

The top 100 companies in electronic communications

# Broadcasting Jan 7

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

## KSTP-TV's Eyewitness News went halfway around the world to get this Twin Cities Thanksgiving Story.



*For 4 long years, two Vietnamese sons waited in Minnesota... waited for their family to find some way to join them.*

*A team of KSTP-TV Eyewitness News people went to Indochina to follow this family of "Boat People" through the arduous ordeal of refugees immigrating to this country.*

*And Channel 5 was on hand to help Ly Van Le celebrate a true Thanksgiving, the reunion of his entire family in their new homeland, the Twin Cities of America.*

Being the best local news doesn't mean being "local". Twin Cities' viewers have learned they can count on getting ALL the news that affects their area from

EYEWITNESS NEWS, no matter where or when it happens. It's one more reason MOST people in Minneapolis/St. Paul watch KSTP-TV when it comes to news.\*



**KSTP-TV**  
Minneapolis, St. Paul

\*1979 Oct. NSI & ARB

# #1 EYEWITNESS NEWS

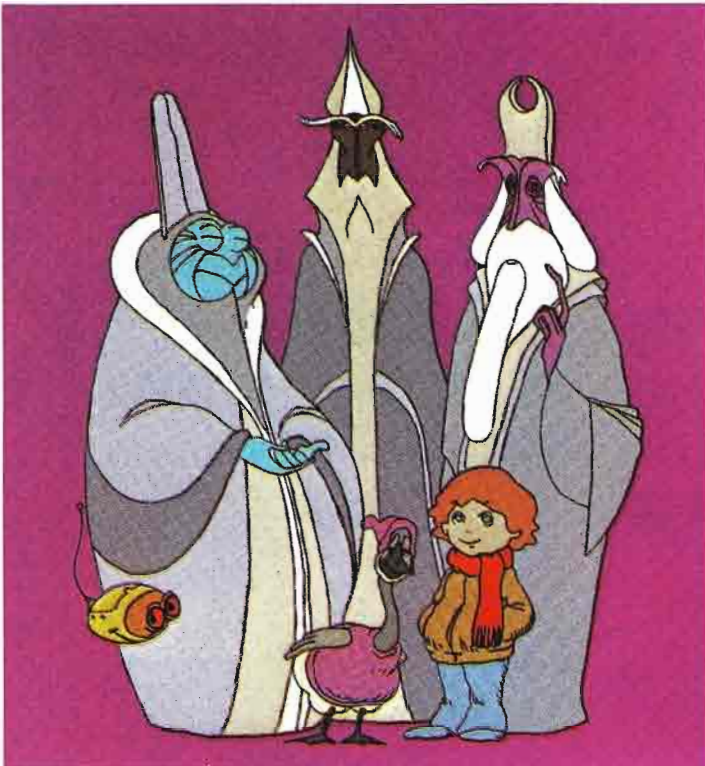
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# WE WORK

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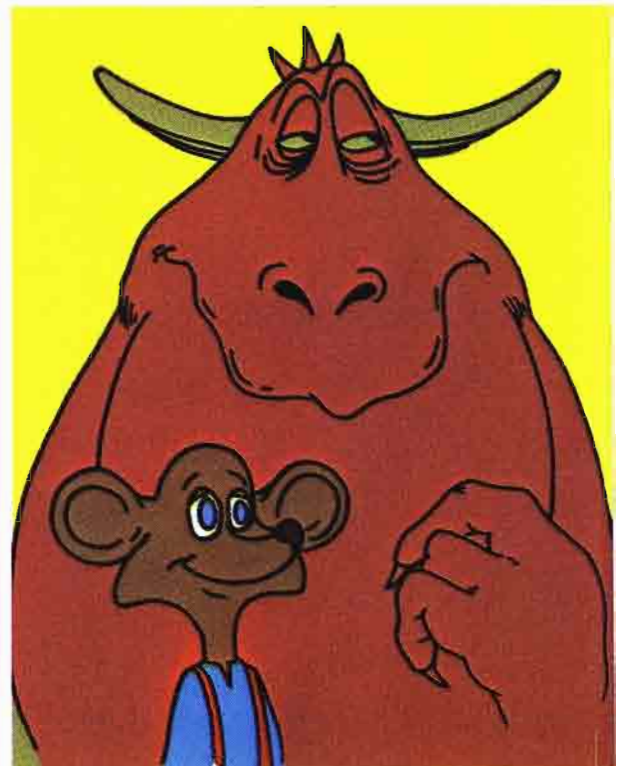


## **"A Cosmic Christmas"**

185 stations

"Animation was lively and the voice-overs well meshed into the thoroughly professional production."

VARIETY



## **"The Devil and Daniel Mouse"**

171 stations

"Delightful animated half hour for kids, their parents and those really hip to today's rock music scene...a dandy twist on The Devil and Daniel Webster."

VARIETY

When special holidays approach, local stations and network advertisers now look to Viacom for the best holiday specials by Nelvana.

First came "A Cosmic Christmas," a beautiful, fully animated half hour of science-fiction adventure created by Nelvana Productions for family viewing at Christmas.

Viacom placed this special on 161 stations for 93% national coverage in 1977 and sold out national sponsorship to top network advertisers. A year later, 24 new stations swelled the lineup

to 185, and coverage rose to 97%.

Next from Nelvana came "The Devil and Daniel Mouse" for Halloween viewing. It was another Viacom sellout to network advertisers. And a 1979 lineup of 171 stations produced 95% national coverage.

"Romie-O and Julie-8," with a debt to Shakespeare and disco, was Nelvana's third success. And still another advertiser sellout by Viacom. With a first-year lineup of 154 stations and 92% national coverage in 1979.

# HOLIDAYS.



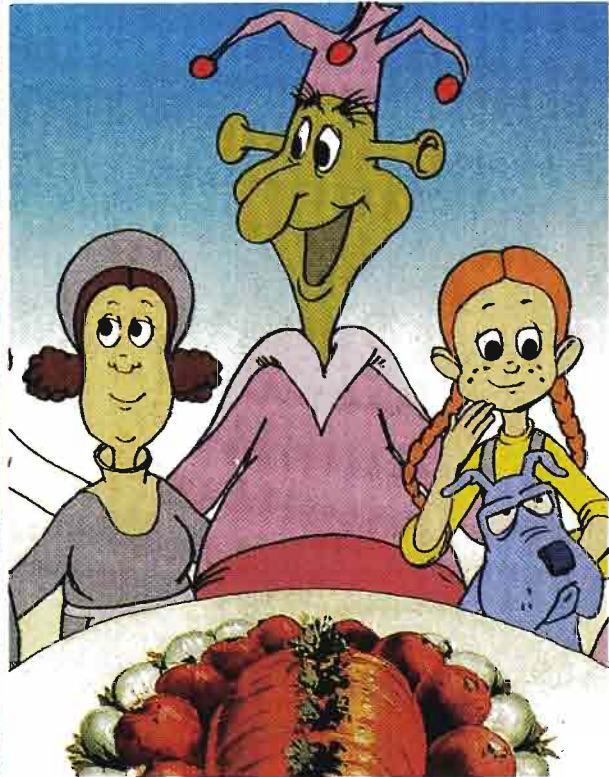
© 1979

## “Runaway Robots— Romie-O and Julie-8”

154 stations

“Inspired madness guaranteed to tickle the funnybones of family audiences...animation topnotch.”

VARIETY



© 1980 Viacom International Inc

© 1979

## “Intergalactic Thanksgiving”

175 stations

Original music by John Sebastian.  
Sid Caesar as the voice of King Goochi.

Now, Nelvana has produced its fourth. “Intergalactic Thanksgiving,” a space-age, animated comic-adventure for premiere broadcast during the 1979 Thanksgiving season. It's another successful advertiser sellout. And stations number 175 for 96% national coverage.

On the Nelvana drawing boards is a fifth fully animated half hour for first broadcast during the 1980 Easter season.

Like the first four, this Easter special will feature an original music score and the exquisite,

elaborate production that have catapulted Nelvana Productions and Viacom into the front ranks of successful producers and distributors of advertiser-sponsored specials for family viewing.

Advertiser and station inquiries are invited. In fact, a call to Viacom National Sales at (212) 575-5175 could make our holiday specials your cause for celebration!





