

The NAB Convention:  
Caught up in the currents of change

# Broadcasting Mar 26

The newsworthy of broadcasting and allied arts

Our 48th Year 1979

NEWSPAPER

# The Perfect Match.

**KSTP-TV**



Minneapolis/St. Paul

On Monday, March 5, KSTP-TV became an ABC Television Network affiliate. More than 45 of the most popular network shows have now joined the nation's leading news station.

A division of Hubbard Broadcasting, Inc. For more information, call KSTP-TV's Jim Blake, General Sales Manager, at 612/645-2724, or your nearest Petry office.

Source: Arbitron Nov. 78 Top 50 ADIs. Audience ratings are estimates only and subject to the limitations of said report.

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250

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NOV/79

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# ASCAP, FROM LEGENDS TO SUPERSTARS

Since ASCAP was founded in 1914, over 22,000 songwriters and composers have joined.

The list reads like a Who's Who of the songwriting business. (It's only a lack of space that limits us to mentioning but a tiny portion of ASCAP's membership.)

In the past 65 years music has gone through some very radical changes, but

those changes are all reflected in the diversity and depth of ASCAP's repertory.

From Standards, to Rock, to Country, to Jazz, to MOR, to Disco, to R&B, to Soul, to Gospel, to Symphonic, ASCAP has provided the outstanding songwriting talent of each era not only to the broadcasters of America but to the people who tune in. At ASCAP, we've always had the greats.



ABBA (STIM)



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Amazing Rhythm Aces



America



Louis Armstrong



Ashford & Simpson



Average White Band



Hoy Ayers



Burt Bacharach



Joan Baez



Alan Bergman



Marilyn Bergman



Irving Berlin



Leonard Bernstein



Eubie Blake



Boston



Brick



Brothers Johnson



Jackson Browne



Sammy Cahn



Carpenters



Shaun Cassidy



Martin Charnin



Cheech & Chong



Chicago



George M. Cohan



Cy Coleman



Judy Collins



Commodores



Chick Corea



Elvis Costello (PRS)



Count Basie



Andrae Crouch



John Denver



Deodato



Neil Diamond

Bob Dylan

Eagles

Earth, Wind & Fire

Yvonne Elliman

Duke Ellington

Paul Evans

Emerson, Lake & Palmer

Sammy Fain

Roberta Flack

Dan Fogelberg

Foreigner

Foster & Rice

Peter Frampton

Marvin Gaye

George Gershwin

Benny Goodman

Ray Griff

Marvin Hamlisch

Oscar Hammerstein II

W.C. Handy

Lorenz Hart

Edwin Hawkins

Heart

Jimmy Van Heusen

Janis Ian

Isley Brothers

J. Geils Band

Bob James

Rick James \*

Billy Joel

Elton John (PRS)

Quincy Jones

Jerome Kern

Chaka Khan

Carole King

Kiss

Gordon Lightfoot\*

Frank Loesser

Kenny Loggins

LTD

Henry Mancini

Steve Martin

Rod McKuen

Johnny Mercer

Ronnie Millsap

Graham Nash

Olivia Newton-John

Ted Nugent

Andre Previn

Tito Puente

Cole Porter

Queen (PRS)

Raydio

Chris Rea (PRS)

Johnny Rivers

Smokey Robinson

Richard Rodgers

Kenny Rogers

Rolling Stones (PRS)

Sigmund Romberg

Salsoul Orchestra

Boz Scaggs

Gil Scott-Heron

Bob Seger & The Silver Bullet Band

Artie Shaw

Carly Simon

Noble Sssie

Lynyrd Skynyrd

Patti Smith

Stephen Sondheim

Bruce Springsteen

Cat Stevens

Stephen Stills

Steve Miller Band

Rod Stewart

Barbra Streisand

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Thomas "Fats" Waller

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Mel Torme

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Grover Washington, Jr. Paul Francis Webster

Kurt Weill

Paul Williams

Stevie Wonder

Led Zeppelin

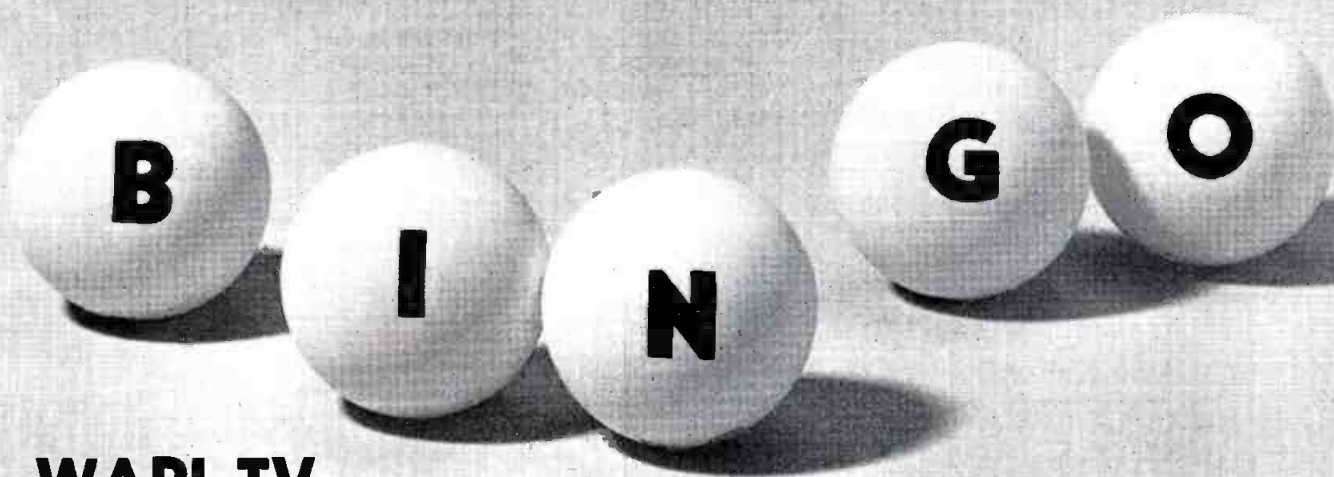
Those pictured here are among the ASCAP-licensed writers who have been nominated for or have won Oscars, Tonys, Grammys, Emmies, or Rockies, or have appeared on any of the Billboard, CashBox, or Record World year-end charts during the past four years.

# Between a rock and a hard place...

Ruthless profiteers on one side of the fence with sincere, charitable organizations on the other. Slap in the middle: BINGO.

Covering controversial issues such as BINGO objectively places any station in a difficult position. But WAPI Television put itself there when it began an indepth look at the popular game of bingo within Birmingham's metropolitan area. What it found prompted the Sheriff's Department to begin questioning the legality of the game. The District Attorney, and Police Department formed a task force and the issue is now with the courts. As a by-product, the issue of cameras in the court room to cover this continuing story resulted in the media being allowed within the halls of justice.

Between a rock and a hard place. Our ability to take the pressure and measure up is just one facet of WAPI's community service.



**WAPI-TV**  
**Channel 13**  
**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.

Represented by MMT Sales, Inc.

# The Week in Brief

**LOSING GROUND** □ Mountains of applications are piling up at the FCC and it appears that things will get worse. More people are needed, say FCC staffers. **PAGE 28.**

**THOUGHTS ON D-DAY** □ Nearly 6,000 delegates are gathered in Dallas today for the NAB convention. Here are some state-of-the-industry observations from Vincent Casilewski and Donald Thurston. **PAGE 29.** A final rundown of the agenda. **PAGE 50.**

**WON OVER** □ Representative Collins, who had planned to sponsor his own amendments to the Communications Act, decides to support Van Deerlin's version of Rewrite II, calling it better for broadcasting than the chairman's first version. NAB analyzes the two revision bills to come out of the Senate. **PAGE 30.**

**IT'S OFFICIAL** □ HEW Secretary Califano announces plans for TV closed captioning to aid the hearing-impaired. ABC, NBC and public broadcasting will work together to implement the system and Sears will market the home decoders. **PAGE 32.**

**SUPERSTATION JITTERS** □ Metromedia and the NAB implore the FCC to expedite rulemaking on measures that would curb signal imports. **PAGE 62.**

**SPLIT** □ The CPB board moves to divide the public broadcasting organization along administrative and program-fund lines. **PAGE 70.**

**ON TARGET** □ The Rand Corp. model for UHF is reviewed by an FCC office that labels it as the best study on the subject. **PAGE 81.**

**ROUND FOUR** □ At last week's hearing on children's TV at



**Top of the line.** KPRC's Jack Harris will be honored this week at the National Association of Broadcasters convention with the NAB's highest honor, the Distinguished Service Award. For this broadcaster, it's an appropriately titled honor: He's widely regarded as having served the industry at large and his Houston operation in particular with distinction. A "Fifth Estate" report chronicles his career and accomplishments, which began—and have remained rooted in—news. **PAGE 35.**

the FTC, ACLU expresses concern about government censorship. NAB's testimony concentrates on the efficacy of self-regulation. **PAGE 84.**

**THE HAND THAT RULES THE HOUSE** □ Cries of censorship are heard just a few days after the House of Representatives starts live TV originations from the chamber. **PAGE 102.**

**OUT IN THE COLD** □ Among the recommendations of a 20th Century Fund task force is one for the retention of the presidential debates, but not under the "sponsorship" of the networks. **PAGE 102.**

**AT THE RIGHT HAND OF VAN DEERLIN** □ The new ranking Republican on the House Communications Subcommittee makes no bones about the fact that he is conservative and pro-business. That alone will make Texan James M. Collins a man after most broadcasters' hearts. **PAGE 145.**

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# FEDERAL COMMUNICATIONS COMMISSIONERS

JULY 10, 1934 TO MARCH 26, 1979



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1974-



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1979-



Margita White  
1976-1979



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1937-1944/1956-1963



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Irvin Stewart  
1934-1937

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\*Anning S. Prall  
1935-1937\*\*



Hampson Gary  
1934\*\*

**WGAL-TV**  
Lancaster-Harrisburg-  
York-Lebanon, Pa.

**WTEV**  
Providence, R.I.,  
New Bedford-Fall River, Mass.

STEINMAN TV STATIONS

## Roots

Anne P. Jones, whose nomination to be member of FCC was confirmed by Senate last week, will break with long-established custom when she is sworn in, on April 2. Instead of picking site in Washington for occasion, she has decided to go to Boston College. Not only did she and FCC Chairman Charles D. Ferris go to law school there, but also she has family and friends in area. Chairman Ferris will attend swearing in, but it was not clear who of other commissioners will. Miss Jones was still making arrangements at week's end and had not had chance to contact others. In any case, she plans reception at FCC's Washington offices later that day. Giving event even more of old-home-week atmosphere will be person administering oath—David Nelson, now state court judge who is to be sworn in as U.S. district judge on March 30. Judge Nelson is another BC law graduate of Jones-Ferris era.

Besides making swearing-in plans, Miss Jones has begun assembling personal staff. Her secretary when she was at Securities and Exchange Commission, Karen Deming, will join her as confidential assistant. And Harry W. Quillian, who was associate general counsel at Federal Home Loan Bank Board while she served as general counsel, will be her legal assistant.

## Passing fancy

Although record is not yet complete on subject, there is feeling among FCC staff, as well as outside observers, that day of former Chairman Richard E. Wiley's "new ethic" is over. Commission under Chairman Charles D. Ferris does not seem as concerned about actions of broadcasters that appear to reflect on their character, except possibly when deception of public is involved. Where violations of law are concerned, payola, for example, Chairman Ferris is said to feel that prosecution should be left to Justice Department.

## Schwartz switch

Announcement of appointment of William A. Schwartz, vice president-general manager of Cox-owned KTVU(TV) Oakland-San Francisco, to head broadcasting division of Cox Broadcasting Corp. is expected. He'll be in line to succeed Stanley Mouse, Cox executive vice president, at Atlanta headquarters. Mr. Mouse heads group that will purchase Cox's ch. 7 WHIO-TV Dayton, Ohio, at reported price of \$47.5 million. WHIO-TV is

being spun out of Cox's \$488-million merger with General Electric.

Mr. Schwartz earlier had resigned from Cox to become president of Metromedia Television (BROADCASTING, Feb. 19), but cancellation of that deal was made known last week with appointment of Thomas J. Tilson to Metromedia post (see "In Brief" this issue). Mr. Schwartz's new Cox job is believed to pay in \$160,000 to \$170,000 range. Other major personnel changes are reportedly under way in Cox Cable Communications Division, but no confirmation was available last week.

## Swept out

One possibility that's gotten little play in talk about going to "52-week" local TV audience measurements is that it could be winner-take-all proposition for rating services. Because of costs, only one service—presumably either Arbitron or Nielsen—is expected to be chosen to do extended measurements, if any is. Whether that would leave other service with enough business to keep going is, in some minds, problematical.

CBS thus far is most active advocate of longer measurement sweeps, whether 52 weeks or something shorter. ABC is said to be least interested, NBC somewhere in between. Some proponents reportedly have suggested that networks, if they get into it, might pick up extra cost first year, then scale down their share and let stations increase theirs. At full 52 weeks, some rating-service authorities now put cost at \$15 million to \$20 million. Issue is expected to get going-over at this week's National Association of Broadcasters convention, at Tuesday workshop innocuously titled, "How Good Are Television Ratings?"

## Lid off?

Cable television operators who have been doing pretty well at FCC lately are in for some unpleasant news, though it probably won't come as surprise. One local franchise standard that remains in commission's rules and that cable industry hopes will remain there—limiting franchise fee to 3% of revenues, 5% if local jurisdiction can make good case—seems likely to fall. Cable Television Bureau staff is preparing further notice of rulemaking looking to its elimination.

Several commissioners have made it clear they see no reason why commission should retain that standard. Apart from whether commission actually has jurisdiction, there is question of reasonableness of setting single standard for every community in country.

## Where it can hurt

New attempts will be made to halt or circumscribe Federal Trade Commission's children's TV proceeding by tightening strings on agency's purse. Industry groups are urging Senate and House Appropriations Committees to put on pressures that were applied last year to keep proceeding under congressional surveillance.

House committee especially is expected to be scene again of move to prevent FTC from invoking any advertising bans. Chief figure in last year's action, Representative Mark Andrews (R-N.D.), has no intention of backing off.

## A little late

Eyes popped last week at news that NBC President Fred Silverman, only month away from target for getting NBC-TV's fall schedule out, was on vacation in Hawaii. Associates had reported he'd been nagged by low-grade infection.

NBC spokesman said Mr. Silverman's absence posed no problems about fall schedule since program pilots weren't in yet anyway. He said Mr. Silverman was expected back end of this week in plenty of time to look at pilots but that, for other reasons, target for schedule had been slipped from April 20 to April 25.

## Rep runaround

Does Wm. Esty Co. have "direct buy" itch a la J. Walter Thompson? Station sources say Esty recently approached 33 TV stations in 10 markets on campaign for direct buy for unidentified product and then submitted same specifications through station representatives. Some stations say that Esty found it could buy no more cheaply dealing with stations than dealing with reps.

## Station relations

Earth station to be used this week in RCA Americom demonstration at NAB convention of satellite feed for syndicated programming (see page 106) is said to be type in general use at cable systems. It's five-meter model fixed to RCA satellite and priced at about \$25,000.

Earth-station manufacturer sources say broadcaster interest has been stronger in 10-meter model, delivering what they call network quality "transmissions," that can be manually turned to receive other satellites, priced at about \$65,000. Same dish motorized costs some \$85,000. Remote control and backup systems can run price up to \$120,000.

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- Atlanta, WTCG
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- Hartford, WWIT
- Denver, KWGN
- Houston, KTRK-TV
- Las Vegas, KVVU-TV



**"SLEUTH"**

4 Academy Award nominations! "Totally engrossing entertainment... the kind of mystery we keep saying they don't make anymore."  
—CHICAGO SUN-TIMES



**"THE STEPFORD WIVES"**

43% network share! "I can promise you an eerie, spine tingling good shiver down the spine."  
—NY DAILY NEWS



**"JENNY"**

"Marlo Thomas and Alan Alda are first-rate."  
—CHICAGO SUN-TIMES  
"A warm, touching, funny movie... Miss Thomas is remarkably gifted."  
—NEW YORK MAGAZINE





**“THE HEARTBREAK KID”**

“An unequivocal hit—a first-class American comedy, as startling in its way as was ‘The Graduate.’” —THE NEW YORK TIMES



**“THE MISSILES OF OCTOBER”**

“Probably the finest historical drama television has ever presented.” —CHICAGO TRIBUNE  
 “An example of how great TV can be.”  
 —PHILADELPHIA BULLETIN



**“THE AMAZING HOWARD HUGHES”**

43% and 53% network shares! “Sweeps through Hughes adult life like a searchlight... Tommy Lee Jones acquits himself well in title role.” —DAILY VARIETY

**AN ALL-NEW GROUP!**

25 movies that are all first-run for syndication.

**36% AVERAGE NETWORK SHARE!**

Very competitive when compared with other current releases:

	Avg. Share
Viacom Features VI	36%
MCA Champagne Movies	36%
Paramount Portfolio 8	32%
United Artists Showcase 10	31%

(NTI. Weighted average shares for premiere showing of all movies that have appeared on prime-time network television.)

**LONG RUNNING!**

All 25 movies suitable for 2-hour or longer time slots.

**BUY NOW.  
PLAY NOW!**

9 movies available immediately.  
14 available in 1979.



## Radio only

**Alcoa Corp.** □ Four-month radio campaign begins in early April in three markets—Denver, Pittsburgh and Washington. Agency: Creamer, Pittsburgh. Target: adults, 18 and over.

**Bahamas Ministry of Tourism** □ Fourteen-week radio campaign begins in late March in New York, Miami and West Palm Beach. Agency: N.W. Ayer, New York. Target: adults, 25-64.

**Papa Gino's of America** □ Fourteen-week radio campaign starts this week for restaurant chain in eight markets including Providence, R.I., and Springfield, Mass. Agency: Pearson & MacDonald, Boston. Target: adults, 18-34.

**California Egg Marketing** □ Twelve-week radio campaign begins in late March for egg promotion board in 12 California markets including Los Angeles, San Diego and San Francisco. Agency: Campbell-Mithun, Chicago. Target: adults, 18-34.

**Friendship Foods** □ Eight-to-10-week radio campaign begins in early April for dairy product group in three New York markets—Buffalo, New York and Rochester. Agency: S.R. Leon, New York. Target: women, 18-49.

**Savings Bank Association of New York** □ Six-week radio campaign starts this week in about 40 New York State markets including Albany, Syracuse and Poughkeepsie. Agency: Kenyon & Eckhardt, New York. Target: adults, 18 and over.

**Heublein** □ Six-week radio campaign starts in early April for Harvey's Bristol Cream in about six markets including Chicago, Houston and Los Angeles. Agency: SFM Media, New York. Target: adults, 25-54.

**Air Canada** □ Five-week radio campaign starts in mid-April for airline in four markets including Los Angeles and San Diego. Agency: Warwick, Welsh & Miller, New York. Target: adults, 25-54.

**Parker Brothers** □ Four-week radio campaign begins in April for game manufacturer's Boggle game in five markets. Agency: Humphrey, Browning & MacDougall, Boston. Target: men and women, 25-54.

**Wrangler Boots** □ Four-week radio campaign begins in April for division of Blue Bell clothing in 25 markets including Louisville and Nashville. Agency: Liller Neal Weltin, Atlanta. Target: teen-agers.

**Marval Turkey** □ One-week radio campaign begins in early April for Marvel turkey in eight markets including New Haven, Boston and Providence, R.I. Agency: Paula Green Advertising, New York. Target: women, 25 and over.

## Rep appointments

- WBCN(FM) Boston; WJOK(FM) Pittsburgh; WVCG(AM)-WYOR(FM) Miami; WEZB(FM) New Orleans; KOMA(FM) San Jose, Calif.; WWBA(AM) St. Petersburg, Fla.; WEZS(FM) Richmond, Va.: Torbet Radio, New York.
- WxKS-AM-FM Medford, Mass.: Major Market Radio, New York.
- KMJC(AM) San Diego: Jack Masla & Co., New York.
- WVEE(AM) Memphis-WLVS(FM) Germantown, Tenn.: Selcom Inc., Hollywood.
- KLEU(AM) Waterloo, Iowa: Wayne Evans & Associates, Minneapolis.

**Oshkosh B'Gosh** □ Three-week radio campaign starts in mid-April for manufacturer of leisure and work clothes in 23 TV and nine radio markets including Boston, Chicago and Detroit. Agency: Frankenberry, Laughlin, Bernstein and Constable, Milwaukee. Target: men and women, 18-24, and teen-agers.

**Caves Alianca Sangalhos** □ Two-week radio campaign begins in early April for Alianca wine in three or four markets including Baltimore and Washington. Agency: Marvin H. Frank, Chicago. Target: adults, 25-49.

**Ace Tempo Books** □ One-week radio campaign begins this week for "Hall of Fame" in six markets including Boston, Detroit and Minneapolis. Agency: Z/E/A Marketing Communications, New York. Target: adults, 18 and over.

## BAR reports television-network sales as of March 4

ABC \$267,151,000 (35.1%) CBS \$248,433,700 (32.6%) NBC \$246,024,000 (32.3%)

Day parts	Total minutes week ended March 4	Total dollars week ended March 4	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	159	\$ 1,112,900	1,351	\$ 9,675,600	\$ 8,276,600	+16.9
Monday-Friday 10 a.m.-6 p.m.	955	16,537,800	8,789	154,880,300	149,793,000	+3.4
Saturday-Sunday Sign-on-6 p.m.	368	10,156,700	3,166	94,645,900	82,389,500	+14.9
Monday-Saturday 6 p.m.-7:30 p.m.	94	4,702,200	888	43,886,800	38,270,700	+14.7
Sunday 6 p.m.-7:30 p.m.	23	1,322,500	204	17,154,700	14,488,500	+18.4
Monday-Sunday 7:30 p.m.-11 p.m.	414	43,584,400	3,728	396,642,200	338,310,500	+17.2
Monday-Sunday 11 p.m.-Sign-off	228	4,732,200	2,046	44,723,200	37,732,400	+18.5
<b>Total</b>	<b>2,241</b>	<b>\$82,148,700</b>	<b>20,172</b>	<b>\$761,608,700</b>	<b>\$669,260,900</b>	<b>+13.8</b>

Source: Broadcast Advertisers Reports

## TV only

**Burgess Vibrocrafters** □ Two-, three- and four-week TV campaign starts in April for hardware group, subsidiary of Acme General Corp. in 18 markets during day and fringe time. Agency: Marsteller, Chicago. Target: adults, 25-49.

**Mobil Chemical** □ Seven-month TV campaign begins in late April for consumer plastics division's Hefty 2-Ply trash bags in about 12 markets during fringe time. Agency: Lee King & Partners, Chicago. Target: total women.

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# When you slip, it hurts

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, the station is in trouble. When you finally realize it, the reaction is often panic, and hasty changes accelerate the decline.

When we study your audience in-depth every year, we know just what is going on, and we harass you to make sure you don't get careless, so that the corrective action you take will be productive.

For other clients who are second, third or even fourth in their markets and heading for Number One, their ability to move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for gathering basic information about your own market keeps decisions out of the personal opinion area.

It also helps that the number one station in town usually sleeps while it slips. It's not just a game, but a deadly serious business, and mistakes can be worth millions. **If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.**

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**Pittsburgh Corning** □ Second-quarter TV campaign starts in April for Pittsburgh Corning's glass blocks in six markets during fringe time. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: men, 25-54.

**Gordon's** □ Two-month TV campaign starts in early May for jewelry store chain in 20 markets during fringe and prime time. Agency: Ketchum, MacLeod & Grove, Houston. Target: adults, 18 and over.

**Beecham Products** □ Two-month TV campaign begins in early April for Calgon water conditioner in 50 markets during fringe and day time. Agency: Cunningham & Walsh, New York. Target: total women.

**KLM Airlines** □ Eight-week TV campaign begins in early April in New York and Los Angeles. Agency: Ogilvy & Mather, New York. Target: adults, 35 and over.

**Finance America** □ Two-month TV campaign starts in early April for loan service in 15 markets during fringe, prime and sports time. Agency: Marschalk, New York. Target: men and women, 25-49.

**Carnation** □ Eight-week TV campaign starts in early April for frozen potatoes in about 10 markets during day and fringe time. Agency: Erwin Wasey, Los Angeles. Target: women, 25-54.

**McDonough Power Equipment** □ Six-to-eight-week TV campaign starts in early April for Snapper lawn mowers in six markets during fringe and prime time. Agency: Burton-Campbell, Atlanta. Target: men, 25-54.

**Hanes Knitwear** □ Six-week TV campaign begins this week for men's socks in test markets during day, fringe and sports time. Agency: Long, Haynes & Carr, Winston-Salem, N.C. Target: men and women, 18-49.

**Mattel** □ Six-week TV campaign starts this week for Hot Wheels toy in about five markets during day time. Agency: Ogilvy & Mather, Los Angeles. Target: women, 18-34.

**Allstate Savings & Loan Association** □ Six-week TV campaign begins in mid-April in seven markets during day and fringe time. Agency: Chiat/Day, Los Angeles. Target: women and men, 25-49.

**National Distillers** □ One-month TV campaign starts in early April for Keller Geister wine in three or four markets during prime and late fringe time. Agency: Case & McGrath, New York. Target: adults, 18-49.

**Eckerd Drugs** □ One-month TV campaign starts in April for drug store chain in 50 markets during day, fringe and prime time. Agency: Mike Sloan Inc., Miami. Target: men and women, 18-49.

**Alberto-Culver** □ One-month TV campaign begins for Sugar Twin sweetener in eight markets during prime time. Agency: Draper Daniels, Chicago. Target: total women.

**Chesebrough-Pond's** □ Four-week TV campaign begins in early April for Aziza lipstick in 30 markets during fringe time. Agency: Waring & LaRosa, New York. Target: total women.

**S.C. Johnson** □ One-month TV campaign begins in early April for Raid and Pro-Raid roach killer in 80 markets during day, fringe and prime time. Agency: Foote, Cone & Belding, Chicago. Target: women, 25-54.

**Golden West Homes** □ Three-week TV campaign begins in early April for mobile homes in 10 markets during day, fringe and weekend time. Agency: Estey-Hoover, Newport Beach, Calif. Target: adults, 50 and over.

**Economics Laboratory** □ Three-week TV campaign starts in mid-April for Electrasol dishwasher detergent in about 15 markets during day and prime time. Agency: Warwick, Welsh & Miller, New York. Target: women, 25-49.

**General Tire & Rubber** □ Three-week TV campaign begins in early April for tire and rubber manufacturer in 21 markets during prime and news time. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich. Target: total men.

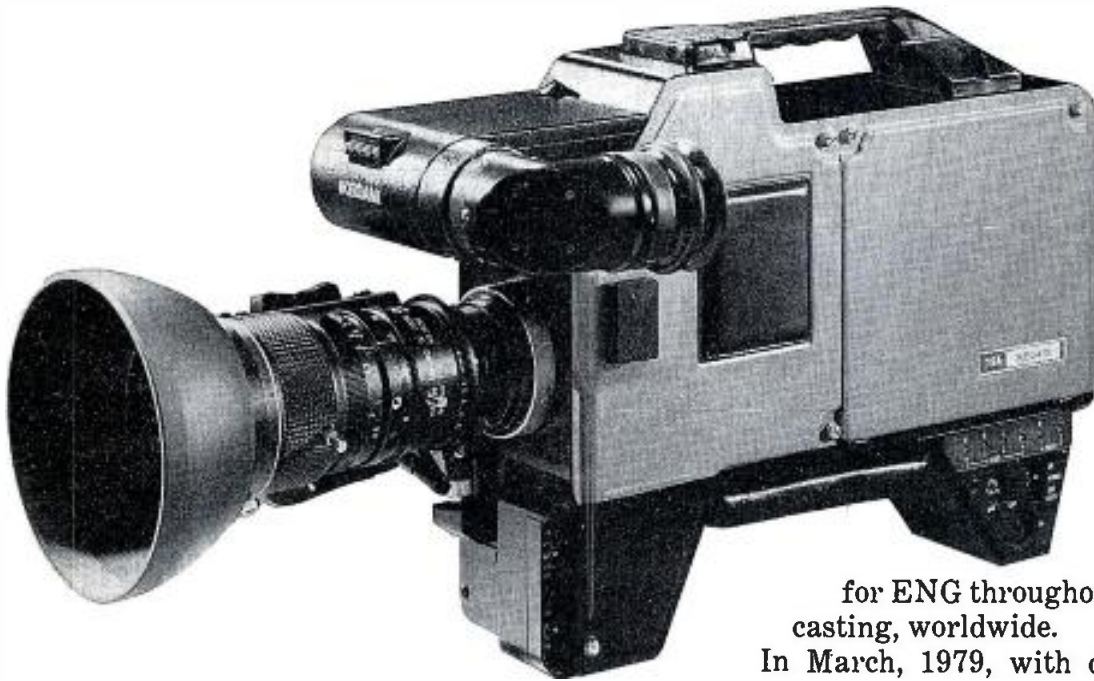
**National Sea Products** □ Three-week TV campaign begins in early April for frozen fish in eight markets during day, fringe, prime and access time. Agency: Ensslin & Hall Advertising, Tampa, Fla. Target: total women.

**Woodhill Chemicals** □ Three-week TV campaign begins in mid-April for Pizazz vinyl cleaner in 30 markets during fringe time. Agency: Wyse Advertising, Cleveland. Target: men, 25-49.

Radio-TV

**Iroquois Brands** □ Three-week radio and TV campaign begins in mid-April for Yoo-Hoo chocolate drink in East Coast markets including Boston, Miami and Atlanta. Agency: Weiss & Geller, New York. Target: women, 18-49, teen-agers and children.

# Ikegami inaugurates the era of one-person ENG camera crews.



A remarkable new television camera is ready for ENG broadcasters, a new-generation camera significantly more compact, yet higher in performance than any prism-optic ENG camera now offered.

The new HL-79A is like other Ikegami cameras in its performance and reliability. This tradition is well-known in the industry. It dates back some six years to the pioneering HL-33 head-plus-backpack camera that first made broadcast-quality ENG truly feasible. The HL-33 and its successor, the HL-35, carried on this tradition of reliability. And the current HL-77A head-plus-battery camera is today's standard

for ENG throughout broadcasting, worldwide.

In March, 1979, with deliveries of the new HL-79A, we enter the era of the one-person ENG camera crew, for this new camera is an all-in-the-head design — fully integral, with no power cord to a separate battery. Its reduced weight and size enable the camera-person to slip solo in or out of vehicles or through crowds, unhampered as never before. In performance and reliability it is the ENG camera of tomorrow in the authentic lineage of Ikegami cameras of yesterday and today.

Ikegami Electronics (USA) Inc., 37 Brook Ave., Maywood, N.J. 07607, (201) 368-9171; West Coast: 19164 Van Ness Ave., Torrance, Calif. 90501, (213) 328-2814; Southwest: 330 North Belt East, Suite 228, Houston, Texas, 77060, (713) 445-0100.

Visit us at Booth No. 406 at the NAB Show.



**Ikegami HL-79A**

# WGBH engineers talk about the Ikegami HK-312



WGBH covers Boston Pops Orchestra concerts  
with Ikegami HK-312 cameras from Symphony  
Hall, Boston.

Eight Ikegami HK-312 studio color cameras are in service at WGBH, Boston, some dating back to October 1977 — long enough for intelligence on their performance. From recent interviews with key WGBH people, read these excerpts.

### **Pops without noise**

*Tom Keller, Director of Engineering:*

“The HK-312s have such high sensitivity that we were able to reduce significantly our light levels at the Boston Pops and Symphony telecasts. Yet, despite the major light reduction, we experienced no visible noise with the HK-312s . . . With their remarkable reliability record, we can depend on 6 cameras for 6-camera coverage, and not 7 for 6 as in the past. After all, you can't stop a live orchestra performance for a retake if you've lost a camera.”

### **2 IRE, but a complaint**

*Ken Hori, Senior Engineer for Advanced Development:*

“We tested several camera makes for RFI within a quarter-mile of a 50 KW radio transmitter. The HK-312 measured 2 IRE, whereas most others were in the 5 to 7 IRE area, and some as high as 20 IRE . . . For symphony remotes we'd need 2 to 5 hours for warm-up, but nowadays we're set up in less than an hour . . . We like its straightforward design — example, its truly high signal-to-noise ratio as compared to other cameras that resort to reduced bandwidth to attain a comparable ratio but wind up delivering noise too . . .”

We did get one complaint from the maintenance crew. They said that because they rarely found the problem of a down HK-312, they would never get to know the HK-312 well enough to fix it.

### **Washouts and dropouts**

*Bill Fairweather,  
Video Control Engineer:*

“During a lighting seminar staged here by Imero Fiorentino Associates, an actor in a normally lighted scene held up a sheet of white paper with printing on

it to show loss of detail in the case of more than 60 percent tv white reflectance. The HK-312, however, was able to retain enough detail for the printing to be readable on the monitor.

Next came a demonstration of the dangers of too much or too little light on a chroma-key background. The HK-312 held the key to such a low light level on the blank background that the lecturer grinned and said, “I guess WGBH has pretty good cameras!” and went on to the next subject.”

The HK-312 is the camera that met WGBH criteria for performance, stability, and reliability. They also have HL-53s, high-performance portable cameras that interface with HK-312 CCUs and can operate portably with their own CCUs.

Adapters for triax cable, using digital techniques, make their cameras remote-usable at nearly a mile from base stations, yet easily revertible to multi-core cable whenever needed.

In daily use, their HK-312s and HL-53s are interfaced with microprocessor-computer control units that automatically cycle them through all set-up adjustments, including black-and-white balance, flare and gamma correction, video gain, and eight registration functions, then recheck all those adjustments — all within 45 seconds. The cameras can also operate independently of the set-up computers, a feature that is an Ikegami exclusive.

If all of this suggests that the HK-312 is probably the best studio/field color camera in the industry, consider this: camera, set-up computer, and triax adaptor are not only operational, they are deliverable. For details or a demonstration, contact **Ikegami Electronics (USA) Inc.**, 37 Brook Ave., Maywood, NJ 07607, (201) 368-9171 / West Coast: 19164 Van Ness Ave., Torrance, CA 90501, (213) 328-2814 / Southwest: 330 North Belt East, Houston TX 77060, (713) 445-0100.

# **Ikegami HK-312**

**Visit us at Booth No. 406 at the NAB Show.**

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Harvey Herman, chairman, and Charles Rosner, president, Herman & Rosner Enterprises, New York

## The plane to the train takes off on radio

New York is reputed to have the fastest metabolism of any city in the world. People and ideas move faster here than anywhere else, and rushing to meet deadlines (and airplanes) is accepted as a normal way of life.

By happy coincidence, when Herman & Rosner Enterprises was awarded the Metropolitan Transportation Authority account last spring, the MTA was preparing to launch a new concept in public transportation services. A long-term City Planning Commission study underscored the need for a fast, dependable and inexpensive alternative to traditional methods of reaching John F. Kennedy airport from New York.

The concept of utilizing existing subway and bus routes was especially attractive to the MTA. It was a program that might be adopted quickly, it would provide a needed and valuable service and it would require a minimal investment to start it rolling.

Spelling out the key points of the service to us during a client meeting, Susan K. Berman, director of marketing for the MTA, made two points very clear. She described the concept carefully and explained that she needed a demo tape as quickly as possible.

During an all-night "absolutely-no-calls" brainstorming session, we came up with a concept for a catchy radio jingle that would grab the attention of potential customers for this service and deliver the message that they could save time and money by taking the subway to the airport. We titled it "Take The Train To The Plane." At 10 p.m. that evening we called commercial music producer Charlie Morrow. Charlie is attuned to our late-night work habits and has his own recording studio. That meant he was able to begin work at once.

Charlie called in a group of musicians and vocalists and labored until 2 a.m. that morning on the mix. The finished demo featured a steady repetition of the simple but direct lyrics: "Take the train to the plane." The tempo of the tune increases so that its sound is similar to that of an actual train building up speed. The reaction was so favorable at the client meeting that morning that with a few minor revisions, the demo was okayed for airing.

The radio campaign was (and is) tied in with a broad print campaign. We designed



Herman & Rosner Enterprises Inc. will celebrate its first birthday next month. While each of the principals is a triple-threat copywriter, art director and contact man, Harvey Herman is also an accomplished filmmaker and commercial director. Prior to forming his own agency, Harvey Herman held creative positions in New York with McCaffrey & McCall, Smith/Greenland, de Garmo and Nadler & Larimer. Partner Charles Rosner was a vice president, creative supervisor at Lord, Geller, Federico and also served at Lois, Holland, Callaway and Leber Katz Partners. Initial and current accounts at Herman & Rosner include Marx Toys, The Health Insurance Plan of Greater N.Y., Merns clothing stores and the Metropolitan Transportation Authority.

a brochure to be distributed by hotels, token booths, travel agents, airlines, etc., and a striking four-color print and campaign that features a photograph of a silver and blue MTA train soaring above a bank of fluffy white clouds.

Because the MTA has an extremely limited advertising budget, it had to rely heavily on the barter system to produce the wide coverage necessary for the success of the campaign. With the cooperation of Marvin Schwartz, president of New York Subways Advertising Inc., we were able to offer New York's top radio stations an exchange of subway card and station space for air time.

The stations were quick to go along with this program, as the subways have always presented a high degree of visibility for advertisers. Virtually every station in the New York City area was soon peppering our 30-second spot throughout its broadcast schedules. Even though the spots began to air just about the same time the pre-Christmas ad push began and time was at an absolute premium, the stations were extremely cooperative.

The popularity of the campaign is evident from responses from a number of quarters. The MTA received calls from many foreign-language stations for translations and we recently completed a TV version of the spot. Another gauge of the campaign's success is the fact that the jingle is hummed and sung around town by everyone but taxi drivers.

As to how well the campaign is doing in terms of numbers, this is a bit more difficult to determine. Because the advertising was initiated at the same time as the service we have no performance record to compare with. We do know that the number of phone calls requesting information about the service (a special number for this purpose is featured in all our advertising) is growing steadily. The MTA has been averaging between 1,600 and 1,700 riders a day; around Thanksgiving and Christmas they were up to 3,000.

Past experience has taught us that the simplest solution can often be the best. The concept of the "Train To The Plane" service makes sense because it is direct. The aim of the MTA is to provide the best possible service and to fill passenger needs as completely as possible. The advertising program we devised was completely in sync with those goals. The method of reaching the public with the message was equally straightforward.

We are currently working with the MTA on a long-range marketing plan that will include The Train To The Plane service, and institutional, informational and safety campaigns. Radio has proved to be a highly effective medium for introducing the first facet of this broad program.

In addition, the subway advertising system has proved itself a boon to station advertising. New York's radio stations are presenting sophisticated and highly individualized image-building advertisements to millions of subway riders each day. Stations have found subway posters and car-cards are excellent billboards to promote their sounds and personalities. We are confident that this station-to-station relationship is bound to continue.



# Datebook

■ indicates new or revised listing

## This week

**March 23-26**—Gospel Music Week and Dove Awards presentation of *Gospel Music Association*. Opryland hotel, Nashville. Information: (615) 383-2121.

**March 25-April 7**—Advanced Management Development Program for public broadcasting executives, sponsored by *National Association of Educational Broadcasters*. Conference for senior executives in public broadcasting will be conducted by faculty of Harvard University in Boston. Information: James Fellows, NAEB, Washington.

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

**March 27**—New deadline for comments in FCC inquiry to study the legal and policy issues posed by electronic computer originated mail (ECOM) as proposed by U.S. Postal Service (Docket 79-6). Previous deadline was Feb. 25. Replies are due April 17.

**March 27**—*American Advertising Federation* Hall of Fame luncheon. John Crichton, Barton Cummings, William Marsteller and J. Walter Thompson will be inducted. Arthur Godfrey will be special guest. Waldorf-Astoria hotel, New York.

**March 30**—New deadline for comments in FCC inquiry on AM stereophonic broadcasting (Docket 21313). Previous deadline was Feb. 27. Replies are now due April 30.

**March 30-31**—*Society of Professional Journalists, Sigma Delta Chi Region 4* conference, Toledo, Ohio.

**March 30-31**—*Society of Professional Journalists, Sigma Delta Chi Region 12* conference, Nashville.

**March 30-April 1**—*Society of Professional Journalists, Sigma Delta Chi's Region 5* conference. Century Center, South Bend, Ind.

**March 30-April 1**—*Women in Communications Inc.* Pacific Northwest region meeting. Vance Airport Inn, Seattle.

**March 30-April 1**—*Women in Communications Inc.* Great Lakes region meeting. Sheraton West, Indianapolis.

**March 31**—*Women in Communications Inc.* Kansas City chapter dinner. Alameda Plaza hotel, Kansas City, Mo.

**March 31**—*California Associated Press Television-Radio Association's* 32nd annual convention. Marriott hotel, Newport Beach, Calif.

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

**April 1**—Deadline for registration for June 18-20 *Prix Jeunesse* seminar at Bayerischer Rundfunk, Munich, Germany. Entitled "Emotions As a Means of Dramaturgy," seminar will feature international experts in analyses and discussions of children's TV programming. Contact: Dr. Ernst Emrich, Organisationsburo Prix Jeunesse im Bayerischer Rundfunk, Rundfunkplatz 1, D 8000, München 2, West Germany.

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

**April 1-7**—*Second International Public Television Screening Conference (INPUT)*. Milan Trade Fair, Milan, Italy. Information in U. S.: Corporation for Public Broadcasting, Washington (202) 293-6160.

## Also in April

**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**—*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**—*Advertising Research Foundation/Advertising Club of Metropolitan Washington* public affairs conference. International Inn, Washington.

**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 6-7**—*Women in Communications Inc.* Midwest region meeting. Hilton Inn, Denver.

**April 6-7**—*Society of Professional Journalists, Sigma Delta Chi Region 6* conference. St. Cloud, Minn.

**April 6-8**—*Women in Communications Inc.* South region meeting. Montgomery, Ala.

**April 6-8**—*Women in Communications Inc.* Far West region meeting. Mansion Inn, Sacramento, Calif.

**April 7**—Great Lakes Radio Conference of *Central Michigan University chapter of Alpha Epsilon Rho* for high school and college students interested in radio careers. Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3851.

**April 7**—*Women in Communications Inc.* Fort Worth chapter celebrity breakfast. Green Oak Inn, Fort Worth.

**April 7**—Meeting of *Region 8, Radio Television News Directors Association*, Campus of Wright State University, Dayton, Ohio. Contacts: Lou Prato, WDTN-TV, Dayton; Steve Baker, WPPW, Piqua, Ohio; Bob Pruett, Wright State University.

■ **April 7**—Conference of *Radio-Television News Directors Association Region 12*, co-sponsored by Duquesne University Journalism Department. Duquesne Student Union, Pittsburgh. Contact: Alice Horgan, WTAE-TV Pittsburgh.

■ **April 7**—*Denver Women in Communications Inc.* Matrix Awards luncheon. Lesley Stahl, CBS White House correspondent, will speak. Airport Hilton Inn, Denver.

**April 8**—*Iowa Associated Press Broadcasters Association* annual convention. Keynote speaker will be Charles Osgood, CBS News. Four Seasons Center, Cedar Rapids, Iowa.

**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**—*Women in Communications Inc.* Cleveland chapter luncheon. Speaker will be Marlene Sanders, CBS correspondent. Cleveland Plaza hotel, Cleveland.

**April 10**—Symposium on "Doing Business With NATO", sponsored by *Armed Forces Communications & Electronics Association*. Commerce auditorium, Washington. Information: (703) 820-5028.

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

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

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

# The Professional

## How Money Managers Profit from Alan Schaertel's Predictions.

The financial community listens to Alan Schaertel, AP Radio's stockbroker turned broadcaster. Alan knows the Street and Washington.

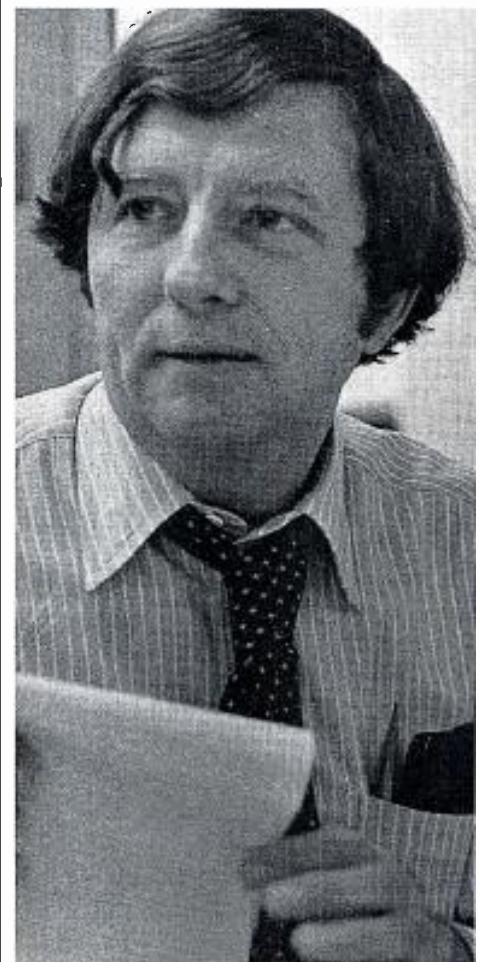
How does he assess business trends? "I base my analysis on first-hand information, sound business judgement and," Schaertel paused and smiled, "my sixth sense."

Alan's record speaks for itself. He won the prestigious JANUS award for his top-quality financial news coverage. We like that. We're like Alan Schaertel.

Professional.

# AP Radio

Associated Press  
Radio Network





# How come good kids aren't good news?

Robbery. Rape. Burglary. Vandalism. Drugs. They make good headlines. Especially when kids are involved.

Alas. How often do you see a good student, or student athlete the headline story on the evening news?

Well WITI-TV, Storer's station in Milwaukee decided it's about time that good kids got some good press, too. So back in 1976, they started a summer series called "Champion Teens."

"Champion Teens" is taped on location by WITI-TV's Live Camera 6. And it gives high school athletes, stars and second stringers alike, an opportunity to compete on television.

And at the end of each series, WITI-TV not only presents the winning school a trophy, it donates a cash award to their scholarship or library fund, as well.

Champion Teens is only one example of how Storer Stations get involved with their communities.

But then, the way we look at it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we can be for ourselves.

# STORER

STORER BROADCASTING COMPANY

**April 11-13**—Washington State Association of Broadcasters spring meeting. Representative Al Swift (D-Wash.), member of House Subcommittee on Communications, will be keynote speaker. Thunderbird Motor Inn, Wenatchee, Wash.

**April 11-13**—Kentucky Broadcasters Association spring convention. Representative Lionel Van Deerlin (D-Calif.) will be banquet speaker April 12. Hyatt Regency, Louisville, Ky.

**April 12-13**—Third annual Alpha Epsilon Rho Southwest regional broadcast conference and clinic. Texas Tech University, Lubbock, Tex. Information: (806) 742-3382.

**April 13-14**—Society of Professional Journalists, Sigma Delta Chi Region 7 conference. Lincoln, Neb.

**April 13-14**—Alabama UPI Broadcasters Association annual meeting. Governor Fob James will be speaker at Saturday night awards banquet. Downtowner Motor Inn, Montgomery, Ala.

**April 13-14**—Seventh annual broadcast journalism seminar of William Allen White School of Journalism in conjunction with Radio Television News Directors Association Region 6 meeting. University of Kansas, Lawrence. Contact Professor David Dary, (913) 864-3903.

**April 17**—Seattle Women in Communications Inc. Matrix dinner. Betty Rollin, NBC News correspondent, will be speaker. Olympic hotel, Seattle.

**April 17-18**—Alabama Cable Television Association annual "Citizen of the Year" presentation. Recipient will be Representative Ronnie G. Flippo (D-Ala.). Hyatt House, Birmingham, Ala.

**April 18**—New deadline for responses to FCC on National Telecommunications and Information Administration petition for reducing AM channel spacing from 10 khz to 9 khz. Previous deadline was Feb. 28.

**April 18**—Miami University Telecommunications Center "Free Press vs. Fair Trial" seminar. Scheidler Hall, MU, Oxford, Ohio. Information: (513) 529-3521.

**April 18**—Federal Communications Bar Association luncheon. Robert Schmidt, president, National Cable

## Errata

"Changing Hands" (BROADCASTING, March 19) reported that **Pulitzer Publishing Co.** owns WGAL-TV Lancaster, Pa. Although FCC approved Pulitzer's purchase of station in October 1978, consummation of deal is awaiting resolution of court case in which New Jersey group has appealed FCC denial of its petition to deny transfer.

□

The person who acquired control of KVN(AM) Coeur d'Alene, Idaho, on Feb. 28 was **Duane B. Hagadone**. He was incorrectly identified in the March 5 issue as Frank Hagadone.

Television Association, will speak. Capitol Hilton hotel, Washington.

**April 18**—Seminar on "Effective" TV Public Service Advertising," sponsored by *The Institute for Government Public Information Research and American University Public Relations Graduate Program*, with funding assistance from *Broadcast Advertisers Reports*. Mayflower hotel, Washington.

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

**April 18-20**—Minnesota Broadcasters Association spring conference. Friday luncheon speaker will be Representative Lionel Van Deerlin (D-Calif.). Marquette Inn, Minneapolis.

**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. Royal hotel, Abilene, Tex.

**April 20-21**—Society of Professional Journalists, Sigma Delta Chi Region 1 conference. Hartford, Conn.

**April 20-22**—UPI Carolina Broadcasters Association spring meeting and workshop on coverage of disasters. Holiday Downtown, Myrtle Beach, S.C.

**April 20-22**—Society of Professional Journalists, Sigma Delta Chi Region 8 conference. Huntsville, Tex.

**April 20-22**—Society of Professional Journalists, Sigma Delta Chi Region 11 conference. San Francisco.

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

**April 21**—East Central Indiana Women in Communications Inc. Matrix luncheon. Janet Guthrie, race car driver, will speak. Anderson, Ind., Country Club.

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

**April 22-24**—Louisiana Association of Broadcasters annual convention. Hilton hotel, Baton Rouge.

**April 22-26**—Affiliated Advertising Agencies International annual meeting. St. Petersburg Beach, Fla.

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

**April 23-24**—New York State Cable Television Association spring meeting. Albany, N.Y.

**April 23-24**—Virginia Cable Television Association annual convention. Marriott hotel, Arlington, Va.

**April 23-29**—Pennsylvania Association of Broadcasters annual convention-cruise. Miami, Nassau, Bahamas.

**April 24-27**—National Press Photographers Association workshop on TV newsfilm-tape. University of

Oklahoma, Norman. Contact: Professor Ned Hockman, School of Journalism.

**April 26**—New York City Women in Communications Inc. Matrix Awards Luncheon. Rosalynn Carter is scheduled to speak. Sheraton Centre, New York.

**April 27-28**—Society of Professional Journalists, Sigma Delta Chi Region 9 conference in conjunction with SDX Distinguished Service Awards ceremonies. Denver.

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

**April 27-29**—Illinois News Broadcasters Association spring convention. Ramada Inn, Rockford, Ill.

**April 27-29**—Women in Communications Inc. North Central region meeting. Hamline University, St. Paul.

**April 27-29**—Women in Communications Inc. Northeast region meeting. Americana hotel, Rochester, N.Y.

**April 29-May 1**—Chamber of Commerce of the United States 67th annual meeting. Washington.

## 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.

**May 1**—Deadline for comments to FCC on radio frequency interference to electronic equipment (Docket 78-369). Replies are due July 1.

**May 1-2**—American Association of Advertising Agencies media seminar. Water Tower, Hyatt, Chicago.

**May 2**—Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

**May 2**—National Radio Broadcasters Association radio sales day. Hyatt House (airport), Los Angeles.

**May 3**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

**May 4**—Radio-Television News Directors Association of Canada French-language regional conference. Hotel La Seigneurie de Ste. Marie, Ste. Marie de Beauce, Quebec.

**May 4-5**—Radio Television News Directors Association Region 2 meeting in cooperation with UPI. Cal-Neva Lodge, North Lake Tahoe, Calif. Contact: UPI, P.O. Box 4329, San Francisco 94101.

**May 4-5**—Radio-Television News Directors Association Region 6 workshop. Lincoln, Neb. Contact: Steve Murphy, WOWT(TV) Omaha, Neb., or Larry Walkin, University of Nebraska.

**May 4-6**—Society of Professional Journalists, Sigma Delta Chi Region 3 conference. Fort Lauderdale, Fla.

**May 5**—National Capital Women in Communications Inc. Matrix luncheon. Senator Nancy Landon Kassebaum (R-Kan.) will speak. Washington hotel, Washington.

**May 5-6**—Society of Professional Journalists, Sigma Delta Chi Region 10 conference. Portland, Ore.

**May 6-12**—Twenty-ninth annual Broadcast Industry Conference of San Francisco State University. Broadcast Preceptor and Broadcast Media Awards will be conferred May 12. Theme of conference will be "Ethics in Broadcasting." San Francisco State University. Information: Janet Lee Miller or Darryl Compton, SFSU.

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

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

**May 8**—National Radio Broadcasters Association radio sales day. Hyatt House (airport), Seattle.

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

**May 11**—Radio-Television News Directors Association of Canada British Columbia regional conference. Harrison Hot Springs, B.C.

**May 11-13**—UCLA Extension's symposium and demonstrations on "The Revolution in Home Entertainment: New Technology's Impact on the Arts." Hilton hotel, Los Angeles.

**May 12**—Meeting of Region 1 of Radio Television News Directors Association. Portland, Ore. Contact:

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HOTEL

March 25th-28th

57th NAB CONVENTION

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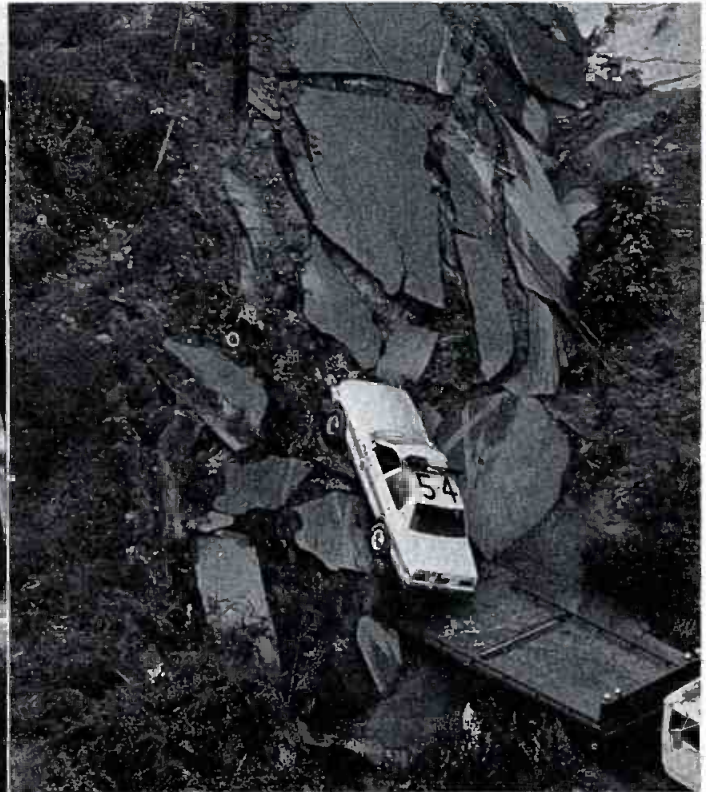
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**Major Meetings**

**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 programming. 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 21-24**—National Public Radio annual conference. Hyatt Regency, Washington. 1980 conference will be March 16-20, Crown Center hotel, Kansas City, Mo.

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

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

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

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

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

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

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

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

**Sept. 9-12**—National Association of Broadcasters radio programming 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.

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

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

Charles Biechlin, KATU(TV) Portland, or Dean Mell, KHQ(AM) Spokane, Wash.

**May 12**—Women in Communications Inc. Dayton chapter luncheon. Speaker will be Phil Donahue, TV personality. Dayton, Ohio.

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

**May 13-16**—Public Broadcasters' Organization of Michigan annual meeting. Boyne Highlands Resort, Harbor Springs, Mich. Contact: George E. Lott, Northern Michigan University, Marquette 49855.

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

**May 16**—Federal Communications Bar Association luncheon. Sheila Mahony, executive director, Carnegie Commission on the Future of Public Broadcasting, will speak, Capitol Hilton hotel, Washington.

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

**May 17**—Television Bureau of Advertising regional sales meeting. Marriott, Kansas City.

**May 17-19**—New Mexico Broadcasters Association annual convention. Holiday Inn. Farmington, N.M.

**May 18**—Radio-Television News Directors Association Prairie regional conference. Sheraton Centre, Regina, Sask.

**May 18-19**—Meeting of Radio Television News Directors Association Region 12 in conjunction with Pennsylvania AP Broadcasters. Treadway Resort Inn. Lancaster, Pa.

**May 18-19**—National Broadcast Association for Community Affairs Mid-Atlantic states regional conference. Marriott hotel, Philadelphia.

**May 20-22**—Tentative date for National Association of Broadcasters meeting of broadcast general managers and public affairs directors to explore public affairs programming on TV. Site to be announced.

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

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

**May 21-24**—National Public Radio annual conference. Hyatt Regency, Washington.

**May 22-24**—Electronic Industrial Association annual seminar. "Telecommunications: Trends and Directions," designed to brief members of the financial community on the status of the telecommunications industry. Dunfey's Hyannis Resort, Hyannis, Mass. Information: Peter Bennett or Karen Settevig, (202) 457-4937.

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

**May 24**—New York Market Radio Broadcasters Association's third annual Radio Day Festival. Americana hotel, New York.

**May 25**—Radio-Television News Directors Association Central Canada regional conference. Sheraton Connaught hotel, Hamilton, Ont.

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

**May 30**—International Radio and Television Society annual meeting. Waldorf-Astoria, New York.

**May 30-June 2**—Iowa Broadcasters Association convention. Julien Motor Inn, Dubuque, Iowa.

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\*Nielsen & Arbitron New York Reports, November '78; Arbitron New York Report, January '79, Net Weekly Circulation. (Nielsen does not update circulation data in January.)

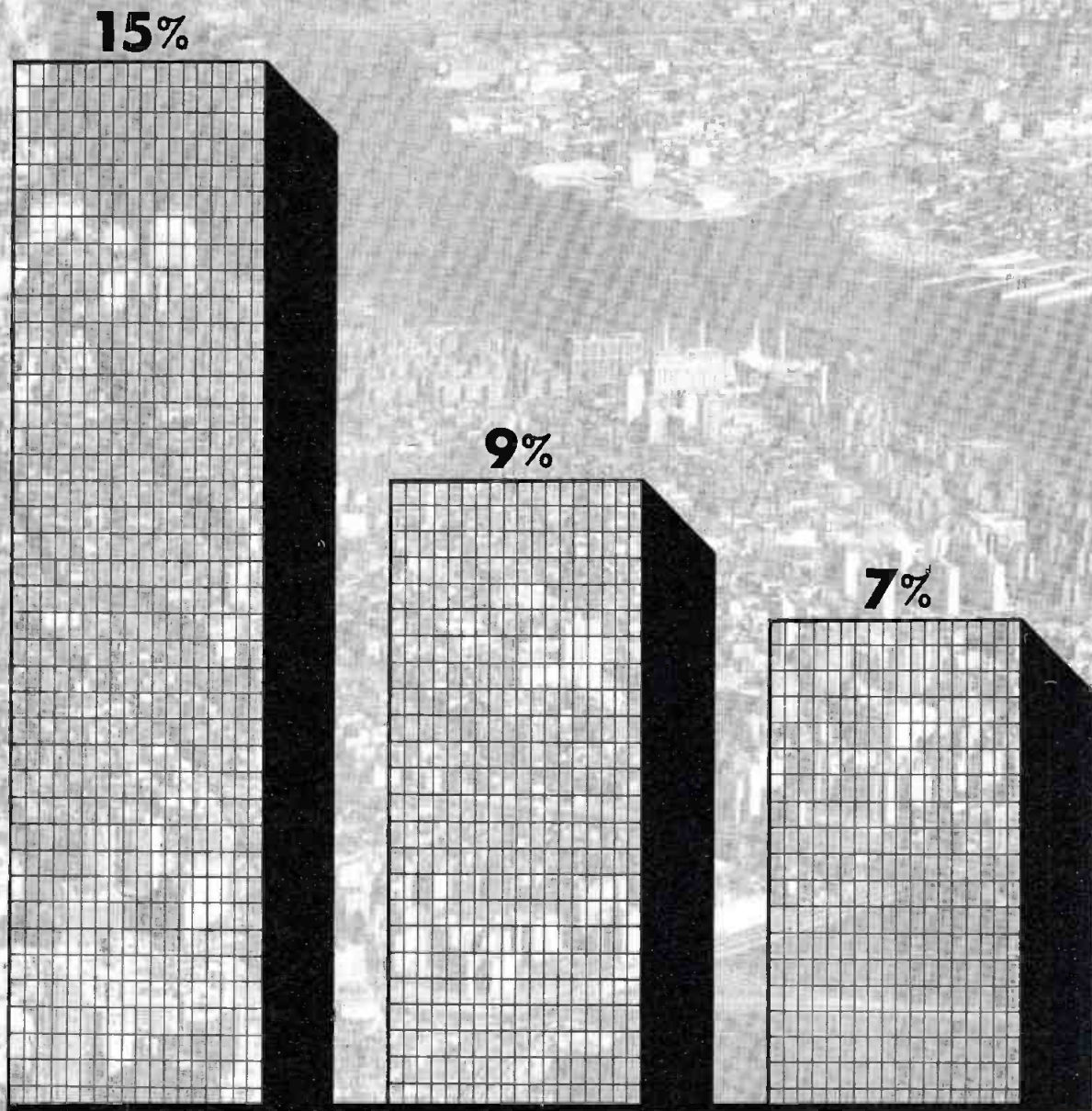
\*\*Nielsen New York Reports, January 1970-1979 (Sunday-Saturday, 9AM-12Mid).

\*\*\*Nielsen New York Report, January '79:

Women	18+, 18-34, 18-49, 25-49, 25-54, 50+, working
Men	18+, 18-34, 18-49, 25-49, 25-54
Females	15-24
Males	15-24
Persons	2+
Persons	18+
Teens	12-17
Girls	12-17
Children	2-11
Children	6-11



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Nielsen New York Report January 1979 Total Day Share (Sunday-Saturday, 9AM-12 Mid).

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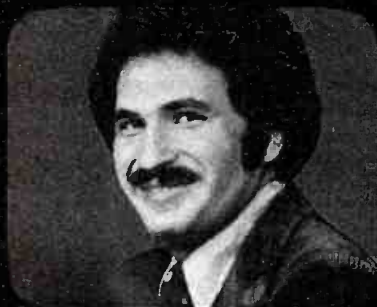
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## Clear comment

EDITOR: You can add my letter to the list of those broadcasters who deplore the tactics being used by the clear channel stations. How absurd it is that the *Grand Ole Opry* would be destroyed by the elimination of the current protection of the clears.

Have the people never heard of networks, syndication and so on? There are many of us who are not allowed to use the airways at night. We are in Murfreesboro, Tenn., and the reason we are not allowed to be on at night is so WGY in Schenectady, N.Y., can service the needs of our county. The current rules which were established in 1934 are archaic.—*Monte Hale, president, WMTS-AM-FM Murfreesboro, Tenn.*

EDITOR: While there is certainly still a need for 50,000 watt nighttime AM skywave service in rural areas and even as an alternative to local programming in urban areas, there is no need for the Class I-A station whatsoever. Far from providing a needed service, their existence prevents many areas from having full-time primary service of their own. The U.S. is far too large in area to allow any one station exclusive nighttime use (in some cases even exclusive daytime use) of a frequency. It was a mistake to allow these stations this luxury in the past, and it would be a tragic waste of spectrum space to allow them this luxury in the future. The need for nighttime skywave service can be more than adequately met by the kind of service provided on Class I-B frequencies, on which two widely separated 50,000 watt stations operate, usually with directional antennas. I submit that all existing Class I-A stations should be given the minor but critical reduction in service to the Class I-B level, and that whenever geographically possible I-A stations on adjacent frequencies should be consolidated onto a single frequency.—*Roland Koborka, Clifton, N.J.*

## The not-so-good-old days

EDITOR: Your Feb. 26 story on the coming of age of UHF was fine, and brings back memories of my brief contribution to the birth and near death of UHF broadcasting. Starting out in early 1952 as chief engineer of Empire Coil Co.'s pre-freeze V in Cleveland (WXEL) I was in the thick of applying for, designing and building KPTV Portland, Ore., which we got on the air in record time. From the zenith of that success we reached the nadir a short year and a quarter later when, after also building KCTV Kansas City, Mo., that U was sold to the DuMont Network at the end of 1953 for \$1 (yes, one dollar) to clear the decks so that Storer Broadcasting would agree to buy Empire Coil with only WXEL and KPTV

(which it switched to a V as fast as possible). That \$1 sale is quite a contrast to the \$7,500,000 now paid by Scripps-Howard for a Kansas City U.—*Thomas Friedman, Esplanade Co., Playa Del Rey, Calif.*

## A bargain at the price

EDITOR: I was recently sidelined for seven weeks after surgery and probably watched more TV during that time than over the past two years—morning, afternoon and evening.

The obvious fact has occurred to me that TV and radio are the best bargains in America. While everything else is going up in price, the consumer pays the same for Cronkite, the Super Bowl, the master's tournament and *60 Minutes* as he paid for television five, 10, 15 years ago. He pays nothing except the modest increase in electricity costs over the years. Furthermore, it wouldn't surprise me if TV set costs, due to the fierce competition, are about at the same level or even lower in price than years ago.

Simply because of the escalating costs of family entertainment—movies, amusement parks, theaters, restaurants, sports events—the pinch is here and will continue to tighten, and I think it will take TV to the highest sets-in-use levels we have yet experienced.—*James O. Parsons Jr., Bedford Hills, N.Y.*

(Mr. Parsons is the retired chairman of Harrington, Righter & Parsons, New York, station representative.)

## Gayle Grubb memento

EDITOR: I have the cover of the *Saturday Evening Post* of Aug. 6, 1955, which features a perfectly wonderful painting—by John Falter—of the late Gayle Grubb [former manager of WKY(AM) Oklahoma City and of ABC Radio in San Francisco] and his foursome. They are finishing up the 18th hole and Gayle is down on his hands and knees trying to urge his ball into the cup. I have kept it around all these years because I get a chuckle every time I look at it. But having passed the three score and 10 rule by a few years I would like to find out if some one would like to have it. Any suggestions?—*Lee B. Wailes, retired executive vice president, Storer Broadcasting Co., Hallandale, Fla.*

## Fan mail

EDITOR: Thank you for the "Profile" [March 5] in your great magazine. I received a lot of favorable response. I've always known that BROADCASTING is the most-read of all our industry publications, and now I know first hand.—*John N. Boden, president, Blair Radio, New York.*

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# Broadcasting TELEVISION

The newsweekly of broadcasting and allied arts  
Executive and publication headquarters  
Broadcasting-Teletesting building  
1735 DeSales Street, N.W., Washington, D.C. 20036.  
Phone: 202-638-1022.

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Founded in 1931 as *Broadcasting*—*The News Magazine of the Fifth Estate*. □ *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933. *Teletest* in 1953 and *Television* in 1961. *Broadcasting-Teletesting* was introduced in 1946. □ Microfilms of *Broadcasting* are available under University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ \*Reg. U.S. Patent Office. □ Copyright 1979 by Broadcasting Publications Inc.

