: Mike Sloan Inc., Miami. Target: men and women, 18-49.

Elektra Records □ Two-week TV campaign begins this week for Queen album, *Jazz*, during fringe time. Agency: Adler Communications, New York. Target: total men.

Taylor Wines □ Two-week TV campaign begins this week in 18 markets during late fringe and news time. Agency: Kenyon & Eckhardt, New York. Target: adults, 25-54.

BAR reports television-network sales as of Jan. 7

ABC \$24,063,700 (28.4%) □ CBS \$28,939,700 (34.1%) □ NBC \$31,813,600 (37.5%)

Day parts	Total minutes week ended Jan. 7	Total dollars week ended Jan. 7	1979 total minutes	1979 total dollars year to date	1979 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	141	\$ 1,040,800	141	\$ 1,040,800	\$ 824,000	+26.3
Monday-Friday 10 a.m.-6 p.m.	977	21,481,800	977	21,481,800	20,903,400	+2.8
Saturday-Sunday Sign-on-6 p.m.	299	10,581,400	299	10,581,400	12,127,700	-12.8
Monday-Saturday 6 p.m.-7:30 p.m.	107	6,351,100	107	6,351,100	5,339,200	+19.0
Sunday 6 p.m.-7:30 p.m.	19	2,142,600	19	2,142,600	3,007,300	-28.8
Monday-Sunday 7:30 p.m.-11 p.m.	415	37,573,500	415	37,573,500	41,375,100	-9.2
Monday-Sunday 11 p.m.-Sign-off	227	5,645,800	227	5,645,800	5,175,900	+9.1
Total	2,185	\$84,817,000	2,185	\$84,817,000	\$88,752,600	-4.4

... as of Jan. 14

ABC \$48,599,300 (30.6%) □ CBS \$54,152,100 (34.1%) □ NBC \$56,162,100 (35.3%)

Day parts	Total minutes week ended Jan. 14	Total dollars week ended Jan. 14	1979 total minutes	1979 total dollars year to date	1979 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	145	\$ 1,067,100	287	\$ 2,107,900	\$ 1,649,300	+27.8
Monday-Friday 10 a.m.-6 p.m.	989	15,517,200	1,968	36,999,000	36,020,400	+2.7
Saturday-Sunday Sign-on-6 p.m.	353	9,773,800	652	20,355,200	21,309,300	-4.4
Monday-Saturday 6 p.m.-7:30 p.m.	99	3,965,600	206	10,316,700	8,994,300	+14.6
Sunday 6 p.m.-7:30 p.m.	21	1,356,000	40	3,498,600	6,683,800	-47.7
Monday-Sunday 7:30 p.m.-11 p.m.	410	38,128,300	825	75,701,800	77,345,100	-2.1
Monday-Sunday 11 p.m.-Sign-off	219	4,288,500	447	9,934,300	9,674,900	+2.7
Total	2,236	\$74,096,500	4,425	\$158,913,500	\$161,677,100	-1.7

Source: Broadcast Advertisers Reports

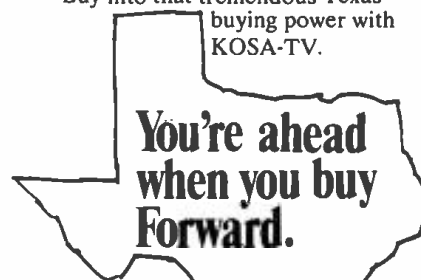


There's a
TEXAS
SIZE
market in
Odessa.

Households in the Odessa-Midland-Monohans have Texas size buying power. In terms of per household total retail sales, this boom market ranks within the top ten of the nation's 200 DMA's. Overall effective buying income is on the rise at the rate of 16% per year.

KOSA-TV, a member of the Forward Group, is on top of the boom, maintaining a strong lead in the weekly comes through astute local coverage and good solid station management.

Buy into that tremendous Texas buying power with KOSA-TV.



KOSA-TV
ODESSA-MIDLAND, TEXAS

MEMBER... FORWARD GROUP



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

Monday Memo[®]

A broadcast advertising commentary from Herbert E. Krugman, manager, corporate public opinion research, General Electric, Fairfield, Conn.

The two brains: new evidence on TV impact

It is only recently that psychologists have begun to appreciate the enormous capacity of the human brain for the retention of pictures and images. Whereas relatively few images can be freely recalled, in comparison—and this is a very important point—a vast number can be correctly recognized.

Images are not especially amenable to conventional interviewing techniques because they are in the right hemisphere of the brain which is, so to speak, silent. Words and speech, those things that are easier to obtain in interviews, are stored in the left hemisphere of the brain.

To ascertain the respondent's reactions, tiny electrodes are placed on three locations on the back of the head. Fine wires lead from the electrodes to the recording apparatus. The wires are so fine the subject is not aware of them while the test is under way.

Much response to advertising is right-brain, and I'd like to discuss what kinds of advertising evoke right-brain response. As an illustration I'll use some preliminary findings of research into brain-hemisphere response to General Electric's "Thomas Edison" television commercials.

■ All of the Edison commercials open with print superimposed—the name Thomas Edison and the calendar year. In our data, this addition of print supersedes always splits the audience. That is, among our cases, each individual reacts to the print with one brain hemisphere, or to the character Edison with the other brain hemisphere. I won't say this is good or bad, but I will say that different consumers react to different aspects of a commercial. In this way, the same commercial is seen by some people, read by others, heard by some as words, heard by others as auditory images.

■ Some of the Edison commercials end with video alone, but we have one that adds voice-over. In our data, the voice-over diminishes the intensity of response. I won't say that this either is good or bad, but I doubt that the addition of voice-over was intended to diminish response.

■ Response to so-called "print" was something of a surprise. The superimposed print on video, and the final logo itself without the voice-over, get a right-brain response. But the words are not read; they are looked at. It is a word-picture that is involved. The spoken names of unknown people are also pictured, for examination, by a right-brain response. While the spoken names of unknown people get a right-brain response, familiar names, with attendant associations, would more likely get a left-brain response.

■ The right brain looks at things, dwells



Herbert E. Krugman is manager of corporate public opinion research at General Electric, which he joined in 1967. He was previously a research vice president at Marplan, Ted Bates and the industrial design firm of Raymond Loewy. Dr. Krugman is a past president of the American Association for Public Opinion Research, the Division of Consumer Psychology of the American Psychological Association, and the Market Research Council of New York. He is also a director of the Advertising Research Foundation and chairman of the Research Policy Committee of the Association of National Advertisers.

on them, inspects them and it all registers in a rather leisurely pattern until an idea creates a thought—which, relatively, is lighting fast. For example, there was a left-brain startled reaction to Edison's mention of his deafness, which could set off much respondent speculation. It is the idea of deafness and not a picture that is responsible for the left-brain response.

■ In some of the commercials Edison told stories that created right-brain response only. Notice the vivid pictures which the story teller evokes:

"The big test came at Niagara Falls in 1894. GE built a transformer and strung a line to Buffalo 26 miles away. The switch was thrown in Niagara. The lights came on in Buffalo."

"Alexanderson developed the equipment that made it possible to send a voice signal ... a signal that would leap the ocean all the way to Europe."

In stories like those the imagined scene is dominant.

■ Other stories that evoked both left-brain and right-brain response dealt in ideas.

"Because I had no hope of selling the light bulb if there was no electricity. And I had no hope of selling electricity unless

there was a light bulb."

"Steinmetz started working with alternating current. The type of electricity we all use today. I thought it was a fool idea. I favored direct current. Of course, that couldn't be transmitted more than two miles. But I didn't see that this was any real problem. That was the biggest blunder of my life."

Those last two examples are representative of insight, of learning, of teaching. And teaching, or being taught, appears to be the domain of the left brain while self-learning or learning by experience seems to be the domain of the right brain. Put another way, intentional learning takes place in the left brain and incidental learning in the right brain.

In about two-thirds of all our responses, the mental activity in the right brain was greater than in the left brain. This suggests that although TV is not exclusively a right-brain medium, it is relatively a right-brain medium. It would perhaps be more right-brain if there were less talk, if there were less verbal audio present.

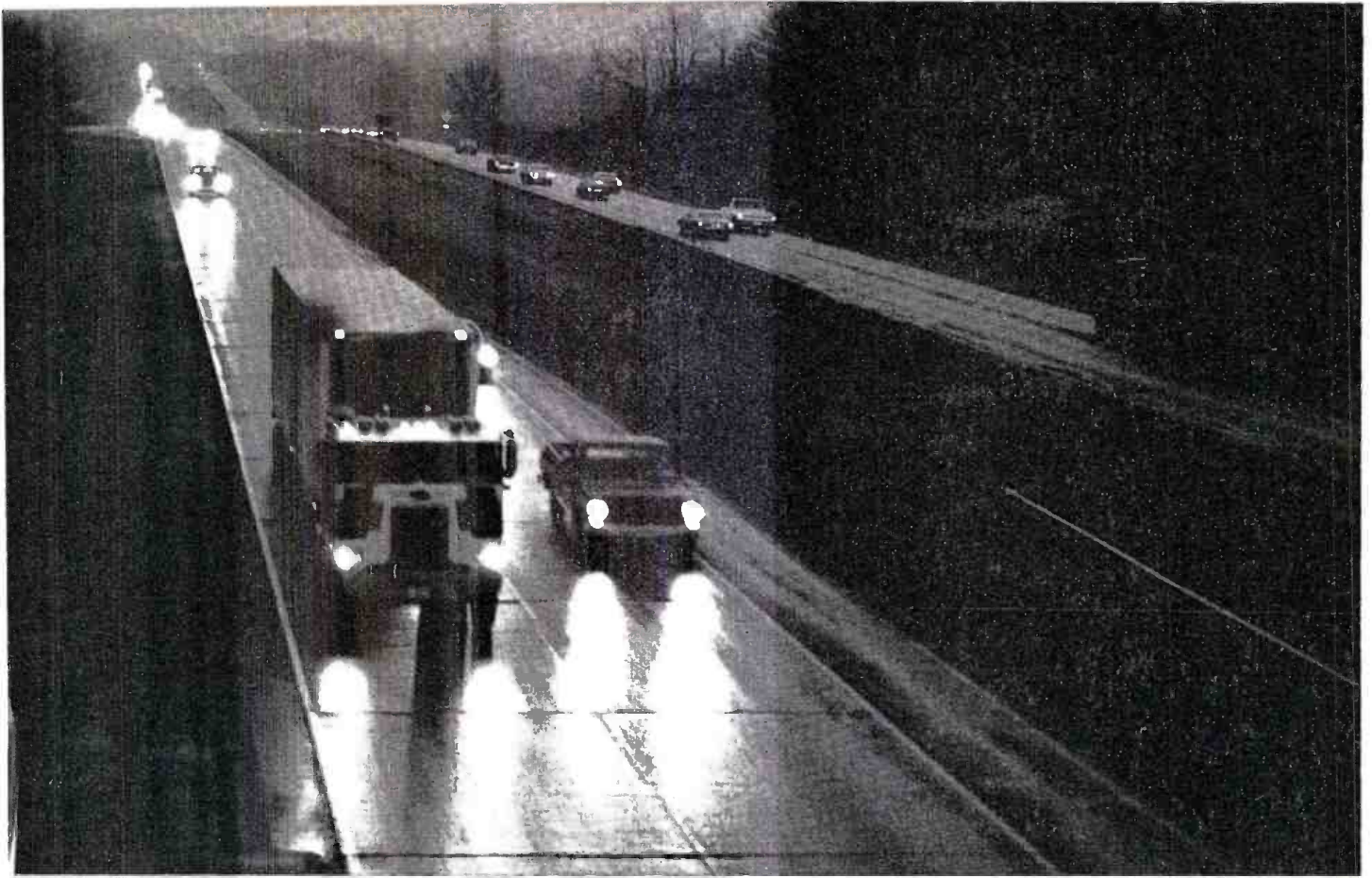
On the other hand, what we call "print," or print advertising, is probably not really a left-brain phenomenon, since Starch norms of 50% "noting" and 10% "read most" for two-page, four-color ads strongly suggest that what advertising people call "print" is primarily a picture, or right-brain, medium too.

Those who wish to do research on comparison of qualitative differences among media might be reminded that within TV itself one can compare response to still and moving pictures, print and print-over, and voice and voice-over.

On the larger scale, the ability of respondents to show high right-brain response to even familiar logos, their right-brain response to stories even before the idea content has been added to them, the predominantly right-brain response to TV and perhaps even to what we call print advertising—all suggest that in contrast to teaching, the unique power of the electronic media is to shape the content of people's imagery and in that particular way determine their behavior and their views.

A virtue of the present research lies in its demonstrated ability to identify which media content creates thinking and which creates imagery without thought.

In the past the latter, which is, so to speak, "silent," has not been available for study by the techniques of verbal questioning or interviewing as we have known them. Now something new has been added. Students of media behavior may yet confront the embarrassing fact that television audiences give close attention for long periods of time to stimuli that create no thought and little recall. Why do they do it? What's happening? Perhaps a way has been opened to find out.



“Hey, good buddy, how’s it look over your shoulder towards that Musical City?”

Any CBer who’s ever driven this neck of the woods knows Nashville as that Musical City or that Gittar Town or more simply, the Gittar.

Any nighttime eighteen-wheeler who drives the eastern half of the U.S. knows clear channel Six-Fifty WSM Radio. He can get a clear copy all the way from Chicago to the Sun Belt.

He copies because he knows if there’s trouble up or down the road chances are

he’ll hear about it on WSM. Ice. Snow. Flooding. Wreck. No matter where it is.

He may be one of hundreds of eighteen-wheelers who call the station every year to report ice, snow, flooding, wrecks. And no matter where the trouble is.

Eighteen-wheelers know about WSM and that Musical City. They know WSM is that Musical City...and that Musical City is WSM.

WSM RADIO 65 IN NASHVILLE.

**The clear channel station
that gets to the people.**

■ indicates new or revised listing

This week

Jan. 15-26—Federal Trade Commission hearing on children's advertising. San Francisco.

Jan. 28-31—Arbitron radio advisory council meeting. The Tennis Club, Palm Springs, Calif.

Jan. 30—Radio Advertising Bureau/Sterling Institute radio sales clinic. Hyatt House, Seattle.

Jan. 30—TV meeting of Texas Association of Broadcasters. Fairmont hotel, Dallas.

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

Jan. 31—New deadline for reply comments in FCC rulemaking concerning network representation of television stations in national spot sales. Previous deadline was Dec. 22.

Jan. 31—Deadline for entries in National Press Photographers Association competition for TV news photographer of year and for TV news photography station of year. Information: Sheila Keyes, NPPA, 23918 Via Copeta, Valencia, Calif. 91355; (805) 259-1136.

Jan. 31—Radio Advertising Bureau/Sterling Institute radio sales clinic. Airport Hilton, San Francisco.

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

Feb. 1—New deadline for comments in FCC inquiry into future fee program (parts C and D). Previous deadline was Jan. 8. (Docket 78-316).

Feb. 1—Radio Advertising Bureau/Sterling Institute radio sales clinic. Holiday Inn, Los Angeles.

Feb. 2—Deadline for entries in Charles Stewart Mott Awards competition for best education reporting in broadcast and print media. Information: Education Writers Association, P.O. Box 281, Woodstown, N.J. 08098.

Feb. 2-3—University of California at Los Angeles communications law symposium on "The Foreseeable Future of Television Networks." Speakers will include FCC Chairman Charles D. Ferris; Henry Geller, assistant secretary of Commerce for Communications and Information; Donald McGannon, president of Westinghouse Broadcasting Co.; Ed Bleier, vice president, Warner Communications; Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters; Bruce Owen, economist, Duke University; Richard Block, broadcast consultant; Robert Hadl, MCA Inc.; Judge David Bazelon, U.S. Court of Appeals, and Nina Cornell, chief, FCC Office of Plans and Policy, Los Angeles.

Feb. 2-3—Society of Motion Picture and Television Engineers 13th annual television conference. St. Francis hotel, San Francisco.

Feb. 2-3—Annual seminar of Northwest Broadcast News Association. Charles Osgood, CBS, will be keynote speaker at banquet. Sheraton-Ritz hotel, Minneapolis.

Feb. 2-4—Florida Association of Broadcasters mid-winter conference. Holiday Inn hotel and convention center, Tampa airport.

Feb. 2-4—Retail Advertising Conference. Among participants will be Roger Rice, Television Bureau of Advertising; Don O'Brien, Jordan Marsh New England; Bob Gordon, Louisville Productions; Miles David, Radio Advertising Bureau, and Jack Trout, Ries Cappiello Colwell, Drake hotel, Chicago. Information: RAC, 130 East Randolph, Chicago 60601.

Feb. 4-7—Association of Independent Television Sta-

tions annual convention. Shoreham hotel, Washington.

Also in February

Feb. 5-6—New Mexico Broadcasters Association sales and programing seminar. Albuquerque Inn and Convention Center, Albuquerque, N.M.

■ **Feb. 6**—International Radio and Television Society newsmaker luncheon. Speakers: Anthony D. Thomopoulos, ABC; Robert A. Daly, CBS, and Mike Weinblatt, NBC. Waldorf-Astoria, New York.

Feb. 6—Television Bureau of Advertising regional sales meeting. Airport Marina, Dallas.

Feb. 6—Radio Advertising Bureau/Sterling Institute radio sales clinic. Hilton Inn, Dallas.

Feb. 6—Alfred I. duPont-Columbia University awards in broadcast journalism for 1977-78. Ceremonies will be telecast on Public Broadcasting Service. Columbia campus, New York.

Feb. 6—Broadcast Pioneers board meeting (10 a.m.), Broadcasters Foundation board meeting (1 p.m.) and Mike Award banquet (6:30 p.m.) to honor WGY(AM) Schenectady, N.Y. Pierre hotel, New York.

Feb. 6—Legislative meeting of Michigan Association of Broadcasters. Lansing, Mich.

Feb. 7—Arkansas Broadcasters Association business meeting and legislative reception. Bill Clinton,

new Arkansas governor, will be luncheon speaker. Coachman's Inn, Little Rock, Ark.

Feb. 8—Radio Advertising Bureau/Sterling Institute radio sales clinic. Hilton Airport Plaza Inn, Kansas City, Mo.

Feb. 8—Conference on "Public Service Programing for the Hispanic Community," sponsored by the University of Maryland College of Journalism and the Johnson & Johnson Family of Companies. Speakers will include Hector Acuna, director, Pan American Health Organization; Pablo Sedillo, secretary of hispanic affairs, U.S. Catholic Conference of Bishops; Representative Edward Roybal (D-Calif.), chairman Congressional Hispanic Caucus; Rene Anselmo, president, Spanish International Network; and William Medina, assistant secretary for administration, HUD. Campus of UM, College Park, Md.

Feb. 8—Columbia University seminar on public communications. Topic will be "Challenges of the Network Television News: The Last Decade and an Outlook on the Future." Guest will be Richard Salant, president, CBS News. Casa Italiana, 1161 Amsterdam Avenue, New York. Information: (212) 687-6020.

Feb. 9-11—Second annual radio news minicourse of Department of Journalism of Florida A&M University and Florida Association of Broadcasters. Marriott hotel, Orlando, Fla.

Feb. 13—Radio Advertising Bureau/Sterling Institute radio sales clinic. Hilton Inn, Baltimore.

Major Meetings

Feb. 4-7—Association of Independent Television Stations annual convention. Shoreham hotel, Washington.

March 9-14—National Association of Television Program Executives conference. MGM Grand hotel, Las Vegas. Future conferences: Feb. 15-20, 1980, Hilton, San Francisco; Feb. 13-18, 1981, New Orleans.

March 25-28—National Association of Broadcasters annual convention. Dallas. Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

May 7-11—ABC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 13-15—NBC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 16-19—American Association of Advertising Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 20-23—CBS-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 20-23—National Cable Television Association annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, May 25-28, 1982.

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

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

June 6-9—Broadcast Promotion Association

24th annual seminar. Nashville. Future seminars: June 1980, Montreal; June 1981, New York; June 1982, San Francisco; June 1983, New Orleans.

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

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

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

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

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

Sept. 24—Start of World Administrative Radio Conference for U.S. and 152 other member nations of International Telecommunication Union. Geneva.

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

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

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

The new wave in TV entertainment is here.



The Neptune Journals

THE NEPTUNE JOURNALS — 12 feature-length motion pictures on legends, mysteries and monsters of the deep.

An exciting new conceptual mini-library for maximum audiences. First run on TV.

Titles include "Voyage To The Edge Of The World", "Fate Of The Andrea Doria", "Of Sharks And Men", "Spirits Of The Deep" and more.



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A DIVISION OF THE VIDTRONICS CO., INC.

TOWER 53, 159 WEST 53RD STREET
NEW YORK, NEW YORK 10019 (212) 486-9116

OFFICES IN HOLLYWOOD, TORONTO, TOKYO

See us at INTV, NATPE and MIP-TV

Feb. 13-14—Winter meeting of *Wisconsin Broadcasters Association* and legislative reception/dinner. Concourse hotel, Madison, Wis. Chairman: Terry Shockley, WKOW-TV Madison.

Feb. 14—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Holiday Inn Woodlawn, Charlotte, N.C.

■ **Feb. 14-18**—*Howard University School of Communications* eighth annual communications conference. Theme will be "Communications and Health." Conference participants will include former FCC Commissioner Benjamin Hooks, now executive director of National Association for the Advancement of Colored People; FCC Commissioner Tyrone Brown, and Dr. Jesse Barber, president, American Medical Association. Agenda will also include sessions on careers for students. Shoreham American hotel, Washington. Information: (202) 636-7491.

Feb. 15—Deadline for comments to FCC on multiple ownership of educational broadcasting stations (Docket 78-165). Replies are due March 15.

Feb. 15—Deadline for entries for 1979 Clarion Awards competition to recognize outstanding communication in areas of human rights, resources and community. Radio and television documentaries and series are among all-media categories. Information and entry forms: *Women in Communications Inc.*, P.O. Box 9561, Austin, Texas 78766.

Feb. 15—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Royal Sonesta hotel, New Orleans.

Feb. 15-17—British-American Conference on "Issues of Governance in Public Broadcasting," sponsored by *Aspen Institute's Program on Communications and Society*. Wye conference center, Easton, Md.

Feb. 16—*Religion in Media's* Rim awards presentation. Convention Center, Anaheim, Calif.

■ **Feb. 16**—Annual North Carolina Farm Press, Radio and Television Institute of the *North Carolina Farm Writers and Broadcasters Association*. Sheraton-

Crabtree motor inn, Raleigh, N.C. Information: Frank Jeter Jr., P.O. Box 27307, Raleigh 27611.

Feb. 20—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Carrousel Inn, Cincinnati.

Feb. 21-26—*International Radio and Television Society* faculty-industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 22—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Hyatt House, Pittsburgh.

Feb. 22-23—*Georgia Cable Television Association* annual meeting. Hilton hotel, Savannah, Ga. Information: Wayne Knighton, (404) 291-7288.

Feb. 23—Rescheduled date for joint seminar on women's TV-radio ownership, sponsored by *National Association of Broadcasters* and *American Women in Radio and Television*. NAB headquarters, Washington.

■ **Feb. 23**—*Colorado Broadcasters Association* engineering seminar. Writers Manor, Denver.

Feb. 23-24—Meeting of *Oklahoma Broadcasters Association*. Midwestern Inn, Enid, Okla.

Feb. 25-28—*CBS Radio Affiliates* board meeting. The Breakers, Palm Beach, Fla.

Feb. 26-March 2—Intelcom '79 international exposition. Speakers will include Joseph Charyk and John A. Johnson, Comsat; Henry Geller assistant secretary of commerce for communications and information, and Dr. Mahoud Riad, secretary general, Arab Telecommunications Union. Dallas Convention Center. Information: Horizon House International, 610 Washington St., Dedham, Mass. 02026; (800) 225-9977.

Feb. 27—*New York Market Radio Broadcasters Association's* fourth annual Big Apple Awards luncheon honoring creators of best radio commercials in New York. Hotel Americana, New York.

Feb. 27—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Regency-Denver, Denver.

Feb. 27-28—Fourth annual CATV reliability conference, co-sponsored by the *Society of Cable Televi-*

sion Engineers and the *Consumer Electronics Society of the Institute of Electrical and Electronics Engineers*. Denver Stouffer's Inn, Denver. Registration: SCTE, P.O. Box 2665, Arlington, Va. 22202.

Feb. 28—Rally for deregulation, sponsored by *National Association of Broadcasters*, *National Radio Broadcasters Association*, *National Religious Broadcasters* and *Daytime Broadcasters Association*. Washington.

March

March 1—Deadline for news and entertainment media entries for *American Bar Association's* Gavel awards. Television, radio, wire services and news syndicates are among the categories that will be judged for efforts during 1978 to increase legal and judicial system. ABA Gavel Awards program, 77 South Wacker Drive, 6th floor, Chicago 60606, attention: Dean Tyler Jenks.

March 1—*International Radio and Television Society* anniversary banquet. Waldorf-Astoria, New York.

March 1—Tenth annual Abe Lincoln Awards ceremony of *Southern Baptist Radio and Television Commission*. Tarrant County Convention Center, Fort Worth.

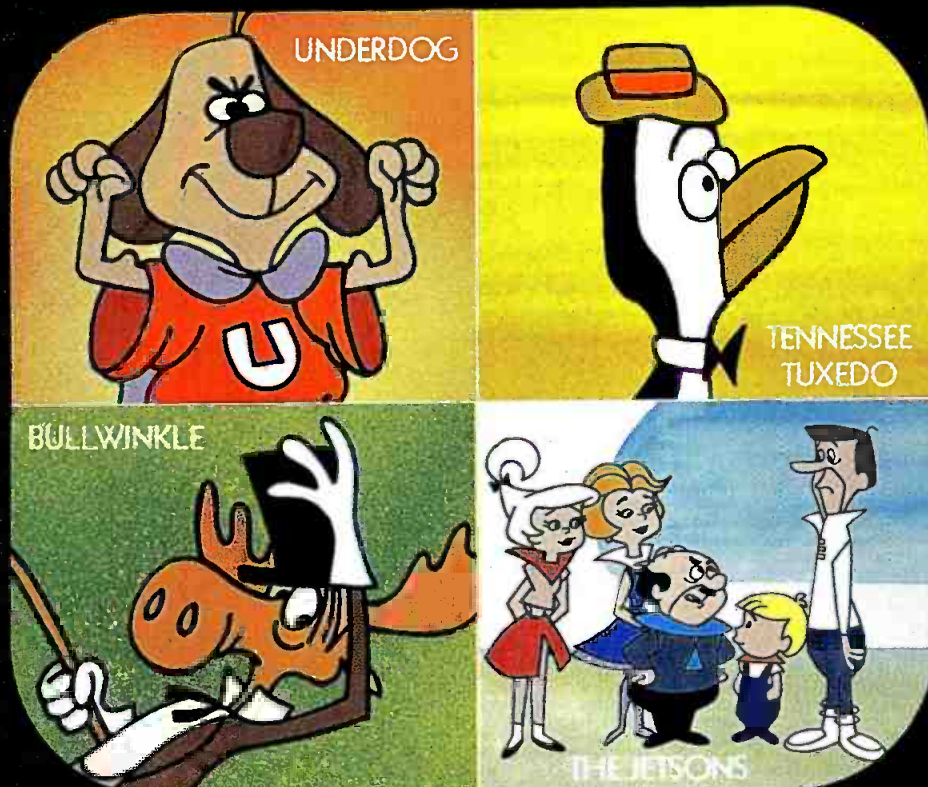
March 1—*Television Bureau of Advertising* regional sales meeting. Marriott Downtown, Atlanta.

March 1—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Radisson St. Paul hotel, St. Paul.

March 1—Deadline for radio and TV regional and national editorial entries for *National Broadcast Editorial Association* awards for editorial excellence. Entry forms and information: Sydney Nickerson, KCBS(AM) San Francisco 94111.

March 4-6—*Oregon Cable Communications Association* annual convention. Holiday Inn, Salem, Ore. Convention chairman: John P. Johnston, (503) 378-9123.

Join the winning gang from the D.F.S. Program Exchange



The DFS Program Exchange has designed a unique package of successful kids' shows to make your children's programming a winner.

Our gang of 18 top-flight programs includes Bullwinkle, Underdog, The Jetsons, Tennessee Tuxedo and Johnny Quest. All winners working for 121 stations in 91 markets.

And you can win on the financial end, too. Because the DFS Program Exchange operates on a 100% trade basis. So you don't have to spend a penny for this proven programming.

See us at the INTV Convention
Feb. 4-7, 1979, Washington, D.C.



March 5—*International Council, Academy of Television Arts and Sciences* ceremony to honor TV Globo Network of Brazil. Avery Fisher Hall, Lincoln Center, New York.

March 5-6—*Society of Cable Television Engineers* regional technical meeting. Del Webb's Townhouse, Phoenix.

March 5-7—Annual convention of *Association for Educational Communications and Technology*. Rivergate Convention Center, New Orleans. Information: AECT, 1126 16th Street, N.W., Washington 20036.

March 5-30—Continuation of *Federal Trade Commission* hearing on children's advertising. Start was in San Francisco on Jan. 15. Washington.

March 6—Presentation dinner, *Hollywood Radio and Television Society's* International Broadcasting Awards for radio and television commercials. Century Plaza hotel, Los Angeles.

March 6—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Sheraton Inn, LaGuardia, New York.

March 6-7—*Illinois Broadcasters Association* winter meeting. Forum 30 hotel, Springfield, Ill.

March 8—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Copley Plaza hotel, Boston.

March 9-10—Tenth annual Country Radio Seminar. Hyatt Regency, Nashville.

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

March 13—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Hilton Inn, Troy, Mich. (for Detroit area).

March 14-15—*Broadcast Financial Management Association/BCA* board of directors meeting. Waldorf-Astoria, New York.

March 15—Deadline for nominations for first Michelle Clark Awards, sponsored by *Radio-Televi-*

sion News Directors Association to recognize excellence in broadcast journalism by those who have been in the profession less than three years. Information: Ted Landphair, WMAL(AM) Washington 20015.

March 15—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Arlington Park hotel, Arlington Heights, Ill. (for Chicago area).

March 15—Deadline for entries in *Radio Television News Directors* competitions, including Edward R. Murrow Awards for courage, enterprise and social awareness in reporting a significant community problem. There also are RTNDA awards for spot reporting, investigative reporting and editorial/commentary. Entry forms: RTNDA, 1735 DeSales Street, N.W., Washington 20036. (Form will list judges and schools to which regional entries must be submitted).

March 16-18—*Intercollegiate Broadcasting System* 40th annual convention. Shoreham Americana hotel, Washington.

March 18-20—*Ohio Cable Television Association* annual convention. Sheraton Columbus, Columbus, Ohio.

March 19—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 21—*Council of Churches of the City of New York's* 15th annual awards buffet/reception, multimedia awards presentation for radio and TV stations. Americana hotel, New York.

March 21—Meeting of executive committee of *American Women in Radio and Television*. Fairmont hotel, Dallas.

March 21-22—*Association of National Advertisers* annual Television Workshop (March 21) and Media Workshop, (March 22). Combination fee for both events will be \$100 for ANA members, \$115 for non-members, and for either event, \$60 for members and \$70 for non-members. Plaza hotel, New York.

March 21-24—*The National Honorary Broadcast-*

ing Society, Alpha Epsilon Rho, 37th annual convention. Sheraton hotel, Dallas.

March 22—*Television Bureau of Advertising* regional sales meeting. City Line Marriott, Philadelphia.

March 22-23—Meeting of national board of *American Women in Radio and Television*. Fairmont hotel, Dallas.

■ **March 23**—*Colorado Broadcasters Association* news seminar (8:30 a.m.), management update (2 p.m.) and annual awards banquet (6 p.m.). Writers Manor, Denver.

March 24—Meeting of *American Women in Radio and Television* Educational Foundation board. Fairmont hotel, Dallas.

March 25-28—*National Association of Broadcasters* annual convention. Convention Center, Dallas.

March 30-31—Convention of *Society of Professional Journalists, Sigma Delta Chi's* region 5 (Indiana, Illinois and Kentucky). Century Center, South Bend, Ind.

April

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

April 1-3—*American Association of Advertising Agencies* South-Southwest joint annual meeting. Key Biscayne hotel, Key Biscayne, Fla.

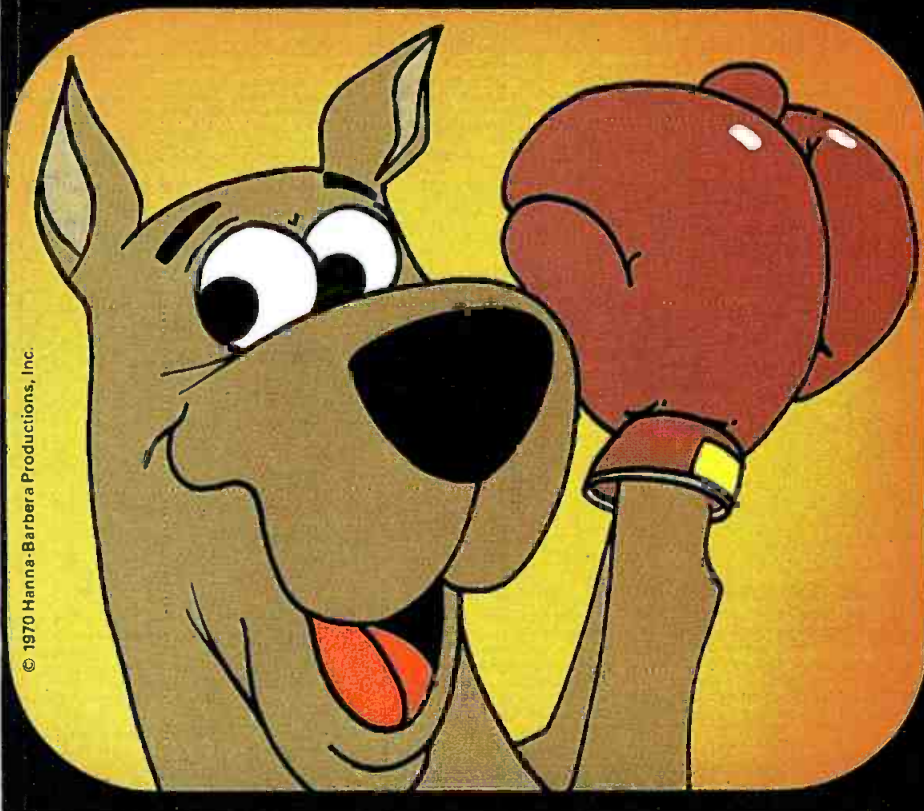
April 2—Deadline for comments on *FCC* proposal establishing table of assignments for FM-ED stations and new classes of stations (Docket 20735). Replies are due May 15.

April 2-5—*Electronic Industries Association* spring conference. Shoreham Americana hotel, Washington.

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

April 3—*Advertising Research Foundation* public affairs conference. Washington.

And win the ratings game by signing Scooby-Doo now.



© 1970 Hanna-Barbera Productions, Inc.

Scooby-Doo's got the winning numbers for you. It has been the No. 1 children's show over the past ten years. And through the DFS Program Exchange, you can now score Scooby-Doo's exclusive syndication rights in your market, for a five-year period, beginning September 1980.

You also get winning investment value with Scooby-Doo. Under the DFS Program Exchange 100% trade arrangement, you don't pay a cent to fulfill your programming needs. You do receive the rights to 110 entertaining half-hour episodes, all fully animated by Hanna-Barbera.

The top five markets have already cleared our top dog for 1980. To be ahead of the ratings game in your market, sign-up now for the winner—Scooby-Doo.

See us at the INTV Convention
Feb. 4-7, 1979, Washington, D.C.




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

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

Rate between any two of Delta's domestic cities is \$30. (\$25 between

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

You can also ship via DASH between Delta cities in the U.S. and Montreal, Nassau, Bermuda, Freeport and London, England. For details, call Delta's cargo office.  **DELTA**
The airline run by professionals

DELTA IS READY WHEN YOU ARE®



Get Behind it!

— PRESTIGE — RECOGNITION —
— EXCITEMENT — CHALLENGING —

A Career in Broadcasting

- Students receive valuable on-the-air experience and develop managerial expertise while operating campus radio stations WJCR and WFAM Stereo. Study in Sunny Florida.
- JONES COLLEGE offers an Associate Degree program that prepares you for a place in the world of Broadcasting. Young men and women with ambition will find a career in Broadcasting to be rewarding and satisfying.
- Opportunity comes to the best qualified. JONES COLLEGE can qualify you. Call our Admissions Office collect (904) 743-1122.
- Approved for the training of Veterans. Housing Available for married and single students.

JONES COLLEGE

5353 Arlington Expressway Jacksonville, Fla 32211

April 3—New York State Broadcasters Association 25th annual meeting. Essex House, New York.

April 3—Television Bureau of Advertising regional sales meeting. Beverly Hilton, Los Angeles.

April 5—Television Bureau of Advertising regional sales meeting. Benson hotel, Portland, Ore.

April 6—Mass communications career day conference of Eastern Kentucky University. Richmond, Ky.

April 7—Great Lakes Radio Conference of Central Michigan University chapter of Alpha Epsilon Rho. Central Michigan University, Mount Pleasant, Mich.

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

■ April 8-10—West Virginia Broadcasters Association spring meeting. Lakeview Inn and Country Club, Morgantown, W. Va.

■ April 9-11—Meeting of Alaska Broadcasters Association. Anchorage Hilton, Anchorage.

April 10-11—Ohio Association of Broadcasters Washington dinner. Hyatt Regency, Washington.

■ April 11—New England Cable Television Association spring meeting. Sheraton Inn and Conference Center, West Lebanon, N.H. Contact: Bill Kenny, NEC-TA. (603) 286-4473.

April 11—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

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

April 11-13—Kentucky Broadcasters Association spring convention. Hyatt Regency, Louisville, Ky.

■ April 13-14—Meeting of Texas Association of Broadcasters. Sheraton, Abilene, Tex.

■ April 18-20—Indiana Broadcasters Association spring meeting. Sheraton Inn, Evansville, Ind.

April 19—Missouri Broadcasters Association awards dinner. Ramada Inn, Columbia, Mo.

April 20-21—National Translator Association annual convention. Regency hotel, Denver. Information: Paul H. Evans, (801) 237-2623.

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

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

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

April 23-24—Society of Cable Television Engineers regional technical meeting. Portland Hilton Inn, Portland, Ore.

April 27-28—Oklahoma Associated Press Broadcasters Association annual convention. Holiday Inn, Oklahoma City.

May

May 1—Deadline for comments on FCC inquiry to study problem of radio frequency interference and need for regulation to lessen such interference (General docket 78-369). Replies are due July 1.

Errata

In report on November 1978 prime-time TV audience measurements in Jan. 8 issues (page 22), two stations that switched to ABC-TV during 1978, wsoc-TV Charlotte, N.C., and WAAY-TV Huntsville, Ala., were said to have gained 93% and 43%, respectively, in audience. Actually, those were ABC's gains in those markets. Wsoc-TV was up 6% and WAAY-TV was up 39% from their November 1977 performance as NBC-TV affiliates.

THE DUPONT COLUMBIA AWARDS

The Alfred I. duPont-Columbia University Awards in Broadcast Journalism for 1977-78 will be announced on Tuesday evening, February 6, in ceremonies to be broadcast on the Public Broadcasting Service (PBS) from the Rotunda of Columbia University's Low Memorial Library.

Segments from the year's most significant local and national news and public affairs broadcasts will be shown.

Presenting the DuPont-Columbia Awards will be John Chancellor, Pamela Hill, John Houseman, Robert MacNeil, and Eric Sevareid.

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The awards are in their eleventh year under the aegis of Columbia University's Graduate School of Journalism.

“This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it is merely lights and wires in a box.”

—Edward R. Murrow

The television broadcast of the DuPont-Columbia Awards in Broadcast Journalism for 1977-78, originating on television through WNET/13, New York, is made possible on the Public Broadcasting Service (PBS) by a grant from Atlantic Richfield Company.



Atlantic Richfield Company

NRBA's split

EDITOR: One of the few rays of sunshine at the FCC these days is the prospect for meaningful deregulation for radio. I was shocked to read about the National Radio Broadcasters Association's opposition to the National Association of Broadcasters petition to eliminate FCC time standards for commercials, current program guidelines, formal ascertainment requirements and program logging requirements.

BROADCASTING reported that the NRBA opposition had been characterized by some as "ironic." That term is too mild. "Outrageous" would seem more appropriate. It is most unfortunate that a trade association ostensibly committed to radio deregulation is trying to impede the attempts of Commissioner Tyrone Brown and Chairman Charles Ferris to eliminate excessive FCC regulation of radio broadcasters.—*Jerry Lee, president, WDVR(FM) Philadelphia (and a member of the NAB radio board).*

Rally now

EDITOR: Your editorial, "Ill advised expedition" (Jan. 15), was surprising, shocking and saddening.

Surprising because BROADCASTING has consistently urged broadcasters to speak up when their interests were threatened. Shocking because you unfairly and without basis impugned NRBA's motive for sponsoring the broadcaster rally against overregulation. Saddening because a great publication like yours can be guilty of such faulty journalism.

Your staff is well informed of our determination to make sure that our rally is not a "march." To compare it to "bonus marches, hippie love-ins and Iranian students" is either deliberate distortion or ill informed journalism.—*James Gabbert, president, National Radio Broadcasters Association, Washington.*

EDITOR: Your editorial . . . is what is ill advised. Any business in America today that is willing to stand up and be counted—and to openly protest excessive government regulation—is showing the highest degree of responsibility.

The three samples of "failed" demonstrations cited by your editorial (bonus marches, hippie love-ins and Iranian students chanting "death to the shah") are each singular examples of landmark demonstrations that were bell-wethers of changing times and groundswell opinion that, in each instance, swept all of Washington officialdom from insensitive positions. Do you not recognize that: (1) social programs for veterans have been in-

stituted in America; (2) love-ins and such demonstrations had a highly positive effect in ending the war in Vietnam; (3) the shah doesn't live in Iran any more?

If broadcasters can have one or two regulations removed from the books and one or two regulators' salaries removed from the public treasury they will find themselves in the mainstream of social reform—not just standing on the sidelines with those minicams.

Self-interest has always been the noblest banner of capitalism. I say it would be a hell of a lot more fun to go to a demonstration against the FCC than to another lunch with 'em.—*Gordon Hyatt, producer, New York.*

Wheeling and dealing

EDITOR: Your editorial ["How free can a market get?" BROADCASTING, Jan. 15] prompts me to express a long-felt concern about the rubber rate card.

We've allowed the "best deal" syndrome to lull us into devoting more time to developing special deals than developing realistic, reasonable and workable rate structures, reflective of the true value of radio advertising. Don't believe for one minute that our history for wheeling and dealing has gone unnoticed by clients and agencies. It's reflected daily in the manner in which many of our clients deal with radio sales staffs.

Each buy that is consummated as a result of bargaining down a stated rate to something less jeopardizes all subsequent negotiations. Each time we permit ourselves to take a buy for less than published rates, we do irreparable damage to our reputations and our integrity. These "special arrangements" can haunt us for a very long time. Beware the client who learns of the "deal" exclusively offered to his competitor.

I'm becoming more and more annoyed when my sales staff returns to the station, heads hanging low; they've been "out-dealed" again. Should I fight it or join them?

We raise our eyebrows when the FCC suggests we legitimize our coverage maps; we show great concern when the commission suggests we report our salaries. Imagine the outcry if we were challenged to substantiate the validity of our rate cards.—*James H. Goff, president and general manager, WPBC(FM) Bangor, Me.*

EDITOR: Good grief! You imply that all, or virtually all, radio stations negotiate (cut) rates. I'm sure that there are some who do, but I object strenuously to your statement that the rate card merely marks the point at which negotiation starts. In my 29 years in this business, I'm familiar with many

radio stations and their operations, and I assure you that the majority of radio stations that I know of do not cut rates. Their rate cards are more than fair and equitable to advertisers.

On the other hand, those agencies which buy stations at cut rates usually get less than they pay for—*Jim Farr, general manager, KKUB(AM) Brownfield, Tex.*

The freedom to choose

EDITOR: Erwin Krasnow seems not to respond to Bill O'Shaughnessy's comments ("Monday Memo," Jan. 15), but rather to misread them.

Mr. O'Shaughnessy is urging fellow broadcasters, I think, to open their air to wider and more robust presentation of ideas and issues—in paid spots at commercial rates. I fail to see anywhere in his presentation that he seeks federal mandating of such a policy. Thus, most of Mr. Krasnow's arguments do not address themselves to Mr. O'Shaughnessy's proposal.

I believe that issue advertising is precisely the issue: More broadcasters should permit more of it—by their own choice, not out of any governmental regulation.—*James A. Brown, associate professor of broadcasting, University of Southern California School of Journalism, Los Angeles.*

Diamant in the rough

EDITOR: Lincoln Diamant's letter in the Jan. 15 issue has left me in a state of shock.

I could go on at length to demonstrate why the city of New York should not be in the radio and television business, particularly during this period of attempting to reduce its financial burden.

However, rather than dwell on that obvious fact, let me address Mr. Diamant's claim that WNYC(AM) stays on the air because of pressure from music lovers.