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which  
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# The Week in Brief

**WEATHERING THE STORM** □ Economist Richard P. Doherty analyzes the anticipated recession and how it can affect radio and television in 1980. **PAGE 27.**

**WINNER IN THE MARKETS** □ ABC-TV, though upset by CBS-TV in national ratings during the November prime-time sweeps, finds its affiliates are victorious in the local Arbitron numbers. **PAGE 27.**

**SEARS AND COMSAT** □ That partnership is discussed as a joint venture for satellite-to-home broadcast service. **PAGE 28.**

**PERTSCHUK DEALT IN AGAIN** □ An appeals court rules that the FTC chairman should not have been disqualified from the commission's inquiry into children's advertising. **PAGE 30.**

**MAKERS AND SHAKERS IN THE 70'S** □ Here are some of the names that figured prominently in the communications media happenings of the past decade. **PAGE 32.**

**THE BIG ONES** □ A BROADCASTING special report again offers a look at the publicly owned companies that are doing business in broadcasting and its allied fields. From top-ranked General Electric to number-100 Kansas State Network, each organization's composition and financial condition are explained. **PAGE 35.**

**FCC ACCUSED OF NO-PEEK** □ The Office of Communications of the United Church of Christ takes the FCC to court, alleging the commission refused to release data pertaining to radio deregulation. And a New York court judge issues a show-cause order to force the commission's hand. **PAGES 30 and 87.**

**EFFECT OF BIG ON SMALL** □ The rash of mergers prompts LaFalce's House subcommittee to schedule hearings on possible harm from media concentration. **PAGE 88.**

**TO UNLOAD OR RELOAD** □ Those five remaining "egregious" crossowners resort to different tactics in the face of the FCC's divestiture order. Three indicate they'll fight the directive. **PAGE 88.**

**FEE REFUNDS** □ The FCC starts mailing checks to licensees. So far, \$1.5 million has been returned out of a total of \$32 million in requests. **PAGE 91.**

**GARRISON FINISH** □ CBS-TV closes out 1979 with two consecutive wins in the weekly ratings. That puts it within three-tenths of a point of leader ABC-TV. **PAGE 94.**

**SAMPLING THE WARES** □ A program fair in San Francisco will permit PBS member stations to more effectively indicate what they want to buy later from the system's cooperative. **PAGE 94.**

**CRIMP IN IOWA DEBATES** □ Carter, Kennedy and Brown pull out. The Republicans go on, but the television networks decline live coverage. **PAGE 96.**

**TOUCH AND GO IN IRAN** □ ABC's Bob Dyk, the first TV reporter in Iran, talks about the right decisions and some good luck that paid off when the hostage crisis erupted. **PAGE 96.**

**THE YEAR THAT WAS** □ BROADCASTING looks back at persons, places and issues that affected electronics communications during 1979. **PAGE 98.**

**ADDED ATTRACTIONS** □ Beginning this week, "For the Record" begins regular reporting of earth-station applications at FCC. **PAGE 106.**

**ZWORYKIN: 'FATHER OF ELECTRONIC TV'** □ Seventy years ago, as a student at the Petrograd Institute of Technology, Vladimir Zworykin assisted his professor in experiments on the transmission of pictures by wire. It was the beginning of a long and illustrious career for Dr. Zworykin, now honorary vice president and technical consultant to RCA, the beneficiary of his genius for more than 50 years. **PAGE 129.**

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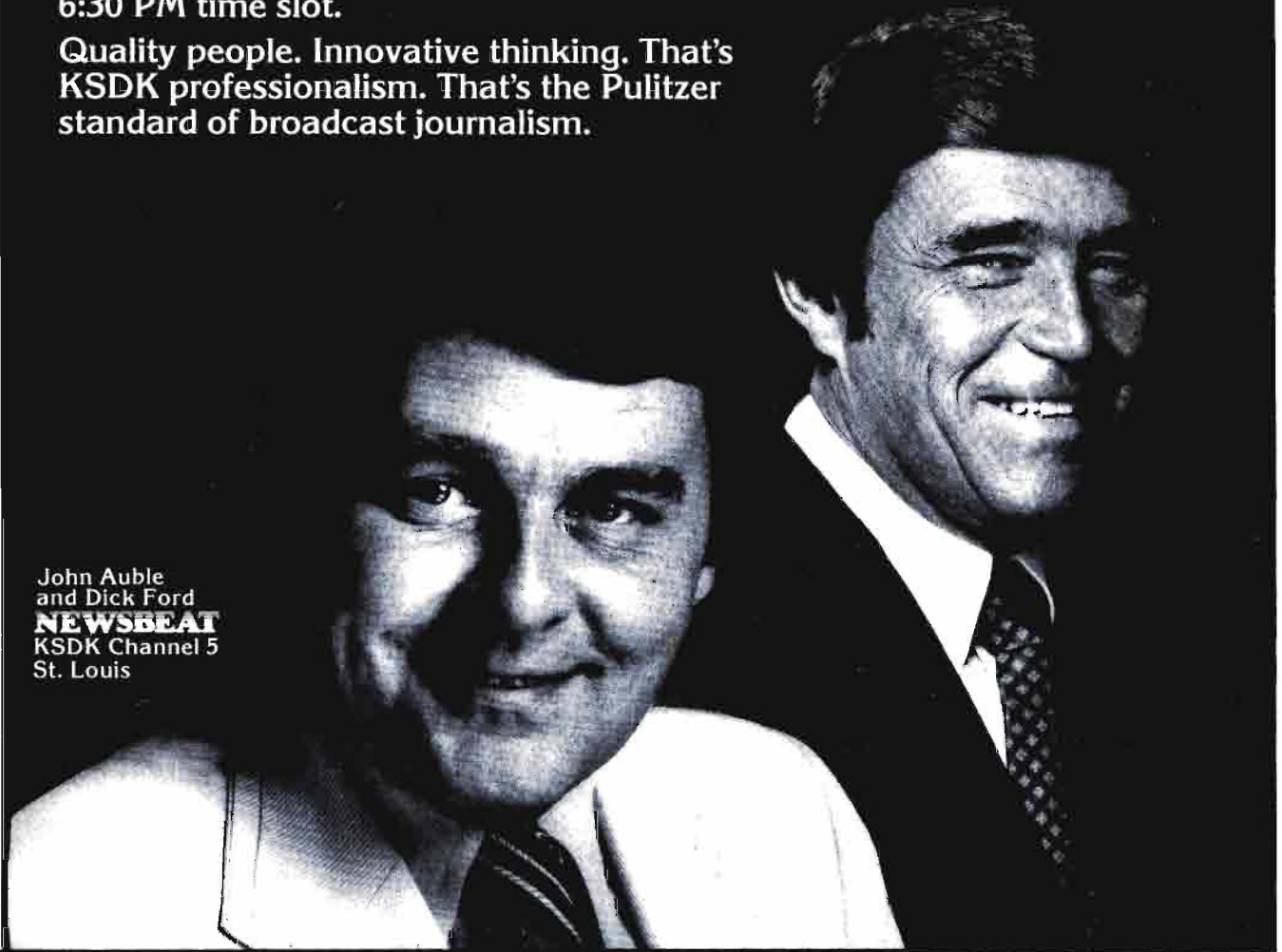
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# KSDK PROFESSIONALISM

KSDK professionalism is... pioneering a new programming concept for prime time access back in 1975. Resisting the syndicated game show/sitcom route, KSDK Channel 5 set the industry pace with a "live" local magazine show format called "Newsbeat."

Co-anchored by John Auble and Dick Ford, the human interest feature show continued to set the St. Louis pace as the #1 rated show in its 6:30 PM time slot.

Quality people. Innovative thinking. That's KSDK professionalism. That's the Pulitzer standard of broadcast journalism.



John Auble  
and Dick Ford  
**NEWSBEAT**  
KSDK Channel 5  
St. Louis

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Touching the lives of over nine million Americans.

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**KOAT-TV** 

Albuquerque

**WGAL-TV** 

Lancaster/York/  
Harrisburg/Lebanon

**KTAR & KBBC-FM** 

Phoenix

## Action on Quello

With Christmas and New Year's holidays now over, White House is getting serious in search for appointment to FCC seat now held by James H. Quello. And word from administration sources is that, contrary to conventional wisdom, Quello's chances for reappointment, to term beginning July 1, should not be written off. Democrat Quello far oftener than not has voted against Chairman Charles D. Ferris on major issues. But Quello, who has strong broadcast industry support, is said to be very much in running. In any case, he is expected to be invited to White House soon, possibly this week, for chat with staffers (from domestic policy group, consumer affairs office and personnel) as part of screening process.

