

Dec. 10, 1979

Radio's record '78: the official figures
"At Large" with Roone Arledge

Broadcasting Dec 10

The newswEEKly of broadcasting and allied arts

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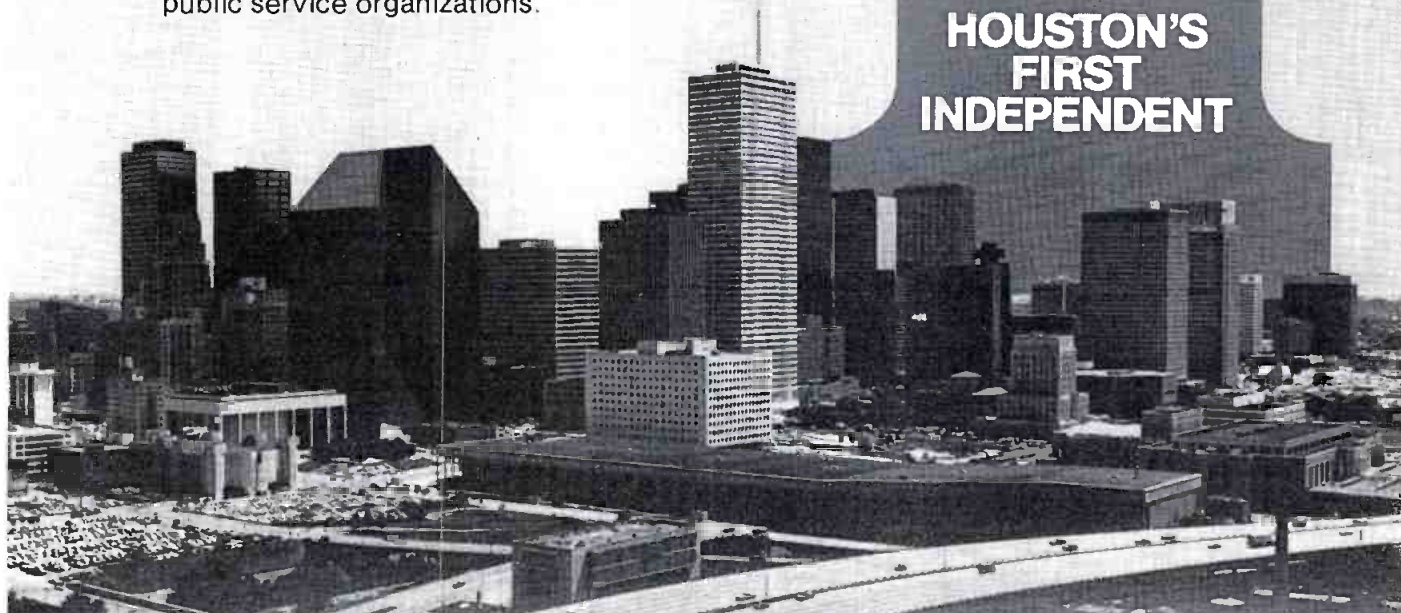
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Richard P. Verne
Executive Vice President
Radio Network

November 14, 1979

Affiliate Relations
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New York, New York 10020

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THE

NOW AVAIL



BOYS

DICATION

Broadcasting
December 10, 1979



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- CHARLESTON/HUN
- CHARLOTTE
- DALLAS/FT. WORTH
- DENVER
- FT. SMITH
- FRESNO/VISALIA
- GAINESVILLE
- GREENVILLE/SPARTANBURG/ASHEVILLE
- HANOVER/MANCHESTER
- HUNTSVILLE/DECATUR
- JACKSON, MISS.
- JOPLIN/PITTSBURG
- LITTLE ROCK
- LUBBOCK
- MILWAUKEE
- NASHVILLE
- NORFOLK/PORTSMOUTH/NEWPORT NEWS
- PARKERSBURG/MARIETTA
- PEORIA
- PITTSBURGH
- RALEIGH/DURHAM
- ST. JOSEPH
- SAN DIEGO
- TUPELO
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KATHLEEN NOLAN (Kate McCoy)

RICHARD CRENSA (Luke McCoy)



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THE LEADER IN SUBSCRIPTION TELEVISION

OAK Communications Inc.



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. 14-16—*New Mexico Broadcasters Association* annual convention. Airport Marina hotel, Albuquerque.

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

Feb. 17-20—*Association of National Advertisers, Business and Industrial Conference*, Marco Beach hotel, Marco Island, Fla.

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.

Feb. 24-26—*North Central Cable Television Association* annual convention. Hilton Inn, 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 4—*Association of National Advertisers* television workshop, Plaza hotel, New York.

March 4—*Ohio Association of Broadcasters* "Salute to Congress" dinner and White House briefing. Hyatt Regency, Washington.

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

March 5—*Association of National Advertisers* television workshop, Plaza hotel, New York.

March 10-29—Region 2 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 23-26—Advertising Financial Management Workshop, *Association of National Advertisers*, Sea Pines Plantation, Hilton Head Island, S.C.

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—*Ohio Association of Broadcasters* "Preparing-for-Political Season" workshop. Fawcett Center, Columbus.

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. North American coordinator: TMAC, 680 Beach St., Suite 428, San Francisco.

■ **March 31-April 1**—*West Virginia Broadcasters Association* spring meeting. Charleston House, Charleston.

April 1980

April 6-12—*Satellite 80*, international satellite conference and exposition. Palais des Expositions, Nice, France.

April 10—Research workshop of *Association of National Advertisers*, Plaza hotel, New York.

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.

■ **April 25-30**—*Pennsylvania Association of Broadcasters* spring convention. Cancun Caribe hotel, Cancun, Mexico.

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

April 30—Peabody Awards luncheon sponsored by *Broadcast Pioneers*. Hotel Pierre, New York.

May 1980

May 2-3—Annual convention, *National Translator Association*. Hotel Utah, Salt Lake City.

May 2-4—*Illinois News Broadcasters Association* spring convention. Holiday Inn-Illinois Beach Resort, Waukegan.

May 12-30—*International Telecommunications Union* 35th session of the Administrative Council. Geneva.

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

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

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

May 21-22—*Ohio Association of Broadcasters* spring convention. Kings Island Inn, Cincinnati.

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

June 1980

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

Major Meetings

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 5-7, 1980—*Associated Press Broadcasters* convention. Fairmont hotel, Denver

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. 20-23, 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.

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The Week in Brief

DISK MARKET BATTLE ESCALATES □ RCA unveils its SelectaVision that will compete with DiscoVision beginning in 1981. **PAGE 27.**

ANA GIRDS FOR CHANGES □ Session at annual meeting focuses on the new technologies and how much and how little they will affect existing media. **PAGE 27.**

SHORTWAVE JAMMING □ The U.S. and Israel, in a reference to tactics of the Cold War with the Russians, say they will resurrect that issue again at the HF conference in 1983 or 1984. **PAGE 29.**

ANGRY WORDS ON IRAN □ State Department's Hodding Carter complains about TV interviews with the Ayatollah. The networks, on the other hand are unhappy over the blackout of the shah in Texas. **PAGE 29.**

LESSONS FROM SWEEPS □ The networks examine the failures and successes of November, especially the disappointments of specials and miniseries. **PAGE 30.**

WAIT 'TIL NEXT YEAR □ Congress shuts the door on any markup of the Communications Act revision, but indicates that the legislation will be considered early in 1980. **PAGE 32.**

RADIO IN '78: ANOTHER BIG YEAR □ Profits of the radio industry registered another 26.4% gain in 1978 to reach a pretax level of \$31.1 million. That's part of the comprehensive financial data on radio network and station operations released by the FCC. **PAGE 37.** The market-by-market breakdown of station revenue and profit in 1977 and 1978 begins on **PAGE 44.**

THE ARLEDGE PRINCIPLES □ Two-and-a-half years ago, Roone Arledge assumed the added responsibilities of President of ABC News, provoking immediate speculation that he might use some of his successful sports showmanship in the news area. It hasn't happened



and Arledge sat down with BROADCASTING editors to explain what he has done and the basics that have guided him. **PAGE 70.**

AFTER WARC; IN THE LOCKER ROOM □ Ambassador Robinson expresses satisfaction about U.S. progress at the just-completed Geneva conference. Broadcast satellite service will be further planned at a special 1983 gathering. **PAGE 82.**

UN REPORT TONED DOWN □ "Study of Global Communications," to be considered in Belgrade next fall, doesn't come down as hard as feared on Western journalists. **PAGE 94.**

A FAMILIAR ORDER □ ABC-TV bounces back into the ratings lead during the week ended Dec. 2. **PAGE 99.**

AN UNDAUNTED SPELLING □ The veteran TV producer ran into trouble last month with his first miniseries. But he remains confident that it was just a stutter in his record of successes that date back to the 1950's. **PAGE 99.**

TV'S IRRESISTIBLE FORCE □ When Sandy Frank sets a goal, nothing stops him. That is why the president of Sandy Frank Film Syndication Inc. has earned a reputation as a supersalesman as well as the person who almost single-handedly fought to outlaw multiple exposure during TV access time. **PAGE 129.**

Index to departments	Datebook.....	14	Journalism.....	94	Playlist.....	110
At Large.....	Editorials.....	130	Law & Regulation.....	88	Profile.....	129
Business.....	Fates & Fortunes.....	123	The Media.....	95	Programming.....	99
Business Briefly.....	For the Record.....	103	Monday Memo.....	12	Stock Index.....	127
Changing Hands.....	In Brief.....	28	Monitor.....	101	Technology.....	82
Closed Circuit.....	In Sync.....	87	News Beat.....	94	Top of the Week.....	27
	Inter Media.....	98	Open Mike.....	20	Washington Watch.....	93

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Index to advertisers ■ Associated Press 14 □ Bethlehem Steel 84 □ Blackburn 47, 49, 51, 53, 96 □ Blair Radio 35 □ Bonneville Broadcast Consultants 44-45 □ Broadcast Electronics 38 □ Broadcast Programming 90 □ Century Broadcasting 36 □ Christal 69, 71, 73, 75, 77 □ Columbia Pictures 79 □ ESPN 81 □ Eastman Radio 55 □ Felzer Stations 83 □ Firstmark 46 □ FM-100 61 □ Frazier, Gross 50 □ Gaylord Inside Front Cover, 65 □ Group W Productions 21 □ Harris 33, 107 □ Ted Hepburn 97 □ Bernard Howard 41 □ International Tapetronics 72 □ Jefferson-Pilot 11 □ Katz 43 □ MCA-TV 6 □ Major Market Radio 57 □ McGavren-Guild 59, 63 □ McGlothlin Consultants 80 □ Michigan University 103 □ Microprobe 20 □ Mortgage Bankers 76 □ NBC Radio 3 □ NEC Back Cover □ Oak Industries 16-17 □ PM Magazine 85, 87, 93, 95, 101 □ Paramount Front Cover □ Phillips Petroleum 34 □ RCA 15 □ RKO Radio Inside Back Cover □ Radio Information 48 □ Sony 24-25 □ State Farm 105 □ Station Business Systems 39 □ Joe Sullivan 123 □ TV Log 92 □ Tandem 23, 66-67 □ William B. Tanner 8, 22 □ TeleRep 26, 89 □ Time-Life 4 □ Ed Tomberg 104 □ USPS 128 □ Union Carbide 91 □ Viacom 9 □ Vipro 10 □ WBBM-TV 13 □ WGN 60 □ Wall Street Journal 56 □ Warner Brothers 19 □

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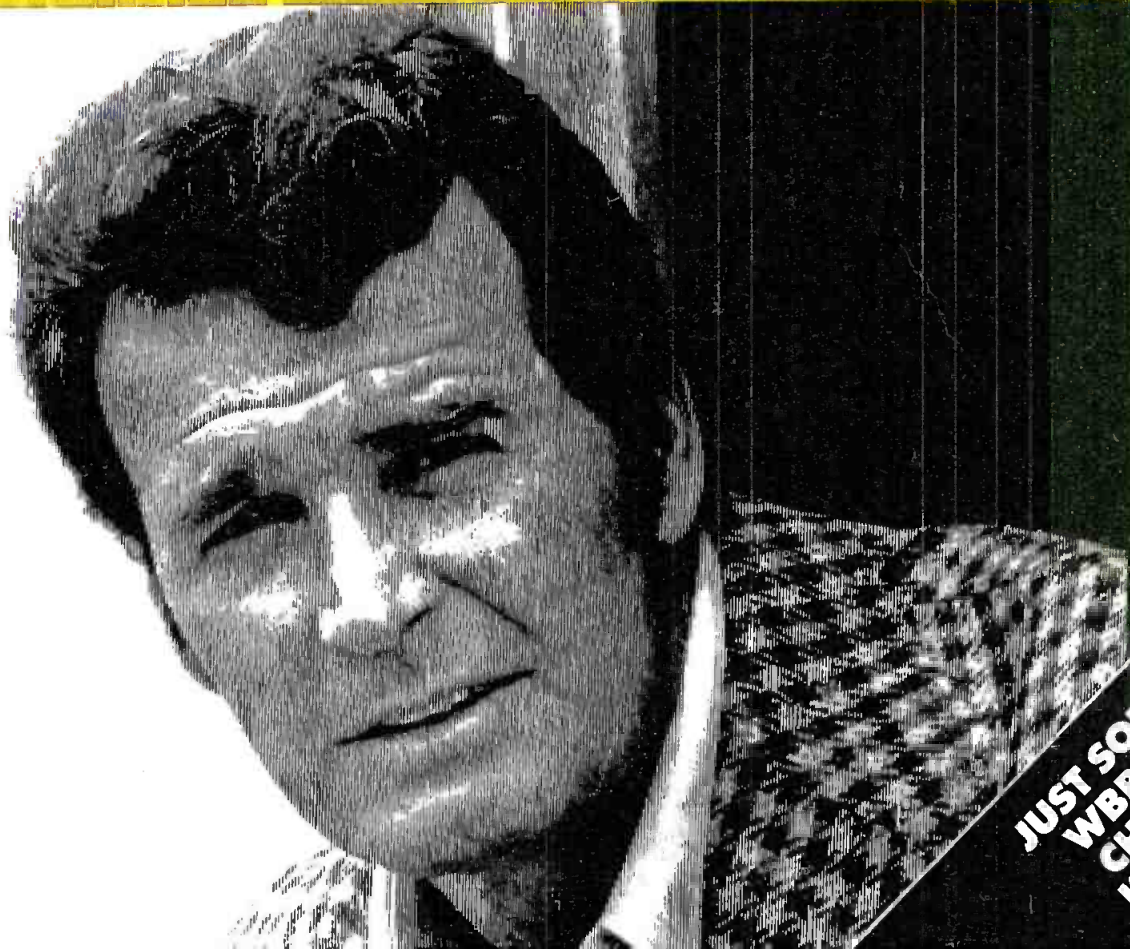
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DENVER

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Insider report: behind the scene, before the fact

Lose some, win some

It's possible that although ABC-TV was topped by CBS-TV on national basis in November sweeps (BROADCASTING, Dec. 3), ABC may yet salvage first place on local basis. That was message ABC officials reportedly gave to affiliates during meeting in Barbados last week (see page 31), and independent researchers agree. CBS's margin of four-tenths of rating point in Nielsen national measurements during both Arbitron and Nielsen sweep periods is well within statistical margin for error, they say, and when market-by-market calculations are completed, these could show that in total, ABC won. But, researchers add, odds statistically favor CBS on local basis too.

Some ABC-TV affiliates say it may be good thing their network got edged out by CBS in national figures during November sweeps. As one put it: "They hadn't become complacent, but some of that feeling just naturally gets into you when you're way ahead. Now they've got their juices flowing again."

Determined majority

Despite intensive overtures by NAB (BROADCASTING, Dec. 3), NBC (see page 32) and presumably other broadcasters to halt FCC from issuing rulemaking on children's programming, it's expected FCC will do just that at Dec. 19 meeting. Industry groups have said staff report is seriously flawed, and FCC should not proceed until it has all facts. FCC staff, however, has been preparing rulemaking notice for last 45 days, based on its own report (BROADCASTING, Nov. 5). Vote is expected to be close, with Commissioners Washburn, Quello and Jones certain to dissent if notice proposes minimum quantities of educational programs as preferred option.

Empty purse

Lewis Freedman, who takes over as head of Corporation for Public Broadcasting's Program Fund Jan. 2 (see page 32), inherits severely depleted bank account. Although there is \$24.5 million targeted for TV in fiscal year 1980 which began Oct. 1, most of fund has already been committed, leaving less than \$2 million for disbursement. Freedman and staff will have to look toward FY '81 funds, which total \$25.8 million.

Freedman's salary is reportedly between \$55,000 and \$66,000, and his department will number 13—same total as current television activities office. But not all of old staff will likely make transition; memo

from management said they would be considered for spot in new department, would receive help in finding new job at CPB, or could look elsewhere.

All but done

FCC 9 khz task force on Wednesday (Dec. 12) will recommend that commission adopt proposal to reduce AM channel spacing to 9 from 10 khz for presentation at ITU Region 2 conference beginning next March. Commissioners were briefed on subject two weeks ago, at closed session, and asked nary a question.

Trying again

National Association of Broadcasters joint board meets Wednesday (Dec. 12) to adopt position to present to FCC on radio deregulation. NAB radio board chairman, Arnold Lerner (WLLH[AM]-WSSH[FM] Lowell, Mass.), has been lobbying to give FCC standard of 6% programming for news and public affairs, but prediction is that board will adopt resolution proposed at Oct. 15 special meeting. Resolution called for "setting a standard that combines maximum licensee discretion with a presumption of license renewal" (BROADCASTING, Oct. 22).

Wednesday's special board meeting will be second NAB has called on subject, at expense of \$12,000 to \$15,000 each.

All deliberate speed

Independent research commissioned by Katz Agency and one of its station group clients, Multimedia Broadcasting, finds officials of leading advertising agencies as well as client executives viewing 1980 as year in which continued advertising is crucial but in which caution must be exercised. Study by consulting firm of Towers, Perrin, Forster & Crosby, New York, points to network TV as basic medium and spot TV as strong support medium.

Downfield block

Although few senators have begun to focus on agreement reached at just-concluded World Administrative Radio Conference (see page 82), in terms of advice and consent they will give President Carter, indications are that treaty has running start toward ratification. Phil Cook, of Senate Foreign Relations Committee staff, and Scott Cohen, aide to committee member Charles Percy (R-Ill.), visited WARC in October and submitted report that was characterized as "positive." Staffers were impressed with delegation head, Glen O. Robinson, and

thought delegation was doing good job. And although results of WARC are yet to be analyzed, initial reports lead them to believe U.S. did well.

Cook and Cohen will get informal briefing this week from State Department's Wilson Dizard, who served as one of delegation's vice chairmen. Robinson is off for several weeks vacation in Italy with family, will return to University of Virginia law faculty in January but will be available for congressional hearings. Besides Senate hearing on treaty, expected some time after April, House Subcommittee on International Operations is expected to hold oversight hearings on WARC.

Neutral ground

Relations between Iran and U.S. may be at breaking point on other issues, but Iran was not among major problems for U.S. at World Administrative Radio Conference. Interests of two countries coincided on many WARC issues, according to U.S. delegate. Reason, he suggests, is that most Iranian broadcast gear was supplied by U.S. in days before shah was driven from his throne.

Rating readers

Belief that Wall Street follows Nielsens as it follows Dow-Jones Index isn't dissipated by action of CBS and ABC in market since start of November sweeps, which CBS won on national scale. CBS stock rose from 46 1/2 Oct. 31 to 49 5/8 last Thursday (Dec. 6), gain of 6.7%. ABC dropped from 39 5/8 to 37 3/4, loss of 4.7%. Standard & Poor's 400 Industrial Average rose 5.9%. (CBS took little extra leap last Thursday on news of *Family Weekly* acquisition [see page 102].)

Flying higher

Times Mirror Co., not satisfied by its extensive broadcast, cable and publishing holdings, is moving into pay television as programmer. It has agreed to sublease full transponder from United Video on RCA's second cable satellite (Satcom I, after cable programming currently on that bird is shifted to Satcom III next February). Nature of programming has not been finally decided, but company is said to be considering, among choices, pay service or advertising carrier.

Since Times-Mirror serves over 470,000 cable subscribers and will undoubtedly install earth stations aimed at Satcom I at its systems for reception of own programming, other programmers on bird will benefit by having route to at least one major MSO.

Business Briefly

TV ONLY

General Telephone □ Four-to-24-week campaign for Yellow Pages begins in mid-January in 54 markets including Los Angeles, and Tampa, Fla. Agency: Doyle Dane Bernbach, New York. Target: men, 35 plus.

Eckerd Drug Co. □ Campaigns for varying lengths begin in January for drug stores in about 40 markets, including Houston, Atlanta and Charlotte, N.C. Spots will run during day, fringe and prime times. Agency: Mike Sloan, Miami. Target: adults, 25-54.

California Milk Advisory □ Thirteen-week campaign begins Dec. 31 in 10 California markets. Spots will run in day and prime access times. Agency: Cunningham & Walsh, San Francisco. Target: total adults.

Frito-Lay □ Ten-week campaign for Ruffles potato chips begins Dec. 30 in three markets. Agency: Young & Rubicam, New York. Target: teen-agers, 12-17, adults, 18-49.

Ralston-Purina □ Ten-week campaign for Hi-Protein dog chow begins Dec. 24 in about 15 markets including Denver and Houston. Agency: Gardner Advertising, St. Louis.

Nalley's Fine Foods □ Nine-week campaign for Lumberjack syrup begins Jan. 7 in Seattle, Salt Lake City, Portland, Ore., Spokane, Wash., and Boise, Idaho. Agency: Della Femina Travisano, Los Angeles. Target: women, 18-49.

Carnation □ Eight-week campaign for Chef's Blend frozen foods begins Dec. 31 in 25 markets including Minneapolis, Houston, St. Louis and Oakland, Calif. Some spots will run during day and fringe times. Agency: SSC&B, Los Angeles. Target: women, 25-54.

Duncan Toys □ Eight-week campaign for Duncan yo-yo's begins Jan. 29 in six markets. Agency: Chase/Ehrenberg & Associates, Chicago. Target: children, 6-11, teen-agers, 12-17.

Bank of California □ Eight-week campaign begins Dec. 31 in five markets

including Los Angeles and Portland, Ore. Some spots will run in early fringe times. Agency: Cunningham & Walsh, San Francisco. Target: adults, 25-49.

Hormel □ Campaign begins in January for various Hormel meat products in over 20 markets including Los Angeles, Denver, St. Louis, Houston and Atlanta. Some spots will run during day and fringe times. Agency: BBDO, Minneapolis. Target: women, 18-49.

Lee Nails □ Five-week campaign for finger nail product begins Dec. 17 in about 30 markets including Chicago, Pittsburgh, Philadelphia and Miami. Some spots will run in day and fringe times. Agency: Western International Media Corp., Los Angeles. Target: women, 18-34.

Lowe's □ Five-week campaign for Tidy Cat box fillers begins late this month to promote additional uses for clay product including rock salt alternative and deodorizer in Chicago, Detroit, Pittsburgh, Cleveland, Minneapolis-St. Paul, Grand Rapids-Kalamazoo, Mich., Milwaukee, Denver and Syracuse, N.Y. Agency: J.W. Messner, Grand Rapids, Mich. Target: adults, 25-54.

Economic Labs □ Four-week campaign for Lime-Away cleanser begins in mid-January in 48 markets including Kansas City, Mo., and St. Louis. Spots will run in day and fringe times. Agency: Warwick, Welsh & Miller, New York. Target: women, 25-49.

Gillette □ Four-week campaign for Toni Lightwaves home permanent solution, begins Jan. 7 in top-25 markets. Agency: Advertising To Women, New York. Target: teen-agers 12-17, women, 18-34.

Gillette □ Four-week campaign for Silkience hair conditioning lotion begins Jan. 7 in top-25 markets. Agency: Advertising To Women, New York. Target: women, 18-34.

Guardian Industries □ Four-week campaign begins this month for Guardian Photo-Finishing in Seattle and Portland, Ore. Agency: J. R. Gaffe, Lansing, Mich. Target: adults, 25-54.

Bank of America □ Two-and-a-half-week campaign promoting savings accounts begins Dec. 26 in 10 markets including San Francisco and Oakland, Calif. Agency: Grey Advertising, Los Angeles. Target: adults, 25-54.

Quaker State □ Two-week campaign for motor oil begins Jan. 14 in about 25 markets including Pittsburgh and Albany,

TOTAL MUSIC PROGRAMMING

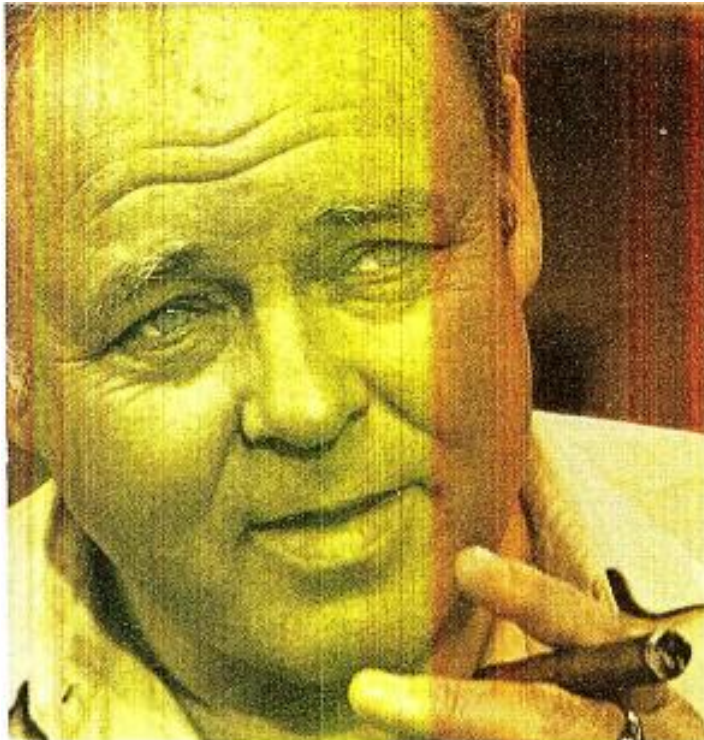
The *Tanner Musical Spectrum* offers the broadcaster complete music programming and formatting for any station in any market. Name your need—Beautiful Music, Middle of the Road in three distinct personalities, Contemporary Rock for the 18 to 34 demographic, and Contemporary Country with the greatest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

Announced or Unannounced . . . for automated or live-assist operations, the Tanner Musical Spectrum programming is good listening and most important, *profitable*. Call for a demonstration of the *Tanner Musical Spectrum*. Call Dick Denham collect at (901) 320-4433. Tell him you want the very best for your station . . . today!



WILLIAM B.
Tanner[®]
COMPANY, INC

2714 Union Extended • Memphis • TN 38112 • TELEX 5-3903
BOSTON • NEWYORK • PHILADELPHIA • CHICAGO • DALLAS • LOS ANGELES • SAN FRANCISCO



©1979 Viacom International Inc.

Give the winner a cigar!

It's no contest in New York at 7:30 anymore.

"All in the Family" scores a clean sweep of its Monday-Friday time period on WNEW-TV. Easily topping the 3 New York flagships and 2 other independents in rating, share, households and every demographic!

		Rtg (%)	Sh (%)	HH (000)	Total Women (000)	18-49 Women (000)	Total Men (000)	18-49 Men (000)	Tns (000)	Kids (000)
WNEW-TV	All in the Family	14	25	1037	790	394	551	300	228	233
WABC-TV	Various access pgms.	10	18	682	572	221	428	180	65	96
WCBS-TV	Various access pgms.	9	15	574	436	252	330	188	67	227
WNBC-TV	Various access pgms.	10	17	669	515	266	368	174	95	189
WOR-TV	Dating Game	5	9	363	252	146	226	110	80	105
WPIX	News	5	9	410	260	142	233	102	62	70

To cap off this superb syndication debut, "All in the Family" gives WNEW-TV a bigger audience than its lead-in, "M.A.S.H." and "Carol Burnett and Friends," which filled the 7:30 time period a year ago.

Cheers, Archie!

Tandem Productions'

"All in the Family"



N.Y., during early news and prime access times. Agency: Kenyon & Eckhardt, New York. Target: adults, 25-54.

Agway □ One-to-two-week campaign for bird food begins Jan. 2 in 22 markets including Minneapolis and Buffalo, N.Y. Some spots will run during fringe and prime times. Agency: Northrup & Teel, Pittsford, N.Y. Target: adults, 25-54.

3M □ One-week campaign for magnetic video products begins Jan. 28 in Seattle, San Diego, San Francisco, Los Angeles, Phoenix and Portland, Ore. Spots are in prime time. Agency: BBDO, Minneapolis. Target: men, 25-49.

Physician's Mutual □ Three-day campaign for insurance begins Jan. 4 in 60 markets including Chicago, Atlanta and Miami. Spots will run in all dayparts. Agency: Foote, Cone & Belding, New York. Target: adults, 50 plus.

RADIO ONLY

Anheuser-Busch □ Fifty-two-week campaign for Michelob beer begins Dec. 31 in 12 markets. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: men, 18 plus.

Hughes Alrwest □ Four-week campaign begins this week in 10 markets including Seattle. Agency: Foote, Cone & Belding/Honig, San Francisco. Target: men, 25-54.

Advantage

Radio for video. Fotomat Corp., Wilton, Conn., is counting on national broadcast-print campaign to offer selection of more than 130 feature films for home video entertainment on nationwide basis. Company tested its concept, called "Drive-Thru Movie," for six months on West Coast. It is supporting national introduction with budget of more than \$1 million on radio and in newspapers, national magazines and trade publications. Fotomat is giving special rate of \$6.95 to first-time subscribers who rent any selection for five days. Regular rates are from \$7.95 to \$13.95 for five-day rental, depending on film, and purchase prices range from \$39.95 to \$69.95. Among films in Fotomat package are "Saturday Night Fever," "The Godfather, Parts I and II" and "Marathon Man," plus such classics as "Shane," "The Ten Commandments" and "Stalag 17."

Show goes on. What has been *Sears Radio Theater* becomes *Mutual Radio Theater* when series moves from CBS Radio to Mutual Broadcasting System next Feb. 4. Series—45 minutes, five-times-weekly dramas—began as 52-week vehicle sponsored by Sears on

CBS this past Feb. 1. Now company says it will discontinue sole sponsorship but will purchase participations in Mutual series coinciding with national sales flights. Mutual spokesman said network is now at work clearing stations and offering participations to other advertisers. Elliot Lewis will continue as executive producer of *Radio Theater*, and format will be same as this year's, with one day per week devoted to western, comedy, mystery, romance and adventure dramas.

DM&M decentralizes. D'Arcy-MacManus & Masius will adopt system of regional spot buying for all its accounts, effective Jan. 1. Procedure will be implemented initially in agency's New York office and is expected to be in operation throughout country by midyear. At present, spot purchases for specific account are made nationally by office handling that account. Under new approach, buys will be handled for all accounts on regional bases by personnel in DM&M's eight offices: Atlanta, Chicago, Los Angeles, Minneapolis, New York, St. Louis, San Francisco and Bloomfield Hills, Mich. D'Arcy's spot TV and radio billings exceed \$100 million. James B. Orthwein, DM&M board chairman and chief executive officer, said regional buying concept "allows our market specialists to negotiate with in-depth knowledge of a market for all our clients." He added that agency's media buyers will be able to provide insights into viewing/listening trends and into changes in local rate structures by stations.

Sales days. Television Bureau of Advertising will hold one-day regional sales seminars in seven cities between Feb. 5 and May 13, offering ammunition to counter competitive selling by radio and newspapers. Dr. Stevan K. Trooboff of Forum Corp., sales training consulting firm, will assist. Registration: \$85 per person. Schedule: Feb. 5, Atlanta, Hyatt Regency hotel; Feb. 7, Houston, Galleria hotel; March 11, Seattle, Seatac Red Lion Inn; March 13, San Francisco, Sir Francis Drake hotel; April 8, Kansas City, Mo., Hilton Plaza Inn; April 10, Washington, Loew's L'Enfant hotel; May 13, Chicago, O'Hare Hilton.

RepReport

WDUZ-AM-FM Green Bay, Wis.; WDUX-AM-FM Waupaca, Wis., and KSDN-AM-FM Aberdeen, S.D.: To McGavren Guild from HR/Stone.

KRNA(FM) Iowa City, Iowa: To Roslin Radio Sales from Dore Walton.



YOUR TAXMAN

COULD POSSIBLY BECOME ONE OF THE MOST IMPORTANT AND VALUABLE NEWS AND PUBLIC SERVICE FEATURES YOUR STATION HAS EVER PROGRAMMED!

For millions of Americans the most important issue facing them as the new year begins is how to pay less income tax. Now, Barry Steiner, the nationally-recognized tax expert and author of the bestseller, "PAY LESS TAX LEGALLY" will alert your viewers to sixty-five legitimate little-known tax tips.

"YOUR TAXMAN" builds viewer awareness of income tax laws and urges them to seek qualified assistance if needed. Schedule "YOUR TAXMAN" within your news, as public service programming or as a locally sponsored minute.

SIXTY-FIVE (65) SEGMENTS ★ 45 SECONDS EACH
UNLIMITED RUNS ★ JANUARY 14TH THROUGH APRIL 15TH

VIPRO SYNDICATION 312/664-7111

DON FREHE • TOM EDINGER • GARY GRANDOLPH

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

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

Every Friday and Saturday two Atlanta theaters present

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

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

"Midnight Movies" is just

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

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



Jefferson Pilot Broadcasting

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

Monday Memo®

A broadcast advertising commentary from Stuart Sleppin, president, Ad Counseling Productions, New York

For retail TV success, think like a customer

Retail broadcast advertising isn't created to win awards, to look pretty or to be sophisticated. As far as our agency is concerned, its only purpose is to deliver the bodies to the retailer.

I'm sure that many will accuse me of lacking respect for the art, but then, I believe most agencies have no respect for the retailer. I take it as a compliment when I'm told I'm crassly commercial.

Many agency people have a tendency to look down their noses at retail advertising. When they do solicit retail advertising, they look to the huge multistore chain or to those glamorous specialty shops. Most often agencies convince the client that his needs would be best suited if he were to be treated like a product. I'm sure most of us have sat at a meeting in which the client is told: "What you really need is an image." If the client were realistic, he'd come right back: "What I really need is customers."

Someone—it could have been Billy Rose or Mike Todd—once said: "I'm not a theatrical producer, I'm in the business of putting asses in seats." I agree, when I relate that statement to making retail broadcast commercials. I do not disparage films or commercials as an art form. I believe I paid my dues producing and directing everything from esoteric little films to "image-building" commercials featuring girls with wind-blown hair and exquisitely even teeth. I still enjoy creating these forms, but when it comes to retail, I'm a man possessed.

Does my theory work? Let's take an extreme example—by extreme I mean a problem case that most advertising people would rather wish on their worst enemies. The client: a single retail fabric store, located on the second floor of a not-too-pretty building in an out-of-the-way location. The decor was early warehouse.

The account really existed. It even had the imaginative name of Fabric Warehouse and was grossing \$400,000 in sales annually. This was the first account my partner and brother, Stephen Sleppin, and I had when we founded Ad Counseling Productions in 1977.

Although Stephen and I were not always believers in the "rules" that others quoted as gospel, we were believers in broadcast advertising. We convinced the client that it needed a television campaign. We started off with 12 to 15 spots on New York television. Our budget was between \$2,500 and \$3,000 per week—not a lot of money to most clients, but to that little fabric retailer, he was investing blood and a considerable portion of his sales dollars.



Stuart Sleppin has been president of Ad Counseling Productions, New York, for the past two years. Prior to forming the agency, he was a filmmaker and cinematographer. He maintains his interest in filmmaking by supervising and directing many of the agency's commercials.

How well did our creative work on TV? It's two and a half years since the campaign got under way. Fabric Warehouse's gross annual sales were \$400,000. Now, Ad Counseling Productions' advertising budget from Fabric Warehouse is \$400,000. Fabric Warehouse has now expanded to a two-store chain—not very big for a chain, but its \$5 million in annual sales is not too small.

In those first TV spots, I established a formula from which I have varied little for our clients over the years. It was a down-to-earth ad with talent to whom people can relate. When our commercials are tested, if the test groups don't say our actors "remind me of my mother, my aunt, my father, or myself," we realize we have failed. It's time to rethink casting.

The first Fabric Warehouse spot had a voice-over announcer asking a woman where she buys "all the latest fashion and home decorator fabrics." The woman

replied, "Fabric Warehouse." He asked a second woman where she goes for notions, patterns, etc. She also replied, "Fabric Warehouse." A third woman was asked why she shopped at Fabric Warehouse. She replied "The dollar-a-yard specials and bargains galore." This was followed by another leader item and five seconds for location and phone number.

The viewer liked the anonymity of the voice-over announcer and identified with the "real-life people" who responded to the questions. She was not told by the announcer to shop at the store. The "customers in the commercial" told her they shopped there for reasons that were meaningful to her.

The first spots were placed on the local portion of ABC's *Good Morning America* and the 6 o'clock news. It didn't take long to start bringing in the bodies. By the end of the first month, sales more than doubled. By the end of the third month they had increased 500%.

This was not a Sears, or Penny's or an A&P, it was that little, upstairs, out-of-the-way fabric retailer. I believe the same approach would be just as successful if we were to do it for a big chain operation, but we still have to prove that. Since that first client, we have not only sold fabrics for retailers, but major appliances for regional chains, lumber for local chains and sneakers for an area chain. Just to prove we haven't lost our touch, we're even selling diamonds for a local, second-floor jewelry operation. This retailer has just increased his budget from \$10,000 to \$100,000 for a 10-week flight.

I believe that one reason for our success is that we approach every retail account as if we were a customer—not an art director or copy writer. In our creative meetings, the bottom-line question is never: "Would that commercial bring me into the store?" We realize that our creative people are not necessarily our retailer's customers. Rather, our bottom-line question is: "Would that commercial bring in the customer who would shop at the store?"

I guess we always felt that retailers never got a fair shake in advertising. Understandably, the larger agencies didn't have time for them and the smaller print agencies didn't understand electronic media.

One day I want to do a commercial for a retail client that's full of soft-lit photography, fading sunsets and actresses with appealing, moist lips. But that's a long way off. For now, I don't want to produce "The Deer Hunter" of retail commercials. I'd rather be known for turning out "Animal House" commercials that aren't pretty but sure as blazes fill all those retail cash registers.



THE NUMBER ONE NEWS.

AGAIN! CBS 2

You did it again, Chicago. And we thank you. You responded to our straight-forward, in-depth, investigative approach to the news by keeping us on top in the ratings* for the 10 O'Clock and 6 O'Clock News.

You've rewarded our kind of news coverage. Reporting that we feel is in the best interests of Chicago. Reporting that has won us more prestigious awards than any other Chicago television station: DuPont-Columbia Award, San Francisco State Award, Jacob Scher Award, and the Scripps-Howard Award. Plus an Emmy for our special, The Blizzard of '79. And recognition for our papal coverage, which local critics described as "TV journalism at its best," and "...thorough, sensitive, and refreshingly candid."

We thank you, Chicago, for your continued support. The entire news staff at Channel 2 would like you to know we're proud to be No. 1, because you put us there.

Keep watching, Chicago.
WBBM-TV CBS 2 CHICAGO
NOBODY DOES IT BETTER! CBS

*Audience information based on NSI Chicago Metered Overnights, Mon.—Fri., Nov. 1—28, 1979. Subject to qualification available on request.

The Professional

He Works For You: Greg Groce

Greg Groce knows how to represent broadcasters.

Before joining the AP, he represented the Virginia Association of Broadcasters, helping run the VAB and stating its interests to the state legislature.

Now he represents broadcast's interests to the AP, and shows broadcasters how the AP works for them.

He does all this in Florida, where he's your AP Broadcast Executive.

We like that. We're like Greg Groce.

Professional.

AP

Associated Press
Broadcast Services
(212) 262-4011



Datebook

■ indicates new or revised listing

This week

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. 11—*Advertising Lodge No. 2695, B'nai B'rith* luncheon meeting. Rosoff's, New York. Speaker: Alfred Tennyson, director of TV commercial production, Lever Brothers.

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. 15**—Comments deadline in FCC's inquiry on loud commercials (Docket 79-168). FCC, Washington.

Also in December

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. 9-11—*Arbitron Television advisory council* meeting. Key Biscayne hotel, Key Biscayne, Fla.

Jan. 10-13—*National Radio Broadcasters Association* board of directors meeting. The Registry, Scottsdale, Ariz.

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 in 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**—FCC deadline for comments on six preliminary reports released by Network Inquiry special staff. Replies due Jan. 29 (Docket 21049). FCC, Washington.

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

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

Jan. 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.

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

■ **Jan. 25**—Comments due on FCC inquiry and proposed rulemaking on radio deregulation. Replies due April 25 (Docket 79-219). FCC, Washington.

Jan. 29—*Association of National Advertisers*, New Product Marketing Workshop, Hotel Fairmont, San Francisco.

Jan. 30-31—*New Jersey Broadcasters Association* midwinter 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 photojournalism. 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. 4-5—*Ohio Association of Broadcasters/Ohio Sportscasters* state meeting. Galbreath Darby Dan Farm, Columbus.

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*

NO OTHER 1" VTR SYSTEM GIVES YOU ALL YOU GET WITH THIS RCA SYSTEM.

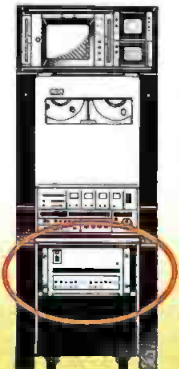
You won't find a 1" helical-scan VTR system anywhere that beats ours for performance, convenience and versatility. And none that comes with the total service backup you get only from RCA.

An advanced studio recorder.

The TH-200 studio VTR offers incomparable editing with ease and flexibility. Transparent picture quality. Built-in previewable editing. Shuttle and jog bi-directional search control for fast, accurate edit decisions. Optional Dynamic Tracking provides broadcast quality slo-mo, fast-mo and freeze-frame playback, incrementally from 1/5 reverse speed to two times normal speed. And there's a record confidence head.

An optional Digital Time Base Corrector.

The TBC-200 Time Base Corrector utilizes advanced digital processing techniques. It extends the VTR's capability and provides exceptional video performance. It enables the TH-200 to retain a fully-locked color picture at up to ten times normal speed, with recognizable monochrome pictures at more than 60 times speed. Equipped with a built-in drop-out compensator, velocity error corrector and a standard correction range of 12 horizontal lines.



A great portable VTR.

The TH-50 is a compact, light-weight recorder with up to 90 minutes of battery operation. Includes an auto-backspace editor and a built-in time code generator. All basic specifications are identical to those of the studio VTR, so you can record in the field, then edit directly on 1" tape without converting to another format.



In the studio or in the field, for programming or production, no other system has as much going for it. And for you. Ask your RCA Representative to prove it. Or write RCA Broadcast Systems, Building 2-2, Front & Cooper Streets, Camden, NJ 08102.

Total support from RCA.

RCA protects your equipment better than anyone else. With 24-hour parts replacement service. And our famous TechAlert, for help as close as your phone, any time of the day or night. Plus emergency service. And service manuals and training seminars.



Cost-effective broadcasting: we make what it takes.



THE "BLACK BOX" THAT

Los Angeles' ON-TV is the first commercially successful over-the-air subscription television operation in the world.

It's also by far the largest with over 225,000 subscribers now and new ones being installed at the rate of approximately 10,000 per month.



Oak's security-conscious STV decoder helps bring signals through loud and clear to subscribers throughout Greater Los Angeles. 10,000 new ones are being installed monthly.

Much of it was made possible by this simple-looking "black box"—our unique, addressable decoder and the system behind it. It's the system that has enabled Oak Communications to solve security problems related to over-the-air STV broadcasting.

Oak's security-conscious STV decoder is the only one remotely addressable over-the-air by computer. Each day the computer scans the network, turning the decoders off and back on—but only for paid-up or new subscribers.

The decoder only works where installed and will not operate if transferred to an unauthorized location. Stolen decoders simply don't work. Of over 225,000 Oak decoders now in the field, only a scant few are unaccounted for.

This high level of security combined with an impressive reliability record is the result of years of Oak research and evolutionary development. It





ALICE

in one-derland

Alice was in one-derland again Sunday, November 18th. It was not only the number one program in its time period, as it has been 71 times in three-plus network seasons, but it dished up its highest numbers ever for CBS-TV — 31.6 rating and 46% share of audience.

And, for the 1979-80 season to date, Alice is the third highest rated program in television.

Source: Nielsen National TV Audience Estimates, 1976-77, 1977-78, 1978-79 and 1979-80 thru November 18, 1979.

Warner Bros. Television Distribution



A Warner Communications Company

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

June 4-5—*Advertising Research Foundation's* sixth annual midyear conference. Hyatt Regency, Chicago.

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

June 5-6—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks.

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

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

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

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

June 18-20—*Maryland, District of Columbia,*

Delaware Broadcasters Association annual meeting. Sheraton-Fontainebleau Inn, Ocean City, Md.

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

June 20-21—*North Dakota Broadcasters Association* spring meeting. Art Clare motel, Devils Lake.

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

July 1980

July 18-19—Summer convention, *Colorado Association of Broadcasters*. Keystone Resort, near Dillon.

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

July 28-31—*New York State Broadcasters Association* 19th executive conference. Otesaga hotel, Cooperstown.

July 31-Aug. 1—*Arkansas Association of Broadcasters* meeting. The Arlington, Hot Springs.

August 1980

Aug. 3-7—*Cable Television Administration and Marketing Society* annual meeting. St. Francis hotel, San Francisco. Information: Lucille Larkin, (202) 296-4219.

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

September 1980

Sept. 17-18—*Advertising Research Foundation's* third annual New England Advertising Day Boston Park Plaza, Boston.

Sept. 28-Oct. 1—*Association of National Advertisers* annual meeting, The Homestead, Hot Springs, Va.

Open Mike®

Small world

EDITOR: You are no doubt aware that your excellent magazine is widely circulated and read among the staff of European broadcasters. We try and keep up with the American scene and find your magazine very useful and informative. Many of us scan "Fates & Fortunes" every week to follow the careers of our many American colleagues whom we have met over the years through a constant interchange of visits between our two countries, and, indeed, some of our American colleagues have become firm personal friends.

We wonder whether some of your readers in the United States might not be equally interested in the European scene, including the careers of their colleagues on this side of the Atlantic? —*Norman H. Taylor, general manager, network and recording, engineering and operations, BBC-TV, London.*

Editor's note: BROADCASTING, which established its own London bureau this year, thinks reader Taylor

is on the right track, and—effective with this issue—is instituting an "International" category within "Fates & Fortunes." Contributions to that department from broadcast and allied organizations around the world will be welcome.

Mottl replies

EDITOR: Your Nov. 26 editorial on financial disclosure for broadcast licensees was factually incorrect and analytically barren.

I searched in vain for a few grains of reasoning for why the "impropriety" of requiring disclosure of station profits is "evident." True, the FCC now assures confidentiality to station financial statements on file. I don't understand, however, why it should necessarily follow that the FCC or Congress should be forever barred from changing that policy to require disclosure of statements submitted in the future. The bill I introduced does not mandate disclosure of statements already filed with the FCC.

Your editorial states that "nobody has suggested that there is a valid public interest in the revelation of individual sta-

tion reports." Well, check page 43 of your Oct. 1 issue, where I am correctly quoted as suggesting exactly that. I said: "Financial disclosure would help an audience analyze station performance versus profits. Viewers and listeners could for once discuss programming with their station managers from a position of knowledge about the financial feasibility of more varied, better programming."—*Ronald M. Mottl, member of Congress, Washington.*

Names behind the news

EDITOR: Sajid Rizvi and Adrianus Van Helfteren of UPI deserve more recognition for their coverage of the Iran hostage story than your identification (Nov. 19) of them as "a Pakistani national" and "a part-time Dutch employe." Rizvi was nominated for a Pulitzer Prize last year for his coverage of the events preceding the Iranian revolution. He is a respected professional reporter who for several months preceding the hostage-taking was the only full-time U.S. wire service newsman in Iran. Van Helfteren provided UPI Audio Network's 1,000 affiliates with 139 voice reports on the hostage story in the first 12 days, before he was joined by London bureau manager Edwin Smith on Nov. 16.—*Gordon Rice, vice president, broadcast services, UPI, New York.*

Firstest with the mostest

EDITOR: Your Oct. 22 report on companies contributing to the industrywide campaign, "Radio: It's Red Hot," omitted the company which was the very first to contribute: Arbitron. They made the largest donation [\$10,000] we have received to date and were the first.—*Miles David, president, Radio Advertising Bureau, New York.*



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REMOTE CONTROL

DARK SIDE OF A CITY, YOU CAN'T WITH BRIGHT LIGHTS."

*Henry Sheppard,
WCCO-TV, MINNEAPOLIS*

"There are news-gathering and documentary situations where the use of artificial light is just too intrusive or difficult to achieve," says Henry Sheppard, Chief Engineer of WCCO-TV, the CBS affiliate in Minneapolis.

"That's why our Sony portable BVP-300 cameras are such a big plus. With them, we can shoot in low-light conditions and get a lot of detail other cameras might not pick up. We even get good pictures with as little as two footcandles of light."

WCCO-TV owns seven Sony BVP-300's, which the station's photographers use together with Sony BVU-50 recorders. The cameras are used to shoot public-affairs programs and segments of PM Magazine, as well as for ENG and documentaries.

"We're very particular about picture quality," says Sheppard. "And before we committed ourselves to Sony, we evaluated just about every portable color camera available."

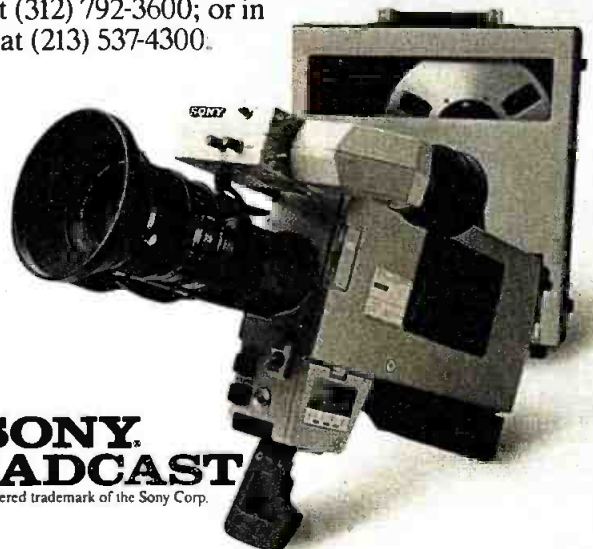
"Sony's colorimetry is excellent, its signal-to-noise ratio is high, and it always turns out pictures that meet our standards. Many of our engineers find its quality comparable to studio cameras. And our photographers like the way Sony handles. For example, in a helicopter, they can cradle the camera on one shoulder to reduce vibrations and get a very steady picture."

"And with the Sony system, each photographer can operate independently, without a second person along to monitor sound."

When asked about Sony durability, Sheppard replied: "We don't coddle our cameras here. Each one gets handled by about 15 or 20 different photographers. They come in in the morning, grab their equipment, throw it into the back of the car, and they're off. Sony takes that kind of treatment remarkably well, and it's a good thing, because we can't afford to have our cameras down."

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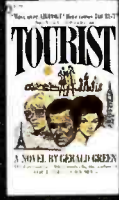


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TOP OF THE WEEK

Battle is joined for disk market

RCA unveils SelectaVision, which will compete with incompatible DiscoVision beginning in 1981; unit to cost under \$500; 300 titles, half movies, will be available by time of introduction

If it takes two to fight, then the videodisk war is on. RCA last week took the wraps off its SelectaVision player unit—one that is incompatible with the technology employed in the Magnavox/Philips DiscoVision player—and said the new equipment and software packages would be on the market in early 1981.

RCA unveiled its system amid pronouncements from a number of corporate executives that the new consumer product, 15 years in development, would enjoy a faster growth rate than did color television. Set to begin nationwide mass marketing of the "under-\$500" units during the first quarter of 1981, RCA has projected a 30%-50% penetration of U.S. color television households by 1991. By that time, annual production of the players is expected to exceed five million units with disk sales surpassing 200 million. Should those projections hold, RCA President-Chief Executive Office Edgar Griffiths said, the combined sales of the players and the 12-inch, two-hour disks could exceed \$7.5 billion annually.

The finely tooled disks, with some 10,000 grooves to the inch, are played on a turntable spinning at 450 revolutions per minute by a miniature, specially designed diamond stylus (40 of them, RCA says, will sit on the edge of a dollar bill). The disks are encased in a plastic "caddy" that prevents the user from touching the record. The RCA hardware is incompatible with the laser-optical DiscoVision players, which are now selling at \$775. Picture quality appeared comparable—at least one observer said superior—to the optical disks, but the RCA system will at first offer neither the stop nor slow-motion features nor the stereo sound of the DiscoVision system.

By the end of the first year of marketing—when RCA anticipates selling as many as 200,000 players—the company will have a catalogue of approximately 300 titles, half of which are likely to be feature



No hands. The RCA SelectaVision videodisks (at left) utilize a "caddy system" in playback. Each disk is in a plastic sleeve which is inserted into the player, depositing the disk on a turntable. The disk is removed by reinserting the sleeve into the player.

films. The precorded disks will sell for an average of \$15-\$20 each.

The new player and a brief sample of SelectaVision programming were presented last Thursday at a meeting of RCA consumer products distributors in San Diego. Joining Griffiths at the demonstration were RCA Executive Vice Presidents Roy H. Pollack, who heads the consumer electronics arm of the corporation, and Herbert S. Schlosser, the former NBC president who has charge over programming for the disk system. Dr. Jay J. Brandinger, division vice president for SelectaVision, showed a model of the unit that will be sold. But the demonstration was conducted on an engineering model—the performance of which, he said, represented "the low end of what will be in the market."

The videodisk "is RCA from beginning to end," said Griffiths, referring to what he said was a "total commitment" from management to produce both the hardware and the software for "a brand-new American industry."

"We are going to take over first place, and I guarantee we will never lose first place," he said. "We are in this to win and win we shall."

Schlosser said that for the first year there will be a heavy reliance on theatrical products, and that RCA had agreements with 20th Century-Fox, Paramount, MGM, J. Arthur Rank and ITC in Britain for packages of recent box-office hits—"Saturday Night Fever," "Grease," "Patton," "The French Connection" and others—as well as for older film classics. RCA has also entered into agreements with Walt Disney Productions for 16 motion pictures and eight one-hour programs and with Don Kirshner Productions for a

series of music disks.

Although in its initial marketing the player will not have stereo capability, Schlosser emphasized the music disk as "one of the areas of greatest potential" for the new medium. According to Pollack, the future players will be equipped with an "appropriate device" capable of adding stereo.

Advertising's stake in media's future

ANA explores the potential impact of cable, satellites, disks, VCR's; the question is no longer whether they will have an effect, but, rather, when and by how much

A technological revolution is ahead in video communications, but whether it will arrive next year or in a decade is debatable in the minds of experts who paraded their views last week before a select group of the people who foot the bills for present-day television—the nation's biggest advertisers.

In what was described as the "best panel" at the Dec. 2-5 annual meeting of the Association of National Advertisers in West Palm Beach, four of the experts predicted that cable via satellite transmission, plus videodisks and cassettes, would alter the national advertising scene, and that the magic figure is 30% penetration by cable (it was placed at about 20% now).

And if there was a consensus, it was that no matter what, the three networks will be doing business in the foreseeable future, albeit not as usual and perhaps with fewer



West Palm Beach people. Left photo (l to r) an insurance group: Nate Kelne, New York Life; John Dear, Allstate; George Hinckley, Travelers,



and Bill Tremayne, Prudential. Right photo: Bob Funkhouser, Carnation; Howard Bell, AAF, and Carol and Sam Cook Digges, CBS Radio.

homes but with little if any diminution in rates. The over-all notion was that homes using television will probably increase because audiences will be augmented on the set by cable, superstations, independent networks and others utilizing satellite transponders. The idea that all sports would go pay cable (a view advanced by Michael Dann, consultant to Warner Communications and former network program executive), was disputed by fellow panelist Robert Schmidt, former president of the National Cable Television Association who has announced formation of his own company, Communications Technology Management (BROADCASTING, Dec. 3). He said Congress would never allow sacred sports precincts to be pre-empted by pay services—this in spite of the Dann contention that the networks will be outbid for all professional sports by the pay TV media.

Dann saw the new technologies as producing “a change that will affect our country almost as much as the advent of the combustion engine after its dependence on the horse.” Television set usage could increase by 40% or 50%, he said, but viewing of network programming will inevitably decline.

“Within two years,” Dann said, car companies will be putting 15- or 20-minute sales pitches on disks or tapes for individual distribution, and big companies like Sears and Montgomery Ward may take up to a day to present taped or recorded informational-promotional material. “Advertisers and their agencies [will be] back in full force in the program business, picking their own high-spot networks, creating tapes and disks for the consumer market and creating commercials as long as some TV programs,” Dann asserted. And that, he said, is just for starters.

“My basic scenario for the middle 80’s and beyond,” he said, “is that advertising and marketing-related activities are going to pass out of existence as we know it.” In addition, he predicted, “manufacturing, selling, advertising, marketing and even delivery are going to be done in a new way. Information will be gathered instantaneously, and far more accurately than anybody ever dreamed of. A corporation will function as a single unit far more than ever before.”

More than that, he told the advertising

executives, “I feel there are going to be a lot fewer corporate chief executives coming from sales and production, and a lot more from the advertising departments. No bigger carrot can I offer you.”

But it was far from all bullishness on the video future. George J. Simko, senior vice president of Benton & Bowles, New York, said he had predicted in 1971 that cable penetration would be 50% by 1980, and others thought it would be 70%. He commented that, obviously, every prediction made in the last 10 years was overstated. Simko now forecasts cable penetration of 27% by 1985 and at 40% by 1990. He believes 10% of the TV homes will have a cassette recorder or disk player by 1985 and 25% by 1990.

Urging advertisers to carefully evaluate each new media opportunity, Simko said that independent commercial stations served by satellite and cable networks represent advertising alternatives today and should not be ignored because they count their viewers in the thousands rather than the millions. But he saw no reason for alarm or for “chaos.”

Harold E. Protter, vice president-general manager of KPLR-TV St. Louis and chairman of the Association of Independent Television Stations’ new technology committee, cited the importance of Blair’s “Blairsat” system for satellite distribution of programs—in the top 31 markets at the

outset—as competitive with the networks. He said that in addition to ITNA (the Independent Television News Association), the most significant development for independents in the last five years has been Operation Prime Time, begun four years ago by an ad hoc group of station and production executives mobilized by Al Masini of TeleRep Inc. Protter said he didn’t believe any of the innovations (CATV, pay TV, cassettes, disks or satellite-to-home) will have “as much effect on you as advertisers in the next five years as the battle between independents and affiliates.” He said there are political overtones to satellite-to-home commercial TV and that cable has economic problems in wiring big markets (an argument disputed by other panelists).

Protter made a direct pitch for ANA member business. He said independents now represent a “viable alternative” and advertisers should increase their flexibility “and help control your costs.” Commercial television, he argued, will still be the most effective advertising vehicle available.

A long time cable student—Bill Donnelly, vice president of Young & Rubicam, New York—recalled that at an ANA workshop in 1976 he said cable would become a viable medium when it reached 30% penetration. It now stands at 20%. He felt nonetheless that some cable services

ANA's new team. Donald G. Goldstrom, vice president and director of advertising and marketing services of Armstrong Cork Co., was elected chairman of the Association of National Advertisers last week at ANA's annual meeting at Palm Beach, Fla. He succeeds Sanford Buchsbaum of Revlon Inc. Richard S. Creedon, senior vice president of Nabisco Inc., was named vice chairman. Peter W. Allport was re-elected president. Three new directors were elected: Spencer C. Boise, Mattel Inc.; John L. Lowden, International Telephone and Telegraph Corp., and Fletcher C. Waller Jr., General Mills. Two directors were re-elected: J.R. Aubuchon, U.S. Food Products division of Kellogg Co., and Calvin S. Hatch, Clorox Co.

Cost efficient. Association of National Advertisers, serving 430 corporate members, has kept pace with inflation by using a built-in computer. Its sliding-scale dues are based on members' advertising expenditures, and as these have expanded so have contributions to ANA, regarded as among the most effective and efficient trade groups. The scale runs from \$1,000 for advertising budgets up to \$500,000 to a maximum of about \$40,000 on expenditures exceeding \$200 million. A dozen years ago ANA's overhead was about \$500,000. Today it runs about \$2 million. The staff then was 35. Today, contrary to typical expansionist form, it is 27. Peter Allport, the ANA president, joined the organization 33 years ago from the agency field.

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The Mike Douglas Show keeps growing stronger. This October was even bigger than last October when Mike moved to Hollywood.

15% more homes

20% more total women

31% more 18-49 women

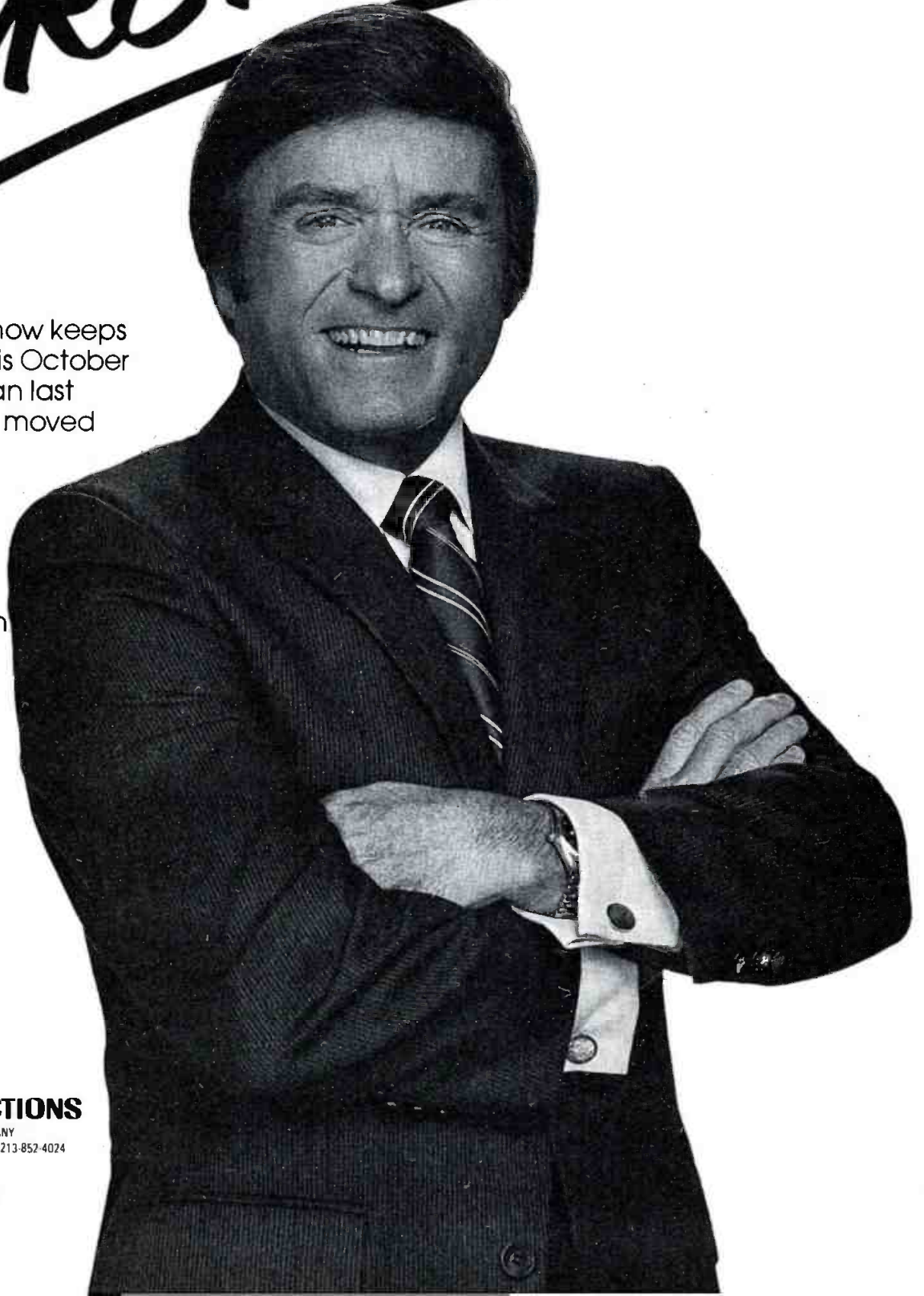
In fact, Mike attracted **27%** more 18-49 women than Merv, **182%** more than Dinah.

POWER where it counts most. That's **MIKE POWER!**

GROUP W PRODUCTIONS

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Source: ARB Oct. 1978, Oct. 1979
Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.



"All in the Family: A Critical Appraisal," edited by Richard P. Adler. Sponsored by the Aspen Institute and co-published by Praeger Publishers, 383 Madison Avenue, New York 10017, and Cambria Press, Box 1652, Palo Alto, Calif. 94302. 384 pp. \$6.95 paperback (from Cambria), \$22 cloth (from Praeger).