New York City is the home of three commercial classical music stations, WNCN(FM), WQXR(AM) and WQXR-FM. All are expertly programed, and all do an eminently satisfactory job of servicing the needs of the New York area classical music community. To allow WNYC to survive as a classical music station in direct competition to these other stations is a mistake. To allow it to survive via the largesse (mandatory) of the New York taxpayer is a travesty. To allow it to compete with commercial stations for what is obviously a limited audience is the heart of what is wrong with public broadcasting when viewed in the perspective of our free enterprise system.—*Robert E. Richer, general manager, WNCN New York.*



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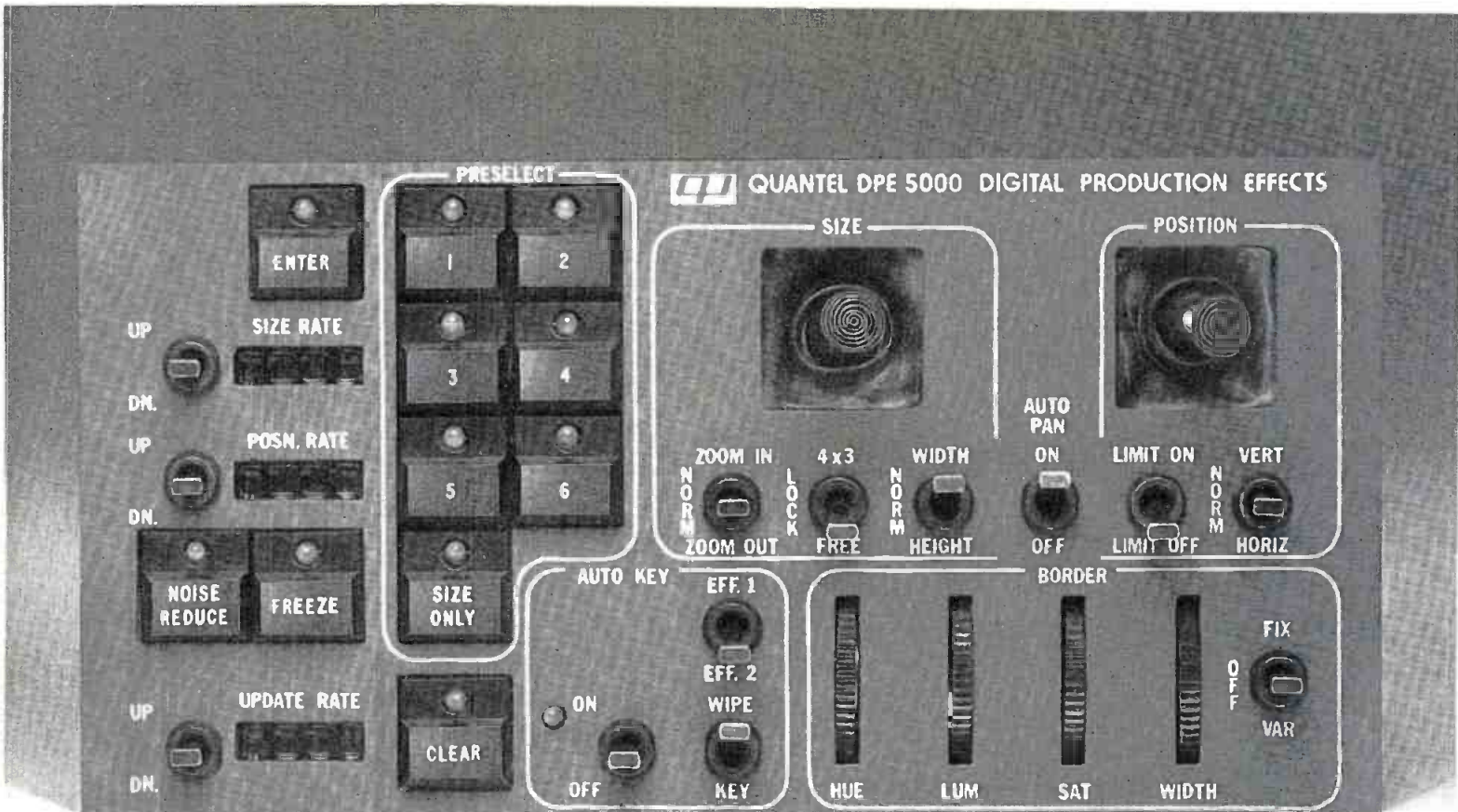
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With a little help from Shari Lewis, Lamb Chop and their friends, the five NBC Owned Television Stations have prepared a series of public service announcements that encourage children to develop good eating habits. The messages are educational, but coming from Shari and Lamb Chop, children listen, understand and have fun.

Children aren't the only viewers who have fun while they learn about nutrition. This month, Dr. Frank Field and Betty Furness hosted "The

American Diet Test"—a special 30-minute primetime program which provided adult viewers with the opportunity to test their eating know-how.

All year long, each of the five NBC Owned Television Stations produces programs and features on nutrition of special interest to consumers in their own communities. Reports on sensible weight control; information on food additives; labeling; competitive pricing; myths and facts about food products;

and more. But in addition, these two projects on nutrition were made possible by the five NBC Owned Television Stations working together.

We can't control what viewers eat. But before they open their mouths, we can open their eyes.

Your community minded stations



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International Year
of the Child 1979

WNBC-TV New York/WRC-TV Washington, D.C./WKYC-TV Cleveland/WMAQ-TV Chicago/KNBC Los Angeles

Top of the Week

Deregulatory bandwagon in high gear

Fervor for turning broadcasting back to mercies of marketplace is sweeping Washington, and notably the FCC; Ferris pushing for radio test plan by Feb. 14; television may not be far behind

The Ferris FCC, hell bent for deregulation, may soon be ripping pages out of the broadcasting rule book with a gusto matching that of the activists who put them there in the first place.

Within the next few weeks, the commission is expected to consider a notice of proposed rulemaking that would deregulate radio in the areas of ascertainment, commercialization and nonentertainment programming, on a test basis, in the top 50 to 75 markets. And that would be just the beginning. The staff also is working on a series of notices of inquiry to examine virtually every nontechnical rule and policy not nailed down by statute.

And while the focus will be on radio, officials don't rule out consideration of television matters. Chairman Charles Ferris, according to one source, "over time, wants to review all rules, including television's." (One exception may be equal employment opportunity rules, described as a "sacred cow.")

Chairman Ferris put the commission on a radio deregulatory path three months ago by suggesting a test in several major markets. Commissioner Tyrone Brown raised the stakes in December by saying a test wasn't necessary and the FCC should go directly to action—a call the National Association of Broadcasters quickly seconded (BROADCASTING, Dec. 18, 1978).

Another convert to the deregulatory cause is Henry Geller, head of the National Telecommunications and Information Administration, who made a number of old friends and colleagues uncomfortable last week at a "brown bag" luncheon of the National Citizens Committee for Broadcasting. He told them that regulation has not worked, and that in requiring broadcasters—who are in business to make money—to serve as public trustees, the government is imposing a serious burden on the First Amendment. His

answer: to free broadcasters—radio first, in major markets, and perhaps television later—of the public interest obligation.

But there would be a but. Mr. Geller would impose a 2% fee on gross revenues and use the funds to achieve public interest goals. That might mean providing funds to public broadcasting for cultural programming, or to minorities to assist their becoming station owners.

(A more modest Geller proposal, made only the week before, assumes retention of the public interest standard. It would extend television licenses to five years and eliminate comparative renewal proceedings, but would require licensees to meet specified percentages of informational and local programming [BROADCASTING, Jan. 22].)

But last week's deregulation news was being made at the FCC. There, Chairman Ferris was working with staffs of the Broadcast Bureau, the General Counsel's Office and the Office of Plans and Policy, as well as with his own staff, to put together a radio deregulatory package—he hopes by Feb. 14. What he was looking for: "a full range of options on what can be done under existing authority, and what we should do to get comments on how to update regulations that remain in effect."

The emerging outline is for a test that would run three years, during which the FCC would examine broadcaster performance in the absence of regulations now governing ascertainment, commercial limits and nonentertainment programming. (The cutback in formal ascertainment requirements probably would be applied to all markets, regardless of size, as it has generally been held that smaller markets need less Washington guidance in keeping in touch with their communities. The *obligation* to ascertain would remain, however.)

Congress gets up own deregulatory steam

Into the hopper go a range of broadcast-related measures, from one to ban TV baseball on Friday nights to performer royalty

Increasing antiregulatory sentiment is evident in new legislation in Congress, where by last week more than 45 bills had been introduced that would in some manner curtail the operations of regulatory agencies such as the FCC and Federal Trade Commission.

Many of the measures are reruns from the last Congress, calling for reduced

The proposed notice is expected to ask whether the commission should set limits on commercial time. At present, it uses processing guidelines under which renewal applicants proposing more than 18 minutes per hour, or up to 22 minutes in certain circumstances and for limited periods of time, cannot be routinely renewed by the staff; their applications must be submitted to the commission.

The proposal regarding nonentertainment programming appears to be based on the argument—rejected by the FCC up to now—that since members of the public in heavily served markets can get virtually any kind of programming they want, the FCC need not obligate every station to provide nonentertainment programming. At present, the standard used by the staff in processing renewal applicants is 8% nonentertainment for AM stations and 6% for FM stations.

The notices of inquiry now being drafted are designed to re-examine the bases and continuing need of commission policies and rules governing radio and, at least in some cases, television as well. For instance, the need for rules against fraudulent billing would be opened to question, as would the ban on network clipping, generally more a television than a radio phenomenon. Seemingly archaic policies like that banning the broadcast of "fortune telling and occult endeavors" (which could apply to both media) will be put under scrutiny, as will the policy warning broadcasters to guard against music lyrics encouraging the use of drugs—a policy whose adoption created a furor in the early 1970's, but has occasioned little action since.

Meanwhile, plans go forward for a broadcasters' "rally" against overregulation in Washington on Feb. 28. Much of the battle may have been won before they get there.

regulatory paperwork, increased responsiveness to citizen complaints, improved rulemaking procedures and congressional oversight of agency activities. But there were some new measures as well, such as S. 93 by Senators Gaylord Nelson (D-Wis.) and Thomas Eagleton (D-Mo.). That bill would require agencies to justify the need for each regulation, prepare cost and paperwork impact statements and automatically terminate every regulation after five years unless extension is justified.

It "in no way would stymie a needed

regulation that truly protects a vital public interest," Senator Eagleton said in an introductory statement. "But it would assure that regulations are based on solid judgments on whether the problems they confront truly outweigh their probable cost in money, time and red tape."

Senator Nelson added that the bill will help small business particularly, because the small-business operator "often has neither the financial capability nor the legal expertise to cope with the mushrooming regulatory regime."

Senator John Tower reintroduced his bill that would give Congress veto power over the FTC's trade rules. Under the bill, if both the House and Senate voted disapproval within 90 days of FTC promulgation of a rule, the rule would be nullified. He chose the FTC because of its broad authority to prohibit conduct in business that it considers "unfair" and "misleading," the senator said. "Under this overly broad language, the agency can regulate practically every aspect of our commercial life."

A bill familiar to, if unwelcomed by, broadcasters is Representative George Danielson's (D-Calif.) measure to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers. The new performer royalty bill goes by the title H.R. 237.

Other bills introduced last week include several versions of the bill to overturn the Supreme Court's *Stanford Daily* decision, which last year upheld the authority of police with a search warrant to obtain in-

formation from a newsroom. A new bill by Senator Charles Mathias (R-Md.), S. 115, departs from the administration's approach in that it would prohibit search warrants to be used against third parties such as doctors and lawyers who intend no publication of the material, as well as the news media, which do. But it would provide more liberal exceptions to that rule than would other prominent bills, such as that of Senate Constitution Subcommittee Chairman Birch Bayh (D-Ind.). The Mathias bill would permit use of a search warrant when there is reason to believe the information sought would be destroyed if subpoenaed, and where the subject of the search voluntarily waives his right to challenge the police or government authorities.

Representative Philip Crane (R-Ill.) reintroduced his bill to protect news reporters against contempt citations for failure to reveal confidential sources. Under H.R. 1293, no reporter would have to respond to a search warrant or subpoena for any journalistic materials.

A bill directly related to broadcasting is a reintroduced measure by Representative J.J. Pickle (D-Tex.) to prohibit the broadcast of professional baseball games on Friday nights. The prohibition would be similar to an antitrust statute that already proscribes the Friday night broadcast of football games, in order to protect the gate receipts of high school sporting events from September through December. The bill was prompted by a World Series broadcast that fell on a Friday last year.

Goldwater, Collins to be No. 2 men on Senate, House subcommittees

Senate communications unit completes organization, House's won't be set for another week

As House and Senate committee organizations began to jell last week, it became apparent that Senator Barry Goldwater (R-Ariz.) and Representative James Collins (R-Tex.) are to be the new ranking Republicans on the Senate and House Communications Subcommittees—moves considered welcome by broadcast observers in Washington.

In the House, subcommittee assignments will not become formal until after the committee Democrats hold their caucus Tuesday. But following a Republican committee caucus last week, Representative Collins became the unofficial Communications Subcommittee ranking member ("Closed Circuit," Jan. 22), succeeding Communications Act rewrite co-sponsor Lou Frey (R-Fla.), who resigned from Congress last year for what became an unsuccessful Florida gubernatorial bid. Following weeks of speculation that James Broyhill (R-N.C.) would become the next ranking minority member on the subcommittee, Mr. Collins's selection came as a

In Brief

National Telecommunications and Information Administration is preparing legislative proposal **designed to spare FCC and applicants competing for new frequency years of litigation** invariably tied up in comparative hearings. Trick would be to eliminate evidentiary hearing and substitute proceeding in which principals would make presentations before employe board that would issue decision on basis of various criteria. And decision would be issued in 60 days. **Lottery** would be provided for in cases **where applicants are roughly equal**. Same legislative proposal will provide for elimination of comparative renewal proceeding, and for use of percentage guidelines in informational and local programming—idea NTIA chief Henry Geller advanced in speech to International Radio & Television Society two weeks ago (BROADCASTING, Jan. 22).

As aftermath to sale of Peters, Griffin, Woodward Inc., New York, to Corinthian Broadcasting Corp., New York (BROADCASTING, Jan. 22), **Combined Communications Corp., Phoenix, Ariz., is moving its seven TV stations out of PGW with six landing at Blair Television and one at TeleRep**. Blair confirmed that it will be handling KTAR-TV Mesa, Ariz. (Phoenix); KBTU-TV Denver; WXIA-TV Atlanta and WLKY-TV Louisville, effective today (Jan. 29), as well as KARK-TV Little Rock, Ark., and WPTA-TV Roanoke, Ind. (Fort Wayne) with effective date to be determined later. Seventh station, KOCO-TV Oklahoma City, will go to TeleRep Inc., which also will take on representation of KOA-TV Denver, which Blair must relinquish because of conflict with newly acquired KBTU. Blair also has conflicts in Little Rock and Fort Wayne, where it currently represents KTHV-TV and WKJG-TV, respectively, and representations there are up for grabs.

FCC has cleared way for **National Public Radio to distribute programming by satellite**. Commission approved construction of system involving 177 earth stations, and authorized Western Union Telegraph

Co. to provide satellite distribution service by its Westar system. Some 190 stations in U.S., Puerto Rico and Virgin Islands will be served by \$16,579,000 system that was planned by Corporation for Public Broadcasting, as well as by NPR and noncommercial radio station licensees. Initially, each earth station will be able to receive four channels of 15 khz bandwidth, pair of which can be used for stereophonic programming. Satellite has capacity to distribute 12 audio channels simultaneously, and earth station can take any four.

Richard Wald, senior vice president of ABC News, told TV critics in Los Angeles last week (story page 33) that "**network of the future**" will be primarily purveyor of news and sports as new technologies take over supply of entertainment. "I would bet you that in five years there will be a different sense of what network programs should be," he said. Networks will overcome challenge of new technologies, "but in that overcoming they will fall more to live, simultaneous, network programming." Mr. Wald's boss, **Roone Arledge**, president of ABC News and Sports, agreed. Live programming, he said, "will become the main reason for having networks." ABC President **Elton Rule** and ABC Television President **Fred Pierce** said company will play major role as entertainment supplier for new media, particularly video disks and tape cassettes. "It is an area in which we have clear-cut credentials," Mr. Rule said, "and we are moving rapidly to take advantage of those credentials."

NBC said last week it **hadn't decided what to do about ABC's call** for other TV networks to join in **cutting commercial time** in weekend children's programs to 6-1/2 minutes per hour over two years (BROADCASTING, Jan. 22). Spokesman said improving service to children can take several forms and that NBC has new program projects in work. "The number of commercial messages and the total commercial volume ... raises particularly complex problems," spokesman said, "because children's viewing takes place throughout many areas of the program schedule. NBC will address itself to this issue, but does not have a complete and simple answer at this time." CBS-TV said it wouldn't follow ABC's lead (story page 59). ABC then upped ante (story page 32).



Goldwater



Collins

surprise, although not an unwelcome one for broadcasters. The congressman, although a Communications Subcommittee member six years ago, has not been involved in communications issues and is not well versed in the Communications Act rewrite. But he is a strong believer in minimal government intrusion in business and, added one broadcast representative last week, has been "easy to work with" during his five terms in office.

Mr. Broyhill, a one-time sponsor of broadcaster-supported license renewal legislation, is to become a subcommittee member. But since he didn't take the top spot, it looked less likely that the ranking Republican would become the next co-sponsor of the rewrite. Mr. Collins told BROADCASTING that from discussions with other congressmen it sounded to him as if the rewrite had more regulation in it than he would like.

Generally, he said, he has "no prestructured views" on any parts of the bill. "I

am completely open as long as it is a free enterprise bill." He added that he is "keenly" interested in working with the subcommittee, because "I think that Lionel Van Deerlin is one of the best men in the House."

Senator Goldwater is expected to be sympathetic to broadcaster concerns in most instances. An avid ham radio hobbyist, Senator Goldwater has a better understanding than most of the technical side of communications, which broadcasters think should be helpful when the subcommittee begins work on the Communications Act "renovation" that Subcommittee Chairman Ernest Hollings (D-S.C.) has promised to introduce this year.

The Senate Subcommittee membership was formally resolved last week, with its over-all size reduced from 14 to 12, and with three new recruits. The new members are J. J. Exon (D-Neb.), former governor of his state; Larry Pressler (R-S.D.), a former member of the House who has promised to introduce legislation to break up big media groups, and John Warner (R-Va.), former secretary of the Navy.

They succeed Senators John Durkin (D-N.H.), Edward Zorinsky (D-Neb.), and Ted Stevens (R-Alaska), who moved to other committees, Senator Robert Griffin (R-Mich.), former ranking Republican on Communications who was defeated for re-election last fall, and Bob Packwood (R-Ore.), who becomes ranking Republican on the full Commerce Committee.

The Senate Communications Subcom-

mittee membership, in order of seniority, is now: Mr. Hollings, chairman, Warren Magnuson (D-Wash.), Howard Cannon (D-Nev.) (who is chairman of the parent Commerce Committee), Daniel K. Inouye (D-Hawaii), Wendell Ford (D-Ky.), Donald Riegle (D-Mich.), Mr. Exon, Mr. Goldwater, Harrison Schmitt (R-N.M.), John Danforth (R-Mo.) and Messrs. Pressler and Warner.

Carnegie II: more money and less centralization

Report due out this week expected to call for \$1 billion annually, some to come from spectrum fee; networking concept is rejected

A budget of more than \$1 billion, license fees, the creation of a Public Telecommunications Trust to replace the Corporation for Public Broadcasting, and a rejection of public networks are expected to be recommended tomorrow (Jan. 30) when the Carnegie Commission on the Future of Public Broadcasting unveils its long-awaited report at a New York press conference.

Leading the commission's effort over the past year and a half have been Chairman William McGill, president of Columbia University, and Executive Director Sheila Mahony (BROADCASTING, Dec. 19,

Cox Broadcasting Corp., Atlanta, reported 1978 net income reached \$33,847,000, or \$5.07 per share, for 43% increase over comparable 1977 earnings of \$23,689,000, or \$3.82 per share. Including \$1,767,000 in nonrecurring earnings, 1977 net income totaled \$25,456,000. **Broadcasting revenues** were up 22% as result of 21% gain in TV and 26% rise in radio. FM performance was called "particularly notable." **Cable revenues** rose 39% to \$65,901,000, while income from operations climbed 37% to \$16,770,000.

Top-ranked **Three's Company**, expected to begin syndicated run in 1982 with about 115 episodes, will go on sales block later this year, perhaps as early as May but definitely after National Association of Television Program Executives conference in March. Distributor: D.L. Taffner Ltd.

Lawrence P. Fraiberg has resigned as president of Metromedia Television but will continue with company as executive producer of cultural and children's programs. Successor in presidency, which he'd held since June 1977, was not named.

New acting chief of FCC's Broadcast Facilities Division, Jerold L. Jacobs, **wants more work out of his employees**, with less of their time spent answering lawyers' queries about status of applications being processed. He sent memorandum to employees last week directing them to "strongly encourage" lawyers to make status inquiries after 3 p.m., to "allow relatively uninterrupted period" in morning and early afternoon for processing work.

NBC said Friday that **irregularities in expense account vouchers** discovered in course of NBC internal investigation led to departure of three of its Washington unit managers late in 1978 and that on Friday it **dismissed VP in charge of unit managers department** in New York, identified by NBC sources as Steve Weston. Of three in Washington, John Walsh, director of unit managers there, was said to have been dismissed and two others, not identified, to have resigned.

John Dimling, National Association of Broadcasters research vice president, **will join Arbitron Co.** about March 1 in newly created post interpreted as making him company's number-two man, next to President Theodore F. Shaker. He'll be vice president for research, long-range planning and development for company, including TV, radio and Station Business Systems divisions.

Robert B. Muller, VP-domestic syndication, Gold Key Entertainment, New York, elected president. ("Fates & Fortunes," page 64, incorrectly identifies him as VP)

FCC has found chief for new Public Affairs Office. Choice is **Robert Mann**, press aide at Council on Wage and Price Stability for past six weeks, and former chairman of journalism department at Southern Methodist University. Mr. Mann also has served as city editor of *Dallas Times Herald* and as press secretary to Representative Robert C. Krueger (D-Tex.) in his losing effort to unseat Senator John G. Tower (R-Tex.). New office incorporates public information office and external equal employment opportunity unit, both of which lack chief, and Consumer Assistance Office.

Radio commentator **Paul Harvey** and actor **Orson Welles**, who directed *War of the Worlds* broadcast in 1938, have been elected to National Association of Broadcasters Radio Hall of Fame. They will be inducted at NAB convention in Dallas, March 25-28.

Lester W. Lindow, who retired last summer as president of Association of Maximum Service Telecasters, elected to 25-man board of Radio Free Europe/Radio Liberty.

J. Leonard Reinsch, board chairman of Cox Broadcasting, selected to receive one of Atlanta Press Club's first annual awards for Communications Excellence, to be presented Feb. 26. **Roger G. Berk**, president of Group One Broadcasting (WAKR-AM-TV and WAEZ(FM) Akron, Ohio), receives silver medal award of Akron Advertising Club Feb. 2.

1977). Funding came from the Carnegie Corp. of New York which more than a decade ago sponsored an initial study that led to legislation for public broadcasting.

Among the recommendations included this time is understood to be a call for more than \$1 billion annually for the non-commercial system—both television and radio. That funding level is not expected to be reached until the mid-1980's, and only if the system itself can dramatically increase its own income through corporate underwriting and viewer contributions.

A system of matching funds will be recommended. However, it is understood to differ in concept from the present arrangement that calls for one federal dollar for every \$2.50 the system can come up with on its own.

While a major portion of this \$1 billion budget will come from congressional appropriation, the commission will suggest a lesser amount to be collected from fees on licensed users of the spectrum. This apparently includes users other than just commercial broadcast stations.

The commission is expected to propose a new Public Telecommunications Trust that would assume the funding responsibilities currently held by the Corporation for Public Broadcasting. Trustees would be appointed by the President as with CPB; however, the board configuration and selection process is understood to be markedly different.

The trust would be neither a producer nor distributor of programs. Rather its aim would be to funnel money to foster domestic production.

The direct funding would be handled by a programing endowment at another level. The endowment would be under the umbrella of the trust but have as much autonomy as possible. Programing sources funded could be wide-ranging.

Although the commission is expected to make a strong case for beefed-up national programing, it will reject the conventional network model for both noncommercial television and radio. In essence, national programing is seen as important, but not necessarily from one source.

As for the Public Broadcasting Service and National Public Radio, the commission is believed to have taken the attitude that whatever membership organizations the stations want are their own concern. The general attitude of the report sees the stations as independent and autonomous. However, the commission is understood to see no reason why PBS and NPR need be the only national suppliers. This attitude reflects the capabilities that are anticipated as satellite networking grows.

The report, however, will go beyond funding and structure. Considerable attention has been paid to other areas such as the noncommercial mission, public participation and to the system's history. In particular, a strong statement is expected condemning government intrusion into the system and reflecting on problems faced during the Nixon administration.

Several recommendations thought to be contained in the commission's report have

parallels in the proposed rewrite of the Communications Act of 1934. In the version of the rewrite submitted last year by the House of Representatives Subcommittee on Communications, the proposed Public Telecommunications Programing Endowment is to be allowed to grant funds to "national, regional and other systems of public telecommunications entities, and program production entities, including independent producers and independent production centers."

The endowment, however, would be precluded from "producing, acquiring, scheduling or distributing programs." The rewrite also contains a strong prohibition on federal interference in the activities of the public broadcasting system and the endowment.

ABC wants to draw a clearer line between programs and ads on kid's TV

ABC-TV announced last week it would seek an amendment to the National Association of Broadcasters' television code calling for the use of "standard visual separators between program content and commercial messages" in Saturday and Sunday morning children's programing.

The separators "would be animated messages five seconds in length, advising children that a commercial message is to be presented," according to the network. It said ABC will make the proposal to the NAB TV code board at its meeting Feb. 20-21 in New York but would also initiate it on its own.

ABC-TV, which two weeks ago announced plans to reduce commercial time in weekend children's programs (BROADCASTING, Jan. 22), also said last week that it would initiate a series of educational public service announcements, aimed at the total audience and carried in all dayparts, encouraging "selective" viewing.

The spots will begin in March and will feature stars of ABC programs in their homes. The stars will "urge viewers to responsibly select appropriate programs for each member of the family," according to ABC.

Speaking to a meeting of TV critics in Los Angeles, James E. Duffy, ABC-TV network president, said: "We believe that a major part of the broadcasters' responsibility is to make viewers aware of the impact of television on their lives. Viewers of all ages should exercise control over their own viewing habits, and we intend to provide the information necessary to make that possible."

"Children must learn to discern between program content and advertising. When they learn to do so it is unlikely that they will confuse the message of the commercial with the entertainment content of the program; but they will also become a better, more discerning audience."

Taking their breath away in February

All three networks unload with blockbuster programing during February sweep competition; it's costliest month ever

The most expensive month of prime time programing in television history starts this week with the opening of the February local-measurement sweeps.

The three commercial networks have called up their heaviest guns. It should be the biggest shoot-out network TV has ever had.

Audiences have never seen anything like it. From Jan. 31, the start of Arbitron's sweep, through Feb. 28, the end of Nielsen's, there is not one night on which all three networks have definitely scheduled a full evening of their regular programing. The closest thing to it is Saturday, Feb. 17, when CBS and NBC have scheduled regular programs and ABC is carrying two of its regular Saturday-night series—but in 90-minute rather than the usual one-hour versions.

In some cases specific programs are yet to be announced, but all signs indicate that on every night of the sweep periods one, two or all three networks will have something special to offer—either blockbuster movies, miniseries, one-time specials of various sorts, premieres of new series or special editions of established series.

If February is the most expensive program month yet, the most expensive night undoubtedly will be Sunday, Feb. 11. That's when CBS presents part one of "Gone With the Wind," NBC comes in with "One Flew Over the Cuckoo's Nest" and ABC offers a three-hour made-for-TV *Elvis!*

The roster of blockbuster movies, in addition to "GWTW" and "Cuckoo's Nest," includes "The Sound of Music," "Rocky," "Shampoo," "American Graffiti," "Marathon Man," "Two-Minute Warning," "Bad News Bears" and "The Way We Were."

Miniseries include ABC's *Roots: The Next Generations*, sequel to the miniseries that set all sorts of audience records in its first appearance two years ago; *Mr. Horn*, a two-part, four-hour frontier drama on CBS; a four-hour *Women in White* and six-hour *From Here to Eternity* on NBC. Event specials range from the circus to the Grammy awards, while music and variety specials range from Liberace to *The Horror Show*, Bugs Bunny, Popeye, Dolly Parton and Carol Burnett.

Here's a sampling:

NBC will kick off the sweep period Wednesday night with highlights of the Ringling Brothers and Barnum & Bailey Circus. The following night ABC will have a special preview of *Makin' It*; CBS will

offer a two-hour part one of *Mr. Horn* and NBC will have a *Circus Superstars* hour and a two-hour *Quincy*. On Friday night ABC will have special previews of *Happy Days* and *Makin' It*, and CBS will have the first part of a two-part *Dallas*.

On Saturday, Feb. 3, there will be a two-hour *Love Boat* on ABC, part two of *Mr. Horn* and a one-hour *Liberace* special on CBS and a two-hour episode of the *Centennial* series on NBC.

For Sunday, Feb. 4, a double feature ("Bad News Bears" and "The Way We Were") on ABC, "Rocky" and a special preview of *Coed Fever* on CBS and the three-hour wind-up of *Centennial* on NBC.

Monday, Feb. 5, will find on CBS *All in the Family* and *Alice* episodes that had been pre-empted by "Rocky" the night before, while NBC presents a second episode of its *Backstairs at the White House* miniseries. Tuesday, Feb. 6, it's "Two-Minute Warning" on NBC and the two-hour *The Horror Show: 60 Magical Years of Movie Monsters, Madmen and Other Creatures of the Night* on CBS.

Wednesday, Feb. 7, NBC premieres *Supertrain* in a two-hour version. Thursday, Feb. 8, ABC premieres *Angie* and NBC premieres *Little Women* and follows with a two-hour opener of *Women in White*. Friday, Feb. 9, *Makin' It* premieres, *What's Happening* moves into its new time period, followed by a two-hour *Heroes of Rock and Roll*, all on ABC, and there'll be repeats of a Charlie Brown Valentine show and Rikki-Tikki-Tavi plus part two of the *Dallas* special on CBS.

Saturday, Feb. 10, *B.J. and the Bear* premieres on NBC. Sunday, Feb. 11, is the big night with "GWTW," "Cuckoo's Nest" and *Elvis!* head to head. Monday, Feb. 12, "GWTW" winds up on CBS. Tuesday, Feb. 13, ABC and CBS say they will offer regular programming and NBC says its will be announced later. Wednesday, Feb. 14, will have Bugs Bunny and Popeye Valentine specials on CBS and the opening of *From Here to Eternity* on NBC. Thursday, Feb. 15, it will be Grammy awards on CBS.

Friday, Feb. 16, will have "Shampoo" on ABC. Saturday, Feb. 17, will have 90-minute versions of *Love Boat* and *Fantasy Island* on ABC.

Sunday, Feb. 18, will be the start of *Roots: The Next Generations* on ABC. It will play at 8-10 on Sunday and Monday, at 9-11 Tuesday through Friday, will skip Saturday and wind up at 9-11 Sunday.

CBS will run "Marathon Man" against the *Roots* opener and NBC will oppose it with "American Graffiti."

CBS will premiere *Flatbush* and *Coed Fever* on Monday, Feb. 19, offer the first of a two-part *Incredible Hulk* on Wednesday, Feb. 21, present a two-hour *Spiderman* on Friday, Feb. 23, and *Silent Victory: the Kitty O'Neil Story* on Saturday, Feb. 24.

NBC has not announced special programming against the weekday *Roots* but will go against its finale with "The Sound of Music" while CBS counters with *Celebrity Challenge of the Sexes*.

PBS's own sweep spectacular: Shakespeare

But that's only the beginning of complete 37-play set that will air over next six years

The vice chairman of the board of governors of the BBC called it "the most ambitious project which we have ever undertaken"—the making of all 37 plays of William Shakespeare that will begin a six-year run on the Public Broadcasting Service next month. The \$14-million series is being co-produced by the BBC and Time-Life Television.

Exxon Corp., Metropolitan Life Insurance Co. and Morgan Guaranty Trust Co. have underwritten the American showings, which will be originated by WNET(TV) New York and PBS. The underwriters contributed \$3.6 million to the production of the series, the balance coming from the BBC and Time-Life.

The first six plays in the series will run every other week beginning Wednesday,

Feb. 14, at 8 p.m. NYT, opposite the Mobil Showcase Network's 13-week presentation (on commercial stations) of *Edward the King*, a production of Britain's ITC Entertainment. *Julius Caesar* will lead off the series, followed by *As You Like It* (Feb. 28), *Romeo and Juliet* (March 14), *Richard II* (March 28), *Measure for Measure* (April 11) and *Henry VIII* (April 25).

Running concurrently with the PBS series will be National Public Radio's *Shakespeare Festival*, a three-month series of various programs dealing with the life, work and study of the great English dramatist.

John Jay Iselin, president of WNET, said the decision to program opposite the other "cultural" program, *Edward the King*, was made long before the latter made its appearance on home screens Jan. 17. The Mobil program has a 13-week run, which will have it up against the PBS series for all but the last of the plays.

The networks versus the critics

CBS, NBC and ABC—in that order—took on the nation's press during twice-yearly love-hate match in Hollywood; more heat than illumination

Twice each year—in January and in June—the three commercial television networks stage program preview tours in Los Angeles for the nation's TV critics. New shows are screened, stars interviewed and stories flow back to city desks through teletype machines provided by the networks.

It's all an important part of the network hype machine, of course, and the tours are nothing if not orchestrated exercises in public relations. But another element of the events—an increasingly important one to many critics in recent years—are interviews with the network executives who buy the programs, make the stars and set the policies. Following—in chronological order of the network tours—is a series of reports on those sessions.

CBS's Grant defends upcoming 'Dukes of Hazzard' saying there's room for many 'different kinds of programming' on the schedule

As the only CBS-TV executive to appear before a gathering of the nation's TV critics in Los Angeles Jan. 17-19, program vice president B. Donald Grant absorbed a bit of heat from writers with complaints about his second-season programs.

Mr. Grant's group interview was not on the network's original schedule for the second-season preview tour, but he agreed to attend after critics objected to the lack of executive representation.

He spent much of his time defending the new CBS series, *The Dukes of*

Hazzard, which various critics charged jiggled too much, misrepresented the New South and encouraged unsafe driving. Mr. Grant responded that the stereotype for *Hazzard's* female characterizations was set by cartoonist Al Capp in "L'il Abner," that CBS programmed for national, not just Southern tastes, and that parents, not networks, are responsible for teen-age safety on the highways.

"I love the show," Mr. Grant said. "In its form, *The Dukes Of Hazzard* is a show that executes its concept flawlessly ... I think there is room on the schedule for a lot of different kinds of programming."

Mr. Grant said he believes another much-criticized show, *Co-ed Fever*, would also be popular, but he did not put it in the "quality" category as he did *The Stockard Channing Show* and *Mr. Dooley* (formerly *Onward and Upward*). Mr. Grant also said during the session that the status of *All in the Family* next season is still unresolved, as is that of *The Waltons*. His ratings prognosis for the remainder of the current season is that CBS will finish closer to ABC-TV than it did last year.

NBC starts from scratch and announces some long-term plans including new Gelbart series, solid afternoon schedule of soaps, new Saturday children's show and miniseries, including Shaw book

NBC-TV, with half a season's ratings it would rather forget, focused on the future in a programming presentation to the nation's TV critics in Los Angeles Jan. 19.

The technique: unleash a blitz of announcements of new projects in the works and changes in the offing, imparting the impression of a network on the move.

Of the prime-time season so far, NBC

Entertainment President Mike Weinblatt said, "We just weren't as good at picking shows as we should have been... We know our problems and we're facing up to them [with] a step-by-step restructuring of every daypart."

Among the announcements, most directed toward that goal:

■ Writer-producer Larry Gelbart, who developed *M*A*S*H* for CBS-TV, is to create and produce a new series for NBC's 1979-80 season, focusing on contemporary marriage. Mr. Weinblatt said production on the series will not begin until most of the scripts for its first season are finished, "to make sure everybody is happy with the way it's going." NBC will co-produce with Redstacks Productions.

Although Mr. Weinblatt said the lead time being accorded Mr. Gelbart will not represent the typical NBC deal, he added that the network will try to set its 1979 fall schedule by April 15, about a month earlier than it did last year.

■ As expected, the daytime serial, *Another World*, will be expanded from one hour to 90 minutes, which will force the move of *Hollywood Squares* to an undetermined new time slot. *Days of Our Lives* will move to 1-2 p.m. NYT, to be followed by *The Doctors* at 2-2:30 p.m. and *Another World* at 2:30-4 p.m.

That will give NBC a continuous afternoon block of soap operas, a strategy that has proved highly successful for ABC-TV. NBC will offer its Midwestern affiliates a second feed a half hour later than the first to accommodate local midday news programs in that time zone.

■ A new one-hour Saturday morning program is in preparation for next September which is to combine entertainment and educational elements. Details on the project were sketchy, but Mr. Weinblatt said various outstanding producers would be invited to contribute segments.

"The look of most of the programing aimed at youngsters has not changed significantly for many years," he said. "We want to present a program that will make children think while they are being entertained, laugh while they are learning and take something of lasting value from the series."

■ Miniseries for the 1979-80 season will include a four-hour adaptation by Melvin Van Peebles of black author John A. Williams's novel, "The Junior Bachelor Society" (to be titled *The Sophisticated Gents*), and a six-hour version of Irving Shaw's "Beggan Man, Thief."

It was also confirmed that next month's NBC miniseries, *From Here to Eternity*, will be expanded to weekly one-hour series status next season. William Devane, Roy Thinnes and Kim Basinger are to continue their miniseries roles.

A question and answer session between the critics and NBC programers consisted mainly of banter about which is more obsessed with ratings—networks or newspapers. Asked when NBC might catch second-place CBS in the numbers, Mr.

Weinblatt said, "We have no precise timetable. We are in a slow growth period, a rebuilding."

ABC's Thomopoulos tries to convince critics that his network is seriously committed to producing 'quality' programing

Anthony Thomopoulos, one week away from his first anniversary as president of ABC Entertainment, took the occasion to dedicate ABC to "the creation of important television."

Meeting with a group of television critics in Los Angeles last Friday, he cited as representative of ABC's commitment to quality such upcoming miniseries as *Ike*, *East of Eden* and *Passages*, and a number of made-for-TV movies dealing with such social problems as alcoholism, epilepsy, child abuse, brain damage, obesity, retardation and deafness.

"They may be received well, they may be received badly," he said, "but the intent, the purpose, is to make progress in our medium."

A number of critics wanted to know if regular series—particularly such second-season programs on ABC as *Delta House*, *Makin' It* and *Salvage*—would fit into that

category. Mr. Thomopoulos said the network's choices at midseason were based on a need to build new early-evening programs, but he acknowledged, "We are looking for a better balance."

Among series projects in the works that will address that goal, Mr. Thomopoulos said, are *The Lazarus Syndrome*, about social problems in a metropolitan hospital; *When the Whistle Blows*, about the life of a blue-collar worker; *High Steel*, about a group of construction workers, and *The American Dream*, about the problems of a family in suburbia.

Asked if ABC had any projects in development featuring black actors and actresses, Mr. Thomopoulos said that Lou Gossett had been cast in one of the lead roles in *The Lazarus Syndrome*, a part originally written for a white. *Friends*, a short-run series coming on this spring in the Sunday 7-8 p.m. NYT time period, deals with family life as seen through the eyes of three young children, one of whom is black, and another project focuses on a black one-star general in the Air Force, Mr. Thomopoulos said.

But, Mr. Thomopoulos said, quality programs may take a bit longer to get on the network schedule because they require "special handling."

Independents make special case on ad ban

Land, in testimony at second and final week of first round of commission hearings, warns that more than Saturday morning is at stake for some stations

Federal Trade Commission attorneys headed east last week after wrapping up round one of the children's advertising hearings in San Francisco.

Week two of the hearings produced additional comments both for and against the proposed FTC regulations to limit, and in some cases ban, ads aimed at children.

Serious objection to the controversial proposals was raised by spokesmen for General Mills Inc. and the Association of Independent Television Stations (INTV). The cereal industry has maintained throughout the proceedings that the FTC has no jurisdiction over TV commercials and that commission claims regarding misleading effects of the advertisements on children are groundless.

INTV had a different objection, however. President Herman Land said the proposed ban actually threatens the survival of its 55 members. In an interview, Mr. Land said the regulations pose a special problem for independent stations, because nearly half of their revenue comes from shows with a substantial viewership under the age of 12.

Mr. Land said most people are under the misconception that the regulations would affect primarily Saturday morning programing. This is true, he said, but only for the networks; independents generally

offer programing aimed strictly at children several hours each day.

Mr. Land predicted that if advertisements of sugar-coated products were banned, independents would not be able to make up the lost revenue from other sources. "We find we have excess capacity now," he said. "Every time we lose something, it's not as if there are a hundred advertisers waiting to get in."

Donald Roberts of the Institute for Communication Research, an FTC witness, cited a study which showed that a supplemental nutritional message added to an advertisement may not be the most effective way of getting a point across to a child. With cereal advertisements, Mr. Roberts said, the most effective way to convey the importance of a good diet is with a spot that specifically balances the breakfast food with a message on nutrition.

While opponents and advocates of the proposed regulations have not seen eye to eye on many issues, there seems to be general agreement on at least one point: Morton Needelman. The FTC presiding judge has received high marks for his handling of the inquiry, the prevailing sentiment seeming to be that he has been fair and objective.

The hearings are slated to resume in Washington March 5, with 138 witnesses scheduled to testify. Included among the expected witnesses are representatives of the toy and cereal industries, the National Association of Broadcasters and a number of public interest groups.

The game that's ahead of the game.

	Rtg.	Share
The Cross-Wits	18.0	31

Program	Rtg.	Share
1. Muppet Show	15.1	28
2. Family Feud	14.8	27
3. Wild World Of Animals	14.0	27
4. Price Is Right	13.7	25
5. Hollywood Squares	13.4	25
6. Candid Camera	13.2	24
7. Sha Na Na	13.0	24
8. Name That Tune	12.9	24
9. Wild Kingdom	12.8	23
10. Match Game PM	12.7	24
11. \$25,000 Pyramid	12.6	24
12. \$1.98 Beauty Show	12.3	22
13. In Search Of	11.4	21
14. Gong Show	11.3	21
15. That's Hollywood	9.5	17

“The Cross-Wits”—
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a fantastic 18.0
and a share that averages 31
five nights a week —
outscores the top 15
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in the prime access chart,
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Source: ARB Nov. 1978 Top 50 markets.
Estimated audiences subject to limitations of the rating service. Variety reprint, Dec. 27, 1978.

Soul-searching at convention of religious broadcasters

In contrast to last year's meeting, this one is quieter, inward-looking, as organization begins to raise questions about on-air ministries

The 36th annual convention of the National Religious Broadcasters turned out to be much quieter than the 1978 meeting, which was dominated in large part by issues, that many NRB members considered well outside their interest. Last week's meeting at the Washington Hilton was more introspective, dealing largely with broadcasting and religious affairs and avoiding many of last year's sociopolitical issues, such as Anita Bryant's antigay-rights movement, that, in the opinion of some religious broadcasters, distracted the organization from its basic business.

But the surface quiet failed to hide several internal concerns of the 1,500 attending the four-day conference. At a time when there appears little doubt that religious broadcasting is experiencing what is, perhaps, its greatest era of influence, growth and acceptability, questions concerning the growing commercialization of this communications subculture as well as the direction many in religious radio and television appear to be taking were manifest. Still others questioned the role of the NRB itself—whether the organization can adequately deal with the young people who have turned to religion and religious broadcasting in the past decade.

According to Dr. Ben Armstrong, executive director of the NRB, attendance at the 1979 meeting was "comparable" with last year's. "We had many more from the press last year because of the controversial figures," he said. At the 1978 show, 287 representatives from both the religious and secular media attended. This year, according to Dr. Armstrong, "about half that" appeared.

The growing commercialization of religious broadcasting was most apparent, perhaps, at the Church and Media Exposition, the equipment and programing marketplace of the convention. The show, according to Dr. Armstrong, is becoming "more sales-oriented" as secular corporations such as Sony, General Electric, McMartin Industries, 3M and others are becoming aware of the religious broadcasting market. Although the exposition is "growing every year" and had a record 109 exhibitors last week, much of that growth, Dr. Armstrong suggested, may be at the expense of long-time religious firms having a "tendency not to compete" with the larger firms.

With the growth of religious broadcasting, some Christian radio and television

organizations have become much wealthier and have become attractive to the major manufacturers because of the broadcasters' greater willingness to purchase the latest, most sophisticated in broadcast hardware. The era of the donated transmitter and the borrowed camera is drawing to a close, or, as Dr. Armstrong more graphically put it: The station "put together with coat hangers is no longer the norm."

Concurrent with that technological growth was another concern spotlighted by Dr. Abe C. Van Der Puy, the retiring president of NRB. He cautioned against groups "that see good business possibilities in the religion surge of today." Some broadcasters, he said, run schedules that contain "one religious program after another so mixed that the listener finds himself torn in many ways." These broadcasters use their stations "almost indiscriminantly to present a whole series of religious programs back to back." They program "what is available from those who will pay."

Van Der Puy's parting warning: improve program quality and avoid 'personality cults'

In his keynote address last Monday, Dr. Van Der Puy, the president of NRB since 1975, touched on two themes that permeated much of the on- and off-the-record discussion of last week's convention: (a) that religious broadcasters must improve the quality of their product, and (b) that "personality cults" are building up around individual religious broadcasters in contradiction to what many of their colleagues believe should be the accepted role of the radio and television ministries.

Dr. Van Der Puy, who is leaving his post as president of the organization, said that "religious broadcasting today is a mixed bag." Many productions "fall way below an acceptable standard." And, he added, "quite a few stations are shoddy or second rate."

He suggested that NRB should see that its members are "available to help their Christian colleagues who have lesser ad-



Van Der Puy

vantages and resources" in the areas of programing and production. He also suggested that religious broadcasters "must meet minimum standards higher than we require now before they can have the privilege of NRB membership."

But the minister's strongest words were directed at those he said did not preach the "central message of the gospel."

"Radio and television naturally produce personality cults. We recognize that the Christian broadcaster succeeds best when he has a personal and cordial approach to his listeners and viewers. But, when his audience becomes principally enamored of the broadcaster, then he and his ministry face grave dangers. We must point away from ourselves to the Lord of glory. He must increase, but I must decrease," Dr. Van der Puy said.

