

Nov. 26, 1979

Summing up: Three years
of Carter communications policy

Broadcasting Nov 26

The newsworthy of broadcasting and allied arts

Our 49th Year 1979

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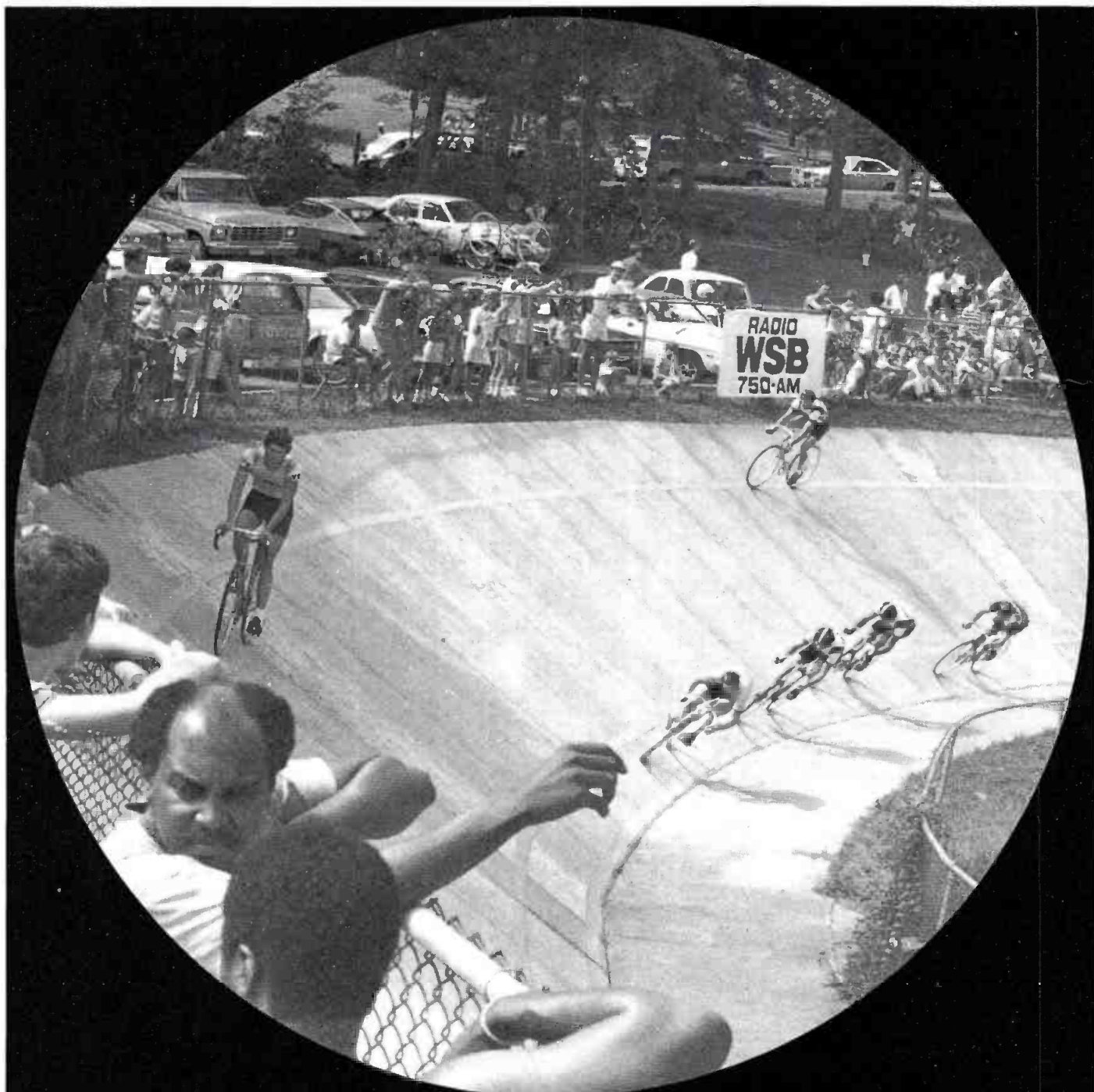
**RADIO
WSB
750-AM
Atlanta**

WSB Radio is an Innovator

For almost 58 years, WSB Radio has been enriching the lives of Atlantans and Georgians through wholesome community activities. WSB's High School All Star Football Team annually recognizes character and leadership. WSB's Honor Band annually spotlights 75 of Atlanta's best young musicians. Each year, the WSB School Spirit competition involves hundreds of public and

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Sidney Cole, Producers

Follow the North Star, with Chris Wiggins. Aaron Beckwith &
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Gabriel Award and EMMY: Best Program in
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The Week in Brief

A WIN FOR CARTER-MONDALE □ The FCC votes that the networks must comply with a request of the President's campaign committee for a half hour of access time next month. **PAGE 21.**

AYATOLLAH ON CAMERA □ The TV networks do some global scrambling and flexing of rules to get interviews with the man at the center of the Iranian storm. **PAGE 23.**

CBS-TV'S BEST SCORE □ The network turns in its strongest prime-time showings in the ratings for the week ended Nov. 18. It also means the number-two spot behind ABC for the season-to-date. **PAGE 24.**

GANNETT RESTRAINTS EASED □ A New York appeals court issues a ruling taking the sting out of a decision last summer that imposed tight limits on pretrial proceedings. **PAGE 25.**

CARTER, BROADCAST AND CABLE □ On the eve of election year, **BROADCASTING** reviews the administration's communications policy with Steve Simmons of the White House domestic policy staff and Henry Geller, assistant secretary of commerce and administrator of the NTIA. **PAGE 26.**

LOWERING THE BOOM □ The Senate Commerce Committee approves the bill that would cut back the FTC's powers, including its activity in the children's advertising inquiry. **PAGE 34.**

AND NEXT: THE FCC □ Now that the Hill is putting the reins on the FTC ambitions in the children's advertising area, the NAB renews its efforts for similar restraints on the FCC. **PAGE 38.**

PONTIUS PILATE □ The FCC is unhappy that it had to issue two tax certificates to Truth Publishing Co. Commissioner Brown says it may mean a rulemaking in which the FCC could simply wash its hands of considerations and leave judgments to the IRS. **PAGE 40.**

OVERSEAS REPORTING ASSESSED □ Collingwood and Chancellor believe it isn't as good as it used to be, but Westin thinks it has improved. **PAGE 46.**

JOURNALISTS TALK SHOP □ The SDX convention in New York draws a banner turnout for sessions that explore practically all of the issues confronting news media. **PAGE 46.**

REPRISE □ CBS's 10-year-old suit against blanket music licenses is back in the appeals court where the judges consider whether such arrangements violate the "rule of reason." **PAGE 52.**

AT MUTUAL'S HELM □ Martin Rubenstein moves up to president and chief operating officer as the radio network's three-man executive committee is dissolved. Gary Worth resigns as an executive vice president. **PAGE 52.**

ON TAP FOR ADVERTISERS □ ANA's meeting next week in Florida will include sessions on the new media and the new directions of the FTC. **PAGE 56.**

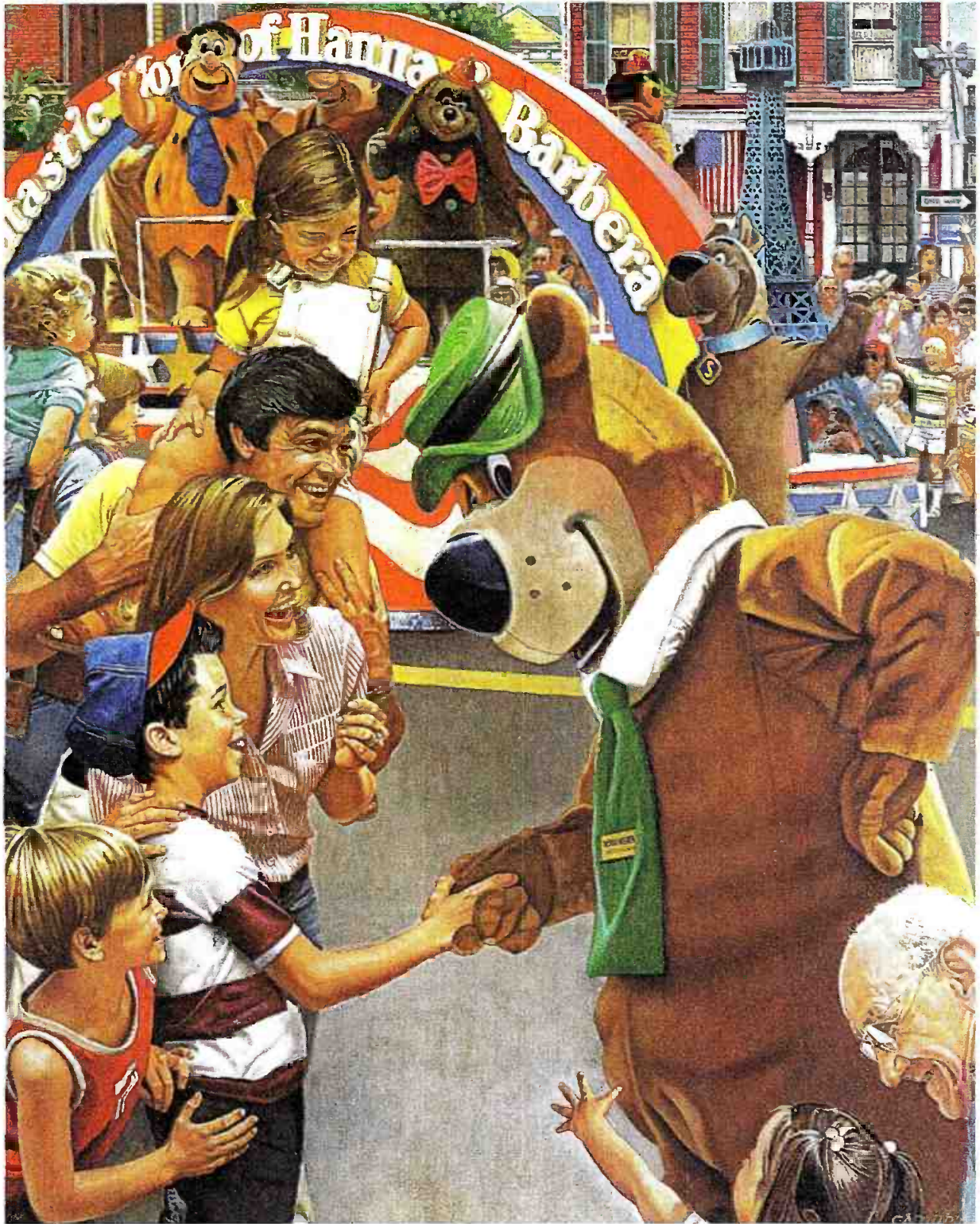
TAKING STOCK OF BROADCASTING □ There are a lot of pressures on Dennis Leibowitz, vice president of Donaldson, Lufkin & Jenrette, a financial analyst. But he has withstood them admirably, while earning high marks for his ability to keep his finger on the pulse of broadcast investments. **PAGE 81.**

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Shake hands with a fantasy.



One in a series of paintings by Joseph Costari depicting Taft Broadcasting Activities

Everyone loves a parade. When Yogi Bear and our other Hanna-Barbera characters join the crowd, it's more than just a parade. It's fun! Laughter! A happy time bringing people closer together.

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For complete information on our steady growth, write to Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

TAFT
Broadcasting Company

Informing and entertaining the American family.

Closed Circuit®

Insider report: behind the scene, before the fact

Six of one

What do half-hour political broadcasts mean to TV networks in terms of dollar losses? Not as much as might be thought, according to network sales sources. They offered example: Prime-time half-hour at lowest political rate would yield about \$125,000, as compared with around \$360,000 for six 30-second announcements in average prime-time program. Of \$235,000 difference, however, about \$200,000 would go to program costs, which are saved, and lower agency commission payable on \$125,000 just about wipes out remaining difference.

Fuqua follow

Barring unforeseen, announcement may be made this week of acquisition of Fuqua Industries' ch. 9 WTVM-TV Columbus, Ga., by Dale G. Moore's Western Broadcasting Co. for \$19.25 million. Inquiries are reportedly brisk for other TV and radio stations in on-the-market group, established by industrialist J.B. Fuqua, who built conglomerate after small beginnings in radio (BROADCASTING, Nov. 19).

Moore, chairman of multiple-owner Western, is also bidding for Fuqua's ch. 7 WTVW(TV) Evansville, Ind., priced at \$22.5 million. H-R Television, station rep in which Fuqua owns majority, isn't on market with other broadcast properties.

Ups and ups

Although fourth-quarter spot TV spending is estimated to be disappointing 7%-8% average increase over 1978 instead of 12% or more projected earlier by many station representatives, 1980 first quarter shows signs of perkiness. Availability activity ranges up to 15% over 1979 first quarter, adding substance to one rep's analysis that fourth quarter before presidential election and Olympic year falters in spot activity while first quarter of year itself tends to accelerate.

Prices of success

Now that CBS News's *60 Minutes* has become television's highest-rated show (BROADCASTING, Nov. 12; see also page 24), its people appear to be in for more money. Even before season got rolling, budget increase had been sought to offset inflation in travel, living and other costs. Since then, word is that talent contracts have been or are being renegotiated, presumably including those of executive producer Don Hewitt and correspondents Dan Rather, Harry Reasoner, Morley Safer and Mike Wallace. Staff also includes

21 producers, one senior editor, eight researchers, 17 film editors. Best guess is that annual budget will probably go from about \$8.5 million to something over \$10 million.

Budget isn't only thing rising. So are prices charged advertisers. Even before Sept. 17-Nov. 4 ratings found show in first place, 30-second announcements were up to about \$120,000 each. Now price is said to be about \$130,000. But not many positions are available at that figure. Program reportedly is close to sold out for months ahead at old prices.

Fading policy

FCC's top-50 policy, which prohibits acquisition of fourth or more television station or third or more VHF in 50 biggest markets unless acquirer makes "compelling" public-interest showing, may face demise this week. FCC will consider Thursday whether to retain policy, throw it out or adopt it as firm rule. Staff will recommend throwing it out. Among commissioners, Tyrone Brown and Joseph Fogarty have advocated tough stand, with Chairman Charles Ferris siding with them on recent WDCA-TV Washington case. Other four are believed to stand with staff. Not once has grant been denied in 13 years that policy has been in effect.

By the telephone

NBC-TV is expected to announce midseason schedule today (Nov. 26), and number of Hollywood producers are anxiously awaiting news. Larry Gelbart, producing new situation comedy, *United States*, says: "I know that we're definitely in." Network has committed to 13 episodes, 22 scripts, and Gelbart's OTP Productions was shooting fifth episode last week. Columbia Television's Harve Bennett is still getting "usual promises" that his *From Here to Eternity: The War Years* will make schedule. Originally planned to air this fall, program was pulled from NBC's line-up at last minute. All 13 episodes of program have been shot. Other producers hoping for word are Charles Joffe at Universal Television (*Good Time Harry*) and Alan Horne, president of TAT Communications (*Joe's World* and *The Facts of Life*).

President Fred Silverman and Entertainment division head Mike Weinblatt have in past expressed desire to add situation comedies to line-up at midseason, but, as one affiliate board member said, "Don't look for comedies for the sake of having comedies." Board will be reviewing network's plans at meeting this week in Puerto Rico.

Sunday slump

ABC-TV is still looking for program magic for its troubled 7-8 p.m. Sunday time slot. Two child-oriented comedies, *Out of the Blue* and *A New Kind of Family*, just didn't take hold this season and never slowed *60 Minutes-Disney's Wonderful World* juggernaut on, respectively, CBS and NBC. ABC has abandoned plan to take Sunday with comedies. "It's tough to make a comedy fit the regulations," said one ABC Entertainment executive of FCC rule favoring news or child-appeal shows at 7-8 p.m. Sunday, "and still have the adult appeal it needs to take some of the *60 Minutes* audience."

September's lesson was that situation comedies won't do it. Network will limp through remainder of calendar year at least with short-term *Salvage 1* and specials. Meanwhile, ABC has ordered reshoot of final three episodes of those two rejected comedies for more mature 8:30 audience.

Lee to Region 2

FCC's senior commissioner, Robert E. Lee, will be named chairman of U.S. delegation to North American Regional Broadcasting Conference, encompassing western hemisphere (Region 2 of International Telecommunications Union), to convene in Buenos Aires in March 1980, with windup sessions there in late 1981. Conference will deal with AM allocations and subsidiary questions, but biggest item on agenda will be proposed reduction of separations between AM stations from 10 to 9 khz—standard used elsewhere in world.

Coincident with Region 2 news comes word that Kalmann (Konnie) Schaefer, foreign affairs adviser to FCC's international commissioners—Lee and Abbott Washburn—is being named chief of international allocations in FCC's newly created Office of Science and Technology. Schaefer is in Geneva for ITU conference now in final stages.

Uncle Sugar

Side-line observers, reconciled to prospect of deferment of some major issues at World Administrative Radio Conference because agenda has outgrown time allotment, wonder who will foot bill when extra specialized meetings are called. U.S. has only one vote out of some 150, but it's paying 12% of WARC overhead. It may find itself called upon to ante up larger share at WARC sequels in light of precedent found in United Nations where Uncle Sam picks up 25% of tab. ITU sessions, budgeted on conference-to-conference basis, are under UN auspices.

THE TONI TENNILLE SHOW

from
MCA TV

in association with
**THE NBC TELEVISION
STATIONS DIVISION**

**New style...new excitement!
We're taping the pilot on
December 9th in Hollywood
for a new, daily hour!**



The extraordinary talents of
Toni Tennille in an hour of
conversation, comedy and music.
Executive producer: Alan Thicke.

MCA TV

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Business Briefly

TV ONLY

Carte Blanche □ Forty-week campaign for credit card begins Jan. 21 in eight markets including New York, Los Angeles and Miami. Some spots will run during late news times. Agency: Della Femina Travisano, Los Angeles. Target: men, 18 plus.

Nestle's □ Six-month campaign for Nestle's Quik chocolate drink mix begins Dec. 31 in 113 markets including New York. Some spots will run during late fringe times and children's programming. Agency: Leo Burnett, Chicago. Target: children, 6-11; teen-agers, 12-17.

TG & Y Stores □ Twelve-week campaign begins Jan. 1 in 35 markets with spots running in all dayparts. Agency: Grey-North, Chicago. Target: adults, 25-54.

Kirin Brewery □ Six-week campaign by Japanese firm to promote "official imported beer of the 1980 winter Olympics" begins in early January in New York, Los Angeles, San Francisco and Honolulu. Agency: Margeotis/Fertitta, New York. Target: total adults.

Stouffer □ Six-week campaign for various frozen food products begins Jan. 7 in about 60 markets with some spots in day, fringe and prime times. Agency: Creamer, Pittsburgh. Target: women, 25-54.

Pizza Hut □ Four-week campaign for restaurant chain begins Dec. 17 in 29 markets with spots primarily run during prime time. Agency: Foote, Cone & Belding, Chicago. Target: adults, 18-34.

Ralston Purina □ Four-week campaign for Purina Variety Menu cat food begins late this month in 16 major markets

Rep Report

Channel 2, Cox Cable, Santa Barbara, Calif.: To Spot Time Cable Division (no previous rep).

□

WTHB(AM)-WZZW(FM) Augusta, Ga.: To Torbet Radio from Jack Bolton Associates.

□

WFTQ(AM)-WAAF(FM) Worcester, Mass.: To Katz Radio from Roslin Radio Sales.

□

Progressive Farmer Network: To Torbet Radio (no previous rep).

□

WEZN(FM) Bridgeport, Conn.: To Katz Radio from McGavren Guild.

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Station _____ Title _____

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City _____ State _____ Zip _____

The William B. Tanner Co., Inc., 2714 Union Extended, Memphis, TN 38112.

including New York and Los Angeles. Spots will run in daytime and fringe times. Agency: CPM, Chicago. Target: women, 25 plus.

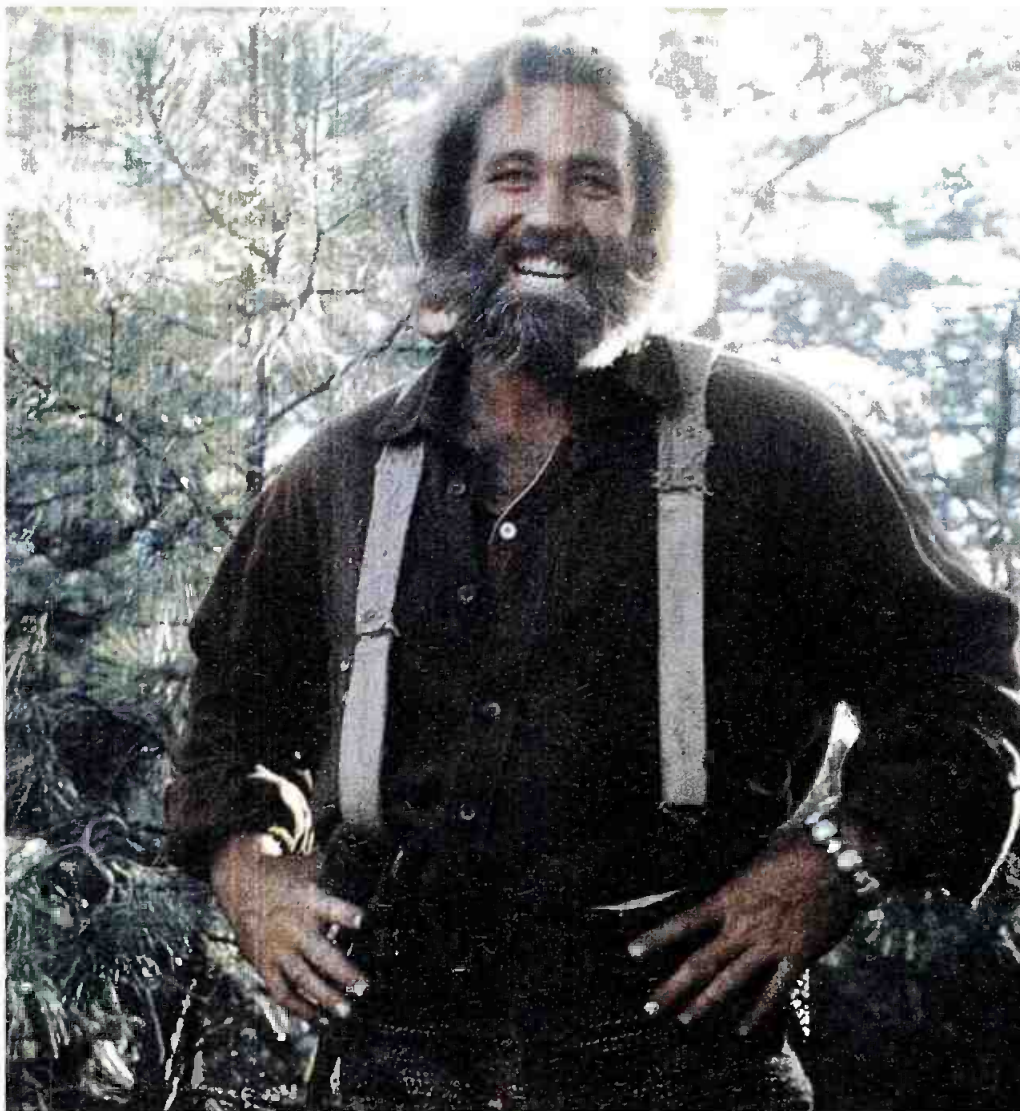
John Hancock □ Four-week campaign for life insurance begins Jan. 14 in 67 markets with spots during fringe and sports programming. Agency: Rosenfeld, Sirowitz & Lawson, New York. Target: men, 18-49.

Dodge □ Four-week campaign begins this month for trucks, vans and D-50 pickups. Spots carry message "More than Ford and Chevy" in 46 markets including San Francisco, Denver, Dallas, St. Louis and Cincinnati. Agency: Kenyon & Eckhardt, Dearborn, Mich. Target: men, 25-54.

Clairol □ Three-week campaign for various Clairol appliances begins Dec. 3 in 25 markets. Some spots will be placed in late fringe and news times. Agency: Doyle, Dane & Bernbach, New York. Target: women, 18-54.

American Dairy Assoc. of Wis. □ Two-week campaign to promote use of butter in holiday baking begins Dec. 3 in various Wisconsin and Illinois markets including Chicago. Agency: CreatiCom Advertising, Madison, Wis. Target: women, 18-49.

Genesee □ Three-week campaign for Genesee beer begins Jan. 14 in 22



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FAMILY MAN

You know him as mountain man Grizzly Adams.
But big Dan Haggerty is really a family man.

The kind who builds big family audiences with adventure-filled hours of programming that delight parents as much as kids.

This proven all-family appeal is precisely why 47 stations to date—in markets as different as Los Angeles and Atlanta, Chicago and Dallas—have acquired “Grizzly Adams” in its first syndicated season.

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The Life and Times of
Grizzly Adams



Inflation!

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Today, it is essential to build your broadcast facility into a strong Number One position in your market. As ad dollars slack off in many areas of the country, the Number One stations will continue to get the prime share of spendable dollars; so it makes good economic sense to become and to stay Number One. This is even more true in smaller markets than in the top fifty.

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San Francisco, Toronto.

markets including Albany and Buffalo, both New York, Philadelphia and Dayton, Ohio. Spots will run during prime access and fringe times. Agency: William Esty, New York. Target: men, 18-49.

Mop-O-Matic □ Two-week campaign for mops begins Jan. 14 in about 30 markets including New York. Spots will run in day and fringe times. Agency: Admarketing, Beverly Hills, Calif. Target: women, 25-54.

RADIO ONLY

Mersco □ Thirteen-week test campaign for Jonestown hairstyle center in Kansas City, Mo., and three-week test campaign for Castner Knotts hairstyle center, Nashville, both begin in early December. Agency: Gene Miller Advertising, Kansas City, Mo. Target: adults, 25-49.

Pacific Gas & Electric □ Six-week campaign for conservation begins Jan. 14 in eight California markets. Campaign stresses importance of energy conservation to fight high energy bills. Agency: Media Investment Services, San Francisco. Target: adults, 25-54.

Natures Bounty □ Four-week campaign for acne cream medication begins this week in 10 markets including Providence, R.I. Spots are in morning and afternoon drive times. Agency: Winner Communications, New York. Target: teenagers, 12-17.

Consumer Value Stores □ Three-week campaign for CVS pharmacy stores begins Dec. 3 in more than eight markets including Providence, R.I., and Rochester and Buffalo, both New York. Agency: Harold Cabot & Co., Boston. Target: adults, 18-49.

Ronco □ Three-week campaign for *Supersonic* and *Disco Super Hits* record albums begins this week in about 130 markets including New York with spots running in daytimes. Agency: Castle Advertising, Scottsdale, Ariz. Target: teenagers, 12-17.

Friendly Ice Cream □ Three-week campaign for restaurant franchise begins Dec. 3 in Baltimore only. Agency: Quinn & Johnson, Boston. Target: adults, 25-54.

Pro Hardware □ Two-week campaign for hardware stores begins late this month in about 19 markets including Salt Lake City, New Orleans, and Rochester, N.Y. Agency: Ross Roy, New York. Target: men, 25-54.

Schlitz □ Two-week campaign for Erlanger beer begins Dec. 10 in Providence, R.I., Phoenix, San Diego and

Advantage

Leaning on broadcast. As part of strengthened TV-radio campaign that begins on Dec. 2, Paine, Webber, Jackson & Curtis, New York, is investing about \$3 million in increased use of network TV and spot and radio in addition to business news and special programming in media mix. Paine, Webber continues with its usual sports programming buys on network TV and also becomes one-third sponsor of ABC-TV's *Issues and Answers* and sole sponsor in many markets of *Fortune's Business News*, a new two-minute radio show syndicated through London Wave Length Ltd. Campaign was created and executed by Marschalk Co., New York, and aims to reach upscale male audience.

□

DDB absorbs. Doyle Dane Bernbach, New York, has acquired five-year-old Catalano & Gornick, New York, which has billings of about \$6 million from clients including C & C Cola, Monroe Calculators, and Celanese Chemical Co. DDB has worldwide billings of more than \$650 million.

□

Out of ordinary. General Motors, in a departure from regular advertising, will devote commercial time during its sponsorship of "A Shining Season" (CBS-TV, 9 p.m. NYT, Wednesday, Dec. 26) to promote advances in cancer research. In addition, GM will profile winners of first annual General Motors Research Foundation Awards. Agency is N.W. Ayer, New York.

□

Radio for real estate. Radio is dominant medium for persons aged 18 to 49 who are most active buyers of homes, RAB president Miles David advised annual convention of National Association of Realtors in New Orleans. David said 18-to-49 group spends three hours and 37 minutes per day with radio; three hours and 22 minutes with television; 34 minutes with newspapers and 27 minutes with magazines.

Hartford-New Haven, Conn. Agency: J. Walter Thompson, New York. Target: men, 25-54.

K-Mart □ One-week campaign to promote pharmacy service begins Dec. 3 in 18 markets including Atlanta, Baton Rouge, Dallas, New Orleans, Cleveland and Nashville. Agency: Ross Roy, Detroit. Target: adults 18 plus.

Holsum Foods □ Six-day campaign for Holsum food products begins late this month in various North Dakota markets including Bismarck, Minot and Fargo. Agency: Miller-Meester, Minneapolis. Target: adults, 25-54.

ONCE A YEAR, WE WORK OUR CANS OFF.

At WBT and WBCY radio, we work all year long for our community. But once a year, we work our cans off with our annual Penny Pitch Children's Christmas Fund. By placing special collection

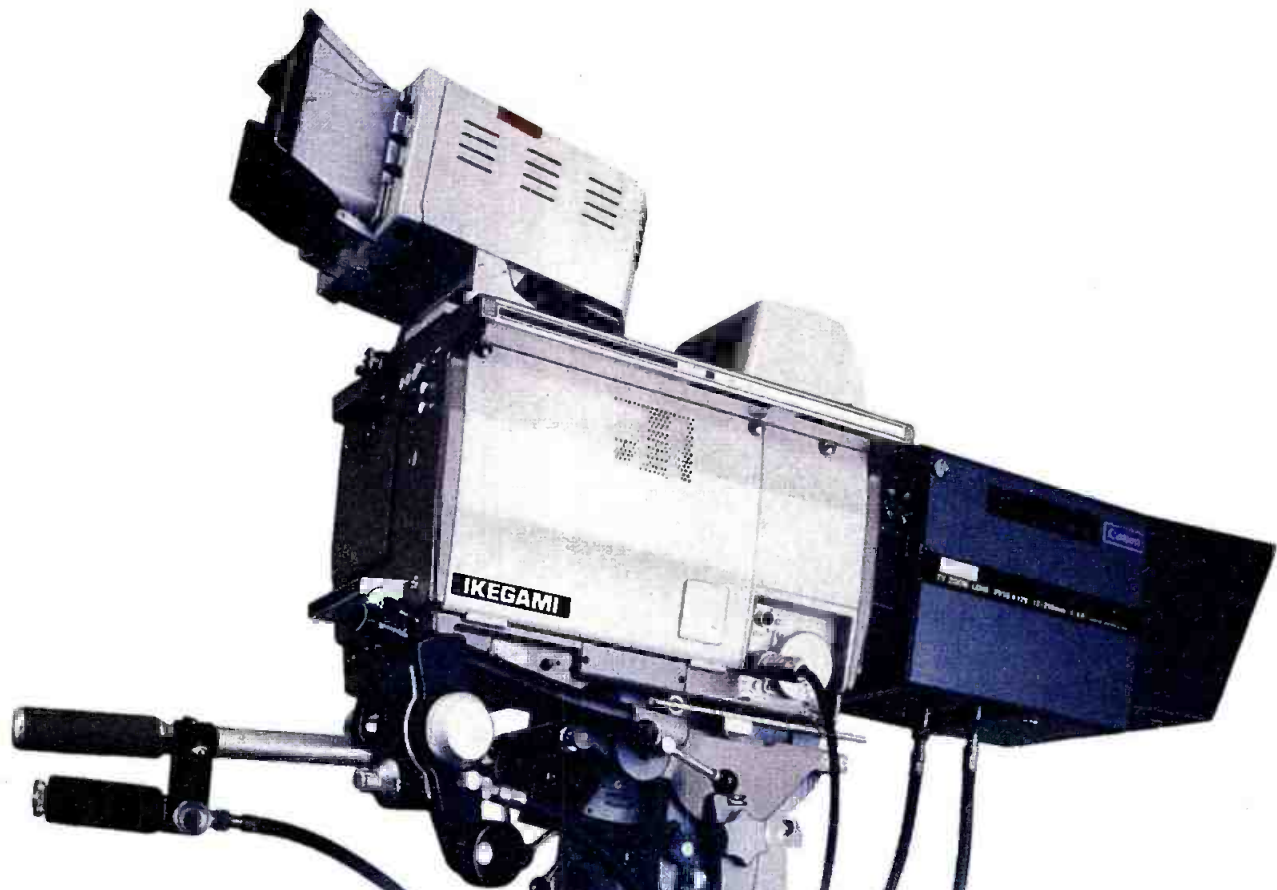
cans in retail outlets all over the area, we raise thousands and thousands of dollars for local children's charities. The Penny Pitch takes a lot of extra time and effort on the part of our staff.

But that's okay. Because at WBT and WBCY, we believe that working our cans off for our community insures that we will not end up flat on our own.



Jefferson Pilot Broadcasting

Charlotte: WBT, WBCY, WBTB, Jeffersons, Jefferson Productions, Jefferson Data Systems. Richmond: WWBT.
Atlanta: WQXL, WQXI-FM. Denver: KIMN, KYGO-FM. Greensboro: WBIG. Wilmington: WWIL, WHSL.



Ikegami's third microprocessor-controlled camera reduces registration set-up time and cost

The ideal camera for field broadcast television assignments must meet three major criteria. It must be air-ready moments after arrival at the camera site. It must deliver pictures of studio-quality color, crispness, and clarity. And it must be consistently reliable.

The Ikegami HK-357A meets those criteria in the field and is equally suitable as a studio camera. And it allows the camera crew to concentrate on creative aspects of their assignment instead of on time-consuming set-up and readjustment tasks.

Once on-site, the HK-357A requires hook-up to only three cables and power source. Then, a push of the microprocessor activate button automatically cycles it

through a check and recheck of all set-up and registration adjustments. This takes approximately 45 seconds per camera (up to six cameras can be handled). No external registration and chip charts are necessary because a test pattern projector (diascope) is built into the lens. Camera distances from the compact base station can be nearly a mile with triax, or 2,000 feet with TV-81 multi-core cable.

Because the HK-357A optimizes the capabilities of the newly developed Diode Gun Plumbicon®, the picture output is of very high resolution, low lag, low noise and wide dynamic range. Dynamic Beam Stretch to reduce corner tailing; Geometric Correction for near-perfect registration; auto iris and auto white balance — all contribute to the superior color picture program output of this camera.

The HK-357A is notably versatile too. It offers selectable contrast compression levels; built-in chroma keyer; gen-lock to Sync and SC or VBS/BBS; and several other features, including an unusually compact CCU, optional RCU, tiltable and rotatable 7-inch high-resolution electronic viewfinder.

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If you are upgrading, a demonstration may well reveal that the other cameras you've considered may already be obsolete when compared against the HK-357A.

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Broadcast Products Division, Ikegami Electronics (USA) Inc., 37 Brook Avenue, Maywood, N.J. 07607; (201) 368-9171. West Coast: 19164 Van Ness Ave., Torrance, CA 90501; (213) 328-2814; Southwest: 330 North Belt East, Suite 228, Houston, TX 77060; (713) 445-0100; Southeast: 522 So. Lee Street, Americus, GA 31709; (912) 924-0061.

Monday Memo®

A broadcast advertising commentary from Kenneth D. Murdock, director of marketing, Orkin Exterminating Co., Atlanta

Spot TV and radio drive home themes of prevention and professionalism

Rodents, roaches and food-infesting insects do not conjure up pleasant thoughts, but tastefully prepared advertising, particularly in television, has played a key role in the Orkin Exterminating Co.'s marketing campaign.

Rodents, roaches and food-infesting insects are a very substantial problem. Food losses alone by business and consumers from the most common pests exceed more than \$20 billion each year. It's a problem that can never be eliminated permanently. Supermarkets may be free of pests only until a new shipment of food arrives, bringing with it new problems.

Termites are a major concern to homeowners, striking five times as many homes as fire and causing damage of nearly \$500 million annually. While termites infest every state but Alaska, homeowners are more aware of termites in warmer climates and, depending on location, may become particularly conscious of them in the spring.

Understandably, Orkin, the leader in the pest control field, has a fast growing service. Year in and year out, the Atlanta-headquartered Rollins Inc. subsidiary has enjoyed increases in termite and pest control revenues every year, reaching \$165 million in fiscal 1979.

For householders and business, Orkin has more than 300 pest control service branches throughout most of the United States. Each location is staffed by Orkin personnel who have undergone lengthy training and are familiar with the many different types of pests and their control.

Training and retraining are conducted by Orkin at all levels. Courses are presented by a training department for branch managers at the company's headquarters, at regional and district levels for sales and service personnel, and at the branch level to keep sales inspectors and technicians up to date on new materials, equipment and control techniques. Research is undertaken through a wholly-owned subsidiary which also prepares many of the chemicals required.

Presenting the homeowner using a pest control service as one with a sense of personal pride, specifically in good house-keeping, is a key point in marketing. In addition to emphasizing the need for continuous monthly preventive pest control service, Orkin stresses that it's the smart people who use its service, as for example in this television commercial: First Woman: "Margaret, do you have bugs in your house?" Second Woman: "Certainly



Kenneth D. Murdock, who joined the Orkin Exterminating Co. subsidiary of Rollins Inc. almost two years ago, counsels on marketing strategy and national sales for the nation's largest termite and pest control firm in his capacity as director of marketing. He went to Orkin in 1978 from Popular Services Inc., having 100,000 independent sales agents, for whom he was vice president of marketing. Prior to that, he served as division sales manager and manager of marketing development during a 10-year period at Avon Products Inc.

not!" First Woman: "But you have Orkin every month." Second Woman: "That's why I don't have bugs in my house."

Orkin advertising has been honored by the American Marketing Association with an Effie award for advertising effectiveness. Objectives of the "Big Number One" campaign honored, of which the "Pest Clean House" commercial noted above was one theme, were several: to increase customer demand, retain existing customers and positively reinforce the self-image of Orkin employees.

The company always has enjoyed high awareness levels from its advertising. Since the start of the campaign, the perception of the company and service as superior to competition has continued to increase. Effectiveness of the campaign also is indicated by the following: (1) Leads from prospective customers increased by more than 20%; (2) customer retention improved; (3) 75% of the employees surveyed were prouder of being Orkin employees than they were a year earlier.

The major advertising medium used by

Orkin is spot television with commercials run in approximately 140 markets (or areas of dominant influence) in about 40 states where Orkin has branches. Radio and outdoor advertising complement the program. In 1978, measured media expenditures compiled by Broadcast Advertisers Reports show Orkin spent \$3.8 million in spot television.

Television is the strongest medium to build a unique identity that translates Orkin's size into meaningful benefits to the consumer—Orkin is the company I can trust. Television makes the consumer aware of the pest problems and then identifies a potential personal problem and its need for a solution. It presents Orkin to the homeowner as the professional of the pest control industry. In addition, TV provides the breadth and depth of frequency to reach every homeowner.

Trust and professionalism are emphasized. This is achieved by example and demonstration, the actions and attitudes of the persons seen in the commercials.

Radio advertising, with copy themes similar to television, provides frequency, while extensive Yellow Page advertising enables the consumer to locate his Orkin representative.

Target for all advertising is homeowners between the ages of 25 and 49. Because of the broadness of the audience, the media objective is for reach and frequency on the most cost efficient basis, rather than through a particular type of program, although sports and news are used frequently.

Orkin advertising does not actively address itself to solving business pest control needs, but leads are generated indirectly through over-all awareness of Orkin through advertising and by reputation.

While increased consumer demand is the primary objective of advertising, speaking to employees through television is of considerable importance. The professional image of our employees presented on television, well-groomed and wearing a uniform, is the way we see our employees and it helps us remind our own people that ours is a highly professional organization. Surveys conducted and the positive attitudes of our people tell us we've been successful.

Professionalism, someone you can trust, also is of great significance to consumers. Many people believe formulated sprays sold in stores will take care of household pests and they may not need professionals. By the time the consumer can see the pests visually, the damage has already started. The need for professional inspection is presented on the commercials. They convey our attitude toward what we do, how we do it and visually show that we do it.

Datebook

■ indicates new or revised listing

This week

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

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

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

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

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

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

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

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

Nov. 30—*Federal Communications Bar* luncheon, Capitol Hilton, Washington. FCC Chairman Charles Ferris is luncheon speaker.

December

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

■ **Dec. 2-5**—*Arbitron Radio advisory council* meeting. La Costa hotel, Carlsbad, Calif.

■ **Dec. 3-4**—*Advertising Research Foundation's* second annual Western conference. Los Angeles Biltmore.

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

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

Dec. 6-8—*Syracuse University's* Synapse Video Center broadcast workshop for independent producers. Information: Alex Swan, Associate Director, Synapse Video Center, 103 College Place, Syracuse, N.Y. 13210.

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

Dec. 7-8—Seminar on "Communication Policy: Platform for the 80's" sponsored by the *Council of Communication Societies*. Executive House, Washington. Information: Council of Communication Societies, Box 1074, Silver Spring, Md. 20910; (301) 953-7100.

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

Dec. 11—*Cable Television Administration and Marketing Society* Western regional seminar Disneyland hotel, Anaheim, Calif. Information: Netia Lowell, (713) 578-7980.

Dec. 12—*Cable Television Administration and Marketing Society* board meeting. Disneyland hotel, Anaheim, Calif. Information: Tom Johnson, (303)

320-1212.

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

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

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

January 1980

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

■ **Jan. 5-8**—*International Winter Consumer Electronics Show*. Las Vegas Convention Center.

Jan. 7-9—Pacific Telecommunications Conference. Ilikai hotel, Honolulu. Information: Richard J. Barber, Social Science Research Institute, University of Hawaii, Manoa, 2424 Maile Way No. 704, Honolulu 96822; (808) 948-7879.

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

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

■ **Jan. 10-11**—*Arbitron Television* advisory council meeting. Key Biscayne hotel, Key Biscayne, Fla.

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

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

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

Jan. 14—Deadline for entries for 40th annual George Foster Peabody Radio and Television awards sponsored by *Henry W. Grady School of Journalism and Mass Communication, University of Georgia*, Athens, Ga. 30602.

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

Jan. 16-18—Meeting of *South Carolina Broadcasters Association*. Carolina Inn, Columbia.

Jan. 17—*International Radio and Television Society* newsmaker luncheon featuring NBC President Fred Silverman. Waldorf-Astoria hotel, New York.

Errata

"Closed Circuit" item in Nov. 19 issue reported, without amplification, that **KTAL-TV** Texarkana, Tex., was under FCC order of **divestiture** as one of 16 "egregious" cases of concentration of media control. Fifth Circuit Court of Appeals has ruled that **FCC cannot apply its order to that station** (BROADCASTING, Aug. 13).

□

ABC-TV has ordered **13 episodes** of Universal Television's *Nobody's Perfect*, not eight as reported in "Closed Circuit," Nov. 12.

Jan. 17-18—*Florida Cable Television Association* annual winter management conference. Quality Inn-Cypress Gardens, Winter Haven. Information: Tom Gilchrist, (305) 842-5261.

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

Jan. 18—Annual convention of *Utah Broadcasters Association*. Little America, Salt Lake City.

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

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

Jan. 24-28—Winter convention, *Colorado Broadcasters Association*. Sheraton Denver Tech Center.

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

Jan. 31—Deadline for entries in 12th annual *Robert F. Kennedy Journalism Awards* for coverage of the disadvantaged by radio, television, print and photo-journalism. First prize of \$1,000 in each category. Grand prize of \$2,000. Students in same categories compete for three-month journalism internships in Washington. Information: Coates Redmon, executive director, 1035 30th Street, N.W., Washington 20007; (202) 337-3414.

February 1980

Feb. 1-2—*Society of Motion Picture and Television Engineers* 14th annual television conference. Sheraton Centre hotel, Toronto.

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

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

Feb. 5—Mike Award dinner of *Broadcast Pioneers*. Hotel Pierre, New York.

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

Feb. 5-6—*Wisconsin Broadcasters Association* annual winter meeting and legislative reception and dinner. Concourse hotel, Madison.

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

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

Feb. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

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

■ **Feb. 17-19**—*New Mexico Broadcasters Association* annual convention. Four Seasons Motor hotel, Albuquerque.

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

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

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

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

March 1980

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

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

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

March 14-15—11th annual *Country Radio Seminar* on "Answers to the Questions of the 80's." Hyatt Regency, Nashville.

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

March 16-18—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi*. Williamsburg, Va.

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

March 17-19—*Advertising Research Foundation's* 26th annual conference and research exposition. New York Hilton.

March 21-23—*Intercollegiate Broadcasting System* annual convention. Sheraton Centre, New York. Information: Jeff Tellis, (914) 565-6710.

March 23-29—*International Public Television Screening Conference*, under auspices of *Rockefeller Foundation and various North American and European broadcasters*. Dupont Plaza hotel, Washington. Information: David Stewart, Corporation for Public

Broadcasting, (202) 293-6160.

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

March 25—*New York State Broadcasters Association* annual membership meeting. Essex House, New York.

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

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

April 1980

April 8-12—*Satellite 80*, international satellite conference and exposition. Palais des Expositions, Nice, France.

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

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

April 15—Pioneer breakfast sponsored by *Broadcast Pioneers* during National Association of Broadcasters convention. Las Vegas Convention Center.

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

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

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

Major Meetings

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

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

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

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

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

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

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

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

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

June 3-7, 1980—29th annual convention,

American Women in Radio and Television. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex. Future convention: May 6-10, 1981, Sheraton Washington hotel, Washington.

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

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

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

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

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

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

Oct. 26-30, 1980—*National Association of Educational Broadcasters* 56th annual convention. Las Vegas.