## Top of the Week

# Mountain of applications piles up at the FCC

**Broadcast Bureau is years behind in processing them, especially in television; more people are needed, says commission's Jacobs; outsiders offer their own suggestions**

The FCC's Broadcast Bureau is sinking under the weight of a growing backlog of broadcast applications. Even if no more were received, the present staff would require years to dispose of those now on file. "It is," a key staffer conceded, "beyond normal tolerances."

The issue has been engaging the increasing attention of broadcast industry representatives. The Federal Communications Bar Association, the Association of Federal Communications Consulting Engineers, the National Association of Broadcasters and at least one individual attorney have written the commission expressing concern about the problem and volunteering their services in an effort to solve it.

And the problem is getting worse, particularly in television, where interest in UHF and in subscription television have caused a spurt in applications for new stations and for major changes.

Broadcast Bureau statistics show that while the staff of five lawyers and nine engineers working on television applications completed processing 44 for new stations and for major changes in each of 1977 and 1978, they counted 169 still pending at the end of 1977 and 283 at the end of 1978.

Taking note of that last figure and the rate at which the staff has been working, Jerold Jacobs, chief of the Broadcast Facilities Division, said, "If everything stopped, it would take six years to process everything on file." Some, perhaps most, applications move through the processing line in less than six years. But it was in contemplating the years of delay involved that Mr. Jacobs described the problem as being "beyond normal tolerances." (For applications involved in comparative hearings, add two or three years to the length

of time needed for a final decision.)

The situation is somewhat less grim where AM and FM applications are concerned. The staff of 41 lawyers and engineers completed work on 171 AM applications for new stations and major changes in 1977 and 308 in 1978, and counted 469 remaining at the end of 1977 but some 80 fewer last year, 389.

As for FM, Mr. Jacobs feels the staff is about holding its own. It disposed of 386 applications in 1977 and 446 last year. The number pending at the end of last year was 617, 20 more than the 597 on the books at the end of 1977.

Mr. Jacobs feels that people—more of them—are the answer to the problem. Improved procedures might help, but not dramatically, he says. And a proposed reorganization of the license division, which processes applications when they arrive and which is regarded as a bottleneck, might reduce delays also.

But nothing would do as much as additional bodies, according to Mr. Jacobs. The staff has estimated that for the commission merely to prevent the backlogs from mounting, four additional staffers would be needed—one engineer to work on AM and FM applications, and three lawyers to add to the television processing line.

Considerably more help would be needed to eliminate the backlogs. Eleven persons—one engineer and four attorneys on the AM-FM line and six attorneys on the television line—would be needed to wipe out the backlogs in four years. The AM-FM line would require one more engineer and eight additional attorneys, and the TV line, nine more attorneys for the effort that would be needed to become current.

And while some commission officials

and communications attorneys see relief in changes in procedures that are being contemplated, Mr. Jacobs is not so sanguine.

For instance, the commission is expected within the next two months to revise its adjudicatory procedures in a way that would relieve the Broadcast Bureau of some of the heavy responsibilities given it in a 1976 effort at streamlining procedures. However, Mr. Jacobs noted that the division has thus far processed only two groups of applications under the 1976 procedures. So adopting the recommendations offered by former General Counsel Max Paglin two weeks ago (BROADCASTING, March 19) would simply "help us keep from falling farther behind," Mr. Jacobs said.

Similarly, he does not see proposals for amending the rule preventing more than one pay television station from operating in a community as likely to offer much immediate help. Twenty-eight of 38 pending pay television applications are mutually exclusive, and processing them is a complicated task. But liberalization of the rule—proposals are being considered that would permit two or more pay television operations in a "market"—would simply "prevent things from getting worse," Mr. Jacobs said. "There is more work at hand than the present staff can handle in the next two years," he said.

The use of data automation has also been advanced as a way of helping reduce backlogs. And Mr. Jacobs agrees it would help. "But," he said, "we do not have enough people in the Broadcast Bureau or allotted to us to follow through on proposals made several years ago."

There is some hope within the agency that Congress will be sensitive to the com-

**Money for minorities.** National Association of Broadcasters Chairman Donald Thurston said last week that more than \$8.5 million, including \$2.5 million each from the three networks, has been committed to the NAB Minority Broadcast Investment Fund, which will make loans and loan guarantees to new minority broadcast enterprises. The pledges include \$500,000 each from Capital Cities Communications and Westinghouse Broadcasting. Those and the pledges of CBS and ABC are conditioned on "substantial" participation in the program by the rest of the industry, Mr. Thurston said. NBC's is conditioned on a matching-funds system. Mr. Thurston said he also has corporate pledges from smaller groups and individual broadcasters, including: Forward Communications, \$60,000; Jerry Lee, WDVRFM Philadelphia, \$6,000; William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., \$2,400; Herbert Hobler, Nassau Broadcasting, Princeton, N.J., \$1,000; Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass., \$1,000. The last four individuals are all members of the NAB radio board. Mr. Thurston committed his own Berkshire Broadcasting, North Adams, Mass., to \$5,000.

The NAB joint board chairman, who heads the NAB minority task force that put the program together, said a general solicitation letter would be sent out to broadcast groups and stations in April. He is optimistic about reaching the goal of \$15 million in contributions from broadcasters this year. "I am confident the fund will be established and that we're going to be in business," he said.

mission's needs and provide funds for processing help in the 1980 budget. The Office of Management and Budget rejected for inclusion in the President's budget funds the commission had requested for 12 employees to put on the processing line.

The matter came up briefly in the House Appropriations subcommittee hearing last month on the commission's budget, when Representative Joseph D. Early (D-Mass.), who was presiding, asked about backlog problems, possibly as the result of a prehearing prompting. Chairman Charles D. Ferris reported OMB's decision to disallow funds for processing help, and said that although automation might help, the job is labor-intensive and requires lawyers and engineers. The issue was not raised last week at a Senate appropriations hearing (see page 66).

Industry representatives who have written the commission on the subject have suggested steps in addition to increasing the staff that might be taken to reduce the backlogs. For instance, Vincent T. Wasilewski, president of the NAB, in a letter last week to FCC Chairman Ferris, said there is an "immediate need" to reduce paperwork and red tape. "Each year, our members and your employees spend thousands of hours preparing or reviewing applications and reports that, in the final analysis, are more complex, redundant and lengthy than either the law or reason would require," Mr. Wasilewski wrote, adding, "The paperwork costs to the industry and the corresponding drain on the taxpayer's pocketbook have escalated to near crisis proportions."

Mr. Wasilewski said that NAB, with its membership of 570 television stations and 4,611 radio outlets, "is uniquely capable of playing an active and central role in this backlog effort."

As did R. Russell Eagan, president of the FCBA, and L. Robert duTreil, president of the AFCCE, Mr. Wasilewski asked for a meeting to discuss the matter. He also suggested that the commission, "at its earliest convenience," meet in open session to discuss with key staff members the backlog problem and plans to solve it and to reduce "the unnecessary paperwork burden placed on the broadcast industry and our agency."

One private practitioner who wrote to Chairman Ferris expressing concern and offering recommendations was Michael Bader, of Haley, Bader & Potts. He said that it would be useful for the commission to schedule an informal meeting of representatives of the bar and engineering consultants and that he would like to participate if one were called.

It would appear that a backlog is also building up in the chairman's correspondence. Mr. Bader's letter, written Jan. 30, has not yet been answered. Neither have the more recent letters from the FCBA, AFCCE, and NAB. However, an aide said Chairman Ferris expects to discuss the matter with Mr. Wasilewski and others at the NAB convention in Dallas this week.



Wasilewski



Thurston

## NAB leaders hopeful of future

**Wasilewski sees 'dynamic' times ahead, but urges calm in dealing with legislative revisions; Thurston sees lessening of favor for spectrum tax and more for fee based on costs, and both like NTIA's consent plan for retransmission of stations**

Although the subject of more major government activities—bills, inquiries, rulemakings—than most can remember happening at once, broadcasting faces a good year ahead, say the leaders of the National Association of Broadcasters, which gathers for its annual convention in Dallas this week.

NAB President Vincent T. Wasilewski does not plan to give his traditional state-of-the-industry speeches to convention radio and TV audiences. But if he were to deliver one, he would say that he sees a "very dynamic, upbeat industry."

"We have problems; we'll always have problems," he said last week, "but I'm happy to see the industry in such a healthy state."

Despite the list of activities in Washington with potential threats to broadcasting—the revisions of the Communications Act in Congress, the Federal Trade Commission's children's advertising proceeding, children's television inquiries in progress at the FCC and in the Senate, the FCC's network inquiry, among them—Mr. Wasilewski urges calm. "It's not time to push any panic buttons," he said. "I think the government is always going to have a greater interest in broadcasting . . . . Anything people spend hours a day listening to and viewing is going to be the subject of government inquiry."

The biggest reason for calm, the NAB president thinks, is that the process of revising the Communications Act is not going to be rushed. He personally is dubious of House Communications Subcommittee Chairman Lionel Van Deerlin's (D-Calif.) ability to meet his announced two-year goal to win passage of the rewrite. He doubts, in fact, whether

any congressman could hit that target. "The rewrite process," Mr. Wasilewski said, "is going to be slow, methodical and meticulous . . . Van Deerlin is not going to do anything rash."

NAB's joint board chairman, Donald Thurston, shares Mr. Wasilewski's optimism about the future. Last week, he said broadcasting "is in the best shape it's ever been in." While the industry acts as if it wished the rewrite had never happened, Mr. Thurston says he thinks that the "chances for meaningful regulatory reform are at hand." The "diversity of bills" will ultimately "work to the industry's best interest," Mr. Thurston said. "They will give us the opportunity to strike the best possible deal all the way down the line."

There are, of course, problems for broadcasters in the bills, but Mr. Thurston thinks there are signs some of those are beginning to work out. The biggest, from the industry's standpoint, is the license fee, first proposed in the Van Deerlin bill last year, and now incorporated in the Hollings measure as well. Mr. Thurston has been an outspoken opponent of any special "tax" on broadcasting, his characterization of the fee. And he thinks that view has begun to gain favor in Congress. Mr. Thurston doesn't discount the possibility that a fee will be contained in the ultimate legislation, but he thinks it will probably be "better defined" so as not to be a tax, but based instead on the costs of regulation, as in the Goldwater bill.

However it may be changed, the fee will still not have NAB's support under the association's current policy. Said Mr. Wasilewski, NAB "will remain" opposed to any license or spectrum fees until the NAB board votes to change that position.

On other issues, the association shows no sign of altering its own wish-list of amendments—radio deregulation, longer license terms for television and increased insulation from challenge at license renewal time, as Mr. Wasilewski summarized some of them last week.

In addition, Mr. Wasilewski said, NAB

will likely file at the FCC in support of the National Telecommunications and Information Administration's retransmission consent proposal, that would replace distant signal carriage restrictions at new cable systems with the requirement that the systems bargain for the right to each imported signal with the broadcaster who owns it.

The NAB president said the association's next two priorities after lobbying for the industry stance in the Communications Act revisions are defeat of the FTC's children's advertising proposal and winning radio deregulation. NAB has filed a petition at the FCC for deregulation of such processes as radio ascertainment, a filing others such as the National Radio Broadcasters Association have said is all right, but should not substitute for the ultimate end of achieving wider radio deregulation from Congress. Mr. Wasilewski's response is that the FCC can achieve a "large amount" of deregulation. "You get what you can where you can," he said.

Mr. Wasilewski had these thoughts on

other Washington-related topics:

■ On the new Congress: "It's going to be more conservative than the previous Congress." As regards the Communications Act revisions, they will be "helpful to us in seeking the amendments we would like."

■ On the new FCC: With Margita White, a Ford administration appointee, departed from the commission, and a Carter administration nominee, Anne Jones, about to take office, some have speculated that the majority at the commission has tipped against broadcasting. But Mr. Wasilewski said he doesn't think so. "I am not of the school that thinks Miss Jones is going to be an automatic vote against the industry," he said. But he declined to speculate on future commission actions, such as on the NAB's radio deregulation petition. "We'll know more a year from now," he said.

■ On the NTIA: NTIA head Henry Geller is "going to call them as he sees them," Mr. Wasilewski said. But "in many respects we have a friend at NTIA."

## Collins enlists in Van Deerlin's rewrite cause

**Ranking Republican switches signals, will co-sponsor bill; NAB meanwhile finds Goldwater's measure better of two bills. introduced in the Senate**

Representative James Collins (R-Tex.), the man whose signature Lionel Van Deerlin (D-Calif.) has persistently sought on his Communications Act rewrite, decided to give it last week, saying the bill that is to be released this week is "much better for radio and television than the one they had before."

The rewrite's public release, now scheduled for Thursday (March 29), has been postponed several times, in large measure because Mr. Van Deerlin wanted bipartisan sponsorship to help move the bill through the House. But Mr. Collins, as late as last Tuesday, seemed unwilling to cooperate. His announced plan was to introduce his own bill in the form of amendments to the current Communications Act—amendments that would be more favorable to broadcasters than Mr. Van Deerlin's measure, he had indicated.

But after a Tuesday meeting with the rewrite's drafters, Mr. Collins changed his mind. He said the drafters "took out some of the more objectionable features of the bill." While reluctant to get into specifics, he said the link between the proposed license fee and public broadcasting has been removed. The original bill would have funded public broadcasting programming with proceeds from the license fees. Mr. Collins also said the fee would not be as big as the original. The congressman continues to oppose fees in principle, but he said, like it or not, "we're going to have taxes" in the bill.

Another feature he said he liked is protection of current broadcast groups against disruption from proposed ownership changes. "I think we're going to have stability in an industry where people can make plans to build," he said.

The bill to be introduced this week "is just so much better," the congressman said. "It provides more stability. And it provides less red tape."

Still, it isn't the bill Mr. Collins would have written. "They wouldn't need 200 pages; you could write it in 10" if it were his, he said. But he said he will support it because he wants to work with Mr. Van Deerlin, whom he admires because "he isn't autocratic."

Mr. Collins said his experience with Mr. Van Deerlin and his understanding of the bill reassure him that the rewrite will make it through Congress. "I'm convinced we're going to have a bill," he said. "And I'm going to work with [Mr. Van Deerlin] to have it."

Observers of the subcommittee think it

## Sims steps up call for new president

**In letter to NAB board members, Wycom head says organization needs new blood, and a broadcaster, for top job**

This week's National Association of Broadcasters convention marks the 14th meeting of the association held under the stewardship of President Vincent T. Wasilewski. And it won't be his last. Mr. Wasilewski indicated last week, despite persistent calls from a retiring NAB radio board member for his replacement.

Bill Sims, president of Wycom Corp., a radio station owner headquartered in Laramie, Wyo., who first publicly recommended that Mr. Wasilewski step down last month (BROADCASTING, Feb. 19), said last week that he has received more than 100 responses from broadcasters running 90% in favor of the idea. The tally includes six NAB board members in favor, he said, and three against. He would not give names.

For his part, Mr. Wasilewski said he has received responses from about 10 broadcasters, all against Mr. Sims's suggestion. Most, said Mr. Wasilewski, express outrage that Mr. Sims never raised the suggestion in four years at NAB board meetings, waiting instead until his tenure on the board was all but finished. Mr. Sims's last board meeting was in January.

Following his published statements about Mr. Wasilewski, Mr. Sims mailed a letter March 6 to the members of the NAB board and "selected past board members," renewing his call for a broadcaster to be named to the position Mr. Wasilewski now holds. In it he is critical of Mr. Wasilewski as lacking in broadcast management experience (a lawyer, Mr. Wasilewski joined the NAB staff straight

out of school) and in traits Mr. Sims says he and his supporters want in the top NAB staffer. As he characterized their response: "Vince Wasilewski does not have the ingenuity, the creativeness, boldness, charisma or leadership characteristics most broadcasters apparently want . . . The American broadcasting industry has hired itself a lawyer. A lawyer will do exactly what he is paid to do—defend his clients. That's exactly what Vince has done. He has defended us as an attorney should in fairly good style and has probably earned his fees, although some broadcasters were disturbed to learn Vince's total compensation package approaches \$150,000 annually.

"I don't know about you," Mr. Sims continued, "but I am tired of being on the 'defense.' The other guys have had the ball too long. We have been so busy defending ourselves we haven't been nearly 'offensive' enough. Most broadcasters tell me they want a guy who is 'intuitive, charismatic, sharp on his feet, can speak without notes, ingenious, searching, building, strong, lean' . . . It is difficult to apply those characteristics to Vince."

After reading the Sims letter, one NAB board member told BROADCASTING last week that he thinks it is the Wasilewski style that "bugs" Mr. Sims. The question, this director believes, is whether NAB should have "a big puppy dog conciliator" as its president or "a guy with pizzazz—like [the Motion Picture Association of America's president, Jack] Valenti."

In his own behalf Mr. Wasilewski said he plans to remain as NAB president "at least another three or four years." In responding to questions about the Sims letter, he would say only, "if you have 5,500 members, you can't keep everybody happy."

highly likely that the bill will have another Republican co-sponsor, Representative James Broyhill (N.C.), who in the past has sponsored broadcast-supported license renewal legislation. But Mr. Broyhill said last week that he had not yet made up his mind. He has difficulty supporting a measure with the license fee, which he would like to see omitted, he said.

■ While the rewrite drafters were putting the finishing touches on their measure last week, the National Association of Broadcasters was analyzing the two Communications Act revisions already on the table—S. 611 by Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) and S. 622 by the subcommittee's ranking Republican, Barry Goldwater (R-Ariz.), and another member, Harrison Schmitt (R-N.M.). Both were introduced two weeks ago (BROADCASTING, March 19).

Not surprisingly, the NAB staff found S. 622, which carries broadcast deregulation much farther than S. 611, the more acceptable of the two measures. Commenting on S. 622, the staff says the bill does not cure all of broadcasting's objections to cur-

rent license renewal procedure, but it does appear to prevent the commission from using competing applications in a renewal case to compare "promise with performance." S. 622 "partially" takes care of broadcasters' concerns about the appeals court decision in the WESH case, NAB says.

S. 611, NAB says, also attempts to deal with the WESH problems, but NAB finds fault in its approach. The bill prohibits the commission from considering other media ownerships of the renewal applicant in comparative cases, but the way it is written, NAB says, it appears the bar applies only to colocated media, not to an applicant's other media holdings.

NAB finds the annual "random audit" that substitutes in S. 611 for the current radio renewal process "both good and bad news." The provision would do away with the need to file voluminous renewal applications every three years (S. 611 would grant indefinite licenses for radio), but there is nothing to prevent a station from being audited more frequently than every three years, and it would seem the same forms would have to be produced at audit

time, NAB says. "There appears to be little deregulation beyond the indefinite term and in some ways even less stability," NAB says.

The staff finds little to fault in S. 622's radio deregulation provisions, which make radio licenses indefinite, and do away with such things as ascertainment and the need to keep program logs.

The staff's analysis appears to applaud the directive in S. 622 for the FCC to look for ways to deregulate television. S. 611 has no comparable provision.

Regarding the fees proposed in both bills, NAB says it opposes all spectrum-usage-based fees such as the one in S. 611. It makes no comment about the cost-of-regulation-based fee in S. 622, except to speculate that it would probably be higher than what broadcasters would pay today.

The staff says NAB "strongly opposes" S. 611's shifting the burden of proof to broadcasters to show the need for restrictions on cable distant signals. For one thing, it says, such a shift would presumably require broadcasters to bare their finances, which could be "very damaging" to broadcasters' competitive positions.

## Merrill Lynch brings home the technology point—by satellite

Securities brokers and investors in at least 25 U.S. cities were filled in on "The Emerging Video Environment" by Merrill Lynch, Pierce, Fenner & Smith last week in what was billed as "the first investment research seminar to be telecast coast to coast via satellite."

Sixteen top program, cable, pay cable, over-the-air pay TV, broadcasting and regulatory and technical executives participated in the 90-minute program, which originated at New York's Madison Square Garden Thursday afternoon under the direction of William P. Suter, Merrill Lynch vice president and TV specialist. Attendance at Merrill Lynch offices in the 25 cities—and there might have been more, representatives of the firm said, because reports were still coming in on Friday—ranged from a half-dozen to an estimated 400 in New York.

Mr. Suter, host for the seminar, summed up the main themes:

■ "The broadcasting business as we

know it today is healthy and is growing faster than the general economy, and it should continue to do so in the foreseeable future, in our opinion.

■ "Technology is way ahead of everything else," but "increased choices for the viewer are accelerating and are creating more demand for video software, which makes ownership and distribution of software more valuable.

■ "All of these developments create new and what we believe are exciting investment opportunities."

With Mr. Suter as moderator, the participants were: Andrew F. Inglis, president, RCA American Communications; Jack R. Kelly Jr., executive vice president, Scientific-Atlanta; Steven L. Sinn, senior vice president, UA-Columbia Cablevision; Robert Uchitel, president, Visions Inc.; Robert S. Block, president, American Subscription Television;

Also FCC Commissioner James Quello;

Wilson Wearn, chairman, Multimedia Inc.; Charles S. Mechem Jr., chairman, Taft Broadcasting; Ralph M. Baruch, chairman, Viacom International; Richard H. Frank, president, Paramount Television Distribution; Gerald M. Levin, chairman, Home Box Office.

Also, William J. Donnelly, vice president, Young & Rubicam; Gustave M. Hauser, chairman, Warner Cable; Everitt A. Carter, chairman, Oak Industries; Emanuel Gerard, office of the president, Warner Communications, and Joseph M. Cohen, president, Madison Square Garden Cablevision.

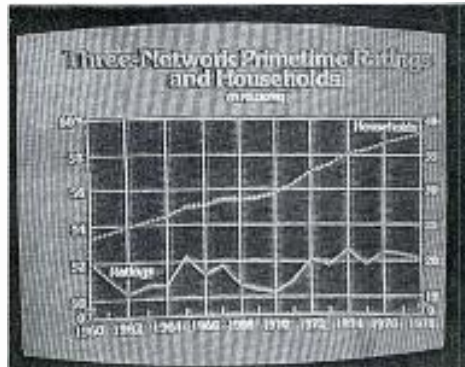
Merrill Lynch representatives said satellite distribution was handled primarily by Home Box Office and Viacom's Showtime, with Public Broadcasting Service stations participating in four cities. The 25 known cities ranged "from Anchorage to Houston and from Honolulu to Chicago," according to Merrill Lynch.



**Beamed to the brokers.** One of the panels that contributed to Merrill Lynch's presentation comprised (left photo, l-r): Wilson Wearn of Multimedia Broadcasting, Bill Suter of Merrill Lynch and Bill Donnelly of



Y&R. Also appearing was FCC Commissioner James Quello, and among the graphic displays presented was this one on the relationship between ratings and TV households.



## Door is opened on closed captioning

**ABC, NBC and PBS will participate, but CBS says it wants to work on teletext; start-up set for early next year**

Top officials of government and the broadcasting industry held a joint news conference in Washington on Friday to celebrate the initiation of a joint project to bring the 14 million hearing-impaired, two million of them deaf, into the "mainstream" of American life, through television.

The occasion was the formal announcement of the project, to get under way early next year, that will make it possible through closed captioning for the hearing-impaired to watch and understand television without distractions to other viewers.

"Today," said Joseph Califano Jr., secretary of health, education and welfare, "we celebrate a break-through for millions of deaf and hearing-impaired Americans. We celebrate the immense good that can come about when government, private industry and the voluntary agencies join hands and cooperate in the public interest."

And so there would be no doubt as to the level of the government's interest in the project, Secretary Califano said, "On behalf of President Carter, who is very much the person responsible for our being here today, I want to welcome you all."

Sharing the platform with Mr. Califano were Frederick S. Pierce, president of ABC Television, which played a major role in the early development of the closed-

captioning system eight years ago: David C. Adams, vice chairman of NBC, which only in the past several months overcame what appeared to be considerable reluctance to participate (and still has some doubts), and Larry Grossman, president of the Public Broadcasting Service, which, with HEW funds, developed the closed captioning system from an experimental concept pioneered by the National Bureau of Standards.

Present also was Charles Meyer, a senior vice president of Sears, Roebuck & Co., which will manufacture and distribute the decoding equipment that converts otherwise invisible signals into printed captions and displays them on the screen. The selling price for a "black box" adapter will be about \$250, while a 19-inch color set with a built-in decoder will sell for about \$500.

Absent from the news conference was a representative of CBS. It has declined to participate because, it says, it is interested in proceeding with a different kind of technology—teletext—which it says can be used to provide not only closed captioning but an array of other services (BROADCASTING, March 12). However, PBS engineers believe practical application of the teletext system is five or six years off.

The closed captioning system that has been developed uses line 21 of the vertical blanking interval to transmit captions that can be seen only when decoded. The encoding will be done by the National Cap-

tioning Institute, an independent, non-profit organization which will begin operating in the Washington area and which will establish a companion center in Los Angeles next fall. The institute will be run by a board of directors, whose chairman is Don Weber, a Corpus Christi, Tex., businessman who is on the board of PBS.

ABC and NBC will build up to an average of about five hours of captioned programming, most of it prime time, each week, and PBS, more than 10 hours, according to Mr. Califano. The captioning will cost the networks about \$2,000 per hour of programming. (NBC estimates its total first year costs at \$750,000, which includes additional taping and transmission costs.)

In time, NCI is expected to be self sufficient. Besides the captioning charges, it will receive \$8 royalty for each adapter unit and built-in unit that Sears sells. But HEW has agreed to provide the institute with up to \$3.5 million this year, and with decreasing amounts each of the next three years, when the subsidy will be \$400,000.

For the most part, the occasion of the announcement was a happy celebration of what was regarded as the successful culmination of an eight-year effort to make television available to the hearing impaired. Mr. Pierce recalled that it was ABC Chairman Leonard Goldenson who in 1971 called for the use of technology to help the handicapped and that ABC's engineering chief, Julius Barnathan suggested in the same year that a technique developed by the National Bureau of Standards for presenting time and frequency

## In Brief

**ABC's broadcasting revenues** in 1978 reached \$1,546,617,000, up 20% from 1977, and division's operating profits were \$310,858,000, up 13%, according to annual report, out Friday. Company's total revenues were \$1,793,985,000 and net earnings were \$135,575,000.

□

Chairman **William S. Paley** was CBS's highest paid officer-director in 1978 with \$1,004,685 in payments and contingent grants for future payment (\$757,941 salary, bonuses and payments under previous grants and \$246,744 in contingent awards), according to proxy statement for meeting April 18 at WTVF-TV Nashville. President **John D. Backe** was second with \$868,759 (\$672,211 and \$196,558). **Gene F. Jankowski**, president, CBS/Broadcast Group, received \$439,725 (\$284,292 and \$145,433). **John Phillips**, president, CBS/Columbia Group: \$480,191 (\$367,887 and \$112,304). **John R. Purcell**, president, CBS/Publishing Group and, since March 1978, CBS senior vice president: \$467,863 (\$327,790 and \$140,073). **Walter Yetnikoff**, president, CBS/Records Group, received \$808,750 (\$805,000 and \$3,750) by contract through 1980 under which he receives \$125,000 annual salary and two \$500,000 bonuses (one in 1977, one in 1978) but waived rights to collect certain previous awards as well as certain other rights.

□

**Christal Co.**, New York, founded 27 years ago, will be sold by its present owner, Cox Broadcasting Co., Atlanta, to **Robert J. Duffy**, president of Christal. Ownership transition began in January 1979 in form of partnership between Cox and Mr. Duffy, with full transfer of ownership of radio rep firm scheduled to occur in near future. Christal will continue to represent radio stations belonging to Cox and General Electric, which is acquiring Cox, until they are sold to other companies. Spokesman for Telerep, TV representative firm owned by Cox, said there are no present plans for sale of that company.

## The FIRST AMENDMENT guarantees your right to know.

### —SPEAK UP FOR IT!

Broadcasters attending National Association of Broadcasters convention in Dallas this week will likely encounter **billboards with First Amendment messages like this one**. Part of nationwide campaign also using radio and TV messages, there will ultimately be as many as 2,000, **put up by Metromedia** in effort to increase public's awareness of First Amendment. Campaign's creator, Mark Evans Austad, Metromedia VP, said he thinks First Amendment is "slipping" because courts are siding against it. He wants to try to convince public that it has "more to lose than the publishers."

□

**Dick Salant** won't retire officially as CBS News president until April 30, but his successor, **Bill Leonard**, CBS News executive vice president and chief operating officer, takes over later this week. Mr. Salant will be in and out of office, making speeches and taking vacation time.

□

Government has filed formal charges against **John Cox**, former NBC unit manager accused of pocketing \$4,800 in airline ticket billing scheme over past two years. Mr. Cox has agreed to plead guilty to one count of wire fraud—facing up to five years in prison and \$1,000 fine—in



signals over the air be adapted for captions.

But CBS's absence cast something of a shadow. Mr. Califano, in answer to a question, expressed the hope that CBS would join the other networks in the project. "By joining this organization, they will add 25% to the amount of prime time programming available" to the hearing-impaired, he said. "But it's their decision." And, in reference to CBS's stated preference for developing the teletext system, he said he did not think it fair "to hold up for five years" the presentation of programs that can be offered today.

NBC, whose change of mind Mr. Califano suggested was the result of the interest shown in the project by NBC's chairman, Jane Cahill Pfeiffer, still has some nagging doubts. A news release it issued said a number of problems remain to be solved, including meeting a target of manufacturing and selling 100,000 adapters or integrated units each year beginning in 1980, superimposing and captioning on rapidly changing competitive network program schedules, the limitation of the captioning technique to taped programs which represent a small portion of NBC's prime time schedule and delivery of programs by producers in sufficient time to enable them to be captioned and shipped to NBC for broadcast.

And in a letter to Mr. Weber, NBC said that while it will participate in the project "in good faith," the undertaking is subject to the qualification that if experience demonstrates that basic assumptions of the project prove to be seriously in error, NBC can curtail or withdraw its participation.

## Pierce on the warpath

**At ANA, he takes after Ferris for suggesting that the networks are technological dinosaurs, insists that the current system is the best and will be around for quite a while; he also defends ABC's children's cutbacks**

ABC Television President Frederick S. Pierce went on the counterattack last week, calling FCC Chairman Charles D. Ferris "dead wrong" if he believes "television is declining . . . and apparently thinks the way to improve program quality is to promote every other means of distribution, regardless of the consequences."

As keynoter at the Association of National Advertisers' media workshop in New York (see page 94), Mr. Pierce claimed television has never been more "vital and effective." And he strongly defended free-market network competition and ABC-TV's decision to cut back network commercial time in children's television programs.

In a reaction to Chairman Ferris's criticisms of the three-network commercial system and the chairman's expectation of remedy from new technologies as expressed to the National Association of Television Program Executives conference earlier this month (BROADCASTING, March 19), Mr. Pierce said: "I don't see new technology destroying the present system."

It is the current system, he said, "which underwrites superb worldwide news organizations, which provides free access to major sporting events for people of all economic levels, which is based solidly on localism and community service, which provides a sense of national coherence and a national voice when it is needed.

"I don't see us moving from such a system, at staggering cost, to other systems which either totally or substantially lack these values. Yet, that is the objective that some in government appear to favor."

As for ABC-TV's plans to drop a minute of network commercial time per hour on children's programming next January, and another minute the following year, Mr. Pierce assured his audience of advertisers that "we've staggered these cutbacks over two years precisely in order to absorb the impact, to keep price increases within acceptable ranges."

The ABC Television president said the decision to cut back was long under discussion and "was not an unwarranted concession to pressure from reformers and regulators." Furthermore he contended "that this policy in no way represents any erosion in our firm position that television advertising is entirely appropriate for children. We absolutely oppose any discriminatory treatment of television . . . We absolutely oppose the idea that television advertising for children be eliminated completely."

return for testimony against others involved in similar schemes. NBC said last week its entire unit manager department has been riddled with "improprieties," and federal authorities in Washington and New York are investigating. **CBS, meanwhile, suspects \$125,000 was embezzled** through wcbs-tv New York, and has called in FBI. Total amount taken at NBC may have been as much as \$1 million over past decade.

**Thomas J. Tilson**, president, Metromedia Inc.'s Metro TV Sales, named president, Metromedia Television. **William A. Schwartz**, former vice president and general manager, ktvu(tv) San Francisco, who was to have assumed Metromedia Television presidency today (March 26), was said to be preparing announcement of plans.

**NBC Sports** has signed new two-year contract through 1981 with **National Collegiate Athletic Association**, which by then will mean 13 consecutive seasons of NCAA tournament coverage by network.

**Henry Geller**, assistant secretary of Commerce for communications and information, last week offered Senator **Barry Goldwater** (R-Ariz.) opportunity to examine Carter administration documents on public broadcasting that Mr. Geller earlier declined to release on ground they were exempt from Freedom of Information Act. Such inspection, Mr. Geller said, would give senator opportunity to assure himself documents do not indicate "pattern of improper interference or pressure by this administration on public broadcasting." **But senator said offer was "unacceptable."** Attached to his reply was copy of Aug. 2, 1977, memorandum from Cortland Anderson, executive vice president of Corporation for Public Broadcasting, to Henry Loomis, then CPB president, which described meeting Mr. Anderson had with **Barry Jagoda**, then special assistant to President for media and public affairs. Among other matters, memorandum reported that Mr. Jagoda said he had been "incensed" on hearing that Edward Elson, chairman of National Public Radio, had be-

come involved in NPR programming and had spoken to him about it. In view of memorandum, Senator Goldwater said he was repeating his request for disclosure of documents, including material relating to Jagoda-Anderson meetings.

**Michael Klevman**, Cox Broadcasting, Atlanta, has been named **chairman** of National Association of Broadcasters **TV code review board**, succeeding Robert J. Rich of KRJR-TV Duluth, who has retired from board ("Closed Circuit," March 12). Board also has three new members: Clayton Brace, KGTV(tv) San Diego; Alvina Britz, KTVQ(tv) Ottumwa, Iowa, and Michael McCormick, WTMJ-TV Milwaukee. They replace Mr. Rich and other retirees, Wallace Jorgenson, Jefferson-Pilot Broadcasting, Charlotte, N.C., and Burton LaDow, KTVK(tv) Phoenix.

**First effort to distribute spot TV commercials by satellite** to stations began last week when John Blair & Co., New York, used satellite to deliver commercials from New York to every commercial station in Kansas City, Seattle and Sacramento ("Closed Circuit," March 5). Thirteen-week test of satellite delivery involves Ogilvy & Mather, on behalf of General Foods, and Hughes Television Network, which is coordinating required technical facilities.

**Filmways Inc.**, Los Angeles, has signed agreement under which **American International Pictures**, Beverly Hills, will be merged into Filmways (BROADCASTING, Oct. 16, 1978 et seq.). Consolidation is being effected through stock and debenture transaction said to amount to more than \$30 million.

**John Hoy (Jack) Kauffman**, 54, president of Washington Star Communications when newspaper and broadcast properties (including WMAL-AM-FM-TV Washington) were sold to Allbritton Communications in 1974, died March 20 at Washington Hospital Center of throat cancer.



represented by Christal

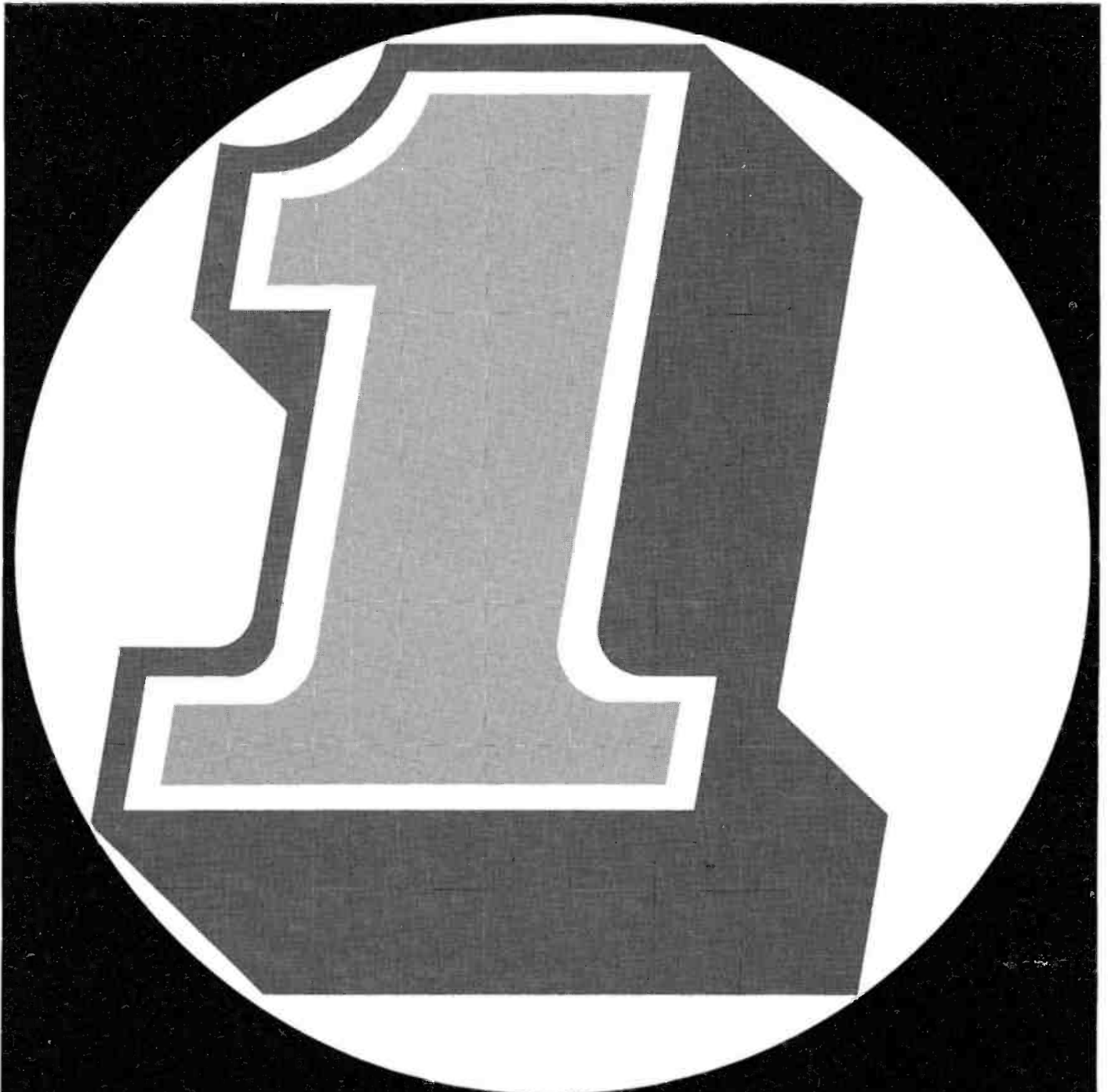
# WHIO, Dayton: #1 top 50 FM

In the top 50 radio markets, WHIO-FM is the

- #1 FM station, 20.5 share, metro adult audience
- #1 FM station, 18.8 share, metro listeners 12 +
- #1 FM station, 33.6 metro adult cume rating

WHIO-FM: The Wonderful World of Music, 24 hours a day

Top 50 radio markets based on metro 12+ population. Arbitron Radio's Market Survey Schedule and Population Rankings - 1978. Source: Oct/Nov 1978 Arbitron reports; M-Sun, 6AM-MID.



WSB-TV-AM-FM Atlanta	WHIO-TV-AM-FM Dayton	WSOC-TV-AM-FM Charlotte	WIC-TV Pittsburgh	KTVU-TV San Francisco- Oakland	WIOD, WAIA-FM Miami	KFI, KOST-FM Los Angeles	WLIF-FM Baltimore	WWSH-FM Philadelphia
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## Fifth Estate



### **KPRC's Jack Harris: Top of the line in broadcasting**

“I believe that our critics, who are in great number, do not fully comprehend or give credit for the fact that the American free enterprise system, the commercial system of broadcasting, has developed what is far and away the finest entertainment, informational service in the world—so much so that other countries have to put quotas on imports of American television. I think it has been remarkable. I think television was better in the '60s than it was in the '50s, and better in the '70s than in the '60s. What I don't believe is that we're now good enough for the '80s.”

In the opinion of his peers, Jack Harris, president of KPRC-AM-TV Houston, ranks among the best broadcasters in the business. Some say he may be *the* best. David C. Adams, vice chairman of NBC, who has dealt with him for close to 30 years, calls him "certainly one of the three or four finest—in every sense of the word." Ancil Payne of KING-TV Seattle, who as chairman of the NBC-TV affiliates occupies the post Mr. Harris held in the late 1950's and early 1960's, says that "I don't think I've ever dealt with a better broadcaster, or a more sophisticated one." Others who have worked closely with him praise his sense of vision, his common sense, his statesmanship.

Jack Harris built that kind of reputation on a base of news, local programming, community and industry service and, according to those who know him, uncommonly solid judgment. He served on the National Association of Broadcasters committees whose work led to the creation of the Television Bureau of Advertising and the Television Information Office. He was a founder and the first president, for 16 years, of the Association of Maximum Service Telecasters. He headed the NBC-TV affiliates for four years and has remained one of their leading members. He is a national vice president and member of the board of directors of the Muscular Dystrophy Association of America. He is a member of the board of Radio Free Europe/Radio Liberty, and has headed or served on a multitude of broadcast advisory boards—for the armed services, the U.S. Navy, the U.S. Information Service and the Voice of America, the executive reserve, for the School of Communications at the University of Texas, for the University of Houston and for educational television, among others. He has served on the executive board of the Texas Association of Developing Colleges and the United Negro College Fund and has worked on boards of organizations as diverse as the Houston Livestock Show and the Houston Grand Opera Association.

At the same time he has run what are widely regarded—although financial figures are closely guarded—as very profitable stations. As NBC's David Adams said: "He does well by doing good."

The outside activities have admittedly taken a lot of his time, although he's down to three boards now—MDA, Radio Free Europe/Radio Liberty and AMST—and says he expects to get off the AMST board soon.

"I don't feel that I've ever served on anything that wasn't important," he continues. "There are so many things that I feel strongly about that I don't think broadcasters can just sit in their own cubicles and let other people do the work. I've testified before the Congress and before the FCC, and frequently I didn't want to do it—but also frequently, there were others who wouldn't do it. And I have an ego that sometimes tells me maybe I could do it better than somebody else—so it's part ego and part conscience, I guess."

Jack Harris does not have an ownership interest in the stations which are the properties of Oveta Culp Hobby, widow of the late Texas Governor William P. Hobby, their son, William P. Jr., who is currently lieutenant governor of Texas, and daughter, Jessica Hobby Catto and their children. The Hobbys also own the *Houston Post*. There are two broadcasting companies: Channel 2 Television Co., which operates KPRC-TV and has WTVF(TV) Nashville, acquired three years ago, as a subsidiary; and KPRC Radio Co., which operates the radio station.

Mr. Harris is president of the two broadcasting companies, and if he and the Hobbys have their way the station portfolio will be expanded. They're in the market for another station, or will be. "It may be a year or so away," Mr. Harris says, "but if something good came along we'd certainly take a look." He does not rule out a UHF buy. "UHF is certainly viable," he says. "We have two profitable U's in Houston. I am partisan to UHF, because I had a little something to do with getting the all-channel legislation passed."

That was a reference to the work of AMST, generally regarded as the single most potent force in getting the legislation enacted. Ernest W. Jennes, Washington attorney and counsel to AMST,

says Jack Harris's—and AMST's—fight for the all-channel bill was an act of "real industrial statesmanship," and "enlightened self-interest," because (1) promoting UHF was promoting competition, but (2) they knew that television could not provide true national service on 12 VHF channels.

Similarly, Lester Lindow, who headed the AMST staff until he retired last year, cites Jack Harris's opposition to the FCC's early, widescale deintermixture plans. "He saw it would not achieve the desired result of additional service," Mr. Lindow says. "It would have diminished service. The important thing, he felt, was to develop UHF. You could not get [improved service] with only UHF or VHF. It was not easy to persuade people to support something that didn't seem in their best interest. He took a long-range view."

Mr. Harris agrees that when the all-channel bill was enacted it became "almost certain that in time UHF would become viable." It is viable now, he adds, "and AMST continues to battle for technical improvements that would enable UHF to obtain parity with VHF."

Land mobile allocations have been another AMST battleground, "to save the UHF spectrum for UHF . . . We've been almost the lone battler against the land-mobile interests on this."

Mr. Harris was elected chairman of the NBC-TV affiliates in 1958. Until then the chairman had always been Walter Damm of WTMJ-TV Milwaukee, who served until he retired. In taking the job, Mr. Harris says, "I had two objectives in mind: I wanted to prove that Walter wasn't indispensable, and I also wanted to prove that nobody was indispensable. So we had the bylaws changed so the chairman could serve only four years—the rationale was that the first year he was learning, which gave him three productive years."

One of the most productive things in his term, he says, was that "with Tom Knode, who was vice president of station relations, I worked out an arrangement for the closed-circuit screening of special programs and the first programs of series, so the stations could know to some degree what was coming down the line before it was on the air."

NBC officials know him as an affiliate who, as one put it, "sets very high standards and is demanding that we keep them," but



Life's story. Being interviewed by BROADCASTING.

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The RCA logo is displayed in a large, rounded rectangular frame. The letters 'RCA' are rendered in a bold, sans-serif font, with each letter filled with a different color: 'R' is orange, 'C' is yellow, 'A' is green, and the final 'A' is blue. The background of the frame is white, and the entire graphic is set against a dark, textured background.

**RCA**

who also goes to the network's support when he thinks it's right. He is remembered especially fondly by network newsmen for the support he gave them during the Nixon-Agnew era. An executive recalls an affiliates meeting at which several members were grouching about "the liberal bias" of network news. "Jack stood up and talked for 15 or 20 minutes," the executive said, "and when he sat down there wasn't another murmur. He had shamed them into recognizing they were playing politics."

One of his pet projects is the Muscular Dystrophy Association, for which KPRC-TV has raised over \$6 million since 1970 through the Jerry Lewis telethons. Station officials say it has consistently raised more, per capita, than any other station in the country. It is, in fact, big on telethons—although it also realizes, as one executive put it, that "this is one horse you can drive too far." At Bob Hope's urging, the station put on an abbreviated one a few weeks ago for a training center for handicapped children that the comedian is interested in, and raised \$1.1 million in 13½ hours.

For his support of MDA both through the station and as a national vice president and board member, a new 12-laboratory complex devoted to neuromuscular disease research was dedicated in his name—"The Jack Harris Research Unit"—at Baylor College of Medicine in Houston in 1977. "I couldn't have been prouder," he says. He and his stations have won many awards—a couple of walls full. Perhaps significantly, they are on display, not in the building's lobby, where visitors could be impressed, but in the working areas where the troops can get the benefit and, perhaps, be inspired to earn more. This week there's a new one to hang: the NAB Distinguished Service Award.

□

If one element from his background has contributed more than any other to his success, it unquestionably is his passion for news.

Born (Dec. 20, 1911) and reared in Nashville, Jack Harris\* founded the school newspaper at Hume Fogg High School, and as an undergraduate at Vanderbilt University, after his father died, he worked for the *Nashville Tennessean* and also for two Nashville AM radio stations, WSM and WLAC. In his senior year he was editor of the campus newspaper, *The Hustler*, a paid job in that the editor and business manager were allowed to split the profits, if any. "We had good profits," he says.

When he graduated from Vanderbilt in 1934, broadcasting might have lost him to the grocery business. "We were at the tail end of the Depression and things were very tough," he recalls. "The only job open to me was as a trainee in an A&P management course." On the theory that "there must be something better in life than managing an A&P store," he returned to Vanderbilt for a year of graduate study, paying his way by taking on the same kind of profit-splitting editorship with the campus *Masquerader* magazine that he'd had with the *Hustler*, plus his radio and newspaper work.

After he got his master's degree (in political science and history) he had hoped to go into newspapering. But he learned that the managing editor of the *Tennessean* was making only \$75 a week—the same amount WLAC had offered him and only \$10 more than WSM was bidding. He chose WSM, he says, because he considered it "a prestige station" where he would have a better chance to make his mark.

He organized WSM's special events department and later became director of news and special events. His most exciting mark came in 1937 with the devastating Ohio and Tennessee river floods. Jack DeWitt, then WSM's chief engineer and later its president, built a portable shortwave set and, with another engineer, accompanied news director Harris on an Army Corps of Engineers vessel that for about a week plied the rivers while Jack Harris reported back by shortwave on conditions in communities

\*Jack is not his real name. He was named Joseph Wynne Harris II, after a grandfather. But a schoolteacher aunt, "who had very strong convictions," didn't like the name Joseph. She said, "His name is Jack," and that's the way it's been—on school and Army records, in business and personal life. "I've never used anything but Jack," he says. There is a real Jack Harris in the family, however; his 5-year-old grandson.



At the beginning. The WSM days.

that, in some cases, had not been heard from since the floods started.

"I think this was really the first extensive disaster covered by radio of that type," he says. WSM canceled regular programming to carry his reports and also became the center of rescue operations. Louisville, Ky., which depended on WSM for information because its own stations were flooded out, later gave the keys to the city to the WSM crew. The presentation was made by the Louisville mayor, the late Neville Miller—later president of the NAB.

At WSM, Jack Harris worked with the late Ed Kirby, then sales promotion manager of National Life Insurance Co., owner of WSM. Mr. Kirby later moved to Washington and the NAB, but by 1941, with the threat of war growing, he had taken a leave of absence to serve as special adviser to the secretary of war, in charge of radio. At the request of Mr. Kirby and the war department, Jack Harris joined the department as a civilian consultant and deputy to Mr. Kirby on April 1, 1941.

In the massive military maneuvers in Tennessee and Louisiana he helped develop an understanding of how radio could cover a war—a question that had never come up in peacetime. One thing they learned, he says, is "that you're not going to do play-by-play coverage—that you have to have enough reporters to get them out where the action is and then get back to give their reports."

As captain, major and finally lieutenant colonel, Jack Harris spent the first of the U.S. war years with the Army's Radio Branch, producing such shows as *Your Grandstand Seat*, *Command Performance* and *The Army Hour*, and the wind-up as General Douglas MacArthur's chief of radio and press communications.

He recalls with some relish how, on *The Army Hour*, "we finally broke down NBC's ban on recorded materials." The show used shortwave pickups from both the European and Pacific war theaters and was broadcast on NBC on Sundays at 3:30-4:30 p.m.—a good hour for reception from Europe but not from the Pacific.

"We wanted to record at optimum reception times for playback on the program," he explains, "but NBC said no. So I suggested that NBC be told the Army understood the network's position and that the only solution was to move *The Army Hour* to 8-9 p.m. Sunday evening, when reception from both Europe and the Pacific was good." A letter to that effect was drafted, somebody

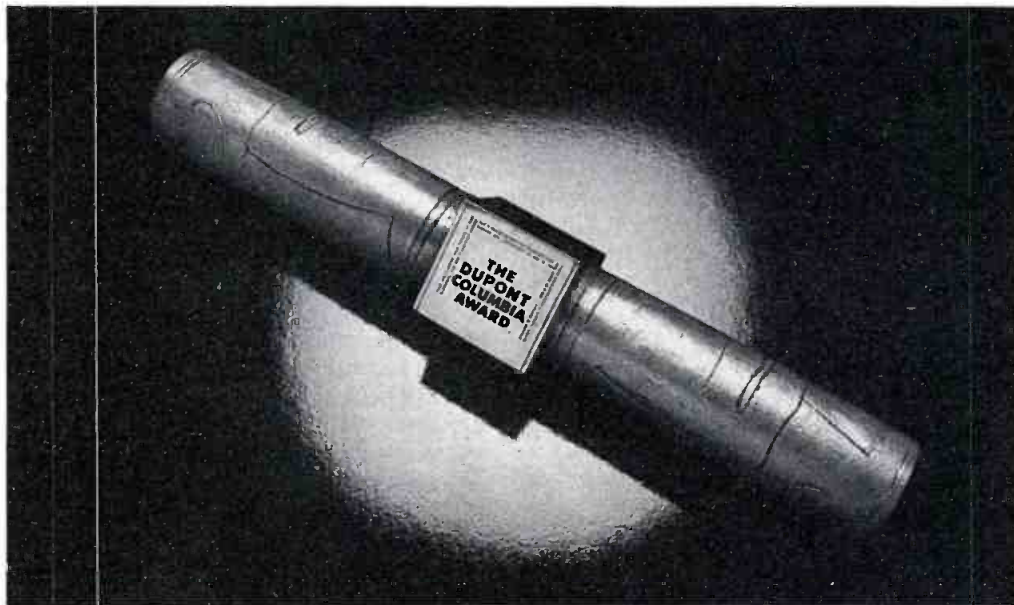
# TELEVISION WHICH INFORMS, EXPOSES AND EXPLORES.



Harry Porterfield:  
"Someone You Should Know"



Bill Kurtis:  
"Agent Orange—Vietnam's Deadly Fog"



## WBBM-TV WINS THE DUPONT-COLUMBIA AWARD FOR DOCUMENTARY PROGRAMMING!

Channel 2 is the only station in the country to win the DuPont-Columbia Award for Documentary Programming, with which the jurors honored the station's continuing commitment to "explore at length and with imagination the broadest possible range of subjects." The award is WBBM-TV's second in two years. Last year the station won a DuPont-Columbia Award for its stunning essay on religious vocations, entitled "Once a Priest."

The five programs representing Channel 2 for this latest honor: "A Matter of Policy," an expose of the Illinois insurance business; "Agent Orange—Vietnam's Deadly Fog," about the effects of the chemical dioxin on

Vietnam veterans today; "Signs of Love," about opportunities for deaf children; "Someone You Should Know," a series of news-features about ordinary people engaged in extraordinary community activities; and "Going Up Easy, Coming Down Hard," a sensitive portrait of the influential role of street basketball in the lives of ghetto youth by Channel 2's Director of Community Affairs, Warner Saunders.

Channel 2 believes the role of television is to explore and expose issues which affect its viewers. So, when our programs win the DuPont-Columbia Award, our viewers win, too.

# WBBM-TV-CHICAGO

A CBS Owned Station.



World War II. Staging the surrender.

upstairs decided it should be signed by Secretary of War Henry L. Stimson, and off it went.

"About three days later," Mr. Harris says, "Scoop Russell [the late Francis M. Russell, then NBC's Washington vice president] came over waving this letter in my face and saying, 'You son of a bitch, I know who wrote this letter.' I told him, 'But Scoop, it's got Stimson's signature on it,' and he said, 'OK, you can play your damn recordings.'"

As the war in Europe was winding down, Lieutenant Colonel Harris was named radio and press communications chief on General MacArthur's staff. He was in Manila planning coverage of the final assault on Japan when the atomic bomb suddenly brought the end in sight. With a small unit he was dispatched to Japan—carrying only sidearms and ordered not to use them, even if fired upon—to set up studios for correspondents and help plan surrender coverage. But President Truman wanted the surrender ceremonies held aboard the battleship Missouri, not in Tokyo, and a whole new set of plans had to be drafted. (He quotes General MacArthur as saying, "I guess we're lucky that little man didn't want us to come back and have it in the lobby of the Muehlebach hotel in Kansas City.")

The logistics required that the speeches of General MacArthur and Admiral Nimitz be prerecorded and that the surrender ceremony aboard the Missouri—which was to be followed by a switch to the White House for President Truman's remarks, then a switch back to the battleship—also be recorded and all played back on cue. It went off without a hitch, but not without an infraction:

"At that time, anything that was recorded had to be announced as 'electrically transcribed,'" Mr. Harris points out. "I decided to hell with that—a historic event like this, even though the people of this country heard it an hour—42 minutes, I guess it was—after the event, it was going to be presented without saying it was electrically transcribed." And it was.

He counts that day among his most thrilling moments, and told himself that from then on his career would be downhill.

It must have seemed so when he returned to Nashville in 1946 as associate general manager of WSM, ticketed to become general manager. "What I learned, within a matter of weeks," he says, "was that you can't go back. I loved Nashville, but I found I was very uncomfortable."

Then came a call from Mrs. Hobby. Kern Tips, KPRC's general manager, was leaving to go into the agency business. She won-

dered if Mr. Harris would be interested in coming to Houston to talk about taking the job.

It was a call that almost didn't come. Mrs. Hobby recalled in an interview earlier this month that she'd worked with Mr. Harris when she was head of the Women's Army Corps and had been impressed. With the KPRC opening coming up, she'd asked a friend if he knew where Jack Harris could be found. The friend knew, but also knew, he said, "that Jack wouldn't be interested."

In the end, she asked herself: "How do I know we couldn't get him? I picked up the phone and called. He came down—and it's been a very happy relationship for all members of our family."

Jack Harris, who joined KPRC as general manager on March 1, 1947, puts it this way: "I discovered Houston and it's been a love affair ever since."

□

Jack Harris found KPRC "sort of archaic," the staff mostly unacceptable. "I was sorely inclined [to bring people down from Nashville]," he says, "but I decided this was going to be a local operation, and I wasn't going to have a Nashville group, and we proceeded to build."

Key man in the building program was Jack McGrew, "the right-hand man when I got here" and now, as executive vice president and KPRC-TV station manager, "still my right-hand man." The late Pat Flaherty was news director. "I had known him when he was an NBC correspondent in the Pacific—he was really the only person I knew when I came here." On those two the work of building up the radio station was centered.

Then came television. KPRC had applied to the FCC but was put into a consolidated hearing with competing applicants. W. Albert Lee already had KLEE-TV on the air on channel 2, but it was losing money and he, it seemed, was in a mood to sell. He wanted \$750,000.

"Mrs. Hobby was very anxious to acquire it, I was dying to, but Governor Hobby was understandably reluctant to spend \$750,000 in those days for a property that was losing close to half a million a year," Mr. Harris reports. But the Hobbys did buy it—for \$740,000—taking over on June 1, 1950.

It was a learning time. "I found the staff knew less about television than I did, which was very little," he says. "They had wrong information—I just didn't have much information. I'll never forget the program director. I asked him about fall programming. He said 'I'm glad you asked,' and showed me a schedule made up of NBC, CBS and DuMont shows. I told him it looked pretty good—where were the orders? He said, 'What orders?' I asked him where he'd get that schedule, and he said he'd got it out of the trade press."

The station, rechristened KPRC-TV, was then on the air from 4 to 10:30 p.m., and the manager says that "I'd go out and address the whole staff every day about 2 o'clock—I'd almost tell them what I'd learned that day . . . what I thought they'd done wrong the night before, and what not to do tonight."

In building KPRC-TV, Jack Harris has put emphasis on news and on community programming, and has consistently kept the station out front, associates say, on new developments—the use of film for news, color film, weather radar, a news bureau in the state capital, women and minority reporters and anchorpersons, full electronic news-gathering facilities among them.

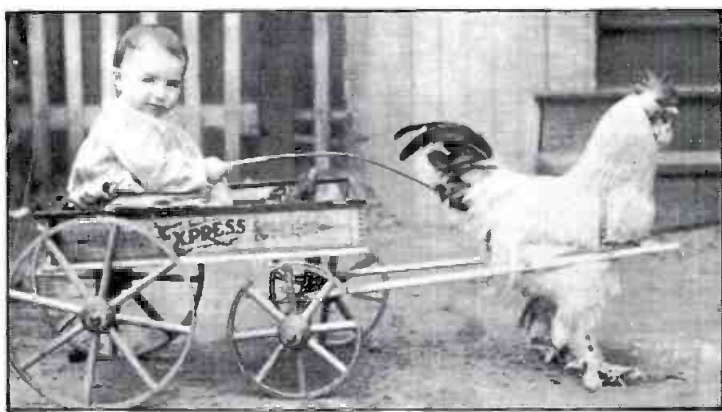
Of those items, it is not irrelevant to mention that all relate to news. News is clearly where his heart was and is. "News," he says, "has become almost the soul of a local station."

The news department gets 19%-20% of the KPRC-TV budget—and is not charged with such costs as studio cameramen, directors and processors involved in news programming. More than that, Mr. Harris says, "We have never expected Ray Miller [news director] to adhere strictly to a budget, in that whatever it takes to cover the news as it breaks, he knows he can do that."

Jack Harris was for TV news long before it became popular or profitable.

"It may be interesting to note," he says, "that we started news at this station at the very beginning, and when the second station





# THIS WAS AMERICA

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On Thursday, February 22 at 8:30 pm, WCVB-TV 5 premiered This Was America . . . an extraordinary series using rare photographs to depict America at the turn of the century.

**The critics responded:**

" . . . an evocative look at a past so recent it is startling to realize how different it was." Christian Science Monitor  
"This Was America . . . is a visual triumph and a clear window to history." Boston Herald American  
" . . . for sheer entertainment, this effort is the best of its kind ever seen." Boston Globe

**The viewers responded:**

This Was America drew a time-period winning 17 rating and 33 share.  
WCVB-TV 5 is proud of its impact on the community and its continuing development of quality programming.

**WCVB TV BOSTON**

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came on the air here, it ran reruns off the network against our 15 minutes of news. And for six or seven reruns of *My Little Margie*, our news got beaten badly, but we never took it off. It was only with about the third or fourth rerun of another show that they put on against us that the news began to build. But we never considered not doing news or not staying with the news department."

The department has a staff of about 50 that claims to be the biggest in Houston, and second or third largest in the state. It produces more than two hours of news a day—a midday half hour, a 5 o'clock half hour of soft news and features, the half-hour evening news and the late-evening news, plus updates and inserts for the *Today* show. Counting the replay, at sign-off, of the 10 o'clock news, the department gets nearly three hours of airtime a day.

It also produces special reports. The most outstanding, Jack Harris feels, is *The Eyes of Texas*, a weekly half hour that he calls "the greatest historical collection about Texas that's in existence today." Played Saturdays at 6:30-7 p.m., it's consistently high-rated; in the January Arbitron measurements, the latest available, it averaged a 22 ADI rating and 39 share, beating out *Hee*



Pro bono. At the Berlin wall for RFE.

*Haw*, its principal competition. Seven other Texas stations buy and play it, and it is also being turned into a book, written by news director Ray Miller. The first edition has sold 50,000 copies and looks to reach 100,000 while the second, Mr. Harris says, "is selling ahead of the first."

The station also produces *Positively Black*, a Saturday half hour dealing with successful blacks, and a half-hour weekly magazine show, *Tuesday Evening*, which started last fall and still hasn't got up to speed in the ratings.

"We also try to do four or five excellent local productions a year" for use in prime time, Mr. Harris says. The latest was *Grand Lady of Texas*, about the state capitol, in which all living former Texas first ladies participated. Now in work is a one-hour look at *Houston: The International City*. The news department also gets other work: It has repeatedly handled pool originations for the networks in space-shot coverage of the National Aeronautics and Space Administration's manned spacecraft center in Houston, and of sports events at the Houston Astrodome. Jack Harris summed it up: "We're not just riding the network and doing a few spots."

His management style is relaxed. Jack McGrew, executive vice president and station manager of KPRC-TV, explains: "He subscribes to the theory that you engage a person to do something, knowing enough about him to think that he's capable of doing it,

and then you go away and let him do it." Ray Miller, vice president and news director, seconds the motion: "If he trusts you—and of course you don't stay if he doesn't—you just have a license to do whatever needs doing, and he'll be there when you need him. If he disagrees with what you're doing, he'll tell you—afterwards. He's in complete charge of the station operation and there's no doubt about that, but he's not trying to tell you what to do and not to do every day. It's a very comfortable place, in comparison with anything else I know anything about."

The station makes a policy of promoting from within. Mr. McGrew, for instance, has been with the company since 1936. Mr. Miller joined before World War II. Paul Huhndorff, chief engineer and operations manager, was with KLEE-TV when the Hobbys acquired it in 1950, "and may have been the biggest asset we bought outside of the license," according to Mr. Harris. Jeff Lee, general sales manager (and, incidentally, son of Terry Lee of Storer Broadcasting), came in "as a real flunky" as a teen-ager. Tom Reiff, head of programming, grew up in the production department, as did John Campbell, local sales manager. Katie Estes, national sales manager, started as a promotion writer almost 25 years ago and, according to Mr. McGrew, "is one of the sharpest people in national sales—and has straightened out two or three generations of Petry salesmen."

"The point of all this," Mr. McGrew says, "is that we, and Jack, particularly, have done a pretty good job of recognizing potential in people and building on it. And we're proud of our young people—we've got a bunch of comers."

Mrs. Hobby, evaluating the head of her broadcasting operations, called him "a man of great integrity, imaginative, absolutely dedicated to the industry and its betterment, a very good operator." What has made him "so valuable in the job and in the community," she said, "is his true sense of community concern . . . He's a quick study, gets a quick grasp of problems—and, I'm glad to say, doesn't try to sweep the problems under the rug." Mr. McGrew put the last point perhaps a trace less elegantly: "Jack is willing to belly up to a problem and do something about it. I guess one of his biggest assets is his willingness to make a decision. It makes life a hell of a lot easier to work for a guy like that."

The ability to get decisions also pleases Ray Miller: "We were into this electronic newsgathering business long before nearly anybody else—I think about four CBS O&O's were into it before we were—and the reason wasn't that we were so much smarter [but] that we were able to move." The cost of that first ENG unit came to more than \$100,000, he said, but "it wasn't any trouble to sell Jack, because he understands immediately the advantages of anything like that, and the ownership is right here in town, so we moved fast without having to wait for some board meeting down the road."

Mr. Miller has other reasons for liking his boss: "He shares my opinion that the sales department ought to be separated from the news department. So we don't have salesmen coming in here talking to reporters about projects, as many stations do. If they have something to say, they say it to me, and I do whatever I feel like doing about it, which is mostly nothing."

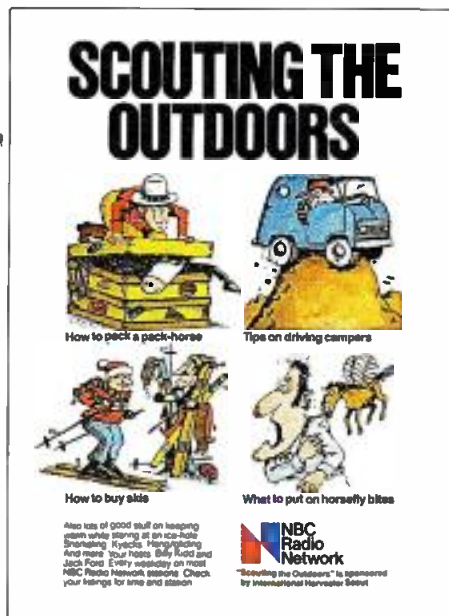
There is relatively little staff turnover at KPRC-TV—and not wholly, officials say, because it has what they think are somewhat higher pay scales than other stations in town. To them it's a matter of atmosphere, sense of purpose, accomplishment. And it seems to work the other way: "We've observed for a long time," Mr. McGrew explains, "that people who don't belong tend to locate themselves and move along. We don't fire people here very often. Sure, we've fired a few, and we haven't enjoyed it any more than anybody does. But most people who don't stay just come to conclude that they don't belong here, and they leave."

Mr. Miller adds this thought: "What you get in an organization is what the man at the top wants and demands. So I think this organization is what it is because he's who he is. But it goes a little farther than that—it's who he works for, too. He could be all he is in another company and still not be able to do what he does."