Speculation has had it that seat will go to Hispanic American, to assuage Latino pressure on administration. One official familiar with search said nod probably will go to Hispanic American if not to Quello. But member of search team said that determination has not yet been made.

## Price of squeeze

Country's 4,500 AM broadcasters would probably have to pay maximum of \$15 million to make necessary adjustments in transmitters if western hemisphere nations decide to switch from 10 khz to 9 khz channel spacing plan that is to be considered at conference of Region 2 countries in March. That is estimate of consulting firm of Silliman, Moffet and Kowalski, of Washington, retained by FCC.

Although costs for nondirectional stations would be minor, those for 1,300 to 1,500 stations operating directional antennas that would have to be adjusted would average \$10,000, according to study. Results are included in second report on Region 2 conference that FCC adopted in November but has not yet released.

## Morning line

In addition to satisfaction of salvaging victory from apparent defeat in November prime-time sweeps (see page 27), ABC officials are pleased with sweeps showing of their *Good Morning America* versus NBC's *Today*. Among top 100 markets, ABC researchers say, all three networks' early-morning programs are carried in 95, and in these, *GMA* ranked first in 56, NBC's *Today* was first in 40 and CBS's *Morning* was first in one (counts includes ties). In addition, they say, for fourth quarter of 1979—12 weeks ended Dec. 21—*GMA* was close on *Today*'s heels, averaging 4.5 rating and 27 share

against *Today*'s 4.8/29 (and *Morning*'s 2.5/17).

Compared with year-earlier sweeps, these represent rating gains of 32% for *GMA* and 9% for *Morning* and no change for *Today*. In addition, researchers say, for single week ended Dec. 21, *GMA* and *Today* were deadlocked at 4.9/28 each.

## FCC: 1980

New Year will bring at least one important change in FCC's Broadcast Bureau. Neal K. McNaughten, 68-year-old engineering veteran, will leave third-ranking slot as assistant chief and probably transfer to equivalent Grade 16 post at \$50,112 (present pay in federal executive service). Reorganization is work of Richard J. Shiben, who became Broadcast Bureau chief six months ago. Shiben is expected eventually to name William H. Hassinger, 40, from Field Operations Bureau, as his engineering assistant.

## Forbidden fruits

Pre-Christmas (Dec. 24) and pre-New Year's issues of leading weekly news magazines (sometimes equated with major networks) are never advertising-fat. But 1979 brace couldn't have made nut without liquor and cigarette advertising (both taboo on broadcast networks and stations). *NEWSWEEK*, in its 88-page issue Dec. 24, carried over-all ad volume of 38 pages, of which 23 were hard liquor and cigarettes. *Time*'s Dec. 24 issue, also with 88 pages, had advertising page count of 49, of which 23 were in cigarettes and liquor. *U.S. News and World Report* had over-all count of 84, of which 29 were advertising and 13 cigarettes and liquor.

For Dec. 31 issues: *Newsweek* was 78-page book with 21 pages of paid space, of which 14 were liquor and cigarettes. *Time* had 80-page issue with 25 advertising pages, of which 11 were liquor or cigarettes. *U.S. News* published Dec. 31-Jan. 7 "Combined Year-End Issue." Count was 108 pages of which 26 were advertising with 10 devoted to liquor and cigarettes. (All were national editions distributed in Washington.)

## Potomac bound

Association of Independent Television Stations, aiming for higher visibility in regulatory circles, will move headquarters from New York to Washington. Marketing staff, however, will stay put in financial capital. Relocation, approved by INTV board of directors and to be discussed at next week's annual conference in Houston, is expected to take place some time this year.

## Coming from behind

Some CBS people are beginning to feel confident that CBS-TV, at last count only three-tenths of rating point behind ABC-TV in season-to-date ratings (see page 94), will move into first place in next three or four weeks. They hedge slightly, conceding winter Olympics in February may keep ABC in front. But even if their confidence is premature, they say they'll still be closer to mark than most agency executives, Wall Street analysts and program consultants were in their widely publicized forecasts last summer giving CBS little or no chance to rise into contention (*BROADCASTING*, June 25, et seq.).

## Russians at Buenos Aires

Soviet Union, although it will have no vote, will attend western hemisphere (Region 2) conference on AM broadcasting next March at Buenos Aires, presumably as adviser to its satellite, Cuba. Other nations outside Region 2 also will be present, but will have votes in light of their western hemisphere possessions. These include United Kingdom, France, Denmark (Greenland) and The Netherlands.

## Separate courts

Members of National News Council, concerned lest council decisions trigger separate investigations by FCC, putting participants in "double jeopardy," have been assured by FCC Chairman Charles Ferris that they needn't worry. In letter to NNC Executive Director William B. Arthur, Ferris stopped short of saying FCC would never do such a thing. But he did praise NNC's function and work, said FCC always applies its own standards, has never used NNC decision as basis for investigating licensee activities. NNC itself will not take on any case until all participants waive right to take it to courts or government.

## Hawaii calls

It won't show on record, but selection of Mary Foley Bitterman as director of Voice of America ("In Brief," Dec. 24, 1979) was initiated largely by Howard Chernoff, retired San Diego broadcaster and former number-two man in erstwhile USIA (now International Communications Agency), parent of Voice. Chernoff has been on board of Honolulu-based East-West Center, funded by U.S., since 1976. Bitterman, 35, is president of East-West Center, as well as director of noncommercial KHET(TV) Honolulu.

# Business Briefly

TV ONLY

**Perdue** □ Fifty-two-week campaign for chicken begins this week in nine markets including Philadelphia and Washington. Agency: Scali, McCabe, Sloves, New York. Target: women, 18-49.

**Miles Labs** □ Thirteen-week network and spot campaign for Alka-Seltzer



has begun in 58 spot markets. Campaign features Sammy Davis Jr. and "Speedy," animated veteran of past Alka-Seltzer commercials. Agency: Wells, Rich, Greene, New York. Target: adults, 18-49.

**Castro Convertible** □ First-quarter campaign begins this month for furniture in New York and Florida. Spots will feature three generations of Castro family with theme, "A family tradition of quality." Agency: Stiefel/Raymond, New York. Target: adults, 25-54.

**Interstate Brands** □ Eleven-week campaign for Millbrook bread begins Jan. 21 in five markets including Birmingham, Ala. Spots will run in day and fringe times. Agency: Foote, Cone & Belding, Chicago. Target: women, 18-49.

**Ore-Ida** □ Ten-week spot and network campaign for various food products begins this week in over 20 spot markets. Spots will run during day and fringe times. Agency: Doyle, Dane, Bernbach, New

## AdVantage

**Bigger RADAR.** This year's RADAR network radio audience measurement service will be both longer and deeper, Statistical Research Inc., Westfield, N.J., which conducts the annual studies, said last week. Annual sample size will be increased to 6,000 persons aged 12 and over, and sample will be spread equally over 16 weeks, covering all seasons of year. In past sample has totaled 5,000 persons and spread across eight weeks—four in spring and four in fall. Reports will continue to be published twice a year. Those on audiences to subscribing network programs and commercials, based on RADAR measurements and the processing of over 750,000 station clearance records, are usually published in January and July. A comprehensive volume on radio usage for various demographic and geographic groups is also available. SRI said RKO Radio network has been added as subscriber, joining the ABC, CBS, MBS and NBC radio networks.

□ **Pay cable client.** Showtime, national pay cable network with 960,000 subscribers at end of 1979, has named Compton Advertising, New York, as its agency replacing Cavalieri Kleier Pearlman, New York. Showtime cited Compton's marketing, direct mail and research sources as reason for change.

## RepReport

WXAO-TV Jacksonville, Fla.: To Spot Time Ltd. (station is scheduled to go on air March 1).

□ KAIR(AM)-KJYK(FM) Tucson, Ariz.: To Blair Radio from McGavren Guild.

□ WTVX(TV) Fort Pierce, Fla.: To Adam Young from the Meker Co.

□ **Second for Florida.** Blair Television is opening regional sales office in Miami next month. New office, Blair's 16th, will serve southern part of state, while northern Florida will continue to be served out of Jacksonville. Gabriel P. Dype, vice president-general manager of Blair's Detroit/Cleveland sales operations, will manage Miami office. Office will be located at 444 Brickell Avenue, Rivergate Plaza, Suite 48, Miami 33131. Phone: (305) 358-9911.

# 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!

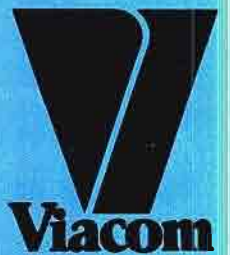


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**Viacom!**  
**Out in front**  
**with the**  
**biggest movies**  
**for 1980!**

**Viacom Features VII**  
**Available now!**



York. Target: women, 18-plus.