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

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

The Professional

He Works For You: Jim Spehar

A rock concert promoter working for AP?

It's part of Jim Spehar's past. Also in his past: News Director, All-News KPHO, Phoenix... News Anchor, KOA, Denver... AP Broadcast Editor, Denver.

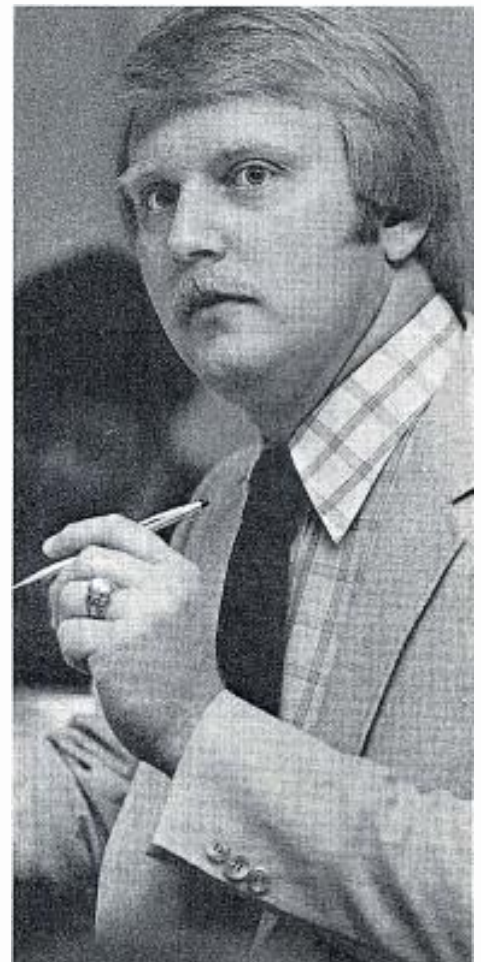
His present? He's the AP Broadcast Executive for Colorado and Wyoming. His past makes him even more valuable to his clients today...and tomorrow.

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EDITOR: I read with interest your article on local children's shows in the Oct. 29 issue. You might be interested to know that here, in America's 205th market, we have been producing a local children's program called *Wee Friends*. The idea is to teach certain basic human values. The co-hosts are Poppy and Will Mercer, who have worked on the network level as writers and entertainers before moving to Farmington. The show also features several Muppet-type puppets.

We are proud of this program for two reasons: We're probably the smallest TV market in America to produce such a program, and we are certainly the first in New Mexico in the past six years, that we are aware of.—*John R. Catsis, president and general manager, KIVA-TV Farmington, N.M.*

Lively debate on AM's death

EDITOR: There have been many letters appearing in the trades recently touting the death of AM radio. It has almost turned into a conditioning process—if we hear about it long enough, we'll all start to believe it!

I am concerned that individual stations are not rising up to encourage more debate on the 9 khz spacing proposal (which could pass soon).

The need for establishing additional AM stations seems questionable at best. Is it so important to fragment AM listening even more, allowing new stations to flounder in the marketplace?

Of course there is a need for many daytimers to become full-time outlets (to better serve their markets), but should it be done at the expense of quality?

As AM programmers, we already face the poor receiver problem, coupled with the fact that many stations are processing their audio to the point that it is further distorting quality. All of these things and more are making listeners believers in the "AM is dead" theory. We are letting AM erosion happen.

At the National Association of Broadcasters conference in St. Louis, one panelist mentioned that the FCC hears from so many different factions within our business that they seem to be telling us, "Hey, come back when you get your act together!"

It is time to do just that.—*Mark D. Larson, program and operations manager, KFMB(AM) San Diego.*

EDITOR: Your letters recently debating whether there is a future for AM have been greeted here with certain amuse-

ment. Although FM is clearly in the lead, I hope FM broadcasters do not treat their good fortune as their AM colleagues did a dozen years ago.

When we started, I recall an AM broadcaster who bragged he would put us out of business in 30 days, and a state broadcasters' association that wanted to deny us permission to broadcast the state high school basketball finals on the grounds we were FM.

Now that our roles are reversed, I hope FM broadcasters show a bit more class than AM did in the past.—*Tom Burns, president and general manager, WMCB(FM) Michigan City, Ind.*

New and improved

EDITOR: It has been my pleasure to have used your BROADCASTING YEARBOOK on several occasions over the past years. It is by far the best publication of its kind, perhaps in any industry. It would be helpful if I could get a copy of the 1979 YEARBOOK as soon as possible.—*E. Lee Warren, account manager, Office Products Division, IBM Corp., Gadsden, Ala.*

Editors Note: We regret to advise Reader Warren that the 1979 YEARBOOK has been sold out for several months. At the same time, we are pleased to report that the 1980 YEARBOOK—expanded by over 300 pages with inclusion of a complete directory of the nation's cable television systems and associated enterprises—will be available in March at a cover price of \$55.

In praise of cooperation

EDITOR: In September and October of this year, I visited television, radio and newspaper offices across Pennsylvania along with members of the Pennsylvania Bar Association staff. Our visits were part of the PBA caravan, and we discussed numerous important issues. Foremost in our minds were the November ballot questions and what we felt to be crucial issues surrounding them.

We found representatives of the state media to be most cooperative and receptive. Because of this cooperation between the bar and the media, the public became more aware of the important public issues that the ballot questions presented. We feel that this awareness was reflected in the positive results of the voting on those ballot questions.

We are grateful to the media for their interest in these issues and express our admiration for the open nature of our meetings and the discussions resulting from them. The cooperative effort of the media and the bar is in the finest tradition of both professions.—*Sidney L. Krawitz, PBA, Harrisburg, Pa.*

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John Andre, sales manager—equipment and engineering (Washington).
Gene Edwards, Southern sales manager.
David Berlyn, Eastern sales manager (New York).
Linda Petersen, classified advertising.
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Don Gallo, production assistant.

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Phone: 212-599-2830.
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Phone: 213-463-3148.
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Phone: 01-402-0142.
William J. Sposato, correspondent.



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

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**WITH AS MANY AS
3 TIMES THE 18-49 VIEWERS.**

3:30-4:30 pm KNXT Los Angeles
#1...triples 18-49 audience over
last year...leads into and boosts
early news rating 100%.

11:45 pm-12:45 pm Sundays
#1 in its time period.

8:00-9:00 pm WPIX New York
More than triples the 18-49
viewers vs. last year.

4:30-5:30 pm WITI-TV Milwaukee
Takes 1st place against top sit-com,
talk show and kid shows...38%
share of 18-49s.

5:00-6:00 pm WXIA-TV Atlanta
Doubles 18-49 viewers over last year.

10:30-11:30 pm KMSP-TV Minn.-St. Paul
Ties for 1st place with viewers 18-49.

*Now an Independent.



THE ROCKFORD FILES

113 hours' available from

MCA TV

* Plus 1979-80 season.

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"With over 300 installations, Station Business Systems is the leading supplier of Computer Business Systems to the broadcasting industry. We studied scores of Cable Systems, talked to Consultants and MSO's — both in the U.S. and Canada — before we began designing the SBS 2000 Subscriber Business System for CATV.



*Herb Claassen
Sales Manager
CATV Business Systems
at St. Johnsbury Community TV Corp.
St. Johnsbury, VT*

Because we are part of the Control Data family, we had the experience, resources and time to get it right the first time.


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"And we also feature the SBS 1000, a complete In-house Minicomputer System, for smaller cable operations.

"I'd like to arrange a System Analysis for you at no charge. This in-depth review of your business processes helps me determine exactly what an SBS 1000 or SBS 2000 can do for your Cable System, and how little it will cost. And remember . . . this analysis is **free** .

"Call me at (800) 243-5300. In Connecticut, Hawaii and Alaska, call (203) 622-2400 collect. Or write to me at 600 West Putnam Avenue, Greenwich, CT 06830. I'm anxious to hear from you."

STATION BUSINESS SYSTEMS

 a division of
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MORE THAN A COMPUTER COMPANY

TOP OF THE WEEK

Party-line FCC votes with President on campaign start

Holds ABC, CBS, NBC unreasonable in refusing to sell Carter-Mondale committee time this early in presidential campaign; networks announce they'll take it to court

In a far-reaching decision, the FCC voted 4-to-3 to order the ABC, CBS and NBC television networks to comply with the reasonable access provisions of the Communications Act in granting air time to the Carter-Mondale campaign committee, and gave them until today (Nov. 26) to adjust their positions on the issue.

(For: Ferris, Fogarty, Brown, Quello. Against: Lee, Washburn, Jones.)

The networks immediately marshalled their legal oppositions to the order. CBS on Wednesday asked for a stay and for FCC reconsideration, and said it would seek court review if reconsideration were denied. ABC and NBC followed suit Friday afternoon.

The President's committee had asked the networks for time the week of Dec. 4 to air a half-hour program highlighting the administration's achievements. The program would be aired following the President's announcement of his candidacy.

The networks said that December was too early to begin a presidential campaign, and that if time were sold to the President, they would have to give equal time to a "multiplicity" of candidates, disrupting regularly scheduled programming.

Chairman Charles D. Ferris criticized what he called the networks' "meat-ax approach" in deciding when a campaign should or should not begin. Ferris said that the FCC had previously determined that there "are needs more than those of the broadcasters, there are the needs of the candidates and the public and all three have to be balanced."

Commissioner Robert E. Lee countered, saying: "I don't think we should run political campaigns. I don't think we should run the networks, either."

Commissioner James Quello, casting the deciding vote, said that while he questions the constitutionality of the "reasonable access" provision of Section 312 (a) (7) of the Communications Act, "it's our

job to enforce it."

Commissioner Anne Jones said that she cannot find that the networks had acted unreasonably. "And unless I can say they've been unreasonable, I am not going to second-guess their judgment."

Commissioner Abbott Washburn said "acceding to the December timing under the reasonable access statute is a close call. The January offer [advanced by ABC] is not unreasonable. The public would receive eight months of political advertising during the pre-convention period; and the public and the candidates could look to another heavy dose during the post-convention months. From January until the election in November is a long political 'season'—more than long enough to serve the public interest in an informed electorate." He added: "The proposition which [this decision] will stand for is that the candidate's own determination of his needs is overriding. The consequences of this precedent will rise to haunt the commission and the public in future campaigns."

Commissioner Tyrone Brown did not like being in the position of second-guessing the networks, "but the statute gave us our role." He said that once "jurisdiction was established," the commission's responsibility was clear-cut. He added that he thought the precedential effect of the decision was "minimal."

Commissioner Joseph Fogarty, while voting with the majority, disagreed with Brown on the effects of such a precedent. He said, "This will establish a precedent for Reagan, Connally and any others." Responded Brown: "We have no alternative but to find the networks' response inadequate and unreasonable. It's only 30

minutes out of the 5,400 in the month."

When the final order was released last Wednesday, it appeared to offer an out for the networks. While asking them how they intended to fulfill their obligations with respect to Sec. 312 (a) (7), the FCC offered this advice: "One conceivable method of trying to act reasonably and in good faith might be for the licensees, prior to an election campaign for federal offices, to meet with candidates in an effort to work out the problems of reasonable access for them on their stations.... We believe that good faith negotiations are to be preferred and urge that course."

The National Association of Broadcasters' senior vice president and general counsel, Erwin Krasnow, said "the FCC's decision stands the First Amendment on its head. It is a form of compulsory free speech—a contradiction in terms when one realizes it is the government that is dictating the terms." Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, congratulated the FCC on "tackling a tough problem." But he said that "the First Amendment issues raised by the Carter-Mondale complaint weren't really resolved. In fact they will grow more vexing and urgent as the campaigns step up." He added that there is a need for "legislation to guide us through 1980."

Sam Simon, executive director of the National Citizens Committee for Broadcasting, called it a "wise" decision. "Present rules on political broadcasts are a mess. We're glad it's the candidates and not the broadcasters who decide when a campaign starts." Simon also said that there was "no question as to the political nature of Quello's vote."

FEC implored to remove debate fetters

While most political observers have been focusing their attention on the Des Moines, Iowa, site next January of the first presidential debates, others were casting an eye toward the Federal Election Commission last week, site of a different sort of debate.

The latter discussion centers on the FEC's interpretation of Section 441(b) of the Federal Election Campaign Act, which prohibits corporations or unions from making expenditures "in connection with any election, primary election or political convention or caucus."

In December 1977, the FEC adopted a proposed regulation that would have allowed only tax-exempt organizations to accept funds from corporations and labor

unions for use in sponsorship of political debates. The regulation never went to Congress for approval, however, and the commission drew up new regulations, outlining structure and sponsorship of debates, which went to the Hill last June.

The Senate vetoed the measures, and the FEC, after making minor changes, published the regulations in the *Federal Register*, along with a request for comments. Hearings on the matter were held last month, and the commission, after considering final comments received last week, will decide whether to modify the regulations before submitting them to Congress for approval.

The item is not on the agenda for this week, and the commission likely won't

take up the matter before some time in December. Those filing comments last week urged the FEC to pursue a different course—and to do it quickly.

The American Newspaper Publishers Association expressed concern that the current regulations may prohibit the sponsorship of debates by newspapers—even though that is not the intention.

The Republican National Committee called the regulations “of doubtful constitutionality,” adding that the term “debate” is actually impossible to define. It said face-to-face encounters or exchanges mediated by the press might fit into this category. “Regulations, if promulgated, would erect such legal barriers to debates as to insure that no debates would take place,” it argued.

The RNC suggested that no regulations concerning debates be issued; however, it added that if rules are to be issued, only one should be allowed: “That transfers made for the purpose of supporting debates be excluded from the definition of contributions.”

The League of Women Voters, which sponsored presidential debates in 1976 and is planning another round next year, said that if the regulations are not clarified soon, its chances of sponsoring debates in the 1980 election campaign may be curtailed. “Arrangements for funding the debates must begin now,” LWV declared. “We therefore urge the commission to clarify first the legitimacy of corporate and labor funding of candidate debates conducted in a nonpartisan manner. The commission should then address the other questions that it has raised in its invitation for public comment.”

The league stressed that the purpose of candidate debates is nonpartisan, they are not vehicles for active electioneering, and therefore contributions to defray the cost of such events should not be considered contributions under Section 441(b). To do this, it said, would be “plainly at odds with the First Amendment.”

“The constitutional infirmity in the commission’s present interpretation of Section 441 (b) is that it fails to distinguish between those contributions that are made for partisan purposes (i.e., to influence an election) and those that are made for nonpartisan purposes (i.e., to educate and inform voters),” the league said.

The National Association of Broadcasters, in its comments, claimed the law was never intended to bar direct corporate or union expenditures to cover debate expenses, and any regulation that denied the right of commercial broadcasters to use such funds for financing a debate “would raise critical First Amendment and equal protection problems.”

“We are deeply concerned that broadcasters may now fear to provide time and facilities in campaign debates in compliance with Section 315 of the Communications Act,” NAB added. “They may additionally fear to provide news coverage of political debates financed by media or other corporations.”

NAB was joined in its comments by the Radio-Television News Directors Association and National Public Radio. NPR noted that it would have been exempt from the regulations in the past, but the issues presented are of immediate concern.

NAB suggested that the FEC take ex-

pedited action “that will make it clear to broadcasters they need not fear the threat of prosecution or investigation by the commission when they provide time and facilities for candidate debate.”

As a solution, NAB offered three options: the FEC can forget about regulating federal candidate debates and drop consideration of further measures; it can determine that the expenditure of funds by broadcasters or corporations is not inconsistent with the provisions of the Federal Election Campaign Act; or it can issue an advisory opinion indicating that the activities of those underwriting a federal debate do not violate the terms of the act.

“The NAB opposes and will continue to oppose any activity that reduces the ability of broadcasters to provide the American public with robust, uninhibited political dialogue,” it declared and then concluded:

“We urge the commission to recognize the damaging effects on our most basic freedoms of continued uncertainty to political debates and therefore, to act expeditiously in this proceeding.”

The networks, along with the Public Broadcasting Service, questioned the validity of the FEC claim of jurisdiction over journalistic activity, saying it raised constitutional questions.

CBS urged that if the FEC approves new rules, it should make certain that it does not claim any jurisdiction over the arrangement of the debates by news organizations.

NBC stressed that news coverage of candidate debates—no matter who sponsors the debates—doesn’t constitute a contribution to the participating candidates.

“Broadcasters have always considered candidate debates to be bona fide news events and a part of their news coverage of political campaigns, not only for President (as in 1960 and 1976) but between candidates for nomination and election to House and Senate seats,” he said.

ABC, meanwhile, in calling the FEC’s interpretation of the act “constitutionally suspect,” suggested that the FEC “can and should reasonably rely upon the judgments of debate sponsors and competing candidates to prevent the campaign abuses” which the act was meant to remedy.

“In ABC’s view, the Congress clearly intended to afford the broadcast and non-broadcast press blanket permission to engage in unbridled election coverage, and this congressional intent should be specifically recognized by the FEC,” it added.

PBS raised many of the same concerns, stating that in order to violate the act, “the presentation of debates, coverage of those debates by the media and the performance of regular campaign activities by broadcasters must involve a partisan purpose. Similarly, donations made to facilitate either the sponsorship or broadcast of multicandidate appearances are prohibited only if they are tainted by partisan purposes.”



Open door. Twelve-member TV and radio delegation from People’s Republic of China wound up busy three-week tour of facilities in major U.S. centers last week, sponsored by nonprofit National Committee on U.S.-China Relations. Among stops: three commercial TV networks, Television Bureau of Advertising, Children’s Television Workshop and WNET-TV in New York; National Telecommunications and Information Administration, FCC, Voice of America, Comsat labs and Corporation for Public Broadcasting, Public Broadcasting Service and National Public Radio in Washington; Qube two-way cable systems in Columbus, Ohio; National Association of Educational Broadcasters convention in Chicago; Iowa public broadcasting network and WO-TV Ames, Iowa; KQED(TV) and Ampex in San Francisco and KCET(TV), Hollywood Radio and Television Society and various studios in Los Angeles. Shown here during New York visit is Zhang Xiangshan (second from right), director of China’s Central Broadcasting Administration and head of delegation, with (from left) ABC’s President Elton H. Rule and Chairman Leonard H. Goldenson, and Rooney Arledge, president, ABC News and Sports.

Commission to WNET: set up base in New Jersey

FCC orders TV station to establish full-time studio in home state

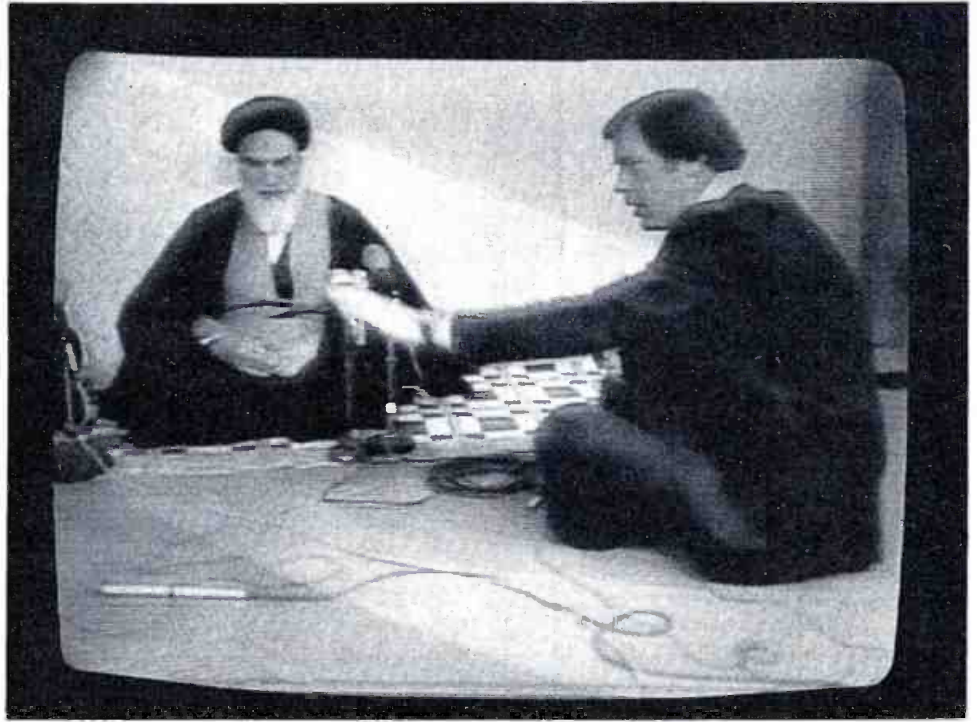
The FCC last Tuesday (Nov. 20) ordered WNET(TV) Newark, N.J. (New York City), to establish a presence in New Jersey with a full-time, fully-staffed, fully-equipped, studio. The Educational Broadcasting Corp., WNET's licensee, has 30 days to comply with the FCC order.

WNET, in its application for license renewal, had asked the commission for a waiver of its main studio rules. In 1961, the FCC allowed WNET to relocate its studio in New York because WNET claimed such a move would help it better serve its public.

At last Tuesday's meeting, there was heated discussion—as at other meetings when WNET was the subject—on whether a single studio facility was needed to provide New Jersey citizens with a place to go when they had an issue they wanted aired. Said Commissioner Joseph Fogarty: "We made a mistake when we allowed it to move to New York in the first place. The least we can expect now is a single studio facility to serve the people of New Jersey." Fogarty read from the order saying that WNET's proposal for the facility must guarantee "fully unimpaired nonpre-emptible access" to the facility. Fogarty asked if this was any more than the commission had requested from other licensees. Replied Chairman Charles D. Ferris: "We're just prescribing minimum standards."

Commissioner Abbott Washburn has opposed the idea of WNET's using "bricks and mortar" to serve the people of New Jersey. While admitting that WNET has failed to meet the citizens' needs, he is against constructing a full-time facility and feels the responsibility can be met in other ways. He urged his colleagues to accept the suggestion of Educational Broadcasting Corp. to conduct on-site inspection of its present New Jersey facilities, which include a studio at Essex Community College, before issuing further orders in this proceeding. Commissioner Anne Jones, while not wanting to go herself, said she would not want to limit anyone else's wish to do so. (Jones was the only dissenter on the order as a whole.) Ultimately, however, the commission voted against the idea because it might present ex parte problems and delay the proceeding.

Commissioner James Quello joined Washburn in a statement saying: "It is a sorry day when a majority of the commission votes against a proposal to conduct an on-site inspection of WNET's Newark studio facilities ... the majority has rejected the idea and our decisionmaking will be the poorer for their failure to grant the petition and make the visit legally viable."



ABC's Peter Jennings interviewing Ayatollah Khomeini in Qum, Iran.

Shah, Ayatollah interviews headline week

CBS's Wallace, ABC's Jennings and NBC's Hart are allowed to interview head of Iran on hostage situation, but only after submitting questions; Walters talks with shah in N.Y.

ABC News's Barbara Walters scored an exclusive interview with the ousted shah of Iran last Thursday night (Nov. 22)—believed to be the first interview he has given a journalist since Walters met with him eight months ago in Morocco.

No taping or filming was allowed, leaving Walters to sum up the interview in a call to *World News Tonight* and in person on ABC's *20/20* newsmagazine and late night special that evening. According to Walters, the deposed shah, now in a New York hospital, was concerned that any video presented might be misinterpreted by the Iranians.

Walters added, however, that he did allow a photograph to be taken to prove that the interview did occur. Walters brought a Polaroid camera with her since she was not accompanied by a camera crew. The picture, now in the hands of the shah's staff, is to be shown only after he leaves the U.S.

Network scrambling to interview the key figure in the Iranian crisis paid off Sunday, Nov. 18, when Ayatollah Ruhollah Khomeini granted interviews to CBS's Mike Wallace, ABC's Peter Jennings and NBC's John Hart.

It required a bending of network policy. Questions had to be submitted—for acceptance or rejection—in advance. However, all three thought the interview worth it, as long as the public was informed of the ground rule.

Furthermore, the televised interviews

were embargoed until Sunday evening (NYT). As with other reports from the country, transmission abroad was through the facilities of Iranian radio and television.

For all three networks, it was touch and go.

First to be received by Khomeini and for the longest time (about an hour) was CBS's Wallace.

Although Wallace and producer Barry Lando had been pursuing an interview with Khomeini days before, the approval came the previous Wednesday when Wallace was in California.

Wallace, back in the U.S. last week, explained that he boarded a plane from San Francisco to London and was met there by his secretary, Marikay Meade, who had flown from New York carrying his passport and research materials.

While at his London hotel, which has a UPI wire machine in the lobby, Wallace first read that no interviews were to be granted. The CBS London bureau, he explained, then reached the head of Iranian radio and television who said Wallace should come anyway.

In Teheran, first word was that the interview was set for Saturday morning. In the meantime, Wallace said, he and his crew were taping in the streets. For all the shouting, slogans and animosity towards America, he explained, "remarkably when it came to one on one" there was "no hostility toward me as an individual."

When the call came Saturday morning at 11, it was to say the interview was off. Wallace "went through the day talking to the foreign ministry" and by 11 that evening, he got the word to be in Qum, the holy city, the following morning.

Prior to his interview, Wallace said he

had submitted a list of 10 questions with about four or five knocked out. He gave another 10 with the same results. Wallace tried nonetheless to ask others during the interview.

When he completed the interview, Wallace said he saw Jennings and Hart waiting.

According to Wallace, the deposed shah of Iran, whom he had interviewed a few times before the shah was overthrown, had never asked for a list of questions or balked at answering one when asked.

Peter Jennings, still in Iran last week, was limited to three questions. "Why they told Peter three I don't know," said Stan Opatowsky, ABC director of television news coverage. When Jennings asked a fourth question, he was "greeted with silence," Opatowsky said. He added that the three original Jennings questions were accepted.

Opatowsky said Jennings had first requested an interview early in the week and that "every indication" was that it would be granted. Originally, it had been set for Friday, he added.

Background information on the setting up of the interviews varied. Ed Planer, NBC's vice president, news coverage, said he had heard that the first plan for the networks would be Wallace and Robert MacNeil (of the Public Broadcasting Service's *MacNeil/Lehrer Report*) with interviews in the morning and Hart and Jennings taking their turns in the afternoon.

NBC then heard that only Wallace would be getting in and Hart, according to Planer, went to Qum and "camped on the doorstep" to be seen.

PBS had expected MacNeil to get an interview and publicized that it was coming. Their later claim was that MacNeil had scrapped it when he heard that the commercial networks also would be given interviews.

The interviews had been embargoed until 6:30 p.m. that night by the Iranians.

ABC, however, decided to go with it at 6 p.m. during its first network news feed.

About 30 seconds of the NBC Hart/Khomeini interview "by a goof" did show up on network-owned WNBC-TV New York at about 5:50 p.m. in a news break during the football game. Planer said it was an "inadvertent" error.

ABC went with its Jennings interview during its early evening network news. CBS had Wallace on the news as well (for stations not taking a network football game) and then led with it on *60 Minutes*. NBC, which does not have news at that time, waited until *Prime Time Sunday* (10 p.m.) to show Hart with Khomeini.

Whether or not there was an embargo on radio depended on the interpretation of the network.

ABC, maintaining that the embargo applied only to television, began with the audio on radio early Sunday morning.

Both CBS and NBC reported on the interviews but without audio actualities until that evening.

The network news teams, however, weren't the only broadcasters in Iran. A KYW-TV Philadelphia reporter, Ti-Hua Chang, and cameraman, Tom Haas, left for Iran on Saturday Nov. 17, with the reporter himself having said to have suggested the assignment and gained Iranian government permission.

KYW-TV, which believes it is the only local TV station with a crew in Iran, has had audio from there since Monday and video since Tuesday. On Wednesday, the NBC *Today* show used some KYW-TV tape.

As tension increased by midweek, plans were for the reporter and cameraman to leave, the station said.

UPI Audio continued its service from Iran. And AP Radio, which had been expelled from the country for the past couple of months, was given permission to return.

The networks' decision to accept the Ira-

nian ground rules for the Khomeini interview was discussed during the New York World Television Festival/International Radio and Television Society panel (see page 46). Av Westin, ABC News vice president for program development, claimed the submission of questions was acceptable "provided the audience is aware of the circumstances." *NBC Nightly News* anchor John Chancellor said it was legitimate as long as the networks had the ability to edit the interviews.

CBS rides ratings see-saw to top

Network's win in latest week puts it up to second for season-to-date after ABC

CBS-TV, for the week ended Nov. 18, turned in the strongest prime-time showing so far this season, averaging a 22.1 rating and 35.0 share against ABC-TV's 18.7/29.7 and NBC-TV's 17.7/28.0.

According to CBS, it was "the largest weekly lead over ABC in four years." And it was enough to overtake NBC for second place in the season-to-date scores for new three-network competition. ABC's still on top with a 19.9 rating but now it's CBS 18.5 and NBC 18.3.

The commanding lead that week by CBS also tightened up the ratings sweeps competition. For the first 19 days since Arbitron started its survey period Oct. 31—Nielsen began a day later—the two-service averages give ABC a 20.1 rating, with CBS right behind at 20.0 and NBC at 17.3.

Of the top-10 programs, CBS continued to dominate, for the most part due to its Sunday night line-up. For the second week in a row, each program was on that list, and for the week ended Nov. 18, none below a 40 share.

Long-form provided CBS with an addi-

InBrief

Xerox Corp. completed acquisition of WUI Inc. for \$212 million in Xerox common stock following FCC approval last Tuesday. FCC attached number of conditions to its action including requirement that Xerox maintain WUI and its subsidiaries as separate corporate entities and report to FCC outcome of any antitrust suits brought against it. Xerox, manufacturer of copiers and other electronic office equipment, has rulemaking and inquiry proceeding before FCC proposing new electronic message and data communication service. WUI's principal subsidiary is Western Union International, which provides international communications and radio paging services through its various subsidiaries. Western Union International should not be confused with Western Union Telegraph Co., which operates Westar satellite system and is principal subsidiary of Western Union Corp.

Mid-America Television Co. has reached agreement in principle to sell its **KCA(TV) Jefferson City, Mo.**, to Charles Woods for \$9 million. Mid-America is subsidiary of Kansas City Southern Industries Inc., diversified, publicly owned company, headed by William N. Deramus III, chairman. William A. Bates, president of broadcast subsidiary, said that Mid-America, which also owns **WEEK-TV Peoria, Ill.**, plans to expand

through acquisition of cable systems and television stations. He also said that company is taking close look at possibilities of subscription television. Woods is owner of **WTVY-FM-TV Dothan, Ala.**

Reports that radio-TV producers **Tony Schwartz and David H. Sawyer**, both of New York, will be retained to produce radio and TV commercials for early stages of Senator **Edward M. Kennedy's** presidential campaign could not be confirmed last week. Said Schwartz last Friday: "As of now, we don't have a relationship." Sawyer could not be reached. Other major candidates earlier had chosen media and advertising advisers (**BROADCASTING**, Nov. 5) and last week Herbert Schertz, vice president, public affairs, Mobil Oil Corp., New York, said he would take six-week leave of absence from Mobil to organize Kennedy's media campaign (see page 53).

Representative Lionel Van Deerlin (D-Calif.), luncheon speaker last week at NAB's television conference in Houston, made brief remarks to delegates, concentrating on **fairness doctrine** which he said he would like to see "abolished ... rendered obsolete by a true communications marketplace ... an abundance of new outlets for news, public affairs and political programing." He said Congress, FCC, political candidates and broadcasters are all caught in "dilemma" of what to do with changing political environment—especially growing importance of primaries. During question and answer period after his remarks, Van

tional boost. It generally meant problems, however, for NBC, and at ABC six hours of *The French Atlantic Affair* proved disastrous.

During the week, CBS won Thursday, Friday and Sunday; ABC took Tuesday, Wednesday and Saturday, and NBC scored first on Monday.

The top-scoring program of the week (as well as the season-to-date) was CBS's *60 Minutes* which pulled in a commanding 31.9/49. Among the segments was Mike Wallace's interview with Iran's Ayatollah Khomeini.

Others in the top-10 were CBS's *Alice* (31.6/46) and *Jeffersons* (29.3/43); ABC's *Three's Company* (29.0/43); CBS's *Dallas* (28.9/50) and *Archie Bunker's Place* (27.9/40); ABC's *Taxi* (25.7/39) and *Happy Days* (25.3/38), and CBS's *Trapper John MD* (25.2/42) and Thursday movie "Silver Streak" (25.1/40).

Highest rated among the NBC shows was *Little House on the Prairie* which came in 15th (23.3/33).

While CBS started out in long form with a mediocre 16.7/27 from Tuesday's G.E. Theater presentation of *Streets of L.A.*, Wednesday's Hallmark Hall of Fame *All Quiet on the Western Front* brought in a higher 19.8/31. On Thursday "Silver Streak" earned a 25.1/40 and on Friday, the two-hour *Dallas* brought a winning 28.9/50. *Salem's Lot*, part one, on Saturday earned a respectable 18.3/31.

At ABC and NBC it was quite a different story.

Thursday, Friday and Sunday night presentations of the *French Atlantic Affair* miniseries brought ABC only 13.4/22, 9.7/17 and 16.2/25 respectively.

NBC fared well with Monday's "Omen" (22.5/33) but not with Tuesday's "Duchess and the Dirtwater Fox" (16.4/26); Thursday's and Friday's "Bridge Too Far" (16.9/26 and 15.0/26) or Sunday's *Little House Years* retrospective (18.2/27).

Narrowing the boundaries of 'Gannett'

New York appeals court judge hands down decision that puts tighter limits on process of closing pretrial proceedings to reporters

A decision imposing narrower limits on the exclusion of press and public from pretrial hearings was issued last week by the New York Court of Appeals.

The unanimous decision was written by Judge Sol Wachtler, author of the decision in *Gannett vs. DePasquale* that, when affirmed by the U.S. Supreme Court last July, dismayed and angered journalists by its holding that the press could be excluded from pretrial proceedings on the concurrence of defendant, prosecutor and judge (BROADCASTING, July 9).

In last week's decision, also involving *Gannett*, Judge Wachtler narrowed the range of his earlier ruling, handed down in 1977. "We did not mean to suggest that closure would be necessary or even appropriate in all pretrial proceedings," he wrote at one point, adding that, for instance, there would be "little justification for holding a private arraignment."

"If the public is routinely excluded from all proceedings prior to trial," he said at another point, "most of the work of the criminal courts will be done behind closed doors."

Last week's decision held that hearings dealing with a defendant's competence to stand trial should be open to press and public. The case had been brought by *Gannett's* Westchester Rockland Newspapers Inc. against a judge's exclusion of reporters from a 1978 competency hearing for a man charged with rape. In excluding them, the judge, Russell R. Leggett, had cited the appeals court's 1977 decision in

the *Gannett-DePasquale* case.

The unanimous decision last week reversed Judge Leggett and ordered that the transcript of the closed hearings be made available. The man charged with rape had been found competent to stand trial but had pleaded guilty before the actual trial started. However, the appeals court last week said it was retaining jurisdiction "despite a claim of mootness, because of the importance of the question involved, the possibility of recurrence and the fact that orders of this nature quickly expire and thus typically evade review."

Judge Wachtler's opinion also noted that most criminal cases are disposed of in pretrial proceedings. "Fairness to the accused," it said, "does not require that his appearance at the trial should come as a complete surprise to the community."

The court said its 1977 decision was speaking basically about "suppression" hearings and that these are different because of "the grave threat that suppressed evidence, if publicly disclosed prior to trial, would virtually eliminate the possibility that the accused would receive a fair trial in a highly publicized case."

The decision laid down some ground rules for handling motions to exclude press and public. Such motions, it said, must be made in open court and the defendant must show "a strong likelihood that evidence relevant and admissible at this particular hearing in this case would prejudice the defendant's trial if it were disclosed to potential jurors or would involve sordid matters." If a judge decides to exclude press and public, the opinion continued, the reasons must be given in open court.

The New York Court of Appeals commands respect around the U.S. and, since its 1977 decision not only generated controversy but was affirmed by the Supreme Court, its new ruling is expected to have considerable impact outside as well as within New York state.

Deerlin said that **FCC children's television proceeding was "step back"** for commission. Van Deerlin warned that "quantitative standards may lead to qualitative standards."

Among names mentioned for new program funding chiefdom of Corporation for Public Broadcasting ("Closed Circuit," Nov. 12): **Brian O'Doherty**, now with National Endowment for the Arts, Washington, in job once held by Chloe Aaron, program vice president for Public Broadcasting Service.

Both **Henry Geller**, head of National Telecommunications and Information Administration and FCC Chairman **Charles Ferris plan to accept invitations to visit People's Republic of China**, proffered by that country's Ministry of Posts and Telecommunications. Geller and NTIA delegation including Don Jansky, Veronica Ahern, Bill Lucas and Doug Crombie had planned to make trip in October, but trip has been tentatively rescheduled for April 1980. Make-up of FCC delegation and time of its visit is less definite, but Ferris chief aide Frank Lloyd expects trip also will be next spring.

One of largest grants ever for public broadcasting—\$150 million to be distributed over 10 years—is reportedly in works, although details of gift are being withheld while Internal Revenue Service scrutinizes matter. **Walter Annenberg**, president of Triangle Publications, is planning to funnel money to Corporation for Public Broadcasting for

creation of "national university of the air" Money would then go to colleges and universities for establishment of college credit courses, with member stations of Public Broadcasting Service and National Public Radio participating in delivery of course materials.

AFTRA and television and radio networks continued their negotiations last week although old three-year contract expired Nov. 15. Talks covering performers and news personnel began in New York Oct. 10, with union seeking increases in base pay in selected areas and improvements in working conditions for performers in daytime serials and for news correspondents (BROADCASTING, Oct. 15).

In **revision of its Saturday morning schedule**, NBC-TV is adding two new series, *Godzilla/Globetrotters Adventure Hour*, at 8-9 a.m. and *Fred and Barney Meet Shmoo*, 9-10:30, and moving three programs to new time periods—*Daffy Duck Show*, 10:30-11 a.m.; *Casper and the Angels*, 11-11:30 a.m. and *Flash Gordon*, 11:30 a.m.-noon. *Hot Hero Sandwich* remains in noon-1 p.m. slot.

National Association of Broadcasters is holding luncheon briefing this Wednesday on **television programming for children**. Shaun Sheehan, NAB's director of public affairs, said purpose of briefing was "not to castigate FCC, but to inform press of what is really going on."



Broadcast and cable communications do not rank at the top of Jimmy Carter's list of domestic priorities, but they nevertheless are major concerns and do come in for continuing administration attention. On the eve of the next presidential election year, BROADCASTING reviewed the status of presidential policy in this interview with Steve Simmons (at left in picture above), of the White House's domestic policy staff, and Henry Geller, assistant secretary of Commerce for communications and information and administrator of the National Telecommunications and Information Administration.

Carter and telecommunications: the first 1,030 days

President Carter has been in office almost three years now. How would you characterize the communication or the broadcasting policy that he's tried to institute?

Simmons: Three themes run through the broadcasting actions of the administration. The first I would characterize as protecting the First Amendment rights of broadcasters. It's our belief the fairness doctrine in its present form really is an unwarranted interference with those First Amendment rights. And we've proposed that, at least with respect to news shows over a three-year trial period, news editors be freed of the restraints and the burdens of the fairness doctrine. And only at renewal time, if there is a flagrant abuse in terms of being unfair and prejudiced, then perhaps there can be a fairness doctrine citation and appropriate action.

We have supported a very strong and healthy public broadcasting system, one that's insulated from political pressure. In fact, when we first went up with our message to Congress at the beginning of the administration, we proposed that the rule that prohibits editorializing by public broadcasters be repealed with respect to those broadcasters that were not state-

controlled entities.

Also, I would point out [legislation proposed in the wake of] the *Stanford Daily* decision [involving newsroom searches]—another example of proposed legislation that we believe will be protective of broadcasters' First Amendment rights.

The second theme is really related to the first. That's increasing program diversity. And I say it's related to the first because increasing diversity really leads to the wide-open, robust debate and conflict of ideas that the First Amendment contemplates. And we have proposed a number of actions to accomplish that objective.

First, we've had a major minority broadcasting initiative [that] has been successful. More minorities own broadcasting stations today than ever before; there's been a 65% increase in the number of broadcasting outlets owned by minorities, which was accomplished by this administration in conjunction with the FCC and the private sector.

We've been in favor of keeping the government out of the development of cable television. I'm referring to the testimony we

gave on pay cable, which was geared to [that medium's development] without government restriction.

The 9 kilohertz proceeding, with respect to radio, will allow a number of additional AM radio stations on the air and will lead to diversity, we think. And then the FM directional antenna proceeding—again, another action geared to increasing diversity, increasing programming opportunities available to the American people.

I'd also add the President's initiative in closed captioning for the deaf and hearing impaired. The first month he was in office, President Carter wrote the networks and asked for their cooperation. In March of this year, the announcement was made that PBS, ABC and NBC are fully cooperating and a national captioning institute has been created. This will provide millions of Americans with programming opportunities they would not otherwise have.

The final theme I'd mention is one the President stressed when he spoke to the National Association of Broadcasters in Dallas, which was the theme of reducing paperwork and other regulatory burdens the broadcasting industry has suffered, as much as possible, as

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much as we can reduce them consistent with the public interest.

We've done a variety of things in this area; let me mention just one. We were firmly in favor of the deregulation of receive-only earth stations, and were one of the first parties to file in that proceeding.

That was an FCC initiative.

Simmons: That's absolutely right. We provided support for that initiative and are in favor of it.

We are now studying radio deregulation—the proceeding is before the FCC—again with an eye to having paperwork reduced.

On the fairness doctrine, is that administration policy or NTIA policy?

Simmons: NTIA is the principal spokesman on communication matters for the administration.

Geller: Let me put it this way: I think we're acting very much in line with what the President said, with what the presidential statements are about reducing paperwork and on the First Amendment, and so on. A lot of these issues, however—let's face it—don't warrant presidential consideration. We wouldn't come up him and say, "Should we file on the fairness doctrine?" It would be absurd.

What I'm saying is I think we are acting consistently with his over-all, general direction. It is not a presidential policy unless he specifically comes out with it, unless we take it to him and he checks the box. And these things don't warrant taking to the President and having him check a box. We don't even go to the secretary of Commerce, and we are part of the Commerce Department.

But it makes a difference to the people on the Hill. They say, "Are you speaking for the President or are you speaking for yourself, for your agency?"

Geller: They understand fully that the President isn't going to concern himself with anything but very, very important telecommunication matters—such as the common carrier message, the privacy message or a few others. And therefore, I don't think that we have less effectiveness on the Hill. Nobody says: "Did you check this out with the President?" They don't expect it to be checked out with the President, for the most part.

By the same token, they know the President doesn't care that much.

Geller: They know that most of the things the executive branch does—I don't mean to argue with you—but they know that most of the positions taken by the executive branch aren't cleared with the President. It would be impossible.

Simmons: Let me answer it this way—that the President is well aware of the three themes that I stated at the beginning. He is aware and has stated himself on several occasions—and I've been with him in the room when he stated them—that he wants to protect broadcasters and all of the press's First Amendment rights and thinks that's very important for this administration to do.

He knows about the programming diversity goals and he thinks that's important. And he, as you know—you were at the NAB convention—is concerned about paperwork and other regulatory burdens. And he is very much on top of and very much concerned about and very much in support of the three thrusts, the three themes I've discussed.

Now, in terms of whether he's on top of the 9

kilohertz proposal or the FM directional, that's another question. We in the administration have faith in an assistant secretary whom we consider one of the most outstanding people in this country today on communications matters [and we let him] carry the ball.

In terms of a specific check-off on the details of the fairness doctrine proposal, it is Henry Geller speaking for NTIA. He is the chief telecommunications spokesman, and it's in that vein that he goes forward.

Geller: And I believe strongly I'm following the themes that have been laid down by the President, the ones that Steve has mentioned.

On radio deregulation. Who in the administration is focusing on that?

Simmons: We now have, within the government, four separate units that have indicated an interest in filing comments with the FCC.

And they are?

Simmons: At this point I don't want to get specific on them because there's been no final decision about how many of them are going to. Obviously, NTIA is one of them. What we're going with in the administration is to coordinate the efforts of these agencies in a way that will allow them to talk to each other before any decision is made on the positions that will be taken with respect to the priorities.

What is the administration's decision on retransmission consent? Between NTIA and the Justice Department?

Geller: There's no difference in policy. The difference is, as we read the Justice Department pleading, that they thought the 1976 copyright act settled the issue. We differ on that. We think the 1976 act didn't. But, you know, that's something that will have to be resolved by the FCC and eventually by the court; it's a legal issue.

But wouldn't it be easier for the FCC if it had one position from the administration on that?

Geller: On a legal issue? It seems to me that there's no harm done—it would be more serious if you had a difference in policy. You're looking at a legal issue. It's all laid out. You look at the arguments that were made by Justice, by the Antitrust Division, you look at the arguments we made, you look at the many other arguments that were put forth by the parties, and you run your decision. It will probably be appealed to the courts; whichever side loses, it will take it up.

Simmons: Let me just add, with respect to Henry's answer on that, that this question is an exceedingly complicated one. Men and women of good faith and high intelligence drastically differ on the proper solution to how the distant signal and syndicated exclusivity rules ought to be shaped.

Within the administration there were, as you know, the Council on Wage and Price Stability, the Justice Department and NTIA that had studied this matter carefully. In light of the, again, complexity of the issue, the legal questions involved, the economic questions involved, it was felt that each agency could appropriately file their comments in an effort to bring various points of view and make other issues understandable. In other words, to try to shed additional light on a very complex question in good faith.

Geller: We really do welcome an exchange of views. I've never thought it was an unhealthy thing to do. I think that what it comes down to is the agencies all ought to come together and hear each other, and, where the matter does come to an issue of presidential attention—and few of them do, but some of them do—then they are to be settled in the White House, obviously. And then everybody just approaches them from that point of view.

There were differences within the federal government on the electronic message postal service entry. It was settled by the President. We will now follow, scrupulously, the policy laid down when he checked boxes. We won some, we didn't win other parts of it. It's been set and we'll follow it.