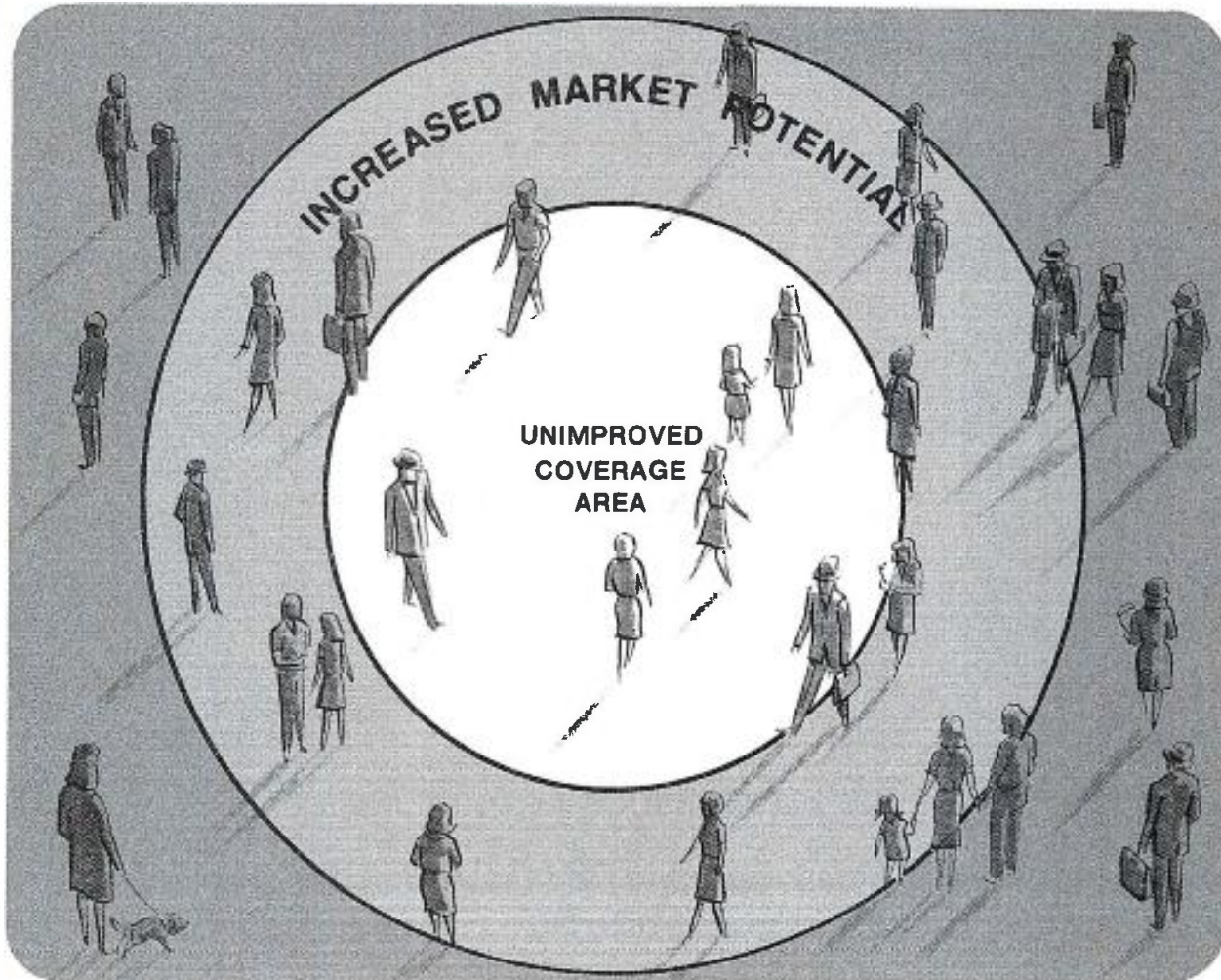
And that theme was dealt with by others at the convention. Ashton Hardy, a former FCC general counsel who is now a practicing attorney in New Orleans, warned against "gifted evangelists who do not necessarily have a gift of administration." He said that some broadcast ministers have built poorly managed operations largely on the contributions of poor people who "are going to lose their life savings" because of mismanagement. "Christian stations," he said, "are becoming the laughing stock of the FCC staff."

And, picking up on a phrase that was popular last week—the electric church—Mr. Hardy said that religious broadcasters



Monday night. The *Revivaltime* choir during the show's broadcast from the NRB.

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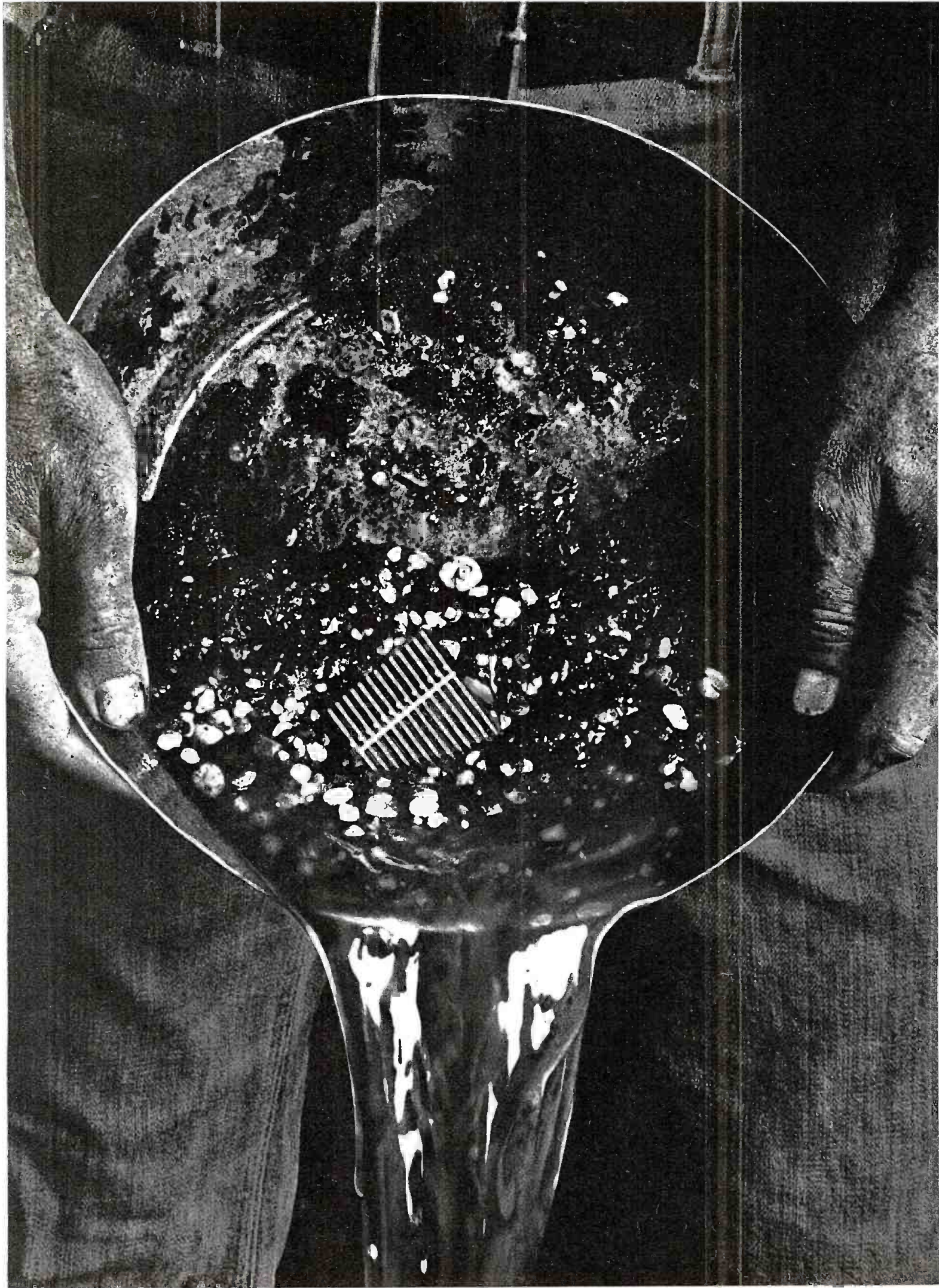
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That's where Western Electric's new process for plating gold is *conserving* the precious metal, through increased efficiency and precision. It's producing better switching components for the Bell System, to make your phone service clearer and more reliable than ever.

It must be gold that's plated to the switching components you see glittering in the photograph, because no other metal can provide the same kind of efficient, reliable, durable, and clear telephone transmission.

But until now, gold-plating had always been a messy and imprecise

process. There had been no way to control it accurately. No way to avoid depositing excess gold on the places it was intended to go. And on the places it wasn't.

So Western Electric, working with Bell Labs, designed a totally new system to do the job. Combining the best of electro-chemical and programmed logic control technologies, the new system can plate gold with hair-thin precision. Depositing only the desired amount, only on the designated spot. With no waste whatsoever.

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Besides producing a much better product, Western Electric has mined a savings of \$9 million from the process. And that's another way we're helping your Bell Telephone Company

hold down the cost of your phone service.

Even bigger benefits

And since the new process uses 55% less gold than the old one, we could more than double production of our improved switching component. Without consuming any more of the shiny natural resource.

But there are more environmental pluses. The new process has almost completely eliminated the gaseous wastes plating used to produce. It's cut the liquid wastes by 90%. And it runs on 67% less power.

This improved gold-plating technique is another way Western Electric is working to hold down the cost, while continually raising the quality of your phone service.

Keeping your communications system the best in the world.



Western Electric

should be careful "not to convert their stations into the electric collection plate."

During the same discussion, John Gilman, a former producer with M.G. (Pat) Robertson's Christian Broadcasting Network, generally considered the pre-eminent religious broadcasting organization, declared that "most of the miniseries are sustained by a personality."

FCC Commissioner James H. Quello also picked up on the theme during his Tuesday luncheon address. "Unfortunately, you too," he told the broadcasters, "must guard and self-regulate against the greedy, the unethical, the cultists and the power hungry."

(Similar comments were expressed by Dr. Paul M. Stevens, president of the Radio and Television Commission of the Southern Baptist Convention a month ago when he warned against "counterfeit" ministers outside of established denominations who "sell the gospel." Dr. Stevens likened them to the late Jim Jones, the leader of the People's Temple cult [BROADCASTING, Dec. 11, 1978].)

In an interview last week, Dr. Van Der Puy expanded on his opening remarks. "I really don't have anybody in mind," he said. "Everyone of us broadcasters needs to avoid the trap of getting impressed with our own importance and making sure that we don't contribute to people saying, 'How wonderful he is.'"

The danger of detracting from the religious message has "always been present," but the problem may be especially acute now with the "tremendous impact of the modern media."

Schmitt emphasizes the broadcaster aspect of the religious broadcaster in talking about the rewrite

Monday's convention program was highlighted by a special session on the Com-

munications Act rewrite. Appearing before the broadcasters were Senator Harrison Schmitt (R-N.M.), a member of the Senate Communications Subcommittee, and Lou Frey, the former ranking Republican member of the House Communications Subcommittee, who is now practicing law in Washington. The panel was chaired by Harry C. Martin of the Washington law firm, Midlen & Reddy, the NRB's counsel.

Mr. Frey, with Representative Lionel Van Deerlin (D-Calif.), chairman of the committee, wrote the version of the rewrite introduced in the last Congress and said it was necessary because "this nation has no communications policy."

Congress before the rewrite, he said, "had not had the guts to take on the issues" of communications. They had been left to the FCC, which had no clear legislative mandate in many areas, and to the courts. "That didn't seem to me to make any sense," Mr. Frey said.

The former representative from Florida said that deregulation, a word that kept coming up last week, was viewed by Mr. Van Deerlin and himself "as a basic principle" of the rewrite. Other major points considered in the germination of the bill were "competition where possible" and the removal of "artificial barriers" to the introduction of new technology. "We tried to get as close as we could," Mr. Frey said.

More succinctly, Senator Schmitt said the rewrite was necessary because the present law is "outdated." Courts, he said, were "tending to force more competition without any clear legislative directive," and there were "unhealthy relations between the regulators and the regulated."

Assessing the prospects for the rewrite on the Senate side of the Capitol, he said the upper house was "still distracted" and was not putting communications high up its list of priorities.

Mr. Schmitt also said that he felt the pro-

posed spectrum fee "is going to have a difficult time in the Senate. We will probably end up with some other mechanism." He attached those comments to a discussion on the future funding possibilities for the public broadcasting system.

The Senate, he said, "wants to maintain legislative distance" from the noncommercial broadcasting organizations, but "we have to maintain some indirect oversight to make sure that creeping networkism doesn't get out of hand."

Quello exhorts NRB to join in First Amendment fight

Commissioner Quello got his share of the broadcasters' applause during his Tuesday speech that was a lengthy exposition on his views of broadcasters' lack of First Amendment parity with their "cousins"—the newspapers.

"Broadcasting," he said, "needs full,



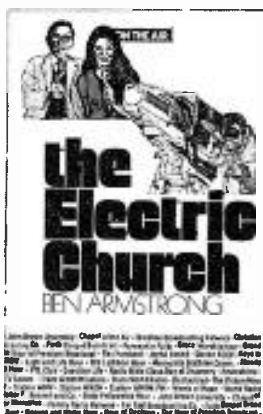
Quello

unfettered press freedom to report, clarify, editorialize and advocate on all events and controversies subject to the same marketplace constraints and criticism as newspapers or magazines—this includes expanding its already active role in exposing consumer frauds and unsavory corporate, public and governmental practices."

He tied the freedom of press issue to the rewrite, as well. "I believe with an all-out effort the laudable deregulatory thrust of HR 13015 could be specifically implemented by granting broadcasting full First Amendment rights and removing all regulatory restraints."

Then, after commenting on the nine million letters the FCC has received from the public on a long-since-rejected petition that would have affected religious broadcasting, Mr. Quello said that "if other broadcasters showed the same purpose and dedication fighting for freedom of speech and freedom of the press as the religious broadcasters do in fighting for freedom of religion, broadcasters would have won their full constitutional rights years ago."

He said secular and religious broadcasters should join together to fight for full First Amendment rights. The freedoms of press, speech and religion "are so closely linked," he said, "one could well reason



The communications. According to "The Electric Church," almost 130 million persons congregate weekly in the "largest religious gathering in America"—religious radio and television. "I believe that God has raised up this powerful technology of radio and television expressly to reach every man, woman, boy and girl on earth with the even more powerful message of the gospel."

So begins this new book by Dr. Ben Armstrong, executive director of the National Religious Broadcasters. "The Electric Church," which was released last week during the NRB's Washington convention, is a sourcebook on religious broadcasting, a history and, ultimately, one man's personal account of the NRB and the community of religious broadcasters.

The electric church first opened its doors Jan. 2, 1921, according to the book, when KDKA(AM) Pittsburgh, the first licensed commercial radio station, broadcast the Sunday vespers of Calvary Episcopal church there. Today, with religious broadcasters beaming their signals via satellites and shortwave throughout most of the world, the church is open to 90% of the earth's people.

In addition to its historical account of religious broadcasting, the book includes biographical material on many of the leading radio and television ministers as well as glimpses at their philosophies of broadcasting and mass communications. Many of the leading religious broadcasting organizations are also profiled.

An interesting note on the reach of religious broadcasting is revealed on the first page: "In an average week 47% of the American population turn on radio or television for at least one religious program, while 42% attend a church service." The 192-page book is available from Thomas Nelson Inc., Nashville, and sells for \$7.95.

that a threat to one is a threat against the other."

NRB panel debates political implications of upcoming WARC

A Tuesday afternoon panel devoted to the upcoming World Administrative Radio Conference failed to attract the sizable audience the conference sponsors anticipated. It featured comments by Glen O. Robinson, who will head the U.S. delegation to the international conference in Geneva; Samuel E. Probst, director of spectrum plans and policy for the National Telecommunications and Information Administration; Kalmann Schaefer, FCC foreign affairs adviser; Walter Roberts, executive director of the Board for International Broadcasting, and David Hudson, director of engineering for the Far East Broadcasting Co.

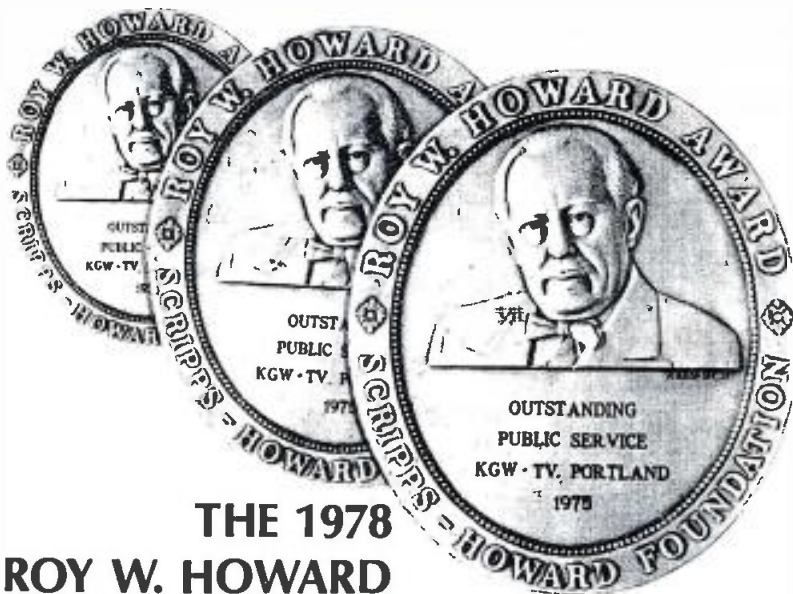
There was considerable disagreement among the panelists over just how political WARC is going to be. In Mr. Robinson's view, for example, "political considerations will intrude" on what he believes should be a largely technical conference. But, Mr. Robinson said, many of the problems that have been discussed, most notably the demand of developing countries for a new world information order, have been "greatly exaggerated" as they pertain to WARC. He said he expected a "demanding of a fair shake" from the nations of the Third World, but there was "no chance" that WARC would turn into a major confrontation such as the ongoing Law of the Sea conference or last fall's UNESCO conference in Paris. "There is no advantage," he said, "and no merit to fueling this political rhetoric with statements on our part."

Those were hardly the sentiments of Mr. Roberts, however. Citing specifically the FCC's report and order on WARC that recommends an additional 865 khz in the shortwave broadcasting band—a figure he said that did not "come up to our expectations"—Mr. Roberts said BIB was "concerned that with such a short-fall the 'have not' countries will be more encouraged to take the matter into their own hands, and attempt to satisfy their own needs at the expense of the dozen or so 'have' countries."

"WARC '79 looms as a serious three-way conflict between the East, West and the Third World for the control of shortwave broadcasting frequencies, and our delegation must be equipped to meet such political eventualities at the conference," Mr. Roberts said.

Mr. Robinson said he felt the shortwave

Deacons. NRB elected its new officers last week: David Hofer, KRDU(AM) Dinuba, Calif., president; E. Brandt Gustavson, vice president, Moody Bible Institute, first vice president; Richard P. Bott, Bott Broadcasting Co., second vice president; Dr. Eugene R. Bertermann, Lutheran Bible Translators, secretary, and Dr. Robert Andrews, *Light and Life Hour*, treasurer.



THE 1978 ROY W. HOWARD AWARDS

The prestigious recognition for Public Service by a Radio Station and a Television Station

Call for entries

Entries are now being accepted for the Roy W. Howard Awards for public service by a radio station and by a television station.

Mr. Howard was the long-time editor and president of *The New York World Telegram & Sun* and president of Scripps-Howard Newspapers and United Press. These awards (along with a similar award for a newspaper) have been established by The Scripps-Howard Foundation to honor the memory of this most distinguished journalist through this annual recognition of Public Service through news media.

The rules, as stated below, are simple in order to place as few restrictions as possible on stations from all markets and yet adhere to the goal of improving the Public Service product through honoring outstanding effort.

Eligibility

Any radio or television station in the United States or its territories.

Prizes

A bronze plaque and a cash award of \$2500 will be awarded to the over-all broadcasting winner. Cash awards of \$1000 will be awarded to the first runner-up in television and the first runner-up in radio.

There is no entry fee!

The purpose of the awards program is to encourage and reward exemplary effort.

Rules

1. Material must have been broadcast in calendar 1978.

2. A letter from the station manager must accompany each entry detailing:
 - a. The problem.
 - b. How it was uncovered.
 - c. Journalistic enterprise used in studying and exposing the problem.
 - d. Method used for communicating (i.e. spot, documentary program, mini-doc, news reports, etc.) and why that method was chosen.
 - e. How the results—if any—were measured.
3. Entries submitted on:
 - a. Radio—1/4" audio tape, 7 1/2 or 3 3/4 ips or cassette.
 - b. Television—3/4" videotape cassette only.(Entries will be returned only if requested at the time of submission and accompanied by sufficient postage.)
4. Deadline: all entries must be received by March 1, 1979.
5. If, in the opinion of the judges, no entry is of sufficient quality to merit award, Foundation shall not be obligated to make such award. Elaborateness of presentation has no bearing on the awards.

Send Entries to:

Rick Reeves
The Scripps-Howard Foundation
500 Central Avenue
Cincinnati, Ohio 45202

Scripps-Howard Foundation



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Marvin H. Kusters



John Charles
Daly

Will the present wage and price guidelines have any effect on inflation? Are they likely to become mandatory? How does organized labor view the President's voluntary anti-inflation program?

PANELISTS

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Alfred E. Kahn, Counsellor to the President on Inflation

Marvin H. Kusters, AEI Resident Scholar

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frequencies were "most susceptible to being overly politicized" at WARC.

In answer to a question from the floor, Mr. Robinson said, "we haven't ruled out taking reservations" on any WARC determinations that may be counter to the U.S.'s position. (In international treaty negotiations, a nation may take "reservation" with a specific article. Thus, it agrees to the treaty but reserves the option not to be bound by articles it may find unagreeable.) That was not to say, he added, that the U.S. would be "trumpeting up" that it will be taking reservations. According to Mr. Robinson, the U.S. has taken a reservation in international treaty negotiations only once before—in 1974 at a maritime communications conference.

Van Der Puy admits more can be done in NRB for the more contemporary religious broadcaster

One younger convention delegate, who asked that he not be identified, complained of the "old school—"I was around when broadcasting started"—crowd," which, he said, dominates the NRB. The officials of the organization, he said, "are almost exclusively of the old school." He said as well that there was a growing disenchantment with the NRB and its officials among younger "contemporary" religious broadcasters who feel the association may be out of touch with younger Christians. Broadcasters who try to maintain a "contemporary presentation" in their programming—especially as regards the playing of so-called "Christian rock" music—are "seriously underrepresented in the leadership of this organization."

Dr. Van Der Puy acknowledged that "a large section of NRB is composed of older, longer-term broadcasters and telecasters."

"I think it would be an excellent idea for NRB to invite, encourage and promote a more dynamic participation of young station operators and program producers. We could well provide a more conducive climate to urge their participation," he said.

He admitted as well that while NRB has set up programs for young people—especially students looking to enter broadcasting—the organization has not encouraged young people "as actively as we could."

Lincoln finalists

The Southern Baptist Radio-Television Commission has announced the names of eight broadcasters from whom will be chosen the two top Abe Lincoln Awards winners (one in television, one in radio) and six merit award winners.

Specific honors will be revealed at the awards banquet in Fort Worth March 1.

The eight broadcasters:

Leta Powell Drake, producer, KOLN-TV Lincoln, Neb.; David Nelson, vice president and general manager, WBBM-TV Chicago; Sandra Johnson, director, community affairs, WJKW-TV Cleveland; Brian Jennings, news director, KXL-

Blind side. National Association of Broadcasters' new pocket calendar has conspicuous omission among 1979 industry meetings. Alphabet soup of associations with meetings posted in book includes such as INTV, NATPE, RTNDA, network affiliates, TVB, BFM, BPA, BEA—but no NRBA (National Radio Broadcasters Association). Only events NAB recognizes during Oct. 7-10 period, date of NRBA annual convention, are Canadian Thanksgiving day and Columbus day (Oct. 8).

AM-FM Portland, Ore.; William C. O'Donnell, vice president and general manager, WBBM(AM) Chicago; Terry Shockley, president, WKOW-TV Madison, Wis.; George Ann Victor, creative services director, KHOW(AM) Denver; and Fred Williams, WAHT(AM) Lebanon, Pa.

Earlier, the Southern Baptist Radio-Television Commission had announced its other awards for achievement in advancing the quality of life in America and helping the industry enrich its service to the public. (BROADCASTING, Jan. 15).

Carter budget for fiscal '80: a lot more for NTIA, just a little extra for FCC, FTC

Other substantial increases asked for Justice antitrust activity, VOA and CPB

The National Telecommunications and Information Administration, created late in 1977 as the Carter administration's answer to the executive department's needs for expertise and management in telecommunications matters, is settling in as a substantial member of the executive branch. President Carter's budget request for fiscal year 1980, sent to Congress last week, provides \$18,762,000 for the agency, which is located in the Department of Commerce and is the successor to the White House's Office of Telecommunications Policy and Commerce's Office of Telecommunications.

The proposal would provide an increase of some \$7 million over the amount appropriated for NTIA for fiscal 1979, but only some \$2.5 million over the funds expected to be made available for NTIA programs this year. Even that small increase is larger than that provided for the FCC in what the President has called a "lean and austere" budget. The President is seeking \$71,816,000 for the commission, about \$1.2 million more than the agency is expected to spend in the current year.

As for other agencies of interest, or con-



WPSD-TV, the leading station in the Midwest's "hub," names Blair, the leading rep in the nation.



WPSD-TV President Fred Paxton (center), and general manager John Williams (left), with Harry B. Smart, President of Blair Television's Market Division.

They call it the hub of the Midwest—the strategically located Paducah—Cape Girardeau—Harrisburg area. Its rapid growth has made it the nation's 75th DMA market. Thanks largely to huge new investments by major corporations like Union Carbide, Heublein, International Shoe, Illinois Central and Westvaco.

And now, WPSD-TV, already the No. 1 news station in the market, and a top-ranked NBC-affiliated news station,* has positioned itself for even greater growth by naming Blair Television as its new national sales representative.

As station president Fred Paxton says, "We're dedicated to maintaining our leadership in the market. And Blair has the kind of strong sales people and advanced support systems that can help us do the job."

To find out more about WPSD-TV and the energetic market it serves, call your Blair salesperson today.

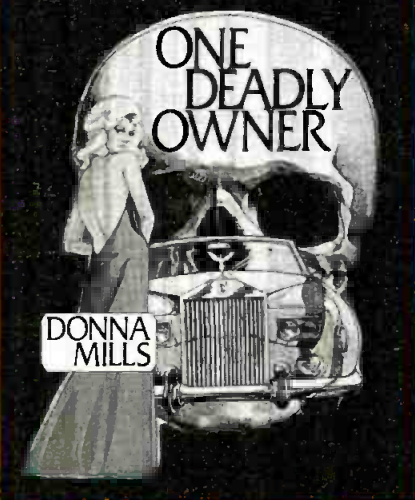
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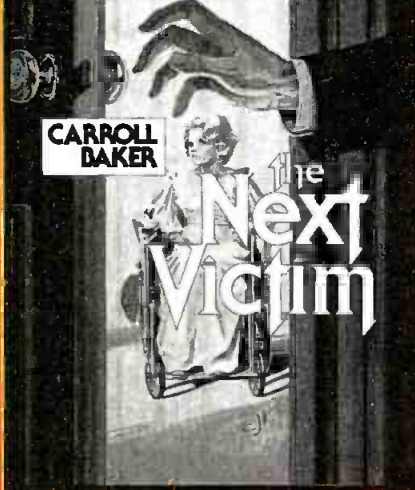
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Began!



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BRADFORD DILLMAN

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In Darkness

Scream...
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CARROLL BAKER

The
Next
Victim

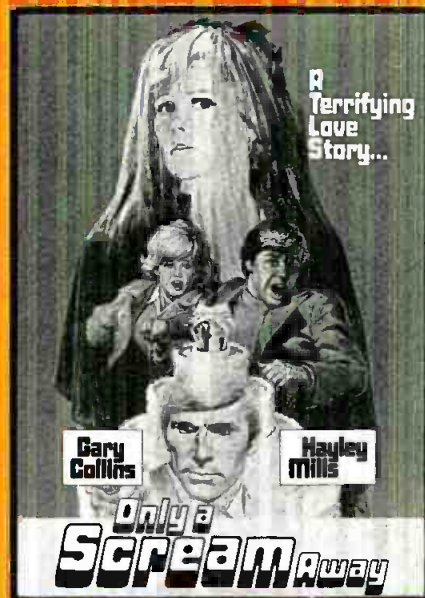
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Washington, D.C. **WDVM-TV** (CBS)
Cincinnati **WCPO-TV** (CBS)
Boston **WCVB-TV** (ABC)
Atlanta **WSB-TV** (NBC)
Seattle-Tacoma **KOMO-TV** (ABC)
Tampa-
St. Petersburg **WTOG-TV** (Ind.)

Columbus, Ohio **WTVN-TV** (ABC)
San Diego **KFMB-TV** (CBS)
Chattanooga **WRCB-TV** (NBC)
Dallas-Ft. Worth **KTVT** (Ind.)
Mobile **WALA-TV** (NBC)
Green Bay **WLUK-TV** (ABC)
Birmingham **WBMG-TV** (CBS)
Wichita-Hutchinson **KTVH** (CBS)
Norfolk-Portsmouth
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Little Rock **KTHV** (CBS)

Cedar Rapids-

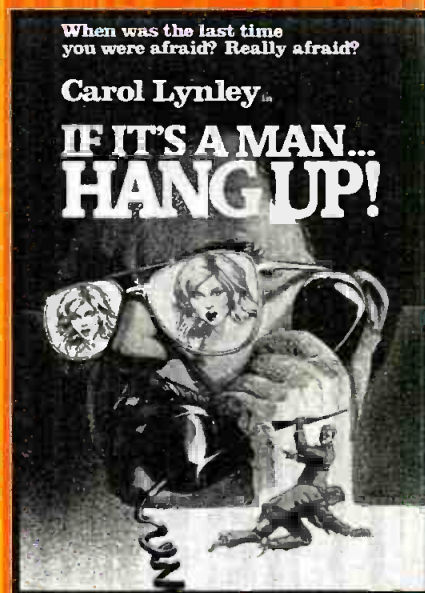
Waterloo **KCRG-TV** (ABC)

Louisville **WDRB-TV** (Ind.)

Davenport-Moline **WQAD-TV** (ABC)

Memphis **WREG-TV** (CBS)

Columbia, S.C. **WLTX-TV** (CBS)



cern, to broadcasters, the Federal Trade Commission is also in for only a slight increase, while the Department of Justice's antitrust-enforcement activities and the Voice of America are in for substantial ones. The Corporation for Public Broadcasting will, as announced in the budget last year, be given a large increase in 1981, though not as large as permitted by the existing authorization, and the President's advance requests for CPB for the succeeding two years fall short of the authorizations provided by Congress.

NTIA's 1979 budget was built up through various supplementals of about \$500,000, each approved or pending, plus a \$3.1-million classified project carried over from 1978.

One of the major increases being sought for NTIA is in connection with its new responsibility for administering the public telecommunications facilities planning and construction program. The administration is seeking \$1,195,000 for the administrative support to make the grants—\$831,000 more than is available for that purpose in the current budget.

A separate budget item contains the funds for the grants—\$23,705,000, up from the \$18 million available this year.

Another substantial increase is in telecommunications applications under which NTIA helps public service agencies develop communications systems, including satellites. NTIA would be given \$3,880,000 for that purpose in 1980, up from the \$2,566,000 it expects for that purpose this year. (The 1979 total includes \$441,000 being sought in a request for a supplemental appropriation.)

An indication of the scope of the NTIA's service is indicated by a \$10.2-million item that is not charged against NTIA programs. The funds are for technical services NTIA provides for other agencies, and for which they reimburse it.

The slight increase that would be provided the FCC, under the budget, would permit the addition of only five permanent positions—to a total of 2,236—the payment of pay increases and the purchase of a prototype of an advanced mobile monitoring van, as well as for some fixed costs.

The new positions will be assigned to the Broadcast Bureau, and will support the bureau's expanded equal employment opportunity program. The personnel figures in the commission's other bureaus and offices remain unchanged.

(The commission had hoped for a much larger increase in funds and personnel. It had urged the Office of Management and Budget to approve increases of \$7,135,000 in funds and 118 in positions.)

The FTC would receive \$69,021,000 under the new budget, \$2,271,000 more than it is expected to spend in fiscal year 1979. But the money does not provide for any new positions—the FTC permanent positions roster remains at 1,665.

The Department of Justice's Antitrust Division, which is continuing to pay attention to broadcasting as well as to other industries, would receive \$43,592,000 in new funds in fiscal year 1980. This is about

\$4 million less than Congress has appropriated for it in the current fiscal year, but more than \$10 million of the 1979 funds are earmarked for making antitrust enforcement grants to the states, an authority that expires this year. Thus, apart from that program, the division would have some \$6 million more in enforcement-activity funds in the new fiscal year.

As for public broadcasting, the President, as anticipated, is seeking \$152 million for CPB in 1980, an increase of \$32 million over the amount appropriated for CPB in the current year. The funds were part of a three-year advance authorization voted by Congress. The funds are provided on a matching basis—\$2.50 would have to be raised by localities and states for every \$1 of federal money.

The new funding bill authorizes \$180 million for CPB in 1981, \$200 million in 1982 and \$220 million in 1983. (The matching formula was eased, requiring only \$2 for every matching dollar.) However, the administration is seeking only \$162 million for CPB for fiscal 1981 and \$172 million for 1982.

The Voice of America, now a part of the new International Communications Agency, successor to the U.S. Information Agency, would receive some \$83 million to operate a service that produces radio programs in English and 37 foreign languages and broadcasts them from transmitters at four domestic and eight overseas locations. VOA currently is operating on an appropriation of \$77 million.

ICA is completing a major expansion of VOA transmitting facilities in England, Liberia and the Philippines aimed at alleviating what the President has identified as a deficiency in high power transmitters. Last year, Congress appropriated \$19,685,000 to construct the 250 kw transmitters; the President is asking for \$1,650,000 to finish the job.

Those are not the only funds earmarked for foreign broadcasting. The Board for International Broadcasting, which operates Radio Free Europe and Radio Liberty—services that broadcast to the Soviet Union and other countries of the Eastern bloc in 22 languages—would receive \$86,917,000 under the proposed budget. That is some \$2 million more than was appropriated for it in the current fiscal year.

Reeves Telecom wants out

Reeves Telecom Corp., Charleston, S.C., plans to liquidate, including its WITH(AM)-WDJQ(FM) Baltimore and WIKE-AM-FM Huntington, W. Va.

J. Drayton Hastie, president, said last week the plan was approved by the board of directors because it was felt that this approach would constitute a tax-free distribution and would bring in a price higher than market value. The stock, traded on the American exchange, has been selling in the 2-1/2 range, but jumped to 4-1/2 last week.

In his letter to shareholders in the last

annual report, Mr. Hastie estimated a value in excess of \$5 per share. Reeves Telecom has about 2.4 million shares outstanding and approximately 4,000 stockholders.

Besides the four radio stations, Reeves has land holdings in North Carolina and South Carolina and various financial items. At one time the company owned other broadcast stations and a videotape production firm and cable systems.

The liquidation plan is subject to shareholder approval during the annual meeting on May 17. Company officers have been authorized to enter into contracts for the sale of the assets. Assets not sold within a 12-month period after stockholder approval will be distributed to a liquidation trust, which, over a period of three years, will sell the assets on behalf of the shareholders.

Carter tries again to fill CPB board

White House sends up names of Nolan, Friedlander, Cowan and White to fill voids that have existed since early last year

The White House, in another effort to replace the lame ducks on the Corporation for Public Broadcasting board with fresh members, has sent four nominations to the Senate for confirmation. If they are approved, the White House would have only three lame ducks to replace.

The names submitted had gone to the Senate once before, in the last session of Congress—but too late for the Senate to act on them.

The nominees are Kathleen Nolan, president of the Screen Actors Guild; Paul Friedlander, Seattle businessman and a member of the board of noncommercial KCTS-TV there; Geoffrey Cowan, a member of the law school faculty at the University of California at Los Angeles, and Howard White, an executive with ITT World Communications, of New York.

All but Mr. White are named for six-year terms. They would replace Gloria Anderson, Amos (Bud) Hostetter and Joseph Hughes, whose terms expired in March 1978. Mr. White was named to succeed Allen Wallis, the chancellor of the University of Rochester, who resigned as chairman of the CPB board. His term expires in March 1980.

The White House decision to name Mr. White, who is black, to the short term, has caused concern among members of Congress, including Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, and members of the Congressional Black Caucus. However, the White House is considering naming Mr. White to a full term next year.

Other lame duck members of the board are Virginia Duncan, whose term expired two years ago, and Michael Gammino and Luis Terrazas, whose terms ended last year.

Five terms, including the one to which

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

Company	Period/Ended	Revenues	Current and change				Year earlier		
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Chris Craft Industries Inc.....	3 mo. 11/30/78	\$27,229,000	+22.2	\$2,288,000	+98.3	\$52	\$22,275,000	\$1,154,000	\$20
Columbia Pictures Industries Inc.....	3 mo. 9/30/78	134,019,000	+14.7	11,195,000	+ 2.4	1.16	116,797,000	10,935,000	1.19
Combined Communications Corp.....	Year 12/31/78	289,336,000	+27.1	29,308,000	+42.1	2.83	227,603,000	20,625,000	2.11
Filmways Inc.....	9 mo. 11/30/78	115,726,000	+12.0	6,538,000	+153.8	1.47	103,291,000	2,576,000	1.02
Marvin Josephson Associates Inc.....	6 mo. 12/31/78	19,403,200	+14.5	3,270,800	+22.1	1.28	16,948,900	2,679,600	1.08
A. C. Nielsen Co.....	3 mo. 11/30/78	90,770,000	+21.7	5,142,000	- 5.5	.47	74,577,000	5,440,000	.50
Scientific-Atlanta Inc.....	6 mo. 12/31/78	54,229,000	+29.3	3,116,000	+32.9	1.18	41,950,000	2,344,000	.96
Tektronix.....	24 wk. 11/11/78	338,636,000	+29.9	32,460,000	+27.2	1.43	260,699,000	25,528,000	1.81
United Cable Television Corp.....	6 mo. 11/30/78	13,283,000	+31.3	1,652,000	+90.5	.81	10,118,000	867,000	.45
Walt Disney Productions.....	3 mo. 12/31/78	154,672,000	+12.8	18,007,000	+34.9	.56	137,106,000	13,353,000	.41

Mr. White is being nominated, expire in March 1980.

One name missing from the list that was sent to the Senate and now said to be out of consideration for a CPB appointment is that of Irby Turner, of Mississippi. Mr. Turner's nomination in 1977, to succeed Mrs. Duncan, was withdrawn after citizen and civil rights groups protested that Mr. Turner, a wealthy Belzoni, Miss., lawyer who had served in the state legislature and is a former chairman of the Mississippi Authority for Educational Television, had engaged in anticivil-rights activities. (BROADCASTING, Nov. 7, 1977).

The White House said at the time the charges would be examined before a decision was made on whether to resubmit the

nomination. An extensive investigation was said to have been conducted. The results were never disclosed, but administration officials say the nomination is "dead."

FCC's sunshine procedure upheld

Washington appeals court approves commission policy of voting on routine items without hearing

The FCC has passed its first court test of the manner in which it operates under the Sunshine Act. The U.S. Court of Appeals

in Washington has held that it is proper for the commission to dispose of routine items by the "notation process" rather than after discussion in open meetings.

The challenge arose in the appeal by Communications System Inc. of a commission decision denying Communications' petition to convert KFMP(FM) Cape Girardeau, Mo., from a Class B to a more powerful Class C station. The commission had denied the petition in 1975 on the grounds that the proposed change would require a deletion of the only FM assignment at Malden, Mo., as well as channel substitutions in three other communities in the state to alleviate short-spacing problems.

The court found no trouble with the



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commission's rationale, and devoted most of its nine-page opinion to the argument that the commission, in denying reconsideration, on July 27, 1977, had violated the Sunshine Act.

All of the commissioners had simply indicated on the "notation action list" that accompanies the agenda items distributed to members in advance of meetings that they were voting to deny reconsideration; none asked for discussion of the item at a meeting.

The commission had argued that the notation process permits quicker action on routine items, and avoids "the useless gesture" of holding a public meeting on a subject "which would only involve the casting of votes."

The court said the legislative history of the Sunshine Act indicates Congress intended to permit agency members to dispose of routine matters by the notation process. Furthermore, the court said, "notation voting enables government agencies to expedite consideration of less controversial cases without formal meetings ... If all agency actions required meetings, then the entire administrative process would be slowed—perhaps to a standstill."

The court's opinion was written by Judge George E. MacKinnon, and was joined in by Judge David Bazelon and U.S. District Judge Aubrey E. Robinson Jr., of the District of Columbia, who was sitting by designation.

Changing Hands

The beginning and the end of station transfers: from proposal by principals to approval by FCC

Proposed

■ **WFXE(FM) Columbus, Ga.:** Sold by Kamman Enterprises Inc. to Associated FM Broadcasting Inc. for \$475,000. Seller is owned by Norman I. Goldman, Sidney Kaminsky and Charles Harris (33 1/3% each). None have other broadcast interests. Buyer is owned equally by B. Ken Woodfin, manager of WOKS(AM) Columbus, and Milton Hirsch, Columbus attorney. WFXE is on 104.9 mhz with 3 kw and antenna 165 feet above average terrain.

■ **WFKY(AM)-WKYW(FM) Frankfort, Ky.:** half interest in licensee, Capital Communications, is being sold to Reo-Cap Inc. for \$400,000. New partnership, Capital Communications of Kentucky Associates, will be formed. Seller is wholly owned by Lake Communications, principally owned by Raymond Q. Armington (33.8%), Anthony S. Ocepek (20.9%), William M. France (20.9%), and Richard C. Gehring (13.9%). Group also owns WPVL(AM) Painesville, Ohio. Buyer is owned, through subsidiaries, by Donald C.

Rowley (28.34%) and his family, who also own WFUN(AM)-WREO-FM Ashtabula, Ohio. WFKY is on 1490 khz with 1 kw day and 250 w night. WKYW is on 104.9 mhz with antenna 260 feet above average terrain.

■ Other station sales proposed last week include: WUNS(AM)-WMCD(FM) Statesboro, Ga.; KSWI(FM) Clarinda, Iowa, and WWP(AM) Williamsport, Pa. (see "For the Record," page 66).

Approved

■ **KDAL-TV Duluth, Minn.:** Sold by KDAL Inc. to Palmer Broadcasting Co. for \$7.25 million. Seller is subsidiary of WGN Continental Broadcasting, owned by Tribune Co., Chicago, which, in interlocking ownership with New York News Inc. (*New York Daily News*), owns four AM's, two FM's and four TV's in addition to *Chicago Tribune* and other papers. Buyer, principally owned by Daniel D. Palmer trust, owns WHO-AM-TV-KLYF(FM) Des Moines and WOC-AM-TV-KIHK(FM) Davenport, both Iowa, WNOG(AM)-WCVU(FM) Naples, Fla., and Naples cable system. KDAL-TV is CBS affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 990 feet above average terrain.

■ **WVCG(AM)-WYOR(FM) Coral Gables, Fla.:** Sold by Independent Music Broadcasters Inc. to Insilco Broadcast Group (formerly Covenant Broadcasting) for \$4,850,000. Seller is owned by Ted Niarhos, president (99.65%), and his wife, Elizabeth (0.35%). Buyer is subsidiary of Broad Street Communications Corp., which is owned by publicly traded Insilco Corp.; Richard L. Geismar, chairman; Fred E. Walker, president, and 12 others. Buyer owns WELI(AM) New Haven and WKSS(FM) Hartford-Meriden, both Connecticut; WGSO(AM)-WQUE(FM) New Orleans and KTOK(AM)-KXUE(FM) Oklahoma City. It also operates Oklahoma News Network, Oklahoma City. WVCG is on 1080 khz with 10 kw daytime and 500 w night. WYOR is on 105.1 mhz with 100 kw and antenna 600 feet above average terrain.

■ **KPBC(AM) Dallas; WYCA(FM) Hammond, Ind., and 50% of WDJC(FM) Birmingham, Ala.:** Sold by Crawford Broadcasting Co. to Donald B. Crawford for \$2,316,764. Seller is owned by Ruth Crawford Porter and her children; it is selling off its holdings to individual family members (see WDAC(FM) Lancaster, Pa., below). It has recently sold WWGM(AM) Nashville (see "For the Record," page 67) and WMUZ(FM) Detroit to family members and KFMK(FM) Houston to outside entity. It retains WDCX(FM) Buffalo, N.Y.; WPEO(AM) Peoria, Ill., and KELR(AM) El



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Reno, Okla. Buyer is son of Mrs. Porter, 14% owner of Crawford and 50% owner of WDJC. KPBC is 1 kw daytimer on 1040 khz. WYCA is on 92.3 mhz with 30 kw and antenna 400 feet above average terrain. WDJC is on 93.7 mhz with antenna 550 feet above average terrain.

■ **KMJK(FM)** Lake Oswego (Portland), Ore.: Sold by Communico Northwest Corp. to Harte-Hanks Communications Inc. for \$1.3 million. Seller is subsidiary of Communico Inc. which is principally owned by Frederic W. Constant. It recently sold KPOI(AM)-KHSS(FM) Honolulu. Buyer is publicly traded group owner with four TV's and five AM's; KMJK is sixth FM. It publishes 26 daily newspapers, 61 non-dailies and operates commercial printing and distribution services. Robert G. Marbut is president. KMJK is on 106.7 mhz with 100 kw and antenna 877 feet above average terrain.

■ **WRBT(TV)** Baton Rouge: Sold by trustees in bankruptcy for Jules B. LeBlanc III to Cyril E. Vetter for \$742,000. Seller is involuntarily transferring 70% of stock to Mr. Vetter who owned 30% before transaction. Neither buyer nor seller has other broadcast interests. WRBT is NBC affiliate on channel 33 with 871 kw visual, 174 kw aural and antenna 1,000 feet above average terrain.

■ **WDAC(FM)** Lancaster, Pa.: Sold by Crawford Broadcasting Co. to Richard, Dan and Donna Crawford for \$696,000. Seller is owned by Ruth Crawford Porter and family (see KPBC(AM) Dallas above). Buyers are children of Mrs. Porter and own 14% each of seller. WDAC is on 94.5 mhz with 50 kw and antenna 500 feet above average terrain.

■ **KSNO(AM)** Aspen, Colo.: Sold by Aspen Broadcasting Co. to Albert W. Vontz for \$690,000. Seller is owned by William Dunaway and Barbara Moore. Mr. Dunaway has 45% interest in KGLS(FM) Glenwood Springs and 25% interest in KBCR-AM-FM Steamboat Springs, both Colorado. Miss Moore has no other broadcast interests. Buyer owns KNOP(AM) Newport, Ky. KSNO is 5 kw daytimer on 1260 khz.

■ **WFGL(AM)-WFMP(FM)** Fitchburg, Mass.: Sold by WFGL Inc. to Montachusett Broadcasting Inc. for \$592,000. Seller is owned by George I. Chatfield and his wife, Marie, who have no other broadcast interests. Buyer is owned by Robin B. Martin (55%), L. William Seidman (22%), Ernest S. Johnston (22%) and Thomas Shine (1%). Messrs. Martin and Seidman are former Ford administration White House staffers. Mr. Johnston is Washington advertising executive and owner of WOLF(AM) Syracuse and WRUN(AM)-WKGW(FM) Utica, both New York. Mr. Shine is vice president-general manager of Utica stations. WFGL is on 960 khz with 1 kw full time. WFMP is on 104.5 mhz with 50 kw and antenna 280 feet above average terrain.

■ Other station sales approved last week include: WCCF-AM-FM Punta Gorda, Fla.; WAIL(AM) Baton Rouge; KNIR(AM) New

Iberia, La.; WLRQ(FM) Whitehall, Mich.; WWGM(AM) Nashville and KGAA(AM) Kirkland, Wash. (see "For the Record," page 67).