The 1970's some day may be regarded as the golden age of television, when blandness in programming gave way to new concepts. In that role for nine years, shattering old taboos, was *All in the Family*, evoking equal amounts of laughter and outrage. But no one has been able to definitely determine the worth of Archie Bunker and his friends/enemies.

Adler comes close by offering facts needed for an assessment. He reviews the history of the series from its inauspicious start in January 1971. He chronicles year-by-year the love and hate it engendered among critics, social scientists and others moved by the show's provocative treatments of issues. Too, there is food for thought from such as producer Norman Lear, director Bud Yorkin, the stars of *All in the Family* and other observers.

Sample scripts, synopses of all the other scripts, and a bibliography of related information on the series rounds out the 384 pages of background. From that, the individual should be able to more intelligently make such judgments as whether or not it is possible to be a loveable bigot and whether or not barriers have

been lowered or raised higher to the solution of today's problems by *All in the Family*.

"The Co-op Catalog" plus complimentary copy of "A Primer of Cooperative Advertising," by Connie Aicken. *Cooperative Advertising Services*, 1023 North 50th, Seattle 98103. \$29.75 ("Primer" available separately at \$15 per copy, \$10 for two or more, \$8 each for 20 or more).

In "The Co-op Catalog" part of this offering, Aicken presents a comprehensive listing of about 2,200 co-op programs available to retailers. Produced offset on loose-leaf sheets in a binder, the directory is divided by product classification, giving company names, personnel contacts, accrual information and ad allowances. The author, who served as co-op manager and media planner for a Northwest manufacturer before setting up her own business, plans to update the information annually in an effort to assist medium-sized and small retailers who use co-op funds minimally or do not use them at all.

The companion piece, "A Primer for Cooperative Advertising," is a basic handbook with just enough information to keep the subject from becoming too complex. Also on loose-leaf sheets in a binder, it explains co-op advertising and how it can be utilized, outlines procedures, explains some of the legal implications, suggests ways of planning co-op and offers a bibliography of articles and books that go into the subject in even greater detail.

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Rufus Crater (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
J. Daniel Rudy, assistant managing editor.
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Mary Pittell, staff writers.
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YEARBOOK □ SOURCEBOOK

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Joseph A. Esser, Betsy Lemos, assistant editors.

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David Whitcombe, director of sales and marketing.
Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and engineering (Washington).
Gene Edwards, Southern sales manager.
David Berlyn, Eastern sales manager (New York).
Linda Petersen, classified advertising.
Doris Kelly, secretary.

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Harry Stevens, production manager.
Don Gallo, production assistant.

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Phillippe E. Boucher.

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Rocco Famighetti, senior editor.
Jay Rubin, assistant editor.
Anthony C. Herring, staff writer.
Karen Parhas, editorial assistant.

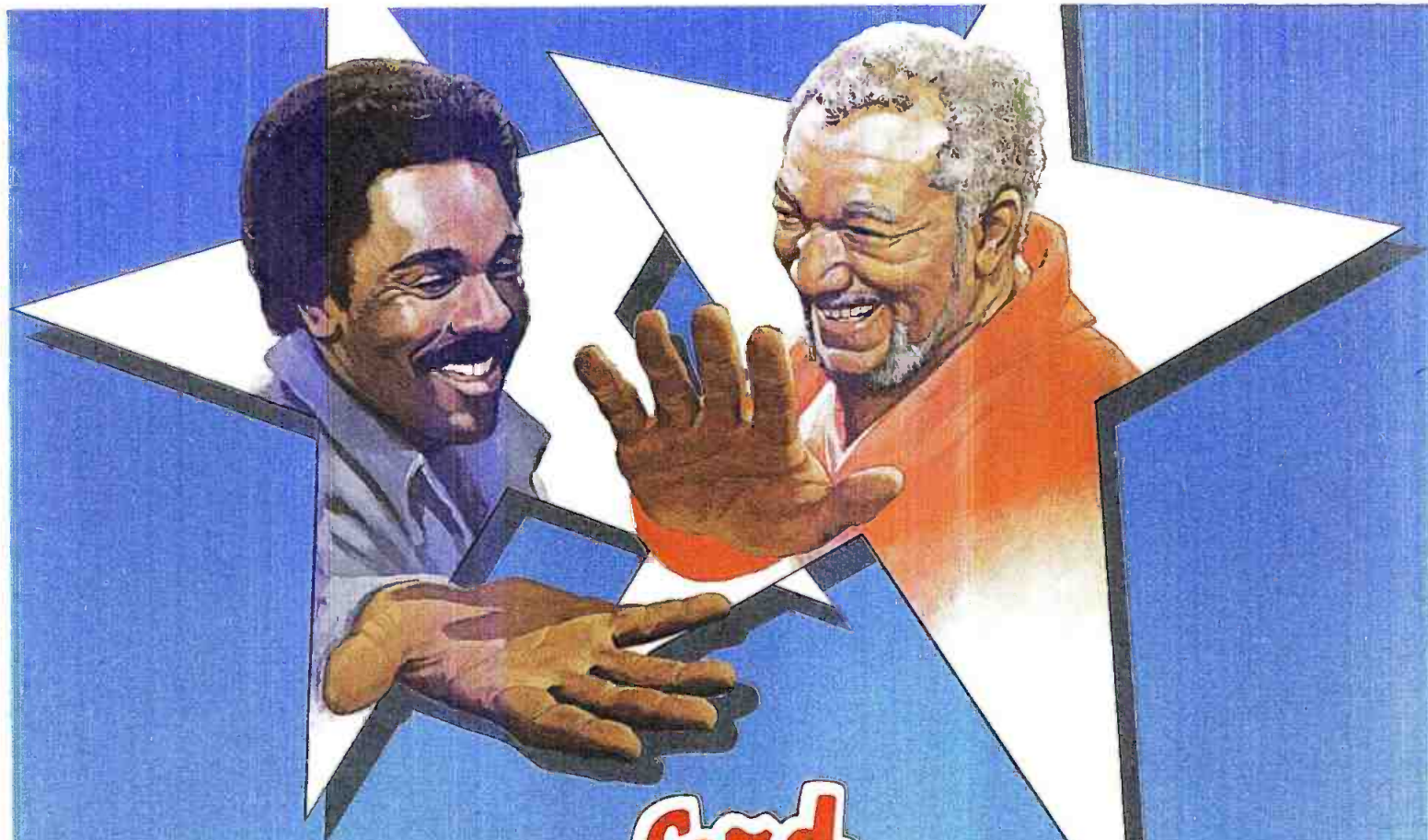
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Harriette Weinberg, Marie Leonard, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
James David Crook, assistant editor.
Sandra Klausner, editorial-advertising assistant.

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Phone: 01-402-0142.
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Founded in 1931 as *Broadcasting**—*The News Magazine of the Fifth Estate*. □ *Broadcast Advertising** was acquired in 1932, *Broadcast Reporter** in 1933, *Teletest** in 1953 and *Television** in 1961. *Broadcasting—Teletesting** was introduced in 1946. □ Reg. U.S. Patent Office. □ Copyright 1979 by Broadcasting Publications Inc.



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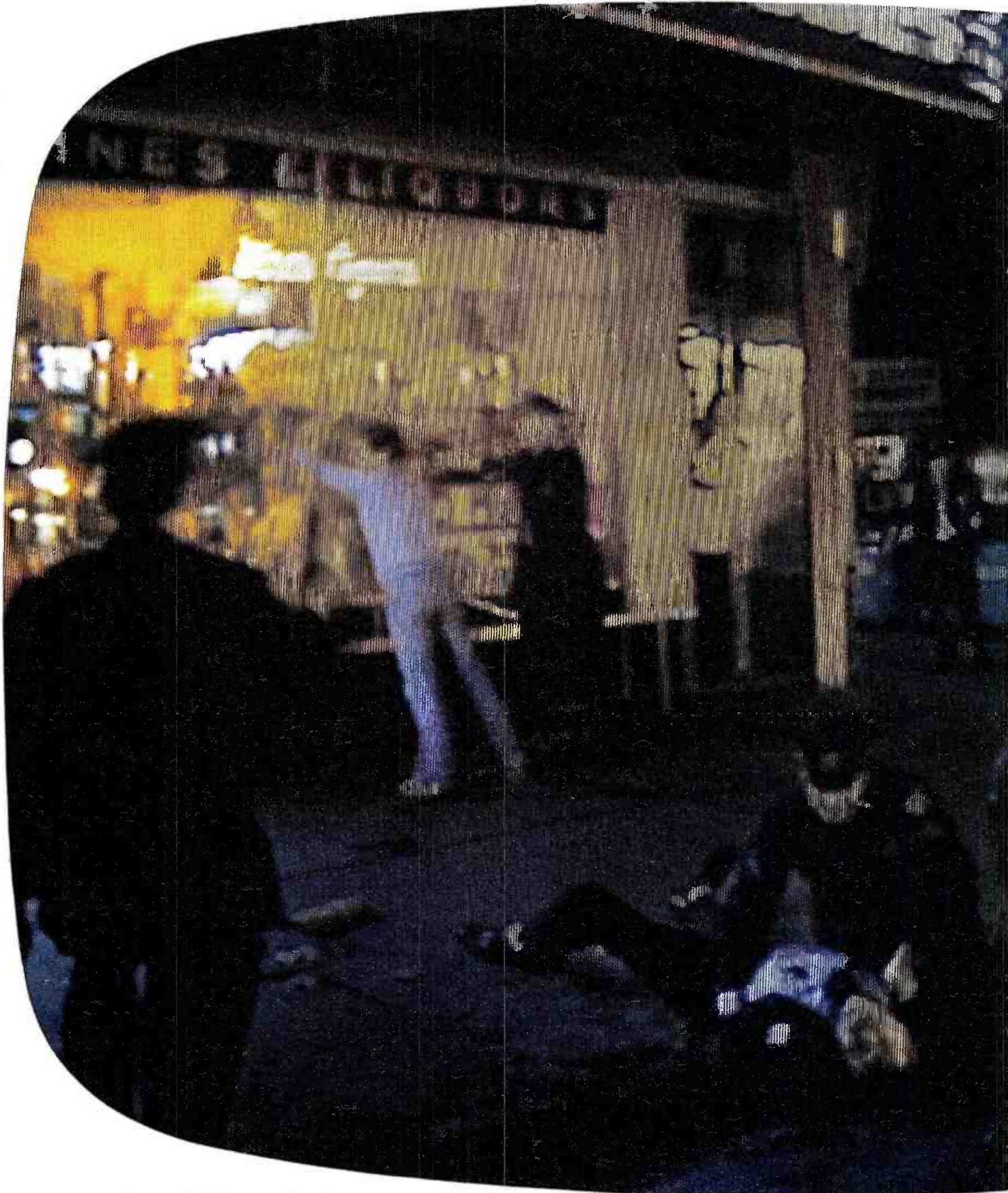
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**“IF YOU WANT TO COVER THE
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Shot with a Sony BVP-300 camera at f2.5 with approximately two footcandles' light.

should be planned as media in their own right and not as ancillary to TV—"perhaps as a new child, somewhere between magazines and broadcasting." (Donnelly was critical of what he regarded as the failure of important entities in national advertising to participate in the recent House Communications Subcommittee conference on new horizons to be covered in communications legislation.)

Merrill Panitt, editorial director of Triangle Publications Inc. (*TV Guide* and the upcoming *Panorama* monthly), who moderated, was asked about possible inroads of video publishing. It is a factor to be considered, he agreed, pointing out that Time Inc. is experimenting with a technology that would employ methods for readback or playback of magazines. Magazines may bind in flexible plastic disks to supply more detailed coverage, he said.

James H. Rosenfield, president of CBS-TV, warned in an opening-day speech against the dangers of yielding to pressures mounted against television and specific programs by what he said were increasingly diverse, minority groups, often acting on the basis of rumor or misinformation without first-hand knowledge of what they are protesting against.

Rosenfield told the advertisers that "important issues are at stake." He would not suggest, he said, what position they should take, but urged them to "arrive at your position the same way as you approach other aspects of your marketing activities—in the light of as much information as you can gather on who and what is involved. If you do, we will all be the better for it."

Administration, media get testy over Iran coverage

State's Hodding Carter says interviews with Ayatollah forced him into hard-line position; networks complain about blackout of shah at Lackland air base

The television networks' news divisions were accused by the State Department last week of contributing to a hardening of the position of Iran's Ayatollah Ruhollah Khomeini by competing for interviews with him.

The accusation was voiced by State Department spokesman Hodding Carter. Carter was quoted as telling a group of Princeton University students that in general he thought the news media had done a good job in covering the Iran crisis but that he also thought the networks' pursuit of interviews had led the Iranian ruler to take a "rigid" stand that he might not otherwise have taken.

"In one damn set of interviews," he said, "a rigid statement was set down on the inevitability of trials for our people. It put into concrete what could have been

dismissed as a muttering behind closed walls."

In response, NBC News President William J. Small said: "Hodding Carter has handled a most difficult job exceedingly well. Our reporters have handled a similar job brilliantly.

"I would suggest Mr. Carter stick to his job—we to ours."

CBS News President Bill Leonard, in a letter to Carter, said he was "surprised and saddened" by remarks that "seem so inconsistent with your careful and reasoned comments of the past month that I hope you will clarify them." Leonard said Khomeini clearly had already decided to announce the policy of trial for the hostages, and that "the news divisions of the networks should be thanked—not criticized—for bringing this planned action to light at the earliest time possible, thereby allowing the negotiating process now under way to have begun as soon as possible."

Roone Arledge, president of ABC News, told Carter in a letter that, since Khomeini appears to be the Iranian leader, his views "are central to responsible reporting of the embassy story."

"Short of not reporting Khomeini's statements or submitting to your censorship," Arledge said, "I believe we acted responsibly. I reject completely your thesis to the contrary."

Earlier, the complaining shoe had been on the other foot, as the network news organizations protested the government's "blackout" of coverage of the deposed shah after his arrival at Lackland (Tex.) Air Force Base.

ABC News and CBS News protested during the early part of last week the curtain of silence wrapped around the activities of the deposed shah of Iran. But there were signs later in the week that restrictions would be relaxed and news of the shah's convalescence at Lackland Air Force Base would be released, at least from time to time.

Shah Mohammed Riza Pahlevi flew from New York to Texas in the early morning of Dec. 2 and authorities then barred journalists access to Lackland and nearby Kelly Air Force Base and declined to hold news briefings despite the pleas of broadcast and news correspondents.

ABC News and CBS News lodged formal protests through telegrams. NBC News said its correspondents in Texas protested verbally to Lackland military officials.

CBS News's telegram, signed by CBS's Leonard, was sent to White House press secretary Jody Powell and said: "The total blackout of the shah and Lackland and Kelly Air Force Bases deprive the American public of accurate and responsible information on his health and his future plans and is leading to all sorts of rumors about both. At a time when the country is deeply concerned about this matter, CBS News protests the absence of regular briefings by responsible officials and some sort of access to the base."

After the conference on Wednesday,

Leonard commented: "It's one more press conference than was held before. And if it's continued, it will go a long way toward improving things."

And a wire from ABC's Arledge to Secretary of Defense Harold Brown said in part: "ABC News protests in the strongest terms the treatment afforded our personnel while covering the arrival of the deposed shah at Lackland Air Force Base... ABC News insists that coverage of the shah on a continuing basis is vital to the American public's understanding of the present crisis and should not be abridged by military authorities."

An old issue gets reheated at WARC '79

U.S., Israel protest jamming at final protocol, indicate they'll press it at future conference

The World Administrative Radio Conference, which in its more than 10 weeks in Geneva managed to avoid most issues involving ideological conflict, ended last week with a reference to a holdover from the Cold War—Soviet Block jamming of shortwave (HF) broadcasts. The U.S. and Israel, in separate statements in the final protocol of the conference, said they would take any necessary action to protect their broadcast services from jamming. Israel, moreover, indicated it would raise the issue at the conference on HF broadcasting that is to be held in 1983 and 1984. Neither statement identified the source of what the U.S. referred to as "willful, harmful interference."

Jamming has been a source of friction between the U.S. and the Soviets since the end of World War II, but the U.S. had never raised the issue previously at an International Telecommunication Union conference. And the U.S. decision to raise it last week came as something of a surprise. Ambassador Glen O. Robinson, who headed the U.S. delegation, had indicated in advance of the conference a reluctance to inject such a politically charged issue into a conference at which the U.S. was hoping to limit political content.

However, the statement came in the final protocol rather than on the floor of the conference. And delegation sources said the statement constitutes an effort to prod the USSR into a more receptive frame of mind regarding the proposed solution to the jamming controversy offered last year by John Gronouski, chairman of the Board for International Broadcasting. Gronouski suggested that the Soviet Bloc representatives exercise a right of reply on the U.S. facilities to whose broadcasts they object, rather than jam them.

The jamming targets are organizations which are funded by and whose operations are overseen by the BIB—Radio Liberty,

which broadcasts to the Soviet Union, and Radio Free Europe, whose programs are heard in Bulgaria, Czechoslovakia, Poland, Rumania and Hungary. (Only Rumania and Hungary do not jam.)

The Soviets quit jamming the Voice of America after years of official protests. And the U.S. has made it clear it wants to discuss again with the Soviets what the BIB had called "this relic of the cold war." A U.S. official took it as a hopeful sign that the Soviets did not file a counterreservation in response to the U.S. statement. However, if the Soviets cannot be moved, the same official said, the statement gives the U.S. greater flexibility in breaking through the jamming, which the statement describes as being "incompatible with the rational and equitable use of [the shortwave] bands."

Israel has long complained of Soviet jamming of Israeli short-wave broadcasts beaming programs in Hebrew and Yiddish to Jewish communities in the Soviet Union and other countries, as well as of internal broadcasts carried by HF transmitters.

But now, Michael Shakked, head of the two-member Israeli delegation indicated, Israel will attempt to generate public opinion in support of its position that "jamming violates international radio regulations, which prohibit harmful interference."

"We believe public opinion has an effect," Shakked said in a meeting with reporters to discuss the Israeli position. "Not right away, and against Russia it is more difficult, but public opinion has an effect."

The centerpiece of Israel's argument is that—at a time when the world is searching for spectrum to meet the needs of in-

ternational broadcasting—jamming effectively wastes more than 50% of the HF spectrum available for broadcasting. Jamming affects not only specified frequencies but adjacent frequencies.

Both in its reservation and in a covering letter accompanying an information note that was distributed to WARC delegates, Israel indicated it would raise the issue at

the HF planning conference. "Jamming has to be stopped," the letter said. "Otherwise there is no sense in executing imaginary planning exercises and causing an upheaval in the fixed service allocations. The fixed services are relied on by many developing countries ... and are given up by many of them only with great reluctance, if at all."

November's lessons, February's outlook

Networks get burned by miniseries; expectation is that Olympics will give ABC-TV commanding position

CBS-TV's narrow—four-tenths of a rating point—victory in the November Arbitron and Nielsen sweeps last month is not likely to be replayed in February, network executives say. ABC-TV, running 13 days of winter Olympics coverage Feb. 12-24, is viewed by officials at both CBS and NBC-TV as the early-on leader in the upcoming competition. That does not mean, however, that CBS's victory last month was a programing accident. The network won as a result of strong showings from its regular series and astutely scheduled specials.

Furthermore, both ABC and NBC suffered some especially disappointing showings of special sweeps programs—primarily the former's *French Atlantic Affair* and the latter's *Beggerman, Thief*. At least in part as a result of the performances of those two miniseries, the networks are likely to be taking another look at the genre that came into full flower in this decade. The miniseries is not a dying television form, but the lesson of the November sweeps may be that networks cannot rely heavily on that program form

to carry them to ratings dominance.

"We have concerns about how many miniseries can be done," said NBC Entertainment President Mike Weinblatt last week. "It's putting your load in one basket." Miniseries are becoming more and more expensive (some estimates for ABC's upcoming eight-hour epic, *Masada*, have exceeded \$2 million per hour), and, according to Weinblatt, except *Roots* "they do not repeat well."

"The economics of miniseries have become very, very difficult," he said. Although he fully expects NBC to continue making them, NBC "will probably be more selective" and be "looking long and hard" at future projects.

CBS Entertainment President Bob Daly echoed those sentiments. "Probably people will be nervous unless they have something special. The public isn't going to tune in to just a miniseries." Daly, too, commented on the problem of rerunning miniseries, saying that often a rerun makes the "difference between making a profit or not making a profit. If the repeat doesn't work, you're in deep trouble."

CBS won November without a miniseries, but Daly, who believes ABC will win February easily as a result of the

InBrief

FCC's chief administrative law judge, Lenore Ehrig, has approved **settlement of 15-year-old WLET-TV Jackson, Miss., case** in which corporation that is 51% controlled by local blacks will own station. Case has genesis in petition to deny that local blacks, aided by United Church of Christ, filed in April 1965, against Lamar Life Broadcasting Co., alleging discrimination against Jackson's 43% black population. Renewal was finally denied in 1969 after U.S. Court of Appeals, in two historic decisions, overruled FCC decisions to renew TV-3 Inc., which would be new licensee under agreement, is composed of representatives of four of five parties that had been competing for license. It is headed by Aaron Henry, one of original challengers and head of state National Association for Advancement of Colored People.

CBS-TV is considering plan to **premiere some of its fall 1980 shows as early as August**, well ahead of traditional mid-September start-up of new season, according to Robert Daly, president of CBS Entertainment. CBS is faced with tough competition of baseball play-offs and World Series on other networks. According to Daly, if network goes with plan, **tape comedies are most likely to get early airing.**

ABC-TV has **shifted three half-hour comedies** to new time periods: *Angie*, previously set to air Saturday 8:30 NYT will move to Monday 8:30, following *Laverne & Shirley*; *The Ropers*, running Saturday at 8 moves ahead half-hour to 8:30, and new *One in a Million*, previously announced for Monday at 8:30, moves to old *Ropers* slot. *Angie* shifts Jan. 7, and *Million* enters schedule Jan. 26.

FCC has **denied American Express and Warner Communications waiver** of crossownership rules that stand in way of Amexco's purchase of 50% of stock of WCI's wholly owned subsidiary, Warner Cable Corp. FCC denied waiver because two Amexco directors, former Pennsylvania Governor William Scranton and Henry Henley, are directors, respectively, of New York Times Co. and General Electric, which control television stations that overlap 10 communities currently served by Warner cable systems. Amexco and Warner, in joint statement, said FCC decision would not "adversely" affect merger. "There are several alternatives that will satisfy the FCC objections," it said. WCC is fourth largest cable company in U.S., serving 575,733 subscribers in 120 localities. Ten systems in question involve 38,900 subscribers.

Network filed briefs last Friday in appeal from FCC decision ordering them to grant air time to Carter Mondale Presidential Committee. Thrust of their findings is that commission is **insinuating itself into broadcaster editorial decisions.** ABC said commission has moved "too deeply into the political process and assumed an editorial role over broadcasters that's in violation of First Amendment"; NBC contended decision, if allowed to stand, would eliminate licensee discretion in this area; CBS said agency was unjustified in substituting its judgment for that of broadcasters. NBC, only network not to offer committee any time at all, still has not reached decision on whether to do so or not. Court has directed networks to file briefs on mootness of issue by Dec. 17; FCC to file following day. Meanwhile, **Ted Turner**, owner of Atlanta superstation WTBS, has offered his outlet—"in light of the networks' intransigent position of free access"—to "corporations and other responsible groups or individuals who would like to express their opinions to the American people."

Olympics, hopes to remain in the competition with CBS's own six-hour *Scruples*—which is costing an estimated \$5.5 million. Weinblatt—who pointed out that *Beggerman* ran for only four hours and technically should not be called a miniseries, although he said he and NBC certainly treated it as one—has not yet put together a solid February schedule. He expects to be running "The Towering Inferno" and a Bob Hope special during the month. He plans to lay out the network's first-quarter schedule in a closed circuit feed to affiliates later this month.

Weinblatt also expects ABC to lead in February with the Olympics—a situation he described as "extraordinary under any circumstances."

ABC is "really the story of this season," Weinblatt said. "We've come up and they've come down. We became more competitive and took them down a peg." For the first 11 weeks of the 1978-79 season ABC had a 20.7 rating, CBS a 17.8 and NBC an 18.7. For the 11 weeks of three-way competition thus far ABC has a 19.7, CBS an 18.8 and NBC an 18.3. (NBC's ratings for last year were boosted considerably by its carriage of the World Series, which ABC had this fall.)

But in November, ABC certainly did fall—several pegs—and NBC, while not improving, did not decline either (a victory of sorts for the number-three network). In November of last year, ABC had a rating of 21.1 with a 37 share of the network audience, CBS a 18.2/31.9 and NBC 17.7/31.1. This year ABC had 19.7/34.2, CBS 20.1/35 and NBC 17.7/30.8.

"I think the bottom line is just that our series did better," said Daly last week. And in large part he was right, but as ABC first pointed out, CBS devoted considerable

time to specials. Daly was sensitive to that criticism of his programing and said that "with the exception of 'Oh, God!' and 'Silver Streak'" CBS did not do that well with the special sweeps programing it did run. Two other specials presented in the final week, "The Turning Point" and *Letters from Frank*, balanced each other, Daly said, as the former did "slightly" better than CBS's regular Monday night schedule while the latter "did much worse" on Thursday.

Nielsen figures for the month show that CBS devoted 49.7% of its schedule to regular series with an average rating of 22.3. That was considerably less regular programing than offered on NBC (60.6% with a 17.5 rating) or ABC (69.7% with a 20.5). Thus, CBS's series outperformed those of the other networks, but there were demonstrably fewer episodes aired.

Weinblatt conceded that NBC "didn't do as well as we hoped" in the month and that he was "disappointed" in the performance of *Beggerman*, "A Bridge Too Far" and "MacArthur." But, he insisted that it was not a mistake to move the theatrical movies "Coming Home" and "Semi-Tough" out of November and into the first two weeks of the season. When asked whether he still believed it was right to move the films, he responded with a confident "sure."

Weinblatt also pointed out that NBC moved two films into November—"Smokey and the Bandit," which was the number-two show of the month, and "The Omen," the number-21-ranked program. "Our main goal was to build series," he said of the network's grand strategy for this season, "and we didn't want to decimate our series" in the sweeps.

ABC affiliates shake off loss of Nov. sweeps

No panic at Barbados meeting; news department progress cited

ABC officials apparently convinced members of the ABC-TV affiliates board last week—if they needed convincing—that being edged out of first place in the November sweeps (BROADCASTING, Dec. 3) wasn't the end of the world.

Jeff Davidson of WXIA-TV Atlanta, chairman of the affiliates board, summed up the week's meetings between board and ABC executives with this statement last Thursday from the Barbados meeting site:

"I'd say the bottom line is that we are leaving here with renewed confidence in ABC."

Both Davidson and other affiliates as well as network representatives said there had been no evidence of keen disappointment among the board members as a result of the sweeps' results.

"When you analyze it," Davidson said, "ABC has a solid schedule, and their new programs look good too." Another affiliate said he was "confident ABC will wind up winning it [the season]—though maybe not by as much as last year."

The affiliates were particularly impressed with ABC News's progress—so much so they adopted a resolution about its work in the Iran crisis in particular. The resolution said ABC News personnel in Iran "are performing a service of historic importance to the American public and the ABC-TV network affiliates" and

Democratic and Republican **presidential candidates debates** in Iowa, sponsored by *Des Moines Register* and *Tribune*, will be televised. NBC last week said it would provide live coverage of Republican match Saturday, Jan. 5, at 3 p.m. (NYT), and Democratic forum Monday, Jan. 7, at 8:30 p.m. (NBC noted that newspaper arranged time.) CBS plans to cover Republicans either live or delayed for late night and said it will go live with Democrats if President Carter participates. ABC said no decision has been made.

□

John W. Kluge, chairman and president of Metromedia, has been chosen to receive annual Gold Medal Award of International Radio and Television Society. Kluge will be honored at 40th anniversary banquet of IRTS, to be held at Waldorf-Astoria hotel in New York on March 5.

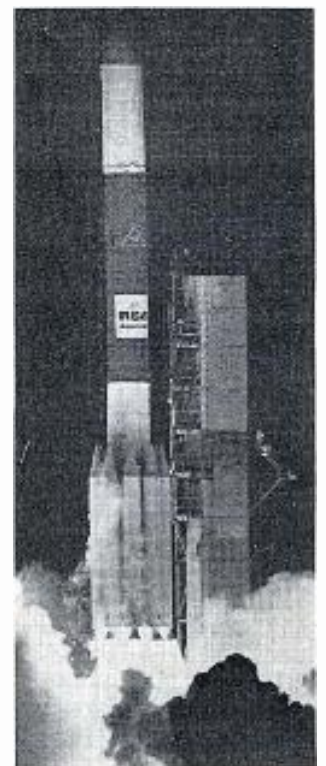
□

Invitation Nov. 29 of KFGO(AM) Fargo, N.D., to its listeners to be **co-signatories in station's letter of protest to Iranian mission at UN**—sparked by request to news media by White House Press Secretary Jody Powell ("In Brief," Dec. 3)—brought flood of 5,867 phone requests within 28 hours. Idea spread next day to co-owned Communications Properties stations KATE(AM)-KCPH(FM) Alberta, Minn.; WDBQ(AM)-KIWI(FM) Dubuque, Iowa, and WNFL(AM) Green Bay, Wis., generating 20,150 co-signatories.

□

Over 350 people were on hand and none were disappointed as they watched RCA Americom's **Satcom III, the new all-cable carrier**, successfully launched into space from Cape Canaveral, Fla., last Thursday. Blast occurred right on schedule (8:35 p.m. NYT), undeterred by a light rain and overcast sky. Few expected less than success; the satellite was the 150th carried into space by the workhorse Thor-Delta rocket. The

bird will take its place 22,300 miles above the equator at 132 degrees west longitude, and will become operational in February. To make room for it—satellites must maintain four degrees separation—Satcom I will be nudged one degree west to 136. The launch was followed by a party attended by Julius Coppelman, executive vice president of RCA Corp.; Andrew Inglis, president of RCA Americom, and a large contingent of other RCA people, many from the Astro-Electronics division, builder of the Satcoms. Representatives of the cable programers and common carriers who use the birds also were there and FCC Commissioner Anne Jones flew in to represent that agency. Despite the National Aeronautical and Space Administration's success in launching all types of satellites, **RCA took the precaution of insuring the launch** with a consortium of insurance companies including Lloyd's of London for \$70 million to cover the satellite, the launch vehicle and the loss of business that would result from a launch failure. The premium was \$5.3 million.



Missionary on children's TV. NBC last week attacked the FCC staff report that accused television of failing in its obligation to children (BROADCASTING, Nov. 5) and asked the commissioners to put off any rulemaking before hearing oral arguments on the validity of the report. The NBC position was explained to individual FCC members last week in visits by Corydon B. Dunham, NBC executive vice president and general counsel. The FCC staff measurement of the volume of programming available to children grossly understated the facts, NBC said. By excluding noncommercial stations and cable importation of outside signals, the study failed to count 60% of children's programming in the average market. The study also gave disproportionate importance to small markets and compounded that error by underestimating the number of signals in each, NBC said. The average viewer in the 52 smallest markets has access to 4.4 commercial stations, not the 1.3 reported by the FCC staff, NBC said. At the FCC's direction, its staff is drafting a rulemaking that will include, as one option, a requirement that commercial stations carry fixed minimums of educational programming for the young.

“demonstrating a professional performance unparalleled in TV journalism.”

Among other developments at the three-day meeting:

- Network executives said, in response to questions, that they have no immediate plans to expand daytime programming.

- The network agreed to consider a request by affiliates that additional time be made available to them for local sale in network sports programming.

- Network officials said they planned to switch to a new, computer-based system of communication with affiliates, replacing the teletype system, in 1981.

- The affiliates renewed long-standing objections to network program run-overs into local time and again let it be known they'd rather have *Monday Night Football* start at 8 p.m. NYT, instead of 9 p.m.

Program administrator picked by the CPB

He's producer Lewis Freedman, who'll have \$24.5 million to dole out; board allocates \$1.5 million for coverage of campaigns; response to report on minorities gets criticized

The board of directors of the Corporation for Public Broadcasting last week approved the selection of Lewis Freedman to head CPB's Program Fund.

The 53-year-old Freedman, who has both Peabody and Emmy awards to his credit, will oversee the selection and funding of all public television programming and administer a fund that, in fiscal year 1980, has \$24.5 million.



Freedman's selection ends an intensive search by a five-person committee, headed by William J. McGill, president of Columbia University. The committee received 284 applications and nominations. The position was created last August when the board voted to restructure CPB into a Management Services Division and a Program Fund, thereby relieving the board of programming

decisions—although the fund will rely on the board for policy guidance.

A native of New York City, Freedman began his career in public television as vice president of programming at WNET(TV) New York. He later worked for the Public Broadcasting Laboratory, KCET(TV) Los Angeles and CBS-TV. He spent the last five years traveling in Europe and North Africa, spending part of the time as international consultant on TV programming for Mobil.

In other actions last week, the board allocated \$1.5 million for election-year coverage—a full \$1 million less than the Public Broadcasting Service and National Public Radio had originally requested, yet \$500,000 more than the total suggested by management.

In addition, the board found some glaring deficiencies in management's response to the year-old report of the Task Force on Minorities in Public Broadcasting, and directed that an adequate reply be drafted by next Jan. 30.

The board listened to a group of task force members who had harsh criticism of CPB's initial response to the report. They said CPB had not seriously addressed a significant number of the report's recommendations, and was off base in its conclusions on other matters.

They claimed, for example, that CPB had failed to set forth a systematic plan to insure that minority applications for stations will be forthcoming; it had failed to respond to complaints about the status of audience research in public broadcasting; it has not made a long-term commitment to minority programming, and it has failed to establish an effective equal employment opportunity office to respond to women's concerns.

After reviewing the assessment of management's response, the board passed a resolution that called for an item-by-item response to every task force recommendation, including explanations of rejected recommendations. It also directed that PBS and NPR submit similar responses where appropriate.

Most unhappy with the response of management was board member Michael Kelley, who said that the board passes a number of resolutions, but nothing ever seems to get acted on. “I'm beginning to wonder whether this board has any power at all,” he said.

Wait 'til next year

Hollings hopes to make headway over Christmas while others push to get broadcasting included in his common carrier amendments; but no markup seems possible on either side before adjournment

Congress last week shut the door on any markup of Communications Act revisions before it adjourns next week, but it left clear signs that consideration of such legislation could come early next year.

Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, made available a draft of a revised version of his bill (S.611) to amend the Communications Act. The new version, however, contained no broadcast provisions, and was limited to common carrier amendments.

Hollings unveiled his draft at the last scheduled Commerce Committee session before next Friday's (Dec. 21) adjournment. He explained that although he is still interested in broadcast issues, he thought it would be wise to focus, temporarily, on common carrier, as Democrats and Republicans have been unable to come to any consensus on broadcast items.

But Senator Harrison Schmitt (R-N.M.) objected to consideration by the committee of a draft lacking broadcast measures. “We're still committed on this [Republican] side to looking at all issues,” Schmitt said. “To eliminate broadcasting would be a serious matter.”

Schmitt added that, in his view, the subcommittee was well on its way to putting together workable legislation, and early next year it should be possible to come to agreement on matters now in dispute.

Hollings said that the purpose of circulating his draft now was to give interested parties a chance to study the language and comment on it during the Christmas break. Hollings defended his decision to focus on common carrier issues, since that is an area in which House counterparts are working.

But Commerce Committee Chairman Howard Cannon (D-Nev.) agreed with Schmitt that broadcast provisions should be included in final legislation, and he requested that the majority and minority staffs work over Christmas to put together one bill. He said that if workable legislation can be drafted, he would give it “a high priority for next session,” hoping to schedule it for a markup sometime early in the year.

Schmitt suggested that any differences could be set out in actual language and voted on.

The House, meanwhile, continues to move ahead with plans for legislation. Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee is still working hard to get a final draft of a common carrier bill finished. No timetable has yet been established, but it is likely a bill will be introduced before adjournment.

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artistic, the art

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Radio

Financial Data 1978

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CENTURY



In 1978, the eight radio networks had revenues of \$89,861,000, their 36 owned-and-operated AM and FM stations added another \$146,453,000 and 5,712 other AM and AM-FM stations brought in a total of \$2,398,989,000 for an industry total of \$2,635,303,000.

Expenses for the networks in 1978 were \$74,505,000, their 36 owned stations spent \$118,072,000, and other AM and AM-FM stations had expenses of \$2,131,161,000 for an industry total of \$2,324,238,000.

So the radio networks reported their second straight profit year—\$15,356,000; owned stations showed a pretax profit of \$28,381,000, up 33.8% from 1977, and profits for AM and AM-FM stations were \$267,328,000, up 33.9% from 1977 for an all-radio pretax profit of \$311,065,000, up 26.4% from 1977:

1978: Radio's star keeps rising

Radio profits, on a dramatic climb since the recession year of 1974, registered an additional 26.4% increase in 1978 to attain pretax income of \$311.1 million for the industry. The 1977 profits were \$246.1 million.

That is the bottom line of the FCC's annual financial data being released today (Dec. 10). It covers the operations of the national networks (ABC's three AM and one FM network, CBS, MBS's two networks and NBC) 4,316 AM stations and jointly reporting AM-FM combinations (in which 1,479 FM's were included), 655 stations associated with AM stations but reporting separately in 1978, and 777 independent FM stations.

The radio industry's over-all revenues in 1978 also grew, up 15.9% to \$2,653.3 million from \$2,274.5 million in the preceding year. The increase in broadcast expenses was less, rising 14.6% from \$2,028.4 million in 1977 to \$2,324.2 million last year.

The radio figures, combined with television data released last summer (BROADCASTING, July 30), offered this healthy report on broadcasting's finances in 1978 (see table 1):

- Broadcast revenues of \$9,548.3 million, 17% more than in 1977.
- Broadcast expenses of \$7,590.2 million, up 16.7% from 1977.
- Broadcast pretax income of \$1,958.2 million, up 18.9%.

Advertiser-expenditures in radio in 1978 came to \$2,911.2 million, up 15.9% from

1. The radio and television broadcast services' 1978 totals of revenues, expenses and income, for networks and stations

Broadcast revenues	1978	1977	% increase 1977-1978
Radio	\$2,635,303,000	\$2,274,500,000	15.9
Television	6,913,000,000	5,889,000,000	17.3
INDUSTRY TOTAL	9,548,303,000	8,163,500,000	17.0
Broadcast expenses			
Radio	2,324,238,000	2,028,400,000	14.6
Television	5,265,900,000	4,488,000,000	17.3
INDUSTRY TOTAL	7,590,138,000	6,516,400,000	16.7
Broadcast income (before federal income tax)			
Radio	311,065,000	246,100,000	26.4
Television	1,647,100,000	1,401,000,000	17.5
INDUSTRY TOTAL	1,958,165,000	1,647,100,000	18.9

Notes: 1978 radio data covers the operations of the nationwide networks (CBS, MBS's two networks, NBC and ABC's three AM networks and one FM network), 4,316 AM stations and jointly reporting AM-FM combinations (in which 1,479 FM's were included), 655 FM stations associated with AM stations but reporting separately in 1978, and 777 independent FM stations. This data also includes the compensation paid by other (regional, state, etc.) networks to affiliated stations, but does not include the revenues retained by these other networks, nor their expenses. Radio data for 1977 covers the operations of the nationwide networks, 4,292 AM and AM-FM stations, (1,486 FM stations filing combined reports with AM's), 586 associated FM's that reported separately and 741 independent FM stations. TV data for 1978 covers the operations of three networks and 708 stations. TV data for 1977 covers the operations of three networks and 697 stations. Figures in these columns may not add to totals because of rounding.

1977 (see table 3). That amount was broken down to \$126.4 million for network advertising, up 7%; \$592.1 million for national and regional spot advertising, up 13.6%, and \$2,192.7 million for local advertising, up 17.1%. The advertiser expenditure figures include commissions to advertising agencies, representatives, brokers and others but do not include advertiser-supplied commercials or programs.

The FCC figures do pinpoint one area in which profits slid: the network operations of the eight national radio networks (see table 5). According to the FCC figures, there was a 1978 profit of \$15.4 million (down 39.3%) on revenues of \$89.9 million (up 6.4%). This compares with a profit of \$25.3 million on revenues of \$84.4 million in 1977 (see table 3).

However, it is noteworthy that network operations had a second straight year of profits, after a lingering slump in the preceding four years (BROADCASTING, Dec. 11, 1978).

And the report for the networks' 36 AM and FM owned-and-operated stations was a good one: profits of \$28.3 million in 1978, up 33.8%, on revenues of \$146.5 million, up 14.2% (see table 3).

Revenues in 1978 for the other 5,712 AM, AM-FM and FM entities, representing 7,191 other AM, AM-FM and FM stations, were \$2,399 million, up 16.4% from 1977, with pretax profits of \$267.3 million, up 33.9% (see table 3).

The percent of AM and AM-FM stations operating a full year in 1978 that reported a profit was practically the same as

the preceding year—67% as compared to 66% in 1977. However, the proportion of independent FM stations showing a profit last year was 57%, up from 52% in 1977. Of the FM stations associated with an AM, 67% earned a profit in 1978 and 63% in 1977 (see table 6).

Of the 4,214 AM and AM-FM stations that reported a profit or loss last year, 2,814 entities were in the black. In that group 124 had incomes of \$500,000 or more.

Conversely, 1,400 of those reporting had losses. A total of 23 such entities were in the red by \$500,000 or more.

The FCC, for the first time, published radio market tables that include all the stations in the market—AM, AM-FM and FM. To facilitate comparisons between 1978 and the previous year a merged AM, AM-FM and FM market table for 1977 was also released.

The Los Angeles-Long Beach market, which ranked number one in both profits and revenues in 1977, stayed the leader in income in 1978 (see table 4). However, New York regained the top spot in revenues, while retaining its second position in profits. Los Angeles-Long Beach reported revenues of \$112,078,232 (up 15.2% from 1977) with profits of \$29,811,114. New York had revenues of \$112,815,750 (up 17.1%) and profits of \$22,236,026.

Third in both categories was Chicago with revenues of \$87,625,459 (up 13.9% from 1977) and profits of \$14,969,234. In 1977 Chicago was third in revenues, but

second in profits—just ahead of New York.

Looking at the other top radio markets:

San Francisco-Oakland, fourth in revenues, \$59,158,514 (up 17.8%) and eighth in profits, \$6,982,834.

Detroit, fifth in both revenues, \$46,519,844 (up 14.7%), and profits, \$9,102,475.

Washington, sixth in revenues, \$45,601,037 (up 13.1%), and ninth in profits, \$6,694,746.

Philadelphia, seventh in revenues, \$44,023,535 (up 7.7%), and 12th in profits, \$5,667,722.

Boston, eighth in revenues, \$38,595,399 (up 12.2%), and 13th in profits, \$5,192,652.

Dallas-Fort Worth, ninth in revenues, \$38,415,998 (up 23.1%), and 66th in profits, \$810,819. An FCC spokesperson said stations in the market had reported unusually high expenses and depreciation.

Houston, 10th in revenues, \$36,817,317 (up 18.9%), and fourth in profits, \$9,912,554.

Filling in the top 10 in profits:

Minneapolis-St. Paul was sixth with profits of \$7,985,190 on revenues of \$27,309,988.

Atlanta was seventh with profits of \$7,265,786 on revenues of \$28,030,279.

Baltimore was 10th with profits of \$6,308,679 on revenues of \$24,865,467.

Just under the top 10 in both revenues and profits was 11th-ranked St. Louis.

More charts and tables, detailing radio's financial fortunes in 1978 follow, beginning on page 40.

Still the Lowest Priced Broadcast Quality Cart Machine

With more than two thousand machines in use, the Series 2000 indirect drive cartridge tape machines have been giving reliable, economical service to broadcasters for over 5 years.

Recent electronic design improvements now provide better performance specifications than many more expensive units. Audio output is a balanced 600 ohms (transformer) and the output level is continuously adjustable to +8dBm with clipping occurring at +16dBm. Yes, electrical performance is as good as in top of the line machines ... noise better than 54dB down and distortion 2% or less.

Other features include: 2 cue tones (1 kHz and 150 Hz) standard; handles A, B & C size carts; low power consumption; and because of the mechanical ready position of the pressure roller, fast start/stop ... under 80 milliseconds.

The Series 2000 is definitely a top value for the budget conscious broadcaster. For more information, call or write your Broadcast Electronics distributor, or contact:



The Spotmaster® Series 2000

Playback - Mono \$650 - Stereo \$750
Rec/Play - Mono \$875 - Stereo \$1150

Prices USA only, 115V, 60Hz, FOB Factory, exclusive of sales or use tax.



BROADCAST ELECTRONICS INC.

4100 N. 24th St., P.O. Box 3606, Quincy, IL 62301 U.S.A., 217-224-9600

“MORE SYSTEM FOR LESS MONEY. ANOTHER REASON WHY WE’RE MORE THAN A COMPUTER COMPANY.”

“Let’s face it, you want a computer to get the paperwork done, and our BAT® 1500 System does it all.

“It handles your Billing, Accounting, and Traffic activities very rapidly. I call it ‘the hummer’. Speed is its forte. Using high-speed disk (not just diskette) storage, it is easy to use, and can cut wasted man-hours of expense in your business operations, while providing you with valuable operating data you probably never had before.

“Volume production by computer manufacturers has cut the cost of the machine to the bone. The enormous acceptance of the BAT 1500 concept, now in 122 of our over 300 customer stations, has allowed us to reduce our programming and installation costs as well.

“The price is just \$39,950 complete. Turnkey. Including installation and training. If yours is an AM-FM station, add \$4,000 to the price for the extra installation and training. And that includes not just traffic and accounts receivable, but accounts payable, payroll, and general ledger work processing and reports, as well.

“If you want, lease the System for \$950 per month, (AM-FM, \$1,060), with purchase at the end of five years*, or rent it with an option to purchase it anytime.

“Remember, this is a state-of-the-art package. And if you ever want to upgrade this disk-memory System to our BAT 1700, we’ll give you 100% trade-in on the computer program, and you can use all of this System’s hardware.

“As I said, this is the best deal I have ever seen in nearly 20 years. Call us for a thorough analysis of your needs without obligation. We would like to tell you more about the profitable opportunities a BAT Billing, Accounting, and Traffic System can offer.

** Leasing based upon typical credit standing. Details on request.*

“Toll free, our number is 800-243-5300. In Connecticut, Hawaii, Alaska, and outside the U.S., call 203-622-2400. Or write us at 600 West Putnam Avenue, Greenwich, CT 06830.

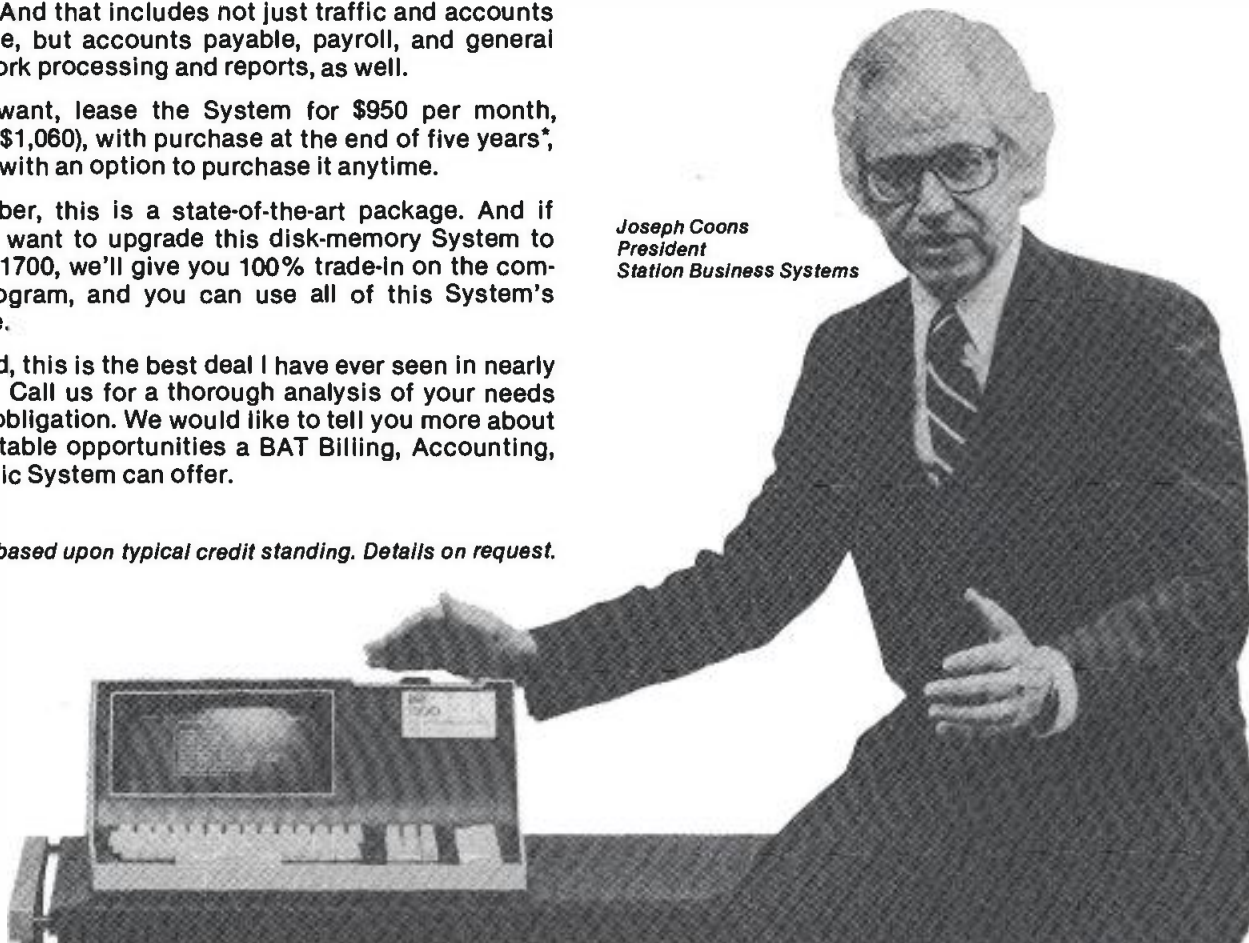
“Tell them you’re interested in ‘the hummer’.”

STATION BUSINESS SYSTEMS

GD a division of
CONTROL DATA CORPORATION

MORE THAN A COMPUTER COMPANY

*Joseph Coons
President
Station Business Systems*



2. Breakdown of revenues and expenses for radio stations

Broadcast revenues

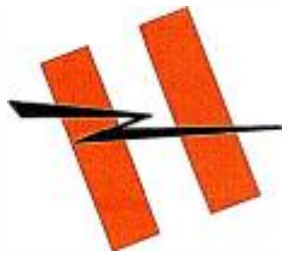
	AM and AM/FM stations ¹		FM stations ²	
	Individual Items	Totals	Individual Items	Totals
A. Revenues from the sale of station time:				
(1) Network				
Sale of station time to networks:				
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)	\$15,287,000		\$1,776,000	
Sale of station time to other networks (before line or service charges)	3,052,000		278,000	
Total		\$18,878,000		\$2,054,000
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers).				
Sale of station time to national and regional advertisers or sponsors	450,762,000		138,918,000	
Sale of station time to local advertisers or sponsors	1,687,434		507,393,000	
Total		2,138,196,000		646,311,000
Total sale of station time		2,157,074,000		648,365,000
B. Broadcast revenues other than from sale of station time (after deduction for trade discounts but before cash discounts and before commissions):				
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:				
(a) to national and regional advertisers or sponsors	1,964,000		486,000	
(b) to local advertisers or sponsors	10,258,000		2,000,000	
(2) Other broadcast revenues	15,969,000		5,481,000	
Total broadcast revenues, other than from time sales		28,191,000		7,967,000
C. Total broadcast revenues		2,185,265,000		640,675,000
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employees) and less cash discounts				
	210,898,000		70,933,000	
D. Net broadcast revenues		1,974,367,000		569,742,000³
E. Joint AM/FM reports				
FM revenues from sale of station time (after discounts, commissions, etc.)	143,048,000			
FM revenues from providing functional music or other special services	3,291,000			
Other FM revenues	1,102,000			
Total	147,441,000 ⁴			

Broadcast expenses

Technical expenses:				
Technical payroll*	71,093,000		14,864,000	
All other technical expenses	60,800,000		18,250,000	
Total technical expenses		131,893,000		33,114,000
Program expenses:				
Payroll* for "talent" and all other program employees	324,086,000		76,995,000	
Rental and amortization of film and tape	1,892,000		1,229,000	
Records and transcriptions	7,709,000		3,146,000	
Cost of outside news service	28,310,000		5,083,000	
Payments to talent other than reported above	10,381,000		1,383,000	
Music license fees	46,247,000		13,794,000	
Other performance and program rights	20,101,000		2,965,000	
All other program expenses	72,561,000		21,454,000	
Total program expenses		511,287,000		126,049,000

Chart 2 continues on page 42

EVERY
STATION
A SPECIAL
SITUATION



Bernard Howard & Co., Inc.
Radio Station Representatives

New York • Atlanta • Chicago • Dallas • Detroit • Los Angeles • San Francisco • St. Louis

Chart 2, continued from page 40.

	AM and AM/FM stations ¹		FM stations ²	
	Individual Items	Totals	Individual Items	Totals
Selling expenses:				
Selling payroll*	237,151,000		75,782,000	
All other selling expenses	147,231,000		55,128,000	
Total selling expenses		384,382,000		130,910,000
General and administrative expenses				
General and administrative payroll*	197,301,000		51,148,000	
Depreciation and amortization	94,644,000		28,359,000	
Interest	52,047,000		15,158,000	
Allocated costs of management from home office or affiliate(s)	45,988,000		18,426,000	
Other general and administrative expenses	333,949,000		91,826,000	
Total general and administrative expenses		723,929,000		204,917,000
Total broadcast expenses		1,751,491,000		494,990,000

Broadcast income

Broadcast revenues	1,974,910,000 ⁵	570,533,000 ⁵
Broadcast expenses	1,752,865,000 ⁵	496,869,000 ⁵
Broadcast operating income or (loss)	222,045,000	73,664,000

¹ Includes 4,316 AM and AM/FM combination stations. Does not include 655 FM stations that are associated with AM's but which reported separately.

² Includes 655 FM stations that are associated with AM stations but which reported separately, and 777 independent FM stations.

³ Excludes 1,048 AM/FM stations that reported FM revenues of \$147,441,000.

⁴ Includes 1,048 combined AM/FM stations that reported FM revenue. Does not include 431 FM stations associated with AM's but reported separately.

⁵ Stations reporting less than \$25,000 in total revenues are not required to report revenues and expenses but are required to report income. Therefore, totals in revenues and expenses are somewhat larger than income totals.

* Payroll includes salaries, wages, bonuses and commissions. Total payroll for AM/FM's: \$829,630,000; for FM's: \$226,451,000.

Note: Totals may not add due to rounding.

3. Network and station breakouts

Broadcast revenues, expenses and income	Networks ¹	% change from 1977	36 owned-and-operated AM and FM stations ²	% change from 1977	5,712 other AM, FM and AM/FM stations ³	% change from 1977	Total networks and stations	% change from 1977
Sales to advertisers for time, program talent, facilities, and services.								
Network sales	\$124,383,000	7.2						
Deduct: Payments to owned-and-operated stations	1,947,000	3.6						
Deduct: Payments to other affiliated stations	16,977,000	11.5						
Retained from network sales	105,439,000	6.6	\$1,977,000	1.9	\$18,955,000 ²	9.6	\$126,371,000	7.0
Nonnetwork sales								
To national and regional advertisers	—	—	70,418,000	5.9	521,706,000	14.7	592,122,000	13.6
To local advertisers	—	—	103,966,000	19.8	2,088,761,000 ³	16.9	2,192,727,000	17.1
Total nonnetwork sales	—	—	174,382,000	13.8	2,610,467,000	16.5	2,784,849,000	16.3
Total sales to advertisers	105,439,000	6.6	176,359,000	13.6	2,629,422,000	16.4	2,911,220,000	15.9
Sales to other than advertisers	2,695,000	5.2	278,000	(4.1)	21,214,000	8.8	24,187,000	8.2
Total sales	108,134,000	6.6	176,637,000	13.6	2,650,636,000	16.4	2,935,407,000	15.8
Deduct: Commissions to agencies, representatives, etc.	18,273,000	7.6	30,184,000	10.6	251,647,000	18.5	300,104,000	15.3
Total broadcast revenues	89,861,000	6.4	146,453,000	14.2	2,398,989,000	16.4	2,635,303,000	15.9
Total broadcast expense	74,505,000	25.9	118,072,000	10.4	2,131,661,000	14.5	2,324,238,000	14.6
Total income (before federal income tax)	15,356,000	(39.3)	28,381,000	33.8	267,328,000	33.9	311,065,000	28.4

¹ CBS, MBS (two networks), NBC, and ABC's three AM networks and one FM network.

² Includes \$3,330,093 in compensation from regional networks. The balance differs from the amount reported by the networks as payment to other affiliated stations because of differences in accounting methods.

³ Since stations with less than \$25,000 in revenues do not report a detailed breakdown, the total revenue of those stations is included in this item. Therefore, a small amount of network and national nonnetwork time and program sales may be included here.

* Year to year comparisons should be made with caution because stations are not consistent in the way they classify national/regional versus local sales.

Behind every good newspaper campaign, there's a Spot Radio schedule.

**A person from PROBE
can help you find it.**

A national retail chain advertised heavily in newspapers. Circulation was identified against store locations. Co-op dollars were carefully allocated. It worked. Up to a point.

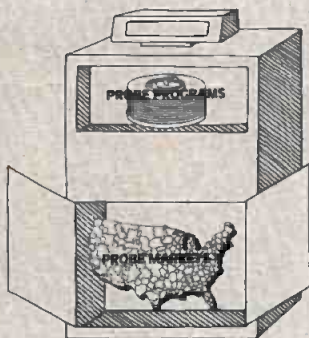
The effectiveness of the newspaper schedules had plateaued. Promotions directed to younger demographics were inefficient.

Enter the person from PROBE . . . a marketing executive with a super system for quickly computing media mix to produce effective reach and efficient frequency.

In this case, PROBE demonstrated—market-by-market—how Spot Radio would add effective reach. Then, from this “threshold level,” build frequency efficiently against specific target demos.

The PROBE formula was adopted by this national retailer. It now places more than 40% of its advertising weight in Spot Radio.

To PROBE the limits of your newspaper advertising, call Katz Marketing Division: (212) 572-5512 in New York and (213) 937-5250 in Los Angeles.



PROBE HELPS YOU...

Set goals

Plan budgets

Optimize schedules

Select measurement criteria

Analyze results



Katz. PROBE. The best.

BONNEVILLE



WEANS BUSINESS!



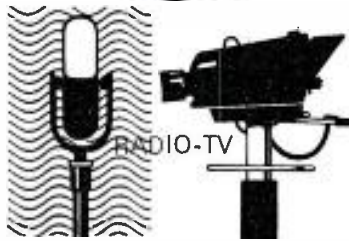
4. The market-by-market breakdown of

Time sales ²

Metropolitan areas (number of stations reporting in paren- theses)	Revenue rank	Profit rank	Network		National and regional advertisers ³	
			1978	1977	1978	1977
Abilene, Tex. (7)	209	202	1,118	1,094	230,595	165,591
Akron, Ohio (6)	67	49	82,538	60,588	1,776,808	1,880,335
Albany, Ga. (5)	221	211	1,781	2,102	279,759	225,276
Albany-Schenectady-Troy, N.Y. (19)	55	87	103,119	100,593	2,203,814	2,083,701
Albuquerque, N.M. (14)	75	357	23,899	23,832	1,417,903	1,083,614
Alexandria, La. (5)**	263	196	4,336	6,066	273,692	241,795
Alltwn-Bthlhem-Eastn, Pa.-N.J. (15)	61	56	52,377	46,870	509,990	514,091
Altoona, Pa. (7)	164	213	7,862	10,010	355,773	316,111
Amarillo, Tex. (10)	118	140	19,689	15,450	630,060	584,185
Anhm-Snta Ana-Grdn Grve, Calif. (6)	77	64	0	0	1,038,968	996,809
Anchorage (11)**	95	376	0	0	762,272	567,827
Ann Arbor, Mich. (6)	218	367	0	629	323,988	345,151
Anniston, Ala. (4)	279	135	0	0	90,918	107,817
Appleton-Oshkosh, Wis. (10)**	126	178	7,058	1,839	331,777	226,743
Asheville, N.C. (8)	170	127	23,652	11,840	217,731	185,224
Atlanta (28)	12	7	649,145	637,056	5,734,555	5,814,732
Atlantic City (7)	183	294	5,993	6,972	227,831	187,976
Augusta, Ga.-S.C. (11)	127	189	30,386	6,669	783,531	520,515
Austin, Tex. (11)	74	37	9,070	6,666	1,171,425	889,416
Bakersfield, Calif. (18)*	69	175	56,622	53,789	1,237,006	826,375
Baltimore (25)	16	10	436,328	442,120	6,562,325	6,176,776
Baton Rouge (12)	79	46	15,018	27,372	914,337	533,939
Battle Creek, Mich. (5)	267	184	6,125	4,343	169,650	155,964
Bay City, Mich. (4)	187	100	2,901	1,153	200,408	174,337
Bmnt-Prt Arthr-Ornge, Tex. (14)**	112	387	12,763	42,008	704,918	510,003
Billings, Mont. (6)	169	349	5,656	6,579	311,978	269,342
Biloxi-Gulfport, Miss. (6)	182	310	1,080	1,513	350,753	246,890
Binghamton, N.Y. (8)	149	273	14,438	17,652	423,167	291,186
Birmingham, Ala. (18)	39	34	80,063	68,814	2,175,716	1,931,382
Bloomington-Normal, Ill. (4)	179	96	1,015	1,022	247,223	189,321
Bloomington, Ind. (3)**	310	288	0	0	105,778	0
Boise, Idaho (7)**	191	376	8,298	8,413	295,541	257,960
Boston (26)**	8	13	777,928	578,130	15,351,523	14,115,611
Bridgeport, Conn. (4)	141	102	13,418	7,740	421,228	395,351
Brownsvle-Hrgrn-San Bnto, Tex. (5)	184	167	0	0	689,076	554,204
Bryan-College Station, Tex. (3)	290	176	3,600	12,920	157,005	133,559
Buffalo, N.Y. (18)	29	26	248,227	237,717	4,343,885	3,702,896
Burlington, N.C. (4)	297	301	0	0	196,395	183,672
Canton, Ohio (8)	102	66	14,552	13,925	968,715	926,121
Cedar Rapids, Iowa (7)	105	98	17,316	18,356	884,692	841,238
Champaign-Urbana-Rantoul, Ill. (7)	192	157	3,784	5,915	310,423	266,389
Charleston, W. Va. (10)**	121	75	28,846	23,006	858,147	723,764
Charleston-North Charleston, S.C. (13)	106	159	20,134	14,082	644,471	537,769
Charlotte-Gastonia, N.C. (20)	36	35	155,097	138,803	2,951,387	2,826,424
Chattanooga (15)**	99	322	34,200	31,257	489,169	541,411
Chicago (54)	3	3	1,024,903	1,002,566	29,029,824	25,162,428
Cincinnati (17)	21	19	433,134	399,521	4,589,777	3,995,116
Cirksvle-Hpknsvle, Tenn.-Ky. (4)	257	117	0	0	141,226	128,388
Cleveland (22)**	14	18	451,578	468,638	7,177,400	6,206,758
Colorado Springs (11)	132	364	2,985	6,085	561,429	589,723
Columbia, Mo. (3)**	296	188	12,947	5,542	106,230	153,937
Columbia, S.C. (11)	83	62	48,700	42,035	1,124,742	942,316
Columbus, Ga.-Ala. (10)	150	381	6,064	11,403	597,103	561,707
Columbus, Ohio (14)	28	15	156,188	128,249	3,828,298	3,501,002
Corpus Christi, Tex. (11)	107	131	23,568	32,765	1,392,592	1,144,392
Dallas-Fort Worth (34)	9	66	512,463	403,953	11,974,197	9,499,521
Davenport-Rock Is.-Moline, Iowa-Ill. (10)	87	82	25,511	21,526	1,258,328	920,575
Dayton, Ohio (13)**	40	23	93,191	79,151	1,908,824	1,378,364
Daytona Beach, Fla. (9)**	166	372	1,704	0	645,689	308,498
Decatur, Ill. (3)	166	91	3,659	5,297	310,174	185,711
Denver-Boulder (30)**	18	20	294,086	275,538	6,433,054	5,696,957
Des Moines, Iowa (12)**	65	71	85,061	77,634	1,697,390	1,371,990
Detroit (31)**	5	5	779,156	683,766	14,845,408	12,842,940
Duluth-Superior, Minn.-Wis. (12)**	113	111	27,138	27,956	413,578	432,361
Eau Claire, Wis. (8)	156	139	0	1,880	286,532	237,586
El Paso, Tex. (10)**	115	384	29,003	25,639	1,609,665	1,365,004
Elmira, N.Y. (4)	277	339	3,090	2,095	212,259	207,544
Erie, Pa. (7)	153	333	18,045	14,214	441,472	433,771
Eugene-Springfield, Ore. (12)**	96	311	17,384	38,656	1,387,120	819,569
Evansville, Ind.-Ky. (11)	93	85	5,640	5,860	470,994	337,531
Fargo-Moorhead, Minn.-N.D. (7)	117	166	14,587	18,754	622,708	499,786
Fayetteville, N.C. (5)	161	134	67,701	31,304	474,499	387,871
Fayetteville-Springdale, Ark. (8)	172	124	0	0	257,352	207,676
Fitchburg-Leominster, Mass. (4)	322	330	3,275	3,207	180,301	157,311
Flint, Mich. (10)	73	42	68,629	53,238	1,321,842	1,105,851
Florence, Ala. (8)**	190	108	1,477	2,675	113,172	115,132

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\$2,000,000**

...or more to
finance that
radio or
television
facility you've
always wanted!