As I say, that's not true in a lot of these other areas. The President's a busy man and we're not going to take him issues that are not presidential in nature. It would overwhelm him if he considered every transportation, every energy issue—that's all I'm saying. But I think it's healthy to have this exchange, to see whether we do come to one view, and if we don't, I don't see any problem at all.

I don't mean to sound like a thousand flowers blooming, like Mao Tse Tung, because that set back China, as I understand it, 10 years. But, you know, we are strong believers in that the truth will emerge out of a clash of ideas.

In other words, you're saying that you may be the key spokesman, but you're not going to be the exclusive spokesman?

Geller: I don't even want to be the only one. On issues of presidential importance, after the President's decided it, in the privacy area and others, I then go and present the administration's viewpoint. But if he hasn't done that, I'm not going to pick up the phone and call the Department of Justice and say, I don't want you filing. (A) They would tell me to drop dead, and quite correctly. And (b) it would be a mistake to do that. It's not good policy to do that.

What is the reaction to the commission's proposal regarding children's programming, children's television?

Geller: There is no proposal as far as I can see. There's a notice outstanding. I think it may be an important issue and one that we will then participate in. But, you know, it's kind of premature to say what it is until I see the notice.

Can we discuss it in terms of whether the passion for deregulation extends to this area?

Geller: Until we see it, read it, think about it, think of alternatives, it's just silly to jump in now. I obviously have views, you know. But I'm not going to state them now.

I've even filed in children's television before, as an individual. Long ago and far away. But this is a different ballgame. We're going to look at it and make a decision based upon it.

There's one other thing, and that is that we certainly will adhere to the tenets, as I said, which is to try to avoid First Amendment intrusion, and to try to promote as much diversity as possible. What we do will still be within the public trustee realm, also, because broadcasters are within the public trustee realm. I don't know what we'll come out with when we look at it, but we'll try to be faithful to those principles and still promote diversity and service in the public interest.

How many of these things that we've been

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talking about have seen the light of day in terms of policy or rules or laws? At the commission or anywhere else?

Geller: Well, on a number of them I would say that they're still pending before the commission.

We supported the National Association of Broadcasters, if you recall, on radio deregulation, and said that the commission should issue a notice of proposed rulemaking and should go to zero base review to see which rules are necessary, which are not necessary. And that wasn't on our own, but it was a filing that came very closely after the NAB filing, and supported it.

And in the area of comparative renewals, we've endeavored to be helpful, but that is still pending. After the WESH case, we filed with the FCC that you ought to go to percentages, that diversification will not be looked at, that the licensee will be judged on whether he has a meritorious record and that in order to make that more objective you should specify percentages in two areas, and only two areas, local and informational, defining informational very broadly.

And you got a lot of support from broadcasters on that.

Geller: Yes, we did. And I still look for action in that area. I believe that there is almost no other way for the commission to go in any objective, sensible fashion.

Speaking of accomplishments or scorecards: You had some bold, ambitious plans for the Van Deerlin bill, and it's not yet borne any fruit. What happened there?

Geller: It ran into the buzzsaw. Broadcasters didn't want to do it because they felt that the spectrum fee was inappropriate. And there was a different spectrum fee than we were suggesting. We suggested a much more reasonable one, if you recall, on the order of one and a half to two percent, and to be done in a contract with the broadcasters so as to give assurance that it wouldn't keep going up. The public interest groups also opposed it.

I feel, however, that that was a very sound thing for us to do. I still strongly believe that regulation makes no sense in the face of 8,400 radio stations—59 in Chicago, 39 in Washington, and more coming, either out of WARC [the ongoing World Administrative Radio Conference in Geneva], out of 9 kilohertz, out of FM directional.

These things aren't done immediately. It took years to pass a lot of legislation. It took many years to pass airline deregulation. It took years to do truth in lending—10 years. It took five years to do the fair credit reporting act. They're not done overnight, it's an educational process.

And Van Deerlin, to his credit, began that process; he raised the issue. We have no regret in supporting him, because we think what he raised are solid issues that ought to be considered. And it's just going to take a long time, be evolutionary. It may not come—it certainly won't come in this Congress, we know that. It may not come in the next Congress. It may not come until the Congress after. And none of us may be present but still it's worthwhile to do because it's a long, slow process, evolutionary. But it all counts.

Why didn't the administration get into that act? Not a part that speaks for it, but President Carter?

Geller: I think before President Carter would enter a thing it would have to become more serious. It would have to move in a more serious fashion to warrant his attention. I think that while Chairman Van Deerlin was quite serious about it, the fact of the matter is that there was going to be no broadcast legislation of a sweeping nature.

What I'm suggesting is—it's conventional wisdom, at least—that if the President gets behind a particular bill it has more chance of success than if he doesn't. And the President just never got involved in this. Is it too political?

Geller: We never sought to get him in because in our view we did think of this as an educational process. We commend Chairman Van Deerlin for opening it. I had stated before I became assistant secretary that I didn't think legislation of that sweeping nature could be passed. I still don't think it can be passed in this Congress, but I think it was desirable to move it.

Simmons: And Chairman Van Deerlin, just to reemphasize, I think deserves a great deal of credit for moving the legislation at all and raising these issues, holding hearings on these issues, and creating a debate within Congress among the interested parties about the future of telecommunications regulation.

After all, the last major statute in this area was the 1934 Communications Act, which was in large part just an adaptation of the 1927 act. And a lot has happened since then and it's high time that the Congress did take a very serious look at the developments in the communications field. When the 1934 act was passed, television—much less color television—was not around. Cable television was not even thought about, nor was satellite transmission—all of the developments that have occurred since that time.

Geller: Let me emphasize something on the difference there. We didn't seek, in the beginning, to have the President address the issue of common carrier legislation because we were moving to see what would happen. We now, after a time, believe it is serious. We're not sure we'll get it but it is serious. It is still alive up there, it is still moving, and it is something that a number of people are interested in.

You recall my testimony. Chairman Van Deerlin turned and said, if you can't get broadcast legislation, is it worthwhile doing common carrier? And I answered, yes. And that was a straight message from the chairman of the bill as to what he thought was important.

We have sought and obtained presidential backing for the common carrier one. If broadcast ever becomes a more serious one, moving, I think that would be worth a White House call—and I don't say how they'll come out on it because it would be up to the President to decide and we're not making the decision for him. But if it became of the same order as the domestic common carrier, the matter might very well be presented to him, then. It is not.

The final thing I'd say to you—and this is a high compliment, again, to Chairman Van Deerlin—is that by raising the debate I think he affected the FCC. I think that the Congress deserves credit for changing the debate, for focusing it, so that it has caused the FCC to take another look at what we are doing in radio deregulation.

As a matter of fact, there's quite a difference of opinion between the FCC

and NTIA on the question of the public trustee issue. They opposed its removal from the bill. At least Chairman Ferris did, and Commissioners Fogarty and Brown.

Geller: They said they wanted more flexibility.

Yes, but they wanted that part left in.

Geller: But on the other hand, as I understand it, Chairman Ferris and Commissioner Quello and I don't know how many others, it's not clear, joined in the radio deregulation, which said they would like to avoid regulation—they would like to get rid of ascertainment, like to avoid interfering in the programming areas—remember the percentages on nonentertainment in radio?—and that they would like to get rid of commercial restrictions.

Now, that certainly is in line with NTIA's position on radio before the Congress. We did want to do it with this small fee—whatever you might want to call it, say, grazing fee of one and a half to two percent, and use that directly to accomplish the goal.

We did state in the pleading that we filed that there's no problem with ascertainment. Let the commission get rid of it. We're not sure about the commercial area. We're looking at it and possibly the commission would have some legal way to do something. When you get to the area of local and informational programming, if they are statutory, and are laid on each licensee, then it does pose a problem. That's the reason why we supported the legislation.

I think that it is always important not to get in a rut. It really is. I've been at it so long that, you're right, sometimes I just react like a kneejerk reaction. Rather than do that, I am trying to think anew about it, trying to look at it from the point of view of the market structure, what can be done. We are taking the commission at face value, very seriously, and saying what if, what if, can it be done this way, can it be done that way? And we're giving it a very hard look. And also, what results from that? Does it serve the best interests of the public?

And I can only tell you the process is under way. But it's a long way off from conclusion. We've fed nothing into the coordination that Steve has talked about because there's no need to, you know. We're still so far away.

I would think that we'll come to grips with this much more in December, because we don't want to let it go over Christmas. We may end up, from an NTIA point of view, being absolutely where we were. But we think we have an obligation to read the documents and to try to dig in and see—is this feasible? is that feasible? is that desirable? and that's how we're approaching it.

Is there anything further to report on? We did talk about the possibility that if the common carrier thing looked at all promising, you might tack on something on broadcasting.

Geller: I do think the area of comparative renewal is one where Congress could profitably clarify it. It's not that controversial, really. On the other hand, the whole subject of broadcasting turns out to be quite controversial, you know.

If you noticed in the primer that we sent up on common carrier, we don't deal with cable. It's not that cable doesn't warrant attention, it's just that it's a very controversial area. And I told you what our goal is—our goal is to get that common carrier legislation.

The same thing may be true with

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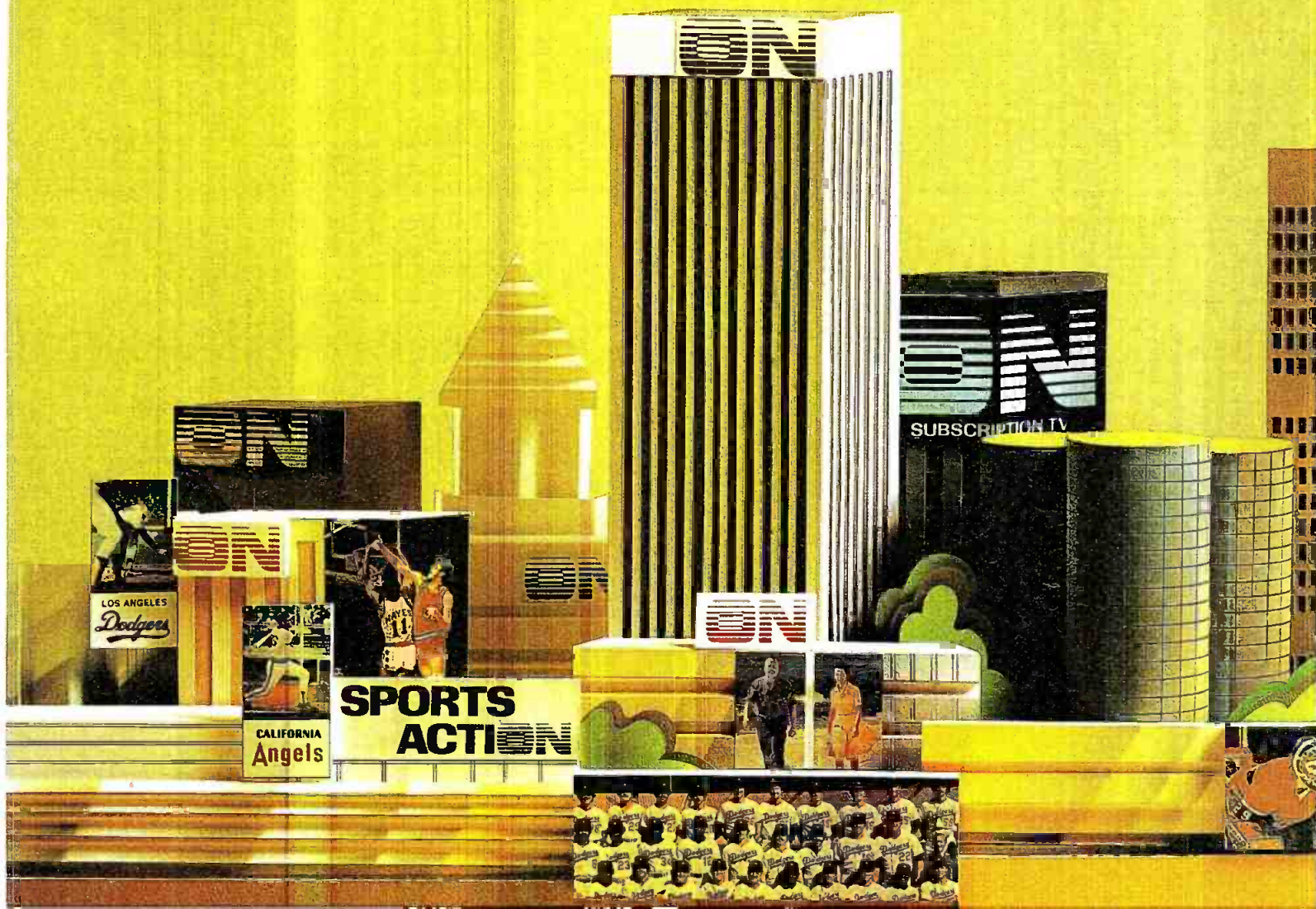
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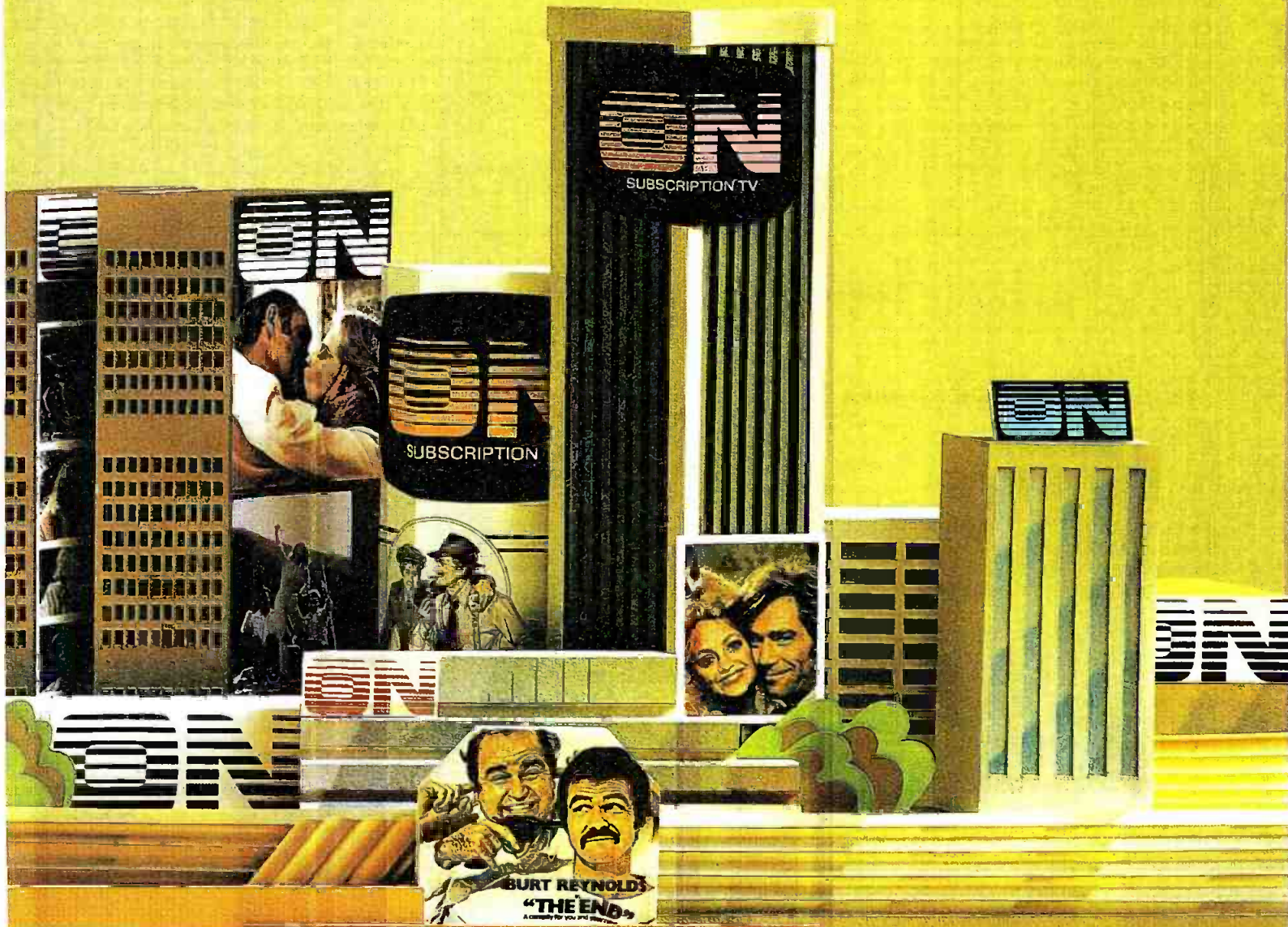
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broadcasting. It is quite controversial. We're not telling Congress what to do. Congressman [Al] Swift [D-Wash.], for example, because he is a broadcaster [formerly public affairs director of KVOZ-TV Bellingham, Wash.], is extremely interested in broadcasting legislation. But he understands the need to go first with common carrier.

And what I'm suggesting to you is that broadcasting legislation will come only if common carrier succeeds. At that point, if somebody wants to try to add something on, such as Congressman Swift, he can do so. If he finds, again, that you run into enormous counterpressures and people saying, "no, I want this, I want that," then that legislation won't move.

It is Chairman Van Deerlin's impression, at least at this time, that that's what happens when you enter cable or broadcasting. That seems to be the opinion of several other people, that when you enter the cable or broadcasting field, either one of them, that you enter a field of considerable controversy and it is, therefore, very difficult to legislate in the field. And you may have to accept common carrier legislation—which we would be delighted to do—and await further experience and developments in broadcast and cable. We're not saying no. We're just being realistic.

The comparative renewal amendment you hope to be able to propose if you found the way clear, what would that do?

Geller: It would do pretty much what we said in the filing that we made after the court came down on WESH, which is to turn to percentages in two fields and only two fields, to say that if the incumbent does do a good job in those two areas, and there are no derelictions, that he ought to be renewed and you should not turn and take into account integration and diversification. It is nothing new. It's a very quiet, modest idea that's pending before the commission. It would be helpful if Congress could clarify the area because they ought to lay down basic policy.

Speaking of other quiet, modest, minor things, just so people won't get too excited—like that one on the last minority ownership idea. Wouldn't that open the floodgates to all kinds of multistation owners?

Geller: We're saying it's done by waiver, it's done in each community. What we're telling the commission, look at it—suppose Storer or Metromedia or one of them wanted to have an eighth station . . .

Or ninth? Or 10th?

Geller: But you've got to get to the eighth. We didn't say to the ninth or 10th. We said look at each one of them. If Storer wanted an eighth, you could look at that eighth. If Storer brought in a 25% minority, at least half integrated, you would be doing a real plus for them because you'd be training the guy, giving him a base in a major market, you'd be breaking his difficulty of entering the major market. How much damage would you do with an eighth one?

We never said to do the ninth or 10th. The program would have had to be wildly successful for them to be coming in with a ninth or 10th. I don't know what the commission's reaction ought to be to that. Let's see them coming to the eighth first, bringing the minority in and do that. Then you can look in and see whether there's a need to do it on the ninth. There may be no need at all. It may be at that point you draw a halt. But at the least, you ought to welcome the eighth. See whether they'll come forward for the eighth.

And again, we said, look where you do it. You do it in an area where there are many, many radio stations. And then maybe if a person wants to sell a TV-radio together, you have to bring a minority in, 25%. And we point out, would that do so much damage, bringing a minority in? There are 40 or 50 radio stations in there. What if the television is linked up with one of those 40 or 50?

Did you talk to any of the minority groups about it before you suggested it?

Geller: The only feedback we've gotten from minorities is that they like the idea but some of them suggested it ought to be at 50% or 51%. We think that's not a good idea. We don't think that, realistically, that makes sense.

Again, let's take Storer, or Metromedia—any of those people. We don't think they would enter a major market and be a minority owner or 50% owner. They like to control their future.

Will there be any further initiatives from this administration that we can look forward to?

Simmons: Well, we have the radio deregulation filing coming up. The date for submission is late January, and that will be, certainly, a major proceeding. And we will have something to say on it.

Geller: There's a possibility that we'll file on children's television. I'm not saying it's for sure but it's quite possible we'll do that.

You know, we have a number of things pending and we just have to hang in there. FM directional is one, 9 kilohertz is one, AM stereo is another, the comparative procedure, low power TV. We're going to hang in on a lot of those. We don't just file and then kind of grandstand walk away from it. It takes hard work to continue with them and we certainly will.

But are there any other areas that you want to explore or pioneer?

Simmons: There is an effort within the administration, to look at the direct broadcasting satellite issue. We expect that the FCC will begin a proceeding next year. It's possible. This is an area that could be very important to broadcasting as well as cable television, and something that merits study. So, yes, the administration will be active in the area. And we continue to follow a number of things that we consider to be very important to the industry. And obviously, we will continue to support the three themes with which we began this interview.

Law & Regulation

First step to FTC cutback

Senate Commerce Committee approves bill that would limit agency's powers, including children's ad inquiry

The Senate Commerce Committee last week approved legislation that would sharply curtail the authority of the Federal Trade Commission, including its right to proceed with the children's advertising inquiry. The bill now has to go to the full Senate for a vote, while the House also grapples with a final version of the agency's authorizing legislation.

The language approved by the 15-person committee would limit the agency's

authority in advertising rulemaking proceedings to cases of false and deceptive advertising, while eliminating "unfair" advertising from its purview. This would bring the children's advertising inquiry to a halt, although it would not affect any other pending advertising investigations.

The bill would, however, affect a wide variety of commission actions. It would, for example, limit the agency's authority to require mandatory warranties in connection with the sale of used cars; it would prohibit the commission from investigating the insurance industry; it would provide for the recovery of attorneys' fees by small businesses in cases in which they prevail against the FTC; and it would cut back on the amount of money available for funding outside groups in rulemakings.

What the bill does not contain is a legislative veto provision, which is included in the House's version. But when the bill

comes to the Senate floor, it is likely such an amendment—along with other amendments that would further restrict the FTC's power—will be proposed.

When the bill will come up for consideration is uncertain. Congress is now expected to adjourn the week of Dec. 14.

The House, meanwhile, has already approved an amendment that would prohibit the FTC from regulating the funeral industry (BROADCASTING, Nov. 19), and complete consideration of the FTC's authorization, H.R. 2313, is expected tomorrow (Nov. 27).

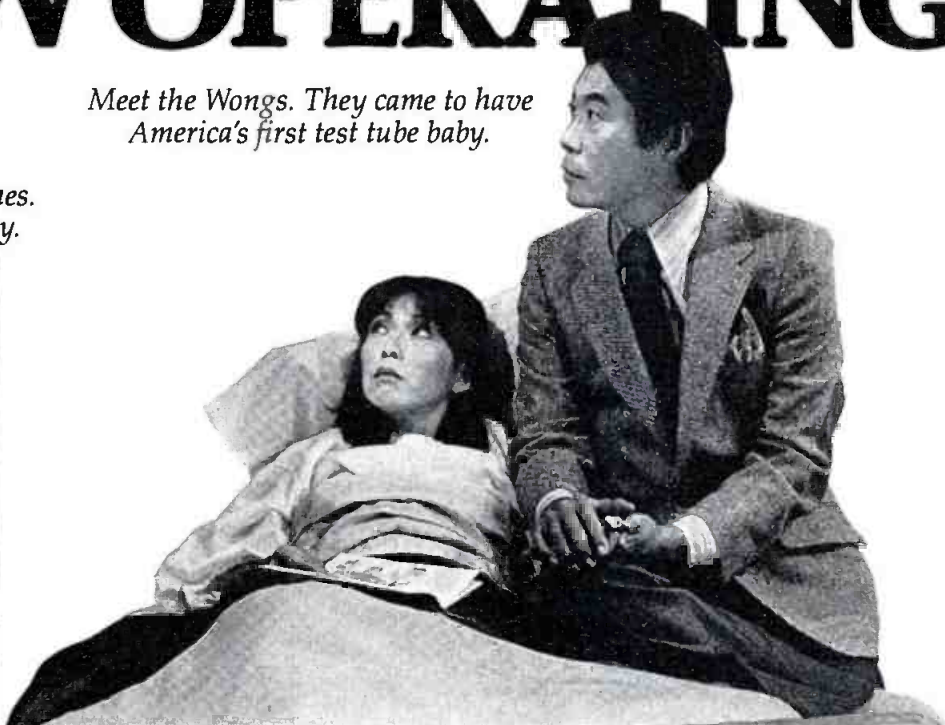
The Commerce Committee voted 13 to 2 to end the children's advertising inquiry, with only Senators Warren Magnuson (D-Wash.) and Bob Packwood (R-Ore.) voting against terminating it. But the rule may not be dead, as Magnuson said he would try to revive it on the Senate floor.

Industry sources said last week that

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Which man conceived it?



Dr. Royce Carruthers? Impossible. He's the world's only fossilized Chief of Staff.



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Director/Cameraman Bob Gaffney brings to television commercials a productive mixture of good humor, skill, and innate salesmanship—qualities he commends to small producers who want to become large producers.

“I always keep it in mind that we’re selling something. I mean, if we’re working on a beer commercial, when it comes time to do the product shot of that beer, I want to do the best product shot that’s ever been done... make it appetizing, I’ll ask the man from the agency *his* experience—what is it, what is the magical quality that makes people like it? I tell them, ‘Put your eye up to the camera, and I’ll light it. You tell me when it looks great, and then I’ll push the button.’

“I get the kinds of jobs that sometimes take me two weeks sitting and thinking; then a week of preparation and three or four days shooting. They’re complicated, problem-solving jobs. Sometimes a seemingly cut-and-dried stand-up commercial can present the toughest problems. It’s so hard to be fresh and original.

“If you’re a small production company that wants to be a larger company, you have to make commercials that make you look good. That means you have to seek out people—advertisers, agencies—that are doing the creative things. And you have to get on their list.

“In the meantime you have to eat, and even those very basic, stand-up studio commercials have got to look good. Casting can help. Pick good people, the best you can afford. The right actor can bring the little spark you need. You’ve got to look for every bit of help you can get and not settle for second best.

“There very definitely is a ‘film’ look, and it is very important. Products look good, people look good, and so as a director, I look good on film.

“I use Eastman color negative II film 5247. It’s the logical choice for my particular needs. Kodak, of course, makes other films. So if I need anything special, I just call them. Basically, I shoot just as I would for a feature motion picture.

“Kodak’s 5247 film has made life a lot easier because we need less light than we used to, and that makes us more mobile. Of course, the reliability

of the film is one thing you *know* you can trust. In the thirty years I’ve been shooting film, I can remember *three frames* with imperfections. I called Kodak and they said: ‘The 400-foot roll, right?’ They had already *caught* it.

“I would advise any young person who wants to get into commercial-making to try becoming a cinematographer or editor. Ours is such a visual medium that art directors and agencies want to know right away who’s the person behind the camera. It’s a tough business to crack, but if you want it bad enough, you’ll do it.”

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HOLLYWOOD: 213/464-6131
NEW YORK: 212/262-7100
ROCHESTER: 716/254-1300
SAN FRANCISCO: 415/776-6055
WASH., D.C.: 202/554-9300
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Kodak... Official motion picture consultant to the 1980 Olympic Winter Games.

Magnuson may have a chance of defeating the measure with strong lobbying. In addition, it was predicted that the House-Senate conference committee may tell the real tale—as the conferees could come up with a compromise that might insert the legislative veto, but eliminate other provisions, such as the amendment to kill the children's ad proceeding.

But even if the measure does eventually become law, the entire matter is not necessarily over. Even though the FTC will no longer be able to regulate unfair advertising, a premise upon which the case is based, its mandate over false and deceptive advertising will continue, and that could be a basis upon which the case could conceivably be resurrected.

The FTC had no immediate reaction to the language reported out of committee, but consumer groups did. Peggy Charren, of Action for Children's Television, called the vote "a disgrace," saying that the action represented a significant vote against the nation's children. "This is an incredible response to this agency," Charren said. "Congress is now protecting vested interests, and ignoring the interests of the people who elected them."

Mark Green, of Ralph Nader's Congress Watch, called the bill "more insidious than the legislative veto," which he predicted the courts would strike down. The committee members, Green said, have proved themselves to be "champions

of consumer fraud and monopoly."

Industry spokesmen involved in the children's advertising inquiry were not as quick to comment officially, as they wanted to study the final language in the bill. They were, however, predictably pleased.

In addition to these provisions, the bill requires the FTC to publish an advance notice of rulemaking outlining areas under investigation, and submit such a notice to the congressional subcommittees with FTC oversight.

Presiding officers in rulemaking proceedings would be removed from the general counsel's office, and public participation funding for any one group could not exceed \$50,000 in any one year. Presently, 25% of these funds are targeted for small businesses, but the bill would up that to 50%.

Other changes would encourage the commission to have more on-the-record meetings with industry by authorizing contacts between commissioners and outside parties, while also precluding off-the-record meetings between commissioners and the FTC rulemaking staff.

In addition, a semiannual regulatory agenda listing intended rules would have to be published; a regulatory analysis of each proposed rule would be done; and the commission's budget would be put at \$70 million for fiscal year 1980 and \$75 million for the following year.

One almost down, one to go

Now that Senate bill to cut back FTC's children's ad proceeding, is in works, NAB focuses on FCC's planned rulemaking setting standards for kids' TV

The National Association of Broadcasters has been conducting intensive lobbying efforts on Capitol Hill to prevent the FTC or the FCC from establishing rules for children's television.

With respect to the FTC, it seems as if its efforts have not been in vain, since last week the Senate Commerce Committee approved legislation which would severely limit, if not abolish, the FTC's rulemaking proceeding on children's television advertising (see preceding story).

NAB hopes to duplicate its success with the FCC's proposed rulemaking to establish minimum standards for children's programming. It has established a set of "talking points" which addresses, among other things, two of the research studies attached to the staff report. The first study is by FCC staff economist Jerry Duvall who did a paper on the "Economic Analysis of Advertiser Supported Television Broadcasting Markets."

NAB had Paul Bortz, a consultant with Browne, Bortz and Coddington, Denver, review the Duvall paper. Bortz concluded that the analysis Duvall presented was "simply inadequate," and "not useful for policy formulation."

Specifically, Bortz said there was a "high level of abstraction and lack of refinement of the material" Duvall used to make his points. For example, Bortz noted that "a production concept is introduced, the 'mixed public good' characteristics of broadcasting are discussed and the notion of advertising as derived demand is explored. Yet there is little or no integration of these concepts, and no viable formulation of audience demand."

NAB's government relations people are also criticizing a study by John Abel, associate professor and coordinator of graduate studies in the Department of Telecommunications at Michigan State University. The study, entitled "Children's Programming 1963-74, and 1977-78," concluded that there was no increase in the amount of programming provided to children during the week.

Larry Patrick, NAB's vice-president for research who reviewed the Abel paper, said that it does not include any reference to programming available on public television, nor does it consider the importance of spot programming such as "In the News" and "Scholastic Rock," which represent quality informational programming.

Donald P. Zeifang and Roy Elson, NAB's senior vice president and vice president of government relations, respectively, use a few other selling points. They claim that the staff report focuses on the number of children's programs rather

Washington Watch

Labor takes a stand. AFL-CIO has adopted resolution opposing radio deregulation as proposed by FCC. Resolution says consequences are "substantial and far-reaching" and include decrease of news, public affairs and local programming; increase in commercial advertising; reduction in radio broadcasters' awareness of public's needs, and extensive automation to increase profits which would result in loss of employment by announcers, writers, editors, etc. Union also adopted resolution urging Congress and FCC to adopt system of retransmission consent to insure that "fair compensation is received by artists, performers and copyright owners ..."

NAB's wherefores. The National Association of Broadcasters submitted comments all over Washington last week. Commenting on the Copyright Tribunal royalty distribution proceeding, NAB said that broadcasters are entitled to complete copyright protection "including the right to be compensated by compulsory royalties for secondary transmission of the program within their exclusive license area."

NAB urged the Federal Election Commission "to take expedited action that will make it clear to broadcasters they need not fear the threat of prosecution or investigation by the commission when they provide time and facilities for candidate debates."

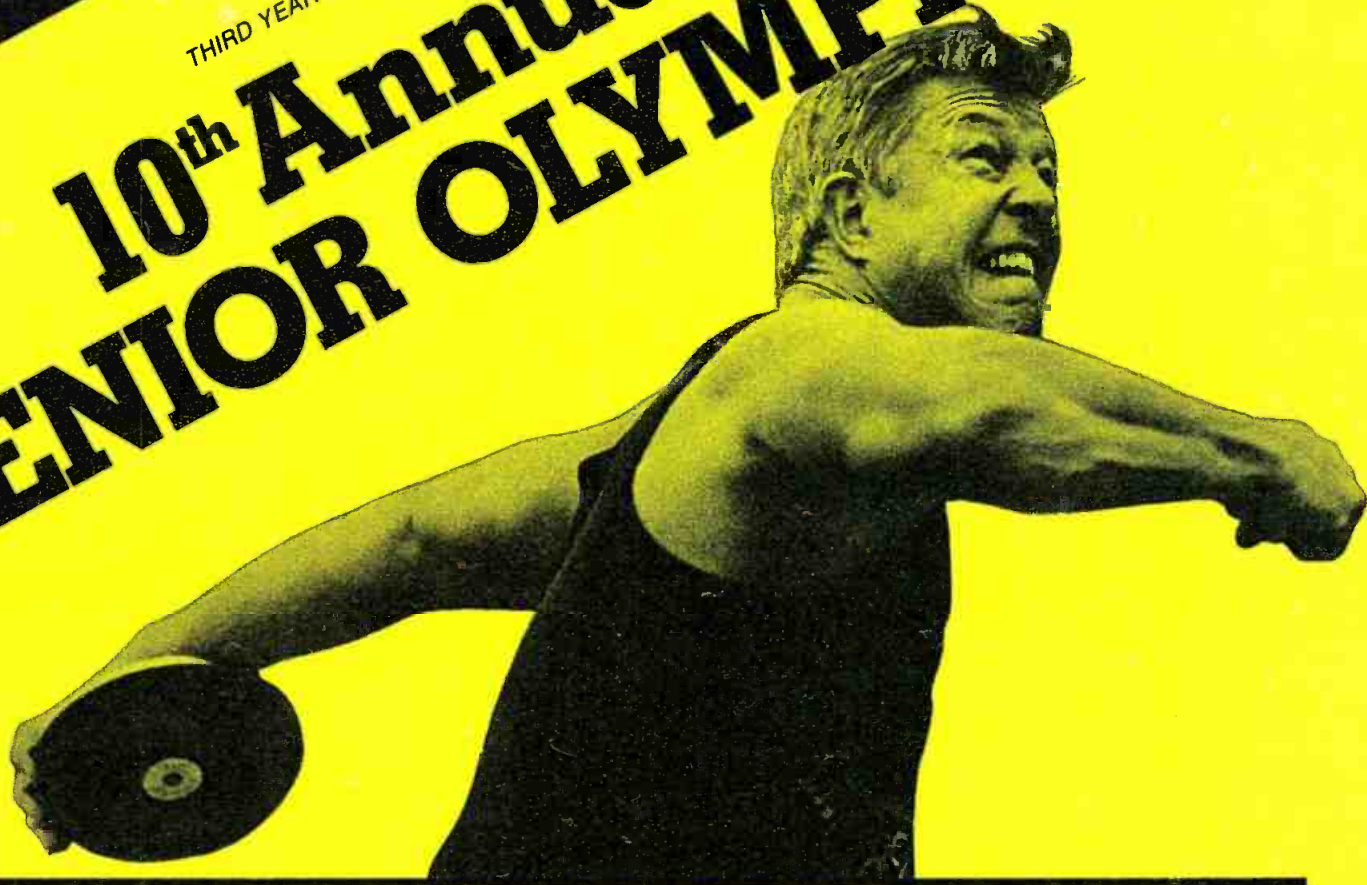
And NAB told the FCC that it considers the commission's proposal to broaden its ex parte rules "unwise, unnecessary and unfair." Current rules provide that ex parte communications prior to designation of a case for hearing shall not be made after filing of a petition to deny. Under the proposed regulation, the rules would be triggered by the filing of an informal objection. NAB said the proposal would put a "strong procedural club" into the hand of those seeking a petition to deny."

Sky watch. Association of Maximum Service Telecasters has opposed Los Angeles County petition for rulemaking proposing operation of mobile transmitters aboard aircraft on shared UHF television channels. Los Angeles county proposes to permit operation of 10-watt mobile transmitters on aircraft at altitudes of up to one mile over Los Angeles area. AMST contends that minimum separation of 234 miles is required between Los Angeles geographic center and adjacent television stations operating on same channels, and 142.5 miles between center and adjacent TV channels to avoid interference to television from aircraft. AMST says potential for "serious interference" in Los Angeles area would be same from operations on shared channels in other urban areas, impairing public's service.

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special

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10th Annual SENIOR OLYMPICS



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inspirational athletes."

James Brown, *Los Angeles Times*

• "Heck, ALL of them are incredible. You will see feats of
strength and athletic prowess that will give you goose
bumps."

Bill Barrett, *Cleveland Press*

• "It is with great pleasure that the staff of the President's
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for exemplary service to the nation's health and human
welfare."

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Detroit	WXYZ	Sacramento	KXTL	San Jose	KNTV
San Francisco	KRON	Cincinnati	WLWT	Santa Barbara	KEYT
Washington	WJLA	Buffalo	WIVB	Tupelo	WTVA
Cleveland	WEWS	Columbus	WBNS	Harlingen	WGTV
St. Louis	KSD	Orlando	WFTV	Ft. Meyers	WBBH
Miami	WPLG	Albany	WAST	Bakersfield	KERO
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than on the quality over the last decade. And they say the staff report "feigns" an analysis of the marketplace without really looking at it. To prove their point, they exhibit NAB's comments filed last February which contain a sampling of 20 markets, ranked fourth through 152d, which show the availability of one or more children's programs throughout "most of the broadcast day."

FCC grants second tax break to Truth

Elkhart, Ind. firm, which got certificate for '75 sale of TV station, is given another for sale of interest in cable system, but commission doesn't want double deal to happen again and orders rulemaking

The FCC has granted a tax certificate to Truth Publishing Company of Elkhart, Ind., in connection with Truth's 1977 sale of its one-third interest in Valley Cablevision Corp. But it was not an easily arrived at decision, since the FCC had already granted a tax certificate to Truth for its sale of WSVJ-TV Elkhart in 1975 to comply with the FCC's cross-ownership rules.

At issue at the FCC's Nov. 6 meeting was whether a company can receive more than one tax certificate simply by selling its broadcast properties in a particular

order. And rather than having to make such an uncomfortable decision again, the FCC has instructed its staff to issue a notice of proposed rulemaking on the subject.

Truth had originally requested a tax certificate in connection with the Valley sale on Feb. 9, 1978. (Valley serves 11 Indiana communities.) The FCC denied it saying that it was no longer involved in a cross-ownership conflict because of its sale of WSVJ. Truth appealed that decision to the U.S. Court of Appeals for the District of Columbia Circuit, and the FCC sought and received remand, to reconsider the case.

Truth contended that its consent to the Valley sale was essential and that the other two owners—Michiana Telecasting Corp. and Schurz Communications Inc.—would not have been able to sell the cable system without it.

Under the code of the Internal Revenue Service, the sale of a broadcast station can be treated as "an involuntary conversion of property," and thereby enable its owner to receive a tax break, if the sale is verified by the FCC to effect a "change in policy or adoption of a new policy with respect to the ownership of FCC-regulated facilities."

Truth submitted affidavits to the effect that its decision to sell WSVJ was made without any forethought to the sale of Valley.

Commissioner Tyrone Brown, in a statement after the proceeding, said "if Truth

had disposed of its cable system first, it would not have received a second tax certificate on subsequent disposition of its television station."

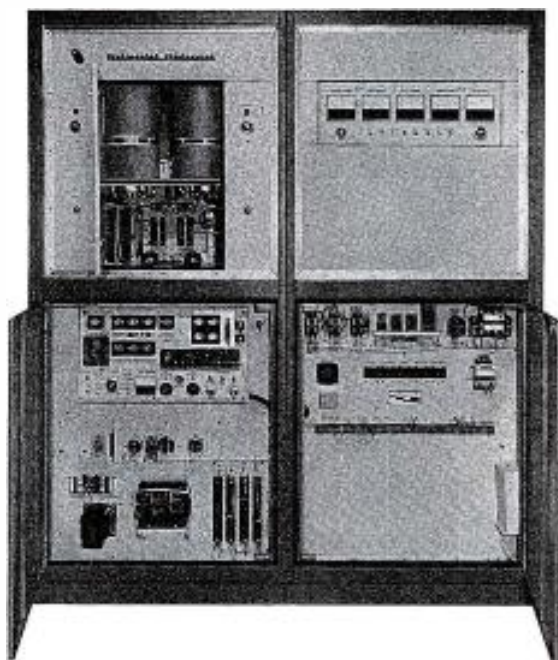
He added "we can imagine that enterprising businessmen will now plan their dispositions of co-located properties so as to obtain double benefits ... that's what sticks in our craw about the decision we reach today."

He concluded that the appropriate outcome in a rulemaking in this area may be "an announcement that we will issue tax certificates in cases such as this one without inquiring into motives, and we will leave it to the Internal Revenue Service ... to determine the tax consequences."

Gaining ground. National Association of Spanish Broadcasters, which opened headquarters in Washington in July with Maria Elena Torano as president and initial backing from Spanish International Network, reports 55 stations (eight TV) now in membership—principally in California (18), Puerto Rico (16), Florida (7), Texas (7) and New York (3). NASB has secured funding of \$45,000 from Commerce Department's Office of Minority Business Enterprise for pilot study of Spanish media markets (BROADCASTING, Nov. 12) with J. Walter Thompson advertising agency underwriting publication. It's due in late February 1980.

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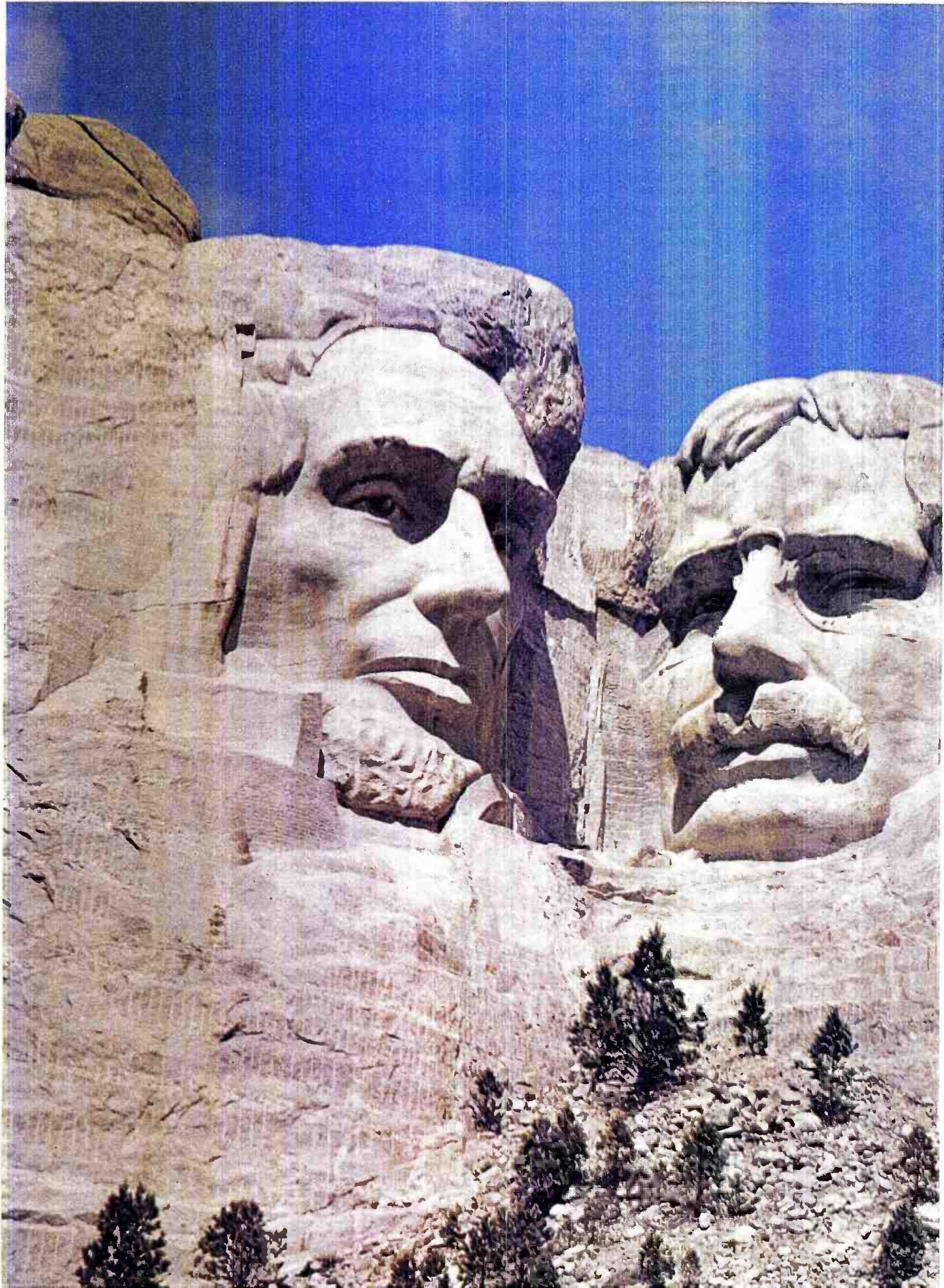
Saturday, March 29, and Sunday, March 30
From the LaCosta Country Club, Carlsbad, California

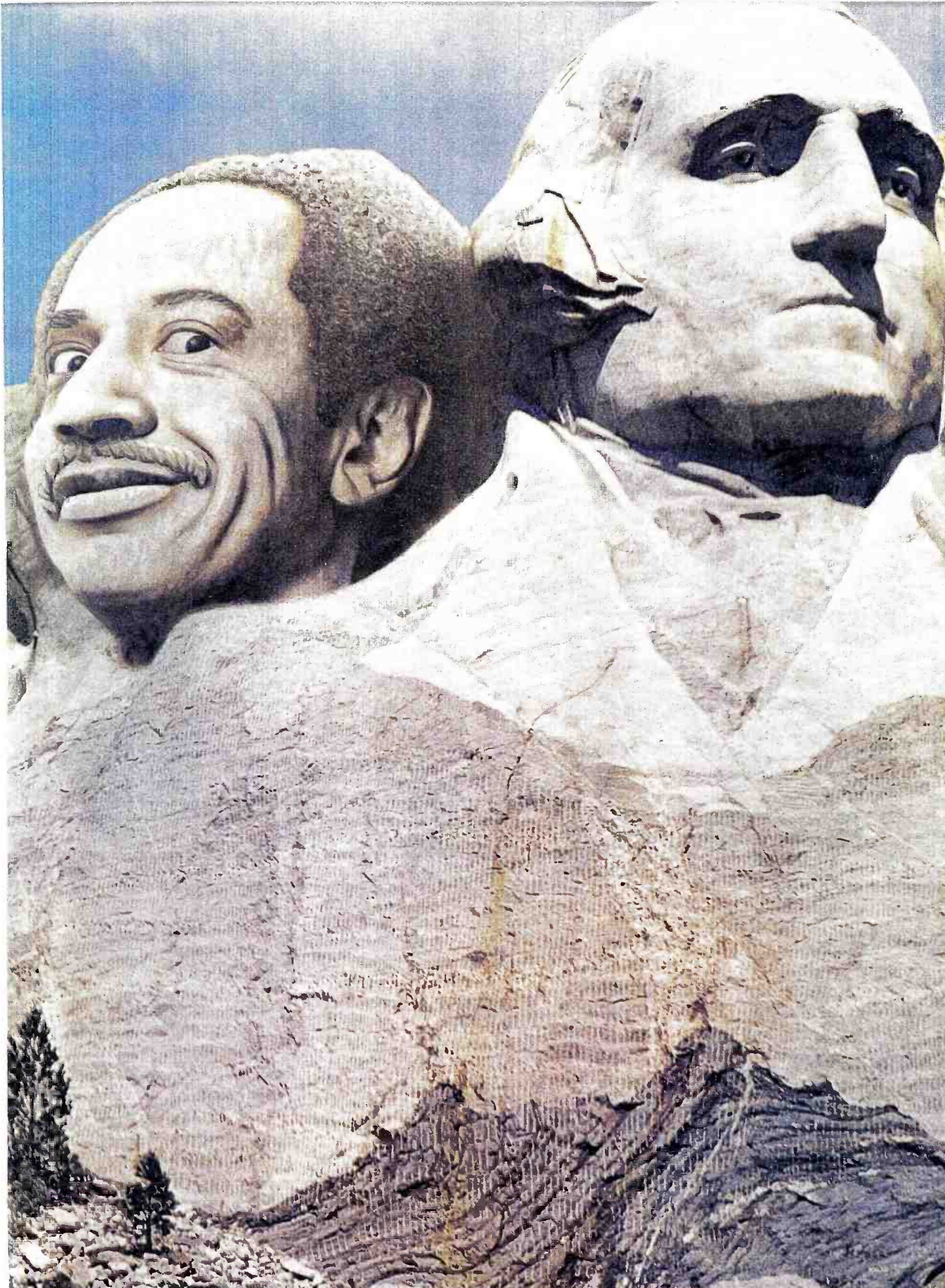
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- So totally different, it's powerful counterprogramming wherever you schedule it . . . access, prime time, late night, early fringe
- Superb production
- 11 rating and 18 share on independent KTLA in prime time is higher than any L.A. station's access rating . . . including the three O and O's*

Call now. We'll give you 10 solid reasons why you should lock up "Prisoner" in your market

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The state of foreign reporting

Collingwood, Westin and Chancellor offer views on TV's coverage of news overseas—two say its worse than before, one better

From Charles Collingwood's point of view, it "ain't what it used to be." Av Westin, on the other hand, said it's "better today than ever before." John Chancellor leaned more towards Collingwood.