Marshall notes EEO progress at the FCC, but tells Ferris there's a long way to go

Black leader intends to hold chairman to promise of agency as model in employment practices

The National Black Media Coalition, which has been keeping an eye on the FCC's own equal employment opportunity performance, last week expressed some satisfaction with recent appointments of blacks to policy-making jobs. But it made clear it would continue to "prod" the commission until the FCC's affirmative action program "becomes a reality" and every commission employe has an opportunity to reach full potential.

Indeed, NBMC Chairman Pluria Marshall, in a letter to FCC Chairman Charles D. Ferris, reminded him that 10 months ago the Citizens Communications Center recommended that the commission adopt goals and timetables—a remedy

the commission prescribes for broadcasters on occasion—in areas where women and minorities are underutilized (BROADCASTING, April 3, 1978).

Mr. Marshall said the appointments of Terry Banks, formerly with the staff of the Equal Employment Opportunity Commission, as associate general counsel, and of Patricia Russell, formerly with the commission's industry EEO unit, as chief of the complaints branch as well as the transfer of James Jamison from the Cable Television Bureau to the litigation division of the General Counsel's Office were worth "more than a passing interest."

But, he said, "while we are elated and gratified by these appointments, we must temper our congratulatory remarks because we recognize that cracks have been made only in the visible tip of the iceberg." He noted that the Citizens Communications Center said an analysis of September 1977 statistics show that "men, particularly white men, hold almost all of the higher grade jobs, while females, largely black females, hold most of the lower grade jobs."

Chairman Ferris, in remarks to the National Conference of Black Lawyers two weeks ago, acknowledged that much remains to be done to make the commission "the model agency in terms of EEO performance" he had promised to make it (BROADCASTING, Jan. 22). But he said a number of mechanisms designed to achieve that improvement are being con-

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sidered. One involves the use of targets for percentage increases in the employment of any groups whose representation at the commission is below work-force parity—a technique commission officials say is essentially the same as goals and timetables.

Mr. Marshall indicated that NBMC's concern with what it regards as the commission's inadequate EEO program is not confined to difficulties of minorities in moving into positions of responsibility within the commission. The concern is related also to what is seen as the handicap black lawyers are under in attempting to follow whites in moving from government to private practice.

He said the "selective exclusion" of blacks from some areas of the commission has discouraged blacks from applying for jobs there, with "devastating" results for the career aspirations of young black professionals. Minority attorneys, he said, are no different from "most attorneys who select government employment as a kind of graduate school" for refining skills and techniques for later use in private practice.

Only one black lawyer is said to have moved from the commission to a private law firm—Roderick Porter, former aide to then-Chairman Richard E. Wiley.

The letter drew a soft response from the commission. The chairman's office said Mr. Ferris "will stand on the comments in his speech." And Commissioner Tyrone Brown, who received a copy of the letter, said Mr. Marshall is "correct in acknowledging that the commission has made some significant moves in recent months and that we still have a very long way to go . . . Continued scrutiny by him and other interested groups will be very helpful as far as I am concerned."

Media Briefs

Draper update. Ken Draper, former executive editor at Westinghouse Broadcasting Co.'s KFVB(AM) Los Angeles, has pleaded innocent to grand theft and forgery charges. Los Angeles district attorney's office, based on Westinghouse audit, alleges that Mr. Draper stole \$14,290 from Westinghouse primarily by having employes kick back unwarranted overtime checks to him (BROADCASTING, Jan. 8). Case is scheduled for preliminary hearing in Los Angeles Municipal Court Feb. 27. He is out on his own recognition.

Florida furor. Citizen group in Miami has petitioned FCC to deny renewal of non-commercial WPBT-TV Miami (ch. 2) on ground that licensee, Community Television Foundation of South Florida, has "deceived" commission in station's renewal application regarding proposed expenditure of funds. Citizens Committee for Integrity in Public Television says Community Television Foundation failed to inform commission in renewal that it intends to spend \$1,887,750 to build second station in Palm Beach, and that that total includes \$822,633 of \$1,036,147 available for current operations of Miami station.



Who are we? Robben W. Fleming (c), the new president of the Corporation for Public Broadcasting, held a closed circuit question-and-answer session with public television stations last Tuesday. The most important question now facing CPB, Mr. Fleming said, was defining goals. "I don't sense the system has defined what it wants to accomplish"—a condition, he said, he hopes to rectify. Fielding questions with Mr. Fleming were PBS president Lawrence Grossman (l) and William T. Reed, PBS senior vice president, station relations. One area of concern from questioners was the system used for allocation of funds. Mr. Fleming admitted the current system has generated "considerable dissatisfaction" among board members. Another area for study, he said, will be whether to put new stations into operation or upgrade existing ones. He said, however, that such matters will have to wait until the budget is squared away. As for his reasons for coming to CPB, Mr. Fleming stressed that he had no personal stake in the position "in terms of wanting to aggrandize my own experience," adding that he would be satisfied if his term resulted in an improved operation. And to accomplish these improvements, he said his mind was "quite open" for suggestions.

Failure to inform commission of these plans, citizen group said, "is a violation of the 'public trusteeship' obligation of the licensee."

NTIA gets many ideas on how to spend its construction grants

The National Telecommunications and Information Administration has received a wide variety of comments concerning the adoption of rules to govern the issuance of construction and planning grants, for which NTIA is authorized to administer \$40 million for each of the fiscal years 1979, 1980 and 1981 (BROADCASTING, Jan. 15).

NTIA was given the new responsibilities under the Public Telecommunications Financing Act of 1978, and it is seeking comments on eligibility of applicants, priority of applicants (minorities and women, for instance), processing and evaluation of applicants, and administration and recovery of grant funds.

The Public Broadcasting Service recommended that while the analysis was being done (NTIA is at the "advance notice of proposed rulemaking" stage), an interim funding process should be established so programming can go forward.

PBS urged that the final regulations contain provisions to insure that public telecommunication facilities are free from "unwarranted intrusion and control" by government agencies or external forces. It also cautioned NTIA to be wary of operations which rely on single sources for privately contributed operating funds. In addition, PBS recommended that public funds be used to help provide an "educa-

tional" programming service.

American Women in Radio and Television suggested that the rules and regulations be addressed only to the composition of telecommunication entities. "Requirements addressing the presence of women and minorities in programming and/or the needs and interests of women and minorities in the community may be benevolently intended. However, any such use of programming as a criterion would invite government intrusion, would raise constitutional and legal questions, and could well affect more unfortunate results than beneficial ones."

Other points raised by those commenting were that priority should be given to applications that would bring public broadcasting programming to listeners and viewers who live where they do not receive any service of this kind; facilities other than public broadcasting stations should be identified as eligible to apply to the program, and the rules should stress that a noncommercial telecommunication entity must be engaged in serving the public in its broadest definition with programs, not just simple information.

CCB blocked in try for Asheville U

FCC says plan to use station as satellite for present operation in Greenville would be wasteful use of spectrum

The FCC, invoking a spectrum-efficiency argument, has said it cannot approve the sale of WANC-TV (ch. 21) Asheville, N.C., to Carolina Christian Broadcasting Inc. without a hearing. CCB, which owns WGGs-TV (ch. 16) in nearby Greenville,

S.C., wants to acquire the financially trouble Asheville station for \$60,000, and use it as a satellite.

However, the commission contends that CCB, by relocating its ch. 16 transmitter to one of three sites in the area, could cover Asheville as well as Greenville. Thus, the commission said, that to grant CCB another channel in Asheville would not be efficient use of the spectrum. The commission said it was not concerned about the possibility of the Asheville station going off the air; it said its experience indicates that independent operators are filing for UHF frequencies in smaller markets.

The rationale did not satisfy Commissioner Margita White, the lone dissenter, who noted that CCB proposes to increase the service by WANC-TV. She said she prefers "an assignee at hand offering full-time service and local origination" to "two unidentified and, I believe improbable, operators out there."

Ray still has his say on fairness doctrine

And the FCC's former top cop says that it continues to work

William B. Ray, former chief of the FCC's Complaints and Compliance Division, said last week that the fairness doctrine, while hard to administer, has greatly contributed to the public interest. But he added that even without the law, most licensees would probably try to observe the precepts outlined in the legislation.

Speaking to the Federal Communications Bar Association, Mr. Ray repudiated charges that the fairness doctrine is an unmanageable burden to the broadcast industry, and gave the FCC high marks for its handling of the regulation.

"I don't think the FCC's record is bad compared to other agencies and the courts," Mr. Ray said. He noted that complaints concerning the time to process fairness doctrine inquiries are often unjustified. Routine letters to complainants, he said, are usually answered within a few days; rulings, however, may take considerably more time due to the correspondence among all involved parties.

Mr. Ray, who earned the reputation of being outspoken while with the commission, said that, as the licensee of a radio station before his FCC service, he never felt the fairness doctrine inhibited him or his staff from taking up controversial issues. "Those who speak out the most among broadcasters against this may not have the most experience in dealing with it," he said.

He added, however, that the law was "not graven in stone," and there may be better ways to apply it than have been used in the past.

Mr. Ray retired from his post last year, but has continued working for the commission in a consulting capacity. He emphasized that his remarks were personal observations, and not the official FCC position.

Programming

Silverman putting distance between himself and NBC's second season

While Universal's Sipes says that company is broadening network allegiances elsewhere

The nine new shows going aboard NBC-TV's second-season prime-time line-up should not be construed as representing the network's first Fred Silverman schedule, the NBC president has told BROADCASTING.

Asked specifically about the five new programs ordered from Universal TV, Mr. Silverman said, "I wouldn't read anything into what happened at midseason. That was an extraordinary circumstance, in the sense that I've only been here seven months, and very seldom does a network put nine new shows on in a second season."

Of the program prospects available to NBC for scheduling at midseason, "a fairly decent percentage of shows were already in development," he said. "*BJ and the Bear* was a pilot that was made long before I got to NBC, and *Turnabout* was a script in the works. I really could go on."

Mr. Silverman reiterated his philosophy that "the more suppliers we have contributing to the network schedule, the stronger the schedule is going to be." His statements to that effect during his maiden news conference last June led to some industry surprise at the five-show order from Universal in November (BROADCASTING, July 31, Dec. 18, 1978).

"We bought as many [Universal] shows as we did because, based on our development, those were the best shows we had," Mr. Silverman said. He added that "coincidentally," only two of NBC's projects in the works for next fall are from Universal. One of those may be a co-production proj-

ect with Procter & Gamble, it was learned. When announced, that series may be held up as vindication of Mr. Silverman's much-discussed suggestion that advertisers get back into prime-time series production (BROADCASTING, Sept. 18, 1978).

If NBC's reliance on Universal is to lessen, Universal President Donald Sipes says he is striving to increase his studio's representation on all three networks. During an interview in Los Angeles (also see "Profile," page 83), Mr. Sipes detailed Universal's flourishing production inventory beyond the nine weekly hours currently on the prime-time schedule. Highlights of the list are:

■ In comedy, where there has been a concerted effort, Charlie Joffe, a long-time associate of Woody Allen, is working on an NBC pilot starring Ted Bessell and called *Good Time Harry*. John Landis, who directed Universal's theatrical, "National Lampoon's Animal House," is advising on several comedy projects. *Turnabout* producer Sam Denoff (*The Dick Van Dyke Show*, *That Girl*) is working with Joe Byrne on *The Jogger*, a half-hour comedy for CBS-TV. Jerry Davis (*Bewitched*, *The Odd Couple*) is producing a CBS pilot based on the film, "House Calls," and CBS has ordered another pilot based on the movie, "I Wanna Hold Your Hand," called *Just Us Kids*. Finally, Everett Greenbaum and Jim Fritzell, fresh from five years of writing for *M*A*S*H*, are working on several comedy pilots still under wraps.

■ In dramatic series, miniseries and made-for-TV movies, Universal has two short-order series upcoming on NBC, *The Duke and Harris & Co.* Miniseries are in the works based on the book "Mayer and Thalberg" by Samuel Marx (six hours for CBS), on Ernest Gann's "The Antagonists" (eight hours for ABC), on Sir Walter Scott's "Ivanhoe" (four hours for NBC, from Kenneth Johnson) Irving Shaw's "Beggars, Man, Thief" (six hours for NBC) and three Operation Prime Time projects, John Jakes's "The Rebels" and "The Seekers" and another property yet to be selected.

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with David Janssen and Susanna York, the first television production by Carl Forman ("High Noon" and a host of other theatrical credits) and "The Roberto Clemente Story," from Stanley Robertson.

Mr. Sipes also said that NBC's order for *Mrs. Columbo* is at this point a short one of six episodes. Efforts to prop up the sagging *Battlestar Galactica* on ABC have been "desperate . . . that's a bad word . . . intensive," he said, and he is very concerned about the current scheduling of Universal's *Rockford Files* and *Quincy* on NBC and of *The Incredible Hulk* on CBS. Defections of CBS affiliates for Mobil Oil's *Edward the King* may "kill" the *Hulk*, Mr. Sipes fears.

He also complained about the lack of lead time the networks have given producers to come up with shows ordered for midseason. "It scares the hell out of us," Mr. Sipes said. "Our livelihood depends on making good product, and we owe that to the people who watch. We all have to work to try to stop this, for our own survival and for the survival of the creative talent. We're brain-damaging these people."

Even Super Bowl couldn't keep ABC out of first

Network wins week ended Jan. 21 five points ahead of CBS, NBC

ABC-TV swept to another prime-time victory in the week ended Jan. 21—this one by five rating points, one of its biggest spreads of the season.

ABC won every night except Sunday, when the Super Bowl on NBC ran into prime time for almost an hour with an average rating of 42.5 and a 62 share, followed by a 22-minute postgame wrap-up that averaged 31.7/47. Even with the Super Bowl advantage, NBC wound up third for the week by a tenth of a point. The ratings: ABC 23.5; CBS 18.5; NBC 18.4.

ABC's Tuesday-night comedy block commanded a 45 share as three of its programs surpassed the season's previous top rating for a regular series. *Laverne & Shirley* took the highest-rated-series record away from another ABC entry, *Mork & Mindy*, by pulling a 35.3 rating and 51 share. *Happy Days*, and *Three's Company* both came in with 34.3 ratings and at least 50 shares, also exceeding the *Mork & Mindy* mark of 33.8. *Taxi* followed with a 28.5/43 and *Starsky and Hutch* with a 21.5/36.

Against this line-up, a *CBS Reports* special, "The Boat People" had a 12.0/18 and the CBS movie, "Skyrider," pulled a 16.1/25, while NBC's *Grandpa Goes to Washington* scored a 13.1/19 and the NBC *Big Event*, "Murder in Music City," had a 14.0/22.

How the West Was Won returned to ABC's Monday-night line-up and, with a 31 share following *Mork & Mindy's* 38,

helped ABC to its first Monday-night win of the season. A Tim Conway special produced a 28 share that didn't help CBS's Monday-night cause. *WRKP in Cincinnati*, moving into CBS's Monday-night schedule at 9 p.m., pulled a 33 share while NBC's movie, "Charleston"—which NBC's *Today* critic had panned, recommending CBS's *WKRP* instead (BROADCASTING, Jan. 22)—came in with a 30 share.

CBS's much-praised but low-rated *Paper Chase*, which the network is moving around in an effort to pick up audience, had what CBS authorities called a "disappointing" 12.9 rating and 22 share in its appearance on Friday at 10-11—about two share points more than it had been getting on Tuesdays at 8. Beginning Feb. 6, *Paper Chase* is scheduled for Tuesdays at 10 p.m. for four weeks.

CBS was not that disappointed with the performance of its new *White Shadow* entry, which scored a 15.6 rating and 25 share against a one-time scheduling of ABC's *Love Boat* on Saturday at 8-9. *Love Boat* had a 21.0/34.

NBC's new *Diff'rent Strokes* comedy slipped three share points from its previous week's high but came in with a respectable 35.

The Super Bowl runover on NBC played hob with CBS's normally high-rated *60 Minutes*, which slipped to a 15.9 rating and 23 share, placing 47th out of 60 programs rated. NBC's *Weekend*, with a 9.1 rating and 16 share, was again at the bottom.

ABC's new "Animal House" derivative, *Delta House*, scored well in the 8:30-9 Thursday spot following *Mork and Mindy*, coming in with a 41 share (three points below *Mork*). NBC's version, *Brothers and Sisters*, also making its first appearance, had a 31 share at 8:12-8:42 Sunday, following the Super Bowl.

The ABC and CBS ploy of scheduling football movies on NBC's Super Bowl night seemed to work. ABC's "The Longest Yard," a rerun, pulled a 39 share, while CBS's "Black Sunday" scored at 35. NBC's *Centennial* had to settle for a 27.

'Edward the King' gets royal ratings

Mobil's offering comes in number one in D.C., two in L.A., three in N.Y. and four in Chicago and S.F. with CBS suffering from 19 affiliate defections

Mobil Corp. on Jan. 17 launched its ad hoc network for *Edward the King*, and in Washington, was able to beat all network competition.

For the first of 13 Wednesdays, from 8 to 9 p.m. (NYT), *Edward* earned top place for WTTG(TV) Washington. Other available ratings showed it won a second place for KTLA(TV) Los Angeles, a third place for WNEW-TV New York and fourth place for WGN-TV Chicago and KTVU(TV)

San Francisco.

Those stations are among the 22 independents carrying the series. Defecting network affiliates round out the 49-station line-up (BROADCASTING, Nov. 20, 1978): 19 from CBS-TV, seven from NBC-TV and one from ABC-TV.

CBS-TV's smaller line-up during that hour apparently took its ratings toll. The *Incredible Hulk*, scored only a 13.7 rating/20 share, well below what might have been expected had the full network been intact. The *Hulk* moved into the 8-9 p.m. time period that night; *The Jeffersons* and *Good Times* previously had been there.

Prior to *Edward's* launch, NBC-TV had expected heavier defections by its affiliates. However, a few stations, including WBAL-TV Baltimore; WJAR-TV Providence, R.I., and WCMH-TV Columbus, Ohio, returned to the network fold.

Network scheduling announcements were said to have changed the stations' pre-emption plans. And in each case, the stations claimed to have offered to play *Edward* a different evening. Mobil rejected that, wanting same-time, same-night scheduling across-the-board.

CBS-TV, the most severely hit by defections, paved the way for Mobil to pick up the series (with distribution by SFM Media Service Corp.). Rights to *Edward*, produced by Britain's ATV Ltd., originally had been held by the network which subsequently released the series to Mobil for \$2 million.

Jacobs scathing in dressing down second-season shows

Even at ABC, which he notes has a high rate of success with new programs, the latest entries will probably all fail, he says

Broadcast consultant Herb Jacobs is predicting more good times for top-ranked ABC as the networks head into their second seasons.

In a speech to the California Broadcasters Association, the president of TelCom Associates Inc. said the new season will be "an overwhelming win for ABC with NBC and CBS still fighting to stay out of the cellar."

But Mr. Jacobs added that although ABC will walk off with more than its share of winners, its second-season entries will not contribute much to that success. In fact, he said, the new lineups hold little promise for all three networks.

"I don't expect any of ABC's five new entries to make it. I don't expect any of CBS's six new entries to make it. And of NBC's eight newcomers only *BJ & The Bear* has a chance," Mr. Jacobs predicted.

Mr. Jacobs, who has built an industry reputation for spotting winners and losers, cited inefficient management as the cause for the dismal records at CBS and NBC.

He said, for example, that over a 15-month period, NBC has had only one sur-

vivor (CHiPs) out of its 26 new shows. Yet, he noted, except for Fred Silverman, "every single one of the other NBC architects of failure are still on the job, helping to blueprint more stiffs, no doubt."

Mr. Jacobs pointed out that CBS also has demonstrated inept program development. Of 28 new shows over a 15-month period he noted 23 failures, one good show, two marginal entries and two "stiffs."

ABC's record tells a different story, Mr. Jacobs said. Four of the five new shows ABC started out with this season have become hits, with only *Apple Pie* failing—a record he called "amazing."

Over a 15-month period spanning 21 new shows, the network had 10 successes. This gave ABC an efficiency rating 44% higher than NBC and 30% higher than CBS, he said.

If Mr. Jacobs's forecasts for the new season come true, ABC will win the ratings war going away. He predicts that network will win five nights: Tuesday, Wednesday, Thursday, Friday and Saturday, and will be runner-up Monday and Sunday.

CBS, he says, should win Sunday, be runner-up Wednesday, Thursday and Friday, and will be out of it Monday, Tuesday and Saturday.

And NBC, he predicts, will win Monday, will be runner-up Tuesday and Saturday, and will lose Wednesday, Thursday, Friday and Sunday.

NBC reaffirms faith in radio in word and deed

Affiliates convention hears of plans for a new, youth-oriented service, more O&O's, satellite networking program improvements, additions

NBC officials presented to their radio network affiliates last week a set of blueprints encompassing:

- A new radio network ...
- Radio station acquisitions ...
- New and better programs ...
- Delivery of programs by satellite ...
- And greater success for all.

■ From Richard Verne, the radio network's executive vice president, came the promise of a new network service to be launched on a test basis over the next six months.

"Aimed specifically at stations attracting large 12-34-year-old audiences, the mainstay of this service will be uniquely formatted two-minute newscasts, 24 hours per day, seven days per week; music specials, and a limited number of miniprograms," Mr. Verne said.

He added that Burkhart & Abrams has been hired as consultant and that encouragement for a new service has come from current NBC affiliates that have contemporary FM companion stations.

Mr. Verne said later that the network test will be started in stages—with, say, programming for six hours daily starting about March and other blocks to be added until the full 24-hour schedule is reached around midyear. He thinks that to succeed it will need to cover 85% of the country's top 100 ADI's, and to attract advertisers will have to deliver at least 500,000 persons in the average quarter-hour.

The projected network's schedule of two minutes of news per hour, Mr. Verne said, will require much less commitment from stations and therefore should attract far more than did the ultimately discontinued News and Information Service that NBC launched in 1975, designed for all-news stations and feeding news around the clock.

About 40-50 people will be hired for the planned new service, Mr. Verne said. He said he expected that most, but not all, of the affiliates would be FM stations. And he thinks that by midyear he'll have a pretty good idea of whether the idea will succeed, and will know for sure well before the end of this year. No name for the service has been decided upon.

■ From NBC President Fred Silverman and Executive Vice President Irwin Segelstein came word that NBC, which once was selling off its radio properties, now intends to regain a full complement by buying three FM's and three AM's (see story page 55).



Verne

"We are actively seeking acquisitions in the top 20 radio markets, but not necessarily an AM and FM outlet in the same city," Mr. Silverman said. "We intend to find the stations that will satisfy our basic objective to make radio a bigger and better business at NBC."

■ Importance of satellite distribution was underscored by Mr. Verne. "Program delivery will be the challenge of the 80's," he said. "In a word, satellites." And he said that while NBC Radio "may not be the first into satellites," it "will give you the best system."

Given that "getting there is half the battle," Mr. Verne said that "program delivery will be the challenge of the 80's. In a word, satellites." And while he said that NBC Radio might not be the first on the bird, he promised affiliates "the best system."

Mr. Verne asserted that the industry, not just NBC, needs the right kind of system: "Therefore, we challenge all program suppliers to avoid self-service and design, develop and install a compatible satellite delivery system that meets the needs of individual stations..." That also means a system "which will permit open entry to all those seriously interested in supplying programming," he said.

On other fronts, Mr. Verne told the affiliates:

The network has been profitable for each of the past three years and should continue in the black, "allow[ing] us to substantially increase our news and programming investment in the coming months." He specifically pointed to Bob Rush, vice president of marketing and development, as having "single-handedly developed over \$2 million in new business for the radio industry in the past year."

The "problem of inventory-intrusion" has been recognized, Mr. Verne said. Two new features, *Scouting the Outdoors* and *The Liz Smith Show*, will carry five fewer minutes weekly than the shows they replace, he said. As of July 1, similar reductions will be made in *Confrontation* and *Moneyline*, he added, saying that there will be further reductions if necessary.

National back-up to the "sell-radio" campaign will be continued by expen-

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diture of \$1 million for advertising and promotion. "Our 1979 advertising budget will be the largest for NBC Radio in 20 years," Mr. Verne said.

The "key word" in news "will now be flexibility." Mr. Verne noted that *News on the Hour* has already become *NBC Hourly News* with a pre-feed at six minutes before the hour. Some 25,000 reports and actualities were offered in 1978, he said, up 20% from the previous year, and at an average cost of \$25 per report.

■ News of eight music specials in 1979 came from Ruth Meyer, director, program development. The first, to be offered Feb. 9, 10 and 11, is called *Willie Nelson . . . the Redheaded Stranger*, she said, followed by others on Paul McCartney, Neil Diamond, James Taylor and Carly Simon, John Denver, Kris Kristofferson and Rita Coolidge, Ray Charles and Barry Manilow.

Ms. Meyer also said that the radio network is planning "other 'me' generation specials" involving "ESP and UFO's, cults and the occult, mysticism and hypnotism, clones and clowns, the dark side of the mind and the other side of Gene Shalit."

She said that "at NBC we're not ivory tower thinkers creating art for audiences that no longer exist."

■ Jeffrey Kulliver, director, sports programming, gave promise of more events to be covered, new sports features and better transmission quality. He said that "day-to-day programs will only originate from events when we can maintain the quality of the program."

Being planned are tips on running, he said. Each tip would be "built into a 60-second commercial that will be played within regularly scheduled programs."

He characterized NBC Radio's *Olympic Odyssey* package of series as "the cornerstone of our revitalized sports programming."

■ Jo Moring, vice president, NBC Radio news, said that her operation will continue its "tradition of superior reporting" and that "we are now enhancing that image by not only telling our listeners what is happening but why they should care about it."

She spoke of a more personal style—"one person, that's what our audience ultimately reduces to. . . ."

■ Jack Thayer, executive vice president, special projects, called for solidarity among broadcasters. "Competition is great," he said. "It refines and defines what works best. But we need a reasoned, unified voice in responding to critics at any level."

He said that government regulators have to be reminded that "profits pay for progress. Santa Claus doesn't put systems into the sky. People do. Capitalist people." He urged that bureaucrats be told enthusiastically "about what radio stations and networks do with the positive results of a P&L statement."

And some of the positive things Mr. Thayer sees in store: automation, broadband amplifiers for FM transmitters, circular polarization for TV, digital satellite

transmission. Mr. Thayer called for radio broadcasters to take advantage not only of technology, however, but of their own creativity.

■ Chuck Renwick, vice president, affiliate relations, reported a healthy condition for the network. Since the last full radio affiliates convention in June 1976, he said, NBC lost or canceled affiliations in 16 markets, switched affiliations in 23 markets and added 48 markets. That rate, he said, amounts to "a new station in the line-up every two weeks."

Competitively, Mr. Renwick laid claim to several areas where NBC Radio is number one. Referring to the Statistical Research Inc.'s RADAR study for autumn 1978, came audience, nationwide adults, 18+, for example, he said NBC is on top

with 28 million listeners, followed by 25.3 million for CBS; 24.6 million for ABC's American Information; 22.1 million for ABC's American Contemporary, 22.1 million for ABC's American Entertainment, 21.5 million for Mutual, and 12.5 million for ABC's American FM.

■ Marion Stephenson, vice president, radio and industry relations, talked about the network's commitment "in all aspects of radio from Washington to the grass roots."

Concerning next fall's fourth series of regional meetings, she said new subject matter will be introduced: "day-to-day legal advice, advertising and promotion ideas . . . new research ideas." Another session, she added, will be on NBC Radio's co-op advertising service.



Boosters: Silverman, Segelstein

NBC Radio affiliates reassured by top officials that the company wants to work for and with them

Affiliates of the NBC Radio network were given the word repeatedly last week, by the highest management officials, that NBC is in the radio business to stay and to prosper—with them.

From NBC President Fred Silverman down, speakers at the network's first convention of its own in five years told the about 280 affiliate representatives assembled at New Orleans's Royal Orleans hotel that the network and the stations are partners, and that the network intends to serve them.

Mr. Silverman set the tone in Monday's opening-day luncheon speech. He reviewed and elaborated on plans presented by other speakers, including plans to put a second, youth-oriented NBC Radio network into operation on a test basis within six months; plans for NBC to acquire three more AM stations and three more FM's, and plans to upgrade the quality of the network's service to its affiliates (preceding story).

But the thrust of the Silverman speech was to underscore NBC management's commitment to these plans, its support for

the network's people and its determination "to provide the help you must have to serve the needs of your own communities."

"Since I joined NBC last June," Mr. Silverman said, "we have started the company on an orderly course of change and improvement in every area of its operations. The objective is leadership in every area—radio, television, owned stations, sports and news. We are after the kind of leadership that grows from excellence in everything we do, in everything we put on the air. We want audience leadership, because we cannot succeed without it."

Indeed, he said, the NBC Radio network now has "the largest audience in its history," reaching 28 million adults a week, and also has "more number-one rated affiliates than any other network."

"That's the kind of record we can all be proud of," he continued. "We are determined to go on from there to a position of undisputed leadership in network operation. We have no intention of settling for less than the best."

Mr. Silverman also saw NBC Radio's stepped-up efforts as helping radio generally: "We all know that radio today is woefully underpriced and underutilized. National advertisers are spending less than

5% of their media dollars in radio. Many of them are not using the medium creatively enough, and their commercials show it. For our part, radio can be made more attractive. And it can be sold better than we've been selling it.

"Since I came to NBC, we have looked at these problems squarely, and we have decided that a concerted effort on our part can be a big factor in helping change this situation."

The affiliates also heard assurances from Mr. Silverman's right-hand man, Irwin Segelstein, NBC executive vice president, broadcasting, whose jurisdiction includes radio.

"I have only one message," he said, "and that is to state unequivocally the renewed commitment of NBC's corporate management to radio—to radio as a medium, to networking and to continued growth as a station operator."

Mr. Segelstein noted that NBC's dedication to radio led to the decision last fall to reorganize the medium into three separate operating units with the radio network under Executive Vice President Richard Verne, the AM stations under Executive Vice President Robert Mounty and the FM stations under Executive Vice President Walter R. Sabo Jr.

Mr. Segelstein pledged that "a substantial sum" will be allocated in 1979 to program development, and added:

"This budget will allow for talent acquisition, for pre-air testing of program ideas, for production techniques and for all the tools that a program director or news director needs to package the creative elements that assure program leadership."

Mr. Segelstein also promised "an infusion on new people" and said NBC Radio shortly will accelerate the pace of its internship program at the station level and move it to the network level by mid-1979.

He called on all NBC Radio affiliates to become "partners" with the network and provide "feedback." He asked them to advise the networks how they feel about the programs, features and services.

The NBC Radio network affiliates held a joint convention with NBC-TV affiliates to celebrate NBC's 50th anniversary in 1976, but last week's New Orleans meeting was the first on their own since 1973. They may meet more often in the future. Mr. Silverman said he looked forward "to regular meetings of this kind," and Mr. Segelstein, questioned later, suggested that future sessions might be held at intervals of 18 months to two years.

'Holocaust' hits home

Miniseries is broadcast in West Germany, draws audiences and a range of reactions

International broadcasting attention was focused on West Germany last week as its Westdeutscher Rundfunk regional network began telecasting *Holocaust*.

The miniseries, broadcast by NBC-TV last April and distributed internationally

by Worldvision Enterprises, covers Nazi extermination of Jews.

During a break in the episodes last week, West Germany Chancellor Helmut Schmidt was on the news recommending that the show be watched. And although the WDR regional network normally expects an audience of about 15% of the population, it was said that one out of every three West Germans had watched the first two episodes.

When WDR aired a documentary in advance of *Holocaust* earlier this month, antenna lines at a transmitting station were bombed. Authorities reportedly are blaming right-wing extremists for the bombing. Special guards were said to have been assigned to the transmission facilities thereafter.

Prior to its airing, the program met with mixed public and press reaction in West Germany. Some said a larger network should have taken it; others wanted no play.

Once it began, about 16,000 telephone calls were said to have been received at the regional network's headquarters. Early calls reportedly were complaints about old wounds being opened up. Subsequent reaction, however, was said to have been generally favorable.

WDR reportedly paid \$543,000 to air the miniseries.

NBC-TV is working up nighttime sports show

It will be 'legitimate,' not 'trashsport,' says Simmons

NBC Sports is developing a prime-time sports series for possible use on NBC-TV's 1979-80 schedule, according to Chet Simmons, president of the sports division.

Mr. Simmons told a luncheon meeting of television critics in Los Angeles last Monday that, because the project had just gotten under way, he could give no details on its content other than to say it would probably be a one-hour program focusing on "legitimate athletic competition."

He did hint that some of the competition might be organized by NBC, but he balked at a critic's description of such events as "manufactured." He told more of what the program would not be. "It won't be football, it won't be baseball and it won't be basketball," he said. "[And] it won't be trashsport, if that's what you want to call it."

In response to a question, Mr. Simmons said that NBC Sports commentator Curt Gowdy has indicated he probably will be taking on fewer assignments in the future, although specific discussions concerning his role are still to be held. Mr. Simmons said preparations for coverage of the 1980 Olympics are well ahead of schedule, with actual shipment of broadcast equipment set to begin next month.

He also chastised ABC Sports for failing to report the incident in which Ohio State football coach Woody Hayes struck a player during the Gator Bowl. Replay cameras

do miss some events, Mr. Simmons said, but ABC "should have gone after the story and not gone off the air until it was pursued and reported" (see below).

Sports good for ABC

Spence estimates it brings in \$100 million more than it does for CBS and NBC; he and Arledge offer explanation for Hayes coverage

Sports programming on the three commercial television networks should bring them \$650 million in advertising revenues this year, and ABC believes it will pull about \$100 million more than its competitors.

Those were the projections of James Spence, senior vice president of ABC Sports, who spoke last Wednesday to a group of television critics in Los Angeles. According to Mr. Spence, ABC will derive \$275 million in sports revenues this year, CBS \$190 million and NBC \$182 million. Mr. Spence did not go into reasons for the discrepancy between ABC and the other networks, but a major factor would be its prime-time football contract in addition to a heavier sports schedule over-all.

A topic of particular interest to the critics was ABC's noncoverage of the incident in which Ohio State football coach Woody Hayes struck a player during the Gator Bowl (BROADCASTING, Jan. 8). Mr. Spence called ABC's failure to report the altercation "an unfortunate, isolated incident [not a cover-up], in which a number of circumstances added up to the result. Among the circumstances cited: the erasure of the event from replay equipment, the inability to recover it from the live feed and the reluctance of announcer Keith Jackson to report something he hadn't seen.

ABC News and Sports President Roone Arledge agreed in a later session that "a series of crazy coincidences" was responsible. "I thought it was awful, as you did," he told the critics. "These things happen but it's certainly not something we're proud of." Both Mr. Arledge and Mr. Spence said that ABC announcers have since been instructed to make "qualified" reports if similar circumstances arise.

Sears's dramatic debut

CBS Radio will launch its *Sears Radio Theater* next Monday (Feb. 5) and last week was claiming more than 150 stations with confirmed time periods and expected more than 200 by the premiere.

A host for Monday "westerns" night has yet to be announced but the rest of the week has Andy Griffith for Tuesday comedy; Vincent Price for Wednesday mystery; Cicely Tyson for Thursday love and hate, and Richard Widmark for Friday adventure.

The first radio play to be offered is "Retribution," starring John McIntire and Jeanette Nolan.

CBS Radio will feed the *Sears Radio*

Theater at 7:07 p.m. and most stations are expected to air it between then and 10 p.m. Many will piggyback it with the veteran *CBS Mystery Theater*. Another feed will be offered after the 10 a.m. news for those stations who wish to offer it during the afternoon.

'Shorts' takers?

Production was completed last week on *Shorts*, two one-hour children's specials that Post-Newsweek Stations envisions as the pilots of an ongoing syndicated effort.

Serving as hosts for the initial pair of specials are Danielle Spencer (*What's Happening*) and Scott Baio (*Who's Watch-*

ing the Kids, Happy Days). The young performers will provide comic and educational skits and other material that will surround international short films, original animation and video-taped segments.

Coe Film Associates is the source of most of the short subjects. Executive producer of the shows is Bob Klein, president of Klein &, a firm primarily known for its broadcast station identity campaigns.

The sales route for the two specials is still up in the air. If an advertiser can be committed, it could go barter. Post-Newsweek, however, expects to have that settled by March's National Association of Television Program Executives conference in Las Vegas where it will unveil the specials.

A booming business in yesterday

Two-year-old broadcast museum is used so heavily that expansion is set to begin in March for three more floors; fund-raising drive announced by Saudek

The Museum of Broadcasting, little more than two years old, is already so swamped with visitors that it is undertaking an expansion program to provide a five-fold increase in capacity ("Closed Circuit," Jan. 1).

The expansion program, announced by William S. Paley, chairman of CBS Inc. and founder and chairman of the museum, will add two more floors and basement facilities to the museum's present three floors at 1 East 53d Street in midtown New York. Construction is scheduled to start by March 1 and be completed by midsummer.

With announcement of the expansion project, museum leaders, headed by President Robert Saudek, are conducting a fund-raising drive to pay the increased operating costs that will result. They figure these will be about \$150,000 a year—at current prices.

The museum was established by Mr. Paley, who also guaranteed its financing for its first five years. He and charitable trusts that he created are also paying for the expansion, while the funds to cover the increased operating expenses attributable to the new facilities are being sought from a wide range of broadcasters, corporations and foundations. Mr. Paley, ABC, CBS and NBC have been the museum's principal funding sources thus far.

The museum was opened in November 1976 to collect, preserve and make available to scholars, professionals and the public a growing collection of landmark programs and public-events coverage from over a half-century of broadcasting.

When it opened, it had collected, indexed and taped 718 broadcasts, going back virtually to the beginning of radio (BROADCASTING, Nov. 15, 1976). It now has close to 3,000, about equally divided between television and radio, that are catalogued, transferred to tape cassettes and accessible

for viewing and listening on the museum's custom-designed consoles.

The number of programs is growing steadily. In addition, the museum has some 2,000 original production scripts, dating from the late 1920's.

Of the nearly 5,000 programs and scripts, a majority are from the 1930's (26%), 1940's (28%) and 1950's (24%), while 2% are from the 1920's, 11% from the 1960's and 9% from the 1970's. The commercial networks and the Public Broadcasting Service are the principal program sources. In addition, every eight months the museum gets tapes of a complete broadcast day, sign-on to sign-off, from a single station, alternating by network affiliation and geographic area.

Attendance, President Saudek says, has far exceeded expectations. Thus far, more than 65,000 persons have sought admittance—often 400 or more a day, though the "absolute maximum" daily capacity is 80 to 100 during regular hours (noon to 5 p.m. Tuesday through Saturday, with mornings reserved for groups and classes). During the summer, the museum opened

at 10 a.m. daily and still was often unable to accommodate all the crowds. A count from last June 27 to Dec. 2 found only two days on which attendance was short of capacity.

The museum currently has eight consoles, at each of which up to three persons may watch or listen to the same TV or radio program. This capacity will be increased to 61 persons through the addition of 15 video consoles. Three radio-only units are also being added.

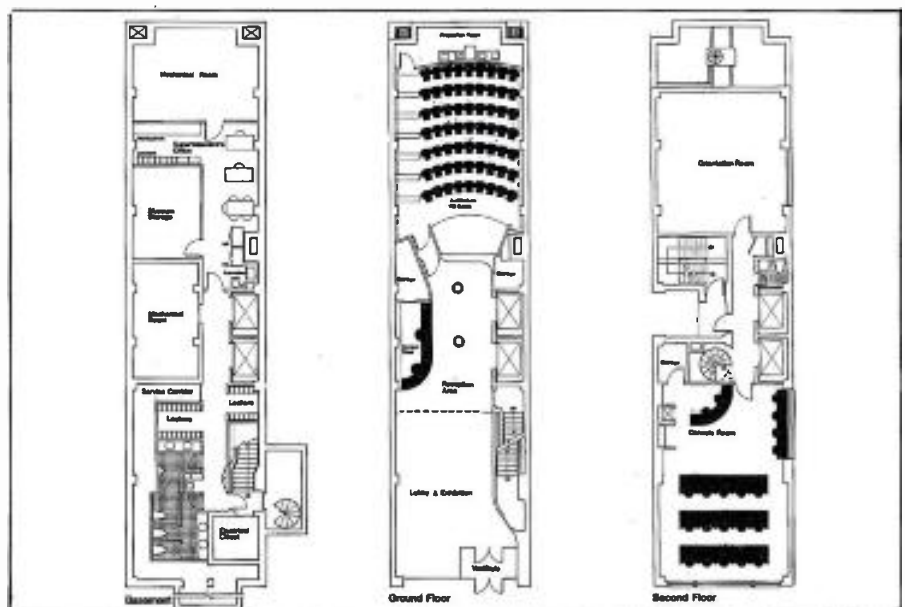
The expansion will also add a 63-seat auditorium with large-screen video, film and slide projectors; an orientation gallery and a two-story entrance lobby with exhibition space. The present facilities include a library, audio-visual transfer and cataloguing quarters, offices and climate-controlled, fireproof storage vaults.

The museum now has about 860 active members, who get free, priority use of its facilities. Student and nonresident memberships are priced at \$20 a year, those for individual residents, \$30, and family memberships, \$40. Nonmembers are asked to make contributions—\$1.50 for adults, 75 cents for children. The membership and attendance now represent all 50 states and 31 foreign countries.

Serving on the museum board with Chairman Paley are representatives of all three commercial TV network companies, group broadcasters, the National Association of Broadcasters and private citizens.

And what programs are in greatest demand by visitors?

In radio, officials say, Orson Welles's *War of the Worlds* is far and away the most called for, with *Amos 'n' Andy* and Jack Benny episodes and *Let's Pretend* among the other high rankers. In television the most-frequently-asked-for programs include, though not necessarily in rank order, *Howdy Doody*, the Beatles' appearances on the *Ed Sullivan Show*, *Your Show of Shows*, *JFK: Man of the Century*, *Peter Pan*, *I Love Lucy* and Edward R. Murrow's *See It Now* and *Person to Person*.



After. What it will look like after the expansion.

The Broadcasting Playlist Jan 29

Contemporary

Playback

<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1	1	<i>Le Freak</i> □ Chic	Atlantic
2	2	<i>Too Much Heaven</i> □ Bee Gees	RSO
9	3	<i>My Life</i> □ Billy Joel	Columbia
4	4	<i>September</i> □ Earth, Wind & Fire	Columbia
14	5	<i>Do Ya Think I'm Sexy</i> □ Rod Stewart	Warner Bros.
3	6	<i>YMCA</i> □ Village People	Casablanca
5	7	<i>Hold the Line</i> □ Toto	Columbia
11	8	<i>I Will Survive</i> □ Gloria Gaynor	Polydor
13	9	<i>A Little More Love</i> □ Olivia Newton-John	MCA
7	10	<i>Got To Be Real</i> □ Cheryl Lynn	Columbia
10	11	<i>We've Got Tonight</i> □ Bob Seger	Capitol
8	12	<i>Ooh Baby, Baby</i> □ Linda Ronstadt	Asylum
16	13	<i>Lotta Love</i> □ Nicolette Larson	Warner Bros.
15	14	<i>Fire</i> □ Pointer Sisters	Planet
6	15	<i>Don't Bring Me Flowers</i> □ Streisand/Diamond	Columbia
17	16	<i>Every 1's a Winner</i> □ Hot Chocolate	Infinity
12	17	<i>Sharing the Night Together</i> □ Dr. Hook	Capitol
20	18	<i>Soul Man</i> □ Blues Bros.	Atlantic
18	19	<i>Shake Your Groove Thing</i> □ Peaches & Herb	Polydor
26	20	<i>Heaven Knows</i> □ Donna Summer	Casablanca
21	21	<i>I Don't Know If It's Right</i> □ Evelyn King	RCA
23	22	<i>Livin' It Up (Friday Night)</i> □ Bell and James	A&M
22	23	<i>Shake It</i> □ Ian Matthews	Mushroom
28	24	<i>Promises</i> □ Eric Clapton	RSO
24	25	<i>Somewhere in the Night</i> □ Barry Manilow	Arista
30	26	<i>No Tell Lover</i> □ Chicago	Columbia
27	27	<i>I Love the Night Life</i> □ Alicia Bridges	Polydor
25	28	<i>Shattered</i> □ Rolling Stones	Rolling Stones
34	29	<i>Take Me to the River</i> □ Talking Heads	Sire
19	30	<i>Instant Replay</i> □ Dan Hartman	Blue Sky
46	31	<i>What You Won't Do For Love</i> □ Bobby Caldwell	Cloud
43	32	<i>Don't Cry Out Loud</i> □ Melissa Manchester	Arista
29	33	<i>(Our Love) Don't Throw It All Away</i> □ Andy Gibb	RSO
33	34	<i>I Was Made For Dancin'</i> □ Leif Garrett	Scotti Bros.
35	35	<i>Blue Morning, Blue Day</i> □ Foreigner	Atlantic
32	36	<i>Don't Hold Back</i> □ Chanson	Ariola
37	37	<i>Home and Dry</i> □ Gerry Rafferty	United Artists
39	38	<i>New York Groove</i> □ Ace Frehley	Casablanca
40	39	<i>Love Don't Live Here Anymore</i> □ Rose Royce	Warner Bros.
45	40	<i>Dancin' Shoes</i> □ Nigel Olsson	Bang
-	41	<i>Sultans of Swing</i> □ Dire Straits	Warner Bros.
44	42	<i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
-	43	<i>Every Time I Think of You</i> □ Babys	Chrysalis
48	44	<i>I Just Fall in Love Again</i> □ Anne Murray	Capitol
-	45	<i>Lady</i> □ Little River Band	Harvest
36	46	<i>The Gambler</i> □ Kenny Rogers	United Artists
42	47	<i>How Much I Feel</i> □ Ambrosia	Warner Bros.
-	48	<i>Song On the Radio</i> □ Al Stewart	Arista
-	49	<i>Big Shot</i> □ Billy Joel	Columbia
-	50	<i>Stumblin' In</i> □ Suzi Quatro & Chris Norman	RSO

Dear Dire-y. The English group Dire Straits is getting a lot of attention this week with *Sultans of Swing* (Warner Bros.), which enters "Playlist" at 41 with a bolt. The single, from the debut LP, *Dire Straits*, has received substantial AOR airplay of late, but this week makes a swift crossover to contemporary: It's on at WPGC-AM-FM Washington, KILT(AM) Houston, KFRC(AM) San Francisco, WRKO(AM) Boston, KHJ(AM) Los Angeles and CKLW(AM) Windsor, Ont. (Detroit). Bill Young of KILT calls it "an exciting record. There's a freshness about it that is very needed. It's a good piece of music ... a simplicity about it and excellent musicianship, and [in the vocals] a recall of Bob Dylan or Lou Reed." **More chart breakers.** The Little River Band returns with *Lady* at 45. Jim Jacobs of WPAX(AM) Thomasville, Ga., says: "It's going to be a top 10 record. It has great vocals and super harmonies." □ *Song on the Radio* (Arista) by Al Stewart comes on at 48, and "it may be his biggest record—even bigger than *The Year of the Cat*." So says Terry Danner of KGW(AM) Portland, Ore., who cites the "hooks and the sax" as the reason. □ Suzi Quatro ("Leather Tuscadero" on ABC's *Happy Days*) and Chris Norman just make "Playlist" at 50 with *Stumblin' In* (RSO), and Scott Slade of WAYS(AM) Charlotte, N.C., is excited about it. "It's a damn good record. It's a very relatable, universal subject, not dealt with before. It's about waking up one day and discovering you are in love, and it deals with it so vividly ... Suzi sounds like Olivia Newton-John and Chris sounds like a refined Rod Stewart."