Jack Harris is articulate, and can be eloquent. Some observa-

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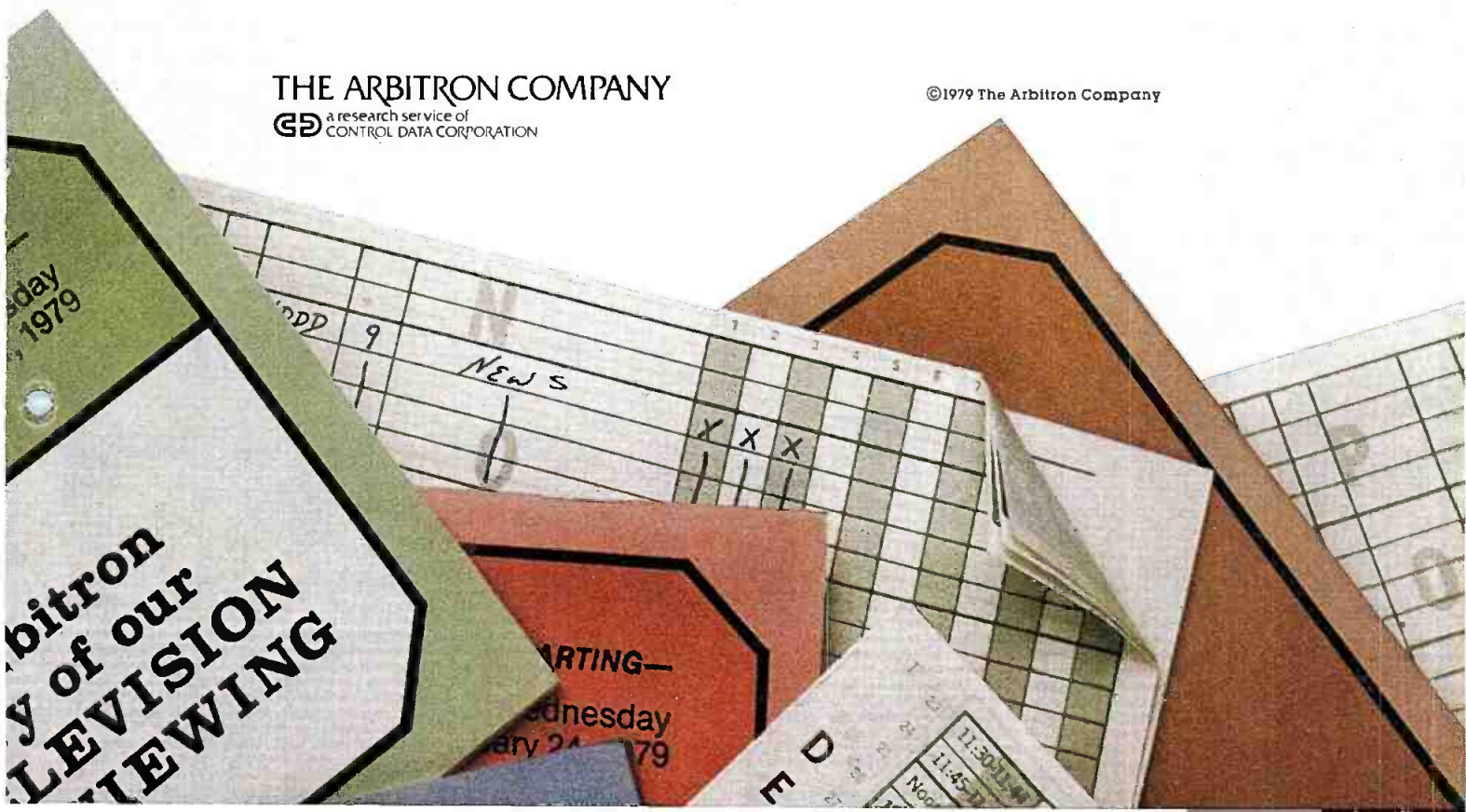
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tions, excerpted from answers given off the cuff in a long interview:

■ On being affiliated with a number-three network: "It hurts, there's no doubt about it. We're now number two in the 10 o'clock news, but I cannot fault our people, because we are adding about 70,000 homes at 10 o'clock to what is delivered to us from the network. The biggest hope that most stations have is that the network will improve in its last half hour, so it doesn't impede too greatly their late news.

"At present we are performing reasonably well, locally, in all areas from a rating point of view. We have a fiscal year that starts on Oct. 1, and if you didn't know, and looked at the financial returns, you would not believe that we are third in daytime and prime time. That is because Houston is a very, very strong market, and I don't think it's true throughout the country. Personally, I would be satisfied [for the network] not to be number one, and in this market we could well afford not to be even number two, if we had a quality of [network] programing, and a consistency of programing, that we could look upon with pride."

■ On what, if anything, he doesn't like about the American system of broadcasting: "Only that we're not as good as we ought to be. I believe that our critics, who are in great number, do not fully comprehend or give credit for the fact that the American free enterprise system, the commercial system of broadcasting, has developed what is far and away the finest entertainment, informational service in the world—so much so that other countries have to put quotas on imports of American television.

"I think it has been remarkable. I think television was better in the '60s than it was in the '50s, and better in the '70s than in the '60s. What I *don't* believe is that we're now good enough for the '80s.

"I think that the flaw of television is that we have become so competitive—not that we're monopolistic, but that we compete against each other to such an extent—that that extra rating point, which means that extra dollar, has become the prime mover. So we're not serving adequately many minority interests.

"I think we have to upgrade the quality of entertainment programing, continue to improve the news and informational programs and just do a better job all the way around. I strongly oppose those who want to change the structure of the system. It's been so good that I don't understand why they want to tinker with it, but those of us in television have an obligation to really substantially improve the service that we're rendering.

"After all, we have been enormously successful financially and commercially, and I think we owe it to really not just try to get the highest rating at every hour of every day, and every hour of every night, but to get more diversity and more quality into television."

■ On the prime-time access rule: "Commercially, it's been very successful for the stations. For what the commission designed it for, I think it's been a complete failure. It's another of those instances where government regulation, while well intentioned, just hasn't worked out."

■ On the issue of a one-hour network evening news: "We formerly did an hour news [locally], and I cut it back to 30 minutes for the reason that I found that we could not really do an hour of good, solid news. It became too much feature and film. I am still opposed to the hour [of network news], not solely on economic grounds, though that is a factor. I think if the network undertook an hour, they would be 'filling,' having more features and fills, the same as we did.

"I have strongly supported the idea of the network doing 45 minutes of news and the stations doing 45 minutes. Thirty minutes is not quite enough, an hour is a little too much. There are a few other affiliates who share this opinion but we've never been able to get very far."

■ On cable competition: "We really don't have a competitive system. The networks alone spend over a billion dollars on programing, and all the cable systems together pay only a token fee, so they're still building on substantial investments that networks and stations put out.

"My own fear of cable has not been so much for the large markets, such as Houston, but for the smaller, marginal markets. While the commission says it cannot find economic injury, I'm afraid they will, and I'm afraid it will be too late. The top 50 markets get more protection than those from 100 on, and that seems to me to be wrong—I believe the problem is going to be with the smaller markets. I would view with great concern the loss of free television service in these small and marginal markets."

■ On station managers: "I regret, personally, that a great majority of the managers come out of the sales department. . . . Television is such a powerful advertising medium that in many ways sales is the easiest part of television."

■ On superstations: "Personally, I think the commission's going to have to control [them]. I must say that I don't think they're superstations just because Ted Turner gave them that name. But when you mean the independent station in a relatively large market which is able to transmit by satellite over the U.S., I think just that as the commission was constantly concerned about super-radio stations, they should be concerned [about this], because the system of broadcasting that we have has been built on a base of local service. If localism [were disregarded], it would be a very sad day for the U.S."

■ On relationships between networks and stations: "They are probably unique in all of commerce. I have tried to explain to



**Team at the top.** Jack Harris (r) with Oveta Culp Hobby, the woman who heads the *Houston Post* empire, and with Jack McGrew, Mr. Harris's right hand in running the broadcast division.

several presidents of NBC what the relationship was—how I viewed it, at least—because we are both partners and competitors. The problem is in getting the roles straight and doing it right.

"No station can be as strong as it wants unless its network is strong; the network has to have a certain amount of support. By the same token the station must maintain its independence in its areas.

"You have the desire and the impetus of the network to expand its service more and more because they want to grow, and one way to grow is to occupy more time. This was the crux of the fight on the hour news. It's been the crux on more and more sports on the weekend, fringe time that the networks would like to occupy.

"It has been a matter of explaining to them that the station's only rationale for being is what it does as a local service; otherwise, why not find some technology that could supplant the station? I've made any number of speeches to broadcasters' groups telling them they're only as good as what they do, not what their network does and not what they make for their investors and owners. A station must justify its being in what it does in its local operation. And that becomes a conflict of interest between the network and the station."

■ On the FCC's investigation of the networks: "I don't know what the commission is seeking to prove, or find. I think the arrangement has worked out pretty good as far as the stations are

concerned. I think stations are fortunate in that they get paid to carry programs—not as much as they'd like, but if you were starting out fresh today, and a network was gambling half a billion dollars in programming costs, it might, well, choose another way rather than compensating the stations for carrying the programs, plus giving them availabilities in them. I think the arrangement is favorable to stations. I can say that, because I don't think there's any chance that one of the networks is going to try to change it.

"I think that stations cannot run a network, and we do not have as much input as stations would like, but I think we do have an effect. I know that I am in contact with network people on a fairly frequent basis, and they don't accept all my ideas—and I think they would be foolish to—but they listen, and over the years I've had some impact."

■ On his impressions of network presidents he has known and worked with: "I go back with NBC to Niles Trammell. Niles was one of the most personable of all people that I have ever known, one of the really great Southern gentlemen. I think he was a superb head of a radio network. It was in the early days of television, and I don't think Niles or anybody at that time had completely come to grips with television, so I would say he was the greatest radio network president I have known.

"I consider Pat Weaver the premier of network presidents I have known. I think Pat was far and away the most creative man that's ever been in the business. We still have the *Today* and *Tonight* shows. We still have the special, which he called the spectacular, and which he started. I have been urging NBC to resurrect one of his programs called *Wide, Wide World*, which was way ahead of its time because it was really *Wide, Wide United States*. Now that we have satellites I think three or four times a year we ought to put *Wide, Wide World* back on because that's what television was born for, as a window on the world.

"In the case of Bob Sarnoff, he was president of the network for a very brief time, I think Bob is a fine gentleman, but I would not equate him in the upper quadrant of NBC presidents I have known.

"Don Durgin was president of the NBC television network and, I felt, an outstanding broadcaster.

"Bob Kintner was president of NBC when I was chairman of the affiliates, and I think Bob was the finest newsman that ever occupied that position. Did a great deal to build NBC News and I think was a strong president. I had a number of differences with Bob but I have great admiration for him.

"Julian Goodman, who has just retired, again had a strong base in news, is an outstanding gentleman and was a competent president of NBC.

"Herbert Schlosser I felt was a fine gentleman, but I never felt that Herb was properly cast as president of the network.

"Bob Howard was president of the NBC television network for such a short time—and I regretted that, because I think Bob was an outstanding administrator and individual, and as far as the stations were concerned, related to us very, very well.

"I'm hoping that Fred Silverman, whom I've only recently met, will prove to be the magician that he has been at other places. It's much too early to judge him as head of a network, but like every other NBC affiliate I'm rooting for him and hoping for him.

"I've only talked about NBC because I only knew them intimately. I have had a very short association with CBS. The president when we acquired Nashville was Bob Wood. I would have to

believe from the very short association that Bob would be right at the top of men who have run networks.

"I know the ABC presidents, but not from an inside point of view because we have never had an affiliation with them. Obviously, however, they are most competent."

■ On what he has done that gives him most pride: "I can't separate what I've done from what the station has done, because the station is my life. Perhaps something we did years ago when in three telethons we built the Lighthouse for the Blind. Raised every dollar—this station—to build it. And that has become one of the most successful ventures in Houston, with hundreds of people trained and working from their workshops—blind people—to sustain themselves.

"But there've been so many others. Last year, when Baylor named a research center after me—I couldn't have been more proud. And in many ways, being given the Distinguished Service Award—it's one of the great honors that have come to me, simply because it's broadcasters saying, 'Well done.'

"As for a thrilling event, I realized when I stood on the battleship Missouri and handled the press and radio at the surrender, that I'd never top that as an event. So I said at that time, my career is downhill."

■ On being a broadcaster: "I think people in broadcasting are the luckiest people in the world, because we're allowed to work in something that we love and with people we respect and like. I feel sorry for the millions of people in this country that really don't enjoy their work. And I think that's one of the reasons that someone who gets into broadcasting finds it very difficult to do something else. Because it's challenging, it's stimulating and it's always something different. That's the reason I'm still at it, because I'm enjoying it so much. I enjoy it as much today as I ever did—more, really, than in the beginning.

"And I see television, particularly, as not anywhere near its potential. I think television news is going to explode with the new technologies. One of the things that I feel is that from the creative and programming part we have not measured up to the technological improvements that have been made. I think we've got a long way to go for that.

And there are more technological improvements right down the way. I don't see the disappearance of television. I see it growing, and I think we'll see its impact increasing."

Now 67, Jack Harris has given some thought to retiring—but mostly, it appears, to wonder what on earth he would do. He's a golfer (and also, according to friends, a good story-teller and first rate at gin rummy and poker). He says his golf is not that good—a 19 handicap, he says—but he plays on Saturdays with friends and on Sundays with his wife, the former Mary Curtis, whom he married in 1937 in Nashville. He says he never takes a vacation that is not around a golf course. But he also says he's enjoying his work as much as he ever did, and that "the worst thing I can think of is waking up in the morning and saying, what am I going to do all day? I'd be bored as hell to play golf all day. So I don't know. But I'm sure I couldn't do anything that's as interesting as this is."

He has a contract, but it has no termination date, and the Hobbs have given him the option of staying on. He says he's figuring a year at a time. "If you ask me to guess now," he said a couple of weeks ago, "I'd say I'd probably retire in three years." But that, he added, was "my guess now."

Mrs. Hobby, who is 74 and definitely unretired, is unequivocal. "I hope he never retires," she said. "As far as I'm concerned, Jack Harris is irreplaceable."



**Memorials.** If the Jack Harris mark is indelible on operations of the KPAC properties in Houston, so is the Jack Harris name: on the walls of a 12-laboratory complex at Baylor College of Medicine—"The Jack Harris Research Unit"—devoted to neuromuscular disease research. At the dedication (l to r): entertainer Jerry Lewis, Mr. Harris and former NBC-TV President Sylvester L. (Pat) Weaver Jr.



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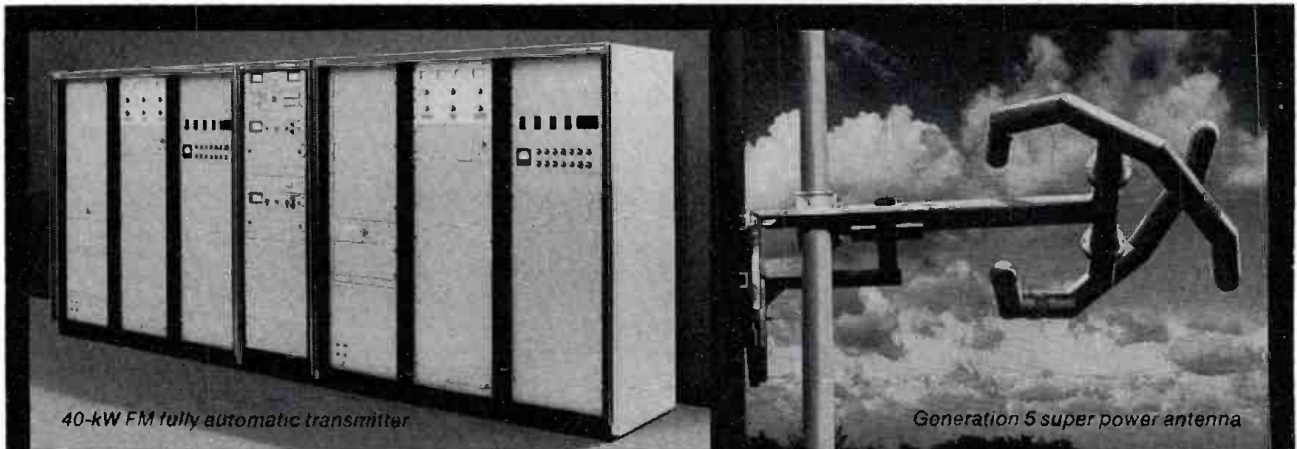
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# The NAB Convention

**P**reregistration for this week's NAB convention in Dallas, at 4,400 last week, was running about 100 ahead of last year's, and NAB staffers said they anticipate another 1,500 broadcasters to register on site. Like the business itself, the industry's biggest annual gathering just keeps getting bigger.

Almost to the moment they were boarding planes from Washington to Dallas, the NAB planners were penciling in changes in the convention program. They added the House majority leader, Texas James C. Wright, who is now scheduled to appear with President Carter at the opening gathering Sunday. They added James Collins another Texas and ranking Republican on the Communications Subcommittee, who is set to appear at a radio panel Monday morning that will also include fellow House Com-

munications Subcommittee members Thomas Luken (D-Ohio), James T. Broyhill (R-N.C.) and Marc Marks (R-Pa.) and Senate Communications Subcommittee member Larry Pressler (R-S.D.).

Another late addition to an unusually long list of convention participants from Washington is Barry Bosworth, director of the Council on Wage and Price Stability, who will address a TV session Monday morning.

A last minute scratch is Roy Clark, country music performer who was scheduled to appear at the opening gathering in the music show "Country Music U.S.A."

The complete management and engineering agendas follow. A listing of hospitality suites begins on page 58.

**Registration.** The registration desk will be located in the lobby of the Dallas convention center. The desk will be open 9 a.m.-5 p.m. on Saturday, March 24; 8 a.m.-5 p.m. Sunday and Monday; 9 a.m.-5 p.m. on Tuesday, and 9 a.m.-noon on Wednesday.

**Equipment exhibit.** Displays of broadcast equipment and services will open 9-10 a.m. Sunday, March 25, in the exhibit halls of the Dallas convention center. Hours Sunday through Tuesday are 10 a.m.-6 p.m., and Wednesday, 10 a.m.-5 p.m.

**Workshops, assemblies and luncheons.** Nearly all radio, television and engineering meetings will be held in the Dallas convention center with the exception of the Monday and Tuesday engineering luncheons, to be held at the Hyatt Regency, in the Ballroom.

## Sunday, March 25

**Opening general session and annual meeting.** 2:15 p.m. Ballrooms A,B,C,D. Doors open with music by the North Texas State Lab Band. Welcome (3 p.m.): Donald A. Thurston, Berkshire Broadcasting, North Adams, Mass., and chairman, NAB board of directors. Presentation of colors: U.S. Navy Color Guard. Invocation: Paul Stevens, president, Southern Baptist Radio and Television Commission. Welcome to Dallas: Mayor Robert Folsom. *Presentation of NAB Distinguished Service Award* to Jack Harris, KPRC-AM-TV Houston, by NAB President Vincent T. Wasilewski. *Address by President Jimmy Carter*, accompanied by House majority leader James C. Wright (D-Tex.). Special appearance by "Country Music USA!"

## Monday, March 26

### RADIO MANAGEMENT SESSIONS

**Opening session.** 9:30-10 a.m. Ballrooms B,C,D. Call to order: Walter E. May, WKPE(AM) Pikeville, Ky., chairman, NAB radio board. "Salute to Radio Music USA" multimedia presentation.

**Five concurrent workshops.** 10:30-11:45 a.m. (Note: a joint radio-TV workshop on wage and price guidelines begins 11:15 in Room S 303; see Monday TV sessions for details.)

*The new-breed retail sales developers: No more back room for retail.*

Mezzanine. Moderator: William Haig, WTMJ(AM)-WKT(FM) Milwaukee. Panelists: Patrick Norman, KFRC(AM) San Francisco; Vincent Benedict, WCBS(AM) New York; Bernard Mann, WGLD-FM Greensboro, N.C.

*The co-optimists: Telling you how to make it big in co-op even if your staff is small.* Rooms E 409-410. Moderator: Ron Bryant, Swanson Broadcasting, Tulsa, Okla. Panelists: Mike Bignell, WHMI-AM-FM Howell, Mich.; Randall Q. Bongarten, WGY(AM)-WGF(FM) Schenectady, N.Y.; Rick Charles, KAGE-AM-FM Winona, Minn.

*"Next time we build one of these"—A minicourse for managers on do's and don't's in radio station construction and remodeling.* Rooms E 406-407. Moderator: Peter Burk, WKBW(AM) Buffalo, N.Y. Panelists: Joe Meier, KAAM(AM)-KAFM(FM) Dallas; Ben Friedland, Lightning Electric, Millburn, N.J.; Eric Small, Sharepoint Systems, Rockaway Park, N.Y.; Bob Pickering, January Sound, Dallas; Justin Henshell, Justin Henshell Architects, New York.

*"That automation unit has more personality than my morning DJ"—The winning blend of programing, promotion and sales, bringing life and dollars into automated radio.* Rooms E 402-403. Moderator: Henry Lackey, WSON(AM) Henderson, Ky. Panelists: Steve Marshall, KNX-FM Los Angeles; Kim Jones, WTOR(FM) Winston-Salem, N.C.; Bryan Townsend, WHBT(FM) Talladega, Ala.

*The 96th Congress and radio—A view from the inside.* Room E 401. Moderator: Roy Elson, NAB. Panelists: Representatives James Broyhill (R-N.C.) Marc L. Marks (Pa.), James Collins (R-Tex.) and Thomas A. Luken (D-Ohio) and Senator Larry Pressler (S.D.).

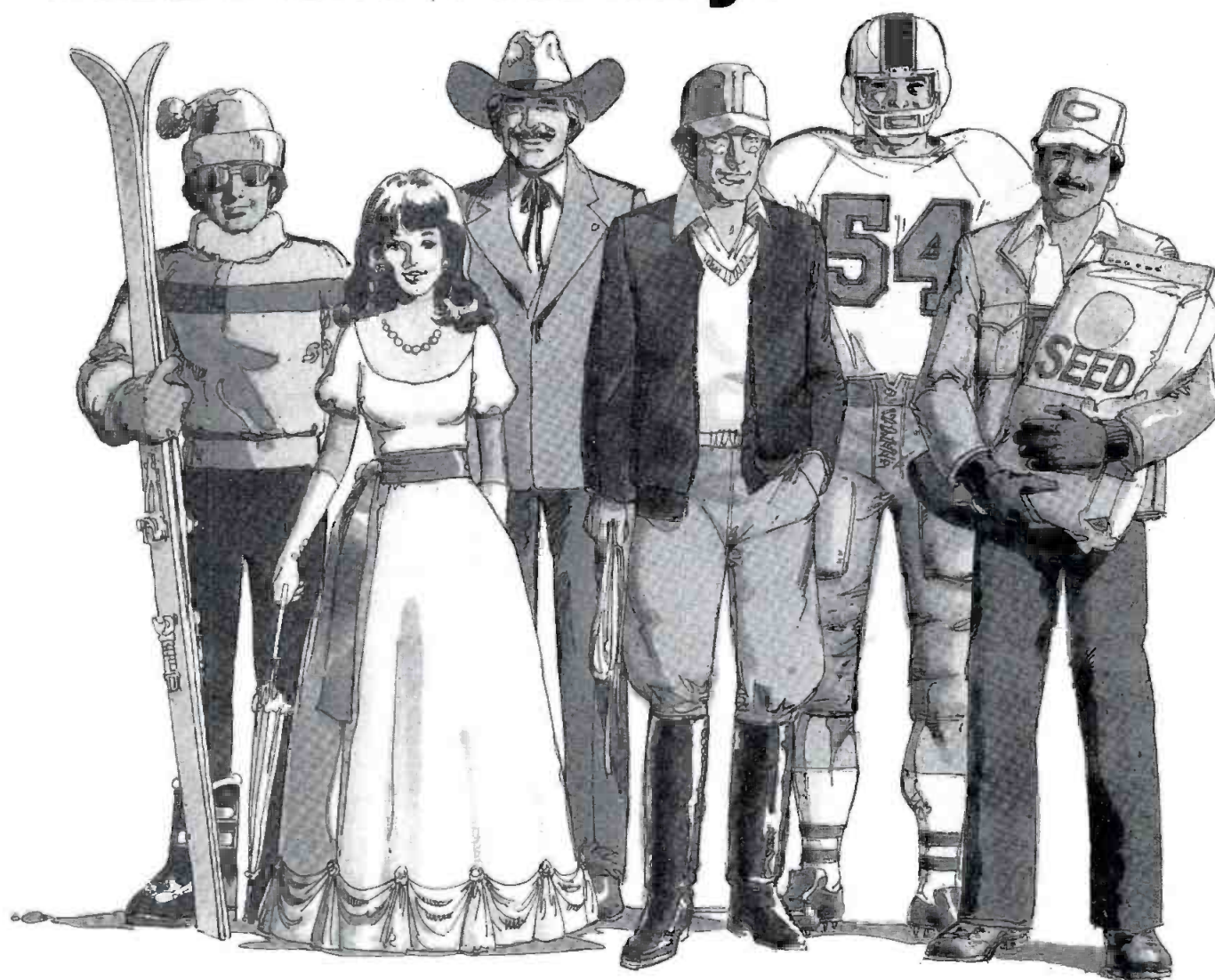
**Six concurrent workshops.** Noon-1:15 p.m.

*New rate cards that control inventory and maximize revenue.* Rooms E 409-410. Moderator: Steven Marx, WFTQ(AM)-WAAF(FM) Worcester, Mass. Panelists: Jonathan Bullen, KVNU(AM) Logan, Utah; Mike Know, KQYT-FM Phoenix; Bill Goetze, KAFM(FM) Dallas.

*Radio research: You can't tell the players without a scorecard.* Room E 401. Moderator: to be announced. Panelists: Harry Bolger, Burke Broadcast Research, New York; Avery Gibson, Audits & Surveys, New York; Rupert Ridgeway, Arbitron, New York; Jim Seiler, Media Statistics, Silver Spring, Md.; Jack McCoy, RAM Research, San Diego.

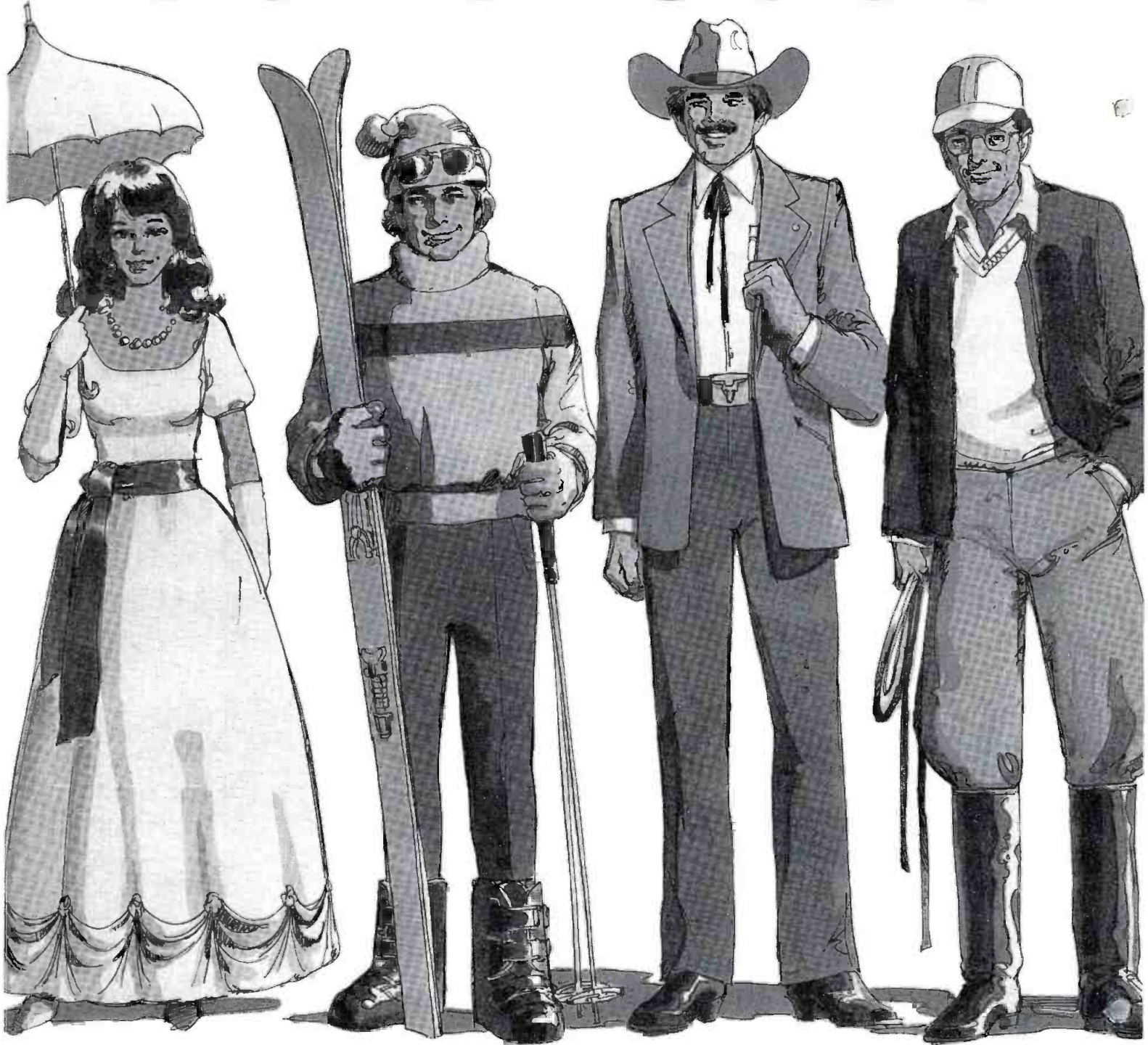
*"It can't be five o'clock already"—A 75-minute course for radio managers in how to save time, organize people and make more money.* Mezzanine. Moderator: Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass. Panelists: Lou Heckler, WBT-AM-FM Charlotte, N.C.; Michael Hauptman, ABC Radio, New York.

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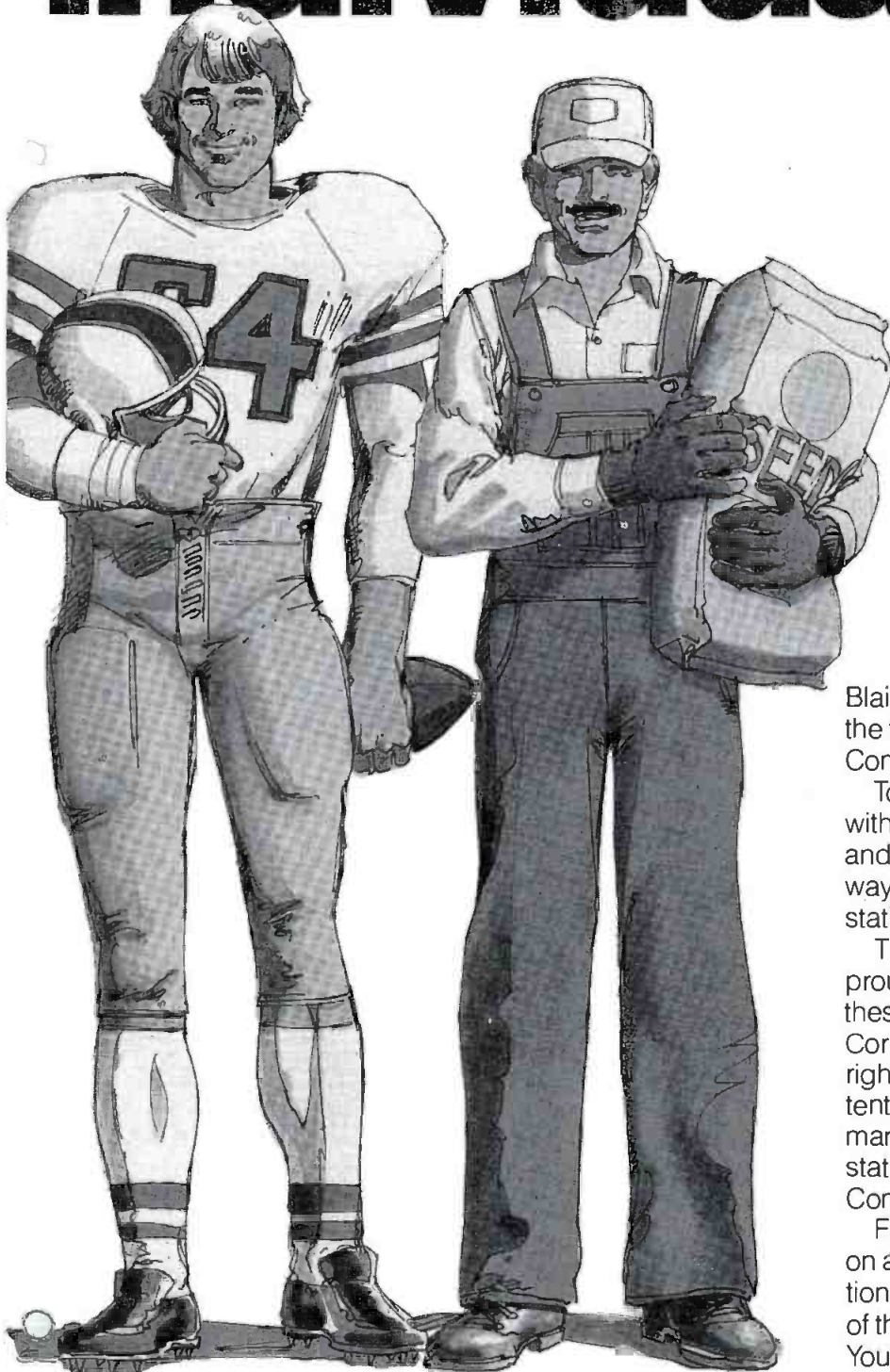
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 Gloria Brauer  
 Dick Buck  
 Les Einhorn  
 Don Garvey  
 Bert Goodstadt  
 Michael Spitalnik

#### Blue Team

Dan Harrison  
 VP/Manager  
 Michael Brochstein  
 Mike Krupa  
 Jay Rosenthal  
 Peter Schmid  
 Linda Snelham  
 Faith Tilson

#### Green Team

Jim Bloom  
 VP/Manager  
 Murray Berkowitz  
 Bob Bishop  
 Chuck Gelini  
 Dave Hoxeng  
 Davy Rosenzweig  
 John Sherwin

### CBS

#### Red Team

Bill Breda  
 VP/Manager  
 Ken Castelli  
 Mario Hewitt  
 John Hubbell  
 Ken Kolb  
 Jane Matlow

#### Green Team

Dave Herman  
 Manager  
 Ron Castelli  
 Bud Curran  
 Charlie Hansen  
 Mike Morris  
 John Tina

### NBC

Briggs Palmer  
 VP/Sales, Red  
 & Blue Teams

#### Red Team

Bill Murphy  
 VP/Manager  
 Bob Carney/VP  
 Norm Grudman  
 Eileen Hopkins  
 Tim McAuliff  
 Sue McDonnell

#### Blue Team

Steve Losee  
 VP/Manager  
 Dave Bell  
 Dick Driscoll  
 Pat Gennell  
 Jerry Kelly  
 Phil Kirk

#### Green Team

Pier Mapes  
 VP/Manager  
 Julie Andreopoulos  
 Jeff Block  
 Felix Charney  
 Armand Grez  
 John Harvey  
 Steve Lemberg  
 Dick Morris

## CHICAGO

Leon Serruys  
 VP/Manager

### ABC

Charlie Hitchins  
 VP/Manager  
 Dennis Boyle  
 Jim Harmeyer  
 Maria LaPalermo  
 Chris Pearse  
 Ed Youngmark

### CBS

Jim McGillen  
 VP/Manager  
 David Cummings  
 Owen McKeaney  
 Mike Norten

### NBC

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 Manager  
 Gayle Arendt  
 Dick Giltner  
 Bob Jacobs  
 Dee Peters  
 Mark Robbins/VP  
 Gust Theodore

## LOS ANGELES

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 VP/Manager

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 VP/Manager  
 Dennis Brown  
 Byron Elton  
 Jim Miller  
 Bob Manown  
 Tina Sterr

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 Al Keir  
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*"My subcarrier bills more than my station"—There's a wide, wonderful and profitable world developing in unusual uses for FM subcarriers; here's how.* Rooms E 402-403. Moderator: Jim Goodmon, WRAL(FM) Raleigh, N.C. Panelists: William von Meister, Digital Broadcasting Corp., MacLean, Va.; Paul Hedberg, Hedberg Broadcasting Group & Market Quoters Inc., Blue Earth, Minn.; Ray McMartin, McMartin Industries, Omaha; Jim Warren, The Digicast Project, Woodside, Calif.; Mo Gardner, Radio Data Systems, Skokie, Ill.

*What's the FCC's "violation hot button" for radio in 1979?* Rooms E 406-407. Moderator: Erwin Krasnow, NAB. Panelists: Edward Hummers Jr., Fletcher, Heald, Kenenhan & Hildreth, Washington; Peter O'Connell, Pierson, Ball & Dowd, Washington; Stanley Cohen, Cohn & Marks, Washington.

*The new ASCAP/BMI per-program license option—Here's the good news for radio stations with specialized formats in the new ASCAP and BMI contracts.* Moderator: Abiah Church, Storer Broadcasting, Miami. Panelists: Bernard Korman, American Society of Composers, Authors and Publishers, New York; Alan Smith, Broadcast Music Inc., New York; Edward Chapin, BMI.

*No radio management sessions are scheduled Monday afternoon to allow delegates to visit the equipment exhibits*

## TELEVISION MANAGEMENT SESSIONS

**Opening session.** 9:30-11 a.m. Theater. Call to order: Robert King, Capital Cities Communications, Philadelphia, and vice chairman, NAB TV board. *"Information-Age Odyssey: Television 1979"* Moderator: Paul Bortz, National Telecommunications and Information Administration. Panelists: Portia Isaacson, Electronic Data Systems, Dallas; Arch Madsen, Bonneville International, Salt Lake City; Mark Foster, Microband National Systems, New York. *Report of the All Industry Television Music License Committee:* Leslie Arries Jr., WIVB-TV Buffalo, N.Y.

**Five concurrent workshops.** 11:15 a.m.-12:15 p.m.

*Creative selling in the 100-plus TV markets.* Room E 302. Moderator: Bob Lefko, Television Bureau of Advertising. Panelists: Larry Keenan, KOAA-TV Pueblo, Colo.; Terrence S. Ford, KFDM-TV Beaumont, Tex.; Frank Forsythe, WPTZ(TV) Plattsburgh, N.Y.

*How to use research to improve your news.* Room S 308. Moderator: Paul M. Davis, WCIA-TV Champaign, Ill., and president, Radio Television News Directors Association. Panelists: Jerry Klein, University of Minnesota, Minneapolis; Mitch Farris, KRON-TV San Francisco; Don Perris, Scripps-Howard Broadcasting, Cleveland.

*Living with wage and price guidelines: What are the standards today and what will they be tomorrow?* Room S 303. Moderator: Ron Irion, NAB. Panelists: Al Ross, Council on Wage and Price Stability; Thomas Arthur, Kirkland & Ellis, Washington, Barry Bosworth, director of Council on Wage and Price Stability.

*Localism: options for tomorrow.* Room 3 301. Moderator: Charles Gingold, KATU(TV) Portland, Ore. Panelists: Edward D. Cervenak, WEWS(TV) Cleveland; William Hillier, Westinghouse Broadcasting, San Francisco; Robert M. Bennett, WCVB-TV Boston; Phil Arnone, KGMB-TV Honolulu.

*The retransmission concept: Is it the answer?* Room S 413. Moderator: Jim Popham, NAB. Panelists: Paul Bortz, National Telecommunications and Information Administration; Margot Polivy, Renouf & Polivy, Washington; Preston Padden, Metromedia, Washington.

**Luncheon.** 12:30-2:15 p.m. Arena. Presiding: Thomas E. Bolger, Forward Communications, Madison, Wis., and chairman, NAB TV board. Speaker: Jack Valenti, Motion Picture Association of America.

**General session.** 2:30-4:30 p.m. Theater. *A conversation with Lionel Van Deerlin*, chairman of the House Communications Subcommittee. *In the box: Television stations should not pay spectrum fees.* Moderator: Thomas B. Cookerly, WJLA-TV Washington. Proponent: John Summers, NAB. Opponent: Harry M. (Chip) Shooshan, House Communications Subcommittee. *More effective communications through TV commercials.* State of the business: Marvin L. Shapiro, Westinghouse Broadcasting, New York. State of selling: Roger Rice, Television Bureau of Advertising. *A security analyst looks at the television business in 1979-80.* Ellen Berland Sachar, Mitchell Hutchins, New York.

**Five concurrent workshops.** 4:30-5:30 p.m.

*Cable copyright royalties.* Room S 413. Moderator: David Polinger, WPIX(TV) New York. Panelists: Commissioner Frances Garcia, Copyright Royalty Tribunal; Jon Baumgarten, Office of Copyright; Bruce A. Lehman, House Judiciary subcommittee with copyright jurisdiction.

*Promoting your station using ENG.* Room E 302. Moderator: Terry Simpson, WDTN(TV) Dayton, Ohio. Panelists: Clarence Martin, KTVN(TV) Springfield, Mo.; Ed Whatley, WKRG-TV Mobile, Ala.; Cheri Rusbuldt, KXAS-TV Fort Worth, Tex.

*How to get good sales people, train them and keep them.* Room S 308. Moderator: Mike Shapiro, Belo Broadcasting, Dallas. Panelists: Ron Bergamo, Belo Broadcasting; William Brower Jr., Sterling Education Network, Washington; Browning Holcomb, Petry Television, New York.

*The role of the general manager in union negotiations.* Room S 303. Moderator: Ron Irion, NAB. Panelists: William Flynn, WKW-TV Cleveland; Raymond Watson, KERO-TV Bakersfield, Calif.; Robert Jones, Capital Cities Communications, Albany, N.Y.

*Successful personnel recruiting and selection within EEO guidelines.* Room E 301. Moderator: FCC Commissioner Joseph R. Fogarty. Panelists: Neal Goldberg, FCC; Phillip Robuck, WSB-AM-TV Atlanta; Wade Hargrove, Tharrington, Smith & Hargrove, Raleigh, N.C.

## RADIO ENGINEERING SESSIONS

**Workshop.** 8:30-10 a.m. Room S 414. *Audio processing: test, measurement and monitoring.* A review of the set-up, adjustment and measurement of audio processing equipment. It is expected that the FCC notice of inquiry on audio in AM, FM and TV will have been issued. The workshop will also include thoughts on rule changes on the audio proof. Moderator: Emil Torick, CBS Technology Center, Stamford, Conn. Panelists: Dennis Williams, Broadcast Facilities Branch, FCC; T.J. Rosback, Harris Corp., Quincy, Ill.; Robert Orban, Orban Associates, San Francisco.

**Technical paper presentation.** 10-10:30 a.m. Room S 414. *Microprocessor-based cartridge with open-reel quality.* Kerry Meyer, International Tapetronics Corp., Bloomington, Ill. This paper will describe an advanced cartridge machine based on today's technology. A microprocessor controls electronic logic functions and cue-tone generation and detection. Program electronics are advanced, low-noise, bipolar and BIFET OP amps. A noticeable difference in sound is the result of improvements in head-room, transient response, square-wave performance and IM distortion.

**Workshop.** 10:30 a.m.-noon. Room S 414. *Engineering principles of communications satellite systems.* A short course in the engineering parameters of a satellite system. Transponder power, bandwidth and frequency, receiving dish size, sidelobe specifications, receiver noise figure and interference considerations will be discussed. Moderator: William Wisniewski, Mutual Broadcasting, Arlington, Va. Panelists: Neal McNaughten, Broadcast Bureau, FCC; Harold W. Rice, Video and Audio Services, RCA, Piscataway, N.J.; Ray Stuart, Satellite Communications Division, Scientific-Atlanta, Atlanta; Dan Yost, Compucon, Dallas.

## TELEVISION ENGINEERING SESSIONS

**Workshop.** 8:30-10:30 a.m. Rooms S 411-412. *Production and post-production operating experience with one-inch video tape and digital video recorders.* Presented by the Society of Motion Picture and Television Engineers. Chairman: M. Carlos Kennedy, Ampex Corp., Redwood City, Calif. Moderator: Frederick M. Remley Jr., University of Michigan, Ann Arbor. Panelists: Richard Green, ABC, Hollywood; Raymond Schneider, CBS-TV, New York; J. Dierman, Ampex; Edward Herlihy, Golden West Broadcasters, Los Angeles; Arch Luther, RCA, Camden, N.J.; Marcel Euclair, Canadian Broadcasting Corp., Montreal; William Hogan, Ruxton Ltd., Burbank, Calif.; Hans Groll, Bosch-Fernseh, Darmstadt, Germany.

**Workshop.** 10:30 a.m.-noon. Rooms S 411-412. *Teletext and other television ancillary signals.* A review of the work being done in the U.S. and internationally on systems for encoding additional signals in the visual and aural transmissions of television stations. Moderator: Robert O'Connor, CBS-TV, New York. Panelists: Earl Eilers, Zenith Radio, Glenview, Ill.; William Loveless, KSL-TV Salt Lake City; Joseph Roizen, Telegen,

Palo Alto, Calif.; Al Curll, Texas Instruments, Dallas.

**Joint engineering luncheon.** 12:30-2:15 p.m. Hyatt Regency Ballroom. Presiding: Edward Herlihy, Golden West Broadcasters, Los Angeles. Speaker: John Cannon, president, National Academy of Television Arts and Sciences.

## RADIO ENGINEERING SESSIONS

**Technical paper presentation.** 2:30-3 p.m. Room S 414. *Adapting AM transmitters for stereo transmission.* Cliff Leitch and David Hershberger, Harris Corp., Quincy, Ill. Several parameters of transmitter performance have been found to be more critical for AM stereo transmission than for monophonic transmission. These parameters are incidental and extraneous phase modulation, bandwidth of RF interstage and output networks, and amplitude and phase response of AF amplifier stages. This paper will describe the various techniques for optimizing these parameters in older transmitters for both mono and stereo.

**Workshop.** 3-4 p.m. Room S 414. *AM-FM receivers: the manufacturer's viewpoint.* A discussion of what the public demands in a radio and the engineering and marketing decisions made by manufacturers as a result of these demands. Also included will be thoughts on what AM stereo will do to future AM radios. Moderator: Norm Parker, Motorola, Schaumburg, Ill. Panelists: Oliver Richards, Sprague Electric, Worcester, Mass; Jon Grossjon, consultant, Woodstock, Conn.; Bart Locanthi, Pioneer North America, Pasadena, Calif.

**Workshop.** 4-5 p.m. Room S 414. *AM stereo broadcasting.* The state of AM stereo as an FCC proceeding and a progress report from the broadcasters, the consumer electronics industry and others. Moderator: Christopher Payne, NAB. Panelists: John Taff, Policy and Rules Division, FCC; Harold Kassens, A.D. Ring & Associates, Washington; Jim Loupas, James Loupas & Associates, Chesterton, Ind.; John Heath, AT&T Longlines, Bedminster, N.J.

## TELEVISION ENGINEERING SESSIONS

**Workshop.** 2:30-4 p.m. Rooms S 411-412. *Television blanking progress report: measurement and control.* Broadcast engineers, equipment manufacturers and FCC personnel discuss the current status of equipment, operations and industry as well as FCC efforts toward resolving blanking difficulties. Moderator: Thomas B. Keller Jr., WGBH-TV Boston. Panelists: Wallace E. Johnson, Broadcast Bureau, FCC; Samuel B. Stelk, FCC regional director, Kansas City, Mo.; K. Blair Benson, Video Corp. of America, New York; Frank Davidoff, CBS-TV; Charles Magee, Westinghouse Broadcasting, New York; Robert D. McCormick, Public Broadcasting Service, Washington; John Serafin, ABC, New York.

**Technical paper presentation.** 4-4:30 p.m. Rooms 411-412. *The CBS blanking-width corrector.* Eugene H. Friedman, CBS-TV, New York, and John P. Rossi, CBS Technology Center, Stamford, Conn. In response to industry concern over wide television blanking signals, this paper will discuss the development of an automatic blanking error detector that recognizes out-of-tolerance blanking signals and a manual horizontal blanking-width corrector that uses sophisticated digital techniques to restore correct horizontal blanking widths at a reasonable cost.

**Technical paper presentation.** 4:30-5 p.m. Rooms S 411-412. *The TK-47 auto-cam camera.* N.L. Hobson, Broadcast Systems Division, RCA, Camden, N.J. This paper describes a high-performance studio/field color camera designed to set up automatically and optimize its adjustments for picture performance. Microprocessors, digital memories and digital controls are used to accomplish this fully automatic camera.

Broadcast Facilities Division; Neal K. McNaughten, Broadcast Bureau; John M. Taff, Policy and Rules Division; Richard J. Shiben, Renewal and Transfer Division; Arthur L. Ginsburg, Complaints and Compliance Division; Lionel J. Monogas, FCC Industry EEO Unit.

**Luncheon.** 12:30-2:15 p.m. Arena. Call to order: Carl Venters Jr., Durham Life Broadcasting, Raleigh, N.C., and vice chairman, NAB radio board. *NAB Radio Department 1979 radio mini-song campaign.* Introduction: Wayne Cornils, NAB. *1979 Radio Hall of Fame presentation.* Inductees: Paul Harvey, news commentator, and Orson Welles, actor-director. Guest speaker: Richard Leshner, president, U.S. Chamber of Commerce.

**Five concurrent workshops.** 2:30-3:45 p.m.

*Last newspaper files bankruptcy—Learn why the media-mix concept is not an acceptable one for you or your client.* Rooms E 409-410. Introduction: Miles David, Radio Advertising Bureau. Speaker: Jim Williams, Welsh Co., Tulsa.

*Promoting "the world's greatest radio station" in the small market.* Rooms E 402-403. Moderator: Bill Sims, Wycom Corp., Laramie, Wyo. Panelists: Chuck Cooper, WKOR(AM) Starkville, Miss.; Tim Rand, KDRS(AM) Paragould, Ark.; Dean Spencer, WBIW(AM) Bedford, Ind.

*Promoting "the world's greatest radio station" in medium and large markets.* Rooms E 406-407. Moderator: Terry Simpson, president, Broadcast Promotion Association. Panelists: Barbara Crouse, WOWO(AM) Fort Wayne, Ind.; Carolyn Metheny, KAAY(AM)-KEZQ(FM) Little Rock, Ark.; Chuck Hartley, WCCO-AM-FM Minneapolis.

*National farm dollars in small markets? You bet!* Room E 401. Moderator: Erny Tannen, Farmmedia Corp., Philadelphia. Panelists: Andy Anderson, KMA(AM) Shenandoah, Iowa; Joe Gross, KHM(AM) Hannibal, Mo.

*The birth of a radio jingle—Part I. How to buy the right jingle and how to use it effectively.* Theater. Moderator: Otis Conner, Otis Conner Productions, Dallas. Panelists: Harvey Mednick, RKO General, Los Angeles; Jim Kefford, Drake-Chenault Enterprises, Canoga Park, Calif.; Bob Hughes, WASH(FM) Washington. *The birth of a radio jingle—Part II* continues from 4 to 5:15 p.m. as Otis Conner, assisted by a 40-piece orchestra and a complement of singers will create a radio jingle.

**Five concurrent workshops.** 4-5:15 p.m.

*How to double your gross and quadruple your profits in any size market—how to do it through marketing by objective.* Rooms E 409-410. Introduction by Robert Alter, Radio Advertising Bureau. Speaker: Jason Jennings, Jennings McGlothlin & Co., San Francisco.

*If business is so good, how come there's nothing in the checking account? A course on collections that will put dollars in your pocket.* Rooms E 402-403. Moderator: Ron Irion, NAB. Panelists: Harley P. Park, Mid America Media, Kankakee, Ill.; Peter Szabo, Szabo Associates, Atlanta; Gwen Webb, KHEN(FM) Henrietta, Okla.

*Whatever happened to old what's-his-name? How to find, hire and keep the best people for your radio station.* Room E 401. Moderator: Stan McKenzie, Seguin Broadcasting, Seguin, Tex. Panelists: John Lund, KHOW(AM) Denver; William Brower Jr., Sterling Education Network, Washington; Mike Edwards, KORN(AM) Mitchell, S.D.

*An executive session for radio managers who also wear a program director's hat.* Rooms E 406-407. Moderator: Fred Hildebrand, KVOC(AM) Casper, Wyo. Panelists: Jane Michel, WRAJ-AM-FM Anna, Ill.; Tad Fogel, WINH(AM)-WGMB(FM) Georgetown, S.C.; George Allen, KLGA-FM Algon, Iowa.

*Community involvement can increase your numbers.* Room E 301. 4-5:15. Moderator: Darryl Dillingham, NAB. Panelists: Patrick Norman, KFRC(AM) San Francisco; Donald Bybee, KMBZ(AM)-KMBR(FM) Kansas City, Mo.; Sonya Suarez, WINS(AM) New York.

## Tuesday, March 27

### RADIO MANAGEMENT SESSIONS

**General session.** 9:30-noon. Ballrooms B,C,D. *State of the sales:* Miles David, Radio Advertising Bureau. *"Saying It With Humor":* Radio writer-producers Dick Orkin and Bert Burdis. *FCC panel.* Introduction: Edward O. Fritts, Fritts Broadcasting Group, Indianola, Miss. Moderator: FCC Commissioner Tyrone Brown. Participants: Wallace E. Johnson, Broadcast Bureau; Martin I. Levy, Broadcast Bureau; Dennis L. Williams,

### TELEVISION MANAGEMENT SESSIONS

**Special double workshop on UHF.** 9-11:30 a.m. Room S 308. *What does comparability mean?* Moderator: Thomas E. Bolger, WMTV(TV) Madison, Wis., and chairman, NAB TV board. Panelists: Rene V. Anselmo, Spanish International Communications, New York; Ward Chamberlain, WETA-TV Washington; Don B. Curran, Field Communications, San Francisco; William L. Putnam, Springfield (Mass.) Television. *How to attain comparability through engineering.* Moderator: Howard Head, A.D. Ring & Associates, Washington. Panelists: Eugene R. Hill, Taft Broadcasting, Cincinnati; Carl Michellotti, Zenith Radio, Glenview, Ill.; Philip A.



# **BMI DELIVERS MORE NUMBERS WITH A CLEAN SWEEP...**

## **10 OF 1978'S TOP 10 BOX OFFICE MOVIES**

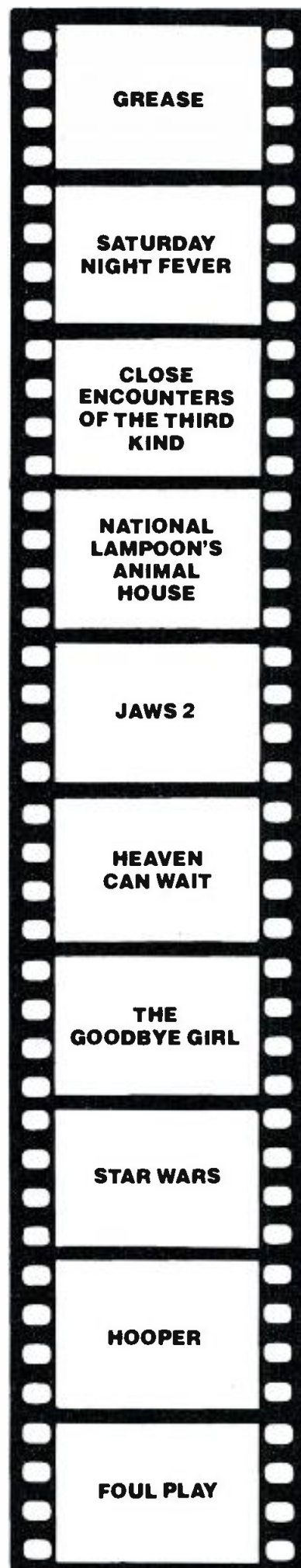
Feature motion pictures are a major programming element attracting vast audiences and delivering the numbers during sweep periods. BMI music plays a vital role in this process, for much of the success of top box office movies has been due to composers and songwriters affiliated with us. It is they who are among the most expert and successful in creating original music that hits the top of the charts or which performs the mysterious, almost magical, function of enhancing and adding emotional color to our most popular films. They have already done so in 35 of the 50 Top Grossing Movies of All Time.

Last year BMI music starred in 23 of the Top 25 Box Office Movies, among them all of the top ten, an unparalleled sweep.

They and other motion pictures like them, relying heavily on BMI licensed music, will be audience drawing programming on both networks and local television for years to come.



What the world expects from the world's largest music licensing organization.



**GREASE**

**SATURDAY  
NIGHT FEVER**

**CLOSE  
ENCOUNTERS  
OF THE THIRD  
KIND**

**NATIONAL  
LAMPOON'S  
ANIMAL  
HOUSE**

**JAWS 2**

**HEAVEN  
CAN WAIT**

**THE  
GOODBYE GIRL**

**STAR WARS**

**HOOPER**

**FOUL PLAY**

Rubin, Corporation for Public Broadcasting, Washington; Daniel R. Wells, Public Broadcasting Service, Washington. *How to attain comparability through regulation.* Moderator: Hartford Gunn Jr., Public Broadcasting Service. Panelists: Harry M. (Chip) Shooshan, House Communications Subcommittee; Jonathan Blake, Covington & Burling, Washington; Donald Zeifang, NAB; Leland Johnson, National Telecommunications and Information Administration. *Second-class status, first-class results: Building and operating a U in an unfriendly, intermixed world.* Moderator: Jack F. Matranga, KTXL(TV) Sacramento, Calif. Panelists: Paul Hughes, WVRTV West Hartford, Conn.; Elmer Jaspan, WORR-TV Louisville, Ky.; James Matthews, WGTU(TV) Traverse City, Mich.; Jack J. Moffitt, WUAB(TV) Cleveland; Ron Irion, NAB. *Open question-and-answer session with all participants.* They will be joined by Nina Cornell, FCC, and Peter Tannenwald, Arent, Fox, Kintner, Plotkin & Kahn, Washington. FCC Commissioners Robert E. Lee and James Quello will participate throughout the session.

**Three concurrent workshops. 9:30-10:30 a.m.**

*Managing the management woman.* Room E 301. Introduction: Wilma M. Kriner, American Women in Radio and Television. Discussion leader: Alleen Hernandez, Hernandez & Associates, San Francisco.

*Update: FCC rules and policies.* Room E 302. Moderator: Erwin Krasnow, NAB. Panelists: Werner Hartenberger, Dow, Lohnes & Albertson, Washington; Michael Senkowski, McKenna, Wilkinson & Kittner, Washington; Nancy Carey, FCC.

*Is there room at the top? A second look.* Room S 303. Moderator: Darryl Dillingham, NAB. Panelists: Eleanor Brown, Westinghouse Broadcasting, New York; B. Celia Shaw, WCIV(TV) Charleston, S.C.; Roberta Romberg, NBC, New York.

**Two concurrent workshops. 10:30-11:30 a.m.**

*The use of investigative teams in TV news.* Room E 302. Moderator: Fred Young, WTAE-TV Pittsburgh. Panelists: Bill Aber, WBZ-TV Boston; Ron Loewen, KAKE-TV Wichita, Kan.; Dennis Codlin, Westinghouse Broadcasting, New York.

*How good are television ratings?* Room E 301. Moderator: Steve Raffel, Harrington, Righter & Parsons, New York. Panelists: Pete Megroz, Arbitron, New York; Dave Traylor, Nielsen, New York.

**General session. 11:30-1:15 a.m. Theater. In the Box: The Federal Trade Commission should regulate children's advertising.** Moderator: Leonard A. Swanson, WIC-TV Pittsburgh. Proponent: Tracy Westen, FTC Bureau of Consumer Protection. Opponent: Brenda Fox, NAB. *And what do parents think?* Roy Danish, Television Information Office. *Networks, superstations and you.* Moderator: Robert King, Capital Cities Communications, Philadelphia. Panelists: Richard E. Wiley, Kirkland & Ellis, Washington; Edward Bleier, Warner Bros. TV, New York; Robert E. Mulholland, NBC-TV, New York; Russell Karp, Teleprompter, New York.

*No television management sessions are scheduled for Tuesday afternoon to allow delegates to visit the equipment exhibits*

**Joint radio-TV evening session, 8-10 p.m. Ballroom A. Games broadcasters play: How to conduct promotions that comply with FCC rules and policies.** Moderator: Erwin Krasnow, NAB. Panelists: Arthur Ginsburg, FCC Broadcast Bureau; Howard Braun, Fly, Shuebruk, Blume, Boros & Gaguine, Washington; Larry Perry, Layton & Perry, Knoxville, Tenn.; John Quayle, Kirkland & Ellis, Washington.

## Ready reference: the suites

Acrodyne Industries  
Adda  
Air Time  
American Broadcasting Companies

Radio Network  
Television Network  
American Data  
Amperex  
Ampex  
Audio Video Systems  
International Division  
Magnetic Tape Division  
Arbitron

Toby Arnold & Associates  
Arvin Echo Science  
Associated Press  
Audio Sellers/The Money Machine  
Avery-Knodel Television  
Blackburn & Co.  
John Blair & Co.  
Bloomington Broadcast  
Bonneville Broadcast Consultants  
Robert Bosch Corp.  
Bridal Fairs  
Broadcast Computer Systems  
BROADCASTING Magazine  
Broadcast Programing International  
Gert Bunchez & Associates  
Burkhart Abrams & Associates  
Buckley Radio Sales  
California Microwave  
Calvert Electronics  
Capitol Magnetics Products  
Cavox Stereo Productions  
CBS Inc.  
Radio Network  
Television Network  
CCA Electronics  
Century 21 Productions

Hyatt Regency 418  
Loews Anatole 553  
Hilton 2051  
  
Hyatt Regency 2621  
Loews Anatole 1134  
Hilton 1448  
Baker 1316-18  
  
Loews Anatole 634  
Loews Anatole 823  
Loews Anatole 1084  
Hilton Mustang, Silver  
and Gold rooms  
Fairmont 1800  
Loews Anatole 853  
Fairmont 1901  
Hyatt Regency 847  
Loews Anatole 723  
Fairmont 1221  
Fairmont 1801  
Hilton 926  
Fairmont 1501  
Fairmont 1101  
Sheraton 607  
Sheraton 1907  
Fairmont 501  
Hilton 1504  
Hilton 1867  
Sheraton 2407  
Hyatt Regency 1218  
Adolphus 1812  
Sheraton 1707  
Hilton 2036  
Hilton 1748  
  
Hyatt Regency 2766  
Loews Anatole 934  
Hilton 2014  
Fairmont 1421

Chapman Associates  
Collins Radio Group  
Computer Management Systems  
Continental Electronics Manufacturing  
R.C. Crisler Co.  
CSI Electronics  
CSP Inc.  
Data Communications  
Digital Video Systems  
Drake-Chenault  
Dyna Metrics  
Dytek Industries  
Eastman Radio  
Electro Controls  
EMI Technology  
William A. Exline Inc.  
Filmways Audio Services Group  
Firstmark Financial  
The FM 100 Plan  
For-A-Company  
Milton Q. Ford & Associates  
Fuji Photo Film U.S.A.  
Glentronix  
Greater Media Services  
Harrington, Righter & Parsons  
Dan Hayslett & Associates  
Hitachi Denshi America  
Hogan-Feldman  
Holt Corporation West  
H-R/Stone  
HR Television  
Ikegami Electronics  
Image Transform  
Innovative TV Employment  
Jam Creative Productions  
JVC America  
KalaMusic  
Kaman Sciences

Hilton 1804  
Adolphus 2600  
Hilton 1567  
Ramada Inn CC 619  
Hyatt Regency 1818  
Adolphus 1516  
Adolphus 1408  
Hilton 1868  
Marriott 341  
Fairmont 1401  
Adolphus 1714  
Marriott 103  
Hilton 2068  
Sheraton 707  
Marriott 345  
Hilton 1048  
Loews Anatole 584  
Hyatt Regency 818  
Fairmont 1021  
Sheraton 2107  
Hyatt Regency 717  
Marriott 616  
Marriott  
Hilton 1404  
Loews Anatole 684  
Hyatt Regency 918  
Sheraton 1807  
Hilton  
Hilton 1668  
Hilton 1104  
Loews Anatole 810  
Ramada Inn CC 1121  
Adolphus 1208  
Marriott 612  
Fairmont 721  
Marriott 340  
Hyatt Regency 817  
Marriott 120

**Musicworks**, Indianapolis-based music program syndicator, was incorrectly identified as Microworks in BROADCASTING's March 19 listing of NAB exhibitors (page 118). Company's exhibit is in booth 2512 of Dallas convention center.

## RADIO ENGINEERING SESSIONS

**Workshop.** 9-10:30 a.m. Rooms S 411-412. *Audio tape: performance, measurements and standards.* The state of the art in audio tape and magnetics has advanced rapidly in the last few years. This new technology greatly affects broadcasting operations and maintenance. This discussion reviews the present technology and offers recommendations for practical use at stations. Moderator: Richard P. Schumeyer, Capital Cities Communications, Philadelphia. Panelists: Alstair Heaslett, Ampex Corp., Redwood City, Calif.; Karl D. Lahm, KPOL-FM Los Angeles; Al H. Moris, Magnetic Audio-Video Division, 3M Co., St. Paul; John G. McKnight, Magnetic Reference Lab, Mountain View, Calif.

**Workshop.** 10:30 a.m.-noon. Rooms S 411-412. *Nine khz: To be or not to be.* This session will be devoted to an in-depth discussion of the ramifications associated with reducing AM channel spacing from the present 10 khz to nine. Included will be a discussion of other proposals relating to AM allocations and the efficient use of the spectrum. Moderator: Charles E. Wright, WBYS(AM) Canton, Ill. Panelists: J.R. Livesay, Daytime Broadcasters Association; Harold Kassens, Clear Channel Broadcasting Service; Jay Wright, Association of Broadcast Engineering Standards; Roger Jeffers, Community Broadcasters Association.

## TELEVISION ENGINEERING SESSIONS

**Workshop.** 9-10:30 a.m. Room S 414. *Loudness in television programming.* Loudness of television program material has been an area of discussion and investigation for a number of years. This workshop will

review the problems associated with this subject, including laboratory experiments and work carried on to date. Moderator: William E. Garrison, Multimedia Broadcasting, Greenville, S.C. Panelists: Bronwyn Jones, CBS Technology Center, Stamford, Conn.; Benjamin B. Bauer, Audio-Metric Laboratories, Stamford, Conn.; Emil Torick, CBS Technology Center; Wallace Johnson, FCC Broadcast Bureau; Benjamin Bauer, Audio-Metric Labs Inc., Stamford, Conn.

**Technical paper presentation.** 10:30-11 a.m. Room S 414. *Design considerations and operational experience with the slow-motion controller for one-inch video tape recorders.* Ray Rivizza, Ampex Corp., Redwood City, Calif. and Ron Schlameuss, ABC, New York. For several years, ABC has used the hand-held color camera with the portable three-quarter-inch cassette recorder for electronic news, sports production and minidocumentaries with great success. Based upon the camera's exceptional performance and stability, ABC decided to increase further the usefulness and mobility of the camera by developing a camera-control unit that enables the camera to operate with triax cable or a two-way microwave-UHF radio link. This paper outlines the concepts used in the design and packaging of the multiplexed control system and suggestions on how other broadcasters can extend the use of their own hand-held electronic cameras using these techniques.