20 years' experience in communications financing is yours for the asking. If you're searching for radio or TV facility financing, call us. You'll like our program.

It's a pleasant combination of expertise and easy-to-live-with extended payment plans.

We're professionals in broadcast financing serving broadcasters since 1959. You'll benefit from our experience. If you need \$200,000 or more to finance a radio or television facility, phone us at (317) 638-1331 and ask Phil Thoben or Bill Van Huss to explain our individualized flexible financing. You'll get a confidential analysis of your financing needs plus competitive rates.

Firstmark Financial

Firstmark Financial Corporation
Communications Finance Division
110 E. Washington Street
Indianapolis, Indiana 46204
(317) 638-1331

Time sales²

Metropolitan areas (number of stations ¹ reporting in paren- theses)	Revenue rank	Profit rank	Network		National end regional advertisers ³	
			1978	1977	1978	1977
Fort Collins, Colo. (4)	216	204	70,839	62,512	324,814	137,158
Fort Lauderdale-Hollywood, Fla. (10)	45	341	51,184	32,580	2,723,556	2,628,026
Fort Myers-Cape Coral, Fla. (8)	178	306	1,082	1,895	442,751	239,279
Fort Smith, Ark.-Okla. (8)**	217	259	3,997	5,170	266,708	143,808
Fort Wayne, Ind. (11)	71	53	27,274	26,088	1,326,653	1,182,953
Fresno, Calif. (17)	58	69	87,643	89,089	2,775,583	2,156,588
Gadsden, Ala. (3)**	223	149	0	0	162,656	172,271
Gainesville, Fla. (5)	234	203	3,512	4,347	189,923	152,252
Galveston-Texas City, Tex. (4)	342	356	652	624	220,527	207,102
Gary-Hammond-East Chicago, Ind. (8)	136	145	13,663	1,648	433,110	344,332
Grand Forks, Minn. (6)	148	90	0	0	323,181	0
Grand Rapids, Mich. (16)	49	61	45,114	30,882	1,534,508	1,335,706
Great Falls, Mont. (6)	193	209	804	1,466	274,321	213,695
Greeley, Colo. (3)	338	251	19,263	0	115,512	0
Green Bay, Wis. (4)	144	146	10,003	6,752	631,267	488,048
Grovesbro-Winstn Sim-Hgh Pl., N.C. (26)	42	45	23,018	44,537	1,279,987	1,248,702
Greenville-Spartanburg, S.C. (18)	64	50	55,051	47,849	1,243,489	1,206,747
Hamilton-Middletown, Ohio (6)	145	388	28,559	17,149	446,786	493,285
Harrisburg, Pa. (12)**	94	65	44,338	31,380	1,038,595	942,989
Hartford, Conn. (10)	43	101	120,360	172,526	2,941,962	2,484,577
Honolulu (17)**	52	368	35,764	7,823	940,464	743,247
Houston (31)	10	4	275,551	246,828	9,893,151	8,411,289
Hunting-Ashland, W. Va.-Ky.-Ohio (12)**	120	76	19,482	15,946	925,088	389,557
Huntsville, Ala. (12)	138	150	5,943	6,351	397,877	312,511
Indianapolis (19)	22	16	310,843	208,898	4,651,271	4,004,891
Jackson, Mich. (5)	283	224	752	874	163,824	118,077
Jackson, Miss. (14)	90	93	11,735	12,869	632,918	705,217
Jacksonville, Fla. (23)**	62	365	77,954	66,119	2,089,895	1,840,188
Johns City-Kingspr-Bristol, Tenn.-Va. (20)	98	296	29,948	10,217	640,290	501,220
Johnstown, Pa. (11)**	181	206	18,401	16,926	194,875	244,203
Kalamazoo-Portage, Mich. (7)	135	103	4,337	6,665	523,047	356,987
Kansas City, Mo.-Kan. (20)	24	25	222,835	191,221	4,871,734	3,330,469
Killeen-Temple, Tex. (4)	188	112	0	0	298,803	230,985
Knoxville, Tenn. (14)	72	118	56,739	39,812	1,146,632	1,215,825
LaCrosse, Wis. (3)	175	148	6,316	6,546	256,552	166,685
Lafayette, La. (4)	189	106	322	794	372,605	360,848
Lafayette-West Lafayette, Ind. (3)	205	223	0	0	299,695	0
Lake Charles, La. (7)	196	335	2,420	802	369,633	363,370
Lakeland-Winter Haven, Fla. (12)**	143	382	11,484	10,637	521,408	405,108
Lancaster, Pa. (7)	154	153	17,307	15,949	794,114	670,635
Lansing-East Lansing, Mich. (8)	91	59	15,786	17,251	827,428	665,891
Las Vegas (15)**	56	67	19,628	64,600	1,342,926	801,392
Lawton, Okla. (4)	313	236	0	0	163,994	192,184
Lewiston-Auburn, Me. (5)	300	331	261	1,456	87,437	148,491
Lexington-Fayette, Ky. (10)	88	52	10,447	5,730	465,547	390,053
Lima, Ohio (9)	152	63	3,828	5,055	577,916	473,733
Lincoln, Neb. (7)	101	73	3,915	990	449,984	349,395
Little Rock-North Little Rock, Ark. (16)**	70	313	95,863	67,960	1,263,333	1,218,997
Long Branch-Asbury Park, N.J. (3)	264	119	0	0	235,241	227,862
Longview-Marshall, Tex. (8)	201	171	0	0	244,711	203,747
Lorain-Elyria, Ohio (5)	386	104	0	0	190,422	158,960
Los Angeles (48)	2	1	935,897	890,193	47,254,376	40,934,532
Louisville, Ky.-Ind. (17)**	38	56	190,889	139,796	2,707,297	2,280,079
Lubbock, Tex. (12)**	104	110	8,262	9,921	637,703	447,144
Lynchburg, Va. (8)	203	360	847	590	329,804	161,422
Macon, Ga. (10)	137	142	19,742	17,748	636,056	488,234
Madison, Wis. (8)	76	40	40,605	41,900	978,738	779,469
Manchester N.H. (5)	157	230	31,893	14,100	444,920	385,902
Mansfield, Ohio (3)	236	107	1,100	1,263	282,542	265,290
McAllen-Pharr-Edinburg, Tex. (6)	185	354	0	0	265,152	270,950
Melbourne-Titusville-Cocoa, Fla. (11)	173	377	5,096	4,901	625,345	288,288
Memphis (16)	35	51	151,655	142,173	3,346,454	2,998,499
Miami (24)	19	74	234,033	197,978	6,526,505	6,807,533
Midland, Tex. (6)	250	190	0	0	212,865	482,866
Milwaukee (20)	23	22	216,512	193,138	4,155,518	3,498,703
Minneapolis-St. Paul (23)**	13	6	290,887	216,883	6,035,073	5,529,502
Mobile, Ala. (14)	92	375	37,356	42,258	1,244,017	1,220,563
Modesto, Calif. (8)**	133	212	2,717	3,886	1,190,156	816,609
Monroe, La. (6)	199	133	775	1,186	270,142	212,587
Montgomery, Ala. (12)	116	329	6,484	8,218	454,985	383,833
Muskogee-Hts.-Nrtn Shres, Mich. (6)	208	162	942	2,216	66,596	102,283
Nashville (25)	33	383	139,395	127,495	3,043,753	2,750,850
Nassau-Suffolk, N.Y. (14)**	41	43	4,574	4,948	3,070,330	2,844,074
New Bedford, Mass. (4)	227	222	623	147	42,083	48,039
New Britain, Conn. (3)	204	207	0	775	725,375	738,082
New Haven-West Haven, Conn. (6)	58	120	0	1,391	1,061,361	957,763
New London-Norwich, Conn.-R.I. (6)	168	95	0	0	248,669	255,227
New Orleans (17)	30	27	152,775	127,794	3,385,440	3,067,542
New York (39)**	1	2	1,871,901	1,768,057	36,635,312	34,127,897
Newark, N.J. (9)	61	38	81,984	92,378	1,993,584	1,323,002
Newport News-Hampton, Va. (6)	158	365	1,114	1,340	644,897	517,906
Norfolk-Va. Beach-Portsmouth, Va. (15)	53	39	104,595	83,547	2,237,989	1,898,640

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Metropolitan areas (number of stations¹ reporting in parentheses)

	Revenue rank	Profit rank	Network		National and regional advertisers ³	
			1978	1977	1978	1977
Northeast Pennsylvania (20)	68	138	71,171	56,146	1,151,228	1,017,534
Odessa, Tex. (6)	231	201	0	0	314,235	164,982
Oklahoma City (19)	37	72	66,869	35,903	2,480,910	2,310,571
Omaha (9)**	63	47	130,665	110,371	2,117,870	2,076,951
Orlando, Fla. (15)	54	63	38,078	29,253	1,890,257	1,753,486
Oxnard-Simi Valley-Ventura, Calif. (12)	108	195	58,875	38,585	685,687	617,822
Panama City, Fla. (4)	259	350	208	0	216,929	0
Parkersburg-Marietta, W.Va.-Ohio (9)	159	278	0	2,076	207,739	216,691
Pascagoula-Moss Point, Miss. (5)	361	253	0	0	246,102	13,327
Pensacola, Fla. (11)	123	88	11,500	14,826	330,817	239,430
Peoria, Ill. (10)	103	118	13,747	16,601	1,180,698	1,058,152
Pttsbrg-Cln Hts-Hpwll, Va. (4)	286	242	0	0	155,713	141,072
Philadelphia (32)	7	12	720,422	544,014	15,987,754	16,297,809
Phoenix, Ariz. (26)**	26	48	160,344	134,497	6,032,525	5,156,592
Pine Bluff, Ark. (5)	311	279	0	0	73,613	83,215
Pittsburgh (31)	17	29	304,835	227,784	8,533,409	7,897,069
Pittsfield, Mass. (4)	291	266	1,827	3,249	75,841	86,391
Portland, Me. (8)**	142	197	29,686	26,319	682,988	855,644
Portland, Ore.-Wash. (22)	25	30	183,394	129,126	8,452,022	5,112,996
Poughkeepsie, N.Y. (5)	177	284	0	0	284,731	220,741
Prvdnce-Wrwck-Pwtckl, R.I.-Mass. (17)	51	97	97,290	120,404	2,942,318	2,603,948
Provo-Orem, Utah (5)**	274	308	0	0	110,489	75,694
Pueblo, Colo. (9)	256	379	0	0	249,675	304,986
Racine, Wis. (3)	253	141	7,465	0	242,071	172,358
Raleigh-Durham, N.C. (17)	57	60	68,652	85,199	1,939,981	1,797,815
Rapid City, S.D. (6)	171	114	4,338	11,326	209,919	153,825
Reading, Pa. (5)	151	116	12,318	12,366	221,051	318,018
Reno (8)**	134	77	23,505	14,982	819,750	377,009
Richland-Kennewick-Pasco, Wash. (8)**	174	99	0	0	391,413	250,308
Richmond, Va. (15)	50	44	122,224	126,740	2,402,944	1,989,140
Rvrsde-San Bmdno-Ontrio, Calif. (29)	60	293	140,311	154,341	1,785,051	1,578,008
Roanoke, Va. (8)	130	80	30,032	24,478	729,821	654,056
Rochester, Minn. (6)	210	252	0	800	250,371	167,760
Rochester, N.Y. (15)**	47	31	219,030	217,875	2,361,631	1,908,610
Rockford, Ill. (6)	119	155	6,687	11,116	424,216	334,520
Sacramento, Calif. (19)**	44	41	128,244	180,748	3,905,724	4,223,551
Saginaw, Mich. (6)**	178	189	6,693	9,892	351,697	225,058
Salem, Ore. (5)	256	337	0	0	305,866	193,388
Salinas-Seaside-Monterey, Calif. (13)	129	363	6,311	10,173	926,035	534,565
Salt Lake City-Ogden, Utah (22)	34	28	136,738	44,725	2,481,871	2,109,400
San Angelo, Tex. (8)	243	300	0	5,340	222,289	108,801
San Antonio, Tex. (22)**	27	17	116,341	91,698	4,656,876	3,609,127
San Diego (23)	20	21	120,461	118,260	8,347,773	5,947,692
San Francisco-Oakland (30)	4	6	368,931	472,446	24,170,045	20,806,063
San Jose, Calif. (14)	32	24	0	0	2,980,149	2,309,343
Snta Brbra-Snta Mria-Lmpc, Calif. (13)	131	130	29,906	23,802	557,956	546,174
Santa Cruz, Calif. (3)	353	319	4,207	4,207	111,530	79,190
Santa Rosa, Calif. (6)	198	186	0	1,209	246,417	222,974
Sarasota, Fla. (5)	215	343	1,263	0	135,088	504,098
Savannah, Ga. (10)	147	370	16,138	11,924	412,891	341,885
Seattle-Everett, Wash. (29)**	15	14	313,736	293,233	8,081,411	7,012,128
Sherman-Denison, Tex. (4)	333	336	0	0	147,150	114,607
Shreveport, La. (15)	78	318	42,302	24,429	1,129,067	1,101,168
Sioux City, Iowa (6)	194	179	1,170	1,210	303,535	279,795
Sioux Falls, S.D. (7)**	163	109	2,968	2,953	538,721	478,841
South Bend, Ind. (6)**	146	126	10,116	14,929	473,576	356,259
Spokane, Wash. (12)	82	86	32,392	34,136	1,382,898	1,281,062
Springfield, Ill. (5)	125	70	5,327	6,502	522,264	472,752
Springfield, Mo. (8)	109	69	22,389	18,255	496,791	436,659
Springfield, Ohio (3)	275	199	2,194	1,222	34,195	38,936
Spngfld-Chcpce-Hyke, Mass. (12)**	84	362	3,792	15,464	1,491,447	1,149,780
St. Cloud, Minn. (7)	128	81	0	631	342,909	271,850
St. Joseph, Mo. (3)	222	136	19,442	12,405	387,590	337,402
St. Louis, Mo.-Ill. (31)**	11	11	211,304	237,668	9,777,562	9,668,231
Steubenville-Weirton, Ohio-W. Va. (3)	280	184	1,852	4,510	335,835	300,062
Stockton, Calif. (6)	200	143	0	0	529,429	375,972
Syracuse, N.Y. (15)	69	158	97,366	85,170	1,569,313	1,555,749
Tacoma, Wash. (8)**	139	113	0	0	616,340	544,165
Tallahassee, Fla. (7)	226	360	24,846	17,391	432,193	408,388
Tampa-St. Petersburg, Fla. (26)**	31	32	182,687	195,938	4,162,038	3,774,755
Terre-Haute, Ind. (9)	202	361	6,547	8,006	320,443	208,044
Texarkana, Tex.-Ark. (7)	252	128	442	2,539	194,226	168,810
Toledo, Ohio-Mich. (17)	48	33	52,054	28,616	1,500,416	1,140,179
Topeka, Kan. (7)	124	154	16,236	18,388	792,963	651,829
Trenton, N.J. (7)	165	174	2,253	3,901	198,182	232,575
Tucson, Ariz. (11)	65	94	8,602	19,038	2,109,376	1,743,188
Tulsa, Okla. (15)	59	78	24,736	13,727	1,142,215	1,227,859
Tuscaloosa, Ala. (6)	229	231	1,685	1,982	240,426	167,038
Tyler, Tex. (5)**	224	232	0	0	184,638	165,042
Utica-Rome, N.Y. (10)**	140	344	33,707	41,638	477,594	312,527
Vallejo-Fairfield-Napa, Calif. (4)	254	156	0	0	259,267	78,614
Vineland-Millville-Bridgeton, N.J. (3)	346	359	1,430	0	85,514	81,019

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Time sales²

Metropolitan area (number of stations ¹ reporting in paren- theses)	Revenue rank	Profit rank	Network		National and regional advertisers ³	
			1978	1977	1978	1977
Waco, Tex. (6)**	251	368	129	2,147	190,603	541,937
Washington, D.C.-Md.-Va. (32)	8	9	426,383	333,315	12,448,276	12,265,950
Waterbury, Conn. (6)**	197	347	10,363	33,112	301,140	322,529
Waterloo-Cedar Falls, Iowa (5)	155	84	1,818	2,061	529,483	672,623
West Palm Beach-Boca Raton, Fla. (16)	80	373	12,556	13,798	1,233,141	1,053,360
Wheeling, W. Va.-Ohio (9)	114	57	52,432	40,800	1,041,529	990,646
Wichita, Kan. (9)	58	39	48,318	36,196	976,321	754,184
Wichita Falls, Tex. (6)	207	244	4,181	8,240	470,560	360,766
Williamsport, Pa. (4)	220	215	5,409	7,382	85,708	124,811
Wilmington, Del.-N.J.-Md. (7)**	111	55	13,755	17,225	327,369	324,979
Wilmington, N.C. (8)**	242	330	1,098	1,727	245,441	200,485
Worcester, Mass. (6)	122	355	32,697	42,548	951,138	874,179
Yakima, Wash. (8)	182	220	4,962	6,536	579,050	512,886
York, Pa. (7)	97	54	10,022	9,946	510,878	543,211
Youngstown, Ohio (9)	100	122	26,384	24,536	949,977	963,594
Nonmetro areas with three or more stations						
Fairbanks, Alaska (3)	289	340	0	0	102,593	122,198
Decatur, Ala. (4)	308	239	0	0	25,764	51,218
Dothan, Ala. (4)	287	243	0	0	103,894	39,249
Selma, Ala. (5)**	339	295	0	0	69,456	56,659
Hot Springs, Ark. (5)**	323	216	1,471	2,359	162,610	136,215
Jonesboro, Ark. (3)	355	221	0	0	111,122	82,259
Flagstaff, Ariz. (4)	317	326	98	0	169,588	112,019
Yuma, Ariz. (3)	321	275	13,894	14,000	134,129	77,560
Chico, Calif. (3)	248	129	2,346	3,690	321,214	243,106
Merced, Calif. (3)	363	305	0	*	116,394	*
Redding, Calif. (5)	211	177	2,360	3,326	251,916	134,485
San Luis Obispo, Calif. (5)	237	327	737	777	207,752	127,766
South Lake Tahoe, Calif. (4)	269	219	0	0	356,108	204,720
Tulare, Calif. (3)	271	238	0	0	37,836	29,466
Grand Junction, Colo. (5)	247	248	21,916	20,639	144,047	120,601
Leesburg, Fla. (3)**	324	374	0	*	18,472	*
Ocala, Fla. (5)	235	181	0	0	231,312	151,813
Vero Beach, Fla. (3)	357	255	223	223	24,912	23,293
Athens, Ga. (5)	265	283	1,891	2,858	315,329	242,423
Brunswick, Ga. (3)	354	342	380	1,837	60,408	92,557
Dalton, Ga. (3)	358	161	0	0	86,409	83,120
Gainesville, Ga. (4)	273	210	1,386	2,200	168,252	126,044
Griffin, Ga. (3)	362	247	0	39	51,886	51,257
Rome, Ga. (5)	286	304	2,268	2,621	196,760	138,908
Thomasville, Ga. (3)	387	227	2,091	*	16,506	*
Valdosta, Ga. (5)	352	309	0	0	119,251	160,565
Waycross, Ga. (3)	370	269	1,023	*	61,909	*
Hilo, Hawaii (3)**	330	264	0	0	12,768	22,090
Fort Dodge, Iowa (3)	245	163	17,066	*	456,362	*
Iowa City (4)	295	258	0	*	98,893	*
Mason City, Iowa (3)	281	194	3,216	4,288	306,704	232,541
Idaho Falls, Idaho (4)	248	147	55,871	43,956	284,100	228,807
Nampa, Idaho (4)	301	291	19,457	*	99,531	*
Pocatello, Idaho (4)**	264	317	37,095	650	130,815	297,258
Twin Falls, Idaho (4)	230	245	70,869	62,897	150,037	96,957
Danville, Ill. (3)	288	257	1,394	2,200	42,533	22,723
Crawfordsville, Ind. (3)	367	271	0	*	46,673	*
Hutchinson, Kan. (4)	270	229	435	451	77,331	59,177
Salina, Kan. (5)	180	234	1,061	961	184,660	1,182,925
Bowling Green, Ky. (4)	318	185	1,800	2,189	127,512	133,101
Paducah, Ky. (4)	276	198	2,631	3,732	171,896	175,237
Cumberland, Md. (3)	336	346	1,970	2,499	35,865	25,150
Salisbury, Md. (4)	240	170	2,750	4,275	355,290	285,688
Bangor, Me. (5)	241	187	4,075	9,233	223,617	177,383
Presque Isle, Me. (3)	371	281	1,098	1,135	96,595	90,324
Cadillac, Mich. (3)	365	240	3,152	6,110	100,674	90,246
Escanaba, Mich. (4)	331	351	2,241	*	99,669	*
Marquette, Mich. (3)	372	285	0	0	124,886	112,167
Traverse City, Mich. (4)	228	160	350	450	500,634	232,220
Brainerd, Minn. (3)**	335	315	0	*	55,331	*
Cape Girardeau, Mo. (3)	344	289	0	0	98,990	112,835
Jefferson City, Mo. (3)	296	208	10,993	9,041	112,364	97,420
Joplin, Mo. (6)	268	132	1,100	1,650	237,732	231,359
Poplar Bluff, Mo. (3)	349	321	13,938	9,550	144,708	93,717
Columbus, Miss. (4)	379	302	0	0	72,160	73,576
Corinth, Miss. (3)**	384	282	0	0	17,899	19,221
Greenville, Miss. (4)	369	263	0	0	36,475	26,895
Greenwood, Miss. (3)	383	287	671	843	31,829	31,877
Hattiesburg, Miss. (6)	294	172	0	526	42,050	39,672
Laurel, Miss. (3)	325	296	1,410	827	15,053	31,059
McComb, Miss. (3)	378	265	0	0	22,653	20,377
Meridian, Miss. (5)	244	277	5,504	413	231,384	198,976
Tupelo, Miss. (3)	340	316	0	*	138,178	*
Vicksburg, Miss. (4)	394	320	0	0	27,683	65,045
Bozeman, Mont. (3)	272	217	0	0	92,042	56,651
Helena, Mont. (4)	299	290	821	2,186	46,592	37,508

Local advertisers ³		Value of trade-outs and barter transactions		Total broadcast revenues ⁴		% change	Total broadcast expenses	Total broadcast income
1978	1977	1978	1977	1978	1977		1978	1978
1,241,910	1,303,456	9,465	10,598	1,395,010	1,780,658	-21.7	1,574,397	-179,387
40,070,769	34,303,911	1,324,185	1,278,890	45,601,037	40,334,197	13.1	38,906,291	6,694,746
1,816,855	1,511,950	107,575	79,057	1,942,228	1,768,719	9.8	2,031,809	-89,581
2,085,047	1,766,506	54,305	67,810	2,563,700	2,410,854	6.3	2,063,340	500,360
4,800,334	3,855,941	414,570	273,738	5,519,032	4,448,734	24.1	5,740,864	-221,832
2,455,427	2,142,546	55,284	60,087	3,900,021	3,515,512	10.9	2,972,261	927,400
7,419,784	6,295,317	278,270	177,314	8,389,537	7,123,273	17.8	7,022,568	1,366,969
1,335,549	1,287,404	29,422	1,326	1,776,319	1,628,522	9.1	1,723,239	53,080
1,554,833	1,358,793	144,165	13,989	1,686,409	1,465,470	15.1	1,584,917	101,492
3,752,935	3,314,647	269,842	106,197	3,941,828	3,519,782	12.1	2,987,131	954,697
1,151,650	961,045	107,594	59,765	1,442,416	1,201,079	20.1	1,508,980	-66,564
3,132,253	2,563,777	302,097	110,149	3,575,509	3,067,165	16.6	3,688,988	-113,477
2,010,669	1,738,371	62,359	43,510	2,461,465	2,176,420	13.1	2,375,501	85,964
4,426,676	3,853,892	268,005	164,326	4,675,079	3,964,290	17.9	3,715,960	959,099
3,854,313	3,498,930	62,221	63,401	4,542,458	4,215,879	7.7	4,270,203	272,255
1,071,192	1,303,049	68,164	44,616	1,133,990	1,379,299	-17.8	1,204,951	-70,961
959,505	784,873	18,066	17,792	1,004,345	842,845	19.2	946,790	57,555
1,059,698	739,177	41,013		1,144,529	764,868	49.6	1,089,510	55,019
701,917	555,242	3,805		771,431	600,762	28.4	770,403	1,028
731,798	636,179	30,417	4,298	873,914	758,346	15.2	773,328	100,588
545,068	457,992	12,076		645,718	534,112	20.9	560,047	85,671
758,730	614,097	49,331	6,368	951,672	710,573	33.9	992,886	-41,214
805,845	761,844	37,205		918,417	830,046	10.6	895,007	23,410
1,190,573	1,135,881	28,812		1,433,666	1,319,328	8.7	1,173,389	260,277
550,796		38,281		592,547		-	603,029	-10,482
1,553,458	1,075,932	13,449	24,304	1,758,384	1,180,017	49.0	1,608,971	149,413
1,168,650	1,007,385	73,282	56,713	1,467,161	1,222,639	20.0	1,510,252	-43,091
943,275	739,666	28,905		1,252,581	916,656	36.6	1,162,828	89,753
1,249,692	804,985	348,776		1,249,671	816,000	53.2	1,190,987	58,884
1,215,925	1,029,433	56,799	49,090	1,421,255	1,152,559	23.3	1,374,547	46,708
911,409		116,922		873,710		-	1,112,230	-238,520
1,264,202	1,067,971	52,311	53,066	1,470,459	1,199,585	22.6	1,329,625	140,834
584,133	465,832	12,564		613,093	496,327	23.5	584,786	28,307
958,655	823,444	3,291	0	1,275,237	1,067,197	19.5	1,261,903	13,334
612,937	588,204	8,390	20,831	674,464	671,030	0.5	747,669	-73,023
540,873	499,131	2,529	4,954	627,282	582,251	7.7	454,759	172,523
1,015,801	859,941	5,331	1,644	1,228,302	1,029,754	19.3	1,123,132	105,170
538,910	482,866	6,038	7,621	593,863	532,614	11.5	546,196	47,667
1,085,992	798,555	43,282	49,389	1,271,992	933,860	36.2	1,280,902	-8,910
431,100		0		444,080		-	366,259	77,821
567,218	707,059	554	3,218	680,327	861,710	-21.0	695,182	-14,855
493,908		14,532		550,730		-	523,510	27,220
933,259	646,740	55,710	79,051	816,574	651,353	25.4	786,017	30,857
984,861		40,493		1,437,288		-	1,273,086	164,202
982,421		23,015		1,058,087		-	1,021,435	36,652
1,072,876	858,331	22,986	13,376	1,309,191	1,048,588	24.9	1,183,202	125,989
1,129,782	1,144,961	27,386	40,479	1,417,424	1,375,548	3.0	1,207,655	209,769
986,180		37,986		1,034,579		-	1,031,614	2,965
1,078,950	687,312	4,870		1,175,909	941,311	24.9	1,201,162	-25,953
1,323,211	1,128,048	46,211	31,274	1,528,498	1,280,236	19.4	1,477,827	51,371
1,121,110	866,008	10,826		1,136,865	878,809	29.4	1,101,929	34,938
484,361		23,601		568,091		-	541,248	26,843
1,096,315	932,355	26,131		1,251,052	1,009,252	24.0	1,180,568	70,484
1,991,278	1,422,223	41,814	78,174	2,146,042	2,552,153	-15.9	2,083,730	62,312
810,000	762,403	17,558	16,692	937,061	881,308	6.3	802,986	134,075
1,087,871	1,006,989	18,758	18,481	1,218,564	1,141,210	6.8	1,095,325	123,239
750,426	667,875	15,623	11,107	781,940	688,063	13.6	869,378	-87,430
1,139,308	1,056,953	28,723	12,635	1,455,763	1,322,093	10.1	1,297,270	158,493
1,320,583	1,086,729	30,410	27,242	1,450,390	1,205,241	20.3	1,319,866	130,524
461,258	434,039	1,013		548,139	498,990	9.8	527,787	20,352
503,575	427,746	3,896		578,487	503,039	15.0	520,954	57,533
689,226		22,748		799,067		-	906,590	-107,523
432,141	390,693	34,951		543,281	491,083	10.6	531,672	11,609
1,309,276	1,106,780	4,053		1,562,601	1,303,270	19.9	1,388,715	173,886
729,499		6,051		790,963		-	814,356	-23,393
664,357	741,358	25,673	0	735,247	831,594	-11.6	729,368	5,879
926,975	739,136	2,317		1,057,593	835,221	26.6	950,003	107,590
1,006,355	909,435	45,042	38,598	1,254,614	1,117,453	12.3	1,005,602	249,012
537,916	1,005,602	0	0	689,318	489,233	40.9	719,802	-30,484
380,251	421,794	11,385	7,740	456,445	489,397	-6.7	462,309	-5,864
301,375	319,729	0	0	332,232	337,553	-1.6	313,665	18,587
519,723	527,113	4,971	0	553,378	543,815	1.8	521,289	32,089
348,195	324,815	0	0	383,891	355,605	8.0	356,088	27,805
1,018,775	862,202	11,704	9,507	1,059,637	898,812	17.9	905,233	154,404
648,161	710,633	0	0	673,433	750,506	16.4	872,415	1,018
450,929	402,937	0	0	469,962	420,060	11.9	440,421	29,541
1,244,973	1,199,364	91,494	108,814	1,438,426	1,368,517	5.1	1,415,924	22,502
608,344		6,426		767,243		-	791,155	-23,912
563,564	477,039	7,433		582,924	537,235	8.5	612,460	-29,536
1,151,675	996,713	2,767	5,049	1,232,607	1,037,189	18.8	1,134,662	97,945
971,103	637,127	8,334	11,349	1,040,624	825,896	26.0	1,037,414	3,210

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 - WJLY, Moyock
 - WTOC, Savannah
 - WKAT, Miami
 - KBLE, Red Bluff
 - KLEU, Waterloo
 - WHYT, Noblesville
 - KZOZ, San Luis Obispo
 - WNRS, Saline
 - WRRR, Rockford
 - WWWQ, Panama City
 - KVIO, Cottonwood
 - WQQW, Waterbury
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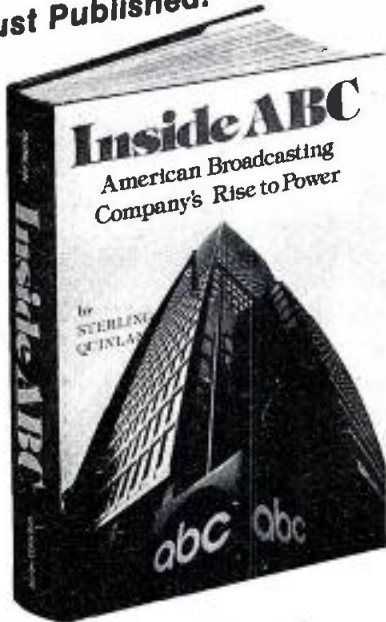
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Metropolitan areas
(number of stations ¹
reporting in paren-
theses)

	Revenue rank	Profit rank	Network		National and regional advertisers ³	
			1978	1977	1978	1977
Kalispell, Mont. (3)	312	121	0	0	108,185	87,797
Missoula, Mont. (5)	214	165	31,982	25,274	86,119	49,867
Goldboro, N.C. (5)	316	254	35,677	21,926	39,657	50,119
Greenville, N.C. (4)	347	328	646	3,242	272,192	197,360
Hickory, N.C. (3)	285	183	748	730	85,099	62,556
Jacksonville, N.C. (4)**	304	260	0	0	154,549	122,749
Kinston, N.C. (4)	308	303	1,653	1,720	130,115	134,888
New Bern, N.C. (3)	374	371	0	0	81,574	36,828
Rocky Mount, N.C. (4)**	341	292	323	327	54,088	60,666
Wilson, N.C. (4)	358	325	1,175	255	84,459	71,938
Bismarck, N.D. (5)	167	126	4,819	6,100	403,674	283,453
Minot, N.D. (5)	219	324	349	387	80,273	61,091
Scottsbluff, Neb. (3)	305	193	13,705	*	106,593	*
Clovis, N.M. (4)	351	366	0	0	41,869	26,831
Farmington, N.M. (4)	255	123	19,155	11,357	215,765	194,632
Hobbs, N.M. (3)**	382	356	0	*	71,206	*
Las Cruces, N.M. (3)	327	241	0	0	133,210	88,642
Roswell, N.M. (4)	337	348	0	0	121,018	89,317
Santa Fe, N.M. (4)	314	144	0	0	205,982	163,993
Ithaca, N.Y. (4)	238	200	1,781	2,515	272,054	240,490
Plattsburgh, N.Y. (4)	326	299	2,567	*	97,229	*
Watertown, N.Y. (4)	303	334	2,904	4,889	291,741	268,267
Chillicothe, Ohio (4)**	377	249	0	0	121,885	92,742
Ardmore, Okla. (3)	388	225	0	0	60,101	35,192
Bend, Ore. (3)	281	214	0	0	156,842	138,999
Klamath Falls, Ore. (3)	307	191	1,238	2,093	184,931	130,119
Medford, Ore. (6)	212	353	32,163	9,065	209,160	217,307
Roseburg, Ore. (4)	309	180	1,802	2,753	114,213	90,675
The Dalles, Ore. (3)	376	280	0	0	77,854	63,653
Florence, S.C. (3)	326	218	1,580	1,098	99,913	101,571
Greenwood, S.C. (3)	360	262	683	950	90,848	88,719
Orangeburg, S.C. (4)	350	345	0	0	117,763	96,666
Sumter, S.C. (4)	302	237	0	0	415,962	285,338
Aberdeen, S.D. (3)	315	228	0	0	123,443	122,173
Watertown, S.D. (4)	343	312	0	0	58,643	58,037
Yankton, S.D. (3)	206	92	2,760	7,992	432,634	386,324
Fayetteville, Tenn. (3)	381	261	759	243	2,664	7,519
Jackson, Tenn. (3)	262	314	614	696	194,025	150,693
Shelbyville, Tenn. (3)	385	307	0	0	14,576	13,810
Big Spring, Tex. (4)	334	266	0	0	53,987	57,687
Brownwood, Tex. (4)	345	352	0	0	19,038	24,136
Victoria, Tex. (3)	320	173	0	*	114,548	*
Logan, Utah (3)	375	267	33,022	31,521	24,265	17,269
Charlottesville, Va. (4)	213	192	1,368	2,074	142,601	126,869
Danville, Va. (5)	233	137	873	888	125,725	155,559
Harrisonburg, Va. (4)	260	233	6	1,208	233,915	243,270
Warrenton, Va. (3)	380	286	0	*	32,758	*
Burlington, Vt. (5)	195	272	5,871	7,894	233,533	123,111
Bellingham, Wash. (6)**	232	274	524	539	288,976	284,030
Walla Walla, Wash. (3)	329	226	0	0	148,891	169,058
Wenatchee, Wash. (3)	373	332	1,645	3,419	107,979	196,692
Wausau, Wis. (5)	262	151	2,366	2,319	108,486	89,388
Beckley, W. Va. (3)	239	168	483	582	207,308	183,659
Clarksburg, W. Va. (5)	293	250	22,653	2,241	81,645	100,800
Fairmont, W. Va. (3)	348	270	2,298	3,876	73,402	80,366
Casper, Wyo. (4)	160	79	44,442	10,508	295,525	317,194
Cheyenne, Wyo. (5)**	319	323	11,647	18,923	77,275	81,270
Total (659)			696,714	550,568	21,587,384	19,520,816
Caguas, P.R. (5)	278	182	76,973	64,109	417,354	397,367
Mayaguez, P.R. (7)	249	152	152,391	168,022	389,319	304,295
Ponce, P.R. (7)	225	369	147,590	170,067	655,850	554,603
San Juan, P.R. (16)	46	105	57,064	209,568	3,053,856	2,625,535
Total (35)			434,018	611,766	4,516,379	3,881,800
Agaña, Guam (4)	292	235	0	0	46,517	14,524
Aguadilla, P.R. (6)	386	246	41,400	40,800	222,977	298,155
Arecibo, P.R. (3)	359	258	9,740	4,285	258,159	223,420
Charlotte Amalie, VI. (3)	332	276	0	0	1,061	1,061
Other Communities (29)	110	205	4,310	357	844,652	664,209
Total (78)			489,468	657,208	5,888,684	5,083,169
Metropolitan areas United States (2,912)			18,879,515	17,149,909	520,667,387	458,545,831
Nonmetro areas of 3 or more stations (659)			696,714	550,568	21,587,384	19,520,816
Nonmetro areas of two stations (712)			313,389	331,268	16,861,840	14,520,975
Nonmetro areas of one station (1,387)			553,297	552,124	24,729,078	22,888,013
Total United States (5,675)			20,442,915	18,583,869	583,845,669	515,275,435
Commonwealth and Possessions (73)			489,468	657,208	5,834,246	5,083,169
Grand Total (5,748)			20,932,383	19,241,077	589,679,935	520,358,604

¹AM-FM associated stations that filed a combined report are counted as one reporting entity.
²Stations with less than \$25,000 in revenues report only total revenues and total expense. However, stations with less than \$25,000 in revenues accounted for less than one-tenth of one percent of the broadcast revenues of the reporting stations.
³Before commissions to agencies, representatives and others. Because stations differ in classifying time sales as national/regional or local, these data should be used with caution.

Local advertisers 1978	Local advertisers ³ 1977	Value of trade-outs and barter transac- tions		Total broadcast revenues ⁴		% change	Total broadcast expenses 1978	Total broadcast income 1978
		1978	1977	1978	1977			
889,052	720,328	312		981,068	794,650	23.5	707,494	273,572
1,358,204	967,981	11,046	9,493	1,735,232	1,269,465	36.7	1,572,132	163,100
881,529	847,161		13,433	952,764	936,477	1.7	913,693	39,071
469,531	511,699	41,741	19,525	715,382	679,376	5.3	760,224	-44,842
1,056,877	877,608	8,957	7,240	1,148,401	951,550	20.7	1,012,712	135,689
871,389	795,047	20,322	8,861	1,022,852	922,124	10.9	989,145	33,707
876,459	668,882	1,535	1,859	1,015,430	1,000,986	1.4	1,022,669	-7,239
419,858	397,316	9,716	6,491	496,087	432,745	14.6	683,318	-187,229
689,496	637,807	4,069	1,577	747,305	699,415	6.8	744,473	2,832
530,182	494,415	6,831	5,134	611,791	558,233	9.6	648,857	-37,066
1,990,960	1,828,916	856	4,014	2,378,493	2,110,593	12.7	2,112,753	265,740
1,619,458	1,421,068	0	0	1,691,907	1,487,812	13.7	1,724,734	-32,827
913,177		800		1,019,412		-	892,499	126,913
662,115	511,297	5,815	2,202	688,357	534,220	28.9	661,596	-173,239
1,134,110	915,771	0	0	1,354,282	1,119,452	21.0	1,084,681	269,621
286,549		4,850		385,450		-	523,096	-137,464
789,709	712,278	28,540		862,059	757,472	13.8	805,578	56,300
846,889	619,121	1,024	983	778,770	715,650	8.6	879,679	-100,909
798,633	651,777	8,557	0	965,617	786,304	22.8	752,645	212,972
948,049	900,535	75,739		1,463,600	1,291,270	13.3	1,342,879	120,921
788,426		8,873		867,245		-	869,694	-2,449
744,415	621,740	593	0	1,024,149	888,735	15.2	1,082,974	-58,825
355,477	319,118	4,327		475,686	409,712	16.1	429,452	46,234
500,856	416,880	4,708		554,091	456,349	21.4	474,622	79,469
1,051,823	897,692	4,276		1,195,826	1,024,661	16.7	1,091,862	103,764
881,4827	753,815	29,370	32,764	1,009,484	855,987	17.9	882,218	127,246
1,507,956	1,343,491	17,347	14,477	1,737,583	1,535,250	13.2	1,848,822	-111,039
911,434	719,037	19,170	8,698	1,002,610	791,562	26.7	880,663	141,947
395,165	280,484	2,746		479,818	357,983	34.0	459,184	20,834
787,693	884,161	4,114	2,832	859,941	755,768	13.8	770,009	89,932
515,036	450,587	4,553	500	600,768	516,914	16.2	568,328	32,440
559,746	281,704	10,664	3,258	688,489	415,431	65.7	773,190	-84,701
625,787	648,986	13,255	9,227	1,033,179	929,088	11.2	973,356	59,823
846,249	784,441	20,053	29,914	955,847	899,495	6.3	879,040	76,807
663,773	472,682	17,470		737,221	552,205	33.5	757,086	-19,885
1,545,188	1,362,490	31,533		1,812,919	1,611,119	12.5	1,354,381	458,738
383,286	355,618	200		387,010	363,768	6.4	353,496	33,514
996,809	803,337	17,294	12,658	1,193,252	932,136	28.0	1,216,208	-22,956
285,788	236,934	2,281		299,357	275,280	6.7	310,713	-11,356
744,876	614,895	10,911	658	792,427	664,045	19.3	764,848	27,579
712,518	519,764	13,178		728,744	555,784	31.1	839,156	-110,412
855,705				923,615		-	769,978	153,639
427,710	335,226	14,172		480,818	388,790	23.7	474,358	6,458
1,483,287	1,271,337	54,730	34,464	1,737,262	1,472,670	18.0	1,610,077	127,185
1,347,583	1,287,499	41,103	27,870	1,476,303	1,421,471	3.9	1,240,318	235,985
1,108,856	997,202	3,856	6,831	1,310,110	1,218,477	7.5	1,244,056	66,054
377,295		40,616		430,047		-	422,804	7,243
1,752,542	1,618,134	77,451	30,511	1,974,856	1,803,579	9.6	1,949,078	25,778
1,321,760	1,111,842	58,291	48,514	1,510,488	1,304,202	15.6	1,486,234	24,234
728,911	619,700	24,762	7,958	832,919	759,974	9.6	754,786	78,133
428,170	495,626	5,598		525,035	715,735	-26.8	582,962	57,927
1,229,959	1,135,306	17,446	9,615	1,305,855	1,187,626	10.0	1,108,448	197,409
1,235,852	1,169,956	24,114	18,134	1,458,044	1,365,268	6.8	1,297,895	160,149
961,000	692,245	14,872	13,534	1,062,555	787,960	34.8	1,019,502	43,053
636,582	556,189			705,275	635,007	11.1	678,200	27,075
2,193,443	1,503,230	49,333	31,437	2,479,908	1,758,418	41.0	1,918,784	561,124
885,561	665,277	1,200	1,470	934,219	781,080	22.7	966,351	-32,132
148,082,424	127,863,684	3,642,858	1,357,441	168,395,940	148,371,520	15.0	157,971,679	10,424,261
844,726	684,079	8,196	18,898	1,211,219	1,092,233	10.9	1,070,768	140,431
878,913	821,979	3,650	10,140	1,414,153	1,345,273	5.1	1,221,052	193,101
995,550	1,091,725	43,581	10,286	1,603,372	1,618,134	-0.9	1,785,013	-181,641
7,228,483	5,762,551	392,237	366,722	9,189,572	7,686,975	19.5	8,855,576	333,998
8,945,872	8,380,334	447,664	404,046	13,416,318	11,742,615	14.3	12,932,429	485,887
1,036,983	526,838	20,432	0	1,101,897	545,752	1.9	1,039,617	62,080
311,947	223,361			572,529	565,978	1.2	621,484	46,955
319,257	355,290	0		607,246	595,078	2.0	572,544	34,702
888,260	779,534	9,675		796,846	689,189	15.6	773,929	22,719
3,324,083	3,030,880	16,293	31,888	3,975,741	3,839,871	9.2	3,995,504	113,666
15,828,222	13,276,035	487,368	435,934	20,472,077	17,778,483	15.2	19,935,707	670,119
1,640,229,295*	1,388,247,208	97,736,221	65,815,260	1,941,802,182	1,659,074,445	17.0	1,684,929,470	256,872,712
148,082,424	127,863,684	3,642,858	1,357,441	168,395,940	148,371,520	15.0	157,971,679	10,424,261
140,557,433	120,660,152	2,830,741	2,323,823	158,481,191	134,680,810	16.2	145,194,615	11,286,576
234,581,977	214,121,012	3,483,903	2,745,841	258,290,870	235,580,841	9.6	241,882,351	16,408,519
2,163,430,229	1,850,892,058	107,895,723	72,242,365	2,524,970,163	2,175,707,416	16.1	2,229,978,115	294,992,068
15,740,025	13,278,035	495,564	435,934	20,472,077	17,778,483	15.2	19,755,675	718,402
2,179,170,254	1,864,168,081	108,191,287	72,678,299	2,545,442,280	2,193,485,899	16.0	2,249,733,790	295,708,470

⁴Total time sales less commissions, plus talent and program sales, plus other incidental broadcast revenue.

*Data withheld to maintain station confidentiality; fewer than three stations reported.

**One or more stations did not require data for the full year.

NOTE: Total broadcast income is before federal income tax. - denotes loss.

Buying or Selling . . .

Consult Blackburn First.

Our experience can
mean the difference
between an excellent
deal and a costly
mistake.

- BROKERAGE
- APPRAISALS
- FINANCING

*Put Our Experience
to Work for You!*

BLACKBURN & COMPANY, INC.

Washington, D.C. Atlanta 30361
20006 400 Colony Square
1725 K Street, N.W. (404) 892-4655
(202) 331-9270

Chicago 60601 Beverly Hills 90212
333 N. Michigan Ave. 9465 Wilshire Blvd.
(312) 346-6460 (213) 274-8151

At last! The most comprehensive guide to RETAIL RADIO & TV ADVERTISING ever published!



The new insider's look at retail advertising — indispensable to any station that's out after new business.

- 441 fact-filled pages. Paperback, 8 1/4 x 11.
- Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business. They help sell your prospects on the value of your medium and station.
- Easy-to-read, non-technical terms. (Created to make retailers more comfortable with broadcast advertising so they'll use it more!)
- Indexed so your sales people can find solutions to retail advertising problems in seconds.

Helps your salespeople become retail marketing consultants, not just sellers of time. Specifically, they'll learn "How to:"

- Communicate with retailers in their language.
- Get in "sync" with the 3-to-6 month planning timetables of their retail prospects.
- Use in-depth research data to support a media mix of less newspaper and more broadcast.
- Make an effective newspaper switchpitch with examples of how newspaper and broadcast deliver over 4X the gross impressions as the same dollars in newspaper alone.
- Help create and produce effective low-cost commercials. (Text includes 34 scripts of award-winning spots).

USE IT!—for sales training — to switch-pitch newspapers — to support your next presentation to your hottest retail prospect!

Let your sales team help their retail accounts:

- Research and identify profitable customer groups.
- Research and analyze merchandising and promotional opportunities.
- Develop store positioning strategies.
- Target their advertising, using one of broadcast's greatest strengths, to reach their most profitable customer groups.
- Increase store traffic, sales, and profits!

ORDER YOUR COPY TODAY!

Mail to:
Broadcasting Book Division
1735 DeSales Street NW
Washington, D.C. 20036

- Yes, please send me _____ cop(ies) of Building Store Traffic with Broadcast Advertising at \$50 each plus \$1 each for shipping.
- My check is enclosed for \$_____

NAME _____

FIRM _____

ADDRESS _____

CITY/STATE/ZIP _____

B-1

5. Network-only breakouts

Network revenues¹

Revenues from sale of time when program is supplied by advertiser.....	\$2,702,000
All other advertising revenues.....	121,662,000
Revenues from stations for cooperative programs.....	9,000
All other broadcast revenues.....	2,686,000
Total gross broadcast revenues.....	127,059,000
Value of trade-outs and barter transactions included in revenues.....	3,439,000
Deduct:	
Payments to networks and stations.....	18,924,000
Commissions to advertising agencies.....	10,546,000
Commissions to representatives, brokers and others.....	7,726,000
Cash discounts allowed by network.....	0
Total deductions.....	37,197,000
Net broadcast revenues.....	89,861,000

Network expenses

General categories of expenses:	
Technical expenses.....	7,913,000
Program expenses.....	36,011,000
Selling expenses.....	14,528,000
General and administrative expenses.....	16,054,000
Total broadcast expenses.....	74,505,000
Selected expense items	
Salaries, wages and bonuses of officers and employees engaged in following categories:	
Technical.....	3,095,000
Program.....	9,164,000
Selling.....	5,079,000
General and administrative.....	5,981,000
Total (all officers and employees).....	23,320,000
Depreciation of tangible property.....	655,000
Amortization expense on programs obtained from others:	
Feature film shown or expected to be shown in	
U.S. theaters.....	5,000
All other feature film.....	0
All other programs.....	722,000
Records and transcriptions.....	82,000
Music license fees.....	207,000
Other performance or program rights.....	2,359,000
Cost of intercity and intracity program relay circuits.....	8,894,000
Total expense for news and public affairs².....	32,030,000

Network income

Broadcast revenues.....	89,861,000
Broadcast expenses.....	74,505,000
Broadcast operating income.....	15,356,000

¹CBS, MBS (two networks), NBC, and ABC's three AM networks and one FM network.

²This figure contains some costs already shown under selected expense items. Costs of sports programs are not included.

Note: Last digits may not add to totals because of rounding.

Special delivery.

How a sales rep comes across to a time buyer is a reflection of his whole company. So at Eastman Radio, we make sure his delivery is nothing short of perfection.

That's part of what makes Eastman different. And better.

Our reps get to see themselves as time buyers will – via video tape replays. That way they can tell what's right—and wrong—with

the way they're delivering.

They learn what other Eastman salespeople are doing successfully. And can then use what they've gotten out of these critique sessions to make their own presentation even more professional.

Eastman's special delivery. What else would you expect from the rep firm that sends you their best?



We do things differently.



The Wall Street Journal Consumer Newslines are being snapped up by radio stations across the country.

Just six months old, our consumer-news report is so timely and informative that over 175 leading stations are already boosting audience and sales by broadcasting it on an exclusive basis. For a free information kit, write Donald Sutphen. Or call him collect at (609) 452-2000.

The Consumer Newslines consist of 60-second consumer-interest reports prepared especially for radio by The Wall Street Journal editorial staff. You'll receive five ready-to-read scripts every week, all at one time. *And you'll be the only station in your market to broadcast them!*

A public service feature that builds audience and sales.

Consumer Newslines give your listeners timely and authoritative news about products, services and developments that could affect their health, their finances, their life-style. Each report deals with a specific subject. It might evaluate the safety and effectiveness of a new consumer product. Provide useful insights into banking, insurance and personal finance in general. Warn of poisonous substances in commonplace household products, or of harmful additives in food. Or report on government regulations and legislation that could affect the financial or material well-being of your listeners.

Consumer Newslines will help listeners identify your station as the station that looks out for *their* interests. That builds listener loyalty. And that in turn boosts market share and increases sales.

It won't cost you a cent in cash.

In exchange for exclusive rights to the Consumer Newslines in your market, we're looking for a credit line with each newscast, and air time (to be negotiated) for commercials promoting Dow Jones publications. Remember, only one major quality station in each market gets to broadcast the Consumer Newslines. So don't delay. Write or call Donald Sutphen today for your free information kit.

**The Wall
Street Journal
Consumer
Newslines** 

P.O. Box 300, Princeton, NJ 08540

Bienvenida to Major Market Radio Sales!

**AM 1220
FM 92 MIAMI
WCMQ**

**The Integral Part of the
Dynamic Miami Market!**

**#1 in Men 18+
#1 in Women 18+
#1 in Total Adults 12+**

SOURCE: ARBITRON, APRIL/MAY '79, MON.-SUN. 6 a.m.-MID. MIAMI METRO



Your Success Is Our Success

MAJOR MARKET RADIO SALES

NEW YORK • CHICAGO • LOS ANGELES • PHILADELPHIA • DETROIT • BOSTON • SAN FRANCISCO • DALLAS • ATLANTA • SEATTLE • PORTLAND

6. How many radio stations won, how many lost

Number of AM and AM/FM¹ stations reporting profit or loss, by volume of total broadcast revenues, 1978
(Stations operating full year only)

Revenues of:	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of:									
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
Over \$1,000,000	355	317	123	97	77	11	4	2		1	2	
\$500,000 to \$1,000,000	551	430	1	18	167	132	52	13	19	7	12	9
\$250,000 to \$500,000	1,174	827			60	207	258	67	61	53	63	58
\$200,000 to \$250,000	488	312			1	33	84	34	39	34	44	43
\$150,000 to \$200,000	571	360				21	93	44	41	49	61	51
\$100,000 to \$150,000	590	346				6	66	33	42	45	65	69
\$75,000 to \$100,000	236	123					7	7	15	14	36	44
\$50,000 to \$75,000	172	72					5	4	7	10	15	31
\$25,000 to \$50,000	63	25							2	2	5	10
Less than \$25,000	14	2										2
Totals	4,214	2,614	124	115	305	410	569	204	226	215	303	343

¹Excludes 655 FM stations that are associated with AM's but which reported separately.

Number of AM and AM/FM¹ stations reporting profit or loss, by volume of total broadcast revenues, 1978
(Stations operating full year only)

Revenues of:	Total number of stations reporting	Number of stations reporting profits	Stations reporting losses of:									
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
Over \$1,000,000	355	38	12	8	6	4	4		1	2		1
\$500,000 to \$1,000,000	551	121	8	9	26	26	27	3	2	6	6	4
\$250,000 to \$500,000	1,174	347	2	14	58	49	83	25	24	27	31	34
\$200,000 to \$250,000	488	176	1	6	13	34	38	10	6	20	22	28
\$150,000 to \$200,000	571	211	3	21	32	37	11	13	25	24	45	45
\$100,000 to \$150,000	590	244	2	11	25	41	11	21	35	41	57	57
\$75,000 to \$100,000	236	113		2	9	22	5	7	16	17	35	35
\$50,000 to \$75,000	172	100			3	3	20	7	6	16	15	30
\$25,000 to \$50,000	63	38			1	4	7	2	3	3	3	15
Less than \$25,000	14	12				2	1	1	2	1	2	3
Totals	4,214	1,400	23	42	143	188	280	75	86	151	163	250
Total both		4,214	147	157	446	598	849	279	311	366	466	593

¹Excludes 655 FM stations that are associated with AM's but which reported separately.

Number of independent FM¹ stations reporting profit or loss, by volume of total broadcast revenues, 1978
(Stations operating full year only)

Revenues of:	Total number of stations reporting	Number of stations reporting losses	Stations reporting profits of:									
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
Over \$1,000,000	69	57	20	17	14	2	3		1			
\$500,000 to \$1,000,000	80	64		9	29	15	8		1	2		
\$250,000 to \$500,000	171	120			16	42	36	11	3	5	3	4
\$200,000 to \$250,000	57	44				3	9	8	8	6	8	2
\$150,000 to \$200,000	85	43				1	10	6	5	8	7	6
\$100,000 to \$150,000	122	44				1	7	6	1	11	10	8
\$75,000 to \$100,000	53	18					1		2	2	2	6
\$50,000 to \$75,000	42	11								1	4	6
\$25,000 to \$50,000 ¹	32	9							2	1	6	
Less than \$25,000	11	4										4
Totals	722	414	20	26	59	64	74	34	22	39	40	36

¹Excludes FM stations that are associated with AM's but which reported separately.

Number of independent¹ FM stations reporting profits or loss, by volume of total broadcast revenues, 1978
(Stations operating full year only)

Revenues of:	Total number of stations reporting	Number of stations reporting profits	Stations reporting losses of:									
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
Over \$1,000,000	69	12		5	5		1					1
\$500,000 to \$1,000,000	80	16	2	4	5	5						
\$250,000 to \$500,000	171	51	2	7	18	10	1	1	3	2	7	
\$200,000 to \$250,000	57	13		2	2	3		2	1	1	2	
\$150,000 to \$200,000	85	42		1	10	13	3	3	5	3	3	
\$100,000 to \$150,000	122	78		5	14	17	3	7	6	4	21	
\$75,000 to \$100,000	53	35		2	6	6	2	2	3	8	6	
\$50,000 to \$75,000	42	31		2	4	6	2	4	5	2	6	
\$25,000 to \$50,000	32	23			5	4	1			2	6	
Less than \$25,000	11	7			1		2			1	3	
Totals	722	398	2	13	29	65	60	16	20	23	23	57
Total both		722	22	39	88	129	134	50	42	62	63	93

¹Excludes FM stations that are associated with AM's but which reported separately.

Chart 6 continues on page 62



**In 1970, he came to New York.
In 1980, he's running it.**

Ten years ago, Dick Sharpe began his McGavren Guild sales career. Now, he's our New York regional manager with a 17-person sales staff, and regional client-stations in thirteen markets.

One reason he's a successful manager is that he's a very successful salesman. Since Dick joined the company, he's been personally producing in excess of \$1 million in radio sales each and every year.

Another reason is that he has an uncanny ability to bring new salespeople up to speed quickly and effectively. To help him do this, Dick is backed by one of the most recognized research departments in the business, and a separate marketing division that uncovers new radio business and new ways to sell it.

Now that New York's got him, New York loves him.

 **M^cGAVREN GUILD RADIO**
People who know the territory.

Quick. Name the first radio station you think of.

You probably said WGN. Which is just what most people say who make their living thinking about radio.

Standard Rate and Data Service* recently surveyed 104 national agency people and advertisers.

They asked, "which radio station do you personally tend to think of first" in New York, Chicago, Los Angeles, Cincinnati, Dallas-Ft. Worth, San Francisco, Houston, Detroit, Denver, New Orleans and Atlanta.

Station mentioned the most? WGN. Once again, the most respected call letters in broadcasting are also the first call letters that come to mind. More than any other station's.

*Survey conducted by Harvey Research Organization, Inc.



Radio 720
Chicago

**PROVEN #1 IN THE 70's!
READY TO MAKE YOU #1 IN THE 80's!**

the FM 100 plan

FIRST CHOICE TODAY'S BEAUTIFUL MUSIC

- * THE FM 100 PLAN IS AMERICA'S LARGEST BEAUTIFUL MUSIC SYNDICATOR... SERVING OVER 125 STATIONS... BECAUSE WE HAVE AMERICA'S FINEST PRODUCT.
- * THAT'S WHY: Our stations continue to grow while many beautiful music stations are slipping... we're in touch with today... providing more updates, more custom music... always the most consistent sound of all competition.
- * THAT'S WHY: We are replacing major syndicators in market after market.
- * THAT'S WHY: We consistently hold the #1 beautiful music share of America's top three markets.
- * THAT'S WHY: All of our stations are up *again* in the rock-heavy summer Arbitrons (Chicago, Los Angeles, Detroit, Philadelphia & Boston).

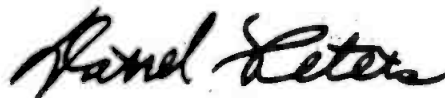
AND NOW...A NEW CHOICE BEAUTIFUL CONTEMPORARY

- * The only on-target demographic format with *no* competition!
- * A totally unique *foreground* blend of contemporary artists and favorite selections of the 60's, 70's and soon... the 80's!
- * The only contemporary format that will deliver *long listening*... producing winning shares *without* the biggest cumes!
- * So powerful... it's already showing *instant* rating increases in *both* Arbitron and Mediastat!

the FM 100 plan

Suite 7605

175 East Delaware, Chicago, Illinois 60611



Darrel Peters

(312) 440-3123

Call for exciting new demo tapes and information on the hottest ARB stories in America.

Chart 6, continued from page 58

Number of associated¹ FM stations reporting profit or loss, by volume of total broadcast revenues, 1978
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of:									
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
Revenues of:												
Over \$1,000,000	65	53	25	13	8	4	3					
\$500,000 to \$1,000,000	114	94	1	20	49	10	6	3	1	1	1	2
\$250,000 to \$500,000	132	102		1	31	35	21	4		5	2	3
\$200,000 to \$250,000	47	29			1	9	10	1	2	3	1	2
\$150,000 to \$200,000	65	46			1	6	14	6	4	3	5	7
\$100,000 to \$150,000	73	39				3	15	4	4	1	7	5
\$75,000 to \$100,000	45	28					4	5	4	4	4	7
\$50,000 to \$75,000	45	16					6		1	2	4	3
\$25,000 to \$50,000	30	14								1	4	9
Less than \$25,000	24	6								1	1	4
Totals	640	427	26	34	90	67	79	23	16	21	29	42

¹Does not include 1,457 FM stations that filed a combined report with the AM.

Number of associated¹ FM stations reporting profit or loss, by volume of total broadcast revenues, 1978
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting losses of:									
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
Revenues of:												
Over \$1,000,000	65	12	2	2	2	1	3				1	1
\$500,000 to \$1,000,000	114	20	1	2	8	3	2	2	1	1		
\$250,000 to \$500,000	132	30		1	6	6	6	5	2	2	1	1
\$200,000 to \$250,000	47	18	1		1	4	4	1		2	1	4
\$150,000 to \$200,000	65	19	1	2		3	9		1			3
\$100,000 to \$150,000	73	34			2	7	9	2	3	3	3	5
\$75,000 to \$100,000	45	17				3	2	1	1	4	4	2
\$50,000 to \$75,000	45	29			1	3	8	1	3	2	7	4
\$25,000 to \$50,000	30	16			1	1	1	2	1	2	4	4
Less than \$25,000	24	18				2	3	1	3	2	2	5
Totals	640	213	5	7	21	33	47	15	15	18	23	29
Total both	640	640	31	41	111	100	126	38	31	39	52	71

¹Does not include 1,457 FM stations that filed a combined report with the AM.

7. Status on the number of stations

	AM ¹	FM stations filing a combined report with AM	FM stations associated with AM but filing a separate report	FM independent stations	Grand total	Number of reporting entities ³
Stations in operation on Dec. 31, 1978						
Full year operation	4,394	1,471	659	859	7,383	5,912
Part year operation	102	22	15	59	198	176
Total	4,496	1,493	674	918	7,581	6,088
Stations ceasing operations during 1978						
Total stations operating during 1978	4,496	1,493	674	918	7,581	6,088
Less: Stations not reporting ²	180	14	19	141	354	340
Total stations reporting	4,316	1,479	655	777	7,227	5,748
Full year operation	4,214	1,457	640	722	7,033	5,576
Over \$25,000 in time sales	4,198	1,456	614	706	6,974	5,518
Part year operation	102	22	15	55	194	172
Over \$25,000 in time sales	75	20	10	35	140	120

¹ AM stations that filed separately, and AM stations that filed combined reports with FM stations.

² Stations that are counted as not reporting include those stations that were licensed but silent for the entire year, those stations that filed too late to be included in this report and those commercial stations with a religious format, provided that 50% or more of the revenues of such stations were obtained from contributions.

³ An AM/FM combination that filed one combined report is counted as one reporting entity.

Again?

That's what you'd say if someone told you that WQAL-FM 104, Cleveland, was the #1 FM station, again, in the top major markets in the U.S.A. today. Well, it is. For an unprecedented 4th time in the past 5 rating periods. And, the last two in a row.

We're proud of it, and so is our home town. We're the only Cleveland station to reach over 20% of all adults in the metro area. Thank you, Cleveland.

And thank you, McGavren Guild Radio. You sure do "know the territory."