**Stouffers** □ Three-to-nine-week campaign for french bread pizza and various entrees begins in January in 65 markets including Los Angeles, Portland, Ore., Denver, Atlanta and Washington. Some spots will run during day times. Agency: Creamer Inc., Pittsburgh. Target: women, 25-plus.

**John Morell & Co.** □ Seven-week campaign for Nathan's meats begins Jan. 14 in New York and Philadelphia. Spots will run during day and fringe times. Agency: Kenyon & Eckhardt, Chicago. Target: women, 25-54.

**Gillette** □ Six-week campaign for Toni Silkwaves home permanent solution begins Feb. 18 in top 25 markets. Agency: Advertising To Women, New York. Target: women, 18-49.

**Gillette** □ Three-week campaign featuring Pro-Max, Super-Max and Curly-Top hand held dryers begins Feb. 25 in top 30 markets. Agency: Grey-North, Chicago. Target: women, 18-34.

**Colortime** □ Seven-week campaign for TV rentals begins this week in 53 markets including Minneapolis, Oklahoma City, and Birmingham, Ala. Agency: Young & Rubicam, New York. Target: adults, 18-49.

**Gagliardi Bros.** □ Six-week campaign for Table Treats meats is running in six markets including Pittsburgh during day and fringe times. Agency: J. M. Korn & Son, Philadelphia. Target: women, 18-49.

**ITT Continental Baking** □ Six-week campaign for Home Pride bread begins March 24 in 52 markets. Spots will run in fringe and daytime. Agency: Ted Bates, New York. Target: women, 25-54.

**Flushco** □ Six-week campaign for 2000 Flushes bathroom deodorizer begins Feb. 4 in 11 markets including Albany-Schenectady-Troy, N.Y. Spots are placed during day, fringe and prime access times. Placed by: Timebuying Services, New York. Target: women, 18-49.

**Ralston-Purina** □ Six-week campaign for Purina Variety Menu canned cat food begins this week in 18 markets including New York and Los Angeles. Spots will be placed in daytime and late fringe. Agency: CPM, Chicago. Target: women, 25-54.

**Pacific Southwest Airlines** □ Four-week campaign for air travel begins Jan. 28 in four markets. Spots are placed in fringe, news and prime access times. Agency: Della Femina Travisano, Los Angeles. Target: adults, 25-54.

**American Home Products** □ Four-week

campaign for Household Research Institute's home rug cleaning equipment begins in late February in about 15 markets including San Francisco, Houston, Dallas-Fort Worth and Albany-Schenectady-Troy, N.Y. Spots will run during daytime. Agency: Cunningham & Walsh, New York. Target: women, 25-54.

**American Home Products** □ First-quarter campaign for Sani-Flush bathroom bowl cleaner begins this month in over 15 markets. Spots will run during daytimes. Agency: The Clyne Co., New York. Target: women, 18-49.

**Jordasch** □ First-quarter campaign begins this month for Jordasch jeans in additional 23 markets. TV budget for this national campaign is \$6,000,000. Agency: Winner Communications, New York.

**National Appliance Co.** □ Three-to-four-week network and spot campaign for hair dryer and brush begins Jan. 21 in 25 spot markets including Minneapolis-St. Paul and Philadelphia. Spots will be placed in day, fringe and prime access times. Agency: Media Bureau, Chicago. Target: women, 18-49.

RADIO ONLY

**Zayre** □ Fifty-two-week campaign for discount department stores begins in March in 97 markets including Chicago, Atlanta, Nashville and Indianapolis. Agency: Ingalls Associates, Boston. Target: women, 25-44.

**Imperial Savings & Loan** □ Six-month campaign begins this month for bank in various California markets including Los Angeles, San Francisco and San Diego. Spots will run during all day parts. Agency: Kenneth C. Smith & Associates, La Jolla, Calif. Target: adults, 35-plus.

**Arkwright-Boston Insurance** □ Four-week network and spot campaign begins in late January in Atlanta, Chicago, Cleveland, New York, San Francisco and Boston. Agency: Quinn & Johnson, Boston. Target: men, 35-plus.

**Tastycake** □ Four-to-five-week campaign for snack foods begins Jan. 14 in over 25 markets including New York, Baltimore, Washington and Atlantic City. Agency: Lewis & Gilman, Philadelphia. Target: women, 18-49.

RADIO AND TV

**San Giorgio** □ Four-week campaign for macaroni begins Jan. 21 in 14 TV markets and two radio markets. TV spots will run during day, fringe and prime access times. Agency: Creamer Inc., New York. Target: women, 25-54.

# SEND MY FREE SAMPLE

Get my free brochure and sample tape of Trendsetter to me today. I need to hear Trendsetter because it's the Production Music Service that has the same sound as the chart music I play every day. I know Trendsetter will keep my commercial music contemporary because *new Trendsetter tracks are cut every month*. I want to hear examples of specialty and seasonal tracks. Trailer Hitches. Wild Work Parts. Set Effects. And much more.

Send my Trendsetter brochure and free tape NOW. That's an order.

On second thought, I'll just call David Tyler or Keith Lee collect at 901-320-4340.

Name \_\_\_\_\_

Station \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

# THE MORE KIDS IN RICHMOND GOT INVOLVED WITH TELEVISION THE SMARTER THEY GOT.



Kids aren't just involved with WWBT's show "Jack and the Juke Box," they are the show.

Children interested in music receive instruction, conceive program material to demonstrate their new-found skills, and then perform on camera.

By allowing kids to learn by doing, the show provides a stim-

ulating educational experience.

The Richmond city schools were so impressed with "Jack and the Juke Box" they made it an extension of their system.

The NATPE was so impressed with "Jack and the Juke Box," they voted it their Iris Award as the best locally produced children's show in the country's

under top 25 markets.

We're honored. But even more rewarding is the satisfaction gained from putting television to a constructive new use.

Television has tremendous potential, not the least of which is helping our children realize their potential.

**WWBT/12N**

## Jefferson Pilot Broadcasting

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

# INCOMP

## THE ULTIMATE MOVIE PACKAGE IS HERE.

A truly great, in-a-class-by-itself movie package does not come along every day. Or every year. What is needed are blockbuster studio productions to make it possible. And a toughening competitive marketplace that makes it necessary.

That is why only once in a great while does a studio have the ability to create a PORTFOLIO IX. Offering you extraordinary power and overwhelming strength no other movie package ever produced can equal.

And we can prove it. With the most extensive research ever compiled that clearly shows not only **how** each movie rated, but **why** it rated.



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PORTFOLIO IX: THE BAD NEWS BEARS • THE BIG BUS • BLACK SUNDAY • BUGSY MALONE • THE DAY OF THE LOCUST • THE DEFECTIVE  
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RED ALERT • SATURDAY NIGHT FEVER • SHARON: PORTRAIT OF A MISTRESS • THE SHOOTIS

# PARABLE

So you get the whole picture. Which gives you the advantage of knowing you have the strongest competitive programming available. No matter what you're up against.

And you'll have more of it. Because only PORTFOLIO IX

- gives you as many exceptionally strong "top-end" titles - more than any other movie package. It also gives you more strong, playable "middle range" titles, with none of the usual package fillers.

Right down the line, 30 of the most highly competitive, powerfully compelling movies; the right number of titles to give you excellent efficiency. What's more, PORTFOLIO IX is the only package carefully balanced to provide equal strength in all demographics.

Which gives you the maximum programming flexibility to romance women with comedy and drama, lead men into action-adventure, and captivate and delight young adults, as well as children of all ages - season after season, title after title.

And you can start almost immediately. Because 50% of the titles are available with the start of the package, in September, 1980.



**PARAMOUNT TELEVISION  
DOMESTIC SYNDICATION**



OF SIMAS KUDIRKA • THE DOVE • ESCAPE FROM BOGEN COUNTY • FRAMED • HUSTLE • ISLANDS IN THE STREAM • LIFEGUARD  
MARATHON MAN • MONEYCHANGERS I & II • ONCE IS NOT ENOUGH • ORCA • POSSE • RACE FOR YOUR LIFE, CHARLIE BROWN  
SUCH GOOD FRIENDS • TELL ME THAT YOU LOVE ME, JUNIE MOON • THREE DAYS OF THE CONDOR

# Monday Memo®

A broadcast advertising commentary from Archa O. Knowlton, executive vice president, Vitt Media International, New York

## The challenges and opportunities of the 80's

I firmly believe that the new technologies of the 1980's can produce the most exciting decade in communications since the 1950's—but only on one condition: If advertisers make sure something happens as a result of them. Granted that such things as satellites, cable, disks, fiber optics, etc., are bound to fragment the audience, there are many more potential plusses than minuses.