**Workshop.** 11 a.m.-noon. Room S 414. *Are there radiation hazards in broadcasting?* The general public has become alarmed over the idea that non-ionizing radiation (especially from microwave transmitters) is a health hazard. However, scientists and medical experts can find no evidence of hazard to public health. The present concern will be discussed from a government, industrial and public-relations viewpoint. Moderator:

**Dallas detail.** BROADCASTING magazine editorial and sales headquarters during the NAB convention are in suite 501 of the Fairmont hotel. In attendance are John Andre, David Berlyn, Rufus Crater, David Crook, Ed James, Kwentin Keenan, Win Levi, Bill Merritt, Randy Moskop, Dan Rudy, Larry Taishoff, Sol Taishoff, Don West, Dave Whitcombe and Len Zeidenberg.

Katz Agency  
Kershaw-West Productions  
Kline Iron & Steel  
Dean Landsman Radio Service  
Landy Associates  
Larson/Walker  
Lenco  
Lightning Electric  
Major Market Radio  
Marconi Electronics  
Reggie Martin & Associates  
Jack Mastia & Co.  
McCurdy Radio Industries  
McGavren-Guild

McMartin Industries  
Medallion TV Enterprises  
Microwave Associates  
Midwest Telecommunications  
George Moore & Associates  
Mutual Radio Networks  
Mutual Broadcasting System  
Mutual Black Network  
National Black Network  
National Broadcasting Co.  
Radio Network  
Television Network  
Rupert Neve Inc.  
A.C. Nielsen  
Nightingale-Conant  
O'Connor Engineering Labs  
Orban Associates  
Panasonic  
Pay TV Corp  
Perrott Engineering Labs

Loews Anatole 1110  
Fairmont 1201  
Loews Anatole 323  
Hyatt Regency 1117  
Hilton Inn 913  
Marriott 610  
Loews Anatole 1123  
Hyatt Regency 317  
Hyatt Regency 618  
Hyatt Regency 1017  
Hilton 1048  
Sheraton 2915  
Hyatt Regency 2017  
Hyatt Regency Lookout  
room 3/26-27  
Hyatt Regency 1118  
Hilton 1148  
Registry Penthouse  
Adolphus 1108, 1244  
Fairmont  
Hyatt Regency 2728  
Hyatt Regency 2628  
Hyatt Regency 2622  
Hyatt Regency 2666  
Loews Anatole 1034  
Ramada Inn CC 819  
Adolphus 1246  
Hilton 1667  
Loews Anatole 772  
Adolphus 1008  
Hilton Inn 221  
Hyatt Regency 850  
Fairmont 400

Peters, Griffin, Woodward  
Peters Productions  
Petry Television  
Phillips Broadcast Equipment  
Pro/Radio  
Ward L. Quaal Co.  
Radio Arts  
Radiatorials Network  
Radio Programing Management  
Ram Research  
Cecil L. Richards Inc.  
Richter-Kailil & Co.  
A. D. Ring  
RKO Radio  
RKO Radio Sales  
RTVR  
Scientific Atlanta  
SESAC  
Richard A. Shaheen Inc.  
Sonderling Broadcasting  
Stainless Inc.  
Starlight Communications  
Station Business Systems  
Steel Andrus & Associates  
Susquehanna Productions  
Telcom Associates  
Teleiep  
Television Information Office  
Television Technology  
Thomson-CSF Labs  
TM Productions  
William B. Tanner Co.  
Edwin Tornberg & Co.  
Top Market Television  
Torbet Radio  
Toshiba International  
TVAC  
Vital Industries  
Wang Voice Communication  
The Webster Group  
Wilkinson Electronics  
Adam Young Inc.

Loews Anatole 1023  
Fairmont 621  
Loews Anatole 1010  
Hyatt Regency Duncan A-B  
Dupont Plaza  
Fairmont 1600  
Hilton 1004  
TBA  
Fairmont 521  
Hilton 1604  
Hilton 1648  
Hyatt Regency 518  
Fairmont 901  
Fairmont 1821  
Hilton Inn 1019  
Loews Anatole 710  
Hyatt Regency 2118  
Hilton 1704  
Hilton 1848  
Hyatt Regency 1245  
Adolphus 1264  
Hilton Inn 205  
Sheraton 2909  
Hyatt Regency 617  
Sheraton 2507  
Loews Anatole  
Loews Anatole 753  
Loews Anatole 510  
Ramada Inn CC 719  
Hyatt Regency 1249  
Fairmont 2500  
Fairmont 1121  
Registry 354  
Loews Anatole 334  
Fairmont 421  
Loews Anatole 453  
Marriott 132  
Loews Anatole 984 and  
Hilton Inn 629  
Sheraton 2313  
Hilton 948  
Marriott 311  
Loews Anatole 353

Jules Cohen, Jules Cohen & Associates, Washington. Panelists: James W. Frazer, Department of Diagnosis & Roentgenology, University of Texas hospital, San Antonio, Tex.; John Osepchuck, Raytheon, Corp. Waltham, Mass.; Z. R. Glaser, NIOSH, Rockville, Md.; Richard Tell, Environmental Protection Agency, Las Vegas; John Taff, Policy and Rules Division, FCC.

**Joint engineering luncheon.** 12:30-1:15 p.m. Hyatt Regency Ballroom. Presiding: Gerald C. Vandersloot, WOOD-AM-FM Grand Rapids, Mich. Invocation: Rabbi Gerald J. Kline, Temple Emanu-El, Dallas. *Presentation of 1979 NAB Engineering Achievement Award* to Robert W. Flanders, McGraw-Hill Broadcasting, Indianapolis, by George W. Bartlett, NAB. Speaker: Lloyd Dobyns, NBC News.

*No radio or television engineering sessions are scheduled for Tuesday afternoon to allow delegates to visit the equipment exhibits.*

## Wednesday, March 28

### RADIO-TELEVISION MANAGEMENT SESSION

**Joint management assembly.** 9-11 a.m. Ballrooms A, B, C, D. *Address by Secretary of Energy James Schlesinger. Sports and broadcasting: Where are we headed?* Moderator: Roone Arledge, president, ABC News and Sports. Panelists: Peter Rozelle, commissioner of football; Bowie Kuhn, commissioner of baseball; Larry O'Brien, commissioner of basketball. *Presentation of the Grover Cobb Award* to David C. Adams, NBC, by Richard D. Dudley, Forward Communications, Wausau, Wis. *Words from Washington.* Speakers: Ernest F. Hollings, chairman of the Senate Communications Subcommittee, and Charles Ferris, chairman of the FCC.

### RADIO ENGINEERING SESSIONS

**Workshop.** 9-10:30 a.m. Room S 414. *Building new radio studio facil-*

*ities: planning, contracting and purchasing.* Advice from an acoustical expert, an architect and experienced broadcasters on constructing a new studio facility from the ground up. Moderator: Peter Burk, WKBW(AM) Buffalo, N.Y. Panelists: Eric Small, Sharepoint Systems, Rockaway Park, N.J.; Thomas L. Mann, EZ Communications, Fairfax, Va.; Gordon Sibeck, Gordon Sibeck & Associates Architects, Dallas; Paul Stewart, WOR(AM) New York; Tom Rose, Joiner, Pelton, Rose Inc., Dallas.

**Technical paper presentation.** 10:30-11 a.m. Room S 414. *A fresh look at directional antenna phasers.* Edward Edison, Hammett & Edison Inc., San Francisco. There has been considerable interest in improving the audio performance of AM transmitters and antenna systems partly due to the advent of AM stereo. Bandwidth is the "in" word. On occasion it is possible to improve bandwidth on existing antenna systems by a number of techniques such as retuning, modifying the sideband loads and the transmitter or by adding bandwidth circuits. This paper will discuss this subject as it relates to the phasing unit of the directional antenna system.

### TELEVISION ENGINEERING SESSIONS

**Workshop.** 9-10:30 a.m. Rooms S 411-412. *Broadcast tall towers: an aeronautical hazard?* The increase in the height and number of tall towers has caused some objections to their continued construction. The Federal Aviation Administration has started proceedings looking into the matter, which could affect future construction. Moderator: Lou Wetzel, Flash Technology Corp. of America, Nashua, N.H. Panelists: Ogden Prestholdt, A.D. Ring & Associates, Washington; B. Keith Potts, FAA's Wallace C. Goodrich, Air and Space Department, AOPA, Bethesda, Md.

**Technical paper presentation.** 10:30-11 a.m. Rooms S 411-412. *Engineering preparations for the summer 1980 Olympics.* John Frishette, NBC, Burbank, Calif. The grand remote: A description of the myriad technical and operational considerations the network faces prior to airing the Moscow games.

**Closing joint luncheon.** 12:30-2 p.m. Arena. Entertainment by Bill Cosby.

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## Otherwise meeting

Related convention activities

### Saturday, March 24

**BEA workshops.** 8:45 a.m., convention center Rooms 214, 218, 220. General session, 10 a.m., Room N215. **Luncheon,** 12:30 p.m., Ballroom A. **Workshop,** 3 p.m., Rooms N 214, 218, 220.

**AWRT Educational Foundation board meeting.** 9 a.m.-5 p.m. Sheraton.

**Society of Broadcast Engineers meeting.** 1 p.m., convention center, Room N 222.

### Sunday, March 25

**BEA workshops.** 9 a.m. Convention center Rooms 214, 218, 220. **General session.** 11 a.m., Room N 215.

**Association for Broadcast Engineering Standards technical committee meeting,** 10:30-noon, Hilton hotel, Blue Bonnet Room. **Joint meeting of board of directors and membership,** 3-4:30 p.m., Blue Bonnet Room.

**Association of Maximum Service Telecasters membership meeting.** 12:30 p.m. Convention Center, mezzanine.

**National Association of Spanish Broadcasters formative meeting.** 4 p.m. Registry hotel, Suite 452.

### Monday, March 26

**Emergency Broadcast System meeting.** 2 p.m. Convention center, Room N 236.

**Society of Broadcast Engineers meeting.** 4 p.m. Convention center, Room N 215.

**Harvard Seminar Alumni reception.** 5:30 p.m. Fairmont hotel, Fountain Room.

### Tuesday, March 27

**AMST engineer's breakfast.** 7:15 a.m. Convention center, mezzanine.

**Broadcast Pioneers breakfast.** 8 a.m. Regency hotel, Ballroom.

**Institute of Electrical and Electronic Engineers Broadcast Group administrative committee meeting.** 2:30 p.m. Convention center, Room S 412.

### Wednesday, March 28

**Society of Broadcast Engineers meeting.** 4 p.m. Convention center, Room N 222.

## Media

# Metromedia and NAB hit the FCC panic button over superstations

**Do something, and do it fast, both urge commission in petitions**

Concern within the broadcasting industry over superstations boiled over last week into two petitions urging the FCC to do something about them. The National Association of Broadcasters urged the commission to undertake an expedited rulemaking aimed at curbing "the harmful impact of superstation development on broadcast program service to the public." And Metromedia Inc. asked the commission to halt temporarily all superstation activity.

Neither petition offered solutions to the problem described. But Metromedia—whose KTTV(TV) Los Angeles is being transformed against the company's will into a superstation—says that unless the commission suspends all authority for the satellite marketing of television signals, the policy options of those in government will be severely limited.

NAB, noting that the commission said a year ago it would "step in" if it found that superstations were being created and that their creation is harmful to the public, "can no longer continue to 'wait and see.' It must cease dancing its circular jig around the superstation issue and face the problem squarely."

The petition notes that superstations—those whose signals are transmitted by satellite to cable television systems around the country—"are here today." It contends that the public already has been harmed—in the loss of locally oriented broadcast service and in the damage it says superstations are doing to the commission's efforts to promote UHF development.

The original and self-proclaimed superstation is WTCG(TV) Atlanta. But, NAB notes, other superstations are devel-

oping—KTVU(TV) Oakland, Calif., and WGN-TV Chicago. In addition, the FCC has approved applications for the satellite-distributed carriage of six more stations—WOR-TV, WCBS(TV), and WPIX(TV), all New York, KTTV, and WSBK-TV and WCVB-TV, both Boston.

NAB also said superstations pose a serious threat to program producers. Indeed, it says superstations have "magnified, by geometric proportions, the degree to which program suppliers have lost control over their product once it is sold to a station and then carried by cable." A syndicator no longer can offer "a real guarantee of exclusive presentation rights to current or potential buyers," NAB said.

Both NAB and Metromedia said the superstation issue is entangled with other matters pending before the commission. NAB petitioned the commission to consolidate the superstation petition with a number of those issues.

And Metromedia in expressing concern about a narrowing of options, noted that the National Telecommunication and Information Administration, in its petition for a rulemaking to adopt a retransmission consent arrangement that would bring new cable systems "into the competitive syndicated market," stressed the importance of the commission acting before there is "a plethora of new operations with grandfather expectations." And, Metromedia said, the superstation debate "is certain to be involved" in the rewrite of the Communications Act now under way in Congress.

It also said the commission's Artec decision provides further justification for a temporary suspension of the superstation activity. Metromedia noted that, in denying a petition of the Motion Picture Association of America requesting a superstation rulemaking, the commission last year said superstations posed no threat because of the commission's rules limiting the number of signals a cable system can import. But the Artec decision in November (BROADCASTING, Nov. 6, 1978) is regarded as easing the path for cable systems seeking a waiver of the distant-signal rule.

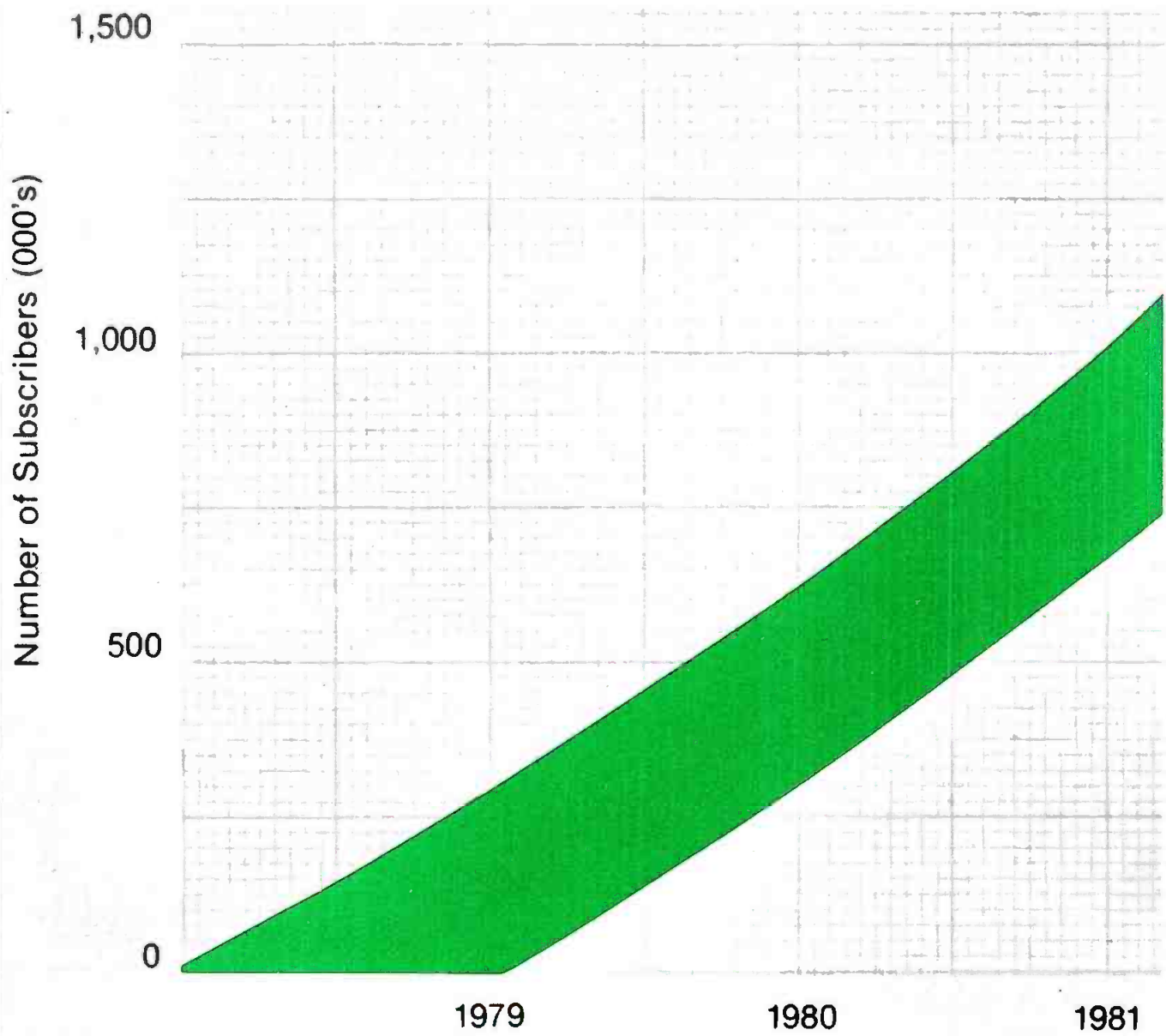
A key argument made by both NAB and Metromedia involves the marketplace reaction to the superstation phenomenon—particularly when the station being carried is an unwilling partner of the signal distributor. NAB recounted WGN-TV's loss of the rights to National Collegiate Athletic Association basketball tournament games because of its status as a superstation—a status it did not seek, and does not want.

Metromedia said that when it became known that ASN Inc. had been given temporary authority by the commission to transmit KTTV's signals, calls and letters were received from sports interests from which the station had purchased local Los Angeles area broadcast rights. They argued that nationwide marketing of games exceeded the scope of the rights that were purchased. Then calls and letters were received from lawyers and agents of program distributors from which the station purchased its product. They now want

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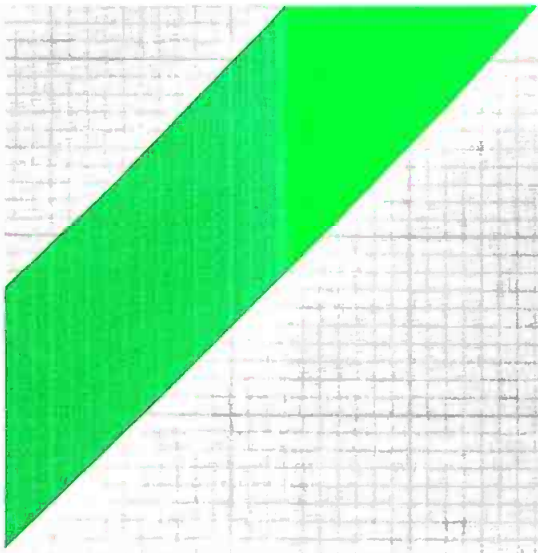
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**JANUARY 1, 1979:**  
**Subscription television**  
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*Source: The Pay TV Newsletter  
Paul Kagan Associates, Inc.  
Carmel, California*



1982

1983

1984

1985

**MARCH 26, 1979:**  
**Oak announces**  
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**should push subscription**  
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986

1987

1988

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to renegotiate the terms of their contracts with KTTV. Metromedia said.

And all of that, Metromedia added, despite its attempt to resist ASN's plans.

"How," Metromedia asked, "does the commission expect a station like KTTV to continue to serve its community of license when nationwide marketing of its signals, which it is powerless to control, threatens to inhibit its ability to acquire program product?"

Both petitions urge the commission to move fast. NAB asked for the start of a rulemaking "as fast as possible, preferably in conjunction with other issues of cable regulation now ripe" for action. With expedited action, NAB said, the rulemaking could commence by June 1. (NAB added that if the commission "persists in procrastinating" or does not agree that remedial action is necessary, it should deny the petition "outright" to permit NAB to appeal "at the earliest possible date.") Metromedia asks for action on its petition within 60 days. If final action is not possible that fast, Metromedia said, it wants to be so advised, in writing.

## Congress uncovers FCC attitudes

**In hearings on budget proposal, Hollings hears Ferris say spectrum fees should cover FCC costs and spectrum value; Weicker warns against intrusion in children's ad area**

Senator Ernest F. Hollings (D-S.C.) last week indicated some sensitivity to broadcasters' criticisms of the spectrum fee proposal in his bill to overhaul the Communications Act (S. 611) (BROADCASTING, March 19). But he found a sympathetic ally on the issue in the person of FCC Chairman Charles D. Ferris.

Senator Hollings, while presiding at a Senate appropriations subcommittee hearing on the commission's proposed budget for fiscal year 1979, noted some broadcasters have said that they were the "pioneers" without whose work the spectrum would have remained fallow, and that, as a result, they should not be required to pay for use of the airwaves.

"I knew a lot of people waiting in line with similar pioneer spirit to use the spectrum," said Chairman Ferris.

He said those who make private or commercial use of the spectrum should pay for it, though not necessarily through a uniform fee. He would gear fees to commission costs, as well as to the fair market value of the use of spectrum.

And Senator Hollings, in defending his fee proposal, observed that broadcasting was the first industry to seek government regulation. "The spectrum was worthless until regulation eliminated the chaos" of interfering broadcast signals, he said.

In other matters:

■ Senator Lowell P. Weicker Jr. (R-Conn.), who last year was a leading figure

**What's ahead.** Special meetings on captioning for the deaf, the cable television economic inquiry and radio deregulation are on the FCC's agenda over the next two months.

Items of particular interest to broadcasters and cable operators include: captioning for the deaf, April 5; House Communications Subcommittee oversight hearing, April 11; symposium on recommended changes in adjudicatory procedures, April 17; cable television economic inquiry, April 25; seventh annual telecommunications policy research conference, at Skytop Lodge, Pa., week of April 29; radio deregulation, May 8; and first-class radio operator licensing, May 22.

in the Senate criticism of the Federal Trade Commission's then-proposed inquiry into television advertising aimed at children, indicated he is interested in the FCC's activities in that field.

Chairman Ferris, asked about the status of the commission's inquiry, noted that it dealt with programming as well as advertising, and its approach was "different" from that of other agencies. "We are concerned with the positive value of children's programming, and is it being fulfilled," he said.

"The committee has been concerned where the First Amendment is involved about how far regulatory agencies should go," Senator Weicker said. "I hope you'll show a proper sensitivity..." The Constitution "doesn't go out the window" simply because children are involved, he said. He said his concern applies to the FCC as well as to the FTC.

Senator Weicker expressed the view that the way to improve television is "not by regulation but by diversity and competition." He made the comment in discussing with commission officials the agency's program to achieve comparability between UHF and VHF. Nina Cornell, chief of the commission's Office of Plans and Policy, said the commission expects to know in two years what will be needed to make UHF competitive with VHF.

There was no deep probing of the proposals in the administration's request of \$71,816,000 for the commission. The total represents an increase of \$1,370,000 over the appropriation for fiscal 1978. The new funds will permit only the filling of five new positions, all of them in the commission's program for promoting equal employment opportunities in broadcasting.

## TV finances go to Hollings for fee study

**FCC will provide 1977 reports from stations as his subcommittee tries to come up with formula**

The Senate Communications Subcommittee will be given the 1977 financial statements of all television stations filed at the FCC, for a review of the proposed schedule of "public resource" fees in S. 611, Senator Ernest Hollings's (D-S.C.) newly introduced revision of the Communications Act.

The schedule, contained in the body of the bill (BROADCASTING, March 19), was drawn without benefit of specific station

figures, a staff spokesman said last week. Rather, the staff relied on over-all market data to estimate the fee's intake, which the staff figured would be about \$80 million a year.

The spokesman said the FCC had turned down an earlier request for the broadcast data, which all TV stations supply annually on form 324, on the basis that the information is confidential. On learning that similar data had been supplied to the House Communications Subcommittee staff when it was preparing its cable television report in 1975, however, the Senate staff renewed the request. The commission granted it last week.

The subcommittee spokesman said it is unknown whether the review of the figures will result in alterations of the fees in S. 611. But the staff will be doing calculations to "see where the inequities are... to see how the formula works and where it doesn't work."

The spokesman added that the station information will be protected against public release.

## Freedom for some, hairshirt for others

**FCC's Washburn and Quello feel that FOI requests can unduly overwork staff, create gun-shyness**

FCC members are expressing concern about Freedom of Information Act requests that burden the staff and, in the view of some members, resemble fishing expeditions that might inhibit commissioners and staff when they subsequently put their thoughts on paper.

The complaints were voiced by Commissioners Abbott Washburn and James H. Quello during the commission discussion of an FOI request by the Council on Children, Media and Merchandising, and later in a joint dissenting statement.

The council had sought all correspondence of the former director of the commission's Children's Task Force, Karen Hartenberger. After a staffer had spent two weeks servicing the request, the commission made available 250 pieces of outside correspondence and 127 of 155 in-house memorandums.

The council then appealed to the commission for the remaining 28, and the commission, on a 4-to-2 vote, agreed to make available another 21.

Commissioners Washburn and Quello, in their dissenting statement, said they felt

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the request was overbroad and failed to meet a test of particularity contained in the FOI Act to avoid unduly burdening agencies. They also said they were concerned that meeting "overreaching requests" will "injure agency actions by inhibiting the decision-making process . . . Harassing government agencies with broad requests and 'raiding' files as was done in this instance will diminish creative expression of FCC personnel."

The matter was of sufficient concern to the other commissioners that they agreed to request the General Counsel's Office and the executive director to prepare a background memorandum outlining the commission's experience with FOI requests and possible remedies for any problems that are identified.

General Counsel Robert Bruce noted that the Justice Department is surveying agencies with a view to offering amendments to the FOI Act. Commissioners Washburn and Quello felt it was the sense of the meeting that the commission "should align itself" with efforts to effect legislative changes.

The commission had more than one FOI matter before it. Besides the request from the Council on Children, Media and Merchandising, it partially granted requests by the Ad Hoc Telecommunications Users Committee and the New Jersey Coalition for Fair Broadcasting for inspection of intra-agency memorandums. Neither precipitated any controversy.

## Sticking up for his side

**CBS's Jankowski tells IRTS audience that television is doing a good job, providing diversity and that there will always be critics of programs**

Gene F. Jankowski, president of the CBS/Broadcast Group, got his licks in last week, criticizing those who have been criticizing television.

From his address before the International Radio and Television Society in New York, there was little, if any, fresh evidence likely to change a skeptic's mind. But with words polite yet barbed, it clearly was Gene Jankowski for the defense.

■ On the "golden age": "I realize that it may be argued that television may not have been great in the fifties, but when compared with today, it was indeed a golden age. That's cute and catchy but it's also dead wrong."

He encouraged critics to take a look again at the old *Playhouse 90's* and the *See it Now's*, which he said were "great for their day" but now would be "attacked for everything from poor production values to plain amateurism."

■ On criticism: "We are, of course, living in a country where it is popular to criti-

cize television." Referring in particular to the "one-man shop called the National Federation for Decency," he said, "that type of television criticism has become a new cottage industry. All it takes is a television set, a mimeograph machine and an opinion."

■ On ratings: "Circulation is a good word for newspapers . . . Ratings is a bad word for television."

"This double standard is applied in still another way. . . . The failure rate [for TV series] is high, but have you ever considered or read about the failure rate in other creative art forms?" Among the examples he gave was a 99.996% failure rate in U.S. book publishing last year, claiming that only 40 of 33,841 book titles published reached the 100,000 sales mark of a hit.

■ On diversity: "There is another perception problem from the current buzz word, 'diversity.' To many that is merely jargon for restructuring the broadcast industry in accordance with some vision or other of social reform. . . ."

Mr. Jankowski however, did admit that all isn't perfect. He encouraged his colleagues to do "more experimenting, not stunting, experimenting, with our programming." He referred to a suggestion made by his boss, CBS Inc. Chairman William S. Paley, for each network to set aside about two hours of prime time a week appealing to "educated, sophisticated" viewers as opposed to just mass audience (BROADCASTING, Feb. 12).

## NAB gets beside FCC in Howell, Mich., case

The National Association of Broadcasters has asked permission to intervene on the side of FCC in an appeal the National Black Media Coalition has taken from a commission action denying it reconsideration of a waiver of the ascertainment rule. The waiver—of the requirement that stations document and report their ascertainment efforts—was granted to WHMI-AM-FM Howell, Mich. (BROADCASTING, April 10, 1978).

Howell, which is in the Detroit market, does not fall within the exemption the commission has granted, on a test basis, for stations in communities of less than 10,000 population and outside standard metropolitan statistical areas. However, the commission decided that the community's small size (5,202 population) and distance from Detroit (49 miles) warranted an exemption for WHMI-AM-FM.

The commission subsequently denied NBMC a reconsideration on the ground of a lack of standing; it had not participated in the case earlier and did not show how it would be injured. NAB, in its motion filed with the U.S. Court of Appeals in Washington, said it wanted to intervene in the case to show that the commission order furthers the public interest in that it will "increase the ability of small market broadcast stations to serve the public."



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3/26/79

# Changing Hands

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

## Proposed

■ KOGO(AM) San Diego: Sold by Retlaw Broadcasting Co. to Southwestern Broadcasters Inc. for \$7 million. Seller is owned by heirs of Walt Disney and managed by Joseph C. Drilling, president. It also owns KJEO(TV) Fresno, Calif., and has purchased, subject to FCC approval, KMST(TV) Salinas, Calif. (BROADCASTING, March 12). Buyer is group owner, principally owned by Arthur J. Shadek and his wife, Katherine; Edward Shadek is brother of Arthur, minority owner and president. It owns KRDS(AM) Tolleson, Ariz.; KPRI(FM) San Diego; KYMS(FM) Santa Ana, Calif.; KBRN(AM) Brighton, Colo., and KCCW(AM) Terrell Hills-KZZY(FM) San Antonio, Tex. KOGO is on 600 khz with 5 kw. Broker: Richter-Kalil & Co.

■ KIIQ-AM-FM Manitou Springs, Colo.: Sold by Mountain States Broadcasting Corp. to Wiskes/Abaris Communications for \$1,792,500 plus \$25,000 for agreement not to compete. Seller is owned by Dan Lacy and Charles L. Oliver, who are applicants for new FM in Durango, Colo. They have no other broadcast interests. Buyer is principally owned by John Higgins and Don J. Wiskes, who also own KIXY-AM-FM San Angelo, Tex., and KQIZ-AM-FM Amarillo, Tex. Mr. Higgins is president of Abaris Inc., Chicago real estate development company. Mr. Wiskes is Chicago financial consultant and real estate developer. KIIQ is on 1490 khz with 500 w day and 250 w night. KIIQ-FM is on 102.7 mhz with 50 kw and antenna 2,000 feet above average terrain. Broker: Dan Hayslett & Associates Inc.

■ WPDQ(AM) Jacksonville, Fla.: Sold by Mel-Lin Inc. to Broadcast Enterprises Network Inc. for \$1,360,000. Seller is owned by Larry Picus, who also owns WKUE(FM) Green Cove Springs, Fla. Buyer is owned by Ragan A. Henry and 23 others. It also owns WTAN(AM)-WQKF(FM) Clearwater, Fla.; WAOK(AM) Atlanta; WGIV(AM) Charlotte, N.C.; WCIN(AM) Cincinnati, and WOKV(FM) Hamilton, Ohio. It has purchased, subject to FCC approval, WHEC-TV Rochester, N.Y., and WMJX(FM) Miami (BROADCASTING, Aug. 28, 1978). WPDQ is on 1460 khz with 5 kw. Broker: Milton Q. Ford Associates.

■ WBLG(AM) Lexington, Ky.: Sold by Village Communications Inc. to Wendell A. Triplett for \$780,000. Seller is owned by James Heavner and Roland P. McClamroch. They also own WKQQ(FM) Lexington and WCHL(AM) Chapel Hill and WMFD-AM-FM Wilmington, both North Carolina. Mr. Triplett owns WTOO-AM-FM Bellefontaine, WPNM(FM) Ottawa and WYAN-FM Upper Sandusky, all Ohio. WBLG

is on 1300 khz with 1 kw (CP granted for 2.5 kw). Broker: Blackburn & Co.

■ WHPN(AM)-WHVS(FM) Hyde Park, N.Y.: Sold by Castle Communications Corp. to Scott Robb for \$540,000. Seller is owned by James F. O'Grady Jr. and 15 others; it sold WALL-AM-FM Middletown, N.Y., last December (BROADCASTING, Jan. 8). Mr. Robb is New York attorney with no other broadcast interests. WHPN is 500 w daytimer on 950 khz. WHVS is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Chapman Associates.

■ KLGT(FM) Breckenridge, Colo.: Sold by Breckenridge Broadcasting Co. to Sikes & Associates Inc. for \$300,000. Seller is owned equally by Robert A. Theobald and his son, Robin G., who have no other broadcast interests. Buyer is principally owned by Alfred C. Sikes, Springfield, Mo., attorney with no other broadcast interests. KLGT is on 102.3 mhz with 3 kw and antenna 230 feet below average terrain. Broker: Dan Hayslett & Associates.

■ WPKO(AM)-WIBO(FM) Waverly, Ohio:

Sold by Bennett Broadcasting Co. to Crystal Communication Corp. for \$235,000. Seller, owned by Walter F. Bennett and Alfred Dienert, has no other broadcast interests. Buyer is principally owned by Gerald Davis, who sold WXEE(AM) Welch, W. Va., in May 1978. He has no other broadcast interests. WPKO is on 1380 khz with 1 kw day. WIBO is on 100.9 mhz with 1 kw and antenna 500 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ WQXQ(FM) Daytona Beach, Fla.: Report of sale by Walter-Weeks Broadcasting (BROADCASTING, March 19) was premature. No agreement has been reached.

## Approved

■ WCLI-AM-FM Corning, N.Y.: Sold by WCLI Inc. to King Communications Inc. for \$580,000. Seller is owned by Gordon M. Jenkins and George P. Droelle (27% each) and seven others, none of whom has other broadcast interests. Buyer is owned principally by John T. King and his wife, Helen, of Wellesley, Mass., suppliers of creative services for broadcasting. WCLI is on 1450 khz with 1 kw day and 250 night. WCLI-FM is on 106.1 mhz with 22 kw and antenna 540 feet above average terrain.

■ Other approved station sales include: WTQX(AM) Selma, Ala.; WVCF(AM) Ococee, Fla.; WSKV(FM) Stanton, Ky.; KWRL(AM) Sparks, Neb.; WIPS(AM) Ticon-

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deroga, N.Y.; WPGD(AM) Winston-Salem, N.C.; KCLT(AM) Lockhart, Tex.; WHAP(AM) Hopewell, Va., and WBRG(AM) Lynchburg, Va. (see "For the Record," page 125).

## Board moves to divide CPB along administrative, program-fund lines

**Fleming hopes proposed set-up will encourage better production, increase nongovernment money**

The Corporation for Public Broadcasting board last Wednesday (March 21) directed its management to proceed with discussions leading to a restructuring of the corporation.

The newly structured CPB would comprise a "management unit" and a "program fund." The former would oversee the fiscal affairs of CPB, plan and support training programs, represent CPB before Congress and develop ways to attract private funds into the system. The latter unit would exclusively handle program funding.

The idea of creating a separate program fund was approved by the board at its regular March meeting in Phoenix. CPB Presi-



**New faces.** Half the radio stations in Sacramento, Calif.—eight out of 16—were sold in 1978 and representatives of the new owners were invited to speak at the Sacramento Advertising Club. They were (l-r) Ken Jonsson, principal of Jonsson Communications, which purchased KROY(AM)-KROK(FM) for \$2.8 million; Phil Melrose of Brown Broadcasters, which purchased KNDE(AM) (now KOAX) for \$1.3 million to complement its KOAX-FM there; Bob Henley of WGN of California, the subsidiary of the Tribune Co. which purchased KGNR(AM)-KCTC(FM) for \$5.6 million; Al Grosby of Affiliated Broadcasting, which bought KRAK(AM)-KEWT(FM) along with KPMS-AM-FM Seattle from Hercules Broadcasting for \$11.7 million, and Tom Weidle of KLUC Inc., which bought KZAP(FM) for \$1.4 million.

dent Robben W. Fleming, who authored the proposal, predicted the plan would encourage production of high quality programs and increase the amount of money CPB allocates to support programs.

Mr. Fleming said that in addition to its own budget, set by the CPB board, the program fund would have its own director

and program staff, as well as an independent advisory board appointed by the CPB's board of directors.

Although the corporation's board would establish broad program priorities, individual program funding decisions would be made by the program fund director and staff with advice of a 12- to 15-member advisory board. This board, which would meet with the program fund's director at least four times annually would represent the interests of the public, as well as public broadcasters, and would include both minorities and women appointed to three-year terms.

One possible way of increasing resources available for programing would be an adjustment of funds for community service grants (CSG's) from the present 58% to the 50% called for in the Public Telecommunications Financing Act of 1978. The 1979 and 1980 CPB budgets provide operational CSG support at a level of about 58% of the total CPB appropriation. Authorizing legislation, however, provides that less than 50% of the appropriation must go to CSG's when the total appropriation reaches \$160 million or more, as will be the case in 1981.

The 1980 budget would make possible an 8% increase in the present community service grant level, even if the aggregate level were to be reduced to 50%. Such an action would, by 1980, yield an additional \$13,692,000 for the program fund.

As Mr. Fleming noted, the adoption of a 50% community service grant budget concept represents a major change over past practices, and will require discussion with PBS, NPR and the stations. He said, however, he thought it had three advantages:

- It moves immediately toward the congressional and Carnegie Commission objectives of allocating more funds for programing and does so without specific legislation or increases in over-all CPB appropriations for 1980-82.

- It complies with the congressional

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mandate to pass through at least 50% of the CPB appropriation to the stations, and is achieved while still allowing increases in community service grants from one year to the next.

■ It offers sufficient funding to allow for a fair test.

When added to the money already budgeted for 1980 television and radio programming, the proposed shift of CSG money would produce for the program fund a total 1980 funding level of nearly \$34 million. The 50% CSG policy would provide additional increases in future program funds.

Another source is the approximately \$8 million in CPB funds that were reserved within the 1980 CPB budget out of the original 90% budgeted for direct radio and television support. These funds are being held for distribution sometime this year, and the unused portion could be added to the new program fund as well.

## How to hand out money

The National Telecommunications and Information Administration has issued a notice of proposed rulemaking concerning eligibility requirements and grant procedures for its Public Telecommunications Facilities Program.

Under the program, about \$18 million will be distributed during the rest of this fiscal year to expand the delivery of non-

commercial educational and cultural programs and related instructional and information materials. In addition to radio and television, the program encompasses other telecommunications technologies, such as cable.

In its present form, the program has a mandate to make 75% of its funds available to bring public telecommunications services to areas not now receiving them. Another program priority is to increase minority and women's ownership and operation of public telecommunications facilities.

The deadline for submitting comments to NTIA is April 12.

## Hispanic convocation

The first organizational meeting of the National Association of Spanish Broadcasters will be held during the National Association of Broadcasters convention in Dallas on Sunday (March 25) in the Registry hotel.

Invitations have been sent to more than 200 radio and TV station executives to attend the meeting, which will focus on promoting the interests of the Spanish-speaking broadcast media before the FCC, the Congress and other governmental agencies.

Spearheading the drive for the formation of NASB are Rene Anselmo, president of SIN, the U.S. Spanish Television

Network, and Ed Gomez, president of the Southwest Spanish Broadcasters Association and operator of Spanish-language radio stations in the Southwest.

The first meeting will concentrate on establishing eligibility requirements for membership in the new organization.

## Media Briefs

**KBSA deal queered.** FCC has designated for hearing license renewal of KBSA(TV) Guasti, Calif. Issues include questions of whether licensee of church-owned station, Broadcasting Service of America Inc., broadcast false, misleading or deceptive information in selling bonds, whether it diverted funds obtained for building and operating station to other uses and whether there was unauthorized transfer of control. Hearing order kills chance for sale of station by Berean Baptist Church of Orange county, Calif., to Metropolitan Broadcasting Co. that was designed to pay off holders of \$1.5 million in bonds. However, InterAmerican Broadcasting Co., which says it qualifies as minority enterprise, has expressed interest in purchasing station for price that would be sufficient to pay off bondholders (BROADCASTING, March 5).

**Working for U's.** Seven broadcasters have been named to new UHF committee established by National Association of Broadcasters joint board last January. Group, to provide expertise to NAB on UHF's "own special needs", said NAB President Vincent Wasilewski, will be headed by Don B. Curran, of Field Communications, San Francisco, newly elected TV board member. Members are Reid G. Chapman, WANE-TV Fort Wayne, Ind.; James C. Dowdle, WTOG(TV) St. Petersburg, Fla.; Milton D. Friedland, WICS(TV) Springfield, Ill.; Cyril E. Vetter, WRBT(TV) Baton Rouge, La.; Paul Blue, WLKY-TV Louisville, Ky., and Kathryn Broman, Springfield Television Corp., Springfield Mass., former TV board chairman just re-elected to NAB board.

**Very good year.** Westinghouse Broadcasting Co. in 1978 achieved record operating profit of \$58.3 million, up 11% from 1977, on revenues of \$202.5 million, also record, up 15%. These represented 3% of sales of parent Westinghouse Electric Corp. and 11.8% of operating profit (before corporate expenses and taxes). Figures are from Westinghouse Electric's annual report, released March 2, which puts corporate net income at \$243.4 million (down 2.9%) on sales of \$6,663,300,000 (up 8.6%).

**Tax break for Tracy.** Tracy Broadcasting has been awarded tax certificate for selling KKTT(AM) Los Angeles-KUTE(FM) Glendale, Calif., to minority-owned Inner-City Broadcasting (BROADCASTING, Feb. 19). Buyer is subsidiary of Inner-City of New York, 96% black-owned; Percy and Oliver Sutton (brothers) have controlling interest with 51.9% of stock.

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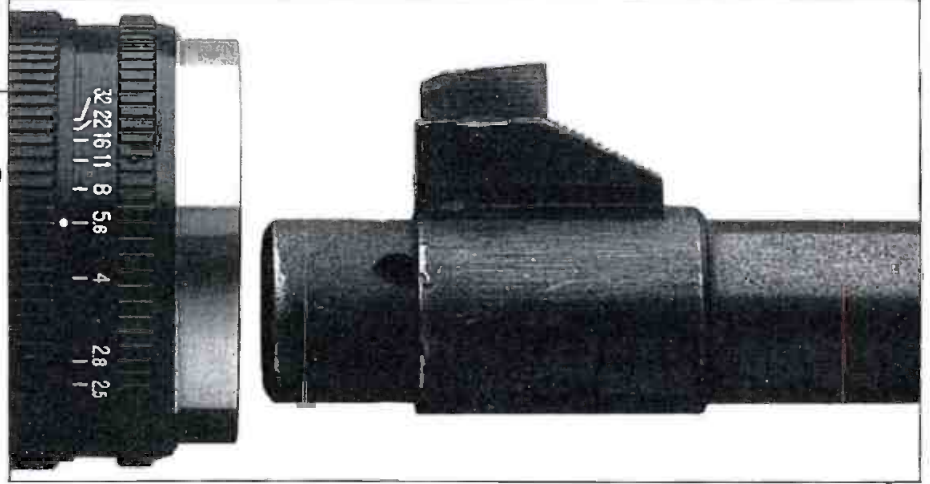
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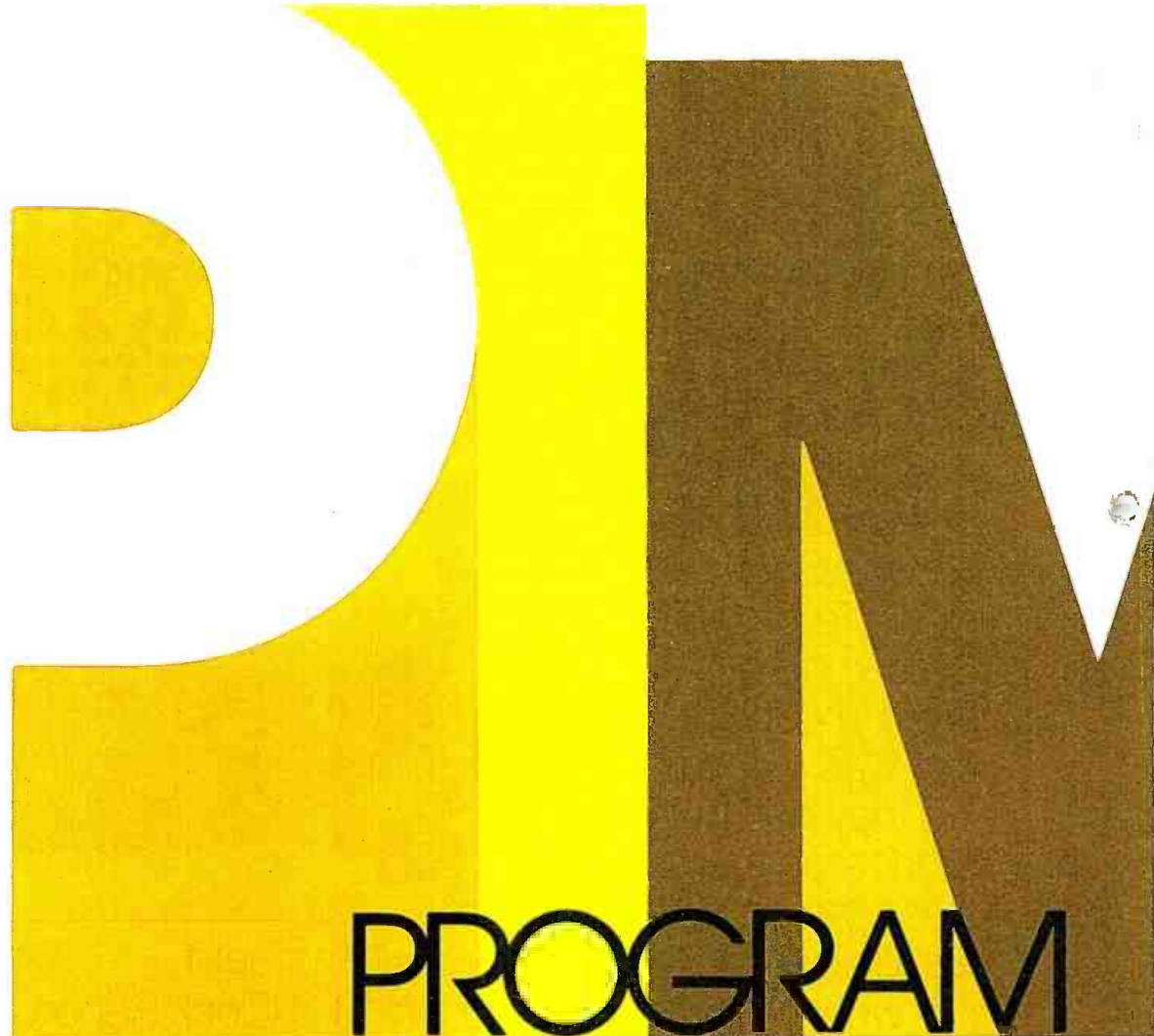
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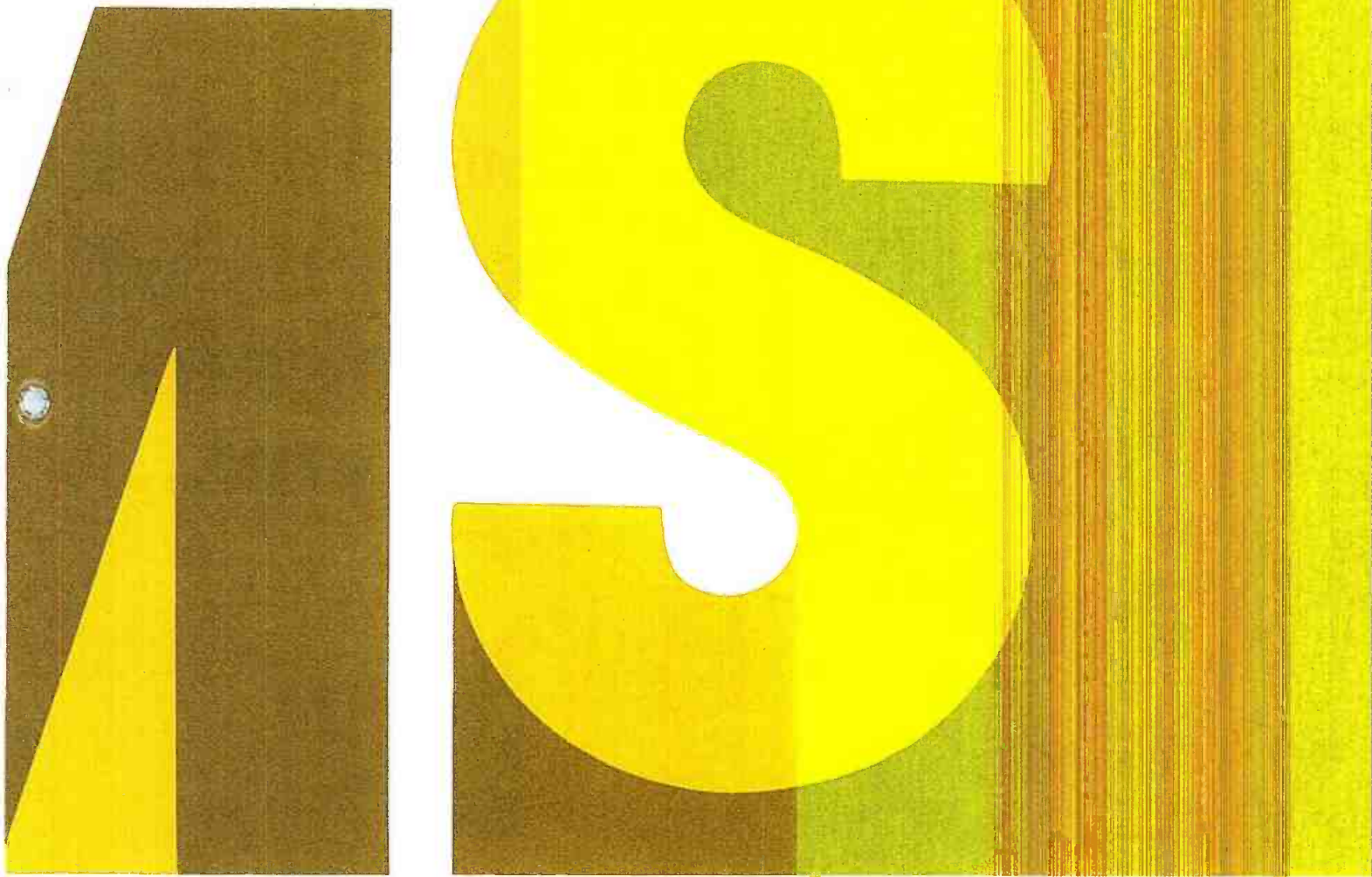
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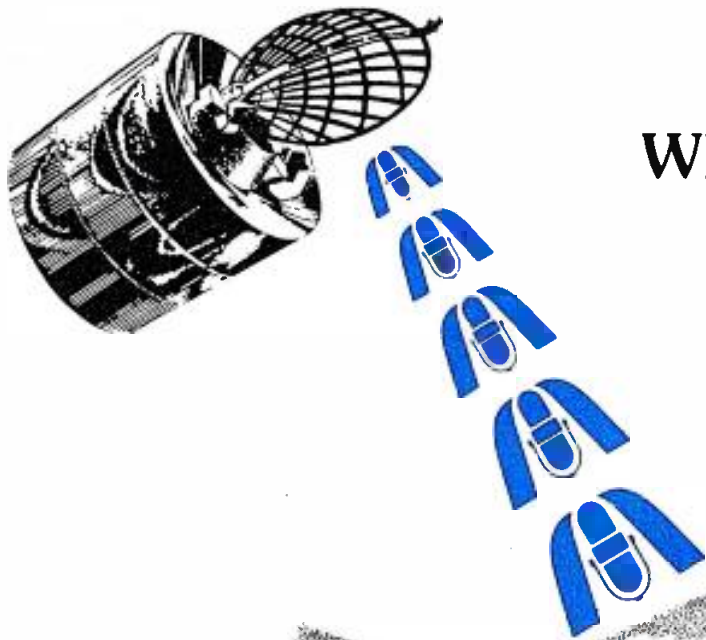
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**mutual broadcasting system**

## Public broadcast entities assail FCC proposal that would put them under duopoly rules

Comments to commission charge it would be disruptive to system and is not necessary; NFCB goes the other way, saying change would open doors to more diversified licensing

Public broadcasting stations have expressed displeasure over an FCC proposal to amend multiple ownership rules to include noncommercial educational FM and television stations.

In final comments filed with the commission, the Corporation for Public Broadcasting, the Public Broadcasting Service and the National Association of Educational Broadcasters, along with state educational television networks, blasted the rulemaking as being a potential threat to the growth and well being of public broadcasting.

CPB disputed the commission's contention that multiple ownership of educational FM and television stations can have harmful effects. It said that in order to achieve its goal of diversified programming, particularly with limited resources and frequencies, it is often necessary that stations work together, rather than in competition.

In addition, CPB argued, the six existing duopolies "represent no threat of concentration of power or lack of diversity of programming in those markets. In actuality, the reverse is true."

PBS claimed the "restrictive rules and regulations" would seriously affect the ownership structure of many public TV licensees, and would also impair the future development and utilization of reserved and reservable channels.

"Education is different from commerce," PBS contended. "Education is essentially a public function that is nonprofit in nature. While private commercial, religious and other educational institutions compete with one another and contribute to diversity, the public education process essentially is not one of marketplace competition."

PBS suggested that if the FCC decides to adopt a duopoly rule for public television, it should apply the rule prospectively and not require the shutdown of those stations already in operation.

The National Association of Educational Broadcasters said that adoption of the proposed duopoly or concentration of control rules regarding public broadcasters would be "destructive to statewide networks." NAEB noted that the number of TV duopolies has decreased in recent years. "If anything, this declining pattern of public television duopolies and the small number of FM duopolies demonstrate graphically that there is no substantial problem to consider and that the com-

mission has embarked upon a chimerical regulatory exercise," it commented.

Also taking issue with the commission was National Public Radio, which argued that the proposals would "seriously undercut public radio's ability to develop stations with formats keyed to more diverse, yet less financially viable programming." NPR said that while it supported the FCC's desire to encourage programming diversity, it believed these proposals would have the opposite effect.

Lone support for the proposals came from the National Federation of Community Broadcasters, which said that multiple holdings by any single party are a direct obstacle to further diversification of

control. "Given the present underrepresentation of many groups, especially racial minorities, in the control of noncommercial stations, multiple ownership could be a bar to remedying this imbalance," NFCB said.

The group said its choice to support the commission's proposals was not an easy one, but that certain issues led to its position. "First Amendment rights are most clearly involved in multiple ownership questions," it said. "At issue is the basic opportunity of noncommercial, educational groups to secure a broadcast channel and the question of whether such entities, through monopolization of available channels, may preclude that chance.

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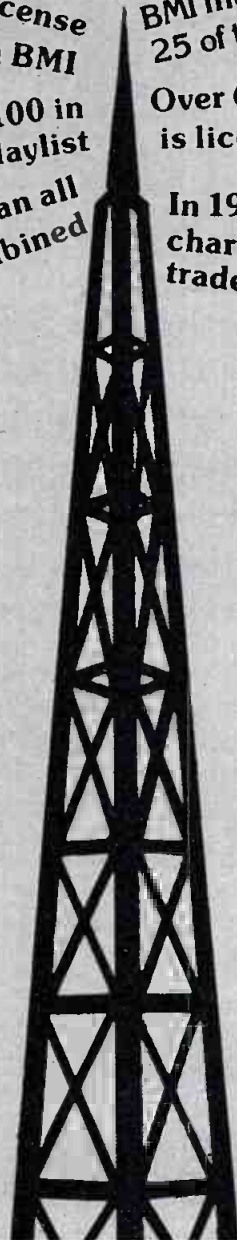
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WWTC	Minneapolis	WNAX	Yankton
KOCN	Monterey County	WSBA	York/ Lancaster/ Harrisburg

## Rand UHF study looking better

**After taking some flak, report on UHF growth is reviewed by FCC office which says it's the best study on subject**

A Rand Corp. model that came in for a fair share of criticism when it provided the basis of an FCC report projecting the growth of UHF television in the U.S. looked somewhat better last week. The commission's Office of Plans and Policy released an evaluation of the model saying it was the best tool available for the job.

The Rand model projected slightly more than a doubling of the commercial UHF stations between 1974 and 1990—from 97 to 208. The projection was based on various assumptions—no VHF drop-ins, no siphoning of conventional television audiences by new technologies, such as pay television, a reduction of the technical and resulting economic disadvantage under which UHF labors and no major change in economic conditions.

(The study was based on a "narrow count." It dealt only with the top 100 markets, and excluded some translators and some stations along the Mexican and Canadian borders.)

The projections were crucial to the work of a commission task force then studying the expanding demand for UHF spectrum and the ability of telecommunications systems to meet it. Thus the task force decided to establish a panel of five economists to evaluate the Rand model after the model was subjected to serious criticism.

The number was increased to six, while

the five were at work, after Dr. Franklin Fisher of the Massachusetts Institute of Technology, who had been retained by the Association for Maximum Service Telecasters, filed a report critical of the Rand model. He accepted an invitation to join the review team.

Dr. Fisher's was the only exception to a general view among the economists that, despite some shortcomings, the Rand model is the best quantitative tool now available for projecting the number of viable UHF stations for the country as a whole.

Dr. Fisher, according to a report on the evaluation by Michael Klein, who was a member of the task force, declined to speculate because of his need for "much better feeling for the trends in the industry and a lack of faith in the accuracy of long-term econometric projections."

The economists also concluded that the model's projections seem "reasonable" (although they might be swamped by unaccounted for policy and technological changes), and that further changes would not lead to significantly different conclusions.

Douglas Webbink, then with the Federal Trade Commission and now with the FCC's OPP; Stanley Besen, on leave from the Rice University faculty to serve as co-director of the commission's network inquiry; Gary Bowman, of Temple University; Bruce Owen, of Duke University, and Robert Crandall, one-time aide to former FCC Commissioner Glen O. Robinson, who is now with the Brookings Institution.

## License renewals, British style

**The 15 commercial stations there face license expiration in 1982, and it's something like a giant comparative hearing**

Britain's commercial television industry is bracing itself for the contesting of the licenses of all 15 regional television stations throughout the country. The existing licensees are not routinely granted renewals of their permits, which were last reviewed 11 years ago and expire in 1982. Instead, they must compete with any applicant that fulfills the standards set up by the Independent Broadcasting Authority (IBA).

One group already competing for a franchise is the union that operates the London weekend station. (London is unique in having one broadcaster for the weekdays and another for the weekends.) The union members are part of the Association of Cinematograph Television & Allied Technicians (ACTT). The union officials within the station started the plan as a way to see their views on license renewals were not ignored by the IBA. But the officials now say they are serious about gaining control of the franchise. They say two of the IBA's criteria can be easily met:

a technically trained work force and adequate program producing talent. They are now looking for help in meeting the third requirement, the need for sound financial support.

The London weekend station has been controversial since its founding in 1968. It ran into financial trouble because its public service programming drew little interest from advertisers. It took two years and a change in management to get the station on firmer ground. Press baron Rupert Murdoch was a major stockholder and instrumental in the recovery.

Aside from the problems at the London station, the license race is sure to be difficult for all parties. A former head of the IBA, Robert Fraser, described the last shake-up in 1968 as a necessary but "brutal exercise." In that renewal some new regions were established and one company lost its franchise altogether for not serving the public need properly.

Although the current franchises do not run out until 1982, the IBA has already begun the review process with a series of 200 public meetings. They plan to make final decisions by the end of 1980 so that any new companies can have time to take over the stations.



© 1979 CTW

# Brings The Magic Of 'Narnia' To Network TV

"The Lion, the Witch and the Wardrobe," first of "The Chronicles of Narnia" – the C.S. Lewis series of modern children's classics – has been adapted for television by the Children's Television Workshop.

On April 1 and 2, this coming Sunday and Monday evenings at 8:00 PM (EST), the production, CTW's first full-length animated work, will be presented as a two-part primetime special on CBS-TV.

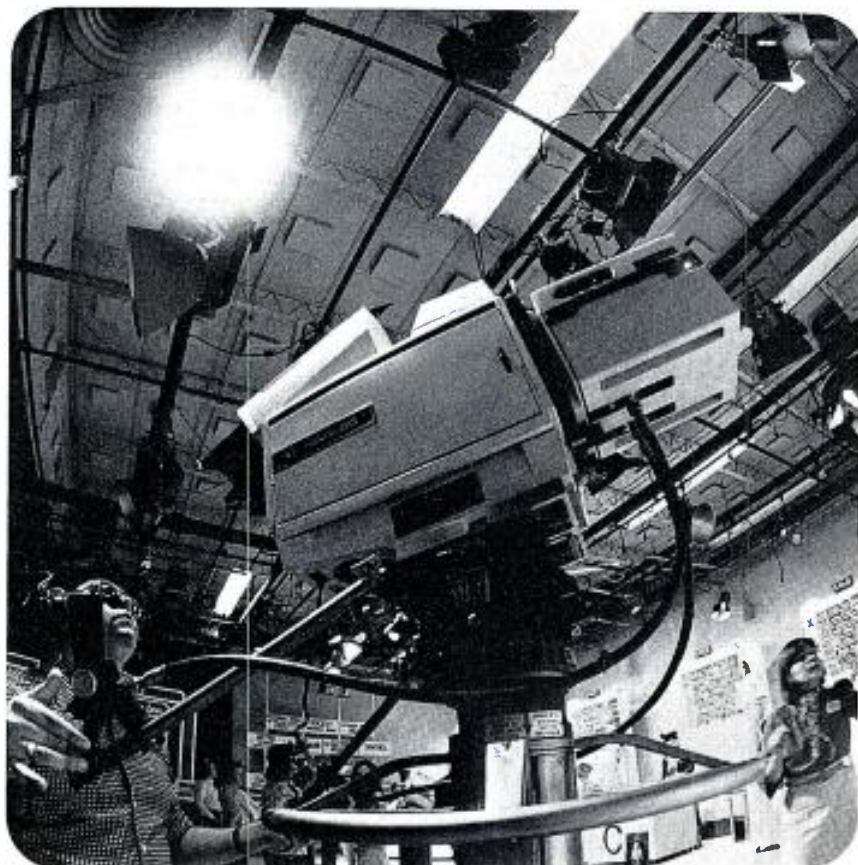
This major, family viewing event represents the largest TV programming effort ever undertaken by its sponsor – Kraft, Inc. – whose involvement with primetime broadcasting reaches back to the beginning of radio.

CTW production vice president, David D. Connell, acted as executive producer of the Narnia special. The production was directed by Bill Melendez, creator of the Charlie Brown TV specials. Connell and Melendez wrote the TV adaptation, and Steve Melendez was producer.

CTW, which acquired the rights to all seven of the Narnia books from the Episcopal Radio-TV Foundation, continues to produce "Sesame Street," the internationally-honored series now in its tenth season on public TV. And a new CTW children's series on science and technology will begin on public TV in January, 1980.

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## Broadcast Advertising\*

### Censorship fears, more claims that self-regulation is sufficient voiced at FTC children's hearing

**ACLU maintains First Amendment 'morass' is a possibility, NAB among witnesses that say commission is on wrong course**

The Federal Trade Commission's children's advertising hearing enter its sixth and final week today (March 26), with 31 more witnesses waiting in the wings.

Week five—the third week in Washington—brought a number of heavyweights before presiding Judge Morton Needelman, including the National Association of Broadcasters, CBS, Metromedia, the Toy Manufacturers of America and two members of Congress. And if this week's line-up lacks big names, chances are good there will be no lack of words recorded. Judge Needelman has continued to grill all witnesses in an exhaustive manner, building as complete and extensive a record as possible.

The proceedings, which are examining proposals to limit or ban advertising aimed at children, have focused heavily on the relationship of sugar and tooth decay. Mr. Needelman continued this line of questioning last week, with occasional excursions into the worlds of toy advertising and the demographics of Saturday morning programming.

The constitutionality of the proposed bans was undoubtedly also a question on the judge's mind, although the issue was raised by a group not directly involved with the inquiry. In a letter to Mr. Needelman,

the American Civil Liberties Union criticized the proposals as being unconstitutional.

The ACLU said that no matter how serious the problem of children's nutrition may appear, "we believe the rules under discussion exceed the FTC's authority and that alternative means must be found to achieve the commission's objectives." The group added that the bans under consideration would lead to "arbitrary judgments at the expense of free expression," and could further lead to government into a "First Amendment morass."

The NAB concentrated on the efficacy of industry self-regulation. Representing NAB was John Summers, executive vice president and general manager; Jerome Lansner, vice president and general manager of NAB's Code Authority, and Brenda Fox, assistant general counsel.

Mr. Summers testified that industry self-regulation has in fact been successful, and now provides the mechanism for effective regulation of advertising to children. "Careful regulation of advertising, but not its elimination, will best serve the needs of children by prohibiting their exploitation while preserving necessary broadcast revenues which, in turn, assure the continued presentation of children's television programming," he said.

Mr. Summers added that NAB code members had participated in three NAB-sponsored town meetings in the past two years, and of the more than 150 questions asked during the meetings, only nine raised concerns over advertising to children, five of which were concerned with advertising of highly sugared products. "I think this is important because it tells me that once you move beyond the organized groups there just doesn't seem to be a great groundswell of concern over television advertising to children," he concluded.

On the other side of the fence was Representative Fred Richmond (D-N.Y.), who came down hard on opponents of the FTC proposals. "It must be noted that self-regulation by the food industry, through the development of nutrition



**Deciphering the code.** Putting it on record for Judge Needelman about the NAB television code and the Code Authority was this trio from the association (l to r): Brenda Fox, John Summers and Jerome Lansner.

# Swanson.



Wichita 65 per cent of total U.S. production, general-aviation aircraft. HQs of leaders in beef processing, sport/recreational goods, pizza parlors, mail-order. High employment, household av. \$15,531/yr. Metro retail sales \$1.5 billion, 1977. **KLEO** Young adult contemporary. Strong community involvement, news.

Oklahoma City 50th in SMSA population, 15th in av. household income. Retail sales \$3.1 billion, 1977. Home of Hertz worldwide reservation center; GM assembly plant and Texas Instruments corporate HQ now being built. National Cowboy Hall of Fame, other tourism. **KKNG** Beautiful music, with strong following.

Tulsa Among 5 "most sought-after" U.S. cities; 8th in construction, 1,000 petro and energy-related companies, 3 of world's largest.

Many national/regional HQs. Inland port, million-ton-plus annual shipping. 7 nearby lakes, more shoreline than U.S. East Coast. **KRMG** 50,000 watts. Adult contemporary. Strong community service, news.

Fort Worth/Dallas SMSA: 10th in population, households, EBI, home-furnishing and eating/drinking place sales; 11th in apparel, food, gasoline sales. Largest U.S. airport, world's 3rd busiest. Wholesale business \$5 billion yearly. **KFJZ-AM** Contemporary. **Z-97** Stereo, young adult contemporary.

San Antonio Diverse economy, led by agribusiness, health services. 5 nearby military bases, plus the Alamo. 1 million residents, half Spanish-American, median age 25.5. 8 million tourists yearly. Retail sales, \$3-\$4 billion. **KKYX** 50,000 watts. Modern country. Especially noted for news.

New Orleans Home of 2nd-busiest U.S. port, Mardi Gras, Superdome, all that jazz. Has 8 petro refineries, 13 chem plants; offshore port for supertankers now being built. 7 million tourists bring \$1.1-billion annual business. **WBVU** Beautiful music, in this busy city.