WQAL-FM 104

8. A 10-year track record for radio

A. Industry totals

Total sales to advertisers²

Year	Total		Network		National and regional spot		Local	
	Total amounts	Percent change	Amount	Percent change	Amount	Percent change	Amount	Percent change
1978	\$2,926,900,000	16.5	\$126,400,000	7.0	\$592,100,000	13.6	\$2,208,400,000	17.9
1977	2,512,500,000	12.9	118,100,000	28.1	521,300,000	5.4	1,873,100,000	14.3
1976	2,226,100,000	17.6	92,200,000	26.8	494,600,000	18.8	1,639,200,000	16.8
1975	1,892,300,000	7.8	72,700,000	20.6	416,300,000	7.6	1,403,300,000	7.2
1974	1,755,900,000	6.6	60,300,000	1.5	386,800,000	1.2	1,308,800,000	8.6
1973	1,647,100,000	6.4	59,400,000	(8.6)	382,300,000	(0.5)	1,205,400,000	9.7
1972	1,547,100,000	11.5	55,000,000	18.0	384,300,000	1.7	1,098,400,000	15.1
1971	1,387,700,000	10.4	55,100,000	12.9	378,000,000	6.4	954,600,000	12.0
1970	1,256,800,000	4.7	48,800,000	(4.1)	355,300,000	1.6	852,700,000	6.6
1969	1,200,400,000	6.2	50,900,000	(8.9)	349,600,000	2.2	799,900,000	9.1

Net broadcast revenues, expenses and income

Year	Net broadcast revenues ⁴		Expenses		Incomes ⁵	
	Total amounts	Percent change	Total amount	Percent change	Total amount	Percent change
1978	\$2,651,000,000	16.6	\$2,339,400,000	15.3	\$311,600,000	26.6
1977	2,274,500,000	12.6	2,028,400,000	10.2	246,100,000	37.8
1976	2,019,400,000	17.1	1,840,800,000	12.6	178,600,000	96.9
1975	1,725,000,000	7.6	1,634,400,000	7.6	90,700,000	7.8
1974	1,603,100,000	6.7	1,519,000,000	9.1	84,100,000	(23.6)
1973	1,501,900,000	6.7	1,391,900,000	9.4	110,100,000	(18.0)
1972	1,407,000,000	11.8	1,272,600,000	10.2	134,300,000	30.6
1971	1,258,000,000	10.7	1,155,200,000	10.7	102,800,000	10.7
1970	1,136,900,000	4.7	1,044,000,000	6.0	92,900,000	(7.9)
1969	1,085,800,000	6.1	985,000,000	8.3	100,900,000	(11.0)

¹ Includes nationwide radio networks, and 7,227 AM and FM stations. Includes compensation paid to affiliated stations by other networks (regional state, etc.). Does not include the revenues retained by these other networks or their expenses.

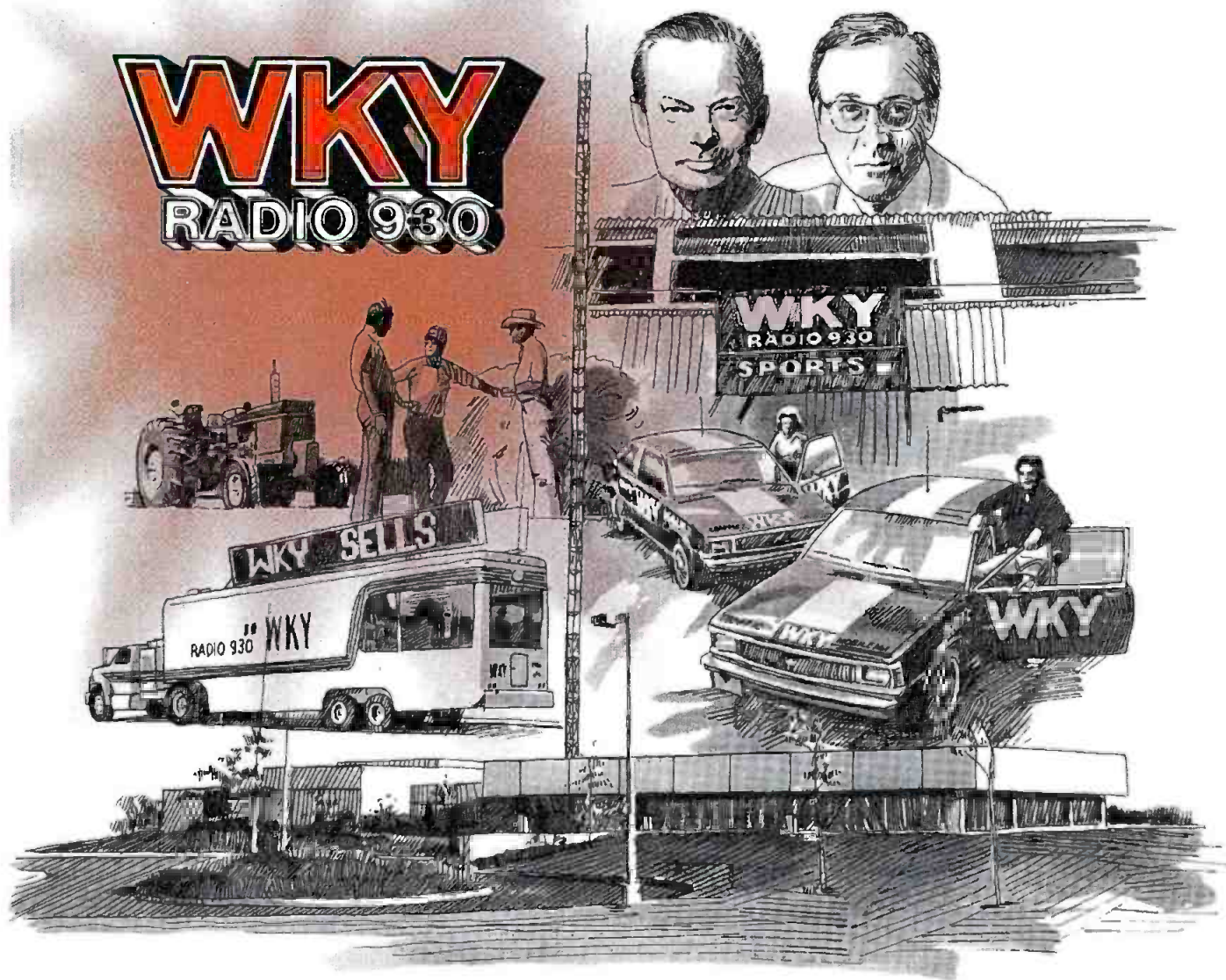
² Total sales to advertisers are the total amount paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies and representative agencies, and cover charges for broadcast time, and programs, materials, facilities and services supplied by the broadcast industry in connection with the sale of time.

³ Detail may not add to totals because of rounding.

⁴ Total sales to advertisers plus all other broadcast revenues less commissions.

⁵ Before federal income tax.

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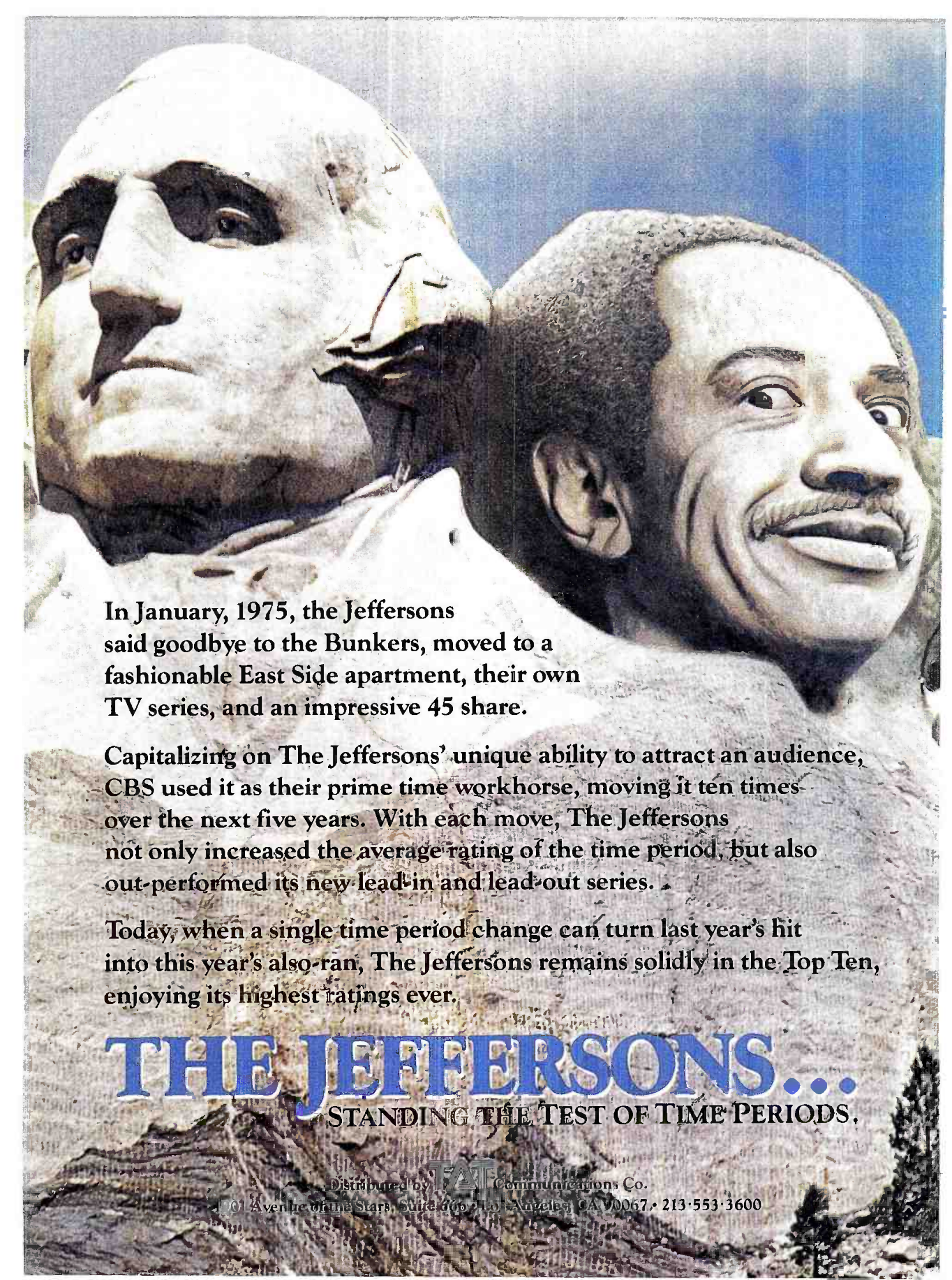


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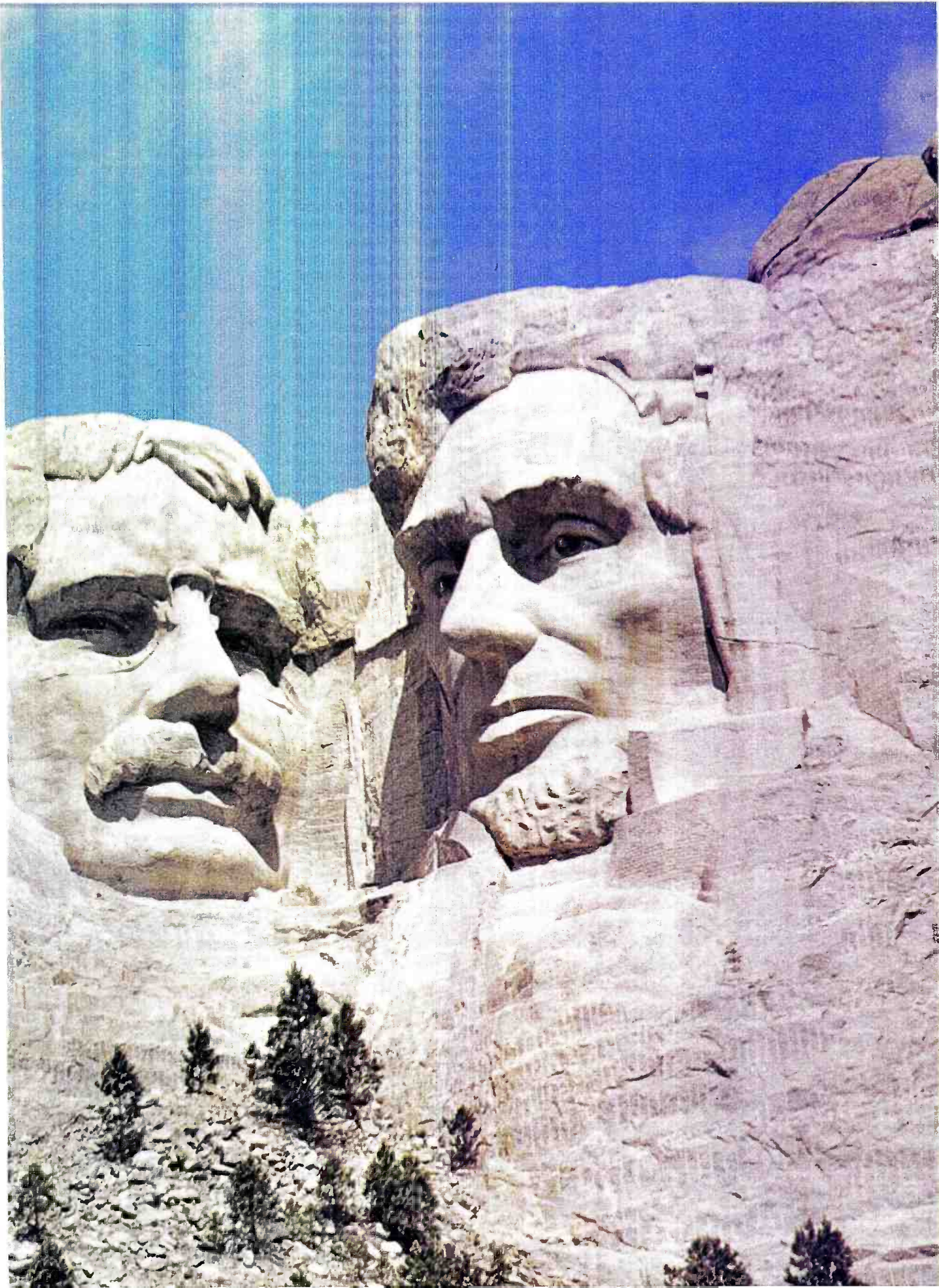
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B. Network and stations¹

	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969
Network broadcast revenues (total)	\$2,651.0	\$2,274.5	\$2,019.4	\$1,725.0	\$1,603.1	\$1,510.4	\$1,407.0	\$1,258.0	\$1,136.9	\$1,085.8
National networks	89.9	84.5	64.3	49.5	40.4	40.7	38.7	35.8	34.7	35.8
AM and AM-FM	1,974.9	1,761.4	1,622.6	1,430.2	1,369.3	1,316.1	1,246.1	1,137.7	1,047	1,004.5
FM independent	301.0	225.3	180.0	142.9	128.0	96.1	77.4	53.3	40.6	33.4
FM associated/AM	285.2	203.4	152.5	102.4	65.4	57.5	37.5	26.3	18.9	12.1
Broadcast Expenses (total)	2,339.4	2,028.4	1,840.8	1,634.4	1,519.0	1,398.0	1,272.6	1,155.2	1,044.0	985.0
National networks	74.5	59.2	69.2	52.1	46.5	43.8	43.0	40.4	40.2	42.1
AM and AM-FM	1,752.9	1,582.2	1,460.2	1,332.1	1,268.4	1,189.8	1,103.1	1,018.2	933.2	887.1
FM independent	277.0	215.8	115.7	152.4	141.1	106.1	86.2	64.4	46.8	38.9
FM associated/AM	235.0	171.1	135.7	97.7	63.0	58.3	41.1	32.3	23.8	16.9
Broadcast income (total) ²	311.6	246.1	178.6	90.7	84.1	112.4	134.3	102.8	92.9	100.9
National networks	15.4	25.3	(5.0)	(2.5)	(6.2)	(3.1)	(3.9)	(1.7)	(5.5)	(6.3)
AM and AM-FM	222.0	179.2	162.5	98.0	100.9	126.3	143.1	119.4	109.5	117.5
FM independent	24.0	9.4	4.3	(9.4)	(13.1)	(10.0)	(8.8)	(9.0)	(6.2)	(5.5)
FM associated/AM	50.2	32.2	16.9	4.7	2.4	(0.8)	(3.9)	(6.0)	(4.9)	(4.8)
Number of reporting entities (total)	5,748	5,619	5,638	5,535	5,436	5,244	5,136	5,020	4,898	4,815
AM and AM-FM	4,316	4,292	4,363	4,355	4,361	4,267	4,271	4,252	4,209	4,194
FM independent	777	741	713	703	678	616	590	527	464	442
FM associated/AM	655	586	562	477	397	361	275	241	225	179

¹ Amounts in millions of dollars. Detail may not add to totals because of rounding.

² Before federal income tax.

C. Profit or loss of stations¹

Year	AM, AM-FM		Independent FM		FM associated with AM	
	Average profit	Average loss	Average profit	Average loss	Average profit	Average loss
1978	\$110,928	\$64,362	\$104,333	\$58,176	\$149,622	\$64,829
1977	94,138	55,808	77,014	56,687	122,303	61,053
1976	82,173	51,224	63,259	49,581	90,566	69,282
1975	66,873	45,544	43,589	52,023	71,292	63,344
1974	62,310	48,998	41,830	60,669	56,914	53,933
1973	63,373	43,785	49,186	49,186	58,518	54,518
1972	61,837	38,473	31,557	43,333	45,923	52,030
1971	58,950	35,354	26,598	40,200	45,695	59,680
1970	57,243	33,822	22,381	29,509	30,956	45,815
1969	58,249	33,958	16,674	25,541	18,929	42,114

¹ Full year operation only.

² Average profits calculated for those stations reporting profits. Average losses calculated for those stations reporting losses.



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When Boone Arledge, president of ABC Sports, was given the additional responsibilities of president of ABC News on June 1, 1977, his reputation as a flamboyant sports showman prompted speculation that in his zeal to get the news operation out of the cellar he would turn it into some sort of vaudeville act. Two and a half years later, critics and competitors agree that it hasn't happened. They also agree that ABC News has made great strides under his direction, both in the ratings and in professionalism. In this interview with BROADCASTING editors he tells how it was done, what principles guide him and what he hopes to do next.

The Arledge differential at ABC News

We'd like to start with a general question about where television news is today, and where ABC News is today—and, of course, there's a great preoccupation with Iran. Can you tell us what's happening, both at home and abroad?

We are in the middle of a series of specials that we're doing every single night. Usually half an hour, sometimes 15 minutes. They've been doing very well, audiencewise. They've been attracting a bigger audience than we usually get in late night.

Why did you go that route as opposed to giving affiliates inserts for their local news?

Because I thought it was a story that deserved that kind of commitment. I think that people—in a crisis like this—turn to network news and they expect serious network news, and they expect serious correspondents to cover it, and they don't always get that kind of coverage from local stations. We had a responsibility to open

up air time on a regular basis where people would know where they could find it.

The only concern I had—and that's why we were careful to word it the way we did—was that I didn't want, if we got into a very long, protracted negotiation that lasted six or eight months, and nothing critical was happening, with the hostages not released but under house arrest or something like that—I didn't want, if we stopped the nightly broadcast, I didn't want that to be ABC unilaterally declaring that the crisis was over.

Do you feel that you own this news story?

I think we own a hell of a lot of it. I think it's an example, in a way, of what I've been saying for a long time—that if we can get ourselves prepared and are quicker on our feet and better than other people, an event is going to come along, and we will be all over it, and then people will say, "How did they get as good as they are?"

I hesitate to revel in a story like this, as it is such a tragic story, and I don't want to give that

impression at all. But I think that if you take this from Day One, when Bob Dyk was the first guy in Teheran, we moved faster than anybody else.

He wasn't already there?

No, he was in London. We just sensed it was a bigger story than the other two did, and so we sent somebody on the very first plane we could get him on, and we got in just before they closed all the borders to everybody.

And if you think of all the various aspects of this story, we're still the only person who has interviewed Bakhtiar [a former Iranian prime minister], obviously the only people to get to the shah, and I just think that we have come close to doing what a network ought to do in a situation like this. We made a major commitment and I think by and large we made it worth the effort and cost.

Can you backtrack to enumerate what you've done over the last two years that enabled you to be ready to cover the Iranian crisis when it erupted?

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The first thing we did was to make a priority commitment to make our special events coverage as good as we possibly could—to revamp the whole area and change the executive producer and most of the people involved. The first time that it really manifested itself was the weekend when Sadat went to Jerusalem and it was the first time that the other networks started noticing that we were becoming very competitive, and that we were ahead of them on a lot of the aspects of the story. Again, Barbara [Walters] got that interview with Sadat and Begin, which caused CBS, in particular, to send Walter [Cronkite] in to pound the table and get one himself—which he did, to his credit.

But Sam Donaldson had the President at the same moment that Sadat was walking in to the

Knesset because we had put a hard line in to the church where Carter was going, and the other people just had ENG cameras there, so they couldn't put it on the air.

That whole weekend we were geared up. I won't say we geared up better than the other two networks, but we geared up better than ABC ever had before, and I think what came out on the air surprised a lot of people.

Do you know where you stand in terms of expenditure, versus the other two news divisions?

I suspect we're still third, although the gap has closed substantially. It's hard to tell because everybody bookkeeps it differently. NBC has the *Today Show*, which is a news program, and CBS has the *Morning News* and then they have

various other programs, and then we have some that they don't have—we have a larger radio commitment than the other two. Basically, I think we're still third—but very close.

Do you feel your performance has been a function of the budget now committed to it?

In fact, it may be that being a little leaner than the other two, we've had to work harder and use our people better. We still have fewer correspondents and fewer bureaus than the other two. But sometimes that's an advantage.

How about your air budget? How much time are you getting?

We have grown each year, and it will grow considerably more next year with the conventions, primaries and elections. In 1978 we had 527 hours and 20 minutes. So far this year, either carried or scheduled, it's over 550 hours.

If you haven't increased spectacularly in budget, you have increased in the number of people that you've brought in to the organization.

Not as much as you would think. In most cases, the people that we've brought in have replaced someone else. It took a long time to go through the people who were here and see who I and others thought were going to be good and who we thought weren't. By and large, we tried to replace the people we didn't think were as capable. We are at a point now where I think we're going to have to grow significantly if we're going to branch out to do a lot of new programs, which I would very much like to do.

But at the same time we were eliminating some of the people we didn't think were up to the standard that we wanted, we were bringing in people, either from other networks or from print journalism or from local stations or wherever we could find them.

But basically we operated on the assumption that any time we can replace somebody with someone better, we're going to do it, whether it's a correspondent or a bureau chief or a director, associate director, film editor, field producer, cameraman—whatever it is.

CBS News seems to be getting raided from both sides—by you and NBC at this point.

Well, that happens. We have the same thing at ABC Sports. You know, when you're the top outfit in the field, and you've got competitors who are trying to build, you almost always have people who are either underutilized or don't see advancement ahead of them or who just would rather be at a different, more exciting place. We went through a period after the last Olympics when we had to hold off both NBC and CBS—we lost a couple of people, not very many. I think CBS News is very analogous to that.

What do you think of your evening news now? How satisfied are you with it?

I'm very satisfied with it. I think it's in an evolutionary process; I think we're at the point where people are beginning to realize that the format works, and rather than being confusing, it's just the opposite; it gives us a clarity that sometimes is better than the other two.

I think our basic coverage of the news is certainly comparable, and in many instances superior, to the other two—or, on a given night, one of the other two. We rarely are beaten on

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stories any more. Everybody occasionally gets beaten on a story, but by and large, night after night after night, we are either ahead of the other two or certainly equal with them. And I think we have become a factor in television journalism that we weren't before. I think the other two people watch us and follow our lead in a lot of instances, which was not the case with ABC News until recently.

Are you still committed to the no-anchor concept or the nonanchor concept?

Well, it was never really no anchor. I had a difficult dilemma, because at the time that we were going to make a change and we had gone through this Harry-Barbara thing [Harry Reasoner and Barbara Walters, then co-anchors of the ABC evening news] for a year or more, and I really didn't want to change anchors until we had an organization that could back them up—so that when people tuned to ABC News they would like what they saw and would come back. ABC over the years has had a problem wherein it would add a personality like a Harry Reasoner or a Barbara Walters, and people would tune in out of curiosity and then find the news program itself lacking, and so they wouldn't stay. We also had a personality problem with Harry and Barbara.

So I didn't really want even to change as early as I did, but we finally had to. But given, first, the fact that we didn't have superstars—everybody said, "If you had Walter Cronkite, you wouldn't be doing that," and of course we wouldn't have. But we *didn't* have Walter Cronkite; we had some excellent reporters, but we didn't have people who were household names and draws in themselves, which led partly to this type of coverage where the coverage itself became important rather than the person.

And, even more importantly, there was a period there where everything we did was suspect for some reason, and compared. And I just felt that to put Frank Reynolds up as "Here's our man" and to have everybody start writing, "Well, he's not Walter Cronkite!" or something like that, would be very unfair to him. He deserved a chance to grow, as did Peter [Jennings] and Max [Robinson] and Barbara in her new role, and so what we did was to diffuse the anchors, but we never said there weren't going to be any anchors. That was really never the intention.

We found we started confusing people—we would open every night wherever the story was. And the first person you saw on the air might be Peter Jennings or it might be Max Robinson, or it might be Frank—and we decided that that was really confusing people. It did need some familiar face at the opening to say, "Good evening." And so we changed to where Frank opens every night.

But other than that, we really haven't made much change. It's just that people have gotten used to it.

What did you do organizationally to make the basic news vehicle better?

Well, first of all, we started out right at the very top with management and changed every single person there was. There was a new head of special events, Jeff Gralnick. Pam Hill became head of documentaries. Av Westin became executive producer of *World News Tonight*. Bill Lord took over as executive producer of *Good Morning America*. Later on Dick Wald came to replace Bill Sheehan as senior vice president. David Burke replaced Marty Rubenstein as vice president and general over-

all manager of the news and my assistant.

We then changed a long list of correspondents, as people became available—and we didn't take everybody, but we took the ones we thought were better than what we had, and the people who we thought would help us grow. Jim Laurie—who had a great report from Cambodia proving that six Americans were tortured and murdered in prison there—worked for NBC in the Far East, and wanted to work for us. The people in Washington—you know about Cassie Mackin and people like that.

We also wanted to try to get people from print who I thought had the potential to be good television reporters. I'd much rather take a good reporter and teach him how to do television than take some television personality and try to make a new person out of him. Jim Wooten, from the *New York Times*, I think is going to be very good when he gets more used to this medium; he's already doing very well. We hired a guy who was the White House chief correspondent for *U.S. News and World Report*, Jack McWethy, to be a general assignment reporter for us, although he will ultimately be at the Pentagon or some other important post.

Carl Bernstein?

Carl Bernstein [the former *Washington Post* reporter and Pulitzer Prize winner who will become ABC News bureau chief in Washington next year (BROADCASTING, Nov. 19)]—a perfect example. We just tried to get as many people as we could who were excellent journalists and see where they might fit into television. Some people just can't do it, and others can.

Another thing we did was to hire from CBS an associate director who we heard was the best man they had there in terms of production—Mike Buddy, whom we elevated to director. And that led to our getting three key associate directors from CBS, and then that led to our getting three producers—Rick Kaplan, who is now the number-two man on *World News Tonight*; John Armstrong, who's coming over from CBS as soon as his contract is up in February, who will be our Washington producer, and Dave Horwitz, whom we just hired, who is doing weekends now and has been working on specials at night with Jeff Gralnick and Bob Siegenthaler.

We've just tried to get the best people that we could find. And we're not finished in that task, by a long shot.

Who is your headhunter?

David Burke, basically, and Jeff Ruhe, who is an assistant of mine. Dave Burke has been specifically given the responsibility of following up people that we think would be good, and he has been the person who talked first to Hughes Rudd and to Barry Serafin and to several other people who have come aboard.

What makes you think Carl Bernstein will make a good bureau chief for ABC in Washington?

The very attributes that have made him the reporter that he is; I think he is just the type of journalist that we're looking for. He's bright—I've talked to him for months about news and [such] questions as: "How can we find a hole in this story about what?" Or: "Who's talking to Carter in this period and why is he at Camp David instead of the White House?" Or: "There have got to be negotiations going on in various parts of the world, and who would know that and how would we track them

down?" And Carl just has great instincts that way. Ben Bradlee [executive editor of the *Washington Post*] has talked to me about him a lot; he tried to hire him as one of the editors of the *Post*. I just think he's going to be good.

Does that suggest that you see a future role, an evolving role of television news that's more concerned with content than logistics?

Absolutely.

Because it would appear the obvious thing that you would need in a bureau chief is someone who knows about cameras and knows about cables and knows about all the problems and logistics of TV coverage.

We have hundreds of people—well, I can't say hundreds; that's not fair—but we have people who can do that, and we know how to operate cameras and we know how to get satellites to work and we know how to maintain a bureau and we have people here who are highly expert at organizing pools in the White House or the United Nations or whatever it is. What we are trying to do is to get the best journalists we can get. We're really in the news business, because that is where it really is, and always has been.

Not everybody listened to me when I said that, when I first took this job. Sure, we want to use technology, and I think the developing technologies have allowed us to do the kind of news that all three networks are capable of doing now, and we want to be in the forefront of developing and using the latest technology. But the technology is no good if the stories you're reporting are not what they should be, and we are really going to make our reputation in having the best coverage of the news.

If you look at the things we're most proud of over the past couple years, they almost all involve stories that we have broken. I don't think people realize that, in a little over a year, we broke on the air the story that the United States was going to establish diplomatic relations with China, we broke on the air that we had reached agreement with the Soviet Union on the SALT talks, we broke on the air the fact that it was a Russian brigade in Cuba that was armed as a combat brigade. Just recently, we broke on the air that Carter was going to cut off oil imports from Iran. I could go on and on, with a whole long list of ABC News journalistic accomplishments. I think that, in part, accounts for the relatively quick growth that we've had. The conventional wisdom was that, first of all, you had to have a personality that everybody recognized and could identify with and come home to, and we didn't have that. We really didn't. I mean, Harry Reasoner was not going to be the future for us; Barbara was in the wrong role, and we really didn't have any towering superstar.

And the other thing [was the belief] that Americans will not watch foreign news—America's turning in on itself and nobody wants to hear about problems overseas—and so when I said we were going to have an anchor in London, and we're going to have an aggressive and expanded foreign news coverage, people who do research all said that was nonsense; that people really are not interested in that. They look at local news, and why is it popular? Because it talks about the community they live in.

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How is that demonstrated?

Well, you can't demonstrate it specifically, because it's an over-all mix, but I cite the fact that we are doing as well as we are on our coverage of foreign news, and not just Iran, but most foreign stories.

But has London turned out to be a good idea?

Yes, I think it has. I think it goes back to the days when CBS had Charles Collingwood in London and David Schoenbrun in Paris and—I mean, forget who their anchor people were, their correspondents were the ones who were known. So if something happened in London, you tuned to CBS because you knew that the person there was there every day and you got to

see him reporting, and you knew what he could do.

The reason I hired Pierre Salinger, for example, who is now our bureau chief in Paris—and who is really getting much, much better on television, and he's on very frequently now—was that he was the most important American journalist in France and, almost by extension, in much of Europe. Which means that if, tonight, it became very important what France was going to do as part of the Iranian story, Pierre Salinger could get us in to see Giscard d'Estaing and get an interview with him, and other American journalists might not be able to. So we've just been trying to hire people who have the potential to bring impact and importance.

What about *20/20*, the other conspicuous departure that you've instituted at ABC News? Are you satisfied with it, and where do you think it might be tending?

I'm satisfied with where it is now. I don't think that's the program it's ultimately going to be.

It would seem that you're building a base on celebrity journalism. For example, when I turned on the set, you were promoting the heck out of what was coming, and a lot of rock stars. Is that a temporary measure to attract audiences?

It is a transitional measure; I don't think it's temporary any more than CBS doing some of the people they've had on the air who are basically personalities.

What we have had to do is to establish a franchise, and the way to establish a franchise is to get people to tune in and look at you. So we've tended to do more of that than I think I would like to in the long run.

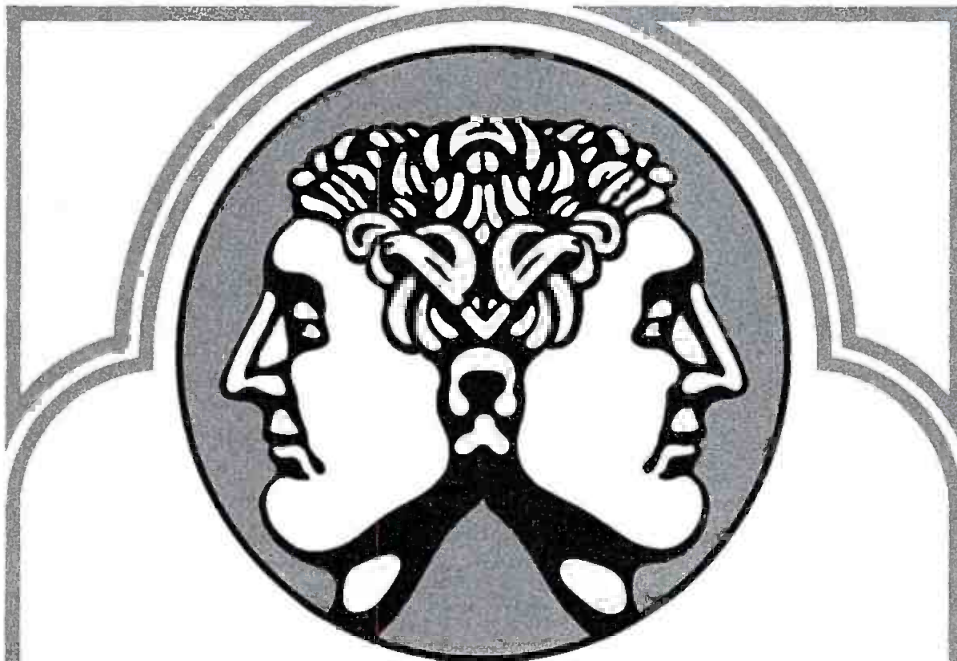
But I also don't think there is a clear definition of what a magazine has to be. *60 Minutes*, for example, I always equate to something like *Harper's* magazine, where they sculpt three or four pieces, and have the same permanent cast of characters, and they put a program together which, by and large, is not related to the news of the day or the week. On occasions, it is, but by and large, it isn't.

What we're trying to be is more like *Time* or *Newsweek*; where we are much more in tune with the news of the week. If you take the last three or four weeks, for example, we had Barbara with her exclusive on the shah; the week before that we had the first interview with a released hostage, a girl who had just been released; the week before that we had Ted Kennedy, and we also had Barbara Walters interviewing Mamie Eisenhower the day she died. A couple of weeks before that we had the U.S. Marines when they landed at Guantanamo, we had a whole study of where they were developing.

But I also don't see anything particularly wrong or anything you have to apologize for doing stories about contemporary pop figures, as long as that's not the whole program.

You say that you're satisfied with *20/20*, but there was a suggestion that you have some other ideas for it. Can you give us an idea of how it may change in the next year?

When I said that we do not yet have the franchise like *60 Minutes* does, what I mean is that—*60 Minutes* has established itself partly because of the number of years it's been on, largely because of the excellence of the program—but also because of the time period, and in particular, this time of the year with a lead in from NFL football—to where you kind of build your day around it. You sit down to watch *60 Minutes* from 7 to 8 on Sunday, and if in the middle of it, Morley Safer has a piece that isn't as good as some of his others, you don't switch off and go someplace else. We knew that *Wide World of Sports* was going to be successful when people tuned in on Saturdays at 5 o'clock, more or less the same, regardless of what we had on. Maybe we'd do better with a heavyweight fight than we would with water skiing or something like that, but people tuned in for *Wide World of Sports*, not for any particular event. And they tune in to *60 Minutes* for the hour and not for the particular story—although some stories clearly have



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greater impact than others.

We have felt that we have been in a position—and it's kind of ironic, because it's very similar to what we had to do with *World News Tonight*—where each story had to be so interesting and compelling that people would not be tempted to go to bed or to turn away. We used to have an audience that would start off high and then drift off.

And I think we're starting to get a franchise now. For example, we had been pre-empted every second week for, like, four or five weeks for a variety of reasons—one of them being my other head, the Thursday football games—and the *French Atlantic Affair* and something else, too. So for 35% of the audience to find us on Nov. 22, when we didn't have football all day to promote it or anything else, is remarkable. I mean, it says that people are now finding it and tuning in to us—to *20/20*. It had a higher audience than the situation comedy that preceded it.

So I think we are starting to get that franchise I talked about.

What are some of these other program vehicles that you've got lined up?

Well, there's nothing specific, but there are areas of programs. I clearly have my eye on late night, if there's something we can do there. And we've been very successful with these specials and series of specials, and I think it indicates that there's an appetite from the audience that will watch a serious news program.

Are you more interested in late night than you are in a one-hour prime time news vehicle, or expanding the evening news to an hour?

You'll get the same answer from Bill Small [the president of NBC News] or Bill Leonard [the president of CBS News], who would all prefer to have an hour or two hours or three hours . . .

I didn't anticipate getting the same answer from you. I thought you might say you'd rather have another half hour some other time.

If anything, our format lends itself better to an expanded news program than the others. I think if you went to an hour—or even less, anything longer—you'd find our format ideally suited to it. So we would love to have an hour, but like everybody else, I don't see it in the immediate future.

I wonder if such things as *60 Minutes* being number one three weeks in a row, and your getting shares in the 30's with *20/20*, and the evident interest in the Iranian situation and what that's doing—I wonder, given all those things, if the restrictions on a one-hour news show will last very much longer? Against, as well, the high cost of entertainment programming?

I would love to say the answer to that is no, but I think it's still going to be a hell of a struggle. There's traditional thinking in television, and it takes a long time to break it down. And people will generally find every excuse they can to think that something is an aberration and to say, "Yeah, it'll go for now but it wouldn't go on a regular basis."

Is that breakthrough more likely to happen at the number-three network than at the number one?

Yes and no. It's easier to get prime time for

special programs when you've got so many programs doing an 18 share than if they're doing a 40 share. On the other hand, the problem with affiliates is more difficult and so to force affiliates to take a longer news program is probably harder to have happen on a number-three network than it would be on a number-one network. But in any case, it just takes a management that is prepared to make it happen.

What is your personal input, say, to the *World News Tonight*?

Sometimes I don't get very involved at all, other than just finding out from the executive producer what the main stories are and what the line-up is, and who's doing what. And then there are other times that I get very involved in what we should be doing and how we should be doing it.

I've had a series of meetings the last three or four days about what our Iranian coverage really ought to be here, and there are a lot of unanswered questions, and we have been trying to deploy people to answer them. What negotiations have been going on? What military prerogatives do we have? When you get a complex story like this where emotions are involved, it's particularly important to explain to people the limitations—that if you blow up the oil fields, which is the first thing people think of, you're going to destroy the economy of half of our allies and we're going to drive the price of oil in the world up to an unacceptable figure that we can't live with. And if you bomb Qom you're going to unify the whole Moslem world against us and they're going to make Khomeini a martyr, and we're going to confirm everything he said. And if you blockade too long, you've got Russia sitting on the border, and clearly a deal of some sort has been struck with Russia—that we've got to protect our interests, but that is not going to include, I wouldn't think, occupying Iran and all of that.

And so I've been trying to get people to do pieces that explain these limitations, as well as possibilities, to people.

Some people are saying that in crisis situations, especially the situation in Iran, television coverage makes the situation worse, or makes it harder for the authorities to negotiate a settlement. Senator Hayakawa has called on the heads of all three network news organizations to "temper" their coverage of demonstrations in Teheran, in order to minimize their propaganda effects and perhaps cause the demonstrations to slow down or even stop. What do you say to arguments like these?

I think, first of all, that all three networks have been most responsible in their coverage. We have been very aware of the fact that our presence is a part of this over-all story, and so therefore we've been very careful about what we show and what we don't show. This was particularly true in the early days when there was great concern that pictures from over here would be misused in Iran—as they ultimately were, or still were—and misrepresented to people that students were being beaten up or something. But I don't know of any situations that have suffered by press exposure—the problem that we normally have is the press being barred from places. Any more than you would ask newspapers not to report, or the Congress not to debate, I don't think you can ask television newsmen not to report the biggest story in the world.

We are very sensitive to the fact that television pictures are different from other kinds of pictures. And I think there is no question that, particularly, the early pictures we had out of there, of the flags being burned and all the rest of it, led to the feeling of anger in the U.S. On the other hand, no one has ever suggested there was anything about that that wasn't true. There are still 50 hostages over there being harassed daily by organized mobs, and we have pointed out repeatedly that these are organized, and we have done pieces that showed that two blocks away nothing was happening and people were selling hot dogs or whatever else they sell over there. We have done stories showing that the media are being used. On the other hand, that's part of the normal [situation]—I mean, there's a constant danger of being used in almost anything that you do. If the President of the United States says he wants to speak to the nation, you assume he wants to use you to get his point of view across. You can't start deciding what you will or won't cover based on what you presume to be—or what someone else presumes to be—the motives of the people participating in it.

You said you had been as responsible as you can. Is there any specific example of something that you did use or didn't use, for that reason?

I told our people at the very beginning, particularly in the case of the Iranian students here, out in California, who were demonstrating and the police out there arrested a number of them for demonstrating—in some cases it was protective custody—and I said we should be very careful that we don't make it look like someone's being beaten up when in fact they're being arrested peacefully and they were let go—they were told to disperse. I think one of the things we have tried to do is to consistently tell people when we think something is not necessarily true. When a hostage gives us a message, a tape recording or a letter or something, we feel an obligation to report it. On the other hand, we have told people we cannot verify its accuracy—that they say this is the person and they say he is saying it of his own free will, but we have no way of knowing that. You always get into those dilemmas of where do you suppress news, and if you start suppressing news, where do you stop suppressing news? We have tried to cut down on the amount of coverage of demonstrators and all of that. On the other hand you can't really tell the story of what the hostages are going through without showing that here it is 31 days [on Tuesday, Dec. 4] and they still have people screaming and yelling outside the gates that they [the hostages] hear all day, every day. It's a matter of degree, I think.

When you came to this job, there were a lot of questions raised about your not being a journalist. When did that skepticism disappear? When did you come of age as a television journalist?

Well, I wish I could say that it's when people recognized the brilliance of what we were doing and said, "My God, that man is serious after all!"

But, unfortunately—and cynically—I believe it came when our Nielsen ratings started going up. And I really wish that weren't the case, because I don't think that Nielsen ratings, first of all, should be used to measure these programs, or at least not the same way you measure a situation comedy. I don't think the

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Barney Miller. Available September 1980.



Columbia Pictures Television

New York Daily News is twice as good a paper as the *New York Times* just because it has a bigger circulation. But it's the ballgame we live in.

But the Nielsen ratings went up because of, don't you think, the commitment to news?

Oh, sure—absolutely.

So what's wrong with living by Nielsens? Aren't they a measure of news excellence in television?

In some cases they can be. But I don't think that local news, for example, is better than network news because it has a higher audience in most places. The danger in television has always been that the race for Nielsen ratings drives out quality, eventually—or it redefines quality. Quality becomes what appeals to the most people.

And there's nothing wrong with that—as long as it doesn't get to where everybody's doing the same thing. There's nothing wrong with the *Daily News* having the bigger circulation than the *New York Times* unless the *New York Times* goes out of business and you have another *Daily News*. The *Daily News* is a good newspaper for what it does—I have no quarrel with it at all.

And the problem in television has always been that with only three networks, and with only one meaningful measuring stick, eventually someone is tempted to play the game that will get you better Nielsen ratings, and once you do that—and I'm not saying everybody plays the game to get better Nielsen ratings—but I'm saying the quick exploitative way to get better Nielsen ratings tends to cause other people to do the same thing. And serious journalism on the air, instead of growing, declines.

What has made the difference at ABC News? When you compare your news division to the other two, how do you distinguish it?

I think, first of all, we are going to be the news division of the future. I think we already, surprisingly, have more stability than the other two—particularly in terms of management, and in terms of people.

NBC is going through major changes right now. CBS will in the next two years. We're in the position of having been forced to go back and look at news presentation from the ground up. We have a different attitude from other

people. I don't think we take anything for granted. I think we recognize that we have to do better every night just to be as good.

ABC News has 25 years of making up to do, and people have grown up with a tradition of watching CBS or NBC. I'm not trying to denigrate the people who were here before, because they worked under very difficult circumstances. It was one of the hesitations I had about taking this job—whether there was a serious commitment.

And I think the feeling that we have to be at least as good but usually better than anyone else before people will take us seriously, has made us, even now, as good. And I think we're pointing in the direction where we will shortly be better than anyone else. We don't have CBS's depth yet.

I don't think you will ever again see the situation where we had about an 18 share of audience and CBS had 30, 31 or something like that and NBC had 27 or 28, and there were really only two competitors.

I think whoever is first, second, third, there now are three good, serious news organizations—and one of the things all of us here take pride in is that we have built a news organization without lowering the standards, and, in fact, by raising them. By making other people more conscious of the news and by adding a serious competitor, we have forced the others to be even better than they were.

Documentaries, if you want to take an example, were just about dead. I remember sitting and talking to Bill Moyers, who was going to leave CBS because they were going to change *CBS Reports* into a magazine-type format, and I think our emphasis on restoring *Closeup* to the edge it should have has caused CBS and NBC to go back and look again at the documentary form. I think you'll probably see more documentaries on the air next year than ever before.

What do you think about 24-hour news and the competition from the Cable News Network?

I suspect it's a ways off, but I think it would be very good.

Do you want to do it?

Well, I don't think anybody would want a news division without thinking that you ought to be on the air a hell of a lot more than you are on. I don't know whether 24 hours is the answer right now, but I think there's no question that it has worked in radio, and I think some form of

regular news—whether it's an every-hour, on-the-hour newscast or whatever—must come to television.

Have you found that this job fulfills you? One, to the levels of expectation you had when you took it, and, two, enough to satisfy you for the future, or can you see yourself evolving from this into another kind of television role?

I don't have any particular plans for evolving anything. If fulfilling means working all the time and finding it difficult to exercise or take time off, then yes, it has been very fulfilling.

The best reward is to find people talking more about news, and to say that they are watching our news. One of the significant things about our audience growth is that it hasn't really come totally at the expense of the other networks. We were up a hell of a lot more than either one of them is down. CBS is up slightly over last year, NBC is down slightly and we are up significantly—which means we've attracted new people to watch the news, which is very good.

And the other thing is that there is a rewarding sense in watching an organization which had been somewhat moribund and with a defeatist attitude—that they could never really seriously compete—to watch people learn that they not only could compete, but that they could be better than other people, and to watch a spirit grow in a division and to watch people who used to laugh at us now want to come over and work with us. That is a rewarding situation.

What do you bring to the party?

Well, I guess a lot of things. A desire to excel, which is important in any industry. I think people can transmit pride to an organization. I also think that they can transmit curiosity and interest in things, and motivate people to ask the next question or to make the next phone call or stay up an extra hour or get on a plane to somewhere, and I think that, like anything—and I'm not trying to dispense any great wisdom, because I don't have any answer to your question—except that like anything there is, that's really what makes a good surgeon or a pianist or a baseball player or scientist or whatever it is. I mean, there are qualities which are transferrable from one form of life to another—and I think many times those are more important than formal training in a particular aspect of a profession.

I also think I have good news judgment, but I'm not going to make that my big argument. I think time will tell whether I'm right on that or not, but I think the qualities that ABC News in particular needed were some of the ones I just talked about. And I had a feeling that I could make that kind of a contribution.

There was a tremendous tendency here before to hire weak people, because everybody was afraid; they didn't want anybody who was better than they were. I believe just the opposite—I believe that the brightest, best people you can get, the better you're going to be, and I think that kind of thinking permeates an organization, and it finally attracts the best people, but it also makes the people who are here realize that if they're going to stay here, they're going to have to take that extra step and think, "What can I do that's going to make me a little bit better than my competitors," assuming we're all professionals and we're all responsible and all the rest of it.

And I think that's what's fun at ABC News. People are scrambling, and they're really trying to do a better job than anybody else.

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WARC is over; U.S. 'satisfied,' says Robinson

Politicization by Third World not problem some expected at meeting, while this country takes unprecedented five reservations to final agreement; satellite conference set for 1983

The general World Administrative Radio Conference finally ended last Thursday (Dec. 6), six days late, with 1,500 delegates drained from day and night sessions and with an agreement on international use of the radio spectrum that many at the conference regard as less than a model of clarity. Nevertheless, delegates were counting the conference as a success for the International Telecommunications Union; it did not break apart in ideological conflict between developed and developing nations. And as for the U.S., Ambassador Glen O. Robinson, who headed the delegation, said: "We're quite well satisfied."

But if the ITU managed to survive, its political balance has shifted. The scores of new nations that constitute a majority of the 154-member organization have produced that result. The change is evident in some of the five reservations—statements that a country will not be bound by a WARC decision—that the U.S. felt obliged to take. The U.S. had taken only one reservation previously, at a maritime WARC in 1974.

Some on the U.S. delegation viewed the reservations—including one on HF broadcasting (shortwave) and another involving sharing of UHF with mobile and fixed services—as signalling a toughening attitude on the part of the U.S. Indeed, the U.S. issued a separate statement that it would no longer passively accept jamming of its international shortwave broadcasts.

The summary noted, for instance, the extension of the AM band, from 1605 to 1705 khz, in the western hemisphere, in response to a U.S. proposal that was in line with policy to increase the number of radio stations in the country—in part, at least, to increase opportunities for minority broadcast ownership. (While the U.S. had proposed a greater extension, to 1860 khz, the conference in a sense did more for broadcasting than the U.S. had requested or wanted. Whereas the U.S. proposed co-equal sharing of broadcasting and other services below 1800 khz, broadcasting will have exclusive use of the 1605-1625 khz band and primary use of the remaining

band, while sharing with radar. None of the additional frequency space will become available until after a regional conference to be held by 1985 to plan the service.

But some of the reservations were minor, Robinson said, and, he suggested, even five reservations, out of the thousands of proposals, were not significant. Furthermore, he said he sees no trouble in the administration's gaining Senate ratification of the treaty in which the WARC agreement will be embodied.

Certainly, the tone of a delegation summary of WARC matters and a press briefing that Robinson gave were upbeat. "My satisfaction is even greater when measured against the fears before the conference that it would degenerate into a confrontation between industrialized and developing countries," he said. "The feared north-south split did not even occur in high frequency broadcasting, although this was one of the most difficult and sensitive areas of negotiation."

The summary also pointed out that a U.S. proposal for substantially increasing the orbital slots available in the 12 ghz band in the western hemisphere was adopted, although in a form modified to meet the objections of Canada and other countries in the region (BROADCASTING, Dec. 3). The broadcast satellite service in the band is to be planned at a conference to be held in 1983.

And, the summary noted, the U.S. and other developed countries managed to head off a call by developing countries for a conference to plan use of various space services in a way that would guarantee all countries orbital slots and the necessary frequencies. Developing countries fear they will be frozen out of satellite communications, but the developed countries regard such a priori planning as wasteful. WARC instead called for a space conference to be held, probably in 1984 and 1986, with the aim to guarantee equitable access to the spectrum and geostationary orbit, but with means of accomplishing that goal left purposefully vague.

However, that action was seen by observers as merely postponing an issue. Robinson said in the plenary meeting at

which the conference proposal was adopted that the agenda is suitably broad, permitting different planning and regulatory options to be considered. But a member of the Liberian delegation, Chist Samuel Butler, who was chairman of an African group of nations at the conference, told reporters he expected the conference to engage in a priori planning. "What we're getting," he said, "is equal access." That, he said, is a big gain of the conference for developing nations. "These resources will be available to all mankind, and will no longer be [allocated] on the basis of first come, first served."

That kind of global planning could put a crimp in the U.S. open-skies policy of encouraging a multiplicity of satellite services. Nevertheless, Robinson sees the way ahead as clear for communications companies in the U.S.—like AT&T, SBS, Western Union International and RCA—and companies abroad that want to launch satellites.

And William Torak, assistant chief of the FCC's international and operations division and a vice chairman of the delegation, agreed. "Satellites [in service] are always taken into consideration at a planning conference," he said.

Robinson did not see any reason, either, for the Communications Satellite Corp. to await the outcome of the 1983 conference to plan the broadcast satellite service before initiating its planned broadcast satellite pay television service (BROADCASTING, Aug. 6 and 13). He also said he would be astonished to learn Comsat has plans to operate before 1983. (Comsat says it will not launch until three years following FCC approval.) However, a 1977 WARC that called for the 1983 conference said that broadcast satellites launched in advance of the conference would not necessarily be taken into consideration.

There were a number of other gains listed in the summary, as well as successful defenses of critical turf, although the accomplishments were sometimes difficult.

Objectives for the amateur service—including bands for access to the amateur satellite service—were met. Also met was

Staking a claim. It may be years before some actions voted by the World Administrative Radio Conference that ended last week are implemented. But there is one that a U.S. delegate is determined that the FCC act on promptly—the decision to add 10 khz to the low end of the AM band, which now begins at 535 khz. David Honig says he will petition the FCC to freeze further applications for the Traveler's Information Service, which is now authorized to operate in the band, until it decides whether or not to make the 10 khz available for broadcast. The WARC action limits the power of stations in the new 525-535 khz band to 1 kw day and 250 w night. However, AM stations at the low end of the band can transmit considerable distances on relatively little power. Honig, who is a member of Howard University's School of Communications, has for a number of years been a consultant to the National Black Media Coalition. As with other minority groups, NBMC is interested in an increase in the number of stations available for new ownership.



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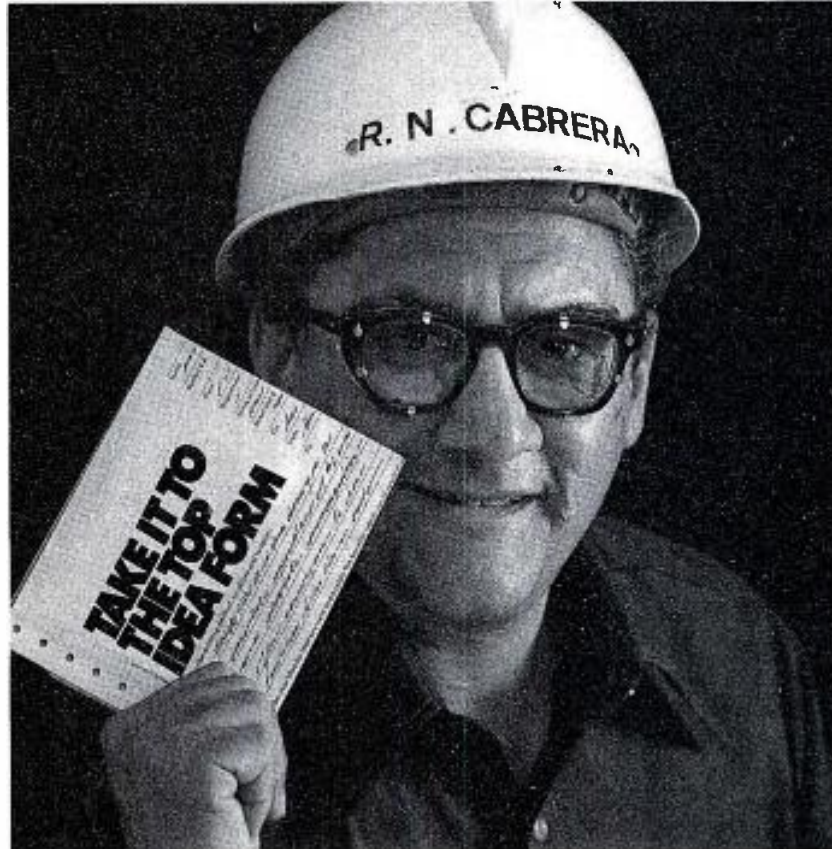


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the objective of providing allocations for the U.S.'s newest satellite navigation system, the Navstar-Global Positioning System.

The U.S. managed to avoid the necessity of a reservation to protect its airborne early-warning radar service, but only after some heavy negotiations. A committee on allocations, in response to pleas of developing countries, had voted to reduce radar in the 3.4-3.6 ghz band to a secondary status to accommodate fixed satellite service by Intelsat. The dispute also involved frequencies in the 4 ghz band, where North Atlantic Treaty Organization allies operate terrestrial fixed services. Under a compromise that swept through a plenary with no opposition, the U.S. and several of its allies agreed not to withhold support of fixed satellite service in the bands and to make reasonable effort to accommodate the service in them.

U.S. objectives regarding fixed satellite service were met below 10 ghz, the delegation's summary said, although not without much travail and considerable heartburn over the period of the conference.

The U.S. suffered heartburn, too, in holding off India's push for frequencies in the 14 ghz band for broadcast satellite feeder links. The U.S. operates defense communications in the 14.5-15.35 band that India had eyed. The U.S. finally agreed to move out of the 14.5-14.8 mhz band over time, but held firm against India's request for another 100 mhz. The 17.3-18.1 ghz band also was made available, although India claims the equipment for use there would be too expensive.

The U.S. was successful in gaining its objectives regarding remote sensing (frequency bands will be allocated for use by developers of equipment for use in sensing earth resources, environmental quality and other phenomena), as well as space-research and meteorological services. But it failed in its bid for authority to operate a solar-powered satellite in the 2450 mhz band because of concern on the part of a number of nations about the environmental effects of such an operation. WARC eventually adopted a resolution calling on the CCIR (the ITU's engineering arm) to study the matter.

The U.S.'s major disappointment at WARC, Robinson said, was the inability to gain the desired frequencies needed by Voice of America, Radio Free Europe, Radio Liberty and the Armed Forces Radio Service for shortwave broadcasting. "We almost made it," Robinson said of the intense U.S. effort to reverse a committee decision rejecting proposals for reallocating 200 khz in the 6 and 7 mhz bands from fixed to shortwave service. (The conference did reallocate 780 khz in the higher bands to shortwave.)

Because the efforts failed, the U.S. and other countries are pinning their hopes on the HF broadcasting conference WARC has called for 1984. But they say that unless the conference is authorized to reallocate frequencies to HF broadcasting, it will not be able to draft a plan enabling all countries to broadcast throughout the

solar cycle. Accordingly, the United States and seven other countries reserved the right, "in the absence of an adequate plan ... to take the necessary steps to meet the needs of their high frequency broadcasting services."

The issue, incidentally, helped illuminate the mixed bag of WARC politics. The U.S. lost primarily because of the opposition of developing countries, which contend the fixed services, from which the frequencies would be taken, are essential to their internal communications services. They were not persuaded by proposals for fixed and broadcast sliding of frequencies, or even by the procedure that was established to reaccommodate, over a period of up to 15 years, assignments displaced from the fixed services. Yet, the U.S. position was shared by a number of developing countries, several of which joined in the reservation. An added irony was that Iran took a virtually identical reservation—but not in conjunction with the Americans.

(The U.S. wants the authorization to afford it the flexibility it says it needs in the event the mobile and fixed bands become overcrowded.)

And it was Canada rather than a developing country that seemed to be the U.S.'s chief nemesis in connection with the proposal to permit sharing of the UHF band by land mobile and fixed services. The conference authorized such sharing on a primary, coequal basis between 806 and 890 mhz. However, U.S. determination to achieve the same sharing rights by footnote authorization in the bands between 470 mhz and 806 mhz and in the bands above 890 mhz was met with insistence by Canada and others in the region that the necessary coordination of services be done in accordance with procedures the U.S. found unacceptable. Accordingly, the U.S. reserved the right to conduct coordination without those requirements, which involve the International Frequency Radio Board.

The U.S. had wanted the international table to reflect coequal sharing in order to give it leverage in seeking Canada's agreement on UHF-mobile sharing near the border.

For Americans have complained that the Canadians—concerned about protecting their television service—have not been forthcoming in such talks. There is no guarantee now they will change. And if they refuse to discuss the matter, Robinson said, "we could go ahead and operate."

Two of the other reservations involved military operations. One, taken with 12 European countries, objects to conditions attached to a footnote authorizing them to operate mobile satellite service in the 235-399.9 mhz arrange. The countries contend the conditions would deny them use of the band, which the U.S. uses for Navy communications. The other states that the U.S. cannot protect services added to bands where it operates radar on a primary basis.

The last reservation involved maritime mobile. The U.S. said the conference



No. 1 in
COLUMBUS

15
RATING

32
SHARE

114%
More homes
than a year ago!

WCMH-TV
7:30 PM

**THE NUMBER ONE
ANSWER FOR ACCESS**

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INC. / WESTINGHOUSE BROADCASTING COMPANY
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Source: ARB Oct. 1978, Oct. 1979. Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

failed to provide adequate allocations for the service below 12 mhz and that, as a result, it will satisfy its needs in HF bands that were allocated to the mobile service.

The five reservations—more than those submitted by any other country—are part of the problem pointed out by those who complain of the imprecise job that was done in Geneva in the last 11 weeks. However, the major part of the problem, most concede, was the large number of footnotes taken. Footnotes—by which a country is authorized to operate in a manner other than that specified in the table—are recognized as providing the flexibility the international telecommunications community needs in order to function.

Normally, as Robinson said, footnotes reflect reality, but in WARC '79, he said, "they don't seem to." What's more, they were added to the table despite the plea of the ITU's secretary general, Mohamed Mili, at the opening of the conference, to make every effort to get rid of as many of them as possible.

Mili noted that footnotes complicate frequency planning and coordination, as well as efforts to standardize equipment. Or as a United Kingdom delegate put it, "a new generation of telecommunications and electronic engineering will be needed to make the new table work."

Hughes wants to make it a foursome in satellites

It files application with FCC to put up two domestic birds, joining three other firms with transmission services in 1982

Hughes Communications Inc. plans to join Western Union, RCA Americom and Comsat in space and in the domestic satellite communications business.

The company, a wholly owned subsidiary of Hughes Aircraft Co., filed plans at the FCC proposing a two-satellite domestic communications system to be operational by mid-1982.

The system as proposed would be in direct competition with RCA, Western Union and AT&T (which leases Comsat's domestic satellite capacity) in offering a variety of voice, data and video services to private users, the federal government, telephone and telegraph companies, resale carriers and video relay carriers. In the application, Hughes said that "a grant of the ... application would promote further competitive development of satellite services in accordance with the commission's public interest policy."

In justifying its move into the business, Hughes also cited the FCC's decision of 1972 in which the FCC left the door wide open to domestic satellite business. "Multiple-entry," the FCC said, would "encourage service and technical innova-

tion and provide an impetus for efforts to minimize costs and charges to the public."

(At that time, Hughes planned to offer satellite services with General Telephone & Electronics through a joint venture company, National Satellite Services. Those plans, however, proved unfeasible and were abandoned.)

The Hughes system comprises three satellites (one to remain on the ground as a spare), a receive-transmit earth station in Goleta, Calif., to serve as a tracking, telemetry and control station and an operations control center in El Segundo, Calif.

The satellites will be built by Hughes Aircraft, which built similar birds for Western Union and Comsat. Each will contain 12 vertically polarized transponders and 12 horizontally polarized transponders and each transponder will have a usable bandwidth of 36 mhz. Like those on the satellites of its competitors, the transponders will receive signals from earth at 6 ghz and transmit at 4 ghz. The satellites will be carried into space aboard a Thor-Delta 3910 rocket.

They have a design life of 10 years and are expected to last a minimum of 8.5 years.

On the ground, the tracking, telemetry and control station will be linked to the operations center via leased land lines. The tracking station will employ two 11-meter receive/transmit dishes. Although Hughes proposed no facilities for transmission and reception of customer services, it said the tracking station site will be planned to allow for growth so that such services may one day be provided. "As is true of the current providers of satellite services," the application said, "a majority of the earth stations will be owned by customers or users."

Hughes has asked the FCC for the last two orbital slots that can effectively offer service to the United States—79° west longitude and 75° west longitude. From those positions, Hughes says it can provide service to the contiguous 48 states, Puerto Rico and the Virgin Islands. But, Hughes said, although it "wishes to provide full service to all 50 states, adequate coverage of Hawaii and Alaska is not possible" from these orbital positions.

In asking for those slots, Hughes also asked for some special treatment. "Given the scarcity of orbital locations worldwide as well as the long lead time and substantial expense involved in the design and construction of a satellite system, these requested orbital assignments should be made immediately, albeit on a tentative basis, pending final action on ... the application."

Hughes pegs the cost of the project at about \$190 million—\$183.6 million for the space segment, \$4.4 million for the ground stations and \$2.2 million for pre-operational costs and administration. The biggest bites will be taken by the satellites (\$111.7 million) and their launch by the National Aeronautics and Space Administration (\$60 million). The cost of the launch is further inflated by a \$10.2-million insurance policy covering the launch.

Hughes went into great detail and commissioned an independent report to prove to the FCC the necessity of more domestic satellite capacity. "Information submitted to the FCC by the existing satellite carriers and information contained in press reports shows that almost 80% of Western Union's present active transponder capacity on its Westar system will be in use next year. Similarly, RCA Americom expects to have almost 90% of its active transponder capacity in use next year, necessitating the launch of a fourth 24-transponder satellite in 1981," it said.

Hughes also cited an ITT forecast that predicted a 30% annual, compounded growth rate in the need for voice communications; 60% for data services, and 14% for video. Hughes said that a number of new services such as electronic mail and expanded teleconferencing will also make demands upon satellite capacity.

The president of the new company is Clay T. Whitehead, who became known to the broadcast world as head of the now defunct Office of Telecommunications Policy during the Ford and Nixon administrations. Whitehead joined Hughes a year ago to head another new subsidiary, Hughes Communications Services, which is developing a satellite communications network for the U.S. Navy. The two subsidiaries were described by a company spokesman as "parallel subsidiaries," with the same officers and directors.