The subject addressed by the three network newsmen was the state of foreign news reporting on U.S. television. The forum was a "Global Newsbeat—for Americans" panel last week arranged by the New York World Television Festival and presented as an International Radio and Television Society luncheon.

Charles Collingwood, long-time CBS News correspondent abroad, talked about the "decline of the foreign correspondent." No longer, he said, does the job generally carry the clout, the envy of colleagues or even the perks.

The reasons for a lessening role, he contended, were public attitude, economics and technology. Collingwood said that Americans today are much more interested in domestic than foreign affairs. Maintaining news bureaus abroad, he added, has become a "very expensive proposition," with reporters no longer covering just a capital but rather regions.

Furthermore, he explained, news judgment for the most part is no longer just in the hands of the correspondent. Technology, Collingwood explained, allows closer contact with headquarters and has allowed for "much more control from the home office."

All told, Collingwood said, "we are, I fear, becoming less well informed." Aside

from an occasional feature, he said there is no routine reporting from abroad but "news devoted to crisis situations."

More positive was Av Westin, ABC News vice president for program development, who, with some reservations, claimed "we are in the golden age of foreign news reporting." Cited by Westin were improvements in timeliness and transmission.

The ability to feed live and not wait for processing or travel time, he said, has allowed a reporter to spend some time on the story or get it on the air more quickly. "We have reduced the role of mechanic and increased the role of reporter."

Standard foreign reports on television today may offer less analysis, he admitted, but, Westin said, more of the event itself can now be seen. He contended that analysis was offered earlier because "that's all we could provide."

Westin also warned against strict comparisons with print reports of years ago and television today, claiming the requirements are different.

NBC News anchor John Chancellor said he tended to agree more with Collingwood than Westin and complained that TV reporting mostly produces reactive rather than "reflective" journalism.

Chancellor claimed that in foreign reporting, "we are overtaken by events that come as surprises" and not enough time is spent reporting "the clues" and putting situations in context.

Technology, he said, has speeded up the process enough for stories to get on the air quickly with "shallow facts."

Chancellor, however, differed with Collingwood when it came to interpretation of public interest in foreign news. He referred to surveys showing public interest is on the increase.

In-house, Chancellor said that about one-fifth of the *NBC Nightly News* is devoted to foreign news. He cited an NBC

News study completed earlier this year showing 750 *Nightly* and *Tbday* stories devoted to Latin America, for example.

Gone, he said, are the days when reporters were told to avoid "Afghanistansisms"—stories said to be about places no one cares about.

Moderating the session was Richard Wald, ABC News senior vice president.

Journalists gather to talk shop

70th annual SDX convention in New York features speakers and workshops covering issues from FOI activities to dealing with 'Gannett' repercussions

Professional journalists and students entering the field were urged to further organize in defense of press freedoms. The calls for activism ranged from the creation of more local freedom-of-information committees to First Amendment public service announcements.

The forum was the 70th annual convention of the Society of Professional Journalists, Sigma Delta Chi, held in New York.

The exhortations were heard early during various convention activities but in particular from a "Fair Press/Free Trial" panel moderated by NBC News President William Small.

Of all the news problems he faces, topping the list, Small said, is the state of press freedoms outside this country and in the U.S. courts.

Robert Lewis, Washington correspondent for the Newhouse News Service, encouraged his audience to "make our voices heard" in Congress and in state capitals. While it may have been a good year in terms of proliferation of cameras in the courtroom, Lewis claimed the bad news came from press freedom decisions. Since the Supreme Court's *Gannett* decision, for example, he said, there have been nearly 100 attempts to close all or part of trial proceedings.

David E. Halvorsen, managing editor of the *San Francisco Examiner*, described California's freedom-of-information committee and advocated that others be established across the country.

The FOI Committee, he said, is a "place to ventilate problems" and receive guidance in battling challenges to the press. Halvorsen explained that the committee now is moving beyond just reaction and looking for "preventative measures." Halvorsen bemoaned the situation where

High interest. As the crisis in Iran continued, all three networks were experiencing larger-than-normal audiences. But ABC last week was claiming it "seems to have captured the lion's share of the increased news viewership."

For the week ended Nov. 18, the *CBS Evening News with Walter Cronkite* remained as usual in the lead, with a 15.8/27. ABC's *World News Tonight* was second with a 15.0/26—said to be its highest rating and share and the closest it has ever come to CBS. The *NBC Nightly News* was third with a 14.8/25.

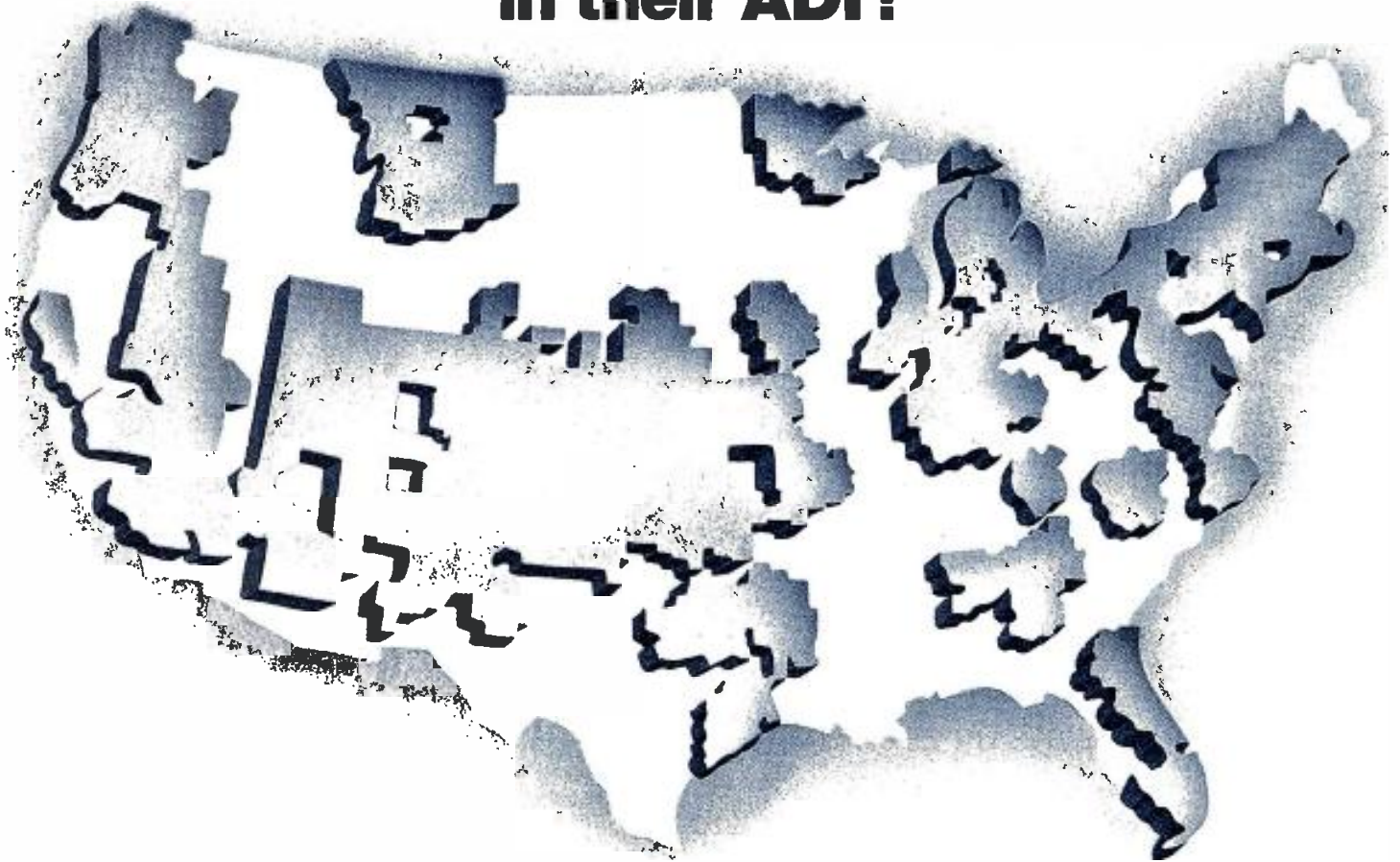
As opposed to the comparable week a year earlier, the total is 6.9 rating points higher and share has moved from 71% to 78%. A year ago, it was CBS: 14.4/26, NBC: 13.0/24 and ABC: 11.3/21.

This year, comparing the week ended Nov. 4 to the week ended Nov. 18, ABC pointed out the over-all ratings have jumped 3.8 points from 41.8 to 45.6.

ABC said it has gained 2.1 points, having moved from a 12.8/23 to a 15.0/26—up 16% in rating and 13% in share.

NBC showed an increase of nine-tenths of a ratings point, from a 13.9 to a 14.8, up 6%. CBS's gain: eight-tenths, from 15.0 to 15.8, up 5%. NBC and CBS remained constant in their shares: 25 and 27 respectively.

What makes these 72 radio stations stand out from other stations in their ADI?



OFFICIAL WINTER OLYMPIC RADIO STATION ROSTER

As of November 13, 1979 these stations have been licensed across America:

ALABAMA

Birmingham—WRKK

ARIZONA

Phoenix—KNIX

CALIFORNIA

Fresno—KARM
Los Angeles—KABC
San Francisco—KGO

COLORADO

Colorado Springs—KIQ
Denver—KHOW

GEORGIA

Atlanta—WZGC
Columbus—WVOC

ILLINOIS

Chicago—WLS
Peoria—WWCT

INDIANA

Evansville—WBKR
Ft. Wayne—WXKE
Indianapolis—WIFE
Terre Haute—WVTS

FLORIDA

Ft. Myers—WLEQ
Orlando—WDBO
Miami—WGBS

IOWA

Des Moines—KRNO

KANSAS

Kansas City—KYYS
Wichita—KFH
Topeka—WREN

KENTUCKY

Louisville—WHAS

LOUISIANA

Shreveport—KOKA

MARYLAND

Baltimore—WCBM

MASSACHUSETTS

Boston—WRKO
Springfield—WAQY

MAINE

Portland—WPOR

MISSOURI

Springfield—KICK

MONTANA

Billings—KYA
Great Falls—KQDI

MICHIGAN

Detroit—WXYZ
Flint—WTRX
Grand Rapids—WOOD
Traverse City—WTCM

NEW YORK

Albany—WROW
Binghamton—WKOP
Buffalo—WBEN
Burlington—WKDR
Utica—WIBX
Syracuse—WHEN
Rochester—WVOR
New York—WOR

NEW MEXICO

Albuquerque—KRKE
Roswell—KBCQ

NORTH CAROLINA

Greensboro—WKZL
Charlotte—WPEG

NEBRASKA

Lincoln—KFOR

NEW HAMPSHIRE

Manchester—WFEA

NEVADA

Reno—KCBN

OHIO

Cincinnati—WLW
Cleveland—WMMS
Toledo—WLQR

OREGON

Eugene—KPNW
Portland—KYXI

OKLAHOMA

Oklahoma City—KKLR
Tulsa—KRAV

PENNSYLVANIA

Erie—WWGO
Johnstown—WJNL
Wilkes-Barre—WEJL

RHODE ISLAND

Providence—WPRO

TEXAS

Amarillo—KQIZ
Dallas—Ft. Worth—WBAP
Houston—KFMK

TENNESSEE

Knoxville—WOKI

UTAH

Salt Lake City—KAYK

VIRGINIA

Richmond—WLEE

WASHINGTON

Seattle—KVI
Yakima—KALE

WISCONSIN

Milwaukee—WTMJ

WEST VIRGINIA

Wheeling—WOMP

DISTRICT OF COLUMBIA

Washington—WMAL



Each of the above radio stations has been designated as the "Official Winter Olympic Radio Station." It's a prestigious and exclusive designation. There is only one official station in each ADI.

To date, these stations have established goals to raise more than 1.5 million dollars to support the 1980 Winter Olympics held in Lake Placid, New York, in February. Through their local promotional efforts, they are performing a worthwhile cause while creating audience impact and a strong positive image for their station.

The Lake Placid Olympic Organizing Committee would like to recognize these radio stations and express our gratitude for their much needed support.

journalists have a "firehouse mentality" and file only friend-of-the-court briefs once the "fire is out of control."

In regard to the upcoming challenge to the state's shield law, Halvorsen said the FOI committee is considering such options as pamphleteering and the establishment of a speakers bureau. He warned, however, that careful thought be given before journalists leap into such action, noting for example that during a debate, a "sharpshooting lawyer" could "tear you apart."

Another advocating local organizations was keynote speaker Eugene Roberts, executive editor of the *Philadelphia Inquirer*, who described the Pennsylvania First Amendment Coalition. He said the coalition has offered a "media survival kit," with some 7,500 copies circulated so far and also "our war chest right now contains \$30,000 and we are in the process of raising more—and raising it without hardship."

Roberts said the coalition operates "with a hotline and with lawyers who know that speed is everything" and that "we also have editors who can provide support at the drop of a subpoena."

The two things Roberts advocated: "plan for emergencies and set up local organizations." He then added another: "never run from a fight."

John Leard, executive editor of the *Richmond Times-Dispatch* and *News Leader*, for example, described the "Rich-

mond" case that is expected to bring further clarification from the Supreme Court on what it meant with "Gannett" on the closing of pre-trial hearings. Two of Leard's reporters were among those bounced from a courtroom in the case.

(The FCC also came up, in an evaluation of public information officers in various regulatory agencies, offered by Grant Dillman, vice president and Washington manager for UPI. "FCC flacks," Dillman said, have difficulty providing clear information because everything has to be cleared with the bureaucracy. That's why, he said, "much of it is incomprehensible." He said the situation has "improved somewhat" under Bob Mann, FCC director of public affairs, but still has a way to go. The Federal Trade Commission was said to be doing a "good job.")

Urging the press and law enforcement to "work together again for press protection" was Phillip Heymann, the federal assistant attorney general in charge of the criminal division.

Not all the convention's criticism, however, was directed at court decisions. Bob Schulman, news critic for the *Louisville Times*, observed that few if any other industries subject themselves to as much public "soul-searching" as journalists. That thought came after Schulman leveled words of criticism during a panel entitled "Why don't they love us out there," moderated by Betsy Ashton, a correspondent with WJLA-TV Washington.

Schulman said "we need a new tone"—one that has "skepticism" but not necessarily "hostility." On other fronts he said reporters need to be more knowledgeable about nuclear and technical jargon and urged that corporate officials be given more of a chance for rebuttals.

Reed Irvine, chairman of Accuracy in Media, said "they don't love" reporters who tell lies or one side of the story and that members of the public are upset when their point of view is ignored. Irvine accused many journalists today of not reporting stories that would reveal evidence differing from the reporter's political philosophy.

Herbert Gans, a Columbia University sociologist and author of *Deciding What's News*, suggested less of a news concentration on government and more on other segments of society in an effort to "democratize the news." Gans once again put out his call for the establishment of a "federal endowment for the news" which would provide for more reporting.

House Majority Leader Jim Wright (D-Tex.) said that the adversary relationship between politicians and the press have grown to "unhealthy proportions" on both sides. He stressed that "I don't think it should be a contest" between the two.

Other sessions covered a variety of areas. A third panel covered ethical questions—whether deception is a viable way to obtain information or, another example, whether the end justifies the means. A fourth panel was on writing—encouraging rewrites and discouraging clutter.

Presidential candidacies were discussed

by Mary McGrory, *Washington Star* and syndicated columnist, and William F. Buckley, syndicated columnist and host of *Firing Line*. Their forum, "Warning: Presidential Election Ahead" was moderated by CBS News anchor Walter Cronkite (who also served as honorary chairman of the convention). On one point, both McGrory and Buckley agreed that the *CBS Reports: Teddy* documentary with Roger Mudd had demystified any notions that Senator Edward Kennedy (D-Mass.) was invincible in his bid for the Presidency.

NBC's coverage of the 1980 Moscow Olympics was Don Ohlmeyer's (executive producer for NBC Sports) subject. Ohlmeyer said that NBC paid \$87 million just for the rights and was expecting the final tab to rise to \$120 million. He provided other details such as the expected use of 200 cameras and 100 miles of cable.

Ohlmeyer explained that the Soviet Union has put no restrictions on what the cameras can shoot, aside from military installations. He added that the Russians have the power to pull the plug but that, if they did, NBC has a court of arbitration to turn to.

Another on hand as a dinner speaker was CBS correspondent (and poet) Charles Osgood, who shared some of the stranger stories he has covered, including people who had gotten stuck in laundry chutes or his favorite: about people in the Solomon Islands who believe trees can be killed by screaming at them.

Resolutions were passed on many issues, among them: urging chapters to oppose the FBI Charter Act of 1979, said to encourage journalists to act as informants; to oppose grand jury subpoena power to gain access to long-distance telephone records; to require due process hearings before newsroom searches; to encourage the Supreme Court not to seal criminal justice proceedings to the press unless there are extraordinary circumstances. Still other resolutions ranged from helping minorities and the handicapped to find employment in journalism to condemning seizure of a Tijuana paper.

□

Elected president of SPJ, SDX was Jean Otto, op-ed page editor of the *Milwaukee Journal*—the first woman to hold that position. Next in line for the job is Howard Graves, Portland, Ore., bureau chief of the AP, now president-elect.

Charles Novitz, manager, Independent Television News Association, has moved up to secretary. Re-elected vice president, campus chapter affairs, was Bert Bostrum, associate professor of journalism at Northern Arizona University. Steven Dornfeld, political writer, *Minneapolis Tribune*, was elected treasurer.

Receiving the society's top honor to a member for outstanding service, the Wells Memorial Key, was NBC News President William Small, who had served as the organization's president in 1974.

Honored as "fellows" of the society were Walter Mears, Washington bureau chief, AP; Dan Rather, *60 Minutes*, and Art Buchwald, syndicated columnist.

The 1980 Olympic Sales Race Is On!



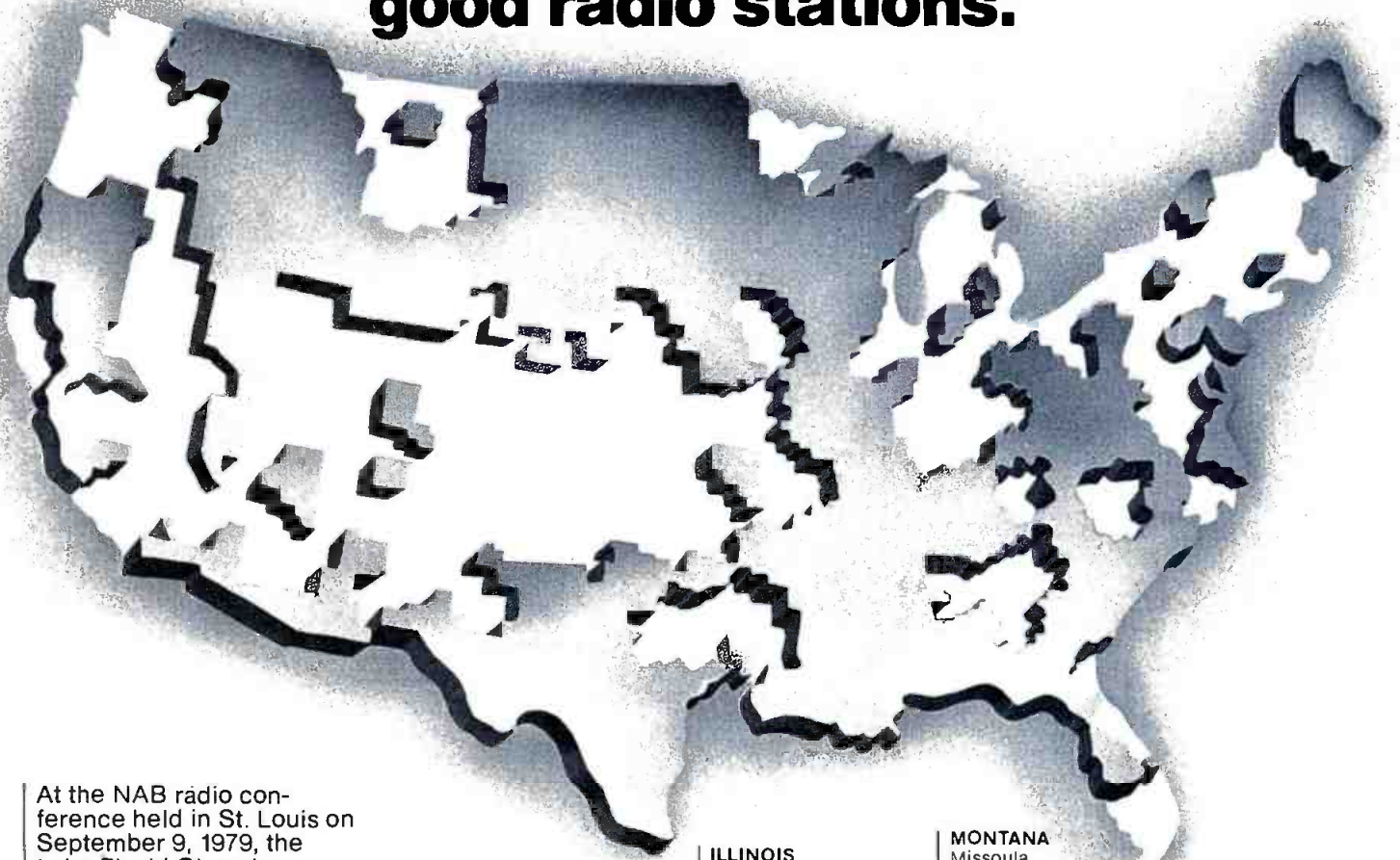
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The 1980 Lake Placid Olympic Committee is still looking for a few good radio stations.



At the NAB radio conference held in St. Louis on September 9, 1979, the Lake Placid Olympic Organizing Committee announced plans to license radio stations on an exclusive ADI basis, as the "Official Winter Olympic Radio Station." The response to the program has been tremendous with more than 70 outstanding radio stations designated.

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There's still time left for you to take advantage of this exclusive program. The above map lists the ADI markets that remain available. For more information, immediately contact: Arch Swinyer, Director of Sales and Promotions, Lake Placid Olympic Organizing Committee, (518) 653-4211.

ADI's THAT REMAIN AVAILABLE

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CONNECTICUT

Hartford

FLORIDA

Tampa
Jacksonville
Tallahassee
Gainesville
Panama City
West Palm Beach

GEORGIA

Albany
Macon
Savannah
Augusta

IDAHO

Boise
Idaho Falls
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ILLINOIS

Springfield
Rockford
Quincy

INDIANA

South Bend
Lafayette

IOWA

Cedar Rapids
Davenport
Sioux City
Ottumwa

KENTUCKY

Paducah
Lexington
Bowling Green

LOUISIANA

New Orleans
Baton Rouge
Lafayette

MAINE

Bangor
Presque Isle

MARYLAND

Salisbury

MICHIGAN

Lansing
Marquette
Alpena

MINNESOTA

Minneapolis-St. Paul
Alexandria
Rochester

MISSISSIPPI

Mankato
Jackson
Columbus
Laurel
Meridian
Gulfport
Greenwood

MISSOURI

St. Louis
Columbia
Joplin
St. Joseph

MONTANA

Missoula
Helena
Miles City

NEBRASKA

North Platte
Omaha

NEVADA

Las Vegas

NEW MEXICO

Farmington

NEW YORK

Watertown
Elmira

NORTH CAROLINA

Raleigh
Greenville
Wilmington

NORTH DAKOTA

Minot
Fargo

OHIO

Columbus
Dayton
Youngstown
Lima
Zanesville

OKLAHOMA

Ardmore

OREGON

Medford

PENNSYLVANIA

Philadelphia
Pittsburgh
Harrisburg

SOUTH CAROLINA

Greenville
Charleston
Columbia
Florence

SOUTH DAKOTA

Rapid City
Sioux Falls

TENNESSEE

Nashville
Memphis
Chattanooga
Bristol
Jackson

TEXAS

Austin
Waco
El Paso
Wichita Falls
Beaumont
Lubbock
Corpus Christi
McAllen
Odessa
Ablene
Tyler
San Angelo
Laredo
Victoria

VIRGINIA

Norfolk
Roanoke
Harrisonburg

WASHINGTON

Spokane
Bellingham

WEST VIRGINIA

Parkersburg
Clarksburg
Bluefield
Charleston

WISCONSIN

Green Bay
Madison
La Crosse
Wausau

WYOMING

Cheyenne
Casper



Changing Hands

PROPOSED

■ **KTCM(TV) Helena, Mont.:** Sold by Tim Babcock to Lynn Koch and his wife, Karen, for \$800,000 plus \$50,000 for covenant not to compete. Babcock has no other broadcast interests. Koch is former general manager of KGVO-TV Missoula, Mont., and vice president of Western Broadcasting Co., owner of several radio and television stations. Neither he nor his wife has other broadcast interests. KTCM is an NBC-TV affiliate on channel 12 with 214 kw visual, 21.4 kw aural and antenna 2,250 feet above average terrain.

■ **KRMS-AM-FM Osage Beach, Mo.:** Sold by Central Missouri Broadcasting Co. to Lakcom for \$450,000 plus \$100,000 for covenant not to compete. Buyer is owned by Alfred C. Sikes and eight others. Sikes owns broadcast investment and media consulting firm, Sikes & Associates Inc., St. Louis, and along with several other buyers, interest in KLGT(AM) Breckenridge, Colo. KRMS-FM is on 93.5 mhz with 2.4 kw and antenna 285 feet above average terrain.

■ **WAKN(AM)-WNEZ(FM) Aiken, S.C.:** Sold by Eagle Enterprises Inc. to Aiken Radio

for \$450,000. Seller is principally owned by Michael L. Laughlin, who has no other broadcast interests. Buyer is partnership of John W. Davidson (55%) and his son Gary (15%) and Charles W. Hubbard and Charles T. Walker (15% each). John Davidson owns WLOP(AM)-WIFO(FM) Jesup, WDAX-AM-FM McRae and WMVG-AM-FM Milledgeville, all Georgia, and WDKD(AM)-WIFO(FM) Kingstree, S.C. Hubbard is general manager of Jesup stations. Walker is sales manager of Kingstree stations. Gary Davidson owns 30% of Kingstree stations and 5% of Milledgeville stations. WAKN is 1 kw daytimer on 990 khz. WNEZ is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WSER(AM) Elkton, Md.:** Sold by WSER Inc. to Elting Enterprises Inc. for \$350,000. Seller is owned by Oscar R. T. Grann, who has no other broadcast interests. Buyer is owned by John W. Elting, New York investment banker, who has no other broadcast interests. WSER is 1 kw daytimer on 1550 khz. Broker: Blackburn & Co.

■ **KTAP(FM) Crete, Neb.:** Sold by Airwaves Broadcasting Services Inc. to KTAP Radio Inc. for \$230,000. Seller is owned by

Joseph L. Stavas, Donald L. Robson, William C. Whitlock, Ronald L. Kruse and James J. Jaworski (20% each). Stavas, Robson and Whitlock also own KTTT-AM-FM Columbus, Neb. In addition, Whitlock owns 38% of KUVR-AM-FM Holdrege, Neb. Buyer is Jaworski (70%) and his wife, Jacqueline (30%). Besides his interest in KTAP, where his wife works as bookkeeper, Jaworski has no other broadcast interest. KTAP is on 103.9 mhz with 3 kw and antenna 225 feet above average terrain.

■ **KDFL(AM) Sumner, Wash.:** Sold by Puget Sound Broadcasting Corp. to Southsound Communications Inc. for \$205,000. Seller is principally owned by William R. Crews, who also owns WCVC(AM) Tallahassee, Fla. Buyer is owned by Martin J. Durkan (25%) and Garney St. Germain, Richard J. Boyle, Sidney R. Snyder and Leroy Welcome (15% each). Remainder of stock will be owned by station's employees. Durkan is Seattle attorney. St. Germain is Renton, Wash., businessman. Boyle is vice president of Honeywell division in Seattle. Welcome owns construction company in Redmond, Wash. Snyder is Long Beach, Wash., businessman and part owner of KYAC(AM) Seattle. Others have no other broadcast interests. KDFL is 250 w daytimer on 1560 khz. Broker: Select Media Brokers.

■ Other proposed stations sales include: WWBK(AM) Brockport, N.Y.; WHHH(AM) Warren, Ohio. and KXYL(AM) Brownwood, Tex. (See "For the Record," page 60).

APPROVED

■ **KAYO(AM) Seattle:** Sold by Washington Telecasters Inc. to Obie Broadcasting Corp. for \$2.6 million. Seller is principally owned by Jessica L. Longston, who is also principal owner of KSEM(AM) Moses Lake, Wash., and CP for new FM there. Buyer, principally owned by Brian B. Obie, also owns KUGN-AM-FM Eugene, Ore. KAYO is on 1150 khz with 5 kw day and 1 kw night.

■ **WWRs-FM Detroit:** Sold by Fine Arts Broadcasters Inc. to Outlet Co. for \$2 million. Seller is owned by Phyllis M. Aker, president (40%), and her husband, Stanley (60%). They have no other broadcast interests. Buyer is publicly traded owner of department stores. It owns three AM's, four FM's and four TV's, including WQRS-FM and WIOQ(FM) Philadelphia, purchased last August (BROADCASTING, Sept. 3). It has also purchased, subject to FCC approval KOVR(TV) Sacramento, Calif. (BROADCASTING, July 9). Bruce Sundlun is president and chief executive officer. WWRs-FM is on 105.1 mhz with 50 kw and antenna 480 feet above average terrain.

■ **KSLY(AM)-KUNA(FM) San Luis Obispo, Calif.:** Sold by KSLY Inc. to San Luis Obispo Broadcasting Inc. for \$1,575,000. Seller is subsidiary of Sunbelt Communications Ltd., owned by C. T. Robinson, William C. Moyes, Michael Hesser and Robert Magruder. Sunbelt also owns KQEO(AM)-KZZX(FM) Albuquerque, N.M.;



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KVOR(AM)-KSPZ(FM) Colorado Springs, and The Research Group, San Luis Obispo market research firm, and has purchased, subject to FCC approval, **KFYE(FM)** Fresno, Calif. (BROADCASTING March 12). Buyer is owned by Dudley A. White and family, who own newspapers in Ohio, Tennessee and Michigan. They have purchased four other stations since May 1978: **KBPI(FM)** Denver; **KDKB-AM-FM** Mesa-Phoenix, Ariz., and **KZAM(AM)** Bellevue, Wash. **KSLY** is on 1400 khz with 1 kw day and 250 w night. **KUNA** is on 96.1 mhz with 5.6 kw and antenna 1,410 feet above average terrain.

■ **WHLY(FM)** Leesburg, Fla.: Sold by Bernard Kaplan (42.53%); his wife, Norma (42.48%), and James Shipley (14.99%) to General Communicorp Inc. for \$1,380,000, plus \$30,000 for consultancy agreement. Sellers also owns **WMJK(AM)** Kissimmee, Fla. Buyer is owned by Robert G. Herpe, who also owns **WOMN(AM)** Hamden and **WPLR(FM)** New Haven, both Connecticut. **WHLY** is on 106.7 mhz with 50 kw and antenna 210 feet above average terrain.

■ **WAAA(AM)** Winston-Salem, N.C.: Sold by Robert B. Brown to Evans Broadcasting Corp. for \$1,040,000. Brown is also 100% owner of **WKZL(FM)** Winston-Salem and 42.4% owner of **WORD(AM)** Spartanburg, S.C. Buyer is owned by Mutter D. Evans, general manager of station. **WAAA** is 1 kw daytimer on 980 khz.

■ **WNUU(FM)** St. Matthews (Louisville), Ky.: Sold by Summers Broadcasting Co. to Capital Broadcasting Co. for \$1 million. Seller is owned by William Summers, Vincent Pepper, and E. Stratford Smith. Smith is principal in **WKWF(AM)-WVFK(FM)** Key West, Fla. Neither Pepper, Washington communications lawyer formerly associated with Smith, nor Summers has other broadcast interests. Buyer, principally owned by Kenneth S. Johnson, also owns **WKSJ(AM)** Prichard-**WKSJ-FM** Mobile, Ala.; **WKDY(AM)** Spartanburg, S.C., and **WCAW(AM)-WVAF(FM)** Charlestown, W. Va. **WNUU** is on 103.1 mhz with 2.95 kw and antenna 135 feet above average terrain.

■ **KVML(AM)-KROG(FM)** Sonora, Calif.: Sold by Herold Broadcasting Co. to Portuguese American Communications Corp. for \$750,000. Seller is partnership of Joseph and Charles Herold, brothers, who have no other broadcast interests. Buyer is owned by Albano G. Oliveira and Decio de Oliveira, brothers (20.3% each); Joe Quadros (20.3%); Anthony D. Azevedo (18.7%); John V. Cardadeiro (17.3%), and Alfred DiJulio (3.1%). Albano Oliveira, Azevedo and DiJulio own *The Portuguese News*, published in San Leandro, Calif. Decio Oliveira is San Jose, Calif., dentist. Quadros is Hayward, Calif., pipelayer. Cardadeiro is Emeryville, Calif., freight dispatcher. **KVML** is on 1450 khz with 1 kw day and 250 w nights. **KROG** is on 92.7 mhz with 3 kw and antenna 650 feet above average terrain.

■ **WDBI-FM** Tawas City, Mich.: Sold by DeBeau Broadcasting Inc. to Pridnia Broadcasting Co. for \$600,000. Seller is owned by Lawrence N. DeBeau, who also owns **WCCF(AM)-WQLM-FM** Punta Gorda, Fla. Buyer is owned by John D. Pridnia (52%) and 11 others. Pridnia is Harrisville, Mich., businessman with no other broadcast interests. **WDBI-FM** is on 101.7 mhz with 3 kw and antenna 275 feet above average terrain.

■ **KKIM(AM)** Albuquerque, N.M.: Sold by Christian Enterprises Inc. to Albuquerque Broadcasting Co. for \$600,000. Seller is nonprofit corporation; Harold Erickson is president of board of directors. It also

owns **KKOZ-AM-FM** Billings, **KGLE(AM)-KIVE(FM)** Glendive and **KGvw-AM-FM** Belgrade, all Montana. Buyer is owned by Thomas B. Smiley Jr., his son Thomas, and John T. Fay (33.3% each). Elder Smiley is one-third owner of Lakeside, Calif., aircraft parts factory. His son is partner with Fay in Houston real estate firm and is 51% owner of **KFEL(AM)** Pueblo, Colo. **KKIM** is 10 kw daytimer on 1000 khz.

■ Other approved station sales include: **WCMI(AM)** Ashland, Ky.; **WRBX(AM)** Chapel Hill, N.C.; **WURD(FM)** Georgetown, Ohio, and **WYXI(AM)** Athens, Tenn. (see "For the Record," page 60).



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Music license case returns to the courtroom

10-year proceeding by CBS against ASCAP and BMI blanket contracts is in hearing to determine next step

CBS's 10-year-old lawsuit against blanket music licenses was back in court last week, its future still in doubt.

A three-judge panel of the U.S. Second Circuit Court of Appeals in New York, which upheld CBS in 1977 but was reversed by the U.S. Supreme Court last spring, held a hearing Tuesday to help it decide what to do next.

One question was whether there is enough evidence in the record to decide the case without further trial, or whether it must be sent back to District Judge Morris E. Lasker for additional proceedings.

Judge Lasker, in the ruling later reversed by the appeals court, had dismissed CBS's suit.

The fundamental question is whether the blanket licenses issued to the TV networks by the American Society of Composers, Authors and Publishers and Broadcast Music Inc. amount to price-fixing in violation of the antitrust laws. The Supreme Court held that they are not a per se violation but that the lower court should consider whether they in fact violate the law under the "rule of reason" (BROADCASTING, April 23).

In its suit, filed in December 1969, CBS is seeking a "per use" license—under which it would pay only for the music it actually uses—as a replacement for the blanket license, under which payments are made covering all music in the ASCAP and BMI catalogues, regardless of how much or how little music is actually used. But at one point in last week's arguments, Alan Hruska, representing CBS, said he was "not pushing the per-use system" so much as seeking to get rid of the blanket

licenses, which he insisted are illegal.

Jay Topkis, attorney for ASCAP, told the court that CBS in fact has not had a license from ASCAP since March 1978 and has been using ASCAP music without paying.

"Why don't you sue for infringement?" asked Presiding Judge Murray Gurfein.

"We've got enough lawsuits," Topkis replied.

"That's no answer," said Judge Gurfein.

Topkis maintained that CBS, operating without an ASCAP license, "is entirely free of us" and could negotiate directly with individual ASCAP members for the specific compositions it wants. "But they don't want to," Topkis insisted. "They just want to get it cheap."

Robert Sisk, counsel for BMI, said CBS is paying BMI at 1969 rates and, in the circumstances, isn't interested in going out and negotiating directly with BMI members for individual works. CBS, he said, "has got the best of all possible worlds."

Most of the questioning from the bench came from Judge Gurfein, who wrote the 1977 decision holding that blanket licenses are a per se violation of the Sherman Act, at least where television networks are concerned. His questioning seemed particularly critical of the ASCAP and BMI positions.

The court clearly was looking for all the help it could get. It devoted what seasoned attorneys called an almost unprecedented amount of time—an entire day, from 10 a.m. to 4:15 p.m.—to hearing the arguments. It had also taken the rare step of inviting all who had filed friend-of-the-court briefs to make oral arguments as well.

Judges sitting with Gurfein on the case were J. Edward Lumbard and Leonard P. Moore.

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Rubenstein chosen new Mutual head

Former executive VP named network president; Worth quits and executive committee dissolved

Martin Rubenstein, who went to Mutual Broadcasting System 20 months ago in quest of more bottom-line responsibility—and got it—now has even more.

MBS Chairmen Jay Van Andel and Richard DeVos announced last Monday (Nov. 19) that Rubenstein had been appointed president and chief operating officer of the network, reporting directly to the board of directors of the parent Amway Corp.

Rubenstein, 44, had been executive vice president and member of the net-

work's three-man executive committee. He is now responsible for all activities of Mutual Radio Network and its owned stations division. The latter includes WCFL(AM) Chicago and, pending FCC approval, WHN(AM) New York.

It was also announced last week that Gary J. Worth had resigned as an executive vice president, and that the executive committee, which had performed the functions of chief executive officer since last December, had been dissolved. That committee, in addition to Rubenstein, had comprised Worth and Dr. B. R.



Rubenstein



Worth

Schaafsma, a vice president of Amway.

Prior to joining MBS as vice president-administration, Rubenstein was with ABC for 17 years, leaving there as vice president and general manager of ABC News ("Profile," Nov. 19). With the establishment of the executive committee in December 1978, he became a member of it and was appointed an executive vice president.

Chairmen Van Andel and DeVos called last week's major management changes "moves to strengthen and solidify Mutual's future growth."

Worth, 35, who has been with Mutual since 1966, was lauded last week by Van Andel and DeVos for his contributions to the network. He had been responsible for owned-and-operated stations, acquisitions, Mutual's Southwest Radio Network, network station relations, technical operations and Mutual's new satellite distribution system.

It is in the satellite area that Mutual has commanded much recent attention with its plans to install 35 earth stations by early 1980 and, ultimately, 650 earth stations nationwide.

That is an area that is beckoning Worth, who had expressed a desire to pursue business interests outside Mutual. He indicated that he would be continuing his broadcast association in the satellite field, but declined to give specifics at this time.

There's an oil man in Kennedy's camp

Mobil's Schmertz, who helped Massachusetts senator's brothers in earlier presidential campaigns, on temporary duty to do it again

Herbert Schmertz, vice president for public affairs of the Mobil Oil Corp., New York, and a consistent critic of TV network news and advertising practices, is

taking a six-week leave of absence without pay to organize the advertising effort for Senator Edward M. Kennedy's (D-Mass.) presidential campaign.

Announcement of the Schmertz appointment raised immediate questions about the association of an oil-industry hardliner in the campaign of a liberal Democrat who has opposed oil company decontrol and argued for a stiff windfall profits tax in that field. Said President Carter's press secretary, Jody Powell: "I hope that Mr. Schmertz is as successful with Senator Kennedy's image and credibility as he has been with the major oil companies."

For a number of years, Schmertz has at-

tacked the TV networks, claiming that in their news programs they have depicted inaccurately the viewpoints of Mobil and other oil companies and have given scant coverage to the position of Mobil ("Profile," July 31, 1978). He particularly has protested that the TV networks have refused Mobil advertising dealing with issues, even when Mobil offered to pay for rebuttal advertising.

Schmertz worked in the presidential campaigns of John F. Kennedy and Robert F. Kennedy. He said he has had "a long-standing relationship" with the Kennedy family and sees no conflict between his position at Mobil and his voluntary efforts for Senator Kennedy.

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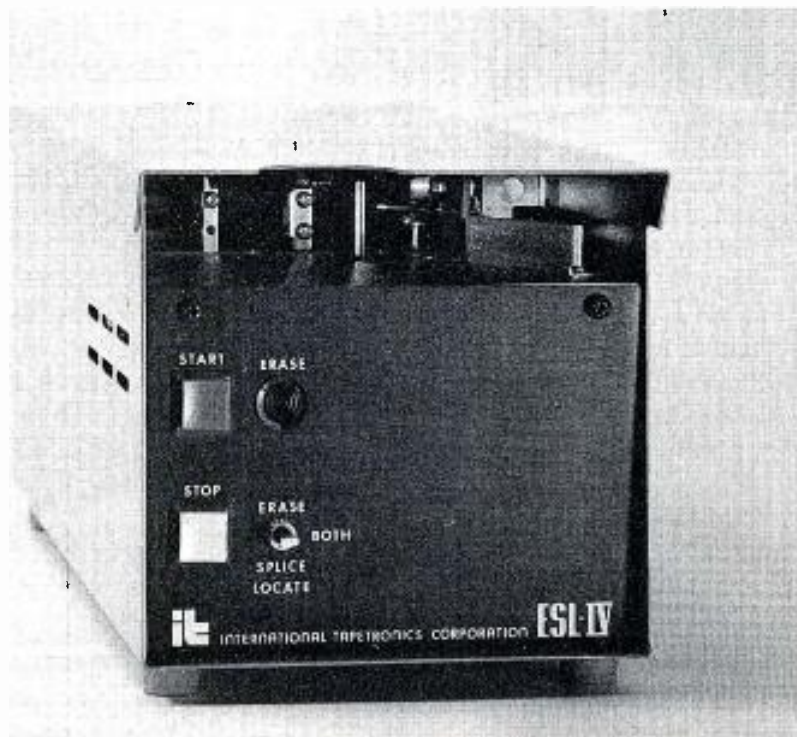
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Bullish on broadcasting

ABC study of '74-'75 recession shows TV networks performed better than other media; projects same will hold true in '79-'80

Even the harsh recession of 1974-75 "had no more than a moderate effect on the television network business." That's what ABC says is the conclusion of a study its corporate affairs department conducted recently.