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**KLEO RADIO 1480**  
WICHITA, KANSAS

**KKYX RADIO 68**  
SAN ANTONIO, TEXAS

**WBVU STEREO 98**  
NEW ORLEANS, LOUISIANA

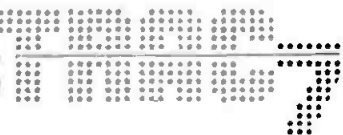
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OCT-DEC 1978  
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OCT-DEC 1978  
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- **Duluth-Superior:** KDAL Radio
- **Michigan, California and New Mexico:**  
WGN Electronic Systems Company
- **New York, Chicago, Los Angeles, San Francisco, Detroit:**  
WGN Continental Sales Company

education commercials, is not a viable alternative to the banning of highly sugared commercials aimed at children," he said.

Mr. Richmond attacked ban opponents as being the same group that derailed a nutrition information bill he sponsored last year. "This bill was killed by the same unholy alliance of Madison Avenue, the TV networks and food manufacturers which is currently besieging the FTC with a high priced, three-piece-suited legion of lawyers," he said.

Mary McKenna, vice president for research for Metromedia, predicted that implementation of a ban would have the effect of "eliminating whole blocks of current advertising on the independent stations who afford the only competition to the network domination of television programming. Many independents would not survive," she added, "or would have to operate on part-day schedules. In essence, it would mean the forced down-grading of much of the good alternative all-family programming now provided by the independent station."

Witnesses for CBS addressed different issues, although they also took the FTC to task on its proposals. Philip Harding, manager of research planning and development, said that research has not shown TV commercials to be the dominant factor in influencing young children in marketplace requests. He noted that children are as likely to ask for products not advertised on



**Ban the ban.** David M. Blank (l) and Philip A. Harding laid out the position of CBS, which predicted a negative impact on the marketplace if any prohibition on children's advertising were to go into effect.

television as those which are, and added that a parent still remain the "ultimate gatekeeper" when it comes to what is actually purchased.

Economist David Blank expressed CBS's views concerning such topics as the viability of countercommercials and the possible economic impact of a ban.

Dr. Blank said that TV is the most efficient medium for advertisers, and a ban would force them to move to other, less

efficient media. This, he said, would ultimately have a negative effect on marketing procedures, which would hurt consumers.

Judge Needelman rebutted Dr. Blanks's claims there is no evidence that children are eating more sugar than 20 years ago by citing Department of Agriculture figures that show there has in fact been a rise in consumption.

Dr. Blank said that countermessages to offset advertising of sugary products would start the government "down a very slippery road." He said there was nothing to suggest there was a significant harm done to children by advertising, and it was "inappropriate" to burden broadcasters with trying to change the social goals of the nation.

The only group that seemed to get off the hook this week was the National Soft Drink Association. Testifying on behalf of the group was Dr. Charles Wilson, who said that the direct relation of the sugar in certain foods to tooth decay has not been established. Judge Needelman said he agreed that no correlation between carbonated soft drinks and tooth decay has been established.

Mr. Needelman continued to look for the differences in the way younger and older children perceive TV commercials. He also explored the differences between toy and cereal advertising—noting that cereal ads often use animation and at times have almost a magical quality, while toy commercials don't use such techniques.

Sandra Gotkin, a school teacher testifying for Action for Children's Television, said her experience indicates that children are often disappointed with toys they receive because the product does not work as it appeared on TV. "I believe that a child's basic sense of trust is being broken here," she said.

The hearing room remained half full most of the week, with the same representatives of the advertising, cereal and chocolate industries present. A complaint of many is the lack of media coverage; in

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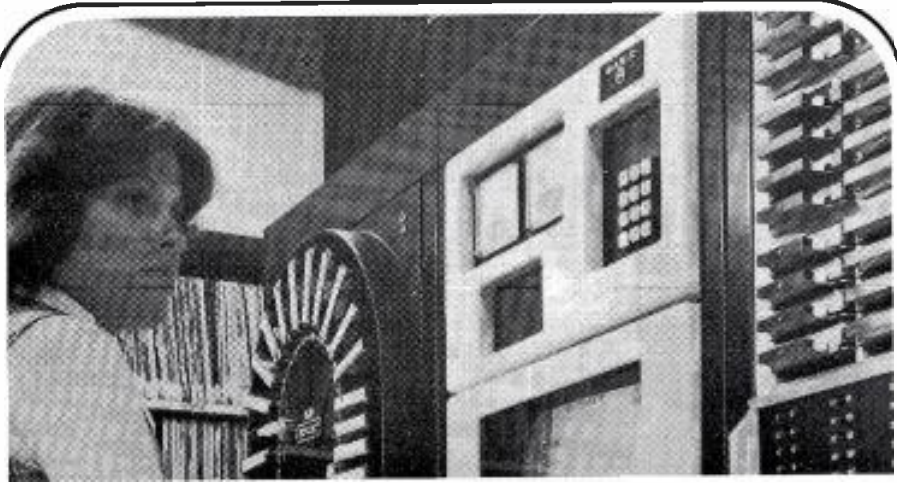
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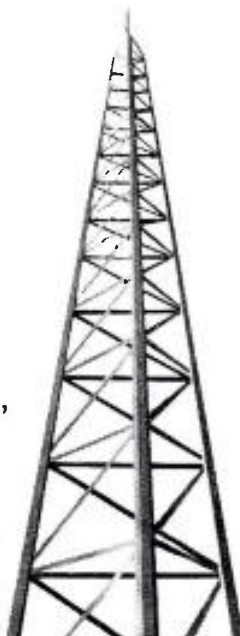
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fact, the press has all but deserted the hearings, and TV cameras made one brief stop at the FTC fifth floor hearing room the entire week.

Speculation continues to come from all sides as to what Mr. Needelman might be thinking, but it is impossible to pinpoint any real trends.

The one point of agreement among industry people, however, is that the inquiry could drag on for years. They do expect, though, that when Mr. Needelman writes his recommendation to the commission, it will be an air-tight legal document.

The final timetable is still very much in doubt, as are a number of issues, such as when the commission will achieve a quorum. FTC attorneys have filed an appeal to have Chairman Michael Pertschuk reinstated in the case, and there is no indication as to when a decision from the court will come. Some industry attorneys believe the appeal was just a formality, and a quorum will come with the appointment of a new commissioner.

Testimony this week will come from Arthur Schulze of General Mills, a major cereal maker and advertiser. Also scheduled are representatives of the Ideal Toy Corp., Kellogg and the National Parent-Teachers Association.

The Washington hearings began March 5 and have run on consecutive weekdays since. The first round of the hearings started Jan. 15 in San Francisco and ran for 10 days.

## Katz changes

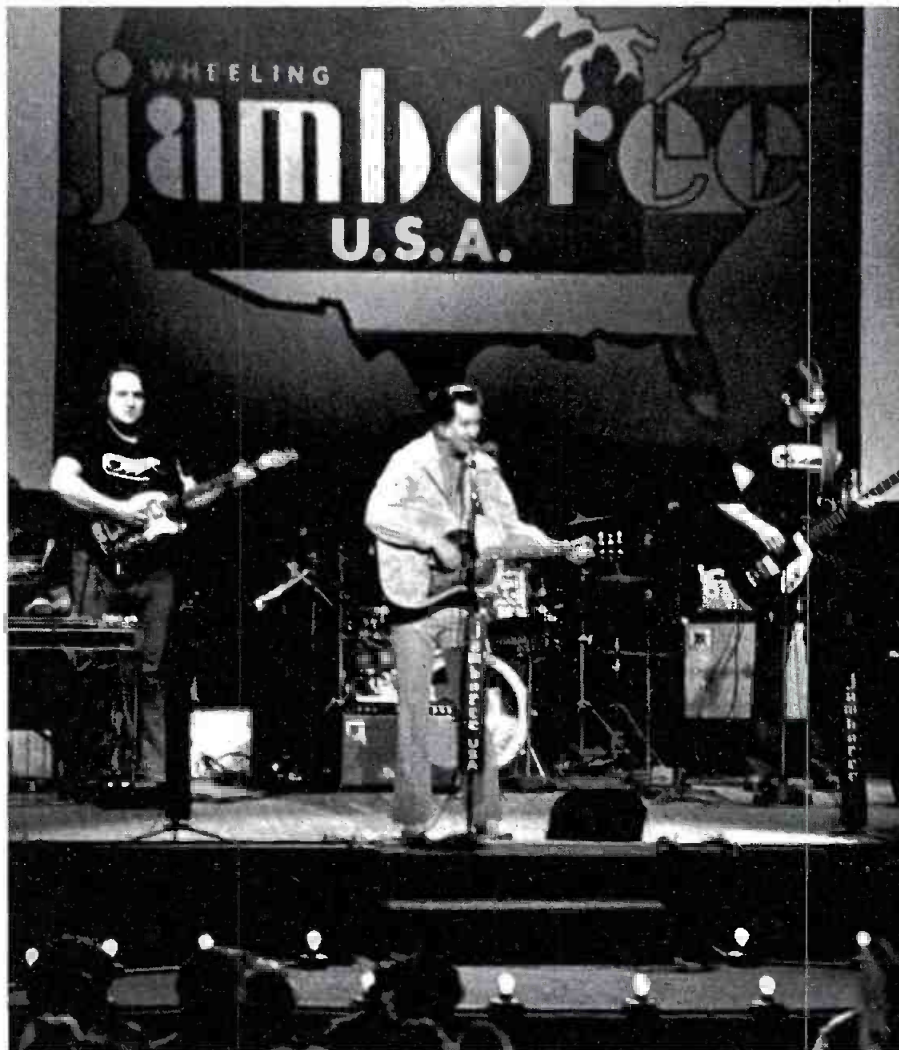
**Upcoming retirements of Jones and Blackwell lead to job shifts**

The Katz Agency has realigned its top management staff as a result of the planned retirements of Oliver Blackwell as executive vice president and Sam Jones as vice president, treasurer and chief financial officer.

Mr. Jones will be leaving at the end of this month. Mr. Blackwell will retire some time in 1980. Both men will continue as active members of the company's board of directors.

The changes take effect on April 1. At the Katz Agency, Sal J. Agovino, president of Katz Radio, moves up to executive vice president for administrative services of the parent company; Frank J. McCann, president of Katz Television Continental, has been appointed executive vice president for client services, and Richard D. Mendelson, senior vice president, has been designated executive vice president and chief financial officer and treasurer.

David S. Abbey, president, Katz American Television, has been elevated to the new post of president of the Katz Television Group, responsible for managing both the American and Continental Divisions. Richard Goldstein, senior vice president, sales, Katz Television, has been named president of Katz American Television, succeeding Mr. Abbey, and Victor R. Ferrante, senior vice president, opera-



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Agovino



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Goldstein



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tions, Katz Television, replaces Mr. McCann as president of Katz Television Continental. Ken J. Swetz, vice president and general manager, Katz Radio, succeeds Mr. Agovino as president of the radio division.

## ANA covers the waterfront in TV workshop

The issues and some of the answers are bandied about for the 500 in attendance; among the speakers are Thurm, Schmertz, Turner

The Association of National Advertisers attracted a registration of more than 500 for its Television and Media Workshop in New York last Wednesday and Thursday

(March 21-22) for discussions of a wide range of topics keyed to the subject of advertising effectiveness.

Speakers focused on such diverse areas as the future of syndication for advertisers, the latest developments on the TV-clutter front, controlling TV commercial costs, TV superstations and their impact on advertising decisions, and reaching segmented audiences.

Samuel Thurm, senior vice president of the ANA based in Washington, reviewed for the TV workshop audience some of the regulatory developments affecting advertising. He recited a long series of proposed legislation in Congress and moves by agencies to restrict advertising but struck a responsive chord when he said: "Business seems to be enjoying a comeback in the minds of the public; polls indicate business is better thought of than a few years ago while esteem for government is lower."

He urged the advertising business to

"ride the wave" of antigovernment sentiment. He called on the advertising community to sell the public on the idea that advertising helps to sell goods and services efficiently but does not attempt to manipulate society.

Herbert Schmertz, vice president for public affairs of Mobil Oil, who followed Mr. Thurm to the podium, said he did not agree with the ANA official's assessment. In his speech, he covered familiar grounds by inveighing against the TV networks for their stand against commercials that deal with controversial issues.

"We are denied access by the TV networks," he complained. "We complain about it. We suggest remedies that will fit within TV's structural requirements. But nothing happens. Instead of access, we get a stonewall of lame excuses."

R.E. (Ted) Turner, chairman of Turner Communications Corp., Atlanta, projected the superstation as a vehicle for national advertising. He said his WTCG(TV) Atlanta now covers about 5% of the nation's homes and predicted that in eight or nine years will reach 50% of households.

He told the workshop that cable subscribers are younger, have larger families and earn more income than the conventional TV viewer. Mr. Turner invited corporate advertisers, including Mobil, to use the Atlanta superstation for their programming and commercials, adding, "You now have a way to talk back."

The outlook for advertisers in syndication was assayed by Michael Moore, senior vice president and director of media management for Benton & Bowles. He concluded that barter syndication, the form in which most advertisers are involved, offers scant opportunity for clients in access time. Mr. Moore listed a number of contrary factors: the high rate of failure among new barter shows for access, the increasingly high cost of programming and the prevalence of strip series that have been mainstays of this time period.

"My conclusion about barter syndication for today and the near-term future is that it is an extremely high-risk business with very little chance for success," Mr. Moore said. "In fact, there is far more down-side risk than up-side potential."

But he was more optimistic about advertiser syndication in periods outside access. He reported that advertiser syndication remains active in programs designed to attract specialized audiences, such as teenagers and adult men and women. Another area that is flourishing is syndication of programs for the purpose of developing time banks, he added.

The perennial issue of TV clutter was

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## STATION BUSINESS SYSTEMS

STATION BUSINESS SYSTEMS

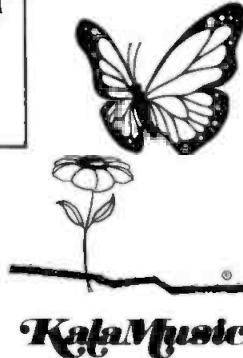
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KalaMusic	5.4	10.1	14.9
Syndicator S	2.5	9.6	14.4
Syndicator B	---	.5	5.2



Source: West Palm Beach, ARBitron, Oct./Nov., 1978, Metro Shares, Men 18-49, Women 18-49. Subject to qualifications issued by rating service.

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discussed by Peter Spengler, vice president, advertising services of the Bristol-Myers Co. He contended that clutter is a "bigger issue" today than it was three years ago.

"It's not that clutter is growing," Mr. Spengler acknowledged. "In fact, we'll finally see a lessening of clutter in the fall of this year. It's a bigger problem because the viewer is annoyed ... He's saying, 'enough! enough!'"

George J. Simko, senior vice president and group executive of Benton & Bowles, reported on a survey conducted among the ANA membership and the media directors of the 50 largest advertising agencies on the state of the art in media research. The core of the study was an evaluation of the seven most widely used research services in terms of degree of satisfaction with the services.

Mr. Simko said he was "surprised" to learn that from 78% to 97% of the respondents were at least "fairly satisfied" with the data provided by the services. He said the Nielsen Television Index rated the highest on the "satisfaction meter."

## Agency reaction to Pertschuk disqualification

**FCC and six other regulatory groups file in case saying rules for dismissals like FTC chairman's shouldn't apply to rulemaking proceedings**

The FCC, along with six other independent regulatory agencies, has filed a joint amici curiae brief in the case involving disqualification of Federal Trade Commission Chairman Michael Pertschuk from the children's advertising inquiry.

The seven agencies took no specific position on Mr. Pertschuk's disqualification but instead focused on whether a strict adjudicatory disqualification test should be applied to formal and informal rulemakings. "In our view, importing this strict adjudicatory standard into rulemaking improperly blurs the critical difference between rulemaking and adjudication; has a potentially chilling effect on otherwise legitimate public discussion of important regulatory policy questions; hampers the policymaking process," the agencies argued.

Mr. Pertschuk, who was disqualified from the proceedings last November by U.S. District Judge Gerhard Gesell for prejudging the issue, has since appealed the ruling. The regulatory agencies suggested that disqualification was developed for the adjudicatory process and is unsuited for policy rulemaking. The concept cited in an earlier case involving an adjudicatory proceeding—"that a member must be disqualified if he or she 'has in some measure' prejudged the facts or law—simply does not blend with the rulemaking process," they said.

They added that extension of this ap-





"Tomorrow"  
Courtesy of NBC, Inc.



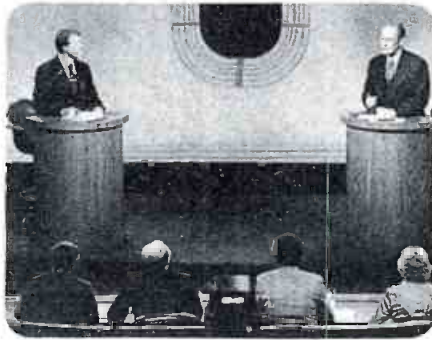
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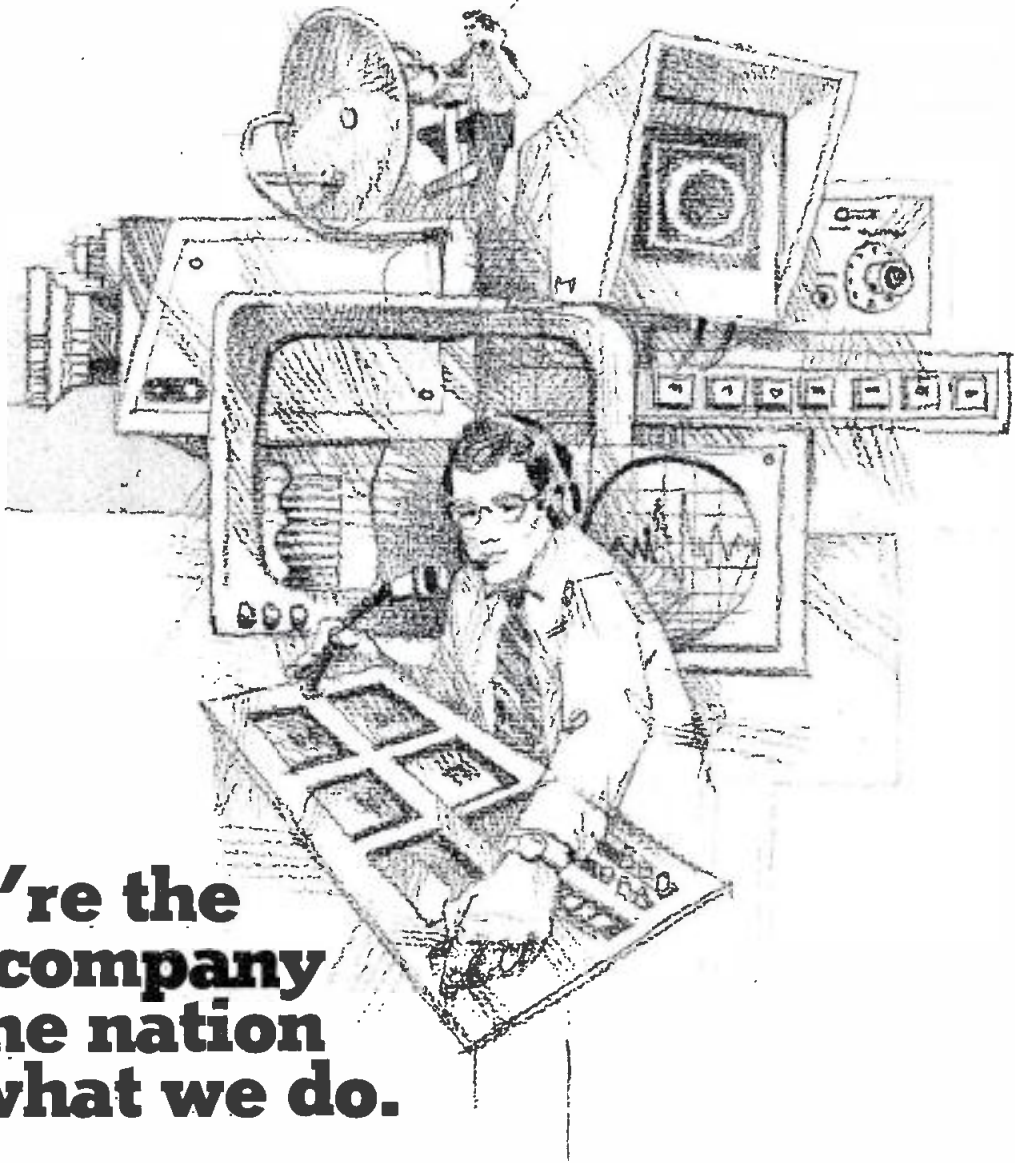
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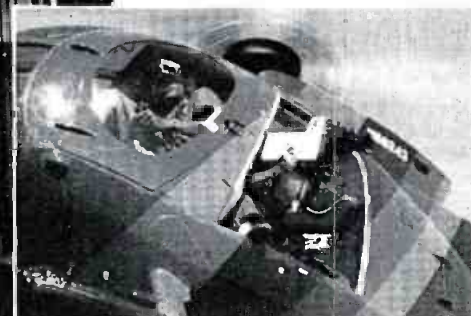
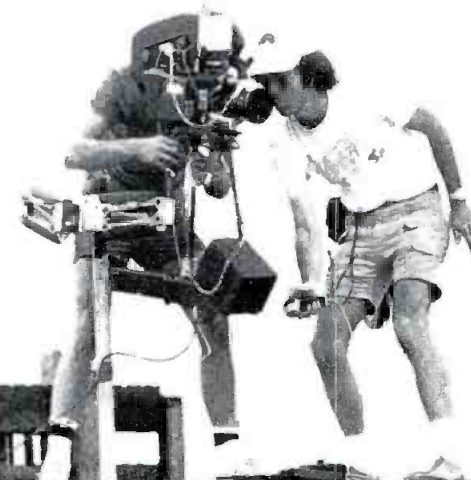
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In addition to its existing CP-16R camera equipment, Pacific Focus has

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proach to rulemaking would have "a chilling effect" on the public expression of views about important subjects. "The rule should encourage—not deter—agency members from speaking out openly on the very kinds of broad policy questions likely to lie at the heart of the most significant rulemakings," the brief noted.

As an alternative, the agencies suggested a standard that would allow for disqualification in rulemaking "only when there has been a clear and convincing showing that the agency member has an unalterably closed mind on matters critical to the disposition of the proceeding."

In addition to the FCC, the brief was filed on behalf of the Civil Aeronautics Board, the Consumer Product Safety Commission, the Federal Energy Regulatory Commission, the Federal Maritime Commission, the Interstate Commerce Commission and the Securities and Exchange Commission.

## Alcohol bureau finds large public response against liquor ads

The U.S. Bureau of Alcohol, Tobacco and Firearms has been flooded with comments in its advance notice of proposed rulemaking concerning advertising regulations for alcoholic beverages.

ATF, which wants to provide protection to consumers against false and/or misleading advertising, received hundreds of letters from people calling for the elimination of both television and print advertising of alcohol. A frequent complaint of those submitting comments was that children subjected to such advertising might be influenced to experiment with alcohol. (The public comments reflected no awareness that both television and radio reject all hard-liquor advertising and control the contents of commercials for beer and wine.)

The regulations relating to the advertisement of alcoholic beverages were originally adopted in the mid-1930's, and have remained basically unchanged. ATF is now considering revising existing regulations and issuing new ones because some of the provisions may be out of date, due to advances in advertising techniques and practices, and due to changes in consumer education and awareness.

One area ATF plans to explore is whether the use of active athletes in alcoholic beverage advertising should be prohibited. According to its notice, "ATF's current position is that the use of active athletes in this form of advertising implies a connection between the ability and prowess of the athlete and his use of the product. Therefore, it is prohibited. Such a prohibition is not clearly stated in the regulations."

Another question that ATF will look into is: "Can a clear line be drawn between permissible 'advertising puffery' and 'misleading and/or false advertising' statements?"

Broadcast Journalism\*

## House blacks out votes as coverage by cameras begins

Cries of censorship greet first week of new system

Three days into its nationwide debut, the House of Representatives's television system came under attack for censorship last week.

After a shakedown of several weeks, the system the House built (BROADCASTING, Feb. 26) went public with its televised feed Monday, and the first congressman to stand and speak, Representative Albert Gore (D-Tenn.), declared it to be a historic moment. The "marriage" of television and open debate, he said has the potential to "revitalize representative democracy."

He acknowledged the chill that exists between House leaders and the broadcast media over the House's decision to maintain control over its cameras, but predicted broadcasters will eventually be able to bring in their own cameras "when the House becomes comfortable with the changes brought by television coverage."

"In the meantime," he added, "there is no censorship."

But on Wednesday another congressman, John Anderson (R-Ill.), persistent advocate of broadcaster control of the system, disputed those words. He wrote a letter to House Speaker Thomas P. (Tip) O'Neill (D-Mass.) to protest the practice in the video coverage of blacking out the picture of the House floor during votes (all that appears on the screen at that time is a running tally of the yeas and nays) as "an interruption and censorship of the broadcast coverage of our proceedings." He said the "public has a right to see the House while it is voting."

The Radio Television News Directors Association quickly joined the fray the same day, sending its own letter to Senator O'Neill over the signature of President Paul Davis. "Censorship has already occurred," it said. "The House is effectively blacked out during a critical stage in the legislative process."

But even before the RTNDA letter was in the mail, Mr. O'Neill had answered the charge in a press conference. He denied there was any censorship involved and said the TV picture was being blacked out during votes to preserve the members' flexibility to change their votes. At the end of the 15-minute voting periods on the House floor, members have the prerogative of "going to the well" (in front of the clerk) and changing their votes. With the cameras focused on them, they may be hesitant to do that, the Speaker told reporters. He displayed some irritation at Mr. Anderson's repeated complaints about the way the new TV system is being handled.

While they were not party to the squab-



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Joe Gries, General Manager, WBRE, Wilkes Barre, Pennsylvania

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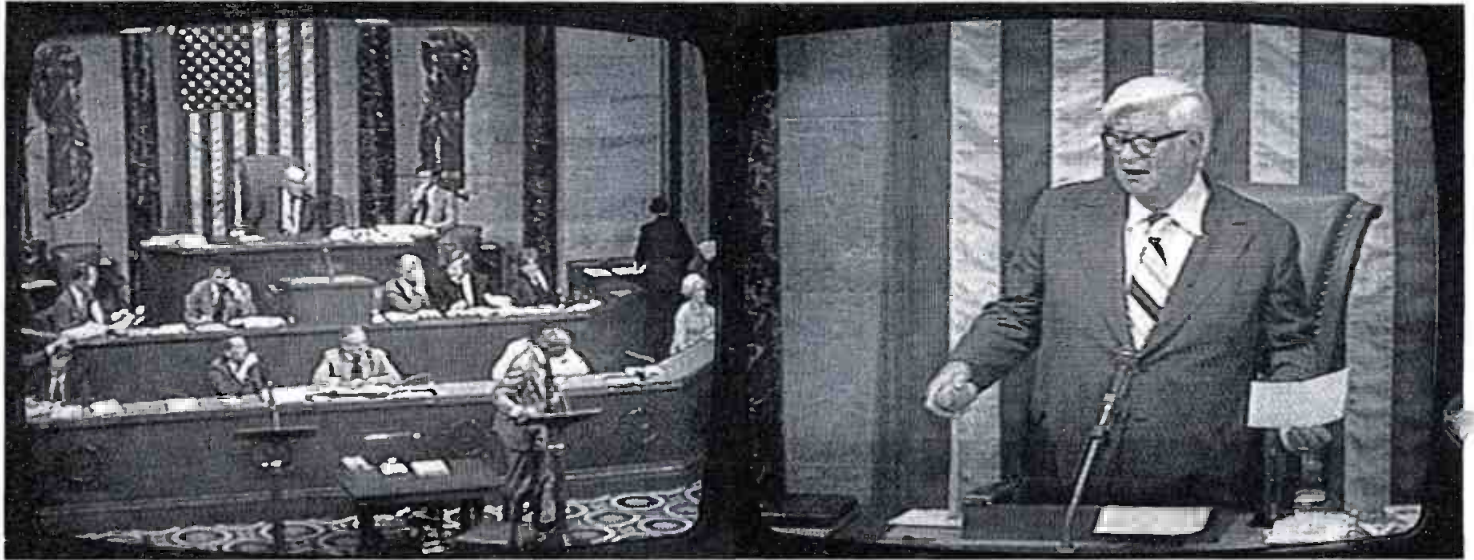
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**House to homes.** The House of Representative became a new competitor to television's daytime game shows and soap operas—at least for cable television viewers, who will get to see it all the time—as live

television coverage of its daily activities became available for the first time. Above is the view through the House's remote-controlled cameras of the floor and House Speaker Tip O'Neill.

ble, the network news chiefs continue to make clear their distaste of a TV feed the situation where the House controls TV coverage of itself. All three commercial networks used tapes of the newly public proceedings in their evening news programs on opening day. The Public Broadcasting Service, through noncommercial WETA-TV Washington, carried the first day's proceedings live the full two hours twenty minutes. One commercial Washington station, WJLA-TV, ran a portion live during its noon news program.

But the only TV viewers to have the feed available live all week were the subscribers to cable television systems that are part of the Cable Satellite Public Affairs Network (C-SPAN) the cable-satellite network created specifically to make use of the House's new feed. C-SPAN went on the satellite the same time the House began its broadcast and ran without a hitch during the entire week, according to C-SPAN President Brian Lamb. He said it won't be known for another week yet how many cable systems are using the feed; C-SPAN's contracts with multiple system operators are with the central companies, not individual systems, and most systems that had signed contracts were being encouraged to study the feed awhile before putting out to customers.

But Mr. Lamb said he "can't imagine interest being any greater than it is," in the service. A conservative estimate of the cable carriage, he said, is that it reaches 45 states and "at least" 200 communities.

It is expected, now that the House has taken the plunge into TV, that the Senate will eventually follow suit. There have been no serious discussions of permanent TV coverage there, but last week the Senate minority leader, Howard Baker (R-Tenn.), was urging Republican colleagues to support a request to permit TV coverage of upcoming SALT debates. The Senate permitted radio carriage of a debate on the Panama Canal treaty last year.

## Networks left out in the cold in study of presidential debates

**Task force, with exception of CBS's Small, urges continuation of candidate face-offs, with broadcasters in passive role**

A Twentieth Century Fund task force last week recommended that televised presidential debates become "a regular and customary feature" of election campaigns—but not under the "sponsorship" of the television networks.

"The special role that presidential debates can play in the electoral process calls for their sponsorship by a nonprofit, nonpartisan organization," the report said. "If and when there is a modification of Section 315, we urge Congress to make clear through legislative language that the presidential debates should have such a non-broadcast sponsor."

The 16-member task force, headed by Douglass Cater, a senior fellow at the Aspen Institute and president of Observer International Inc., was almost, but not, unanimous in proposing to bar broadcast sponsorship. William Small, CBS Inc. vice president, Washington, a minority of one, was "opposed to the specific exclusion of broadcasters."

For the 1980 elections, the task force called on the League of Women Voters to reassume the sponsor's role it held in 1976. Beyond that, it said more thought should be directed towards "assembling a broad consortium of nonpartisan citizen groups to serve as regular sponsor."

The league issued its own statement last week saying it has already begun laying the groundwork for debates in 1980, as well as

for "forums" to showcase candidates during the presidential primaries, similar to those it held in 1976. It noted, however, that acceptance of its sponsorship and the events themselves ultimately rests with the candidates.

Although the task force was unwilling to hand over sponsorship of the debates to the networks, it did urge that Section 315 of the Communications Act be modified so coverage would not be encumbered by equal-time obligations.

In 1976, the FCC noted that candidate debates were bona fide news events, exempt from Section 315. The task force called on the FCC to "clarify" that ruling "to eliminate any doubt that the networks may cooperate closely with the league in making arrangements for television coverage of the debates."

Furthermore, it threw its support behind legislative efforts to modify 315 so broadcasters would have "the freedom to present more programing and a greater variety of programing devoted to the presidential contest" as a whole.

(The task force, however, opted for the status quo concerning the fairness doctrine. In "notes" at the end of the report, the task force said it "favors the retention" of the doctrine as well as "the statutory requirement that broadcasters provide 'reasonable access' to their facilities for candidates in the form of either free or purchased spot and program time.")

With the exception of Mr. Small, the task force members believed that the networks lacked the proper qualifications to arrange the debates:

"Critical choices will have to be made in the course of negotiating the debates—particularly on whether to include 'significant' third candidates—which require decisions that have unassailable public credibility. We do not believe such decisions can be based simply on news judgment, which is the guide for the networks

# It's a long way down to the top.

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and other newsgathering organizations. An organization committed to voter education and representing wide citizen involvement can provide more appropriate sponsorship," the report said.

Mr. Small, the sole "veteran of broadcast journalism on the task force," disagreed. Citing media-sponsored local and state debates as well as the network arrangements in the 1960 presidential debate, he claimed, "I know of no incident where their sponsorship created moral or ethical problems or lacked 'public credibility' before or after the event."

He made it clear that his opposition was not regarding sponsorship by the league but rather "specific exclusion of broadcasters." He added that "a full lifting of Section 315 does not preclude sponsorship by the league and others." Had there been no 315 to prevent it in 1976, he said, the networks could have provided studios or shared rent costs and the league wouldn't have incurred a large debt.

The report was jointly sponsored by the Benton Foundation, the John and Mary R. Markle Foundation, the William and Flora Hewlett Foundation, and the Twentieth Century Fund, in cooperation with the Aspen Institute. It is to be issued by the Twentieth Century Fund and Lexington Books in the spring, along with a background paper by Lee M. Mitchell, communications attorney with Sidley & Austin, and author.

Aside from Messrs. Cater, Small, Lear, and Mitchell, other members of the task force are Douglas L. Bailey, Bailey, Dardourff & Associates Inc., Washington; James David Barber, Duke University; Elizabeth S. Carpenter, The Friends of the Lyndon Baines Johnson Library, Austin, Tex.; William H. Donaldson, School of Organization and Management, Yale University; Philip L. Gayelin, *Washington Post*; Richard Hatcher, mayor of Gary, Ind.; Roland Nachman, attorney, Montgomery, Ala.; John O. Pastore, former chairman of the Senate Communications Subcommittee; Gene Pokorny, *Cambridge (Mass.) Reports*; Herbert Scherz, Mobil Oil; Percy Sutton, attorney, Phillips, Nizer, Benjamin, Krim & Ballon, New York, and Helen Thomas, UPI.

## Red flags waved all over seminar on 1st Amendment

**Journalists are warned that the courts and the public are not on their side and pressure on press freedom is only going to increase**

Subpoenas, sources and search warrants got a thorough going-over as more than 300 people turned out on March 10 for a "First Amendment Survival Seminar" at the National Press Club in Washington.

Sponsored by 16 organizations, includ-



Landau

ing the National Association of Broadcasters, American Women in Radio and Television, and the Radio Television News Directors Association, the all-day seminar drew varied opinions from panelists and participants on the present state of press freedom.

Jack Landau, director of the Reporters Committee for Freedom of the Press, said recent Supreme Court decisions "are undermining the vitality of the First Amendment and we [the press] have no choice but to fight back." Mr. Landau, taking a hard line, said the courts are developing a state of mind that they are "above the laws of the country." He added that the press should start thinking about fighting back "on our own turf"—using such tactics as trying to influence public opinion and urging passage of legislative measures.

Equally as vehement in his views was Lyle Denniston, Supreme Court correspondent for the *Washington Star*. "I recommend that you don't try to join the system—you beat it," he said.

Mr. Denniston said the courts lack "the elemental sense" of what journalists think the First Amendment is all about. In the Nixon tapes case, for example, Justice Powell said it was enough to let reporters sit and take notes, even though 70% of the public now gets its news from electronic media. As such, Mr. Denniston said, "The time has surely come to use tricks." He suggested such maneuvers as sneaking tape recorders into courtrooms, and using parabolic microphones to pick up court proceedings through open windows.

Others, however, seemed to believe that a get-tough or even get-sneaky approach may not be suitable or productive. J. Laurent Scharff, counsel for RTNDA, said "dramatic progress" had been made in getting cameras into courtrooms. Although federal courts are closed to cameras, Mr. Scharff said that 12 states now permit both trial and appellate court coverage in some form, and a total of 20 states have had some courtroom experimentation with cameras and microphones. He added that the American Bar Associ-

ation was beginning to "sweep away" some of the obstacles to courtroom coverage, and the movement to gain access was "on the right track."

A number of panelists claimed that part of the problem now facing journalists is an antimedia bias among the public. James Spaniolo, associate general counsel for the American Newspaper Publishers Association, said this bias has caused a number of problems in terms of libel suits. And the kinds of people who make up juries, Mr. Spaniolo said, "harbor a dislike of the media."

The *Washington Post's* Bob Woodward said there is a general sense that the press is operating outside the public interest—a theme the courts have picked up. But the biggest question facing the press right now, Mr. Woodward said, is how to allocate its resources and power. However, if the press isn't able to police itself, the Supreme Court is "poised and anxious" to do it, he said.

Additional tactics for keeping a step ahead of the courts were offered by Christopher Little, counsel to the *Post*. Mr. Little predicted that the case involving *New York Times* reporter Myron Farber may generate scores of subpoenas in the next few years. But Mr. Little said that good journalism invites subpoenas, because reporters have to dig more to get the story.

Mr. Little advised that reporters never get involved in any type of litigation. If people perceive that a reporter is speaking on behalf of either party in a trial, he said, they won't trust that reporter's confidence, which in turn will dry up sources.

Mr. Little said there is nothing wrong with not cooperating with a lawyer trying to serve a reporter with a subpoena. He suggested that fighting a subpoena is a good tactic because the lawyer trying to serve it may eventually give up.

## Registration bill has Massachusetts journalists up in arms

**State Senate approves measure that would have investigative reporters pay \$750 fee as 'detectives'; another plan proposed would require some reporters to reveal finances**

A bill that would require investigative reporters to register as private detectives and pay a \$750 licensing fee has passed the Massachusetts state Senate, but is expected to be killed in a House committee.

The unprecedented legislation, which moved through the Senate without debate, would apply to any person employed by "news-gathering organizations" who poses as someone else while researching a story, or who conducts "secret surveillance of a person from a hidden vantage point by means of a camera, telescope or any other manner, or at night uses a





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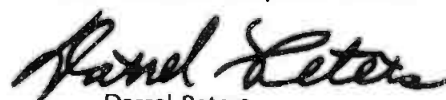
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specially adapted camera for such observation."

The Massachusetts House gave the bill preliminary approval, and then turned it over to a committee responsible for reviewing all legislation before final action is scheduled in the full House. But Representative Philip Johnston, an opponent of the bill, predicted "it will never come out."

A second bill, still in committee, would require statehouse reporters to file annual personal financial statements, similar to those filed by state legislators. According to Denis L. McKenna, sponsor of both bills, there is no reason to put reporters in a special class. "They are no better or worse than politicians," he was quoted as saying.

Mr. McKenna was cited in a 1977 investigation by the *Boston Globe's* "Spotlight Team" for naming an aide to a position that paid a full-time salary for part-time work.

The bill has been attacked by Massachusetts journalists as being unconstitutional, with the licensing fee being called a violation of the prior restraint principle. In addition, the legislation raises some potentially sticky problems for news-gathering teams.

Les Coleman of the WBZ-TV Boston investigative "Eye Team" said his unit did a story last year on misconduct within one police district—the same district where reporters would have to register as private detectives.

## Broadcast Technology

### ALJ turns cold shoulder on AT&T's proposed rates

**FCC's Miller says Bell isn't giving him figures he can depend on and he orders it to recalculate its costs**

An FCC administrative law judge who had been presiding at an AT&T rate hearing involving private line service last week figuratively threw up his hands over the AT&T's tariff filings, calling them "unjust and unreasonable." Judge Walter C. Miller directed the company to calculate its costs on the basis of a manual he provided.

The action is of concern to broadcasters and news services, as well as specialized common carriers, executive branch agencies and others who use the private line service at issue.

The hearing, part of a proceeding now three years old, was to have been conducted in two phases—the first dealing with over-all cost allocations and the second with internal rate structure.

But Judge Miller said no useful purpose would be served by proceeding to the second phase. He terminated the proceeding, while directing the company to conduct a cost study in accordance with the manual.

Perhaps then, he said, the commission would have "an accurate idea" of what the "Multi-Schedule Private Line" earnings ratio "really is."

The MPL tariffs had been filed to replace a "Hi-Lo" tariff which the commission in January 1975 found discriminatory. The Hi-Lo tariff reduced rates on high-density routes, increased them on low-density routes, and established separate rates for short-haul (25 miles or less) services. MPL adopts a point-to-point pricing approach that applies the same rate to the entire circuit.

The commission in May 1976 ordered an investigation into MPL, and has expanded and modified the inquiry several

times since then.

But Judge Miller, after sifting through 17,925 pages of exhibits, 2,157 pages of proposed and reply findings submitted by nine parties, and 7,768 pages of transcript, concluded that the central issue remained the ability of a regulatory agency to obtain the cost and pricing data it needs to evaluate and analyze a common carrier's competitive and noncompetitive services.

He went further to say that the record demonstrates that the commission faces a "control" problem with AT&T. The commission has never been able to obtain accurate, up-to-date auditable data it needs to evaluate AT&T's rate filings properly, he said. The studies the carrier has supplied, he added, have been "subjected to management manipulation and arbitrary judgment," with the result that the commission "has been unable to fulfill its statutory regulatory objectives."

AT&T took issue with the ruling, and said it would appeal it to the commission within 30 days. "This preliminary decision doesn't recognize the evidence in the case," AT&T said in its statement. "It ignores a joint effort by AT&T and the FCC staff to develop a costing method in compliance with the commission's orders."

### ABC Radio goes satellite

ABC Radio has contracted for the RCA American Communications satellite system, joining CBS Radio and NBC Radio which already use the service.

ABC Radio will use the two full-duplex (two-way) 8 khz program audio satellite circuits between New York and Los Angeles. CBS Radio operates on a similar, two-way satellite circuit. NBC Radio augments its New York-Los Angeles link with a drop in San Francisco.

Other broadcast clients of the RCA Americom satellite include UPI Broadcast Services and the Associated Press Radio News Services; UPI leases a full duplex 5 khz circuit between New York and Los Angeles and has simplex drops in Houston, San Francisco and Chicago. AP transmits its programming via satellite from New York to Los Angeles, San Francisco and Chicago.

**Testing 1,2,3,4.** With a five-meter, receive-only earth station capable of bringing in four signals courtesy of Scientific-Atlanta Inc. and with scrambling and descrambling hardware from ITT, RCA American Communications last week was gearing up to give National Association of Broadcasters conventioners a first look at the SMARTS (selective multiple address radio and television service) system it announced earlier this month at the National Association of Television Program Executives conference in Las Vegas (BROADCASTING, March 19). It's a demonstration meant to generate interest in RCA satellite distribution of television programs to local stations nationwide. Later this year, on an experimental basis, RCA Americom will be erecting earth stations at Post-Newsweek's four TV outlets and feeding Viacom syndicated fare. If successful, RCA claims to be prepared to invest perhaps \$20 million to equip every commercial TV station in the U.S. with a dish. And the company says it may not wait until the test is completed if distributors and stations show enough interest. With an earth station set up outside the Dallas convention hall, RCA this week was planning to bring in four channels of Viacom programming (such as *Family Feud* and *All in the Family*) from its Vernon Valley, N.J., uplink. One channel was expected to show a scrambled signal from Vernon Valley being descrambled in Dallas; another would scramble and descramble in Dallas, and the remaining two would be in the clear, to demonstrate the technical quality of transmission.

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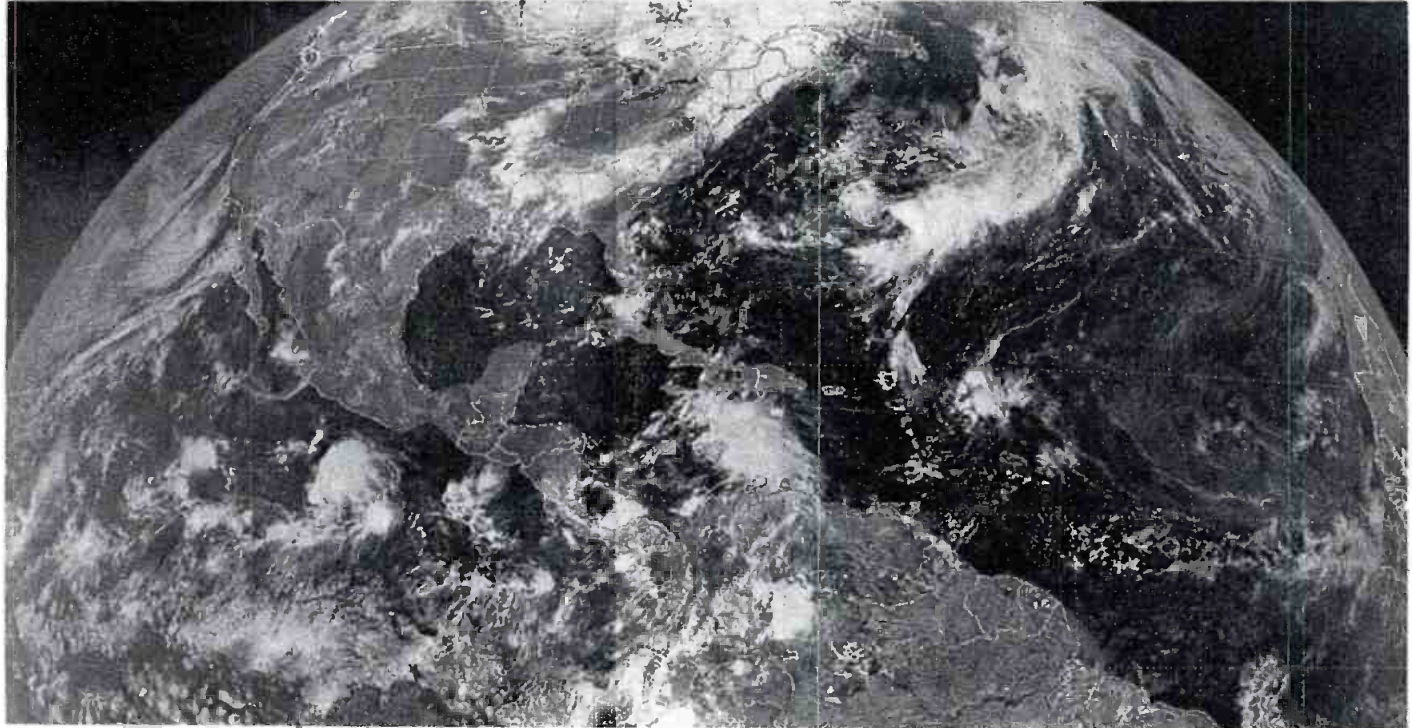


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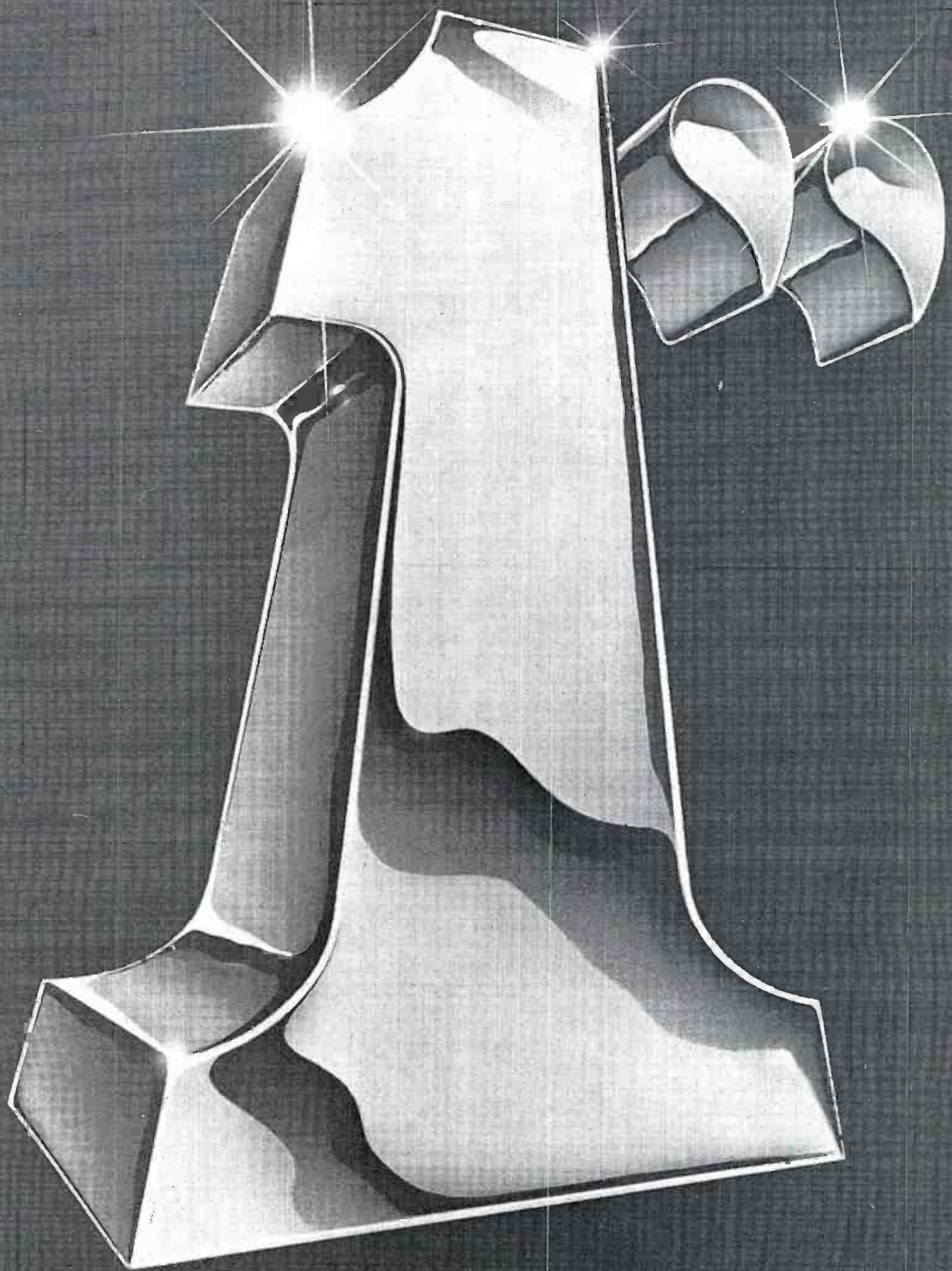
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# In Sync

Up and coming in broadcast technology

**Space age competition.** When asked his reaction to an RCA-Viacom-Post-Newsweek announcement two weeks ago (BROADCASTING, March 19) about RCA's plan to provide receive-only earth stations to the country's commercial television stations, FCC Chairman Charles Ferris said: "I imagine to some degree it's a decision on their part to have this proposal because the AT&T ban on video programing fare delivered by satellites expires this coming July. And I think it has implications there." The date to mark on calendars is July 23, when the FCC's three-year moratorium on video uses of the three-satellite Comstar system is slated to end. (Comstar is built and owned by Comsat but leased to AT&T and GTE.) The carriers must still formally apply to the commission to lift the ban, and there are petitions before the FCC to continue it. But some of the smart money is betting on video for Comstar. And if it comes to pass, the satellite carrier competition among RCA Americom's Satcom system, Western Union's Westar and Comstar promises to get hot. As Mr. Ferris suggested, the RCA move could be viewed, in part, as a step by that company to remain ahead of AT&T/GTE when their satellites become available for video uses. □ □ □ **Here's what the competition looks like now.** RCA Americom has two 24-transponder satellites aloft with a third slated for launching in December. In 1978, at least 65,000 hours of video programing were relayed via Satcom. In February, 7,000 hours went out over Satcom, and Americom estimates 10,000 per month by June. Western Union has two 12-transponder Westars in orbit and a third ready for a launch planned for August. Last year Westar, which is used by the Public Broadcasting Service, relayed 35,000 hours of video. In addition, Westar is reserved for the upcoming National Public Radio and Mutual Broadcasting System satellite networks. Enter Comstar, which includes three 24-transponder satellites currently capable of handling 36,000 simultaneous telephone conversations. According to AT&T, only two of the Comstars are currently used regularly; the third is employed as a back-up with some use—including video feeds to Hawaii under special arrangements with other carriers. Only parts of 30 of the 48 transponders on the two "working Comstars" are in use, and about 14% of the available 36,000-circuit is employed. On Comstar, 750 voice circuits will operate on one transponder. Generally, one transponder is required for each video circuit, however. Using AT&T's figures, current voice use of Comstar occupies 6.72 transponders, or 7.14% of the available transponders on the two working satellites. That leaves Comstar with a lot of unused video capacity. □ □ □ **Superstations.** As expected, the FCC has approved the application of Eastern Microwave Inc., Syracuse, N.Y., to begin satellite feeds of WOR-TV New York and WSBK-TV Boston to cable television systems. The WOR-TV service will go out over transponder 17 of the RCA Satcom I satellite. The WSBK-TV service will be delayed pending transponder availability. WOR-TV is currently supplied to 120 systems serving two million households via Eastern's terrestrial microwave system. The satellite service will be 24-hour feeds with Eastern transmitting WCBS-TV New York's all-night programing during WOR-TV's off-hours. □ □ □ **NAB add.** Transmitters and antennas look to be the hot items on the exhibit floor of this year's National Association of Broadcasters convention (BROADCASTING, March 19), and yet another company is throwing its hat into the ring—EMI Ltd. of Great Britain. Following the leads of other foreign manufacturers into the high-ticket hardware market—most notably NEC of America (Japan) and Philips—EMI will introduce this week its advanced line of VHF and UHF antennas, which will be marketed by EMI Technology Inc., Glenbrook, Conn. Being introduced initially are EMI's high-power, broadband EMI-Slot panels. The new venture is being headed by Ray Tattershall, who has managed EMI's Toronto subsidiary for the past two years. □ □ □ **Statistics.** The organizers of the Marche International des Programmes de Television (MIP-TV '79), the international television program market (April 20-26 in Cannes, France), have come up with some interesting numbers: 166,380,000 television receivers are now in use in Europe. That's 46.2% of the world's total. North and South America account for 40.3% or 145,166,000. Other continents and their percentages of the world's set population are: 40,075,000 (11.1%) in Asia; 5,523,000 (1.5%) in Oceania, and 2,830,000 (.8%) in Africa. Three countries—the U.S., Japan and the Soviet Union—account for over half of the world's sets, and the U.S., Japan, Canada and Western Europe are where most of the color sets are concentrated. Of the 116 countries with television in 1978, the MIP people say, 60 had color services using either the PAL, NTSC or SECAM systems. A further breakdown reveals that, on a country-by-country basis, PAL is the world's most popular system with 31 nations using it. NTSC is used in 15, and SECAM is employed in 14. □ □ □ **MIP facts.** The April marketplace will bring together 230 television stations and 600 production firms from 94 countries. In 1965, the year of the first MIP, 119 companies from 35 countries were in attendance.

## Cablecasting

### AT&T takes some antitrust comfort from S.D. decision

**Although it's being appealed, suit brought by one-time cable company alleging monopoly practices is turned down; Bell says it shows it has no intention of getting into the CATV business**

An Aberdeen, S.D., cable television company that sold out to a competitor in 1971 is continuing a court suit aimed at demonstrating that AT&T and a subsidiary violated the antitrust laws in their dealings with it—and, by implication at least, with other cable systems. After almost eight years of litigation, the U.S. District Court in South Dakota ruled that the alleged violations had not occurred—essentially because the cable system and the telephone company were not in competition—but TV Signal Co. of Aberdeen has filed an appeal with the U.S. Court of Appeals for the Eighth Circuit in Minneapolis.

Although some lawyers feel the importance of the decision is limited to the facts of the case, AT&T officials describe it as "significant," since it involves the first antitrust action brought against the Bell system by a representative of the industry long fearful of being swallowed up by it. It shows, says a spokesman, AT&T has no intention "to get into the business CATV companies traditionally have offered."

The appeal to a higher court is bound to give the case greater and more wide-reaching importance.

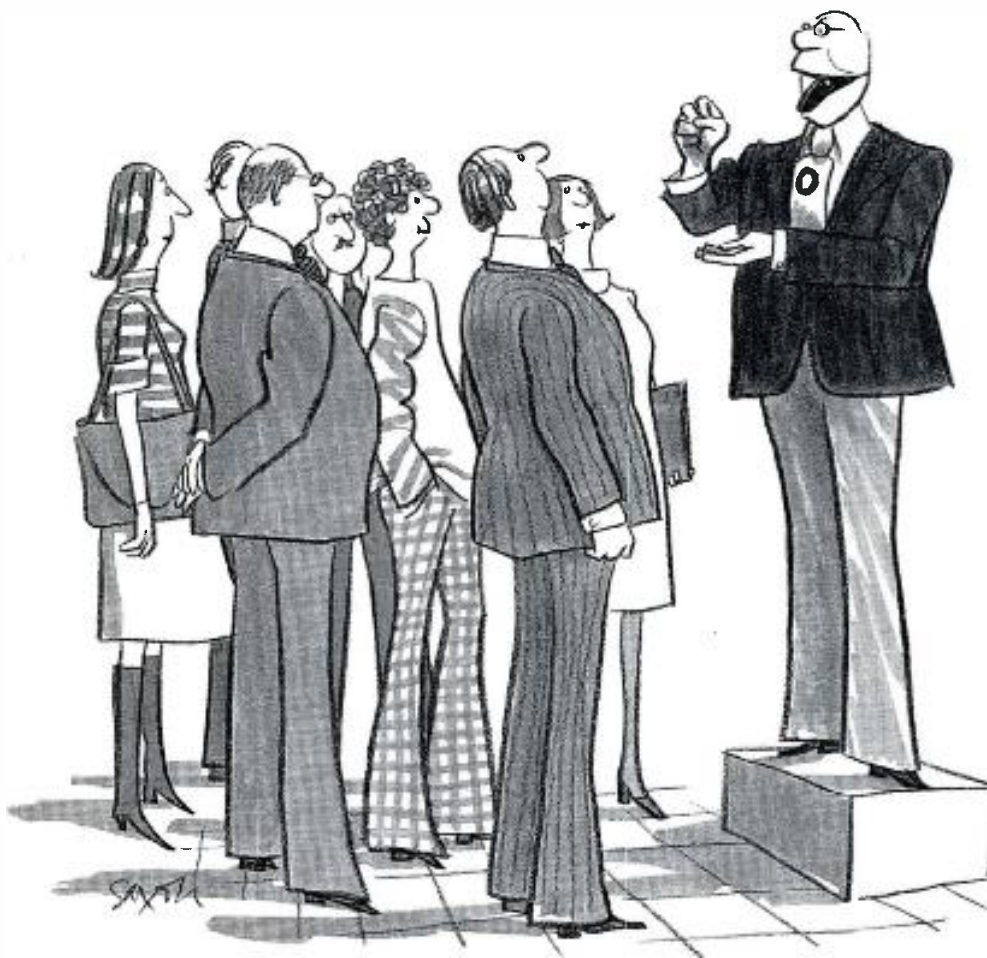
The case stems from the refusal by Northwestern Bell Telephone Co. in 1969 to permit TV Signal to attach its distribution cable to the telephone company's poles. At the time, Northwestern Bell had a one-per-pole policy, and already had a pole-attachment agreement with another cable system, Aberdeen Cable TV Service Inc.

TV Signal thus was obliged to undertake the greater expense of building its plant underground. About three quarters of the plant was built in that fashion before Northwestern Bell changed its policy and accepted TV Signal's cable on its poles. TV Signal sold the system to Aberdeen Cable for a profit of \$340,000 in 1971. But by that time, the antitrust suit was a year old.

The suit alleges that, in pursuing a one-per-pole-policy Northwestern Bell and its parent, AT&T, violated Sections One and Two of the Sherman Act, which prohibit actions aimed at restraining competition and at maintaining and extending monopoly power.

TV Signal, which based its allegations in large part on documents obtained from the defendants, contended that the one-per-pole policy was part of a Bell system response to what was perceived as the

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threat of cable operators running high capacity broadband coaxial cable into the homes served by the telephone company.

TV Signal quotes a study done in 1967 by an AT&T task force as expressing concern about competition from cable television, referring to it as "the nose under the tent ... three million noses already," a reference to the number of cable TV subscribers. Cable television, the study added, could deprive the Bell System of future control of broadband services to homes and offices.

But Judge Andrew W. Bogue concluded in effect that TV Signal had no basis for complaint. He said there could be no violation of the Sherman Act where the parties involved were not competing in the same product and geographic markets. And he said TV Signal and the defendants were not.

He said they did not offer "the same or reasonably interchangeable services to customers in Aberdeen or the surrounding South Dakota towns." He noted that the cable system provided "basic CATV services," consisting of the relay of broadcast signals, automated time-weather service and some locally originated programming. Northwestern Bell, on the other hand, provided telephone service only.

Judge Bogue said the only competition involves "projected" services. But, he said, there was "a lack of intent" on the part of TV Signal to engage in broadband or "blue sky" services—meter reading, stock market quotations, burglar and fire-alarm systems, and the like—"in the near future." He noted that no preparatory steps had been taken.

TV Signal, the judge added, "cannot establish a relevant market or submarket by setting forth projected services that were merely in the minds of both parties."

Judge Bogue was not impressed by the disclosure of internal AT&T documents cited by TV Signal in support of its arguments. He attributed the documents' tone to paranoia. Since TV Signal had expressed no specific intention to enter the field of broadband services, "and was not physically or economically prepared to do so," he said, the defendants' "premature and somewhat paranoid perceptions of traditional CATV operators as potential competitors in a product market into which neither CATV operators nor defendants have yet entered in the relevant

geographic market, are insufficient to demonstrate that plaintiff was in competition with defendants."

Nor did the judge feel TV Signal demonstrated it had been injured by the telephone company's initial refusal to grant it a pole attachment agreement. TV Signal incurred an additional \$64,000 in expense in building most of its system underground. But, the judge noted that a system built completely underground would have had no pole rental to pay, and maintenance expenses would have been less than with an above-ground system. What's more, TV Signal was assured of an earlier starting date by going underground.

That combination of factors would have resulted "in a complete offset of the initially higher construction costs within a two-year period," Judge Bogue said, adding: "Finally [TV Signal] has failed to explain how it was economically injured when it was able to sell its CATV business at a \$340,000 gain."

### WNET loses cable fight

The FCC has rejected the objections of noncommercial WNET(TV) New York to cable television carriage in its service area of noncommercial WVIA-TV Scranton, Pa.

WNET had contended that importation of WVIA-TV's signal would cause it substantial harm, and noted that commission rules permit carriage of distant educational stations only when the local educational television authority does not object. The commission, however, said the local station must submit data demonstrating it would be harmed, and that WNET's material and commission staff projections indicate that the loss of viewers and financial supporters as a result of carriage of WVIA-TV would be minimal. The commission also rejected WNET's objection to cable carriage of noncommercial WLVT-TV Allentown, Pa., noting that WNET had provided no information on its potential impact.

The commission vote was 5 to 1, with Commissioner Abbott Washburn the one dissenter. "Public television channels," he said, in a dissenting statement, "ought not to be competitive, undermining each other's financial viability, no matter how small the fractionalization of the audience."

## Grossman parries thrusts at PBS

**Public broadcasting president tells of shock from Nixon revelations, but points to progress in past two years; he then answers the 12 most-voiced criticisms**

Lawrence Grossman, president of the Public Broadcasting Service, said that the increased critical examinations PBS has received the last two years is indicative of its "new prominence and importance."

Speaking before the New York chapter of the National Academy of Television Arts and Sciences on March 15, Mr. Grossman said public television has "moved to the forefront of public interest and attention," with latest measurements showing its cumulative audience up almost 30%, and family membership up by 40%.

Mr. Grossman said that the revelations provided by the Nixon administration papers on public broadcasting, "confirm our worst fears of political intrusion into CPB's programming and policy decisions." He added, however, that the last two years have also produced "significant leadership changes on the national level"—such people as Robben Fleming, Frank Mankiewicz and Newton Minow—which have helped bring public television "to the fore."

Mr. Grossman said that in addition to critical acclaim, there has been some serious criticism of PBS. He cited 12 specific charges, along with his assessment of their validity, which he referred to as public TV's "dirty dozen":

■ "Public television is elitist." It is the job of PBS, he said, to be selective and exercise judgment, and to strive to represent the best our civilization and culture have to offer.

■ "Too much of American public television speaks with a British accent." Mr. Grossman noted that less than 10% of PBS's original program hours come from overseas, and public television exports more programming than it imports.

■ "Public television excludes independent producers." To this charge he responded by saying that more than 25% of PBS's original broadcast hours this season come from American independent producers, and about 35% of the program expenditures went to them.

■ "Public television shuns controversy and avoids public affairs programming." Mr. Grossman calls this criticism "a holdover from the Nixon days." The schedule for the past year, he said, refutes the charge.

■ "With all that on-air fund raising, public television is getting too commercial." The whole basis of public television's federal funding requires stations to reach out to viewers to raise money. In addition, Mr. Grossman said, the average public TV station spends 80 hours a year

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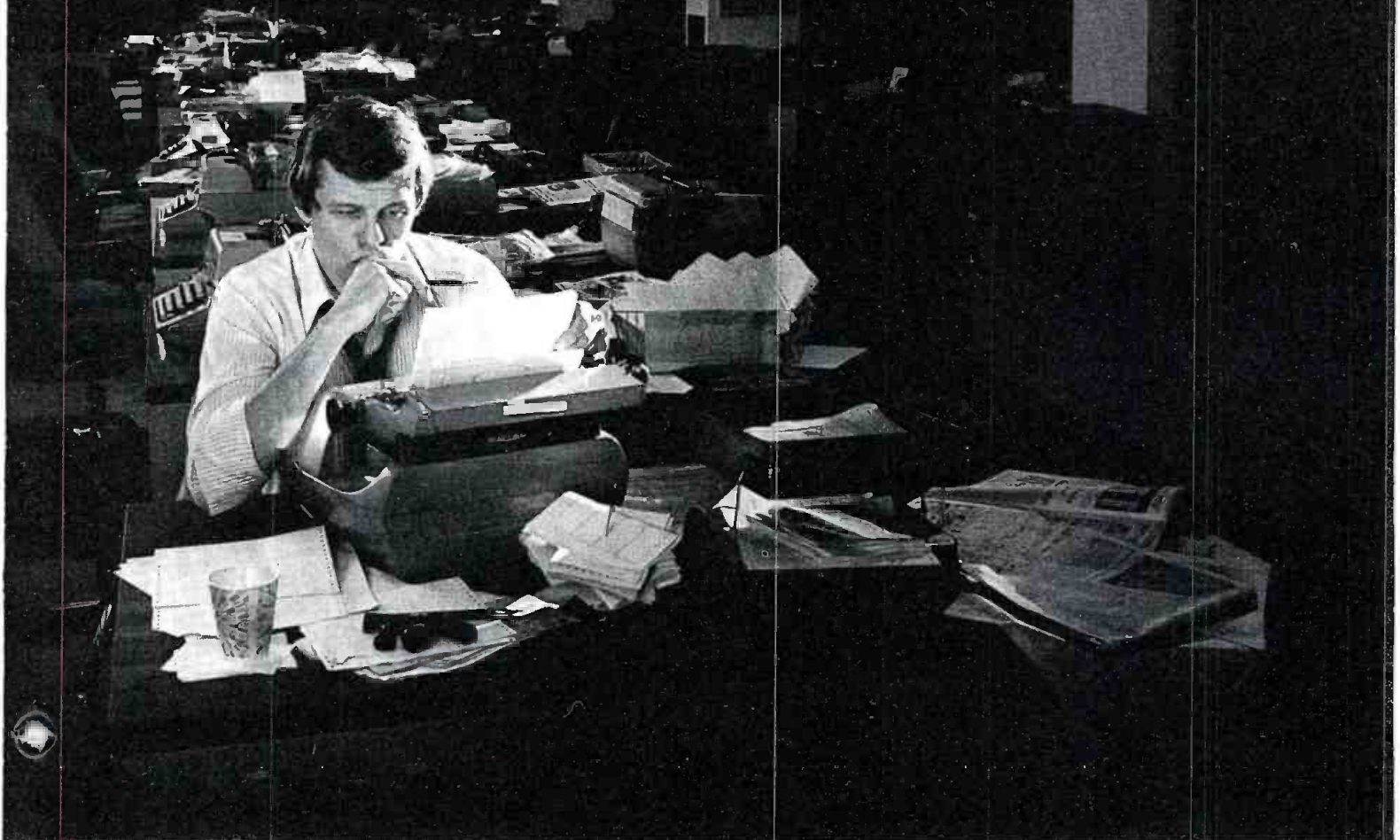
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raising funds on air, compared with 1,200 hours of advertising on the average commercial station.