Hughes Aircraft is itself a subsidiary of the Howard Hughes Medical Institute in Coconut Grove, Calif., described in the application as a "nonprofit, charitable foundation." Hughes Aircraft, Culver City, Calif., is primarily a manufacturer of high technology products for the aerospace industry. It has \$1.1 billion in assets and \$2 billion in annual sales.

FCC loosens license limits

Commission drops requirement that TV's and AM's must have full-time first-class operators, gives wider powers to third class

The FCC's Christmas present to broadcasters will be a further relaxation of the operator requirements at television stations and some AM stations.

In a second report and order that becomes effective Dec. 19, the FCC ordered that television stations and AM stations with 10,000 watts of power or more or with critical directional antenna arrays no longer are required to employ a first-class operator full time. It further ruled that the routine technical functions at these types of stations may be performed by persons holding the lowest class license—the restricted radiotelephone operator's permit. The permit requires no examination.

The action is a result of a docket looking into the question of operator licensing opened in June 1976. In the first report and order issued last January, the FCC relaxed the rules for FM stations and AM

stations without critical directional antenna arrays (BROADCASTING, Jan. 1).

In a statement attached to the announcement of the second report, FCC Chairman Charles D. Ferris said, "A burden on broadcast licensees is now being lifted. Our efforts in reviewing all of the commission's radio operator licensing functions are continuing and may well result in even further deregulation."

In announcing its decision, the FCC pointed out that all stations are still required to employ a first-class license holder to "perform the more complicated work in connection with proper functioning of transmitters." The FCC made it clear that it was not changing the requirement that technical supervision and maintenance be performed by first-class operators, only that it was no longer necessary

to hire one full time.

The FCC said that with improvements in the reliability of equipment, there is not enough maintenance work at many stations to justify the full-time services of a first-class operator. Stations should not be required to employ first-class operators for more time than they are needed, the FCC said.

To be eligible for the restricted radiotelephone operators permit—all that will be necessary to perform routine technical functions at any class of broadcast station—an applicant must be 14 years old or older, a citizen of the United States and be able to speak, read and write in English. The permits can be obtained by completing an application and certifying in writing that one meets the eligibility requirements.

InSync

Fifty plus. RCA has announced another of programmers who will be part of "second cable network" on Satcom I (first cable network, currently on I, will be moved to Satcom III after it becomes operational). New programmer is Cinemerica, company headed by Ken Silverman that has been packaging programming on local and regional basis for cable, broadcast and MDS since 1973. Cinemerica's programming is called "The New Prime Time" and is, Silverman says, "a channel of programming specifically designed to meet informational and entertainment needs of the 58 million Americans over the age of 50." Silverman said that his company is subleasing satellite time (noon to midnight) from Rainbow Communications, which leased full transponder from RCA. Rainbow is headed by Tim Flynn, who said that of remaining 12 hours he would use three to deliver "socially significant" programming (educational children- and minority-oriented) and that he is still looking for customers for rest of time.

Upping the ante. Winchester Cable TV, in contest to win franchises for Winchester and Arlington, both Massachusetts, hopes to one-up its competitors by proposing to construct systems using Jerrold's new 52-channel "System 400" cable system (BROADCASTING, Dec. 3). Richard L. Sampson, president of Winchester Cable, said that 52-channel system was part of Winchester proposal submitted Oct. 31 and that proposal submitted earlier to Arlington will be amended to include system. Sampson describes systems his company has proposed as "Cadillac of systems" that will feature "full stand-by powering" in addition to expanded bandwidth. He felt Jerrold's claim that "System 400" would cost only 18% more than 35-channel system to be "a little bit optimistic;" and said that systems will cost about \$400-\$500 per subscriber to build instead of usual \$300.

Hold that computer. Atari Inc., supported by National Association of Broadcasters, has asked U.S. Court of Appeals in Washington to stay decision of FCC that allows Texas Instruments to sell its TI-900 video RF modulator while FCC proceeds with rulemaking intended to set new, perhaps stricter standards, for use of such devices. Modulator is interface that permits use of television set as display for computers, videotape recorders and electronic games. NAB maintains in its comments on rulemaking and in its petition to court that modulators cause significant interference to TV reception.

Putting on the squeeze. At request of FCC's 9 khz task force, Washington consulting engineering firm, A. D. Ring & Associates, and its client, Clear Channel Broadcasting Service, conducted two tests last week involving five clear channel stations in effort to determine impact 9 khz spacing would have on adjacent channel interference and effectiveness of 5 khz filters in negating interference problem. Tests were carried out in early morning hours on two days. According to Harold Kassens at A. D. Ring, in first test, WBAP Fort Worth, Tex., shifted from its normal frequency of 820 khz to 821, while WHAS Louisville shifted from 840 to 839 and WCCO Minneapolis at 830 khz was equipped with 5 khz filter. All were then monitored by FCC monitoring station at Grand Island, Neb. In second test, WSM Nashville was shifted from 650 to 651 and WNBC New York (660 khz) was equipped with filter. Results and conclusions from tests will be incorporated into task force's recommendation to FCC. That report is due this week.

RCA's labor pacts. RCA Corp. has reached agreement with both International Union of Electrical, Radio and Machine Workers and with International Brotherhood of Electrical Workers on new national contracts and supplementary local pacts covering employees at 17 plants throughout U.S. Company and unions withheld details of agreements pending ratification by union members.



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RATING**

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SHARE**

32%
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than year-ago
programming!

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6:30 PM**

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Source: ARB Oct. 1978, Oct. 1979 Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

ABC and NAB contend Comsat can't legally get into pay TV

Proposed satellite-to-home service is contrary to congressional charter, they contend, while common carriers say company is neither fish nor fowl

The bulk of the comments received in an FCC inquiry into the corporate structure of Comsat came from common carriers. But two broadcaster filings agreed that Comsat was established by Congress as a common carrier service only and that any venture into satellite-to-home broadcasting, as Comsat has proposed, could not be authorized under its current charter.

The National Association of Broadcasters and ABC filed comments in the FCC's inquiry that seeks to determine whether Comsat's various operating activities conflict with its statutory responsibilities as outlined in the Communications Satellite Act of 1962. Both NAB and ABC confined their comments to the issue of whether the Communications Satellite Act limits the business activities in which Comsat can legally engage.

NAB said it "shares the commission's concern as to Comsat's continued ability to fulfill its Intelsat and Inmarsat [International Maritime Satellite] obligations and responsibilities in light of its non-Intelsat and non-Inmarsat activities." More specifically, NAB said it is concerned with Comsat's recent announcement of an intention to seek FCC authority to develop satellite-to-home pay-television facilities.

NAB said the contemplated service would "bypass conventional video program distribution systems ... and would have the effect of diverting programming from the traditional broadcast system." NAB highlighted what it thinks to be the most crucial point—whether Comsat can, by law, deliver service other than by common carriage.

NAB said Comsat cannot. In quoting from the Comsat act, NAB said it was passed to "establish a commercial communications satellite system as part of an improved global communications network." Therefore, NAB concluded, "as a specifically chartered corporation, Comsat possesses only those powers specifically provided for in the satellite act and reasonably necessary or incidental to its statutory objective." NAB asserted that since video programming is not a common carrier service, and is not reasonably necessary or in-

cidental to Comsat's common carrier services, it "falls outside the scope of its legally qualified permissible activities."

ABC said "services such as that planned by Comsat, perhaps more than any other on the horizon, hold the potential for diverting to such services special event programming ... that is now available via local television broadcast stations to all the public. Direct satellite-to-home video programming services also would allow national program producers and distributors to bypass local television broadcast stations and perhaps many American television viewers."

ABC pointed out that Congress declared that the U.S. should participate in the global telecommunications system in the form of a private corporation, and "Comsat came to be that corporation, and thus is charged with establishing and operating with other countries the commercial communications satellite system." ABC concluded that unless Comsat's charter were enlarged to allow it to offer video programming services, "Comsat legally cannot apply either its capital or profits to promote or provide such a service."

RCA Global Communications Inc.'s comments echoed those filed by ITT, AT&T, and American Satellite Corp. when they said, "It was not intended that this new corporation could use the very powers granted by its enabling legislation to compete with the existing common carriers in provision of general communications services to the public."

RCA believes that "Comsat should be made to choose once and for all whether it wants to continue as a common carrier or whether it wishes to provide international telecommunications services on a competitive basis to the public. If it chooses the latter, it should be allowed to retain its Intelsat and Inmarsat monopoly."

Rallying against radio deregulation

NCCB organizes effort among variety of groups to oppose the FCC's proposals

The National Citizens Committee for Broadcasting last week called together a number of public interest, labor and religious group representatives for strategy talks on ways to block the FCC's radio deregulation proposals.

With a variety of organizations represented—including United Way, the AFL-CIO, the National Education Association and the Disabled American Veterans—NCCB passed along information on what it

believes will be the negative effects of radio deregulation.

According to NCCB's Phil Tymon, this meeting was the only major organizational effort NCCB will sponsor. Now, it is calling for each group to organize local teach-ins and letter-writing campaigns directed against deregulation.

NCCB will organize a separate group—the Coalition for Responsive Radio—to fight deregulation. Tymon said there has been considerable interest from diverse organizations in this matter, which, he added, will be "a political battle."

Speakers at last week's meeting included Ralph Nader, NCCB chairman; Kathleen Nolan, president of the Screen Actors Guild; Nicholas Johnson, chairman of the National Citizens Communications Lobby; and Pluria Marshall, executive director of the National Black Media Coalition.

Marshall said his organization and NCCB were working toward the same goals, but he questioned NCCB's over-all motives. He said he didn't believe the views of the black community were being addressed in the NCCB effort.

NAB accused of claim-jumping on cable royalties

Sports interests, music licensing groups and programing producers urge copyright tribunal to reject broadcasters' claim that they are entitled to compensation for carriage of the broadcast day

With \$12 million at stake, and claimants at odds over who should get what, the Copyright Royalty Tribunal last week heard oral arguments from the interested parties.

Interested parties in this complicated affair are broadcasters, music performing rights groups, sports interests and motion picture and programing producers—all claiming the royalty payments made by cable systems. The parties remain split, however, over how to divide the money, and the CRT has now solicited both written and oral comments on how to resolve the dispute.

Broadcasters make up one side in the squabble, with the other groups claiming that the broadcasters' position is unprecedented and unreasonable.

Basically, broadcasters are arguing that the entire broadcast day is a compilation of originality and creative effort, and therefore a station is entitled to royalty

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Broadcast Programming International, Inc.

fees for that "compilation."

The National Association of Broadcasters, for example, which is representing a large number of licensees in this proceeding, contends that since cable companies use stations' "broadcast day" compilations to make money, it is appropriate that compulsory royalties compensate the stations for such use.

The NAB also claims that music licensing groups are compensated through blanket licenses ordinarily issued to radio and TV stations in every market. As such, they receive compensation for the use of music, and to allow them to claim additional royalties amounts to a double payment.

As to sports programs, the NAB is arguing that the copyright ownership resides in the stations, except when a team produces and records its own broadcast coverage, or when it obtains the copyright by way of a contract with the station producing the broadcast. Mere performance of a sports event, NAB contends, is not a copyrighted event; rather, it is the production and broadcast of the event—the broadcaster's effort—which form an interest compensable by copyright fees.

But the other interests in this proceeding say that NAB is way off base. The Motion Picture Association of America asserted that NAB's claims are "squarely at odds with the history of the copyright law revision." MPAA says the intent of the law was to compensate program producers and distributors for the retransmission of their works by cable systems—not to offer royalties to TV stations for the "compilation" of a broadcast day.

The American Society of Composers, Authors and Publishers agreed with MPAA, adding that copyright owners had not granted any right to make a "compilation," and therefore broadcasters were entitled only to royalty payments for the copyrighted programs broadcasters create and own. No broadcast station, it added, has exclusive market rights to perform any of ASCAP's copyrighted musical compositions.

The sports interests also took issue with NAB's claims. The National Collegiate Athletic Association said it is the owner of the copyright in NCAA events that are covered. NCAA also contended that a broadcast day is not a copyrightable work because it lacks the requisite originality under terms of the Copyright Act.

Professional sports interests, including baseball, basketball, hockey and soccer, offered the opinion that the Copyright Revision Act "leaves no doubt" that Congress considered sports teams to be the copyright owners of their telecasts, and therefore proper claimants of royalties.

They pointed out that sports clubs have retained the rights to authorize any reuse of the telecasts of their games, and have insisted that broadcasters inform viewers of this fact.

The tribunal, by law, has another 10 months to divide the money. Many observers believe it could take all that time to resolve the problem.

New Hope For Energy Conservation?

The U.S. still imports almost half its oil. New incentives for conservation may finally help reduce this dependence.

Conservation is the only near-term strategy that could reduce America's dependence on imported oil. But as Anthony Lewis, columnist for *The New York Times*, observes, "Conservation is not a politically sexy idea. It cannot be described as a 'massive' program, a new Manhattan Project. It does not make Presidents sound bold." In short, conservation lacks a clear constituency.

Conservation doesn't have to mean sacrifice.

The failure of conservation to attract a constituency may result from the sacrifices Americans have been asked to accept in the name of conservation.

This is unfortunate, because conservation actually describes the process of getting more for less, or improving the efficiency with which energy is used. Daniel Yergin, co-editor of *Energy Future* (Random House, 1979), said it all when he termed the President's program mandating thermostat settings a

major setback for conservation. After all, who wants to be too cold in the winter and too warm in the summer? Yergin and other analysts believe that if energy efficiency became a way of life, Americans could live as comfortably as they do now on 30-to 40 percent less energy.

New incentives need support.

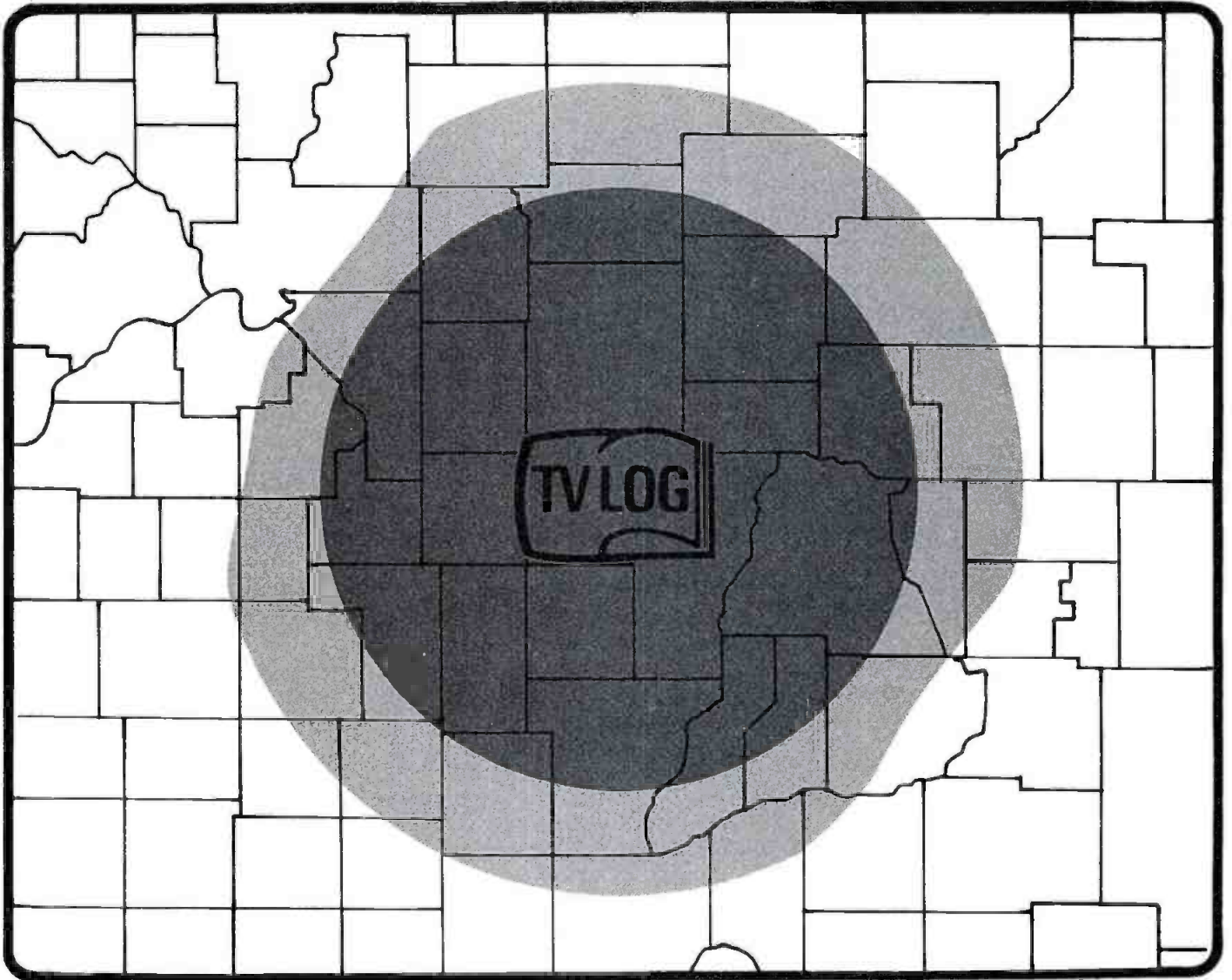
The Senate recently approved important new incentives for residential and commercial conservation and the House of Representatives is likely to consider similar measures soon. It may be premature to claim that a long-overdue constituency for conservation is finally taking shape. But Congressional action on the new incentives may suggest that more Americans than ever before are willing to look from their attics to their basements for the "new" domestic energy the nation needs.

Conservation opportunities also abound in industry, which

has already improved its energy efficiency by 16 percent since 1973. But like homeowners and commercial property owners, industry often lacks the capital or finds the payback (in fuel savings) too long to invest in many of the conservation projects that could be undertaken. Congress should extend the principle of financial incentives to industry, because conservation is the best near-term energy strategy the nation can pursue.

For a copy of a paper on conservation incentives presented to the Conference Board by Ronald S. Wishart, Union Carbide's director of energy policy, write "Conservation," Union Carbide Corporation, Box H-25, 270 Park Avenue, New York, N.Y. 10017.





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 5:00 (2) Viviana
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 (2) Ross Bagley
 (2) F Troop
 (2) News
 (2) Mama Campanla
 (2) Network
 * (2) HAPPY DAYS AGAIN
 (2) FONZIE & THE GANG
 6:00 (2) Happy Days Again
 (2) Get Smart
 (2) Odd Couple
 (2) Over Easy
 (2) Sanford
 (2) Good
 (2) Amerler
 (2) B

NAB, Justice clash in court over code

Broadcasters' attorney argues that industry self-regulation is 'reasonable,' while Justice lawyer contends it violates antitrust law

The National Association of Broadcasters' defense in the Justice Department antitrust suit against NAB's television code is that the case is governed by a "rule of reasonableness," and on this basis, it should be dismissed.

In oral arguments before U.S. District Court Judge Harold Greene in Washington last Wednesday, William Simon, of the law firm of Howry & Simon, representing NAB, maintained that the main purpose of the code is to protect the public interest against an inordinate number of television commercials, and that Congress, the FCC, the courts and even the Justice Department have supported the code's intent.

The Justice Department's attorney, Ken Anderson, contended, however, that the advertising standards of the code are a "per se" violation of the Sherman Antitrust Act, and should be judged by that standard. He argued that even if the case was tried under the rule of reasonableness, it would not hold up.

Simon said that for the code to be in violation of the Sherman Act, it must be shown that "there has been an unreasonable restraint of trade." He maintained that the purpose of the code was wholly to protect the public interest, and that history demonstrates this purpose.

He said the House and Senate Commerce Committees, in the 1960's, endorsed industry self-regulation of com-

mercial time, and favored self-regulation over government regulation.

He added that "the agency mandated to regulate this industry has told licensees to look to the code—the same code here before you cited for restraint of trade." Simon said a critical case supporting his defense was the FCC's refusal to adopt rules limiting commercials during children's programming. Action for Children's Television, which had sought a rule to that effect and appealed the commission's refusal to enact one, took the case to the U.S. Court of Appeals. The FCC was represented in the appeal by the Justice Department, which argued that the FCC's decision to rely on industry self-regulation was within its jurisdiction.

Anderson, on the other hand, said, "We don't want licensees hiding behind the NAB code. We want them to come to the FCC and have the FCC determine whether that particular individual has operated in the public interest."

Anderson, who urged the court to rule the case as a per se violation of the Sherman Act, said he was not prepared "at this time" to debate the "rule of reasonableness" aspects of the case.

Judge Greene asked for evidence that the code is not in the public interest.

Anderson replied that he did not believe that to be the nature of the case, and that he views the rule-of-reasonableness defense as irrelevant. But Greene asked to what end the suit was filed. "Except for the fact that the Sherman Act is there, like Mount Everest, what do you hope to gain?"

Washington Watch

The governor calls. FCC has given five "egregious" crossowners—which had been ordered to divest either broadcast or newspaper property in same market by next Jan. 1—additional five months, to June 1, to sell. Five companies are Anniston Broadcasting Co. (WHMA-TV Anniston, Ala., and *Anniston Star*), WALB-TV Inc. (WALB-TV Albany, Ga., and *Albany Herald*), Lee Enterprises Inc. (KGLO-TV Mason City, Iowa, and *Mason City Globe-Gazette*), Johnson Newspaper Corp. (WWNY-TV Watertown, N.Y., and *Watertown Daily Times*) and Owosso Broadcasting Co. (WOAP-AM-FM Owosso, Mich., and *Owosso Argus-Press*).

Confused. National Association of Broadcasters has asked FCC to issue public notice clarifying Section 74.731(f) of commission's rules that say UHF translator stations may not engage in commercial substitution. NAB letter to FCC was in support of similar request by Washington State Association of Broadcasters, which asked for clarification of rules.

Doctors go to court. American Medical Association last week filed appeal with Second Circuit U.S. Court of Appeals in New York to overturn Federal Trade Commission ruling that AMA's "principle of medical ethics" unlawfully restricts advertising by physicians (BROADCASTING, Oct. 29). AMA said FTC order, which allows for limited self-regulation of ads, interferes with rights of medical societies to discipline members.

Rewrite reaction. In comments to Senate Communications Subcommittee minority staff, NBC said proposals in revised version of S. 622, which would alter Communications Act, would strengthen and clarify original bill. But NBC took issue with equal-time provisions of proposal, which would exempt debates among candidates for federal office arranged by parties other than broadcast licensees. NBC said it agrees that candidate debate should be exempt from equal opportunities requirement, but it disagreed that exemption should be nullified if broadcast licensee arranges debate. Comments on revised version of bill have started to trickle in, and staff is accepting views past original deadline of last month.

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UN report doesn't come down as hard on Western journalism as had been feared

After two years of work and sometimes bitter disputes between Third World and Western countries, the United Nations "Study on Global Communications" has concluded with a report considered generally favorable to Western-style press freedom.

The 16-nation MacBride commission has yet to make public its formal report, but commission sources say it condemns press censorship and advocates the right of journalists to travel freely in any country and to have open access to all groups, including groups in opposition to national governments.

The latter proposal was opposed only by the Soviet Union, whose delegate, Sergei Losev, director of the Tass news agency, threatened to walk out when he saw that the vote would go against Russia, sources said. Losev did not make good on his threat, however.

The report also proposes that individual countries have their own national news agencies and studies be made into reducing telecommunications rates in Third World countries and reasons for the newsprint shortage in the Third World.

One commission recommendation is more worrying to American media companies, including those in entertainment; it condemns "transnational organizations"—which translates into the major wire services, newsmagazines and the television networks including their program export sales departments. Third World delegates criticized the number of American programs on their own television channels. One Third World delegate said, "You have gotten away too long with *I Love Lucy* reruns. It is time we stopped this cultural imperialism."

Specifically, the report calls for transnational companies to obey local laws and give more complete information on their financial background.

Western delegates managed to beat back some more severe restrictions on the large companies. Some Third World countries "talk about UPI like it was IBM," one Western delegate said.

The commission rejected proposals for special regulations to protect journalists, and an international licensing system, on the grounds that they could be used to hinder press freedom.

Although the report is finalized, delegates can still file reservations to the report, of which a number are expected from each

side. The commission which was chaired by Nobel Peace Prize winner Sean MacBride, was set up two years ago at the request of Third World countries that in some cases were calling for a "new world information order." The commission will make its full report to the United Nations Educational, Scientific and Cultural Organization (UNESCO) at its general conference in Belgrade next fall.

High court turns back newspapers seeking to avoid turning over their reporters' files

Albuquerque journals lose out in attempt to block lower court's order to hand over notes that could be involved in libel case

The Supreme Court last week refused to hear an appeal by two New Mexico newspapers from a state court order that required revealing confidential sources in the pretrial phase of a libel case.

The \$8-million libel suit was brought against the *Albuquerque Journal* and the *Albuquerque Tribune* in 1975 by a local attorney, William Marchiondo, who said the

papers had published four defamatory articles about him the previous year. The newspapers, however, said the articles were truthful.

During the pretrial period, Marchiondo's lawyers asked for "all sources of information" used by reporters, including those not challenged in the suit. These included all documents collected by a reporter on stories that mentioned Marchiondo or his legal activities.

The paper refused, claiming it would be forced to divulge sources who asked to remain anonymous and whose information was not used in preparing the four articles in question.

But last January, U.S. District Judge Richard Traub ordered the reporter to produce all the documents requested.

The newspapers unsuccessfully appealed to the New Mexico supreme court to bar enforcement of Traub's order, and then petitioned the U.S. Supreme Court to hear its appeal. They asked the court to decide whether, in a libel case, a newspaper is required to turn over confidential sources even though the sources did not aid reporters in writing the challenged stories.

The Supreme Court refused to hear the appeal, but the libel case is set for trial next March, and the newspapers could conceivably bring the question back to the high court after that.

NewsBeat

News Council after NBC. Complaint by Shell Oil regarding *NBC Nightly News* report "Fly Now, Freeze Later" (Oct. 15, 1979) has been found warranted by National News Council. "Contrary to the impression that the NBC report was clearly intended to convey," council said "the record provides strong support" that Shell "acted in a responsible and careful manner in carrying out its 1975 policy decision to withdraw from supplying home heating oil to the Northeast area." Council added that there was "clear overstress" of Shell's "desire for higher profits from jet fuel,"—policy decision said to have been made before oil crunch and soaring prices. Also pending is Exxon complaint against NBC's "Dirty Oil, Dirty Air" segment within same five-part series. That verdict is expected at next council meeting in March.

Friend in need . . . The Correspondents Fund, New York, is alerting various news media that it stands ready to assist print or broadcast journalists who require financial help of temporary, emergency nature. Fund was established in 1943 to provide emergency financial aid to newsmen who had served abroad, but now has broadened its base to include journalists who have worked within or outside U.S. Additional information may be obtained by writing Stanley Swinton, chairman of executive committee of fund and vice president of World Services for Associated Press at AP, 50 Rockefeller Plaza, New York, N.Y., 10020.

Forget it. CBS News has formally dropped nine-year-old "Point-Counterpoint" segment from *60 Minutes*. Element hasn't run this season as network searched unsuccessfully for replacement for Shana Alexander, who was let go in dispute over salary. *60 Minutes* producer, Don Hewitt, however, lamented loss of James J. Kilpatrick—"a loss we're going to feel very keenly," Hewitt was quoted as saying.

Western migration

Anaheim cable show attracts industry and Washington crowd for meetings and exhibits

Registration for this week's Western Cable Show (Dec. 12-14) had passed 1,300 with approximately 113 exhibitors signed on in 290 booths. For the second year running, the show will be at Anaheim, Calif.'s Disneyland hotel.

This will be the 11th annual show sponsored by the state cable associations in California, New Mexico, Arizona and Hawaii as well as the Rocky Mountain regional association.

A number of political and business leaders will be on hand for the three-day convention, including such notables as Representative Lionel Van Deerlin (D-Calif.), chairman of the House Subcommittee on Communications; Senator Daniel K. Inouye (D-Hawaii); Steve Simmons, assistant director of the White House domestic policy staff; Senator Howard Cannon (D-Nev.), and Harry M. (Chip) Shooshan, general counsel of Van Deerlin's sub-committee.

From the business side of cable will come, among others, Ted Turner, representing his new Cable News Network; Bill Rasmussen, chairman of ESPN, and Thomas E. Wheeler, president of the Washington-based National Cable Television Association.

In addition, there will be a number of California state politicians on hand—including Leo T. McCarthy, speaker of the state assembly.

Simmons will be the featured speaker at Thursday's kickoff breakfast, and Daniel Schorr of CNN will address that day's luncheon audience. Van Deerlin will be speaking at the Friday lunch.

On Tuesday (Dec. 11), the day before the cable show gets underway, the Cable Television Administration and Marketing Society (CTAM) will hold one of its regional seminars at the Disneyland hotel.

Wednesday, Dec. 12

The New Technology. 2 p.m. South Ballroom. Address by Senator Daniel K. Inouye (D-Hawaii) followed by panel session with David R. Lewine, Times-Mirror Cable Television, moderator. Panelists: Mathew S. Ceterski, Sony Video Products; Burt Harris, Harris Cable; Carl B. Hilliard Jr., Tekkom; Dr. David C. Russell, Satellite Business Systems; Harry M. (Chip) Shooshan, House Communications Subcommittee counsel; and Andrew R. Wald, National Subscription Television.

What's New on the Bird. 3:15 p.m. South Ballroom. Panel session with Gene G. Cook, General Electric Cablevision, moderator. Questioners: Andrew Goldman, Teleprompter; Tom Johnson, Daniels & Associates, and Graham Moore, TCI. Panelists: Robert Johnson, Black Entertainment Television; Fred Landman, GalaVision; N.N. (Bill) Luxon Jr., AETV Network; William Rasmussen, ESPN; Kenneth Silverman, Cinemerica, and Ted Turner, Cable News Network.

Exhibits open. 4-8 p.m.

Welcoming reception. 6-8 p.m. Exhibit area.

Thursday, Dec. 13

Kickoff breakfast. 7:30 a.m. Center Ballroom. Presided over by Marc B. Nathanson, convention chairman, Falcon Communications; Steve Simmons, assistant director of White House domestic policy staff, will deliver message from President Jimmy Carter; Bruce E. Young, California state assemblyman, will speak.

MANAGEMENT SESSIONS

Others Look at Cable—A Different View. 9:15 a.m. South Ballroom. panel session with William J. Bresnan, Teleprompter, moderator. Panelists: Edward Bleier, Warner Bros. Television; Bruce Corwin, Metropolitan Theaters Corp.; Geoffrey Cowan, Corporation for Public Broadcasting; Herbert S. Dordick, University of Southern California Annenberg School of Communications; Dr. James Lopez, noncommercial KCET(TV) Los Angeles; Robert Ronka, Los Angeles city councilman; Steve Simmons, White House, and Art Torres, California state assemblyman.

Franchising Urban America: the Last Frontier. 11 a.m. South Ballroom. Panel session with J.C. Sparkman, TCI, moderator. Panelists: F. Keenan Behrle, California Public Broadcasting Commission; Neil R. McHugh, Viacom; Dr. William Petty, Cablecom General, and Jerry Procter, Storer Cable Television.

TECHNICAL SEMINARS

Underground Construction—a New Era. 9:15 a.m. Magnolia C Room, Embassy Center. Panel session with Bill Hargan, Feather River Systems, moderator. Panelists: Darrell Bye, Multi-View Systems; Mike Gildersleeve, Norcal Cablevision; Bill Marshburn, CommScope; Gary Moore, Sonic Cable Television, and Mike Silacci, Falcon Cable Television.

Cliff Paul, FCC Cable Television Bureau, speaks on "Radiation and Aviation Frequency Problems." 10:30 a.m. Magnolia C Room.

Complex World of Satellite Receivers. 10:40 a.m. Magnolia C Room. Panel session with James C. Vaughn, Showtime, moderator. Panelists: Jim Emmick, Coemig Electronics; Larry Lawson, Scientific-Atlanta, and Dan Yost, Compucon.

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Source: ARB Oct. 1978, Oct. 1979. Audience figures are estimates subject to limitations of the techniques and procedures used by the service, noted.

Exhibits open. Noon-8 p.m.

Luncheon. Noon. Center Ballroom: David Lewine, president of California Cable Television Association, presiding. M. Christopher Derrick, Viacom, will discuss "A Look at EEO." Daniel Schorr, journalist, is featured speaker; he will be introduced by James A. Monroe, president of Arizona Cable Television Association.

MANAGEMENT SESSIONS

New Revenue for Saturated Systems. 1:45 p.m. South Lounge. Panel session with Courtney M. Kirkeeng, Televents, moderator. Panelists: Steve Effros, Community Antenna Television Association; Greg Liptak, Times-Mirror Cable Television; Israel Switzer, consultant, and Pam Wilson, Transvideo.

Surviving Success: Cable Management in the 80's. 2:50 p.m. South Lounge. Panel session with Caroline Chambers, Liberty Communications, moderator. Panelists: Doug Ditrack, Douglas Communications; Patricia Luciani, Moble, Luciana & Associates, and Barbara Ruger, Titsch Publishing. Questioners: Thayer Bigelow, Manhattan Cable, and Gene Schneider, United Cable Television.

TECHNICAL SESSIONS

Fulfilling the Technical Needs for the 80's. 2 p.m. Magnolia C Room. Panel session with Joe Van Loan, Viacom, moderator. Panelists: William R. Dabney, East Bay Skill Center; Paul Kaplan, Theta Cable; Al Shine, Urban League, and Mark Stuckey, Times-Mirror Cable Television.

Expanded Bandwidth for the Future. 3:30 p.m. Magnolia C Room. Panel session with Dave Randolph, Storer Television, moderator. Panelists: Dick Cavell, Sylvania; Kerwin Mahon, RMS; Tom Polis, Magnavox; Fred Shue, General Instrument, and Israel Switzer, consultant.

CCTA reception. 6-7 p.m. Exhibit area.

Friday, Dec. 14

Breakfast. 7:30 a.m. Center Ballroom. Presided over by Ray E. Joslla, CCTA vice president who will also serve as moderator of panel session, "Politics Is Part of Your Job." Panelists: Alistair McAlister, Howard Berman and Louis J. Papan, all California state assemblymen, and Omer L. Rains, California state senator.

Address by Senator Howard Cannon (D-Nev.). 9:30 a.m. South Ballroom. Introduced by Ray Polvadore, president of New Mexico and Rocky Mountain Cable Television Associations.

Rewrite Revisited. 9:45 a.m. South Ballroom. Panel session with Ted W. Hughett, Monterey Peninsula Television, moderator. Panelists: Representatives Thomas A. Luken (D-Ohio), Marty Russo (D-Ill.) and Henry Waxman (D-Calif.)

Address by Leo T. McCarthy, speaker, California state assembly. 10:45 a.m. South Ballroom. Introduction by Marc B. Nathanson, Falcon Communications.

Remarks by Representative George E. Danielson (D-Calif.). 11 a.m. South Ballroom. Introduction by Thomas E. Wheeler, president, National Cable Television Association. To be followed immediately by address by Representative Bob Kastenmeier (D-Wis.).

Where We Are on Copyright. 11:20 a.m. South Ballroom. Panel session with Gail E. Oldfather, Televents, moderator. Panelists: Representatives George Danielson (D-Calif.) and Carlos J. Moorhead (R-Calif.), and Thomas Wheeler, president, NCTA.

Exhibits open. Noon-5 p.m.

Luncheon. Noon. Center Ballroom. Presided over by R. Bruce Ellis, Cox Cable Communications. Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications, Subcommittee is featured speaker.

Address by Alfred E. Aiquist, California state senator. 2:15 p.m. South Lounge. Introduction by Ernest D. Nelligan, Concord TV Cable.

A.B. 699—What It Is. 2:30 p.m. South Lounge. Panel session with Ernest D. Nelligan, Concord TV Cable, moderator. Panelists: Spencer R. Kaitz, assistant general counsel, CCTA; J. Anthony Klein, legal affairs secretary to California Governor Edmund G. Brown Jr., Ronald Lightstone, Viacom, and Harry M. (Chip) Shooshan, of House Communications Subcommittee staff.

Address by John W. Goddard, Viacom. 3:30 p.m. South Lounge. "Pole Attachment Review."

A.B. 699—Making It Work. 3:40 p.m. South Lounge. Panel session with Anna Marie Hutchison, Eagle North Cable Television, moderator. Panelists: Allen T. Gilliland, Gill Industries; Raymond E. Joslin, Big Valley Cablevision; Tom LaFourcade, Warner Cable, and Monroe Price, Unger, Tolles & Rickershauser.

Cocktails. 6:30 p.m. Ballroom.

Annual dinner. 7:30 p.m. Ballroom. Ralph C. Dills, California state senator, master of ceremonies.

Cable firms anxious to wire the Big Apple

More than 20 companies are bidding for rights to wire three New York boroughs; Warner's plans include system with 125-channel capacity and Qube-style interaction

With the number-one television market at stake, New York city government has received over 20 proposals as well as several petitions of interest to build the four remaining unwired boroughs of the city.

Open are Queens, Brooklyn, the Bronx and Staten Island. Both Time and Teleprompter currently operate in Manhattan. The competition includes both multiple system operators and local groups. The city is requiring two-way



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capability and at least 36 channels.

Among those offering proposals is Warner Cable Corp.

The multiple system operator (soon to merge with American Express) last week entered its proposals for the city boroughs of Queens, Brooklyn and Staten Island. Warner estimates it would cost \$400 million to provide its service to the three boroughs and four to five years to complete the systems.

Each system Warner proposes would operate with three cables, two supplying 80 channels to home consumers and the other with 45 channels for institutional use (schools, hospitals and community boards).

Consumers would have the option of four tiers of service: 24 channels at \$9.95 monthly; 36 channels at \$10.95; 48 channels at \$12.95, or Qube service with 80 channels at \$14.95. Starting with the second tier, monthly premium services—Home Box Office, Home Theatre, Warner's Movie Channel and the Spanish-language GalaVision—would be available for \$9 each.

In addition to a variety of entertainment, civic and educational offerings, ranging from Warner's Nickelodeon to C-Span congressional coverage, the company also has proposed a home security option.

One of those vying for Brooklyn and Staten Island is Cox Cable Communications. When asked, Cox said it proposed a two-tier system; 26 channels for \$5.95 and 52 for \$7.95. The system includes the various entertainment and educational channels, pay services as well as more than 36 institutional channels. Two-way capability for security systems is also involved.

Still another bidder, but seeking only Staten Island, is Vision Cable Communications, which is proposing a 106-channel system, with a first tier of about 40 channels and another with about 50 (including three channels of local and national sports. Two-way security and video will be built in. Although Vision does not plan to go a Qube-type route immediately, it claims it will have the same technical capability.

Among the companies that have applied with proposals or petitions to the city's board of franchise for various boroughs are Cross Country, Suburban Cablevision, Tele-Matrix (Tele-Communications), Vision Cable Communications, Century Communications, Cablevision Systems, Delta Communications, Teleprompter, Warner Cable, Cox Cable, Bronx Communications, All Borough Broadcasting, Bedford Stuyvesant Restoration, Orth-O-Vision, Gotham Communications Co., and Knickerbocker.

Knickerbocker (proposed by American Television and Communications which is owned by Time Inc.) earlier had been granted the franchise for Queens. Orth-O-Vision had challenged the award, setting the civic wheels in motion for others to file their proposals.

The proposals were not officially made public by the city last week as it was contemplating whether or not to grant an extension of the Dec. 3 application deadline.

Changing Hands

PROPOSED

■ **KMEO-AM-FM Phoenix:** Sold by B & D Broadcasting Inc. to Scripps-Howard Broadcasting Co. for approximately \$4 million. Seller is owned by Bruce Dodge and his wife (50%, held jointly) and Gail Beauchamp (50%), whose husband, Jack, is president and general manager of stations. None has other broadcast interests. Buyer is publicly traded group broadcaster with six TV's, one FM and two AM's, owned principally by E. W. Scripps Co., owner of Scripps-Howard newspaper chain. It has also purchased, subject to FCC approval, WITH-AM-FM Baltimore (BROADCASTING, June 6). Jack R. Howard is chairman; Donald L. Perris is president. KMEO(AM) is 1 kw daytime on 740 khz. KMEO-FM is on 96.9 mhz with 100 kw and antenna 1,560 feet above average terrain.

■ **WZZK(FM) Birmingham, Ala.:** Sold by Johnston Broadcasting Co. to Park City Communications for \$2.6 million. Seller is owned by Rose Hood Johnston and her three children, one of whom is George Johnston III, general manager of station. They also own WJLD(AM) there. Buyer is owned by Richard A. Ferguson, Steven Marx, Mario Scalisi and number of institutional investors. Group also owns WZFN(FM) Bridgeport, Conn., and

WFTQ(AM)-WAAF(FM) Worcester, Mass., both purchased in June 1979 (BROADCASTING, June 26, 1978). WZZK is on 104.7 mhz with 100 kw and antenna 640 feet above average terrain. Broker: Blackburn & Co.

APPROVED

■ **KGSC-TV San Jose, Calif.:** Sold by Continental Urban Television Corp. to Ralph C. Wilson Industries Inc. for \$14 million. Seller is principally owned by Vincent B. Welch and Edward P. Morgan, partners in Washington communications law firm. Buyer is owned by Ralph C. Wilson Jr., president and owner of Buffalo Bills professional football team. KGSC-TV is independent station on ch. 36 with 2,735 kw visual, 273.5 kw aural and antenna 2,000 feet above average terrain.

■ **KHGI-TV Kearney, KCNA-TV Albion, KWNB-TV Hayes Center and KSNB-TV Superior, all Nebraska:** Sold by NTV Enterprises Inc. to Joseph Amatore for \$8.5 million. Seller is principally owned by John Payne and Alan Oldfather and family. Group has no other broadcast interests. Amatore is buying stations with proceeds from sale of his KQTV(TV) St. Joseph, Mo. (BROADCASTING, Oct. 1). KHGI-TV is ABC affiliate on channel 13 with 316 kw visual,

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63.2 aural and antenna 1,115 feet above average terrain. Other stations are satellites of KHGI-TV. KCNA-TV is on channel 8 with 316 kw visual, 63.2 kw aural and antenna 1,142 feet above average terrain. KWNB-TV is on ch. 6 with 100 kw visual, 20 kw aural and antenna 710 feet above average terrain. KSNB-TV is on ch. 4 with 100 kw visual, 19.1 kw aural and antenna 1,130 feet above average terrain.

■ **WKTZ-AM-FM Jacksonville, Fla.:** Sold by Jones College to Beck-Ross Communications Inc. for \$2.5 million. Seller is private college with no other broadcast interests; Ed Bell Oberle is president and general manager. Buyer is owned by Martin F. Beck and George Ross, who also own WHCN(FM) Hartford, Conn.; WKMF(AM)-WGMZ(FM) Flint, Mich., and WBLI(FM) Patchogue, N.Y. WKTZ(AM) is 1 kw daytimer on 1460 khz. WKTZ-FM is on 96.1 mhz with 90 kw and antenna 830 feet.

■ **KIKU-TV Honolulu:** Sold by KIKU Television Corp. to Mid-Pacific Television Associates for \$2.3 million. Seller is owned through subsidiaries by Richard Eaton, who also owns five AM's, four FM's and two TV's. It has sold, subject to FCC approval, WMUR-TV Manchester, N.H.; KECC-TV El Centro, Calif., and WJMO(AM) Cleveland Heights, Ohio. Buyer is owned by Hawaii-Nippon Communications Inc. (50%), Ten-Tel Associates Inc. (30%) and Transpacific Television Inc. (20%). Hawaii-Nippon is owned by Elliott Cushman and his sons, Lawrence and Steven. Elliott and Lawrence are Honolulu businessmen; Steven is San Diego businessman. Elliott, with 14% interest in KUAM-AM-FM-TV Guam, is only one with other broadcast interests. Ten-Tel is 10 Honolulu businessmen, none with other broadcast interests. Transpacific is subsidiary of Asahi National Broadcasting Co., Japanese programmer and broadcaster with no other U.S. business interests. Harold H. Kuwahara is its Honolulu representative. KIKU-TV is independent on ch. 13 with 30.7 kw visual, 6.2 kw aural and antenna 100 feet below average terrain.

■ **WPDC-AM-FM Elizabethtown, Pa.:** Sold by Smith Communications Inc. to Eastern Broadcasting Corp. for \$1.2 million. Seller is owned by Charles C. Smith and his wife, Susan, who have no other broadcast interests. Buyer is principally owned by Roger A. Neuhoff, who also owns WCVS(AM) Springfield, Ill.; WHUT(AM)-WLHN(FM) Anderson, Ind.; WRSC(AM)-WQWK(FM) State College, Pa., and WCIB(FM) Falmouth, Mass. WPDC(AM) is on 1600 khz with 500 w day. WPDC-FM is on 106.7 mhz with 20 kw and antenna 500 feet above average terrain.

■ **KXIC(AM)-KICG(FM) Iowa City:** Sold by Johnson County Broadcasting Corp. to Red River Broadcasting Co. for \$975,000. Seller is owned by Gene Claussen and Elliott Full (50% each), who have no other broadcast interests. Buyer is owned by Tom Ingstad, who also owns KKRC(AM) Sioux Falls, S.D.; KKXL(AM)-KKDQ(FM) Grand Forks, N.D., and KQDI(AM)-KOOZ(FM) Great Falls, Mont. KXIC is 1 kw

daytimer on 800 khz. KICG is on 100.7 mhz with 26.5 kw and antenna 245 feet above average terrain.

■ **WSOM-AM-FM Salem, Ohio:** Sold by Lee Dixon and his wife, Iva Mae, to Rust Communications Group Inc. for \$1.1 million. Dixons also own 40% of WBBN(AM) Clarksburg, W. Va. Buyer, principally owned by William F. Rust Jr., also owns WHAM(AM)-WHFM(FM) Rochester and WPTR(AM) Albany, both New York; WAEB(AM)-WXXW(FM) Allentown and WNOW(AM)-WQXA(FM) York, both Pennsylvania, and WRNL(AM)-WRXL(FM) Richmond, Va. Rust is also principal owner of WFLY(FM) Troy, N.Y. WSOM(AM) is 500 w daytimer on 600 khz. WSOM-FM is on 105.1 mhz with 100 kw and antenna 400 feet above average terrain.

■ **WQIZ-AM-FM St. George (Charleston), S.C.:** Sold by Soundamerica Corp. to Paul Neuhoff (49%) and Mary Forbes (51%) for \$1 million. Seller is owned by Clarence Jones, who has no other broadcast interests. Neuhoff has minority interest in WERE(AM)-WGCL(FM) Cleveland and Forbes is Cleveland real estate investor with no other broadcast interests. WQIZ(AM) is 5 kw daytimer on 810 khz. WQIZ-FM is on 107.5 mhz with 100 kw and

antenna 440 feet above average terrain.

■ **WSKW(AM)-WTOS-FM Skowhegan, Me.:** Sold by John and Gerard Pineau, brothers, to Windjammer Communications Corp. for \$650,000. Pineaus also own WPNO(AM) Auburn and WVII-TV Bangor, both Maine. Buyer is subsidiary of Windward Inc., owned by Pepsi-Cola Bottling Corp. of Kecksburg (Pa.) (72%) and Arnold M. Flank (28%). Flank is Chicago attorney with no other broadcast interests. Pepsi-Cola, owned equally by John A. Robertshaw and John D. Reese, also owns WCNS(AM) Latrobe, Pa. WSKW is 5 kw daytimer on 1150 khz. WTOS-FM is on 105.1 mhz with 25 kw and antenna 2,420 feet above average terrain.

■ **Other approved station sales include:** WKOG-AM-FM Gordon, Ga.; WLPQ(AM) Pittsburg, Ky.; WCBR(AM)-WBZF(FM) Richmond, Ky.; WLCK-AM-FM Scottsville, Ky.; WEBB(AM) Baltimore; WNUS(AM) West Springfield, Mass.; WJFL(AM) Vicksburg, Miss.; KESM-AM-FM El Dorado, Mo.; WKSP(AM) Kingstree, S.C.; KQTY(AM) Borger and KKYN(AM) Plainview, both Texas; KVAC(AM) Forks and KUBS(FM) Newport, both Washington, and WETZ(AM) New Martinsdale, W. Va. (see "For the Record," page 104).

Intermedia

Together. France and Germany have agreed to cooperate on development of satellite system for direct-to-home broadcasting in two countries. Announcement was made jointly by President Giscard d'Estaing of France and Chancellor Helmut Schmidt of West Germany. System will have at least two satellites with three channels available in each country, and is scheduled to enter service in 1983.

Improvement plan. National Telecommunications and Information Administration, and Corporation for Public Broadcasting, last week held two-day conference to solicit suggestions on how to increase role of women in public telecommunications. "Women in Public Telecommunications" conference, held at NTIA headquarters in Washington, brought together approximately 60 people—mostly women—from radio, television, cable, women's groups and federal agencies to brainstorm on goals yet to be achieved and barriers standing in way. Public Telecommunications Financing Act of 1978 makes available construction grants and planning grants, with \$23.7 million available in fiscal 1980 for distribution through Public Telecommunications Facilities Program.

The envelope please. Clinton, Mich., has awarded its cable franchise to Comcast Cablevision of Clinton, subsidiary of Comcast Corp., Bala Cynwyd, Pa. Comcast was granted franchise over six others which had offered to serve township's 22,000 homes. As proposed, Comcast's system is capable of providing 35 channels of video as well as entire FM band. Programming will include local origination channel, access channels and all Detroit and Windsor, Ont., television stations. Comcast will also offer two pay services, HBO and HBO Take 2. Comcast operates 12 systems serving 121,000 customers dispersed in United States.

Bigger by two. National Radio Broadcasters Association has elected additional directors-at-large to its board of directors. John Bayliss, president of radio division of Combined Communications, Phoenix, and Norman Wain, president of Metroplex Communications, Cleveland, are first two of five members NRBA is adding to board. NRBA said move to expand board "reflects the growth of NRBA and the radio industry and underscores NRBA's continued desire for broad-based, grass-roots radio broadcaster representation on the board of directors."

Internal politics. Howard Myrick, deputy director of communications research office at Corporation for Public Broadcasting, is, in law suit, charging CPB with discrimination for passing over him in search for key vacancy. Position is director of planning and analysis, which went to John Dimling Jr., formerly of Arbitron and National Association of Broadcasters.

The old order is back in weekly ratings

ABC takes over first, CBS runs close second, NBC trails by over three points

ABC-TV—coming out of its first last-place weekly ratings showing in months—rebounded in the ratings for the week ended Dec. 2. With winning averages on five of the seven nights, ABC finished with a 21.1 rating/32.9 share, topping CBS-TV's 20.3/31.4 and NBC-TV's sluggish 16.9/26.3.

It was a victory that ABC would have savored more had it come a week earlier, when all seven days would have counted toward the November ratings sweeps. CBS was the victor there (BROADCASTING, Dec. 3).

CBS, a close second for the week, placed seven shows within the top 10. The network's newsmagazine, *60 Minutes*, was not able to keep up its consecutive first-place standing among regularly scheduled programs but fell only as far as second. This week, it was ABC's *Three's Company* that led the list.

From the top, it was *Three's Company* (31.4/48); *60 Minutes* (30.6/44); CBS's *M*A*S*H* (28.8/42); ABC's *Taxi* (27.5/44); CBS's *One Day at a Time* (27.3/37), *WKRP in Cincinnati* (27.0/41), *Alice* (27.0/37), *Archie Bunker's Place* (26.4/36) and *Jeffersons* (26.2/39), with NBC's *Little House on the Prairie* (26.0/38) rounding it out.

While CBS dominated the top of the program list, the middle ground was ABC's—enough to win the lion's share of the 43 prime-time half-hours that were rated. The remaining half-hour was sustaining as the three networks covered a press conference by President Carter.

ABC said it won 61% or 26 of the half-hour periods, to CBS's 30% (13 half hours) and NBC's 9% (four half hours.)

The three NBC shows that the network has canceled—*Kate Loves a Mystery*, *Eischied* and *Man Called Sloane* (see story, page 100)—had numbers justifying that decision. *Eischied*, lowest-rated of the week, pulled only a 10.9/17; also in the bottom 10 were *Kate* (13.6/26) and *Sloane* (13.8/24). And while the Procter & Gamble-sponsored *Shirley* may now be in limbo, its score of 12.8/20 could hardly provide much encouragement for continued life. *Prime-Time Sunday*, which moves to Saturday with the appropriate name change, had a 14.8/24.

ABC was also deep in the basement with regular series *Ropers* (12.8/22) and *240-Robert* (14.8/22) and CBS's second-season entry, *Young Maverick*, may age fast if unable to bring its numbers higher than 13.4/21.

Irving Shaw's *Rich Man, Poor Man*, which ran several years ago on ABC, may have played an important part in establishing the miniseries as a trend in television. But his *Beggarmen*, *Thief* sequel, as adapted for NBC, proved troublesome. Its Monday and Tuesday night showings brought only a 15.8/25 and 11.1/18, respectively.

Among other programs, "The Sound of

Music" pulled only a 20.1/28 on Sunday, an unhealthy sign, since NBC has contracted for the film for numerous runs. The James Bond movie, "Man with the Golden Gun," which began later the same evening on ABC, scored a 21.0/31. Throughout the evening CBS dominated with its regular line-up after a 33-minute football runover.

In boxing coverage, ABC said that it drew the largest audience for a "non-Ali" bout, with 18,620,000 households per average minute and 55 million viewers watching all or part of the Leonard-Benitez fight on Friday. It earned a 24.4/39.

Aaron Spelling: made mortal by a miniseries

The veteran producer with hits in almost every format ran into trouble with his first miniseries try, but remains in demand for series material

"It's a shocking blow to me. This is the worst shellacking we've ever taken. Now I know what producers go through when their series don't work."

As one of Aaron Spelling's characters once used to say: "That's no brag, just fact." The producer of such current hit television series as *Charlie's Angels*, *Love Boat*, *Fantasy Island*, *Vega\$* and *Family* (all on ABC-TV) is hardly used to failure.

But by any objective criteria, that is just what happened four weeks ago with Spelling's first attempt at producing a miniseries. The three-night, six-hour run of *The French Atlantic Affair* on ABC (Nov. 15, 16 and 18) fell far short of delivering the numbers networks like to see during rating sweeps—13.4/22, 9.7/17 and 16.2/25, respectively. Or, as Spelling puts it, *The French Atlantic Affair* "could be one of the biggest disappointments in miniseries history."

Production problems plagued the program—the least of which was a delivery to the network of the finished print less than a week before airing. Shooting was completed by Spelling's crew last Sept. 21, which left only seven weeks for post-production work. (One of his series hours customarily gets six.)

Also, the show did not develop as an original concept with Spelling, and he suggests that he was never totally committed to the idea of doing it. As Spelling tells the story of the ill-fated *Atlantic*, the story was first offered to him as a feature film. He was not convinced it could float in that format but did see possibilities as a miniseries. Then Anthony D. Thomopoulos, president of ABC Entertainment, entered

the picture with a plea for an action-adventure miniseries for November. Thus the miniseries was christened.

"But I don't want that to sound like a cop-out to the ratings. The one thing you never know about in television is what can work and can't work. By all indications this should have gone through the roof. It just didn't."

But Spelling, who has made something approaching 2,000 hours of network television programs over a 25-year career, remains undeterred. He admits that he is not enthusiastic about another miniseries, but he feels as confident as ever in his independent companies' abilities to turn out series television. In addition to the four programs he currently has on ABC and *Family*, which will make its season debut at the conclusion of the football season, Spelling has also placed *B.A.D. Cats*, a police action-adventure series, on ABC-TV.

And his list of credits is one of the most



Spelling

impressive in Hollywood. Beginning in the 1950's with Dick Powell's *Zane Grey Theater*, *Playhouse 90* and *Desilu Playhouse*, Spelling went through the next decade making such series as *Burke's Law*, *Kaiser Presents the Lloyd Bridges Show*, *Honey West*, *The Smothers Brothers Show*, *The Guns of Will Sonnett* (whose title character, played by Walter Brennan, was renowned for the "no brag, just fact" line) and *The June Allyson Show*. Late in that decade, Spelling introduced yet another ABC series, *Mod Squad*, which was noteworthy for introducing the 60's counterculture to prime-time television.

But it has been in this decade, the 70's, the era of fantasy television and narcissism, that Aaron Spelling Productions and Spelling/Goldberg Productions (a partnership with Leonard Goldberg, the former head of programing for ABC-TV) have found their true place in the medium—violence, sex and glamour. Their programs include *Angels*, *Starsky & Hutch*, *The Rookies* and *S.W.A.T.*

When talk in television circles gets around to quality programing on the commercial networks, an Aaron Spelling program is often cited as an example of what is wrong with prime time.

"They never mention *Family*," replies Spelling, "because that ruins their story. They like to say *Charlie's Angels* and *Starsky & Hutch*. They mention those two the most because in their minds one is violence and one is T&A. They never mention *Family*. It's been on for four years. It's won more awards than any show in the last few years. I don't think I do T&A."

"No, I don't think *Family* was our apology to the American public for doing these other shows. *Family* was something we wanted to do." (The show, however, is not something ABC wants to do any more; *Family* is not being renewed for next season.)

Spelling is lavish with his praise, and he speaks fondly, admiringly even, of such old programs as *The Twilight Zone* (a genre he is currently attempting to revive with a development project called *Nightmare*), *Naked City* and *The Defenders*. He readily admits, too, that few, if any, of his programs have ever attained such levels of esteem. And, revealing a little-known side of himself, Spelling admits that "my idol is Walt Disney. That was a contribution. Those Disney movies will go on forever and ever and teach so many children."

In fact, children's programing is just about the only area of television that Spelling has a real desire to explore. "I would sign exclusively with any network that would let me do a series of children's movies," he says. (Last season, he had a brief and unsuccessful attempt at a child-oriented program—*Friends*.)

At 53, Spelling does not look to be producing regular series for many more years. Although like most Hollywood producers, he is always ready to take on that one last project.

"I'm tired of being put into a niche," he

says. "After I wrote anthologies, I wrote my first western. Then all I could ever do was westerns—'He's a terrific western writer, a western producer.' I had to fight my ass off to get out of that. Because I was at least smart enough to see the new trend was going toward cop shows, then: 'All he does are cop shows.'"

"In comparison to comedies like *Three's Company* or *Detective School* or *The Ropers*, is *Love Boat* as good as them? If it is I guess I'm a comedy producer. Is *Family* as good as *Dallas*? Then I guess I'm a dramatic producer. Is *Charlie's Angels* as good as *Flying High*? Then I guess I'm a good T&A producer. Is *Starsky & Hutch* as good as *David Cassidy Undercover*? Then I think I'm a cop producer."

It remains to be seen, however, whether Aaron Spelling will get a chance to consider himself a producer of successful miniseries.

NBC moves made mostly in late evening

Only one change, return of Redd Foxx, will occur before 9 in network's newest version of prime-time schedule; 90-minute revue show goes in Tuesday night

NBC-TV announced its midseason prime-time schedule last week, adding three half hours, a one-hour drama and a 90-minute comedy-revue that NBC officials likened to the 1950's hit, *Your Show of Shows*.

The changes, substantially as speculated ("In Brief," Dec. 3), also will move *Rockford Files* from Friday to Thursday, transform *Prime-Time Sunday* into *Prime-Time Saturday* and switch the Tuesday movies to Friday.

The Monday and Wednesday schedules are unchanged, and only on Friday night does any change occur before 9 o'clock.

The Friday change brings back Redd Foxx, star of the NBC *Sanford and Son* hit series until ABC signed him away in 1976, in a new *Sanford* series at 8-8:30 starting Feb. 29. *Facts of Life*, a *Diff'rent Strokes* spin-off that made its debut last summer, will follow at 8:30-9, leading into the Friday movies.

Sunday night's change will be the introduction of *Skag*, a drama starring Karl Malden, at 10-11 p.m., effective Jan. 6 (although that night's premiere will run 8-11). Mike Weinblatt, president of NBC Entertainment, said this "strong drama," which will replace the low-rated *Prime-Time Sunday*, should bolster the evening for NBC substantially.

Prime-Time Sunday, he said, has suffered from its Sunday placement. "When *60 Minutes* has already played three hours earlier on a day with all those interview shows," he said, "you're really low man on the totem pole with a magazine show at 10 o'clock. On Saturday night at 10, it'll get a better shot at an audience."

On Tuesday night, instead of the movies at 9, *The Big Show*, a comedy-revue by producer Nick Vanoff that Weinblatt promised would be lush and feature major stars as hosts, will go at 9-10:30, beginning Feb. 26, and be followed by the new Larry Gelbart family drama, *United States*, billed as a contemporary look at modern marriage, at 10:30-11, effective March 4.

Weinblatt called Tuesday "a night of opportunity" for NBC. With the two "breakthrough shows" following *Misadventures of Sheriff Lobo* at 8-9, he said, NBC stands to make significant gains.

Thursday will bring *Rockford Files* in at 10-11 beginning Jan. 10, forming "a natural combination" with *Quincy* in the preceding hour, Weinblatt said, adding that "we have to be stronger with *Rockford* at 10."

He also considered ratings improvement inevitable with Redd Foxx's *Sanford* moving into the 8 p.m. Friday period. The period is currently occupied by *Shirley*, a one-hour Procter & Gamble vehicle whose future NBC said is still being evaluated after a surge in its ratings a couple of weeks ago. (Its surge did not continue the following week, its share of audience dropping to 20). *Shirley* is not on the new schedule released by NBC, but *Sanford* is not scheduled to take over the 8 o'clock period until Feb. 29.

Being dropped for sure, NBC said, are *Kate Loves a Mystery*, whose Thursday 10-11 spot is to be taken by *Rockford Files*; *Eischied*, whose Friday 10-11 period will become part of the new Friday night movies, and *The Man Called Sloane*, whose Saturday 10-11 hour will become *Prime-Time Saturday*.

Series to be introduced later this season, NBC said, are *Good Time Harry* and *Joe's World*, comedies, and *From Here to Eternity*, drama.

Livingston, Boone exit Fox

The shifting corporate sands at Twentieth Century-Fox have claimed their latest victim. Alan W. Livingston resigned his posts as senior vice president of Twentieth Century-Fox Film Corp. and president of the company's entertainment group. The entertainment slot made Livingston titular head of operating divisions that included Twentieth Century Fox Television. A second resignation was that of Ashley A. Boone Jr., who was president of company's distributing and marketing division.

These were the latest in a series of personnel and organizational changes that began with the June resignations of Alan Ladd Jr., then president of Fox's film division, and his lieutenants, Jay Kanter and Gareth Wigan. The three formed their own film production company, and announced a joint venture with Warner Bros.

In October, Alan J. Hirschfield, former president of Columbia Pictures, was named vice chairman and chief operating officer of Twentieth Century-Fox Film Corp. The company's consequent reorganization, with the film production and marketing, television production, record and music and film processing

operations reporting to Hirschfield, effectively undercut Livingston's authority.

Other resignations that followed the Hirschfield appointment by Fox Chairman Dennis C. Stanfill were those of Sandy Lieberman, president of Twentieth-Century-Fox Productions, and executives Robert Dingilian and Leonard Kroll. All four resignations are to take effect at the end of the year.

Opening up science for the young

CTW's latest offering for children is '3-2-1' on PBS

The Children's Television Workshop, producer of *Sesame Street* and *The Electric Company*, will introduce next month a major new children's series on science and technology, *3-2-1 Contact*.

Joan Ganz Cooney, president of CTW, told a gathering at the National Education Association Dec. 1 that the series will try to make science fun for the nation's 13 million 8-to-12-year-olds.

"We knew our series would be for children who, for the most part, do not

think they like science," Cooney said. "So we knew we had to arouse their innate curiosity in the natural and man-made world and draw them gently into science and technology. We knew we had to convince children that science is not dull and remote, that it really can be great fun."

With 65 half-hour shows scheduled, *3-2-1* will attempt to make topics relevant and will primarily tell longer stories, in documentary form, as compared with the short, humorous skits of CTW's other shows.

The show will be broadcast in the late afternoon by the Public Broadcasting Service, and while it is expected to be used in the classroom, it is designed to attract an audience on its own merits.

Three young hosts will anchor the series, while nine producers are now filming throughout North America. Executive producer of the show is Kathy Mendoza, formerly a vice president of Playback Associates, and head writer is Boyce Rensberger, former science correspondent for the *New York Times*.

Funding for the show is coming from the National Science Foundation, the U.S. Office of Education, the Corporation for Public Broadcasting, United Technologies Corp. and CTW.

Monitor

Abroad. NBC-TV decided to go with it only last week, but Viacom Enterprises almost has deal for international syndication of new half-hour from Larry Gelbart, *United States*. "We're quite excited about its prospects internationally," said Viacom President Willard Block. Viacom made deal with Gelbart without seeing one episode. International viewing will begin with network run March 4, 1980.

Pay. Showtime has acquired rights to both PG- and R-rated versions of "Saturday Night Fever." Robert Stigwood's disco production distributed by Paramount. Deal is first that Showtime, joint venture between Viacom International and Teleprompter, has made for both versions of film. Saucier versions will be held for late-night feeds to subscribers.