Used properly, the new technologies can add efficiency and effectiveness, or they can take away from it. They can give an edge over competition, or competition can get the edge. They can make the advertiser a hero, or they can make him a bum.

Let's run through the different technologies and test them out against these criteria. Here are a few considerations:

■ **Greater fragmentation can make better planning possible.** Media mixes of the 80's will offer more precise tailoring to marketing needs, and the better advertisers use the new communications facilities to do this, the better chance they will have to be heroes. Advertisers should insist that advertising weight follow marketing targets with the greatest precision possible. Upgraded media/marketing planning can earn 10% or more greater effectiveness, and this will be possible in the new broadcast environment.

■ **Fragmented audiences will lead to better research and with a better grasp of who to reach, where they are, and how they live, etc.,** advertisers can out-market their competition. Media research, beyond the numbers, is on the threshold at long last, and new technologies can determine better values. But advertisers have to spur it on, using their support.

■ **Fragmented audiences also will provide the opportunity to program to the best segments of an advertiser's potential customers.** Once again, for the first time in 25 years, they can return to the world of advertiser-created programming and develop editorial formats that will mesh with sales and merchandising activities. Target programming and the new technologies will make it possible to reach these special interest segments.

■ **Will the new technologies that fragment and segment the audiences cost more? Yes and no.** Going-in costs may be higher, but costs per effective exposure could be lower.

So, while the new technologies will make the advertiser's jobs more difficult, they also will be good for those advertisers who want to avail themselves of the potential they represent.

Let me get more specific.



Archa O. Knowlton has been executive vice president for client relations at Vitt Media International Inc. since he retired from General Foods Corp. in July 1978. During the course of his 20 years as director, media services, for GF, he held executive roles with many industry associations, including The Association of National Advertisers, International Radio and TV Society, Audit Bureau of Circulations and the Traffic Audit Bureau. Currently he is chairman of the Media Communications Council of the Advertising Research Foundation.

The concept of satellite-to-earth stations tied into cable systems holds great promise. For example:

■ **24-hour news.** TV spots within news programs offer advertisers an immediacy to their commercials that pays off. But these availabilities are in short supply. By next summer, however, you can buy all the news positions you want, with satellites beaming 24 hours of news to the 2,500 cable systems capable of receiving them.

■ **Program-related merchandising.** With satellite-earth stations and cable systems, advertisers can tailor their own network of cable systems to more closely match their regionally oriented sales activities. Some regional advertisers are already doing this with great success, using more sophisticated approaches than the national advertiser.

■ **Ethnic advertising.** This has been growing by leaps and bounds, with the Spanish International Network a good example of how it works. If advertisers want greater involvement with targeted ethnic audiences, satellite-to-cable systems are for them, and more are on the way.

■ **Quality programming.** With satellites to cable, advertisers can upgrade the quality of home entertainment and information. Because they are not tied to the same economic framework as the networks, advertisers can sponsor quality pro-

gramming that can cost less to produce.

■ **Fiber optics and interactive cable systems.** These can do wonders to improve advertising research techniques, as well as help advertisers select prime prospects for their products. The Media Communications Council of the Advertising Research Foundation is about to utilize these technologies with break-through research on the effectiveness of different levels of frequency exposure. The whole industry is waiting to see how this turns out.

■ **Nonstore retailing.** The purchase of goods and services through using a combination of regular television signals and half-band signals that store information just like the pages in a catalogue. Already these teletext systems are operating in Canada and abroad. But the U.S. will catch up fast and innovative advertisers will benefit if they explore.

Creatively, I believe the new technologies will help advertisers break from the straight jackets of standardized commercial formats and stereotyped commercial appeals.

Innovative advertisers will tailor their creative approaches to fit the changing media conditions. They will find advertising appeals that can be more in tune with what turns people on and utilize media's increased capability for specialization.

The new technologies also will provide more broadcasting facilities that are on a par with what are being used today. Independent television stations, for example, are buying the best off-network programs and leading the affiliates in many markets where they program against them. Consortiums of independents are producing quality programs and spending more than \$3,000,000 apiece for them. As the government grants more UHF licenses, within the next five years independents alone may offer advertisers as much as 80% coverage of U.S. TV homes.

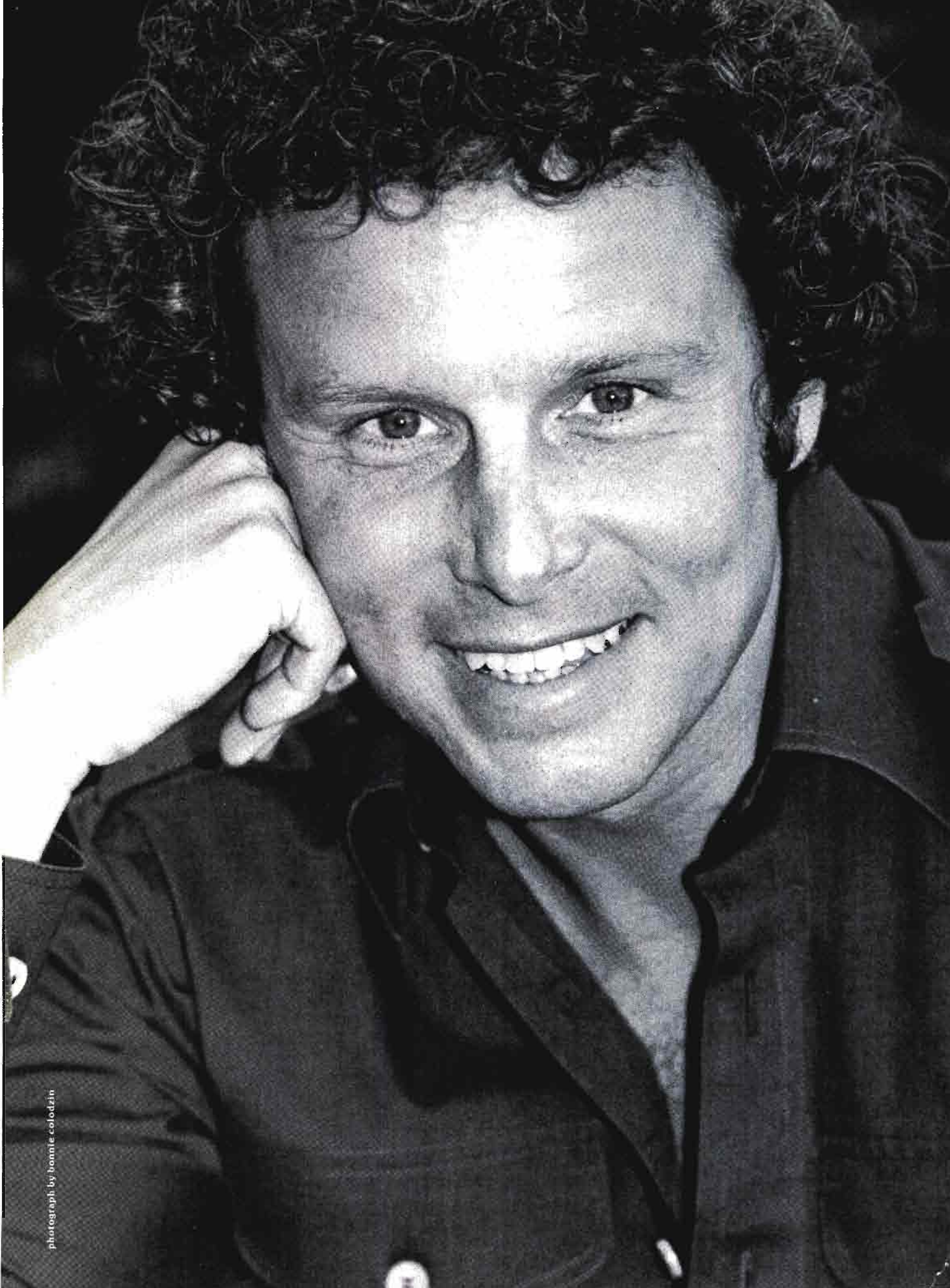
Thus I believe the changes and opportunities that will come with the new technologies can bring advertisers greater effectiveness, and if they use them the right way, they can gain a competitive edge that can make them heroes.