■ "PBS really stands for the Petroleum Broadcasting Service . . ." According to Mr. Grossman, PBS has "stringent guidelines that prohibit any underwriter interference or involvement in our control rooms," and he has never experienced any corporate underwriter pressure regarding program content.

■ "Public broadcasting has failed to do enough to include minorities in programming or employment." According to Mr. Grossman, "There's truth to that charge, although we have made more progress than the rest of broadcasting." He added that there are initiatives under way to further assist minorities and women.

■ "PBS is turning into a network." Not true, he said, with satellite technology, stations have a multiple choice of programs, and that choice will always be up to the individual stations.

■ "Public broadcasting has abandoned its educational and instructional origins." Mr. Grossman said that the key to education by television "is not centralized broadcasting of instructional programming through PBS, but local and regional distribution through the new technologies of communications"—with local and regional public TV stations serving as "telecommunications centers."

■ "Public broadcasting is infatuated with hardware and new technology at the expense of programming." The reason for the concentration on technology has been to put the system in place, Mr. Grossman said. "Now, that system is largely in place," he added.

■ "Public broadcasting suffers from a degree of financial irresponsibility and loose accounting practices." Mr. Grossman said, "There may have been some of that in some quarters," but it's to be expected in a "new, fast-growing, underfunded system."

■ "There is entirely too much bickering and bureaucratic wrangling within public broadcasting." There may have been bickering in the past, but Mr. Grossman said it was "neither gratuitous nor capricious," as it grew out of a need to protect the system. "The battling, I am confident, is behind us," he concluded.

## Festival '79 pulls in both ratings, money

**PBS's two-week fundraiser not only produces almost \$16 million, but several shows, including two on Einstein, give networks a good race and win in some markets**

The Public Broadcasting Service had inched within a hair's breadth of its \$16-million goal for its two-week *Festival '79* fund-raising drive as of early last week and also emerged with what the noncommer-



**Holding forth.** Serving as hosts during the 30-hour Public Broadcasting Service national marathon concluding *Festival '79* were (l) Hugh Downs, host of *Over Easy*, and Cookie Monster and Kermit the Frog of *Sesame Street*. Shown manipulating Kermit is Muppet creator Jim Henson. Frank Oz is under the monster.

cial system considered some significant ratings accomplishments.

As of last Monday (March 19), 114 PBS member stations had reported contributions totalling \$15,836,749. Two of the reporting stations released incomplete pledge counts, and PBS was still awaiting results from five more participating stations. The two-week drive ended last Sunday after a 30-hour national marathon that PBS estimated netted more than \$4 million in pledges.

The second week of the drive coincided with the worldwide observance of the Albert Einstein centenary, and two PBS offerings, *Einstein's Universe* (Tuesday, 9-11 p.m. NYT) and *Nova's* "Einstein" biography (Thursday, 8-9 p.m. NYT), managed to beat commercial network and independent offerings in some key markets.

UHF KCET(TV) Los Angeles garnered a 5.2 rating and a 9.1 share, coming in fourth in that heavily contested market during the two-hour run of *Universe*. On Thursday, *Nova* managed a 5.2 rating and a 7.9 share for KCET.

In New York, WNET(TV), channel 13, managed to beat the Tuesday-night NBC-TV made-for-television film, *Checkered Flag or Crash*, with *Universe*, attaining a 7.5 rating and an 11.9 share.

But in San Francisco, PBS beat an NBC premiere, a CBS special and demonstrated notable competition for one of ABC's top shows, *Angie*. Thursday night's *Nova* on KQED(TV) there topped the NBC premiere of *Harris & Company* with a 6.8 rating and a 9.9 share. And ABC's *Angie* at 8:30, PBS officials noted, logged a nine-rating-point drop from its popular lead-in *Mork and Mindy* at 8 while the second half of *Nova* marked a four-point rise. (*Mork* had 35.1/50.3 to *Angie's* 26/38; the first half of *Nova* had 4.9/7, and the second 8.8/12.9.) PBS officials did not take full credit for the *Angie* drop in San Francisco, but they noted minimal changes in NBC and CBS offerings and a five-point rise for the major independent in the market.

On Tuesday night in San Francisco, *Universe* beat CBS's *Zorro* with a 6 rating and a 10.7 share.

The San Francisco market again proved especially receptive to PBS shows when the presentation of the film classic,

"Singin' in the Rain," drew a 7.2 rating and a 13.3 share—outpacing the NBC lineup of *Brothers and Sisters*, *Turnabout* and *Sweepstakes*.

The 1978 fund-raising drive netted the public television network \$12.5 million. The preliminary figure for 1979 was put at 27% above that, and PBS estimated that the final total could well approach \$20 million.

The six-and-one-half-hour March 3 broadcast of *Live from the Grand Ole Opry* appeared to be the most successful fund-raiser of the drive, netting an estimated \$1.5 million. Other programs bringing high pledge totals included Tennessee Ernie Ford's *That Great American Gospel Sound* (March 10) and *Arthur Fiedler: Just Call Me Maestro* (which aired during the weekend marathon). Each of those shows pulled in about \$1 million.

## ABC goes higher; NBC sinks lower

**Latest ratings give leading network 22.2, loser 13.6**

ABC-TV rolled up one of its biggest weekly wins in the prime-time ratings for the week of March 12-18, while NBC-TV turned in one of the lowest scores in recent memory. The averages: ABC-TV, 22.2 rating and 36.7 share; CBS-TV, 17.7 and 29.2 and NBC-TV, 13.6 and 22.5.

ABC reached its highest nightly score of the week—and CBS and NBC tumbled to their lowest—on Tuesday, when ABC's *Three's Company* scored a 38.5 rating and 58 share to reach 28,680,000 homes per average minute, said by ABC to be the most ever for a series episode. Immediately after *Three's Company*, the debut of *The Ropers* got a 36.0/55, which ABC claimed was the second highest rating ever for a series premiere, outscored only by *Mayberry RFD's* 36.3/52 on CBS on Sept. 23, 1968.

And immediately after *The Ropers*, the *Barbara Walters Special*, an interview with John Wayne, turned in a 27.0/47, the highest rating in the history of that series. And at the beginning of the evening, *Hap-*

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py Days got a 33.0/51 and *Laverne and Shirley* a 35.4/53. It all added up to a 32.8/52.1 night for ABC.

Against it, a CBS News special report, "In Search of Peace," had a 7.7 rating and 12 share, and the CBS movie, a rerun of "Zorro," drew a 13.1/21, leaving CBS with an 11.3/17.7 for the night. Meanwhile, on NBC, *Cliffhangers* came in with a 14.2/22 and *Checkerboard Flag or Crash* managed only a 9.1/15, leaving NBC with a 10.8/17.4 for the evening.

The premiere of *Harris & Co.* on NBC Thursday evening had a weak 8.0/12 against *Mork and Mindy's* 32.3/50 and *Angie's* 27.4/42 on ABC and *The Waltons'* 17.5/27 on CBS. CBS's new *Dukes of Hazzard* continued to show strength, producing a 22.2/39, but its *Mary Tyler Moore* show dropped to a 26 share and *Just Friends* to a 28.

Among other new shows, NBC's *Supertrain*, *Mrs. Columbo* and *Brothers and Sisters*, CBS's *Married: The First Year* and ABC's *Osmond Family Show* and *Making' It* all ranked 55 or lower in the week's field of 68 programs. At the top of the list, ABC had the first seven and CBS the next three.

## NBC rebuts 'Post' poll

NBC, already among those disputing a *Washington Post* poll which claimed a majority of Americans were watching less television (BROADCASTING, March 5), last week gave further reason why it doesn't buy the study.

The survey, conducted in October 1978, found 53% of 1,693 people 18 and older interviewed saying that they were spending less time in front of the television than they were five years before.

"There would seem to be a mysterious inconsistency between viewer attitudes as reflected by the *Post-Newsweek* survey and viewer behavior as reflected by Nielsen," NBC said. "Yet, if the *Post-Newsweek* findings are properly analyzed, the inconsistency disappears, along with the mystery. There is much less to those 'new' findings than meets the eye."

NBC's contention apparently is that people might think they are watching less, only because there hasn't been as much of an increase in TV viewing as in years past.

"In setting up the poll," NBC said, "*Washington Post* political analyst Barry Sussman tried to replicate the study that

Robert Bower had done in 1970—"Television and the Public"—by asking many of the same questions. It is not surprising that he received a different set of answers.

"These differences in results can be attributed, quite simply, to the phenomenal growth and maturing of the television medium between 1960 and 1973."

NBC claimed that the average household watched TV 5:08 hours daily in 1960 and 6:01 hours in 1970, the reference points for the earlier Bower study. "Obviously, people in 1970 said they were spending more time watching TV. Indeed, they were," NBC asserted.

Using the years 1978 as compared to 1973 from the *Post* survey, NBC said TV viewing in 1973 averaged 6:14 hours and rose only three minutes in 1978 "with minor ups and downs" during the years in between. "Thus it is no surprise that the percentage of people who felt they viewed TV less was greater in Sussman's study than in Bower's," NBC claimed.

## Program Briefs

**Get ready, kids.** NBC-TV announced that Bruce and Carole Hart, early writers for *Sesame Street*, are to create previously announced one-hour entertainment/educational series for 1979-80 Saturday morning schedule (BROADCASTING, Jan. 29). Minimum order of 13 programs is promised, to be slotted in last hour of network's Saturday line-up.

**Sainted.** CBS-TV has purchased 24 one-hour episodes of ITC Entertainment's *The Return of The Saint* for probable use in late night. ITC's announcement said show, starring Ian Ogilvy as popular adventurer, would air in fall of 1979, but CBS spokesman said introductory date was undetermined.

**Home video fare.** Video Corp. of America, New York, is making available for rental home video programming on cassettes for consumer market. Video Corp. is offering three new one-hour baseball specials and feature films including "Carnal Knowledge," "The Graduate," "The Day of the Dolphin" and "The Lion in Winter." Programming will be offered each month at rental fees ranging from \$9 to \$14 per week, with computerized fulfillment.

**Losing independence.** WDGY(AM) Minneapolis, independent since its founding in 1923, joined NBC Radio as affiliate March 12.

**Kid stuff.** The Television Information Office has published two folders to acquaint parents more fully with the ways television may be used to enhance viewing by children. The first is titled "How to Help Your Children Get More Out of Television: Friendly Advice to Parents from an Expert" and is by Dr. Louis Bates Ames, president, Gesell Institute of Child Development, New Haven, Conn. It stresses the value of a shared parent-child experience in TV viewing. The second publication, prepared by TIO, is called "Television for Young People" and presents highlights of the television code as it applies to programming and advertising. It cites projects designed to maximize TV's educational potential, including the "Teachers Guide to Television," the CBS and Capital Cities reading programs and NBC's Parent Participation TV Workshops. Copies of the brochures are available by sending a 15-cent stamped self-addressed envelope to Parent Booklets, Television Information Office, 745 Fifth Avenue, New York 10022. Bulk orders of either booklet cost \$10 per hundred and 50 copies of each are available for a total of \$10.

# Program development multitude at NBC

**The farthest-back network is the farthest-forward in terms of the number of projects competing for fall**

NBC-TV, which ranks third among the networks in terms of ratings, is far out in front in terms of program development for the fall season. It has some 50 projects in development for fall—a plethora of comedies, dramas, miniseries and variety shows that is hoped will produce eight to nine hours of new programming for the fall.

Much of the responsibility for that program development falls to Brandon Tartikoff, vice president of programs for NBC Entertainment on the West Coast. "We're twice as active as the other networks in our program development and we're willing to take more chances," Mr. Tartikoff told BROADCASTING last week. "We have to come up with enough fresh shows to turn the network around."

To that end, nothing is too outrageous. The most talked-about project currently on the list, he said, is *McGurk*, an "outrageously different fantasy show" created by Norman Lear and all about dogs (see program descriptions below). Perhaps taking a lesson from the success of ABC's *Mork and Mindy*—a concept that had many in the industry snickering at this time last year—Mr. Tartikoff and NBC have let little stand in their way of idea development. "We must offer new concepts or new stars," he said, "as we did with Gary Coleman in *Diff'rent Strokes* and as we're trying to do with *McGurk*. That's what makes a show a hit."

Although there are a number of dramatic projects on the NBC menu, comedy is what the network is looking for. "We need three comedy hits in order to build a successful fall schedule," Mr. Tartikoff said. "The network that's number one in comedy is the number one network. Consistently, eight of the 10 top shows are comedies. It would be ideal to have one variety show and the rest of our time would be dramas and movies."

NBC, which historically has relied on Universal for much of its series and movie development, continues to lean heavily on that association. Of the 44 projects on the "public" list (another half-dozen or so projects remain top secret), nine are from Universal. MTM ranks second with four, while Lorimar and T.A.T. each have three. Columbia, E.M.I., Marble Arch and Quinn/Martin all have two projects on the NBC list. The others are spread among individual production companies.

## UNIVERSAL

*Crash Island* is a one-hour film show starring Meadowlark Lemon, the Harlem Globetrotters star, who crashes on a deserted island with his white co-pilot and a co-ed YMCA swim team. The producer/writer team is Arthur Alsberg and Don Nelson.

*Dracula* is being developed from the existing series, *Cliffhangers*. It's a one-hour film starring Michael Nouri.

*The Duke* stars Bob Conrad as a Chicago

detective. It's a limited series that premieres April 5 from 9 to 10 p.m. and then moves to Fridays at 10.

*Five Aces*, or *Jackie's Girls*, is about a World War II female flying squadron. It's a two-hour pilot with Penthouse Productions and Roy Huggins co-producing with Universal.

*Harris and Company*, with Bernie Casey, premiered March 15 with an 8.0 rating and 12 share; it ranked 65 out of 68 that week. The story concerns a black widower who moves from Detroit to Los Angeles looking for work.

*Heaven on Earth*, now in its sixth script and still uncast, is the story of two young girls who are killed in an accident. They return to earth with the weekly assignment of performing a good deed.

*The Last Convertible* is a six-hour miniseries based on a novel by Anton Myrer. It's the story of five Harvard classmates during World War II and what happens to their lives over the next 25 years. Roy Huggins is the executive producer.

*Buck Rogers* is a two-hour action/adventure movie, already shot and under consideration for a one-hour weekly series. It stars G.I. Gerard, Tim O'Connor and Erin Gray.

*Shirley* stars Shirley Jones as a widow with three kids who tries to make a go of it at Lake Tahoe. It's a two-hour pilot for a one-hour series. The idea was originally submitted to NBC by Procter and Gamble. Jon Epstein is the executive producer.

## MTM

*Doctors and Nurses* is an adult excursion into the personal relationships of medical professionals. It's written by Steve Bochco and Bruce Peltrow.

*Every Stray Dog and Kid* is the story of an ex-car thief who, when released from jail, adopts four difficult children and one dog. The one-hour pilot stars Maureen Anderman.

*Good Time Harry* stars Ted Bessell as a San Francisco sportswriter—a mid-30's, lovable rogue who wears his heart on his sleeve. The show, which has been shot, also stars Trish O'Neill and Sharon Farrell.

*Home Again* is being written by David Lloyd and stars Darren McGavin and Michael Horton—the former as a bachelor police chief suddenly confronted by a 21-year-old who claims to be his illegitimate son.

## LORIMAR

*Boss and Secretary* is the working title of a half-hour situation comedy starring James Staley as a flustered Midwest marketing man who's transferred to New York. Ellen Greene plays his neurotic young secretary.

*Jumpstreet* is based on the real life story of four brothers, ages 11 to 22, whose parents are killed, leaving the boys to fend for themselves in the Bronx. NBC hopes a new Robin Williams (ABC's *Mork*) will come out of this show because of the casting by Charlie Jaffee, a "genius" comedy manager.

*Two Guys from Muck* is a one-hour broad comedy adventure film which stars Rick Casorle and Adam Arkin as Abbott and Costello types who chase across the country as reporters looking for stories for a pulp magazine. It's written by Steve Zacharias.

## T.A.T.

*Highcliffe Manor* stars Shelley Fabares and Stephen McHattie. Produced by Brad Buchner, formerly of *Mary Hartman, Mary Hartman*, it's the story of the Black Foundation, a think tank on a deserted island which has bright and eccentric scientists hatching exotic schemes to solve world problems.

*Joe's World* has *All in the Family* writers Mel

Tolkin and Larry Rhine writing about a contemporary blue collar family with five kids headed by their housepainter father, Joe Farley.

*McGurk*, still uncast, is a half-hour weekly sitcom, the story of four dogs, and it takes place completely within a dog house. The dogs are Bert Lahr-Wizard of Oz characters—humans in dog costumes. McGurk is the lead; the family he belongs to adopts a new, younger dog. The dog who lives next door is a female named Iris. She and McGurk have a Miss Kitty/Matt Dillon-type relationship.

## COLUMBIA

*From Here To Eternity*, based on the miniseries with Bill DeVane, already has a slot on the fall schedule.

*Legend of the Golden Gun* is a completed two-hour film being considered for a one-hour series. It stars Jeff Osterhage, Hal Holbrook and Keir Dullea and is the story of a western white-hat hero who fights off black-hatted heavies without getting dirty.

## E.M.I.

*Butterflies* is an adaptation of a hit British comedy, being developed for American TV by Milt Josephsberg. It's the story of a 40ish married woman who platonically befriends a 40ish divorced man. Carla Lane is the writer.

*The National Gossip* is a half-hour taped "gang" comedy set in the offices of a struggling tabloid. Jeff Altman and Charles Levin star as Flash and Jeb, two newspapermen. The show, which is said to build on the popularity of actual tabloids like the *National Enquirer* and *The Star*, is being written by Mort Lachman, who shares executive producer credits with Michael Shamberg.

## MARBLE ARCH

*Father Brown* stars Bernard Hughes as a crime-solving clergyman. It premieres April 16 as an NBC Monday night movie from 9 to 11 p.m. The executive producer is Martin Starger.

*Whodunit?* is a mystery game show that premieres April 12 at 8 p.m. The host is Ed McMahon and F. Lee Bailey will be one of three expert panelists who, along with three contestants, will try to solve the game's crime. Executive producer is Martin Starger.

## QUINN/MARTIN

*The Aliens* is a two-hour pilot for a one-hour series and is the story of the invasion of Earth by beings from a planet which is about to die.

*T. R. Sloan* stars Robert Logan in a two-hour film pilot for a one-hour series. It's the story of a James Bond-type art dealer who is the chief secret agent reporting to the President.

## VARIOUS

*Anson and Lorrie*, a one-hour variety show starring husband and wife. Anson Williams and Lorrie Mahaffey. It's a Krofft Entertainment production.

*Susan Anton* has four one-hour musical and comedy presentations that premiere April 26. The project is an Ernest Chambers production. Jack Stein is executive producer.

*Baby Makes Six* is an Alan Landsburg Production. It stars Colleen Dewhurst as a middle-aged mother who unexpectedly finds herself pregnant.

*Castaways on Gilligans Island* will be a 90-minute movie of-the-week that airs May 11 at 8:30 p.m. It's a contender for a one-hour series. It's a Redwood production.

*Darn You, Harry Landers* is a Ten-Four production that's already completed. It takes place in the Last Horizon Retirement Home and stars Lou Jacobi. Now a two-hour movie, it's under consideration as a one-hour series. Richard Crenna directed.

*The Further Adventures of Wally Brown* is a half-hour show that's already been filmed. It's

the story of two high school track stars, one black and one white, who become good friends. The series is based on the one-time hit song, "Charlie Brown," and stars Clinton Carol, who NBC believes is the character who will make the show a hit. Peter Scolarri, Arlene Golonka and Avery Schreiber also star in this Paramount production.

*Great Episodes of the Bible* is a continuation of Sunn Classics "Greatest Heroes of the Bible." It's currently in production.

*Harper and Company* is a Patti Taylor/Gary Hoffman/Raffill production. It's the story of four men who accomplish *Mission Impossible*-type tasks by using athletic abilities in the areas of skiing and surfing. It's uncast.

*Hizzoner* stars David Huddleston, who is also co-creator and executive producer of the half-hour comedy about a big city mayor who is a widower with political problems and personal problems concerning his 18-year-old son and 24-year-old daughter (played by Cathy Cronkite, daughter of the CBS newsman). The production company is Huddleston.

*Mr. Right* is a half-hour pilot that stars Dana Dietrich, who plays a widowed mother who shares an apartment with her divorced daughter, played by Beverly Archer. The two women set out to find eligible men. The show is described as an effort to capitalize on hit books about mother-daughter relationships. The half-hour tape show is produced by Tandem and written by Bob Weiskopf and Tom Schiller.

*Nightingales* is a one-hour drama that is the story of two lady street cops who operate in the Los Angeles night world. It's shot completely at night. Uncast. Larry Gordon Productions.

*Real People* is a limited series, which premieres April 18 and is produced by George Schlatter. NBC has committed to four one-hour shows on a magazine news-type program that focuses on interviews with real people. Co-hosts are John Barbour, Sarah Purcell, Bill Rafferty and Skip Stephenson.

*Sgt. T. K. Yu* is a one-hour pilot that airs April 19 at 10 p.m. It stars Johnny Yune as a Korean detective based in Beverly Hills. Hanna-Barbera is the production company.

*Teacher's Pet* is the story of the whirlwind romance and marriage of a college English professor and a showgirl. The half-hour taped situation comedy stars Candy Clark and Larry Pressman. Paul Wayne and George Burditt, of *Three's Company*, are writing the show. Wayne/Burditt is the production company.

*That's TV* is a one-hour Fischer/Brill production that's based on 18 hours of real television production. It's writers are Bill Richmond and Gene Perret.

*Tut and Tuttle* is a one-hour film, back-door pilot which stars Chris Barnes. It's the story of an 11-year-old boy who gets a pyramid for his birthday. He goes back in time and becomes best friends with King Tut. The drama is being directed by Ron Howard, of *Happy Days* fame. Mr. Howard also is the executive producer for Major H. Productions.

*Undercover Girls* is a half-hour comedy by the Miller/Milkis Production Co. It follows the adventures of two girls who live together and work as undercover policewomen. DiDi Conn is the only star signed.

## Tartikoff of NBC: Meteoric career of the wunderkind's wunderkind

At 30, Brandon Tartikoff is just a few rungs away from the top of the programing ladder at NBC. (As vice president for programs on the West Coast he reports to John McMahon, senior vice president for programs and talent, who in turn reports to Mike Weinblatt, president of NBC Entertainment.) He owes it all to a gorilla—and to Fred Silverman.

"I came to Fred's attention when we were both at ABC," Mr. Tartikoff said last week. "I was director of advertising and promotion at WLS-TV Chicago when I successfully programed a week of afternoon gorilla-theme movies and promoted them as 'Gorilla My Dreams.' The afternoon movie slot was getting six and seven ratings. In that week [February 1976] the ratings shot up to an average of 18 with a 46 share. Fred Silverman, who was then head of ABC Entertainment, saw what happened and called me to New York.

"Silverman had come from Chicago [WGN-TV], so that was our common bond. We proceeded to talk about how to get out of Chicago."

The next thing he knew, Mr. Tartikoff was manager of dramatic development and three months after that became program executive in current dramatic programing. In that capacity he was in charge of *Family*, *Eight Is Enough* and the *Hardy Boys* and *Nancy Drew Mysteries*. Eight months later he moved to the West Coast. After Mr. Silverman moved to NBC as president, he asked Mr. Tartikoff to join that network as director of comedy programs. That was in September 1977.

"I'm accomplishment oriented but I must say I've been lucky in my movement and timing," Mr. Tartikoff says. "I came to the attention of the right people at the right times.

"My over-all responsibilities now are to work at every step of program development. I oversee comedy, variety and dramatic programs. Creating or buying a show takes the same process. You must decide what's good or what's bad for a program

that should last four or five years. I have to come up with a pilot that has the right values to be a hit. In the case of a comedy, either the material is terrific or there's a star who's so good he makes the show a hit."

Although Mr. Tartikoff has never written a situation comedy, he has created two of the shows NBC is developing for the fall. "*Tutt and Tuttle* and *Two Guys from Muck* are my creations. I was also originally responsible for the idea behind *Heaven on Earth*, too."

Mr. McMahon notes a number of parallels in the Tartikoff and Silverman personalities. "Brandon is completely consumed with programing, as is Fred. Fred moved quickly up the ladder in his early years as Brandon has done and they are both very bright programing people.

"As far as success or failure for programing is concerned," Mr. McMahon continued, "no one person can take credit or blame. It's the nature of the business to call more wrong shots than right ones and the ratio of failure to success is high but the whole area is one of team effort." As for the advantages and disadvantages of

Mr. Tartikoff's youth, Mr. McMahon says: "His young age is an advantage because of the fresh look, great enthusiasm and high energy level he brings to his job.

"The disadvantages a person his age brings to the job are the tendency to fire from the hip and look for simple answers to complex problems. But Brandon does have a certain maturity and he realizes he doesn't have all the answers. He listens and learns from his mistakes.

"As for his rapid rise to the top," Mr. McMahon continued, "this is a young business—a lot of people in TV move ahead early. I can't canonize him because of his age."

Michael Filerman, vice president in charge of TV series development at Lorimar Productions, has worked with Mr. Tartikoff on a number of development projects. "I think he's one of the best. He listens. He's definitive. His input is always helpful and his age is an advantage. He represents the age group that's watching television so he shares their viewpoint."

Similar sentiments are expressed by Stuart Erwin Jr., vice president of MTM Productions, who says: "Brandon is excellent to work with. He's creative and enthusiastic. He listens to the ideas of his associates in meetings and he's in tune with today."

"Brandon can help change NBC's ratings," Mr. Erwin said, but added that "everyone at NBC must realize nothing will change in just a couple of weeks."

Speaking of his patron, Mr. Tartikoff calls it "a terrific experience working under Fred Silverman. To a person, we're all growing under him. He's the best programing executive in television. He's been doing it longer than anyone else. Still, when a new idea hits him, he summons up the greatest enthusiasm. He gets so visibly excited—he just throws out the ideas. It's a terrific experience just being in the room with him.

"I hope I can be the same way after I've been in the business as long as he has."



Tartikoff

# The Broadcasting Playlist™ Mar 26

## Contemporary

<i>Last week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
2	1	<i>Tragedy</i> □ Bee Gees	RSO
1	2	<i>I Will Survive</i> □ Gloria Gaynor	Polydor
3	3	<i>Do Ya Think I'm Sexy</i> □ Rod Stewart	Warner Bros.
4	4	<i>Heaven Knows</i> □ Donna Summer	Casablanca
7	5	<i>Knock On Wood</i> □ Amii Stewart	Ariola
5	6	<i>Shake Your Groove Thing</i> □ Peaches & Herb	Polydor
6	7	<i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
10	8	<i>Sultans of Swing</i> □ Dire Straits	Warner Bros.
9	9	<i>Don't Cry Out Loud</i> □ Melissa Manchester	Arista
21	10	<i>I Want Your Love</i> □ Chic	Atlantic
13	11	<i>What You Won't Do For Love</i> □ Bobby Caldwell	Cloud
12	12	<i>Livin' It Up (Friday Night)</i> □ Bell & James	A&M
8	13	<i>Fire</i> □ Pointer Sisters	Planet
18	14	<i>Heart of Glass</i> □ Blondie	Chrysalis
23	15	<i>Lady</i> □ Little River Band	Harvest
15	16	<i>Big Shot</i> □ Billy Joel	Columbia
17	17	<i>YMCA</i> □ Village People	Casablanca
14	18	<i>Haven't Stopped Dancin' Yet</i> □ Gonzalez	Capitol
39	19	<i>I Got My Mind Made Up</i> □ Instant Funk	Salsoul
29	20	<i>He's the Greatest Dancer</i> □ Sister Sledge	Cotillion
19	21	<i>Crazy Love</i> □ Poco	ABC
22	22	<i>Music Box Dancer</i> □ Frank Mills	Polydor
20	23	<i>Keep On Dancin'</i> □ Gary's Gang	Columbia
35	24	<i>Shake Your Body</i> □ Jacksons	Epic
33	25	<i>Disco Nights</i> □ GQ	Arista
28	26	<i>Maybe I'm a Fool</i> □ Eddie Money	Columbia
26	27	<i>Every Time I Think of You</i> □ Babys	Chrysalis
24	28	<i>I Just Fall in Love Again</i> □ Anne Murray	Capitol
30	29	<i>Love Ballad</i> □ George Benson	Warner Bros.
38	30	<i>Forever in Blue Jeans</i> □ Nell Diamond	Columbia
25	31	<i>Stumblin' In</i> □ Suzi Quatro & Chris Norman	RSO
44	32	<i>Reunited</i> □ Peaches & Herb	Polydor
-	33	<i>Goodnight Tonight</i> □ Wings	Columbia
34	34	<i>Blow Away</i> □ George Harrison	Dark Horse
16	35	<i>I Don't Know If It's Right</i> □ Evelyn King	RCA
11	36	<i>A Little More Love</i> □ Olivia Newton-John	MCA
27	37	<i>Precious Love</i> □ Bob Welch	Capitol
36	38	<i>In the Navy</i> □ Village People	Casablanca
48	39	<i>Take Me Home</i> □ Cher	Casablanca
31	40	<i>Dancin' Shoes</i> □ Nigel Olsson	Bang
43	41	<i>September</i> □ Earth, Wind & Fire	Columbia
32	42	<i>Le Freak</i> □ Chic	Atlantic
37	43	<i>Too Much Heaven</i> □ Bee Gees	RSO
42	44	<i>Soul Man</i> □ Blues Bros.	Atlantic
-	45	<i>Superman</i> □ Herbie Mann	Atlantic
-	46	<i>Busting Loose</i> □ Chuck Brown & Soul Searchers	Source
-	47	<i>Renegade</i> □ Styx	A&M
40	48	<i>Lotta Love</i> □ Nicolette Larson	Warner Bros.
-	49	<i>Can't Keep a Good Man Down</i> □ Eddie Money	Columbia
46	50	<i>Roller</i> □ April Wine	Capitol

## Playback

**Flying high.** With the release of new single, *Goodnight Tonight* (Columbia), Paul McCartney and Wings join such rockers as Rod Stewart and the Rolling Stones on the disco bandwagon. The group's first single on Columbia was added this week by nearly all of "Playlist's" reporting stations, entering the chart at 33. Dave Thompson of KDWB(AM) Minneapolis calls it "definitely disco. There's a big break in the middle where [McCartney] gets into a lot of effects and there's a heavy bass line. This, plus the Doobie's 12-inch [that group's *What a Fool Believes* has been released on a 12-inch disco disk], proves there's no question that disco is here in all formats." Dave Sholin, music coordinator for RKO, says "everything Paul McCartney does is different. He always catches everybody off guard. At first listen, you say it's really different, and by the second or third listen you love it. It covers every baseline—it's a love song, a bit of disco, a little rock and roll ... even a little Spanish guitar and congas. The production is incredible. The more you hear it, the better it sounds, and that's rare."

**Home run.** *Take Me Home* (Casablanca) by Cher came on the chart at 48 last week and this week bolts to 39, accruing such adds as WABC(AM) and WXLO(FM), both New York. The single has been getting significant disco action (in the top 20 in disco charts) and now appears to be crossing over to top 40. Tim Logan of WGSV(AM) Gunterville, Ala., calls it "definitely and totally mass appeal. It's Cher—and she has a big following—and it's disco. Bob Scott of KRIB(AM) Mason City, Iowa, says "it's a good record, good sound sound disco. It's [even] very good for adult contemporary—it hits right down the middle."

## Country

<i>Last week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1	1	<i>I Don't Want to Be Right</i> □ Barbara Mandrell	ABC
20	2	<i>All I Ever Need is You</i> □ Rogers & West	United Artists
3	3	<i>I Just Fall in Love Again</i> □ Anne Murray	Capitol
15	4	<i>I Had a Lovely Time</i> □ Kendalls	Ovation
21	5	<i>It's a Cheating Situation</i> □ Moe Bandy	Columbia
8	6	<i>If I Could Write a Song</i> □ Billy "Crash" Craddock	Capitol
4	7	<i>Somebody Special</i> □ Donna Fargo	Warner Bros.
6	8	<i>Golden Tears</i> □ Dave and Sugar	RCA
10	9	<i>Still a Woman</i> □ Margo Smith	Warner Bros.
-	10	<i>Slow Dancing</i> □ Johnny Duncan	Columbia
23	11	<i>Tryin' To Satisfy You</i> □ Dotts	RCA
2	12	<i>Too Far Gone</i> □ Emmylou Harris	Warner Bros.
14	13	<i>I'm Gonna Love You</i> □ Glen Campbell	Capitol
11	14	<i>Wisdom of a Fool</i> □ Jacky Ward	Mercury
7	15	<i>I'll Wake You Up When I Get Home</i> □ Charlie Rich	Elektra
24	16	<i>My Heart Has a Mind ...</i> □ Debby Boone	Warner/Curb
-	17	<i>Where Do I Put Her Memory</i> □ Charley Pride	RCA
12	18	<i>Son of Clayton Delaney</i> □ Tom T. Hall	RCA
20	19	<i>They Call It Making Love</i> □ Tammy Wynette	Epic
9	20	<i>I've Been Waiting For You</i> □ Con Hunley	Warner Bros.
13	21	<i>Every Which Way But Loose</i> □ Eddie Rabbitt	Elektra
18	22	<i>Sweet Memories</i> □ Willie Nelson	RCA
17	23	<i>Words</i> □ Susie Allanson	Elektra
16	24	<i>Back On My Mind</i> □ Ronnie Milsap	RCA
-	25	<i>Healing'</i> □ Bobby Bare	Columbia

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.

# Fates & Fortunes

## Media

**Charles F. Kennedy**, VP-planning, broadcast division, Outlet Co., Providence, R.I., appointed senior VP-television station group, which includes four stations.



Kennedy



Ward

**Bill Ward**, VP-general manager of Metromedia's KLAC(AM) Los Angeles, named senior VP of Metromedia Radio, Secaucus, N.J. **Victoria Callahan**, executive secretary to president of Metromedia Radio, named administrative assistant.

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**George Green**, general sales manager of ABC's KABC(AM) Los Angeles, named VP and general manager. He succeeds Ben Hoberman, appointed president of ABC Radio (BROADCASTING, March 19).

**William R. Hirshey**, VP-general manager, KTSB(TV) Topeka, Kan., elected VP of licensee, Wilson Communications. He was also named director of broadcast operations for Wilson's KTSB and wwTV(TV) Cadillac, Mich. **Harry L. Strader**, assistant general manager, KTSB, named station manager.

**Kenneth Hatch**, senior VP and member of board of directors, KIRO Inc., Seattle, named executive VP.

**William Fowler**, general manager, WNAX(AM) Yankton, S.D., named VP of Roy H. Park Broadcasting of the Midwest, licensee of station.



Leonard

**Laurie Leonard**, director of operations planning, American Television & Communications, Denver, joins WMTV(TV) Madison, Wis., as VP-station manager.

**Donna Zapata**, managing director of WHAS(AM)-WAMZ(FM) Louisville, Ky., named managing director of co-owned WHAS-TV

there.

**Frank D. Tenore**, general sales manager, WIFX(FM) Philadelphia, joins WHUE-AM-FM Boston as VP-general manager.

**Timothy A. Hawks**, corporate engineer for Larry Sieckline Group, licensee of KJLS(FM) Hays, Kan., named general manager of KJLS.

**J. Michael Henderson**, general sales manager, WPEZ(FM) Pittsburgh, joins KZAM-AM-FM Seattle as general manager.

**Frank Maruca**, special projects director, Capitol Broadcasting Co., Raleigh, N.C., named general manager of company's WRAL(FM) there.

**Joel Clawson**, partner in Professional Associates, advertising agency, joins WIQT(AM)-WQIX(FM) Horseheads, N.Y., as general manager.

**Dave Miller**, sales manager, KCCR(AM) Pierre, S.D., named manager of KOZY(AM) Grand Rapids, Minn.

**Tom Calato**, operations manager, WGGG(AM) Gainesville, Fla., named station manager.

**Gene Damon**, sales manager, WWRJ(FM) Southampton, N.Y., named operations manager of station, which has changed call letters to WSBH(FM).

**Richard Koplitz**, general purchasing agent, NBC, New York, joins ABC there as director of corporate purchasing.

## Broadcasting Advertising

**Janet Keeler**, account supervisor, and **Brian Hughes** and **Diane Zgonc**, associate media directors, N W Ayer ABH International, New York, elected VP's. **Robert Wiggs**, account executive, Waters Advertising, Norfolk, Va., joins N W Ayer as account executive on U.S. Army account, based in Raleigh, N.C. **Samuel Zurich**, VP-administration, retires after 23 years with agency.

**John McNamara**, executive VP and head of client services, Young & Rubicam, New York, appointed manager of office, and regional director for U.S. Eastern region.

**Vicki Baird**, account supervisor, Grey Advertising, New York, elected VP.

**Stephen Maxwell**, account executive, McCann-Erickson, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, as account executive on Red Lobster Restaurants account. **Michael Nyikes**, media director for Desmond & Associates, Detroit, joins DM&M as media supervisor. **Thomas Kutsko Jr.**, research account executive, named associate research director.

**John Prendergast**, media director, Kelly Nason, New York, joins C.T. Clyne Co. there as VP-media director.

**Milt Herlich**, from N.W. Ayer, New York, joins Waring & LaRosa there as associate media director.

**Bob Reedy**, creative supervisor, Needham, Harper & Steers, Chicago, named associate creative director.

**Gerry Germain**, chief financial officer, Compton Advertising, New York, elected to board of directors.

**Richard Behm**, executive art director, Lord, Sullivan & Yoder Advertising, Marion, Ohio, named VP-art director.

**Jerry Gubin**, sales manager for Torbet Radio Marketing Group, New York, named manager of Torbet's new office in Philadelphia. **James Lavelle**, manager of Atlanta office of Bomar Lowrance & Associates, joins Torbet Radio there as regional manager.

**Rick Cerussi**, account executive, TeleRep, New York, joins Television Advertising Representatives, New York, as account executive.

**Harvey Libow**, national sales manager, WDBO-TV Orlando, Fla., joins WAFF(TV) Huntsville, Ala., as general sales manager.

**Otto Goessi**, sales manager, WTIX(AM) New Orleans, joins WGSO(AM) there as general sales manager.

**Donn A. Carper**, account executive, ABC Spot Sales, New York, joins co-owned KABC-TV Los Angeles as retail sales manager.

**Jim Weyhenmeyer**, account executive, WPIX-FM New York, named coordinator, retail sales.

**Joe Abruzzese**, manager of nighttime sales program operations, NBC-TV, New York,



named manager of sports sales.

**J. Nicholls Spain**, national sales manager, WDIV(TV) Detroit, named sales manager of sports and special events. **Michael Dorsey**, local sales manager, succeeds Mr. Spain. **Grace Gilchrist**, account executive, succeeds Mr. Dorsey.

**Louis Verruto**, from ABC-TV Hollywood, named sales manager, WWOM(FM) Albany, N.Y.

**Junior Winokur**, account executive, CBS Radio Spot Sales, New York, named local sales manager of co-owned WCBM(AM) there.

**Coy Davis**, account executive, WAGA-TV Atlanta, and **Lyn Kathrein**, sales and research assistant, ABC-TV Spot Sales, Chicago, join local sales staff of WFLD-TV Chicago.

**Robert Sieloff**, from sales department of KMPH(TV) Tulare, Calif., joins KJEO(TV) Fresno, Calif., as account executive.

**Marilyn Simmons**, local sales manager, WVCG(AM)-WYOR(FM) Coral Gables, Fla., named national sales manager. **Judi Rappaport**, local sales manager, WQAM(AM) Miami, joins WVCG-WYOR in same capacity.

**Paula Schneider**, account executive, WPLR(FM) New Haven, Conn., named local sales manager for co-owned WOMN(AM) Hamden, Conn.

**Leslie Gray Jr.**, general sales manager, WBZ-AM-FM Boston, joins WVBF(FM) there as senior account executive.

**Kevin Paul Jaibur**, account executive and air personality, WESX(AM) Salem, Mass., joins WCAS(AM) Boston as account executive.

**Ken Israel**, sales director, WXLN(FM) State College, Pa., joins WDVE(FM) Pittsburgh as account executive.

**Barry Goodstein**, account executive, WAYL-AM-FM Minneapolis, joins WEZW(FM) Milwaukee in same capacity.

**Morris McWilliams Jr.**, account executive, Needham, Harper & Steers, Falls Church, Va., joins WMAL(AM) Washington as account executive.

**Joe Cutter**, from WAVE(AM) Louisville, Ky., joins sales department of WAKY(AM) there.

## Programing

**Mark Ovitz**, director of current programs, Paramount Television, Hollywood, named VP in charge of current programing.



Mulford

**Harry Mulford**, account executive in national sales for Syndicast Services, joins 20th Century-Fox, New York, as director of national advertiser sales.

**Wayne Baruch**, with Robert Wold Co., Los Angeles, named VP-programing.

**Eli Feldman**, director of sales and executive producer, EUE/Screen

Gems, New York, named VP-director of sales. **Dick Rose**, production manager, named VP in charge of production.

**Nancy Thomsen**, media director for Charles Martin & Associates, Los Angeles, joins American International Pictures, Beverly Hills, Calif., as media director. **Alan Naglin**, assistant advertising director for Redstone Theater Management, Boston, joins American International as assistant director of national cooperative advertising and field exploitation.

**Phillip Leopold**, director of program sales, American International Television, Beverly Hills, Calif., named VP in charge of sales and station clearances.

**James Nottingham III**, administrator, NBC Sports division, New York, appointed administrator of sports and program compliance.

**William Snyder**, VP-production, D'Antoni/Weitz Productions, Los Angeles, named VP-production for Barry Weitz Productions, Culver City, Calif.

**Deirdre Say**, producer, Snazelle Films/VTR, San Francisco, named executive VP. **Walt Lloyd**, video operations director, named VP.

**Lance Heflin**, from news staff of WCKT(TV) Miami, joins MKM Productions there as director of marketing.

**John Etensohn**, writer-producer, KCAU-TV Sioux City, Iowa, named director of Fast Forward Productions, commercial production arm of station.

**Tom Ross**, night supervisor, Direct Response Productions, Pittsburgh, subsidiary of TPC Communications, named production supervisor.

**David Haas**, assistant controller, Warner Communications, New York, named corporate controller.

**Suzy O'Daniel**, assistant to Otis Conner Jr., formerly with Gavin/Conner Productions, New York, joins Otis Conner Productions, Dallas, as administrative assistant and production coordinator.

**William H. Jackson**, director of communications for Iowa Governor Robert Ray, joins WHO-TV Des Moines, Iowa, as program director.

**Louis Tilley**, from Wake Forest (N.C.) Sports Network, joins WRET-TV Charlotte, N.C., as weekday sports reporter and weekend sports anchor.

**Mark Curtis**, part-time sports announcer, WTTG(TV) Washington, named full-time sports announcer, weekend 10 p.m. news.

**Bobby Christian**, program director, WMET(FM) Chicago, rejoins WXXK(FM) Pittsburgh as program director.

**Pamela Syper**, traffic assistant WUTR(TV) Utica, N.Y., named traffic manager.

## News and Public Affairs

**Jay Newman**, assistant news director, WJAR-TV Providence, R.I., joins WNEP-TV Scranton, Pa., as news director.

**Robin Young**, air personality, WWRJ(FM) Southampton, N.Y., named acting news director of station, which has changed call letters to WSBH(FM).

**Robert H. Mann**, assignment editor, WDTN(TV) Dayton, Ohio, joins WKYC-TV Cleveland as evening assignment editor.

**Garry Armstrong**, reporter, WNAC-TV Boston,

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named chief of north bureau, part of station's suburban coverage system. He succeeds **Paul Reece**, who returns to post of general assignment reporter.

**Bill Jorgensen**, anchor man for 12 years on WNEW-TV New York's nightly newscast (Mon.-Fri., 10-11 p.m.), has resigned to "pursue other interests." No successor has been named.

**Don Postles**, noon anchor, WKBW-TV Buffalo, N.Y., named co-anchor of 6 and 11 p.m. news. **Larry Sales**, reporter, becomes noon anchor.

**Rebecca Marr**, weekend co-anchor and reporter, WEHT(TV) Evansville, Ind., joins WSBT-TV South Bend, Ind., as weekday co-anchor.

**Clyde Gray**, weekend anchor, WXII(TV) Winston-Salem, N.C., named weekend co-anchor for co-owned WLWT(TV) Cincinnati.

**Tom Korzenlowski**, reporter-anchor, WJBK-TV Detroit, joins WMAQ-TV Chicago as general assignment reporter.

**Cheryl Ann Holt**, reporter, WWL-TV New Orleans, joins KROU-TV Houston in same capacity.

**Larry Hoff**, anchor, reporter and photographer, KYEL-TV Yuma, Ariz., joins KGUN-TV Tucson, Ariz., as general assignment reporter.

**Janet Thomas-May**, general assignment reporter, WSFA-TV Montgomery, Ala., named director of public affairs. Joining WSFA-TV as general assignment reporters are: **Michael Jones**, from WAAY-TV Huntsville, Ala.; **Chris Grimshaw**, from WKMX(FM) Enterprise, Ala.; **Paul Roth**, from WTUV(TV) Tupelo, Miss.; **Lise Nielsen**, from KOMU-TV Columbia, Mo., and **Dennis Latham**, from Alanet (Alabama state radio network). **Cathy Cannon**, from KOMU-TV, named producer.

**Paula Wilson**, formerly with WLS-TV Chicago, joins WJRT-TV Flint, Mich., as general assignment reporter-photographer.

**Hal Boykin**, investigative reporter, WFBC-TV Greenville, S.C., joins WIS-TV Columbia, S.C., as state government reporter. **Bill Chapman**, producer of public affairs program, WIS-TV, named executive producer. **Rene Carter**, governmental affairs reporter, WFBC-TV, appointed producer of public affairs program.

**Dennis Deninger**, producer of 6 p.m. news, WCKT(TV) Miami, named senior producer.

**Denny Meyers**, associate producer and feature reporter, *PM Magazine*, WFSB-TV Hartford, Conn., named producer. **Marlene Schneider**, weekend news anchor and reporter at co-owned WJXT(TV) Jacksonville, Fla., joins WFSB-TV as feature reporter and co-anchor of station's noon *News Day*.

**Paul Scott**, news director, KQTV(TV) St. Joseph, Mo., named executive producer of news. **John Allen Adams**, news director, KFEQ(AM) there, succeeds Mr. Scott.

**Jack Welby**, from NBC Radio, New York, joins NBC's WYNY(FM) New York as newscaster and news manager.

**Shellie Burns Karabell**, executive producer, WCAU(AM) Philadelphia, joins ABC Radio Network, New York, as news writer/editor.

**Patti Patane**, owner and manager of production company specializing in documentary films, joins WYTV(TV) Youngstown, Ohio, as director of special projects in news department.

**Al Barcheski**, program director, WHO-TV Des Moines, Iowa, named public affairs director.

**Johanna Baker**, production assistant, WNAO-TV Boston, named writer-editor.

**Ellen Terres**, production coordinator, WMAR-TV Baltimore, named writer and producer in public affairs department.

**Daniel Goldy**, private consulting economist in Portland, Ore., joins KOIN-TV there as economic consultant on newscasts.

**Jean Gater**, assistant editorial and community affairs director, WLS-TV Chicago, joins co-owned WXYZ(AM) Detroit as editorial and community affairs director.

**Robb Empson**, manager of news and public affairs, noncommercial KWIT(FM) Sioux City, Iowa, joins KKJO(AM) St. Joseph, Mo., in same capacity.

**Ted Jaffee**, newscaster, WCAO(AM) Baltimore, joins WITH(AM) there as anchor.

**Lani Paz**, from WCMB(AM) Harrisburg, Pa., joins WUBE-AM-FM Cincinnati as reporter, anchor and editor.

**Doug Limerick**, news announcer, WHDH(AM) Boston, joins WRQX(FM) Washington in same capacity.

**Marty Davis**, anchor-reporter, WNEM-TV Bay City, Mich., joins WTOPI(AM) Washington as weekend anchor. **Mary Ann Doyle**, assistant editor, named news writer. **Steve Bratman**, from WJLA-TV Washington, and **Doxie McCoy**, from WYCB(AM) Washington, join WTOP as assistant editors.

New officers, Washington chapter of Radio Television News Directors Association: **Dave Bartlett**, WRC(AM), president, **Monroe Benton**, Radio Free Europe/Radio Liberty, VP, and **Ed Fisher**, WJLA-TV, treasurer.

**Bill Pierson**, WOST(AM) Aurora, Colo., elected president of Colorado Associated Press Broadcasters Association. **Dave Tanin**, KRLN(AM) Canon City, named VP.



**Satellite selection.** Dr. Elizabeth L. Young, director of Ohio State's Telecommunications Center in Columbus, has been named president of the Public Service Satellite Consortium. She will be based in Washington. H. Rex Lee, chairman of PSSC and a former FCC commissioner, shown here, made the announcement. Dr. Young has served as the director of station relations for National Public Radio in Washington, assistant to the director of radio activities for the Corporation for Public Broadcasting in New York and Washington, and executive director of the Kansas Public Television Commission in Topeka.

## Promotion and PR

**Barbara Krefetz-Wright**, promotion manager, WMC-AM-TV Memphis, joins WSB-TV Atlanta as promotion director. **Olivia Holmes**, director of press information, WMC-AM-FM-TV, named promotion manager.

**Debbie Ziska**, from American Red Cross, Washington, joins WDVM-TV there as public relations and publicity coordinator.

**Holly Hartz**, broadcast producer, W.B. Doner, Baltimore, joins WJZ-TV there as audience promotion manager.

**David Striks**, director and announcer, WKZO-TV Kalamazoo, Mich., named promotion director of WKZO-AM-TV.

**Jo Subler**, co-producer of *Morning Show*, WDTN(TV) Dayton, Ohio, named promotion-syndication coordinator.

**Nelson Goforth**, production director, WGTN(AM) Wilson, N.C., joins WITN-TV Washington, N.C., as promotion coordinator.

**Suzanne Beauregard**, public relations account supervisor, J. Walter Thompson, San Francisco, joins Field Communications, San Francisco, as director of press relations and advertising.

**Marjorie J. Marks**, VP-retail marketing, Radio Advertising Bureau, New York, named manager of advertising and promotion for WYNY(FM) there.

**Mark Strauss**, announcer, WHAS(AM) Louisville, Ky., named promotion director for WHAS and co-owned WAMZ(FM) there.

**T.J. Meyers**, air personality, WNDR(AM) Syracuse, N.Y., assumes additional duties as promotion and merchandising manager.

**Ken Kendrick**, art director, *New York* magazine, joins U.S. Spanish Television Network, New York, as creative director. **Marcia MacDonald**, editor-in-chief of Mercury newspaper group in Kentucky, joins network as public relations director.

**Donald Softness**, chairman of Sofiness Group, New York, has resigned, leaving his brother, **John Softness**, as president, chief executive officer and sole owner. Donald Softness, who has interest in WVNJ-AM-FM Newark, N.J., intends to spend more time at stations and seek other radio properties.

**Joycelyn Marnul**, secretary, television sales, WGN-TV Chicago, named promotion assistant. **Donahue** show. **Cynthia Patrosso**, promotion manager, WGN-TV, named creative marketing director, *Donahue* show.

## Broadcast Technology

**Jayme deBarros**, VP-international operations, Capitol Magnet Products, joins Verbatim Corp., Sunnyvale, Calif., as manager of international marketing and administration, with assigned marketing territory of Latin America, Australia and New Zealand.

**John Nevin**, technical director of Elecab, Phelps Dodge joint venture in Sao Paulo, named assistant general manager, Phelps Dodge Communications Co., Marlboro, N.J. **Alan Leffler**, sales representative, named sales manager of land mobile products. **Robert Brockman**, in customer service, named sales service manager. **Richard Chocolate**, in engineering department, named staff sales engineer.

**Larry Cutchens**, technical service coordinator, International Tapetronics Corp., Bloomington, Ill., named sales manager. **Mike Flood**, manufacturing project engineering, succeeds Mr. Cutchens.

**Dick Pfister**, chief engineer, WTTG(TV) Washington, named VP-chief engineer.

**James McLane**, account manager, GTE Lenkurt, Tampa, Fla., named manager of marketing planning for GTE in San Carlos, Calif. **Anne Roberson**, secretary in Atlanta sales office of GTE, named sales coordinator.

**William L. Phillips**, responsible for computer operations, Warner Communications, and master control for Warner's Qube system, joins Station Business Systems as manager of Eastern client service center in Greenwich, Conn.

**David Kelly**, associate with Chapman Co., Atlanta, radio and television broker, joins UMC Electronics, broadcast products division, North Haven, Conn., as sales and marketing manager.

**Jere Hill**, data processing manager, Health Industries, Newport Beach, Calif., joins Leasametric, Foster City, Calif., as manager of information systems.

## Cable

**Glenn Deutscher**, from Continental Cablevision's Lansing, Mich., system, named chief technician of Continental's Jackson, Mich., system. **Jim Bowen**, with Lansing system, named lead technician there.

**Craig McCrystal** and **George Moyer**, regional managers, Omega Communications, Indianapolis, named VP's.

**Marc Jennings**, general manager of four

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Ehrig



Fitzpatrick

**ALJ's.** Lenore G. Ehrig, acting chief administrative law judge, FCC, Washington, appointed chief administrative law judge. Thomas B. Fitzpatrick, administrative law judge, named assistant chief. Judge Ehrig joined the commission in 1963 as an attorney with the Office of Opinions and Review. She is a former president of the Women's Bar Association of the District of Columbia. Judge Fitzpatrick joined the commission in 1950 as a member of the staff of the Office of General Counsel, and later worked in Broadcast Bureau and Hearing Division, of which he was named chief in 1963.

Florida cable systems, Storer Cable TV, named manager of construction and development of company's recently acquired franchises in Altamonte Springs and Seminole county, Fla.

## Allied Fields

**James Mullen**, radio product manager, Arbitron, Beltsville, Md., named account executive, Arbitron Southeastern radio station sales,

**Encoded.** The National Association of Broadcasters radio code board has three new members and a new chairman. H. Wayne Hudson, Plough Broadcasting Co., Memphis, is the new chairman, succeeding James Wesley Jr. of KFI(AM) Los Angeles, who is retiring from the code board. New members are Sally V. Hawkins, WILM(AM) Wilmington, Del.; Richard P. Kale, Golden West Broadcasters, Los Angeles, and Philip T. Kelly, Communications Properties Inc., Dubuque, Iowa. New appointees replace Mr. Wesley and another retiree, Steve Shannon, KCMO(AM)-KCEZ(FM) Kansas City, Mo., and fill another seat that has been vacant more than a year.

Atlanta. **Buddy Chapman**, assistant radio product manager in Beltsville, succeeds Mr. Mullen. **Joan Schwartz**, from WQXI(AM) Atlanta, joins Arbitron there as client service representative for Southeastern radio station sales. **Jane Bardwell**, sales assistant for Arbitron television station sales in Dallas, named client service representative for Arbitron Southwestern radio station sales there.

**Trudi Cowlan**, account executive, Nielsen Station Index, New York, elected VP of media research services group.

**Charles Kadlec**, VP-chief financial officer, WGN Continental Broadcasting Co., Chicago, joins Frazier, Gross & Clay, television and radio financial consulting firm in Washington, as senior VP.

**Ed Yoe**, marketing director, Marquee Television Network, Rockville, Md., named VP and assumes additional duties as director of corporate development and public relations.

## Deaths

**Dr. John H. Knowles**, 53, one of founders of WCVB-TV Boston and licensee, Boston Broadcasters Inc., in 1972, died of cancer March 6 at Massachusetts General hospital, Boston, where

he served as general director for 10 years. Dr. Knowles had been president of Rockefeller Foundation since 1972.

**Minerva Pious**, 75, who played Bronx housewife, Mrs. Nussbaum, on Fred Allen radio shows during 1930's and 40's, died March 16 at Lenox Hill hospital in New York. Miss Pious began her career in radio as gag writer for Mr. Allen in 1933. There are no immediate survivors.

**Al Hodge**, 66, who won fame on *Green Hornet* radio series in 1930's and 1940's and later starred in *Captain Video* on television for eight years until 1956, died in virtual obscurity Wednesday (March 28) in hotel room in New York of heart failure. For 22 years after *Captain Video*, Mr. Hodge had few acting parts and supported himself as real estate salesman and security guard. He is survived by his third wife, Jane.

**Malissa Childs Elliott**, 50, former Soviet specialist for U.S. Information Agency and State Department, died March 20 at Mary Hitchcock Memorial hospital, Hanover, N.H., of brain tumor. Mrs. Elliott worked for USIA from 1950 to 1953, worked at Library of Congress, and returned to USIA in 1962 to 1968. Survivors include her husband, Robert Irwin Elliott, her father and brother.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period March 12 through March 16.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output.

U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## New Stations

### AM applications

■ Cullman, Ala.—Citizens Broadcasting Co. seeks 1340 khz, 1 kw-D, 250 w-N. Address: 214 First Ave., S.E., P.O. Box 803, Cullman 35055. Estimated construction costs \$19,000; first-quarter operating cost \$15,000; revenue \$140,000 (year). Format: country. Principals: Robert C. Haa (51%) and Debra T. Buetner (49%). Mr. Haa is majority owner (56.25%) of WKLN-FM Cullman, in which Miss Buetner has minor interest (12.5%). Ann. March 13.

■ Augusta, Ga.—Ethnic Broadcasting Co. seeks 1480

khz, 5 kw-U. Address: 1204 Half St. SW, Washington, 20024. Format: religious/inspirational. Principals: J. Morgan Hodges, Joseph Brown and Mary Lou Douglas (33-1/3% each). They have purchased, subject to FCC approval, WPTG-FM Lancaster, Pa., and have applied for new educational FM in Lorton, Va. Ann. March 13.

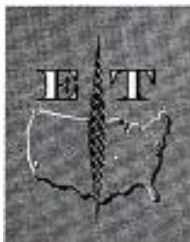
■ Dahlonega, Ga.—Blue Ridge Radio Co. seeks 1520 khz, 500 w-D. Address: Box 292, Dahlonega 30533. Estimated construction costs \$35,489; first-quarter operating cost \$9,625 and revenue \$70,956. Format: contemporary/country. Principals: William S. Kinsland and Michael A. Hollifield (50% each). Mr. Kinsland is registered nurse, fireman and ambulance driver in Dahlonega. Mr. Hollifield is ambulance driver, assistant fire chief and part-time announcer at WGHC(AM) Clayton, Ga. Ann. March 13.

■ Trenton, Ga.—Ra-Ad of Trenton seeks 1420 khz, 500 w-D. Address: 11682 Back Valley Rd., Soddy-Daisy, Tenn. 37379. Estimated construction cost \$72,290; first-quarter operating cost \$10,000; revenue \$100,000 (year). Format: country. Principals: Herbert G. Adcox (80%) and Lee J. Cooper (20%). Mr. Adcox is 75% owner of car dealership and 12.5% owner of CATV system in Cleveland, Tenn. Mr. Cooper owns restaurant and flower shop in Soddy-Daisy, Tenn. He sold WEDG(AM) Soddy-Daisy in 1975. Ann. March 13.

■ Coeur d'Alene, Idaho—Coeur Broadcasting Inc. seeks 1240 khz, 1 kw-D, 250w-N. Address: 1034 N. 3rd, Coeur d'Alene 83814. Estimated construction cost \$75,815; first-year operating cost \$103,800 and revenue \$156,000. Format: adult contemporary. Principals: Rand C. Lewis (51%), Wallace G. Lewis (25%) and six others. Rand Lewis is major owner of real estate appraising firm in Coeur d'Alene. His brother, Wallace, is employe there. They have no other broadcast interests. Ann. March 13.

■ Boone, N.C.—Blue Ridge Media Inc. seeks 1510 khz, 500 w-D. Address: Route 6, Box 381, Poplar Grove Rd., Boone 28607. Estimated construction costs \$51,080; first-quarter operating cost \$10,000. Format: MOR. Principal: William E. Dollar, currently program director at WKRM(AM) Columbia, Tenn. Ann. March 13.

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## FM applications

■ Ashland, Ala.—Clairmont Communications Inc. seeks 95.3 mhz, 1 kw, HAAT: 538 ft. Address: 380 Pinehurst Dr., Talladega, Ala. 35160. Estimated construction cost \$36,634; first-quarter operating cost \$9,000; revenue \$75,000. Format: MOR. Principals: Troy D. Pennington and T. Bryan Townsend (49% each). Their wives each own 1%. Mr. Pennington is chief engineer at WGAD(AM) Gadsden, Ala. Mr. Townsend is general manager at WGTB(FM) Talladega, Ala. Ann. March 13.

■ Brawley, Calif.—Imperial Valley Magic FM seeks 96.1 mhz, 50 kw, HAAT: 232.3 ft. Address: P.O. Box 238, Brawley 92227. Principals: John B. Stodelle, Stephen S. Stodelle (his son) and Dean A. Leptich (33-1/3% each). John Stodelle is owner of KROP(AM) Brawley, where Stephen is salesman. Mr. Leptich is associate superintendent of Imperial Valley College, Imperial, Calif. Ann. March 13.

■ Delta, Colo.—Delta Radio Co. seeks 95.3 mhz, 3 kw, HAAT: 37 ft. Address: 461 Palmer (P.O. Box 452), Delta 81416. Estimated construction cost \$44,300 first-year operating cost \$24,000; revenue \$26,000. Format: pop. Principals: Jimmie D. Gober and his wife, Ruth M. Gober (50% each). They also own KDTA(AM) Delta. Mr. Gober has third interest in KWKY-AM-FM Farmington, N.M. Ann. March 13.

■ Fort Walton Beach, Fla.—Santa Rosa Broadcasting Inc. seeks 96.5 mhz, 100 kw, HAAT: 268.2 ft. Address: P.O. Box 1991, Hobbs, N.M. 88240. Estimated construction cost \$100,443; first-year operating cost \$196,767; revenue \$180,000. Format: contemporary/jazz. Principals: Shelba Gray and Mary Parry (50% each). Miss Gray is VP of car dealership in Hobbs, N.M. Miss Parry is assistant director of student union of New Mexico Junior College there. They have no other broadcast interests. Ann. March 13.

■ St. Marys, Ga.—Camden Broadcasting Corp. seeks 93.5 mhz, 3 kw, HAAT: 297.3 ft. Address: P.O. Box 861, Camden, S.C. Estimated construction cost \$61,150; first-quarter operating cost \$22,654 and revenue \$19,950. Format: variety. Principals: Clyde G. Branham and Guy S. Hutchins Jr. (33-1/3% each) and Fred W. Moore and Michael L. Walker (16-2/3% each). Messrs. Moore and Walker are mortgage bankers. Mr. Branham is real estate developer. Mr. Hutchins is president of savings and loan. Ann. March 13.

■ \*Champaign, Ill.—Illinois Bible Institute Inc. seeks 91.7 mhz, 20 kw, HAAT: 463 ft. Address: P.O. Box 225, Carlinville, Ill. 62626. Estimated construction cost \$127,723; first year operating costs \$60,000; revenue \$105,000. Format: religious. Principal: Applicant is nonprofit corp.; Richard W. Dortch is president of board of directors. They also own WIBT(FM) Carlinville, Ill. (amended and resubmitted). Ann. March 13.

■ Pierre, S.D.—Pierre Radio Inc. seeks 95.3 mhz, 2.7 kw, HAAT: —197 ft. Address: Star Route 2, Box 6, Gann Valley, S.D. 57341. Estimated construction cost \$5,000; first-quarter operating cost \$3,200 and revenue \$50,000. Format: contemporary. Principals: William P. Turney and his wife, Lanelle R., (85%) and Jerry L. Woledge and his wife, Merrilee (15%). Mr. Woledge is farmer in Gann Valley, S.D., where his wife is teacher. Ann. March 13.

■ Spearfish, S.D.—Flatau Broadcasting Co. seeks 95.1 mhz, 100 kw, HAAT: 453.2 ft. Address: Box 1189, Rapid City, S.D. 57709. Estimated construction cost \$116,939; first-quarter operating cost \$27,247 and revenue \$30,000. Format: MOR. Principal: Courtney L. Flatau, who is business and landscape (erosion control) consultant. Ann. March 13.

■ Richlands, Va.—Clinch Valley Broadcasting Corp. seeks 105.5 mhz, .3 kw, HAAT: 800 ft. Address: P.O. Box 838, Richlands 24641. Estimated construction cost \$73,295 first-year operating cost \$94,295; revenue \$40,000. Format: pop/country. Principals: Mrs. Elizabeth White (25%), Mrs. Mary Lawson (21.08%), Rebecca Boothe (20.78%), Jessie Rusinko (20.08%) and Madge Wilcox (12.4%). Mary Lawson, Rebecca Boothe and Jessie Rusinko are sisters and daughters of Elizabeth White. Group also owns WRIC(AM) Richlands. Ann. March 13.

■ Aberdeen, Wash.—KBKW Inc. seeks 99.3 mhz, 3 kw, HAAT: —16.5 ft. Address: 701 East Heron, Aberdeen 98520. Estimated construction cost \$30,728 first-year operating cost \$6,000; revenue \$20,000. Format: country. Principals: John R. DiMeo (75%) and Don L. Downing (25%). Mr. DiMeo is broadcast management consultant and, with Mr. Downing, owner of real estate

investment company in Aberdeen, Wash. They also own, with same percentages, KXLE-AM-FM Ellensburg, Wash., and KBKW(AM) Aberdeen. Ann. March 13.

## AM actions

■ Gaithersburg, Md.—ALJ John H. Conlin, in initial decision, granted Barto Communications Inc. 1150 khz, 1 kw-DA-2. Format: MOR. Principals: Robert E. Gobbins, Olin D. Hester, James T. Reeder and Richard A. Bowis (25% each). Mr. Gobbins owns advertising sales company, Mr. Hester is employe of WPIK(AM)-WXRA(FM) Alexandria, Va., Mr. Reeder is announcer and salesman for WDON(AM) Wheaton, Md., and Mr. Bowis is representative for stock brokerage. (Docs. 21219, 21221-5). Ann. March 12.