On deck. ABC-TV made-for-television movies and dramatic specials set for airing in first half of 1980 include *Masada*, eight-hour epic starring Peter Strauss and Peter O'Toole; *Attica*, based on Tom Wicker's best-seller, "A Time to Die," and *King Crab*, story of small merchant's fight with conglomerate in New York's Fulton fish market. Major theatrical releases to run include "The Deep," "An Unmarried Woman," "Looking for Mr. Goodbar," "Telefon" and "The Longest Yard."

Getting shot. Lucille Ball has begun production of 90-minute special, *Lucy Moves to NBC*, her first project since joining network last summer (BROADCASTING, July 2). Cast for program, set for airing early next year, includes Bob Hope, Johnny Carson, Gene Kelly and Donald O'Connor. Shooting is at Goldwyn Studios, Hollywood.

Ringside. Main Event Fights Inc., New York, is offering cable TV operators weekly boxing bouts live on Monday from arenas around country, starting Jan. 21. Attractions will be sent via RCA satellite and are available to operators for either pay or advertising-supported presentations.

One good turn. In October, *Donahue* syndicated series carried program on which Carol Burnett and her husband, TV producer Joe Hamilton, spoke candidly of drug addiction problem of their daughter, Carrie, and her successful effort to be freed of drug dependence. Positive reaction to program from schools, civic groups and community organizations has prompted Multimedia Program Productions, Cincinnati, owner of *Donahue*, to offer program without charge to more than 200 client stations, provided they repeat it in prime time in December and January. More than 30% of *Donahue* stations already have agreed to proposal, MPP spokesman said.

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Bottom Line

Bankrolling BET. Tele-Communications Inc., nation's third-largest cable operator, has bought 20% interest in upcoming Black Entertainment Network. Financial commitment wasn't revealed but TCI claims it is "substantial" line of credit to BET, which is scheduled to begin in January with two hours on Friday nights (11 p.m.-1a.m.). Satellite-transmitted service is free to system operators and subscribers and is to be advertiser supported. Basic two-minute unit goes for \$1,300. BET claims service will be available to 4.5 million cable homes at launch and commitments are up to 6.5 million. Majority owners are BET President Robert Johnson, former National Cable Television Association vice president, and his wife Sheila, who equally share remaining 80%.

Two lions. Metro-Goldwyn-Mayer Inc. (MGM) announced that it is considering feasibility of restructuring company into two separate publicly held companies—one consisting of its hotel-gambling operations and other of filmed entertainment operations. Plan would supposedly strengthen film and television divisions, MGM said.

ABC, CBS making more cents. ABC Inc. increased quarterly dividend rate on ABC common stock to 40 cents from present 30 cents per share, which raises annual rate to \$1.60 from \$1.20. First dividend at new rate is payable Dec. 15 to shareholders of record Nov. 23. CBS increased cash dividend on its common stock to \$.70 per share from 65 cents, payable Dec. 14 to stockholders of record Nov. 30. Cash dividend of 25 cents per share was declared on CBS preference stock, payable Dec. 31 to holders of record Nov. 30.

Adding on. Canadian Cablesystem Ltd., Toronto-based MSO controlled by Edward S. Rogers, has signed contract to acquire 51% interest in Premier Cablevision Ltd., Vancouver, B.C., MSO, for \$42.5 million in stock or cash. Selling shareholders of Premier, who include company's chairman, Sidney W. Welsh, have option to accept \$25 for each share of stock or one share of CCL preferred stock or one-and-a-half shares of CCL class B shares. Should deal be approved by Canadian Radio-Television and Telecommunications Commission, CCL will control 65% of Premier stock (it already owns 14%). CBS Inc., owner of 18.44% of Premier stock, will retain its interest. In addition to its extensive Canadian cable holdings, CCL owns system in Syracuse, N.Y.; franchise for Huntington Beach, Calif., and is applicant for franchise for Minneapolis. It currently serves 700,000 subscribers; Premier serves 550,000.

Branching out. Burnup & Sims, CATV service company located in Fort Lauderdale, Fla., has put itself into satellite communications field through acquisition of Houston-based Gardiner Communications. Burnup & Sims says Gardiner has 30% share of CATV earth station business. No price was put on deal.

Sending out the mail. Metromedia Inc., which sold Metro Transit Advertising division in October, announced negotiations with unidentified "group of private investors" for sale of assets of Metromail division of firm's Mail Marketing and Publishing Group. Metromedia will retain Figi's, mail marketer of gift items, acquired last October, which company identified as principal contributor to group's 122% revenue rise in 1978 to \$47,818,000. Price under discussion for Metromail division was not disclosed.

Into print. Plunking down \$50 million in cash, CBS has signed "definitive agreement" to buy *Family Weekly*, Sunday supplement CBS says is carried by 352 newspapers with combined circulation of over 12.2 million, making it fourth largest paid circulation in country. Magazine's 1978 ad revenues were \$70 million. Sellers are group of four "partners," newspaper/magazine chains—Small Newspapers, Donrey Media, Hoiles Freedom Newspapers, and Howard Publications. Donrey and Howard both have broadcast interests; Donrey owns radio and TV stations in Arkansas and Nevada, Howard owns wive-TV Buffalo, N.Y.

Lorimar talks to Allied. Lorimar would pick up Allied Artists Pictures Corp., Allied Artists Video Corp. and interest in film, "The Betsy," if negotiations with bankrupt Allied Artists Industries prove successful. Allied Artists had reached agreement in principal in September to sell those assets to James Robinson of International Productions Inc.; Allied cited "inability to reach a definitive agreement" in announcing opening of talks with Lorimar. No suggestion of dollar figure was given; Allied Artists said any agreement would be subject to approval of creditors and bankruptcy court in addition to company directors.

Wall St. firm highly bullish on cable television

Donaldson, Lufkin & Jenrette's Leibowitz adds four companies to its buy list, generally rates industry as having favorable future

Four "direct cable vehicles"—Teleprompter, Tele-Communications, UA-Columbia Cable and United Cable—have been added to the list of stock purchase recommendations by the securities firm of Donaldson, Lufkin & Jenrette. Those additions, joining Viacom and Warner Communications, are among the conclusions contained in a study of the cable industry conducted by DLJ's broadcast analyst, Dennis Leibowitz.

Leibowitz emerges bullish on the cable industry, saying it "is in the early stages of the most massive expansion in its 30-year history." He puts minimum industry sales growth at 20% a year "for the foreseeable future," and believes many of the major companies will surpass that mark.

Noting that the industry "stubbed its toe at the doorstep of the large urban markets" back in the early '70's, Leibowitz now sees the barriers to development of the largest markets "crumbling." The "key to unlocking the larger markets," he says in his discussion of basic economics of the industry, is the present 75-80% ratio of pay to basic service subscribers in new-build systems. Mature systems are also benefitting from increasing pay-to-basic ratios, as well as the growth in nonbroadcast services from satellites.

In subscriber terms, the analyst pegs growth "conservatively" at 1.75 million next year, for about 17.25 million total.

Noting that "the distribution system is the major cost element" in a cable system, a sidelight of Leibowitz's economics review is the observation that "unlike what is commonly believed," building an above-ground system in urban markets is "only moderately more expensive" than construction in small towns. The average cost, he says, is \$10,000 to \$15,000 per mile.

The extensive report details the development of the industry, and examines pay cable, other program sources and new revenue sources. A section devoted to "risk factors" assesses the potential impact of such elements as franchise competition, satellite capacity limitation and such competing new technologies as STV, satellite-to-home transmission and home video players. (However, cable's potential

impact on broadcasters is only mentioned parenthetically.)

Analyzing the current valuation techniques that apply to the industry, Leibowitz points out that common cable yardsticks are multiples of "cable cash flow," and market values per subscriber. The latter, he says, have nearly doubled since 1973-75 due to the jump in cash flow principally from pay cable and increases in the industry price/earnings ratios to the 8 to 10 range.

These days, a subscriber is worth \$540, 80% more than five years ago, according to Leibowitz.

Staab's insurance plan

The president of SFM Media Corp., Walter Staab, has urged advertisers, networks, stations, agencies and media service organizations to cooperate more closely to minimize the possibility of non-payment to media. In a speech in Kansas City, Mo., Staab called on advertisers to set up professional and periodic audits to insure that the media have been paid in full. This regular program of audits, Staab said, would help assure promptness of payments and determine whether there had been diversion of funds.

He suggested that networks and stations can play a role in promoting fiscal integrity by alerting advertisers when a buying agent "is behind in payments or is obviously not paying attention to business."

And he went on record in opposing a media service payment technique known as the "incentive" or "split-savings system." In this method of payment, according to Staab, a media service is remunerated by keeping all or a portion of the savings it generates from a budget after achieving the buying goals.

Staab said that under an incentive system there is a strong possibility that an advertiser's schedule will be compromised to achieve a set level of gross ratings points.

JWT and client hit with false ad charge by FTC

The Federal Trade Commission last week charged Teledyne Inc., and its advertising agency, J. Walter Thompson Co., with making unsubstantiated and false claims in advertising for Water Pik.

According to the FTC's complaint, Teledyne and JWT made unsubstantiated

claims about Water Pik in advertising that has been running regularly on network television since November 1975. The claims include: (1) Four out of five dentists recommend Water Pik to their patients; (2) four out of five dentists recommend the Water Pik because, in their medical judgment, the device plays a significant role in the prevention of gum disease; (3) when used with other methods of dental care, the Water Pik plays a significant incremental role in the prevention of gum disease, and (4) the use of the Water Pik will significantly diminish the chances of getting gum disease.

The complaint charges that the advertisements, which are false, misleading, deceptive and unfair, may have misled the public into buying "substantial quantities" of the product. In addition, it charges that "the alleged survey of the recommendations of dentists was not designed, conducted, and analyzed in accordance with accepted survey standards."

A draft order accompanying the complaint would prohibit the companies from misrepresenting the results of research, and from making undocumented claims.

The companies have 30 days to answer the charges, with a hearing on the matter set for Jan. 14.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Nov. 26 through Nov. 30.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

law. None have any other broadcast interests. Ann. Oct. 2.

FM applications

■ New Plymouth, Idaho—Treasure Valley Communications Co. seeks 93.1 mhz, 50 kw, HAAT: 260 ft. Address: 107 Burnham Rd., Lake Oswego, Ore. 97034. Estimated construction cost: \$4,500 & leased equipment; first year operating cost: \$23,350; Format: MOR. Principal: Frederic W. Constant (100%). Besides owning Treasure Valley, Constant is president and 25% owner of Kamaha'o Broadcasting Corp., applicant for new FM station at Keauhou, Hawaii. He is also owner

of Constant Communications Company, applicant for new FM station in Florence, Ore. He also owns music production corporation, Communico Inc., Wilmington, DE. Ann. Oct. 11.

■ Ontario, Ore.—Roach-Cook Co. seeks 93.1 mhz, 100 (H&V) kw, HAAT: 547 ft. Address: 815 Park Blvd., Suite 300, Boise 83702. Estimated construction cost: \$174,005; first year operating cost: \$274,005; revenue: \$140,000. Principals: Lloyd B. Roach (25%); Jacqueline L. Roach (25%); Carey Orr Cook (25%); Janice B. Cook (25%). The Roaches are husband and wife as are the cooks. None have any other broadcast interests. Ann. Oct. 11.

New Stations

AM applications

■ Somerville, Tenn.—Fayette County Broadcasting Co. seeks 1410 khz, 500 w-DA-2. Address: PO 111 E Main St., Henderson, Tenn. 38340. Estimated construction costs \$103,000 first year operating cost \$170,000; revenue \$97,200. Format: CW. Principals: Jessie M. Price Jr., Edward Lee Plunk, Michael R. Lipscomb 1/3 each. Price is Pharmacist, Plunk is retail merchant and Lipscomb is attorney. The three are brothers-in-

A Call for Applications

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Fellowship Program funded by the National Endowment for the Humanities

■ ***Reserve, Wis.**—Lac Courte Oreilles Ojibwa Public Broadcasting System seeks 88.9 mhz, 100 kw, HAAT: 605 ft. Address: Lac Courte Oreilles, Tribal Gov. Bldg. Route 2, Hayward, Wis. 54843. Estimated construction cost: \$260,312; first year operating cost: \$500,545; Format: Educational. Principals: Gordon Thayer, John Quaderer, Frank Larson, James Schlender, Theresa Williams. Thayer is Vice Chairman of Lac Courte Oreilles (LCO) Tribal Governing Board; Quaderer a member of same, Williams a planner for LCO Tribal Government, Schlender, an attorney and grantwriter for same; Larson is with Bureau of Indian Affairs. No other broadcast interests. Ann. Oct. 24.

FM grants

■ **Dumas, Ark.**—Broadcast Bureau granted KDDA-FM 107.1 mhz, 3 kw, HAAT: 160.5 ft. Address: P.O. Box 720, Dumas 71639. Estimated construction cost: \$29,582; first-year operating cost: \$15,000; revenue: \$40,000. Format: country. Principals: Alan W. Eastham (51%) and his son, Craig L. (49%). Alan Eastham is half owner of KDDA(AM) Dumas, where his son is employe (BPH790222AF). Action Nov. 20.

■ **Houghton, Mich.**—Broadcast Bureau granted Desnick Broadcasting Co. 97.7 mhz, .75 kw, HAAT 538 ft. P.O. address: Route 2, Box 253, Chassell, Mich. 49916. Estimated construction cost: \$44,867.37; first-year operating cost: \$60,900; revenue: \$49,500. Format: adult contemporary. Principal: Harvey L. Desnick, former sales manager, announcer and marketing consultant at various stations. (BPH10879). Action Nov. 9.

■ ***Exeter, Pa.**—Broadcast Bureau granted Wyoming Area School District 88.1 mhz, .110 kw, HAAT:—372 ft. Address: Penn & Memorial Avenues, Exeter 18643. Estimated construction cost: \$5,310; first-year operating cost: \$800; revenue: \$800. Applicant is public school district; Charles A. Adonizio is president of school board. (BPED 790510AA). Action Nov. 20.

TV applications

■ **Memphis, Tenn.**—APW Enterprises Inc. seeks ch. 30; ERP 2740 kw vis., 274 kw aur., HAAT 1100 ft.; ant. height above ground 1075 ft. Address: 208 S. LaSalle St., Chicago, Ill. 60603. Estimated construction cost:

\$2,299,794; first-year operating cost: \$87,500. Legal counsel: Pierson, Ball and Dowd, Washington; consulting engineer: Steel, Andrus & Assoc. Principals: Robert Podesta (25%), John H. Altorfer (25%); Robert MacClure (25%), Robert Woolard (12.5%) and his brother John (12.5%). Wollards, Podesta and Altorfer are partners in Chicago securities firm. MacClure is Chief Executive Officer of Calumet Industries, Oil refining firm. APW also is applicant for TV stations in Grand Rapids and Mt. Clemens, both Michigan. Ann. Oct. 24.

■ **Memphis, Tenn.**—Tennessee Valley Telecasters Inc. seeks ch. 30; ERP 1452 kw vis., 145 kw aur., HAAT 502 ft.; ant. height above ground 511 ft. Address: 161 Jefferson Ave., Memphis 38103. Estimated construction cost: \$1,830,500; first-quarter operating cost: \$120,600. Legal counsel: Fly, Shubruk, Blume, Gaguine, Boros and Schulkind, Washington; consulting engineer: Douglas DeLawder. Principals: William G. Baker and James Tankersley, both 25%, and seven others. Baker is senior vice president in charge of investments for E. F. Hutton. He is also 25% owner of applicant for STV station in New Orleans, and 55% owner of applicant for STV station in Greensboro, N.C. Tankersley is president of United Foods in Bells, Tenn. There are no other broadcast interests. Ann. Oct. 24.

■ **Nashville, Tenn.**—American Television and Communications Corp. seeks ch. 30; ERP 3240 kw vis., 352 kw aur., HAAT 1248 ft.; ant. height above ground 1082 ft. Address: 20 Inverness Pl. East, Englewood, Colo. 80112. First-year operating cost: \$7,836,853. Legal counsel: Wilner and Scheiner, Washington; consulting engineer Neil M. Smith. Principals: Time Inc. (100%). ATC, merged into Time Nov. 1978, is also applicant for STV in Denver, Colo. and Joliet, Ill. and holds 100% ownership of WSNS-TV Chicago. Time owns Manhattan Cable Television, Inc. Ann. Oct. 26.

■ **Richardson, Tex.**—Buena Vista Telecasters of Texas Inc. seeks ch. 23; ERP 328 kw vis., 65.60 kw aur., HAAT 307 ft.; ant. height above ground: 296 ft. Address: 36692 Riviera Dr., Fremont, Calif. 94536. Estimated construction cost: \$867,950 first-quarter operating cost: \$59,250. Legal counsel: Lauren A. Colby, Frederick, Md.; consulting engineer: E. Harold Munn, Jr. Principals: Leon Crosby (35%), Debbie Olivias (22%)

and five others. Crosby is sole owner of KEMO-TV San Francisco. Olivias owns poodle parlor in Hayward, Calif. Crosby and Olivias are also applicants for CP for TV station in Ventura, Calif. Ann. Oct. 26.

■ **Roanoke, Va.**—Western Virginia Television Co. seeks ch. 27; ERP 1296 kw vis., 129 kw aur., HAAT 2050 ft.; ant. height above ground: 254 ft. Address: P.O. Box 12545, Roanoke 24026. Estimated construction cost: \$1,038,608; first-year operating cost: \$1,711,833; revenue: \$715,000. Legal counsel: Peabody, Rivlin, Lambert and Meyers, Washington; consulting engineer: Steel Andrus and Assoc. Principals: WVTC, incorporated by 15 individuals, each with 6.67% interest. Tom Vance, owner of communications equipment firm in Roanoke, is president. None have any other broadcast interests. Ann. Oct. 26.

TV grants

■ ***Lafayette, La.**—Broadcast Bureau granted Louisiana Educational Television Authority ch. 24; ERP 2128 kw vis., 425.6 kw aur., HAAT 1595 ft.; ant. height above ground: 1786 ft. P.O. address: c/o A. Fred Frey, 626 N. 4th St., Baton Rouge 70804. Estimated construction cost: \$857,793; first-year operating cost: \$272,632. Principals: The LETA owns *WLPB-TV Baton Rouge and *KLTM-TV Monroe, both Louisiana (BPET-539). Action Nov. 15.

Ownership Changes

Actions

■ **WKTX-AM-FM Jacksonville, Fla.** (AM: 1460 khz, 1 kw; FM: 96.1 mhz, 90 kw)—Seeks assignment of license from Jones College to Beck-Ross Communications Inc. for \$2.5 million. Seller is private college with no other broadcast interests; Ed Bell Oberle is president and general manager. Buyer is owned by Martin F. Beck and George Ross, who also own WHCN(FM) Hartford, Conn.; WKMF(AM)-WGMZ(FM) Flint, Mich., and WBL1(FM) Patchogue, N.Y. WKTZ(AM) is 1 kw daytimer on 1460 khz. (BAL790831EJ). Action Nov. 27.

■ **WKOG-AM-FM Gordon, Ga.** (AM: 1560 khz, 5 kw-D; FM: 107.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from VanCo Broadcasting to Suncoast Broadcasting Inc. for \$180,000. Seller is owned by Dale Van Cantfort, who has no other broadcast interests. Buyer is owned by Marshall W. Rowland and his wife, Carol, who also own WQIK-AM-FM Jacksonville, Fla. (BAL790829HK, BALH790829HL). Action Nov. 26.

■ **KIKU-TV Honolulu (ch. 13)**—Broadcast Bureau granted assignment of license from KIKU Television Corp. to Mid-Pacific Television Associates for \$2.3 million. Seller is subsidiary of United Broadcasting Co., group broadcasters with portfolio of five AM's, four FM's and two TV's. United is owned by Richard Eaton, Buyer is owned by Hawaii-Nippon Communications Inc. (50%), Ten-Tel Associates Inc. (30%) and Transpacific Television Inc. (20%). Hawaii-Nippon is owned by Elliott Cushman and sons, Lawrence and Steven. Elliott and Lawrence are Honolulu businessmen. Steven is San Diego businessman. Elliott also has 14% interest in KVAM-AM-FM-TV Guam. Teri-Tel is owned by group of 10 local businessmen. Transpacific is subsidiary of Asahi National Broadcasting Co., Japanese programmer and broadcaster with no other business interests in U.S. Harold H. Kuwahara is its Honolulu representative (BACT790608KE). Action Nov. 28.

■ **KXIC(AM)-KICG(FM) Iowa City (AM:800 khz, 1 kw-D; FM: 100.7 mhz, 26.5 kw)**—Broadcast Bureau granted transfer of control from Johnson County Broadcasting Corp. to Red River Broadcasting Co. for \$975,000. Seller is owned by Gene Claussen and Elliott Full (50% each), who have no other broadcast interests. Buyer is owned by Tom Ingstad, who also owns KKRC(AM) Sioux Falls, S.D., KXXL(AM)-KKDQ(FM) Grand Forks, N.D., and KQDI(AM)-KOOZ(FM) Great Falls, Mont. (BTC790807GD, BTCH790807GE). Action Nov. 21.

■ **WLPQ(AM) (CP, not on air) Pittsburg, Ky.** (1600 khz)—Broadcast Bureau granted transfer of control of Q Radio Group Inc. from Mark A. Cole and David L. Hume (66 2/3% before; none after) to Tony M. Price (33 1/3% before; 100% after). Consideration: \$3,297, plus \$19,000 for consultancy agreement. Price is Liberty, Ky., bank manager. (BTC790834GM). Action Nov. 27.

KQTV, ST. Joseph, Missouri
has been sold to
Elba Development Corporation
for
\$9,000,000.

The undersigned represented the parties in this transaction.

Edwin Tornberg & Co., Inc.
5530 Wisconsin Avenue, Washington, D.C. 20015
301-652-3766

October, 1979

■ **WCBR(AM)-WBZF(FM)** Richmond, Ky. (1110 khz, 250 w-D; FM: 101.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of W.C. B.R. Radio Inc. from J.T. Parker Jr. (50% before; none after) to David L. Humes and Mark A. Cole (25% each). Consideration: \$271,150. Principals: Parker has no other broadcast interests. Humes is engineer and Cole is advertising consultant for WCBR. They also own one-third interest each in applicant for new AM at Pittsburg, Ky. Remaining 50% of licensee is owned by G. W. Robbins (BTC790717FO, BTCH790717FP). Action Nov. 16.

■ **WLCK-AM-FM** Scottsville, Ky. (AM: 1250 khz, 500 w-D FM: 99.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of State Line Broadcasting Co. from stockholders (100% before; none after) to J.B. Crawley and his wife, Elizabeth and Dean Harden and his wife, Daris (none before; 100% after). Consideration: \$178,750. Principals: Sellers are Redman L. Turner and his wife, Naomi, and Louis Keltner, who also own interest in WPTN-AM-FM Cookeville, Tenn. Redman Turner is also 30.58% owner of WTCO-AM-FM Campbellville, Ky. J.B. Crawley owns 100% of WMSK(AM) Morganfield, Ky., 50% of WPTN(AM) Cookeville Tenn. and WCND(AM) Shelbyville, Ky. His wife owns 8.33% of WPTN. Harden, employes at WCND, and has no other broadcast interests. (BTC79102GFA, BTC791026FB). Action Nov. 16.

■ **WSKW(AM)-WTOS-FM** Skowhegan, Me. (AM: 1150 khz, 5 kw-D; FM: 105.1 mhz, 25 kw)—Broadcast Bureau granted assignment of license from Kennebec Valley Broadcasting Inc. and Sugarloaf Broadcasting Systems Inc., respectively, to Windjammer Communications Corp. for \$650,000. Sellers are principally owned by John and Gerard Pineau, brothers, who also own WPNO(AM) Auburn and WVII-TV Bangor, both Maine. Buyer is owned by Windward, Inc., owned, in turn, by Pepsi-Cola Bottling Corp. of Kecksburg (72%) and Arnold M. Flank (28%). Flank is Chicago attorney with no other broadcast interests. Pepsi-Cola, owned by John A. Robertshaw Jr. and John D. Reese (50% each), also owns WCNS(AM) Latrobe, Pa. (BAL790830EB, BALH790830HW). Action Nov. 16.

■ **WEBB(AM)** Baltimore (1360 khz, 5 kw-D)—FCC granted assignment of license from J.B. Broadcasting

of Baltimore Ltd. to Brunson Broadcasting Co. of Maryland Inc. for \$430,000. Seller is Leon Back, receiver, acting under court order, following bankruptcy of J.B. Broadcasting. Buyer is principally owned by Dorothy E. Brunson, who is vice president and corporate general manager of Inner City Broadcasting Corp., licensee of seven radio stations. (FCC 79-671). Action Oct. 25.

■ **WNUS(AM)** West Springfield, Mass. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from U.S. Broadcasting Co. to J. William O'Connor for \$300,000 plus \$75,000 for consultancy agreement. Seller is principally owned by Jeffrey P. Levitan and Morton L. Bardfield, who have no other broadcast interests. O'Connor sold only broadcast interest, WRKR-AM-FM Racine, Wis., last January (BAL790816EJ). Action Nov. 16.

■ **WJFL(AM)** Vickburg, Miss. (AM: 1490 khz, 1 kw-D, 250w-N)—Broadcast Bureau granted assignment of license from Vicksburg Radio Co. to Omni Media Corp. for \$250,000. Seller is owned by J.A. West Jr., who has no other broadcast interests. Buyer is owned by Ronald E. Hale and Glenn D. Mobley (50% each). (BAL790828HC). Action Nov. 16.

■ **KESM-AM-FM** El Dorado Springs, Mo. (AM: 1580 khz, 500 w-D; FM: 107.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Cedar County Broadcasting Corp. to Martin Associates Inc. for \$250,000. Seller is owned by Marvin Bredemeir and his wife, Norma (71.5%), and Dave Ruff and his wife, Rose (28.5%): None has other broadcast interests. Buyer is owned by William and Barbara Martin (50% each). William is employed at RCA Broadcast Systems Sales, St. Charles, Mo. Barbara is housewife who will take over management of stations (BAPL790921FL, BAPLH790921FM). Action Nov. 16.

■ **KHGI-TV** Kearney, KCNA-TV Albion, KWNB-TV Hayes Center and KSNB-TV Superior, all Nebraska (ch. 13, ch. 8, ch. 6)—Broadcast Bureau granted assignment of license from NTV Enterprises Inc. to Joseph Amatore for \$8.5 million ("In Brief," May 28). Seller is principally owned by John Payne and Alan Oldfather and family. Group has no other broadcast in-

terests. Amatore is buying stations with proceeds from sale of his KQTV(TV) St. Joseph, Mo. (BROADCASTING, Oct. 1). KHGI-TV is ABC affiliate on channel 13 with 316 kw visual, 63.2 aural and antenna 1,115 feet above average terrain. Other stations are satellites of KHGI-TV. Action Nov. 28.

■ **WSOM-AM-FM** Salem, Ohio (AM: 600 khz, 5 kw-D; FM: 105.1 mhz, 100 kw)—Broadcast Bureau granted transfer of control from Lee Dixon and his wife, Iva Mae, to Rust Communications Group Inc. for \$1.1 million. Dixons also own 40% of WBBN(AM) Clarksburg, W. Va. Buyer, principally owned by William F. Rust Jr., also owns WHAM(AM)-WHFM(FM) Rochester and WPTR(AM) Albany, both New York; WAEB(AM)-WKKW(FM) Allentown and WNOW(AM)-WQXA(FM) York, both Pennsylvania, and WRNL(AM)-WRXL(FM) Richmond, Va. Rust is also principal owner of WFLY(FM) Troy, N.Y. (BTC790920FD, BTCH790929FE). Action Nov. 16.

■ **WPDC-AM-FM** Elizabethtown, Pa. (AM: 1600 khz, 500 w-D; FM: 106.7 mhz, 20 kw)—Broadcast Bureau granted transfer of control of Smith Communications Inc. from Charles and Sue Smith (100% before; none after) to Eastern Broadcasting Corp. (none before; 100% after). Consideration: \$1.2 million. Principals: Smiths are married and have no other broadcast interests. Buyer is owned by Roger A. Neuhoff and family. It also owns 100% of WCVS(AM) Springfield, Ill., and WHUT(AM)-WLHN(FM) Anderson, Ind., and 80% of WRSC(AM)-WQWK(FM) State College, Pa. Neuhoff owns 41.1% of WCIB(FM) Falmouth, Mass., individually (BTC790703HD, BTCH790703HE). Action Nov. 19.

■ **WKSP(AM)** Kingstree, S.C. (1090 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Williamsburg County Broadcasting Corp. from stockholders (100% before; none after) to Kenneth Knop and his son, Gregory (none before; 100% after). Consideration: \$200,000. Principal sellers are H.Y. Hodges and M. H. Jacobs (38.4% each) who have no other broadcast interests. Kenneth Knop is Chicago sales engineer. His son is Chicago sightseeing helicopter pilot. Neither has other broadcast interests. (BTC790914HO). Action Nov. 16.

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■ **WQIZ-AM-FM** St. George (Charleston), S.C. (AM: 810 khz, 5 kw-D; FM: 107.5 mhz, 100 kw)—Broadcast Bureau granted transfer of control from Soundamerica Corp. to Paul Neuhoff (49%) and Mary Forbes (51%) for \$1 million. Seller is owned by Clarence Jones, who has no other broadcast interests. Neuhoff has minority interest in WERE(AM)-WGCL(FM) Cleveland and Frobes is Cleveland real estate investor with no other broadcast interests. (BTC790910FW, BTCH790910FX). Action Nov. 16.

■ **KQTY(AM)** Borger, Tex. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Big-Tex Media Inc. to Zia Broadcasting Co. for \$230,000. Seller is owned by J. Fred Perry, William W. Jamar, Calvin Fryar and Ken Schulze (25% each). Jamar is majority owner of KBWD(AM)-KOXE(FM) Brownwood, KVKM(AM) Monahans and KKIK(AM) Waco-Marlin, all Texas, and minority owner of KSNY(AM) Snyder and KVOP(AM)-KPLA(FM) Plainview, both Texas. Others have no other broadcast interests. Buyer is subsidiary of Allsup's Convenience Stores, headquartered in Clovis, N.M. It owns KCLV(AM) Clovis and KACT(AM) Andrews, Tex. It is owned by Lonnie D. Allsup (95%) and his wife, Barbara (5%). (BAL790330HK). Action Nov. 21.

■ **KKYN(AM)** Plainview, Tex. (1090 khz, 2.5 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from Panhandle Broadcasting Inc. to Adams-Shelton-KKYN for \$475,000, plus \$67,500 for real estate. Seller is principally owned by Ralph Wayne, who is also selling KYXX(AM) Odessa, Tex. to same buyer. Buyer is owned equally by Charles K. Adams and James D. Shelton (50%). They own 25% each of Amarillo magazine publishing company (BAPL791001HL). Action Nov. 27.

■ **KVAC(AM)** Forks, Wash. (1480 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Ben Howard and his wife, Marjorie to Ices' Inc. for \$190,000. Sellers have no other broadcast interests. Buyer is owned by Donald E. Ice and his wife Eola. Donald is general manager of KYAK(AM)-KGOT(FM) Anchorage, and KIAK(AM) Fairbanks, both Alaska. (BAL790924FW). Action Nov. 21.

■ ***KUBS(FM)** Newport, Wash. (91.5 mhz, 10 kw)—Broadcast Bureau granted assignment of license from Newport Consolidated Joint School District to KUBS FM Foundation Inc. for \$250. Seller is school board; Darrell R. Olson is superintendent of schools. Buyer is nonprofit corp., which will continue to provide vocational instruction to students of Newport school district. Jerry Sherman is president of board of directors. (BALED790816EK). Action Nov. 27.

■ **WETZ(AM)** New Martinsville, W. Va. (1330 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Magnolia Broadcasting Co. from Harry G. Bright and his mother, Reita (100% before; none after) to Wayne Thomas (none before; 100% after). Consideration: \$205,000 plus lease (\$600 per month) for real estate. Brights have no other broadcast interests. Thomas is general manager (no ownership) of PBM Outdoor Advertising, Vienna, W. Va. (BTC790914KH). Action Nov. 26.

Facilities Changes

AM applications

■ **WDAX(AM)** McRae, Ga. seeks CP to make changes in ant. sys., increase height of tower to accommodate FM ant. Ann. Nov. 27.

■ **WTTS(AM)** Bloomington, Ind.—Seeks CP to make changes in ant. sys.; change TL to: Vernal Pike, approx. 5 miles west of Bloomington, & change type trans. Ann. Nov. 27.

■ **WGTR(AM)** Natick, Massachusetts—seeks mod. of CP (BP-19,945) to make changes in ant. sys. & change TL to: Sewell St., Off Route 126, Ashland, Massachusetts. Ann. Nov. 27.

■ **WWKR(AM)** Dearborn, Mich.—Seeks CP to change MEOV's for Nighttime directional pattern.

■ **WKMB(AM)** Stirling, N.J.—Seeks CP to increase power to 2.5 kw; change from non-DA to DA and make changes in ant. sys. Ann. Nov. 27.

■ **WGR(AM)** Buffalo, N.Y.—Seeks mod. of CP (BP-20,966) to add new MEOV'S to existing pattern. Ann. Nov. 27.

■ **WHVL(AM)** Hendersonville, N.C.—Seeks CP to

increase power to 5kw; make changes in ant. sys. Ann. Nov. 27.

■ **WBRM(AM)** Marion, N.C.—Seeks CP to change hours of operation to unlimited by adding nighttime service with 500 watts; DA-N; TL and make changes in ant. sys. Ann. Nov. 27.

■ **WUNA(AM)** Aguadilla, P.R.—Seeks CP to increase daytime power to 1kw. Ann. Nov. 27.

■ **WARV(AM)** Warwick-East Greenwich, R.I.—Seeks CP to change hours of operation to unlimited using power of 5kw; change TL: install DA-2; make changes in ant. sys. Ann. Nov. 27.

FM applications

■ **KKUP(FM)** Cupertino, Calif.—Seeks CP to increase ERP: 275 watts HAAT: 2270 ft. (H&V). Ann. Nov. 27.

■ **WEZG(FM)** North Syracuse, N.Y.—Seeks mod. of license to change main SL to: Davis Rd. & Mud Creek and N.Y. 481 (Formerly known as Rt. 57), North Syracuse, N.Y. & operate trans. by RC from proposed SL. Ann. Nov. 27.

■ **KXTZ(FM)** Henderson, Nev.—Seeks CP to increase HAAT: 1240 ft. (H&V); ERP: 40.3 kw (H&V); change TL. Ann. Nov. 27.

■ **WRTI(FM)** Philadelphia—Seeks CP to increase ERP: 27.14 KW HAAT: 372 ft. make changes in ant. sys. Ann. Nov. 27.

In Contest

Procedural rulings

■ **Burbank and Pasadena, both California (George H. Cameron Jr. Communications et al.) AM and FM proceeding:** (Docs. 20629-31; BC Docs. 79-65-67)—ALJ John H. Conlin, by three separate actions, denied petition by San Marco to enlarge issues; granted petition by San Marco and amended its application to substitute new Section II, Table II concerning James C. Gates and Juanita H. Landon and also to include letter agreement dated Oct. 26, 1979 between Gates and Alice Faye Davidson. Action Nov. 26.

■ **Carpinteria, Calif. (Pacific West Broadcasters et al.) FM Proceeding:** (BC Doc. 79-293-96)—ALJ Lenore Ehrig designated ALJ Edward Luton as presiding judge, scheduled prehearing conference for Jan. 18, 1980 at 9:00 A.M., and hearing for Feb. 19, 1980 at 10:00 A.M. Action Nov. 26.

■ **Grass Valley, Calif.—(Nevada County Broadcasters, Inc. and Mother Lode Broadcasting Company): FM Proceeding.** (BC Doc. 79-291-92)—ALJ Lenore G. Ehrig designated ALJ James K. Cullen, Jr. as presiding judge; scheduled prehearing conference for Dec. 21 at 9:00 A.M., and hearing for Jan. 21, 1980 at 10:00 A.M. Action Nov. 27.

■ **Miami (The New Continental Broadcasting Co. et al.) AM Proceeding:** (BC Docs. 79-305-12)—ALJ Walter Miller continued prehearing conference from Jan. 4, 1980 to Jan. 25, 1980 at 9:00 A.M. in Washington, D.C. and ordered all parties to comply with procedures set forth in prehearing order. Action Nov. 21.

■ **Winchendon, Mass. (Northbanke Corp. and WGAW Inc.) FM Proceeding:** (BC Docs. 79-234-35)—ALJ Walter C. Miller granted request by Northbanke for permission for leave to file appeal or reconsideration on presiding judge's own motion, and reinstated petition to enlarge filed by Northbanke on Nov. 13, as of release date of order. Action Nov. 26.

FCC decisions

■ **FCC has upheld staff action returning as unacceptable for filing application of Dickenson County Broadcasting Corp. for FM station in Clintwood, Va., and granting Walter Lane Harber similar facility at Pound, Va. On July 18, 1978, FCC Broadcast Bureau returned Dickenson's application as unacceptable due to three-mile short-spacing of its proposal to co-channel station WOLD(FM) Marion, Va. Action Nov. 9.**

■ **FCC has denied Jim Myers, Carole Chastain and Palmer Amundsen review of its Broadcast Bureau's denial of their complaint against NBC, CBS and ABC, demanding equal time to present their views on television violence. Complaint originated after NBC's broadcast of "The Story Teller", fictionalized account of child who had set fire to school after seeing arson depicted on TV. Action Nov. 20.**

■ **FCC as discussed in open meeting on October 18, has directed Educational Broadcasting Corp. (EBC), licensee of WNET-TV Newark, N.J., to amend its renewal application within 30 days. It directed EBC to submit plan for maintaining fully adequate studio in New Jersey which is "functional extension of licensee, visible, accessible and fully staffed facility, capable of and regularly used for production of licensee's New Jersey programming." Action Nov. 20.**

■ **FCC has denied application by Harrel G. Tillman for review of Jan. 24, 1979, ruling by Broadcast Bureau that no hearing was warranted in response to complaint against station KYOK(AM) Houston concerning reasonable access. On May 17, 1978, Tillman, then candidate in congressional primary, filed complaint with FCC alleging that Starr Broadcasting Co., licensee of KYOK(AM) Houston violated "reasonable access" provision of Communications Act by allegedly refusing to sell spot advertising, while selling time to opponents. Action Nov. 20.**

Translators

Applications

■ **Indian Springs, Nev.—Indian Springs Civic Assn. seeks CP for new VHF translator on ch. 11 (TPO: 1W, HAAT: 10 ft.) to rebroadcast directly KVBC Las Vegas, Nev. Ann. Nov. 29.**

■ **Banty Point, Colo.—Rio Blanco County TV Association seeks CP for new UHF translator on ch. 65. (TPO: 10w, HAAT: 30 ft.) to rebroadcast indirectly KUED, Salt Lake City, Utah. Ann. Nov. 27.**

■ **Buford and Upper White River, Colo.—Rio Blanco County TV Association seeks CP for new VHF translator on ch. 13 (TPO: 10w, HAAT: 54 ft.) to rebroadcast indirectly KRMA-TV Denver, Colo. Ann. Nov. 27.**

■ **Marvine, Creek rural area, Colo.—Rio Blanco County TV Association seeks CP for new UHF translator on ch. 61 (TPO: 20w, HAAT: 25 ft.) to rebroadcast indirectly KRMA-TV Denver, Colo. Ann. Nov. 27.**

■ **Piceance Creek Rural Area, Colo.—Rio Blanco County TV Association seeks CP for new VHF translator on ch. 7 (TPO: 10w, HAAT: 54 ft.) to rebroadcast indirectly KRMA-TV Denver, Colo. Ann. Nov. 27.**

■ **Rio Blanco Valley, Colo.—Rio Blanco County TV Association seeks CP for new UHF translator on ch. 38 (TPO: 100w, HAAT: 30 ft.) to rebroadcast indirectly KRMA-TV Denver, Colo. Ann. Nov. 27.**

■ **Staley/Geoder Rural Area, Colo.—Rio Blanco County TV Association seeks CP for new VHF translator on ch. 7 (TPO: 1w, HAAT: 30 ft.) to rebroadcast indirectly KRMA-TV Denver, Colo. Ann. Nov. 27.**

■ **White River Area, Colo.—Rio Blanco County TV Association seeks CP for new UHF translator on ch. 32 (TPO: 100 w, HAAT: 30 ft.) to rebroadcast indirectly KRMA-TV Denver, Colo. Ann. Nov. 27.**

■ **Indian Springs, Nev.—Indian Springs Civic Assn. seeks CP for new VHF translator on ch. 9 (TPO: 1w, HAAT: 18 ft.) to rebroadcast directly KVVU-TV Las Vegas, Nev. Ann. Nov. 29.**

■ **Indian Springs, Nev.—Indian Springs Civic Assn. seeks CP for new VHF translator on ch. 6 (TPO: 1w, HAAT: 10 ft.) to rebroadcast directly KSHO, Las Vegas, Nev. Ann. Nov. 29.**

■ **Indian Springs, Nev.—Indian Springs Civic Assn. seeks CP for new VHF translator on ch. 4 (TPO: 1w, HAAT: 18 ft.) to rebroadcast directly KLAS, Las Vegas, Nev. Ann. Nov. 29.**

Actions

■ **K66BM Palm Springs, Calif. International Panorama TV Inc.—granted CP for new UHF translator on ch. 66 to rebroadcast signal of KTVN-TV Fontana, Calif. (BPTT-7808111A). Action Sept. 26.**

■ **K66BN Durango, Colo. Four States Television Inc.—granted CP for new UHF translator on ch. 66 to rebroadcast signal of KIVA-TV Farmington, N.M. (BPTT781215TF). Action Sept. 26.**

■ **K56BF Fenton and Ringsted, Iowa The Kiwanis Club of Ringsted Iowa—granted CP for new UHF TV translator station on ch. 56, to rebroadcast signal of WHO-TV Des Moines, Iowa. (BPTT-7903161C). Ann. Nov. 27.**

■ **W62AY Frederick, Md., Maryland Public Broadcasting Commission—granted CP for new UHF TV translator station on ch. 62, to rebroadcast signal of**

WAPB-TV Annapolis, Md. (BPTT-780710IG). Ann. Nov. 27.

■ K55CF Livingston and Paradise Valley, both Montana—Paradise Valley Television District granted CP for new UHF-TV translator station on ch. 55, to rebroadcast signal of KXLF-TV Butte, Mont. (BPTT790516BA). Ann. Nov. 27.

■ K60BE Livingston and Paradise Valley, both Montana—Paradise Valley Television District granted CP for new UHF TV translator station on ch. 60, to rebroadcast signal of KTVQ-TV Billings, Mont. (BPTT790516IB). Ann. Nov. 27.

■ K090L Russell Point Ranch Area, Mont.—Russell Point TV. granted CP for new VHF TV translator station on ch. 9, to rebroadcast signal of KTVQ-TV Billings, Mont. (BPTTV-790122IK). Ann. Nov. 27.

■ K69CM Big Timber and rural area east of Livingston both Montana—Park Non-Profit TV Inc. granted CP for new UHF TV translator station on ch. 69, to rebroadcast signal of KTVQ-TV Billings, Mont. (BPTT790330IA). Ann. Nov. 27.

■ W08BR Blue Mountain Lake, N.Y., Blue Mountain Lake Association Inc.—granted CP for new VHF TV translator station on ch. 8, to rebroadcast signal of WMHT-TV Schenectady, N.Y. (BPTTV-790312IE). Ann. Nov. 27.

■ W10AY Blue Mountain Lake, N.Y.—Blue Mountain Lake Association Inc. granted CP for new VHF TV translator station, ch. 10, to rebroadcast the signal of WCDC-TV, ch. 19, Adams, Mass. (BPT-TV-790312IF).

■ W12BC Blue Mountain Lake, N.Y.—Blue Mountain Lake Association Inc. granted CP for new VHF TV translator station on ch. 12, to rebroadcast signal of WTVH-TV Syracuse, N.Y. (BPTTV-790312IG). Ann. Nov. 27.

Allocations

Actions

■ Tahoe City, Calif.—in response to petition by Robert L. Fox, Ira E. Laufer and David A. Loe, Broadcast Bureau, assigned 96.5 mhz as first FM assignment to Tahoe City, effective Dec. 31. Action November 14.

■ Iron Mountain, Mich. and Crandon, Wis.—Broadcast Bureau, in response to petition by Iron Mountain-Kingsford Broadcasting Co., assigned 93.1 and 101.5 mhz at Iron Mountain; deleted 103.9 mhz at Iron Mountain, and ordered licensee of WJNR(FM) Iron Mountain, to specify operation on 101.5 mhz. Action becomes effective Jan. 3, 1980. Action Nov. 14.

■ Iron Mountain, Mich. and Crandon, Wis.—Broadcast Bureau, in response to petition by J. Schaefer Enterprises requesting assignment of 92.7 mhz at Crandon, proposed assigning 96.7 mhz at Crandon, deleting it at Iron River, and substituting 99.3 mhz Iron River; comments due Jan. 21, 1980 and replies due Feb. 11, 1980. Action Nov. 14.

■ Kalamazoo, Mich.—Broadcast Bureau, in response to petition by Thomas E. Pace, assigned UHF television ch. 64 to Kalamazoo as its second commercial television assignment, effective Dec. 31. Action Nov. 14.

■ North Platte, Neb.—In response to petition by Tri-State Broadcasting Association Inc., Broadcast Bureau assigned 103.5 mhz to North Platte, effective Dec. 31. Action Nov. 14.

■ High Point, N.C.—In response to petition by Clude Parker, Broadcast Bureau assigned UHF TV Ch. 67 to High Point as its second commercial television assignment, effective Dec. 31. Action Nov. 14.

■ Oklahoma City.—Broadcast Bureau, in response to petition by Satellite Outreach Ministries requesting assignment of ch. 52 to Edmond, Okla., assigned UHF television ch. 52 to Oklahoma City, effective Dec. 31. Action Nov. 14.

■ East Wenatchee, Wash.—In response to petition by Wenatchee Wireless Works, Broadcast Bureau assigned 97.7 mhz to East Wenatchee as its first FM assignment, effective Dec. 31. Action Nov. 14.

■ Stevens Point, Wis.—Broadcast Bureau in response to petition by Dennis and Terrol Freund and Philip Murphy, assigned 96.7 mhz to Stevens Point as its second FM assignment, effective Dec. 31. Action Nov. 14.

Cable

■ The following cable operators have filed service registrations:

■ El Paso Cablevision Inc. for El Paso, Tex. (TX0242), add signal.

■ TV Transmission Inc. for Nebraska City, and York, both Nebraska (NE0033.9), add signal.

■ Salem Cable TV Co. Inc. for Sandoval, Ill. (IL0320), new system.

■ Ruth Cablevision for Chestnut Ridge, Pa. (PA1827), new system.

■ Homestead CATV Associates for Homestead AFB, Fla. (FL0306), add signal.

■ National Telecommunications Services of Virginia Inc. for Alta Vista, Va. (VA0219), add signal.

■ Bayshore CATV Inc. for Onancock, Onley, Bloxom,

Accomac, Melfa, Parksley, Keller, Wachapreague and Accomack, all Virginia (VA0011, 2, 131, 02, 32, 87, 10, 013, 009), add signal.

■ Cablecom-General Inc. for Lufkin, Tex. (TX0182), add signal.

■ All American Cablevision for Columbus, Bexley, Westerville, and Delaware, all Ohio (OH0178, 512-17,291, 513), add signal.

■ Oakdale Cablevision Inc. for Oakdale, La. (LA0015), add signal.

■ American Television and Communications Corp. for Mayfield, Ky. (KY0004) add signal.

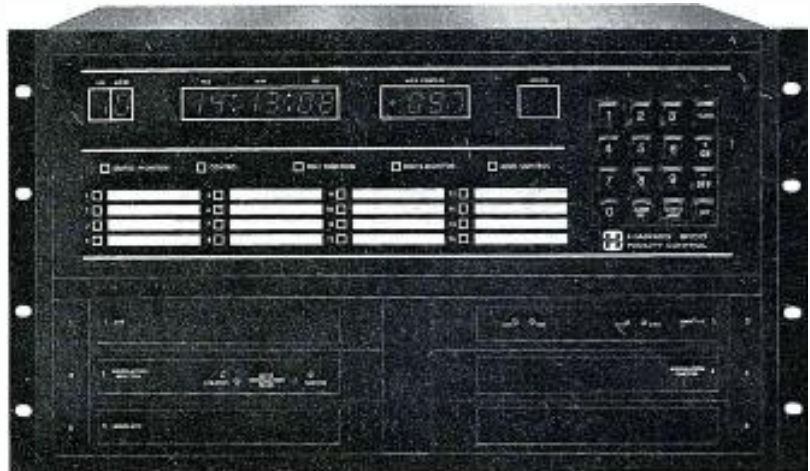
■ Republican Valley Cable Inc. for Clyde and Clifton both Kansas (KS0145,6), add signal.

■ Tri-River Cable Inc. for Enterprise, Chapman and Solomon, all Kansas. (KS0102, 1,0), add signal.

■ Summit Communications Inc. for Forsyth, Winston-Salem, Davidson, and Thomasville, all North Carolina (NC0154,0031.0112 0083), add signal.

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- Lockhart Cable TV Service Inc. for Eagle Lake, Tex. (TX0345), add signal.
- K and K Cable TV Corp. for Devils Lake, ND (ND0004), add signal.
- Amory Cable TV for Amory, Miss. (MS0002), add signal.
- Texoma Cable TV for Kingston, Okla. (OK0147), add signal.
- Televue Cable Alabama for Vestavia Hills, Hoover, and Southwest Jefferson, all Alabama (AL0061,62,82), add signal.
- Miley Cablevision for Tishomingo, Okla. (OK0107), add signal.
- Tulsa Cable Television for Tulsa, Okla. (OK0061) add signal.
- Troy Cable Communications Inc. for Troy, Monroe and Concord Twp. all Ohio (OH0646,47,8), add signal.
- Summit Cable Services of Thoma for Lexington, NC (NC0084), add signal.
- Emco CATV Inc. for Manchester, Vt. (VT0036), add signal.
- Spirit Lake Cable TV Inc. for Spirit Lake, Iowa (IA0049), add signal.
- Lowville Cable TV Inc. for Lowville, NY (NY0235), add signal.
- Triad CATV of Indiana Inc. for Portland, Berne, Geneva, Redkey, Albany, Dunkirk, all Indiana (IN0150,0151,49,7,8,9) add signal.
- Ruth Cablevision for Isabella, Pa. (PA0469), add signal.
- Piedmont CATV Associates for Union, and Gaffney, both South Carolina (SC0007,6), add signal.
- Teleprompter Southeast Inc. for Dothan, Ala. (AL0113) add signal.
- North Lauderdale Cablevision Inc. for North Lauderdale, Fla. (FL0353), add signal.
- Teleprompter of Oregon for Eugene, Lane, and Springfield, all Oregon (OR0132,71,35), add signal.
- La Costa Community Antenna Systems Inc. for Carlsbad, Calif. (CA0716), add signal.
- Great Lakes Cable Co. Inc. for Elk Rapids, Whitewater, Milton, Acme, East Bay, Grand Traverse, Elk Rapids, Mancelona, Antrim, Custer, and Mancelona, all Michigan (MI0397,8,9,24,1,401,2,3,5,4,6), new system.

Other

- FCC has proposed permitting TV broadcast stations to use subcarriers on their aural transmitters for purposes of cuing and coordinating electronic news gathering (ENG) crews in field. Use of subcarriers was proposed by Boston Broadcasters Inc. (BBI), licensee of WCVB-TV Boston. Recognizing that there were possibly other worthwhile uses for TV aural subcarriers in addition to those proposed by BBI, FCC in 1977 issued notice of inquiry soliciting comments on diverse application of these subcarriers. Specifically mentioned were TV stereophonic sound, bilingual sound channels and augmented audio for visually impaired. Questions also were included regarding other possible uses and implementation factors such as interference, standards and equipment requirements. Ann. Nov. 27.
- FCC, in conjunction with NOAA National Weather Service (NWS) and Federal Emergency Management Agency (FEMA), has presented awards to 65 broadcast licensees commending them for voluntarily providing their time and expertise in developing Emergency Broadcast System (EBS) plan for their respective communities:
 - William Sanders—Georgia Association of Broadcasters, Atlanta, Ga.
 - L.M. George—WGPC(AM) Albany, Ga.
 - Paul Williams—WAGQ(FM) Athens, Ga.
 - Elmo Ellis—WSB(AM) Atlanta, Ga.
 - James Martin—WDUN(AM) Gainesville, Ga.
 - James Lawhon—WMAZ(AM) Macon, Ga.
 - Mather Payne—WRGA(AM) Rome, Ga.
 - Kyle Goodman—WTOC(AM) Savannah, Ga.
 - Ralph Edwards—WWGS(AM) Tifton, Ga.
 - W.T. Parker—WACL(AM) Waycross, Ga.
 - Carleton Brown (Maine EBS Chairman)—WTVL(AM-FM) Waterville, Me.
 - David Brown (Maine Assistant EBS Chairman)—WTVL(AM-FM) Waterville, Me.
 - Harold Vigue—WFAU(AM) Augusta, Me.
 - Walter Dickson—WABI(AM) Bangor, Me.
 - Lyman Brewer—WGAN(AM) Portland, Me.
 - Norman Johnson—WAGM(AM) Presque Isle, Me.
 - Roger Allen (Massachusetts EBS Chairman)—WRKO(AM) Boston
 - Paul Hurd—WHDH(AM) Boston
 - Lad Hlavaty—WNAC(TV) Boston
 - George Capalbo—WRKO(AM) Boston
 - Elbridge Hooker—WBET(AM) Brockton, Mass.
 - James Kontoleon—WHYN(AM) Springfield, Mass.

- Frank Estes (New Hampshire EBS Chairman)—WKXL(AM) Concord, NH.
- Richard Blais—WBRL(AM) Berlin, NH.
- Dick Osborne—WKXL(AM) Concord, NH.
- Jim Canto—WTSL(AM) Hanover, NH.
- E.H. Close—WKNH(FM) Keene, NH.
- Gary Howard—WEMJ(AM) Laconia, NH.
- Bob Connelly—WWNH(AM) Rochester, NH.
- Arthur Silver (New Jersey EBS Chairman)—NJ Broadcasters Assn. New Brunswick, N.J.
- Paul Most—WOBM(FM) Toms River, N.J.
- Tilford Carpenter (Ohio EBS Chairman)—WCOL(AM) Columbus, Ohio.
- Ray Rosenblum—WMOA(AM) Marietta, Ohio.
- David Palmer—WATH(AM) Athens, Ohio.
- William Glasser—WHBC(AM) Canton, Ohio.
- Paul Gilmore—WHBC(AM) Canton, Ohio.
- Robert Groome—WERE(AM) Cleveland, Ohio.
- Phil Gardner—WCOL(AM) Columbus, Ohio.
- Stephen Baughn—WHIO(AM) Dayton, Ohio.
- Ray Spahr—WHIO(AM) Dayton, Ohio.
- James Hartzler—WIMA(AM) Lima, Ohio.
- Gunther Meisse—WVNO-FM Mansfield, Ohio.
- Ernest Wells—WPAY(AM) Portsmouth, Ohio.
- Thomas Taylor—WLQR(FM) Toledo, Ohio.
- Thomas Young—WSPD(AM) Toledo, Ohio.
- William Bradford (Texas EBS Chairman)—KSST(AM) Sulphur Springs, Tex.
- Bill Fox—KRBC(AM) Abilene, Tex.
- Royce Bodiford—KGNC(AM) Amarillo, Tex.
- Fred Hill—KLBJ(AM) Austin, Tex.
- Steven Hicks—KLVI(AM) Beaumont, Tex.
- E.C. Stern—KEYS(AM) Corpus Christi, Tex.
- Roy Jenkins—KRLD(AM) Dallas
- Jim Arnold—KROD(AM) El Paso, Tex.
- Warren Potash—WBAP(AM) Fort Worth
- Carlos Cantu—KGBT(AM) Harlingen, Tex.
- Bob Wright—KOLO(FM) Houston
- Walter Rubens—KOB(AM) Las Cruces, N.M.
- Gordon Thompson—KFYO(AM) Lubbock, Tex.
- Floyd Phillips—KCRS(AM) Midland, Tex.
- Gene Turney—KGKL(AM) San Angelo, Tex.
- John Barger—WOAI(AM) San Antonio, Tex.
- Don Chaney—KTBB(AM) Tyler, Tex.
- Robert Martin—KNAL(AM) Victoria, Tex.
- Jack Vinson—WACO(AM) Waco, Tex.
- Don Whan—KWFT(AM) Wichita Falls, Tex.

Call Letters

Applications

Call	Sought by
New FM's	
*WGHR	Southern Technical Institute, Marietta, Ga.
*WWFM	Mercer County Community College, Trenton, N.J.
KYKN	Grants Broadcasting Co. Grants, N.M.
New AM's	
WMSW	Aurora Broadcasting, Hatillo, P.R.
WDLV	107 Inc. Pinehurst, N.C.
WJIK	Francon, Inc., Camp Lejeune, N.C.
New TV	
WWSG-TV	Radio Broadcasting Co., Philadelphia
Existing AM's	
KCRI	Twin Cities Inc. West Helena, Ark.
KMFO	KKAP Broadcasting Co. Aptos-Capitola, Calif.
KNTB	Reliable Broadcasting Co., Bakersfield Calif.
WKOE	Foward of Florida, Inc., Tallahassee, Fla.
KONK	Helltel Broadcasting Corp., Honolulu, Hawaii
WPKZ	Mark Media Inc., Pickens, S.C.
KARO	Patten Communications, Vancouver, Wash.
Existing FM's	
KZRI	Twin Cities Broadcasting Inc. West Helena, Ark.
WOKG	Blue Water Broadcasting Co. Inc. Stuart, Fla.
WYRO	Little Falls Radio, Inc., Tallahassee, Fla.
WWVV	Long Branch Broadcasting Co. Inc. Long Branch, N.J.
WKJY	Williams Broadcasting Corp., Hemstead, N.Y.

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	80	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

**Includes off-air licenses

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The Broadcasting Playlist™ Dec 10

Contemporary

<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1	1	<i>Babe</i> □ <i>Styx</i>	A&M
3	2	<i>Escape</i> □ <i>Rupert Holmes</i>	Infinity
2	3	<i>Still</i> □ <i>Commodores</i>	Motown
5	4	<i>No More Tears</i> □ <i>Streisand/Summer</i>	Columbia/Casablanca
13	5	<i>We Don't Talk Anymore</i> □ <i>Cliff Richard</i>	EMI/America
14	6	<i>Rock With You</i> □ <i>Michael Jackson</i>	Epic
7	7	<i>Take the Long Way Home</i> □ <i>Supertramp</i>	A&M
4	8	<i>Heartache Tonight</i> □ <i>Eagles</i>	Elektra
8	9	<i>Ladies' Night</i> □ <i>Kool & The Gang</i>	De-Lite
6	10	<i>Please Don't Go</i> □ <i>KC & Sunshine Band</i>	TK
12	11	<i>You're Only Lonely</i> □ <i>J.D. Souther</i>	Columbia
16	12	<i>Do That To Me</i> □ <i>Capt. & Tennille</i>	Casablanca
19	13	<i>Head Games</i> □ <i>Foreigner</i>	Atlantic
9	14	<i>Ships</i> □ <i>Barry Manilow</i>	Arista
29	15	<i>The Long Run</i> □ <i>Eagles</i>	Elektra
21	16	<i>Cruisin'</i> □ <i>Smokey Robinson</i>	Motown
17	17	<i>Send One Your Love</i> □ <i>Stevie Wonder</i>	Tamla
25	18	<i>Cool Change</i> □ <i>Little River Band</i>	Capitol
20	19	<i>Jane</i> □ <i>Jefferson Starship</i>	Grunt
27	20	<i>Coward Of the County</i> □ <i>Kenny Rogers</i>	United Artists
28	21	<i>This Is It</i> □ <i>Kenny Loggins</i>	Columbia
18	22	<i>Broken Hearted Me</i> □ <i>Anne Murray</i>	Capitol
32	23	<i>I Want You Tonight</i> □ <i>Pablo Cruise</i>	A&M
26	24	<i>Better Love Next Time</i> □ <i>Dr. Hook</i>	Capitol
-	25	<i>Deja Vu</i> □ <i>Dionne Warwick</i>	Arista
33	26	<i>Don't Do Me Like That</i> □ <i>Tom Petty</i>	Backstreet
15	27	<i>Dim All the Lights</i> □ <i>Donna Summer</i>	Casablanca
46	28	<i>Third Time Lucky</i> □ <i>Foghat</i>	Bearsville
-	29	<i>I Wanna Be Your Lover</i> □ <i>Prince</i>	Warner Bros.
40	30	<i>Forever Mine</i> □ <i>O'Jays</i>	Phila. Int'l.
22	31	<i>Half the Way</i> □ <i>Crystal Gayle</i>	Columbia
22	32	<i>Pop Muzik</i> □ <i>M.</i>	Sire
11	33	<i>You Decorated My Life</i> □ <i>Kenny Rogers</i>	United Artists
24	34	<i>Tusk</i> □ <i>Fleetwood Mac</i>	Warner Bros.
-	35	<i>Sara</i> □ <i>Fleetwood Mac</i>	Warner Bros.
10	36	<i>Rise</i> □ <i>Herb Alpert</i>	A&M
-	37	<i>Yes I'm Ready</i> □ <i>Teri Desario/H.W. Kasey</i>	Casablanca
-	38	<i>Wait For Me</i> □ <i>Hall & Oates</i>	RCA
38	39	<i>Damned If I Do</i> □ <i>Alan Parsons Project</i>	Arista
39	40	<i>Don't Let Go</i> □ <i>Isaac Hayes</i>	Polydor
-	41	<i>I Need a Lover</i> □ <i>John Cougar</i>	Riva
30	42	<i>If You Remember Me</i> □ <i>Chris Thompson</i>	Planet
-	43	<i>Romeo's Tune</i> □ <i>Steve Forbert</i>	Nemperor
-	44	<i>On the Radio</i> □ <i>Donna Summer</i>	Casablanca
-	45	<i>Savannah Nights</i> □ <i>Tom Johnston</i>	Warner Bros.
-	46	<i>I'd Rather Leave</i> □ <i>Rita Coolidge</i>	A&M
48	47	<i>Chiquitita</i> □ <i>Abba</i>	Atlantic
42	48	<i>Lovin' Touchin' Squeezin'</i> □ <i>Journey</i>	Columbia
-	49	<i>Since You've Been Gone</i> □ <i>Rainbow</i>	Polydor
-	50	<i>Rapper's Delight</i> □ <i>Sugar Hill Gang</i>	Sugar Hill

Playback

The big rush. Twelve new titles and a flurry of other activity on "Playlist" this week indicate intense competition among record companies vying to achieve hit singles during the last three weeks before Christmas, when end-of-the-year and end-of-the-decade programming dominate contemporary radio. Records by black artists continue to break most rapidly, and a leader is *I Wanna Be Your Lover* (Warner Bros.), a single by a 19-year-old Minnesotan who calls himself "Prince," and who wrote, arranged and performed all instrumentation on his second LP, *Prince*, from which the single was drawn. Sparked by tremendous sales of the LP, *I Wanna Be Your Lover* bolts onto "Playlist" this week at 29. **Neck and neck.** Just behind Prince is the O'Jays' *Forever Mine* (Phila. Int'l.), which bolts from 40 to 30 in its second week on "Playlist." John Scott, program director at WMFJ(AM) Daytona Beach, Fla., reports the single is drawing mid-day requests at his station after only a week of airplay and Roger Colins, music director at KR(AM) Los Angeles, reports "huge acceptance" of the single. **Impressive newcomer.** Steve Forbert's *Romeo's Tune* (Nemperor) bolts onto "Playlist" this week at 43, and the consensus among programmers is that the single has an excellent chance at achieving the status of top ten, despite stiff competition from better-known artists. Sean Carter, music director at KTAC(AM) Tacoma, Wash., describes the single as "very pop, up, happy-sounding music with a positive message that touches on themes many people can relate to right now."