But there's a great big "if".

A conservative source has estimated the demand for broadcast time will double in the next five years.

Advertisers will have to find others ways to communicate. They will have to insist that their media professionals get out and explore the broadcast environment of the 80's, and the exciting changes that are about to take place. They are there, and more are on the way. But advertisers will have to take the leadership role. To borrow the words of Winston Churchill, "The name of every virtue at its apex is courage."

**HE DOESN'T SING.  
HE DOESN'T TAP  
DANCE. HE  
DOESN'T DO  
STAND-UP COMEDY.  
HE DOESN'T PLAY  
THE PIANO.  
HE DOESN'T ACT.**



photograph by bonnie colodzin



# THAT'S WHY STEVE EDWARDS IS THE PERFECT HOST.

Our host is a host, not a guest.  
He keeps his show moving. He keeps it  
exciting. He brings out the best in the  
best of guests.

And he's done it successfully in Chicago,  
Houston and Los Angeles.

Now everyone will enjoy Steve Edwards  
letting guests speak for themselves. Or sing.  
Or tap dance. Or do stand-up comedy. Or  
play the piano. Or act.

## THE STEVE EDWARDS SHOW

A David Fein/Allan Schwartz Production in association with



Columbia Pictures Television

Don't Talk To Anyone About A Talk/Variety Show Until You Talk To Us. 60 minutes. Or 90 minutes.

# The Professional

## She Works For You: Marianne Pryor

Whether it's skiing, running or walking, Marianne knows its strengths and weaknesses and she tells your listeners how to turn their weaknesses into strengths.

She writes "Feeling Good," the health and fitness feature from AP Broadcast. It's a natural sale for your local sporting goods store or health food shop.

And yes, Marianne practices what she preaches. That's why her script is so reliable. We like that. We're like Marianne Pryor.

Professional.

# AP

Associated Press  
Broadcast Services  
(212) 262-4011



# Datebook

■ indicates new or revised listing

## This week

**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. Marriott Inn, Providence, R.I.

**Jan. 9**—Kentucky Broadcasters Association sales and news seminar. Western Kentucky University, Bowling Green.

**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.

## Also in January

**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**—Television Critics Association seminar on advertising. Century Plaza hotel, Los Angeles.

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

**Jan. 15-17**—Georgia Association of Broadcasters 35th annual Radio/TV Institute. Georgia Center for Continuing Education, Athens. Speakers include Charles Kuralt, CBS News; Senators Barry Goldwater (R-Ariz.) and Herman Talmadge (D-Ga.), and Zell Miller, Georgia lieutenant governor.

**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. Keynote speaker: Walter Cronkite, CBS News.

**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. 17-18**—National conference on news media access to criminal justice information sponsored by Search Group Inc. International hotel, New Orleans. Keynote speaker: Ford Rowan, NBC News. Information: Gary Cooper, Search, 1620 135th Avenue, Sacra-

mento, Calif. 95822; (916) 392-2550.

**Jan. 17-19**—Alabama Broadcasters Association winter conference. Plaza Hotel South, Birmingham. Keynote speaker: Tom O'Brien, vice president, news and special programming, Mutual Broadcasting System.

**Jan. 18-19**—Annual convention of Utah Broadcasters Association. Little America, Salt Lake City.

**Jan. 18-20**—National Television Workshop for local daytime programmers and producers sponsored by Meredith Broadcasting and Roger B. Fransecky & Associates. Halloran House, New York. Information: Valerie Fischel, Roger B. Fransecky & Associates, Suite 700, 515 Madison Avenue, New York 10022.

**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. 23-25**—Colorado Broadcasters Association winter convention. Stouffer's Denver Inn.

■ **Jan. 24**—Illinois-Indiana Cable Television Association management session. Columbia Club, Indianapolis.

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

**Jan. 25-26**—Broadcasters Promotion Association board meeting. St. Francis hotel, San Francisco.

**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 photo-journalism. First prize of \$1,000 in each category. Grand prize of \$2,000. Students in same categories compete for three-month journalism internships in Washington. Information: Coates Redmon, executive director, 1035 30th Street, N.W., Washington 20007; (202) 337-3414.

## February

**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**—Political broadcasting clinics sponsored simultaneously in 37 cities by National Association of Broadcasters. (Complete list will appear in BROADCASTING's Jan. 14 issue).

**Feb. 4-5**—Ohio Association of Broadcasters/Ohio Sportscasters state meeting. Galbreath Darby Dan Farm, Columbus.

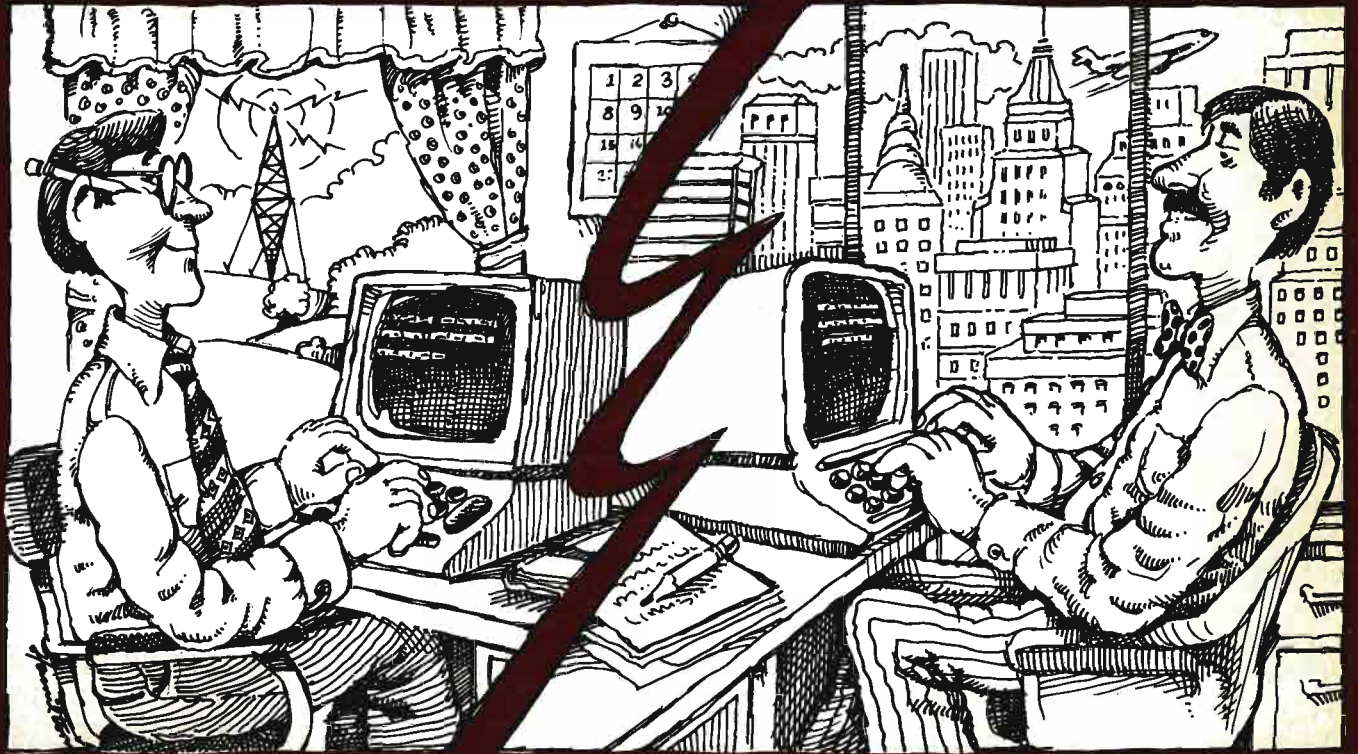
**Feb. 5**—Mike Award dinner of Broadcast Pioneers. Hotel Pierre, New York.

■ **Feb. 5**—Television Bureau of Advertising regional sales seminar, Hyatt Regency, Atlanta.

**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.



# FIRST in the San Francisco Bay Area

## WE PLEASE THE PRODUCER!

By providing the finest in  
broadcast quality teleproduction  
facilities

- TWO STUDIOS
- FOUR REMOTE TRUCKS
- MACH ONE  
COMPUTER EDITING
- CMX 50  
COMPUTER EDITING
- RANK CINTEL  
FLYING SPOT SCANNER

Now serving:

EUE Screen Gems  
George Schlatter Productions  
Tulchin Productions  
George Gage Productions  
Hammerlock Productions  
John Roseman Productions  
Hawaii Production Center  
Golden Gater Productions  
and many others



**Versatile Video Inc.**  
151 Gibraltar Court, Sunnyvale, Ca. 94086

**(408) 734-5550**

■ **Feb. 7**—*Television Bureau of Advertising* regional sales seminar, Galleria hotel, Houston.