■ Webster, Mass.—Broadcast Bureau granted Lakeview Broadcasting Co. 940 khz, 250 w-D. P.O. address: 19 Bolas Rd., Duxbury, Mass. 02332. Estimated construction cost \$24,277; first-year operating cost \$37,284; revenue \$50,000. Format: MOR. Principals: Edward Perry Jr. (75%) and Lloyd F. Simon (25%). Mr. Perry owns radio consulting firm. He also has interest in AM application in Middleborough Center, Mass., permit for WVNH(AM) Salem, N.H. and application for FM in Marshfield, Mass. Mr. Simon does media research (BP-20584). Action March 5.

■ Volga, S.D.—Broadcast Bureau granted Dakota-North Plains Corp. 910 khz, 1 kw-D, 500 w-N P.O. address: Box 317 Aberdeen, S.D. 57401. Estimated construction cost \$51,555; first-year operating cost \$40,000; revenue \$100,000. Format: MOR. Principals: Applicant is licensee of KKAA(AM) and permittee of KQAA(FM), both Aberdeen, S.D., and is owned by L. T. Lautsen (81.99%) and five other stockholders, none of whom have other broadcast interests. (BP-20, 455). Action March 1.

## FM actions

■ Augusta, Ark.—Broadcast Bureau granted Service Communications Inc. 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 704 North 9th, Augusta 72006. Estimated construction cost \$5,100; first-year operating cost \$10,000; revenue \$18,000. Format: C&W/gospel. Principals: Gloria Ritter, Jim Singleton, Jim Ford (25% each). Patsy, Gary and Carlton Garner are minority stockholders. Ms. Ritter has banking and retail interests in Arkansas. Mr. Singleton is theater owner and owner of Dixie Films, Memphis, film distributors. Mr. Ford is attorney with banking and farming interests. Applicant is also owner of KMCW(AM) Augusta (BPH11088). Action March 9.

■ Arkansas City, Kan.—Broadcast Bureau granted Ark Valley Broadcasting Inc. 106.5 mhz, 100 kw, HAAT: 378 ft. P.O. address: 106 S. Summit, Suite B, Arkansas City 67005. Estimated construction cost \$114,300; first-year operating cost \$80,523; revenue \$120,693. Format: C&W. Principals: William P. Turney (4%), Louis B. Burke Jr. (30%), Donald D. Wolf and John R. Stanesic (33% each). Mr. Turney, president, is chief engineer of KJCK(AM) Junction City, Kan. Mr. Burke is chief engineer of KJJJ(AM) Phoenix. Mr. Stanesic is local dentist. Mr. Wolf is advertising manager of KJCK. (BPH-11,008, BPH-10,912). Action March 14.

■ \*Orangeburg, S.C.—Broadcast Bureau granted Word of Faith 91.9 mhz, 10 w. P.O. address: Box 960M, Orangeburg, S.C. 29115. Estimated construction cost \$465; first-year operating cost \$6,170. Principal: Donald W. Cubbison, president of non-profit corporation (BPED-1,994). Action March 6.

## Ownership Changes

### Actions

■ WTQX(AM) Selma, Ala. (AM: 1570 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Kathleen E. Stutts to Bob Carl Bailey for \$200,000. Seller has no other broadcast interests. Mr. Bailey is manager and 61% owner of WZZA(AM) Tusculumbia, Ala. Action March 14.

■ WVCF(AM) Ocoee, Fla. (1480 khz, 1 kw-D)—Broadcast Bureau granted 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 Seif, Ralph Roser and seven others. None has other broadcast interests. Buyer also owns

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WEXY(AM) Oakland Park and WETO(AM) De Land, both Florida. (BAL 790105ED). Action March 12.

■ WSKV(FM) Stanton, Ky. (104.9 mhz, 440 w)—Broadcast Bureau granted transfer of control of Red River Gorge Broadcasting Co. from A. Dale Bryant (100% before; none after) to Charles E. Lynch and Jerry Little (none before; 100% after). Consideration: \$130,000. Mr. Bryant is 50% owner of WEKG(AM) Jackson, Ky.; WIRV(AM) Irvine, Ky., and WJSN(AM) Jackson, now under construction. Mr. Lynch is general manager, chief engineer and an announcer for WSKV. Mr. Little is public relations officer for Farm Bureau in Jackson, Ky. They have no other broadcast interests. (BTCH781115ED). Action March 14.

■ KWRL(AM) Sparks, Neb. (1270 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Peter Forsythe (receiver) to Jonsson Broadcasting Corp. for \$250,000. Seller: Mr. Forsythe is general manager of station which previously filed bankruptcy. Buyer is owned by Kenneth A. Jonsson (65%); his wife, Diana (10%), and son, Michael (15%). Group recently purchased KROY(AM)-KROI(FM) Sacramento, Calif. Mr. Jonsson is also former 33% owner of KRLO(AM)-KAFM(FM) Dallas and has interest in bank and computer service company. (BAL 781208EA). Action March 8.

■ WCLI-AM-FM Corning, N.Y. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 106.1 mhz, 22 kw)—Broadcast Bureau granted transfer of WCLI Inc. to King Communications Inc. for \$580,000. Seller is owned by Gordon M. Jenkins and George P. Droelle (27% each) and seven others, none of whom has other broadcast interests. Buyer is owned principally by John T. King and his wife, Helen, of Wellesley, Mass., suppliers of creative services for broadcasting. (BTC790112EE, BTCH790112EF). Action March 12.

■ WIPS(AM) Ticonderoga, N.Y. (1250 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Molsinger Communications Inc. from John K. Molsinger (100% before; none after) to John A. Colagrande and Augustine M. Cawley (none before; 100% after). Consideration: \$148,000. Principals: Mr. Molsinger is retiring from broadcasting. Mr. Colagrande is operations director and Mr. Cawley is general manager of WWOM(AM) Albany, N.Y. (BTC780912ED). Action Feb. 5.

■ WPGD(AM) Winston-Salem, N.C. (1550 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Forsyth County Broadcasting Co. to Quality Media Corp. for \$280,000. Seller is owned by Robert A. Mayer (100%), who also owns WMOC(AM) Chattanooga, Tenn. Buyer is owned by William J. Kitchen. He is former executive vice president of CLW Communications Group, which owns WSCW(AM) Charleston, W. Va.; WCRJ(AM) Jacksonville, Fla., and WHYD(AM) Columbus, Ga. (BAL790129EG). Action March 13.

■ KCLT(AM) Lockhart, Tex. (1060 khz, 250 w-D, DA)—Broadcast Bureau granted assignment of license from Radio Caldwell County Inc. to Triple R Broadcasting Inc. for \$240,000. Seller is owned by L. M. Pruess (80%) and Franklin Kasper (20%). They have no other broadcast interests. Buyer is owned by Esther Lou Copeland, Richard G. Copeland and Gayle C. Atchley (33.25% each), but Ralph D. Copeland (.25%) is president. Ralph, Richard and Gayle are children of Esther. Group also owns KIKZ(AM) Seminole, Tex., and is applicant for new FM in Seminole, Tex., and AM-FM in Ruidoso, N.M. Principals also are partners in aviation school in Sonora, Tex. (BAL781208EB). Action March 13.

■ WHAP(AM) Hopewell, Va. (AM: 1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Radio Hopewell Inc. to Chessie System Inc. for \$340,000. Seller also owns WRON(AM) Ronceverte, W. Va., and has applied for new FM there; it is principally owned by Roy D. Wooster Jr. and his parents. Buyer is publicly-traded corporation with railroad interests and owner of Greenbriar Hotel, White Sulphur Springs, W. Va. It has no other broadcast interests. (BAL780927EB). Action March 13.

■ WBRG(AM) Lynchburg, Va. (1050 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Tri-County Broadcasting Inc. from Harry A. Epperson Sr. (51% before; none after) to children (49% before; 100% after). Consideration: none. Principals: Mr. Epperson is retiring from broadcasting and giving away his shares to children, who already have minor interests, with following result: Lucy E. Bowman (10% before; 33-1/3% after), Mary E. Puckett (10% before; 33-1/3% after) and Roy N. Epperson (20% before; 24-1/3% after). The remaining 9% is held by grandson, Harold M. Epperson. (BTC781229EA). Action March 6.

## Facilities Changes

### AM applications

- WBSG(AM) Blackshear, Ga.—Seeks CP to increase power to 2.5 kw; install new type trans. Ann. March 15.
- WDDW(AM) Johnson City, Ill.—Seeks mod. of CP to change TL to .2 mile S of Whiteash Village Limits, White Ash, Ill.; change SL and operate by RC from 3.2 miles S of Johnson City. Ann. March 16.
- KQXL(AM) New Roads, La.—Seeks CP to make changes in ant. system. Ann. March 16.
- KFSB(AM) Joplin, Mo.—Seeks CP to change TL and SL to 2620 Dogwood Road, Joplin; and change specified radiation limits for nighttime ant. Ann. March 16.
- KVSF(AM) Santa Fe, N.M.—Seeks CP to increase daytime power to 5 kw and install new trans. Ann. March 13.
- WSKS(AM) West Jefferson, N.C.—Seeks CP to change hours of operation to unlimited by adding nighttime operation with 500 w DA; change TL 1 mile SE of West Jefferson to state hwy. 163; change trans. and make changes in ant. system. Ann. March 15.
- KWPR(AM) Claremore, Okla.—Seeks CP to increase power to 1 kw and install new trans. Ann. March 13.
- WMLP(AM) Milton, Pa.—Seeks CP to make changes in ant. system; increase height of tower and change SL to 1.5 miles S of Rt. 976 on Rt. 15, Milton. Ann. March 13.
- WFAB(AM) Juncos, P.R.—Seeks CP to change hours of operation to unlimited by adding nighttime operation with power of 500 w and make changes in ant. system. Ann. March 13.
- KBSN(AM) Crane, Tex.—Seeks CP to make changes in ant. system; change TL and SL: 5.8 miles N of Crane, 1 mile E of hwy. 385; increase height of tower. Ann. March 16.

### FM applications

- WHIL-FM Mobile, Ala.—Seeks mod. of CP to change TL, SL and RC to 4307 Old Shell Rd., Mobile; change type trans.; change type ant.; and change TPO. Ann. March 16.
- KAVV(FM) Benson, Ariz.—Seeks mod. of CP to make changes in transmission line; increase HAAT: 300 ft. (H&V) and change TPO. Ann. March 16.
- KWFM(FM) Tucson, Ariz.—Seeks CP to make changes in ant. system; change type trans.; change type ant.; increase ERP: 46.3 kw (H&V); decrease HAAT: 35 ft. (H&V); change TPO. Ann. March 12.
- KMCK-FM Siloam Springs, Ark.—Seeks CP to make changes in ant. system; change type trans.; change type ant.; increase ERP: 100 kw (H&V); HAAT: 411 ft (H&V); change TPO. Ann. March 16.
- KBPK(FM) Buena Park, Calif.—Seeks CP to change ERP: 1.5 kw; and HAAT: 8.91 ft. and install new trans. Ann. March 13.
- KROI(FM) Sacramento, Calif.—Seeks CP to make changes in antenna system; change TL to Market Blvd., 0.2 mile W of Northgate Blvd. and Sacramento city limits; change type trans.; change type ant.; decrease ERP: 50 kw (H&V); increase HAAT: 500 ft. (H&V) and change TPO. Ann. March 12.
- KCPB(FM) Thousand Oaks, Calif.—Seeks mod. of CP to change TL to 8228 Sulphur Mountain Road, Ojai, Calif.; change type trans.; change type ant.; make changes in transmission line and change TPO. Ann. March 16.
- WSDO(FM) Fort Lauderdale, Fla.—Seeks CP to change type trans.; change type ant.; increase ERP: 100 kw max. (H&V); increase HAAT: 800 ft. (H&V), and change TPO. Ann. March 12.
- WKLS-FM Atlanta—Seeks CP to make changes in ant. system; change type trans.; change type ant.; increase ERP: 98.97 kw (H&V); increase HAAT: 950 ft. (H&V), and change TPO. Ann. March 12.
- KAJN-FM Crowley, La.—Seeks CP to change TL 5.8 miles NW of Kaplan Crowley, La.; install new ant.; make changes in ant. system (increase height); change HAAT: 1497.5 ft. Ann. March. 13.
- KMBQ(FM) Shreveport, La.—Seeks CP to install aux. ant. at Main SL: 710 Spring St., Shreveport, to be operated on: ERP: 2.13 kw (H); HAAT: 315 ft. (H) and change TPO.

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■ WCTD-FM Federalsburg, Md.—Seeks CP to specify main SL and RC at 112 South Main St., Federalsburg; increase ERP: 2,630 kw (H&V); decrease HAAT: 321 ft (H) and TPO. Ann. March 12.

■ WDJM-FM Framingham, Mass.—Seeks CP to increase ERP: 100 w and HAAT: 47.1 ft., and install new trans. Ann. March 15.

■ WGAO(FM) Franklin, Mass.—Seeks CP to change ERP: 100 w, HAAT: 176.2 ft.; install new trans. and ant. Ann. March 13.

■ WSRB(FM) Walpole, Mass.—Seeks CP to change freq. to 89.3 mhz with ERP: 28.1 w (H), 12.4 w (V), HAAT: 73 ft. (H&V); install new ant. Ann. March 15.

■ WONA-FM Winona, Miss.—Seeks CP to change TL NE of I-55 and US 82, Winona; change RC to just off US hwy. 51, 1.25 miles S of Winona (AM site); install new trans.; make changes in ant. system; change ERP: 2.73 kw and HAAT: 300 ft. Ann. March 15.

■ KEMC(FM) Billings, Mont.—Seeks mod. of CP to change ERP: 24.32 kw, HAAT: 323.5 ft. (H&V); change TL: Coburn Hill, ESE of Billings, Mt.; install new trans. and ant.; make changes in ant. system. Ann. March 13.

■ WRFM(FM) New York—Seeks CP to make changes in ant. system; change type ant.; increase ERP: 7.5 kw (H&V); increase HAAT: 1277 ft. (H&V) and change TPO. Ann. March 12.

■ WFAE(FM) Charlotte, N.C.—Seeks mod. of CP to change type ant.; increase HAAT: 254 ft. (H&V) and change TPO. Ann. March 16.

■ WMBL-FM Morehead City, N.C.—Seeks CP to make changes in ant. system; change TL near hwy. 70, .95 mile W of hwy. 24, Morehead City; change SL and RC .6 miles from city limits, U.S. 70W, Morehead City; change type ant.; increase HAAT: 281 ft. and change TPO. Ann. March 16.

■ WFJA(FM) Sanford, N.C.—Seeks CP to change ERP: 1.78 kw (H) and HAAT: 377 ft. (H); install new trans. Ann. March 15.

■ WVSP(FM) Warren, N.C.—Seeks CP to change trans.; increase ERP: 100 kw (H&V) and change TPO. Ann. March 16.

■ WRUC(FM) Schenectady, N.Y.—Seeks CP to make changes in ant. system; change type trans.; change type ant.; increase ERP: 100 w; increase HAAT: -91 ft. and change TPO. Ann. March 16.

■ WQAL(FM) Cleveland—Seeks CP to change type ant.; increase ERP: 11 kw (H&V); decrease HAAT: 1060 ft. (H&V), and change TPO. Ann. March 12.

■ WERG(FM) Erie, Pa.—Seeks CP to change freq. to 89.5 mhz; install new trans. and ant.; make changes in ant. system; and change ERP: 3.0 kw. Ann. March 13.

■ WMLP-FM Milton, Pa.—Seeks CP to make changes in ant. system; change TL and SL: 1.5 miles S of Rt. 976 on Rt. 15, Milton; change type trans.; change type ant.; increase ERP: 3.0 kw (H&V); decrease HAAT: 114 ft. (H&V) and change TPO. Ann. March 12.

■ WRCT(FM) Pittsburgh—Seeks CP to change TL to 5000 Forbes Ave., Pittsburgh, and change type ant. Ann. March 16.

■ WMSR-FM Manchester, Tenn.—Seeks CP to make changes in ant. system; change TL, SL and RC to Oakdale St. Manchester; change type trans.; change type ant.; increase ERP: 30 kw (H&V); decrease HAAT: 169 ft. (H&V), and change TPO. Ann. March 16.

■ KUSU-FM Logan, Utah—Seeks CP to change TL 16.92 miles NW of Logan; install new ant.; change HAAT: 1,139 ft. and ERP: 15.4 kw. Ann. March 15.

■ KZOK-FM Seattle—Seeks CP to install aux. trans. at former main transmitter site: 4441-21st Ave. S.W., Seattle; install aux. ant. to be operated on ERP: 16.32 kw (H), HAAT: 315 ft. (H), and change TPO. Ann. March 12.

■ WCOW-FM Sparta, Wis.—Seeks CP to change ERP: 42 kw (H), 21 kw (V), HAAT: 605 ft. (H&V); make changes in ant. system; install new ant. Ann. March 15.

#### AM actions

■ WGSR(AM) Millen, Ga.—Granted CP to increase power to 1 kw and install new trans. (BP-21,044). Action March 5.

#### FM actions

■ KHBM-FM Monticello, Ark.—Granted CP to change TL: 0.8 miles S of Monticello city limits on county road 36, change type trans. and ant.; ERP: 2.35

kw (H&V); ant. height: 340 ft. (H&V), (BPH-780814AF). Action March 5.

■ WEFA(FM) Waukegan, Ill.—Granted CP to change ant. height: 300 ft. (H&V); TL: O'Plaine Rd., 1/2 mile S of I-94 North Chicago, Ill.; change type trans. and ant.; change ant. system (BPH-780822AB). Action March 5.

■ \*WCRH(FM) Williamsport, Md.—Granted CP to change TL to Fairview Mountain, W of Clear Springs, Md.; change ERP: 10 kw (H&V), and ant. height: 880 ft. (H&V) (BPED-2604). Action March 6.

■ KESM-FM El Dorado Springs, Mo.—Granted CP to change ant. height: 215 ft. (H&V) and make changes in ant. system (increase height) (BPH-780918AM). Action March 5.

■ KPAS(AM) El Paso, Tex.—Granted CP to install new ant.; decrease ERP: 88 kw (H&V); decrease ant. height: 980 ft. (H&V); correct coordinates (BPH780829AJ). Action Feb. 27.

■ WEMI(FM) Neenah-Menasha, Wis.—Granted CP to make changes in ant. system, change type trans. and ant., increase ant. height: 300 ft. (H&V) (BPH781006AL). Action Feb. 27.

■ WYXE(FM) Sun Prairie, Wis.—Granted CP to make changes in ant. system, change type ant., decrease ERP: 1.75 kw (H&V); increase ant. height: 400 ft. (H&V); change TPO; remote control permitted (BPH780919AM). Action Feb. 22.

## In Contest

### Procedural rulings

■ Denver and Boulder, Colo. (Granfalloo Denver-Educational Broadcasting Inc. and The Regents of the University of Colorado) **FM proceeding**: (Docs. 78-292-93)—ALJ James F. Tierney rendered summary decision in favor of Granfalloo on issue of proper certification, granted joint petition by applicants and approved agreement, dismissed Regents's application, granted Granfalloo's and terminated proceeding. Action March 12.

■ Media, Pa. (Alexander S. Klein et al.) **FM proceeding**: (Docs. 20567-9)—Office of Opinions and Review granted petition by Klein and amended his application to reflect agreement between Max M. Leon Inc. and Unity Broadcasting Network Inc. toward sale and assignment of licenses for WDAS-AM-FM Philadelphia from Leon to Unity. Action March 9.

■ Portsmouth and Norfolk, Va. (Tidewater Radio Show Inc. and Willis Broadcasting Corp.) **Renewal proceeding**: (Docs. 21278-9)—ALJ Frederic J. Coufal granted motion by Tidewater and extended to March 26 and April 9 time for filing proposed findings and briefs, respectively. Action March 9.

### Designated for hearing

■ KSBA(TV) Guasti, Calif.—FCC designated for hearing application of Broadcasting Service of America Inc. for renewal of station's license. FCC said serious questions as to whether applicant possessed qualifications to be or remain station's licensee have been raised. Action March 15.

### FCC action

■ WAYE(AM) Baltimore—FCC renewed license of Coastal Telecommunications Corp. for station for remainder of the regular license term for Maryland stations—October 1, 1981. In October 1976, FCC had admonished WAYE for furnishing misleading information to advertisers regarding its alleged authorization to increase power and its market-dominance of 18-34 age group. Action March 6.

■ FCC has upheld its Nov. 2, 1978, finding that cable television systems may receive waivers of distant signal carriage rules if they established that carriage of requested distant signals would not cause harm to local television stations. Action Jan. 31.

## Allocations

### Petitions

■ Martinez, Ga.—Patrick G. Blanchard and R. E. Watkins Jr. request amendment of FM table of assignments to assign 94.3 mhz there. (RM-3331). Ann. March 14.

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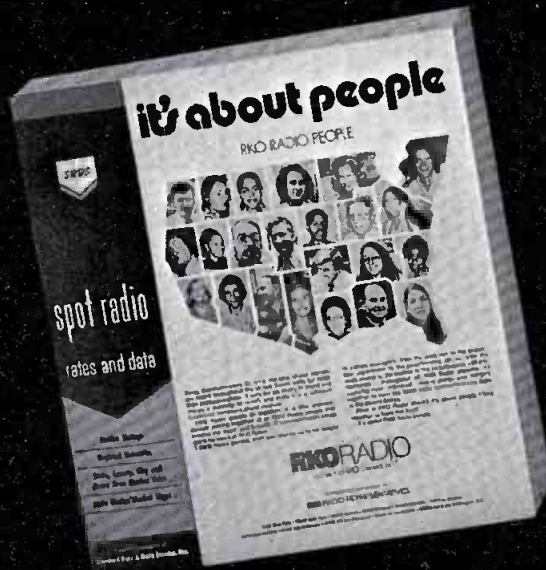
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## Summary of broadcasting

### FCC tabulations as of February 28, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4507	5	37	4549	59	4608
Commercial FM	3022	2	85	3109	150	3259
Educational FM	947	0	45	992	68	1060
Total Radio	8,476	7	167	8650	277	8,927
Commercial TV	514	1	1	216	8	524
VHF	214	0	3	217	50	267
UHF	94	1	7	102	6	108
Educational TV	151	2	5	158	4	162
VHF	973	4	16	993	68	1061
UHF	255	0	0	255	88	343
Total TV	1158	0	0	1,158	265	1,423
FM Translators	2417	0	0	2,417	200	2,617

\*Special temporary authorization

\*\*Includes off-air licenses

■ Tullahoma, Tenn.—Quin/Abi Broadcasting Inc. requests amendment of TV table of assignments to assign ch. 64 for commercial use there (RM-3335). Ann. March 14.

■ Tacoma, Wash.—Save Our Station 13 requests that TV ch. 13 in lieu of ch. 56 be reserved for noncommercial use there (RM-3338). Ann. March 14.

■ Ravenswood, W. Va.—Rex Osborne requests amendment of FM table of assignments to assign 102.3 mhz or 105.5 mhz there. (RM-3332). Ann. March 14.

#### Actions

■ Glenwood Springs, Colo.—Broadcast Bureau proposed assigning television ch. 3 there in response to petition by Western Slope Communications Inc. To avoid short-spacing to unused ch. 3 assignments at Vernal, Utah, and Alamosa, Colo., it also proposed deleting ch. 3 from Alamosa, and exchanging ch. 6 at Price, Utah, for ch. 3 at Vernal. Comments are due May 11, replies May 31. Action March 12.

■ Royston, Ga.—Broadcast Bureau has proposed reassigning educational television ch. 22 from Warm Springs, Ga., where it is unoccupied and unapplied for, to Royston in response to petition by Georgia State Board of Education. Comments are due May 11, replies May 31. Action March 12.

### Rulemaking

■ Washington—Altman Productions Inc. requests amendment FCC Form 303 to augment definition of phrase "Programs Designed for Children" to include special category of youth and teen-age programming that would cover those over age of 12 (RM-3331). Ann. March 14.

### Cable

■ The following operators of CATV systems have filed service registrations:

■ Teleprompter of Virginia Inc., for Buchanan County, Va. (VA0209) new system.

■ American Cablesystems of Virginia Inc., for Smyth County Va. (VA0210) new system.

■ Suburban Cablevision, for Berkeley Heights and New Providence, both New Jersey (NJ0323.24) new systems.

■ Washington Cable Systems, for Washington (DC0001) new system.

■ Miller Cable TV Service, for Miller, S.D. (SD0019) add signal.

■ Huron Cable TV, for Huron, S.D. (SD0004) add signal.

■ Winner Cable TV Service, for Redfield, S.D. (SD0016) add signal.

■ Webster Cable TV Service, for Webster, S.D. (SD0036) add signal.

■ Redfield Cable TV Service, for Winner, S.D. (SD0015) add signal.

■ American Cablesystems of Virginia Inc., for Russell, Va. (VA0213) new system.

■ Sky Valley Cablevision, for Sky Valley, Ga. (GA0237) new system.

■ Jackson Cable TV Inc., for St. Tammany and Mandeville, both Louisiana (LA0134-5) new system.

■ Audubon Electronics Inc., for Moorestown and Voorhees, both New Jersey (NJ0320-1) new systems.

■ Communicable of Texas Inc., for Kermit, Tex. (TX0220) add signal.

■ Kotzebue TV Cable, for Kotzebue, Alaska (AK0020) new system.

■ Caddo Cable TV, for Amity, Ark. (AR0161) new system.

■ Suburban Cablevision, for Secaucus, N.J. (NJ0325) new system.

■ Arkadelphia Cable TV, for Arkadelphia, Ark. (AR0105) new system.

■ Northwest Iowa Cable TV Inc., for Sheldon, Iowa (IA0085) new system.

■ Southeastern Cablevision Co., for Aston and Franklinton, both Pennsylvania (PA1332) new systems.

■ Miami Valley Cable Inc., for St. Clair, Ohio (OH0633) new system.

■ Plainview Cable TV, for Hale, Tex. (TX0516) new system.

■ TV Cable Service Co., for Camp Creek, Ky. (KY0342) new system.

■ General Cable System Inc., for Greasy Creek, Ky. (KY0350) add signal.

■ General Cable System Inc., for Rockhouse, Ky. (KY0351) add signal.

■ Port Lions General Store Inc., for Port Lions, Ark. (AK0019) new system.

■ Broken Bow TV Cable Co., for Broken Bow, Lufkin, Schultz, and Idabel, all Oklahoma (OK0165-68) new systems.

■ Capital Cablevision, for Hoonah, Alaska (AK0018) new system.

■ Grapevine TV, for Bonnyman, Ky. (KY0023) new system.

■ Multi-Channel TV Cable Co. Mansfield, for Richland County, Ohio (OH0643) new system.

■ American Cablesystems of Virginia, for Johnson County, W. Va. (WV0584) new system.

■ Centennial Communications Corp., for Fairmount, Ind. (IN0207) new system.

■ Ind Co. TV Cable Inc., for Huntsville, Ark. (AR0019) add signals.

■ American Cablesystems of Virginia Inc., for Brushfork and Sandlick, both West Virginia, and Seven Miles Ford and Castlewood, both Virginia (WV0582-3, VA0211-2) new systems.

■ Big Timber Cable TV Inc., for Big Timber, Mont. (MT0032) add signal.

■ Harron Cable TV, for Penn, Youngwood, Irwin, North Huntingdon, Penn., North Irwin, Sewickly, Adamsburg, Unity, Greensburg, Manor, Southwest Greensburg, Hempfield and New Stanton, all Pennsylvania (PA0651.40.43.45.44.47.37.50.38.42.49.39.00) add signal.

■ Geneva Cablevision Inc., for Geneva, Ala. (AL0077) add signals.

■ Cable Systems Inc., for Scott City, Kan. (KS0015) add signals.

■ Alert Cable TV Inc., for Fort Benning, Ga. (GA0122) add signal.

■ Teleprompter Cable Communications Corp., for Fort Kent, Madawaska, and Frenchville, all Maine (ME0040,01,95) add signal.

■ Vista Cable Inc., for Brookston, Chalmers, Remington and Monon, all Indiana (IN0137,61,49,44) add signals.

■ Hanford CATV Inc., for Hanford and Kings, both California (CA0506-7) add signals.

■ Television Cable Inc., for Holdenville, Okla. (OK0045) add signal.

■ Tel-Tech Cable TV Inc., for Mars Hill, Blaine, Mapleton, and Washburn, all Maine (ME0053-4,6,2) add signal.

■ Rogers TV Cable Inc., for Rogers, Ark. (AR0031) add signal.

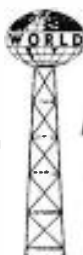
■ Cablecom-General Inc., for Sherman, Tex. (TX0026) add signal.

■ Canton Cablevision Inc., for Canton, Miss. (MS0111) add signal.

■ Minn-Kota Cable TV, for Wahpeton, N.D., and Breckenridge, Minn. (ND0007, MN0056) add signal.

■ Tele-Media Corp. of Central Pa., for Central City, Stoystown, Hooversville and Shade, all Pennsylvania (PA1301-4) add signal.

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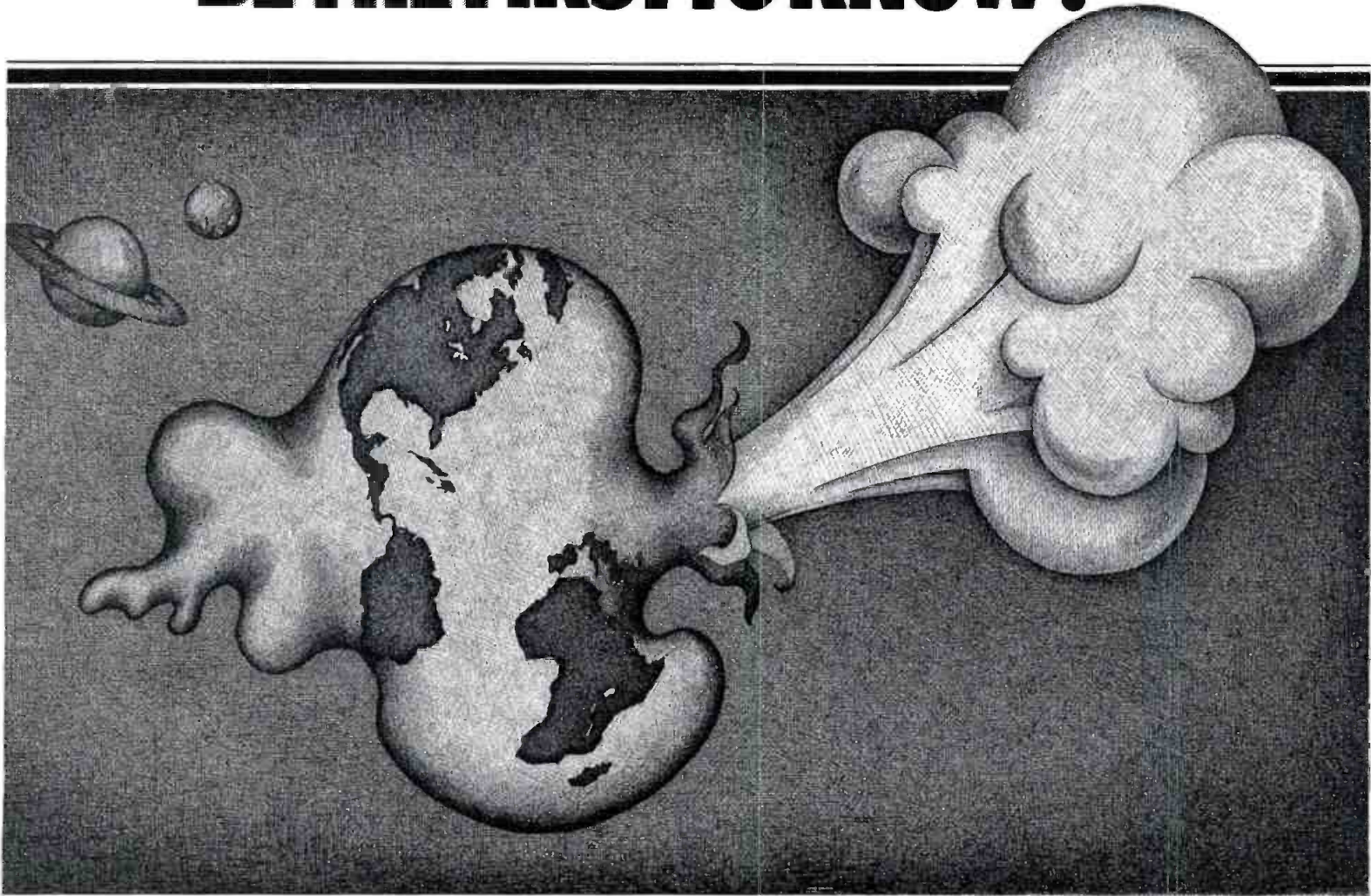
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**Top New York Suburban FM Station** needs an experienced salesperson to take over No. 1 account list. Draw against commission on billing. Excellent benefits plus profit sharing, excellent promotion possibilities with expanding group owner. EOE. Reply Box C-205.

**Join a young station** in sunny Arizona. Opening available for key salesperson with management potential. Good growth market. Mail resume to: KCUZ, Box 1118, Clifton, AZ 85533.

**Salesperson. Experience,** production ability preferred. New, future number one station. Near San Francisco. CarCom, 1145 Willora, Stockton, CA 95207.

**Growing Group** of religious formatted stations in Sunbelt and Midwest areas. Medium markets. Seeking experienced sales people and sales managers. Reply to R. McClure, P.O. Box 5283, Longview, TX 75604. E.O.E.

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**Experienced Morning Personality** wanted with some sales. Modern Country format on the coast of N.C. Phone WDZD 919-754-8171.

**Beautiful music stations** need beautiful voices with warmth, enthusiasm. We need people with optimistic outlook, 3 years experience, know how to run board, know commercial production, and know automation. Be able to come out on top in tough, competitive Denver market. Send tape and resume to Lee Stewart, Program Director, KOSI AM/FM, PO Box 98, Aurora, CO 80040. Equal opportunity employer. MF.

**April opening** for experienced announcer to do commercial production and be the key voice in a unique morning show format combining news and information with beautiful music. A rare career opportunity with group-owned WEZN Stereo 100, a TM beautiful music station rated No. 1 for 5 years. Top priority: Excellent voice; smooth, cultured delivery. Send tape, resume and salary requirements to: Operations Manager, WEZN, 10 Middle Street Bridgeport, CT 06604. EOE.

**FM 106 is expanding** its operations. We have an outstanding opportunity for a jock with strong production skills. We're No. 1 in the market, have beautiful studios, and modern equipment. Good salary and the best in benefits are part of this exceptional opening. Contemporary format. Send tape and resume to: Ray Brown, PD, WCOD-FM, 105 Stevens Street, Hyannis, MA 02601.

**Two Experienced Announcers** with 1st—salary negotiable. Sales available, format—contemporary/oldies. 312-584-1483, Ask for Jon.

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**Personality for MOR format.** Requirements include at least five years experience. Number One Southwest Radio Station. Full company benefits and top money. EOE. Send information ... B.J. Wexler, KTOK Radio, PO Box 1000, Oklahoma City, OK 73101.

**Philadelphia suburban adult MOR** seeks experienced announcer with third class endorsed ticket. Opportunity in cable TV. Send tape and resume: WCOJ, Coatesville, PA 19320. An Affirmative Action/EOE.

**Morning Air Personality,** Country format, immediate opening with good salary. Requires: mature air sound, experience to handle information and commercial commitment, strong production. Interested prospect should investigate and send tape and resume to Buster Pollard, WBHP Radio, PO Box 547, Huntsville, AL 35804 E.O.E.

**Key afternoon slot** for bright, cheerful jock with production skills and promotional ideas. Work closely with manager to maintain No. 1 position at this Adult contemporary station. At least 2 years commercial experience necessary. Send air check, production samples and references to Manager, WBEC, Pittsfield, Mass. 01201. EOE.

**Experienced staff announcer** for midnight shift on MOR and Stereo BM stations. Good production mandatory; play-by-play helpful. Resume and tape to Roger Fischer, WMRN, Box 518, Marion, OH 43302. An equal opportunity employer.

**Announcer position open** with advancement opportunities. Copy writing and production ability helpful. Contemporary music. Rapid growing market. Rush tape and resume to KWEL, 401 W. Missouri, Midland, TX 79701. EOE.

**Morning drive entertainer** needed to fill immediate opening at adult contemporary station in Central Florida market. Population approximately 275,000. Experience required. Excellent working conditions and surroundings. Aircheck required with application and resume. Send to WZNG, 1505 Dundee Road, Winter Haven, FL 33880. E.O.E.

**Immediate opening:** operations manager, adult MOR AM/FM, excellent market. Must be smooth morning person; good newscasts and production; able to direct and work with people; help set and enforce policy. Prefer previous op/mgr experience, but can train if air work good. Send tape, resume, salary requirements first letter. WPDC, Box 1600, Elizabethtown, PA 17022, an EOE-M/F employer.

### HELP WANTED TECHNICAL

**KDES, Palm Springs** has an immediate opening for a full-charge Chief Engineer. Must be familiar with AM directional, FM automation. Send resume and salary requirements to: Joe Tourtelot, KDES, 821 N. Palm Canyon Dr., Palm Springs CA 92262—An equal opportunity employer.

**Religious 50KW daytime 2-tower directional** needs chief with minimum 5 years transmitter maintenance. Send resume with salary requirements to Wilbur Goforth, WMOO Radio, PO Box 1967, Mobile, AL 36601.

**Radio Network RF Systems Engineer—**Six-station radio network in Minnesota seeks engineer strong in RF to help design, improve, build and maintain RF facilities. New stations, translators, and microwave facilities in the works. Requires strong experience with state-of-the-art RF equipment and practice. FCC first class license or ability to acquire. Electronics training and experience important. Resume, references, letter of interest and salary requirements to Dan Rieder, Director of Network Engineering, Minnesota Public Radio Inc., 400 Sibley Street, St. Paul, MN 55101. AA/EOE.

**Radio Network Audio Systems Engineer—**Six-station radio network in Minnesota seeks engineer strong in audio to help design, improve, build, and maintain studio audio facilities. A new studio-office complex (with seven control rooms and studios) in the works. Requires strong experience with state-of-the-art FM audio equipment and practice. FCC first class license or ability to acquire. Electronics training and experience imperative. Resume, references, letter of interest and salary requirements to Dan Dieder, Director of Network Engineering, Minnesota Public Radio Inc., 400 Sibley St., St. Paul, MN 55101. AA/EOE.

**Voice of America** has opportunity for U.S. citizens qualified as Civil, Electronic, Mechanical and Electrical Engineers. Supervisory openings available in Liberia and Philippines for broadcast station construction projects. BS in Engineering or equivalent experience in construction and contract supervision required. Must be available on a world wide basis. Starting salary commensurate with skills and experience plus housing and overseas allowances. Civil Service Application (Form SF-171) available at Office of Personnel Management (formerly the Civil Service Commission) Job Information Centers and most federal buildings should be sent to International Communication Agency, Code 15-79, Washington, D.C. 20547. An Equal Opportunity Employer.

**Chief Engineer/Announcer.** Daytimer & "C" FM automated. Air shift on Country AM. North Texas. Top Dollar. Resume to Box C-112.

**Honolulu AM/FM Combo** needs versatile chief engineer. Excellent salary, benefits and future for the right person. Experience, technical education essential. All replies in strict confidence. EOE Employer. Box C-178.

## HELP WANTED TECHNICAL CONTINUED

**Chief Engineer** wanted for AM/FM combo station. Automation experience required. Top 30 market. Annual salary \$15,600. EOE. Send resume to Box C-172.

**Career Opportunity**—Operating in Miss., Ark., and La., one of the South's finest Small Market Groups is looking for an energetic do-it-all Chief—must be experienced in audio, studio construction, directional arrays, automation, Stereo 100 kw FM, SCA's, STL's, F.C.C. Regs, proofs, etc. Exceptional compensation plan, some travel, excellent fringes. Send resume to Eddie Fritts, Box 667, Indianola, MS 38751—Will be at Dallas Hyatt Regency at the NAB Convention—An Equal Opportunity Employer.

**Midwest stations** offer opportunity for growth and self-fulfillment to energetic, capable engineering Director. Must be up on state-of-art electronics and have interest in computers. \$18,000 starting. We innovate. Do you? E.O.E. Box C-186.

**Applications now being taken** for experienced first class engineer for WKWK. Top contemporary 24 hour AM and contemporary automated 50,000 watt FM plus some Muzak. Salary and benefits commensurate with ability and experience. Send resume to Personnel Manager, Community Service Broadcasting, Inc., PO Box 1209, Mt. Vernon IL 62864 EOE.

**Had enough snow.** KAIR/KJYK-FM in Tucson, Arizona has an opening for full charge chief engineer—line operation—all new equipment. Call or write Howard Duncan: 602-795-1490. 3438 N. Country Club, Tucson, AZ 85716 E.O.E.

**Chief Engineer-Part Time** in the Norfolk-Chesapeake area for partly automated FM ... Box C-206.

**First Phone w/Technical Training.** Entry level position immediately open in Phoenix area. Excellent advancement opportunities at first rate station. Reply to Chief Engineer, KDKB/KDJQ, Box 4227, Mesa, AZ 85201. Phone 602-833-8888.

**We need the right Engineer!** Great opportunity in Midsouth. Must be capable studio and transmitter person. Aggressive quality oriented firm seeking engineer to fit into exciting high challenge environment. Multi facility in new building offering super potential to the person who can fit. Who feels comfortable with all kinds of challenges, has good attitude and good personality. Box C-223.

## HELP WANTED NEWS

**Assistant News Director/afternoon drive anchor** for leading news station in market with lowest cost of living in the region. Experience and mature voice required. Tim Tyson, WBHP Box 547, Huntsville, AL 35801. EOE.

**WBYG Morning Team** has immediate news opening. Gather, write and anchor news opposite area's top jock on 50,000 watt, 24 hour stereo FM. We're looking for strength in writing and delivery to complement our dedication to news. Ability and drive count as much as experience. Tape, writing samples and resume to: WBYG, Box 183, Kankakee, IL 60901.

**Anchor-Reporter** to handle morning drive news in southeastern Top 50 market. Must be super-strong on air. Prefer two or more years experience in radio news. Starting salary range \$180-230 weekly. Great benefits. Send resume and tape (no calls please) to Mark DeMarino, WRAL-FM, NC News Network, PO Box 7000, Raleigh, NC 27609, EOE, M/F.

**AM-FM, Heavy Local News** commitment, New York suburban area, needs professional broadcast journalist. Applicants must be strong in the areas of gathering, writing and announcing. EOE. Resume to Box C-149.

**WFNC/WQSM, Fayetteville, NC,** is accepting applications for news director. Station places heavy emphasis on news, and strong experience is a must. Excellent salary and full management support. Resume and samples of airwork and writing to General Manager, WFNC-WQSM, Box 35297, Fayetteville, NC 28303. EOE/M/F.

**Lots of tapes in,** but still looking for the RIGHT person! News announcer/editor. Must be experienced. Need strong voice and good on-air production of news. WRTA, PO Box 272, Altoona, PA 16603. E.O.E. Tape, resume, salary in one package, please.

**Daytime station,** upstate New York has entry level position in busy news department. If you sound good but need some training in the other areas of broadcast journalism, send me your tape and resume along with salary requirements. Ron Shapley, News Director, WDOS, Oneonta, NY 13820.

**One of Northern California's** top beautiful music stations needs an aggressive, committed News and Public Affairs Director. Send audition tape and detailed resume to Jerry Healey, KZST, Box 2755, Santa Rosa, CA 95405. An Equal Opportunity Employer.

**Natural sounding newperson** needed at one of America's great radio stations. You must be able to dig for the story and tell it to audience. Tapes and resumes to: Rod Fritz, KIMN, 5350 W. 20th Ave., Denver, CO 80214. (EOE).

**WOKY, Milwaukee,** now accepting tapes and resumes from reporters and anchors for future openings. We want to hear from talented people with good attitudes who want to be No. 1. EOE. 3500 N. Sherman Blvd., Milwaukee, WI 53209.

**Newsperson**—Metro New York suburban station with strong commitment to local news seeks dedicated, hard-working, experienced newperson to gather, write and deliver news, and do it well. Willingness to learn or working knowledge of automation essential. Tape and resume to Kevin O'Keefe, WVIP, Radio Circle, Mt. Kisco, NY 10549. M/F EOE.

**Eager newperson wanted.** Writing skills and good delivery essential plus a "nose" for news. Tapes and resume to KBAT Radio, 401 W. Missouri, Midland, TX 79701. EOE.

**Experienced Newsperson wanted,** Northern Michigan, AM-FM. Good benefits, excellent salary. Send resume to Box C-190.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director/Sunbelt.** Good pay for super workhorse and motivator. Resume first—talk later. EOE. Box C-80.

**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.

**Experienced traffic director.** Logging and network coordination. \$8,000/yearly. EOE. Send resume to Box C-171.

**Top 100 AM/FM** has immediate opening for experienced copy/production person. Rush non-returnable tape, resume, references and salary requirements to Andy Budnick, WHBF, Telco Bldg., Rock Island, IL 61201. Minorities and women encouraged to apply. EOE.

**Southern/County AM.** New facilities, top-rated, highly respected, people oriented station seeking dedicated PD. with 3-5 years experience preferred. Require active community promotional approach, air shift, creativity supervisory capability of personnel, music and production. EOE. Send resume and financial requirements to WBHP Radio % Buster Pollard, PO. Box 547, Huntsville, AL 35804.

**Program Coordinator-Radio.** Responsible for creating, producing and hosting Radio programs for distribution to affiliates of the SIU-C Radio-Network. Assists the Director of the Network in the administration of policy and provision to the affiliates of the network of quality and ongoing radio programs. Must be able to supervise student workers in their duties of dubbing and mailing network tapes. Deadline for applications: April 2, 1979. Salary: \$8800. Date of appointment: April 15, 1979, on fiscal year contract. Send letter of application, complete credentials, and names of at least three professional references to Charles T. Lynch, Director; SIU Broadcasting Service, Communications Bldg Rm 1056, Carbondale, IL 62901. Minorities encouraged to apply.

**FM Producer/Technician**—Edit, write and produce features. Fill-in for announcer, newscasts. Light maintenance. Minimal air shift, coordinate remotes. First Class FCC License, \$8,000. Contact Margie Laskoski, WSKG Public TV/FM RO. Box 97, Endwell, NY 13760 607-754-4777 (no collect). EOE/AA/M-F

## SITUATIONS WANTED MANAGEMENT

**Sales Manager or GM/SM.** Top Salesman at radio station in Top 10 Market, with proven track record over 9 years, ready to move for best opportunity in management. Excellent reputation in major city and best references from present management. Box C-81.

**Sales, Programming, Administration,** license renewal, references. Eight year pro. Operations/FM oriented. Top 100 Box C-39.

**Attention FM Owners!** Tired of operating in the red? I guarantee to have you in the black within 6 months! Write or call: Richard A. Prather, General Manager, WVFV-FM, 111 W. Main, Dundee, Illinois 60118, 312-428-4421.

**General Manager.** Results oriented with major market track record. Experienced all phases. Best references. Box C-131.

**Black Station Manager**—I've taken two stations out of the red. Excellent in programming and sales. Write now and I'll see you at NAB. Box C-189.

**Broadcaster looking for management opportunity** on West Coast. Prefer full service type of operation in 50,000 to 100,000 population market, but will consider others. Can offer stability, leadership, judgement and organization to your station. Box C-192.

**Right Hand Man.** Need help with daily operations, production, traffic, personnel, renewal, ascertainment, sales ideas or news/pa development? I've accomplished them all. Presently Major Market production chief at No. 1 ARB AM/FM, former operations manager at two quite successful operations. Prefer coastal area or mountains. Box C-195.

**Successful GM** seeking similar position (station being sold). No-nonsense professional administrator. Sales oriented. Knowledgeable all phases including regulations, renewals, editorials. Very community active family man. Documented credentials. No rush. No surprises. Small-medium market. Box C-202.

**Manager seeks new challenge** after 10 years at one of the industry's medium market leaders. Programming, promotions, management, FCC, and sales all in one. Box C-200.

**Employed GM** 18 year's in broadcasting—8 as G.M.—wants Southeast. Motivator. References. Box C-187.

**Plan Ahead:** Small market experienced, looking for future. Currently in Mid-West. Will travel after April 15. Box C-203.

**General Manager:** there's got to be a bigger demand then supply for truly dedicated professional broadcasters. 17 years experience, including, small, medium, major markets. Both AM & FM and combinations. Very strong sales and sales motivator. Excellent credentials. Presently employed with successful operation as G.M. Looking for an opportunity with an expanding & growing organization. Want to make that last move worthwhile, no big rush. Box C-207.

**Bring on a Challenge!** Fifteen years experience in all aspects of station operation. Prefer West, Southwest, Northwest. Box C-204.

**General Manager** looking for equity position. Credentials simply unparalleled anywhere in the industry. Can meet with you personally at NAB. 914-237-6478.

## SITUATIONS WANTED SALES

**Selling General Sales Manager** South/Southwest major-medium markets. Tough street fighter. Strong on training and collections. Impeccable References. 301-248-5767.

## SITUATIONS WANTED ANNOUNCERS

**Broadcast School Grad** looking for first job. Know FCC R&R's. Weekdays 716-834-4457.

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**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

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**Female, third endorsed**, seeks announcing and/or programming position. Three years experience classical music broadcasting. Bachelor's in music. Relocate immediately. Call Gina days at 312-621-4010.

**Play-by-Play Announcer** for Major College Network wishes to relocate. Must be another major college or professional team. Adept at basketball, football or baseball. A thorough and entertaining professional sportscaster. Must be good offer. Box C-143.

**P.D./Jock**. 8 years experience, track record, 1st ticket, sales experience, unusual voice seeks contemporary stations. Box C-144.

**DJ, knows CW Format**, with three years board experience and one year PBP Will work graveyard shift. TW McGowan 804-486-6249.

**Have announcing experience**, college degree. Prefer contemporary, rock, MOR in West or Southwest. Powell, 512-452-6536.

**Currently Early Morning and Mid-Day 2½ Years Experience**. Reliable, dependable conscientious. Box C-126.

**Have Job, Will Travel!** Talented newcomer seeks fulltime summer relief employment anywhere, or weekend airshift in south Florida. Write R.M., 621 Lenox Avenue, Miami Beach, FL 33139.

**Personality looking** for Pop Adult, Top 40, or Modern Country station. Any shift. Good experience and production. Willing to relocate anywhere. Available immediately. Call Tom before 10:30 a.m. 814-539-2878.

**Boston Announcer looking** for qualified person in area to instruct and prepare me for 3rd Class license exam. Good pay. 617-566-5492.

**Western New York weekend work wanted**. MOR, CW, BM experience. Earning degree. 716-243-4267.

**Ambitious, Hard-working jock** needs 1st break. Rock my specialty. 3rd endorsed. Jeff, 499 E 8th St., Apt. 3N, Bklyn., NY 11218.

**Experienced air personality** with ability to communicate. Creative production ability. Contemporary-Adult Rock Top 100 Markets only. Call Don 615-331-2580.

**One of the last true professionals** seeks permanent position in warm climate—South Carolina to Florida. 28 years experience—all phases. Deep voice specializing in morning show and production. Ted "The Bear" Foreman 717-263-8488 or 717-263-0232. 148 West King St. Chambersburg, PA 17201.

**Florida Only**. Personality 13 years Radio Nederland, Dutch World Broadcasting System. 2 years Voice of Germany. 12 years commercial radio. Heavy-talk-music-commercial production. Tapes but prefer personal interview. Bruce Parsons, 1048 Hope St. Venice, FL 33595. Tel: 813-484-6530.

**Announcer, Iowa U graduate**. 3rd Class license. No experience. Want to learn. Contact: Patrick Snyder, 2-So.-181 Mayfield Ln., Glen Ellyn, IL 60137.

**Beginning Announcer** wants full time position. Prefer Ohio. No automation! Douglas Hendricks, 21692 TR175, Mount Blanchard, OH.

**Talented ambitious** young man with 3rd endorsed and experience, seeking announcing position in mid-market AOR. John Dunn 1-313-569-5081, 18632 Midway, Southfield, MI 48075.

**Triple-Threat!** Selling DJ—Top Phone Salesman—Copywriter. Experienced. 3rd. Heavy on adult MOR, nostalgia & jazz. Pleasant voice, smooth delivery. Seeks DJ spot with suburban NYC station with personality MOR format (part-time). Call Ernie Favaro (after 5:15 p.m.), 212-588-9347.

**Re-entry DJ**. Some experience—eager to learn more. Northeast. Dan Sanders, 50 Cedar Lane Way, Boston, MA 02108. 617-523-4012.

**Contemporary Christian Format sought**. First Phone. Experienced. For tape and resume, call Kevin, 612-636-1397.

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**Research Director** in large market with good knowledge of current research methodology looking to get into full time air work. Limited experience on air so far. Has worked for some of the best people in the business. 1700 Meadow Drive, Norristown, PA 19401. 215-277-9160.

**Talent, Knowledge and expertise** with "pioneering spirit" to create. Qualified, licensed announcer/producer. Adaptable, innovative, fun. Prefer Atlantic or Pacific States. Doug Olson, 8500 Tyspring Street, Vienna, VA 22180. 703-281-6149.

**3rd endorsed, DJ, 30**. Prefer small town. Available immediately. Will relocate anywhere. Karl Kuegerl, 507 Maple Street, Sault Ste. Marie, MI 49783. 906-635-9508.

**Give your sports coverage** exciting personality. Experienced play by play football, basketball, baseball. Dynamic and descriptive delivery. Polished interviewer and writer. Able to create and produce pre and post game shows. Box C-188.

**Air Personality** with some experience. Knowledge of Rock, MOR and Country. Broadcast School Graduate. Dave, 707-795-1097.

**Jazz oriented MOR**. Perfect for that mellow formatted approach. 9 yrs. comm'l radio. 31, 1st. Currently working adult contemp. Help! Box C-209.

**Capsule Resume:** Combo-man, first phone experienced DJ-news-caster, M.S. Sociology, broadcast trained, professional tape, excellent references, reflects steady personality. Call Jim 914-737-1798.

**Enjoys the work**. 3rd endorsed wants AOR, public position. Skilled board, production, news. Box C-201.

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**SITUATIONS WANTED  
TECHNICAL**

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**Experienced Electronic Tech** with First Phone seeks challenging engineering position. Prefer East Coast. Box C-137.

**Looking for a hard worker?** Young, knowledgeable, get-ahead chief seeks opportunity to settle down and grow roots with dedicated broadcaster. Address reply to Box C-164.

**Experienced, ambitious**, First Phone, strong on studio maintenance, seeks Assistant Chief position. Robert Fentress 213-984-0975.

**Chief Engineer**—1st class license, 35 years experience in all phases, including directional antenna systems and T.V. Interested in relocating in Florida, preferably in or around Orlando. Presently employed as Director of Engineering with radio station in Metropolitan Philadelphia. Box C-185.

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**SITUATIONS WANTED  
NEWS**

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**Sports Director**, 29, experienced Play-By-Play. Actualities, writer, producer, award winning commentaries. Seeks larger market. B.A. Journalism. 906-774-5987.

**Wanted—growing station**. Must meet requirements of aggressive news pro. Experienced, third endorsed, references. Relocating. Available late May. Box C-141.

**Aggressive college graduate** would like "break" in radio news. Have some experience. Willing to relocate. Speciality: News reporting and production. Steve 617-522-1606. Box C-179.

**Sports play-by-play/sportscaster** position sought in medium, major market. Box C-181.

**Sports Director**—8 years experience. Strong on PBP. Prefer college PBP and/or with management opportunity. Dedicated. Call 208-624-3830 after 4, MST.

**Issue-oriented talk host** currently employed in top ten market seeks similar position. Good numbers, well-informed. Box: C-197.

**Sportscaster**. Award winner with five years experience. All sports play-by-play. Exciting daily sportscasts. Box C-214.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Top rated major market talk host** available now because of format change. Wants PD with air shift. Arthur Gahan, 1-618-451-9950, 4954 West Pine, St. Louis, MO 63108.

**Attention General Managers** of large or major market radio stations: I'm a proven program director with eleven years in small, medium, and large markets. I'm research oriented and will know what your clients will buy, and what will get ratings after only 30 days in the market. Ready immediately. It takes big bucks because I'm good. All replies confidential. Will answer all. Joe. 304. 748-0564.

**P.D./Jock**. 8 years experience, track record, 1st ticket, sales experience, unusual voice seeks contemporary station. Box C-144.

**Public Radio/TV only**. Am seeking position as production assistant and back up technician. Have 2 years announcing and 18 months technical experience. First phone, and more. Ready in July. Specify material desired on resume tape. R. Zond, 115½ South 6th Street, Clarion, PA 16214.

**Seeking accounting, traffic or copy/news/continuity** writing position leading to sales or management opportunities. Will relocate. Charles Tatter, Box 724, Stone Mountain, GA 30086. 404-325-0785.

**Personalities mean more** than music. Community involvement is better in the long run than gimmick-type promotions. Agree? Then I'm the program director who'll put it together for you. Box C-175.

**'Sex sex, sex**. Now that I have your attention I am still looking for Production Director or Production position opening. Write, don't phone, Rob Sprankle, WHUN, Huntingdon, PA 16652.

**Music Director**, 9 yrs. Radio looking to move into jazz oriented MOR with air shift. 31, 1st. Let's talk jazz. Box C-208.

**Available now**. UNC Graduate, BA Radio, Television, and Motion Pictures seeks any entry level job, anywhere. Contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

**Major Market Programmer** with experience in Mass Appeal and Adult Contemporary formats. Strong on people motivation, creative promotions, research. Prefer West, Southwest, Northwest. Box C-212.

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**TELEVISION  
HELP WANTED SALES**

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**WVIT, NBC affiliate**, looking for salesperson with a minimum of two years selling experience. This is a commission position. WVIT is an Equal Opportunity Employer. Send resumes to: Lew Freifeld, Director of Sales, WVIT, Viacom Broadcasting Inc., 1422 New Britain Ave., West Hartford, CT 06110.

**Sales Traffic Manager** wanted for affiliated station in top 25, Northeast market. Minimum one year experience necessary. Station is an Equal Opportunity Employer. Write Box C-122.

**WGBH, one of the nation's leading public television stations** and national production agencies, has an opening for a Director of WGBH Sales. Three to five years' experience in sales/marketing or broadcasting for either commercial/non-commercial broadcasters or distributors required. The Director of WGBH Sales will establish marketing strategies for radio and television programs for their non-broadcasting uses; develop from programs, new publications and other products for merchandising as well as other related marketing/sales activities. We offer an excellent benefit package. Salary negotiable. Send resume to: WGBH-TV, Personnel Department-DOS, 125 Western Avenue, Boston, MA 02134. Deadline: April 15, 1979. WGBH is an equal opportunity employer.

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**HELP WANTED TECHNICAL**

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**Television Transmitter Field Engineers**. Good opportunity in a growing company specializing in television transmitting equipment. Telephone or write to Bob Bromley, Townsend Associates, Inc., PO Box 1122, Westfield, MA 01085. Tel: 413-562-5055.

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## HELP WANTED TECHNICAL CONTINUED

**ENG Maintenance Engineer/Technicians**—Must be qualified to maintain Sony 3/4" tape machines, editors, and portable recorders, ENG cameras, and be familiar with operation of ENG remote van. Must have FCC First Class License. Send complete resume to: Ron Jacobson, Director of Engineering, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104. An Equal Opportunity Employer.

**Chief Engineer** for new Denver area public TV station. Participate in original construction. First phone, maintenance experience with older RCA VHF transmitters, ENG equipment, STL, required. Send resume, salary history, and references to: John Schwartz, KBDI, Box 4262, Boulder, CO 80306. Equal Opportunity Employer.

**Assistant Chief Engineer**—solid background in test broadcast equipment necessary. Never snows, great fishing/hunting. Call Louis Brown, KIII-TV, Corpus Christi 512-854-4733.

**New Independent Midwest TV Station** has openings for TV maintenance technicians, FCC a must, familiarity with RCA film and tape and GE 350-350's desirable. Send application to: Jack Hoskins, G.M., WBHW, 3440 E. Clearlake Ave., Springfield, IL 62703.

**Television Master Control operator/technician**—first-class radio telephone license; minimum two years as master control operator; minimum one year technical school. Full-time 40-hour week position with standard company benefits. Send resume and salary requirements to: Michael L. Neibauer, Engineer, KEDT-TV, PO Box 416, Corpus Christi, TX 78403.

**WGBY-TV has opening** for an engineer with 1st Class FCC license. Send resume to: Dennis Dunbar, WGBY-TV, One Armory Sq., Springfield, MA 01105. An equal opportunity employer.

**Studio Maintenance Engineer**—Full time, permanent position at expanding Pacific Northwest TV station. Experience in maintenance of RCA VTR's and TCR 100 required. FCC, 1st Class license. Small town living; big town wages. Send resume to: KVOS-TV, PO Box 1157, Bellingham, WA 98225. Equal Opportunity Employer.

**Chief Engineer** for new 2.4 megawatt public t.v. station on channel 28 in major Michigan city. Must be experienced in studio, transmitter, and microwave construction and operation. Opening available 3/1/79 with on-air date 1/1/80. Minimum technical administration experience of three (3) years, preferably in public television. Responsibilities will include staff selection and supervision, construction of facilities, operation and maintenance of operating station. Excellent fringe benefits. Application deadline: April 30. Send resumes to: Mr. R. M. Scott, Jr., Personnel Director, U of Michigan-Flint, Flint, MI 48503. An Equal Opportunity/Affirmative Action Employer.

**TV Audio/Video Tape Editor**—Run audio for newscasts and other local TV productions. Announce promotion spots. Edit video tape promos, news and public affairs features on 2" and 3/4" tape. Evenings. \$7,000. Contact Margie Laskoski, WSKG Public TV/FM, PO Box 97, Endwell, NY 13760 607-754-4777 (no collect). EOE/AA/M-F.

**Chief Engineer.** Midwest NBC UHF station seeks qualified persons with FCC first class license to assume chief engineer's position. Persons applying must be capable of managing staff as well as assuming broad technical responsibilities. Station owner is expanding broadcast properties. If you are ready to move into a chiefs position, contact Harry L. Strader, KFSB-TV, Box 2700, Topeka, KS 66601 or phone 913-582-4000. Salary commensurate with experience. KTSB is an equal opportunity employer.

**Chief Engineer** for small market television station. Responsible for all aspects of technical operation and equipment. Contact Roger Rien, KUMV-TV, Williston, ND, 701-875-4311. Equal Opportunity Employer.

**Assistant Chief/Maintenance Engineer**—3 years extensive TV experience. 4 AVR-2 VTR's, RCA TTU-30 transmitter (going to 60) 3/4" Sony ENG. Repairs and General maintenance. \$14,100. Immediate opening. Call 607-754-4777 (no collect) send resume to Margie Laskoski, WSKG Public TV/FM, PO Box 97, Endwell, NY 13760. EOE/AA/M-F.

**Production Technician** for midwest TV station. Switching, camera operation, telecine. EFP in immediate future. Experience preferred. An EOE. Box C-140.

**First Class License.** Mountain Engineer. Isolated. No children. Will train. Thermopolis, WY. Call 307-864-2351.

**Television Maintenance Engineer**—Topnotch studio/transmitter engineer needed at a large market TV station. FCC First Class License, 3 to 5 years experience. Good Benefits—pay commensurate with ability. EOE. M/F. Send resume to Box C-221.

## HELP WANTED NEWS

**Investigative Reporter** for ENG news documentary unit needed immediately. Proven ability to dig out hard news stories and sources. Top interviewing and writing skills required. Must be able to work fast under pressure for a top quality product. Rush full details and videocassette to Linda Hunt, Office B, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An Equal Opportunity Employer.

**Weatherperson:** Top 50 market in the East. Looking for zany, creative weather presentation. Personality more important than experience. Equal Opportunity Employer. Send resume to Box C-38.

**Weather Reporter**—Southeastern top 50 NBC affiliate seeking weather reporter for on air work at 6:00 and 11:00 p.m. Prior experience required. Please submit 3/4" videotape and salary requirements with application. Wayne Ashworth, News Director, WXII-TV, Box 11847, Winston-Salem, NC 27106.

**Sportscaster**—Looking for energetic, willing to get involved sportscaster for top 50 market. Will fill position quickly. Equal Opportunity Employer. Send resume to Box C-37.

**Wanted: Reporter, Weekend Anchor.** NBC top 50 affiliate in sunbelt has an immediate opening for an experienced reporter with anchor experience. Good writing and production talent desirable. If interested, please apply with resume, 3/4" cassette and salary requirements to Suzanne Vrhovac, Administrative Assistant, WXII-TV, PO Box 11847, Winston-Salem, NC 27106. No phone calls please.

**Sports Anchor,** for medium market, midwest. You'll be number one in a department of two. Experienced candidates only; knowledge of film and ENG necessary. EOE. Send letter and resume to Box C-139.

**Television Anchorperson/reporter**—Experienced TV journalist with developed skills as appealing on-camera communicator; for noon newscast co-anchor position and reporting to work in top 10 market. An Equal Opportunity Employer. Please send resume to Box C-158.

**New Independent TV** in Central Illinois has immediate openings for anchor, capable of writing, producing, and delivering. Also Reporters who can write, deliver and know ENG. Weatherperson with meteorology degree to produce and deliver top weather show. Send application to: Jack Hoskins, G.M., WBHW, 3440 E. Clearlake Ave., Springfield, IL 62703.

**Two Jobs ...** Sports reporter anchoring weekends. Must have ENG photo and editing experience. Also ... Experienced reporter to produce 6 and 10 PM news. Contact Tom Moo, News Director, WTVW-TV, Evansville, IN 812-422-1121. An Equal Opportunity Employer.

**Assignment Editor:** Enterprising eastern market station looking for energetic person capable of developing interesting and exclusive reports for news staff. Must also be able to do reporting work. Equal Opportunity Employer. Send resume to Box C-162.

**PBS station seeks Reporter/Photographer.** ENG/Film. BA or equivalent experience. \$9,500-\$10,000. Equal Opportunity Employer. Resume and tape to Jeff Graham, WNPE-TV, Box 114, Watertown, NY 13601.

**Photojournalist** for medium market TV station. Must have film and ENG experience; proficient in editing of both. Broadcast degree preferred. Reply to Larry Hatteberg, KAKE-TV, Box 10, Wichita, KS 67201 (316-943-4221). An EOE.

**Red Hot News Person** wanted for Small Market VHF Station in rapidly expanding market. Call Mr. Devine 307-382-4022.

**Weekend Anchor/Producer** for Upper Midwest medium market. Strong writing and reporting experience as well as previous on air work. Salary open. An equal opportunity employer. Resume to Box C-199.

**Weather/Environmental reporter,** meteorologist preferred. 2 to 3 years commercial TV experience. Send tape, resume and minimal salary requirement 1st letter. Do not re-apply. Gene Strul, WCKT-TV News, Miami, FL 33138. Equal opportunity employer.

**Exceptional opportunity** for experienced, enthusiastic on-air reporter. Small market experience preferred, excellent benefits. Send resume and tape to Station Manager, WABI-TV, Bangor, ME 04401, E.O.E.

**Excellent opportunity** for a weekend anchor to move up to week days as a co-anchor. You can be part of a first class news operation. Must have strong on-the-street reporting experience. Gulf Coast growth area. Contact Steve Grissom, WBBH-TV, Ft. Myers, FL 33901. 813-936-0195. E.O.E.-M/F.