Country

<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
6	1	<i>Missing You</i> □ <i>Charley Pride</i>	RCA
10	2	<i>Pour Me Another Tequila</i> □ <i>Eddie Rabbitt</i>	Elektra
2	3	<i>Broken Hearted Me</i> □ <i>Anne Murray</i>	Capitol
15	4	<i>Coward of the County</i> □ <i>Kenny Rogers</i>	United Artists
1	5	<i>Blind In Love</i> □ <i>Mel Tillis</i>	Elektra
17	6	<i>I've Got a Picture Of Us</i> □ <i>Loretta Lynn</i>	MCA
7	7	<i>Lady In the Blue Mercedes</i> □ <i>Johnny Duncan</i>	Columbia
11	8	<i>Happy Birthday Darlin'</i> □ <i>Conway Twitty</i>	MCA
9	9	<i>Whiskey Bent & Hell Bound</i> □ <i>Hank Williams Jr.</i>	Elektra
19	10	<i>Rusty Old Halo</i> □ <i>Hoyt Axton</i>	Jeremiah
12	11	<i>I Cheated Me Right Out Of You</i> □ <i>Moe Bandy</i>	Columbia
5	12	<i>Should I Come Home</i> □ <i>Gene Watson</i>	Capitol
13	13	<i>My World Begins</i> □ <i>Dave & Sugar</i>	RCA
22	14	<i>Help Me Make It Through the Night</i> □ <i>Willie Nelson</i>	Columbia
14	15	<i>Mississippi</i> □ <i>Charlie Daniels Band</i>	Epic
4	16	<i>Half the Way</i> □ <i>Crystal Gayle</i>	Columbia
-	17	<i>How I Miss You Tonight</i> □ <i>Jim Reeves</i>	RCA
3	18	<i>Come With Me</i> □ <i>Waylon Jennings</i>	RCA
8	19	<i>You Show Me Your Heart</i> □ <i>Tom T. Hall</i>	RCA
-	20	<i>Nothing As Original As You</i> □ <i>Statler Bros.</i>	Mercury
21	21	<i>Crazy Blue Eyes</i> □ <i>Lacy J. Dalton</i>	Columbia
-	22	<i>Holding the Bag</i> □ <i>Moe & Joe</i>	Columbia
16	23	<i>My Own Kind Of Hat</i> □ <i>Merle Haggard</i>	MCA
-	24	<i>Say You Love Me</i> □ <i>Stephanie Winslow</i>	Warner Bros.
24	25	<i>One Thing My Lady</i> □ <i>Mel Street</i>	Sunset

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.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager—New beautiful music station in deep South market of 60,000. Airdale early 1980. \$24,000+. Equity possible. Superior Broadcasting Company, Inc. J. Boyd Ingram, President, PO Box 73, Batesville, MS 38606.

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 children. Part of growing chain. Great opportunity. EOE. Box K-215.

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.

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.

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.

Salesperson, Rocky Mountain state, excellent market, strong account list, good compensation. All replies in strictest confidence. Send resume to Box K-176.

Corporate Vice President—Marketing & Sales Minimum 10 years General & Sales Management. Successful track record in at least three markets and three formats. Strong suit in marketing, sales strategy and training. Extensive travel required. Send resume and salary requirements to Entercom, One Bala Cynwyd Plaza, Suite 225, Bala Cynwyd, PA 19004. EOE.

Augusta Georgia needs an on-the-street selling GSM for adult contemporary station. Excellent climate and fast growing market. Resume and salary requirements to Box M-14.

Manager: position for general manager of Maryland full-time station. Prefer ambitious young person with sales experience. Potential ownership interest available based upon performance. Send complete resume to Radio, Box 429, Harrisonburg, VA 22801.

Young, Aggressive Sun-Belt broadcast group, looking for take charge general manager, sales manager, and program director for new acquisition. Send full resume with references to Box M-30.

Growing group needs qualified Sales Manager and Sales Persons—Stations in Texas, Arkansas, and Iowa. Resumes with performance record to Box 5283, Longview, TX 75604. Equal Opportunity Employer.

Promotion Director—West Coast leading News/Talk Radio Station seeking an aggressive professional to direct promotion of Market's No. 1 Station. We have the tools ... bring us the know-how. Send resume, references, and salary requirements to Box M-37.

General Manager needed for southeastern regional rep firm. Aggressive leader with college degree and three to five years experience or equivalent as a radio or television sales manager. Rep experience very helpful. Send resume and earnings to: Personnel, Capitol Broadcasting Company, P.O. Box 12000, Raleigh, NC 27605. EOE, M/F.

General Manager, strong on sales, wanted for station that has led in market for years, yet not promoted due to our FM last 12 months. We're separating AM-FM management and seek executive who can sell large block of accounts, operate sales force, supervise programming and announcers along with other station functions. Delightful place to live by the sea. Great opportunity for advancement. Good medical program. Send resume and salary requirements to Hudson Millar, WIRA, Fort Pierce, FL 33450. Equal Opportunity Employer.

Sales Manager for Virginia AM/FM single station market. Excellent opportunity for experienced salesperson to move up. Send resume to WFTR, Box 192, Front Royal, VA 22630. E.O.E.

HELP WANTED SALES

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.

California live contemporary creating two new sales positions. Salary plus commission plus fringe exchanged for track record, references. Resumes: Mike Moyses, GM, Box KOKO, Monterey, CA 93940.

Experienced Salesperson needed to handle established accounts for No. 1 station in New York's Hudson Valley. Annual comp \$16K to \$18K first year. Expense allowance. Liberal commission plan or billing. Write Walter C. Maxwell, WGHO, CPO 1880, Kingston, NY 12401. E.O.E.

Madison, WI. Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Midwest group seeks eager sales person, recent college grad or with 1-2 years experience. Our people earn far more and Madison living is superior. All management and stockholders drawn from within our group. WISM, Madison, WI 53701 Midwest Family Station (EOE).

Experienced local sales rep. Top adult music station along Central California Coast. Must be honest, dependable, creative with solid references. Send resume to Gen. Mgr, KUNA P.O. Box 1400, San Luis Obispo, CA 93406. E.O.E.

GSM—Florida. Aggressive AM/FM needs experienced street-fighter for hot 3 man staff in top 100 market. We offer guaranteed commissions now and equity later. Box M-49.

Sales person wanted: a new and rapidly expanding broadcast group needs "the exceptional" money maker. We need big thinkers and doers to make us and you grow. Interested? Call Bob or Kent NOW, at 515-357-7585.

If you've been to the Welsh Company, if you believe in selling total radio budgets ... you'll like working with us ... Send resume to Jim Nostrant, KRWC Radio, Box 267, Buffalo, MN 55313 or phone 612-682-4444.

Florida FM in major market. Experienced, highly qualified sales people with great track record sought. Resume, references, first letter. Equal Opportunity Employer. Box M-92.

Your Sales Opportunity! Full time ABC. Salary, commission. Tell all. KFRO, Longview, TX 75606. E.O.E.

Co-op specialist: No. 1 station in major Mid South market. Responsible for all co-op activity. Must be managing co-op dept. now. Advancement potential. E.O.E. 901-726-0490.

WHWH/WPST top Arbitron-rated stations in Trenton-Princeton market offer tremendous income and growth opportunity to right radio sales pro. EOE. Send resume to Box 1350, Princeton, NJ 08540, or call Lewis Edge, 609-924-3600.

Expanding FM sales staff. Good opportunity for energetic, resourceful self-starter. Must have on-the-air and production experience. Send resume or contact Manager, KQNM-FM, 401 Coal Avenue, Gallup, NM

Fill a vacancy. Good account list. Beginner applications welcome. Continuous training. Midwest. Box M-90.

Sales person needed for an AM/FM operation on the Eastern Shore of Maryland. Call Sam Cannon, 301-228-4800.

HELP WANTED ANNOUNCERS

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.

Production-Copy Specialist opening: In house promotion provides rare opportunity. We are looking for someone who can handle copy preparation and production for both of our stations. Tapes and resumes to Colleen Culbertson, Program Director, WKBV-WRIA, PO Box 1646, Richmond, IN 47374. An equal opportunity employer.

WQBK Talk Radio seeks bright, mature person for swing, or other shifts—interacting with audience, guests and staff. E.E.O. Send tape, WQBK, Box 1300, Albany, NY 12201.

Full time announcer. Good production. Top midwest C&W station. Good starting salary. Immediate opening. Tape & resume KHMO Radio, Box 711, Hannibal, MO 63401 314-221-3450.

Morning Drive Announcer for a live "Beautiful-Contemporary" format. You'll join a newsman and staff meteorologist for three-man morning team. Must have solid experience, mature voice and be strong on production. Tape and resume to WSRS, West Side Station, Worcester, MA 01602 EOE. Our first morning opening in six years.

Joy FM 94. Beautiful music for Palm Beach, Florida needs an announcer to fit its FM 100 format. Employee stock plan, health benefits, and a great growth company. Tape, resume, now to Carl Como, WNJY 100, W Blue Heron Blvd, Riviera Beach, FL 33404.

The country music leader in Southern California, KSON AM, has immediate opening, for a veteran mid-night to 6 a.m. Jock. Tapes and resumes to Rod Hunter, KSON AM, San Diego, CA 92115. Will accept calls at 714-286-1240. EOE.

Kentucky—Need C&W Announcer plus sales extra. Immediate opening. Call 606-248-5842.

WGEE is Green Bay's Number One ARB Rated Station and we need a number one mid-day personality. If you've got good pipes, good production ability and want to work in a stable environment making good bucks, shoot a tape and resume to Duke Wright, WGEE, 115 South Jefferson Street, Green Bay, WI 54301. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Sports Talk—Major West Coast station seeking host for nightly sports talk program. Excellent opportunity for personality with interview, telephone, and reporting talents. Box M-46.

Number one AOR radio station in Southeast Texas has rare openings. Must have a minimum of 2-years experience and willing to take direction. Send tapes and resumes to: Bobbie Choate; KZOM; PO Box 336; Port Arthur, TX 77640. EOE.

WSPD, Toledo, Ohio. Experienced announcer for choice adult contemporary air shift plus production. E.O.E. Call Bill Chambers, 419-244-8321.

Midwest AM-FM seeks mature, community minded air personality. Box M-93.

Mature-staying power. Hard to come by in this business. We need an adult contemporary/MD who will work nights and likes a small town. 10,000 watt AM powerhouse with good credentials. Detailed resume and salary requirements to Box M-86. EOE.

Religious Middle of the Road music and information station has opening for professional, personable announcer seeking stable employment. WNBC is part of the nine station northwestern college radio network headquartered at KTIS, Minneapolis. WNBC is definitely an equal opportunity employer. Send resume, references and tape to Carl Ramsey, WNBC, 3250 Gammon Road, Route No. 2, Madison, WI 53711.

Expanding Country station seeks a qualified night personality. Minimum one year experience, with good production. Aircheck/resume to: Craig Hines; KKAL, P.O. Box 220, Arroyo Grande, CA 93420. E.O.E./MF—Qualified minority applicants are urged to apply.

Big WAYS needs a weekend, part-time announcer. Applicant must have commercial radio experience. Send tapes and resumes to Scott Slade, 400 Radio Road, Charlotte, NC 28216. Equal Opportunity Employer.

Morning drive personality to join leading 25-49 adult contemporary team. Minimum 5 years experience in personality radio—no beginners or time & temp button pushers need apply. Growing, community-oriented chain with excellent salary and benefits. EOE. Tape and resume (no telephone calls) to: Gary Claus, KLMS, PO Box 81804, Lincoln, NE 68501.

Chief Engineer for growing broadcast group (AM/FM) located in the Sunbelt. Automation, proofs, directionals. Excellent benefits. Send resume. EOE. Contact: Marilyn S. Garner, Director of Personnel, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

Virginia-AM-Adult Contemporary seeking morning announcer, minimum two years experience. Send tape, resume and salary requirements to WFTR, Box 192, Front Royal, VA 22630. EOE.

Central Pennsylvania. A great place to live and work. We are looking for an air personality. If you are literate, well rounded and interested in being an adult communicator, let us hear from you. Experienced required. E.O.E. Tape, resume, salary requirements—first package. Manager WRTA, PO Box 272, Altoona, PA 16603.

Your Opportunity! Staff announcer, Production news. Full time ABC. Resume, cassette, KFRO, Longview, TX 75606. E.O.E.

Announcer. Immediate opening. AM/FM. City of 25,000. Send resume to WLD/WEAI, PO Box 1180, Jacksonville, IL 62651. EOE.

Colorful Colorado calls—45 minutes from great skiing, 2½ hours from Vail and Aspen. Our community is located in one of the fastest growing areas in the state. Our station is a competitive pop/adult leader in a six-station market. All that and good bucks, too, for a quality announcer with good production. Full information including tape, resume and salary requirements to Mike Connors, PD, KEXO, Box 1448, Grand Junction, CO 81502. Position open now. EOE/MF.

WLAN has an immediate opening for a good up tempo top 40 announcer. Send tape and resume to: Program Director, WLAN/AM, 252 North Queen Street, Lancaster, PA 17604. 717-394-7261.

Possible future opening for one of the nation's leading country stations. The person that we seek must be creative, entertaining, and above all ... a real personality. Show us you have the "moxie" to join the staff of the Arbitron number one rated station in this market. Send tapes, resumes, and salary requirements to Jarrett Day, KSO, 3900 N.E. Broadway, Des Moines, IA 50317. No phone calls. EOE.

New England small market automated AM/FM requires News/Production talent. License and experience required. Contact Dawn Gaffka at WSME, Sanford, ME 207-324-7271. EOE.

Experienced Beautiful Music Announcers: ready for major market challenge? Send tapes now for future openings! WSSH, 470 Statler Office Building, Boston, MA 02116.

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.

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 still'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 Robert Locke 609-924-3600 or mail resume to PO Box 1350, Princeton, NJ 08540.

Outstanding Salary for engineer-announcer for Sioux City, IA. Call general manager after 4 PM. CST 712-239-2100. EEO.

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.

Chief Engineer for growing broadcast group (AM/FM) located in the Sunbelt. Automation, proofs, directionals. Excellent benefits. Send resume. EOE. Contact: Marilyn S. Garner, Director of Personnel, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

Wanted: Chief Engr/Programmers—KURM—Rogers, AR 501-636-7979.

Chief Engineer. WKST AM/FM, New Castle, Pa. Excellent equipment, professional staff, right compensation and benefits. Phone 412-654-5501.

Full time Staff Engineer: requirements include First Class Radiotelephone License and experience in all areas of radio engineering. Equal Opportunity Employer. Send resume to Chester Grubbs, KTOK Radio, Insilco Broadcast Group, PO Box 1000, Oklahoma City, OK 73101.

KBJT, Fordyce, Arkansas, seeks chief engineer. Must have knowledge of AM/FM stereo & weather radar. Contact Gary Coates 501-352-7137.

Chief Engineer. AM/FM. New equipment. Strong on maintenance and audio. E.O.E. Resume and salary requirements to Box M-69.

Chief Engineer for Midwest AM-FM. First job applications welcome. Box M-95.

WLAN has an immediate opening for an Engineer with 1st Class ticket. Send resume to: Program Director, WLAN/AM, 252 North Queen Street, Lancaster, PA 17604. 717-394-7261.

First Phone Technician wanted in Phoenix area. Technical Training necessary. Working knowledge of microprocessors and digital desirable. Women and minorities encouraged to apply. Send resume to Bob Van Buhler, KDKB Radio, Box 4227, Mesa, AZ 85201.

First class engineer needed for an AM/FM operation on the Eastern Shore of Maryland. Strong maintenance. Some "on air" announcing if desired, but not required. Call Sam Cannon, 301-228-4800. Resumes to WCEM, PO Box 237, Cambridge, MD 21613. Salary open.

Chief Engineer AM/FM. New installation, fully automated. First class required—group owned. Send resume & salary requirements to Bud Hutchinson, KYNG/K105, PO Box 657, Coos Bay, OR 97420.

Southeast VHF station needs studio maintenance technician. Minimum 2 years experience with cameras and quads. Digital expertise helpful. Reply to PO Box 367, Columbia, SC 29202 or call D. Brown at 803-799-1010.

HELP WANTED NEWS

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.

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. Rush a tape and resume to: Bob Bender, WDFR Radio, Box 524, Marion, OH 43302. E.O.E.

Newsperson needed with investigative reporting experience and good on-the-air presentation for number one southwest radio station with strong news image. Full company benefits and top money for top people. Equal Opportunity Employer. Send resume and tape to: Bob Durgin, KTOK Radio, Insilco Broadcast Group, PO Box 1000, Oklahoma City, OK 73101.

KURM-Rogers, Arkansas has immediate openings in sales-news-programming. A "Community Involvement" station, heavy on local news—sports. 501-636-7979 (Steve Womack).

Akron Opportunity. WKNT AM/FM looking for experienced afternoon news person. Strong air delivery necessary. Join a growing communications company. Excellent pay and benefits. Contact Bill Klaus 216-673-2323. WKNT, Box 629, Kent OH 44240. EOE.

Newsperson for imaginative new contemporary. Exciting opportunity. FM 100, 555 W. Benjamin Holt, Stockton, CA 95207.

Midwest AM-FM combination looking for experienced newsperson to fill afternoon drive position in medium market. EOE. Box M-5.

Immediate opening for experienced radio reporter. Call H. Borwidge. 914-292-5533.

Experienced broadcast journalist to direct news operations of 100,000-watt public radio station. Some teaching involved. Salary: \$11,500-12,400. Excellent vacation and other benefits. Candidates with master's degrees preferred. Apply no later than December 31, 1979. Send resumes and audition tapes to Larry Miller, General Manager, KOSU-FM, Oklahoma State University, Stillwater, OK 74074. KOSU-FM is an Equal Opportunity/Affirmative Action Employer.

News director needed immediately. Must have proven track record. Excellent benefits ... salary negotiable. Contact Jerry Reed, WINR, Box 27, Binghamton, NY 13904. 607-775-4240.

New England small market automated AM/FM requires News/Production talent. License and experience required. Contact Dawn Gaffka at WSME, Sanford, ME 207-324-7271. EOE.

Enthusiastic Newsperson needed now for Maryland station respected for local news coverage. Newsgathering, writing, and announcing ability required. Resume and tape to WKIK, PO Box 346, Leonardtown, MD 20650. EOE.

HELP WANTED NEWS CONTINUED

Experienced, mature, capable of taking over news dept. in major market. Strong delivery creative, sports conscious. Resume and tape to: KLUB, Box 389, Salt Lake City, UT 84110.

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.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Farm Director/News Director for new 10kw AM in South Arkansas. Resume with performance record to Box 5283, Longview, TX 75604. Equal Opportunity Employer.

Creative copywriter/production announcer. Experienced writer-producer to join award-winning team at two top-rated, highly successful medium market stations. Send produced samples and complete resume to Jack Shuster, WHWH, Box 1350, Princeton, NJ 08540. EOE.

\$20,000 annually, plus incentives for Program Director. Midwest Top 150 market seeking mature, professional to program low frequency AM powerhouse. PD will be strong personality for morning drive and will have the knowledge and background to put it all together—news, sports, public affairs, as well as adult contemporary personalities and music. No prima donas need apply. This is a career opportunity. Send resume and tape with brief programming philosophy to Midwest Radio Corporate Headquarters, Box 2983, Fargo, ND 58108.

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.

SITUATIONS WANTED MANAGEMENT

Today's broadcasting requires knowledgeable, professional and profitable leadership. Twenty year broadcaster will make your station ... money! Let's talk! Box K-198.

General Manager: 28 years radio, last 17 as general manager. Medium & major market background. Successful track record. Motivator, organizer, programmet, sales leader, team leader. Desire relocation Pacific Coast area where I am currently successful. Box M-29.

Extremely qualified General Manager. Excellent track record, outstanding ability to organize, hire, train, promote and sell. Box M-34.

General Manager: Top broadcaster wishes relocation as general manager. Experienced, mature radio veteran who loves tough challenge. Box M-32.

He sells, organizes, manages, announces, engineers, prefers small to medium markets and comes in one convenient package. Write him at K-170.

General Manager who excels in programing as well as sales available for permanent move. Outstanding qualifications! Tired of mediocre applicants? Answer this ad! Box M-67.

Creative radio executive excelling in leadership, motivation and communication. Experienced in all facets of radio. Bonnie Paris 503-224-4979.

SITUATIONS WANTED ANNOUNCERS

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.

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.

4 years experience seeking unique small of medium market station committed to professionalism, with advancement opportunity and friendly atmosphere. Experience includes PD in 3-station small market. No revolving doors! Brad Lovett, 421 E College. Coldwater OH 45828.

Dedicated broadcaster experienced in announcing, news production, copywriting, automation, talk show, contests and promotion. Seeks northeast. Box K-227.

Gold Mine for small market stations. Young, experienced, go getter who is ready to pay his dues for the benefit of your station. Call Charles at 609-587-8464 or 215-922-2530.

Midnight to 6 is my spot. All night Florida personality wants stable station in Florida. 7 year pro. Very good references. Call Mike 904-255-6950.

Freelance announcer copywriter desires permanent position. Deep resonant voice. Commercials, news, adult music. Third. Barry Ritenour, 208 North, Buffalo, NY 14201. 716-884-5073.

Experienced Jock Music Director, good news copy, top commercial production. Tight board, Top 40 up tempo, quick wit. Ability to use over 30 voices, dialects. Ready now. Box M-66.

Can do it all Announcer, D.J., Newscaster, Technician, Production Asst. One year commercial radio experience; Negotiable personality. Phone: 212-339-0457.

SITUATIONS WANTED TECHNICAL

Need solid engineering? Chief, 26 years in the business, AM-DA, FM stereo. Warm climates. Box K-175.

Chief Engineer: Experienced; diverse background. 1st phone. Resume available. Box M-68.

SITUATIONS WANTED NEWS

Dynamic Female Interviewer—Talk Host-Morning Drive Anchor. Currently working outside NYC. Excellent voice and track record. Resume, air check available. Prefer NY metro area. Box M-40.

Mature, stable pro seeking growth opportunity as News Director. Can write, deliver, organize and lead. Now near NYC. Box M-26.

6 years Award-winning news at Midwest Medium Market Giant. Seeking new challenge 608-257-9415 after 5.

News Director with 15 years experience will be available Jan. 1, 1980. In-person interviews only. Contact: Mike McKay, PO Box 221, Beloit, WI 53511. 608-362-0788.

Does your radio news need a new voice? A new writing style? I've got some experience in radio news broadcasting, writing, and gathering. Have also conducted AM talk show. I've got the ability and the style. I've also got the new voice. I am single, female, and young (26). Please direct responses to Box M-82.

Looking for Feature/Entertainment Reporter position. Can handle public affairs/interview also. Experienced, will relocate. Box M-70.

One of Ohio's most aggressive and top news reporters is looking for a news or sports position. Contact Matt Hankins Agency, 24505 Bashian Drive, Novi, MI 48050.

Want New Challenge: Medium market News Director, currently employed, seeks advancement. Willing to learn. Aggressive. Solid references, including present employers. Degree. Some TV experience. Ohio, Northeast preferred, will consider others. Jay Purdy 607-687-5139 before two.

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.

Black Broadcaster 14 years experience 1st phone, production, operations manager PD MD Super DJ I will win for you! Box K-91.

TELEVISION

HELP WANTED MANAGEMENT

General Sales Manager. Top 100 market in Midwest. Leading Network VHF station in market. Supervise 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 KLRN-TV/KLRU-TV. Duties: Long range planning to include budget formulation and fund raising. Supervises Station Managers and is responsible for total operation of the stations. Represents the stations within the communities of Austin and San Antonio. Functions as a liaison between the stations' staffs and the Board of Trustees of the licensee, Southwest Texas Public Broadcasting Council, and between such Board of Trustees and The University of Texas, with which the Council has an agreement for the sharing of some facilities and for a student internship program. Minimum Requirements: Ten years experience in the broadcast industry, the last five of which should be in high level station management. Must have working knowledge in all areas of station organization and operation. Experience with PBS stations preferred. Salary: Negotiable. Position Closes: January 1, 1980. Send resume & Salary requirements to: Mr. Bob Roth, 711 Navarro, Suite 327, San Antonio, TX 78205. EOE/Affirmative Action Employer.

Television magazine reporters, WHA-TV, Madison, Wisconsin seeks two reporters for award winning, statewide, news magazine. Each will be responsible for producing and reporting Magazine segments. Must have proven ability as on-air reporters with minimum of two years news or public affairs experience. Demonstrated knowledge of film and VTR production techniques required. B.A. preferred. Starting salary \$12,500. Send resume, videocassette and request for application to Dick Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. Application deadline December 21, 1979. WHA-TV is an equal opportunity/affirmative action employer.

HELP WANTED SALES

We are seeking a dynamic individual to assist our local sales efforts by serving as a retail development specialist. This person will be responsible for determining needs of local retail advertising, then provide marketing assistance in utilizing television. Ideally the person sought should have both retail and broadcast experience; however, any mixture of above experience will be considered. If you're interested, send letter, resume, and salary requirements to: Steve Dant, G.S.M., WTOV-TV, 320 Market Street, Steubenville, OH 43952 E.O.E.

HELP WANTED SALES CONTINUED

Account Executive: Immediate opening for sales person with 3 or more years advertising sales experience. Prefer college degree in marketing or communications. Send resume with minimum income requirements to: Jim Squibb, PO Box 6667, Wheeling, WV 26003. EOE.

Local Sales Manager needed in top 50 Sunbelt network affiliate. Management experience required. Excellent opportunity for advancement. E.O.E. M/F. Send resume with salary requirement to Box M-91.

HELP WANTED ANNOUNCER

Announcer/Weathercaster—Expanding midwest network affiliate needs good, experienced television weathercaster/commercial announcer. EOE. Send resume to Box M-88.

HELP WANTED TECHNICAL

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.

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.

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.

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.

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.

Immediate opening for experienced maintenance engineer with first class license. Great hunting, fishing, skiing, family environment, only minutes drive time. Contact Cecil Kope, KIFI-TV, Idaho Falls, ID 208-523-1171. An EOE employer.

Connecticut Public Broadcasting—Seeking TV Engineers with FCC First, minimum 2 years technical schooling and broadcast experience. Salary range \$10,348-\$18,565. Send detailed resume Fran Abramowicz, CPTV, 24 Summit Street, Hartford, CT 06106. EEO.

Chief Engineer—Strong maintenance experience required for VHF-TV Studio and transmitter. Midwest station in hunting, fishing and recreation area. Offers top salary and benefits for this position. Box M-42.

TV Operations Engineer—Buffalo, NY. TV FCC licensed engineer. Previous experience in operations necessary. Call Raymond Felckowski 716-773-7531. An Equal Opportunity Employer.

FCC First Phone beginner for on-air switching, and to learn maintenance. Box 947, Corpus Christi, TX 78403, or 512-883-2823.

Chief Engineer for network affiliate in SE sunbelt. Must have extensive maintenance experience in UHF, RCA Package, and ENG. Bring your No. 1 helper with you as Asst. Chief or Maintenance Engineer if you wish. Send resume and salary requirements to Box M-31.

Maintenance Engineer in the sunny south for 1" VTR's and ENG. Also other studio equipment. Must have 1st phone. E.O.E. Send resume to Tim Rounds, WBBH-TV/20, 3719 Central Avenue, Fort Myers, FL 33901.

Asst. Chief Eng. ready for responsible number two position with UHF network affiliate in SE sunbelt. Heavy studio and ENG maintenance. Send resume and salary history to Box M-33.

Maintenance Engineer—Florida net affiliate needs resident expert in Sony ENG and related 3/4" equipment. Call Jim Matthews, Gen. Mgr., WECA-TV, Tallahassee 904-893-3127.

TV Chief Engineer—Midwest network operating five TV stations. Good benefits: retirement, insurance, car. Salary commensurate with experience. Send resume c/o Glenn Bell, KARD-TV, Box 333, Wichita, KS 67201, or phone 316-265-5631. Equal opportunity employer.

WTNH-TV's Chief Engineer is retiring after 28 years! His replacement will find a well-run operation and the excitement of building a new television station within the next year. Applicants must have Chief, Assistant Chief, or equivalent experience. Write General Manager, WTNH-TV, Box 1849, New Haven, CT. Equal Opportunity Employer.

Assistant Chief Engineer for Northeast UHF Network Affiliate. Must have strong management, studio operation and maintenance experience. Write with full particulars. Opening is immediate. Station is an Equal Opportunity Employer. Box M-52.

Maintenance engineer to work with latest broadcast equipment. Must have FCC 1st and 3-5 years experience. Salary in excess of \$20,000. plus overtime. EOE. Send Resume to Box M-73.

UHF-TV Transmitter Engineer wanted for large Central California station. Strong educational background required. Minimum 3 years experience in commercial TV engineering and extensive high power transmitter maintenance. Top salary, good working conditions and excellent benefits. Send resume to Chief Engineer, KMPH TV, 2600 South Mooney Blvd, Visalia, CA 93277. Pappas Telecasting Inc is an EEO/M-F Employer.

UHF television transmitter engineer, and studio maintenance engineer openings in Nashville. Both positions require experience, FCC First Class license, and dedications to technical excellence. Call C.E., 1-615-385-1717 collect.

Assistant Chief: Major market TV Station/Production Company seeks first rate individual for large operation. Applicant should be well versed in maintenance, production and operations. Salary in mid 20's and fringe benefits for knowledgeable self-starter. EOE, M/F. Send resume to Box M-28.

Maintenance Technician—Must have 1st Class FCC Radiotelephone license and general knowledge in TV station technical repair. Contact: Wm. J. Karpisek, Chief Engineer, KCRA-TV, 310 10th St., Sacramento, CA 95814. 916-444-7300. EOE.

Maintenance Supervisor with First Class License and minimum five years experience in maintenance and installation of studio equipment. Knowledge of solid-state digital electronics, E.N.G. systems, both live and video tape and complete broadcast studio facilities required. Send resume or call Gene Gildow, Chief Engineer, WTEN/WDCD, 341 Northern Blvd., Albany, NY 12204. Telephone 518-436-4822. An Equal Opportunity Employer.

TV maintenance engineer with five years experience for major market station. EOE, M/F. Send resume to Box M-76.

Chief Engineer requires 5 years experience as Chief Engineer or Engineering Manager; Degree in Electronics, Electrical Engineering or equivalent; First class FCC license; Knowledge/working grasp of digital technology. Send resume to: KCET Personnel, 4401 Sunset Blvd., Los Angeles, CA 90027, 213 667-9273.

HELP WANTED NEWS

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.

Highly regarded television station in northeast cosmopolitan city seeking mature, experienced, successful news anchor who also writes well. Modern, well-equipped news operation with professional staff. Send resume, references, video tape and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, NY 13203. Equal Opportunity Employer.

Meteorologist wanted for suncoast television station; excellent opportunity in major weather market; an equal opportunity employer. Send resume to Box K-213.

TV News Producer, Top 5 market. Must be organized, a creative writer and have proven ability to produce upbeat, exciting, fast-paced newscasts. EOE station. Resume and writing samples with your letter selling us on your strengths. Box M-64.

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.

Reporter, able to work beat and handle investigations, looking for someone with small market experience ready to move to medium market. Fifties, Midwest ENG station with live shots and aggressive news coverage. Reply Box M-21.

Producer, for 6 and 10 newscasts: looking for someone with small market experience ready to move to medium market, fifties, Midwest. Reply Box M-12.

Reporter-photographer, to handle general assignments, small market background desired; self-starter and aggressive, for Midwest fifties station. Reply Box M-24.

Assistant News Director/Assignment Editor for top rated medium market station in South East. If you are enthusiastic about news, creative, organized, a good writer who loves to teach reporters a "better way", likes all types of news and can set up a well balanced board... then we have a job for you. Actually, if you don't possess all of the above, we would still like to hear from you. EOE. Send resume and salary requirements to Box M-50.

WSJV-TV has immediate opening for experience television Co-anchor/Reporter. Journalism degree preferred. Send resume and tape, apply in person or call Reg Miller, N.D., 58096 CR 7, Elkhart, IN 46514 219-293-8616. EOE.

News Photographer in Southeast. Experience needed in E.J. Good attitude required. Excellent salary and fringe benefits. Equal opportunity employer. Write to Box M-56.

Maintenance supervisor for government-owned television station on U.S. territory island in South Pacific. Heavy transmitter experience preferred. First phone preferred. Salary commensurate with experience. Send resume to Box M-85.

Reporter/Anchor—must have ENG photo and editing experience. Good entry level position. Beautiful location. Send tape/resume to Bob Nelson, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

Wanted: Experienced News Reporter Primary duties will be coverage of state government and politics. Interested individuals should send application to Dick Heidt, PO Box 1738, KFVR-TV, Bismarck, ND 58501. An equal opportunity employer.

Experienced reporter/photographer, \$11,000-\$15,000, tape and resume to News Director WISC-TV, Madison, WI 53711. EOE.

News Producer: Progressive station with strong commitment to news. The right person will put together a highly visual show backed by clear creative writing. No beginners. Resume and writing samples first letter. News Director, WQAD-TV, Moline, IL 61265.

TV news writer needed at top five west coast station. Strong writing experience necessary for someone who wants to take advantage of this position to move into news producing. Equal Opportunity Employer. Send resume to Box M-97.

News Anchor—Immediate opening in S.E. Top 40 market. Exp. only, good writing a must. We are an Equal Opportunity/Affirmative Action employer. M/F. Send resume and salary requirements to Box M-75.

Newscast Producer with sound journalism leadership. Two years experience. Fill-in-the-blanks producers discouraged, imagination and creativity encouraged. Send resume and VTR to Jim Esser, Executive Producer, WDSU-TV, 520 Royal Street, New Orleans, LA 70130. No calls, please. An Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Agri-business reporter, \$11,000-\$15,000, tape and resume to News Director, WISC-TV, Madison, WI 53711 EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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, PTV Station, to schedule, train, supervise production personnel for studio, remote, and ENG activities. Requires degree, 3 years of extensive production work in all facets of TV especially newscasting, ENG, and ITV. Position open immediately. Send cover letter, resume: Al Renko, WVUT, Vincennes University, Vincennes, IN 47591. Ph. 812-882-2237.

Top rated station in Piedmont. WFMY-TV, Greensboro, North Carolina needs an experienced and highly qualified ENG photographer/editor for PM show. Will work with staff of 5. Topnotch station, good benefits, good salary. Position open now. Send resume or call Personnel Manager-919-379-9369. Equal Opportunity Employer.

Program Manager: exciting opportunity, top 40 market, group owned. Responsibilities include programming, production, PM Magazine, art, etc. Experience required. Unlimited future. An Equal Opportunity Employer. Submit resume to Box M-45.

Executive Producer Major group network affiliated station in Top 10 market seeking a creative professional to produce a new 5 day morning talk show. An Equal Opportunity/Affirmative Action Employer. Forward resume and salary requirements to Box M-100.

Promotion department of top 20 net affiliate looking for Creative Director. Group owned station adding aggressive copywriter-producer for both air and print advertising. Good location in midwest. Reply to Box M-81.

Producer/Director—with minimum 4 years staff experience in top 40 mkt. We need a professional who has directed commercials, Public Affairs programs and News shows on a regular basis and who can write and produce programs and program segments. Send your resume, salary requirements and a 3/4" sample cassette (including a News show with your calls on one of the audio tracks) to Bill Piper, Production Manager, KGTV, PO Box 81047, San Diego, CA 92138. KGTV is an Equal Opportunity/Affirmative Action employer.

Scheduling Coordinator WGBH-TV, seeks a scheduling coordinator whose major responsibility is scheduling facilities and personnel to meet production and programming needs and re-arranging schedules to accommodate facilities changes or unscheduled events. Candidates must have strong problem-solving and decision making capabilities, good communication and organizational skills, as well as the ability to work well under pressure. Forward resume to: WGBH-TV, Personnel Department (A-20), 125 Western Avenue, Boston, MA 02134. An Equal Opportunity Employer.

Wanted: Strong individual for No. 2 position in Promotion Department in Northeast market. Experience in film and tape production, copywriting, and print preferred. Ability and desire to work long hard hours a must. Eventual move up to No. 1 eminent. An Equal Opportunity Employer. Send resume to Box M-65.

Program Hosts—Unique and challenging position for talented and creative individuals to co-host a new 5-day morning talk show in the Top 10 market. Equal Opportunity/Affirmative Action Employer. Forward resume and salary requirements to Box M-105.

Art Director. Top ten group owned network affiliate looking for creative individual to manage 4 person department. Candidate must be strong in layout, design, communication and personnel management. EOE. Send resume to: Director of Programming, WTAE-TV, 400 Ardmore Blvd., Pgh. PA 15230.

Program Producer—High quality, pioneering nightly magazine program has immediate opening for "take-charge" person. Must have magazine experience, ability to organize people and projects effectively and efficiently, plus solid background in reporting or producing TV news and public affairs. A good opportunity in this top-rated news organization at a station with established national reputation for quality E.O.E. Write or call George Hulcher, WHAS-TV, PO Box 1084, Louisville, KY 40202. 502-582-7378.

Field Producer—Highly respected top 50 CBS affiliate, pioneering in locally produced nightly magazine concept needs experienced, additional field producer. Must have at least 3 years experience in TV News reporting or producing, public affairs reporting or producing or nightly magazine production. EOE. Position open early 1980. Send resume to George Hulcher, WHAS-TV, Box 1084, Louisville, KY 40202.

Producer/Director/Switcher—Excellent opportunity in the Top 10 market for a talented and versatile individual to direct and switch news, public affairs and entertainment programs. An Equal Opportunity/Affirmative Action Employer. Salary commensurate with experience. Send resume to Box M-103.

Promotion Manager—creative person. At least one year experience wanted for newly created position at WYTV. Advertising and production background a must. Also, knowledge of survey and sweep rating periods and proper utilization of research materials. Some public relations helpful. Send resume to: Program Director, WYTV, Inc. 3800 Shady Run Road, Youngstown, OH 44502. EEO.

Media Program Manager For Broadcast and Instructional television at the University of Michigan's Media Resource Center. Innovative and experienced professional responsible for planning, development, supervision and production of media and program materials. College degree and reasonable writing and producing experience. Send resume by Dec. 31, 1979 to: Helen Schumacher, 1020 "T" Literature Science and the Arts Building, The University of Michigan, Ann Arbor, Michigan 48109. A non-discriminatory, affirmative action employer.

Producer/Writer: KUAT-TV, a PBS affiliate operated by the University of Arizona, needs two motivated, experienced Producers. One person must be fluent in Spanish and English and be able to work effectively with the Spanish speaking communities of Tucson and Southern Arizona. This individual must have extensive experience producing and directing cross-cultural programs in addition to carrying out producing/directing assignments in other fields. One person should have extensive experience in producing and directing programs in the visual and performing arts in addition to being able to carry out assignments in other fields. These are not entry level positions. ENG and/or film experience helpful. Applicants' resumes should reflect previous production experience. Please send resume, three references with phone numbers and salary requirements by January 15, 1980 to KUAT-TV, Production Services, University of Arizona, Tucson, AZ 85721. No phone calls please. The University of Arizona is an equal opportunity/affirmative action employer.

Producer/Director. Seeking highly motivated individual to work with top notch staff and facilities to create and direct major productions for local and national distribution. Ideal opportunity for imaginative, quality-oriented professional to demonstrate talent and abilities. 2-4 years experience, including 3/4", 1", 2-inch tape, live studio and remote productions. Strong directing background and writing skills a must. Send resume and salary requirements to: WXXI Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

Television Public Affairs Producer. Produce, research, write and host a weekly magazine format public affairs series. Responsibilities would also include supervising other producers and support staff, generating program ideas and producing other programs as assigned. Requires BA degree or equivalent with previous television production and public affairs reporting experience. Salary: Approximately \$14,000. Contact: Director of Programming, WSWP-TV, P.O. Box AH, Beckley, WV 25801. EOE.

SITUATIONS WANTED MANAGEMENT

Outstanding Television Salesman with excellent industry-wide references. Can take number one list or move into Sales Manager's job. Over fifteen years experience in present market. Available now for interviews. Box M-1.

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.

Ten year top major-market and first phone broadcast technician, audio engineer, projectionist, videotape operator, TV camera set-ups. Resume illustrates great background. Let's chat! Box M-2.

T.V. Operations/Maintenance engineer with 2 years experience in control room operations. FCC. 1st Class, BA Broadcasting, technical school education. Looking for operations position with some maintenance. Will relocate. Call for resume 516-431-7646.

SITUATIONS WANTED NEWS

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.

Experienced Professional sports journalist looking for good station. 614-885-3890. Box K-180.

Experienced television journalist presently employed wants investigative reporting job in top 35 market. Reply Box M-55.

Sports Anchorman: Experienced personality, currently employed in major market. Tape shows I write with wit and deliver with style. 216-871-6320.

Major market pro reporter/anchor desires evening anchor. Knowledgeable, 34, degree, family. Box M-107.

Dynamic Reporter. Medium market radio News Director seeks new challenges. Willing to learn. Degree. Some TV experience. Meteorology knowledge. Solid references, including present employers. Ohio, Northeast preferred, will consider others. Jay Purdy 607-687-5139 before two.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Producer of children's programs. Looking for position in children's television. Experienced in production, research, programming, and on-camera presentation with PBS affiliates. Recently received doctorate, Harvard University, Laboratory of Children's Television. Resume on request. K.S. Storey, HGSE, 407 Larsen Hall, Appian Way, Cambridge, MA 02138. 617-495-3541.

Beginning female broadcaster, FCC-1, experienced in graphic arts, script- and continuity-writing, news reporting, seeks entry level position in TV production or news. Willing to relocate. J. Nye. 312-965-2630 or Box M-74.

Skilled female TV writer/producer/on-camera talent with management, heavy PR/promotion/publicity experience seeks television, broadcast related position in Houston, TX Box M-80.

DEF likes by work, you will too. Reporter-producer. News-public affairs. Box K-217.

ALLIED FIELDS

HELP WANTED SALES

Broadcast Sales: Rapidly growing leader in the telecommunications industry headquartered in Los Angeles has a new position for a broadcast salesperson willing to travel to generate national sales. The individual meeting our sales qualifications must have a proven record of high performance in the area of systems sales. Qualification include 5+ years experience dealing with television networks, some technical background, and familiarity with cable and satellite telecommunications systems. Excellent benefits and salary plus commission. Send resume to: Personnel Manager, Compact Video Systems, Inc., 2813 W. Alameda Ave., Burbank, CA 91505.

HELP WANTED SALES CONTINUED

Leading Syndicator in upper midwest desires sales person with automation experience great opportunity for self starter with strong sales background. Replies confidential. Box M-22.

Area reps wanted for music production house. People who have experience selling commercial jingles, heavy radio or agency background, will earn high commissions with our quality line. O.K. if you're currently selling a non-competitive service. CAG, 12 East 44th Street, NYC 10017 or 212-687-1490.

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 INSTRUCTION

Faculty Vacancy. Broadcast regulation, policy, economics, history. The Department of Radio-Television-Film at The University of Texas at Austin is seeking a faculty member to teach undergraduate and graduate courses in one or more of the following areas: broadcast regulation, policy, economics, management and/or history. The person hired will have an opportunity to direct graduate research and will be expected to continue her/his scholarship in mass communication. The Ph.D. or other appropriate terminal degree is required. Preference will be given applicants with college or university teaching experience and a strong record of scholarly publication and professional achievement. Rank will probably be Assistant Professor. Salary will depend on the applicant's teaching experience and record of scholarly and professional accomplishment. The position will be available in June or September 1980. The University of Texas at Austin is an Affirmative Action/Equal Opportunity Employer. Send letter of application and resume by January 15 1980, to: Robert E. Davis, Chairman, Department of Radio-Television-Film, The University of Texas at Austin, Austin, TX 78712.

Broadcasting instructor: tenure-track assistant or associate professor beginning August 25, 1980. Rank and salary determined by preparation and experience. Teach undergraduate courses in broadcast news and radio production, assist advising campus radio station. Required: doctorate in Mass Communications or related field, significant professional experience and interest in research and publication. Send resume, names and addresses of three references and a statement of research interests to Personnel Office, East Tennessee State University, PO Box 24070A, Johnson City, TN 37601, before January 15, 1980.

Position available January or August, 1980. Application receipt deadline is December 31, 1979. Department Head, Department of Journalism and Broadcasting, Mississippi University for Women, Columbus, Mississippi. Applicant must also be able to qualify for a professorial rank. (Ass't. to Prof.). Applicant should be qualified to teach both journalism and broadcasting, have varied experience in both areas, be familiar with broadcasting equipment, and be able to teach radio and television production. Applicants should address a letter with a resume containing three names and addresses of references to: Dr. Dwight Payne, Chairman, Search Committee, Box W-40, Mississippi University for Women, Columbus, MS 39701. Mississippi University for Women is an Equal Opportunity, Affirmative Action Employer.

Communications: Senior Associate Professor, specialty in broadcasting, able to teach courses in print journalism. An additional competency (film, photography, advertising, etc.) is desirable. Will help develop new BA in Communications, may initiate campus radio station. Teaching and media (preferably TV) experience required. Ph.D. Tenure track position begins September 1980. Send only letters of application and vitae by January 14 to E. Allen Tilley, Chairperson, Department of Language and Literature, University of North Florida, Jacksonville, FL 32216. University of North Florida, an upper division and graduate institution, is an equal opportunity employer.

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.)

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Heliex 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.

Ampex TA55B UHF Transmitter—55 kw. Good condition, \$150,000.

GE TT22A 35kw VHF transmitter—Low band, fair, \$12,000

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.

IVC 500 Color Camera—Lens, cables, encoder, \$8,000.

RCA TK-27A Film Camera—Good Conditions, TP 15 Available, \$12,000.

Eastman 285 Projectors—Reverse, good condition, ea \$6,000.

RCA TVM-1 Microwave—7GHZ, Audio Channel, \$1,000.

RCA Hi-Band refurb. heads—RCA Warranty, ea \$3,500.

AMPEX VR 7000 VTR's—1" Format, 3 available, ea \$1,000.

AMPEX 1200A VTR's—Loaded with Options, ea \$24,000.

Norelco PC-70 Color Camera—16X1 200M Lens, ea \$18,000.

Norelco PCP-70 Color Camera—Portable or Studio Use \$15,000.

Norelco PC-80 Color Camera—Updated to PC-70, new tubes, \$12,000.

New Videotek Monitors—Super quality, low price.

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 or Charles McHan, Quality Media Corporation. In GA call 404-324-1271.

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.

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.

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.

Cavac 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.

1-Cotec 7000 automation Brain center with 2-1.G.M. Instacarts plus 3-1.G.M. Go-carts. Changing format. 18 mos old. If you qualify pay \$10,000 down and take over balance of 5 year low interest lease. Write Box M-53.

ITC Cart Machines ... reconditioned machines at 35% below current list for comparable new units. Several in stock, subject to availability. 3D reproducers in both stereo and mono. Stereo WRA recording amplifiers for 3D reproducers. RP series stereo recorders. Mr. Kevin Schutts, Sales Manager, Holt Technical Services, 205 Westgate Mall, Bethlehem, PA 18017. 215-865-3775.

Demonstrator JVC CY-8800 incl. 3 Saticons, 1.5" VF10:1 auto iris manual zoom lens and case. \$8,000. Available for demonstration. Call Roscor 312-539-7700.

Come and get it! 10 KW RCA BTF-t0B FM transmitter. Like new (almost). Real collector's item. Best offer over \$1,900. Chief 305-482-5477.

CMX-340X—For Sale. Never Installed. Interfaces for: 3-Sony/RCA 1 inch machines, 1-RCA-TR-600, and Vital Switcher. All in original factory sealed cartons. Seller needs money quickly. For information write Box M-99.

Building a mobile van or eng unit? Let Broadcast Systems, Inc. quote on the electronic equipment. 800-531-5232 or 512-836-6014.

Schaffer Automation system \$8500.00 Phone 404-487-9559.

Gates Automation. Four scullys, three Gates criterion 80's, two SMC carousels, time announce, SC48 programmer, and all Gates interface equipment. Call Dennis Eversoll, WZAT, 912-233-8177.

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.

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.

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!

The best custom commercial jingles you've ever heard at prices to fit every client. CAG, 12 East 44th Street, NYC 10017 or 212-687-1490.

Attention low budget TV News, Promotion, and Programming Departments wanting a big budget look for your news opens, promotional spots, and sports or game show opens. Write—Production Pro-Phile, PO Box 1969, Rochester, NY 14603.

RADIO PROGRAMING

Highly Successful nostalgia show in sixth year ready to expand to a few other markets. Details and demo: Waxworks, Box 610, Pittsburgh, KS 66762.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 2 and February 12. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

San Francisco, FCC License, 6 weeks 1/14/79. Results guaranteed, Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

Build your voice! Techniques of professional broadcasters revealed on cassette tape. \$7.95 to JAYCO, Box 8314, Waco, TX 76710.

KIIS Broadcasting Workshop in Hollywood. Announcing, Disc Jockey, News. Plus top rated account Executive program—all taught by top LA. radio-TV teaching broadcasters. Evenings or day sessions. KIIS Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 213-462-5600. "Where tomorrow's broadcasters are today!"

RADIO

Help Wanted Management

SALES MANAGER

Soul Station
5000 Watt Fulltime
Outstanding opportunity for
salesperson on the way up.
Write Box M-28

Help Wanted Announcers

KMPC Los Angeles

has a rare and unique opportunity for a very special person to join our 50,000 watt giant. Music and talk personalities encouraged to apply for choice daytime opening.

No calls—Send tape and resume to:

Jim Davis

KMPC

5858 Sunset Blvd.

Los Angeles, Calif. 90028

Equal Opportunity Employer M/F

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR/ MID-DAY PERSONALITY

AM/FM in Midwestern university town has an immediate opening for an individual to serve as Program Director and handle mid-day announcing duties.

If you are a creative programmer and a bright personality please call: Jim Kagan at 414-291-9666.

EQUAL OPPORTUNITY EMPLOYER

Help Wanted Technical

CHIEF ENGINEER WHUE FM/AM—BOSTON

Write (do not phone) with details re experience and background to: Frank D. Tenore, VP/GM, WHUE FM/AM, John Hancock Tower, 200 Clarendon St., Boston, MA. 02116. EOE.

ASSISTANT CHIEF

For AM-FM-SCA operation. Experienced in maintenance. Mr. Williams—WSBC—4949 W. Belmont, Chicago, IL 60641 312-777-1700

CHIEF ENGINEER

Kansas Group Owned AM-FM. Experience with Directional, Microwave. Automation helpful. Resume to Ron Krob, Box 2204, Ft. Collins, Colorado, 80522. An Equal Opportunity Employer. Female/Minority applicants encouraged.

Help Wanted News

NEWS TALENT WANTED

FOR CLIENT STATIONS

Radio-television consulting organization now looking for talent to recommend to client stations for current openings. Audio-video cassettes only. None returned unless return postage is included.

- Radio News Host—West Coast all-news station needs knowledgeable, warm talent familiar with hosting in all-news format.
- News Anchors—Radio and TV stations in small to large markets looking for experienced talent. No beginners!
- News Editors/Assignment Editors/Producers—Radio and TV positions in medium to large markets for less experienced to seasoned veterans. No on-air opportunities.

The Woodruff Organization

Radio City
420 Taylor Street
San Francisco, CA 94102

CHIEF ENGINEER WJAR

Providence, Rhode Island

Major group owner of radio and television stations from coast to coast seeks a Chief Engineer for our Providence flagship radio station. Applicants must be heavy on state-of-the-art audio and R.F. equipment and techniques. Proven management skills are a must. Send resume to Gerald T. Plemmons, Vice President/Engineering, Outlet Broadcasting, 111 Dorrance Street, Providence, Rhode Island 02903.

CHIEF ENGINEER WQRS-FM DETROIT

Major group owner of radio and television stations from coast to coast seeks a Chief Engineer for our soon to be acquired FM radio station in Detroit. Applicants must have considerable experience in studio and transmitter plant design and installation. Must be heavy on state-of-the-art audio and R.F. equipment and techniques. Proven management skills are a must. Send resume to Gerald T. Plemmons, Vice President/Engineering, Outlet Broadcasting, 111 Dorrance Street, Providence, Rhode Island 02903.

Situations Wanted Announcers

SPORTS ONLY POSITION WANTED

Solid news, sports and talk experience. Three yrs current position hosting all nite phone show in Detroit which is heavily sports oriented. Contact Bill Douglas at (313) 534-0251 after 1 PM. Eastern Time for more info.

Talk Show Host

Currently in Top 10 market. Seeking new challenge with proven winner Issue oriented with versatility—M.A. Bdcst Journ. Young (29) with five years major market experience.

Contact Box M-84

Situations Wanted Management

Management or Assistant

to the President in broadcasting or related field. Former group vice president, successful owner, former president of group AM FM CATV, and other business activity outside of broadcasting. Same company over 20 years. 49 years old. References, resume on request. Box M-10

THREE MAN SUCCESS TEAM

Unique opportunity for individual or group broadcast owner to obtain three man team of professionals with a thorough working knowledge of all phases of broadcast management. Backgrounds include general management, sales, programming and promotion/publicity. Over sixty years combined industry experience. We have most recently tripled revenues and ratings of a medium market broadcast property. We will consider either an employment or equity participation arrangement. Strong suburban markets considered.

Reply Box M-89

TELEVISION

Help Wanted Management

GENERAL MANAGER

Major market Northeast independent UHF seeks well-rounded aggressive General Manager. The right candidate will have a strong operations & programming background with a proven record of leadership & employee management. Must also be capable of directing sales effort. Good salary with remarkable growth opportunity. Send resume to Box M-61.

Equal Opportunity Employer M/F

ART DIRECTOR

Top ten group owned network affiliate looking for creative individual to manage 4 person department. Candidate must be strong in layout, design, communication and personnel management. EOE. Send resume to:

Director of Programming, WTAE-TV,
400 Ardmore Blvd., Pgh. PA 15230

SECA PRESIDENT

The Search Committee of the Board of Directors of the Southern Educational Communications Association invites nominations and applications for the position of President of the Association.

The President reports to the Chairperson and through the Chairperson to the Board of Directors. The President serves as the Chief Executive Officer, and as such is responsible for budget preparation and control of all personnel and facilities of SECA. The President also has authority to make changes necessary for more effective service, as well as responsibility for relations with local, regional, national and international organizations which are necessary for the implementation and development of effective services for SECA members. The President operates within the policies and goals established by the Association's Board of Directors.

SECA is a regional public broadcasting agency, representing public television and public radio stations in a 16-state area which is the nation's South. On behalf of its membership, SECA engages in a variety of activities, ranging from operation of a regional interconnection to the development of certain program services.

The successful candidate will have demonstrated leadership ability, will have attained executive responsibilities, and will be oriented toward coordinating and leveraging the resources of the Association's membership. The candidate will also have shown ability to work well with different kinds of institutions to improve services already being rendered, and a capacity to stimulate and direct new services leading to the improvement of public telecommunications in the South. The successful candidate will have significant experience in public broadcasting or its equivalent and experience in executive management with emphasis in communications.

Salary range: \$30,000 to \$40,000

Applications or nominations accompanied by current resumes must be received by no later than December 13, 1979. They should be addressed to:

Search Committee
c/o Ann Durrah
KERA-TV
3000 Harry Hines Boulevard
Dallas, Texas 75201

Help Wanted News

HIGHLY REGARDED TELEVISION STATION

In Northeast cosmopolitan city seeking mature, experienced, successful news anchor who also writes well. Modern, well-equipped news operation with professional staff. Send resume, references, video tape and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, New York 13203. Equal Opportunity Employer.

Help Wanted News Continued

News Producer

If you can put together an interesting, informative and fast moving newscast; be aggressive, creative and come up with story ideas daily; and want to join a west coast top ten station, send your resume to Box M-96. Equal Opportunity Employer.

Assignment Editor

Top ten west coast station needs aggressive, resourceful individual who can generate ideas, be creative and move crews and chopper around coverage area. Obviously experience and proven track record a must. If you think you've got it, send resume to Box M-98. Equal Opportunity Employer.

NEWS DIRECTOR

Must have News management experience to take over No. 1 News Department in highly competitive news market. Must have strong managerial skills, ability to recruit and train, be able to improve young demographics while maintaining homes leadership. Send resume and references. Equal opportunity employer.

Bob Southard
WFRV-TV
P.O. Box 1128
Green Bay, WI. 54305

Help Wanted Technical



NBC TELEVISION MAINTENANCE ENGINEERS

WRC-TV, NBC's Washington, D.C. owned station, has (2) excellent engineering positions available, one for an Electronic Journalism Engineer to work the evening and weekend shift, and the other for a Plant Maintenance Engineer, to work the midnight shift.

The minimum requirement for the Electronic Journalism position is a familiarity with Sony BVU recorders and Field TK76 cameras. To qualify for the Plant Maintenance engineering position you should be familiar with RCA and Grass Valley Equipment, possess solid knowledge of TV engineering and have a 1st class license.

We offer superior salaries for qualified individuals, along with fully paid benefits. (These are NABET-represented positions). Interested applicants send resumes to: Evelyn Sellers, NBC, 4001 Nebraska Avenue, N.W., Washington, D.C. 20016. We are an equal opportunity employer and invite response from minority and female applicants.

WRC-TV 4

Help Wanted Programing, Production, Others Continued

PRODUCTION MANAGER

Top 50 market. New UHF independent TV station seeks experienced Production Manager. Dedication to highest on-the-air quality essential.

Send resume and salary requirements to Box M-17.

FILM EDITOR

for new independent UHF station. Must have experience editing syndicated film programs and features.

Send resume and salary requirements to: David Murphy, KOKH-TV, 1801 N. Ellison, Oklahoma City, Ok. 73106.

PROGRAM DIRECTOR

Best in the country needed at best salary and have best career opportunity. Independent Top 10 market. (Confidential) EOE. Box K-222.

BARTER SHOW

TV's No. 1 Fishing Show
Half Hour
Contact Fritz Lisec
Lisec Advertising, Inc.
225 Gateway Two K.C. Kansas
913/281-5600

PRODUCER-DIRECTOR

Oklahoma's #1 station is looking for 2 creative producer/directors who can handle commercial production from conception to completion. You must have at least 2 years of solid experience as a director and be capable of switching your own production. Experience in directing a newscast is helpful. EOE-MF

Please send your resume, a sample of your work on tape and references to:

Kent Doll
P.O. Box 8
Tulsa, Oklahoma 74101

KTUL-TV  TULSA abc

**Help Wanted Programing,
Production, Others**



CO-HOST

Co-Host needed for PM Magazine. Looking for a communicator with on-air experience, writing, producing, and field production abilities. Send resume, references, and cassette to: Joe Perkins, WTAR-TV, 720 Boush St., Norfolk, Virginia 23510.

An Equal Opportunity Employer.

**ALLIED FIELDS
Help Wanted Sales**

MEDIA BROKER

Established broadcast brokerage firm has opening. Qualifications are: must be sales oriented; ten years in the broadcasting industry with either an outstanding management record or ownership experience. Applicant should aspire and make effort to earn \$100,000 or more annually. You will be trained at our expense. Send resume to Box K-186.

Help Wanted Sales Continued

REGIONAL SALES MANAGER


Rapid expansion of Arbitron's Chicago sales operation has generated the need for a hard-hitting Regional Sales Manager for our advertiser/agency radio sales division.

The person we're seeking must have at least 5 years plus experience in advertiser/agency media and/or broadcast sales. If you're a self starter and are highly motivated to increase your income, this is an opportunity you should explore.

We offer an exceptional starting salary and incentives, generous and comprehensive fringe benefits, and an outstanding opportunity for advancement.

To explore this fine opportunity, send your resume, with salary history, in confidence to:

THE ARBITRON COMPANY

 a research service of
CONTROL DATA CORPORATION

1350 Avenue of the Americas, New York, New York 10019

An Affirmative Action Employer M/F



BROADCAST EQUIPMENT SALES MANAGER

For The New England States

Rockwell International's Collins Transmission Systems Division is a world leader in the development, manufacture and market of selected broadcast station components.



As a result of our recent accelerated business growth and promotions, we are currently seeking candidates to assume responsibility for marketing our complete line of broadcast equipment directly to Broadcast Stations in the New England states. These components include AM/FM transmitters, antennas and other selected station supplies.

Qualified candidates should have experience equivalent to a Director of Engineering for one or more broadcast stations. This background would include a clear understanding of high power directional antenna, plus the entire maintenance/technical operation of AM and FM broadcasting stations. Direct sales experience to similar stations is also desirable.

Benefits and compensation are more than competitive, including a dental and savings plan. In addition, we offer the most competitive sales commission plans in the industry.

We are an equal opportunity employer. Minorities, women and handicapped are encouraged to apply.

If your qualifications meet the above specifications, we welcome you to submit your resume in confidence to:

**Collins Transmission
Systems Division
Rockwell International
Professional Staffing 2002
M/S 433-100, ccu 465
P.O. Box 10462
Dallas, Texas 75207**



**Rockwell
International**

...where science gets down to business

Bids And Quotations Specialist

RCA Broadcast Systems is looking for a Bids and Quotations Specialist with 3 to 5 years broadcasting experience (TV/RADIO STATION). Position requires analysis of customer equipment requirements, coordinating and monitoring bid and quotation preparation to assure satisfactory technical and sales approach, costs, pricing, and participation in the presentation of bids and quotations to management and to customers.

These are highly-regarded career positions that require moderate travel. We offer excellent compensation and benefits. Interested applicants should send resume in confidence to:

J.W. Hendrickson
RCA Broadcast Systems
Bldg. 3-2
Camden, New Jersey 08102
An Equal Opportunity Employer



A Tradition On The Move!

CABLE Help Wanted Sales

CATV SPECIALIST

Station Business Systems is a leader in the sale of computerized operations systems in the broadcast industry. Our new CATV subscriber system has created openings for installation specialists.

We are interested in people with the ability to instruct and train individuals in the use and operation of our in-house computer systems.

Emphasis is placed on communications as well as the ability to perform well during long hours. A background in Cable Television would be helpful but not required. Must be free to travel and relocation may be required.

This position offers excellent benefits and compensations. Excellent growth opportunity for the right person.

STATION BUSINESS SYSTEMS

 a division of
CONTROL DATA CORPORATION

600 West Putnam Ave.
Greenwich, Connecticut 06830
An Affirmative Action Employer M/F



**B
A
L**

BROADCASTER'S ACTION LINE

The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Search \$25.00
Call 812-889-2907
R2, Box 25-A, Lexington, Indiana 47138


TALENT HUNT

- There are stations all across the country looking for talent.
- We are a placement service which needs to update its library of all available radio and TV on-air talent for these stations.
- Please send 3/4" cassette (for TV) or 1/4" audio tape (for radio)—which cannot be returned—together with a letter specifying all pertinent information to:

JOHN BECK
P.O. Box 99900
San Francisco
California 94109

Radio Programing

LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884



Public Notice

**PUBLIC NOTICE
APPLICATIONS FOR CABLE TELEVISION
LICENSE
HADLEY, MASSACHUSETTS**

The town of Hadley, Massachusetts will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 2 P.M. on February 11, 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100. nonrefundable filing fee, payable to the town of Hadley, Massachusetts. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

Brian A. Glazier
Joseph F. Wanczyk
Julian Fill
Board of Selectmen

**Public Notice
Continued**

**PUBLIC NOTICE
REQUEST FOR ADDITIONAL CABLE
TELEVISION APPLICATIONS
WINCHESTER, MASSACHUSETTS**

The Town of Winchester, Massachusetts announces the availability of the report of the Board of Selectmen setting forth policy guidelines with respect to the proposed license for the construction and operation of a cable television system for the Town of Winchester. Copies of the report are available for public inspection in the Town Clerk's Office and the Board of Selectmen's Office, Town Hall, Winchester, Massachusetts during regular business hours and for reproduction at a reasonable fee.

The Town of Winchester will accept additional applications for a cable television license until 4:00 p.m. on Thursday, January 10, 1980 at the Office of the Board of Selectmen, Town Hall, Winchester, Massachusetts. At least two copies of each additional application should be filed on Form 100 of the Massachusetts Community Antenna Television Commission and should be accompanied by \$100 non-refundable filing fee payable to the Town of Winchester. A copy of the application should also be filed with the Massachusetts Community Antenna Television Commission.

January 10, 1980 will be the final filing date for new applications in Winchester and for amendments to previously filed applications and no applications or amendments will be accepted after that date. Copies shall be made available in the Town Clerk's Office and the Board of Selectmen's Office for inspection during regular business hours and for reproduction at a reasonable fee.

BOARD OF SELECTMEN

Richard N. Witsack, Chairman
Arthur E. Dunbar
Barbara S. Hankins
Edward F. O'Connell
Wade M. Welch

December 10, 1979 Public Broadcasting Service, Transponder Allocation Committee meeting, 1:00 p.m., KCET-TV Offices, 4401 Sunset Boulevard, Los Angeles, California; to discuss the role of the Committee in the new PBS programming structure.

**December 15-16 1979
Interim Board of Trustees.**

Association for Public Broadcasting, Atlanta Sheraton Hotel, 590 West Peachtree Street, Atlanta, Georgia. Meeting begins at 6:00 p.m. on December 15 and reconvenes at 9:00 a.m. on December 16 to develop plans for the operation of the Association.

December 19, 1979 Public Broadcasting Service, Program Use Policy Committee meeting, 10:00 a.m., PBS offices, 475 L'Enfant Plaza, S.W., Washington, D.C. Review current program use policies relating to broadcast and non-broadcast use.

FRANCHISE AVAILABLE

The City of Cincinnati, Ohio is inviting proposals for a non-exclusive cable television franchise. Proposals shall be submitted in accordance with application forms available from the Department of Public Utilities. Proposals will be accepted until 2:00 p.m., March 6, 1980. Each proposal submitted shall be accompanied by a \$5,000.00 non-refundable filing fee payable to the City of Cincinnati.