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

**Feb. 8**—Deadline for submitting entries for *Corporation for Public Broadcasting's* Local Program awards and nominations for Edward R. Murrow award. Information: Diana Calland, director of radio activities, CPB, 1111 16th St., N.W., Washington 20036.

**Feb. 8-10**—Third annual *Florida Agricultural and Mechanical University-Florida Association of Broadcasters* radio news minicourse, Hillsborough Community College Dale Mabry campus, Tampa. Information: Phillip O. Keirstead, Department of Journalism, Florida A&M University, Tallahassee 32307; (904) 599-3083.

**Feb. 13**—*International Radio and Television Society* newsmaker luncheon, Waldorf-Astoria, New York. Speakers: Bob Daly, president, CBS Entertainment; Anthony Thomopoulos, president, ABC Entertainment, and Mike Weinblatt, president, NBC Entertainment.

**Feb. 14**—*National Association of Broadcasters Law '80*-Legal Answers workshop, Four Seasons hotel, Colorado Springs.

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

■ **Feb. 15**—Deadline for entries in *Women in Communications* Clarion Awards competition. Information: Clarion Awards, WCI, Box 9561, Austin, Tex. 78766.

**Feb. 15-18**—*Howard University School of Communications* conference on "Communications, An Agent for Social Change." Howard University, Washington, Speaker: FCC Commissioner Tyrone Brown. Information: Peggy Pinn, 2400 Sixth St., N.W., Washington 20059.

**Feb. 16-21**—*National Association of Television Pro-*

*gram 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. 22**—*Arkansas Broadcasters Association* meeting, Camelot Inn, Little Rock.

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

**Feb. 25-27**—*Radio-Television News Directors Association* "Management for Performance" seminar, Marriott Airport hotel, Chicago.

**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

**March 2-4**—*Ohio Cable Television Association* annual convention, Sheraton-Columbus hotel, Columbus.

**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* media workshop, Plaza hotel, New York.

## Major Meetings

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

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

**Feb. 16-21**—*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**—*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**—*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**—*MIP TV* international program market, Cannes, France.

**May 4-8**—*CBS-TV affiliates* annual meeting, Century Plaza hotel, Los Angeles.

**May 12-15**—*ABC-TV affiliates* annual meeting, Century Plaza hotel, Los Angeles.

**May 18-20**—*NBC-TV affiliates* annual meeting, Century Plaza hotel, Los Angeles.

**May 18-21**—*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**—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**—*Associated Press Broadcasters* convention, Fairmont hotel, Denver.

**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. 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**—*National Association of Broadcasters* radio programming conference, Hyatt Regency, New Orleans.

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

**Sept. 20-23**—*Eighth International Broadcasting Convention*, Metropole Conference and Exhibition Centre, Brighton, England.

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

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

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

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

**March 10**—*Washington Association of Broadcasters* annual meeting. Red Lion Inn, Seattle.

**March 10-29**—Region 2 conference of *International Telecommunications Union* for medium frequency broadcasting. Buenos Aires.

■ **March 11**—*Television Bureau of Advertising* regional sales seminar, Seatac Red Lion Inn, Seattle.

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

■ **March 13**—*Television Bureau of Advertising* regional sales seminar, Sir Francis Drake, San Francisco.

**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*

## Errata

Net income of **Adams-Russell** for year ended Sept. 30, 1978, should have been listed as \$1,461,000 in "Weeks Worth," Dec. 3. That also means that net income for year ended Sept. 30, 1979, \$1,907,000, should have been listed as a gain of 30.1%.

*ation 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.

## Open Mike

### Interview instigator

EDITOR: To set the record straight ("Newsbeat," Dec. 24), the reason same-day TV coverage of the shah in Panama was available at all was because Independent TV News Association gave a head start to Panama TV4's president, Fernando Eleta, who was the interviewer at Contadora Island. ITNA regards \$1,000 for the five stations taking that weekend service a very high price (\$9,000 for ABC's 200 stations?). Consider that ABC acknowledged coverage would not have been available if not for the fact ITNA had the contact in Panama and got TV4 on the move. This is borne out by Eleta's comment to us: "You'll get anything I get." We have worked with Eleta in the past, but that relationship paid dividends when the shah arrived.—*Charles R. Novitz, managing director, ITNA, New York.*

### The numbers game

EDITOR: Al Pariser's "Monday Memo" (BROADCASTING, Dec. 17) is perhaps the most curious treatise on the subject of radio audience measurement that I've ever read. Unless I'm missing some point, one of radio's most experienced and respected research directors has tossed himself into the "figures don't lie, but liars figure" school of statisticians with his endless comments about which service to use in which types of negotiations, while offering nary a comment about which methodology comes closer to the truth.

The truth! Remember the truth? Let us not forget that all these surveys and methodologies are attempting to discover the same truth in essentially the same way: Sample a population of real people who are actually listening (or not) to one or another of many radio stations, and report

with accuracy on the habits and activities of the entire population. The vast disparities that we see from one service to the next should do a little more than simply provide all negotiators with a useful and profitable number for every situation. They should sound a loud warning signal to those of us who either buy or sell time in this medium: Some if not all of these reports—for which we pay dearly—are *way off the mark.*

One of the many things that radio needs to begin to claim its rightful share of local and national advertising is accurate, reliable data about its audience—not conflicting numbers. We certainly should encourage competition among measurement companies, but let's not be satisfied until they compete on the basis of services rendered and prices charged rather than on wildly varying versions of the same truth.

Let the services contend. But as long as the numbers contend, radio will continue to suffer.—*Steven A. Marx, vice president and general manager, WFTQ(AM)-WAAF(FM) Worcester, Mass.*

### Makes it three

EDITOR: Your "Closed Circuit" item on the Knoxville, Tenn., sweeps (BROADCASTING, Dec. 24, 1979) was incomplete. WBIR-TV (not mentioned in your piece), the CBS affiliate, handily won practically every day part, had 15 of the top 15 shows and on average had a 12 share advantage, 9 a.m.-midnight, over the ABC station. The real story was the dominance of the CBS affiliate which did not change affiliation, not the battle for second place.—*Neal Branch, vice president and general manager, WBIR-TV Knoxville, Tenn.*

**Editor's note.** The item reported that UHF WTVK(TV) had gained 50% in audience share with NBC programming and VHF WATE-TV had lost 32% since latter went to ABC and former to NBC. The report from VHF WBIR-TV completes the record.

### Two-way communications

EDITOR: The U.S. government's frustration over its inability to deal directly with the Iranian government is understandable. But that just isn't the way things are going in Iran. The TV networks, major magazines, newspapers and wire services have access to information that is not available to the government until it appears in the media. And that must be a frustrating experience for our State Department as well as Khomeini's regime in Iran. Neither side can communicate directly with the other for a variety of diplomatic and personal reasons. So both sides have turned to the age-old practice of blaming the messenger for the bad news.

The American people have received the message loud and clear. They have identified the rabble in the streets of Tehran as our enemies and a threat to the lives of the hostages. They have identified the ayatollah as a radical, opposed to the American values and the American way of life. And they have also identified the shah as a despot, who controlled the people of Iran with murder and torture, and escaped with a fortune to Central America.

The message of the people is clear. Get the hostages back unharmed. If harm does come to any of our embassy people, then Americans will demand accountability. If the Iranian government feels it has some special rapport with the American public through the media, it is probably mistaken. The mood of the people is becoming increasingly impatient. There is more talk about turning Iran into a parking lot than there is for restraint and good will.

So the people have the message, all right. Now all we have to do is to get the message to the ayatollah: Let the hostages go, or else.—*Dick Gottschald, news director, Four X TV Network, Bismarck, N.D.*

# Where Things Stand

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

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□  
**AM allocation.** FCC has initiated rulemaking that could result in addition of 125 or more AM stations in clear and adjacent channels. Comments mostly supported maintaining clear channels (BROADCASTING, July 16, 1979). There also has been increased discussion about converting daytime radio operations into full-time operations, with several actions pending: National Telecommunications and Information Administration has proposed reducing AM spacing to 9 khz to create more radio channels, and FCC has adopted staff recommendation to propose 9 khz position to State Department as U.S. stance at Region 2 conference this March (BROADCASTING, Dec. 17, 1979).