Taking both 1974 and 1975 as recession years, the study sought to delineate that recession's impact on national advertising and the three networks, and to compare network television's growth in the period with that of magazines, newspaper supplements, spot television, network radio and outdoor advertising.

Among the findings were that national advertising increased 8.2% and 6.8%, respectively, in 1974 and 1975, with network television's 10.4% and 7.7% growth

in those years outpacing the national figure. At the same time, network television was the only one of the six media to increase market share during the recession, though the ABC figures also show it losing some ground in market share going into 1976.

Three-network average prices for all dayparts posted increases in both recession years, with the exception of sports, which dropped 3.3% in 1975. Additionally, the all daypart figure in 1975 showed only a 3.6% gain, with prime time that year advancing even less at 2.4%. Daytime, late night and news, however, each experienced what ABC called "above average increases" in both recession years.

The study was summarized in the observation that "while the duration and severity of the 1979-1980 recession remain in doubt, the perspective of the 1974-1975 recession indicates sustained growth potential for network television advertising during this period." Moreover, the report noted several factors it called "further protection against 1979-1980 recession": among them, Olympic/political inventory reduction and upfront sales increases.

No big deal. ABC's announcement that it had "discontinued discussions" concerning \$337.5 million proposed acquisition of publisher Macmillan Inc. (BROADCASTING, Sept. 17), despite having signed a definitive agreement last month, didn't exactly cause panic on Wall Street. Wertheim & Co.'s Dave Londoner described the reaction as "ho hum," with Joe Fuchs of Kidder, Peabody saying "at a price Macmillan had some attractive assets" but that the merger wasn't the "greatest thing since thin-sliced bread." ABC was silent on the matter. Speculation was ABC might have had second thoughts about its ability to effectively absorb and control Macmillan's varied operations, or the liquidation value of unwanted Macmillan properties, or the recent upsurge in interest rates so cut the value of the deal that Macmillan wanted to renegotiate.

Advertisers ponder their TV future

Workshops at ANA convention will discuss new media, FTC

The nation's leading advertisers will spend a morning of their annual meeting next week trying to get a fix on what the new technologies are apt to do to television and to—or for—them.

"A New Broadcasting Environment—or a Coming Chaos?" is the topic at a wind-up session of the Association of National Advertisers' annual meeting at Palm Beach, Fla. About 550 are expected for the Dec. 2-5 sessions.

Panelists for the technology session include William J. Donnelly, vice president and group supervisor for new electronic media at Young & Rubicam; Michael H. Dann, consultant and former head of programming at CBS-TV; Robert Schmidt, former president, National Cable Television Association, now head of Communications Technology Management, McLean, Va.; Harold E. Protter, vice president and general manager of KPLR-TV St. Louis; Archa O. Knowlton, consultant and former director of media services at General Foods, and George J. Simko, senior vice president of Benton & Bowles.

Other features on the agenda include a Federal Trade Commission panel on "New Directions at FTC?" with panelists including Tracy Westen, deputy director of the Office of Consumer Protection; Robert Reich, director, Office of Policy Planning; Steven C. Salop, assistant director for industry analysis, and Michael Mazis of American University, formerly of the Office of Policy Planning. Gilbert N. Weil, ANA general counsel, will be moderator

TOTAL MUSIC PROGRAMMING

The *Tanner Musical Spectrum* offers the broadcaster complete music programming and formatting for any station in any market. Name your need—Beautiful Music, Middle of the Road in three distinct personalities, Contemporary Rock for the 18 to 34 demographic, and Contemporary Country with the greatest hits of all time.

Announced or Unannounced . . . for automated or live-assist operations, the Tanner Musical

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Bottom Line

Good show. ABC Inc. has been chosen by *Dun's Review* as one of the country's five best-managed companies for 1979, according to an announcement being released today (Nov. 26). ABC is said to be the first broadcasting company thus designated by the Dun & Bradstreet business monthly. Other companies designated for 1979: Revlon Inc., Union Pacific Corp., Digital Equipment Corp. and Raytheon Co. They are cited for completing a decade of outstanding growth with record sales and earnings in "a nail-biting year for U.S. business."

□

'Audio' buy. CBS Inc. has reached agreement in principle with North American Publishing Co., Philadelphia, to acquire *Audio* magazine for about \$7.6 million in cash. CBS plans to include *Audio* with five magazines already in special interest magazine unit of its Consumer Publishing division.

□

Put and take. Three newspaper publishers, all with broadcast properties, engaged in two days of selling and reselling of newspaper holdings. Lee Enterprises Inc. and Lindsay-Schaub Newspapers Inc. have announced that Lee acquired five Lindsay-Schaub newspapers in Illinois and Michigan for \$60.4 million. Sale involved *Decatur* (Ill.) *Herald and Review*, *Southern Illinoisan* (Carbondale), *Edwardsville* (Ill.) *Intelligencer* and *Midland* (Mich.) *News*. Also to be included is *Huron Daily Tribune*, Bad Axe, Mich., upon disposition of certain pending litigation by Lindsay-Schaub. On following day Lee and Hearst Corp., announced agreement in which latter will buy for \$16 million three of just-acquired Lee properties—dailies at Midland, Huron and Edwardsville.

of the session, to be held Tuesday afternoon (Dec. 4).

Tom Dillon, chairman of BBDO International and BBDO Inc.; Lawrence Fouraker, dean of Harvard University Graduate School of Business Administration, and Ada Louise Huxtable of the *New York Times* editorial board are among

other featured speakers. A panel of senior editors of *Newsweek* will report on world and national affairs.

Herbert Hobler, president of WHWH(AM) Princeton, N.J., and WPST(FM) Trenton, N.J., will give a report at ANA's Monday-afternoon business session in his role as chairman of the National Association of

Broadcasters Freedom of Information Committee. A. B. Priemer, director of advertising services for S.C. Johnson and Son, will report on advertising self-regulation at the same session, which will also hear the annual report of ANA President Peter W. Allport.

Discussion clinics on tape will cover use of research to improve media decisions, coordination of advertising and promotion.

Making a business of children's TV

Former Quaker Oats executive and educational TV specialist form 'Childview' to marry profit with concern for kids

Childview, an organization designed to deal with "the new sensitivity required to market products for children" has been founded by Mitchell Seltzer and Eliot Daley. Both have extensive backgrounds in marketing and production as well as projects concerned with the betterment of children.

Seltzer for seven years has been president and creative director of AdCom Inc., the Quaker Oats in-house communications agency, and corporate vice president of Quaker with a variety of duties that included the creation of network programming. Seltzer also is associated with the

KMOL-TV, San Antonio, Texas



TM



Customized Broadcast Packages

"Who's Putting You On?"

Don't kid yourself.

Your station — apart from its affiliation or even its programming — is constantly projecting a look, a sound, a "feeling" into your market; an "on-the-air corporate image," if you will.

After a dozen years of producing award-winning promos, news opens and music, Hayes introduces an important new service designed exclusively for television broadcasters. **Customized Broadcast Packages.** Unlike any syndicated service available anywhere, we are constantly conceiving, designing, and producing quality news, promotion, music and movie packages completely customized to your individual call letters, logo, or format.

You will be receiving our "Package of Packages" soon in the mail. Or write or call John Witherspoon.

We'll be putting you on!



**BROADCAST
PROMOTION
& SYNDICATION**

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710 S. Bowie, San Antonio, Texas (512) 224-9565

Erikson Institute, a center for advanced study in child development, and with the National Council for Children and Television. Mitchell Seltzer Productions, of which he is president, produces *Cricket*, a TV series based on children's literature, which won the 1979 International Children's Film Festival Award for the best short film.

Daley for six years was engaged in the creative development of *Mister Rogers' Neighborhood*, and subsequently was a founder of Foundations Managers Inc. and Corporate Contributions Inc., firms that set up programs of philanthropy for private foundations and major corporations.

According to Childview, Daley is originator of the National Endowment for Children and Television, for which legislation has been introduced in Congress by Senators John Heinz (R-Pa.) and Ernest C. Hollings (D-S.C.) (BROADCASTING, Oct. 1).

Childview's founders cited the FCC and Federal Trade Commission involvements with children's advertising as demonstrating a need for their services.

Childview's founders emphasized it will "identify and execute marketing ideas that demonstrate a concern for children and the profit objectives of business."

Childview headquarters are at 4 Charlton Street, Princeton, N.J. 08540; telephone, (609) 924-2420.

"Comment on the Economy"

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FIRST TIME ON RADIO



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Dr. John V. Terry
Noted economist,
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Dr. Terry comments on
current economic trends
and how they affect us all

2½ minutes, Monday-Friday
exclusive in your market

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In Sync

Football by laser. General Telephone and Electronics—in full page ad in *Washington Post*, *New York Times* and some Florida papers—is claiming first commercial use of optical fiber cable for transmission of TV signal. Stamford, Conn., telephone company installed 5.6 miles of cable between Tampa Stadium and downtown Tampa switching station and used it to transmit Tampa Bay Buccaneers-New York Giants football game on Sunday, Nov. 18. Feed from stadium to switching station was interrupted once (1.5 miles from stadium) for amplification. At switching station signal was converted back to electrical energy and turned over to CBS-TV for distribution. Spokesman for GTE said that transmission of game was essentially a test. "We are trying to find out more about fiber optics in an operating environment."

Bump in the night. Satcom II, one of RCA's two 24-hour-transponder communications satellites currently in orbit, had rough time of it in September. Between Sept. 5 and Sept. 15, satellite suffered seven outages totalling 17.5 hours that resulted from failure of craft to maintain proper orbital pitch. Since much of transponder time on Satcom II is leased to Alascom Inc., outages interrupted telephone service to state of Alaska. But, since Alascom buys "protected time" from RCA, interruptions were relatively brief. Alascom's transmissions were moved to Satcom I and, consequently, several cable programmers on that bird with pre-emptible time were bumped. Fortunately for all involved, most of the outages occurred during times when cable programmers aren't normally transmitting.

10, 9, 8, 7... As expected Satcom III was approved for launch by FCC at meeting last Tuesday. Commission also granted RCA Americom permission to nudge Satcom I over one degree to 136° west longitude to make room for Satcom III at 132°. Third satellite on the Satcom system is scheduled for launch on Dec. 6 from Cape Canaveral, Fla.

No end in sight. RCA Americom has filed at FCC for authority to build Satcom V which satellite common carrier plans to use as ground spare. Like previous four Satcoms, \$24-million bird will be built by RCA Astro-Electronics, but will have several improvements over predecessors. New bird will have four back-up amplifiers—one for each bank of six primary amplifiers—that will put into service should primary amplifier fail. Life expectancy of satellite will be improved by use of nickel-cadmium storage batteries rated at 17 amps instead of 12 and amplifiers will be rated at 5.5 watts instead of 5.

What goes in. Four radio stations—KIOI-AM-FM San Francisco, WZAM(AM) Norfolk, Va., and WMYK(FM) Moyock, N.C.—are using new electronic sound enhancing device. Designed originally to clarify and detail sound in recording studios, Aphex Aural Exciter (Aphex Systems Ltd., Los Angeles) is now being used by stations to improve transmission quality. Aphex is offering unit for five-year lease at \$3,000 with purchase option afterward for additional \$500.

New cameras. Cable News Network, which recently announced signing up enough cable systems to go over the 1.5-million subscriber mark, has also signed \$1.8-million contract with RCA for studio and field cameras. CNN buy includes six of RCA's TK-47 studio cameras and 23 TK-76C ENG units.

FCC active. To make life easier for broadcasters, FCC has revised some of its technical operating procedures and standards. Rules changes were basically incorporation of separate but similar rules of various broadcast services—AM, FM and TV—into single rule. FCC says making one rule for all service shortens number of rules and facilitates their understanding.

Not much change. Laboratory division of FCC's Office of Science and Technology released results of study that tested susceptibility of television signal on channel 6 to interference from signal of two educational FM radio frequencies, 88.1 mhz and 91.7 mhz. FCC said results suggest that there "has not been a marked improvement in television receiver immunity" from interference since 1952. Copies of study are available from FCC in Washington.

Reaching new heights. WLYH-TV Lancaster, Pa., has switched to its new tower and transmitter. New tower, almost twice as high as old one, is 1,060 feet above ground (1,364 feet above average terrain). Combined with new RCA klystron transmitter, effective radiated power (visual) of CBS-affiliate was raised from 129 kw to 1,045 kw.

Tightened. Organizers of International Broadcasting Convention have lopped off one day of meeting scheduled for fall 1980. Convention will now run from Saturday, Sept. 20, to Tuesday, Sept. 23. Exhibits-only day normally set for end of meeting has been eliminated to allow large number of exhibitors time to break down their displays in Metropole Conference and Exhibition Center, in Brighton, England.

Programing

CBS readies its replacements

Network turns to dramas for major portion of midseason relief from failing sitcoms

CBS-TV's move two weeks ago in announcing the inclusion of two new dramatic series in its weekly schedule was, according to B. Donald (Bud) Grant, vice president-programs for CBS Entertainment, "probably the earliest that we have made midseason schedule changes." The two new programs announced—Lorimar's *Dallas* spin-off, *Knots Landing*, and Alan Landsburg Productions' *The Chisholms*—joined yet another new program, Warner Bros. Television's *Young Maverick*, in shoring a CBS schedule that has thus far this season been marked by exceedingly fine showings by older programs and exceedingly poor performances by some

newer ones.

Although CBS's line of established comedies has on the whole remained as strong as ever, three new comedies have been pulled from the schedule along with a fourth that began last year as a mid-season replacement. Only the poorly received *Working Stiffs* has been officially canceled, but *Bad News Bears*, *Struck by Lightning* and *The Last Resort* have also been pulled. The drama, *Big Shamus*, *Little Shamus*, is also off the schedule. (Grant insists that *Resort* will be returning in the spring, however.)

"I've never used the word cancel," says Grant. "It's 'we do not exercise our option to pick up.' We never cancel anything—we just don't renew. It's a nicer way of saying it.

"The other shows that are not on the schedule technically have not been canceled and quite conceivably will be back. I mean specifically *The Last Resort* will be back in our schedule. It's a show that we like a lot. Last year *WKRP in Cincinnati* went off the schedule and then went back.



Grant

The rest is history."

In the place of those pulled comedies, CBS is, at least for now, relying on new dramatic series.

But the network does have four half-hour comedy series currently in production for midseason openings. In addition to those, CBS has four other dramatic programs as well as a variety program. With



We'll put you hours ahead of any other station in town.

If you'd like to always have a big jump on your competition, we have the answer: the BCS "DEMOS" management package.

"DEMOS" gives you and your sales staff immediate access to all rating book data.

It allows for multiple books, combining of books, even competitive station information . . . with selective searching of the data by over 1,000 different combinations.

Then, when you're ready for a standard 4A avail submission, just ask "DEMOS." It will prepare one for you, and without an additional cost per inquiry charge. In two or three minutes. Instead of in two to three hours. Which means your people can be out booking, while the competition is still looking.

For complete details on "DEMOS" or our other packages, "FILMS," "KARTS" and "NEWS," write us at Kaman Sciences Corporation, P.O. Box 7463, Garden of the Gods Road, Colorado Springs, CO 80933, or call (303) 599-1601 today. Because if you don't your competition just might.

And would you want them to always have a jump on you?

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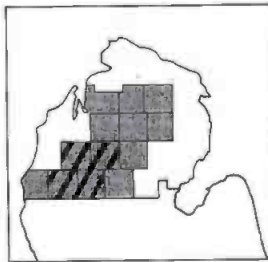
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A KAMAN COMPANY

Our systems belong in your station.

**Northern Michigan
listeners
still prefer ...**

WWAM/WKJF-FM

**49% Total audience
share, 12+**



13 County ADI
Survey Coverage Area

DAY-PART SHARES*

7 AM-10 AM	10 AM-3 PM	3 PM-6 PM
48.1%	46.5%	37.5%

Radios tuned-in (respondents
listening at time of survey calls*)

WWAM/WKJF-FM	CLOSEST COMPETITION
46.3%	14.8%

Respondents preference (not tuned-
in at time of survey calls*)

WWAM/WKJF-FM	CLOSEST COMPETITION
49.5%	18.6%

Overall average (tuned-in
and not tuned-in)

WWAM/WKJF-FM	CLOSEST COMPETITION
49%	17.8%

*Survey conducted by professional research services, Tempe, Arizona (formerly National Radio Research), during nineteen survey hours (7 AM-6 PM) Monday through Friday, Feb. 20-Mar. 9, 1978... four county survey area: (Wexford, Missaukee, Osceola and N.E. Lake)... 1554 calls attempted with 744 completed calls, a 51% completion factor.



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Station*

WWAM/WKJF(FM)

CBS RADIO FOR NORTHERN MICHIGAN

Buckley Radio Sales, Inc., National Representatives

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Columbia Graduate
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KSFX, SAN FRANCISCO, CALIFORNIA



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one exception, the comedies will be ready for airing by January, Grant says.

Among the comedies CBS has in production are:

Phyl and Micky, a half-hour about an American track star and a defecting Russian athlete. Hal Cooper and Rod Parker are producing the program for Elmar Productions.

Universal Television's *Housecalls* is based on the movie by the same company. Jerry Davis is executive producer.

Stockard Channing, whose *Just Friends* of last season was a critical success that didn't grab the numbers, is returning with the revamped *Stockard Channing Show*. Channing plays the same character but has changed jobs. She will be the assistant to a television station's consumer advocate reporter in the new series. Channing's own Little Bear Productions produces the series under the guidance of Aaron Ruben (*Sanford and Son* and *Gomer Pyle, U.S.M.C.*).

Warner Bros. Television is preparing a spin-off of its successful *Alice* based on the character Flo. The half-hour, called *Flo*, is not as far along in production as the other CBS series, and Warner Bros. has yet to name an executive producer. According to Grant, *Flo* is not likely to be ready for airing before March or April.

In addition to the three hour series already included on the CBS schedule, the network has three other hour-long dramatic projects set for inclusion in its line-up:

Universal Television's Jon Epstein is preparing *The Contender*, a series revolving around the climb up the boxing ranks by a young amateur. "This is not the Friday night fights," says Grant. "It's as much a story about personal relationships as it is about boxing."

Twentieth Century-Fox Television is currently shooting *Hagen*, the story of a Northwestern backwoodsman who becomes a private detective in San Francisco. Chad (*Medical Center*) Everett plays the title role. Frank Glicksman is executive producer.

Lou Shaw at MGM Television is translating that studio's two theatrical releases, "Westworld" and "Beyond Westworld," into an 8 p.m. action show called *Beyond Westworld*. It deals with a group of robots who are controlled by an evil scientist.

Norman Lear and author Alex Haley have teamed to produce *Kings of the Hill* under a new Haley-TAT Communications Co. banner. It is the story of two boys growing up in the South during the post-Depression era.

Joe Hamilton and Tim Conway, under a joint venture of Joe Hamilton Productions and Timkel Productions, are producing a comedy-variety hour tentatively titled either *The Tim Conway Comedy Hour* or *The Tim Conway Show*. Heavy emphasis is being placed on shorter forms of comedy more in the vein, according to Grant, of *Laugh-In* rather than Hamilton's *The Carol Burnett Show*. Hamilton describes the show as "90% comedy and 10% music."

The Broadcasting Playlist Nov 26

Contemporary

Last week	This week	Title □ Artist	Label
2	1	<i>Babe</i> □ Styx	A&M
1	2	<i>Still</i> □ Commodores	Motown
3	3	<i>Heartache Tonight</i> □ Eagles	Elektra
4	4	<i>No More Tears</i> □ Streisand/Summer	Columbia/Casablanca
6	5	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
5	6	<i>Rise</i> □ Herb Alpert	A&M
7	7	<i>Ships</i> □ Barry Manilow	Arista
10	8	<i>Escape</i> □ Rupert Holmes	Infinity
11	9	<i>Please Don't Go</i> □ KC & Sunshine Band	TK
8	10	<i>Dim All the Lights</i> □ Donna Summer	Casablanca
9	11	<i>Tusk</i> □ Fleetwood Mac	Warner Bros.
13	12	<i>Ladies' Night</i> □ Kool & The Gang	De-Lite
12	13	<i>Take the Long Way Home</i> □ Supertramp	A&M
14	14	<i>We Don't Talk Anymore</i> □ Cliff Richard	EMI/America
16	15	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
15	16	<i>You're Only Lonely</i> □ J.D. Souther	Columbia
19	17	<i>Rock With You</i> □ Michael Jackson	Epic
20	18	<i>Do That To Me</i> □ Capt. & Tennille	Casablanca
27	19	<i>Cruisin'</i> □ Smokey Robinson	Motown
17	20	<i>Pop Muzik</i> □ M.	Sire
21	21	<i>Cool Change</i> □ Little River Band	Capitol
22	22	<i>Good Girls Don't</i> □ The Knack	Capitol
29	23	<i>Send One Your Love</i> □ Stevie Wonder	Tamla
18	24	<i>Don't Stop Til You Get Enough</i> □ Michael Jackson	Epic
23	25	<i>Lovin' Touchin' Squeezin'</i> □ Journey	Columbia
28	26	<i>Half the Way</i> □ Crystal Gayle	Columbia
24	27	<i>All My Love</i> □ Led Zeppelin	Swan Song
31	28	<i>Coward of the County</i> □ Kenny Rogers	United Artists
34	29	<i>Head Games</i> □ Foreigner	Atlantic
30	30	<i>If You Remember Me</i> □ Chris Thompson	Planet
25	31	<i>Come To Me</i> □ France Joli	Prelude
37	32	<i>Jane</i> □ Jefferson Starship	Grunt
33	33	<i>Better Love Next Time</i> □ Dr. Hook	Capitol
41	34	<i>This Is It</i> □ Kenny Loggins	Columbia
42	35	<i>I Want You Tonight</i> □ Pablo Cruise	A&M
26	36	<i>Dreaming</i> □ Blondie	Chrysalis
48	37	<i>Don't Do Me Like That</i> □ Tom Petty	Backstreet
38	38	<i>Please Don't Leave</i> □ Lauren Wood	Warner Bros.
36	39	<i>Sail On</i> □ Commodores	Motown
39	40	<i>Dream Police</i> □ Cheap Trick	Epic
40	41	<i>This Night Won't Last</i> □ Michael Johnson	EMI/America
45	42	<i>Don't Let Go</i> □ Isaac Hayes	Polydor
46	43	<i>Damned If I Do</i> □ Alan Parsons Project	Arista
44	44	<i>I Need a Lover</i> □ John Cougar	Riva
—	45	<i>Pretty Girls</i> □ Melissa Manchester	Arista
35	46	<i>I'll Never Love This Way Again</i> □ Dionne Warwick	Arista
47	47	<i>Train Train</i> □ Blackfoot	Atco
32	48	<i>Sad Eyes</i> □ Robert John	EMI/America
—	49	<i>Rainbow Connection</i> □ Kermit the Frog	Atlantic
—	50	<i>Peter Piper</i> □ Frank Mills	Polydor

Playback

Easy riser. Kenny Loggins returns to "Playlist" for the first time since his single, *Whenever I Call You "Friend"* (Columbia) achieved the number 44 position on BROADCASTING's Top 100 Records for 1978. Radio programmers are predicting his current effort, *This Is It* (Columbia), which bolts this week from 41 to 34, will soon rank within the top 20 records on "Playlist." "Loggins is currently one of the most popular artists with the female listening audience," comments Pat Martin, program director at WSP(FM) Stevens Point, Wis. Martin reports good request action on the single, which he describes as potentially a number one record in Stevens Point. Mark Zeegan, music director at WAUR(FM) Aurora, Ill., describes *This Is It* as "superb and fit for any format but country." **Harking back.** The latter half of 1979 has seen an unusual frequency of contemporary recording artists releasing new versions of past hit records. One of the year's more successful remakes may be Isaac Hayes' rendition of *Don't Let Go* (Polydor), a song the music research department at KERN(AM) Bakersfield, Calif., reports was originally made famous by Roy Hamilton in 1958 for Epic Records. KERN's music director, Kris Mitchell, describes the single as "a killer record with dancable beat and super production." And Kevin McCarthy, program director at WERC(AM) Birmingham, Ala., reports the single is generating requests, and soon will be a top-10 record. **A season begins.** WOWO(AM) Fort Wayne, Ind., will ease into its Christmas programming this year with Paul McCartney's new single, *Wonderful Christmastime* (Columbia). That station's Sam De'Vincent describes the single as, "very pretty, very pop-sounding and very McCartney."

Country

Last week	This week	Title □ Artist	Label
2	1	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
4	2	<i>Come With Me</i> □ Waylon Jennings	RCA
6	3	<i>Blind In Love</i> □ Mel Tillis	Elektra
5	4	<i>Half the Way</i> □ Crystal Gayle	Columbia
9	5	<i>Lady In the Blue Mercedes</i> □ Johnny Duncan	Columbia
8	6	<i>Blue Kentucky Girl</i> □ Emmylou Harris	Warner Bros.
17	7	<i>Missing You</i> □ Charley Pride	RCA
3	8	<i>Should I Come Home</i> □ Gene Watson	Capitol
1	9	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
11	10	<i>Whiskey Bent & Hell Bound</i> □ Hank Williams Jr.	Elektra
—	11	<i>Pour Me Another Tequila</i> □ Eddie Rabbitt	Elektra
14	12	<i>I Cheated Me Right Out Of You</i> □ Moe Bandy	Columbia
—	13	<i>Mississippi</i> □ Charlie Daniels Band	Epic
13	14	<i>My Own Kind Of Hat</i> □ Merle Haggard	MCA
—	15	<i>Happy Birthday Darlin'</i> □ Conway Twitty	MCA
18	16	<i>You Show Me Your Heart</i> □ Tom T. Hall	RCA
20	17	<i>My World Begins</i> □ Dave & Sugar	RCA
—	18	<i>You're My Kind Of Woman</i> □ Jacky Ward	Mercury
—	19	<i>Coward Of the County</i> □ Kenny Rogers	United Artists
7	20	<i>All the Gold In California</i> □ Larry Gatlin	Columbia
10	21	<i>Put Your Clothes Back On</i> □ Joe Stampley	Epic
—	22	<i>Tell Me What It's Like</i> □ Brenda Lee	MCA
—	23	<i>Rusty Old Halo</i> □ Hoyt Axton	Jeremiah
—	24	<i>One Thing My Lady</i> □ Mel Street	Sunset
25	25	<i>I've Got a Picture Of Us</i> □ Loretta Lynn	MCA

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

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Nov. 12 through Nov. 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—presurprise 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 grant

■ **Hatillo, P.R.**—Broadcast Bureau granted Aurora Broadcasting Corp. 1120 khz, 1 kw-D, 25 kw-N. Address: La Zarza Rd., Camuy, P.R. Estimated construction cost \$77,800; first year operating costs \$65,000; revenue \$90,000. Format: Latin music. Principals: Zaida Santos Rivera (35%), Hector Santos Rivera (35%) and three others. Zaida Rivera is florist in Arecibo. Hector Rivera owns auto parts store in Vega Baja. They have no other broadcast interests. (BP-790130AB). Ann. Nov. 6.

FM grant

■ **Pecos, Tex.**—Broadcast Bureau granted Parlay Inc. 98.3 mhz, 3 kw, HAAT 77 ft. P.O. address: Box 88, Ballinger, Tex. 76821. Estimated construction cost \$24,682; first-year operating cost \$66,232; revenue \$50,000. Format: country/Spanish/religious. Principals: Roy E. Parker and G.A. Day, each 50%. Parker is 60% owner of KCOM(AM) Comanche, Tex. and 25% owner of applicant for new AM in Granbury, Tex. Day owns 75% of same AM applicant (BPH-10825). Action Oct. 29.

AM Licenses

■ The following AM stations have been granted licenses: KELC(AM) England, Ark. and KRJH Hallettsville, Tex.

FM Licenses

■ The following FM stations have been granted licenses: *WHAB(FM) Acton, Mass.; *WOVI(FM) Novi, Mich.; *WCPE(FM) Raleigh, N.C.; WJHR(FM) Jackson, Tenn.; WUVA(FM) Charlottesville, Va.; and KLWD(FM) Sheridan, Wyo.

TV license

■ The following TV station has been granted license: KTOO-TV Juneau, Alaska.

Ownership Changes

Applications

■ **WHYN-AM-FM** Springfield, Mass. (AM: 560 khz, 5 kw-D, 1 kw-N; FM: 93.1 mhz, 10 kw)—Seeks assignment of license from Guy Gannett Publishing Co. to Affiliated Publications Inc. for \$5.1 million. Seller is publisher of four Maine newspapers and owns WGAN-

AM-FM-TV Portland, Me.; WINZ-AM-FM Miami Beach, Fla., and KSTT(AM) Davenport, Iowa-WXLP-FM Moline, Ill. In addition, it has purchased, subject to FCC approval, KOFM(FM) Oklahoma City (BROADCASTING, Aug. 6). Jean Hawley is chairman; John R. Dimatteo is president. Buyer is publicly owned corporation; John I. Taylor is president. It publishes *The Boston Globe* and owns KRAK(AM)-KEWT(FM) Sacramento, Calif.; KMPS-AM-FM Seattle; WFAS(AM)-WWYD(FM) White Plains, N.Y., and WSAI-AM-FM Cincinnati. Ann. Nov. 16.

■ **KRMS-AM-FM** Osage Beach, Mo. (AM: 1150 khz, 1 kw-D; FM: 93.5 mhz, 2.4 kw)—Seeks assignment of license from Central Missouri Broadcasting Co. to Lakcom for \$450,000 plus \$100,000 for covenant not to compete. Seller is principally owned by James L. Risner who also owns KJEL-AM-FM Lebanon, Mo. Buyer is owned by Alfred C. Sikes and eight others. Sikes owns broadcast investment and media consulting firm, Sikes and Associates Inc., in St. Louis and along with several other buyers, interest in KLGT(AM) Breckenridge, Colo. Ann. Nov. 16.

■ **KTCM(TV)** Helena, Mont. (ch. 12)—Seeks transfer of control of Capital City Television Inc. from Tim Babcock (100% before; none after) to Lynn Koch and his wife, Karen (none before; 100% after). Consideration: \$800,000 plus \$50,000 for covenant not to compete. Babcock has no other broadcast interests. Koch is former general manager of KGVO-TV Missoula and vice president of Western Broadcasting Co., owner of several radio and TV stations. Neither he nor his wife has other broadcast interests. Ann. Oct. 22.

■ **KTAP(FM)** Crete, Neb. (103.9 mhz, 3 kw)—Seeks assignment of license from Airwaves Broadcasting Services Inc. to KTAP Radio Inc. for \$230,000. Seller is owned by Joseph L. Stavas, Donald L. Robson, William C. Whitlock, Ronald L. Kruse and James J. Jaworski (20% each). Stavas, Robson and Whitlock also own KTTT-AM-FM Columbus, Neb. In addition Whitlock owns 38% of KUVR-AM-FM Holdrege, Neb. Buyer is Jaworski (70%) and his wife Jacqueline (30%). Besides his interest in KTAP, where his wife works as bookkeeper, Jaworski has no other broadcast interests. Ann. Nov. 16.

■ **WWBK(AM)** Brockport, N.Y. (AM: 1560 khz, 1 kw-D)—Seeks assignment of license from Canal Communications Inc. to Four Score Broadcasting Inc. for \$160,000. Seller is principally owned by F.E. Penny who also owns WEBO-AM-FM Owego, N.Y. Buyer is owned by Francis G. Clark, Thomas P. Powers, John Bell Jr. and Barton M. Eckert (25% each). Powers is Washington attorney; Clark is announcer at WASH-FM Washington, where Bell is business manager; Eckert is newscaster at WTTG(TV) Washington. None has other broadcast interests. Ann. Nov. 15.

■ **WFFF(AM)** Warren, Ohio (1440 khz, 5 kw-U)—Seeks transfer of control of Radio Station WFFF Inc. from Joseph Wells and Michael S. Kuzmack to Zell H. Draz. Control is being transferred from original trustees of Helen Hart Hurlbert Trust, Wells and Kuzmack, to new trustee pursuant to court order. Ann. Nov. 16.

■ **WAKN(AM)-WNEZ(FM)** Aiken, S.C. (AM: 990 khz, 1 kw-D; FM: 99.3 mhz, 3 kw)—Seeks assignment of license from Eagle Enterprises Inc. To Aiken Radio for \$450,000. Seller is owned principally by Michael L. Laughlin who has no other broadcast interests. Buyer is partnership of John W. Davidson (55%), and his son, Gary (15%); Charles W. Hubbard and Charles T. Walker (15% each). John Davidson owns WLOP(AM)-WIFO(FM) Jesup, WDAX-AM-FM McRae and WMVG-AM-FM Milledgeville, all Georgia, and WDKD(AM)-WIFO(FM) Kingstree, S.C. Hubbard is general manager of Jesup stations. Walker is sales manager for Kingstree stations. Gary Davidson owns 30% of Kingstree stations and 5% of Milledgeville stations. Ann. Nov. 16.

■ **KXYL(AM)** Brownwood, Tex. (1240 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Central Texas

Communications Inc. from Ralph Wayne (70% before; none after) to Lynn Nabers (30% before; 100% after). Consideration: \$20,000, accounts receivable and assumption of liabilities. Wayne, who purchased station in 1977 for \$350,000, is selling station and has asked for waiver of three-year rule because of ill health. Nabers, Brownwood attorney and businessman, purchased minority interest in station last February. He has no other broadcast interests. Ann. Nov. 15.

■ **KDFL(AM)** Sumner, Wash. (1560 khz, 250 w-D)—Seeks assignment of license from Puget Sound Broadcasting Corp. to Southsound Communications Inc. for \$205,000. Seller is principally owned by William R. Crews, who also owns WCVC(AM) Tallahassee, Fla., and WOGA(AM) Sylvester, Ga. Buyer is owned by Martin J. Durkan (25%) and Garney St. Germain, Richard J. Boyle, Sidney R. Snyder and Leroy Welcome (15% each). Durkan is Seattle attorney. St. Germain is Renton, Wash., businessman. Boyle is vice president of Honeywell Inc. division in Seattle. Welcome owns construction company in Redmond. Snyder is Long Beach, Wash., businessman and is part owner of KYAC(AM) Seattle. Others have no other broadcast interests. Ann. Oct. 15.

Actions

■ **KSLY(AM)-KUNA(FM)** San Luis Obispo, Calif. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 96.1 mhz, 5.6 kw)—Broadcast Bureau granted assignment of license from KSLY Inc. to San Luis Obispo Broadcasting Inc. for \$1,575,000. Seller is subsidiary of Sunbelt Communications Ltd., owned by C.T. Robinson, William C. Moyes, Michael Hesser and Robert Magruder. Sunbelt also owns KQEO(AM)-KZZX(FM) Albuquerque, N.M.; KVOR(AM)-KSPZ(FM) Colorado Springs, and The Research Group, San Luis Obispo market research firm, and has purchased, subject to FCC approval, KFYE(FM) Fresno, Calif. (BROADCASTING, March 12). Buyer is owned by Dudley A. White and family, who own newspapers in Ohio, Tennessee and Michigan. They have purchased four other stations since May 1978: KBPI(FM) Denver; KDKB-AM-FM Mesa-Phoenix, Ariz., and KZAM(AM) Bellevue, Wash. (BAL790830HX, BALH790830HY). Action Oct. 31.

■ **KVML(AM)-KROG(FM)** Sonora, Calif. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Herold Broadcasting Co. to Portuguese American Communications Corp. for \$750,000. Seller is partnership of Joseph and Charles Herold, brothers, who have no other broadcast interests. Buyer is owned by Albano G. Oliveira and Decio Oliveira, brothers (20.3% each); Joe Quadros (20.3%); Anthony D. Azevedo (18.7%); John V. Cardadeiro (17.3%), and Alfred DiJulio (3.1%). Albano Oliveira, Azevedo and DiJulio own *The Portuguese News*, published in San Leandro, Calif. Decio Oliveira is San Jose, Calif. dentist. Quadros is Hayward, Calif. pipelayer. Cardadeiro is Emeryville, Calif., freight dispatcher. (BAL790810HG; BALH790810HH). Action Oct. 30.

■ **WHLY(FM)** Leesburg, Fla. (106.7 mhz, 50 kw)—Broadcast Bureau granted transfer of control of Magic Box Media Inc. from Bernard and Norma Kaplan (married) and James J. Shipley (100% before; none after) to General Communicorp Inc. (none before; 100% after). Consideration: \$1,380,000 and \$30,000 for consultancy agreement. Sellers also owns WMJK(AM) Kissimmee, Fla. Buyer is owned by Robert G. Herpe who also owns WOMN(AM) Hamden and WPLR(FM) New Haven, both Connecticut (BTCH790814HS). Action Nov. 5.

■ **WCMI(AM)** Ashland, Ky. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Rebel Resources Inc. to Stereo 94 Inc. for \$250,000. Seller is owned by William Beerbower and his wife Elizabeth (50% each), who have no other broadcast interests. Buyer, principally owned (83.3%) by W. Richard Martin, also owns WAMX(FM) Ash-

land (BAL790912GV). Action Oct. 30.

■ WNUU(FM) St. Matthews (Louisville), Ky. (103.1 mhz, 2.95 kw)—Seeks assignment of license and permit from Summers Broadcasting Co. to Capital Broadcasting Co. for \$1 million. Seller is owned by William Summers, Vincent Pepper, and E. Stratford Smith. Smith is principal in WKWF(AM)-WVFK(FM) Key West, Fla. Neither Pepper nor Summers has other broadcast interests. Buyer, principally owned by Kenneth S. Johnson, also owns WKSJ(AM) Prichard-WKSJ-FM Mobile, both Alabama; WKDY(AM) Spartanburg, S.C., and WCAW(AM)-WVAF(FM) Charlestown, W. Va. (BAPLH790914HP). Action Nov. 5.

■ WQRS-FM Detroit (105.1 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Fine Arts Broadcasters Inc. to Outlet Co. for \$2 million. Seller is owned by Phyllis M. Aker, president (40%), and her husband, Stanley (60%). They have no other broadcast interests. Buyer is publicly traded owner of department stores, three AM's, two FM's and four TV's. In addition, it has purchased, subject to FCC approval, WIOQ(FM) Philadelphia (BROADCASTING, March 5). (BAL790810HF). Action Nov. 9.

■ WDBI-FM Tawas City, Mich. (101.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from DeBeau Broadcasting Inc. to Pridnia Broadcasting Co. for \$600,000. Seller is owned by Lawrence N. DeBeau, who also owns WCCF(AM)-WQLM-FM Punta Gorda, Fla. Buyer is owned by John D. Pridnia (52%) and 11 others. Pridnia is Harrisville, Mich., businessman, who has no other broadcast interests. (BALH790905EX). Action Oct. 30.

■ KMSR(FM) Sauk Centre, Minn. (94.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Dairyland Broadcasters Inc. to Country Broadcasting Inc. for \$190,000. Seller is owned by Ken Eidenschink who also owns KEYL(AM) Long Prairie, Minn. Buyer is owned by Melvin E. Paradis and Eugene G. Randolph (50% each). They also own K.L.G.R.-AM-FM Redwood Falls, Minn. (BALH790911CM). Ann. Oct. 31.

■ KVVC(FM) Cabool, Mo. (106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Cabool Broadcasting Corp. to KVVC Broadcasting Inc. for \$90,000. Seller is owned principally by Viola Caudill, who has no other broadcast interests. Buyer is owned by Frank J. Kresl and his wife, Dorothy (50% each). Kresl is engineering supervisor at KPLP-TV St. Louis. He has no other broadcast interests. (BALH7908076F). Action Nov. 8.

■ KKIM(AM) Albuquerque, N.M. (1000 khz, 10 kw-D)—Broadcast Bureau granted assignment of license from Christian Enterprises Inc. to Albuquerque Broadcasting Co. for \$600,000. Seller is non-profit corporation; Harold Erikson is president of board of directors. It also owns KKOZ-AM-FM Billings, KGLE(AM)-KIVE(FM) Glendive and KGVW-AM-FM Belgrade, all Montana. Buyer is owned by Thomas B. Smiley Jr. and his son, Thomas B., and John T. Fay (1/3 each). Elder Smiley is one-third owner and manager of Lakeside, Calif., aircraft parts manufacturer. His son and Fay are Houston real estate investors and brokers. Son also owns 51% of KFEL(AM) Pueblo, Colo. Others have no other broadcast interests. (BAL790831EI). Action Oct. 31.

■ WRBX(AM) Chapel Hill, N.C. (1530 khz, 10 kw-DA,D)—Broadcast Bureau granted transfer of control of Carolina Triangle Broadcasting Corp. from Stuart W. Epperson (100% before; none after) to Johnston Broadcasting Inc. (none before; 100% after). Consideration: \$390,000. Principals: Epperson, along with his wife, Nancy, also owns 100% of WKBA(AM) Vinton, Va., and KCFO(AM) Tulsa, Okla.; 50% of KMFM(AM) San Antonio, Tex., and 47% of WEZE(AM) Boston. Buyer is owned by Hugh Johnston, who also owns WDVZ(AM) Green Bay, Wis. (BTC790905EZ). Action Nov. 5.

■ WAAA(AM) Winston-Salem, N.C. (980 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Media Broadcasting Corp. from Robert B. Brown (100% before; none after) to Evans Broadcasting Corp. (none before; 100% after). Consideration: \$1,040,000. Brown is also 100% owner of WKZL(FM) Winston-Salem, N.C., and 52.4% owner of WORD(AM) Spartanburg, S.C. Buyer is owned by Mutter D. Evans, general manager, of WAAA and vice president of WKZL. (BTC790831EL). Action Oct. 31.

■ WURD(FM)Georgetown, Ohio (97.7 mhz, 1.6 kw)—Broadcast Bureau granted transfer of control of Brown County Radio Inc. from Barbara N. Stratman

(51% before; none after) to Jerry Kiefer and wife, Carol (49% before; 100% after). Consideration: \$210,000 plus \$32,250 for agreement not to compete. Stratman has no other broadcast interests. Jerry Kiefer also owns 33 1/3% of WAVV(AM) Vevey, Ind. Carol Kiefer has no other broadcast interests. (BTCH790822 FQ). Action Oct. 30.

■ KORE(AM) Springfield, Ore. (1050 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from KORE Radio to Intercontinental Ministries for \$160,000. Seller is owned by Eldon L. Knight, who has no other broadcast interests. Buyer is non-profit corporation; Gary Randall is president (BAL790904EQ). Action Nov. 9.

■ WYXI(AM) Athens, Tenn. (1390 khz, 2.5 kw-D)—Broadcast Bureau granted assignment of license from 3J's Broadcasting Co. to REP Broadcasting Inc. for \$215,000. Seller is owned by John P. Frew and his wife, Julia, who have no other broadcast interests. Buyer is owned by Wilford L. Gerdes (51%) and six others. Gerdes is president of Chattanooga, Tenn., baking company. He has no other broadcast interests. (BAL790823GC). Action Nov. 5.

■ KAYO(AM) Seattle (1150 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Washington Telecasters Inc. to Obie Broadcasting Corp. for \$2.6 million. Seller is principally owned by Jessica L. Longston, who is also principal owner of KSEM(AM) Moses Lake, Wash., and CP for new FM there. L. Bernice Brownlow minority owner of KAYO also owns 65% of KOHI(AM) St. Helens, Ore. Buyer, principally owned by Brian B. Obie, also owns KUGN-AM-FM Eugene, Ore. (BAL790907FS). Action Nov. 13.

Facilities Changes

AM applications

■ *KCHA(AM) Charles City, Iowa—Seeks CP to make changes in ant. sys.; reduce input power to 257 watts and increase co-located FM HAAT. Ann. Nov. 15.

■ KDLA(AM) DeRidder, La.—Seeks CP to make changes in ant. sys. Ann. Nov. 15.

■ WJBL(AM) Holland, Mich.—Seeks CP changes SL to Zeeland, Mich.; change hours of operation to unlimited by adding nighttime service with 1 kw install DA-2. Ann. Nov. 15.

■ WECP(AM) Carthage, Miss.—Seeks Mod. of CP to make changes in ant. sys. and change TL and SL to: 1.1 mi. SW of Hwy. Intersection 16 and 35 Carthage. Ann. Nov. 15.

■ WDNV(AM) Dansville, NY—Seeks CP to change frequency to 1400 khz; increase daytime power to 1kw, change hours of operation to unlimited by adding nighttime service with 250 watts. Ann. Nov. 15.

■ WQBK(AM) Rensselaer, N.Y.—Seeks CP to change hours of operation to unlimited by adding nighttime service with 5 kw; install DA-2; change TL; and make changes in ant. sys. Ann. Nov. 15.

■ WKLM(AM) Wilmington, N.C.—Seeks CP change SL to Leland, N.C.; change hours of operation to unlimited by adding nighttime service with 5kw DA-N;

change TL and make changes in ant sys. Ann. Nov. 15.

■ WEPG(AM) South Pittsburg, Tenn.—Seeks CP to increase power to 1kw. Ann. Nov. 15.

■ KLAT(AM) Houston, Tex.—Seeks CP to change hours of operation to unlimited by adding nighttime service with 2.5 kw DA-2; and make changes in ant. sys. Ann. Nov. 15.

■ KTBB(AM) Tyler, Tex.—Seeks CP to increase power to 5 kw 2.5 kw; install DA-2; change TL and make changes in ant. sys. Ann. Nov. 15.

FM applications

■ *WABR-FM Tifton, Ga.—Seeks CP to make changes in ant. sys.; change TL to: Student Center, Abraham Baldwin Agricultural College, ABAC Station, Tifton, Georgia and change TPO. Ann. Nov. 15.