Country

<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
9	1	<i>Baby I'm Burnin</i> □ Dolly Parton	RCA
10	2	<i>Come On In</i> □ Oak Ridge Boys	ABC
1	3	<i>Why Have You Left ...</i> □ Crystal Gayle	United Artists
2	4	<i>Back On My Mind</i> □ Ronnie Milsap	RCA
11	5	<i>Every Which Way But Loose</i> □ Eddie Rabbitt	Elektra
15	6	<i>It's Time We Talk Things Over</i> □ Rex Allen Jr.	Warner Bros.
16	7	<i>Texas (When I Die)</i> □ Tanya Tucker	MCA
5	8	<i>Lady Lay Down</i> □ John Conlee	ABC
20	9	<i>Mr. Jones</i> □ Big Al Downing	Warner Bros.
4	10	<i>Tulsa Time</i> □ Don Williams	ABC
19	11	<i>Whiskey River</i> □ Willie Nelson	Columbia
3	12	<i>Your Love Had Taken Me That High</i> □ Conway Twitty	MCA
-	13	<i>You Don't Bring Me Flowers</i> □ Brown & Cornelius	RCA
8	14	<i>Gimme Back My Blues</i> □ Jerry Reed	RCA
18	15	<i>Wake Up in Your Arms</i> □ Kenny O'Dell	Capricorn
7	16	<i>Do You Ever Fool Around</i> □ Joe Stampley	Epic
6	17	<i>The Gambler</i> □ Kenny Rogers	United Artists
12	18	<i>I've Done Enough Dying Today</i> □ Larry Gatlin	Monument
14	19	<i>We've Come a Long Way Baby</i> □ Loretta Lynn	MCA
13	20	<i>Rhythm of the Rain</i> □ Jacky Ward	Mercury
17	21	<i>Burgers & Fries</i> □ Charley Pride	RCA
21	22	<i>The Bull and the Beaver</i> □ Haggard & Williams	MCA
23	23	<i>Friend, Lover, Wife</i> □ Johnny Paycheck	Epic
25	24	<i>Don't You Think This Outlaw Bit ...</i> □ W. Jennings	RCA
-	25	<i>The Official Historian ...</i> □ Statler Bros.	Mercury

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.

ABC News opens door to documentary makers

Arledge and Hill say move is major policy goal; PBS will be one of prime suppliers

ABC News, as a matter of policy, plans to continue opening its airwaves to outside producers of documentary films, particularly the Public Broadcasting Service, officials of the division said last week.

Both Roone Arledge, president of ABC News and Sports, and Pam Hill, vice president and executive producer in charge of documentaries, told television critics in Los Angeles of upcoming projects that will not originate within ABC. Acceptance of such material by network news divisions has previously been rare, with the usual explanation that its factual accuracy would be difficult if not impossible to insure. But ABC officials said in private conversations last week they believe that justification to be in many instances a "smokescreen" aimed at keeping documentary work in-house.

Mr. Arledge said in a news conference that ABC will cooperate with PBS on a Vietnam retrospective as "part of a continuing relationship with PBS which, I hope, shows that public broadcasting and commercial broadcasting can complement each other."

ABC contributed use of its film archives and \$50,000 in up-front money to the 13-18 hour film. In exchange, the network will have access to some of the interviews and the option to present a shorter version of its own. ABC News correspondents with expertise on the subject are also cooperating with the producers, and the possibility exists of further financial support from ABC, executives said.

Ms. Hill said that the use of innovative documentaries from outside producers

had been among the major goals set out in policy meeting of herself, Mr. Arledge and Dick Richter, senior producer of *ABC News Closeup*. Following ABC's acquisition and airing of *The Police Tapes* last year, she said, future contributions will probably include a long documentary on the anatomy of a typical criminal trial, produced by two Harvard lawyers, and a co-production with the BBC on the prospects of nuclear war. Ms. Hill also said she hopes to schedule a regular "film festival" of the best documentaries available.

You can go home again

Bill Moyers is happy to be back.

The former CBS newsmen, who resigned last year to return to public broadcasting, said last Tuesday he was "fortunate to have a home to return to" and is thrilled about the vehicle that brings him there: the re-emergence of *Bill Moyers' Journal* on PBS.

Speaking to PBS stations via closed circuit, Mr. Moyers said the *Journal* series, which premieres Feb. 5, will air 26 times this year. Most of the shows will run 30 minutes, although some will run 60 minutes or longer.

The one major question mark, however, is funding for the series. A number of corporate underwriters have been approached, but there have been no takers. If the search proves fruitless, funding will come from WNET-TV New York, and other public television stations will also probably be asked to contribute.

Mr. Moyers called CBS News "the most professional newsgathering organization in broadcasting," but admitted his stay there was often frustrating. The problem, he said, was the lack of air time. As for the smaller audiences that watch PBS compared to CBS, Mr. Moyers didn't appear concerned. "My aim is to have impact on my audience," he said.

CBS won't play ball with ABC in children's ads

Rosenfield says there is nothing wrong with advertising at any time and to any audience

James H. Rosenfield, president of the CBS-TV network, last week denounced ABC-TV's plan to reduce commercial time within weekend children's programs (*BROADCASTING*, Jan. 22) and said CBS has no plans to follow suit.

"I cannot understand what advantage there is to this proposal," Mr. Rosenfield declared. "It does not respond to the fundamental question, but merely starts us on a road toward the ultimate elimination of advertising to children, [which is] contrary to the best interest of all concerned, in our opinion."

"It is simply not a question of the number of commercials. CBS does not believe there is anything wrong or unfair with truthful advertising on television. This applies to all dayparts, including Saturday morning. For these reasons, CBS has no plans to change its advertising standards."

Mr. Rosenfield offered his observations as a "postscript" to a speech Tuesday before the Pittsburgh Advertising Club, in which he attacked the Federal Trade Commission's proposed restrictions on television advertising to children as a foot-in-the-door approach to mind control by the government.

The ABC plan—to cut its commercial time in Saturday and Sunday morning children's programs from eight-and-a-half minutes now to seven and a half next Jan. 1 and to six and a half on Jan. 1, 1981—was attacked a few days earlier by a representative of the Association of National Advertisers, the American Association of Advertising Agencies and the American Advertising Federation.

In a statement issued in San Francisco, where FTC hearings on children's advertising were in progress, F. Kent Mitchel of General Foods, speaking as a representative of those associations, said the ABC plan "will not significantly reduce the number of commercials seen by children, because 85% of children's viewing is in times other than Saturday and Sunday morning."

"This announced plan will be highly inflationary," Mr. Mitchel continued. "The cost of the remaining commercial time will have to increase at least 25% to generate the same revenue to ABC. This will most seriously impact small businesses and new products."

"The matter does not really bear on the current FTC hearings on children's TV advertising. No evidence submitted suggests harm or that any benefit would be incurred by reducing commercial time."

The advertising associations contend



Awake. CBS News kicked off its revamped early-morning schedule yesterday (Jan. 28) with the new *Sunday Morning*. Veteran correspondent Charles Kuralt (r) came in off the road to anchor the 90-minute broadcasts (9-10:30 a.m. NYT), and former White House correspondent Bob Schieffer (l) will anchor the Monday-Friday *Morning* editions (7-9:00 a.m. NYT), which premiered today. On the set with the anchor men is executive producer Robert (Shad) Northshield, who plans to accent "hard" news weekdays and so-called "back of the book" elements—science, health, business and sports—on Sundays.

that advertising is helpful, not harmful, to children—a point that Mr. Rosenfield agreed with and emphasized in his Pittsburgh speech.

"In a word," he said, "advertising is not only not bad; it is good. It is not a sinister manipulator of people; it is a vital part of a free market economy, and we needn't be timid about saying so."

Mr. Rosenfield cited the FTC staff report's assertion that "television advertising addressed [to children] for any product is inherently unfair and deceptive."

"Now," he said, "if the products are not harmful, and the ads are not deceptive, the only villain left in the mix is the medium. When you really get down to it, what they are saying here is 'ban television as an advertising medium.'"

"So the health basis of the argument is really nothing more than a convenient entry point into a whole new regulatory territory—not ads, not products, but the hearts and minds of consumers."

Mr. Rosenfield also criticized the proposal by Kenneth Mason, president of Quaker Oats, to have Saturday morning declared "public interest" time for children and have it programed—and simulcast—by the networks in collaboration (BROADCASTING, Nov. 13, 1978).

"The proposal," he said, "simply ignores all the fundamentals of the American free enterprise system."

ABC Radio divvies up its salespeople by product category

Four networks will be marketed much more like magazines; New York and central divisions are reorganized into two teams

ABC Radio has reorganized its network sales department, moving closer to a magazine-style approach with sales personnel specializing in various product categories.

Affected by the redirection are the network's New York and central divisions. Its Detroit and Los Angeles operations remain the same for the time being.

ABC Radio's new method will attempt to market its four specialized networks to user profiles, as determined by national advertisers. Account executives have been assigned agencies and clients based on specific product categories such as food, drugs and business and consumer services. The approach is expected to lead to more calls on clients and advertising agency intermediaries.

Structurally, the sales staffs of the New York and central offices have been divided into two teams: Contemporary/FM networks and Information/Entertainment networks.

Three new account executives are being added in New York for a total of seven members of each team. Leading the Contemporary/FM effort is Dave Logan, sales manager; his Information/Entertainment



Logan



Watson

counterpart is Bob Watson. Both Messrs. Logan and Watson report to Tom Plant, vice president and Eastern sales manager.

Two new account executives join the central office in Chicago, bringing the total to four for Information/Entertainment and two for Contemporary/FM. They report directly to Arthur Kriemelman, vice president and central division manager.

Up the organizational chart, Messrs. Plant, Kriemelman and Arthur Sulzburgh, vice president and national sales manager, report to Louis Severine, vice president and director of sales; then there's Robert Chambers, vice president and general manager, and Edward F. McLaughlin, president.

Fundamentally, ABC Radio sees its new structure as having a three-way benefit: to broaden network radio's base (Mr. McLaughlin said ABC Radio's new method also should indirectly bear fruit for competitors); to provide increased specialization (sales personnel will be studying up on their product categories, attending trade fairs, reading publications) and to develop greater knowledge of the clients' and potential clients' marketing strategies and where best to apply them.

Seven-year batting average for ads

Since 1971, self-regulatory arm of Better Business Bureaus found 39% of challenges to spots unsubstantiated while 34% brought about changes

The National Advertising Division of the Council of Better Business Bureaus, the advertising industry's self-regulation arm, reported last week that from its start in mid-1971 through the end of 1978, it processed 1,380 challenges to national advertising and dismissed 540, or 39%, on findings that the questioned claims had been substantiated.

In 476 other instances, or 34%, the claims were either modified or discontinued by the advertiser, NAD reported. NAD also referred 13 unresolved cases to the National Advertising Review Board for panel adjudication and closed 291 cases for "administrative reasons." Sixty investigations were pending at the end of 1978.

In addition, NAD said its children's advertising review unit handled 109

challenges to children's advertising during the 1971-78 period. Of these, the challenged claims were found to be substantiated in 23 cases and were modified or discontinued by the advertiser in 70, while 10 other cases were closed for administrative reasons and six were pending at the end of 1978.

While newspapers were out in St. Louis, money wasn't rolling in for broadcasters

There was an increase in sales, stations report, but not as much as expected; added revenues were in some cases offset by expenditures for more news

"The next time the newspapers go on strike here I hope they'll start it in February or May."

This remark by Harold E. Protter, vice president and general manager of KPLR-TV St. Louis, echoed the sentiments of other area broadcasters in assaying the impact the newspaper strike in that city had on advertising revenues of TV-radio stations.

The two idled newspapers, the *St. Louis Post Dispatch* and the *St. Louis Globe-Democrat*, resumed publication on Jan. 12 after a 53-day walkout by pressmen (BROADCASTING, Dec. 4, 1978). For broadcasters the bonanza in revenues, they conceded, would have been more bountiful if the labor dispute had happened outside of the busy pre-Christmas season.

As it was, advertising dollars in television and radio generally exceeded projections made in advance of the newspaper strike, but broadcast executives seemed to feel that the added revenue represented only a modest gain.

"I would say that the larger retailers came in with expanded budgets, but there was little money from those smaller stores ordinarily in print," Mr. Protter said. "What kept some of them out was the feeling the strike wouldn't last long; almost every day there would be reports that the two sides were getting together."

Among the stores cited as having bolstered their spending were J.C. Penney, Famous-Barr, Stix-Beer-Fuller, Target Stores, Sears, K-Mart and Zayre's.

Radio and television stations pointed out that the period between Thanksgiving and Christmas is normally an active one, with many outlets reporting that 90% or more of advertising had been booked in advance. Several radio stations said they added to their inventory by creating additional commercial time within NAB guidelines.

Edward Newsome, general manager of

Where to squeeze in more radio outlets?

Both AM and FM are under scrutiny by FCC and NTIA, which differ on how to introduce new facilities

Less is more, more or less.

There is a need for more AM radio stations. Just about everyone except some AM broadcasters agrees on that. Most also will agree that the means of establishing more stations lies somewhere either within or beyond the present AM frequency band.

Discussion has also begun on means of increasing the number of stations in the FM band. The FCC has asked for bids for a contract study of various ways of doing that—including reduced spacing.

Converting the AM service in the U.S. from its present 10 khz spacing to 9 khz, as the National Telecommunications and Information Administration suggested to the FCC three weeks ago, could cost the nation's broadcasters as much as \$16.5 million, according to one study submitted to the FCC during its preparation for this fall's World Administrative Radio Conference (WARC).

"One obvious benefit resulting from a decrease in channel spacing," the AM Broadcasting Service Working Group told the commission, "would be an increased number of channels." But the group also cited a number of disadvantages: increased adjacent-channel interference, adverse effects on directional antenna arrays and on prospective AM stereo transmission, and possible obsolescence of current AM receivers.

That report was prepared for the commission well in advance of the discussions that have taken up the 9 khz issue since NTIA's petition for a rulemaking (BROADCASTING, Jan. 15). A similar proposal has been made by the Daytime Broadcasters Association, and has won the endorsement of Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee.

Two years ago, the National Association of Broadcasters went on record opposing 9 khz spacing. But two weeks ago, the NAB board reopened the issue and approved further study of the various spacing proposals.

In his presentation to the board, George Bartlett, the association's engineering vice president, said, "The 9 khz spacing suggestion assumes that more channels can be created by simply moving stations closer together in frequency without a loss in the service area of existing stations. Unfortunately, this oversimplification of a very complex technical issue raises a number of still unresolved issues."

KSD(AM), said the station had shown a comfortable but by no means dramatic sales increase in December and noted there has been a jump in advertising by retailers during the first two weeks of January.

Robert Hyland, CBS regional vice president and general manager of KMOX(AM), said the station was virtually sold out before the strike began and added some advertising, particularly from old-line retail clients. He reported the station was able to increase its weekly commercial inventory by about 32 minutes but pointed out that costs had risen during the strike because KMOX had hired additional reporters to cover the news.

The first three weeks of December were stronger for KXOK(AM), according to Phillip W. Trammell, general manager. He said the station experienced increased orders from traditional retailers and attracted a few newcomers. He said the first two weeks of January were soft, as they usually are. He felt over-all there had been a modest boost in retail broadcast spending in the St. Louis area.

"Business spurted somewhat during the strike but it really wasn't that great," commented Ray Karpowicz, vice president and general manager of KSD-TV. "We had some beefed-up schedules from our regular retail advertisers but nothing substantial from new clients. Many of them thought the strike would end and held off. In the end, we finally broke about even because we had added costs of increased news coverage."

NAB wants rules left alone on liquor ads

It tells BATF that new restrictions on alcohol advertising are unnecessary and unconstitutional

The National Association of Broadcasters has urged the Bureau of Alcohol, Tobacco and Firearms to refrain from adopting more stringent regulations applicable to broadcast advertising of alcoholic beverages.

In comments filed with BATF last week, NAB asked that the bureau "recognize the efficacy of industry self-regulation and the First Amendment's protection of advertising" and refrain from instituting the proposed regulations. NAB argued that, through its Code Authority, the industry has adopted guidelines which successfully meet the public interest.

The NAB comments came in response to BATF proposals to alter alcoholic beverage advertising guidelines, which have remained unchanged since the mid-1930's (BROADCASTING, Dec. 4, 1978).

BATF last week extended the deadline date to Jan. 22 to allow for additional comment. The original March 22 deadline brought a flood of letters from private citizens who favored restrictions, but industry reaction was limited to that of NAB.

Among those issues he cited were: increased adjacent channel interference, questions concerning the effect on existing directional antennas, potential problems with receivers designed for frequency synthesis tuning and the over-all cost of a change.

The subject is likely to be brought up during the 10 weeks of debate that will begin at WARC in Geneva next September. Europe and Asia (the International Telecommunication Union's Regions I and III) have already converted to 9 khz spacing, but the Western Hemisphere (Region II) is not in total agreement about converting.

The FCC has officially gone on the record opposing conversion or, rather, not endorsing it—and favoring instead a proposed expansion of the AM band from its present 535-1605 khz to include the 1615-1800 khz band (which would be shared with other services) and the 1800-1860 khz band. According to the FCC, 700 new stations could be accommodated on 14 new channels. The band expansion will be proposed by the U.S. at the forthcoming WARC.

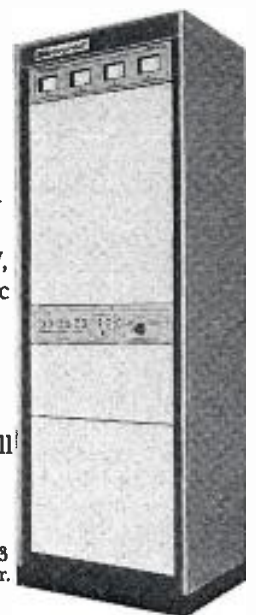
According to Kalmann Schaeffer, the FCC's foreign affairs adviser, the commission's WARC proposal to expand the AM band is "not mutually exclusive" with the 9 khz proposals. He said that he expected the commission to issue a notice of inquiry in the AM spacing issue.

According to the AM working group's

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In Sync

Up and coming in broadcast technology

report, "The most objectionable form of AM interference is caused by stations differing in frequency by a small amount and is known as heterodyne, 'whistle,' or beat-note interference." The group told the commission that heterodyne has not "been a serious problem in the past; however, the trend toward the installation of higher power stations in Regions I and III would appear to increase the possibility" of such interference in the future. Furthermore, the report suggested, the ultimate decision on conversion could well be made virtually by default: "Obviously, if one or more substantial countries in the Americas choose to decrease channel separation, all others must seriously consider the same spacing . . ."

The group reached its estimate as to the likely cost of conversion by assigning an average cost of \$1,000 for each nondirectional station and \$10,000 for each directional station.

In addition to the cost, new spacing would require considerable redesign of directional stations. "Change in frequency . . . will probably require modification of parameters in order to restore the patterns of former conditions. Although the change in frequency would be less than .5% in the worst case, the study indicates directional patterns with deep nulls are especially vulnerable to small frequency change." According to the report, 1,379 directional stations would require frequency changes under a 9 khz plan while 2,685 would not.

NTIA's proposal to the FCC was not a technical report and did not, therefore, deal with many of the issues raised by the AM working group. Rather, NTIA stressed the advantage of adding "several hundred" new stations to the desirable AM band. About 4,500 AM stations are currently in operation, but NTIA said the demand for more is high, especially in urban areas.

The DBA's plan predicted that 2,325 new full-time stations could be established with a 9 khz system. The drawback to that, however, is that all but about 100 of those would likely be taken by daytime-only broadcasters already on the air. Mr. Van Deerlin endorsed the DBA's plan, however, as a means of allowing the daytimers to broadcast at night as well.

NTIA and the FCC have both indicated their interest in reducing the spacing in the FM band from the present 250 khz to 150 khz or 100 khz. The upcoming FCC study will look into some of the trade-offs that, presumably, will have to be made in order to do so. There might be costs in terms of service provided by existing FM receivers and by subcarrier authorizations. FM stereo might be affected, and the study will also consider whether the various quadraphonic broadcast systems now being examined would be compatible with reduced FM spacing. Co-channel interference and a reduction in station coverage could result.

NTIA, which is expected to file its plan with the commission within the next few weeks, said it will propose the use of directional antennas in FM broadcasting, as they are used in AM.

It takes two sets. WABC(AM) New York, recently toppled from its long-held number-one spot in the nation's number-one market by disco-format WKTu(FM) there, has applied to the FCC for permission to begin stereo broadcast tests Feb. 15. The AM rocker will employ the Kahn Hazeltine ISB broadcast system that employs the dual sideband capacities of AM broadcasts. Listeners will have to use two radio receivers to pick up the stereocasts, however. □ □ □ **How?** Listeners must tune one set slightly above the station, 770 khz, and the other slightly below in order to receive the dual transmission. The technique was developed by Leonard Kahn of Long Island, N.Y. □ □ □ **What next?** In its petition for special temporary authority for the 90-day demonstration, ABC, the parent of WABC, said: "The introduction of AM stereo service using the ISB system will enable the public immediately to enjoy the benefits of stereo without additional expense while awaiting the introduction of new high quality AM stereo receivers." It's been suggested as well that ABC may be interested in introducing the technique at its AM stations in Washington and Chicago after the WABC experiment gets off the ground. □ □ □ **Engineering-wise.** ABC said that the stereocasting will not result in any reduction of the station's present service area; the stereo coverage area is comparable to the mono coverage and the ISB system is fully compatible with all AM receivers currently in use. □ □ □ **Off-the-record at the EOB.** It was all, as one speaker said, "not for attribution," but a conference and demonstration of the British Post Office's viewdata system, Prestel, at the Executive Office Building in Washington two weeks ago was far too interesting to keep quiet. The Executive Briefing Room was full, and a special satellite hook-up to London tied the room to the Prestel lines in Great Britain. □ □ □ **And here is what they saw.** "Pages" and "pages" of video-transmitted information—anything from the latest stock quotations from the London exchange to an evening-out guide furnished by *The New York Times* to a recipe for a concoction called Texas Fruit Cake from Harte-Hanks Communications. Airlines and railroads, those attending were told as well as shown, are using viewdata to display their timetables, and Pan Am is using Prestel to update its daily notice on the availability of stand-by seats on its London-to-New York flights. The standard charge for each "page"—24 lines of characters and crude computer graphics in up to seven colors—was a half pence (one cent), and the average information search wound up costing seven or eight cents. That's tacked on to an access charge of two cents per minute in off-peak hours. (It was also pointed out that some business pages on the system are being offered to subscribers for charges as high as 20 cents.) □ □ □ **Two-way.** Prestel, unlike teletext systems such as Oracle, Ceefax or Antiope, is an interactive system (a la Qube) wherein users are connected to a central computer via telephone lines. The Prestel system data base is, for all intents and purposes, unlimited, for when the memory capacity of one computer is full, another simply is added to the system. Unlike the other systems, which are broadcast, potentially at least, the user can call up any page in the system at will. The broadcast systems, on the other hand, have a fixed number of pages that are transmitted in sequence. □ □ □ **Where things stand.** At present, Prestel has 500 subscribers in London being served by 150 "information providers" with a data bank of 100,000 pages out of a current capacity of 250,000. The BPO has been adding information at the rate of 5,000 pages each day and expects to have a system capacity up to 500,000 pages by midyear. More than 300 new information suppliers are now said to be queued up for service, which is being extended to other cities in Great Britain this year. American firms already participating in the British project include Western Union, Xerox, Knight-Ridder, McGraw-Hill, Dow Jones, Time, TV Guide, RCA and Dun & Bradstreet. □ □ □ **Diversify.** Exxon Corp.'s new optical information systems division has introduced a new family of semiconductor laser devices for optical communications that were described as being as important to that field as the introduction of the transistor was to electronic communications. Called Tab-Pac and Bi-Pac, the solid-state devices, less than one-inch long and weighing less than two-tenths of an ounce, will have the same capacity as neon gas lasers 40 inches long and weighing 35 pounds. Powered by a flashlight battery, the semiconductors can be used for facsimile transmission, video disk playback systems, data communication, teleprinters and other devices. Depending on the configuration the new devices will sell for from \$1,000 to \$3,950 each. □ □ □ **Looped.** Calling it a "new approach to endless-loop cartridge systems for radio stations," 3M will be demonstrating its "CentraCart" system at the upcoming National Association of Broadcasters convention in Dallas (March 25-28). The new system consists of a special cartridge, new magnetic tape and play-record equipment. "The system will offer broadcasters a major improvement in sound quality over the standard NAB tape cartridge," 3M said. It's designed to help broadcasters meet the quality requirements of stereo broadcasting.

Fates & Fortunes

Media

John W. Murray, VP in charge of public affairs, for RKO General Television, New York, named senior VP in charge of public affairs and governmental relations.



Murray



Hauenstein

Eric Hauenstein, VP-general manager of KDKB(AM)-KDJQ(FM) Mesa, Ariz. (Phoenix), owned by Sandusky Newspapers Inc., named radio division manager and VP, responsible for Sandusky's KDKB-KDJQ, where he will continue to be based, KZAM-AM-FM Bellevue, Wash. (Seattle), and KBPI(FM) Denver (recently purchased by Sandusky, pending FCC approval).

Jay W. Giesa, corporate VP and station manager, KOMO(AM) Seattle, elected VP-assistant general manager of Fisher Broadcasting, licensee of KOMO-AM-TV and KATU(TV) Portland, Ore. **Ed Lackner**, program manager, KOMO-TV, named station manager. **Monty Grau**, general sales manager, KOMO(AM), named station manager.

Sallie Forman, manager of government relations, NBC, Washington, named director of government relations.

Dave Williams, general manager of Christian Broadcasting Network's spot sales division, named general manager of CBN's WANX-TV Atlanta.

Reynard A. Corley, VP-assistant general manager and general sales manager, WMAR-TV Baltimore, joins WXII(TV) Winston-Salem, N.C., as general manager.

Claudia Burns, former general manager of WFMR(FM) Milwaukee, joins APB Enterprises, licensee of WAWA(AM)-WLUM-FM Milwaukee and KACE-FM Inglewood, Calif., as general manager of APB and station manager of WLUM-FM. **O. C. White**, assistant manager, WAWA, named station manager.

Thomas Burke, director of station administration, WAST(TV) Albany, N.Y., named station manager.

Dave Land, operations manager, WFIW-AM-FM Fairfield, Ill., appointed station manager.

Mike Piscitelli, production manager, noncommercial WSRE(TV) Pensacola, Fla., moves to WMFL(AM) Monticello, Fla., as owner-manager.

David A. Milberg, information services direc-

tor, WBBM(AM) Chicago, appointed operations manager.

George Davis, director of news and co-anchor, KTSB(TV) Topeka, Kan., named night operations manager.

Phyllis E. Moore, national sales manager, KENS-TV San Antonio, Tex., joins co-owned WEZI(FM) Memphis as operations manager.

Dean Smith, general sales manager and morning co-anchor, KIXI-AM-FM Seattle, named station manager.

Gordon King, VP, business affairs and treasurer, Post-Newsweek Stations, Washington, named executive VP.

Lawrence P. Herbster, former assistant to VP-business affairs for Post-Newsweek Stations, joins WDVM-TV Washington as director of business affairs. Post-Newsweek is former owner of WDVM-TV (formerly WTOP-TV).

Humberto Carlos, chief accountant, KCOP(TV) Los Angeles, joins KPTV(TV) Portland, Ore., as business manager.

Kitty Hoy, business manager, WWWG(AM) Rochester, N.Y., joins WNYR(AM)-WEZO(FM) there in same capacity.

Anthony D. Sproule, manager of personnel, corporate headquarters, ABC, New York, named director of personnel, headquarters facilities. **William J. Wilkinson**, manager of personnel, computer facilities of ABC, Hackensack, N.J., named director of personnel, production facilities, East Coast, ABC.

John P. Stevens III, director of development, Graduate hospital, Philadelphia, joins noncommercial WHYY-TV Philadelphia (Wilmington, Del.) as director of development.

John H. Bermingham, staff VP-senior counsel, corporate affairs, RCA, New York, named general attorney, corporate affairs.

New officers, Bay Area Broadcasters Association, Tampa-St. Petersburg, Fla.: **Thomas B. Watson**, WLCY(AM) president; **John Purcell**, WTSP-TV, VP-television; **Ed Winton**, WWBA(AM), VP-radio; **Rod Brosig**, WQYK-FM, secretary, and **Bill Schriker**, WTAN(AM)-WOKF-FM, treasurer.

New officers, Jacksonville (Fla.) Broadcasters Association: **Jack Davls**, WVOJ(AM) president; **Gary Rodriguez**, WIVY-FM, VP; **Harry McClintock**, WTLV(TV), secretary, and **Suzanne Wasson**, WCGL(AM), treasurer.

Irving Waugh, retired president of WSM-AM-FM-TV Nashville, appointed Tennessee commissioner of tourist development by Governor Lamar Alexander.

Broadcast Advertising

Harold H. Marquis, president of Hoefler, Dieterich & Brown, San Francisco from 1967 to 1975 when he left advertising agency to become instructor at San Francisco State University, re-

joins HD&B as president and chief operating officer. He succeeds **James C. Nelson**, who has been named vice chairman of agency. **John Buttress**, management supervisor, named VP.

Lawrence Dolph, senior copywriter, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named account supervisor for Hudson's, Detroit retailer.

Appointments, Foote, Cone & Belding, New York: **Hilda Gonzalez**, media planner, named senior planner; **Becky Hom** and **Reg Ungberg**, assistant media planners, named media planners, and **Alice Harvey**, media assistant, named assistant media planner.

Peter J. Regan, associate media director, and **Elfrida von Nardroff**, research manager, Dancer-Fitzgerald-Sample, New York, named VP's.

Edward M. Zebert, VP-account manager, Ketchum, MacLeod & Grove, Pittsburgh, named management supervisor. **Russ Richmond**, account executive there, named account manager in direct marketing department. **William S. Harrington**, VP-advertising account supervisor in Washington office of Ketchum, named advertising management supervisor.

Sheldon L. Holzer, management supervisor, BBDO, New York, joins Clyne Co., New York, as senior VP and management supervisor. **John Dewitt**, director, technical services, Clyne Co., named VP.

Rod Lemons, print media supervisor and media planner, Tracy-Locke Advertising, joins Crume & Associates, Dallas, as media director.

Thomas J. Kopin, general manager, WCSJ-AM-



Same side. This time they looked at each other across a table and not across a line of scrimmage. It occurred earlier this month at the California Broadcasters Association meeting (BROADCASTING, Jan. 15) when Danny Villanueva (left), vice president of Spanish International Communications Corp. and its KMEX-TV Los Angeles, conferred with Willie Davis, president of KACE-FM Inglewood, Calif. A few years back, Mr. Villanueva was setting kicking records for the Los Angeles Rams, while Mr. Davis was achieving all-pro status with the Green Bay Packers.

FM Morris, Ill., joins Lang, Fisher & Stashower Advertising, Cleveland, as media buyer.

Karen Huffman, media buyer and assistant in account services, Gordon Advertising, Grand Rapids, Mich., named account executive.

Marion E. Burton, owner of communications consulting firm in Huron, Ohio, joins Lord, Sullivan & Yoder Advertising, Marion, Ohio, as account executive.

Barry Greenspon and **Michael Withers**, VP's and creative supervisors, DKG Advertising, New York, named VP's and associate creative directors.

Terrence J. Ward, account executive, Public Communications Inc., St. Petersburg, Fla., joins OmniMedia Advertising, Tampa, Fla., in creative writing and client service.

Thomas J. Majorana, group sales manager of RKO Television Representatives, New York, named VP.

Robert L. Williams, VP-marketing director, McGavren Guild, New York, resigns to become owner and manager of WHLI(AM)-WIOK(FM) Hempstead, N.Y. (purchase is subject to FCC approval). Mr. Williams is also stockholder in Park City Broadcasting.

Nelson Trottier, member of Katz Television Continental Silver team, New York, transferred to Cleveland office. **Karen Gagliardi**, market research specialist for Katz in New York, succeeds Mr. Trottier. **Dorothy Wheeler**, director of personnel, Katz Agency, named VP.

Patti Rouen, from WJR-AM-FM Detroit, and **Jeff Cena**, account executive with Los Angeles brokerage firm of Kidder Peabody & Co., join Los Angeles sales staff of Blair Radio. **Michael J. Eckert**, from WLAK(FM) Chicago, rejoins Blair Radio in Chicago.

Richard Doucette, account executive, Humphrey, Browning & MacDougall, Boston, becomes general sales manager of Knight Radio Sales, division of Knight Quality Group Stations, Boston-based group owner.

Marvin J. Strauser, Eastern division manager, Arbitron, New York, joins Gaynor Media Corp. there as VP-marketing.

Jeanne Smith, VP, Haworth Group, Edina, Minn., named general manager of San Francisco office.

Stan Weil, sales manager, Storer Television Sales, New York, resigns to open media buying service there, Hi-Time.

Don Eddy, manager of market planning, NBC-TV, New York, appointed director of marketing services.

Richard Herd, account executive and national sales manager, WAST(TV) Albany, N.Y., appointed general sales manager.

Appointments, WXYZ-TV Detroit: **Barbara Loren Snyder**, VP-account supervisor, D'Arcy-MacManus & Masius, Detroit, named retail marketing manager; **Neil H. Wassersstein**, assistant director of research, co-owned WABC-TV New York, named director of research and sales development; **Carol J. Strond**, director of research for Paramount Pictures, Los Angeles, named assistant director of research and sales development, and **Greg Davis**, from WKBD-TV Detroit, named account executive.

Bill Harrison, general sales manager, KZEW(FM)

Dallas, joins KOAX(FM) there in same capacity. **Rich Cohn**, account executive, KOAX, named national sales manager.

Phelps K. Fisher, in charge of business development for Fisher Broadcasting, licensee of KOMO-AM-TV Seattle, and KATU(TV) Portland, Ore., assumes additional duties as VP-director of marketing. **Bob Adkins**, account executive, KOMO, named local sales manager.

Dick Kelley, account executive, WHN(AM) New York, appointed director, national sales.

Simon Touloumis, account executive, WLS(AM) Chicago, joins co-owned KLOS(AM) Los Angeles as national sales director.

Rob Krier, local sales representative, KWT(TV) Oklahoma City, named national sales manager. **Kenny Belford**, VP-general manager, KZUE(FM) there, joins KWT(TV) as local sales representative.

Tom Stewart, in sales for WBNS-AM-FM-TV Columbus, Ohio, named sales manager for WBNS-AM-FM.

Robert W. Evans, station manager, WDS(AM)-WSRK(FM) Oneonta, N.Y., joins WSOQ(AM)-WEZG(FM) Syracuse, N.Y., as national sales manager.

Phillip Stewart, account executive, KLEF(FM) Houston, named regional sales manager.

Earl G. Graves, president of Earl G. Graves Ltd., and **Edward N. Ney**, chairman of Young & Rubicam, New York, named co-chairmen of 1979 Communications Excellence to Black Audiences (CEBA) Awards, sponsored by World Institute of Black Communications.

Programing

W. Russell Barry, VP-network program sales and head of worldwide syndication for 20th Century-Fox Television, Los Angeles, named senior VP. **Jerry Greenberg**, director of communications, named to new post of VP-advertising, public relations and promotion.



Barry



Greenberg



Markell

New York.

Bob Markell, executive producer, dramatic programs, CBS Entertainment, appointed VP, Creative services, New York.

Daniel A. Sherkow, associate, programs, NBC-TV, New York and Burbank, Calif., named to new post of director of film marketing and acquisition for Time-Life Television.

Julian L. Weber, director, Twenty First Century Communications and subsidiaries, including National Lampoon Inc., New York, elected president and chief operating officer. He succeeds **Leonard Mogel**, who becomes chairman of executive committee of Twenty First, and will concentrate on publishing and film activities of subsidiary, HM Communications, of which he is president.

Carol A. Fisher, freelance producer, Los Angeles, joins ABC Entertainment there as manager of comedy development.

Robert V. Whitney, supervisor of educational television production, University of California Medical Center, San Francisco, joins Western Videotape Productions there as general manager.

Stew Hillner, mastering engineering, Location Recording Service, Los Angeles, joins Watermark Inc., radio production company there, as production manager.

Robert B. Muller, VP-domestic syndication, Gold Key Entertainment, New York, elected VP. He succeeds **Jerry Kurtz**, who is now president of Vidtronics Co., New York, parent of Gold Key. **Leonard R. Soglio**, marketing sales executive, Television Bureau of Advertising, New York, joins New York office of Gold Key as regional sales representative.

Patrick M. Scott, production manager, KOMO-TV Seattle, named program manager. **Art Pattison**, assistant production manager, succeeds Mr. Scott. **Michael S. Eguchi**, traffic systems manager, KOMO-AM-TV, named information systems manager, responsible for KOMO-AM-TV and co-owned KATU(TV) Portland, Ore.

Lawrence Reilly, director of programing, public affairs and promotion, WAST(TV) Albany, N.Y., assumes additional duties of development of local and national production.

Sharon Blair, program manager, Connecticut Public Television, Hartford, which operates five noncommercial stations, named VP-television programing.

Michael Packer, program manager and talk show host, KFAC-FM Port Arthur, Tex., joins KABC(AM) Los Angeles as assistant news and program director.

Ron King, from KACE-FM Inglewood, Calif., named program director at co-owned WLUM-FM Milwaukee.

Eric Mendelson, program director, WCEC(AM)-WFMA(FM) Rocky Mount, N.C., named VP of licensee, Eastern Carolina Electronics Inc.

Bruce Gietzen, sports director, KFDX-TV Wichita Falls, Tex., joins KTVX(TV) Salt Lake City as assistant sports director.

Ken Berthelot, sports director, KALB-AM-FM-TV Alexandria, La., joins WVUE(TV) New Orleans as sports reporter and weekend sports anchor.

Karen Kornacki, from WKBW-TV Buffalo, N.Y., joins WBNS-TV Columbus, Ohio, as sports reporter.

Tony Warner, commercial production manager, KARK-TV Little Rock, Ark., named executive sports producer. **J. Mac Troy**, president of Mac Troy Productions, independent TV production company, succeeds Mr. Warner.

John Dixon, air personality, KSEE(AM) Santa Maria, Calif., assumes additional duties as sports director.

Jim H. Evers, local account executive, KTSB-TV Topeka, Kan., named director of production and operations. **Tom Erskine**, producer-director, named field producer.

Sherry Black, assistant in production department, WFSB-TV Hartford, Conn., named production coordinator. **William Poole**, staff designer, WBZ-TV Boston, joins WFSB-TV as art director.

Charles Easter III, director of *Good Day* program, WCVB-TV Boston, named producer-director.

Kathryn M. Sachs, news producer-director, WJZ-TV Baltimore, named production services manager.

James P. Mattix, production manager, non-commercial WETA-TV Washington, named director of production.

Art Wallis, production director, WGAR(AM) Cleveland, joins WLS(AM) Chicago as production director and weekend air personality.

Shel Lustig, air personality, WXRT(FM) Chicago, assumes additional duties as production director.

News and Public Affairs

Virgil L. Teter Jr., executive producer, KOVR(TV) Stockton, Calif., joins KETV(TV) Omaha as news director.

Bob Totten, assistant news directors, KTSB-TV Topeka, Kan., appointed director of news. **Mike Swenson**, reporter and anchor, named producer-director of news. **Ken Murphy**, from KTVJ(TV) Joplin, Mo., joins KTSB-TV as reporter.

Mike Foley, sportscaster, KBJR-TV Superior, Wis., appointed news director.

Warren Cereghino, assignment editor, KNBC(TV) Los Angeles, named senior assignment editor.

Jim Reed, from WOC-TV Davenport, Iowa, joins WYTV(TV) Youngstown, Ohio, managing editor.

Walt Dean, producer, WOWT(TV) Omaha, assumes additional duties as associate news director.

Kathy McFarland, anchor-reporter, WLS(AM) Chicago, assumes additional duties as anchor, WFLD-TV there.

Deborah Potter, staff news writer, CBS Radio News, New York, named reporter and anchor.

Vic Mason, anchor, WCKT(TV) Miami, joins WCMH-TV Columbus, Ohio, as co-anchor. **Jym Ganahl**, from KWWL-TV Waterloo, Iowa, joins WCMH-TV as meteorologist.

David A. Waterman, anchor, WTVY(TV) Dothan, Ala., joins WAAY-TV Huntsville, Ala., as co-anchor and reporter.

Don Harrison, anchor, KMSP-TV Minneapolis, joins WTSP(TV) Tampa-St. Petersburg, Fla., in same capacity.

Randy Lube, from WXOW-TV LaCrosse, Wis., joins WAYY(AM)-WAXX(FM)-WEAU-TV Eau Claire, Wis., as reporter. **Susan Toyce**, from KQTV(TV) St. Joseph, Mo., joins WAYY-WAXX-WEAU-TV as weathercaster and reporter. **Gary Westphalen**, from WSAU(AM) Wausau, Wis., named morning news anchor for Eau Claire stations.

Paul Kirwin, reporter-anchor, KREX-TV Grand Junction, Colo., joins news team of KRDO-TV

Colorado Springs.

Mark Garrison, reporter, WTVD(TV) Durham, N.C., joins WBTV(TV) Charlotte, N.C., in same capacity.

Cynthia Neu, reporter, KDBC-TV El Paso, joins KOAA-TV Pueblo, Colo., as Washington reporter.

Phillip Mann, anchor, noncommercial KAET(TV) Phoenix, joins KEYT(TV) Santa Barbara, Calif., in same capacity.

William K. Adler, from Richmond, Va., bureau of UPI, named regional executive for North Carolina, based in Charlotte.

Ross Simpson, from WWDC-AM-FM Washington, joins Mutual Broadcasting System there as newscaster.

Dave Sloan, from KRKO(AM) Everett, Wash., joins KVI-FM Seattle as reporter-announcer.

Larry Laurent, news producer, KOMU-TV Columbia, Mo., joins WDSU-TV New Orleans in same capacity.

Mark Effron, producer, WFSB-TV Hartford, Conn., named senior producer in news department.

Millicent Tyler, reporter and substitute anchor, WCHS-TV Charleston, W. Va., joins WRET-TV Charlotte, N.C., as weekend anchor and producer.

Derwin K. Robinson, producer-director, WTVR-TV Richmond, Va., appointed public service director.

Promotion and PR

Carmen Anthony, public relations manager, leisure division, ABC, New York, named manager of news public relations.

Carol Gormally, promotion coordinator, WCVB-TV Boston, named promotion manager. **Jill Katz**, broadcast production manager, Marvin & Leonard Advertising, Boston, joins WCVB-TV as promotion coordinator.

Stacey E. Stokes, sales representative, Procter & Gamble Distributing Co., coffee division, Los Angeles, joins KQFM(FM) Portland, Ore., as promotion director.

Vello Nickolaou, intern, WGN-TV Chicago, named on-air promotion manager.

Lynn Barrett, director of television department of Rowland Co., New York, public relations firm, named VP.

Barbara Goen Nemer, publicist, non-commercial KCET(TV) Los Angeles, joins KNXT(TV) there in same capacity.

Getting their numbers. Jason L. Shrinky, partner in the Washington communications law firm of Stambler & Shrinky, watched the Super Bowl professionally this year as a spotter, the "alter-ego," he says, of NBC-TV's play-by-play announcers. Although NBC normally uses one spotter for each team, Mr. Shrinky did the honors alone this year because the other spotter failed to show. This was his second Super Bowl—he spotted the Washington Redskins-Miami Dolphins game in 1973 for CBS—and he's a regular spotter for all Redskins games.

Broadcast Technology

Roger Hale, director of operations and engineering, WTVC(TV) Chattanooga, joins Grass Valley Group in Dallas as district sales manager.

Jim Lucy, national sales manager, broadcasting, American Electronic Laboratories, Montgomeryville, Pa., joins C.S.P. Inc., Doylestown, Pa., as broadcast sales manager.

Harry Charles and **Bernie Sasek**, broadcast engineers, KGUN-TV Tucson, Ariz., named engineering supervisors.

Frank Santucci, marketing manager, Orban Associates, San Francisco, joins Scully Recording Instruments, Mountain View, Calif., as international sales manager.

Ronald Taylor, director of marketing services, Turner division of Conrac Corp., joins Telex Communications, Minneapolis, as marketing services manager.

Russell S. Kneeland, independent producer-director in Philadelphia and New York, joins Digital Video Productions, Wilkes-Barre, Pa., as director of creative services.

Frank Leonardi, marketing manager for hi-fi products, Sony Industries, New York, named VP-audio division.

Cable

Edward A. Bennett, manager, new product development, Merrill Lynch, Pierce, Fenner & Smith, New York, joins Viacom Communications, New York, as VP, marketing.

Willa Hoffner, Eastern sales manager for Program Syndication Service, subsidiary of Dancer-Fitzgerald-Sample, joins Paramount Pictures Corp. as director of sales and marketing, cable-pay TV.

James P. Duffy, supervisor in cable TV systems design and applications engineering, Jerrold Electronics, Hatboro, Pa., joins Magnavox CATV Systems Inc., Manlius, N.Y., as manager of systems design.

Thomas L. Gimbel, director of engineering, UA-Columbia Cablevision of New Jersey, named engineering manager of Comcast Cablevision Corp., responsible for systems being built in Pennsylvania.

Judy McClenaghan, manager of affiliate services, cable relations department, WTCG(TV) Atlanta, named Western regional manager, based in San Francisco. **Nory LeBrun**, account executive, WTCG, joins cable relations department as Northeast regional manager. **Douglas R. McGinnis**, from National Bank of Atlanta, joins cable relations of WTCG as Midwest regional manager, based in Atlanta.

Allied Fields

David A. Lapovsky, research manager, Arbitron Co., Beltsville, Md., named director of research.

William A. Brannigan, correspondent covering Middle East until January 1978, ABC News, joins Bank of America in San Francisco as manager of radio and television services, responsible for assisting broadcast media in covering

banking and economic news.

Rudolph V. Lutter Jr., attorney, FCC, Washington, appointed to fifth three-year term on President's Committee on Employment of the Handicapped.