**Weekend Weather Person** and Reporter. Top 60's market station where news is the most important thing we do, is now expanding its staff. We're looking for someone who can communicate the weather as part of our weekend news team, and report three days a week. Resumes to Box C-210.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**New Independent TV** has immediate openings for producer, directors, with minimum 2 years directional experience. Also immediate opening entry level program for department positions. Send resume to: Jack Hoskins, G.M., WBHW, 3440 E. Clearlake Ave., Springfield, IL 62703.

**Producer/director/writer** in Washington, D.C. area wanted to produce creative sports documentaries and commercials. Minimum 5 years exp. in both film and video. Will work under direction of Executive Producer on a free-lance basis. Box C-180.

**TV Production Crew Chief.** Experienced in lighting, camera work, general TV production. Good with people, strong on organization, take-charge individual. Send application/resume to Kroger, WDCN-TV, Box 120609, Nashville, TN 37212 by 4/2/79. Equal Opportunity Employer.

**Art Director,** with strong graphics background. Attention to detail a must. Degree and at least one year experience producing commercial art is required. Gulf Coast location. Excellent opportunity. Salary open. E.O.E. Reply to Box C-196.

**Producer/Director**—Looking for experienced candidate who can switch and direct. Must be familiar with all aspects of local program production, News and on-air operation. Send tape, resume and salary requirements to Production Mgr., WTHR-TV, 1401 N. Meridian, Indianapolis, IN 46202. An Equal Opportunity Affirmative Action Employer, M/F.

## SITUATIONS WANTED MANAGEMENT

**20 years experience in T.V.** 10 years Photographer/Reporter including 6 years hard political State capitol reporting. 10 years Manager 3 studio live educational CCTV. Complete staff training in production, directing, and teaching process. Would like to relocate with small or new TV. operation where your financial growth is my financial growth. Call Bill 616-637-3177.

**TV Program Manager.** Sensational background as News Director and Promotion Manager add depth to my abilities. Solid programming experience in 3 major markets with group-owned stations. Sales and budget-minded. All executive skills. I want to be your Program Manager. Outstanding references. Write, call. 716-856-3709. Box C-132.

**For Sale "Combination-Pro"** Am 47 with 28 years experience all phases radio and television. Seeking General Management or Sales Management position. Recently held top TV ratings in million market with 65% share at 6:00-8:15 share at 11:00. Can double in sales and weather show. Looking for a market area to rear children. Prefer Idaho, Utah, Wyoming, Colorado, Oregon, Washington. Can make personal visit—have video tapes & TV.B. Success story. Am looking for permanency. Call 406-252-1665 or write to Keith M. Ashton, 2011 McKay Lane, Billings, MT.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Business Manager** for production and talent looking for relocate in L.A. area. Available immediately. Box C-222.

## SITUATIONS WANTED TECHNICAL

**TV-FM-AM** Field engineering service, 29 years experience ... construction—maintenance-system design—available by the day-week or duration of project. Bruce Singleton 813-868-2989.

## SITUATIONS WANTED NEWS

**Anchor/Reporter** who gets off his anchor and gets the ratings seeks organization with commitment, not quick fix. Box B-53.

**Documentary Producer/Special Projects.** Seasoned young television reporter seeks challenging change. It's time! Box C-135.

**Journalist seeks top 70,** experienced as TV reporter, field anchor, anchor, ENG editor and photographer. B.A. Journalism. 812-853-2756.

**Resourceful female** in top 15 market, experienced in feature reporting. 404-892-1611, 404-434-8083.

**Currently on-air reporter** in top 10, but want off-air work as producer, assistant news director or assignment desk. Salary second to challenge. Small to major markets, in western states only please. Box C-182.

**Top 30 producer.** Competitive. Imaginative. Seeking similar Top 30 newsroom now. Contact Box C-191.

**Top 10 reporter,** eight years experience, desiring anchor position. Box C-194.

**News/Director,** proven leader. Twenty-four years experience. Writer, reporter, photographer, producer, anchorman. All size markets including top ten. Extensive background in film, live and videotape news. Prefer South or Southwest but will consider all offers. Box C-198.

**ENG Photographer/Editor:** Top 20 experience. Some familiarity with film. Experienced in production. B.S. Radio/TV. Energetic, excellent references. Will relocate. Tape available. Bob Sprouls, 428 W. 46th St. Apt. A 7, Indianapolis, IN 46208, 317-283-8120.

**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.

**Sports Director** with seven years newspaper background seeks medium-large market. Looking for aggressive staffer or director with good writing, reporting skills? I'm you man. Statewide PBP exposure. Can shoot, package ENG. Box C-219.

**News/Reporter**—24, Married, degreed. Four years radio newswriting and cable TV news/air talent. ENG, UPI, AP stringer (NYC). Prefer TV/radio newswriting or air position. Call evenings: Larry 516-979-8397.

**Young, personable man** with good appearance and film/ENG camera experience in Top 25 market wishes to branch out as sports reporter/anchor in medium/small market. BA in media communication/journalism, also a top notch writer. Excellent references. Box C-171.

**News/Sports Reporter,** PBP seeks TV job. 23, degree, 2 years experience. Will be in Florida in April. Call Patrick 518-842-3741.

**Experienced Black reporter** interested in top 30's market. Strong in field reporting, anchor work, and mini-documentaries. Send inquiries: 350 Trowbridge Street, Detroit MI 48202, c/o M.I.S.

**Cameraman/editor** available for documentaries, production. Ray Etheridge, KATU, 503-231-4260.

**Polished Female** barely past the quarter century mark. Seeking creative position hosting talk/entertainment show. 4 years solid TV news work. Plus experience hosting/producing public affairs/talk shows. Extensive work in performing arts. Box C-217.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Documentary Producer/Special Projects.** Seasoned young television reporter seeks challenging change. It's time! Box C-135.

**Workaholic!**—Television Writer-Producer-Director-Production Worker with five years experience seeking position with N.Y.-N.J.-based organization. Box C-127.

**Producer/Director;** w/mngt. exp., currently top ten mkt. corporate station, ten yrs. bdgst. exp., strong commercial production, excellent references. Box C-138.

**Producer-Director/Production Specialist,** seven years plus experience, seeking interesting position. If you can feed an insatiable hunger for work, let's talk. Graham Brinton, 215-664-3346.

**Director/Cameraman/Editor.** 5 years live action production seeks creative challenge on either coast. Box C-184.

## ALLIED FIELDS

### HELP WANTED TECHNICAL

**Donrey Media Group** is seeking chief technician for their CATV operation in California. Send salary requirements and resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101. 702-385-4241, ext. 330. An equal opportunity employer.

### HELP WANTED INSTRUCTION

**University of Miami** seeks Associate or Full Professor for Chairman. Earned Ph.D., professional and administrative experience, scholarly publications. Salary negotiable. Administration and development of Dept. of Communications within the College of Arts & Sciences encompassing the disciplines of journalism, motion pictures, photo-communication, public relations, radio, speech communication, telecommunication, and television. Send resume to: Chairman, Dept. of Communications, PO Box 248127, Coral Gables, FL 33124.

**Person to teach production** of news, documentaries and other information programming in radio and television and to teach and conduct research on the role of broadcasting and other telecommunication in American society. Ph.D. or equivalent in professional experience desired. Rank: Assistant Professor. Starting September, 1979. Contact: Professor Peter Clarke, Department of Communication, 2040 LSA Building, The University of Michigan, Ann Arbor, MI 48109. A non-discriminatory Affirmative Action Employer.

**Assistant Professor** in TV Production. Effective September 1, 1979. Full-time tenure track position. To teach hands-on studio courses at undergraduate level with possibility of teaching at graduate level. Minimum requirements: Master's Degree plus ten graduate credits, four years teaching experience in TV. Ph.D. preferred. Salary dependent on qualifications. Application deadline is April 23, 1979. Send resume and transcripts to: Dr. Robert P. Fina, Kutztown State College, Kutztown, PA 19530. Affirmative Action/Equal Opportunity Employer.

**The Departments of Communication Media and Audio Visual Services** are seeking an Instructor of Communication Media/Audio Visual Services for the 1979-80 academic year. This is a 12-month full-time tenure track position. Appointment date: July 1, 1979. Requirements: Master's degree in mass communication, journalism or media; 5 years professional experience in radio broadcasting and related teaching experience; a valid First Class Radio Telephone License. Rank and salary: Rank and salary will be commensurate with experience and academic qualifications. Duties: Teach approximately one-half time in the Broadcast Emphasis area of Communication Media; serve as General Manager of the university's FM Public Radio station. Other duties as customary and appropriate to such an appointment. Deadline for applications: May 15, 1979. For further information contact Mr. Robert K. Smith, Chairperson, Department of Communication Media, Bemidji State University, Bemidji, MN 56601. Submit applications to Dr. Fulton Gallagher, Head, Division of Fine Arts and Industry, Bemidji State University, Bemidji, MN 56601. Equal Opportunity—Affirmative Action Employer.

**Person to teach directing** and production for television and other telecommunication media and develop innovative programming. The University of Michigan maintains modern and extensive production facilities and is a public television and radio licensee. Occupant will teach undergraduates and will work with Masters students in a professional degree program, preparing them to use electronic media for information and dramatic content. Ph.D. or equivalent in professional experience desired. Rank: Assistant Professor. Starting September, 1979. Contact: Professor Peter Clarke, Department of Communication, 2040 LSA Building, The University of Michigan, Ann Arbor, MI 48109. A non-discriminatory Affirmative Action Employer.

**Chairperson/Professor.** Broadcast and Cinematic Arts Department. Duties: Oversee administration of the program and teach broadcast law, management, criticism, telecommunications policy, and audience analysis. Qualifications: Doctorate, significant academic experience, publications, and leadership ability. Terms: Begins Fall, 1979. Minimum 10-month salary: \$19,400, summer employment available. Except fringe benefits. Salary adjusted upward with appropriate credentials. Apply by April 22, 1979, to George Blahodaty, Chairman, BCA Search Committee, Central Michigan University, Mt. Pleasant, MI 48859. CMU is an Affirmative Action/Equal Employment Opportunity Employer. All persons, including women, members of minority groups, and the handicapped, are encouraged to apply.

**Radio/TV Instructor**—Central Wyoming College seeks an individual with MA and professional broadcasting experience to teach Broadcast Speech, Radio Production and related courses beginning with 1979 Summer Session. Assignment will also include oversight of FM education station, cooperation in teaching TV courses and curriculum development. Successful applicant will be expected to work with area commercial stations in programming and placement, and to advance the college's radio and TV service activities. Application deadline is April 6, 1979. Contact the Dean of Instruction, Central Wyoming College, Riverton, WY 82501. CWC is an Equal Opportunity Employer.

**The S.I. Newhouse School** of Public Communications invites applications for the position of Assistant Dean of the Telecommunications/Film Division of the School. Applicants should have demonstrated competence in professional and academic areas. Graduate degree is required. University administrative experience highly desirable. The position entails administrative responsibility for undergraduate and graduate programs, and some teaching in radio, television or film. Application deadline: April 15, 1979. Send resume to: Dean, Rm. 107, Newhouse School, Syracuse University, Syracuse, NY 13210. An Equal Opportunity/Affirmative Action Employer.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently need UHF transmitters, antennas, VTR's, color studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-322-6651.

**35kw GE High Channel VHF Transmitter.** Reply Box C-36.

**Wanted: Two Each Alford Stand By Antennas** on Channel 12. Would take Channel 11 or 13. Contact J. T. Allen 915-236-6895 or KTXS-TV Box 257, Sweetwater, TX 79556.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5" Air Hellax** 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.



**FOR SALE EQUIPMENT  
CONTINUED**

**10KW FM CCA**, 6 yrs old, stereo, exc. cond. M. Cooper, 215-379-6585.

**GE 12KW UHF Transmitter**—Available with Channel 14 Antenna, \$28,000

**GE PE 350 Color Cameras**—Several available, good condition, \$8,000 ea.

**RCA TR-4 Hi-Band VTR**—Two available, new heads, \$14,000 ea.

**IVC 500A Color Cameras**—With all accessories, excellent shape \$9,000 ea.

**RCA TK42 & TK43 Color Cameras**—Two of each, package includes TR-2 VTR, Sync Generator, Camera Mounts and Cables, entire 4-camera package, \$6,000. Call Bill Kitchen, Quality Media Corporation, 404-322-6651.

**Sachi FP 1010 Color Camera** with Saticon tubes. Includes 10:1 11.8 zoom lens, ITE cam-link head, elevator tripod and dolly, and custom cases. This is an excellent camera with very few hours on it for sale at half the original cost. 415-841-4810.

**For Sale—New Unused:** Complete Harris Model TAB-6H-6 Bay Superturndial Antenna, 46 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specially priced \$30,000. Contact Gil Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915-655-7383.

**GE Transmitter** with attendant equipment Model TT59, 50 KW very good condition. Available approximately June 1. Bargain if you move. Reasonable if I move. Also, three PCP-90U cameras excellent condition. Sold to highest bidder. For details contact: E. B. Wright, 1018 West Peachtree St., Atlanta, GA 30309. 404-875-7317.

**Coaxial Cable**—420 ft. length of Cablewave 3 1/8" line. New, in factory carton with new warranty. With connectors. Wholesale price \$4,500. Call Mr. Kitchen, Quality Media, 404-322-6651.

**Priced for Quick Sale**, LDH-1 Head, New, \$4000. LDH-1S Complete, tubes, \$12,000. Complete LDH Parts Inventory. Portable, two-piece LDH/ENC-2, New, \$6000. 10 Day Trial O.K. Wolter Wolthers 714-327-3330.

**Four Complete GE PE250/350 color cameras** plus extra CCU. Excellent condition. Presently in use. Should become available about June 1. \$10,000 each. Lee Whitehurst 615-749-2255. Wayne Caluger 615-889-6840.

**Scully 250-S** 1/2 track stereo recorder. 7.5-15 IPS. New in original packing, \$1975 plus shipping. WARE 90 South St., Ware, MA 01082. 413-967-6231.

**Here is the equipment** you need! Broadcast professional has transmitter, tower & ground system, studio equipment, test equipment, furniture, etc. to install as investment in new or existing station. Reply in confidence; all inquiries acknowledged. Box C-121.

**XQ 1070/5 Tubes**, \$575.. Angenieux 10X14 1.17. Case, \$2600. Prism Multiplexer \$360., TBC 220, 280, \$350., Transit Cases, \$60. 10 Day Trial O.K. Canyon Associates, 714-327-3330.

**4 PC-70 Truck**, Ross switcher 16 x 6, OP AMP 8 x 4, GVG terminal, Tektronics, Conrac. Cash or terms. 213-425-3620.

**Scully 250 Tape Machines**—Mono, Stereo, in stock, \$500 off. Call collect Valtronics, 717-655-5937.

**(2) VR 1200B, (1) HS-100B** and (1) RA-4000 available for sale in late Fall 1979. 1200's include Vel Comp. editors, and side mount monitoring package. HS-100 complete with spare set of new discs and heads. RA-4000 complete with 3 machine interface to AVR 1's. For further details, contact Ira Goldstone, Engineering Manager, WCVB-TV/Boston. Tel No.: 617-449-0400.

**IVC 240 filmchain**, 16MM proj., Laird slide proj., like new. Also 4-200 ft. camera cables for IVC500A. H. S. Productions 312-972-0078.

**Remote Broadcast Unit:** 4-channel board, 2 TT's, preamp, mic. Mounted in portable cabinet. Good condition. Tim Sherwood. 913-843-1320.

**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.

**Not Comedy—Total** personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 20093, Long Beach, CA 90801. (Phone 213-438-0508).

**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.

**Custom, client jingles** in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

**Free Jobsheet!** See why the Best is Not the most advertised. "Hot Tips", PO Box 678, Daytona, FL 32017. 904-252-3861.

**Major Market TV/Radio voice** will record your radio spots, liners, drop-ins reasonably. Box C-71.

**Help! Jingle packages** wanted for use in mock-up high school radio station. Both rock and MOR greatly appreciated by anxious students. Will reimburse for cost of duplication. Mr. Kovach, 1409 Oak Street, Wyandotte, MI 48192.

**Original Jingles**, comedy spots, and music background by Dirty Lips Productions. Complete studio facilities. 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003.

**RADIO**

**Help Wanted Management**

**GENERAL MANAGER  
RADIO STATION  
TOP 15 MARKET  
COMBO AM-FM**

Outstanding opportunity for dedicated professional broadcasting executive. Must have minimum 5-year general management experience in Top 40 markets.

6 figure earning potential. Outstanding fringe benefits. Send detailed resume plus references to Box C-213.

An Equal Opportunity Employer

**Help Wanted News**

**RADIO NEWSPERSON  
WANTED**

Low pay, long hours, small staff, demanding manager and cramped quarters are waiting for you in east coastal south Florida if you can enterprise, dig, demand, delve and deliver. Your potential bossperson won a Peabody and a Sloan for enterprise reporting. He's from the Fred Friendly, Ed Murrow and Sig Mickelson era; and if you don't know what that means, don't apply.

Our News Director's chair is not occupied by the Sales Manager, but we like ratings as much as do the newsbusiness showmen on 60 Minutes. We get them with fairness, fearlessness, depth, local sensitivity and diligence. If you're the person we're looking for, we won't have you for long because the big markets will steal you away. But if you have what it takes to make it big, we're the stepping stone and finishing school you are looking for. We're a modern country station moving toward MOR/News/Sports as fast as we can assemble superlative talent at sensible rates. We're really an EEO employer. Send your particulars and tapes to:

Falcon International Inc.  
PO. Box 19517  
Washington, D.C. 20036

All replies will be acknowledged within 30 days.

**Exclusive-racings Triple Crown** covered by the Fashionable Fraud. Radio Tape available by phone circuit. 16 reports \$100. For top sports coverage contact: Condor Communications Corporation, 1600 Court Square Building, Baltimore MD 21202.

**INSTRUCTION**

**Free booklets** on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**1979 "Tests-Answers"** for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 26 and May 7. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

**First Class FCC License** in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

**1st class FCC**, 6 wks., \$500 or money back guarantee. VA appvd. Nat'l Inst. Communications. 111488 Oxnard St., N. Hollywood CA 91608.

**First Class License** in 6 weeks at First Class Communications School—4801 Classen Blvd., Oklahoma City, OK 73118—405-842-1978.

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

**Help Wanted Announcers**



*"The Voice of Tidewater"*

Open Line Talk Show Personality wanted for Tidewater's adult radio leader. Experienced candidates only. Send tape, resume and salary requirements. No telephone calls. EOE.

Send to: Dick Fraim, G.M.  
79/WTR Radio  
720 Boush Street  
Norfolk, VA 23510

**STAFF EXPANDING...**

KUPL AM/FM in Portland needs a staff announcer. The position requires excellent production skills and the ability to communicate effectively with adults. Please send resume and tape with production samples and news to: Joe Ferguson, KUPL AM/FM, 6400 S.W. Canyon Ct., Portland, OR 97221. E.O.E. M/F. No calls please.

**Help Wanted Programing,  
Production, Others**

**FLORIDA  
BEAUTIFUL MUSIC PRO**

Ops manager, production individual, take charge person for Bonnevill beautiful music station in Florida's greatest non-metro market. Must understand details and requirements of syndicated automation. Salary commensurate with ability. Send tape and resume to Gene Hester, WJFQ, PO Box 705, Ocala, FL 32670.

**Help Wanted Programing,  
Production, Others  
Continued**

**Director of Research**

Mutual Broadcasting System, World's Largest Radio Network, has an immediate opening for a qualified individual to fill the position of Director of Research in their Arlington, VA offices. The successful candidate must have a solid broadcast background, be familiar with statistics, have a working knowledge of broadcast rating services, including ARB and RADAR, and be able to prepare all types of analyses of these reports. Excellent communication skills, both verbal and written, are a basic requirement. This person must have the ability to provide research data for individual and corporate presentations plus work with both the Sales and Station Relations Departments. Salary will commensurate with experience. A letter of application, resume relating to education and experience to specific job requirements and three professional references with full knowledge of the candidate's background and abilities should be sent to:

**Ms. C.L. Nepereny**  
Director of Personnel  
Mutual Broadcasting System  
1755 S. Jefferson Davis Highway  
Arlington, VA 22202  
An Equal Opportunity Employer M/F

**Situations Wanted Announcers**

**Telephone Talk Host  
Now in Top 10 Market**

General interest topics — or — an all night show is my specialty. Available on 1 month's notice.

Box C-105

**Situations Wanted Programing,  
Production, Others**

**ATTENTION GENERAL MANAGERS**

of large or major market radio stations: I'm a proven program director with eleven years in small, medium, and large markets. I'm research oriented and will know what your clients will buy, and what will get ratings after only 30 days in the market. Ready immediately. It takes big bucks because I'm good. All replies confidential. Will answer all. Joe, 304-748-0564.

**Director, Sales &  
Promotional Presentations**

The Mutual Broadcasting System is seeking an Audio/Visual expert to handle the network's multi-media sales and promotional presentations. Applicants should have strong managerial ability and a proven record of handling multi-screen, computerized presentations on the AVL Show Pro V. Script writing, graphic arts and slide production talents, while not mandatory, will be a proven consideration. Salary commensurate with experience. A letter of application (including salary history), samples of previous work, resume relating to education and experience to specific job requirements and three professional references with full knowledge of the candidate's background should be sent to:

**Ms. C.L. Nepereny**  
Director of Personnel  
Mutual Broadcasting System  
1755 S. Jefferson Davis Highway  
Arlington, VA 22202  
An Equal Opportunity Employer M/F

**Situations Wanted Management**

**MINORITY BROADCASTER**

Seeks GM position, 10 years in top forty and black radio plus college and programming experience.

Box C-156.

**GENERAL MANAGER:**

There's got to be a bigger demand than supply for truly dedicated professional broadcasters. 17 years experience including small, medium, major markets. Both AM & FM and combinations. Very strong sales and sales motivator. Excellent credentials. Presently employed with successful operation as G.M. Looking for an opportunity with an expanding & growing organization. Want to make that last move worthwhile, no big rush. Box C-207.

**SUPERMAN**

Problem Solver Extraordinaire! Made last station saleable. Turned station before that into an immense winner. Both large and medium markets. Outstanding record in sales, programming, FCC regulations and management. Excellent character. Outstanding references. Box C-224.

**Help Wanted Sales**

**RADIO SALES  
OPPORTUNITY**

Major market network owned radio station looking for additional sales talent. An excellent opportunity to add to your career credentials while increasing your income.

Openings exist in both Agency and Retail Sales; successful candidates will have record of superior sales performance, willingness to work hard to win, and ability to thrive in a competitive market.

We are an equal opportunity employer, and invite responses from minority and female applicants.

Box C-176.

**TELEVISION  
Help Wanted Announcers**

**TALENT/HOST**

WCVB-TV seeks a multi-talented person to host a talk show and to do a variety of unusual remote segments on film, tape, and live. Some of the remote segments will require a good degree of coordination and athletic ability as they may appear to be somewhat dangerous.

Candidates must have had a minimum of one year major market experience on air. An audition will be required of all final candidates.

Interested applicants should send a resume (no phone calls please) to the Personnel Department, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F



We're expanding! WFSB has begun the search for a bright, articulate, co-host for PM. MAGAZINE. The person we select must be a fresh, sparkling personality who possesses a warm, personal on-air manner. This person must also be able to write, field produce, book and research. PM. MAGAZINE in Southern New England is nationally ranked number one in both ratings and share (Nov. '78 NSI-ARB). Send all resumes and tapes to:

Ed Piette  
Executive Producer  
WFSB-TV  
3 Constitution Plaza  
Hartford, Connecticut 06115

**Help Wanted News**

**MaRITE is Looking**

WCTI-TV, ABC for Greenville-New Bern-Washington, N.C. is currently accepting applications to fill pending openings in our expanding news operation. We seek aggressive reporters with ENG experience. Anchor work also available. Above average compensation and excellent benefit package. Send audition tape and resume with salary history to: Bill Jenkins, VP/General Manager, WCTI-TV, P.O. Box 2325, New Bern, N.C. 28560. MaRITE Broadcasting is an equal opportunity employer.

## Help Wanted Sales

### An opportunity to join the most prestigious sales force in broadcasting . . .

RCA Broadcast Systems is looking for several highly professional Sales Representatives for our domestic sales force.

If you're the type of person we're looking for, you're familiar with RCA's stature in the industry . . . the fact that we're number one in the marketplace, and that we've been a world leader in broadcast technology for over half a century.

You should have technical sales experience in radio and/or TV equipment. Or, you may now be in TV station operation and engineering, and would like to move up to the prestige and security that an RCA Broadcast Systems Sales Representative enjoys.

These are highly-regarded career positions that require moderate travel. We offer an excellent salary, plus a sales compensation plan, and an outstanding program of benefits.

Call us collect, or send your resume, in complete confidence, to:

R. R. Willoughby, Mgr. Empl.  
RCA Broadcast Systems,  
Dept. B-326  
Bldg. 3-2 Camden, NJ 08102  
(609) 338-2501

*An equal opportunity employer F/M.*

# RCA



## Help Wanted Programing, Production, Others

### Regional Sales Manager Southwest Territory

A leading manufacturer of Television Broadcast and Post Production equipment has an opening for a Regional Sales Manager for the Southwest territory.

The Company has been in business for twenty years and has consistently led the industry in technical innovations in switchers, automation and VTR editing.

This opening is a unique opportunity for an experienced professional broadcast sales manager with a strong technical background to meet his or her own personal objectives in a well established territory where the Company already enjoys a large market share. The successful applicant will have an excellent base salary plus commissions with benefits. Company car and paid travel expenses.

For further information send your resume, in confidence, to:

**CENTRAL DYNAMICS CORPORATION**  
Attn: Howard A. Shephard  
President  
331 West Northwest Highway  
Palatine, Illinois USA 60067

### Promotion Manager

Top 25 market affiliate seeking applications for promotion/publicity generalist with expertise in print, on-air, publicity, public relations, etc.

Applicants need background at station or agency level in print graphics and lay-out, on-air promotion using film and video tape techniques, plus administration and budgeting.

Will be responsible totally for department. Excellent salary and fringes.

Reply today to:

Box C-215

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## Help Wanted Technical

### —FIRST TICKET PEOPLE—

South Texas television company is taking applications for maintenance and operator positions. Company offers good salary, excellent benefits, and very good climate! Send salary requirements, resume, and job goals to:

PERSONNEL DEPT.  
P.O. Box 840  
Corpus Christi, TX 78403

or Call:

Marvin Born  
Dir. of Engineering  
512-883-6511

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## TELEVISION MAINTENANCE ENGINEER

San Francisco-based major corporate teleproduction facility has an opening for maintenance engineer. The system includes: RCA TR600 and TPR10 VTRS, RCA TK and TKP45 cameras, time code editing, etc. Candidate must have: broadcast experience, strong digital electronic background, the ability to work closely and get along well with people in a production environment. FCC first-class license and degree helpful, but not mandatory. While the duties are mainly technical, there is some operation involved. Send resume and salary history in confidence to:

MANAGEMENT RECRUITMENT, DEPT. 3616  
P.O. BOX 37000, SAN FRANCISCO, CA 94137  
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## BANK OF AMERICA

### DO YOU SUPPORT FAMILY PROGRAMMING?

Television Chain growing fast needs top Engineer Miami/Ft. Lauderdale. Midwest positions also available. Send resume immediately to: Doug Greenlaw, VP/GM, WHFT - TV, P.O. Box TV-45, Miami, Fla. 33169.

### DIRECTOR OF ENGINEERING

Outstanding opportunity for an experienced Chief to become involved in the planning and installation of a new television facility for an established independent UHF station in Louisville, Kentucky. Contact Elmer Jaspan, President, WDRB-TV, 1051 East Main Street, Louisville, Kentucky, or contact at NAB, March 25 through March 27 at Fairmont Hotel, Dallas.

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### 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.

## Situations Wanted Management

### AWARD-WINNING ADVERTISING & PROMOTION EXPERT

with nearly quarter-century multi-media experience wishes to re-locate in California or Arizona. Has proven strength in major community involvement projects. Exceptionally strong writer-producer-publicist and public affairs specialist. Medium market acceptable. Box C-193.

### SALES/SERVICE

Leading manufacturer of cartridge tape and audio control equipment has opening for an In-house Sales/Service representative. Radio or TV technical and sales experience helpful. Send resume and salary requirement to:

DAVID M. KELLY  
Sales and Marketing Manager  
(or contact at Booth 407—N.A.B.)

# UMC

UMC ELECTRONICS CO.  
460 SACKETT POINT ROAD  
NORTH-HAVEN, CONN. 06473  
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### Radio Programing



**UFO'S ENCOUNTERS OF EVERY KIND**

DAILY 7 MINUTE DRAMATIZED RADIO VIGNETTES OF ACTUAL REPORTED UFO ENCOUNTERS EXCLUSIVELY BY: *For More*  
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30-minute programs from the golden age of radio  
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...included in each series  
**Program Distributors**  
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Jonesboro, Arkansas 72401  
501-972-5884



## Situations Wanted News

### ACCOMPLISHED FEMALE

with creativity and authority. And excellent ratings. Four years television anchoring and reporting. Have hosted/produced talk shows. Done investigative radio reporting. Finishing up degree in broadcast journalism. Seeking position with enterprising, totally professional news team. Box C-218.

## ALLIED FIELDS

### Help Wanted Sales

### PRODUCT SALES MANAGERS (2) IMAGING TUBES

Southeast U.S. (Based in Atlanta) Central U.S. (Based in Dallas) Excellent opportunity with dynamic, fast-growing organization for two (2) experienced sales people with strong background in marketing of camera tubes to the broadcast industry in the above stated territories. Please send resume, including salary history, to Box C-220.

### Help Wanted Management

### SECRETARY OF COMMUNICATION United States Catholic Conference

Communication Generalist, electronic media experience essential. Responsibilities include overall administration and direction of 50 person communication department. Embraces radio, television, promotion, media training, film, newswire and emerging telecommunication technology. Develop policy proposals, structure, staffing, program planning and budget. Knowledge of telecommunications technology, communication law and public policy critical; broad knowledge of all media; experienced public advocacy; promote new annual communication collection in all Catholic churches for campaign to spread Gospel through media. Minimum 12 years professional experience. MA or PhD preferred. Extensive travel. Good understanding of and familiarity with Catholic church desirable. Job description available upon request. U.S. Catholic Conference is the civil entity of the American Catholic Bishops. Non-profit corporation based in Washington, D.C. with branch offices in New York City. Applications should be sent in writing only to:

**Monsignor Thomas J. Leonard**  
**Associate General Secretary**  
**UNITED STATES CATHOLIC CONFERENCE**  
1312 Massachusetts Avenue, N.W.  
Washington, D.C. 20005  
**DEADLINE: April 23, 1979**  
**Salary \$30,000 - \$40,000 based on experience**

## Consultants

**Bankers Trust Company**, a \$28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

- Mergers
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- Divestitures
- Private Placements
- ESOT's
- Lease Financing
- Management Consulting

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.

## Marketing Program Management - NAB Interviews

Assume responsibility for a significant new microprocessor-based product family for television and other industries.

Ideally, your experience should include:

- Broadcast-Level Television Systems
- Microprocessor & Minicomputer Systems
- Major Account Sales
- BSEE and/or MBA desirable

Call me, Art Anderson, at 800-547-1164 to set up an interview. Resumes should be sent immediately to Art Anderson, Tektronix, Inc., P.O. Box 500, C68, Beaverton, Oregon 97077.  
An Equal Opportunity Employer M/F/H

**Tektronix**  
COMMITTED TO EXCELLENCE

### ANNOUNCEMENT

**SHERMAN  
and BROWN  
ASSOC.**

Mr. Gordon Sherman of Sherman and Brown Associates will be in attendance at the NAB Convention in Dallas to consult with you. Please call him at the Loews Anatole Hotel, Dallas (214) 748-1200

Media Broker Specialists  
TV RADIO CATV  
P.O. Box 4475 Ft. Lauderdale, Florida  
Phone (305) 561-9334

### H.B. La Rue, Media Broker

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East Coast:  
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**Sheraton  
Dallas**

### Select Media Brokers

VA	Daytimer	180K	Small
FL	Fulltimer	170K	Small
	AM		
NJ	Daytimer	650K	Medium
VA	Daytimer	425K	Medium
NC	Daytimer	225K	Small
WA	Daytimer	250K	Suburban
GA	Daytimer	467K	Metro
GA	Daytimer	385K	Small
AL	Fulltimer	635K	Small
	AM-FM		
NY	Fulltimer	1.6MM	Major
	AM		
TX	Daytimer	695K	Medium
	AM		

P. O. Box 5, Albany, Georgia 31702  
(912) 883-4908

### For Sale Stations

**DALLAS HILTON HOTEL**  
SUITE 1846-48-50  
NAB CONVENTION HEADQUARTERS

MEDIA BROKERS · APPRAISERS  
RICHARD A.

**SHAHEEN**, INC.

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**Bill Exline**  
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Suite 1048  
747-2011

*William A. Exline, Inc.*

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Consultants  
to the  
Communications  
Industry



### Oklahoma 5000 Watt Daytimer

\$285,000, 29% Down, terms. Excellent facility, principals only. Write Box C-123.

W. John Grandy  
Broadcasting Broker  
1029 Pacific Street  
San Luis Obispo, California  
93401  
805-541-1900

**For Sale Stations Continued**



**STATIONS**

				CONTACT	
S	Small	FM	\$130K	\$25K	Bill Chapman (404) 458-9226
S	Small	AM/FM	\$180K	SOLD	Paul Crowder (615) 298-4986
W	Small	FM	\$185K	\$54K	Bill Whitley (214) 387-2303
S	Small	AM	\$185K	29%	Bill Cate (404) 458-9226
S	Small	Profitable	\$245K	\$71K	Bill Whitley (214) 387-2303
S	Small	AM	\$250K	SOLD	Bill Chapman (404) 458-9226
W	Small	Fulltime	\$265K	29%	Dan Rouse (214) 387-2303
NW	Small	AM	\$300K	\$87K	Ray Stanfield (213) 363-5764
W	Small	AM	\$300K	Terms	Dan Rouse (214) 387-2303
W	Small	AM/FM	\$325K	\$140K	Bill Hammond (214) 387-2303
SW	Small	Fulltime	\$325K	\$150K	Bill Cate (404) 458-9226
NW	Small	AM	\$330K	96K	Evelyn Stanfield (213) 363-5764
W	Small	Profitable	\$350K	29%	Bill Whitley (214) 387-2303
W	Small	AM/FM	\$350K	\$102K	Ray Stanfield (213) 363-5764
E	Small	AM	\$385K	Terms	Warren Gregory (203) 767-1203
MW	Small	AM	\$395K	29%	Jim Mackin (312) 354-3340
S	Small	Fulltime	\$400K	Terms	Bill Chapman (404) 458-9226
E	Small	2AMs	\$620K	SOLD	Art Simmers (617) 848-4893
MW	Suburban	AM/FM	\$475K	SOLD	Jim Mackin (312) 354-3340
E	Suburban	AM/FM	\$695K	\$199K	Warren Gregory (203) 767-1203
E	Suburban	AM	\$850K	SOLD	Warren Gregory (203) 767-1203
S	Metro	Fulltime	\$400K	SOLD	Bill Chapman (404) 458-9226
MW	Metro	FM	\$525K	\$152K	Jim Mackin (312) 354-3340
S	Metro	AM	\$550K	Cash	Bill Cate (404) 458-9226
W	Metro	AM/FM	\$750K	SOLD	Bill Whitley (214) 387-2303
W	Metro	AM/FM	\$765K	SOLD	Ray Stanfield (213) 363-5764
W	Metro	Fulltime	\$825K	\$198K	Ray Stanfield (213) 363-5764
W	Metro	AM/FM	\$1MM	29%	Bill Whitley (214) 387-2303
MW	Metro	AM	\$1.7MM	\$493K	Jim Mackin (312) 354-3340
MW	Maj/Sub	Fulltime	\$2.6MM	Cash	Bill Hammond (214) 387-2303
MW	Maj/Sub	AM	\$8MM	SOLD	Ray Stanfield (213) 363-5764
W	Major	AM/FM	\$9.19MM	Cash	Bill Whitley (214) 387-2303
MW	Metro	WHF	\$9MM	Cash	Ray Stanfield (213) 363-5764

**NAB: Dallas Hilton, Suite 1804**

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

- AM/FM Kentucky. Real Estate. \$420,000.
- 1 kw AM in Southern Ga. Real Estate. \$250,000.
- 3 kw FM in good Ga. market. \$280,000.
- 10kw AM in North Carolina. University term. \$480,000.
- Fort Worth/Dallas area. Fantastic coverage. Billing 500,000. Make offer.
- AM-FM in Kentucky \$360,000. Terms.
- Unusual circumstance regarding fantastic buy in New Jersey. Powerful day timer. Great market. \$650,000.
- 3kw Stereo FM. Densely populated suburban area in Central Ohio. \$375,000.
- Eastern Georgia. 1kw Daytimer with very good coverage. \$420,000.
- Underdeveloped facility in large metro area. \$1.5 million.
- North Florida Metro area. Daytimer. \$360,000.
- 10kw AM in Texas with Fulltime C.P. \$675,000.
- AM/FM. Southern Kentucky. Real Estate. \$340,000.
- AM/FM in Louisiana with very high potential. \$425,000.
- Overseas AM/FM/TV. U.S. Commonwealth Automation. \$220,000.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
- Two central Georgia properties.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

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HILTON,  
SUITE 1668**

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213/826-0385 Suite 214 11681 San Vicente Blvd. Los Angeles, CA. 90049  
202/223-1553 Suite 417 1730 Rhode Island Ave. N.W. Washington, O.C. 20036

**TEXAS FM**

Large Market Class C profitable could pay itself off in 5 years. Send qualifications to owner.

Box C-211

Numerous radio stations for sale and multiple clients who want to buy both radio and T.V. See us at the N.A.B., Executive Inn, Suite 6338, 3232 West Mockingbird.

**MITCHELL & ASSOCIATES**

John Mitchell, Shreveport, La.  
Bob Clark, Lubbock, Tex.

# Stock Index

Stock symbol	Exch.	Closing Wed. March 21	Closing Wed. March 14	Net change in week	% change in week	High	1978-79 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	ABC	N 33 1/2	34 1/2	- 1	- 2.89	41 1/4	23 1/2	7	27,700	927,950
CAPITAL CITIES	CCB	N 38	38 7/8	- 7/8	- 2.25	75	37 3/8	10	14,000	532,000
CBS	CBS	N 45 5/8	49 1/2	- 3 7/8	- 7.82	64	43 7/8	7	28,100	1,282,062
COX	COX	N 58 1/2	58	+ 1/2	+ .86	59 3/4	25 1/2	13	6,667	390,019
GROSS TELECASTING	GGG	A 23 1/2	22 3/8	+ 1 1/8	+ 5.02	23 7/8	13 5/8	9	800	18,800
KINGSTIP COMMUN.*	KTVV	O 11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	O 37 1/4	37 1/2	- 1/4	- .66	43	16 1/2	10	2,789	103,890
METROMEDIA	MET	N 53	53 1/4	- 1/4	- .46	71	25 1/4	9	4,600	243,800
MOONEY	MOON	O 6	6			6 1/2	1 7/8		425	2,550
RAHALL*	RAHL	O 20 1/2	20 1/2			21 1/4	8 5/8	23	1,264	25,912
SCRIPPS-HOWARD	SCRP	O 50	50			52	30 1/2	9	2,589	129,450
STARR	SBG	M 14 1/8	14	+ 1/8	+ .89	14 1/8		78	1,547	21,851
STORER	SBK	N 34	34			34 7/8	19 3/8	9	4,948	168,232
TAFT	TFB	N 20 3/4	20 5/8	+ 1/8	+ .60	24 7/8	12 1/4	7	8,508	176,541
TOTAL									104,399	4,028,370

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 13 1/4	13 1/8	+ 1/8	+ .95	14 7/8	3 3/4	11	1,257	16,655
AMERICAN FAMILY	AFL	N 12 7/8	12 1/4	+ 5/8	+ 5.10	17 1/8	9 1/4	6	10,536	135,651
JOHN BLAIR	BJ	N 27	26 1/2	+ 1/2	+ 1.88	31 3/8	11 1/8	6	2,447	66,069
CHARTER CO.	CHR	N 9 1/8	7 3/4	+ 1 3/8	+ 17.74	9 1/8	3 7/8	9	19,219	175,373
CHRIS-CRAFT	CCN	N 13	12 3/8	+ 5/8	+ 5.05	13	4 1/2	11	3,696	48,048
COCA-COLA NEW YORK	KNY	N 7 1/8	6 1/4	+ 7/8	+ 14.00	9 1/4	6 1/8	10	17,641	125,692
COMBINED COMM.	CCA	N 32 1/4	32	+ 1/4	+ .78	45 1/8	19	13	10,369	334,400
COWLES	CHL	N 23 1/2	22 3/8	+ 1 1/8	+ 5.02	25 1/4	12 1/2	19	3,969	93,271
OUN & BRADSTREET	ONB	N 32	32			38	26 1/4	13	27,886	892,352
FAIRCHILD IND.	FEN	N 27 3/4	28	- 1/4	- .89	35 1/4	9 1/2	7	5,708	158,397
FUQUA	FQA	N 10 5/8	10 1/4	+ 3/8	+ 3.65	13 5/8	8	6	12,661	134,523
GANNETT CO.	GCI	N 43 1/8	42 3/8	+ 3/4	+ 1.76	49	32 3/4	15	22,430	967,293
GENERAL TIRE	GY	N 23 1/2	26	- 2 1/2	- 9.61	30 5/8	22 3/8	5	22,710	533,685
GRAY COMMUN.	O 22	21 1/2	+ 1/2	+ 2.32	24	8	7	475	10,450	
HARTE-HANKS	HMN	N 21 3/8	22 1/4	- 7/8	- 3.93	24 1/2	13	13	9,117	194,875
JEFFERSON-PILOT	JP	N 30 3/8	30 1/2	- 1/8	- .40	34 1/2	26 5/8	8	22,895	695,435
MARVIN JOSEPHSON	MRVN	O 15 3/4	15 3/4			15 3/4	8 1/4	8	2,547	40,115
KANSAS STATE NET.	KSN	O 12 3/4	12 5/8	+ 1/8	+ .99	14 3/8	4 3/4	12	1,799	22,937
KNIGHT-RIDDER	KRN	N 22 1/2	23	- 1/2	- 2.17	28 1/8	13 1/4	10	32,797	737,932
LEE ENTERPRISES*	LEE	N 22 5/8	22 5/8			22 3/4	11 1/8	10	7,285	164,823
LIBERTY	LC	N 32 1/8	32	+ 1/8	+ .39	33 7/8	18	7	6,762	217,229
MCGRAW-HILL	MHP	N 25 3/8	25 1/2	- 1/8	- .49	32 5/8	15 5/8	10	24,777	628,716
MEDIA GENERAL	MEG	A 20 3/4	21	- 1/4	- 1.19	23 1/8	13 5/8	10	7,456	154,712
MEREDITH	MDP	N 28 3/4	28 3/4			40 1/4	17 3/8	6	3,094	88,952
MULTIMEDIA	MMED	O 23 1/2	23 1/2			28 1/4	16 1/4	11	6,630	155,805
NEW YORK TIMES CO.	NYKA	A 26 1/4	26	+ 1/4	+ .96	31 5/8	15 3/4	15	11,599	304,473
OUTLET CO.	OTU	N 20 1/8	20 3/4	- 5/8	- 3.01	32 7/8	16 5/8	5	2,445	49,205
POST CORP.	POS	A 16 3/4	17	- 1/4	- 1.47	19 3/8	8 1/8	8	1,824	30,552
REEVES TELECOM	RBT	A 5 1/2	5 3/8	+ 1/8	+ 2.32	5 1/2	1 3/4	61	2,388	13,134
ROLLINS	ROL	N 18 3/8	17	+ 1 3/8	+ 8.08	24 1/4	14 7/8	9	13,407	246,353
RUST CRAFT	RUS	A 34	34			34	8 1/2	16	2,319	78,846
SAN JUAN RACING	SJR	N 16	16			16	7 5/8	27	2,509	40,144
SCHERING-PLOUGH	SGP	N 29	29			44 3/4	26 3/8	8	53,580	1,553,820
SONDERLING	SDB	A 25 3/4	25 3/8	+ 3/8	+ 1.47	25 3/4	8 3/8	9	1,105	28,453
TECH OPERATIONS	TO	A 6 1/2	6 1/2			8 3/4	2 3/8	23	1,352	8,788
TIMES MIRROR CO.	TMC	N 30 1/4	30 1/8	+ 1/8	+ .41	35	20 3/4	9	34,811	1,053,032
TURNER COMM.	O 23	23				31	7 3/4		3,800	87,400
WASHINGTON POST	WPO	A 23	23 7/8	- 7/8	- 3.66	26 1/2	10 7/8	8	16,268	374,164
WOMETCO	WDM	N 16	15 7/8	+ 1/8	+ .78	18 1/4	10 7/8	9	8,524	136,384
TOTAL									442,094	10,798,138

## Cablecasting

ACTON CORP.	ATN	A 10 7/8	9 3/8	+ 1 1/2	+ 16.00	13 5/8	3 1/8	8	2,419	26,306
AMECO*	ACO	O				1/2			1,200	
ATHENA COMM.	D 4 1/2	4 3/8	+ 1/8	+ 2.85	5 1/2	1/8			2,125	9,562
BURNUP & SIMS	BSIM	O 5 3/4	6	- 1/4	- 4.16	6 1/8	3 1/8	44	8,531	49,053
CABLE INFO.	O 5 1/2	5 1/2			5 1/2	1/4	28		634	3,487
COMCAST	O 17 1/2	15 1/4	+ 2 1/4	+ 14.75	17 1/2	3 3/4	21		1,617	28,297
COMMUN. PROPERTIES	COMU	O 16 1/2	16 3/4	- 1/4	- 1.49	16 3/4	3 5/8	19	5,018	82,797
ENTRON*	ENT	O 1 1/4	1 1/4			3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRL	N 35 3/8	34	+ 1 3/8	+ 4.04	40	17 5/8	9	7,682	271,750
GENVE CORP.	GENV	O 14 1/2	13	+ 1 1/2	+ 11.53	15 3/4	7 1/2	5	1,121	16,254
TELE-COMMUNICATIONS	TCOM	O 21 1/4	21 3/8	- 1/8	- .58	21 3/8	2 7/8	52	5,327	113,198
TELEPROMPTER	TP	N 15 5/8	15	+ 5/8	+ 4.16	15 5/8	6 3/4	23	16,952	264,875
TEXSCAN	TEXS	O 2 1/8	2	+ 1/8	+ 6.25	2 7/8	1 1/4	13	786	1,670
TIME INC.	TL	N 38 3/4	40	- 1 1/4	- 3.12	50	31 3/4	7	20,505	794,568
TOCOM	TGCM	O 8 1/2	8	+ 1/2	+ 6.25	8 1/2	1 5/8	18	1,496	12,716
UA-COLUMBIA CABLE	UACC	O 50	48 1/2	+ 1 1/2	+ 3.09	50	15 1/2	25	1,679	83,950
UNITED CABLE TV	UCTV	O 31 1/4	30 1/2	+ 3/4	+ 2.45	31 1/4	3 7/8	26	2,036	63,625
VIACOM	VIA	N 30 5/8	27 3/8	+ 3 1/4	+ 11.87	30 5/8	16 5/8	17	3,799	116,344
TOTAL									83,906	1,939,675

Stock symbol	Exch.	Closing		Net change in week	% change in week	1978-79		PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
		Wed. March 21	Wed. March 14			High	Low				
<b>Programing</b>											
COLUMBIA PICTURES	CPS	N	22 1/4	20 3/4	+ 1 1/2	+ 7.22	24 1/2	7 3/8	3	9,749	216,915
DISNEY	DIS	N	38	38 1/8	- 1/8	-.32	47 5/8	32 1/4	13	32,416	1,231,808
FILMWAYS	FWY	N	14 1/4	14 5/8	- 3/8	- 2.56	17	6 7/8	8	10,980	156,465
FOUR STAR			1 1/4	1 1/4			2 1/8	1/2	13	666	832
GULF + WESTERN	GW	N	15 1/8	15 1/8			18 3/8	10 1/4	4	48,177	728,677
MCA	MCA	N	40 3/4	41	- 1/4	-.60	48 1/4	25 3/4	7	23,227	946,500
MGM	MGM	N	23	22 7/8	+ 1/8	+.54	24 1/8	12 7/8	7	29,102	669,346
TRANSAMERICA	TA	N	17 1/2	17 1/2			19	13 1/4	6	66,475	1,163,312
20TH CENTURY-FOX VIDEO CORP. OF AMER	TF	N	38 3/8	37 5/8	+ 3/4	+ 1.99	39 3/8	10	5	7,759	297,751
WARNER	WCI	N	46 1/8	45 3/4	+ 3/8	+.81	56 7/8	25 3/4	8	14,622	674,439
WRATHER	WCO	A	16 1/4	14 3/4	+ 1 1/2	+ 10.16	16 1/4	4 1/2	44	2,308	37,505
TOTAL										246,469	6,128,490
<b>Service</b>											
BBDO INC.	BBDO	O	34 1/4	33 3/4	+ 1/2	+ 1.48	38 3/4	22 1/2	8	2,513	86,070
COMSAT	CO	N	40 3/4	42 1/8	- 1 3/8	- 3.26	48 3/4	28 3/4	11	8,000	326,000
DOYLE DANE BERNBACH	DOYL	C	20	19	+ 1	+ 5.26	31	16 1/4	8	1,776	35,520
FOOTE CONE & BELDING	FCB	N	17	17 1/2	- 1/2	- 2.85	23 1/8	14 3/4	6	2,538	43,146
GREY ADVERTISING	GREY	O	35	35			36	16 1/2	4	624	21,840
INTERPUBLIC GROUP	IPG	N	34 1/4	34 1/2	- 1/4	-.72	39 1/4	22 1/2	7	2,387	81,754
MCI COMMUNICATIONS	MCIC	O	6	5 3/8	+ 5/8	+ 11.62	6	7/8	55	20,431	122,586
MOVIELAB	MOV	A	4 1/8	4 1/4	- 1/8	- 2.94	4 1/4	1	16	1,414	5,832
MPO VIDEOTRONICS	MPO	A	4 3/8	4 5/8	- 1/4	- 5.40	65 3/8	4	4	520	2,275
A. C. NIELSEN	NIELB	O	22 7/8	22 1/2	+ 3/8	+ 1.66	28 1/2	18 7/8	10	10,980	251,167
OGILVY & MATHER	OGIL	O	23 1/4	23 1/4			56 1/2	20	8	3,610	83,932
TPC COMMUNICATIONS	TPCC	O	8 1/4	8 3/8	- 1/8	- 1.49	10 1/2	2 1/4	15	899	7,416
J. WALTER THOMPSON	JWT	N	27 3/4	25 3/4	+ 2	+ 7.76	32 7/8	15 1/8	7	2,649	73,509
WESTERN UNION	WU	N	19 1/8	19 1/8			21 1/4	15	7	15,177	290,260
TOTAL										73,518	1,431,307
<b>Electronics/Manufacturing</b>											
AEL INDUSTRIES	AELBA	O	7	7 3/4	- 3/4	- 9.67	10 1/4	2 3/8	5	1,672	11,704
AMPEX	APX	N	16 3/8	15 3/4	+ 5/8	+ 3.96	19 1/4	7 3/8	12	11,357	185,970
ARVIN INDUSTRIES	ARV	N	15	14 5/8	+ 3/8	+ 2.56	22 1/2	12 1/2	5	5,959	89,385
CCA ELECTRONICS*	CCA	O	1/8	1/8			5/8	1/8	1	897	112
CETEC	CEC	A	5 1/8	4 7/8	+ 1/4	+ 5.12	5 3/4	1 3/4	11	2,127	10,900
COHU	COH	A	3 3/8	3 1/2	- 1/8	- 3.57	5 1/2	2 1/8	10	1,732	5,845
CONRAC	CAX	N	14 7/8	15	- 1/8	- .83	27 1/4	13 1/2	8	2,052	30,523
EASTMAN KODAK	EASKO	N	64 3/8	61 1/2	+ 2 7/8	+ 4.67	86 3/4	42	13	161,376	10,388,580
FARINON	FARN	O	14 1/4	13 1/4	+ 1	+ 7.54	16 1/2	8	14	4,782	68,143
GENERAL ELECTRIC	GE	N	48 1/4	47 1/8	+ 1 1/8	+ 2.38	56 5/8	44 1/2	9	184,581	8,906,033
HARRIS CORP.	HRS	N	26 3/4	25 7/8	+ 7/8	+ 3.38	35 3/4	19 7/8	12	25,461	681,081
HARVEL INDUSTRIES*	HARV	O	6	6			6	3 1/8	16	480	2,880
INTL. VIDEO CORP.*	IVCP	O	1 7/8	1 7/8			2 5/8	1/4		2,701	5,064
M/A COM. INC.	MAI	N	43 1/4	41	+ 2 1/4	+ 5.48	43 1/4	20 1/4	20	1,320	57,090
3M	MMM	N	58	58 5/8	- 5/8	- 1.06	64 3/4	43 1/2	13	116,473	6,755,434
MOTOROLA	MOT	N	38 3/4	37 1/2	+ 1 1/4	+ 3.33	56 7/8	34 1/4	10	28,544	1,106,080
N. AMERICAN PHILIPS	NPH	N	27 1/4	27	+ 1/4	+ .92	36	24 1/2	5	12,033	327,899
OAK INDUSTRIES	OAK	N	26 1/8	24 1/2	+ 1 5/8	+ 6.63	26 1/8	6 1/4	26	2,973	77,669
ORROX CORP.	ORRX	O	5	4 7/8	- 1/8	- 2.56	6 1/2	1 1/2	7	1,977	9,885
RCA	RCA	N	27 1/8	27 1/2	- 3/8	- 1.36	33 5/8	22 3/4	8	74,821	2,029,519
ROCKWELL INTL.	ROK	N	37 3/8	36 5/8	+ 3/4	+ 2.04	38	28 1/4	6	33,900	1,267,012
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	37 7/8	36	+ 1 7/8	+ 5.20	37 7/8	16 3/4	17	2,644	100,141
SONY CORP.	SNE	N	8 7/8	8 3/8	+ 1/2	+ 5.97	10 3/8	7	14	172,500	1,530,937
TEKTRONIX	TEK	N	55 1/4	53 1/4	+ 2	+ 3.75	68 1/2	28 1/4	15	17,995	994,223
TELEMATION	TLMT	O	1 1/2	1 1/2			2 1/4	1/2	2	1,050	1,575
VALTEC	VTEC	O	9 1/4	10	- 3/4	- 7.50	12 3/4	6 1/2	24	4,056	37,518
VARIAN ASSOCIATES	VAR	N	16 3/4	17	- 1/4	- 1.47	21	13	11	6,838	114,536
WESTINGHOUSE	WX	N	19 5/8	19 3/8	+ 1/4	+ 1.29	24 1/2	16 1/4	6	86,511	1,697,778
ZENITH	ZE	N	14 1/4	14 1/8	+ 1/8	+.88	28	11 3/8	20	18,800	267,900
TOTAL										990,024	36,767,747
GRAND TOTAL										1,940,410	61,093,727

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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 Hornblower & Weeks, Memphis-Noyes Inc., 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.



## Collins: hard shell at the right hand of Van Deerlin

The House Communications Subcommittee's new ranking Republican, James M. Collins—former broadcaster, insurance executive, home builder, millionaire, seven-term congressman—is a man after a broadcaster's own heart.

"If there is anybody more pro-business in Congress, I'd like to know him," Mr. Collins says. He also sees himself as a champion of antiregulation. "I've never seen any form of government regulation that provided as good a business operation as business does on its own," he says. "Business planning at its worst is better than government regulation as its best."

Broadcasters will have an opportunity to see the 62-year-old congressman at the National Association of Broadcasters convention in Dallas this week, where he is to participate in a panel discussion on the legislative outlook for radio in the 96th Congress. For the congressman, a Dallas native, it's a return of sorts—a return to the issues of broadcasting. He was a member of the Communications Subcommittee from 1971 to 1974, long before there was a germ of a rewrite, and he chose to return this year to fill the ranking Republican's chair, vacated at the end of the last Congress by Lou Frey (R-Fla.), co-author of the original document.

If broadcasters get to know Dallas as James Collins knows it, they'll get to know a lot of the congressman. He knows it as the city ranked third in the nation for number of million-dollar corporations. His district, part of downtown Dallas, has the "lowest unemployment, the fewest strikes" of any district, he says, and since electing Mr. Collins to the House in 1968, it has put a Republican official in all of its elective posts, once controlled by Democrats.

With the kind of backing he enjoys from his constituents and a financial security that allows him to donate his \$57,500 congressional salary to charity—he made his million in life insurance and home building before he got elected—Representative Collins has the luxury to think and do as he pleases. "I've never been in the middle on anything in my life," he says. And so it is with him in Congress. Any proposals for government involvement in the marketplace—such as in the Communications Act rewrite, in setting long-distance telephone rates—are to him "socialistic."

"Any ideas that are in any way socialistic, I can't understand," he says. "I can't even understand where they're starting from."

The same kind of conservatism per-



James Mitchell Collins—U.S. representative, Republican, Dallas; b. April 29, 1916, Hallsville, Tex.; Southern Methodist University, BS, 1937; Northwestern University, MBA, 1938; American College, CLU, 1940; Harvard Business School, MBA, 1943; U.S. Army, 1943-46; vice president, Fidelity Union Life Insurance Co., Dallas, 1946-54; president, Fidelity Union, 1954-65; president, Consolidated Industries Inc., Dallas, 1965-68; elected to Congress in special election, Aug. 24, 1968, re-elected each succeeding session; m. Dorothy Dann, Sept. 16, 1942; children—Michael, 34; Dorothy Weaver, 31; Nancy Fisher, 28.

vades his tastes in TV programs. He deplors the kind of "swinger, do-your-own-thing" image of Americans he thinks TV producers are trying to present these days, saying he would prefer to see programs like the old "Andy Hardy" movie series. There was a portrayal of "gut Americanism" and "family love," he says.

Mr. Collins was born in Texas, went to high school in Dallas and received a bachelor's degree from Southern Methodist University there. He left the state to pursue a business education and holds two MBA's, one from Northwestern University, the other from Harvard Business School. And he also holds a CLU, the professional life underwriters degree, from American College in Philadelphia.

Following service in the Army during World War II, he joined Fidelity Union Life Insurance Co., a small, Texas firm that was started by his father. He served as president from 1954 to 1965.

During those years, Mr. Collins also made investments that saw him become president of a cotton mill at one point and had him involved in industrial and residential land development in Dallas at

another. But the investment of greatest interest to broadcasters is the radio station he helped build and put on the air in 1946. The station, daytimer KBYE(AM) Oklahoma City, proved a good investment during the five years he held it. As a result of his experience building the station, he says he "can understand a lot of these radio stations today—how you sure have to watch your costs."

Mr. Collins says he saw Fidelity Union grow to a national firm with \$2 billion in force by the time he resigned in 1965 to build Consolidated Industries, a home building firm in Dallas. In 1966, Mr. Collins, who had served as chairman of the Barry Goldwater for President Committee in Dallas, made his first bid for elective office, Congress, and lost. It was a great disappointment to him, but shortly afterward, his new business "really took off." The death of Representative Joseph Poole (D), the man who had defeated Mr. Collins, led to a special election in 1968, and Mr. Collins decided to run again. Campaigning against Mr. Poole's widow, he won this time with 60% of the vote, a margin he has topped every time since.

Says he of his good fortune: "I really believe the good Lord looks after you when you're conservative, because I think the conservatives think just like the good Lord does."

While that may serve as a blessing on broadcasters, it would seem to condemn the liberals—the "heathens" as Mr. Collins once referred to them—one of whom is chairman of the Communications Subcommittee. Mr. Collins, although noting that he and Lionel Van Deerlin disagree on many issues, such as the license fee, which Mr. Collins opposes, is highly complimentary of Mr. Van Deerlin, calling him "honest," and "open-minded." Mr. Collins says, "I don't want to be a hindrance to him" in the rewrite process.

For that reason, the congressman reversed himself last week by declaring he will cosponsor the bill, rather than write his own set of Communications Act amendments as he had earlier announced. Mr. Collins says that Mr. Van Deerlin understands the Texan's support "doesn't mean I'm going to accept the whole bill." He still has difficulty accepting provisions that intrude the federal government into the marketplace process, he says, and thinks his view is becoming increasingly popular. "I believe we're in a conservative era."

Although away from communications problems for several years, Mr. Collins indicates broadcasters and others under the FCC's umbrella can expect to see a lot more of him in the future. "It is my primary interest," he says. "I plan to devote most of my time to it."

## Radioactivity

One of the livelier prospects on the agenda of the National Association of Broadcasters convention this week is, of all things, a radio engineering session. Radio engineering sessions at NAB conventions tend to be unintelligible to anyone but a radio engineer. This one, however, is important to anyone connected with radio, including listeners, and will presumably be conducted in language ordinary folks can understand.

It is a workshop at 10:30 a.m. to noon on Tuesday. The subject is the proposed reduction of AM radio channels from 10 khz to nine, and the participants represent the main classes of AM stations that are in disagreement over the reduction.

The proposal was initiated by the Daytime Broadcasters Association for the frank purpose of creating enough new full-time assignments to accommodate the daytimers and a hundred other applicants. In its essentials it has been advocated by the National Telecommunications and Information Administration in a petition to the FCC.

The National Association of Broadcasters board heard a disturbing forecast of technical difficulties that the reduction would create and then voted to recommend a generalized study, in cooperation with the government, of ways that daytimers might be converted to full time.

The Association for Broadcast Engineering Standards, which originated as a representative of regional stations but now claims to represent all kinds, has proposed an FCC study embracing all the existing proposals to enlarge the station population in the AM band, including the possible breakdown of clear channels, the widening of the AM band and the demands for increased power by Class IV stations.

This is a discussion that ought to proceed on the basis of sound engineering. Whatever their ambitions or ultimate fate, daytimers have all obtained their present facilities in full knowledge of their limitations, and their passion now for longer hours is not reason enough to rush blindly into new standards. It may very well turn out that nine khz is workable and that national policy dictates a breakdown of the clears and expansion of the AM band. But before those decisions are reached, evidence that is now missing must be gathered.

The evidence in its present state will no doubt be put on view at the Tuesday morning session.

## Step one

The U.S. House of Representatives has at last turned on its \$1.2-million television system. Contrary to the apprehensions of some members, the dome of the Capitol is still intact. Indeed the introduction passed with only perfunctory notice in Washington. The Public Broadcasting System and the C-SPAN cable service carried the first session live. After that it was a C-SPAN exclusive, as it will undoubtedly be on most legislative days from now on.

The hard fact is that most proceedings on the House floor aren't very newsy.

On good days, however, when major legislative action is to be taken on the floor, journalistic interest will pick up. At that point there will inevitably be tension between broadcast journalists, who will want to show anything of interest that is going on, and the House television operators who are restricted in the pictures they can take.

There is, of course, a way to accommodate the House's desire

for a sanitized video record of its official proceedings and the journalists' desire to treat major House actions as the news events they are. It was cited by Representative Albert Gore (D-Tenn.) who made the first on-camera speech after last Monday's session opened. "When the House becomes comfortable with these changes," he said, "the news media will be allowed to bring their own cameras in."

Let us hope Mr. Gore has the gift of prophecy.

## One Small voice

Conspicuously missing from both the major Senate bills that have been introduced to modernize the Communications Act of 1934 (BROADCASTING, March 19) is a reference to Section 315, the political broadcasting infestation in the act. If either the Ernest F. Hollings or Barry Goldwater bill were adopted intact, broadcasters would still be confronted with the equal-time dilemma that besets them in every political campaign.

Representative Lionel Van Deerlin has promised relief in the rewrite of his rewrite of the act, due soon. If Mr. Van Deerlin's rewrite emerges as promised, its repeal of Section 315 is one feature around which all the broadcasters in the country ought to rally.

The continued presence of 315 leads to the kind of addled recommendation that came last week from the Twentieth Century Fund Task Force on Televised Presidential Debates. As reported elsewhere in this issue, the task force favors televised debates between presidential candidates but only if the debates are arranged by a third party, such as the League of Women Voters which "sponsored" the debates of 1976 between Gerald Ford and Jimmy Carter. The task force says that if 315 were modified to permit broadcasters to produce the debates by themselves, the political process would somehow be corrupted.

Only one member of the task force dissented to the downgrading of television broadcasters: William Small, now CBS Inc. vice president, Washington, but senior vice president of CBS News when he accepted the task force assignment. "In my view," wrote Mr. Small, "the fairness doctrine and Section 315 violate both the spirit and the language of the free speech and free press provisions of the First Amendment."

Well, of course, Mr. Small is right, as events will surely some day prove. But he, Mr. Van Deerlin and such other advocates of Section 315 repeal as Senator William Proxmire need all the help they can get. Where is the rising cry from other broadcasters?



Drawn for BROADCASTING by Jack Schmidt

"I tell you, Herb, what with the FCC, the FTC, EEOC and FEC there's no such thing as an 'independent' station."

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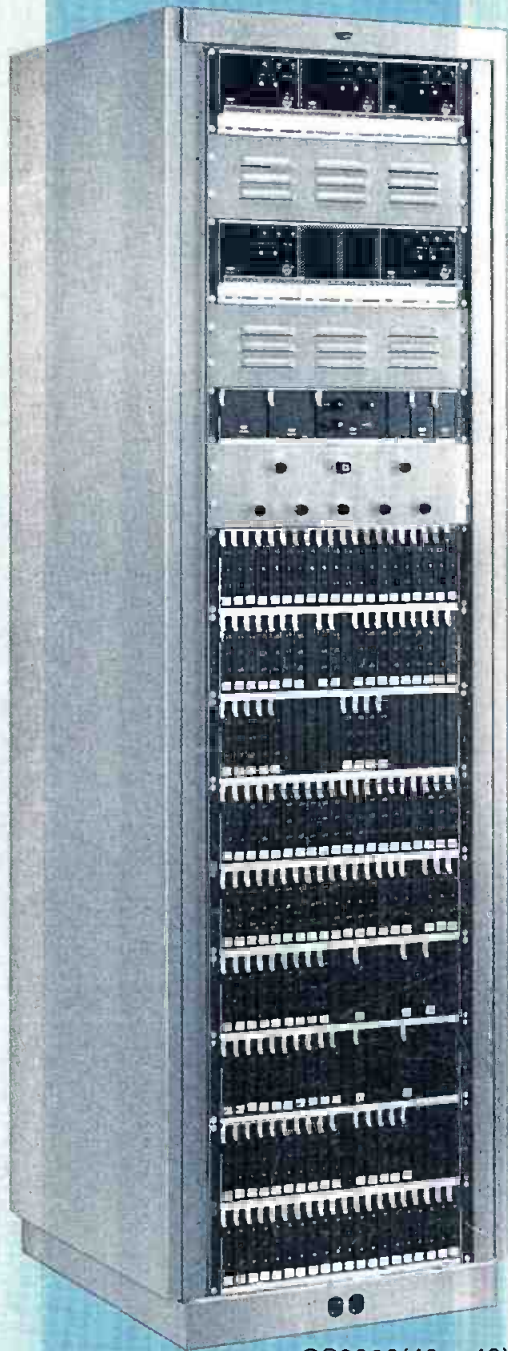
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