■ *WKCC(FM) Chicago, IL—Seeks CP to increase ERP: 250 watts HAAT: 70.5 and make changes in ant. sys. Ann. Nov. 15.

■ WPGU(FM) Urbana, Ill.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; use existing trans. as aux.; increase ERP: 3 kw (H&V); increase HAAT: 256 ft. (H&V) and change TPO. Ann. Nov. 15.

■ *WPFR(FM) Terre Haute, Ind.—Seeks CP to increase ERP: 50 kw: (H&V). Ann. Nov. 15.

■ *KQKQ-FM Council Bluffs, Iowa—Seeks CP to increase ERP: 100 kw (H&V) HAAT: 506 ft. (H&V). Ann. Nov. 15.

■ KDRB(FM) Derby, Kan.—Seeks CP to decrease ERP to: 2.81838kw (H&V); increase HAAT: 308.61 ft. (H&V); change TPO and change center of radiation. Ann. Nov. 15.

■ KOMB(FM) Fort Scott, Kan.—Seeks Mod. of CP to make changes in ant. sys.; change type trans.; change type ant. increase HAAT: 295 ft. (H&V) and change TPO. Ann. Nov. 15.

■ *WBPV(FM) Charlton, Mass.—Seeks CP to increase ERP: 100 watts HAAT: 675.2 ft. Ann. Nov. 15.

■ *WBRS(FM) Waltham, Mass.—Seeks CP to increase ERP: 100 watts. Ann. Nov. 15.

■ WKKL(FM) West Barnstable, Mass.—Seeks CP to change frequency to 90.7 mhz, increase power to ERP: 205 w; HAAT: 123 ft. and make changes in ant. sys. Ann. Nov. 15.

■ *WUOM(FM) Ann Arbor, Mich.—Seeks Mod. of CP to make changes in ant. sys.; change type trans.; change type ant. ERP: 93.4kw (H&V); decrease HAAT: 774 ft. (H&V) and change TPO. Ann. Nov. 15.

■ *KNUF-FM New Ulm, Minn.—Seeks CP to increase ERP: 100kw (H&V) HAAT: 358 ft. (H&V) and make changes in ant. sys. Ann. Nov. 15.

■ *WITR(FM) Henrietta, N.Y.—Seeks CP to change frequency 89.1 Mhz; increase power ERP: 800 w; HAAT: 126 ft. and make changes in ant. sys. Ann. Nov. 15.

■ *WMCO(FM) New Concord, Ohio—Seeks CP to increase power ERP: 1.32 kw HAAT: 84 ft. and make changes in ant. sys. Ann. Nov. 15.

■ *WCXL(FM) Kettering, Ohio—Seeks CP to

Michael McGlothlin

formerly co-founder and President of
Jennings, McGlothlin & Company, Inc.
announces the formation of a new radio sales consulting firm:

The logo for McGLOTHLIN Consulting Services, Inc. features a stylized 'M' symbol composed of two triangles, followed by the company name in a serif font.

150 Green Street, San Francisco, CA 94133 • 415/392-8191

change frequency 97.5 mhz; change TL and SL. Ann. Nov. 15.

■ *WCVY(FM) Coventry, R.I.—Seeks CP to increase ERP 200 watts HAAT: 36 ft. Ann. Nov. 15.

■ WBYQ(FM) Hendersonville, Tenn.—Seeks CP to make changes in ant. sys.; change type ant.; decrease ERP: 1.8 kw (H&V); increase HAAT: 426 ft. (H&V) and change TPO. Ann. Nov. 15.

■ *KIKK-FM Houston—Seeks CP to increase ERP: 100 kw (H&V). Ann. Nov. 15.

■ KRCT(FM) Ozona, Tex.—Seeks CP to make changes in ant. sys.; change TL to: 4 mi. E. of Ozano City Limits Ozona; decrease ERP: 1.5kw (H&V) increase HAAT: 300 ft. (H&V); change type trans.; change type ant. change TPO and operate trans. by RC from: 605 12th street, Ozona. Ann. Nov. 15.

■ *KNFO(FM) Waco, Tex.—Seeks CP to increase ERP to: 10.0kw (H&V) and change TPO. Ann. Nov. 15.

AM actions

■ KWUN(AM) Concord, Calif.—Granted mod. of CP to make changes in ant. sys; change nighttime pattern; relax MEOV on daytime pattern; conditions (BPM 790328AY). Action Nov. 8.

■ KPOP(AM) Roseville, Calif.—Granted CP to increase power to 5 kw, 1 kw; install DA-2; install new trans.; conditions (BP781121AF). Action Nov. 7.

■ KORL(AM) Honolulu—Granted CP changing TL to 1701 Ala Wai Blvd., Honolulu; make changes in ant sys; conditions (BP-21,240). Action Nov. 7.

■ WGSO(AM) New Orleans—Granted CP to make changes in ant. sys. change TL to Reunion Plantation Rice Road, N.E. of Poydra, La. conditions (BP 790326AO). Action Oct. 31.

■ KPRM(AM) Park Rapids, Minn.—Granted CP charging frequency to 1270 khz; changing hours of operation to daytime only; increase power to 5 kw; change type trans; conditions (BP20,521). Action Nov. 2.

■ WVAL(AM) Sauk Rapids, Minn.—Granted CP increasing power to 2.5 kw; change type of trans; install DA; conditions (BP 20,414). Action Oct. 29.

■ WASR(AM) Wolfeboro, N.H.—Granted CP to in-

crease power to 5 kw; install new trans. (BP 790323AB). Action Oct. 29.

■ WCSV(AM) Crossville, Tenn.—Granted CP to use daytime ant. site and trans. with power reduced to 250w for auxiliary purposes night (BP 790116AM). Action Nov. 7.

FM actions

■ *KHDX(FM) Conway, Ark.—Granted CP to change frequency to 93.1 mhz. ERP:0.008kw (H&V); ant height: 60 ft. (H&V) (BPED 790116AG). Action Nov. 2.

■ KPFA(FM) Berkeley, Calif.—Granted CP to make changes in ant. sys.; change type of trans.; change type of ant.; change TPO; ERP: 59 kw(H); ant height: 1120 ft. (H) (BPED 790906AH). Action Nov. 5.

■ WSHE(FM) Ft. Lauderdale, Fla.—Granted CP to install aux. trans. and ant. at main SL of 3000 SW 60th Ave., Ft. Lauderdale, to be operated on ERP: 61 kw (H&V); ant. height: 160 ft. (H&V); change TPO; conditions (BPH 790827BA). Action Nov. 7.

■ WCGQ(FM) Columbus, Ga.—Granted CP to make changes in ant. sys; change TL to off Womack Rd., U.S. Highway 80, 1.3 miles W of city limits, Phenix City, Ark.; change SL and remote control to 1327 Warren Wms. Rd., Columbus; change type of trans; change type of ant; change TPO; ERP: 100 kw (H&V); ant. height: 630 ft. (H&V) (BPH 790905AH). Action Nov. 7.

■ *KPGY(FM) Ames, Iowa—Granted CP to change TL to Physics Addition Bldg., Iowa State University, Ames; install new type of trans.; change ant.; change frequency to 91.5 mhz. ERP: 0.2 kw (H&V); ant. height: 67 Ft. (H&V); condition (BPED 78018AC). Action Nov. 2.

■ WMT-FM Cedar Rapids, Iowa—Granted CP to make changes in ant. sys; change type trans; install new aux. trans; change type ant.; change TPO: ERP: 100 kw (H&V); ant. height: 520 ft. (H&V) (BPH-790829AH). Action Nov. 1.

■ WJFM(FM) Grand Rapids, Mich.—Granted mod of CP to change type of trans.; ERP: 320 KW (H&V); ant. height: 780 ft. (H&V) (BMPH 790919AK). Action Nov. 6.

■ KHUB-FM Fremont, Neb.—Granted CP changing TL to 2.0 miles SW of Fremont; install new ant.; make changes in ant. sys; ERP: 1.20 kw (H&V); ant. height: 450 ft. (H&V) (BPH 790529AD). Action Nov. 2.

■ *WWNO(FM) New Orleans—Granted mod of CP to make changes in ant. sys; change type of trans.; change type of ant.; change TPO; ERP: 50 kw (H&V); ant. height: 630 ft. (H&V); conditions (BMPED 790907AJ). Action Nov. 8.

■ *WBHR(FM) Bellaire, Ohio—Granted CP to install new trans.; ERP: 0.155 KW (H); ant. height: -310 ft (H) (BPED 790322AH). Action Nov. 2.

■ WIFM(FM) Philadelphia—Granted mod of CP to make changes in ant. sys.; change TL to Potshop Rd., Norristown, Pa.; change TPO; ERP: 40 kw (H&V); ant height: 550 ft. (H&V) (BMPH 790827AN). Action Nov. 6.

■ WFAB(AM) Juncos, P.R.—Granted CP to change hours of operation to unlimited by adding nighttime operation with power of 500 watts; make changes in ant. sys.; install DA-2; conditions (BP-790228AJ). Action Nov. 2.

■ KNUS(FM) Dallas—Granted CP changing TL to Beltline Rd., 0.81 miles W. of Cedar Rd., Cedar Hill, Tex.; make changes in ant. sys., ERP: 100 kw (H&V); ant. height: 1680 ft. (H&V) (BPH 790323AD). Action Nov. 2.

■ KSPL-FM Diboll, Tex.—Granted mod of CP to make changes in ant. sys.; change TL to Wakefield Road, 6.5 miles SW of Diboll; change TL and remote control to U.S. Highway 59, 0.8 miles SW of Center of Diboll; change type of trans.; change ant.; change TPO; ERP: 50 kw (H&V); ant. height: 470 ft. (H&V) (BMPH 790910AO). Action Nov. 6.

■ KWHO-FM Salt Lake City—Granted CP to make changes in ant. sys.; change TL to Farnsworth Peak, West of Salt Lake City; change type of ant.; change TPO and connect via duplexor to community ant. at same site—retain present ant. for emergency; ERP: 26 KW (H&V); ant. height: 3740 ft. (H&V); conditions (BPH 790831AM). Action Nov. 5.

■ *WUVT-FM Blacksburg, Va.—Granted CP installing new ant.; make changes in ant. sys.; increase ERP: 3.0 kw (H&V); ant. height: 150 ft. (H&V); conditions

(BPED 790525AA). Action Nov. 2.

TV action

■ *KOAP-TV Portland, Ore.—Granted CP changing type of trans.; change type of ant.; changing ERP: 302 kw (vis); 60.3 kw (aural); condition (BPET 607). Action Oct. 29.

In Contest

Procedural rulings

■ WSLA-TV Selma, Ala. (Central Alabama Broadcasters Inc.) **TV Proceeding:** (BC Doc. 78-238)—ALJ Reuben Lozner, by four separate actions, granted motion by Central and amended its application to reflect recent grant by FCC of pending application for renewal of license of station WSLA-TV and station WHNT-TV, Huntsville, Ala., action Oct 17; denied motion by WCOV Inc. to enlarge issues; action Oct 18; confirmed previous ruling, action Oct 23; and ordered proposed findings of fact and conclusions to be submitted on or before Feb. 4 and replies on or before March 10, 1980. Action Oct. 24.

■ Tucson, Ariz. (Golden State Broadcasting Corp. et al.) **FM Proceeding:** (BC Docs. 79-56-60)—granted request by Tucson Community Broadcasting Inc. and extended to Nov. 30 time in which to file. Action Nov 13.

■ KMJ-TV Fresno, Calif. (McClatchy Newspapers et al.) **TV Proceeding:** (Docs. 21274-6) to ALJ Thomas B. Fitzpatrick. Granted petition by McClatchy filed Oct. 31, and amended its application to report acquisition of all of outstanding capital stock of Stock Publishing Co., publisher of Tri-City Herald, newspaper in Pasco-Kennewick-Richland, Wash., and to report acquisition of all of outstanding capital stock of The Pasco Herald, Inc., printing company associated with Tri-City Herald; and to further report election of certain McClatchy principals as officers and/or directors of Scott Publishing Co. and The Pasco Herald, Inc. Action Nov. 13.

■ Seaford, Del. (Seaford Television Co. and Urc Management Services Corp) **TV Proceeding:** (BC Docs. 79-297-98)—Chief ALJ Lenore G. Ehrig designated ALJ Joseph Chachkin as presiding judge and scheduled prehearing conference for Dec. 10 at 9:00 A.M. and hearing for Jan. 21, 1980 at 10:00 A.M. in Washington, D.C. Action Nov. 7.

■ Chicago (Wayne D. Myers) **Revocation Proceeding:** (PR Doc. 70-271-72)—ALJ Joseph Stürmer, in connection with the prehearing and hearing on Dec. 20, ordered that copies of all written exhibits parties intend to introduce into evidence, together with list of witnesses parties will present in support of their direct case, shall be transmitted to other party and presiding judge on or before Dec. 4. Action Nov. 8.

■ Moline, Ill. (Werner W. Am Ende) **Renewal Proceeding:** (PR Doc. 79-299)—Chief ALJ Lenore G. Ehrig designated ALJ Joseph Stürmer as presiding judge; scheduled prehearing conference and hearing for Jan 17, 1980, at 10:00 A.M., in or near Moline, Action Nov. 14.

■ Winchendon, Mass. (Northbanke Corp. and WGM Inc.) **FM proceeding:** (BC Docs. 79-234-35)—ALJ Walter C. Miller, by two separate actions, scheduled prehearing conference for Dec. 14 at 9:00 A.M., action Oct. 19; set procedures governing prehearing conference. Action Oct 19.

■ Charlevoix, Mich. (New Broadcasting Corp. and Island View Broadcasting Corp.) **FM Proceeding:** (BC Docs. 79-51-52)—ALJ John M. Fryspak granted motion by Island View filed Nov. 8 and dismissed with prejudice Island View's application; granted application of New for CP to operate on ch. 290 in Charlevoix, and terminated proceeding. Action Nov. 9.

■ Sparks, Nev. (E. H. "Pepper" Schultz and Beck Enterprises Inc.) **FM Proceeding:** (BC Docs. 79-194-95)—ALJ Edward Luton, by six separate actions, granted motion by Beck and ordered Schultz to make available to Beck for inspection and copying, requested documents; denied request by Schultz for subpoena duces tecum; ordered Schultz to respond to Beck's interrogatories in accordance with rules; dismissed petition to enlarge filed Oct 12 by Pendor Communications; granted request by Broadcast Bureau and extended until Nov. 19 time for parties to file pleadings in response to Schultz's Oct 22 motion for summary decision, actions Nov 13; granted motion by Beck filed

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Oct 20, and struck Schultz's Oct 20 reply to Beck's reply to Bureau's opposition to petition to enlarge. Action Nov 14.

■ **WSAY(AM) Rochester and WNIA(AM) Cheektowaga, N.Y.** (Federal Broadcasting System and Niagara Broadcasting System **Renewal Proceeding**: (docs. 20791-2)—Office of Opinions and Review granted request by Malrite of New York Inc. and withdrew petition for leave to file petition to deny or designate applications for hearing and to consolidate hearing on applications filed Sept. 14. Action Nov. 7.

■ **Cologah and Owasso, both Oklahoma** (Amber Productions Inc. and John K. Major) **FM Proceeding**: (BC Docs. 79-236-37)—ALJ Walter C. Miller, by two separate actions, rescheduled prehearing conference from Nov. 28 to Dec. 17 at 9:00 A.M., action Oct. 18; set procedures governing prehearing conference. Action Oct. 19.

■ **Portland and Beaverton, Ore.** (Portland Communications Corp et al.) **FM Proceeding**. (BC Docs. 79-200-03)—ALJ Edward Luton, by two separate actions, ordered that East-West FM Group Inc. shall have until Nov. 26 to reply to oppositions of certain other parties to its Sept. 20 motion to enlarge; granted motion by East-West and ordered Gaviota to respond to East-West's interrogatories in accordance with rules. Action Nov. 13.

■ **Corpus Christi, Tex.** (KUNO FM, Inc. et al.) **FM Proceeding**: (BC Docs. 79-223-26)—ALJ John M. Frysiak—granted petition by A.V. Bamford and amended its application to include bank letter of credit which extends existing loan commitment to Oct. 11, 1980, letter of credit from Peter J. Pappas reflecting loan commitment in amount of \$10,000 and letter from FCC reflecting \$6,500 fee refund, action Nov. 7; and granted motion by Radio KCCT, Inc. for summary decision. Action Nov. 8.

■ **Corpus Christi, Tex.** (KUNO FM Inc. et al.) **FM Proceeding**: (BC Docs. 79-223-26)—granted petition filed Nov 8 by A.V. Bamford and gave Bamford until Nov 28 to respond to Big "C" Broadcasting Corp's petition to enlarge issues against Bamford, filed Oct 26. Action Nov. 9.

Designated for hearing

■ Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of The New Continental Broadcasting Co; Central Broadcasting Inc.; Dadeland Broadcasting Co; Women's Florida Association of Broadcasters Inc.; Latin American Broadcasters; Community Broadcasters Inc.; Dade Communications Inc.; and Radio America Broadcasting Inc, for deleted facilities of station WFAB(AM) Miami, on 990 khz, to determine, with respect to Dadeland, Latin, Community, Dade and Radio America, whether they are financially qualified; whether Latin adequately surveyed leaders outside Puerto Rican population of its proposed community of license; whether Women's Florida interviewed leaders of black community; whether Women's Florida, Latin and Dade complied with FCC's public notice requirements, and if so, effect on their basic and/or comparative qualifications to be FCC licensees; to determine which proposal would best serve public interest; and which application should be granted (BC Docket Nos. 79-305-12). Action Nov. 7.

FCC decisions

■ FCC has denied Senator Joseph F. Timilty and Timilty Election Committee review of Nov. 1 Broadcast Bureau ruling that determined there was no personal attack or political editorial rule violation, or *Zapple* Doctrine obligations involved in Sept 24, 1979, program broadcast by WCVB-TV Boston. Timilty was candidate for mayor of Boston and program was broadcast evening before primary election. Run-off election between Senator Timilty and Mayor White was subsequently set for Nov. 6. Action Nov. 5.

■ FCC has found that proposal of Tucson FM Broadcasting Corp. one of five mutually exclusive applications for new FM station on 107.5 mhz at Tucson, Ariz., will have no significant adverse environmental impact. It adopted final environmental impact statement prepared by its Broadcast Bureau, and stated that no environmental issue will be specified in hearing order which designated Tucson FM, Golden State Broadcasting Corporation, Greater Southwest Communications, Inc., Tucson Community Broadcasting Inc., and Old Pueblo Broadcasting Corporation applications for hearing on March 21, 1979.

Fines

■ **KNEA(AM) Jonesboro, Ark.**—FCC has notified Radio Jonesboro Inc., licensee of radio station KNEA(AM) Jonesboro, Ark., that it is being fined \$5,000 for falsifying operating log entries. Also, licensee is being reprimanded for failure to supervise and control KNEA's operation to degree minimally expected. Action Nov. 6.

■ **WLPO(AM) LaSalle, Ill.**—Ordered to forfeit \$500 for repeated violation of terms of its station authorization. Action Oct. 24.

■ **WSLM(AM)-WSLM(FM) Salem, Ind.**—Notified of apparent liability for forfeiture of \$700 for repeated violation of rules, including failure to make observation of tower lights at least once each 24 hours either visually or by observing automatic indicator designed to register any failure of such lights. Action Sept 28.

■ **WFST(AM)-WFST-FM Caribou, Me.**—Ordered to forfeit \$1,000 for repeated violation of rules including failure to make equipment performance measurements once each calendar year and not exceeding 14 month intervals. Action Nov. 9.

■ **KOTS(AM) Deming, N.M.**—Denied petition for reconsideration of \$1,000 forfeiture assessed for repeated violation of rules for operation of station with full daytime power 3 and 3/4 hours after sunset on six days and operation with nighttime power one hour earlier than specified in station license on 24 days. Action Nov. 7.

■ **KWEW(AM) Hobbs, N.M.**—Notified of apparent liability for forfeiture of \$500 for repeated violation of rules including fact that operator in actual charge of trans. failed to observe and record total plate voltage, total plate current, common point current, monitor phase, and ant. monitor sample current ratio on various days. Action Nov. 1.

■ **WUSS(AM) Atlantic City, N.Y.**—Ordered to forfeit \$1,100 for repeated violation of rules, including failure to measure carrier frequency at least once each calendar month with not more than 40 days expiring between successive measurements in that at time of inspection, there was no evidence of measurement made within the past 2 years. Action Sept. 28.

■ **WXEZ(FM) Toledo, Ohio**—Notified of apparent liability for repeated violation of terms of its station authorization. Action Nov. 9.

■ **KRPT(AM) Anadarko, Okla.**—Ordered to forfeit \$500 for repeated violation of terms of its station authorization. Action Nov. 1.

■ **WDXI(AM) Jackson, Tenn.**—Set aside forfeiture of \$300 assessed for repeated violation rules. Action Nov. 9.

■ **WMTS(AM) Murfreesboro, Tenn.**—Ordered to forfeit \$2,000 for repeated violation of rules for failure to operate at times specified in current authorization. Action Nov. 9.

■ **KPXE(AM) Liberty, Tex.**—Ordered to forfeit \$500 for repeated violation of rules including failure to indicate or make appropriate notation in operating log that power is being determined by indirect method. Action Oct. 24.

■ **KYXX(AM) Odessa, Tex.**—Notified of apparent liability for forfeiture of \$500 for repeated violation of rules, in that station night time operating power exceeded limit of 5 percent above licensed power. Action Nov. 1.

■ **WOKL(AM) Eau Claire, Wis.**—Ordered to forfeit \$250 for repeatedly violating rules, in that station was operated with output power greater than 105 percent of authorized power on various dates and at various times. Action Oct. 26.

Translators

Applications

■ **Haines, Alaska**—Lynn Canal Broadcasting seeks CP for new VHF translator on ch. 3 (TPO: 10W, HAAT: 50 ft.) to rebroadcast directly KUAC-TV Fairbanks; KYUK-TV Bethel; KAKM(TV), KENI-TV, KIMO(TV), KTVA(TV), all Anchorage; all Alaska. Ann. Nov. 15.

■ **Del Norte, Colo.**—Parker Hill TV Assoc. seeks CP

for new VHF translator on ch. 6 (TPO 10 w. HAAT: 70 ft.) to rebroadcast indirectly KROO-TV, Colorado Springs. Ann. Nov. 13.

■ **Port Henry and Crown Point, both New York**—Northeast N.Y. Educational Television Assoc. seeks CP for new UHF translator on ch. 60 (TPO: 100w, HAAT: 102 ft.) to rebroadcast directly WCFE-TV Plattsburg, N.Y. Ann. Nov. 13.

■ **Ticonderoga, N.Y.**—Northeast N.Y. Educational Television Assoc. seeks CP for new UHF translator on ch. 67 (TPO: 10, HAAT: 74 ft.) to rebroadcast indirectly WCFE-TV Plattsburg, N.Y. Ann. Nov. 13.

■ **Westport, N.Y.**—Northeast New York Educational Television Assoc. seeks CP for new UHF translator on ch 67 (TPO: 10w, HAAT: 37 ft.) to rebroadcast indirectly WCFE-TV Plattsburg, N.Y. Ann. Nov. 13.

■ **San Sebastian, P.R.**—Ponce Television Corp. seeks CP for new UHF translator on ch. 38 (TPO: 1000w, HAAT: 117 ft.) to rebroadcast directly WRIK-TV Ponce, P.R. Ann. Nov. 15.

■ **Brewster and Pateros, both Washington**—Television District No. 3 of Okanogan County seeks CP for new UHF translator on ch 56 (TPO: 10w, HAAT: 12 ft.) to rebroadcast directly KSPS-TV Spokane, Wash. Ann. Nov. 15.

■ **Rawlins and Sinclair, both Wyoming**—Harriscop Broadcasting Corp. seeks CP for new VHF translator on ch. 11 (TPO: 100w, HAAT: 65 ft. — to rebroadcast directly KTWQ-TV Casper, Wyo. Ann. Nov. 15.

Actions

■ **K03FJ Gakona, Gulkana Village, Glennallen, all Alaska**—Granted CP for VHF TV translator station on ch 3, to broadcast signal of KTVF(TV) Fairbanks, Alaska (BPTTV-6045). Action Sept. 28.

■ **K0900 Talkeetna, Alaska**—Granted CP for new VHF TV translator station on ch 9, to rebroadcast signal of KENI-TV, Anchorage (BPTTV-7812061A). Action Sept. 28.

■ **K12LX Powder Horn Valley, Colo.**—Granted CP for new VHF TV translator station on ch 12, to rebroadcast signal of KBTB-TV, Denver (BPTTV-7809111G). Action Sept. 28.

■ **K07PV South Side of Salmon and Williams Creek, Idaho**—Granted CP for new VHF TV translator station on ch 7, to rebroadcast signal of KID-TV, Idaho Falls, Idaho (BPTTV-7903261E). Action Oct. 31.

■ **K61BK Chinook and surrounding rural areas, Mont.**—Granted CP for new UHF TV translator station on ch 61, to rebroadcast signal of KFBB-TV, Great Falls, Mont. (BPTT-3634). Action Sept. 28.

■ **K65BR Chinook and surrounding rural areas, Mont.**—Granted CP for new UHF TV translator station on ch. 65, to rebroadcast signal of KJOC(TV) Lethbrodge, Alberta, Canada (BPTT-3635). Action Sept. 28.

■ **K10LH West Glacier, Martin City, Coram and Hungry Horse, all Montana**—Granted CP for new VHF TV translator station on ch. 10, to rebroadcast signal of KHQ-TV Spokane, Wash. (BPTTV-6003). Action Sept. 28.

■ **K090N Denio, Nev.**—Granted CP for new VHF TV translator station on ch 9, to rebroadcast signal of KIVI-TV, Nampa, Idaho (BPTTV-7901261A). Action Sept. 28.

■ **K04JR Siarr Valley, Nev.**—Granted CP for new VHF TV translator station on ch 4, to rebroadcast signal of KTVB, Boise, Idaho (BPTTV-5970). Action Sept. 28.

■ **K11PC Cuba and La Jara, both New Mexico**—Granted CP for new VHF TV translator station on ch 11, to rebroadcast signal of KGGM-TV, Albuquerque (BPTTV-5964). Action Sept. 28.

■ **K58BA Long Valley, S.D.**—Granted CP for new UHF TV translator station on ch 58, to rebroadcast signal of KIVV-TV Lead, S.D. (BPTT-7907241A). Action Oct. 31.

■ **K06JY Martin, S.D.**—Granted CP for new VHF TV translator station on ch 6, to rebroadcast signal of KIVV-TV Lead, S.D. (BPTTV-7901051A). Action Sept. 28.

■ **K05GS Crockett Heights, Tex.**—Granted CP for new VHF TV translator station ch 5, to rebroadcast signal of KTXS-TV Sweetwater, Tex. (BPTTV-6054). Action Sept. 28.

■ **K12LY Afton, Auburn, Smoot, Grover and Fairview, all Wyoming**—Granted CP for new VHF TV

translator station on ch 13, to rebroadcast signal of KIFI-TV, Idaho Falls, Idaho (BPTTV-6109), Action Sept. 28.

■ K090M, Greybull, Wyo.—Granted CP for new VHF TV translator station on ch 9, to rebroadcast signal of KSGW-TV, Sheridan, Wyo. (BPTTV-7905211F), Action Oct. 31.

■ K07PW Lovell, Wyo.—Granted CP for new VHF TV translator station on ch 7, to rebroadcast signal of KSGW-TV, Sheridan, Wyo. (BPTTV-7905211E), Action Oct. 31.

Cable

■ The following cable operators have filed service registrations:

■ Community TV Inc. for Havre, Mont. (MT0075) new system.

■ TV Cable Service Inc. for Valley Head, Ala. (AL0131) add signal.

■ Jal CATV Corp for Jal, N.M. (NM0070) add signal.

■ Ruth Cablevision for Williamstown, Besco, Chartiers, Vesta Heights, Burson Plan, Merrittstown, Braznell, Orient, Herbert, and Tower Hill, all Pennsylvania. (PA1161, 6,9,2,70,4,6,8,81,830) new system.

■ Warner Cable Corp. for Walton, Fla. (FL0288) add signal.

■ Kanawha Cablevision for Glenville and Burnsville, both West Virginia (WV0135,52) add signal.

■ Del City Cablevision for Del City, Guthrie, Moore, and Warr Acres, all Oklahoma (OK0154,3,43,94) add signal.

■ Harlan Community TV Corp. for Harlan, Loyall, Baxter, and Grays Knob, all Kentucky (KY0047,163,74,3) add signal.

■ Hobbs Cablevision Inc. for Hobbs, NM. (NM0012) add signal.

■ TV Transmission Inc. for Lincoln, Neb. (NE0032) add signal.

■ Fredonia Cable TV Inc. for Fredonia, Kan. (KS0030) add signal.

■ Horizon Communications Corp. of Kentucky for Henderson, Ky. (KY0144) add signal.

■ Cableentertainment of New Castle for South New Castle, Pa. (PA1182) add signal.

■ Ruth Cablevision for Dawson, Pa. (PA0468) add signal.

■ Saline County Cable TV Inc. for Slater and Gilliam both Missouri (MO0118,68) add signal.

■ Cable Services Inc. for Wymore, Neb. (NE0045) add signal.

■ Teleprompter of Mohawk Valley, Inc. for Iilon, Frankfort, Frankfort, German Flatts, Herkimer, Herkimer, Little Falls, Mohawk, Dolgeville, and Manheim, all New York (NY 0029, 24, 5, 6, 7, 8, 30, 4, 419, 32) add signal.

■ Celebration Cablevision Corp. for Shelbyville, Tenn. (TN0085) add signal.

■ UA-Columbia Cablevision of Westchester Inc. for White Plains, NY (NY0805) new system.

■ Suburban Cablevision Inc. for Garwood, NJ (NJ0378) new system.

■ Raritan Valley Cablevision Co. Inc. for North Brunswick and Milltown, both New Jersey (NJ0376,7) add signal.

■ Canadaigua Video Corp. for East Bloomfield and Holcomb, both New York (NY0806,7,8) new system.

■ General Electric Cablevision Corp for Purvis, Miss. (MS0149) new system.

■ Athena Cablevision Corp. for Berkeley and Richmond both California (CA0006, 487) add signal.

■ Fairfield Cablevision Associates et al for Circleville, Ohio (OH0311) add signal.

■ Guam Cable TV for Guam, GU (GU0002) add signal.

■ Northern Marianas Cable TV Corp. for Saipan, GU (GU0002) add signal.

■ Carrollton Cable TV for Carrollton, Mo (MO0131) add signal.

■ Ruth Cablevision for Smock, Royal and Thompson

II, all Pennsylvania (PA1826,8,9) new system.

■ Video Link Ltd Inc. for Jefferson, Monongahela and Rices Landing, all Pennsylvania (PA1823,4,5) new system.

■ TV Cable Service Inc. for Hwy Thirty Five East Ala. (AL0191) new system.

■ Sanderson Cable Co. for Sanderson, Tex. (TX0120) new system.

■ TV Cable Service Inc. for Whitehall and Colborn, both Alabama (AL0189,90) new system.

■ Crossett Cable TV Inc. for North Crossett, and West Crossett, both Arizona (AR0172,3) new system.

■ Gloucester County CATV Associates, Inc. for West Deptford, N.J. (NJ0379) new system.

Call Letters

Applications

Call	Sought by
New AMs	
KAAB	Maggie Inc., Batesville, Ark.
KNMO	Redwood Empire Radio, Willits, Calif.
WLSK	Ayers Shortt Sales, Hyden, Ky.
KKOJ	Sturgis Radio Inc., Jackson, Minn.
KKAQ	Olmsted and Ives Broadcasting, Thief River Falls, Minn.
WKVL	Two Rivers Broadcasting Co., Clarksville, Tenn.
New FMs	
*KHNS	Lynn Canal Broadcasting Co., Haines, Alaska
KVOM-FM	Morrilton Broadcasting Co., Morrilton, Ark.
KZRK-FM	Valley Communications Inc., Ozark, Ark.
KCRE-FM	Pyramid Properties, Crescent City, Calif.
KWDE	Sierra Linda Broadcasting Inc., Montrose, Colo.
*WRAF	Toccoa Falls College, Toccoa Falls, Ga.
KOSG	Osage Broadcasting Co., Osage, Iowa
KQXL-FM	Progressive Broadcasting Corp., New Roads, La.
WGEO-FM	Leona Katherine Lacey, Beaverton, Mich.
KQRR	KBMR Radio Inc., Ronan, Mont.
*KNUL	Univ. of Nevada System Bd. of Regents, Las Vegas
WLPW	WIRD Inc., Lake Placid, N.Y.
KRCO-FM	High Lakes Broadcasting Co., Princeville, Ore.
*WPLS-FM	Furman University, Greenville, S.C.
KWRW	E. H. Whitehead, Rusk, Tex.
KWDX	Jewel P. White, Sitsbee, Tex.
*WHCE	Henrico County Schools, Highland Springs, Va.
KENB-FM	KWOR Inc., Worland, Wyo.
New TV's	
KCBA	KLOC Broadcasting Co., Salinas, Calif.
WTSF	Tri-State Family Television Inc., Ashland, Ky.
KCWY-TV	Chrysoptom Corp., Casper, Wyo.
Existing AM's	
KERI	KWSO Wasco, Calif.
KLRR	KBRR Leadville, Colo.
KWAI	KAHU Waipahu, Hawaii
KQAM	KEYN Wichita, Kan.
WLYN	WNSR Lynn, Mass.
WBCM	WRDD Bay City, Mich.
WUTQ	WBVM Utica, NY.
WTTY	WOOZ Whiteville, N.C.
WEYZ	WWGO Erie, Pa.
WKQK	WTGF Pickens, S.C.
WXAM	WELK Charlottesville, Va.
Existing FM's	
WNOU	WXL5 Williamantic, Conn.
WDOQ	WQXQ Daytona Beach, Fla.
WDJQ	WFAH-FM Alliance, Ohio
WQXK	WSOM-FM Salem, Ohio
WZUE	WHYL-FM Carlisle, Pa.
WXVL	WAEW-FM Crossville, Tenn.
WYCO	WTCV Shelbyville, Tenn.
Existing TV's	
KCGV-TV	KMJ-TV Fresno, Calif.

WSBW
WGGB-TV
WIOU-TV
WNCM

WSB-TV Atlanta
WHYN-TV Springfield, Mass.
WHIO-TV Dayton, Ohio
WNGE Nashville, Tenn.

Grants

Call	Assigned to
New AM's	
KTXK	Big Mountain Bdcg. Co., Whitefish, Mont.
KPOK	Larry L. Kemnitz, Bowman, N.D.
New FM's	
*KRTM	Valley Public Service Radio Inc., Temecula, Calif.
WGMK	Merchants Broadcasting Co., Donalsonville, Ga.
KYRS	Home Town Development Co., Chariton, Iowa
*WMWC	Mount Wachusett Community College, Gardner, Mass.
*WGNR	Grand Rapids School of the Bible and Music, Grand Rapids, Mich.
KQUY	Mountain Sky Broadcasting Co., Butte, Mont.
KXXE	Gold Won Radio Corp., Forsyth, Mont.
KYZZ	KVCK Inc., Wolf Point, Mont.
*WKNJ	Kean College of N.J., Union Township, N.J.
*KNMI	Navajo Missions Inc., Farmington, N.M.
KRTN-FM	Raton Broadcasting Co., Raton, N.M.
WKJA	Roach-Pennington Comm., Belhaven, N.C.
KASX	Ada Broadcasting Co., Ada, Okla.
*KOCC	Oklahoma Christian College, Oklahoma City
New TV's	
WNAL	Gadsden Television Inc., Gadsden, Ala.
WXAO-TV	Christian Television of Jacksonville Inc., Jacksonville, Fla.
KADN	Charles Chatelain, Lafayette, La.
*WFUM	Regents of the Univ. of Mich., Flint, Mich.
WXVT	Big River Broadcasting Co., Greenville, Miss.
KVBC	Las Vegas Valley Broadcasting Co., Las Vegas
Existing AM's	
WWNT	WDIG Dothan, Ala.
KLVV	KBIK Lompoc, Calif.
KUTY	KUXX Palmdale, Calif.
WTKC	WBLG Lexington, Ky.
WNIX	WJPR Greenville, Miss.
KROI	KWRL Sparks, Nev.
WIMG	WTNJ Ewing, N.J.
WQCC	WRPL Charlotte, N.C.
WGHB	WFGA Farmville, N.C.
WKXQ	WFRC Reidsville, N.C.
WFFM	WLOA Braddock, Pa.
WJMR	WBUG Ridgeland, S.C.
WBMK	WJBE Knoxville, Tenn.
Existing FM's	
WLHO	WIRB-FM Enterprise, Ala.
KACQ	KXOW-FM Hot Springs, Ark.
*KSGN	*KLUU Riverside, Calif.
WNJY	WGMW Riviera Beach, Fla.
WCHY	WTOC-FM Savannah, Ga.
WDKB-FM	WIFF-FM Auburn, Ind.
KEZH	KICS-FM Hastings, Neb.
WASM	WKAJ-FM Saratoga Springs, N.J.
WFFM-FM	WFFM Braddock, Pa.
WDOY	WMDD-FM Fajardo, P.R.
WLJY	WDLB-FM Marshfield, Wis.

Other

■ Federal appellate court has upheld FCC's denial of license renewal to WBRL (AM) Berlin, N.H. Action was taken by U.S. Court of Appeals for District of Columbia Circuit in decision of Oct. 25. On May 9, 1979 FCC upheld 1976 initial decision by FCC ALJ Byron E. Harrison denying renewal of WBRL's license for misrepresenting cost or quantity, or both, of advertising on station which enabled local retail advertisers to overcharge manufacturers \$22,390.81. Because it was unable to find any mitigating circumstances for fraudulent billing practices, FCC said it could not entrust further operation of WBRL to its licensee Berlin Communications Inc. Ann. Nov. 15.

Classified Advertising

RADIO

HELP WANTED MANAGEMENT

Only station in a nice community of 6,000 in Iowa. Looking for a sales oriented person to manage. Excellent opportunity. Send resume to: Box K-139.

KPFA Station Manager KPFA, Northern California's oldest listener-sponsored radio station, is seeking applicants for General Manager. Administrative, fiscal, and fund-raising experience combined with community awareness essential. Salary \$14,000 to \$16,000. Apply before December 1, 1979 to: Mgt Committee, KPFA, 2207 Shattuck, Berkeley, CA 94704. KPFA is an Affirmative Action Employer.

Single market AM/FM in Central Virginia is in need of a Sales Manager who can sell, motivated and has promotional ideas. Good solid radio market with lots of growth. Good area to live. If you can sell you can make money with us. Send information on yourself and salary requirements. Ted Gray, PO Box 512, Altavista, VA 24517.

General Manager—New beautiful music station in deep South market of 60,000. Airdate early 1980. \$24,000+. Equity possible. Superior Broadcasting Company, Inc. J. Boyd Ingram, President, PO Box 73, Batesville, MS 38606.

Security Broadcasting Corporation has a rare opening for a manager at one of its stations. If you are a successful medium market manager or a major market sales manager strong in sales, programming, and audience promotion, a positive thinker and motivator you may have the necessary qualifications. Please send complete resume to Mr. Ed Muniz, President, 1500 Canal Street, 12th Floor, New Orleans, LA 70140. An Equal Opportunity Employer.

Station Manager to complete development and manage a new 65 kw public radio station. Duties include completion of station construction, work with department heads to provide programming in performing arts and public affairs, act as a communication link between the station and community, manage station financing, answer to Broadcasting Network and NPR. Position requires strong media background with a working knowledge of public broadcasting. Send letter and resume to: Dr. Harvey D. Martin, Iowa Central Community College, 330 Avenue M, Fort Dodge, IA 50501, prior to December 10, 1979. An Equal Opportunity/Affirmative Action Employer.

General Manager for a Midwest AM/FM. We are seeking a professional currently working as General Manager or Sales Manager! Stations now billing over one million. Top salary, benefits, and incentives. Box K-219.

General Manager for high powered full time AM. Possible FM. Single station market in one of the most beautiful sunbelt locations in the US. Market exploding. Highly sales oriented with administrative ability. Energetic young person or seasoned broadcaster with grown children. Part of growing chain. Great opportunity. EOE. Box K-215.

Boston—General and Sales Manager needed by daytimer in competitive market. Must know direct retail sales and agency business, be able to direct sales staff, and supervise all areas of station business. Plenty of growth potential; we're looking for someone who can tap it. EOE M/F Full info to Dan Murphy, President; WCAS Radio; 380 Green St.; Cambridge, MA 02139.

Opportunity for dynamic General Manager who understands marketing and sales. Strong market in the growing West. All replies in strictest confidence. Send resume to Box K-210.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced Station Managers, Sales Managers. Excellent benefits. Please send resume. Contact Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911. E.E.O. Employer.

General Manager with strong sales and administrative skills wanted for AM/FM station located in New England. Outstanding opportunity. Send resume with salary requirements to Box K-197.

New FM Station on eastern Long Island, N.Y., seeks general manager. Must have sales and engineering background. Send resume to PO Box 278, Teaneck, NJ 07666.

Group owner is expanding again. Applicant must have management experience and a very successful record. Total compensation will be in \$40,000 range for applicant selected. EOE. Send complete resume to Box K-196.

Sales Manager-WEBC-Duluth. Promotion of former Sales Manager to General Manager has created this opening. Welsh training helpful. Salary, benefits, and incentives yield \$30,000 plus. Phone 218-236-7900 or write Jim Lakoduk, Midwest Radio, Box 2983, Fargo, ND 58108.

General Manager, Midwest AM/FM, Excellent growth opportunity. Must have excellent personal sales and sales management record. Group of growing small market stations offers equity to successful applicant. EEO/MF If you are a winner on the way up, send resume to Box K-194.

Sales Manager: Aggressive, professional sales motivator needed for affiliate of rapidly expanding broadcast group. Potential limited only by your own ambition. Top rated rock station in a magnificent Rocky Mountain setting. If you're a proven winner, send resume to PO Box 1165, Helena, MT 59601. Ph. 406-442-4490. EOE.

Sales Manager for established Beautiful Music FM in deep South. Good ratings. Must have successful sales background. Hard worker and able to sell city's largest banks and auto dealers. Confidential. E.O.E. Send resume with full info and references to Box K-184.

Station Manager opportunity to construct, establish and manage new public radio station in Florida. New studios under construction NTIA grant received. Need take-charge person to hire personnel, oversee construction, establish new funding. Affiliated with top rated public TV station. Requirements degree and minimum 3 yrs experience, salary negotiable. Send resume and 3 letters of recommendation, contact: David Brugger, WUFT, University of Florida, Gainesville, FL 32611. Minorities encouraged, deadline Dec. 7. EEO/AA Employer.

Salesperson, Rocky Mountain state, excellent market, strong account list, good compensation. All replies in strictest confidence. Send resume to Box K-176.

Development Coordinator—lead development activities for new public radio station in North Central Florida, promote community awareness and provide leadership for volunteer involvement, write and develop grants for station operations and programs. Qualifications 4 yrs college, 2 yrs volunteer community work, experience preferred in public radio, salary negotiable, contact: David Brugger, WUFT, University of Florida, Gainesville, FL 32611. Send resume and 3 letters of recommendation. Deadline Dec. 7, Minority applications encouraged. EEO/AA Employer.

Resumes accepted now for GM position summer of 1980. New full time AM, Upper midwest, expanding company. Market of approximately 20,000. Previous experience in management or sales management required. EOE/M-F Dakota North Plains Corporation, Box 1770, Aberdeen, SD 57401.

HELP WANTED SALES

Current or budding sales pro needed ... join a rapidly growing broadcast group; start at our beautiful Central New York location; selling for the only AM and No. 1 FM. We use the Jennings system, it works and you make big \$; We have to expand our staff. Send resume to: Jeff Lyon, Sales Manager, WDOS/WSRK, 104 Chestnut Street, Oneonta, NY 13820. E.O.E.

Soft Rock FM needs experienced, aggressive Sales Manager. Unlimited potential. Good opportunity. WYBT, Box 323, Jersey Shore, PA 17740. 717-398-7100.

Immediate opening in Central New Jersey. We're an adult contemporary station looking for an aggressive individual with proven selling experience. Brand new facility with excellent sales support—salary plus commission, expenses and benefits. Call Chuck Wilson at 609-695-1300.

Sales Manager. Experienced and successful sales person desiring to move up as sales manager with long-established, profitable Midwestern AM/FM operation. Must be able to lead and inspire sales people. Good salary plus percent of gross increases. All benefits. Must be a self-starter. Send detailed resume, salary requirements to: George Walker, Managing-Owner, WKEI/WJRE(FM), Kewanee, IL 61443. EOE.

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced sales persons. Excellent benefits. Please send resume. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911. E.E.O. Employer.

Sales/Sales Manager—Aggressive, sales oriented station in the Northwest looking for experienced sales people and Sales Manager. Sales people must be proven producers. Sales Manager must have ability to sell at agency level and manage sales staff. Excellent opportunity. Company benefits. Very unique market with outstanding growth. EOE. Send complete resume to Box K-220.

HELP WANTED ANNOUNCERS

Anderson, IN deserves the best morning personality. WHUT is now looking! Rush your tape and resume to Mike Kase, WHUT, Box 151, Anderson, IN 46015. EOE.

Morning personality for western Maine's only fulltime AM-FM. We will pay. Tape and resume to WOXO, Norway, ME 04268.

Need 1st Phone Asst. Chief Eng. plus air work. Full time position! Experience helpful but not necessary. Dan Bennett, WREN Topeka, KS 913-232-0505.

29 Year Central Fla AM going full time. Need 1st ticket announcer—Contact Tom Thornburg, WIPC, Lake Wales, FL 813-676-1486. E.O.E.

Seattle Classical Music Station has two openings: program director and full time announcer. Need experienced, natural sounding talent willing to contribute to the commercial vitality of Seattle's number one fine arts station. Live and work in the nation's "most liveable city." Tapes and resumes to Station Manager, Classic KING-FM, Box 24525, Seattle, WA 98124. EOE.