Dr. Robert C. Jeffrey, chairman of department of speech communication, University of Texas, Austin, named dean of school of communication.

Deaths

Brian Devney, 28, son of Edward J. Devney, president of The Devney Organization, station representative firm based in New York, died Jan. 12 when helicopter he was piloting crashed near Low, Quebec. Mr. Devney once worked as account executive for CJRN(AM) Niagara Falls, Ont. Survivors in addition to his father and stepmother, include his wife, Betty, one sister

and one brother.

Samuel Felsing, 71, retired Voice of America master control technician, Washington, died of heart attack Jan. 20 at Prince George's General hospital in suburban Washington. Mr. Felsing worked for Office of War Information in 1943 and joined VOA in late 1950's. He retired in 1976. Survivors include his wife, Lillie Dube, one daughter and son.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Jan. 12 through Jan. 19.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

FM applications

■ Homer, Alaska.—Peninsula Communications Inc. seeks 103.5 mhz, 25 kw, HAAT: 1,021 ft. Address: Pioneer Ave. Box 293, Homer 99603. Estimated construction cost \$64,000; first year operating costs \$120,150; revenue \$126,567. Format: MOR. Principals: David F. Becker and his wife, Eileen (47.5% each) and two others. Beckers also own hotel in Homer. Mr. Becker has CP for TV translator to rebroadcast KHVN(TV) Anchorage pending before FCC. Ann. Jan. 11.

■ Safford, Ariz.—Jensen Broadcasting Co. seeks 99.1 mhz, 100 kw, HAAT: 2,400 ft. Address P.O. Box 8080, Missoula, Mont. 59807. Estimated construction cost \$57,880; first quarter operating costs \$23,217 and revenue \$16,000. Format: contemporary. Principals: Rex K. Jensen (52%), Jack H. Jensen (24%) and Lamont N. Jensen (24%) (brothers). They also own KDXT(FM) Missoula, Mont., and application for new FM at Needles, Calif. Jack and Lamont also have application for new FM at Butte, Mont., pending. Ann. Jan. 11.

■ Baxter Springs, Kan.—Cherokee Broadcasting Co. seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: Rt. 2 Box 134, Galena, Kan. 66739. Estimated construction cost \$36,375; first quarter operating costs \$11,875; revenue \$72,000. Format: country. Principals: Jay R. Maxton and his wife, Norma (50% each). Mr. Maxton has been chief engineer at KOAM(AM) Pittsburg, Kan., since 1976. He recently quit same position at KQYX(AM)-KSYN(FM) Joplin, Mo. They have no other broadcast interests. Ann. Jan. 11.

■ Monroe, La.—KCTO Broadcasting Co. seeks 103.1 mhz, 2.6 kw, HAAT: 296 ft. Address: P.O. Box 666, Columbia, La. 71418. Estimated construction cost \$13,800; first year operating costs \$48,000; revenue \$98,000. Format: gospel. Principals: Ernest R. Sandidge (80%) and Tom D. Gay (20%). They own KCTO(AM) Columbia, La., and KLPL(AM)-KBED(FM) Lake Providence, La. Mr. Sandidge is also manufacturer's rep for RCA, broadcast division. Ann. Jan. 9.

■ Grand Island, Neb.—Farvel Properties Inc. seeks 107.7 mhz, 100 kw, HAAT: 524 ft. Address: 2422 East Hwy. 30, Grand Island 68801. Estimated construction cost \$179,300; first year operating costs \$17,135;

revenue \$300,000. Format: beautiful music. Principals: Warren A. Connell (23.2%), his son, Warren W. Connell (10%), estate of his wife, Helen B. Connell (53%) and two other family members. Warren A. Connell owns Pepsi-Cola Bottling Co. of Grand Island and along with other family members, Farvel, real estate and property management firm in Grand Island. None have other broadcast interests. Ann. Jan. 9.

■ Bishop, Tex.—Cismek Corp. seeks 107.1 mhz, 3 kw, HAAT: 283 ft. Address: 410 Hwy. 77, Bishop, Texas. Estimated construction cost \$76,678; first quarter operating costs \$28,518; revenue \$155,578. Format: Spanish. Principals: Joe A. Cisneros (51%) and D. K. Meek (49%). Mr. Meek is employe and Mr. Cisneros is former employe at KAND(AM) Corsicana, Tex. They have no other broadcast interests. Ann. Jan. 9.

■ Tullia, Tex.—Cardiff Broadcasting Co. seeks 104.9 mhz, 3 kw, HAAT: 178 ft. Address: 504 West 4th St., Stroud, Okla. 74079. Estimated construction cost \$32,668; first year operating costs \$80,668; revenue \$96,000. Format: spanish/C&W. Applicant is wholly owned by Cardiff Industries, owned principally by Patrick T. Pogue (36%) and Stanley M. Searle (36%). Cardiff Broadcasting also owns KRDF(FM) Spearman, Tex., and KTUE(AM) Tullia. Ann. Jan. 9.

■ Amherst, Va.—W. Ronald Smith seeks 107.9 mhz, 3.98 kw, HAAT: 1603 ft. Address: 104 Hunter Hill Dr., Hagerstown, Md. 21740. Estimated construction cost \$113,500; first quarter operating costs \$44,834; revenue \$180,000. Format: popular music. Principal is sales rep for WHAG-TV Hagerstown, Md. Ann. Jan. 9.

■ Milwaukee—Milwaukee School of Engineering seeks 91.7 mhz, 1 kw, HAAT: 126 ft. Address: 1025 North Milwaukee, 53202. Estimated construction cost \$23,810; first year operating costs \$2,000; revenue \$2,000. Format: instructional. Principals: Board of Regents of applicant, which also owns WSOE(AM) Milwaukee. Ann. Jan. 9.

AM applications

■ Alvin, Tex.—Huffman, Botter, Zeiss, Fisher, Webber, Sparkman (partners) seek 1110 khz, 1 kw-D, DA. Address: 3134 Mar Ann, La Marques, Tex. 77568. Estimated construction costs \$139,120; first quarter operating cost \$14,880; revenue \$150,000. Format: adult contemporary. Principals: A.J. Huffman, Martin S. Botter, P. Anthony Zeiss, Frank Fisher, Paul Webber and Seth Sparkman Jr. (16.67% each). Messrs. Huffman, Fisher and Webber are employes at Alvin Community College, Alvin. Mr. Zeiss is director of telecommunications at Central Texas College, Killeen.

■ Meeker, Colo.—White River Broadcasting Co. seeks 1450 khz, 1 kw-D, 250 w-N. Address: Drawer 790 Glenwood Springs, 81601. Estimated construction costs \$26,240; first year operating cost \$56,000. Format: easy listening. Principals: Robert C. Cutter and Richard P. Whitton (50% each). Mr. Cutter is Glenwood Springs attorney. Mr. Whitton is owner of radio common carrier systems in Vail and Glenwood Springs, both Colorado, and Mt. Vernon, Ill. They have no other broadcast interests. Ann. Jan. 9.

AM actions

■ Spring City, Tenn.—Broadcast Bureau granted RA-AD of Spring City 970 khz, 500 w-D. P.O. address: 11682 Back Valley Rd., Soddy-Daisy, Tenn. 37379. Estimated construction cost \$43,460; first year operating cost \$30,000; revenue \$48,000. Format: C&W and MOR. Principal: Lee J. Cooper, former owner of WEDG(AM) Soddy-Daisy. Mr. Cooper also owns

restaurant and flower shop. (BP-20,776). Action Jan. 12.

■ Renton, Wash.—Broadcast Bureau granted Radio Renton 1420 khz, 500 w-D. P.O. address: 1800 W. Hillcrest Dr., Apt. 30, Newbury Park, Calif. 91320. Estimated construction cost \$11,258; first year operating cost \$34,128; revenue \$60,000. Format: standard pops. Principal: Dale A. Owens, engineer with KNBR(AM)-KNAI(FM) San Francisco. Mr. Owens formerly owned KNCR(AM) Fortuna, Calif. (BP-20,774). Action Jan. 12.

FM action

■ Adel, Ga.—Broadcast Bureau granted Timberland Communications Inc. 92.1 mhz, 3 kw, HAAT: 300 ft. P.O. address: Box 508, Adel, Ga. 31620. Estimated construction cost \$27,790; first year operating cost \$5,058; revenue \$36,000. Format: country/easy rock. Principals: Ralph L. Deen (51.08%) and W. George Deen Sr. (48.91%). Ralph L. and W. George Deen are brothers and own 51.08% and 48.91% of WBIT(AM) Adel, respectively. (BPH-10992). Action Jan. 5.

Ownership Changes

Application

■ WFXX(FM) Columbus, Ga. (104.9 mhz, 3 kw)—Seeks assignment of license from Kamman Enterprises Inc. to Associated FM Broadcasting Inc. for \$475,000. Seller is owned by Norman I. Goldman, Sidney Kaminsky and Chuck Harris (33-1/3% each). None have other broadcast interests. Buyer is owned by B. Ken Woodfin (50%) and Milton Hirsch (50%). Mr. Hirsch is Columbus attorney. Mr. Woodfin is manager of WOKS(AM) Columbus. Ann. Jan. 18.

■ WVCF(AM) Ocoee, Fla. (1480 khz, 1 kw-D)—Seeks assignment of license from American Homes Stations of Florida Inc. to James S. Beattie for \$250,000. Seller is owned by Louis G. Christensen (president), W. C. Logue, Dr. Paul Kessler, William Self, Ralph Roser and seven others. None has other broadcast interests. Buyer also owns WEXY(AM) Oakland Park and WETO(AM) De Land, both Florida. Ann. Jan. 15.

■ WWNS(AM)-WMCD(FM) Statesboro, Ga. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 100.1 mhz, 3 kw)—Seeks transfer of control of Radio Statesboro Inc. from C.H. Grider, W.C. Woodall Jr., James T. Orndorff and J. Barton Lanahan. (85% before; none after) to Van L. Lanier (15% before; 100% after). Consideration: \$184,000. Mr. Lanier is general and sales manager of station.

■ KSWI(FM) Clarinda, Iowa (106.3 mhz, 3 kw)—Seeks transfer of control of Southwest Iowa Stereo Inc. from present stockholders (100% before; none after) to Glenn R. Olson and Jerald C. Hennen (none before; 100% after). Consideration: \$128,000. Mr. Olson is owner of KQWC-AM-FM Webster City, Iowa. Mr. Hennen is general manager of KDMA(AM) Montevideo, Minn. Ann. Jan. 18.

■ KSNM(FM) Santa Fe, N.M. (95.5 mhz, 29.5 kw)—Seeks assignment of license from Ivan R. Head to Cammar Broadcasting Inc. for \$332,500. Mr. Head, who has no other broadcast properties, will retain 5%. Buyer is owned by Martin Percival, former vice president of radio spot sales for ABC Radio, New York; he

Summary of broadcasting

FCC tabulations as of Nov. 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,499	5	43	4,547	34	4,581
Commercial FM	3,016	2	74	3,092	138	3,230
Educational FM	945	0	37	982	73	1,055
Total Radio	8,460	7	154	8,621	245	8,866
Commercial TV						
VHF	513	1	2	516	7	523
UHF	211	0	1	212	52	264
Educational TV						
VHF	94	1	7	102	5	107
UHF	151	2	5	158	4	162
Total TV	969	4	15	988	68	1,056
FM Translators	249	0	0	249	84	333
TV Translators						
UHF	1,143	0	0	1,143	250	1,393
VHF	2,404	0	0	2,404	195	2,599

*Special temporary authorization

**Includes off-air licenses

has no other broadcast interests. Ann. Jan. 15.

■ **WWPA(AM)** Williamsport, Pa. (1340 khz, 1 kw-D, 250 w-N)—Summit Enterprises seeks transfer of control by terms of will from estate of late Woodrow W. Ott to Dorothy Orlando, Judy Ann McGlynn and W. William Ott, who are widow, daughter and son, respectively, of Woodrow Ott. William Ott is general manager of station. None have other broadcast interests. Ann. Jan. 18.

Actions

■ **KSNO(AM)** Aspen, Colo. (1260 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Aspen Broadcasting Co. to Albert W. Vontz for \$690,000. Seller is owned by William Dunaway and Barbara Moore. Mr. Dunaway has 45% interest in KGLS(FM) Glenwood Springs and 25% interest in KBCR-AM-FM Steamboat Springs, both Colorado. Miss Moore has no other broadcast interests. Buyer owns KNOP(AM) Newport, Ky. (BAL781117ED). Action Jan. 11.

■ **WVCG(AM)-WYOR(FM)** Coral Gables, Fla. (AM: 1080 khz, 10 kw-D; 500 w-N; FM: 105.1, 100 kw)—Broadcast Bureau granted assignment of license from Independent Music Broadcasters Inc. to Insilco Broadcast Group (formerly Covenant Broadcasting) for \$4,850,000. Seller is owned by Ted Niarhos, president (99.65%), and his wife, Elizabeth (0.35%). Buyer is subsidiary of Broad Street Communications Corp., which is owned by publicly traded Insilco Corp., Richard L. Geismar, chairman; Fred E. Walker, president, and 12 others. Buyer owns WELI(AM) New Haven and WKSS(FM) Hartford-Meriden, both Connecticut; WGSO(AM)-WQUE(FM) New Orleans and KTOK(AM)-KXUE(FM) Oklahoma City. It also operates Oklahoma News Network, Oklahoma City. (BAL780914EC, BAPLH780914ED). Action Jan. 11.

■ **WCCF-AM-FM** Punta Gorda, Fla. (AM: 1580 khz, 1 kw-D; FM: 92.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Charlotte County Broadcasting Corp. to DeBeau Broadcasting Co. for \$441,500 plus \$25,000 for covenant not to compete. Seller: principally owned by H. Robert Reinhard, president and general manager, who has no other broadcast interests. Buyer: Lawrence N. DeBeau and his wife, Mildred, who own WDBI-FM Tawas City, Mich. (BAL781101EA, BALH781101EB). Action Jan. 10.

■ **WAIL(AM)** Baton Rouge, La. (1260 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from WAIL Inc. to Venture Broadcasting Inc. for \$256,000. Seller: principally owned by Mrs. Angie D. Burge, who has no other broadcast interests. Buyer: Louis Bathen, owner of New Orleans restaurant and entertainment firm, and Victor Brown, practicing obstetrician. Neither has other broadcast interests. (BAL781027EG). Action Jan. 9.

■ **WRBT(TV)** Baton Rouge (ch. 33)—Broadcast Bureau granted transfer of control of Rush Broadcasting Corp. from trustees in bankruptcy to Jules B. LeBlanc III to Cyril E. Vetter for \$792,000. Seller is involuntarily transferring 70% of stock to Mr. Vetter who owned 30% before transaction. Neither buyer nor seller has other broadcast interests. (BTC780919KE). Action Jan. 9.

■ **KNIR(AM)** New Iberia, La. (1360 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Teche-Land Broadcasting Inc. from Lionel Sutton, Guy Martin, Sherry Lopez (100% before; 50% after) to Donald Bonin (none before; 50% after). Consideration: \$114,000. Sellers each own 33-1/3%. Mr. Sutton sells 33-1/3% and Guy Martin and Sherry Lopez each sell 8 1/3% to Mr. Bonin. Mr. Martin and Mr. Lopez retain 50% (25% each) interest in company. Mr. Bonin is owner of KDEA-FM New Iberia and former owner (20%) of KANE(AM) there. None have other broadcast interests. (BTC781122EC). Action Jan. 11.

■ **WFGL(AM)-WFMP(FM)** Fitchburg, Mass. (AM: 960 khz, 1 kw-U; FM: 104.5 mhz, 50 kw)—Broadcast Bureau granted assignment of license from WFGL Inc. to Montachusett Broadcasting Inc. for \$592,000. Seller is owned by George I. Chatfield and his wife Marie, who have no other broadcast interests. Buyer is owned by two former Ford White House staffers, Robin B. Martin (55%) and L. William Seidman (22%); Ernest S. Johnston (22%), and Thomas Shine (1%). Mr. Johnston is Washington advertising executive and owns WOLF(AM) Syracuse and WRUN(AM)-WKGW(FM) Utica, both New York. Mr. Shine is general manager of Utica stations. (BAL781116EA, BALH781116EB). Action Jan. 11.

■ **WLRC(FM)** Whitehall, Mich. (95.3 mhz, 1.5 kw)—Broadcast Bureau granted assignment of license from White River Communications Inc. to Blueberry Broadcasting Inc. for \$160,000. Seller is owned by Ralph Trieger, who also has minority interest in WMTE-AM-FM Manistee, Mich. He is also selling WLRC(AM) Whitehall. Buyer is owned by Alastair B. Martin and his wife, Edith (50%) and six others, all of whom are owners of Regional Broadcasting Inc., owner of WGRD-AM-FM Grand Rapids, WTRU(AM) Muskegon, both Michigan; WAAL(FM) Binghamton, WKNY(AM) Kingston, WOLF(AM) Syracuse, all New York; WMGW(AM)-WZPR(FM) Meadville, WPIC(AM)-WYFM(FM) Sharon, both Pennsylvania. (BALH-2534) Action Jan. 11.

■ **KDAL-TV** Duluth, Minn. (ch. 3)—Broadcast Bureau granted assignment of license from KDAL Inc. to Palmer Broadcasting Co. for \$7.25 million. Seller is subsidiary of WGN Continental Broadcasting, owned by Tribune Co., which, in interlocking ownership with New York News Inc. (*New York Daily News*), owns four AM's, two FM's and four TV's in addition to *Chicago Tribune* and other papers. Buyer, principally owned by Daniel D. Palmer trust, owns WHO-AM-TV-KLYF(FM) Des Moines and WOC-AM-TV-KIHK(FM) Davenport, both Iowa, WNOG(AM)-WCVU(FM) Naples, Fla., and Naples cable system (BALCT780914KE, BALTT780941A-IF). Action Jan. 10.

■ **KMJK(FM)** Lake Oswego (Portland), Ore. (106.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Communico Northwest Corp. to Harte-Hanks Communications Inc. for \$1.3 million. Seller is subsidiary of Communico Inc. which is principally owned by Frederic W. Constant. Buyer, which recently bought WLCY(AM) St. Petersburg, Fla., is publicly traded group owner of three TV's and, as result of

merger last year with Southern Broadcasting Co. (Broadcasting, June 26), four AM's and four FM's. Harte-Hanks publishes 26 daily newspapers, 61 non-dailies and operates commercial printing and distribution services. Robert G. Marbut is president. (BALH780908EA). Action Jan. 11.

■ **WDAC(FM)** Lancaster, Pa. (94.5 mhz, 50 kw)—Broadcast Bureau granted transfer for control from Donald Dean and Ruth Crawford (58% before, none after) to Richard, Dan and Donna Crawford (42% before, 100% after). Consideration: \$696,000. Principals: Crawfords are owners, with their mother, Ruth C. Porter, of Crawford Broadcasting Co. Crawford Broadcasting has been selling stations to individual family members (see WJGM[AM] Nashville and KPBC[AM] Dallas, below). It has also sold KFMK(FM) Houston and WMUZ(FM) Detroit, subject to FCC approval and retains WPEO(AM) Peoria, Ill.; WDCX(FM) Buffalo, N.Y., and KELR(AM) El Reno, Okla. (BTCH 781031E6). Action Jan. 9.)

■ **WWGM(AM)** Nashville, Tenn. (AM: 1560 khz, 100 kw-D)—Broadcast Bureau granted assignment of license from Crawford Radio Enterprises to Dean A. Crawford for \$265,680. Seller: (see WDAC[FM] Lancaster, Pa. above). Buyer: Mr. Crawford, part owner of seller, is songwriter and artist living in Laguna Beach, Calif. (BAL781031EA). Action Jan. 9.

■ **KPBC(AM)** Dallas, WYCA(FM) Hammond, Ind. and 50% of WDJC(FM) Birmingham, Ala. (AM: 104 khz, 1 kw-D; FM: 92.3 mhz, 30 kw and FM: 93.7 mhz, 100 kw, respectively)—Broadcast Bureau granted assignment of license from Crawford Broadcasting Co. to Donald B. Crawford for \$2,316,764. Seller: (see WDAC[FM] Lancaster, Pa.) Buyer: Donald Crawford, is son of Ruth Porter and 14% owner of Crawford Broadcasting. He already owns 50% of WDJC. (BAL781031EB, BAPLH781031EC). Action Jan. 9.

■ **KGAA(AM)** Kirkland, Wash. (AM: 1460 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Kirkland Broadcasters Inc. to Community Kirkland Broadcasting Corp. for \$280,250. Seller, which is principally owned by Wesley L. Monroe, president, also owns KGA(AM) Spokane, Wash., and 88.3% of KEED(AM) Eugene, Ore. Buyer is principally owned by Charles W. Banta and David J. Benjamin, who own KRDR(AM) Gresham, Ore. (BAL780808EC). Action Jan. 11.

Facilities Changes

FM applications

■ **KGMR-FM** Jacksonville, Ark.—Seeks CP to make changes in ant. system; change type trans.; change type ant.; increase ERP: 76 kw (H&V); increase HAAT: 306 ft., and change TPO. Ann. Jan. 18.

■ **KYLO(FM)** Davis, Calif.—Seeks CP to make change in ant. system; change SL and RC to 17 Arboretum Drive, Davis; change type trans.; change type ant., and change TPO. Ann. Jan. 18.

■ **KOZN-FM** San Diego—Seeks CP to make changes in ant. system; change type trans.; install aux. trans.; change type ant.; change TL to 7022 La Jolla Scenic Drive, San Diego; HAAT: 577.75 ft. (H&V), and change TPO. Ann. Jan. 18.

■ **KSFX(FM)** San Francisco—Seeks CP to make changes in ant. system; install new ant. at slightly different position on Mt. Sutro tower; increase ERP: 7.76 kw (H&V); increase HAAT: 1468 ft. (H&V), and change TPO. Ann. Jan. 18.

■ **WKMO(FM)** Hodgenville, Ky.—Seeks mod. of CP to change TL to six miles N of Hodgenville; change SL to 111 North Lincoln Blvd., Hodgenville; change RC to Highway 62, Elizabethtown; change type ant.; decrease ERP: 1.5 kw (H&V); increase HAAT: 400 ft. (H&V), and change TPO. Ann. Jan. 18.

■ **WRJR(FM)** Lewiston, Me.—Seeks CP to make changes in ant. system; change TL, SL & RC to 31 Frye Street, Lewiston; change type ant. and change TPO. Ann. Jan. 19.

■ **WMAS-FM** Springfield, Mass.—Seeks CP to make changes in ant. system; change type trans.; change type ant. ERP: 50 kw (H&V); increase HAAT: 196 ft. (H&V), and change TPO. Ann. Jan. 18.

■ **WCZY(FM)** Detroit—Seeks CP to make changes in ant. system; change type trans.; change type ant.; decrease ERP: 100 kw (H&V); increase HAAT: 426 ft. (H&V); change main ant. to aux. to be operated on ERP: 165 kw (H); 43 kw (V); HAAT: 325 ft. (H&V)

and change TPO. Ann. Jan. 18.

■ **WPIX-FM** New York—Seeks mod. of CP to change type trans.; increase ERP: 5.3 kw (H&V); decrease HAAT: 1418 ft. (H&V), and change TPO. Ann. Jan. 18.

■ **WKZL(FM)** Winston-Salem, N.C.—Seeks CP to install aux. facilities at main SL to be operated on ERP: 31.6 kw (H) and 9.88 kw (V); HAAT: 279 ft. (H) and 289 ft. (V) and change TPO. Ann. Jan. 18.

■ **WDAO(FM)** Dayton, Ohio—Seeks CP to install aux. ant. at main TL for use with the aux. trans.; ERP: 17.701 kw (H&V); HAAT: 420 ft. (H&V) Ann. Jan. 18.

■ **KGOK(FM)** Pauls Valley, Okla.—Seeks CP to make changes in antenna system; change type trans.; change type ant.; increase ERP: 3.0 kw (H&V) and change TPO. Ann. Jan. 18

■ **Ponca City, Okla.**—100.9 mhz seeks mod. of CP to change TL and SL SE of Ponca City; decrease HAAT: 285 ft., and change TPO. Ann. Jan. 18.

■ **WSIM(FM)** Red Bank, Tenn.—Seeks CP to install aux. trans. and auxiliary ant.; change SL and RC to 621 O'Grady Drive, Chattanooga, Tenn., to be operated on: ERP: 2.8 kw (H&V); HAAT: 325 ft. (H&V), and change TPO.

AM actions

■ **WADS(AM)** Ansonia, Conn.—Granted CP to increase power to 1 kw and change trans.; conditions (BP-20,441). Action Jan. 12.

■ **WTMP(AM)** Tampa, Fla.—Granted CP to change SL to Temple Terrace, Florida; add nighttime service with 2.5 kw; install DA-2; change TL to junction of hwy. 301 and Ohio Ave., E of Tampa; conditions (BP-20,750). Action Jan. 10.

■ **WAZA(AM)** Bainbridge, Ga.—Granted CP to change hours of operation to unlimited; increase daytime power to 5 kw; add nighttime power with 1 kw DA-N; change type trans.; conditions (BP-20,738). Action Jan. 12.

■ **WWCC(AM)** Bremen, Ga.—Granted CP to increase power to 2.5 kw; change type trans.; correct coordinates (BP-20,819). Action Jan. 12.

■ **WHOP(AM)** Hopkinsville, Ky.—Granted CP to redescribe TL as Buttermilk Road, approx. 1.5 miles NW of Hopkinsville; install new trans.; make changes in ant. system (increase height) (BP-780831BA). Action Jan. 8.

■ **WFRB(AM)** Frostburg, Md.—Granted CP to increase power to 5 kw and change type trans. (BP-20,705). Action Jan. 12.

■ **WCAP(AM)** Lowell, Mass.—Granted CP to increase day power to 5 kw; add nighttime service with 5 kw; install DA-2; change TL to 316 Tolman Road, Lowell; change trans.; delete remote control; conditions (BP-20,520). Action Jan. 12.

■ **KYMO(AM)** East Prairie, Mo.—Granted CP to increase power to 500 w (BP-20,878). Action Jan. 12.

■ **KLMS(AM)** Lincoln, Neb.—Granted CP to increase day power to 2.5 kw; make changes in DA system; change trans.; delete remote control; conditions (BP-20,502). Action Jan. 12.

■ **WPNH(AM)** Plymouth, N.H.—Granted CP to increase power to 5 kw. (BP-21,158). Action Jan. 12.

■ **WKGX(AM)** Lenoir, N.C.—Granted CP to increase power to 5 kw critical hours; change trans. (BP-21,034). Action Jan. 12.

■ **WBIC(AM)** New Bern, N.C.—CP to increase hours to unlimited, change SL, TL and ant. location and change trans. expired August 1, 1978; cancelled permit and transferred pertinent records to station's closed files. (BP-21,064) Action Jan. 16.

■ **WSKE(AM)** Everett, Pa.—Granted CP to increase power to 1 kw; install DA-day; change type trans. and make changes in ant. system (increase height); conditions (BP-20,869). Action Jan. 12.

■ **WISO(AM)** Ponce, P.R.—Granted CP to change TL to 163 Hostos Street, Ponce (BP-21,244). Action Jan. 10.

TV actions

■ **KPWR-TV** Bakersfield, Calif.—Granted mod. of CP to change ERP to 398 kw; max. ERP: 5000 kw; ant. height: 1400 ft. (BMPCT-781101KF). Action Dec. 22.

■ **WITN-TV** Washington, N.C.—Granted mod. of CP to change ERP to 288 kw; max ERP: 316 kw; ant. height: 1950 ft. (BMPCT-780906KF). Action Nov. 28.

FM actions

■ **WLWI(FM)** Montgomery, Ala.—Granted CP to change TL to North End of Burbank Drive, Montgomery; install new ant.; change ERP: 98 kw (H&V); ant. height: 500 ft. (H&V); remote control permitted (BPH780921AC). Action Jan. 10.

■ **KZOZ(FM)** San Luis Obispo, Calif.—Dismissed as moot application for CP to change ERP, ant. height and transmission line (BPH-780818AF). Action Jan. 10.

■ **WAMX(FM)** Ashland, Ky.—Granted CP to install new ant.; make changes in ant. system (increase height); change TPO: ERP: 31 kw (H&V); ant. height: 460 ft. (H&V) (BPH780810AG). Action Jan. 10.

■ ***WBXL(FM)** Baldwinsville, N.Y.—Granted CP to install new ant. and replace expired permit (BPED781103AI). Action Jan. 10.

■ **WSIM(FM)** Red Bank, Tenn.—Granted mod. of CP to change ant.; make changes in ant. system (increase height); change TPO and ant. height: 300 ft. (H&V) (BMPH-780811AN). Action Jan. 8.

■ **WSGM(FM)** Staunton, Va.—Granted CP to install new ant.; change TPO: ERP: 2.35 kw (H&V); conditions (BPH-780825AH). Action Jan. 8.

■ **KAWY(FM)** Casper, Wyo.—Granted mod. of CP to change trans. and ant.; change TPO and ERP: 63 kw (H&V) (BMPH-780913AA). Action Jan. 8.

In Contest

Designated for hearing

■ **Columbus, Ohio** (Commercial Radio Institute Inc. and Christian Voice of Central Ohio) **TV proceeding**: (Docs. 78-395-396)—ALJ Lenore G. Ehrig designated ALJ David I. Kraushaar to serve as presiding judge; scheduled prehearing conference for Feb. 20 and hearing for April 4. Action Jan. 10.

■ **Southold and Greenport, N.Y.** (North Fork Broadcasting Co. et al.) **FM proceeding**: (Docs. 78-381-383)—ALJ Lenore G. Ehrig designated David I. Kraushaar to serve as presiding judge; scheduled prehearing conference for Feb. 14 and hearing for April 1. Action Jan. 10.

Procedural rulings

■ **Palm Springs, Calif.** (KPSI Radio Corp. and Westminster Broadcasting Corp.) **FM proceeding**: (Docs. 78-105-106)—ALJ James K. Cullen. Set certain procedural dates and scheduled the hearing for April 23 in lieu of Jan. 16. Action Jan. 11.

■ **WQAL(FM)** Cleveland (SJR Communications Inc.) **Renewal proceeding**: (Doc. 78-94)—Office of Opinions and Review dismissed motion for acceptance and petition for reconsideration of order designating this proceeding for hearing filed by SJR and motion to strike filed by Broadcast Bureau. Action Jan. 11.

■ **Greenville, Ohio** (Lewel Broadcasting Inc. and Korin Broadcasting Co.) **FM proceeding**: (Doc. 21267, 78-91)—ALJ John H. Conlin granted request by Broadcast Bureau and extended to Jan. 29 time to file proposed findings of fact and conclusions of law and to Feb. 20 time to file replies. Action Jan. 10.

■ **Woodstock and Saugerties, N.Y.** (Woodstock Communications Inc. and Kingston Broadcasters Inc.) **FM proceeding**: (Docs. 21443, 21445)—ALJ Byron E. Harrison granted motion by Kingston and continued to Feb. 2 time for filing optional reply findings. Action Jan. 10.

■ **Virginia Beach, Va.** (Virginia Seashore Broadcasting Corp.) **FM proceeding**: (Doc. 19096)—ALJ Lenore G. Ehrig granted request by Virginia Seashore and extended to Feb. 24 time for filing reply findings. Action Jan. 10.

■ **Ronceverte and Lewisburg, W. Va.** (Radio Greenbriar Inc. and Lewisburg FM Broadcasters) **FM proceeding**: (Docs. 78-333-334)—ALJ Reuben Lozner set certain procedural dates and scheduled hearing for March 5. Action Jan. 8.

FCC actions

■ **WHAG-TV** Hagarstown, Md.—FCC has denied Henson Aviation Inc., licensee of station, review of Broadcast Bureau ruling (that granted request by Frederick Cablevision Inc. for inspection of WHAG-TV's annual financial reports from 1975 to present. Action Jan. 11.

■ **WHMI-AM-FM** Howell, Mich.—FCC has dismissed request by National Black Media Coalition for reconsideration of April 6 action granting B&H Broadcasting Co. waiver of ascertainment documentation and reporting requirements for WHMI-AM-FM there. It also granted requests by seven other broadcast stations for waiver of those requirements: WHEP(AM) Foley, Ala.; WBRV(AM) Boonville, N.Y.; WCRD(FM) Bluffton, Ind.; KDWT(AM) Stamford, Tex.; WBMS(AM) Black Mountain, N.C.; KDHI(AM) Twentynine Palms, Calif., and WSCP(AM) Sandy Creek-Pulaski, N.Y. Action Nov. 30.

■ **KETV(TV)** Omaha, Neb.—FCC has denied petition by Black Coalition of KETV for reconsideration of staff denial of its complaint against license renewal application of station. One of Coalition's complaints was that station posted misleading job vacancy announcements. Action Jan. 17.

■ **WAIR(AM)** Winston-Salem, N.C.—FCC has renewed license of Holiday Broadcasting Co. for station through next triennial period for North Carolina stations—to Dec. 1, 1981. WAIR's 1975 license renewal application had been designated for hearing due to alleged fraudulent billing practices. Subsequently, it was granted renewal for one year, effective Aug. 4, 1977. Action Jan. 8.

Allocations

Actions

■ **Mountain Pass and Yermo, Calif.**—Broadcast Bureau has assigned 99.5 mhz to Mountain Pass and 98.1 mhz to Yermo as first FM allocations. Action resulted from petition by KIXV Inc. Action Jan. 12.

■ **San Diego**—Broadcast Bureau, on request of Center City Complex Inc., extended to Feb. 16 time for filing reply comments in matter of amendment of TV table of assignments there. Ann. Jan. 15.

Translators

Applications

■ **Talkeetna, Alaska**—Midnight Sun Broadcasters Inc. seeks CP for translator on ch. 9 to rebroadcast KENI-TV Anchorage, Alaska (TPO: 10 w, HAAT: 18 ft.). Ann. Jan. 19.

■ **Ganado, Ariz.**—Ganado Community TV Club Inc. seeks CP for translator on ch. 7 to rebroadcast KOB-TV Albuquerque, N.M. (TPO: 10 w, HAAT: 89 ft.) Ann. Jan. 18.

■ **Howard, Mont.**—Howard T.V. Club seeks CP for new translator on ch. 12 to rebroadcast KULR-TV Billings, Mont. (TPO: 1 w, HAAT: 15 ft.) Ann. Jan. 19.

■ **Antimony, Utah**—University of Utah seeks CP for translator on ch. 56 to rebroadcast indirectly KUED(TV) Salt Lake City (TPO: 20 w, HAAT: 18 ft.). Ann. Jan. 19.

Other

■ **FCC** has granted requests of two minority broadcasters for expedited consideration of their applications for CP to add nighttime operation to their AM stations. Broadcasters are International Radio Inc., licensee of KGST(AM) Fresno, Calif. and La Fiesta Broadcasting Co., licensee of KLFB(AM) Lubbock, Tex. Action Jan. 17.

■ **FCC** has denied petition by motion picture industry for immediate declaratory ruling on alleged violations of "financial interest" rule by three major television networks—American Broadcasting Companies Inc., National Broadcasting Co. and CBS Inc. However, FCC stated since it was concerned about serious questions raised by petition, it has instructed the Network Inquiry Special Staff to analyze these issues and report its findings to FCC to enable it to resolve issues formally. Action Jan. 17.

■ **FCC** has denied request by State University of New York (Buffalo) for waiver of FCC's freeze on acceptance of all applications for new noncommercial educational Class D (10 w) FM stations.

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RADIO

HELP WANTED MANAGEMENT

Wanted—Experienced general manager for a two station small market city, located on the East Coast. Only persons well versed in programming, with strong sales background need apply. Salary open, but will range from \$30,000 per annum with merit and incentive opportunities available. References required and all will be thoroughly checked. An equal opportunity employer. Reply to Box S-95.

No. 2 Person. To help general manager of 5,000 Watt AM Daytimer and class A FM in other town. Must be sales-minded, quality-minded. Salary negotiable on experience. Send resume, salary history and references to Box S-100.

Ownership To The Right Person. Young, aggressive manager for combination AM/FM in top Pennsylvania college market. Must carry list and manage sales force of four (4) people. Equity position possibility. Salary plus over-ride. Excellent money making opportunity for a street fighter. E.O.E. Send resume in confidence to Box S-113.

GM KPFT Pacifica Houston—Experience with non profit groups, volunteers & radio management preferable. Resume: GM search, KPFT, 419 Lovett Blvd., Houston 77006. Deadline Feb. 16.

NC's dominant FM station accepting applications for Sales Manager position. Must be capable of training, motivating and leading staff of 4. Limited inventory and top ratings require ability to maximize dollar return. Full details and earnings history to: Personnel, WRAL, PO Box 12000, Raleigh, NC 27605. EEO/MF.

NC's dominant FM station still accepting applications for the new position of Station Manager. Must be effective leader and strong administrator. 1st class opportunity with advancement possibilities for a person capable of handling this challenging position. Full details and earnings history to: Personnel, WRAL, PO Box 12000, Raleigh, NC 27605 EEO/MF.

Asst. Manager. Emphasis on sales, but having general programming knowledge. Community oriented. \$15,000-plus. EOE. Write KHAS-Radio, Box 726, Hastings, NE, 68901.

Expanding California broadcast group has openings for General Managers at 30,000 and sales managers 20,000 plus. Our 34th year. Equal Opportunity Employers. 2588 NEWPORT Corp., 2222 Ave. of the Stars (Suite 2102), Los Angeles, CA 90067, 213-277-4980.

HELP WANTED SALES

Number One, Top 40 Radio Station in 45,000 market needs qualified salesperson to take over number two sales list. Contact Sales Manager, Bob Benson 601-636-1494.

We need an experienced one-on-one hard hitter. If you are currently selling radio successfully and want to move up to big money, and are willing to work for it, send your complete resume immediately. Include your current billing and local rate card. We have the numbers, the tools, the image—you must be able to successfully utilize what we offer. Good draw, good fringe, good working conditions. Send replies to General Manager, WYDE, Birmingham, AL 35205. No phone calls. EOE.

WHPA, Hollidaysburg, Penna. seeks sales staff. New FM stereo debuts in Altoona-Johnstown markets. Send resume, sales, salary history, and references to WHPA, Box 44, Hollidaysburg, PA 16648.

Sales Manager—we want one good person to implement our proven sales plan in Midwest Medium Market. Must be aggressive, have a strong desire to advance, and a proven sales record. EOE. Send resume to Box S-119.

Experienced Sales Person for radio station in Northwest Alabama. E.O.E. Send resume to WVNA, PO. Box 477, Tusculumbia, AL 35674.

Southwest. Expanding daytimer in medium market needs experienced salesperson. Gary Beckner, Box 4041, Midland, TX 79701.

General Sales Manager—Excellent opportunity. Applicants must have radio sales experience with both retail and agencies. (Major west coast market) Call Hal Smith 415-836-0910. EOE.

Salesperson wanted for KPSI. Letter and resume to VP/Sales, 174 N. Palm Canyon Drive, Palm Springs, CA 92262.

WNAT—WQNZ, (1KW AM—99KW FM) Natchez, MS. Seeks professional salesperson with track record to assume and develop station's top list. Retiring salesperson billed 15K in December. We seek management type who can sell top drawer local and agency accounts. Our stations are No. 1 and No. 2 rated. Good salary, commission, benefits. Immediate opening. Send resume and call Mr. Rinaldi, 5PM-6PM, 601-442-4895. EEO/AA

Sales Manager—Texas medium market adult contemporary leader. Must carry list, be a strong recruiter and motivator. Salary, commission, car, investment potential. Modern facility. Letter and resume to B. Winston Winkle, KBST Radio, P.O. Box 1632, Big Spring, TX 79720. EOE.

Are you an aggressive street fighter with class in a small market ready to move up to a bigger challenge? Then contact me, Sales Manager, P.O. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Sales Person with two to three years broadcast sales experience. Good communication skills. Media research experience desired. Send resume to Frank Woodbeck, General Sales Manager, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Natural Sounding Announcers, music, news, production, for new pop progressive format, Western United States Box number S-2.

WGAC Radio, Augusta's leading adult contemporary station is looking for a morning Personality. If you have what it takes send an air check to Webster James, Program Director, P.O. Box 1131, Augusta GA 30903. Please include a complete resume. WGAC is an equal opportunity employer.

Alabama/Country Format, needs morning air personality with great production skills. WBHP is top rated and highly respected station. Moving into new facilities. Please send up-dated tape and resume to WBHP Radio % Buster Pollard, P.O. Box 547, Huntsville, AL 35704.

K-Easy, Monterey, California. MOR Pro for distinctive new format. Ken Cooper, KESE. 408-373-1234, Box 2108. EOEMF.

Combo Announcer-Engineer: need experienced broadcaster with good air voice, board work, technical maintenance, minimum FCC license. Resume to: Pat Finnegan, WLBC AM/FM, 820 E. 29th St., Mjncie, IN 47302.

Medium market powerhouse will separate its two facilities in the near future. Personality jocks, with strong production are needed to record voicetracks for automated Adult MOR. Part of a growing chain; Women and minorities encouraged to apply. Tape and Resume to Jeffrey Jay Weber, Operations Manager, Z-96/WAZY, Box 1410, Lafayette, IN 47902.

WVMT, Burlington needs a cheerful, relaxed Adult Contemporary midday announcer. We are Vermont's oldest and largest radio station. Good pay, benefits for the right person. Send tape, resume, references and salary requirements to: Gary Wheelock, Program Director, WVMT, Box 12, Colchester, VT 05446. WVMT is an Equal Opportunity Employer.

Florida, Fort Myers Adult MOR personality. Production Pro. Tape, resume, salary requirements. Jim Boynton, Station Manager, WINK Radio, P.O. Box 1060, Fort Myers, FL 33902. Equal Opportunity Employer.

WAEY has an immediate opening for a top country music announcer for important sign on shift. Must know country music and communicate with audience. Salary open—but attractive. Send tape, resume to: Henry Beam, P.O. Box 1011, Princeton, WV 24740. Equal Opportunity Employer.

Experienced announcer—production person. Small market university town. Sales experience helpful, not necessary. Write with tape and resume to Box 577, Lewisburg, PA 17837.

KATI, Casper, needs contemporary AM drive personality-communicator immediately. Four station market of 75,000. Send tape, resume, salary to Fred Leemhuis, KATI, Box 2006, Casper, WY 82602. EOE.

Strong Adult morning personality who wants to be involved is needed in small competitive market. Good money for good talent. Adult MOR information station. Write Chuck Flynn, Manager, KIJV, Huron, SD 57350.

New Stereo FM in medium market. Live assist automation. Penna. Salary depends on experience and skill. Send complete resume and tape to Box 44, Hollidaysburg, PA 16648.

Professional morning personality for contemporary country format in medium midwest market. Must be creative, informed and experienced. Tape, resume and salary requirements to Program Director, KECK, Lincoln, NE 68506.

Maryland—immediate opening for 1st ticket Combo-Announcer. \$170 a week, 7-midnight shift. EOE. Send resume to Box S-120.

Have immediate opening for PBP-local news person or would consider PBP-announcer. Call Barry Medlin at 501-364-2183. Send tape and resume to: Barry Medlin, PO Box 697, Crosslet, AR 71635.

Come Live on Florida's Space Coast and enjoy the sun. The leading AM Modern Country and FM Beautiful Music stations are accepting tapes and resumes. Send to Bill Buckley, PD, WCWR/WZY, PO, Box 2029, Cocoa, FL 32922. EOE.

WAMO/Pittsburgh, PA. seeking an experienced morning drive time announcer. Send tape and resume to Eddie Edwards, WAMO, 1811 Boulevard of the Allies, Pittsburgh, PA 15219.

Beautiful Music pro needed by Oregon's dominant radio stations. Great voice, smooth delivery and impeccable character required. We offer \$16,000, superb facilities and the best staff in radio. Send complete resume & tape to Larry Roberts, KXL, 1415 S.E. Ankeny, Portland, OR 97214. An Equal Opportunity Employer. M/F.

Beautiful Music Pros: Detroit's fastest growing station expanding again! Looking for smooth delivery, excellent production ability to fill future openings. Tape, resume, salary requirements to: Bob Gaskins, Operations Manager, WCZY, 15402 W. Ten Mile Road, Oak Park, MI 48237. An Equal Opportunity Employer.

Production and News Person needed for fast growing medium market. Good voice and experience required. No beginners. Send tape and resume to Lyle Richardson, KUDE/KJFM, Box K-1320, Oceanside, CA 92054 or call 714-757-1320. This is a good opportunity with an equal opportunity employer.

Philadelphia's No. 1 suburban station has an opportunity for a talented announcer. We require an individual with some experience for this 5 kw fulltimer. You must believe in our MOR/adult/local format. Send tapes with news and commercials to WCOJ, Coatesville, PA 19320, an affirmative action EOE.

Great opportunity for right individual. Top Rated. radio station in Upstate New York looking for nighttime personality. If you would like to grow with a winner, contact us immediately, Box S-172.

Immediate Opening for experienced, mature, night announcer for beautiful music FM in Southwest Virginia. Rush resume to Box S-168.

HELP WANTED ANNOUNCERS CONTINUED

Ready to move up? Ready to take on a challenge and express your personality? Full service, 24 hr. No. 1 adult-contemporary Upper Midwest medium market operation is looking for a strong afternoon drive personality who knows how to inform as well as entertain. We also need a mid-morning personality who can think on their feet and conduct an interesting interview. EOE M/F. Resume and letter of application stating salary expectations to Box S-166.

AM/FM in Medium Market. FM geared for mass appeal. AM for adults. Also seeking news help. E.O.E. Send resume Box S-164.

Air Personality for afternoons on adult contemporary M.O.R. (AM) who can double on A.O.R. FM. Good production and on-air experience a must. Send tape and resume to WBNR/WSPK-FM, P.O. Box 511, Beacon, NY 12508.

Beautiful Alaska's Beautiful Music Station and Mellow-Rock Sister Station looking for experienced, mature sounding broadcaster. Excellent salary and benefits. Career opportunity. Send tape and resume to Ken Flynn, KHAR/KKLV, 3900 Old Seward Highway, Anchorage, AK 99503. EOE.

Illinois or Iowa. Accepting applications for production-announcer. Good pay. Tape/resume. Talley Stations, Litchfield, IL 62056.

Seeking bright, human personalities for new stereo "music plus" format. Need more than a "music jock". Ability to communicate, aware, creative, community involvement. Good money, excellent benefits. Don't wonder if this is right for you, call: Richard Irwin, 916-441-4950, or tapes and resumes, including salary requirements immediately to KROI-FM, 1019 Second Street, Sacramento, CA 95814.