Joseph L. Rochford
Director of Public Utilities
617 Central Avenue
Cincinnati, Ohio 45202

For Sale Equipment

**LATEST MODEL
EIGEN VIDEO DISC**

- Excellent performance
- Chroma III component color recorder/reproducer for broadcast service
- 20-second capacity
- Forward or reverse
- Slow motion
- Freeze frame for effects and slide storage
- CVS digital time-base corrector
- Never used
- Asking \$33,000 for immediate sale
- Contact: Mr. K. Blair Benson
Video Corp. of America
231 East 55th Street
New York, NY 10022
Tel. (212) 355-1600 Ext. 292

Wanted To Buy Stations

**Want to purchase
FM Station**

in Greater Chicagoland Area.
Send information to:
Box M-77

**WANTED TO BUY
STATION**

Experienced broadcast team ready to buy FM or AM/FM in 400,000 to 800,000 pop. metro. Cash or terms.
Box M-79

For Sale Stations

THE
KEITH W. HORTON
COMPANY, INC.

P. O. Box 948
Elmira, NY
14902
(607) 733-7138

Brokers and
Consultants
to the
Communications
Industry



**For Sale Stations
Continued**

- AM/FM. Fulltimer. Class B. Big Town in Maryland. \$640,000.
- FM covering large Tennessee city. Ethnic group preferred. \$600,000 cash.
- Fulltimer in large North Carolina city. \$1,500,000.
- Fulltimer in large South Carolina city. \$2,000,000.
- Ethnic station in large Michigan city. \$1,900,000.
- Fulltimer large metro area Georgia. \$925,000.
- Daytimer in East Tennessee small town. \$195,000.
- AM/FM/TV in South Pacific Islands. \$220,000. Cash.
- Good facility near Anchorage, Alaska. \$1,200,000.
- AM-FM in Kentucky, \$360,000. \$70,000 down payment with deferred plan.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltimer. Large metro area. R.E. Indiana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$280,000.
- Fulltimer. N.W. Coastal. \$400,000.
- Daytimer. Mass.; Large Metro. \$850,000.
- Fulltime. Dominant. Metro. TX \$1,200,000.
- Daytimer. Million + Pop. In coverage area.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
- N. Central Texas. Daytimer. \$400,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

**MEDIA BROKERS
APPRAISERS**

RICHARD A.
SHAHEN
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



CHAPMAN ASSOCIATES

media brokerage service

STATIONS

CONTACT

STATIONS	CONTACT
W Small AM \$135K \$39K	Ray Stanfield (213) 363-5764
S Small AM \$375K Terms	Corky Cartwright (303) 741-1021
E Suburban AM \$400K Terms	Art Simmers (617) 848-4893
S Metro AM \$200K \$50K	Bill Chapman (404) 458-9226
S Metro Profitable \$700K 29%	Bill Hammond (214) 387-2303

To receive offerings of stations within the area of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

For Sale Stations Continued



Select Media Brokers

P.O. Box 5 - Albany, Georgia 31702-3170

SELECT MEDIA BROKERS

MI	Fulltime AM & FM	300K	Small
SC	Daytime AM	150K	Medium
FL	Fulltime AM	390K	Medium
GA	Fulltime AM	375K	Medium
PA	Daytime AM	400K	Medium
SC	Daytime AM	440K	Medium
FL	Daytime AM	330K	Medium
FL	Daytime AM	165K	Small
FL	Daytime AM	350K	Medium
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Daytime AM	175K	Small
SC	Daytime AM & Fulltime FM	500K	Medium
NC	Fulltime AM	750K	Medium
NV	Daytime AM	800K	Metro
VA	Fulltime AM	500K	Medium
AL	Fulltime AM	175K	Small

912-883-4917
PO Box 5, Albany, GA 31702

R.D. Hanna Company

Brokers-Appraisers-Consultants

5944 Luther Lane Suite 505
Dallas, TX 75225
214-696-1022

8340 E. Princeton Ave.
Denver, CO 80237
303-771-7675

Dan Hayslett

& associates, inc.



Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

THE HOLT CORPORATION

APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

Westgate Mall, Suite 205
Belthlehem, Pennsylvania 18017

215-865-3775

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing In Sunbelt Broadcast Properties"

5050 Poplar - Suite 816 - Memphis, TN 38157

H.B. La Rue, Media Broker

RADIO, TV, CATV, APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

For Sale

1 KW AM station So. Eastern NC \$250,000. Associated Group Services, Inc. P.O. Box 188, Whiteville, NC 28472.

UNIQUE OPPORTUNITY

Northeast Class C FM, with undeveloped potential two-state primary coverage, and 1kw daytime AM. For details call Mel Stone Associates, (207) 774-6561.

For Sale

Missouri AM—Profitable small market daytimer. Priced at less than 2½ times gross. Low down payment requirement makes this an ideal first station for sales oriented. Owner will finance with easy terms.

Box M-87

Well Established Religious Radio Station

350,000 Down.
Balance 8 years at 8%
Write Box M-83

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

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Word count: include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code of phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, P.D., etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media

John L. Greene Jr., station manager, WRAL-TV Raleigh, N.C., appointed general manager, succeeding Frederick Barber Jr., who is to be VP-general manager, WSB-TV Atlanta (BROADCASTING, Nov. 26).

Tommy G. Bond, general manager, WSLA-TV Selma, Ala., joins WCI-TV Columbus, Miss., in same capacity.

Joe Everett, former general manager of National Entertainment Corp., Orlando, Fla., joins WTBS-TV Atlanta as assistant to director of TV operations. **Charles Shultz**, formerly with Rounsaville Radio, Atlanta, joins WTBS as controller.

Edward Olesh, VP-general manager of WPQR-FM Uniontown, Pa., named president of licensee of station, Warman Broadcasting. He will continue as general manager.

Mike Kirtner, general manager of WTCR(AM) Ashland, Ky., assumes additional duties as general manager of co-owned WHEZ(FM) Huntington, W. Va.

Louis A. Well III, president and publisher of Gannett Co.'s Westchester-Rockland (N.Y.) newspapers, named VP-development for Gannett, responsible for coordinating company's acquisition and merger activity. He will be based in Rochester, N.Y. **Madelyn Pulver Jennings**, VP-human resources for Standard Brands Inc., named to same position with Gannett.

Frank J. Murphy III, former VP-station relations for Mutual Broadcasting System, Washington, who left Mutual Nov. 2 to join family-



Murphy

Goodman

owned business in Washington, rejoins Mutual in same capacity. He succeeds **Terry Hourigan** (see page 125). **Bruce Goodman**, general counsel for Mutual, named VP.

Thomas J. Dougherty, general counsel for Metromedia, Washington, named VP.

Peter Marcus, Eastern region account executive, Arbitron Co., named manager, affiliate services, RKO Radio Network in New York.

Samuel L. (Dave) Crockett, senior VP of Fisher Broadcasting, licensee of KOMO-AM-TV Seattle and KATU-TV Portland, Ore., retires after 26 years with company.

John F. Gault, senior VP-franchise development, American Television & Communications Corp., Englewood, Colo., elected president of ATC's Manhattan Cable, New York.

James O. Robbins, assistant VP of Miami Valley region for Continental Cablevision of Miami Valley, Ohio, joins Viacom Communications, cable system division of Viacom International, as general manager of Suffolk Cablevision, Suffolk county, N.Y. **David A. Wilson**, who has been assistant general manager and area manager for several of Viacom's West Coast systems, named general manager of Viacom Cablevision of Cleveland. **Nell McHugh**, general manager of Viacom's Diablo region in northern California, named general manager of Viacom Cablevision of San Francisco. **Dan Radcliff**, controller for Viacom Communications, succeeds McHugh.

Emmett White, former Eastern regional manager for United Cable Television Corp., Denver, named VP-general manager of Mountain States Video, joint venture of United Cable and Daniels & Associates, Denver. Company is constructing cable system there. **Steve Reimer**, from United Cable, named project coordinator for Mountain States. **John E. Clark**, former VP-general manager of Business Equipment Consultants in Colorado, and most recently, sales manager for Mountain States, named marketing manager. **Jack Towne**, national marketing manager for consumer packaged goods for Teledyne Waterpik, joins Mountain States as sales manager. **Rick Garrett**, operations manager, Electrolarm in Denver, joins Mountain States as commercial development manager.

James S. Cownie, executive VP of Heritage Communications, Des Moines, Iowa, named president of Heritage Telecommunications Group, which includes cable systems and two radio stations. **Gwen Lidstrom**, with Heritage, named VP-administration. **Steven Brockett**, also with Heritage, named controller.

Raymond Stice, director of marketing for UltraCom, cable systems operator, Lansdale, Pa., named VP-systems operations.

Leo Callistri, corporate director of systems, NewChannels Corp., cable system operator based in Syracuse, N.Y., named VP.

Norman L. Hurd, formerly with American Television and Communications and Storer Cable, named regional manager of American Cablesystems of Virginia, subsidiary of American Cablesystems Corp. He is based in Chilhowie, Va., and is responsible for 13 systems in Virginia, Tennessee and West Virginia.

Stephen Ingram, assistant to VP and director of corporate development in Eastern region, Continental Cablevision of Ohio, Findlay, Ohio, named regional manager of Northeast.

Robert Wine, assistant treasurer and director of administration for Kansas Public Telecommunications Service, licensee of noncommercial KPTS(TV) Hutchinson, Kan., named VP.

Harry C. Smith, general sales manager, WFLA-TV Tampa, Fla., assumes additional duties as assistant to president of WFLA Inc., which includes WFLA-AM-FM-TV.

Advertising

Russell Rhodes, account supervisor on American Express account, Ogilvy & Mather, New York, elected VP.

C. Dayton (Bud) Titworth, VP-management supervisor, J. Walter Thompson, New York, joins DKG Advertising there as VP-account supervisor.

Bruce P. Andrews, senior VP and management supervisor on Chrysler-Plymouth national advertising account, named general manager of Detroit office of Kenyon & Eckhardt. **Bruce McRitchie**, management supervisor on Dodge car and truck national advertising, named to similar post on Chrysler-Plymouth national advertising. **William Oswald**, VP-account supervisor on Dodge truck advertising, succeeds McRitchie. **Joseph Cronin Jr.**, formerly with BBDO in Detroit, named VP-national account supervisor on Dodge Dealer Advertising Association accounts. **Doug McWeeny**, from J. Walter Thompson in Arizona, joins K&E as VP-Western area supervisor, based in Los Angeles, on Dodge dealer accounts. **Elton Kruger**, VP-associate media director with K&E in Detroit, and **George Wold**, formerly with D'Arcy-MacManus & Masius in Bloomfield Hills, Mich.,

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named VP's and media group heads for K&E in Detroit. **Jay Terwilliger**, formerly with Quinn & Johnson Advertising in Boston, named account executive for K&E on New England Dodge Dealer Advertising Association account, based in Boston. **David Kerr**, account supervisor with K&E, named management supervisor on Chrysler corporate, service and parts division, fleet and lease, and marine and high performance parts advertising accounts.

Lansing Hecker, account supervisor, D'Arcy-MacManus & Masius, St. Louis, elected VP. **Stephen Eaker**, formerly with Young & Rubicam in Chicago, joins DM&M in St. Louis as senior account executive on Budweiser account. **Billie Essenpreis**, independent advertising consultant in St. Louis, joins DM&M there as senior media buyer. In New York office of DM&M, **Steven Flans**, from Bozell & Jacobs, New York, named media planner on M&M/Mars and Lorillard accounts. **Blanche Vendryes**, traffic assistant, WNEW-TV New York, joins DM&M there as assistant buyer-spot broadcast. **Jane Rabin**, copywriter for Hecht, Higgins & Peterson, New York, joins DM&M there in same post. **Richard Mancini**, head of his own agency, Mancini & Associates, Palm Desert, Calif. and **Larry Waxberg**, VP-creative director of Eisaman, Johns & Laws, New York, join DM&M in New York as senior art directors. **Vernon Mead Jr.**, art director with Albert Frank-Guenther Law, New York, joins DM&M as art director.

Torsten Ellson, creative art supervisor, Grey Advertising, New York, named VP.

Richard Wasserman, senior copywriter, Benton & Bowles, New York, joins Foote, Cone & Belding there as VP-creative director.

Jack Wiegand, VP-marketing for Maremont Corp., automotive parts company, joins Barkley & Evergreen, Overland Park, Kan., as VP-general manager of Chicago office, supervising account service for Maremont account.

Robert F. Nelson, VP-creative director, D'Arcy-MacManus & Masius, Chicago, joins Bozell & Jacobs there as creative director. **Mary Douglass Scannell**, media estimator, and **Karen TeVogt**, media assistant, Bozell & Jacobs, Chicago, named assistant media planners.

Ronald Gornstein, senior art director, Montgomery & Associates, Bala Cynwyd, Pa., named VP-manager of creative department.

Tom Starr, assistant advertising manager, Ehrenreich Photo Optical Industries, Garden City, N.Y., and formerly with Stiefel/Raymond Advertising, New York, rejoins agency as account executive on food and beverage division.

Mary Krueger, assistant media planner, Tatham-Laird & Kudner, Chicago, named media planner. **Betty Pat Golden**, staff assistant, named assistant media planner. **Gall Polyock**, broadcast buyer, named broadcast supervisor. **Alice Sylvester**, research analyst, named media research supervisor.

Marcia Cann, associate media director in Toronto office of Young & Rubicam, named media director for Sive Associates, Cincinnati advertising agency owned by Young & Rubicam. **Steve Hemberger**, account executive in marketing department of Dun & Bradstreet, Cincinnati, joins Sive as senior project director in market research department.

Larry Sandy, in creative department of Ward

Archer & Associates, Memphis, named group creative director.

Joel Allen Peck, director of market surveys, Westinghouse Broadcast Systems, New York, joins Geer, DuBois there as account research supervisor.

Judi Green, research manager for residence division of Southwestern Bell in St. Louis, joins Hofer, Dieterich & Brown, San Francisco, as research director.

Barbara Harwell, senior VP-associate director of creative services, KCBN Advertising, Dallas, named director of creative services.

Terrie Newman, senior writer for Avon Products in New York, joins Hume-Smith-Mickelberry Advertising in Miami as senior copywriter.

Richard Grilmord, marketing manager for McOpCo, Milwaukee, and **Richard Morgan**, director of marketing, Detroit Express soccer team, join Price/McNabb Advertising, Asheville, N.C., as account executives. **Cathy Cart Howell**, advertising assistant, MetroLease Furniture Rentals, Raleigh, N.C., joins Price/McNabb as media buyer. **Linda Doll Cluxton**, assistant account supervisor, Impressions ABA Industries, Roslyn Heights, N.Y., named production manager at Price/McNabb.

Bradley Smith, from Scantland Broadcasting, Marion, Ohio, joins Lord, Sullivan & Yoder Advertising there as account executive.



Perth

Rod Perth, director of sales for CBS-owned KMOX-TV St. Louis, named VP and general manager, CBS Television Stations National Sales, succeeding Thoren Schroeck, who recently was appointed VP of sales for division (BROADCASTING, Nov. 26).

Don McGannon, manager of Boston office of Top Market Television, elected VP and Northeast regional sales manager. **Rudi Taylor**, account executive in Los Angeles office of TMT, named manager of new San Francisco office. **Bill Scaffide**, account executive, WKW-TV Cleveland, joins TMT as manager of Cleveland office. **Marty Goldberg** in program research for TMT in New York, named VP-program services and research. **Cathy Considine**, account executive, WDIV(TV) Detroit, and **Lenda Westbrook**, from Metromedia, New York, named account executives in New York office. **Gene Thompson**, formerly with WTOP-TV Washington (now WDM-TV), named account executive in Detroit for TMT.

Jim Bellitz, VP of Katz Agency, media data division, New York, named general manager, with day-to-day responsibilities for managing programing and operations unit. His brother, **Paul Bellitz**, continues as president of division.

Alan Zaretsky, VP of marketing services, Air Time International, New York, assumes additional duties as assistant to Fred Weiner, president of company. **Frank Flanagan**, TV spot buyer with Air Time International, New York, and previously in sales management with Peters, Griffin, Woodward, New York, appointed director of program sales for Air Time International.

Ray Bentley, president of Bentley Syndication Services, New York, assumes additional duties as VP-general manager of CPM/East, newly opened New York office of CPM, media management service based in Chicago.

James Parham, account executive, ABC-TV Spot Sales, New York, joins Blair Television there on ABC-blue sales team.

Donald K. Pauly, national sales manager, KPHO-TV Phoenix, named general sales manager.



Braun

Bruce Braun, Los Angeles manager for CBS-FM National Sales, named general sales manager of co-owned WCAU(AM) Philadelphia.

Deloney Hull, local sales manager, WSB-TV Atlanta, named director of sales development. **Gene Doss**, Atlanta sales manager for TeleRep, succeeds Hull.

John Kueneke, West Coast sales manager for KCRA-TV Sacramento, Calif., named national sales manager.

John Withers, local sales manager, WTBS(TV) Atlanta, named regional sales manager. **Toby Stienberg**, from WRNG(AM) Atlanta, and **Mike Cohen**, from WZTV(TV) Nashville, join WTBS as account executives.

Gerry Green, local sales manager, WVBF(FM) (Framingham) Boston, joins WXLO(FM) New York as merchandising manager.

Courtney Thompson, account executive, WFYR(FM) Chicago, joins KBZT(FM) San Diego as retail sales manager.

Michael Bump, sales manager, WNIS(AM) Portsmouth, Va., joins WCMS-AM-FM Norfolk, Va., as general sales manager.

Donna Munde, in sales department of WCMB(AM) Harrisburg, Pa., named general sales manager of WCMB and co-owned WFSM(FM) there.

Lila Sadler, VP-director of account services, Wallace-Wimberley-Destiche & Associates, advertising agency in Little Rock, Ark., joins KOKY(AM)-KLAZ-FM there as national sales manager.

Stuart McGaughran, former regional sales manager, WAEZ(FM) Akron, Ohio, joins WNYN(AM) Canton, Ohio, as sales manager.

Brett Cornwell, account executive, WROC-TV Rochester, N.Y., joins WIC-TV Pittsburgh in same capacity.

Rick Steele, from Foster and Kleiser Advertising, Cleveland, joins WKYC-TV there as account executive.

James Spencer, from KNBR(AM) San Francisco, and **Jess Whitehall**, formerly with KTSF-TV there, join KOIT(FM) San Francisco as sales representatives.

Will Schutte, graduate, University of California, Berkeley, joins KYUU(FM) San Francisco as account executive.

Peter Stassa, general manager of WCAS(AM) Boston, and **Gary Jensen**, assistant program director, WVBF(FM) (Framingham) Boston, named account executives for WVBF.

Programing

Group W Productions, planning "to move extensively" into pay-cable production, has named **Robert H. Rubin** to newly created position of VP, programing for cable. Rubin, based in New York, had been director of programing, Warner Cable's Qube system, and executive producer, Qube Games.



Hourigan

Terry Hourigan, VP-station relations, Mutual Broadcasting System, Washington, named VP-programing, in charge of entertainment programing with primary responsibility for program development.

Appointed production associates at NBC Sports, New York: **Bill Peters** and **David Neal**, assistants to producer; **Paul Brubaker**, production administrator, and **Rick Stern**, freelance production assistant.

Jacqueline Lando, program assistant, WTBS(TV) Atlanta, named program coordinator. **Robert D. Johnston**, assistant production manager, named production manager. **Ed Williams**, also with WTBS named film manager.

William J. Riley, with Heritage Communications, Des Moines, Iowa, named senior VP-programing and public relations for Heritage Telecommunications Group, which includes company's cable systems and two radio stations.

Whitney LeBlanc, former stage manager for CBS's Television City in Los Angeles, and associate producer of Tandem Productions' series, *Good Times*, named associate producer and production manager for *Up and Coming*, 15-part dramatic series produced by noncommercial KQED(TV) San Francisco for Public Broadcasting Service. **Brenda Grayson**, unit production manager, NBC, New York, named associate project director for *Up and Coming*.

D. Paul Rich, director of creative services, WCVB-TV Boston, appointed VP-operations, BBI Communications Inc., syndication subsidiary of Boston Broadcasters Inc., licensee of WCVB-TV. **Jack M. Duffield**, director of syndication for BBI, named VP-sales, BBI Communications, New York, located in new offices at 420 Lexington Avenue (10017).

Jack B. Allen, former director of sales, KNBC(TV) Los Angeles, named president of Univision, newly formed television syndication division of Jeffrey Alan Associates, New York.

Gerry Lepkanich, station clearance representative, Syndicast Services, New York, named director of syndicated sales to stations.

William Roskin, counsel to New York City Department of Personnel and Civil Service Commission, appointed assistant VP, industrial and labor relations, Warner Communications Inc., New York.

Paul Frumkin, former producer of *Kup's Show*, Chicago-based interview program, joins *The Mike Douglas Show*, Group W Productions, Los Angeles, as creative consultant.

Howard Hoffman, air personality, ABC-owned KAUM(FM) Houston, named air personality for co-owned WABC(AM) New York.

Jon Sinton, program director, KDKB(FM) Phoenix, joins staff of Burkhart/Abrams/

Michaels/Douglas and Associates, Atlanta.

Orlando Quintero, news and sports director, KESS(FM) Fort Worth, joins Texas State Network, Dallas, as director of Spanish-language programing for Spanish Information Service, which is part of TSN.

Conni Gordon, community affairs director KFRC(AM), San Francisco, appointed feature editor, RKO Radio Network, New York.

John Eves, sports director, KLDK(AM) Denver, joins KWGN-TV there as sportscaster.

Todd Gralnger, sports director, WAEO-TV Rhinelander, Wis., joins WFRV-TV Green Bay, Wis., as weekend sports anchor.

Maureen Newman, former women's editor, reporter and interviewer for TV station in Bendigo, Victoria, Australia, joins WLYH-TV Lancaster, Pa., as host of weekly morning talk show.

Tom Watson (Chuck Morgan), assistant program director and air personality, KSFX(FM) San Francisco, joins WCSH(AM) Portland, Me., as operations manager.

Ed Ryba, air personality, KUHL(AM) Santa Maria, Calif., named operations manager for co-owned KXFM(FM) there.

Jerry Gutlon, operations director, noncommercial WHAB(FM) Acton, Mass., joins WIPS(AM) Ticonderoga, N.Y., as music director, air personality and sportscaster.

Timothy Marsh, continuity director, KHOK(FM) Hoisington, Kan., joins KPSI(AM) Palm Springs, Calif., in same capacity.

William Kelley Jr., producer and cinematographer at Nitro, W. Va., studio of noncommercial WMUL-TV Huntington, W.Va., named studio manager.

Bill Ward, from KFMK(FM) Houston, joins KAUM(FM) there as air personality.

Phil Christie, from WHUE-AM-FM Boston, joins WJIB(FM) there as air personality.

Susan Calure, senior director in creative services department of WTNH-TV New Haven, Conn., joins Connecticut Public Television, Hartford, as producer-director.

News and Public Affairs

Dirk Van, reporter, WHN(AM) New York, named director of news and public affairs.

Harvey Cox, news director, WSPA-TV Spartanburg, S.C., joins WDBO-TV Orlando, Fla., in same capacity. **Pat Milan**, reporter, WJCL(TV) Savannah, Ga., joins WDBO-TV as general assignment reporter. **Laura Taulbee**, graduate, University of Florida, Gainesville, joins WDBO-TV as noon news producer.

Fred Stemen, from KHTZ(FM) Los Angeles, joins KCBQ(AM) San Diego as news director.

John Yurko, executive producer, KYW-TV Philadelphia, named assistant news director.

Joel Rubin, senior reporter and weekend anchor, WAVY-TV Portsmouth, Va., named associate news director and assignment editor.

Tony Gaskins, in news department of WCMB(AM) Harrisburg, Pa., named news director.

Barry Birr, chief editor and investigative reporter, KMOX-AM-FM St. Louis, joins WGIR(AM)

Manchester, N.H., as news director.

Paul Thompson, former reporter with WBNS-TV Columbus, Ohio, joins WJBK-TV Detroit as assignment editor.

Mike Manning, executive producer and assistant news director, WDTN(TV) Dayton, Ohio, joins WLWT(TV) Cincinnati as assignment editor. **Jeff Hirsh**, reporter and anchor, KOMU-TV Columbia, Mo., joins WLWT as reporter.

Bob Edwards, and **Barbara Hoctor**, who formerly worked on National Public Radio's *All Things Considered*, Washington, and were temporary hosts of NPR's *Morning Edition*, new daily two-hour news and current affairs program, named permanent hosts of *Morning Edition*.

Dick Jamison, news director, KFRE(AM) Fresno, Calif., joins KJEO(TV) there as assignment editor.

William West, Rome, Ga., bureau chief for WXIA-TV Atlanta, joins WFBC-TV Greenville, S.C., as assignment editor. **Charley Keyes**, emergency news reporter for WFBC-TV, named Columbia, S.C., bureau chief. **Lee Owens**, news photographer, named acting emergency news reporter. **Randy Mayo**, graduate, University of South Carolina, Columbia, and former director with station, rejoins WFBC-TV as Columbia bureau photographer.

Gayle Sacco, actress and model, and **Rick Martel**, air personality, KOGO(AM) San Diego, join XETV(TV) Tijuana, Mexico (San Diego), as 10 p.m. anchors.

Carlos Amezcua, investigative reporter, KOIN-TV Portland, Ore., joins KUTV(TV) Salt Lake City as Ogden, Utah, bureau chief.

Laura Carter, former news writer and producer for KHJ-TV Los Angeles, joins KESQ-TV Palm Springs, Calif., as 11 p.m. anchor.

Ricki Stevenson, reporter-anchor, National Black Network, New York, joins KCBS-FM San Francisco in same capacity. **Lila Peterson**, anchor, KYA-FM San Francisco, joins KCBS-FM as newscaster.

David Breimhurst, general assignment reporter, WTAJ-TV Altoona, Pa., named noon anchor. **Barbara Allen**, news director, WRTA-AM-FM Altoona, Pa., and **Steve Wagner**, news director, WMAJ(AM) State College, Pa., join WTAJ-TV as general assignment reporters. **Jean Antol**, desk assistant, WTAJ-TV, named noon news producer.

Edward Caldwell, Saturday news anchor, WNDU-TV South Bend, Ind., joins WFRV-TV Green Bay, Wis., as weekend anchor and reporter.

Nina Trasoff and **Bert Sass**, co-anchors, KGUN-TV Tucson, Ariz., assume additional duties as co-hosts of monthly newsmagazine. **Lynn Ketchum**, news producer, named assignment editor. **Steve Burns**, special projects coordinator, assumes additional duties as producer of monthly newsmagazine. **Lynn Rogalsky**, weekend news producer, named producer of weeknight newscasts. **Juan Aviles**, assistant news producer, succeeds Rogalsky. **Gene Einfrank**, from Tucson production company, Mettler Studios, joins KGUN-TV as news and feature photographer.

Cheryl Deutsch, reporter, KCRG-TV Cedar Rapids, Iowa, joins WFMV-TV Greensboro, N.C., as general assignment reporter and field anchor.

William Coy, newspaper researcher and consultant with Frank Magid Associates in Cedar Rapids, joins WFMY-TV as general assignment reporter. **Gerry Wallace**, weathercaster and talk show host, WIBW-TV Topeka, Kan., joins WFMY-TV as weathercaster and environmental reporter.

Jody Davis, reporter, KHAS-TV Hastings, Neb., joins WEAR-TV Pensacola, Fla., in same capacity.

Edward Hanna, former executive producer of nightly local news program on noncommercial WNET(TV) New York, named coordinating producer of Public Broadcasting Service's *Bill Moyers Journal*.

Jonathan Lehrer, political editor and county government reporter, WJOL(AM) Joliet, Ill., joins WCFL(AM) Chicago as news editor.

Lee Schell, vacation relief anchor and reporter for KGO(AM) San Francisco, named South Bay bureau chief.

Jim Gdaniec, director, WAVE-TV Louisville, Ky., joins WTHR(TV) Indianapolis as producer-director with news staff.

Bob Edwards, announcer, WDSY(FM) Pittsburgh, joins WPNT(FM) there as announcer and newsmen.

Hank Tester, news director, noncommercial KLVX(TV) Las Vegas, joins KVBC-TV there as public affairs director.

Ron Aaron Eisenberg, senior VP and partner of Marston and Rothenberg Public Affairs, Washington, named executive VP. Before joining firm, he worked with White House Office of Telecommunications Policy.

Murray Scheinfeld, controller for WTBS(TV) Atlanta, named controller for co-owned Cable News Network, 24-hour news network scheduled to go on air in 1980.

Promotion and PR

Paula Marmelstein, director of on-air promotion, NBC Entertainment, New York, named VP.



Marmelstein



Ondrick

Joseph Ondrick, director of advertising, promotion and publicity, WNBC-TV New York, appointed director of advertising, promotion and publicity, MCA TV, New York.

Susan Byko, formerly with Jack Bolton Associates, representative firm in Atlanta, joins WTBS(TV) there as sales promotion coordinator. **Richard Corker**, in promotion department of WTBS, named assistant promotion manager.

Elliott Henry, who retired in 1976 as vice president in charge of press and public relations for ABC's Western division, named public relations consultant for KCRA-TV Sacramento, Calif.

Charline Karell, former managing editor of *CableVision* magazine, joins Mountain States Video, joint venture of United Cable Television

Corp. and Daniels & Associates, Denver, which is constructing cable system there, as director of public relations.

Technology

Robert Luff, VP of engineering, National Cable Television Association, Washington, joins UA-Columbia Cablevision, San Angelo, Tex., in same capacity.

Robert Cappiello, VP-finance, Polygram Distribution, New York, named staff VP-operations analysis, RCA Corp., New York. **Bill Culbertson**, Southern area salesman for broadcast equipment for Telemet, Amityville, N.Y., joins RCA Broadcast Systems, Camden, N.J., as sales representative in South, based in Dallas.

W. Donovan Schutt, former VP of Teletrex Information Systems, Redlands, Calif., named president of Northwestern Technology Inc., Bellingham, Wash. **Darrell Wichers**, salesman for IGM, division of NTI, named sales manager.

Rick Plushner, president of Audio Design, Miami, joins Sony Industries, digital audio division, as Western district manager, based in Los Angeles.

Gene Wright, chief engineer, WTBS(TV) Atlanta, named director of engineering for WTBS and co-owned Cable News Network, scheduled to go on air in 1980. **Jack Ormond**, assistant chief engineer, WTBS, named engineer in charge of CNN. **Jim Dusel**, sports producer-director, named to newly created post of manager of remote department.

Bob Hillard, former district engineer for southern California, Teleprompter, joins Mountain States Video, joint venture of United Cable Television Corp. and Daniels & Associates, Denver, which is constructing cable system there, as chief engineer. **Roy Glenger**, supervisor of turnkey construction projects for RCA Cablevision, North Hollywood, Calif., joins Mountain States as project manager, responsible for overseeing construction of system's plant.

International

BBC Television Service, London, has restructured its engineering and operations department into three main operating groups and one developments group, reporting to controller of engineering and operations, **C. R. Longman**. **D. R. Kinally** has been named assistant controller, engineering, television developments. **C. J. Paton**, has been named general manager, studios, engineering and operations, television. **D. W. Thorogood** has been named general manager of outside broadcasts, engineering and operations, television. And **N. H. Taylor** becomes general manager of network and recording, engineering and operations, television.

O. Nigel Ryan, VP of NBC, who most recently was in charge of Henry Kissinger interviews, named director of programs for Thames Television, London station for Britain's commercial network.

Stuart Revill, European manager for Australian Broadcasting Commission, and former deputy chairman of board of Visnews, London-based news syndication service, named chairman of board of Visnews. He succeeds **Gerald Long**, managing director of Reuters,

who had been chairman since 1968.

Allied Fields

Dr. Raymond Rask, director of corporate engineering and satellite development, Mutual Broadcasting System, Washington, joins The Woodruff Organization, broadcast consulting firm in San Francisco, as executive VP.

Stephen Trilman, with *Billboard*, New York, named executive director of Recording Industry Association of America, New York.

Tom Hendrickson, assistant general counsel, National Cable Television Association, Washington, joins Washington law firm of Cole, Rayurd & Braverman.

Loring Fisher, former executive VP of Bonneville Broadcast Consultants, Tenafly, N.J., named president of Lomar Associates, division of Gwenith Gwyn Inc., Park Ridge, N.J. Lomar will provide marketing services for communication and information systems, and operations consulting services for broadcast industry.

Lorraine Reid, corporate VP of advertising and public relations, AMF, White Plains, N.Y., named senior VP of national advertising division of Council of Better Business Bureaus, Washington.

Steve Hall, instructor, International Broadcasting School, Dayton, Ohio, named director of education.

Eric Norberg, former program director, KEX(AM) Portland, Ore., joins Consolidated Communications Consultants, La Crescenta, Calif., as VP.

James S. Morgan, general manager of WILD(AM) Detroit, named regional sales manager in Detroit for Station Business Systems, division of Control Data Corp.

Richard Zimmerman, former producer-director with University of Louisville (Ky.) Instructional Communications Center, joins department of telecommunications, Mercer County Community College, Trenton, N.J., as producer-director.

Deaths

Sidney A. Tannenbaum, 68, founder and chairman of board of Weightman Advertising in Philadelphia, died of aneurism Nov. 10 at Graduate hospital there. He founded agency in 1949. Survivors include his wife, Cecilia, and two brothers, Oscar and Stanley, latter vice chairman of Kenyon & Eckhardt in New York.

James L. Martin, 57, retired superintendent of FCC's reference room, died of heart attack Nov. 30 at Washington Adventist hospital in Takoma Park, Md. He worked for FCC 25 years and retired in 1977. Survivors include his wife, Mary, two sons and one daughter.

L. C. Muller Jr., 61, field representative for RCA Service Co., Broadcast Service, based in San Antonio, Tex., died of heart attack Nov. 19 at Glendale Adventist hospital, Glendale, Calif. Survivors include his wife, Zona, and two sons.

Margot Regina Chapman, 47, executive assistant of National Association of Business and Educational Radio, Washington, died of cancer Nov. 26 at George Washington University hospital there. She had worked for association eight years. Survivors include two daughters.

Stock Index

Exchange and Company	Closing Wed. Dec 5	Closing Wed. Nov 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	37 3/8	38	- 5/8	- 1.64	8	1,047
N Capital Cities	48 1/4	48 1/2	+ 1/4	+ .51	13	661
N CBS	48 1/2	47 1/2	+ 1	+ 2.10	7	1,362
N Cox	63 1/4	61 3/4	+ 1 1/2	+ 2.42	12	425
A Gross Telecasting	22 7/8	23 1/2	- 5/8	- 2.65	7	18
O Lin.	48	48 1/4	- 1/4	- .51	12	132
N Metromedia	69 1/8	69	+ 1/8	+ .18	10	317
O Mooney	11 1/4	10	+ 1 1/4	+12.50		4
O Scripps-Howard****	54	53 1/2	+ 1/2	+ .93	10	139
N Storer	24 1/2	23 1/2	+ 1	+ 4.25	13	284
N Taft	33 7/8	32 1/2	+ 1 3/8	+ 4.23	11	292

Exchange and Company	Closing Wed. Dec 5	Closing Wed. Nov 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	18 1/8	18	+ 1/8	+ .69	15	32
A Affiliated Pubs.	25 1/4	24 3/4	+ 1/2	+ 2.02	9	86
N American Family	10 1/8	10	+ 1/8	+ 1.25	4	106
N John Blair	20	20 1/8	- 1/8	- .62	5	74
N Charter Co.	36 5/8	38 1/8	- 1 1/2	- 3.93	31	797
N Chris-Craft	17 5/8	17 1/4	+ 3/8	+ 2.17	10	75
N Coca-Cola New York	6	6			8	105
N Cowles	23 1/2	23	+ 1/2	+ 2.17	19	93
N Dun & Bradstreet	42 1/4	42 1/8	+ 1/8	+ .29	17	1,177
N Fairchild Ind.	39 3/8	38 3/8	+ 1	+ 2.60	8	224
N Fuqua	16 7/8	15 5/8	+ 1 1/4	+ 8.00	5	213
N Gannett Co.	46 3/4	46 3/8	+ 3/8	+ .80	15	1,256
N General Tire	20 3/4	19 3/4	+ 1	+ 5.06	4	481
O Gray Commun.	29	29			9	13
N Harle-Hanks	23 7/8	23	+ 7/8	+ 3.80	14	221
O Heritage Commun.	9 3/4	9 1/2	+ 1/4	+ 2.63		23
N Jefferson-Pilot	30 1/8	31	- 7/8	- 2.82	8	678
O Marvin Josephson	14	14			8	36
O Kansas State Net.	27 1/4	27 1/4			23	51
N Knight-Ridder	25	24 1/8	+ 7/8	+ 3.62	11	825
N Lee Enterprises*	22 5/8	22 5/8			12	164
N Liberty***	17 3/4	18 3/8	- 5/8	- 3.40	7	240
N McGraw-Hill	27	26 5/8	+ 3/8	+ 1.40	11	668
A Media General	25	23 5/8	+ 1 3/8	+ 5.82	10	186
N Meredith	35 1/4	34 1/2	+ 3/4	+ 2.17	7	109
O Multimedia	30 3/4	29	+ 1 3/4	+ 6.03	13	204
A New York Times Co.	22 1/4	22 3/8	- 1/8	- .55	17	262
N Outlet Co.	19	19 1/4	- 1/4	- 1.29	5	47
A Post Corp.	18 1/4	18 3/4	- 1/2	- 2.66	8	33
A Reeves Telecom	4 1/2	4 1/2			50	10
N Rollins	29 5/8	29 1/4	+ 3/8	+ 1.28	14	397
N San Juan Racing	14	15	- 1	- 6.66	18	35
N Schering-Plough	31 3/4	29 3/4	+ 2	+ 6.72	9	1,697
A Sonderling	29 1/4	28 3/8	+ 7/8	+ 3.08	9	32
A Tech Operations	11	11 1/2	- 1/2	- 4.34	28	15
N Times Mirror Co.	36 5/8	36 3/4	- 1/8	- .34	10	1,243
O Turner Broadcasting	9	8 1/2	+ 1/2	+ 5.88		88
A Washington Post	20	19 3/4	+ 1/4	+ 1.26	7	317
N Wometco	21	21 3/4	- 3/4	- 3.44	10	180

Exchange and Company	Closing Wed. Dec 5	Closing Wed. Nov 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLECASTING						
A Acton Corp.	13 3/4	12 5/8	+ 1 1/8	+ 8.91	8	36
O Ameco+						
O Athena Comm.****	6 1/2	6 5/8	- 1/8	- 1.88		13
O Burnup & Sims	8 1/4	7	+ 1 1/4	+17.85	43	70
O Cable Info.*	14	(Closing 11/27; not reported in previous wks.)				
O Comcast	23 1/4	20 1/2	+ 2 3/4	+13.41	23	39
O Entron*	5	5			5	4
N General Instrument	45 3/4	45 3/8	+ 3/8	+ .82	12	359
O Geneve Corp.	27 1/8	26 1/2	+ 5/8	+ 2.35	12	30
O Tele-Communications	27	22 3/4	+ 4 1/4	+18.68	33	287
N Teleprompter	22	20 7/8	+ 1 1/8	+ 5.38	29	373
N Time Inc.	44 3/4	44 1/2	+ 1/4	+ .56	8	1,249
O Tocom	12	10 3/4	+ 1 1/4	+11.62	26	17
O UA-Columbia Cable	33 1/2	32 1/2	+ 1	+ 3.07	16	112
O United Cable TV	26 1/4	23 1/2	+ 2 3/4	+11.70	19	106
N Viacom	38 1/4	36	+ 2 1/4	+ 6.25	20	145

Exchange and Company	Closing Wed. Dec 5	Closing Wed. Nov 28	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....	31 1/2	31 3/4	- 1/4	- .78	5	307
N Disney.....	41	39 5/8	+ 1 3/8	+ 3.47	13	1,329
N Filmways.....	11 3/4	12 3/8	- 5/8	- 5.05	7	62
Four Star*	1	1			10	
N Gulf & Western.....	19	17	+ 2	+11.76	4	915
N MCA.....	54 1/8	50 1/8	+ 4	+ 7.98	10	1,258
O Medcom.....	3 1/2	3 1/2			14	6
N MGM.....	19	17 7/8	+ 1 1/8	+ 6.29	9	578
N Transamerica.....	17 5/8	18 1/8	- 1/2	- 2.75	6	1,163
N 20th Century-Fox....	42	41	+ 1	+ 2.43	6	335
O Video Corp. of Amer..	5 3/4	5 3/4			19	5
N Warner.....	48 1/4	46	+ 2 1/4	+ 4.89	11	993
A Wrather.....	19 1/8	18 1/8	+ 1	+ 5.51	52	44

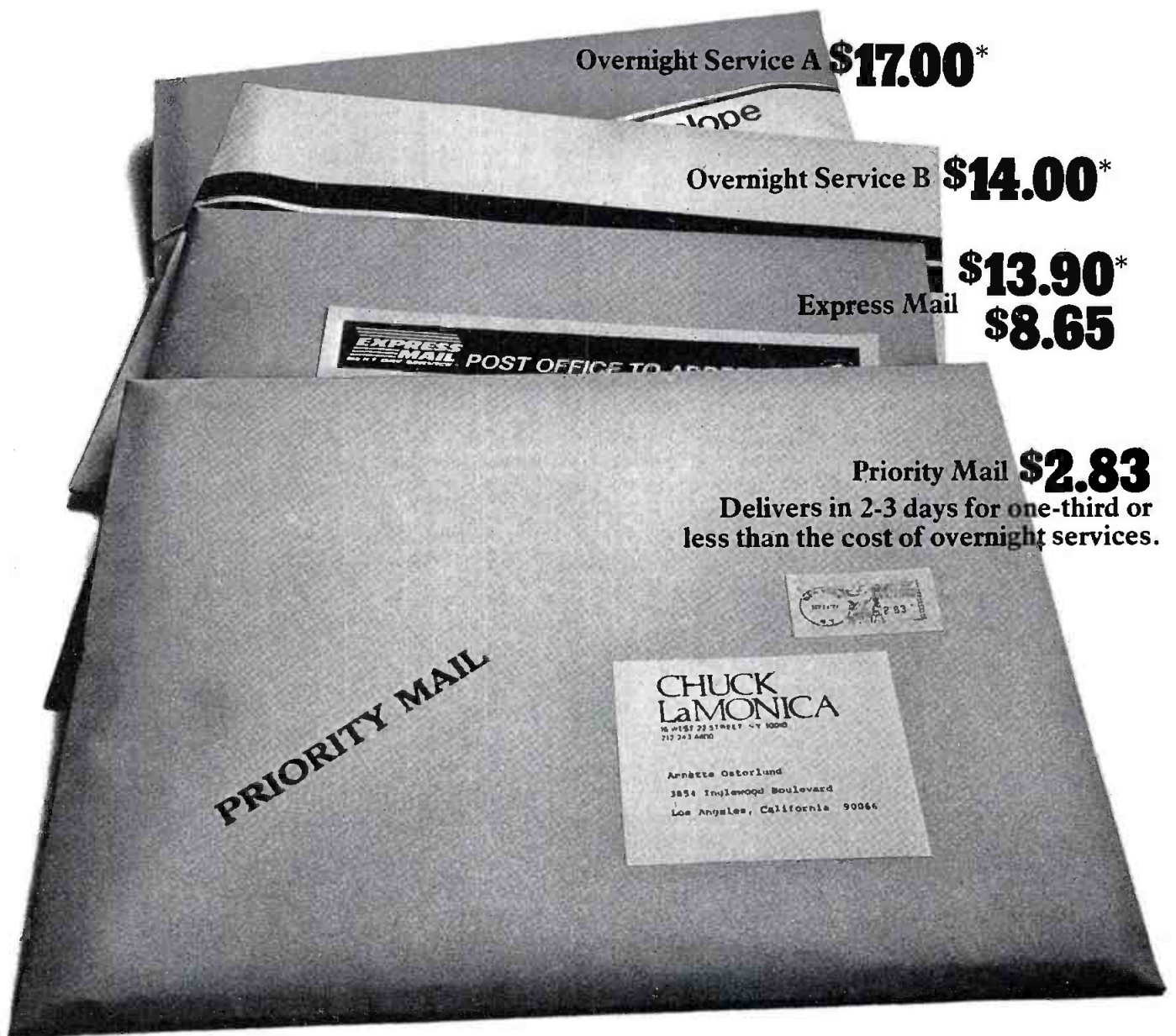
Exchange and Company	Closing Wed. Dec 5	Closing Wed. Nov 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.....	32 1/2	32 1/2			7	81
O Compact Video.....	9 1/2	8 1/8	+ 1 3/8	+16.92		17
N Comsat.....	37 1/2	36 1/4	+ 1 1/4	+ 3.44	9	300
O Doyle Dane Bernbach	21	19 1/2	+ 1 1/2	+ 7.69	7	55
N Foote Cone & Belding	21 3/8	21 1/4	+ 1/8	+ .58	7	55
O Grey Advertising.....	38 1/2	38 1/2			4	24
N Interpublic Group....	32 3/8	33	- 5/8	- 1.89	7	77
O MCI Communications.	5 7/8	5 5/8	+ 1/4	+ 4.44	73	165
A MovieLab.....	5 1/4	4 7/8	+ 3/8	+ 7.69	9	7
A MPO Videotronics....	4 1/4	4 3/8	- 1/8	- 2.85	4	2
O A. C. Nielsen.....	22 3/8	23 1/8	- 3/4	- 3.24	10	246
O Ogilvy & Mather.....	19	18 1/2	+ 1/2	+ 2.70	6	68
O Telemation.....	1 1/4	1 1/2	- 1/4	- 16.66	2	1
O TPC Communications.	5 1/4	4 1/2	+ 3/4	+16.66	10	4
N J. Walter Thompson..	25 1/4	24 7/8	+ 3/8	+ 1.50	6	66
N Western Union.....	22 1/4	22 1/4			9	337

Exchange and Company	Closing Wed. Dec 5	Closing Wed. Nov 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries.....	6 3/4	6 1/4	+ 1/2	+ 8.00	5	11
N Ampex.....	19 1/2	19	+ 1/2	+ 2.63	13	222
N Arvin Industries.....	12	12 1/4	- 1/4	- 2.04	4	71
O CCA Electronics*....	1 1/8	1/8				1
A Cetec.....	4 1/2	4 3/4	- 1/4	- 5.26	10	2
A Cohu.....	5 1/2	5 3/4	- 1/4	- 4.34	18	9
N Conrac.....	16 1/8	16 1/2	- 3/8	- 2.27	26	33
N Eastman Kodak.....	48 5/8	48 1/2	+ 1/8	+ .25	9	7,847
B Elec Missile.....	2 1/2	2 1/4	+ 1/4	+11.11	34	6
O Farinoh.....	21 3/4	21 1/2	+ 1/4	+ 1.16	20	107
N General Electric.....	46 3/8	47	- 5/8	- 1.32	9	8,559
N Harris Corp.....	31 1/2	32 5/8	- 1 1/8	- 3.44	14	825
O Harvel Ind.****	6 1/2	6 1/2			17	3
O Intl. Video Corp.****	7/8	7/8				2
O Microdome.....	25 1/4	22 3/4	+ 2 1/2	+10.98	26	2
N M/A Com. Inc.....	31	29 1/4	+ 1 3/4	+ 5.98	40	175
N 3M.....	49 7/8	50 1/4	- 3/8	- .74	10	5,809
N Motorola.....	51 3/4	49	+ 2 3/4	+ 5.61	13	1,477
N N. American Phillips..	27	27 1/4	- 1/4	- .91	5	324
N Oak Industries.....	35 1/4	34 7/8	+ 3/8	+ 1.07	24	149
O Orrox Corp.....	5 3/4	6	- 1/4	- 4.16	8	9
N RCA.....	22 3/4	23 1/8	- 3/8	- 1.62	6	1,703
N Rockwell Intl.....	43 3/8	43 1/8	+ 1/4	+ .57	7	1,526
A RSC Industries.....	3	3 1/8	- 1/8	- 4.00	17	7
N Scientific-Atlanta....	38	38 1/2	- 1/2	- 1.29	22	169
N Sony Corp.....	7	7 1/4	- 1/4	- 3.44	12	1,207
O Tektronix.....	59	62 3/4	- 3 3/4	- 5.97	15	1,061
N Texscan.....	7	6	+ 1	+16.66	41	5
O Valtec.....	16	15 1/8	+ 7/8	+ 5.78	34	63
N Varian Associates....	27 1/8	27 1/8			151	185
N Westinghouse.....	18 1/2	18 3/4	- 1/4	- 1.33	5	1,600
N Zenith.....	9 5/8	9 7/8	- 1/4	- 2.53	9	180

Standard & Pooers 400 Industrial Average 120.03 119.30 +0.73

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 & Pooers' 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. ****Price shown is as of Tuesday, Dec. 4. + Traded at less than 12.5 cents.

You could be wasting a lot of money making overnight decisions.



Take a 2-pound package. If you sent it Priority Mail between New York and Los Angeles, you'd pay only \$2.83. Overnight services would cost you anywhere from \$8.65 to \$17.00 or more.

Priority Mail has the jump on overnight services in still another way.

It goes anywhere in the U.S., with delivery direct to the addressee.

Priority Mail also provides a full choice of options such as insurance, COD, return

receipts, restricted delivery.

Of course, if you really need delivery overnight, there's Express Mail Next Day Service at 1600 Express Mail Post Offices. But if your package isn't in a great rush, ask for Priority Mail at the Post Office. It delivers in two to three days for one-third or less the price of overnight services.



Priority Mail

*Prices effective October 1, 1979 and include pickup.

The living legend of Sandy Frank

It's Saturday night in Cairo. May 6, 1978. Over Egyptian television, an American breaks the news that "my mission has been successfully completed."

The man isn't involved in the Israeli-Egyptian peace negotiations. He is a television distributor and producer who had just acquired the rights to Egyptian President Anwar el-Sadat's autobiography. About six months earlier, he had locked up Israeli Prime Minister Menachem Begin's story for American TV.

What American syndicator might be expected to crack the inner circles and sign two of the leading newsmakers of the time by sheer will alone? Colleagues and competitors have come to expect the likes of that from Sandy Frank, president of Sandy Frank Film Syndication Inc. and Sandy Frank Productions.

In an industry running on high pressure, there are characters and larger-than-life characters. Few would argue that Frank doesn't fit the latter category. And there are those who would maintain he is its crown prince.

There are the stories Sandy Frank tells. And then there are the stories told about Sandy Frank, often outrageous and a source for industry gossip mills.

At the extreme, there is the probably apocryphal tale that Frank once feigned a midair heart attack in a plane over New Orleans to force an emergency landing so he could make a station appointment on time. Frank denies "99% of the stories," including that one.

It's not surprising that stories would collect around him. Prospective clients know him for his telephone calls at any time of the day or night. There are also the Mailgram blizzards. During the annual National Association of Television Program Executives conference, there are program directors who tread softly near his suite to avoid his sales technique—being "pinned against the wall," as one program director describes it.

But the same program director readily admits that if he had a property, Frank would "probably be the guy I'd want to handle my show . . . When you come right down to it, the guy is successful."

Frank began, as most do, working for others. After stints with Paramount Pictures, Guild Films, Station Distributors, NBC-TV and Wrather, Frank went out on his own in 1964. Eleven years and a prime-time-access rule later, Frank was the leading distributor for that 7:30 p.m. nonnetwork time period. His 1975 offerings—*Treasure Hunt*, *Name that Tune* and *The Bobby Vinton Show*—all were sold in



Sundel (Sandy) Frank—president, Sandy Frank Film Syndication and Sandy Frank Productions, New York; b. July 11, 1933, Mount Kisco, N.Y.; attended New York University, 1952-53; booker trainee, Paramount Pictures, New York, 1953; salesman, Guild Films, New York, 1954; salesman, Station Distributors, New York, 1955; salesman, network sales, *Today*, *Home*, *Tonight*, NBC-TV, New York, 1956-57; theatrical producer, 1958-60; salesman, then worldwide vice president in charge of sales, Wrather Corp., New York, 1960-64; formed Sandy Frank Film Syndication, 1964 and Sandy Frank Productions, 1977; unmarried.

more than 45 of the top-50 markets.

Today, Frank's portfolio includes \$100,000 *Name That Tune*, *Lee Mendelson Star Specials*, *Liar's Club* and, until recently, the \$1.98 *Beauty Show*. But there are two others now that bear a Sandy Frank production stamp: *Battle of the Planets*, and his new *Face the Music*.

Frank claims more than \$15 million gross sales for *Battle of the Planets*, an animated Japanese series he acquired and remade for \$5 million. The sales list includes almost 100 U.S. markets and more than 50 countries.

For debut next month is *Face the Music*, a strip game show spin-off of *Name that Tune*. It has already been bought in New York, Los Angeles and San Francisco, among other markets.

Still in the background are the Sadat and Begin projects (which Frank sees as four-hour TV movies, each in two parts). He holds the rights to other properties and expects to be branching out into the theatrical realm as well.

"We are now geared up to enter the 80's" involved in production, he says. He's got the money now to produce what he wants, or, as he puts it, "to control our own destiny."

Sandy Frank as game show strip producer and distributor, however, may ring a strange note to those who remember the

long regulatory battle he waged—virtually alone and at an estimated cost of \$100,000—to outlaw multiple exposure during prime-time access. He had claimed that five-day-a-week stripping would narrow the field for producers and distributors.

It has. And Frank himself has had to face the music. He explains: "What am I going to do? Go out of business on philosophy . . . I have to abide by the ground rules. I knock my head against the wall up to a point."

So now Frank is no longer knocking his head against the wall but rather knocking on station doors for his new strip. Of the top-50 markets, he expects he will have visited 15-20 by mid-December.

The Frank persona comprises many parts. There is the man who spent his early days in syndication traveling with a four-foot-high, 280-pound "garment industry thing" filled with presentations and tapes. ("When the skycaps would see me, they would run.") But there is also the impeccably dressed executive whose favorite nonbusiness pastime is classical music. And while some broadcasters boast that they have thrown him out of their offices, others know him as a loyal friend quick to help someone in trouble.

Whatever the changes in a maturing Sandy Frank, there is no indication that his sales fervor has diminished. He characterizes himself as a "perfectionist," "driven" and "hell-bent on success at whatever I do." He explains: "When I go to a station I go there not to audition or screen, I go there to get an order . . . When I'm there to get a sale, it's the most important thing in my life."

What makes Sandy run? He admits he's always been driven toward success in business. "That's what success has meant to me from the time I was a child." At 46 and single, business becomes even more important "to achieve the fulfillment that you otherwise would get from family and kids where your energies would be diverted," he explains.

Laughing, Frank says he might change that. "If I'm not rushed I may be available in 20 years." In the meantime, however, he comments, "I've got to be six people to do what I do."

For Sandy Frank that means distributing and now producing. It means being a guest of President Sadat at the flag-raising ceremony when Israel recently returned territory to Egypt. Or being at the Israeli Knesset at the invitation of Prime Minister Begin.

And it means the grand plans: "We're going to become the best and the biggest. You haven't begun to hear from the Sandy Frank organization."

Not so fast

The World Administrative Radio Conference has agreed to expand the AM radio band by 110 khz, thus making room for an unknown but probably significant number of new stations. At the FCC the push is on for a reduction in AM station separations from 10 khz to 9 to accommodate still more new stations, hundreds by some calculations. Whatever technical problems may be encountered in the rush to enlarge the AM station population, the overriding economic question is whether the marketplace can absorb a quantum increase in radio competition.

As the newly released FCC figures for 1978 make clear (see page 37), radio is healthy and still growing, but more money can be made in any number of other businesses. In 1978, radio's total profits *before taxes* were less than 12% of revenues. Of the AM stations, AM-FM combinations reporting jointly and FM's associated with AM's but reporting individually, 33% lost money last year. Of FM independents, 43% were in the red.

There are other signs that the market may be nearing saturation. A recent survey of station brokers turned up a widespread belief that AM station prices had peaked or plateaued (BROADCASTING, Oct. 8). If that is the case, it means that FM is beginning to benefit from its technical advantages and that there are simply more stations, AM and FM, in a position to compete for the available radio advertising.

Still, it is not the FCC's business to limit station assignments to the number it thinks the market can afford. Without going that far, the government is already much too deep in broadcast economics. The FCC's responsibility is to maintain technical standards that guarantee a listenable service.

Clearly there is no marketplace demand to justify a compulsive move to cut AM separations at any degradation of signal quality. There must be engineering certainty about the consequences of a compression of 10 khz to 9.

The subject of AM separations will come up at the Region 2 conference of western hemisphere nations next year, but may not be settled then. Canada and Mexico show little interest in the change, and without their approval it cannot be made. The point is that there is time for serious appraisal.

Air rights

ABC and the National Association of Broadcasters have taken advantage of an FCC inquiry into other questions about Comsat's purpose in life to argue that the company is unauthorized by its government charter to engage in the satellite-to-home subscription television service that it says it wants to start. If ABC and the NAB prevail, Comsat's venture will at least be delayed and eventually aborted unless Congress is persuaded to enlarge Comsat's role.

The ABC and NAB filings may succeed as tactical maneuvers to keep Comsat out, but they fail to settle the larger questions raised by Comsat's announcement of intentions (BROADCASTING, Aug. 6). The biggest question of all is whether it is in the public interest to award franchises to cover the whole country with multiple signals from a single station in the sky.

To some extent that question has been tentatively settled by the U.S. government's participation in international agreements to set aside spectrum space for satellite-to-home use. Frequencies for that purpose were reserved at the World Administration Radio Conference (see story, this issue), subject to further refinements at conferences to be held in 1983 and later. A head-on confrontation of the prospective effects of direct-to-home satellite service

is yet to be had, however, in a federal forum.

In their filings at the FCC, ABC and the NAB made no effort to conceal their basic opposition to the principle of satellite-to-home service, which they see as a threat to the 600 or so affiliates of the present national networks. No doubt other broadcasters will articulate the same fear if Comsat's plans reach the stage of formal application to the commission.

In evaluating the marketplace demand for satellite-to-home service, however, broadcasters ought to keep in mind the competition it will face. The service would succeed on a large scale only by heavily penetrating population concentrations. In the same week that the ABC and NAB filings on Comsat were being read, Warner Cable offered to place 125 channels of television in service in three boroughs of New York. As threats to the status quo go, satellite-to-home may be in the wild blue yonder.

The systems of communication to the American home are forming a mosaic of baffling intricacy. Broadcasters are destined to understand the meaning of the ancient Chinese curse: "May you live in interesting times."

Growing up together

Inevitably, as the crisis in Iran has dragged on, the role of television's coverage has been called under examination. We would like to think it is a mark of the maturity of the public, not merely of television, that the evaluations have been far less critical than was the case with the coverage of, say, the Vietnam war or the freedom marches or the student riots or the Democratic convention in Chicago in 1968.

One of the most critical assessments is reflected in what may seem a rather moderate suggestion by Senator S. I. Hayakawa (R-Calif.). By yesterday's standards, it isn't critical at all. Hayakawa suggested that television "temper" its coverage of demonstrations in Iran to minimize their propaganda effect and perhaps cause them to stop. On the surface it may seem reasonable enough, but putting it into effect would raise tricky questions. How much tempering would be enough? At what point does tempering become distorting?

In our view, television's coverage of the Iran situation has been superb, and the absence of public outcry is encouraging. If nothing else, it suggests that viewers can accept bad news from television without demanding death for the messenger.



Drawn for BROADCASTING by Jack Schmidt

"This one is especially designed for basketball games."



“There is no higher religion than human service. To work for the common good is the greatest creed...”

Albert Schweitzer
1875-1965

Blood. The precious life-giving fluid which sustains us all. Sometimes, however, our bodies betray us, and the blood which supports life also compromises it.

Jerald White, an active seven-year-old in the Bay Area of Northern California, is such a case. He loves trucks, trains and airplanes. He also loves life, which Sickle Cell Anemia has tried to take away from him on a number of critical situations since it was first diagnosed in his fifth month of infancy.

KFRC, San Francisco, has reached out to meet Jerald's needs with the

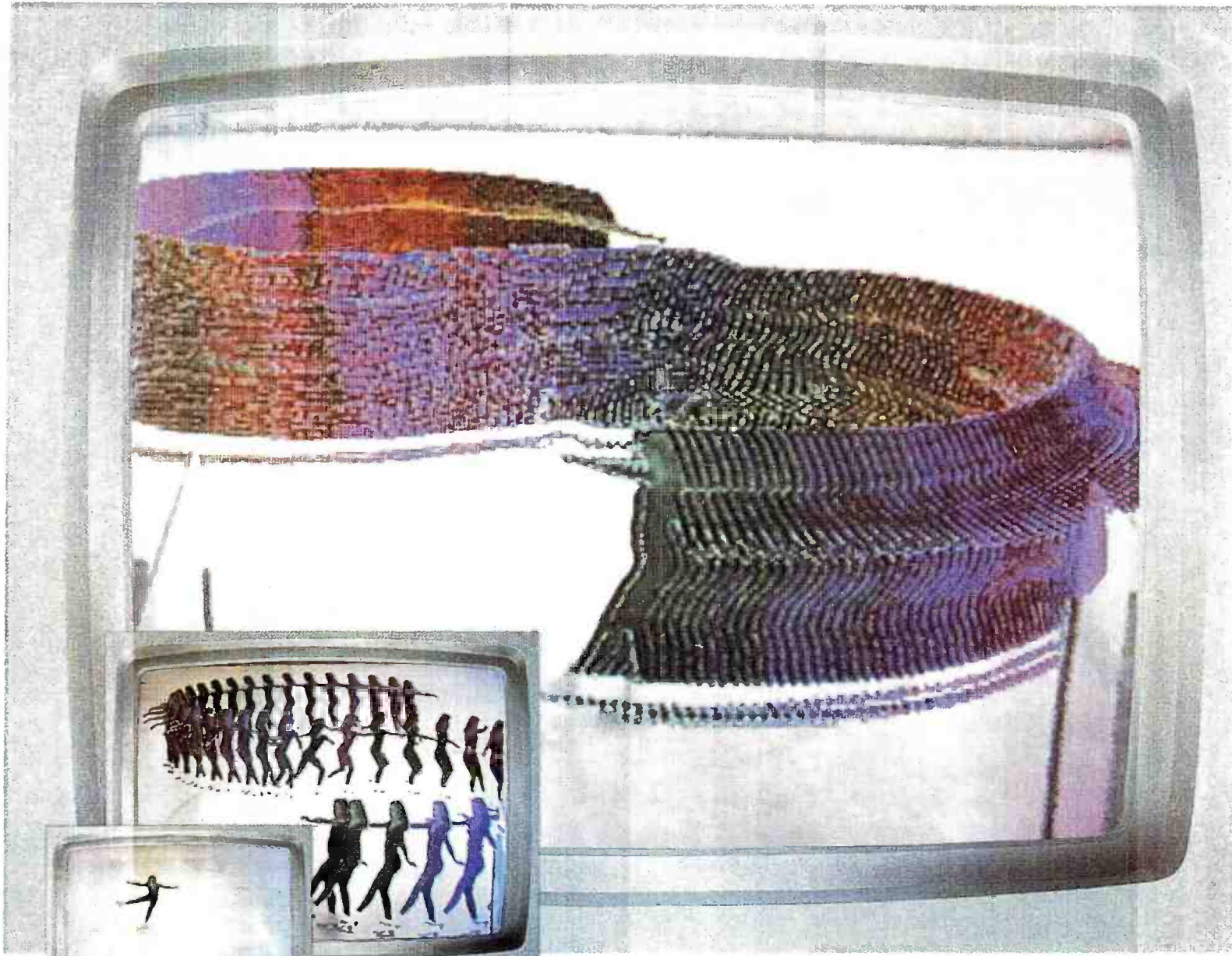
KFRC Christmas Blood Drive. Station personalities gathered together with listeners to encourage donations of the vital plasma needed to keep Jerald alive until his affliction is conquered. Enough blood was donated to not only keep Jerald alive and well but also to stock the blood bank for other such related crises.

KFRC has shown that human service, in the person of Jerald White, is an active example of the highest religion to which any organization can aspire.



RKO RADIO

WRKO • WROR Boston/WFYR Chicago/
WAXY Fort Lauderdale-Miami/KHJ •
KRTH Los Angeles/WHBQ Memphis/
WOR • WXLO New York/KFRC San Francisco/
WGMS AM-FM Washington, D.C.



MAKE THE MOST OF MOTION

With



NEC's Digital Strobe Action lets you generate, in real time, multiple images of a subject in motion. But it doesn't stop there. You can also vary the frequency of display, colorize

individual images, painting them a variety of vivid hues, and control the rate of decay of previous images.

The DSA Light Pen also allows you . . . to specifically control the area in which strobing is desired. Spectacular results are achieved where fluid, dance-like movements are involved such as gymnastics, figure-skating,

diving and ballet. DSA applications also include strobing and sharply defining the path of objects such as a football, basketball, soccer ball, or tennis ball, while the rest of the action is carried live. Character generators take on computer graphics dimensions when processed by DSA.

DSA stores a reference field of each scene to be displayed at the beginning of the action sequence selected. Elements of this field are then compared with subsequent video signals, identified and stored. Then the real time video is displayed along with the stored pixels to create a series of strobe-like images in a single display. By varying color, image-frequency, and decay, stunning visual effects can be produced. DSA is just one more example of NEC's advanced digital state-of-the-art product line for the Broadcast Industry. Write for complete information.

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