Unless you're damn good, read no further. We are one of the best and most successful medium market stations anywhere. Our G.M. is a former WLS personality. Our opening is for a morning personality who can communicate on a one-to-one basis in an adult-contemporary format ... and sound warm and enthusiastic while doing it. We offer excellent pay, stability and fringes. Send air check and resume to Doug Nevel, Program Director, WLIP, PO Box 659, Kenosha, WI 53141. An equal opportunity employer.

Central Florida station wants announcer with working first. Good air and production work a MUST. Send resume to Box K-199.

Announcer for Stereo Rock—Experience, talented and creative. Strong on copy writing and production, too!! Outstanding opportunity to be on the ground floor of a growing station in a rapidly growing community. Send air check, resume and salary history to: Phil Londagin, Q-104, PO Box 1478, Borger, TX 79007. E.O.E. M/F.

Mature, responsible announcer for full-time position. Experience mandatory. FCC license required. Contemporary format. Mail resume and aircheck to Station Manager, WNMB, 429 Pine Avenue, North Myrtle Beach, SC 29582. Equal Opportunity Employer.

HELP WANTED ANNOUNCERS CONTINUED

KKMA-100,000 Watt Powerhouse, Pryor, Okla. Immediate opening for morning announcer, news-sports. Adult/Contemporary. 8 miles from 65 mile lake. Near Tulsa. Community oriented individual. Good bucks. Tape and resume to PD., Box 66, Pryor, OK 74361. (Equal Opportunity Employer).

Opportunities with growing broadcast group located in the Sunbelt. Seeking experienced Radio Announcers. Excellent benefits. Please send resume and tape. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352 919-276-2911. E.E.O. Employer.

New automated FM station in Michigan's Upper Peninsula. Good production a must. Tape and resume to: Harvey Desnick, Stereo 98, Box 407, Houghton, MI 49931.

ARB rated No. 1 50 KW AM contemp. Country station in the sunny south is looking to fill a future air opening. Experience is a must. Need great pipes and excel at production and be a stable family oriented communicator. Excellent working conditions. New facilities. Send current tape, resume, and references to Tom Williams, PD., KWKH Radio, PO Box 21130, Shreveport, LA 71120. An Equal Opportunity Employer.

Central Pennsylvania Country Station now accepting applications for morning announcer. Should be strong on production and news. Send resume, references and salary needs to Box K-232.

HELP WANTED TECHNICAL

Chief Engineer (AM/FM), directional AM-automated in Las Vegas. No board work. Please submit resume and salary requirements to: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone: 702-385-4241. An Equal Opportunity Employer.

Dedicated Chief Engineer wanted for top market FM operation located Northeast. Must be strong in state of the art audio processing and equipment. You will be a staff of one, well paid with the technical assistance that a group operation can offer when you require it. If you feel that you are ready to move to a major market with a growing group owner, please contact us. Send resume to Box K-97.

Midwest AM/FM facility looking for creative chief engineer. AM is directional. FM is 50,000 watts. Good benefits. Send resume as soon as possible to Box K-127.

Chief Engineer. AM/FM. FM fully automated. Strong on maintenance. EOE. Resume and salary requirements to Box K-75.

Chief Engineer, top 20 market in Southern California, needs an audio whiz to maintain a very strong signal on a great dial position. Right opportunity for person who can produce results on the air and not technical jargon rationale about why it doesn't sound right. M/F. Equal Opportunity Employer. Resumes and salary requirements to: Box K-164.

WLSQ/WREZ Radio, Montgomery, Alabama, needs Chief Engineer immediately. Fulltime AM, Directional, Automated FM. Starting salary \$14,400. Call Gene Moorhead 205-832-4295.

Engineering Assistant. No. 1 beautiful music station, Houston, TX. Group owned, good benefits. First phone experience preferred. Send resume and salary requirements to Jon Bennett, Chief Engineer, KYND, 1001 E. Southmore, Pasadena, TX 77502. EOE.

Chief Engineer needed for upper midwest 5 KW directional AM and automated FM. Salary open, free health care. Please submit financial requirements in first letter along with resume. Box K-174.

Chief Engineer—WHWH(AM) and WPST(FM) Princeton/Trenton, NJ. Full maintenance responsibility for 5 kw 6-tower 24-hour AM, 50 KW 24-hour FM. studios and stl's in 3 area locations. Standby transmitters for 100 percent back up. Good administrative ability and "hands-on" experience required. Stations are highly successful and well equipped. Fully-paid retirement plan and many other benefits. Excellent area schools, and good location to live. Salary open. E.O.E. Call Lewis Edge 609-924-3600 or mail resume to PO Box 1350, Princeton, NJ 08540.

KSCB, Liberal, Kansas is now accepting applications for an engineer to handle an AM and an FM. First class license a must. Our top 40 station is also looking for a full time jock. A third class license is required. Rush tapes and resumes to Steve Armstrong, PO Box K, Liberal, KS 67901.

Chief Engineer to work in the beautiful Rockies for AM/FM combo. Must be familiar w/DA, automation, and be fussy on sound quality. Should have five years experience. Send resume and salary requirements to Box K-225.

Chief Engineer—maintain present equipment, create new systems, organize and remodel 5KW AM and "C" FM. Through example, prove you are the person to head our engineering department as we expand in the 1980's. Send resume and salary history to Phil Londagin, LBBB/KDKQ Radio, PO Box 1478, Borger, TX 79007. E.O.E. M/F.

Outstanding Salary for engineer-announcer for Sioux City, IA. Call general manager after 4 PM. CST 712-239-2100. EEO.

WDEF AM and FM is looking for a chief engineer. Experience with directional antenna system and automated stereo FM necessary. Send resume to Mike Solan, General Manager, WDEF Radio, 3300 Broad Street, Chattanooga, TN 37408. (Include salary history for past 3 years.) An Equal Opportunity Employer.

Chief Engineer ... Non-directional AM, live, class C FM, maintain transmitters and related studio equipment. Brand new facility. Also handle Background Music installations and maintenance. Know FCC regulations. Send resume (no calls) to President, New South Broadcasting Corp. PO Box 5797, Meridian, MS 39301.

HELP WANTED NEWS

Radio news reporter and anchor needed. Experienced and/or degree preferred. Competitive pay and excellent benefits. Station has heavy local news commitment. Send resume, short news audition tape, writing samples and references with first reply to: Box 100 South Bend, IN 46624. Will contact candidates for opening by phone with details. E.O.E.

Northeast 5000 watt station seeks reliable, energetic newperson for present opening. Minimum of two years experience. Minimum salary with advancement possibilities. Send writing samples, resume and tape to: Primo News Service, B-116, Old Greenwich, CT 06870.

News Director, major market, major group, excellent opportunity for newperson to step up into management. EEO/M/F. All replies confidential. Box: K-216.

Experienced news person needed for evening anchor, to eventually move up to afternoon drive. Aggressiveness, digging and good writing a must. Send tape, writing samples and resume to: George Wymer WING, 717 East David Road, Dayton, OH 45429. EOE.

We're expanding our already strong news commitment, and looking for an additional newperson to work on the street and in the studio. If you like a variety of assignments and wish you had the chance to do in-depth work, send tapes and resumes to Don Wilson, WMT, Box 2147, Cedar Rapids, IA 52406.

We need a hard working newperson with a college education to form the nucleus of a news department he/she will build. Good voice and delivery required. Start \$10,000. Tape and resume to WMMW, 21 Colony St. Meriden, CT 06450. An EOE.

Assistant News Director—KGO-AM Radio, one of the nation's leading News/Talk stations, is seeking an innovative Assistant News Director. Background in all News or News block programming and 3-5 years major market air experience required. Send resume and tape to: Jack Swanson, News Director, KGO Radio, 277 Golden Gate Avenue, San Francisco, CA 94102. Please, NO calls. KGO Radio is an Equal Opportunity Employer, M/F/H/V.

We want the best for our news and sports position in Ohio's No. 1 non-metro award-winning news operation. We need a news reporter who knows how to dig, write clearly and creatively, cover sports, and work at a station committed to quality journalism. Print journalism and photo experience helpful. Rush a tape and resume to: Bob Bender, WFIF Radio, Box 524, Marion, OH 43302. E.O.E.

Our News Director is moving up. Like to take her place? Hard work, long hours. It's worth it. Tape, resumes, salary requirements ... one package. To: Tom Casey, WRTA, PO Box 272, Altoona, PA 16603.

News Person Wanted for Central New Jersey AM with brand new facilities. We are looking for an experienced radio news communicator. Writing, style, gathering and delivery are very important. You must be a strong pro with proven organizational and creative ability. Our need is immediate. Good salary and excellent company benefit package. Contact Chuck Wilson 609-924-3842.

Award-winning station needs an on-air/beat reporter. Minimum of 1 year's experience. Applicant must have good journalistic skills, be able to write well, deliver news clearly and be able to adapt to MOR/AOR format. Send tapes, resumes and writing samples to Mike Bonasso, WCHV, Charlottesville, VA 22905.

Wanted: Newperson. Small market, congenial staff, hard work but lots of fun. Send tape, resume, references to WSLB, Box 239, Ogdensburg, NY 13669.

News and Sports Director for unique small FM. We emphasize local news with plenty of actualities, high-school and college play-by-play. We want a digger who can read and write with style. This is a rare opening at a station with a stable, professional staff. Garry Osborn, PD. WLKI, North Wayne Plaza, Angola, IN 46703. 219-665-9554.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Columbus Georgia's only Beautiful Music FM, seeks on-air Operations Manager. AM-Drive shift, plus some managerial duties and liaison with consultant. Help oversee some dramatic new innovations. Mellow, rich-sounding voice a must, with previous management experience helpful. Immediate opening. Send tapes and resumes, asap, to Bernie Barker or Steve Kelly, c/o WEIZ-FM, Box 1640, Columbus, GA 31902. EOE M/F.

"Sacred"FM needs inexperienced production assistant. Low pay. High excitement. KDNO Delano, CA 93215.

Operations Manager: Take over full management of all operations of successful high quality class C adult contemporary computer activated station. Train announcers, create fantastic local production and voices, supervise precise engineering. Big responsibility and opportunity for well motivated, skilled pro with high personal goals. Beaumont, TX 98th market 713-755-6155.

Operations Manager Needed. WSTV No. 1 AM MOR and WRKY No. 1 Pop Music FM looking for Ops. Mgr. with leadership and administrative capabilities. In addition, must be willing to pull three hour air shift on AM. Will work with Tom Day, Assistant General Manager. Goal is 50% share of Steubenville, Ohio Metro. Will also work closely with Bob Henabery Associates. Outstanding opportunity for growth. Send tapes, resume and salary requirements to: Tom Day, WSTV/WRKY, 320 Market Street, Steubenville, OH 43952. (614-283-4747). E.O.E.

Program Director for prestigious medium market adult contemporary station near Boston. Authoritative on-air presentation, experience at motivating people, should know the role of medium market radio. Salary range \$14-18,000 commensurate with experience. Tape, resume and philosophy to Wayne Fuller, 22 Maple Street, Auburn, MA 01501. No phone calls please.

Program Director—talented, creative, intelligent and versatile. You must be dedicated and ready to work hard to achieve excellence. If you have an open mind and possess leadership qualities, this can be your opportunity to grow with a company with extensive expansion plans in the 1980's. Send resume, air check, programming concepts and salary history to Phil Londagin, KBBB/KDKQ Radio, PO Box 1478, Borger, TX 79007. E.O.E. M/F.

Ops. Dir. Production expert with engineering savvy, good bucks. 713-769-2852.

SITUATIONS WANTED MANAGEMENT

General Manager who excels in programing as well as sales available for permanent move. Outstanding qualifications! Tired of mediocre applicants? Answer this ad! Box K-21.

Double Whammy—Sales Manager and Chief Engineer. Husband/wife management team. Western states. 714—345-4301.

He sells, organizes, manages, announces, engineers, prefers small to medium markets and comes in one convenient package. Write him at K-170.

General Manager, sales pro, excellent credentials wants permanent move to first class operation. 703—466-4130.

Today's broadcasting requires knowledgeable, professional and profitable leadership. Twenty year broadcaster will make your station ... money! Let's talk! Box K-198.

Top Notch Management Team. One General Manager-Sales Manager, the other PD-Sales Management background. 11 years experience each. Excellent references. Seeking stable growth potential situation. Relocation no problem. Box K-204.

Doubled station income in 4 years of St. Louis area station. 9 years radio, last 5 as sales manager. Strong in programming, community involvement. Box K-125.

SITUATIONS WANTED ANNOUNCERS

My name is Tesser! I'm creative, enthusiastic and I can get down with the sounds. My resume and audition tape are available. Call Phyllis Bellamy at 312—521-2630 between 9 am -9 pm.

Male, D.J. disciplined, ambitious. 3rd phone. Hardworker. Dependable, R&B or disco format. Resume and tape available. Will relocate immediately. Call or write Gethmus Lavender. 213—599-6202, 1496 Walnut No. 19, Long Beach, CA 90813.

Disco or R&B jock, ready now! Talented, good pipes, dependable, energetic, creative! 3rd phone. Send for resume and tape now! William Walker. 6531 S. Green, Chicago, IL 60621 or call 312—597-6979.

AOR-Musical knowledge (history) is important, so is love of rock & roll. Dependable, hardworking, third Will relocate immediately. Tape and resume available. Lou Andracki 312—689-1627 or 1516 Park Ave. North, Chicago, IL 60064.

Communications School Graduate (A.A.S. degree) is seeking employment with a station desiring personnel for any of the following formats: beautiful music, big-band, MOR, easy listening or adult contemporary. Contact Cory Nightengale, 31 Burbank St., Apt. G3, Boston, MA 02115. 617—536-8655.

Solid PBP man 4 years exp major NCAA basketball. Dan Lee 316—231-6205.

Professional Singer, and Recording Console Operator with third class endorsement, now in broadcasting. Experience in disco, soul, contemporary and gospel. Call 215—878-7296. or 215—879-6872.

Experienced-1st looking for contemporary station. Prefer nights or all night, but would consider days. 419—435-4111. Rollin Reetz, PO Box 1031, Fostoria, OH 44830.

Announcer, 3rd Endorsed, tight board, good production, 2 years college plus 1 year professional experience seeks adult/contemporary format. Will relocate. Rick Strauss, 2567 Madison Ave. Union City, CA 94587. 415—471-3289.

Small Market PD. and morning drive personality wants to move up in Indiana or surrounding states. Box K-214.

15 years of contemporary radio knowledge ready to work for you. Interested in programming and or AM or PM drive spot. Let's talk, contact Phil Murphy 715—344-1213.

Stylistic Radio Announcer with three years experience desires full time/long term professional commitment. Tremendous mellow cords on easy listening or MOR. Other special talents. Serious inquiry only. Box K-208.

Stable college grad with experience seeking position in Florida, any format. Call Bruce, 512—452-6536.

Twelve year professional. Excellent copywriter and producer. Mellow "at home" personality best for mid-day or afternoon drive. Want: good pay good facilities good management. Send full information including best salary offer to Box K-186.

Broadcast school graduate. Male 23, ambitious, creative, humorous, personable. Good production, tight board. Available immediately for rock or MOR position. Prefer Wisconsin or upper Midwest. Box K-181.

Good pipes, smooth delivery, strong production, experience. Prefer upper mid-west, southwest or west coast. Call Mark. 507—388-1027.

Highly motivated trained black male broadcaster recent graduate. "Can Do" person. AOR MOR top 40, progressive and commercials that sell, sell, sell. Phone (Days) David Bryant 201—247-7881.

Dedicated broadcaster experienced in announcing, news, production, copywriting, automation, talk show, contests and promotion. Seeks northeast. Box K-227.

James Walston the most unique disc jockey around. With the music I play I always touch your inner emotions. Know matter what type of music you are into, whether its jazz, rock, soul, you name it and I'll play it. Send for tape and resume or call 212—948-4402, 2940 West 31st Street, 8F, Brooklyn, NY 11224. Experience and third endorsed.

My successful format or yours! Great AOR with 2 station experience! Male 21 and broadcast graduate too! Rod at 312—392-0685 or 312—394-3434.

I'll give you years of experience, excellent airwork, superb copywriting, even better production. All this and more is yours if you're an MOR or country station in the sunbelt. Southwest preferred. Call 813—332-7496.

Announcer, presentation of musical programs and commercial delivery. Will go anywhere and work any shift. Dennis Harmon, 2519 N. 15th St., Milwaukee, WI 53206. 414—264-8960.

SITUATIONS WANTED TECHNICAL

Need solid engineering? Chief, 26 years in the business, AM-DA, FM stereo. Warm climates. Box K-175.

SITUATIONS WANTED NEWS

Dedicated Journalist... Grad., more than 10 years as news dir. in middle market. Award winner can make news hum. Also sports & PBP Now employed. seeking total commitment to news. AC 319—351-6849 p.m.'s.

Experienced woman/currently employed as news editor-broadcaster in 225,000 market/M.A. Degree in communications/extensive public speaking experience. Desire challenging position. Box K-191.

DEF likes by work, you will too. Reporter-producer. News-public affairs. Box K-217.

Aggressive, sharp female newscaster seeks position in small or middle market radio station. Superb air sound. One and half years news experience, as well as copywriting and disc jockey experience. Dynamic, informative talk-show host. Box K-231.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Talk is the future of AM Radio. Let's talk about programming your station and about one of the very best talk pros doing your early morning slot for fun and profit. Or, how about a regular talk slot dealing with issues. If I can jump from a 2.5 to an 8.3 in just one year in one of the nation's most competitive top 15 markets I can do the same for you. Don't die with music. Let's talk! Box K-85.

Black broadcaster 14 years experience 1st phone, production, operations manager PD MD Super DJ. I will win for you! Box K-91.

Best 25K PD in USA seeks metro station with will to win. 4.2 to 10.1 in 3 books at WMC-FM, Memphis, John Wagner 901—362-5293.

Exchange Experience: Irish-trained PA seeks challenging work SF Bay Area for mutual benefit, early months 1980. Experience in radio & TV, current affairs, documentaries, sports, news, entertainment. Call 415—548-1458 mornings.

TELEVISION

HELP WANTED MANAGEMENT

Operations Manager. Will act as right hand man to general manager. Group with VHF network affiliate outlet in southeast market. Rank approx. 100 seeking operations manager to head production, traffic. News supervision experience helpful. Must have minimum three years experience in middle/high level management. Preferably three years prior experience as operations manager. Salary open. Excellent benefits. Equal Opportunity Employer. All replies strictly confidential. Send complete resume, state present salary to Box K-100.

Exciting opportunity in small midwest market with new growth company. Successful candidate must have previous TV general management or general sales management experience. This person will know how to build a sales operation and have a good understanding of promotion programming and news. Box K-130.

Business Manager. Independent in Top 10 market needs best business manager in country with expertise in internal and corporate reports as well as managerial experience in all phases of TV business office. Include financial requirement with resume. EOE. Box J-186.

General Sales Manager. Top 100 market in Midwest. Leading Network VHF station in market. Superb expanding sales department. Experience in national and local sales management required. Excellent opportunity with growing group. An EEO Employer. Send resume and references to Box K-189.

General Manager/Sales Manager. Unusual opportunity for experienced executive for new TV station located in major Northeast suburban market. Attractive salary, incentive, benefits. All replies strictly confidential. Send complete resume including history and references to Box K-195.

HELP WANTED SALES

Experienced television sales pro needed to take over an established top billing account list. Must show a record of new business development and ability to work with direct retail and major agency clients. Future management potential will be a major factor in considering candidates. Send Resume to KREM-TV, Div. of KING Broadcasting, Box 8037, Spokane, WA 99203, Attn: Tony Twibell. An Equal Opportunity Employer.

Account Executive position open with group-owned midwest network affiliate. Candidate must have prior experience to qualify for the established top billing list. Must be aggressive, stable and motivated. An Equal Opportunity Employer. Box K-172.

Local/Reg. Sales—Need a self-starter with aggressive attitude for ABC Affiliate in Florida. Applicant has to be a closer and good at details with some knowledge of all phases of a TV station. Reply to Box K-188.

HELP WANTED TECHNICAL

Television Engineer needed. Immediate opening. Full color university facility. Heavy maintenance and technical assistance on production. Experience essential. Call G. Ilka at 513-745-3736 or write Xavier University, Television Center Cincinnati, OH 45207.

Experienced TV Engineer needed for leading NBC Affiliate in sunny South. Must have thorough knowledge of all aspects of engineering maintenance and operation. Send resume to WESH-TV, P.O. Box 1551, Daytona Beach, FL 32015.

Technicians: Washington-based PBS station is seeking technicians with experience in videotape editing or maintenance and 1st class FCC license. Salary commensurate with experience. Send resume to: O&E Dept., WETA-TV, Box 2626, Washington, DC 20013.

**HELP WANTED TECHNICAL
CONTINUED**

Come in out of the cold: South Texas VHF looking for maintenance chief with superior technical qualifications. EOE. Box K-152.

Engineering Manager: Wanted for production oriented PBS affiliate. Previous TV production and supervisory experience and 1st class license required. Thorough knowledge of audio/video production techniques. Salary commensurate with experience. Send resume to: O&E Dept., WETA-TV, Box 2626, Washington, DC 20013.

Chief Engineer; TV station in Southeast. Top position with good pay and benefits. Competent staff, but without chief's qualifications. If you have supervisory engineering experience, we would like to hear from you to tell you all about this position. Write with full particulars. Opening is immediate. All inquiries answered. EOE. Box K-140.

Sun Belt beckons qualified, reliable assistant chief engineer for established Texas Gulf Coast VHF station. EOE. Box K-165.

Chief Engineer needed for UHF PTV station in 85th market. Responsible for technical operations, maintenance and planning; department numbers 11. Requires 1st phone, TV engineering experience, supervisory or management experience. Salary DOE. Send letter of application and resume to: Paul Hartman, Executive Director, KOZK-TV MPO Box 21, Springfield, MO 65801. Deadline: November 30. Equal Opportunity/Affirmative Action Employer.

Maintenance Engineer for combined station-production house. Help maintain WBRE-TV's state of the art equipment including TCR100, TR600, TK45, TKP46, TK76 and Grass Valley DVE and E-Mem. An EEO Employer. Write Charles Baltimore, WBRE-TV, Wilkes-Barre, PA 18773 or call 717-823-3101.

Maintenance Engineer for midnight or 4AM shift with TV Station/Remote Operation/Production. FCC 1st and 3-5 years broadcast maintenance experience required. M/F, EOE. Send resume to Box K-211.

Maintenance Engineer—immediate opening, CBS affiliate on California Monterey Peninsula. Hands-on experience in RCA studio, transmitter and microwave. \$15,000 yearly. Contact Ken Warren, C.E., 46 Garden Court, Monterey, CA 93940. 408-649-0460. EOE.

TV Broadcast Systems Engineer/Denver post-production and R/T satellite facility. 1st phone, min. 3 yrs. I-t exp. w/proven systems planning/installation ability. Exp. in MW, time-code editing systems and multi-track audio sweetening systems highly desirable. Salary commensurate w/exp., excellent benefits. EOE. Resume: RMCPB/Broadcast Center, 2480 West 26th Avenue, Suite 50-B, Denver, CO 80211.

TV Chief Engineer—Southwest Network VHF needs hands on chief engineer with full knowledge of state-of-the-art studio. Good starting salary, car with expenses paid and relocation expenses. EOE. Send resume to Box K-190.

Maintenance Engineer interested in working in new, large-market TV station. Must have electronics schooling, first class FCC license and 3 to 5 years' television broadcasting experience. Room for advancement. Work with state of the art equipment in Sunbelt area. EOE/M-F. Call Greg Miller, Chief Engineer, KGMC TV, Oklahoma City, 405-478-3434.

Television Chief Engineer—for Herreich Broadcasting Stations. Experienced hands-on Chief Engineer wanted for rapidly-expanding group-owned UHF station in Fort Smith, AR. Fort Smith is the ninth fastest growing community in the nation: sun-belt, crime-free, pure air environment. Outdoorsman's paradise. The best living conditions in the country. Applicant must have excessive maintenance and supervisory experience. Great pay, benefits, opportunities for advancement. Send resume to Don Vest, Director of Engineering, Herreich Broadcasting Stations, PO Box 4150, Fort Smith, AR 72914, an Equal Opportunity Employer.

Studio Maintenance Engineer for CBS affiliated VHF in 100+ market. Must have experience with quad tape, switching systems, film and studio cameras. Send resume and salary requirement to Box K-200.

Video Tape Editor/Operator Denver post-production and R/T satellite facility. 1st phone, min. 3 yrs. I-t exp. w/time-code editing systems. Knowledge of multi-track audio sweetening highly desirable, plus desire to maintain highest quality standards. Salary commensurate w/exp., excellent benefits. EOE. Resume: RMCPB/Broadcast Center, 2480 West 26th Avenue, Suite 50-B, Denver, CO 80211.

Maintenance Engineer to work with latest broadcast equipment at major market TV Station/Production House. Must have FCC 1st and be a self-starter. Base salary in excess of \$20,000 plus overtime. EOE, M/F. Send resume to Box K-182.

TV Maintenance Engineer. 3 years experience in maintenance of portable color camera, BVU 3/4" cassette recorders, TV receivers, studio and remote equipment required. Associate degree or equal. FCC license and digital background preferred. Starting date: January 1980. Salary commensurate with experience. \$12,250-16,000 subject to budgetary approval. Excellent fringe benefits, including 21-days earned vacation. EOE: Send resume to: Mr. Edward Wright, Learning Resources Center State University College, Oswego, NY 13126.

Television Chief Engineer for growing station in 195th market. Management experience necessary. All fringe benefits, station located in beautiful southern Idaho. An equal opportunity employer. Reply to Box K-153.

Assistant Chief Engineer for modern TV Operation. Major east coast market. Salary mid 20's. Send resume to Box K-218.

HELP WANTED NEWS

News Director; medium southern market. Top rated news operation and network affiliate. Excellent chance to grow and try new ideas. If you have the spark, imagination, openmindedness, desire, drive, initiative, and ability, we can supply the place, support and opportunity to get even better and continue to improve. EOE. We use film, ENG, and live. Find out what we have to offer. Write Box K-137.

Central Florida's leading news station needs ace reporter who can dig up a story and make it come alive on television. Send tape and resume. Experienced only. No calls, please. WFTV, Box 999, Orlando, FL 32802.

Weathercaster/Meteorologist: Top 50 Eastern market network affiliate seeking experienced weathercaster/meteorologist. Resumes to Box K-123.

Reporter—Top 50 market looking for reporter with good on-air presence and writing skills. Send resume and videotape cassette to: News Director, WOWK-TV, 625 - 4th Ave., Huntington, WV 25701. Equal Opportunity Employer.

Reporter/Anchor opening for Northern California TV bureau. Must be an aggressive self-starter and know what journalism is all about. Excellent opportunity for advancement. Send tape, resume to Dan Adams, News Director, KHSL-TV, PO Box 489, Chico, CA 95927.

Meteorologist needed to join news team committed to leadership. Top equipment, surroundings, and opportunity. Should have abilities in meteorological and environmental reporting. Medium market. Send resume and salary requirements to Box K-151.

Immediate opening for news director; excellent pay, benefits, chance to grow and expand. Ability to work with Magid news consultant but still with freedom to make virtually all final decisions. Contact General Manager, M.D. Smith, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801 or call collect 205-539-1783. All applicants treated equally.

Sportscaster—Southeastern station needs sportscaster with at least two years on-air experience. Equal Opportunity Employer. Send resume to Box K-157.

TV Anchor: Need TV News co-anchor for midwest operation. Qualifications include ability to write, read and think news. EEO. Send complete resume including experience, salary required to Box K-145.

Group-owned VHF Net affiliate with a superior news department seeking anchors and reporters. Send resumes in strict confidence to this eastern medium market winner at Box K-162.

TV News Documentary Photographer with experience and creativity, beginning January 1, 1980. Contact Personnel Director, WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

TV News Reporter ... excellent opportunity with rapidly growing Midwest Broadcast group for an experienced TV news reporter. Good opportunity for advancement. An Equal Opportunity Employer. Send resume to Box K-187.

TV News Feature Reporter with minimum one year's experience, beginning January 1, 1980. Contact Personnel Director, WSM, Incorporated, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

We're looking for the best News Director in America to lead our nationally-recognized, number-one-rated news operation. We're a major Midwest network affiliate that has it all: ENG, helicopter, new facility, 25 years of commitment, and a talented staff. Applicants must have substantial experience in journalism, strong management skills, and a demonstrated record of achievement. EOE. Send resume and salary requirements to Box K-207.

News Director—control news and public affairs programming with budgetary and content responsibility for radio TV stations, provide leadership to full time staff and instruct students in production of daily news show, BA required, MA preferred. 5 yrs mgt exp high ethical standards, salary negotiable, minority application encouraged. Contact: Rick Lehner, WUFT, University of Florida, Gainesville, FL 32611. Resume and 3 letters of recommendation. Deadline Dec. 7. EEO/AA employer.

Television News Director for growing station in beautiful West. Management experience necessary to run small department and train news reporters/anchors. All fringe benefits, station located in an equal opportunity employer. Reply to Box K-154.

Aggressive News Station in Southwest needs Meteorologist weatherperson. An equal opportunity employer. If you believe weather can be detailed and understandable send resume to Box K-173.

The American University School of Communications in Washington, D.C. seeks graduate assistants with fulltime journalistic experience to work in teaching and professional positions while earning a Masters Degree in its program in Journalism and Public Affairs. This is a one-year fulltime program. For information, write Dean, School of Communication, The American University, Washington, D.C. 20016. An equal Opportunity/Affirmative Action Employer.

Weatherperson/Science Editor needed for aggressive news department in Midwestern 50-60 market. Prefer background in meteorology. Will do on-air weathercasts and produce stories relating to science for newscasts. EOE. Apply with resume and salary requirements to Box K-171.

Combination Field Reporter/Weather Person. Medium market two station operation in the Pacific Northwest has an opening at each facility for the right person with reporting skills and ability to present on-air weathercast. Prefer one year experience. Only those willing to work need apply. Send tape and resume to: Larry Baker, News Director, KNDO-TV, PO Box 10028, Yakima, WA 98909.

Meteorologist wanted for suncoast television station; excellent opportunity in major weather market; an equal opportunity employer. Send resume to Box K-213.

Anchor/Producer: KTTC-TV needs experienced television journalist to anchor/produce 10 p.m. news. Send resume to News Director, KTTC-TV, 601 First Avenue SW, Rochester, MN 55901. Equal Opportunity employer.

If you love sports, show it in your field packages and anchoring, we'd like to talk with you. Work with a skilled group on a top 50 station. EEO employer. Resumes to Box K-224.

**HELP WANTED PROGRAMING,
PRODUCTION & OTHERS**

Field Producer—for top rated top ten market prime time magazine show. We're looking for a television fanatic who can produce great features. E.O.E. If you have a feature tape that sparkles send your resume to Box K-43.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Operations Manager. Will act as right hand man to general manager. Group with VHF network affiliate outlet in southeast market. Rank approx. 100 seeking operations manager to head production, traffic. News supervision experience helpful. Must have minimum three years experience in middle/high level management. Preferably three years prior experience as operations manager. Salary open. Excellent benefits. Equal Opportunity Employer. All replies strictly confidential. Send complete resume, state present salary to Box K-100.

Commercial Continuity Writer with fresh ideas and strong creative ability for VHF television on beautiful Texas Gulf Coast. EOE. Box K-156.

Coordinate program production projects, serve as talent, evaluate/execute program concepts, prepare and monitor budgets, conduct program research and write scripts, select on camera program participants, supervise program esthetics and production deadlines. TV experience essential. Own producer/director/writing example must be available. KTWU is a public TV station. BA degree required. Salary commensurate with experience. Application to: Producer Search, KTWU, 301 North Wanamaker Rd., Topeka KS 66604. Washburn University licensee of KTWU is an Equal Opportunity Employer M/F/H. Applications received through December 1, 1979. Search may continue until suitable candidate found. Appointment January 1980.

Commercial Manager with good track record and administrative ability for progressive VHF in growing Sun Belt market. EOE. Box K-160.

WMUB(FM), Miami University, Oxford, Ohio has an opening for news/public affairs manager. Responsible for overall production/execution of all news, public affairs, sports news and related programming. Trains and supervises large student news staff, and one full-time professional producer. Must have experience in public or commercial broadcast journalism. MA required. Will hold rank of instructor and teach one class in broadcast journalism. Application consideration: December 1, 1979. Resume, audition tape and three confidential letters of reference required. Send to Telecommunications Center, Miami University, Oxford, OH 45056, Attn: Jimmie D. Trent. Note: This position is in addition to the position of news/public affairs producer for which search is also underway. WMUB/Miami University is an equal opportunity/affirmative action employer.

Operations Manager needed in top 15, Group-Owned Independent, to supervise Traffic and Sales Service. B.C.S. experience preferred, but not essential. Equal Opportunity Employer. Box K-206.

Program Director for new VHF public TV station near Denver. We intend to be a laboratory for new ideas in television, and want to hear yours. Send resume, salary history, references, and outline of how you'd bring fresh programming to our community (already served by PBS affiliate). Mail to: John Schwartz; KBDI-TV; Box 6060; Boulder, CO 80306. EOE.

Production Manager for well-equipped Midwest network affiliate with extensive programming and commercial production commitment. Requires experience with modern production techniques and equipment. Ability to lead and train others essential. Minimum five years' experience as Producer-Director required. EOE. Send resume and salary requirements to Box K-203.

Producer/Director: Responsible for the producing and directing of ITV programs, PSA's, programs related to university research grants, and programs for distribution on commercial and public TV stations. Majority of productions will be shot on-location on a 3/4" format. ENG/EFP and film production experience required. M.A./M.S. preferred. Will consider B.A./B.S. Two years experience in film, EFP and TV studio production required. Prior teaching experience desirable. For complete job description and application send resume to: Marshall E. Allen, Educational Television Services, 317 Communications Bldg., Oklahoma State University, Stillwater, OK 74074. Deadline—December 14, 1979. An Affirmative Action, Equal Opportunity Employer.

Promotion Director for top-rated Midwest ABC affiliate. Applicants must have strong on-air promotion, writing and producing background. An excellent opportunity with one of America's leading medium-market stations. EOE. Send resume and salary requirements to Box K-178.

Production Photographer/Editor for KUSD-TV and the South Dakota Public Television Network. Applicants must have a college degree or four years of experience and training. Preference will be given to those applicants who possess total ENG photography, editing, lighting and audio skills. Salary range \$8,778-\$10,802. Application deadline, December 10, 1979. Apply to USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Producer-Director. Major Midwest affiliate seeks experienced, creative PD for commercial production, local studio and remote programs. Applicant must have at least five years' professional experience, proven ability to work with clients, and dedication to quality production. Exceptional opportunity with top-rated and best-equipped station in the state. EOE. Salary history and resume to Box K-192.

Co-Host Prime Time Daily Magazine. Number one rated program on number one station—major group, top 10, network affiliate is looking for a co-host. Candidate must also have superb field producing skills. If you are frustrated in news or doing a similar program in a smaller market—this is a once in a lifetime challenge. An equal opportunity employer. Send complete resume to Box K-223.

SITUATIONS WANTED MANAGEMENT

Selling Independent Television can be profitable and enjoyable! Television sales professional with strong background in sales/sales management seeks position as GSM/NSM. Outstanding record in television sales and account development. Excellent management background. Ability to motivate and direct total sales effort. You will not be disappointed in credentials or potential of this GSM/NSM candidate. Currently employed. Box K-81.

General Manager with outstanding credentials! Television—24 years; Radio—13 years; Broadcasting—35 years, including management 19+ years. Now 49. Thoroughly experienced all aspects: co-ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. In markets small, medium and large, overcame overwhelming obstacles, achieved revitalization/rapid-turnarounds; produced spectacular sales and profits, plus prestige. Very competitive! Quality leader in industry. Accustomed to full responsibility. Produces outstanding ratings, sales, profits and prestige at accelerated pace which astounds competitors and delights stockholders! Weekend-interviews. Box K-230.

SITUATIONS WANTED SALES

Traffic/Sales Service Errors cutting into your profits? Don't lose valuable profit dollars to a poor or inadequate system. Consultant with ten years top-10 market experience in traffic, sales service and collections systems can help your department realize increased efficiency plus a reduction in errors. Reply to: Box K-226.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field Engineering Service installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

2 years experience, Switcher-Director-Engineer First Phone, BA Radio-TV. Looking for job in college town, where I could also work on my EE degree. 208-522-2124.

SITUATIONS WANTED NEWS

Left T.V. 5 years ago to become operations director of Eastern U.S. radio chain. Want back in TV. Experience in reporting, sports, weather. Private pilot, working on masters in business, a real prof. Can add a great look to your station. Call for pictures, resume, tape. 216-493-0194.

Experienced News, E.N.G./Photographer, Reporter. Audition tape and resume on request. Call 612-866-8036 or Steven Bothun, 7345 13th Ave So, Richfield, MN 55423.

Top rated small market anchor who moved to big city to do street work wishes another anchor/producer slot. Money is not important. Box K-201.

ENG-EFP Photographer/Editor with free lance experience, seeking full time position in news or sports. I'm young, hardworking and dedicated to quality. Willing to relocate. Call Cliff Peschansky 516-764-2498. Tape available.

Have gusto, will travel. Experienced radio news director and newspaper feature writer, keen on human interest stories. Seeks entry level news spot. Emerson grad. 201-762-7390. Box K-185.

Experienced Professional sports journalist looking for good station. 614-885-3890. Box K-180.

Looking for Feature/Entertainment Reporter position dealing with music, TV, theatre, public affairs, etc. on a national and local basis. Experienced and will relocate. Box K-228.

Meteorologist! Add credibility and creativity to your newscast, and launch the broadcasting career of this enthusiastic AMS member with forecasting experience, college radio, and the gift of gab. 504-361-5551 or Box K-205.

Will it rain ... will it snow, I've got the show that lets you know. Professional meteorologist, 5 years experience, AMS seal of approval. Reply Box K-177.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Experienced auditor in broadcasting, seeks accounting position in group situation. Degreed, early 30's, single. Relocation and travel O.K. Box K-4.

TV/Radio Talk Host/Producer. Excellent interviewer. One of the top pros in talk. Available for in-person interview and audition. Money second to opportunity. Box K-82.

Experienced in children's programs. Resume on request. Available. Box K-107.

Field Producer from Evening/PM Magazine available Jan 1. Experienced in shooting, producing and editing magazine-style program. Reel available. Box K-146.

Exchange Experience: Irish-trained PA seeks challenging work SF Bay Area for mutual benefit, early months 1980. Experience in radio & TV, current affairs, documentaries, sports, news, entertainment. Call 415-548-1458 mornings.

ALLIED FIELDS

HELP WANTED TECHNICAL

TM Productions seeks additional maintenance engineer, extremely capable, familiar with multi-track gear. Send resume to Ken Justiss, VP/Operations, TM Productions; 1349 Regal Row; Dallas, TX 75247. No calls.

HELP WANTED NEWS

Ohio State University's School of Journalism invites persons interested in graduate work at the master's level to apply soonest for positions as Teaching/Research/Administrative Associates starting Fall 1980. For application forms or information, write or call: Graduate Chairman, School of Journalism Ohio State University, 242 West 18th Avenue, Columbus, OH 43210, or phone 614-422-7438.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

CMY Video Tape Editor, experience with RCA/Sony Type "C" one inch, quads, Vital switching equipment valuable. Miami's only full service production/post production facility looking for experience and proven track record in CMX editing. Excellent salary and benefits. Call: George Livingston, Channel One Video Tape, Inc. 305-592-1764.

HELP WANTED INSTRUCTION

Broadcast News—Morehead State University invites applications for a faculty position in radio-television. Duties include teaching of broadcast news and public affairs and other basic courses and supervising students in production of newscasts on local cable. Available Jan. 1, 1980. Master's degree and broadcast news experience required. Doctorate preferred. Rank and salary based on qualifications. Letter of application and resume by Dec. 1, to Dr. Jack Wilson, Head, Department of Communications, Morehead State University, UPO Box 912, Morehead, KY 40351. MSU is an Equal Opportunity, Affirmative Action Employer.

Broadcast Engineering Technology Instructor for two-year associate degree program training technicians in maintenance of broadcast equipment. Experience in broadcast engineering field. First class FCC license required. Salary commensurate with education and experience. Affirmative action, equal opportunity employer. Send resume to Personnel Office, Hocking Technical College, Nelsonville, OH 45764.

Mass Communication. Instructor (tenure track) position available September, 1980. Duties include teaching of Basic Television Techniques, Advanced Television Techniques, and Television Writing. Master's degree required/Ph.D. preferred. Salary to \$15,964 depending on qualifications and experience. Minorities and women are encouraged to apply. Application deadline: February 1, 1980. Send complete credentials to: Dr. Irene Shipman, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204. 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 transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Wanted PAL or SECAM used Color Broadcast Equipment recorders (3/4, 1, or 2 inch), Cameras, TBC's Editors, Monitors, Switchers, Terminal, Test Equipment, Lights. Will pay cash—Call: 312-236-5535 ask for Ernie Panos or write to: Panos Productions—5th Floor, 168 North Michigan Avenue, Chicago, IL 60601.

Will buy good used automation system. Call Carolyn Sanders at 615-756-7635 or mail list of equipment to: 3306 Glenview Place, Chattanooga, TN 37408.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. **BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.**

1 KW AM, Gates BC-1T Early 60's On the air Current proof of perf

10 KW FM CCA model 10,000 DS Less than 3 yrs. on air Exciter stereo generator

10 KW FM GEL, FMT-10A, 60's model, excellent condition with proof of perf. Exciter, stereo, SCA, many spares.

5 KW FM Collins, 830E, 9 yrs. old, spare tubes. On the air, exciter, stereo, SCA. Excellent condition. For more information on our complete product line, please call M. Cooper, 215-379-6585.

Telestrator (instant animated graphics) Model 450 with a 12 symbol generator and key option. Perfect condition. Catholic Television Network of Chicago, 312-332-3860, Dick Petrush, Production Manager.

GE Transmitter with attendant equipment Model TT59, 50 KW very good condition on Channel 17. Available immediately Bargain if you move. Reasonable if I move. For details contact: E.B. Wright, 1018 West Peachtree St., Atlanta, GA 30309. 404-875-7317.

GE PE-400 Color Cameras—Pedastals, Racks, like new, ea \$14,000.

GE PE-350 Color Cameras—All accessories, good condition, ea \$7,000.

GE PE-240 Film Camera—Automatic Gain & Blanking, \$8,000.

GE 12KW UHF Transmitter—With Channel 14 Antenna, \$18,000.

RCA TK-27A Film Camera—Good Conditions, TP 15 Available, \$12,000.

RCA TP-66 Projectors—Optical & Magnetic Sound, ea \$10,000.

Eastman 285 Projectors—Reverse, good condition, ea \$6,000.

RCA TP-8 Projectors—"Oldie But Goodie," ea \$1,500.

RCA TVM-1 Microwave—7GHZ, Audio Channel, \$1,000.

Collins MW408D Microwaves—7GHZ, Audio Channel, ea \$4,500.

RCA TR-50 VTR's—CAVEC and DOC, 1 with editor, ea \$22,500.

RCA TR-22 VTR's—Hi-Band, CAVEC, DOC, ea \$16,000.

AMPEX VR 3000 VTR—Batteries, B & W Play, spare head \$10,000.

AMPEX VPR 7800 VTR's—1" Format, 5 available, ea \$1,000.

AMPEX 1200A VTR's—Loaded with Options, ea \$24,000.

NORELCO PC-60 Color Camera—Updated to PC-70, new tubes, \$12,000.

New Lenco Terminal Equipment—Fast Shipment, 30 Brands of New Equipment—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation. In GA call 404-324-1271.

Andrew Line & Connectors ready for emergency shipment anywhere by air. Broadcast Consultants Corp. 703-777-8660. Box 590, Leesburg, VA 22075.

Demonstrator JVC CY-8800 incl. 3 Saticons, 1.5" VF10:1 auto iris manual zoom lens and case. \$8,800. Available for demonstration. Call Roscor 312-539-7700.

TV81 Camera Cable. Several miles of assorted lengths, all good, with connectors. Lawhed, Ltd., 388 Reed Rd., Broomall, PA 19008. 215-543-7600.

VR-3000 Excellent condition. Best offer by 12/15/79 Ph. Dennis Dunbar 313-873-7200.

Audio Carousels: 5 Sono-mag model 250-RS and 252-RS, 24 position. Now on the air and playing. Also, 2 Houston-Fearless camera pan heads. Priced right for fast sale. Contact: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241.

RCA BW95A SCA Monitor, \$550. Mosley SCG4T Subcarrier Generator, \$400. A. Booth 804-484-9339 after 5.

Improve your color monitor with a comb filter color separator. Easy retrofit to most professional color monitors \$675. Broadcast Systems, Inc. 800-531-5232 or 512-836-6014.

Dielectric Strobe Lighting System model 200 K 73, 3 years old. Complete lighting system consisting of beacon, and 12 instruments. Numerous spare parts including 16 spare flash tubes. Contact Chief Engineer, WFTV, Orlando, FL. 305-841-9000.

Cavec for RCA VTR's—TR4HB, TR22HB, TR50, TR60, TR61, TR70 (all). New shop run. Lawhed, Ltd., 388 Reed Rd., Broomall, PA 19008 215-543-7600. Ask for Eric or Tom.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Phantastic Phunnies—400 introductory topical one-liners ... \$2.00!! 1343-B Stratford Drive, Kent, OH 44240.

"Comic Relief," Bi-weekly service. The funniest. Free sample. While Creative Services, 20016 Elkhart, Detroit, MI 48225.

DJs & Personalities brighten up your Xmas show with our funny, pre-produced Night Before Xmas. \$20 To: Broadcast City, c/o 34 N. Brentwood No. 10, St. Louis, MO 63105.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Cheap Radio Thrills! Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamite tracks on 4 low-priced LPs! Free sample: L.A. AIR FORCE, Box 944-B, Long Beach, CA 90801.