HELP WANTED TECHNICAL

Chief Engineer—are you ready to move up? Our Chief Engineer will be retiring. If you have at least 4 years experience or schooling, some of it on directional arrays, he will train you to take over as Chief Engineer of this 5000 watt DA-N and stereo FM. Send full particulars, including salary requirements to Box S-140.

Chief engineer. 5,000 watt daytimer with PSA. Two Tower simple Directional. All new equipment. New low-power class A FM. STL remote. Medium market. Hospitalization, pension, life insurance. Send resume, salary history and references to Box S-101.

Chief Engineer: AM/FM combination—Automation experience helpful. Good salary. Great fringe benefits with an established group. Call or write; Dennis L. Martin, Communications Properties Inc., Box 971 Albert Lea, MN 56007 507-373-2338.

Chief Engineer for University-owned 30,000 watt N.P.R. affiliated FM Station. Responsibilities will include supervising complete move of physical plant to a new location, constructing transmitter STL and interfacing network satellite interconnection with the studios. Qualifications: 1st Class License, 3 yrs. full-time paid experience in broadcast engineering and Bachelor's Degree preferred but extensive technical training and/or experience may be substituted. Salary: negotiable. Send Resume by March 5, 1979 to: Michael Turner, Station Manager, KUOP-FM, University of the Pacific, Stockton, CA 95211. An affirmative action employer.

Assistant Engineer with accent on studio and recorder maintenance to start, with opportunity to learn automation, directional and other engineering fields. EOE. Mr. Smith, 503-882-8833.

Network Systems Audio Engineer to help design and improve audio facilities for FM network including the construction of a new studio/office complex in St. Paul, Minnesota, with seven control rooms and studios. Requires strong experience with state-of-the-art FM studio and control room equipment and practice. FCC First Class license and additional RF experience desirable. Resume, references, letter of interest and salary requirements to Dan Rieder, Director of Network Engineering, Minnesota Public Radio, 400 Sibley Street, St. Paul, MN 55101. AA/EOE.

Immediate Opening for chief engineer of 5KW directional AM in Rochester, NY. Competitive salary and benefits. Contact: Manager, WWWG, 716-546-2325. EOE.

AM Transmitter Design Engineer. All solid state to 1 kw output. C.E. Background a plus. Ability and FCC first phone ticket a must! New small firm in New England. EOE. Please send detailed resume and/or letter to Box S-162.

Assistant Chief looking to become Chief Engineer or Chief Engineer looking for new opportunity. Beautiful college town. 30 miles outside of Pittsburgh, Pennsylvania. A.M. and F.M. Must have transmitter and audio maintenance experience. Send resume to WHJB, 245 Brown Street, Greensburg, PA 15601.

Immediate Opening—Chief Engineer for 40,000 Watt Public Radio Facility. Knowledgeable in maintenance of studio and transmitter equipment. Salary in upper-teens, depending on experience. Send credentials and supporting data to Personnel Office, Lincoln University, Jefferson City, MO 65101. An equal opportunity/affirmative action employer.

HELP WANTED NEWS

News Person Needed Immediately. We are looking for a serious reporter-writer-producer to head up the news operation in a growing Southern Arizona market. College background and experience preferred. Send tape and resume to Bill Barrett, KATO, Drawer L, Safford, AZ 85546. E.O.E.

All News Independent on Florida's suncoast. Full time Reporter/Anchor. Job includes street shift/newsdesk work and commercial production. At least three yrs exp. Send tape and resume with salary. No calls. To: Jay Frank, Operations Manager, WOSA Newsradio-1220, Box 7700, Sarasota, FL 33578.

Newsperson Experienced in all areas of local news. No beginners. Must be able to do it all. Dave Allen, WPHM, Port Huron, MI 48060.

Longtime number one contemporary station needs someone with bright, confident, up-beat delivery. Immediate start. Send short news tape, writing samples and full resume to Ron Russell, WHYN, Springfield, MA 01101. An equal opportunity employer.

Wanted: newsperson. Get to know and love our small city. College degree in electronic journalism ideal, but not necessary if you're really into news. Person must gather, write and prepare three local newscasts a day. Send resume with references to WSLB, Box 239, Ogdensburg, NY 13669. 315-393-1100.

Leading Southeastern Contemporary radio station needs strong on air morning anchor person well versed in news gathering. Send tape resume and references to Steve Shumake WKIX/WYYD Box 12526, Raleigh, NC 27605. Pay commensurate to ability. An equal opportunity employer.

Production and News Person needed for fast growing medium market. Good voice and experience required. No beginners. Send tape and resume to Lyle Richardson, KUDE/KJFM, Box K-1320, Oceanside, CA 92054 or call 714-757-1320. This is a good opportunity with an equal opportunity employer.

News Director. Long-established AM/FM in Southeast interviewing for first opening in 15 years. Excellent compensation and solid future for professional with superior skills. Experienced applicants only. Detailed resume to General Manager, Box S-163.

Anchor-Reporter for morning drive news in suburban NYC market. We're looking for a broadcast journalist with good on-air sound, solid writing and reporting abilities. Minimum one year experience in radio news. Tape and resume to: Jeff Reisman, WNLK/Q96, Box 1350, Norwalk, CT 06850. EOE.

Missouri has immediate opening for announcer that has 5-10 years experience in interviews, talk shows, news and remotes. Sports experience helpful, but not necessary. This broadcast leader has major market facilities and excellent working conditions. Box S-200.

WBHP Radio News has an opening for a pro with ability to handle desk, mobile and limited beat work. An excellent opportunity to join an expanding news department in a prime location in the south. Send tape and resume to Tim Tyson, News Director, WBHP Radio News, Huntsville, AL 35804. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Promotion Director: Station promotion, advertising and sales promotion. Prior experience a must. Write, produce and supervise campaigns with Media and agencies. Send resume to Director of Broadcast Promotion, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Southern/Country AM, New facilities, top-rated, highly respected, people oriented station seeking dedicated PD. with 3-5 years experience preferred. Require active community promotional approach, air shift, creativity supervisory capability of personnel, music and production. EOE. Send resume and financial requirements to WBHP Radio % Buster Pollard, P.O. Box 547, Huntsville, AL 35804.

Southern New England Pop/Adult has opening for jock who can do top morning show. Strong copy-writing, good production skills essential. Resume, salary history to: Box S-151.

Expanding 50KW Religious-Commercial FM in Midwest medium market seeking Program Director and Air Personality. Format mostly music with creative local involvement. Excellent pay and working conditions. Send resume and tape to: Ed Moore, GM WCMR/WXAX, Box 307 Elkhart IN 46515, Phone 219-875-5166.

Rare Opportunity for production genius. Top Detroit Beautiful Music station offers creative challenge and exceptional growth potential for right person. If you can direct, write, and produce national quality commercials; work well with clients, salespeople, and talent; and sound fabulous on air (limited air shift), this is your chance to join one of the most respected major groups in broadcasting. Send tape, resume, salary requirements to Operations Director, 29327 Tiffany Court, Southfield, MI 48074. All replies in confidence. An Equal Opportunity Employer.

Program Director who understands beautiful music. Air shift. Upper midwest major market. Send resume to Box S-184.

Operations Director: Strong programming/news background. Must have several years experience in commercial radio, know how to recruit and train personnel, good on production, be able to contribute ideas for expansion, work with manager and salesmanager as a team. Salary in mid teens. Small market, top notch facilities, Midwest. Send resume to Box S-124.

Connecticut TM Stereo Rock station needs a creative, organized Operations Director able to make automated programming come alive. Morning shift, production and promotion. Minimum one year automation experience. Send tape to Q96 FM, Box 1350, Norwalk, CT 06852. EOE.

Program Director needed by regional adult AM in a friendly Northern Indiana community. Experience needed. Must enjoy communicating one to one. Excellent pay and working conditions. Operation guided by religious principals. Send resume to Ed Moore, GM, WCMR/WXAX, Box 307, Elkhart IN 46515. Phone 219-875-5166.

SITUATIONS WANTED MANAGEMENT

General Manager who can prove it, winner, track record, super heavy background in programing, sales, administration, management. FCC regulations, searching stable permanent position, credentials speak for themself. Reply in confidence. Box Q-64.

General Sales Manager, amazing qualifications, and abilities, in sales, programming, administration, promotion. Looking for sales management position. Must want to win and pay price to do so. Can we win together? Box S-26.

General Manager. Experienced all phases. Major market track record. References. Seeking long term opportunity. Box S-60.

General Manager, currently V.P./G.M. of successful station. Outstanding credentials and track record in every size market. Station sale dictates move for 43 year old family man with tons of experience. Box S-114.

SITUATIONS WANTED MANAGEMENT CONTINUED

Medium Market Radio sales manager with fine radio and television background including management, programming, administration, on-air. Seeks management. Box S-132.

Minnesota! Low billings? "Weak" sound? I can help! Trouble-shooting general manager seeks new challenge. Ten years experience management, sales, news, programming. Will work for small salary plus percent of billing. Let's talk! Box S-136.

Good, young small market News Director wants more. "Work-A-Holic" looking for operations or management position at Florida or Southern station. Market size unimportant. Willing to take direction and learn. Box S-190.

Program Manager. Administrator. Outstanding credentials includes impeccable references. GM oriented. Top 100 markets. Box S-201.

Need a Manager who knows promotion, programming, and sales? A man with a proven track record covering 20 years in broadcasting? Well you've found him! Top flight, professional is seeking a small to medium market position. Prefer South or Southwest, but all offers considered. Box S-171.

Management—Talent team looking for a home. Small or medium market. Experienced, straight, EOE (M&F). Work well together. A shot in the arm for your figures. BM, AOR or T40 music, programming, first phone, news, promotion, research, copywriting, production, bookkeeping ... we do it all for you! Let's talk. 813-734-5940.

General Sales Manager who is not a gamble looking for stable permanent position with proper company. Top credentials, references. Box S-148.

Veteran Broadcaster, problem-solver, willing to buy small share in radio station. What's your problem? Prefer eastern Washington. Where are you? PO. Box 2, Danville WA 99121.

SITUATIONS WANTED ANNOUNCERS

Humorous, Serious Outrageous. 1st Phone air personality desires Top 40, Adult Contemporary or Oldies small market station, anywhere. S. H. Green; 212-347-5149.

Creative, Reliable 4 year radio Pro looking for better job. Ken 914-856-6757.

Talented, Young Broadcast grad. Good voice, student of rock music, dedicated, reliable. Wishes to relocate for progressive or AOR format. Anytime, 203-576-0395.

WKBW, WFUN. First phone. 10 years. John Thayer. Airname: Chuck Kirt. Now! 504-357-2409.

Experienced MD, PD. Production Pro. Smooth. Reliable. Patrick 815-838-5670. Box 914, Joliet, IL 60434.

Talented, Young, Female Announcer seeks first placement. Smooth voice, 3rd endorsed, news and classical experience. Enthusiastic, ready to learn, relocate. For tape call 904-252-6408.

Knowledgeable in all music formats. Experienced, PD/MD, stable & dependable. Will relocate. Box S-105.

1st. Phone—7 years experience—currently doing middays and Production Director at Top-40 No. 1 station in market. Looking for Western market near mountains—if your looking for someone who will give you an honest days work for your money call 904-438-7370 after 5 p.m.—Central Time.

Looking For a Professional country or pop/adult programmer? Let me put my 14 years experience to work for you. Prefer Northeast. Box S-129.

Steady, Dependable, Mature, experienced announcer available immediately. First phone, some sales ... prefer small market. Box S-130.

2 years air experience, excellent voice production, board work; 3rd endorsed. PD., M.D. experienced, will relocate now, reliable, call Chuck 304-448-3106.

Experienced Third Endorsed looking for Country or Rock in the West. Creative production. C. Graham, 4629 N. 10th Street, Phoenix, AZ 85014. 602-279-7092.

Jock with 3 years experience seeks medium market move. Will relocate anywhere. For tape and resume call 814-539-2878 before 10:30 AM. Ask for Tom.

Broadcast School Graduate with country and rock background. Production experience. Will relocate. David McArdle, 108 Calle Roja, Rohnert Park, CA 94928. 707-527-7370.

3rd endorsed, DJ, 24; promotional & public relations experience; ad-libs & writing; Top-40 & AOR experience. Prefer Florida or NJ. Tom Sisti 201-943-5816 days.

"Just Jazz" The way it should be played. Let's talk. 9 yrs. radio. 31, single, 1st. Write, dedicated jazz jock. Box S-181.

DJ—news anchor—automation operator, 3rd endorsed. 27, seeks opportunity to learn great radio in Florida. Short on experience, but long on talent and ambition, with good voice and production ability. Call Rick, 305-672-4890.

Young, experienced announcer looking for something in colder climate, prefer New England. For air check write: Barry Hoekstra, Box 700, Jena, LA 71342.

Entertaining Morning Man (or afternoon—or evening). 15 years experience—1st phone. Only \$425/week. Satisfaction guaranteed. Box S-160.

C.M.U. Grad, B.A.A. in Broadcasting willing to relocate in Michigan, 3rd endorsed, commercial radio experience, strong on commercials and news, tape and resume available on request. Bill Thompson, W Airline Rd., Weidman, MI 48893. AC 517-644-3905.

Versatile announcer seeks personality slot, NE market. 2 year pro, 3rd Phone, can write and produce spots & news too. Call Mike: 302-945-3675.

Current Music Director with 2-1/2 years experience looking for personality position. Prefer Indiana, Ohio, Kentucky, Michigan, Pennsylvania or West Va. Box S-156.

SITUATIONS WANTED TECHNICAL

Chief Engineer Available. Comprehensive abilities and experience. \$26,000. Box S-161.

First ticket anncr/news combo wants engineer apprentice position, Degree and more. Box S-183.

Experienced Chief Qualified for engineering manager. Some TV microwave experience, prefer District Columbia area. 314-521-6901.

Chief; 25 years experience, 5-50 KW AM-DA. FM stereo; STL; Design-installation Southeast. Box S-145.

SITUATIONS WANTED NEWS

Creative-Hardworking Journalist seeks major market reporter/anchor position. Employed now. College grad. Award-winning. Box S-54.

Indianapolis based sportscaster seeks "on air" reporting or P-B-P slot in medium or major market. Seven-year credits include P-B-P of Big Ten Football and Basketball, lap-by-lap coverage of Indianapolis 500 time trials, reporting NBA, WHA and other major sporting events with actuality feeds and commentary. Can combine with news or sales. Box S-128.

Knowledgeable newsman with commercial experience. BA in Broadcasting. Third endorsed. I'm young, aggressive and enthusiastic. Also PBP football, basketball, hockey, soccer, baseball. For tape and resume contact: Mike Goossens, 41 King St., Brockport, NY 14420; 716-637-8238.

Female ND medium market seeks position in top 25 market as newscaster/reporter/producer. Prefer East or Midwest. Box S-185.

Seeking first break in news at your station. UNC graduate, BA Broadcast Journalism. Stringer experience. Will relocate. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

Twelve Year Newscaster, Reporter, 31, Black wants larger market. Solid Radio/Television News and Public Affairs background. Box R-17.

Producer-writer in top 10 market 10 years wants out of rat race and into life-long ambition; news director in small to medium market. Top references. Salary open. Box S-174.

Sports Enthusiast Extraordinaire. Dedicated, versatile, college grad; BA-R/TV, with a wide variety of reportorial experience and professional training. Excellent voice, delivery, command of English and subject matter. Extremely well read; 3rd Phone Endorsed, seeks year-round position with sports-minded station. For complete coverage—sportscasts, features, actualities, Play-By-Play. Bob 516-741-1298.

Solid reporter, 9 yrs. experience, can do consumer, general assignment, soft feature or digging. References, air checks available. Box S-173.

News Director, talk show host, television sports director, weatherman. Excellent voice appearance. 609-883-8990.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Automation, Production and MD Specialist. Adult Contemporary. Experienced 14 year vet. West Coast only. 415-752-6498. Box S-138.

Christian family man—14 years all phases—seeks operations or PD challenge. Any market size. Box S-188.

Modern Country Programmer/Ops. Mgr. top 20 market experience, enthusiastic, co-operative, John Peterson 714-298-4812.

Two Heads are better than one! PD/MD team that works at putting life back in radio, looking. Proven record. Call 304-768-0405.

I Need Southern Sunshine. Top 25 market Assistant Program Director/Passive research department head wants Southern PD gig. Strong programming background—I can help. Box S-203.

Let's Create Money, ratings, and professional A.O.R. radio ... Experienced, knowledgeable, common sense PD. ... Are you ready? Let's talk. Jim Seigel, 408-287-5911 before 10 A.M. Pacific.

Experienced auditor in broadcast-related organization, seeks accounting position in radio group or television. Degreed, early 30's, single. Will relocate and travel anywhere. Resume furnished. Box S-165.

TELEVISION

HELP WANTED MANAGEMENT

Station Manager—for new community-based public TV station. Responsible for total administrative leadership including all phases of station operations. Requires management experience in broadcast administration; minimum of bachelor's degree. No application by phone. Submit resume, salary history, and 3 professional references by Feb. 15 to Search Committee, Northern Minnesota Public Television, Box 188—Bemidji State University, Bemidji, MN 56601. An Affirmative Action EOE.

Development/Information Manager for public broadcasting stations at major southwest University. Responsibilities include business underwriting, all phases of individual fund raising including broadcast work, and overall direction and guidance of promotion department for KUAT-TV-AM/FM. Please send resume including salary requirements to KUAT, Radio-TV-Film Bureau, University of Arizona, Tucson, AZ 85721 by February 1, 1979. The University of Arizona is an Equal Opportunity Affirmative Action Title IX Section 504 employer.

HELP WANTED SALES

Local Sales Manager needed. Excellent pay. Salary and commission. Retirement plan. Insurance plan. Send resume to Ulysses A. Carlini, KNOP-TV, Box 749, North Platte, NE 69101.

HELP WANTED SALES CONTINUED

Account Executive for Eastern UHF Indie under new management. Experience and success with both major dollar agencies and clients is necessary. An established list will be tailored to experience and talent displayed. 25K to 35K potential list possible to the right person. We are an equal opportunity employer. Send resume to Box S-115.

WOWK-TV, Huntington/Charleston, W. Va. has opening for account executive. List will produce income of \$25,000 or more, for right person. Looking for aggressive, personable individual ready to move from smaller market to a top 50 market. A group Corporation, Gateway Communications. Send resume or contact Bill Myers, 625 4th Avenue, Huntington, WV 25701. Telephone 304-525-7661. Radio or TV experience required. TV Preferred. An Equal Opportunity Employer.

Manager of Sales Development—Major market TV station has an opening for a Manager of Sales Development. Applicant should have a minimum of 3 years sales experience; knowledge of retail co-op; experience in broadcast sales at the retail level; working knowledge of TVB; and experience in in-depth presentations of retail sales plans. This person will also be responsible for isolating target accounts for sports and special events and developing presentations. Will also assist in developing revenue and expense budgets. Equal Opportunity Employer. Send resumes to Box S-182.

Number 1 Network affiliate, Top 50 Sun Belt Market, seeks aggressive person for new account development. Broadcast sales, retail and marketing experience helpful. Responsible for developing new television clients of all types. Imagination and tenacity a must. Income depending upon qualifications. Box S-154.

Sunny Florida—great climate, great city, great station ABC affiliate needs great sales executive who desires to advance with company and make money. Must be aggressive, neat in appearance and have good personal habits. Established account list, high commission percentage for the right person. Equal Opportunity/Affirmative action employer. Resume to Bill Black, Sales Manager, 27 Up & coming—WECA-TV, PO Box 10027, Tallahassee, FL 32303.

HELP WANTED TECHNICAL

TV Maintenance Engineer—Electronic Engineering education or equivalent experience. ENG maintenance experience desirable. Contact Harold B. Wright, WVIR-TV, Charlottesville, 22902. 804-977-7082. An Equal Opportunity Employer.

Chief Engineer—for new public TV station. Assist in initial construction. Responsible for complete electronic maintenance and operation. Minimum 5 years TV experience required, including transmitter, studio, color VTR, STL. 1st class FCC license required. Prefer minimum 2 years technical school. No application by phone. Submit resume, salary history, and 3 professional references by Feb. 15 to Search Committee, Northern Minnesota Public Television, Box 188—Bemidji State University, Bemidji, MN 56601. An Affirmative Action EOE.

Switcher, video technician. Must be experienced in 3/4 VTR. 1st Class License. Quiet setting; hard workers only. WSVI, PO. Box 8 ABC, Christiansted, St. Croix, U.S. Virgin Islands. Reply with Resume.

Maintenance Engineer—Must be willing to work all shifts. The position includes transmitter repair, film chair, studio cameras, Ampex video tape machines, video switchers, audio boards, Sony 2850s, 3800s, convergence editing systems plus Ikegami HI-33s and HI-77 cameras. Applicant should be familiar with majority of above. First Class FCC license required. Send resume to: KFMB-TV, PO. Box 80888, San Diego, CA 92138. Attention: John D. Weigand. An Equal Opportunity Employer. M/F.

TV Maintenance Engineer in Central New York State. First Class radio telephone license, five years experience including digital technology, video switchers, reel to reel and cassette video tape recorders, studio cameras, character generators. Have excellent benefits. Send resume and salary history. An equal opportunity employer. Box S-107.

Assistant Chief Engineer 1st Class 8 years minimum. Must know Ampex, GE Studio and some transmitter. Salary 13-16K with Rocky Mountain small market. Call Cecil Cope, KIFI TV, Idaho Falls, ID 208-523-1171. EEO Employer.

TV Engineer. For WGTE-TV, Toledo, Ohio. Air and production operations and light maintenance. Must have FCC first class radiotelephone license. Previous experience in broadcasting helpful but not essential. Will train the right person. Good working conditions, benefits and wages. Call Mr. Hafer, Director of Engineering, 419-255-3330. Equal Opportunity Employer.

Director of Engineering/Production for outstanding Virginia small operation. Require solid knowledge of studio, engineering and transmitter equipment. Prior supervisory experience necessary. Contact Arthur Hamilton, WHSV-TV, PO. Box TV-3, Harrisonburg, VA 22801-703-433-9191. EOE.

Chief Engineer for a growing Television Production facility. Solid background in maintenance and repair of studio equipment, with strengths in color cameras and/or quadraplex video tape. Please send resume and salary requirements to PO. Box 25990, Los Angeles, CA 90025. Equal Opportunity Employer. M/F.

TV news (ENG) engineer for KIRO-TV, Seattle, Wa. Requires 1st class phone, training-background in basic electronics. Desire a strong emphasis on maintenance. Requires a minimum of 1 year experience operating color cameras and VTR's in commercial television. Call Personnel for application 206-624-7077. EOE.

NH Public Television has an immediate opening for Operations Crew Chief. Associate's degree in electronics or equivalent plus 5 years experience including supervisory background required. Strong sense of electronic/mechanical creativeness and high level of understanding of electronic techniques essential. Salary range: \$10,572-\$16,428; starting salary depending upon qualifications. Forward resume no later than February 9, 1979, to Director of Engineering, WENH-TV, Box Z, Durham, NH 03824. AA/EEO.

Position available for qualified television maintenance engineer. FCC 1st phone required. Contact C.E., WZTV, Nashville TN 37209. 615-385-1717.

Dundalk Community College is seeking a qualified TV engineer capable of maintaining and repairing 3/4" color TV equipment and operating the TV facilities of a telecommunication department. Assists in TV production and in advising faculty and staff of appropriate methods for using telecommunication services in delivering educational programs. This is a permanent, full time position with excellent benefits and competitive salary. Requires valid 1st class FCC license and four years' related experience. Bachelor's degree preferred. For details, call 282-6700, Ext. 239. EOE M/F.

Maintenance Crew Chief—Associate's degree in Electronics; minimum 5 years in-depth experience with technical maintenance on all equipment associated with a broadcast standard studio. Valid First class FCC license required. Prefer degree in electronics or equivalent. Pay range: \$11,076-\$17,184. Send resume to: Director of Engineering, WENH-TV, Box Z, Durham, NH 03824. AA/EEO.

Chief Engineer. Small market VHF network affiliate in mid South. Need management skills plus transmitter, studio and ENG experience. Send resume and salary requirements. EOE. Box S-175.

Maintenance Engineer for VHF television station in Colorado Springs. Excellent chance for growth with a strong corporation. Applicants should have experience with VR 1200, AVR 2, ACR-25 and GE PE 350 cameras. Send resume to: Rick Craddock, KKTV, PO. Box 2110, Colorado Springs, CO 80901. E.O.E.

TV Engineer—Minimum of two years experience in on-air and production operations of a television facility or in maintenance and transmitter operation. FCC First Class License required. Excellent salary and benefits. Send resume to Bob Miller, WTOL-TV, PO. Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

Chief Engineer for TV-AM-FM located in the sun belt. Must be experienced and strong on maintenance. Salary is commensurate with ability. Please send resume and salary requirements to Box S-167.

TV Maintenance Engineers and Technicians. For TV Production and sports facility. Maintenance Engineer required for quad tape, W/time code editing, studio cameras, slo-mo, scoreboards and computer, IVC 9000, Eidophor video projectors, and much more. Technicians also required to work under maintenance supervisor in same areas. Contact: Bill Denton, MCI Productions, No. 10 Greenway Plaza, Houston, TX 77046, 713-627-9270.

HELP WANTED NEWS

We want to strengthen our anchor team. We're looking for an accomplished broadcast journalist to do both. Chemistry is important. So is maturity. VTR of anchor and reporting work must be available. We're solid and committed. Box R-91.

News Anchor: Sunbelt Area, Anchor for 6 and 10PM newscast in major Southwestern market. An Equal Employment Opportunity Employer. Send resume to Box S-7.

Weekend Sports Announcer and Anchor—Both positions require bright, energetic applicants with on-air experience. Ideal year round recreational area. Equal Opportunity Employer. Send video cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

Reporter—for Southern affiliate station. Experience and/or education required; photo experience desirable. Equal Opportunity Employer. Send video cassette and resume to Art Angelo, VP, KPLC-TV, PO Box 1488, Lake Charles, LA, 70601. No phone calls.

Top-Rated, Medium-Market affiliate on the beautiful Gulf Coast anticipates three openings within a few weeks. We will need a producer who can handle a fast-paced newscast at 6 and 10 p.m., a general assignment reporter, and an experienced ENG photographer. Strong, enthusiastic staff, with good management backing. Resume, references and salary requirements to: Box S-134.

Top 50 market, sunbelt state, seeks imaginative investigative/consumer reporter. Box S-96.

We're Looking for an experienced field reporter for our two-person bureau in Pensacola, Florida. We require at least one year of experience as a full-time, on-the-air reporter, as well as the ability to shoot videotape. Tape, resume, and salary requirements to Bob Horner, News Director, WKRG-TV, 162 St. Louis St., Mobile, AL 33601. No phone calls, please. EOE.

Needed immediately. TV news cinematographer. Must be experienced in film and ENG photography, and ENG editing. Opportunity to work with a 20-person news team in beautiful Southwest Florida. Send resume to WINK-TV, PO. Box 1060, Fort Myers, FL 33902. Equal Opportunity Employer.

Top-rated small market with ENG needs reporter type who wants chance to anchor. Must be good. Excellent salary. Females encouraged to apply. Journalism degree preferred. Contact News Director, KIFI-TV, Idaho Falls, ID 208-523-1171. EEO Employer.

Television Station has an opening for an assignment editor. Candidate must have solid journalistic background with at least 2 years editorial experience in newspaper, radio or television. Qualified candidates should send resumes to John Howell, KFSN-TV, 1777 G Street, Fresno, CA 93706. KFSN-TV is an Equal Opportunity Employer.

Weatherperson for beautiful Gulf Coast area. If you can do more than just read the forecast, we want to talk to you. EOE. Write box S-194.

Looking for the best. Reporter, photographer, feature reporter and weekend anchor. No calls. Send tapes and resumes to John Miller, WVEC-TV, 110 Third Street, Norfolk, VA 23510. E.O.E.

Producer/Reporter—Seeking experienced Producer/Reporter to perform on-air reporting and writing for focal "Nightly Business Report", along with other news and public affairs programs. Duties include: producing mini documentaries and news stories for the Business Report, interviewing and providing narration bridges and working with film and engineering crews. Requirements are college degree with coursework in finance or economics, on-air news and production experience, along with writing and reporting skills. Send resume in confidence to Personnel Manager, PO. Box 610001, Miami, FL 33161. An Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Weekend Anchor/Reporter. Must be a dedicated pro with 3 years or more experience. Midwest medium market station with solid commitment to news. Equal Opportunity Employer. Send resume, salary requirements, etc. to Box S-187.

Upper Michigan Correspondent. 29 person News Department, Mid 60's market, seeks a self-starting individual with news experience and familiarity with Michigan's Upper Peninsula. We want a reporter who lives, breathes, eats, and sleeps news to join a young, aggressive staff in a group owned station which is completely devoted to news. Excellent salary and fringe benefits. Box S-189.

Sunny S.W. Fla. TV-AM-FM taking applications for future reporter positions, 2 yrs. exp., some college. Possible Anchor. Also accepting applications for future MOR Radio Personality positions. Send VTR or audio tape to News Director or Program Director., Radio-Television Centre, 333 8th St. South, Naples, FL 33940. E.O.E.

Producer for 6 and 10 pm news in sunbelt. Must be good writer with some experience. Good pay for the right person. Medium market. EOE. Write Box S-195.

Help Wanted: Combination Co-anchor/Executive Producer for growing all-ENG station. Resume, VTR and salary requirements in first letter to: Jon Janes, News Director, KAAL Television, PO Box 577, Austin, MN 55912. EOE.

Anchor: Midwest ABC Affiliate looking for anchor with solid TV news experience. No beginners. Must be excellent writer and communicator. Medium market. Salary negotiable. Send writing samples, resume, acceptable salary range in first letter. An E.O.E. Box S-180.

Co-anchor for medium market in sunbelt. Top salary for right person. No novices please. Females are urged to apply. EOE. Write Box S-196.

Co-Anchor. One of the Midwest's finest medium-market television stations ... part of a group owned operation where news is the most important thing we do ... is looking for a co-anchor to join our successful anchor team. You'll anchor and produce with the best equipment and a large staff of devoted professionals. Several years of experience are required for the job. Resumes to Box S-191.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Assistant Promotion Director for top 100 network affiliate in Midwest. Must be experienced in creating and producing promotional campaigns. Good educational background. Equal Opportunity Employer. Reply to Box S-99.

Director Trainee for southern NBC affiliate. Energetic ambitious applicant, preferably with bachelor's degree in communications, anxious to experience the full scope of on-air broadcast operations. Must do own switching. An Equal Opportunity Employer. Send resume and video-cassette to: C. Uchida, KPLC-TV, 320 Division St., PO. Box 1488, Lake Charles, LA 70601.

Switcher-Director with 1st Class. 3-5 years experience with newest switchers. Excellent pay with no. 1 Rocky Mountain station. Contact Operations Manager, KIFI TV, Idaho Falls, ID 208-523-1171. EEO Employer.

Art Director—Top 30 Market—Capital Cities Communications, Inc. To supervise and organize television graphic department. Heavy broadcast or agency experience required. Must be well versed in contemporary art design for on-air promotion, print, sales promotion. Strong administrative and management capabilities. Send resume only to: Will Mebane, Promotion Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. Minorities and females encouraged to apply. An equal opportunity employer.

Producer/Writer/Host for public affairs program and special reports wanted for Top 50 market station. Equal opportunity employer. Send resume to S-169.

Writer-Producer-Director Fortune 500 company seeks talented individual to write, produce and direct audio-visual presentations and broadcast materials. Knowledge of film and video-tape essential, as is the ability to supervise and manage. Salary open. Excellent benefits including full-paid medical and dental plan. Equal opportunity employer. Send resume to: Box S-199.

Creative hands-on Production Manager for VHF network affiliate in small southern market. Must be able to do it all and teach others. Include salary requirements with resume. EOE. Box S-178.

TV Control Room Equipment Operators. No licensing required. Midwest market. Fulltime. Prior experience or education necessary. EOE Box S-152.

Producer/Writer/On-Air Talent—for grant position. \$9,500. One year with possible renewal. Research and produce feature segments for news. Economics background and on-air experience preferred. Work with community committee. Contact—Margie Laskoski, WSKG Public TV & FM, PO. Box 97, Endwell, NY 13760. 607-754-4777. EOE/M-FAA.

ENG Photographer/Editor experienced in all phases of ENG photography, editing, lighting and audio. 1st Class license desirable. Person will assist producers in the field with production of material for programming, public service and promotion departments. Minorities and females encouraged to apply. Send resume to: Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An Equal Opportunity Employer.

Wanted: Person capable of directing lighting, camera operation, audio production, video production, board shifts (on air), set building and graphic arts creation. Send resume to Mike Dupont, General Electric Cablevision, 602 W. Glen Avenue, Peoria, IL 61614.

Director Wanted with news and commercial experience. Small station, fast growing company. EOE. Box S-150.

SITUATIONS WANTED MANAGEMENT

Young, experienced television operator ready to move up. Masters Degree, 3 years experience, currently employed at top 50 CBS affiliate. Seeking assistant manager position in television programing, operations, or promotion. Let's grow together. Box S-177.

Promotion Manager. Radio-TV-Agency experience. Positive leadership. Fresh ideas. Top references. Box S-158.

SITUATIONS WANTED SALES

Creative manager-writer-producer ready for sales. Eager to earn. Top references. Box S-159.

SITUATIONS WANTED TECHNICAL

Radio Chief Engineer 12 years wants to be TV Assistant Chief. Box S-157.

SITUATIONS WANTED NEWS

Career Journalist ... first-rate writer/reporter/anchor, want slot in Top 50. 208-357-5370.

Health and medical reporting is in. Ambitious '76 journalism graduate with heavy medical training seeks position as medical correspondent in New England area. Box S-103.

Aggressive young sports talent looking for week-day or weekend on-air position in Southern or Southwest location. Accomplished sports delivery with some experience in film and tape photography and editing. Four years play by play experience. Can travel for interviews. Contact John Dailey, 3909 7th Pl. N.W., Rochester, MN 55901. 507-285-9942.

1975 National Golden Glove Boxing Champion with 2½ years experience as radio news director and TV sportscaster seeks sports job in medium or major market. Know ENG. Phone: Paul Sherry 415-453-5530 or 415-456-4923, 239 "D" St., San Rafael, CA 94901.

What A Catch ... young sportscaster with college BPR color and interview program experience. Can't miss top university graduate and athlete, plus good appearance and personality. Box S-197.

Anchorman with heavy reporting, producing experience wants prime anchor, top 50. Box S-186.

The consultant and new owner will probably replace me as anchor. Would like to stay in Dixie. Easy-going, 35 year old pro. Box S-176.

30 year old television news director seeks move to larger market either as ND or other news management position. Last three years news director No. 1 station in top 100 market. Current salary \$28,000. Box S-193.

News Director or anchor post that is looking for a man with the best in Broadcast Journalism experience, local and network. Box S-147.

Attractive, vibrant woman with four years radio news/sports experience seeks entry level TV position. Will relocate. Video-tape available. Marian Melcher, 19700 Shaker Blvd., Shaker Hts., OH 44122. 216-921-2432.

Position wanted, TV-Radio. Law degree, June 1979. B.A. Journalism 1974, George Washington University. One year newspaper experience, general assignment reporter, full time. Respond: Ann Scannell, 644 West Wrightwood, No. 105, Chicago, IL 60614.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Rejuvenate your production company or station in any area with a shot of my various talents. Seven years. professional production/operations experience. Graham Brinton, 215-664-3346.

ALLIED FIELDS

HELP WANTED MANAGEMENT

President and chief executive officer of the Public Service Satellite Consortium, to be based in Washington, D.C. The PSSC is a 501(c)(3) membership corporation representing 105 institutions of health care, education, library service, religious organizations, public broadcasting and state government interested in effective, low-cost telecommunication services. Position requires broad experience in telecommunications, administration, liaison between federal and private sectors, and working with non-profit public service organizations. Salary negotiable. Equal Opportunity Employer. Deadline: February 16, 1979. Reply to Box S-198.

HELP WANTED TECHNICAL

Donrey Media Group in Las Vegas and Reno seeks qualified Microwave Service technicians for Lenkurt 75/76 systems on 7 KMC. Sens resume and salary requirement or call: E. Doren, Director/Engineering Donrey Media Group, PO. Box 70, Las Vegas, NV 89101. Phone: 702-385-4241, ext. 258. An Equal Opportunity Employer.

Maintenance engineers for production facility. Experience with RCA Cameras and tape. G.V.G. Switching essential. Openings in studio and remote vans. Resume to Director of Engineering, E.J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008 or call 215-543-7600.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Graduate Assistantships available—Radio-TV Department, Arkansas State University, Jonesboro, has assistantships available to students enrolling in Department's Graduate Program in Mass Communications: Radio-TV. Must be accepted for admission to Graduate School. For more information, contact Chairman, Radio-TV Department, Arkansas State University, Box 4B, State University, AR 72467. Tel: 501-972-3070.

HELP WANTED INSTRUCTION

Florida College seeks Associate of full Professor of Communications to teach, and to coordinate the development of a rapidly expanding program in the electronic/film media. Professional experience in Broadcasting and publications essential. Doctorate preferred. Salary negotiable. Send resume to Chairman, Dept. of Communications, PO. Box 248127, Coral Gables, FL 33124.

Assistant Professor to teach three radio-TV courses each semester in individual's area of expertise. Appointee will be expected to pursue research and creative activities according to university guidelines and departmental policies. Salary competitive. Doctorate preferred, with a minimum of two or more years experience in public or commercial broadcasting. Appointment date: 8-15-79; Deadline for applications: 3-1-79. Letter of application, complete credentials, and names of professional and academic references should be sent to Charles T. Lynch, Chairman; Department of Radio-Television; Southern Illinois University; Carbondale, IL 62901. Minorities actively encouraged to apply.

Assistant Professor to teach a minimum of three Radio-Television courses each semester. Courses to include beginning and advanced Writing. Appointee will be expected to work with students in out-of-class activities and also pursue research and creative activities according to university guidelines and departmental policies. Doctorate preferred, with a minimum of two or more years experience in broadcast commercial writing. Salary competitive. Appointment date: 8-15-79; Deadline for applications 3-1-79. Letter of application, complete credentials, and names of professional and academic references should be sent to Charles T. Lynch, Chairman; Department of Radio-Television; Southern Illinois University; Carbondale, IL 62901. Minorities actively encouraged to apply.

Journalism: Teaching position, September 1979, Assistant professor, tenure track, broadcast emphasis. Responsibilities include undergraduate courses in broadcast writing and production. Ph.D. or ABD with broadcast experience preferred. Newspaper background helpful. Georgia State University is an equal educational opportunity institution, an equal opportunity, affirmative action employer in compliance with Title IX and other civil rights laws. Write Harold Davis, Department of Journalism, Georgia State University, Atlanta, GA 30303.

Help Wanted: TV Director/Engineer. Full time tenure-track. To teach studio and electronic courses in Television. Ph.D. preferred. Start immediately. Cut-off date February 12, 1979, Affirmative Action/Equal Opportunity Employer. Send Resume, Transcript and Three References to: Dr. Robert P. Fina, Kutztown State College, Kutztown, PA 19530.

HELP WANTED SALES

Background Music Salesperson. Muzak franchise in North Carolina. Management. Salary, commission open. Joe Warner 919-442-3108.

T.V. Syndication Salesperson Regional syndication reps wanted. Straight commission, possible 35 to 60K earnings. Exclusive territories. T&E expenses advanced. All backup sales promo and audition services supplied. Start February 1979. Excellent "In The Can" product now. Features, strip series, available now. Experienced feature and series syndication salesperson preferred—ex-broadcast reps or station sales managers considered. Resume or bio preferred. Box S-153.

SITUATIONS WANTED MANAGEMENT

Fertile TV production manager six years exp. in top 10 eastern markets. Desires to use skills in another area of communications industry. Excellent administration and creative skills. Box S-192.

President, broadcasting division of International Co., AM-FM, CATV, all areas broadcasting. Strong sales, programming, news-development, corporate development and communications. Employee benefit plans, union negotiations, finance and acquisition. Good problem-solver in broadcasting and non-broadcasting industry. Former national sales manager of group, former owner. Good references. Looking for company interested in expansion or diversification. Available now. Box S-155.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

3M Drop Out Compensator for Quad. D. Zulli 213-466-5441.

Wanted: used Varian Klystron Model VA-953A/B/G for aural transmitter. Chester Smith 209-529-2024.

Instant Cash For TV Equipment: Urgently need UHF transmitters, antennas, VTR's, color studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

We need everything for new UHF-TV except tower. Call 405-495-1065 or P.O. Box 75075, Oklahoma City 73107.

1 KW-AM Transmitter. Prefer Collins 820D-2, Gates BC1G or BC1H. Also, 8 channel solid state Mono Console. Bob Wallace 615-457-5195 or 615-457-1380.

Wanted—Emergency Generator for 100,000 watt FM transmitter. Also need all related remote start equipment. Contact Aylett B. Coleman, WLRG-FM, Roanoke, VA 703-989-4591.

FM Transmitter. Late model 10 KW, prefer BTF-10E. Bob Crotinger, KFMB, 714-292-5362.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5' Air Helix Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price, Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

100 Watt General Electric TV Transmitter on Channel 22. Switcher, Test Set, Synch Generator, Antenna with Feed Line. D. Zulli 213-466-5441.

1-200' Self-Supporting tower, angle legs 2-300', 1-180', 2-220', 48" face towers, all used Telco towers, 1-275' Tubular leg. Call. 901-274-7510 days 901-853-8037 nights.

RCA TR-4 Hi Band—Two available, new heads, one with editor, \$14,000 ea.

GE-PE 250/350 Color Cameras—Three available, excellent condition, \$12,000 ea.

GE 12 KW Klystron Transmitter—With channel 14 antenna, \$35,000. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

Four RCA TK-43 Color Cameras. Good condition and manuals. Dave Castellano 209-957-1761. \$9800 package.

Rotary three-phase converter capable of supplying 100 amps three-phase at 240 volts. Ideal for large three-phase motors from single phase power source. \$1500. 307-733-4500.

Color Remote Truck, four Marconi Mark VII's, 27 Ford 750, 3,000 miles, dual air conditioners, Tektronix/Conrac monitoring, 7 bank, dual special effects switcher, operating condition. Jerry Plemmons, KQED, San Francisco, 415-864-2000.

General Electric 4TT40 low band TV transmitter; also vestigial side-band filter, low band, 4PY32B-3 tuned Channel Six. KRAL-TV, 3150 North Market, Shreveport, LA 71107. 318-425-2422.

Eastman 285 16mm Color Projectors, Excellent Condition, 2 available, Both for \$11,500. 1-205-956-2200.

RCA TP-66 16mm Film Chain Projector—low hours, looks and performs like new. \$12,750. Will take part in trade. International Cinema Equipment Co., 6750 NE 4th Court Miami, FL 33138. AC 305-756-0699.

35mm Magnetech Studio Telecine Motion Picture Projector, Forward, reverse, Remote Control, with Turner Sel-Sync Interlock Motor. Like New \$14,500. Will take part in trade. International Cinema Eq. Co., 6750 NE 4th Ct., Miami, FL 33138. A/C 305-756-0699.

RCA TR 3's & TR 4's, film chain, RCA slide projector, microwave link, Otari 1/4 & 1/2 inch studio machines, RCA cart machine, switcher, cameras, misc. goodies—International Cinema—305-756-0699.

Ramco Consoles Stereo—Used only one year. 8 channel main and 5 channel production board. Current price new is \$3800. Cash price \$2500. For details call David Green, Broadcast Consultants Corporation 703-777-8660.

Used—Two Shakes three inch Orthicon cameras mint condition with lenses tripod dolly cam head. Varotal V zoom with extender. Make offer on two IVC test tapes and Tentel T2 tape tension gauge. Minimum camera package \$1,000. Zoom \$2,000. Howard Rutan, College of the Desert, 43-500 Monterey Avenue, Palm Desert, CA 92260.

CCA FM 3000D Transmitter. Excellent condition; CCA FM-LP-2bay antenna. 400' 1 5/8" air helix. RUST remote control. Kim Aubry, CE WYSO, Yellow Springs OH 45387, 513-864-2022.

3 Studio Plumicon Color Cameras. Excellent condition, 3-5 years old. Cameras now in use for commercial productions. 2 CEI model 280 cameras with electric zooms. 1 lens extender, extra camera cables, \$16,000 each. Also 1 Norelco Phillips LDH-1 plumicon color camera, self contained sync generator (great for remote), zoom lens, large viewfinder, \$6,500. Call Al Eicher, Magnetic Video Corporation, 313-477-6066.

Collins 830 H2A Transmitter, with 2 10-KW amplifiers, 1 1-KW driver, 1 A830 exciter, 1 stereo generator, 1 diplexer and 2 reject load. Make offer to Tom Kigin at KSJN in St. Paul, MN 612-221-1554.

Moseley 505 STL-system, complete and like new, and new 240 tower. Must sell, extra low price. 703-964-2502.

Used Gates FM Antenna. FMA-4A, horizontal polarization/300G-4, vertical polarization, frequency 92.1 MC, Contact WBPZ, Lock Haven, PA 17745. Phone 1-717-748-4038.

Ampex Audio Recorder: 601 mono portable. Good condition, \$560. Mike Kelley, 703-591-6333.

Two Teletypes. One Model 3320 5JA send/receive for \$1100. One Model 3300 1AA receive only for \$700. Contact WQMT, Chatsworth, GA 404-695-6777.

For Sale: Russco 505S five channel stereo production console. Mint condition, it's been out of service, sitting on the shelf for almost one year. Used for six months. All factory mods & updates. \$1000. Call Pat-Appleson Studios, Inc. 305-651-7579. Out of town call collect!

25 Cycle Production Generator with filter, rack mount \$275. Record/Play Stereo Cartridge Machine \$750. 609-468-2585.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Ten bucks buys you 100 of the best one liners available. If you like the first bunch you can get 100 more for \$8.00. Write to BACH productions. 2328 Dorland Court, Maplewood MN 55119.

MISCELLANEOUS

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.

Have a client who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

Radio Sales Tool: Customized tape/slide client presentation by prestigious syndicator, \$100. Audio only, \$90. Free information from: "The Tool", 11498 67th Street North, Largo, FL 33543. 813-546-4764.

"Money Makers"—Proven radio sales idea book and weekly planning guide. \$19.95 Barnes Advertising, P.O. Box 602, Poteau, OK 74953.

INSTRUCTION

OMEGA STATE INSTITUTE training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.

INSTRUCTION CONTINUED

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 February 19 and April 9. Student rooms at each school. 6 week announcing course. Emphasis on creative commercial production at Sarasota.

REI 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA. 22401.

First Class FCC License in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

1st class FCC, 6 wks., \$500 or money back guarantee, VA appvd. Nat'l Inst. Communications, 111488 Oxnard St., N. Hollywood CA 91608.

Get a First Class License in 6 weeks at First Class Communications School—4801 Classen Blvd., Oklahoma City—405-842-1978.

RADIO

Help Wanted Announcers

AFTERNOON PERSONALITY

5,000 Watt Full-time Station

Solid serious professional for leading central Pennsylvania adult contemporary station. The successful candidate must possess top-on-air credentials. Salary open. Good Fringe Benefits. EOE M/F Send tape and resume to: Harvey J. Tate, General Manager, WCMB, P.O. Box 3433, Harrisburg, PA 17105.

Help Wanted News

KDTH/KFMD,

Dubuque is looking for a morning news anchor. We need an aggressive reporter with a strong on-air sound and strong rating ability. 2 years experience; college degree preferred. Stations have strong vocal news commitments and reputations. EOE. Send resume, tape to Doug Breisch, ND, KDTH/KFMD, 8 and Bluff Streets, Dubuque, Iowa 52001.

NEWS DIRECTOR

5,000 Watt Full-time Station

News-conscious adult contemporary Station in Central Pennsylvania looking for News Director. The successful candidate should possess a good voice and better-than-average rewrite and reporting skills. Salary negotiable. Good Fringe Benefits. EOE M/F Send tape and resume to: Harvey J. Tate, General Manager, WCMB, P.O. Box 3433, Harrisburg, PA 17105.

Help Wanted Sales

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IF:

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- You're good and you want in to radio sales.
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THEN:

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Send Resume To

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WEZG Beautiful Music
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OR PHONE (315) 458-1220. EOE.

Help Wanted Sales Continued

Sales Manager

24-hour, adult contemporary Radio Station has an immediate opening for a responsible, seasoned sales pro to manage sales staff, service agency accounts and develop new business. Candidate must be an aggressive, hard working leader who wants to grow with a winning team. Experience in Market Research, Co-op Advertising, Agency Relations and 3-Years in Radio Sales is a must. This Northeast market is one of the fastest growing areas on the Eastern Seaboard...NOW is the time to make your move. Send Resumes To: Scott Norton, WFEA Radio, P.O. Box 370, Merrimack, N.H. 03054.

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WEPP/WDSY radio, Pittsburgh. 50,000 watt AM/50,000 watt FM in search of radio sales exe. Min of 2 yrs expr with a record of success. Take a giant step forward into a dynamic company and a station that is truly on the move. College degree pref. E.O.E. Call Bob Christy, (412) 471-9950.

Help Wanted Management

G.S.M.

KKSS-FM St. Louis Station in definite growth pattern needs "hands-on" GSM to build up present Sales Department and effort. KKSS expects same growth of KMJQ, its Houston sister station.

Good base salary plus incentive. No crisis—will wait for right person. Complete confidentiality assured. Calls okay but written data preferred.

Contact: John Hellweg, VP/GM
1215 Cole Street,
St. Louis 63106
314/231-5577

AMATURO GROUP—An EOE Employer

GENERAL SALES MANAGER

Needed for WMBD-AM and KZ-93 (FM). Should be a leader, motivator, trainer and organizer. Local and regional experience necessary. Previous sales management experience preferred. This is a new position. Rush complete resume to: Dick Booth, WMBD/KZ-93, 3131 N. University, Peoria, IL 61604.

An equal opportunity M/F employer

Help Wanted Technical



EZ COMMUNICATIONS, INC.

EZ COMMUNICATIONS, INC. is looking for two top-flight engineers to take over the technical responsibilities at our Charlotte, N.C. and New Orleans, La. plants. Both facilities are superb 100 KW FM's in growth markets. All company benefits, salary commensurate with proven ability.

Send resume and references to:

Thomas L. Mann
Vice President/Engineering
EZ Communications, Inc.
10810 Main St.
Fairfax, Va. 22030

AN EEO EMPLOYER

GENERAL SALES MANAGER

Responsibilities include:

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2. Local Sales
3. Hiring
4. Training

You will receive:

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Buffalo's leading 18+ Station, WBNY, 1700 Rand Building, Buffalo, NY 14202. ATTN: Stuart M. Cohen, Vice President & General Manager. All replies in confidence. An equal opportunity employer.

**MAJOR MARKET
PROGRAMMER**

Former successful Top 5 Market PD, with great on-air credentials looking for situation with large market, contemporary FM powerhouse excellent references, leadership ability.

Box S-38

**TV MAINTENANCE
ENGINEER**

in Central New York State. First class radio telephone license, five years experience including digital technology, video switchers, reel to reel and cassette video tape recorders, studio cameras, character generators. Have excellent benefits. Send resume and salary history.

An equal opportunity employer.

Box S-107.

TELEVISION

Help Wanted Technical

**VITAL HAS A FUTURE
FOR YOU**

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

WANTED YESTERDAY!

TV Maintenance Engineer for new facility. EEO.

Send resume to:

Box S-146

**TV Station
Chief Engineer**

WIICTV, Channel 11, Pittsburgh, Pa., seeking a chief engineer for our top ten VHF NBC Network Affiliate. The applicant must have experience in all phases of managing a TV Engineering Department, including operations, administration and labor negotiations. We are an equal opportunity employer, male/female. Please phone Jack Gilbert, Director of Personnel, 412-237-1153 for employment application forms.

Help Wanted Management

**EXECUTIVE DIRECTOR,
NEW JERSEY
PUBLIC TELEVISION**

Under the direction of the NJ Public Broadcasting Authority position is responsible for the operations of a four station TV network with a staff of over 100 people producing and broadcasting a wide range of adult, children and instructional TV programs.

One of the most challenging positions in its field, incumbent should have:

- broad administrative work experience in policy making, hiring and directing people, fiscal controls and planning
- TV broadcasting or senior level experience in media or communications
- ability to raise funds and promote public TV to people in business and government at high levels
- broad knowledge about public, cultural, educational and political affairs and issues in NJ

Salary to mid 40K.

Send resume along with salary requirements and history to Box 1293, ATT: R. S., Trenton, NJ 08625 by March 1, 1979. Equal Opportunity Employer.

**MANAGER, BUDGETS
AND ACCOUNTING**

Opening for No. 2 financial position at Midwest network owned station. Responsibilities include administration, budgeting and accounting through P & L. Business or accounting degree combined with broadcast experience. An equal opportunity employer Send resume to Box S-102.

Help Wanted Sales

**National Sales Manager
Television Station**

Major market CBS television station seeking individual to coordinate national sales.

College degree with marketing major preferred. Requires 2-3 years national TV Sales experience either at station level or with major market representative.

Experience should include sales development, marketing, retail, corporate and direct marketing.

Send resume only to:

Jack Marks
General Sales Manager
WMAR-TV
6400 York Road
Baltimore, Maryland 21212
EOE M/F

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It's new
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Your responsibilities will include: checkout of newly-installed RCA Broadcast Systems products in the field, resolution of technical problems and instruction of customers in the operation and maintenance of equipment. An engineering degree or equivalent would be desirable. Relocation is not a prerequisite.

RCA offers excellent starting salaries and a comprehensive benefits program.

Call collect or send your resume, with salary requirement, to:

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RCA Broadcast Systems,
Dept. B
Bldg. 3-2
Camden, NJ 08102
(609) 338-2501

An Equal Opportunity Employer F/M

RCA



Help Wanted News

No. 1 RATED top 40's

TV station with heavy commitment to news is expanding and needs experienced personnel: GENERAL ASSIGNMENT REPORTERS with a track record for breaking hard news, enterprise stories, FEATURE REPORTER who can write and produce creative "down home" stories, PHOTOGRAPHERS who are creative with both film and ENG, PRODUCERS who write the way people talk... are good teachers for reporters... have management potential, ASSIGNMENT EDITOR full of ideas and angles who can move personnel and equipment efficiently. Must be experienced, highly motivated and successful. EOE, M/F. Send resume, references with phone numbers and current salary to Box S-3.

Top 50 market

sunbelt state, seeks imaginative investigative/consumer reporter.

Box S-96

T.V. NEWS PRODUCER

Top 25 East Coast Net Affiliate seeking aggressive Producer/Assignment Editor for Weeknight 11:00 p.m. Newscasts. Individual must be familiar with ENG and Film Techniques. Three years prior experience as a Producer or Editor required. EEO. M/F.

Send resumes only to:
Box S-127.

Help Wanted Programing, Production, Others

Manager

for Production/Creative Services Department in top 50 market TV station. Highly experienced in supervision of large staff, production of quality creative work, overseeing local-regional commercial production. EOE, M/F. Send resume to Box S-4.

Situations Wanted Programing, Production, Others

I BELIEVE!

Unless you believe that Integrity, Pride in Quality, and relentless Dedication to flawless live and taped programming is a priority for your production personnel, read no further. Award winning producer/director is looking to make a change from present facility to remote tape situation. Willing to negotiate position with network sports or live/taped major production entity.

Looking for Production Manager, Associate Director or Unit Manager position.

Warning: I am a professional—a perfectionist—a non-stop worker!

Kindly respond to Box S-179.

ALLIED FIELDS

Help Wanted Sales Continued

SYNDICATION SALES

Radio programming syndication company with proven, state-of-the-art formats is now ready for rapid growth. Are you the one to make it happen. Salary plus commission. Dick Wagner, CONCEPT PRODUCTIONS, Box 41406, Sacramento, CA 95841. (916) 782-7754.

Help Wanted Technical

LENCO, INC., ELECTRONICS DIVISION

The fastest growing video broadcast product company in the United States, offers the following challenging positions to a few outstanding individuals.

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Minimum five years professional experience. Must be able to plan and develop state-of-the-art video systems for broadcast applications.

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BSEE or five years professional experience in broadcast product design.

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At least three years experience with state-of-the-art broadcast equipment.

For a bright future with a company that is in the forefront of video technology, send your resume to *Personnel Director*

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Jackson, Missouri 63755
(314) 234-3147



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ALLIED FIELDS

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Station Business Systems, one of the nation's leading suppliers of business automation systems for the broadcasting industry, has several openings for regional sales representatives.

Consultive sales positions will interact with prospects' top management, to understand their needs, and sell solutions. Extensive broadcasting experience at middle or upper level management preferred. Will seriously consider outstanding individuals without previous sales experience. Particularly interested in controllers, business managers and general managers with business systems experience and desire to get into direct marketing role. Excellent compensation plus all travel expenses paid. Heavy travel required. Mid-Atlantic and south central territories open.

Provide a complete resume plus a letter describing your interest in the job and desired compensation to:

STATION BUSINESS SYSTEMS
a division of Control Data Corporation
600 West Putnam Avenue
Greenwich, Conn. 06830
Attn: Larry T. Pfister

An Affirmative Action Employer M/F

Help Wanted Programing, Production, Others

MAJOR CAREER OPPORTUNITY

P.D. with research background and strong programming record in good markets. This opening will constitute a major position with our firm. No neophytes, please. Resume, references & short writing sample to Bill Moyes, President.

The Research Group

1422 Monterey Professional Plaza
San Luis Obispo, California 93401

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Fully capable group would like to acquire active facility or CP, preferably South or West. Most interested in station with under-developed potential. Reply to Box S-170.

AM/FM STATIONS WANTED

Well financed group wishes to purchase AM-FM combination, strong FM, or low dial-strong power AM. Brokers welcome. Contact: Tom Joyner, President, Atlantic Broadcasting Corporation. 804-732-3478.

For Sale Stations

W Small	AM	\$375K	\$109K
S Small	Fulltime	\$395K	Cash
MW Suburban	FM	\$1.4MM	\$406K
S Metro	FM	\$500K	29%
W Metro	AM	\$325K	Terms

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Dallas, Los Angeles



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No brokers
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Dynamic, growing market with strong retail sales.

\$1,000,000

Principals only. Write Box S-108.

Public Notice

February 1-2, 1979, Public Broadcasting Service, Human Resources Development Committee meeting, 9:00 a.m. San Francisco Hilton, San Francisco, California. Discussion of recommendations of CPB Task Force on Minorities in Public Broadcasting. Reports from PBS Programming, Transponder Allocation Committees, Managers' Committee on Equal Opportunities in Public Broadcasting, others. Open to the public.

January 29, 1979 Public Broadcasting Service Transponder Allocation Committee meeting, 10 a.m., Adams Hotel, Phoenix, Arizona. Discussion of satellite utilization, recommendations of CPB Task Force on Minorities in Public Broadcasting, impact of new legislation. Open to the public.

February 9, 1979 Public Broadcasting Service Executive Committee meeting, 10:00 a.m. O'Hare Hilton, Chicago, Illinois. Discussion of reports from Carnegie Commission on the Future of Public Broadcasting, PBS Committees on Programming, Finance, Human Resources Development, Transponder Allocations. Open to the public.

Miscellaneous

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TOWN OF EASTHAM C.A.T.V. FRANCHISE AVAILABLE

The Town of Eastham, Massachusetts will entertain applications to provide C.A.T.V. service to the Town. Eastham is a seaside resort community of approximately 4,000 homes which are 70% seasonally occupied and approximately 70 miles of road with housing adjacent. There is good housing growth potential and fair to poor off-the-air T.V. reception.

All applications must conform to Mass. General Law 166A and be completed on Mass. C.A.T.V. Commission Application Form No. 100 and be accompanied by a check for \$100 payable to "The Town of Eastham".

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Business Opportunities

Wanted—Investors

small or large active personnel preferred for part ownership for new radio station in Southeast. Reply Box S-149.

For Sale Stations Continued

**50% OWNERSHIP AM ... TAMPA BAY, FLA.
WORKING PARTNER (sales background)**

—\$275,000 with terms—

F.C.C. has accepted application for, low dial position, full-time at increased power. Will be outstanding facility in competitive, exciting 24th market. Real estate and new office/studio building included. Presently as daytimer, doing \$200,000 annually.

Box S-118.

- AM/FM. Southern Kentucky. Real Estate. \$340,000.
 - FM large metro area. Midwest. \$500,000.
 - AM/FM within 100 miles of Monroe, La. Fantastic Potential. Extra good coverage. Real Estate. \$450,000.
 - Overseas AM/FM/TV. New equipment. Automation. \$420,000.
 - AM/FM in Kentucky. \$360,000. Terms.
 - AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
 - Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
 - N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
 - Two central Georgia properties.
 - 10kw AM in Texas with Fulltime C-P. \$875,000.
 - FM in Waco, Texas area. \$140,000.
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East Coast: 210 East 53rd Street, Suite 5D-New York, N.Y. 10022	212/288-0737

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Stock Index

Stock symbol	Exch.	Closing Wed. Jan. 24	Closing Wed. Jan. 17	Net change in week	% change in week	High	1978-79 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
ABC	ABC	N 34 5/8	35 3/4	- 1 1/8	- 3.14	41 1/4	23 1/2	8	27,472	951,218
CAPITAL CITIES	CCB	N 42 3/4	41	+ 1 3/4	+ 4.26	75	38 1/2	12	14,300	611,325
CBS	N	54 7/8	54	+ 7/8	+ 1.62	64	43 7/8	8	28,100	1,541,987
COX	CDX	N 55 3/4	56 1/2	- 3/4	- 1.32	56 1/2	25 1/2	12	6,667	371,685
GROSS TELECASTING	GGG	A 21 3/4	21 1/4	+ 1/2	+ 2.35	23 7/8	13 5/8	8	800	17,400
KINGSTIP COMMUN.*	KTVV	O 11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	D 38 1/2	38 1/4	+ 1/4	+ .65	43	16 1/2	10	2,789	107,376
METROMEDIA	MET	N 54 3/4	55 7/8	- 1 1/8	- 2.01	71	25 1/4	9	5,134	281,086
MOONEY	MOON	O 5 3/4	6	- 1/4	- 4.16	6 1/2	1 7/8		425	2,443
RAHALL*	RAHL	O 20 1/2	20 1/2			21 1/4	8 5/8	23	1,264	25,912
SCRIPPS-HOWARD	SCRP	O 48	48			52	30 1/2	9	2,589	124,272
STARR	SBG	M 12	12			13 1/2		67	1,512	18,144
STORER	SBK	N 31 3/4	32 3/8	- 5/8	- 1.93	34 7/8	19 3/8	8	4,893	155,352
TAFT	TFB	N 22	21 7/8	+ 1/8	+ .57	24 7/8	12 1/4	8	8,508	187,176

Broadcasting

TOTAL 104,915 4,400,689

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 13 1/8	12	+ 1 1/8	+ 9.37	14 7/8	3 3/4	11	1,233	16,183
AMERICAN FAMILY	AFL	N 10 1/2	10 1/2			17 1/8	9 1/4	5	10,536	110,628
JOHN BLAIR	BJ	N 27 3/4	26 1/2	+ 1 1/4	+ 4.71	31 3/8	11 1/8	6	2,447	67,904
CHARTER CO.	CHR	N 5 5/8	5 1/4	+ 3/8	+ 7.14	8	3 7/8	6	17,941	100,918
CHRIS-CRAFT	CCN	N 10 3/4	10 1/8	+ 5/8	+ 6.17	11 3/8	4 1/2	9	3,696	39,732
COCA-COLA NEW YORK	KNY	N 6 5/8	6 5/8			9 1/4	6 1/8	9	17,641	116,871
COMBINED COMM.	CCA	N 30 1/2	31 1/4	- 3/4	- 2.40	45 1/8	19	12	10,369	316,254
COWLES	CWL	N 21 1/4	21	+ 1/4	+ 1.19	25 1/4	12 1/2	18	3,969	84,341
DUN & BRADSTREET	DNB	N 34 5/8	34	+ 5/8	+ 1.83	38	26 1/4	14	27,886	965,552
FAIRCHILD IND.	FEN	N 29	27 1/4	+ 1 3/4	+ 6.42	35 1/4	9 1/2	7	5,708	165,532
FUQUA	FQA	N 10 1/8	10	+ 1/8	+ 1.25	13 5/8	8	5	12,661	128,192
GANNETT CO.	GCI	N 42 1/8	42	+ 1/8	+ .29	49	32 3/4	14	22,430	944,863
GENERAL TIRE	GY	N 26 1/8	25 7/8	+ 1/4	+ .96	30 5/8	22 3/8	5	22,710	593,298
GLOBE BROADCASTING*	GLBTA	D 4 1/2	4 1/2			4 3/4	2 1/8		2,772	12,474
GRAY COMMUN.	O	21 1/2	21	+ 1/2	+ 2.38	24	8	7	475	10,212
HARTE-HANKS	HHN	N 23 1/4	23 1/2	- 1/4	- 1.06	24 1/2	13	14	9,104	211,668
JEFFERSON-PILOT	JP	N 31	30 1/8	+ 7/8	+ 2.90	34 1/2	26 5/8	8	23,134	717,154
MARVIN JOSEPHSON	MRVN	D 13 1/4	13 1/2	- 1/4	- 1.85	14 3/4	8 1/4	7	2,547	33,747
KANSAS STATE NET.	KSN	D 12 1/2	12	+ 1/2	+ 4.16	14 3/8	4 3/4	11	1,740	21,750
KNIGHT-RIDDER	KRN	N 24 3/8	23 1/2	+ 7/8	+ 3.72	28 1/8	13 1/4	11	32,797	799,426
LEE ENTERPRISES*	LEE	N 21 5/8	21 5/8			22 3/4	11 1/8	10	7,371	159,397
LIBERTY	LC	N 33 5/8	33 3/8	+ 1/4	+ .74	33 7/8	18	8	6,762	227,372
MCGRAW-HILL	MHP	N 32 5/8	31 7/8	+ 3/4	+ 2.35	32 5/8	15 5/8	13	24,753	807,566
MEDIA GENERAL	MEG	A 20 5/8	20 1/4	+ 3/8	+ 1.85	23 1/8	13 5/8	10	7,451	153,676
MEREDITH	MDP	N 28 1/4	28 1/2	- 1/4	- .87	40 1/4	17 3/8	6	3,082	87,066
MULTIMEDIA	MMEO	O 25 1/4	25	+ 1/4	+ 1.00	28 1/4	16 1/4	11	6,630	167,407
NEW YORK TIMES CO.	NYKA	A 26 7/8	27 1/4	- 3/8	- 1.37	31 5/8	15 3/4	15	11,599	311,723
OUTLET CO.	OTU	N 23 5/8	22 3/4	+ 7/8	+ 3.84	32 7/8	16 5/8	6	2,445	57,763
POST CORP.	POST	A 18	16 1/2	+ 1 1/2	+ 9.09	19 3/8	8 1/8	8	1,824	32,832
REEVES TELECOM	RBT	A 4 1/2	2 3/4	+ 1 3/4	+ 63.63	4 1/2	1 3/4	50	2,388	10,746
ROLLINS	ROL	N 18 3/8	17 3/4	+ 5/8	+ 3.52	24 1/4	14 7/8	9	13,407	246,353
RUST CRAFT	RUS	A 31 5/8	31 3/8	+ 1/4	+ .79	31 5/8	8 1/2	15	2,319	73,338
SAN JUAN RACING	SJR	N 14 3/8	14 1/8	+ 1/4	+ 1.76	15 5/8	7 5/8	24	2,509	36,066
SCHERING-PLOUGH	SGP	N 30 1/4	30 1/4			44 3/4	26 3/8	9	53,580	1,620,795
SONDERLING	SDB	A 24 3/4	24 1/2	+ 1/4	+ 1.02	24 3/4	8 3/8	9	1,105	27,348
TECH OPERATIONS	TO	A 7 1/8	6 1/8	+ 1	+ 16.32	8 3/4	2 3/8	25	1,345	9,583
TIMES MIRROR CO.	TMC	N 33 1/2	33 1/8	+ 3/8	+ 1.13	35	20 3/4	10	34,811	1,166,168
TURNER COMM.*	O	16	16			16	5		3,800	60,800
WASHINGTON POST	WPO	A 25 1/4	25 1/4			26 1/2	10 7/8	9	16,268	410,767
WOMETCO	WCM	N 15 3/4	16	- 1/4	- 1.56	18 1/4	10 7/8	9	8,524	134,253

TOTAL 443,769 11,257,718

Cablecasting

ACTON CORP.	ATN	A 10	10 1/4	- 1/4	- 2.43	13 5/8	3 1/8	7	2,419	24,190
AMECO+	ACO	O				1/2			1,200	
ATHENA COMM.	O	3 1/4	3 3/8	- 1/8	- 3.70	5 1/2	1/8		2,125	6,906
BURNUP & SIMS	BSIM	O 5	4 5/8	+ 3/8	+ 8.10	6 1/8	3 1/8	38	8,531	42,655
CABLE INFO.	O	2 1/4	2 1/4			3	1/4	11	648	1,458
COMCAST	O	13 1/2	13	+ 1/2	+ 3.84	14 1/4	3 3/4	16	1,617	21,829
COMMUN. PROPERTIES	COMU	O 16 3/4	16 3/4			16 3/4	3 5/8	19	5,018	84,051
ENTRON	ENT	O 3 1/2	3 1/2			3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N 32 5/8	32 3/4	- 1/8	- .38	40	17 5/8	9	7,682	250,625
GENEVE CORP.	GENV	O 13 3/4	12 1/4	+ 1 1/2	+ 12.24	15 3/4	7 1/2	5	1,121	15,413
TELE-COMMUNICATIONS	TCOM	O 17 1/2	16 1/8	+ 1 3/8	+ 8.52	19 1/8	2 7/8	43	5,327	93,222
TELEPROMPTER	TP	N 14 1/4	13 3/4	+ 1/2	+ 3.63	14 1/4	6 3/4	21	16,931	241,266
TEXSCAN	TEXS	O 2	1 3/4	+ 1/4	+ 14.28	2 7/8	1 1/4	12	786	1,572
TIME INC.	TL	N 43 1/4	41	+ 2 1/4	+ 5.48	50	31 3/4	8	20,505	886,841
TOCOM	TOCM	O 8 1/4	8	+ 1/4	+ 3.12	11	2 1/4	18	993	8,192
UA-COLUMBIA CABLE	UACC	O 43	37 1/2	+ 5 1/2	+ 14.66	43	15 1/2	21	1,679	72,197
UNITED CABLE TV	UCTV	O 27 1/4	26 1/2	+ 3/4	+ 2.83	27 1/4	3 7/8	22	2,036	55,481
VIACOM	VIA	N 27 1/2	25 5/8	+ 1 7/8	+ 7.31	27 1/2	16 5/8	15	3,799	104,472

TOTAL 83,396 1,913,796

Stock symbol	Exch.	Closing Wed. Jan. 24	Closing Wed. Jan. 17	Net change in week	% change in week	High	Low	1978-79	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Programming											
COLUMBIA PICTURES	CPS	N	22 3/4	22 7/8	- 1/8	- .54	24 1/2	7 3/8	3	9,749	221,789
DISNEY	DIS	N	43	43			47 5/8	32 1/4	14	32,416	1,393,888
FILMWAYS	FWY	N	14 1/4	15 1/8	- 7/8	- 5.78	17	6 7/8	8	10,980	156,465
FOUR STAR			1 1/4	1 1/4			2 1/8	1 1/2	13	666	832
GULF + WESTERN	GW	N	14 3/8	14 3/8			18 3/8	10 1/4	4	48,177	692,544
MCA	MCA	N	45 1/2	45 1/8	+ 3/8	+ .83	48 1/4	25 3/4	8	23,227	1,056,828
MGM	MGM	N	41 5/8	45 1/2	- 3 7/8	- 8.51	54	16	13	14,551	605,685
TRANSAMERICA	TA	N	17 1/8	16 5/8	+ 1/2	+ 3.00	19	13 1/4	6	66,475	1,138,384
20TH CENTURY-FOX	TF	N	34 3/8	31 1/2	+ 2 7/8	+ 9.12	39 3/8	10	4	7,907	271,803
VIDEO CORP. OF AMER	O		5 1/2	5 5/8	- 1/8	- 2.22	9 3/4	3 1/2	16	988	5,434
WARNER	WCI	N	46 1/2	46 3/8	+ 1/8	+ .26	56 7/8	25 3/4	8	14,054	653,511
WRATHER	WCO	A	13 1/4	13 1/2	- 1/4	- 1.85	14 7/8	4 1/2	36	2,308	30,581
TOTAL										231,498	6,227,744

Service

BBDO INC.	BBDO	O	36	36 1/4	- 1/4	- .68	38 3/4	22 1/2	8	2,513	90,468
COMSAT	CQ	N	40 1/2	41 5/8	- 1 1/8	- 2.70	48 3/4	28 3/4	11	10,000	405,000
DOYLE DANE BERNBACH	DDYL	O	19 1/2	19 3/4	- 1/4	- 1.26	31	16 1/4	8	1,776	34,632
FOOTE CONE & BELDING	FCB	N	19	19 1/4	- 1/4	- 1.29	23 1/8	14 3/4	6	2,538	48,222
GREY ADVERTISING	GREY	O	35 1/2	33	+ 2 1/2	+ 7.57	35 1/2	16 1/2	4	624	22,152
INTERPUBLIC GROUP	IPG	N	34 1/8	33 7/8	+ 1/4	+ .73	39 1/4	22 1/2	7	2,387	81,456
MCI COMMUNICATIONS	MCI	O	4 3/4	5	- 1/4	- 5.00	5 3/4	7/8	43	20,431	97,047
MOVIELAB	MOV	A	3	3			3 3/4	1	12	1,414	4,242
MPO VIDEOTRONICS	MPO	A	5 1/8	4 1/4	+ 7/8	+ 20.58	65 3/8	4	5	520	2,665
A. C. NIELSEN	NIELB	O	23 1/4	23 1/8	+ 1/8	+ .54	28 1/2	18 7/8	11	10,980	255,285
OGILVY & MATHER	OGIL	O	23 1/4	22	+ 1 1/4	+ 5.68	56 1/2	20	8	3,610	83,932
TPC COMMUNICATIONS	TPCC	O	9	8 7/8	+ 1/8	+ 1.40	10 1/2	2 1/4	17	899	8,091
J. WALTER THOMPSON	JWT	N	23	22 1/8	+ 7/8	+ 3.95	32 7/8	15 1/8	6	2,649	60,927
WESTERN UNION	WU	N	16 1/4	16 3/8	- 1/8	- .76	21 1/4	15	6	15,177	246,626
TOTAL										75,518	1,440,745

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	6 3/4	7	- 1/4	- 3.57	10 1/4	2 3/8	5	1,672	11,286
AMPEX	APX	N	16	15 1/4	+ 3/4	+ 4.91	19 1/4	7 3/8	12	11,371	181,936
ARVIN INDUSTRIES	ARV	N	14 3/4	14	+ 3/4	+ 5.35	22 1/2	12 1/2	5	5,959	87,895
CCA ELECTRONICS*	CCA	O	1/8	1/8			5/8	1/8	1	897	112
CETEC	CEC	A	4 7/8	4 7/8			5 3/4	1 3/4	11	2,127	10,369
COHU	COH	A	3 1/2	3 1/4	+ 1/4	+ 7.69	5 1/2	2 1/8	11	1,732	6,062
CONRAC	CAX	N	14 1/4	14	+ 1/4	+ 1.78	27 1/4	13 1/2	8	2,030	28,927
EASTMAN KODAK	EASKO	N	61 3/4	62	- 1/4	- .40	86 3/4	42	13	161,376	9,964,968
FARINON	FARN	O	12 1/2	11	+ 1 1/2	+ 13.63	16 1/2	8	13	4,782	59,775
GENERAL ELECTRIC	GE	N	49 1/2	49 1/8	+ 3/8	+ .76	56 5/8	44 1/2	9	184,581	9,136,759
HARRIS CORP.	HRS	N	30 5/8	32 3/8	- 1 3/4	- 5.40	35 3/4	19 7/8	14	25,189	771,413
HARVEL INDUSTRIES	HARV	O	6	6			6	3 1/8	16	480	2,880
INTL. VIDEO CORP.	IVCP	O	1 1/4	1 5/8	- 3/8	- 23.07	2 5/8	1/4		2,701	3,376
M/A COM. INC.	MAI	N	38 3/4	38	+ 3/4	+ 1.97	41 7/8	20 1/4	18	1,320	51,150
3M	MMM	N	63 5/8	64	- 3/8	- .58	64 3/4	43 1/2	14	116,473	7,410,594
MOTOROLA	MOT	N	39 3/8	40 1/2	- 1 1/8	- 2.77	56 7/8	34 1/4	10	28,544	1,123,920
N. AMERICAN PHILIPS	NPH	N	28 1/2	26 1/2	+ 2	+ 7.54	36	24 1/2	6	12,033	342,940
OAK INDUSTRIES	OAK	N	18 3/8	19 1/8	- 3/4	- 3.92	24	6 1/4	18	2,973	54,628
RCA	RCA	N	26 3/8	27 1/2	- 1 1/8	- 4.09	33 5/8	22 3/4	7	74,819	1,973,351
ROCKWELL INTL.	RKA	N	37 5/8	35 1/2	+ 2 1/8	+ 5.98	37 5/8	28 1/4	7	33,900	1,275,487
RSC INDUSTRIES	RSC	A	2 5/8	2 3/4	- 1/8	- 4.54	4	1 5/8	13	2,412	6,331
SCIENTIFIC-ATLANTA	SFA	A	36	33 5/8	+ 2 3/8	+ 7.06	36	16 3/4	17	2,644	95,184
SDNY CORP.	SNE	N	8 5/8	8 7/8	- 1/4	- 2.81	10 3/8	7	14	172,500	1,487,812
TEKTRONIX	TEK	N	53 3/8	51 3/4	+ 1 5/8	+ 3.14	68 1/2	28 1/4	15	17,995	960,483
TELEMATION	TLMT	O	1 3/4	1 3/4			2 1/4	1/2	2	1,050	1,837
VALTEC	VTEC	O	9 3/4	10	- 1/4	- 2.50	12 3/4	6 1/2	25	4,200	40,950
VARIAN ASSOCIATES	VAR	N	15 1/4	15 1/8	+ 1/8	+ .82	21	13	10	6,838	104,279
WESTINGHOUSE	WX	N	18 1/2	18 1/4	+ 1/4	+ 1.36	24 1/2	16 1/4	5	86,511	1,600,453
ZENITH	ZE	N	14 3/8	14 3/8			28	11 3/8	21	18,800	270,250
TOTAL										987,909	37,065,407
GRAND TOTAL										1,927,005	62,306,099

Standard & Poor's 400 Industrials Average 111.75 110.05 +1.70

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.

**No P/E ratio is computed, company
registered net loss.

***Stock split.
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earnings
figures are exclusive of extraordinary
gains or losses.

Universal TV's Sipes: art blended with commerce

There is a spring in the step of Donald Sipes these days, a sense of ease and satisfaction about him that wasn't there last May, when he took over the world's largest television production facility.

He had reason to be tense then. Universal TV was his first presidency after more than 20 years in important but secondary executive roles. He was the business affairs expert stepping into the large shoes of his creative benefactor, Frank Price. And although production at the studio was thriving, the very bigness it epitomized had come under increasing pressure from the independent producer in particular and the antifactory sentiment of the creative community in general.

To top it off, there was Fred Silverman's first news conference as president of NBC in June, during which he dropped the bombshell that he didn't think it was "healthy" to have so many prime time programs coming from so few producers. Some observers had gossiped that the new position of Mr. Sipes's old CBS colleague had had something to do with the new position of Mr. Sipes himself, but no one predicted what would happen when the midseason orders came in last November.

NBC alone ordered five new shows from Universal—*BJ and the Bear*, *Little Women*, *Mrs. Columbo*, *Cliffhangers* and—perhaps most remarkable of all—a half-hour comedy, *Turnabout*. ABC picked up yet another Universal sit-com, *Delta House*, and the valley lot ended up with an even greater slice of the primetime schedule than it had before Mr. Sipes took over—nine hours each week.

"We got them on, by God," Mr. Sipes exults now. "I can only smile. I was a very happy man."

Had the victory been only slightly less sweet, such quotes might not emerge from Mr. Sipes. He isn't an effusive man, in interviews at least. In fact, both his personal and managerial styles are marked by the same unusual meld that has characterized his career: that of the sober attorney and negotiator he is trained to be, and of the literate and artistic sensibilities he has long appreciated. It is that intermingling of art and commerce that he and others believe suits him for the challenge of running a major television studio today, and perhaps, in some even more challenging days ahead.

Mr. Sipes lives quietly now in Beverly Hills, Calif., and drives a Mercedes, but he grew up "wild" and ambitious in Brooklyn, where his Russian immigrant father delivered shoe-making supplies in a truck. The son graduated from Ohio Uni-



Donald Sipes—president, Universal Television; b. Oct. 16, 1928, New York; BA, literature and economics, Ohio University, 1948; JD, Harvard Law School, 1951; U.S. Army, 1951-53; private law practice, New York, 1953-56; in talent and program negotiations, NBC, 1957-61; director of business affairs, Frank Cooper Associates, 1961-63; director of package negotiations, CBS-TV, 1963-65; vice president, business affairs, Hollywood, 1965-68; vice president, business affairs, 1968-1970; vice president, business affairs and planning, 1970-74; senior executive vice president, International Creative Management, 1974; vice president, business affairs, Universal Television, 1975; executive vice president of Universal and then vice president of parent MCA Inc., 1977; present post, May, 1978; m. Marilyn Pollack, Oct. 18, 1953; two children—Andrew, 15, Christopher, 14.

versity (in two and a half years of study and at age 19) with dual degrees in literature and economics. He finished Harvard Law School before publishing his first and only novel, "The Last Smile." It concerned "the adventures of a young man in the style of 'Candide'" and sold "about the equivalent of the population of Zilch, Mont."

His work at the talent agency, Frank Cooper Associates, introduced him to a circle of artists and other eccentrics he loved, and during his rise to the top of the business affairs ranks at CBS, he impressed those who knew him as a negotiator with empathy for the creators of the programs he was buying.

"Don never wanted a deal that was so good for CBS as to be punishing to the guy he made it with," recalls Bob Wood, then president of CBS-TV. "He'd always say, 'What's fair is fair—there's no sense in trying to be a killer here. We can't squeeze

this guy down to the point where he's got nowhere to turn, because then we have no partnership.'"

Mike Dann, who worked with Mr. Sipes for several years as head of programming for the network, remembers him as "an intellectual . . . a man of sophistication. His total joy was to be with the creative people around CBS. Don would much rather walk into my office when a writer or producer was there than when a lawyer was there."

The image of the frustrated author smothered in corporate contracts begins to emerge, but Mr. Sipes denies it. "I love making deals," he says. "I was always good at it, still am. And I'm happiest when all the phones are ringing—I love action. Otherwise I brood."

Mr. Sipes has had no time to brood since May. His first priority, not unique among the modern major studios, has been to provide a working environment that attracts and keeps the best available talent, particularly comedy talent. "You've got to create an ambiance in which they can really sit around and laugh with each other," he said. "It may look like they're out of work, but that's when they're working."

He has succeeded in attracting a number of producers and writers of comedy to Universal in recent months, all the while attempting to maintain the studio's traditional strength in the dramatic area (for details, see page 51), "We've always made the biggest and best shows—we were willing to gamble," he says. "But we were not particularly known as a comedy operation . . . I want to produce good shows of all types, from very popular entertainment to works that will someday be classics."

Some producers on the Universal lot say they haven't yet fixed an impression of Mr. Sipes, but others believe he's backing up his pledge to leave producing to the producers and writing to the writers while he takes care of business and lends moral support. Sam Denoff, executive producer of *Turnabout* and one of Mr. Sipes's first comedy recruits, says he not only feels comfortable under Mr. Sipes creatively, but also financially. "He's willing to spend money for talented people," Mr. Denoff said. "That's where his business affairs background comes in."

Despite his understandable elation over Universal's current state of affairs, Mr. Sipes seems well aware of the speed with which fortunes change in the program business. He stresses that the present goal is to keep the shows he's sold on the air, and he's just starting to pitch projects for the networks' buying season next spring.

But for now, he is relaxed enough to lean back a bit in his chair and reflect on his success. "I wanted it, I got it, and I like it," he decides.

Time to take the First

In one of its final actions during its winter meetings in Hawaii, the National Association of Broadcasters joint board of radio and television directors adopted a resolution proposing a "First Amendment Congress" of all media (BROADCASTING, Jan. 22). The details are vague, but the idea seems to be that broadcasters could gain if other media would join in some kind of coordinated defense of journalistic freedoms.

It is hard to fault that assumption. If important elements of other media could be persuaded to affirm the universality of First Amendment protection to all, including radio and television, the political effect could be significant.

A properly organized multimedia congress might also awaken in the broadcasters themselves an interest in editorial freedom that has been curiously de-emphasized in their talk about other forms of government deregulation. Radio's emancipation from Section 315 (political equal time and general fairness) and Section 312(a)(17) (mandating air access to political candidates) was proposed in the House Communications Subcommittee's first rewrite of the Communications Act, but not television's. Among broadcasters there was less comment about that discrepancy than about most other major issues in the rewrite. The drafters of the second rewrite have been given few signs that Sections 315 and 312 mean much one way or another to the broadcasters they regulate.

There may be merit in exploring the prospects of a "First Amendment Congress" in time to be of some effect in the U.S. Congress's rewrite or amendment of the Communications Act. If a united media front were to emerge, the Hill would pay more attention than if broadcasters lined up by themselves, and lukewarmly at that, to ask for relief.

In the same week that the NAB board adopted its resolution, introduced by Herbert Hobler of Nassau Broadcasting, Princeton, N.J., chairman of NAB's First Amendment Committee, Richard S. Salant, president of CBS News, was saying in New York that he found it "deplorable" that broadcasting management had concentrated its Washington influence on purely business missions while letting laws that hobble broadcast journalism stay on the books by default.

Last week, FCC Commissioner James H. Quello, in an impassioned address, exhorted broadcasters to unite in a campaign for repeal of repressive legislation.

Perhaps Mr. Salant's remark, Mr. Quello's call to arms and the NAB board's resolution will lead to corrective action.

Rigged quiz

The composition of the witness list prepared by the Federal Trade Commission for its hearings on children's television advertising is of a piece with the agency's unconcealed ambition to produce an antiadvertising outcome. The cast could have been assembled by Peggy Charren, the head mother of Action for Children's Television, and probably was.

Mrs. Charren herself will play a starring role on the witness stand in part two of the hearings, to be held in Washington March 5-30. She was prominent on the scene in San Francisco, though not as a witness, during part one, Jan. 15-26. Mrs. Charren, however, is only one of 163, yes, folks, 163, who, it can be deduced from the FTC's program, will testify that television is killing America's young.

In all, there will be 10 witnesses from ACT, scattered through

the six weeks to give the record maximum distortion. There will be 17 from Consumers Union or splinter groups, all discovered by the union's Warren Braren, who learned to hate commercial broadcasting during an unsuccessful tenure with the National Association of Broadcasters Code Authority. There will be 74 academicians, physicians and dentists representing themselves or organizations that have been recruited to blame television for complicated health or social problems that they cannot otherwise explain. There will be 50 individuals or representatives of obscure organizations who are promised momentary prominence if they will bell those bad cats. And then of course there will be the familiar governmental figures who are drawn to every forum where television or advertising are to be maligned.

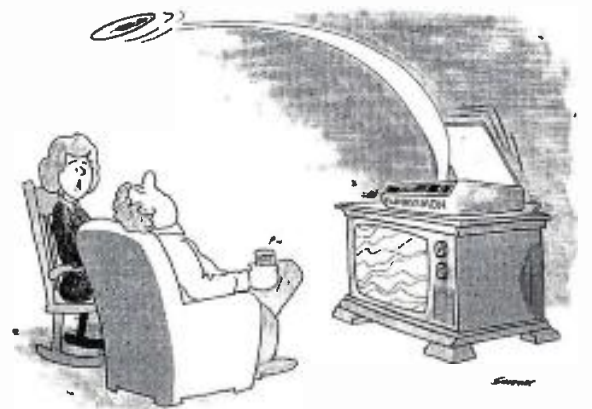
Advertisers, agencies and broadcasters will be represented by 44 witnesses, whose appearances are programmed to make the minimum impression in the record. The odds against the industry are 163 to 44. At that, they're probably better than they would have been if a federal court had not disqualified FTC Chairman Michael Pertschuk from the proceeding.

Off campus

There is reason to wonder whether the U.S. delegation to the forthcoming World Administrative Conference will arrive in Geneva unprepared to cope with what are sure to be tough negotiations with the Third World and other nations that will be demanding more spectrum space than they now have. A long article in this magazine's Jan. 1 issue quoted U.S. authorities as predicting that political pressures are certain to be applied, although WARC is designed as a purely technical conference. The same authorities questioned whether the U.S. was taking imaginative initiatives to make political friends in advance of the September gathering.

That doubt was brought to mind again by remarks made last week by Glen O. Robinson, chief of the U.S. WARC delegation, at a meeting of the National Religious Broadcasters. Mr. Robinson, answering questions, went out of his way to downplay the political possibilities at Geneva and to emphasize that his approach would be on essentially technical grounds.

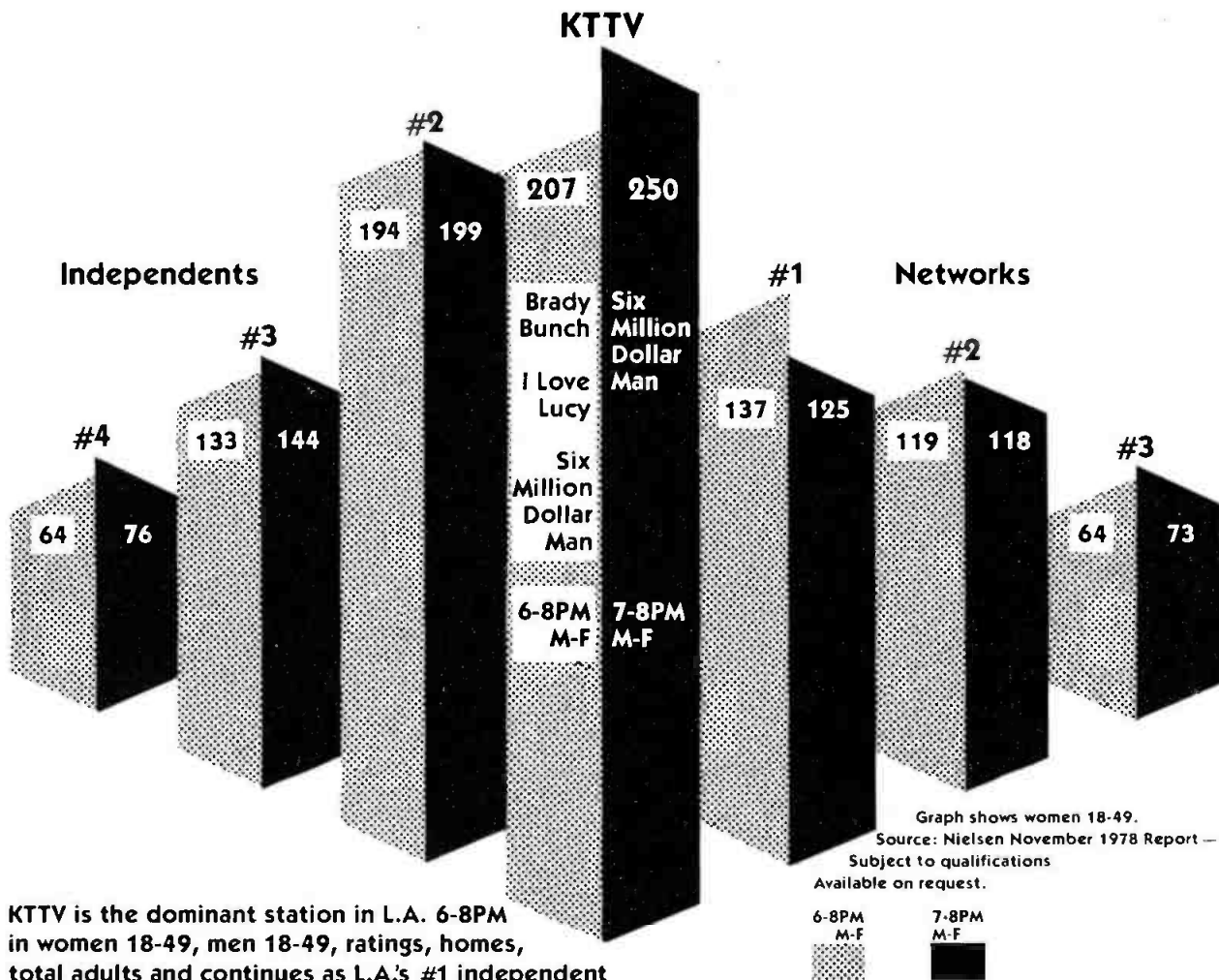
It is of course wise for Mr. Robinson to avoid inflammatory references that would antagonize potential adversaries at WARC. It would be reassuring, however, to know that he really doesn't believe that his counterparts at WARC will take the academicians' cool approach to the division of the spectrum.



Drawn for BROADCASTING by Jack Schmidt

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