National magazine seeking subscriptions now offering Pt. arrangement with generous terms. Conversion to cash arrangement possible. Tape supplied. Great for midnite-to-dawn, movies, etc. All replies confidential. Box I-198.

Musical Themes ... ad copy that sells ... video and animation work ... jingles. Joining forces to bring you the finest in recorded musical campaigns. Call 716-663-7372 or 716-621-6270 for free demo tape. You've tried the rest for jingles, station images, musical theme projects ... now come to the best! Call D.G. Advertising, Inc./Dynamic Recording Company today collect!

Radio and TV Bingo. Serving over 1000 stations, oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303-795-3288.

Hundreds of original oldtime radio shows on tape. List of distributors \$1.00. Box 258B, Bartlett, IL 60103.

Attention WAER Syracuse Alumni: Please write us and tell us what you're doing—no matter what. We promise we won't ask for money. Write to: Paul Jacobson, WAER-FM, 215 University Place, Syracuse, NY 13210.

RADIO PROGRAMING

From Gum Springs, Ark. comes Sam & Jesse. Five 5-minute programs weekly. A daily misunderstanding of current events. For a cassette demo, write: Evergreen Productions, 1075 Phelps Circle, Arkadelphia, AR 71923. ph. 501-246-9858.

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.

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Past major market sales management experience, interest or experience in classical music programming helpful. Past experience in print media helpful. Equal Opportunity Employer. Send resume to: Dick Rakovan, Outlet Broadcasting Co, 111 Dorrance Street, Providence, RI 02903.

*Subject to F.C.C. Approval

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Prior experience as General Manager, general sales manager of large market radio station. Past profit responsibility important. Equal Opportunity Employer. Send resume to: Dick Rakovan, Outlet Broadcasting Co, 111 Dorrance Street, Providence, RI 02903.

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Wanted: Chief Engineer

for Cleveland AM-FM combination, 5KW DA-2, high power FM stereo with SCA. Strong on audio. Ability to direct and organize a must. Send complete resume and salary requirements to Joe Restifo, VP/Operations, WBBG/M105 Radio, 3940 Euclid Avenue, Cleveland, Ohio 44115. An equal opportunity employer.

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Midwest broadcast group needs 2 Chief Engineers. Substantial experience required. Two excellent markets and fringe benefits. Apply by mail only. Send resume with at least three references to: Philip T. Kelly, Communications Properties, Inc., 1170 Iowa, Dubuque, Iowa 52001. An Equal Opportunity and Affirmative Action employer.

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for three man news department in Pine Bluff, Arkansas, market of 80,000. AM facility features local information format, is aggressive, highly visible, community involved. Mature judgment and willingness to become involved in growing community are vital requisites. Send resume, tape, references to: Buddy Deane, 920 Commerce Road, Pine Bluff, AK 71601. Phone 501-534-8732. An equal opportunity employer.

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A good buy: I will do booth work, floor directing, set-up and production all for a reasonable price. Major market Radio-TV announcer. Excellent references. Resume and tape available immediately. Call 314-576-9200.

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Help Wanted Sales Continued

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**Help Wanted Programing,
Production, Others
Continued**

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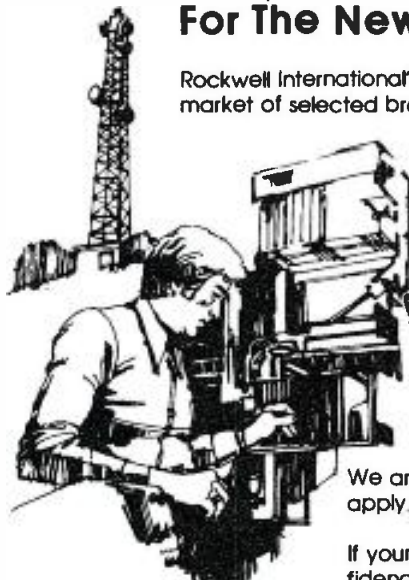
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Ray Stanfield	(213) 363-5764
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Art Simmers	(617) 848-4893
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FL	Daytime AM	165K	Small
FL	Daytime AM	350K	Medium
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Fates & Fortunes

Media

Frederick Barber Jr., VP-general manager of WRAL-TV Raleigh, N.C., appointed to same position with WSB-TV Atlanta, effective Jan. 1. He will succeed **Don Elliot Heald**, who will continue as VP of Cox Broadcasting Corp., licensee of WSB-TV, until his retirement in 1980 (BROADCASTING, Oct. 1).



Barber



Aurelio

Richard Aurelio, president of Daniel J. Edelman of New York, Chicago-headquartered public relations firm, joins Warner Cable Corp. in newly created position of senior VP-governmental affairs. Aurelio was first deputy mayor of New York in 1970 and 1971. Earlier, he worked as press secretary to Senator Jacob Javits (D-N.Y.) for six years and then was cam-

paign manager for former New York City Mayor John Lindsay's successful re-election campaign in 1969.

N. Neil Kuvin, director of programming, WABC-TV New York, joins WPTF-TV Durham, N.C., as VP-general manager.

William H. Weller, treasurer, member of board and stockholder, WCMS Radio Norfolk Inc. and development arm, Com-Ent Corp., Norfolk, Va., named president of both companies. WCMS Radio Norfolk is licensee of WCMS-AM-FM.

Jack Sabella, VP-general manager of KSDO(AM) San Diego, joins KACY-AM-FM Oxnard, Calif., in same capacity.

Wendy Miller, operations manager, WJTH(AM) Calhoun, Ga., joins WYXI(AM) Athens, Tenn., as general manager.

William S. Paley, board chairman of CBS, received Trustees Award of National Academy of Television Arts and Sciences for "continued distinguished service to television and audience it serves."

Jack Stuppler, director of program practices, CBS Radio, named director of administration. **Joan Showalter**, VP-recruitment and placement, CBS, New York, named VP-personnel.

Lawrence Marotta, assistant to director of corporate quality control, East Coast, ABC, named assistant director, corporate quality control, West Coast. **Joseph T. Pasqualetto**, manager, personnel information systems, ABC Inc., New York, promoted to director, human resources information systems.

Tom Miller, program director, WWVA(AM) Wheeling, W. Va., named operations manager.

Arthur E. Mann, general sales manager, KOKX(AM)-KIMI(FM) Keokuk, Iowa, assumes additional duties as assistant station manager.

Marguerite Gee, formerly writer, editor and production coordinator for National Library for the Blind and Physically Handicapped of the Library of Congress, Washington, named editor of *CPB Report*, of Corporation for Public Broadcasting, Washington.

Advertising



Lom

Thomas Lom, management supervisor on Sine Aid account, Compton Advertising, New York, elected senior VP. **Jack Brandvein**, from TLK Direct Marketing, joins Compton Direct Marketing, New York, as account supervisor.

Penny Hawkey, **Henry Holtzman** and **John Lip-ton**, VP's and creative group heads, McCann-Erickson, New York, elected senior VP's.

Tony Codella, **James Polizzi** and **Dana**

Tower, account supervisors, Cunningham & Walsh, New York, elected VP's.

John Griswold Jr., VP-account supervisor, BBDO, New York, joins Backer & Spielvogel there as VP-account director.

Rick Schiller, former managing director of Midland (Tex.) Community Theater, named manager of Houston office of W.B. Doner. He will also serve as account supervisor.

Appointments, D'Arcy-MacManus & Masius: **Lawrence Wilken**, account supervisor, and **Charlotte Earls**, personnel manager, both in St. Louis office, elected VP's; **Geoffrey Fitzgibbon**, creative group head in Brisbane, Australia, office of DM&M, transferred to St. Louis office as writer; **James Flynn**, manager of marketing information for Howard Swink Advertising in Marion, Ohio, joins DM&M in St. Louis as research account executive; **Daniel Jagielski**, art supervisor, Abelson/Frankel, Chicago, joins DM&M in St. Louis as art director; in Bloomfield Hills, Mich., office of DM&M, **Richard Halladay**, formerly with W.B. Doner in Detroit, named account executive on Pontiac Motor division account, and in Chicago office, **Jeffrey Hughes**, formerly sales manager for Industrial Filter, Evansville, Ind., named account executive on American Dairy Association account.

Penny Lynn Haft, account executive, Metro TV Sales, New York, joins Air Time International there in same capacity. **Lois Goodman Richerds**, media planner, Air Time, named group planning supervisor. **Meg Gerrity**, estimator, named media supervisor. **Nancy Sinunu**, media supervisor, named assistant planner. **Patricia Ann Timlin**, competitive specialist for project and planning, named assistant media planner.

Thoren Schroeck, VP and general manager of CBS Television Stations National Sales, named VP-sales CBS Television Stations Division.

John Dunn, VP-account supervisor, Bozell & Jacobs, Milwaukee, joins WAWA(AM)-WLUM-FM there as general sales manager.

Lonnie Gronek, local sales manager, WHK(AM) Cleveland, named general sales manager. **Art Greenberg**, account executive, succeeds Gronek.

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Lauded. Donald H. McGannon, board chairman of Group W, New York, was among the four winners of the 1979 Morality in Media Awards, given for "enriching the quality of media in America." The awards, established by Morality in Media Inc., New York, were also presented this year to Robert MacNeil, co-anchor of the *MacNeil-Lehrer Report* on PBS; Bernard C. Meltzer, host on family finance programs on WOR(AM) New York and WCAU(AM) Philadelphia, and J. Willard Marriott, founder and chairman of the Marriott Corp.

Richard Ferrante and **Steven Gray**, account executives, KNEW(AM) Oakland, Calif., named general and national sales managers, respectively.

John Kueneke, West Coast sales manager, KCRA-TV Sacramento, Calif., named national sales manager.

Richard Glick, local sales manager, WPEC(TV) West Palm Beach, Fla., named national-regional sales manager. **Robert Lawson Jr.**, formerly with WXIA-TV Atlanta, and most recently media consultant in West Palm Beach area, joins WPEC as local sales manager.

George Ponte, account executive in New York office of CBS Radio Network, received network's "Sales Achievement of the Year Award" for "his success in developing major accounts which had not previously used network radio."

Al Parisier, VP-research and planning, Arbitron, New York, joins RKO Radio Network there as director of marketing and research.

Paulette Baydush, account executive, WFOG-FM Norfolk, Va., named local sales manager.

Gene Hobicorn, director of sales development, WPAT-AM-FM Paterson, N.J., named local sales manager.

Bill Fine, account executive, WPTZ(TV) North Pole, N.Y., transferred to Burlington, Vt., New England regional sales office for WPTZ.

Jeffrey Jacobs, account executive, WWMM(FM) Arlington Heights, Ill., joins WFYR(FM) Chicago in same capacity.

Tony Onellion, sales manager, KKLK(FM) Edmond, Okla., joins KKNG(FM) Oklahoma City as account executive.

John Nagy, news director, WKBN(AM) Youngstown, Ohio, named sales representative for WKBN-FM there.

Programing

David Wedeck, account executive, network sales, CBS-TV, New York, named VP-program scheduling, NBC Entertainment, New York. **Linda Line**, program supervisor for Procter & Gamble, Cincinnati, working on *Another World* on NBC-TV, and *The Guiding Light* on CBS-TV rejoins NBC Entertainment, New York, in newly created position of VP-daytime serial programs. She formerly worked as music coordinator for NBC-TV's *Days of Our Lives* drama series. **Robert Basche**, director of creative services, NBC Sports, New York, named to new post of director talent and promotion, NBC Sports.

Arvin Kaufman, executive representing writers at William Morris Agency, Los Angeles, named VP, program development, Metromedia Producers Corp., Los Angeles.

Frank Miller, director of international sales, Time-Life Television, New York, named VP.

Joel Wayne, executive VP for creative services, Grey Advertising, New York, leaves agency at end of year to become VP-advertising for Warner Bros., motion picture division of Warner Communications.

Michael O. Presbrey, VP-director of special program sales, CBS, New York, joins The Entertainment and Sports Programming Network, Bristol, Conn., as VP of sales.

Alfred Ashley, vice president, administration, Warner Bros. Television Distribution, Hollywood, resigns full-time duties with company to concentrate on managing financial investments. He will continue as consultant to company, however.

Jeff Bricmont, in charge of development for EMI Television Programs, New York, named VP.



DesMarais

program manager.

Robert Lewis, formerly director of programing, KGW-TV Portland, Ore., joins KVOS-TV Bellingham, Wash., as program manager.

Mary Muldoon, producer of *Evening Magazine* on Group W's KPX(TV) San Francisco, named to produce *PM Magazine* specials for Group W Productions. **Tyler Johnson**, producer of monthly prime-time specials on KPX, named to succeed Muldoon.

Sean Conrad, local promotion manager, Elektra Records, joins KCBS-FM San Francisco as program director.

Banana Joe Montlone, air personality, KHJ(AM) Los Angeles, named assistant program director.

Dan Patrick, sports director, WTTG(TV) Washington, joins KHOU-TV Houston in same capacity.

Dave Willingham, weeknight anchor, WCKT(TV) Miami, named sports director. **Lee Webb**, who has been preparing tape reports for weeknight sports on WCKT, named sports anchor.

Tom Campbell, weekend sports anchor, WISH-TV Indianapolis, joins WAVE-TV Louisville, Ky., as sports anchor.

Paul Hayden, promotion manager, WDIO-TV Duluth, Minn., and its satellite, WIRT(TV) Hibbing, Minn., named operations manager.

Dwight Smith, anchor and reporter for WMAR-TV Baltimore, joins WDTN(TV) Dayton, Ohio, as sports reporter.

Les Grobstein, from Chicago Sportsphone, joins WLS(AM) there as sportscaster.

Phil Newman, sports director and sports program host, WSOC(AM) Charlotte, N.C., joins WBNS(AM) Columbus, Ohio, as sports program host.

Robert Habermas, general manager of WJR(AM) Detroit's University of Michigan Wolverine Sports Network, joins Great Lakes Radio Network, farm, sports and news network, headquartered in Milan, Mich., as manager of network's prime-time division.

Lawrence Lichty, professor of communication arts, University of Wisconsin, Madison, joins National Public Radio, Washington, as consultant on audience research and programing.

John M. Proffitt, operations manager, KLEF(FM) Houston, joins noncommercial WXXI-

FM Rochester, N.Y., as program manager.

Greg Cole, announcer, WASH(FM) Washington, named production director. **Ed Rodriguez**, weekend announcer, succeeds Cole as full-time announcer.

Eric Freud, production assistant and announcer, National Public Radio, Washington, joins WGMS-AM-FM there as announcer.

Jack Jennerjahn, assistant director for programing with University Television Services at University of Alabama, Tuscaloosa, named production manager for University of Wisconsin-Green Bay Teleproduction Center. **Tony Charles**, from WFRV-TV Green Bay, joins UWGB as producer-writer. Programs produced by UWGB are broadcast by noncommercial WPNE(TV) Green Bay and Wisconsin ETV Network.

News and Public Affairs



Sharnik

John Sharnik, senior executive producer, CBS News, named head of CBS News special reports unit, responsible for instant specials and special reports, in addition to recently acquired responsibility as head of new public-affairs program development (BROADCASTING, Nov. 5).

Christie Basham, a producer for CBS News's *Morning*, and **Elliot Bernstein**, a producer for CBS News's *Sunday Morning*, both on CBS-TV, named senior producers of *Morning* broadcasts. **Missie Rennie**, associate producer for *Morning*, named producer.

David Horwitz, former senior producer, *CBS Evening News with Walter Cronkite*, named executive producer, weekend programing, ABC News.

Phil Thomas, 6 and 10 p.m. co-anchor, WHO-TV Des Moines, Iowa, named news director.

George Mills, who has been producing and presenting sports for WCKT(TV) Miami, named manager of news specials-public affairs.

Lori Yapczenski, reporter, WCAU(AM) Philadelphia, named New Jersey correspondent for WCAU-TV Philadelphia.

Larry Perret, anchor and managing editor, KRDO-TV Colorado Springs, joins WFMV-TV Greensboro, N.C., as executive producer of news. **Pamela Hill**, reporter and producer, WCIA(TV) Champaign, Ill., joins WFMV-TV as general assignment reporter. **Mike Fenwick**, weatherman and science and environmental reporter for KTVI(TV) St. Louis, joins WFMV-TV as host for *PM Magazine* and weekend anchor.

Ann Wade, co-anchor and assistant producer of 5:30 and 11 p.m. newscasts on WJRT-TV Flint, Mich., joins WAVE-TV Louisville, Ky., as co-anchor of 5:30 and 11 p.m. news.

Chuck Smith, noon anchor, KRIS-TV Corpus Christi, Tex., joins KETV(TV) Omaha as reporter and field anchor. **Clark Jesson**, reporter, KTVI(TV) Sioux City, Iowa, and **Mike Jones**, reporter, KYNN(AM) Omaha, join KETV as reporters.

Dee Armstrong, reporter and weekend anchor, WRBL-TV Columbus, Ga., joins WSBT-TV

South Bend, Ind., as reporter.

Sylvia Cordy, producer of live weekday morning show on WJLA-TV Washington, named executive producer of public affairs and special projects.

Randall Carlisle, news director-anchor, KOAA-TV Pueblo, Colo., joins WDTN(TV) Dayton, Ohio, as reporter-anchor. **Al Vaughters**, reporter, WANE-TV Fort Wayne, Ind., joins WDTN as general assignment reporter. **K.C. Cook**, chief pilot for Sundance Helicopter Service in Stuart, Fla., joins WDTN as helicopter reporter.

Barbara Rodgers, from WOKR(TV) Rochester, N.Y., and **Jesus Javier**, from KDTV(TV) San Francisco, join KPIX(TV) San Francisco as reporters.

Paul Lewis, reporter, KHAS-TV Hastings, Neb., joins WHBF-AM-FM-TV Rock Island, Ill., in same capacity. **Rex Wockner**, reporter-anchor, KCOB(AM) Newton, Iowa, joins WHBF-AM-FM as editor-anchor.

Mo Quinn, news director, WGIR-AM-FM Manchester, N.H., joins WBNS(AM) Columbus, Ohio in same capacity.

Dave McBride, night newscaster and reporter for WGAR(AM) Cleveland, joins WKBN(AM) Youngstown, Ohio, as news director.

Low Ruggiero, assignment editor, KIRO-TV Seattle, joins KPNX-TV Mesa, Ariz. (Phoenix), in same capacity.

Larry Audas, on news staff of KTVY(TV) Oklahoma City, named weekend co-anchor. He will also work as general assignment reporter and photographer.

Richard Rieman, news director, WMAQ(AM) Chicago, joins RKO Radio Network, New York, as newscaster.

Don Silcott, graduate and teaching assistant for broadcast news service and school of journalism, University of Iowa, Iowa City, where he has been doing graduate work, joins KXEL(AM)-KCNB(FM) Waterloo, Iowa, as news director.

Graham Robertson, media director for Hospital Council of Southern California, and formerly with KTAR(AM) Phoenix, rejoins station as news editor.

Kris Olinger, reporter, KTLK(AM) Denver, joins KIMN-AM-FM there as reporter and anchor.

Pat Atkinson, anchor-reporter, WKXR-AM-FM Exeter, N.H., joins WLVA(AM) Lynchburg, Va., in same capacity.

Stan Bunger, news director, KTHO-AM-FM South Lake Tahoe, Calif., joins KXRX(AM) San Jose, Calif., as afternoon news anchor. **Larry Ward**, production director, KTHO, succeeds Bunger.

Walter (Buzz) Luttrell, urban affairs executive, Chrysler Corp., Detroit, joins WXYZ-TV there as director of community affairs.

WTOP(AM) Washington's traffic reporter, **Steve Thompson**, and pilot, **Bernard Wicker**, who were critically injured Nov. 15 in single-engine plane crash in Vienna, Va., ("In Brief," Nov. 19) are now listed in serious but stable condition at Fairfax (Va.) hospital.

Ronald Maluri, senior news reporter and New Haven, Conn., bureau chief for Connecticut Public Radio, joins Connecticut Public Television, Hartford, as producer-reporter for public affairs programming.

Rod West, air personality, WPJB-FM Providence R.I., named public service director.

Promotion and PR

Jay Rodriguez, manager of press and community relations, KNBC(TV) Los Angeles, named VP-corporate information for NBC, West Coast. He succeeds **Hank Rieger**, who joins Los Angeles Olympic Organizing Committee for 1984 Summer Olympic games.

Mark Darden, promotion manager, WJXT(TV) Jacksonville, Fla., named on-air promotion supervisor for co-owned WPLG(TV) Miami.

Michael Tanner, with George Lowe Advertising, Seattle, named promotion and research manager for KOMO-AM-TV there.

Carol Sommer, from staff of National Association of Broadcasters's *RadioActive* monthly publication, Washington, joins WASH(FM) there as promotion manager.

Martin Grant, promotion representative, Infinity Records, joins WAQX(FM) Syracuse, N.Y., as promotion director.

Betsy Trundle, former VP of Phil Dean Associates, New York, and most recently, owner of PR firm in Norfolk, Va., rejoins Phil Dean as Southern representative, responsible for national accounts from Virginia to Florida. She will be based in Norfolk.

David Franson, editor for Cessna Aircraft Co., Wichita, Kan., joins Associated Advertising Agency there as public relations director.

Technology

Joseph Ulasewicz, division VP-general manager, RCA Mobile Communications Systems, Meadow Lands, Pa., joins NBC as VP-operations and technical services, West Coast.

Jack Banister, divisional director, marketing, for Europe, Africa and Middle East, RCA International Ltd., named VP-broadcast systems, Europe, Africa and Middle East. He succeeds **Patrick Murrin**, who retires after 29 years with RCA. Banister will be based in RCA's Sunbury-on-Thames offices, near London.

Ken Rice, formerly with RCA Corp., in broadcast sales, based in Dallas, joins Angenieux Corp., as Western TV sales manager.

Otto Finley, district sales manager, based in Washington, for Eastman Kodak, named regional sales manager for motion picture and audiovisual markets division, for Pacific northern region, based in San Francisco.

James Faust, manager of diversification planning, Zenith Radio Corp., Glenview, Ill., named director of sales and marketing for cable and subscription television.

George Doremus, director of corporate communications, Teletronics, New York, joins TPC Communications, Pittsburgh, as manager of industrial sales.

Allied Fields

Robert Krefting, VP and group publisher of special-interest magazine group (publisher of *World Tennis*, *Road & Track*, *Sea*, *Cycle World*, *Pickup*, *Van & 4 Wheel Drive* monthly maga-

zines), which is part of CBS Consumer Publishing Group, named president of Consumer Publishing Division of CBS/Publishing Group. He succeeds **John S. Suhter**, who is now president of CBS/Publishing Group. Succeeding Krefting is **Francis Pandolff**, who has been VP-general manager of special interest magazine group.

Robert Decker, VP-director of client relations, Media Communications, joins Arbitron Television advertiser-agency sales, New York, as national accounts manager.

David Pollel, VP-network, Torbet Radio, joins Bonneville Broadcast Consultants, Tenafly, N.J., as director of sales and marketing.

John Mainelli, morning news editor, KFWB(AM) Los Angeles, joins The Woodruff Organization, broadcast consulting firm in San Francisco, as VP-television. **Rick Forrester**, from KSDO(AM) San Diego, joins The Woodruff Organization as VP-programing.

Gene Strul, former news director for WCKT(TV) Miami, becomes consultant to department of communications, University of Miami (Fla.).

Christopher Weaver, manager of technology research, ABC, joins National Cable Television Association, Washington, as VP of science and technology.

Stuart Shorenstein, from Washington law firm of Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind, joins Mahlfriedman & Leeds, law firm in New York. He will be working in communications law.

Deaths

Harold Leventhal, 64, judge on U.S. Court of Appeals for District of Columbia Circuit, died of heart attack Nov. 20 at George Washington University hospital there. He had served on court since appointment by President Johnson in 1965. Leventhal figured prominently in FCC cases appealed to D.C. Circuit Court. Among his areas of expertise was broadcast license renewal process; while not identified with either liberal or conservative camps, he generally sided with view that FCC has wide discretion in administering law, was hesitant to substitute court's judgement. Cases for which he is well known included NBC *Pensions* case, in which he wrote majority opinion reversing FCC's holding that NBC had violated fairness doctrine. In *Pacifica* case (seven dirty words), his dissent from majority decision that FCC had erred in holding broadcast indecent was eventually vindicated by Supreme Court's reversal of case. Survivors include his wife, Kathryn, son and daughter.



Hollingbery

George P. Hollingbery, 78, broadcast pioneer who formed his own radio representation company in 1936, died in Chicago on Oct. 29. With advent of television, George P. Hollingbery Co. expanded into that medium while continuing in radio. In 1967

Hollingbery sold his firm to a number of key executives and in 1969, HR acquired company. Hollingbery retired in 1967. He is survived by his wife, Elizabeth; three daughters, Betsy Edwards, Anne Cooper and Debby Niethamer, and 11 grandchildren.

Stock Index

Exchange and Company	Closing Nov 20	Closing Nov 14	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	37 1/4	39 1/2	- 2 1/4	- 5.69	8	1,043
N Capital Cities	45 5/8	44 5/8	+ 1	+ 2.24	12	625
N CBS	47 3/8	46	+ 1 3/8	+ 2.98	7	1,331
N Cox	60 3/4	60 3/4			12	408
A Gross Telecasting	22 1/2	22 1/4	+ 1/4	+ 1.12	7	18
O Lin	48	46 1/2	+ 1 1/2	+ 3.22	12	133
N Metromedia	66	65 1/4	+ 3/4	+ 1.14	9	303
O Mooney	10	9 3/4	+ 1/4	+ 2.56		4
O Scripps-Howard	52 1/2	51 1/2	+ 1	+ 1.94	9	135
N Storer	46 5/8	44	+ 2 5/8	+ 5.96	12	270
N Taft	31 1/4	29 3/4	+ 1 1/2	+ 5.04	11	269

Exchange and Company	Closing Nov 20	Closing Nov 14	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	14 3/4	14 5/8	+ 1/8	+ .85	12	26
A Affiliated Pubs.	24 1/4	24 1/4			8	83
N American Family	9 5/8	10 1/8	- 1/2	- 4.93	4	101
N John Blair	20	20 7/8	- 7/8	- 4.19	5	74
N Charter Co.	35 3/4	37	- 1 1/4	- 3.37	31	778
N Chris-Craft	17	17 1/8	- 1/8	- .72	10	73
N Coca-Cola New York	8 1/8	5 7/8	+ 1/4	+ 4.25	8	108
N Cowles	22 3/8	22 1/4	+ 1/8	+ .56	18	88
N Dun & Bradstreet	38 1/2	38 1/8	+ 3/8	+ .98	15	1,072
N Fairchild Ind.	34 5/8	34	+ 5/8	+ 1.83	7	197
N Fuqua	14 1/2	14 1/2			4	183
N Gannett Co.	45 1/4	45 5/8	- 3/8	- .82	15	1,216
N General Tire	19 3/4	19 7/8	- 1/8	- .62	4	458
O Gray Commun.	29	29			9	13
N Harte-Hanks	22 3/4	23 1/4	- 1/2	- 2.15	13	211
O Heritage Commun.	7 5/8	7 3/8	+ 1/4	+ 3.38		18
N Jefferson-Pilot	30	30 3/8	- 3/8	- 1.23	8	686
O Marvin Josephson	14 1/4	15	- 3/4	- 5.00		8
O Kansas State Net	27 1/4	27 1/4			23	51
N Knight-Ridder	23 3/4	23 1/4	+ 1/2	+ 2.15	10	784
N Lee Enterprises*	22 5/8	22 5/8			12	164
N Liberty	36 3/4	35 1/8	+ 1 5/8	+ 4.62	8	248
N McGraw-Hill	25 3/4	25 1/4	+ 1/2	+ 1.98	10	638
A Media General	23	23 1/8	- 1/8	- .54	10	171
N Meredith	31 7/8	31 3/8	+ 1/2	+ 1.59	7	98
O Multimedia	28 1/2	28 1/2			12	189
A New York Times Co.	22	23 7/8	- 1 7/8	- 7.85	17	259
N Outlet Co.	18 1/2	19 1/8	- 5/8	- 3.26	5	45
A Post Corp.	15 3/4	15 3/4			7	28
A Reeves Telecom	4 1/2	4 1/2			50	10
N Rollins	28 1/8	28 1/2	- 3/8	- 1.31	13	377
N San Juan Racing	14 7/8	15 1/8	- 1/4	- 1.65	19	37
N Schering-Plough	29 1/8	28 7/8	+ 1/4	+ .86	8	1,557
A Sonderling	28 1/4	27 3/4	+ 1/2	+ 1.80	9	31
A Tech Operations	11	11 1/8	- 1/8	- 1.12	28	14
N Times Mirror Co.	35 1/4	34	+ 1 1/4	+ 3.67	10	1,197
O Turner Broadcasting*	8	(Closing 10/17; not reported in previous wks)				
A Washington Post	20 1/2	21 1/4	- 3/4	- 3.52	7	325
N Wometco	18 7/8	19 1/8	- 1/4	- 1.30	9	162

Exchange and Company	Closing Nov 20	Closing Nov 14	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLECASTING						
A Acton Corp.	11 1/2	11 3/4	- 1/4	- 2.12	8	30
O Ameco+						
O Athena Comm.	5 3/4	5 3/4				12
O Burnup & Sims	6 3/8	6 3/8			34	54
O Cable Info.*	13	(Closing 10/15; not reported in previous wks)				
O Comcast	18 3/4	18 1/4	+ 1/2	+ 2.73	18	31
O Entron*	5	5			5	4
N General Instrument	38 7/8	41 1/2	- 2 5/8	- 6.32	10	305
O Genev Corp.	26 1/8	24 1/4	+ 1 7/8	+ 7.73	11	29
O Tele-Communications	18 1/4	17	+ 1 1/4	+ 7.35	23	194
N Teleprompter	18 5/8	16 3/4	+ 1 7/8	+ 11.19	25	316
N Time Inc.	41 3/8	41 7/8	- 1/2	- 1.19	8	1,155
O Tocom	10 1/4	10 1/4			22	15
O UA-Columbia	30 1/2	31 1/2	- 1	- 3.17	14	102
O United Cable TV	23	23			16	93
N Viacom	32 7/8	33	- 1/8	- .37	17	124

Exchange and Company	Closing Nov 20	Closing Nov 14	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	4 1/2	4 1/2			2	14
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	28 3/4	29 1/4	- 1/2	- 1.70	5	280
N Disney	36 1/2	37	- 1/2	- 1.35	11	1,183
N Filmways	11 7/8	12 1/8	- 1/4	- 2.06	7	63
N Four Star*	1	1			10	1
N Gulf & Western	17 1/8	15	+ 2 1/8	+ 14.16	4	816
N MCA	48 1/2	49 3/4	- 1 1/4	- 2.51	9	1,130
N MGM	18	19 5/8	- 1 5/8	- 8.28	8	548
O Medcom	3 1/2	3 5/8	- 1/8	- 3.44	14	6
N Transamerica	17 5/8	17 1/2	+ 1/8	+ .71	6	1,163
N 20th Century-Fox	40 5/8	40 1/2	+ 1/8	+ .30	6	324
O Video Corp. of Amer.	6	6 1/8	- 1/8	- 2.04	20	5
N Warner	45 1/8	42 3/4	+ 2 3/8	+ 5.55	10	929
A Wrather	16 1/8	15 1/4	+ 7/8	+ 5.73	44	37

Exchange and Company	Closing Nov 20	Closing Nov 14	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	31 1/4	31 1/4			7	78
O Compact Video	6 7/8	7	- 1/8	- 1.78		12
N Comsat	35 1/2	36 1/2	- 1	- 2.73	8	284
O Doyle Dane Bernbach	19 1/4	20	- 3/4	- 3.75	7	51
N Frote Cone & Belding	21 3/8	21 1/4	+ 1/8	+ .58	7	55
O Grey Advertising	38	38			4	23
N Interpublic Group	31 1/4	29 3/4	+ 1 1/2	+ 5.04	6	74
O MCI Communications	5 1/2	5 3/8	+ 1/8	+ 2.32	69	154
A MovieLab	5	5			9	7
A MPO Videotronics	4 3/8	4 3/4	- 3/8	- 7.89	4	2
O A. C. Nielsen	22 3/8	22 1/8	+ 1/4	+ 1.12	10	246
O Ogilvy & Mather	18 1/2	18 1/2			6	66
O Telemation	1 1/4	1 1/4			2	1
O TPC Communications	4 5/8	4 1/4	+ 3/8	+ 8.82	8	4
N J. Walter Thompson	23 1/8	24	- 7/8	- 3.64	5	61
N Western Union	21	20 1/2	+ 1/2	+ 2.43	9	318

Exchange and Company	Closing Nov 20	Closing Nov 14	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	6 3/8	7	- 5/8	- 8.92	5	10
N Ampex	17 3/8	17 1/8	+ 1/4	+ 1.45	12	197
N Arvin Industries	11 1/8	12	- 7/8	- 7.29	3	66
O CCA Electronics*	1/8	1/8				1
A Cetec	4 5/8	4 1/2	+ 1/8	+ 2.77	10	2
A Cohu	4 1/2	4 3/8	+ 1/8	+ 2.85	15	7
N Conrac	14	15	- 1	- 6.86	22	28
N Eastman Kodak	48 7/8	49 1/2	- 5/8	- 1.26	9	7,887
B Elec Missile	2 3/4	2 3/4			34	7
O Farinon	21	18 3/4	+ 2 1/4	+ 12.00	19	103
N General Electric	45 3/4	46 3/4	- 1	- 2.13	8	8,444
N Harris Corp.	30 1/4	28 3/8	+ 1 7/8	+ 6.80	13	779
O Harvel Industries	6 1/2	6 1/2			17	3
O Intl. Video Corp.*	7/8	7/8				2
O Microdyne	21	20 1/4	+ 3/4	+ 3.70	22	2
N M/A Com. Inc.	28 3/4	28 5/8	+ 1/8	+ .43	37	1,825
N 3M	49 1/4	49 7/8	- 5/8	- 1.25	10	5,736
N Motorola	48	49	- 1	- 2.04	12	1,370
N N. American Philips	26 1/4	27 1/4	- 1	- 3.66	5	315
N Oak Industries	31	30 3/8	+ 5/8	+ 2.05	21	112
O Orrox Corp.	6 1/8	6	+ 1/8	+ 2.08	9	10
N RCA	21 3/4	21 3/4			6	1,628
N Rockwell Intl.	40 1/8	42 3/4	- 2 5/8	- 6.14	6	1,412
A RSC Industries	3 1/8	3	+ 1/8	+ 4.16	17	7
N Scientific-Atlanta	37	39 3/4	- 2 3/4	- 6.91	21	165
N Sony Corp.	6 3/4	6 7/8	- 1/8	- 1.81	11	1,164
N Tektronix	59	57 1/4	+ 1 3/4	+ 3.05	15	1,061
O Texscan	5 3/4	5 1/4	+ 1/2	+ 9.52	34	4
O Valtec	13 1/4	13	+ 1/4	+ 1.92	28	52
N Varian Associates	26 3/4	24 3/4	+ 2	+ 8.08	149	182
N Westinghouse	17 3/8	17 7/8	- 1/2	- 2.79	5	1,503
N Zenith	9 5/8	9 3/8	+ 1/4	+ 2.68	9	180

Standard & Pools 400 Industrial Average

116.45 115.90 +0.55

Notes: A-American Stock Exchange B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Pools' or as obtained by *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day price shown is last traded price. **No P/E ratio computed, company registered net loss. ***Stock split. + Traded at less than 12.5 cents.

Q. How can we slow fuel consumption?



A. Finish the Interstate System.

Automotive engineers are working feverishly to make our vehicles more fuel efficient. The Federal Government is solidly behind the effort, and well it should be. But there's another vital project that will significantly lower fuel consumption: completion of the Interstate Highway System, and the expenditure of federal construction funds hasn't kept pace with rising inflation. The Interstate System allows cars and trucks to move around our cities and across the country more efficiently. Fewer stops for traffic lights. Less congested areas. More direct routes.

The result is obvious: a meaningful reduction in fuel consumption.

For years highway users have been paying taxes into the Highway Trust Fund established by Congress to construct the Interstate System. Motorists pay an average of \$38 a year into the Fund. Trucks which comprise 19.3% of the vehicles on the road, pay 45.9% of the taxes that go into the Fund. Let's continue to put this money to the use for which it was collected. It'll make motorists happy and help alleviate our critical fuel problem at the same time.

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Dennis Leibowitz: taking stock of broadcasting

Like most of the oft-quoted "Wall Street analysts," Dennis Leibowitz doesn't really work there. His office as vice president at Donaldson, Lufkin & Jenrette overlooks New York's Cedar Street, a few blocks north of Wall in the city's bustling financial district.

"Intense" and "high pressure" are the words Leibowitz uses to describe the job of examining the investment possibilities of publicly held broadcasting companies. (He actually wears two hats—lodging and restaurants, now including casinos, are the other fields he follows.)

With stock prices highly dependent on demand, and consequently on investor confidence, the determinations that analysts make and the reports they issue to clients carry a great deal of weight. Companies therefore spare little effort to maintain channels of communication, making presentations to the analysts' professional groups, holding their own analysts' meetings, and providing analysts with access to top corporate officers.

Leibowitz ranks high among analysts in having gained the respect and admiration of corporate personnel, even at concerns which at the moment aren't getting his recommendation. He is the "guy who walks in here prepared the way I used to be" says one official who's crossed to the other side of the street—to broadcasting. It's a sentiment shared by others who emphasize Leibowitz's "doing his homework" in keeping abreast of the entire industry.

For the second year in a row, Leibowitz was the broadcasting analyst named to the "first team" of the *Institutional Investor* "All-American Research Team." (He also made the third team for lodging.) That publication's annual rankings reflect what money management organizations and their analysts think about one another.

Someone who "reads trade journals excessively or compulsively," Leibowitz draws an analogy between securities analysis and journalism. In both, he says, a practitioner has to have "instant opinions" on "breaking developments," and faces being "accused of misquoting or misunderstanding" sources.

In fact, Leibowitz believes he might have entered journalism had he preferred not to dog the footsteps of his newspaperman father. As it is, his field is something he got into "accidentally," having started out in the University of Pennsylvania's liberal arts program before transferring to its Wharton School to major in corporate finance. He decided to get involved with



Dennis Howard Leibowitz—vice president, Donaldson, Lufkin & Jenrette, New York; b. Dec. 30, 1941, Indianapolis; BS, The Wharton School, 1963; junior analyst, Merrill Lynch Pierce Fenner & Smith, 1963-67; senior analyst, Bache & Co., 1967-69; senior analyst and vice president, Black & Co., 1969-72; partner, Coleman & Co., 1972-75; vice president, E.F. Hutton, 1975-77; present post since 1977; program chairman and past president, Entertainment Analysts' Group; past president, CATV Analysts' Group; author of lodging section, *The Financial Analysts' Handbook*; m. Judith Haines, 1976; two children—Julia Michelle, 3; Catherine Nicole, one month.

the stock market "mainly because it was based in New York and it was a means of avoiding going back to Indianapolis."

Leibowitz's opinion of broadcasting's prospects for the near term is "essentially neutral," his only "buy" recommendation at the moment being Taft. The stocks in general are all "reasonably priced," and, he says, "I don't see how anyone ... would want to sell," although he also sees "no particular point in rushing to buy."

Leibowitz is of the school that holds that general predictions for broadcasters' earnings in the coming year are overly optimistic, and he believes that too much attention has been given to the "platitudes" of the Olympic/election year impact on inventories.

His own projection is for 12%-13% revenue growth at the network level next

year, 10% for stations. That's still "a good year" in his estimation, and he points out that even in 1975, the second year of the last recession, network growth was 8%, and it came even without inventory contraction from elections or Olympics.

Discussing the impact of those projections on broadcast stock prices, Leibowitz says he thinks "once you get a real slowdown in spot television, a lot of people will get scared for a while, and that will put a lid on what the stocks can do."

"Historically, the stocks go through a period in which they underperform the market when the market is soft and it's a recession," he explains. He sees a slowdown already taking place in spot, and says that sector will be at its lowest in the first quarter of 1980. According to Leibowitz, "the broadcasting industry is more a question of U.S. business trends than the programing itself."

Of the trends he considers to have been significant in the 15 years he has been looking at the industry, Leibowitz identifies inflation as the most important. It's had its good and bad effects; boosting advertisers' spending as their sales are inflated, while costs "don't directly relate to inflation" but to supply and demand as well. However, he thinks that inflation is now catching up on the cost side, at both the network and station level.

How does he relate these general trends to specific broadcasting companies? By studying the record to assess the qualities of the management, by considering the relative attractiveness of a company's properties and by "the critical yardstick," how a company has used its share of "the significant excess cash flow" characteristic of the industry. Some of the investigative tools used are personal interviews, SEC filings, and general industry contacts. Where a head-to-head, same-market comparison can be made between stations of two companies, local news is the thing to look at, he says, to assess the impact of management.

Leibowitz says he "got over that a long time ago" when asked if the potential impact of his pronouncements about a company's worth makes it hard for him to sleep. Still, he makes a point of taking vacations in Europe, "where I can't see *The Wall Street Journal*." Another reason for European holidays is that his wife was born there. The two met at a ballet benefit in this country, a reflection of his avocation—music.

Together with his family and home in the Connecticut countryside, Leibowitz feels music provides a "serenity" that is "mandatory" following the pressures of his job. "I love New York," he says, but quietly adds, "a small New England town is perfect for a securities analyst."

Editorials

Party lines

Political reality asserted itself last week when the FCC voted 4 (Democrats) to 3 (Republicans) to open a half hour of television network prime time for a Carter political commercial. The action was the FCC's first application of Section 312(a)(7) of the Communications Act to a presidential candidate and to the television networks. It will not be the last—unless the courts recover their lost sensitivity to the modern meaning of the First Amendment.

Section 312 authorizes the FCC to revoke a license for "willful or repeated failure to allow reasonable access to or to permit purchase of reasonable amounts of time for the use of a broadcast station by a legally qualified candidate for federal elective office on behalf of his candidacy." It was slipped into the act as a hedge against another piece of legislation, adopted at the same time, prohibiting broadcasters from charging more than their lowest unit rate for political advertising. The members of Congress, in the customary perpetuation of their self interest, felt they needed the access amendment as insurance against the possibility that broadcasters would refuse to sell any time to candidates if it had to be sold at distress prices.

Having been in existence only since 1971, Section 312 has precipitated relatively few cases. The action of last week elevates it to a role alongside Section 315, the equal-time law that originated with the Federal Radio Act of 1927, as death warrants to editorial independence in broadcasting during political campaigns.

Among some commissioners last week there were murmurs of concern about the constitutionality of the FCC's substitution of its judgment for the networks' in deciding whether the rejection of a Carter half hour at this pristine stage of the 1980 campaign was unreasonable. Even Tyrone Brown mentioned the First Amendment en route to a rationalization of his vote with the majority. James D. Quello said he had grave doubts about the legality of Section 312 but felt he had to enforce it "since it is there." Of the four who declared the networks in violation of the section, only Chairman Charles D. Ferris expressed utterly no qualms. There is some doubt that he would see constitutional objections to the transfer of network headquarters to his office.

Whether this case will prove to be a vehicle for meaningful review of Section 312 in the courts remains to be seen. Surely, however, there will some day be a way to obtain reconsideration of the whole apparatus of political control that the government freely exercises through Sections 312 and 315. Viewed in totality, the control is in outright violation of the First Amendment, which still reads: "Congress shall make no law . . . abridging . . . the freedom of the press." There is no reference to exceptions for political candidates in a position to affect the personal futures of presidential appointees.

Broken promise

It may not appear at the head of priority hazards in Washington, but a movement for public release of broadcast station financial reports is definitely under way. If broadcasters cherish the privacy of the figures they annually submit to the FCC, they had better start thinking of ways to protect it.

The latest evidence of the movement came during hearings before the House Communications Subcommittee (BROADCASTING, Nov. 19). Representative Ronald Mottl (D-Ohio), who has introduced a bill to make the reports public, found an eager ally in FCC Chairman Charles D. Ferris, who is all for telling the world what all those fat-cat broadcasters make. Ferris assured Mottl that

the FCC's reporting forms are under revision to obtain information that the public can easily understand.

Whether it is legal for the government to release information that it has collected for years on a promise of confidentiality will not be debated here. The impropriety of such a change in the ground rules is evident, however.

Nobody has suggested that there is a valid public interest in the revelation of individual station reports. Advocates of revelation have their own reasons, without exception connected to their ambitions for additional government control. If this movement gathers speed, maybe it will be time to challenge the FCC's authority to collect the information.

Customers' complaint

The American Association of Advertising Agencies is taking potshots at investigative reporting, particularly investigative reporting on television, for what it calls an antibusiness bias. AAAA President Leonard Matthews let go some heavy rounds during the association's Eastern annual conference (BROADCASTING, Nov. 19).

No one can fault Matthews for calling upon the news media to be objective. But therein lies a problem. People in the news tend to think of objectivity as falling somewhere between slightly and totally favorable to them, and we doubt that many exceptions will be found among the people Matthews and the AAAA are speaking for.

There is no doubt that some reporters are sometimes guilty of excesses. To the extent that they are, the condition is regrettable and needs correction. The AAAA's case, however, would be more credible if Matthews had offered more than generalities clustered around a few well publicized cases, some in litigation.

He talks of "a small but very visible group of investigative reporters" who go around "slugging the advertiser in the chops, while their associates in the sales department are accepting an order from the same company." Our own observation suggests that this doesn't happen any oftener than the reverse: that broadcasters as a whole are probably more apt to go out of their way to mollify advertisers than to slug them in the chops.

That isn't what journalism is all about, either, though we probably won't hear many AAAA speeches about it. With Matthews and the AAAA, we hope that instances of real antibusiness bias will be rooted out. The thing for all media to keep in mind is that every news subject should be given a fair shake, nothing less and nothing more, whether an advertiser or not.



Drawn for BROADCASTING by Jack Schmidt

"I still think that without the headset most of the people here would know you're the play-by-play man."



November 5, 1979

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