□  
**AM stereo.** FCC more than year ago instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding are five proposed systems—Belar, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding were filed last spring (BROADCASTING, May 28, 1979). At FCC oversight hearings last November, Chairman Charles Ferris said FCC will deal with issue in early spring.

□  
**Antitrust/networks.** Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programming area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, continued to fight against suit.

□  
**Antitrust/TV code.** Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (BROADCASTING, July 18, 1979). NAB filed motion to dismiss with court (BROADCASTING, Sept. 17, 1979), with oral argument on Dec. 5; NAB claimed case is governed by "rule of reasonableness" and Justice argued code is "per se" violation of antitrust laws (BROADCASTING, Dec. 10, 1979). U.S. District Judge Harold Greene turned down NAB bid for dismissal but said he will treat motion as one for summary judgment. Justice was given 45 days to respond (BROADCASTING, Dec. 17, 1979).

□  
**AT&T rates.** FCC has rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Com-

mission indicated it would designate existing tariff for hearing, after which commission could prescribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky and commission's order rejecting rates, which was issued more than year ago, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10, 1978). Commission has rejected AT&T petition for reconsideration.

□  
**Automatic transmission systems.** FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Broadcast Bureau priorities.

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

□  
**Broadcasting in Congress.** House of Representatives has been on live television feed since last March (BROADCASTING, March 26, 1979), ending its traditional ban on electronic news coverage of its floor proceedings. Only organization making regular use of feed is Cable Satellite Public Affairs Network (C-SPAN), beaming proceedings in full to cable subscribers across country. In Senate, resolutions have been introduced to suspend ban on TV coverage during debate on Strategic Arms Limitation Treaty, but they have received no action yet.

□  
**Cable deregulation.** FCC is embarked on course that may take it to eliminating last remaining rules cable industry considers restrictive—distant-signal and syndicated exclusivity regulation—but has opened possibility of es-

tablishing some kind of marketplace regulation through program equities (BROADCASTING, May 7, 1979). Henry Geller, head of National Telecommunications and Information Administration, proposed idea of retransmission consent as means of introducing marketplace factor into distant signal equation. Idea received support in comments filed with FCC on notice of proposed rulemaking to repeal current rules (BROADCASTING, Sept. 24, 1979). But Congressional Research Service has published study, requested by Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, which concludes that only Congress, through Copyright Tribunal, can authorize retransmission consent (BROADCASTING, Dec. 3, 1979).

□  
**Carter use of broadcasting.** President has held 53 televised press conferences since assuming office, but in July 1979 abandoned his twice-a-month press conferences in favor of town hall meetings, regional press conferences, radio call-in shows and possibly other formats in which he hopes to turn around his political fortunes (BROADCASTING, Aug. 27, 1979). He did call-in show on National Public Radio on Oct. 9 (BROADCASTING, Oct. 15, 1979).

□  
**Children's advertising.** Federal Trade Commission concluded legislative phase of inquiry examining proposals to limit or ban advertising aimed at children. Next phase, if commission adopts recommendation of hearing judge Morton Needelman, is disputed-issues hearings. Entire matter may be dropped, however, if legislation approved by Senate Commerce Committee eventually becomes law (BROADCASTING, Nov. 12, 1979). New legislation would prohibit FTC from regulating "unfair" advertising standard on which inquiry is based. FCC, meanwhile, adopted notice of proposed rulemaking giving five options: repeal 1974 policy statement on children's TV and rely on marketplace; modify policy and renewal form to obtain more comprehensive information on licensee program practices; adopt interim program guidelines; adopt renewal processing guidelines; and increase number of programming outlets (BROADCASTING, Dec. 24, 1979). Comments due June 1; replies due Aug. 1

□  
**Closed captioning.** FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) Last spring, ABC, NBC and Public Broadcasting Service announced intention to operate captioning project which will get under way early this year (BROADCASTING, March 26, 1979). ABC and NBC will eventually caption about five hours a week (mostly prime time) and PBS more than 10 hours. Sears, Roebuck & Co. will manufacture and distribute decoding equipment for

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on TV...from ABC!***

***There's a bright new decade  
ahead—and we're delighted  
to be a part of ABC  
in the '80s!***



home sets. Adapter for set will cost about \$250, while 19-inch color set with one built in will sell for about \$500. CBS declined to participate, saying it is more interested in proceeding with its work with teletext process.

**Communications Act.** Representative Lionel Van Deerlin gave up hopes last year of getting Communications Act rewrite, H.R. 3333, through Congress, and is instead pushing for passage of amendments to 1934 act (BROADCASTING, July 23, 1979). New bill, H.R. 6121, concentrates solely on common carrier provisions. Markup of bill will begin Jan. 23. In Senate, two bills under consideration are S. 611 by Senators Ernest Hollings (D-S.C.) and Howard Cannon (D-Nev.) (BROADCASTING, Dec. 24, 1979), and S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.) (BROADCASTING, Nov. 12, 1979). Both bills have been redrafted and comments on each have been invited. Markup is expected this year.

**Crossownership (newspaper-broadcast).** Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Five of 16 have divested or signed sale agreements, six have been freed from divestiture order because of changed circumstances in market (entry of competition) and one has won reversal of divestiture order in appeals court. Of four remaining cases, three have asked for reconsideration of FCC's denial of waiver request and one has given up fight and decided to sell its television station in compliance with order (see story, page 88).

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

**EEO.** Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcast EEO area, commission had tentatively voted to amend Form 395, commission's annual employment reporting form, to require licensees to rank employees according to salary including minorities and women (BROADCASTING, Nov. 6, 1978). However, after that action generated considerable criticism, commission abandoned salary-ranking idea, at least for present (BROADCASTING, Jan. 1, 1979). First Report and Order was adopted Dec. 21, 1978. It amended instructions for Form 395, listing under each category appropriate broadcast occupations to be reported.

**Family viewing.** Ninth Circuit U.S. Court of Appeals in San Francisco threw out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Plaintiffs, which include Tandem Productions and Writers Guild of America, have petitioned U.S. Court of Appeals in San Francisco for rehearing contending that appeals court based its opinion on "mistaken interpretation of the primary jurisdiction doctrine" (BROADCASTING, Dec. 24, 1979).

**FM quadrasonic.** National Quadrasonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975, and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadrasonic techniques. Comments were filed later that year (BROADCASTING, Dec. 19, 1977); second notice of inquiry was issued early last year, and final comments have been received (BROADCASTING, Jan. 15, 1979).

**Format changes.** FCC more than two years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (BROADCASTING, July 9, 1979). Commission has asked Supreme Court to review case (BROADCASTING, Dec. 3, 1979).

**Minority ownership.** Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, Oct. 22). FCC also has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations, for its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). National Radio Broadcasters Association has created program where its members help minorities learn station operations.

**Music licenses.** All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and ex-

tending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed a class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23, 1979).

**Network inquiry.** FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC released preliminary report at special meeting last Oct. 16. Report concluded that "structural" changes within industry world be best solution for effective regulation. Staff believes even though commission has jurisdiction to regulate networks, network/affiliate economic relationship is successfully entrenched and further attempts to regulate it would prove fruitless (BROADCASTING, Oct. 22, 1979). Report on viability of fourth network is due out this spring.

**Network standings.** Prime-time TV ratings averages, Sept. 17-Dec. 30, 1979: ABC 19.3, CBS 19.0, NBC 17.6.

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

**Operator licensing.** FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (BROADCASTING, Jan. 1, 1979). FCC issued second report and order Nov. 9, 1979 to permit persons holding any class commercial operator license or permit to perform routine operating duties at any radio or TV station, regardless of power or antenna type. In addition, first class chief operator may be employed on a part-time basis in lieu of previously required full-time employment. Changes were effective Dec. 19, 1979. FCC will issue further notice of proposed rulemaking next spring, addressing operator license



restructuring and continuing examination requirement.

□  
**Pay cable, pay TV.** U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10, 1979). FCC has voted to repeal rule limiting one STV to market (BROADCASTING, Oct. 1, 1979). As industry, pay cable reaches 4.5 million subscribers (BROADCASTING, May 28). There are six over-air pay TV stations currently telecasting: WWHT(TV) Newark, N.J., KBSC-TV Corona, Calif., WOTV(TV) Boston, KWHY-TV Los Angeles, WXDN(TV) Detroit and KNXV(TV) Phoenix.

□  
**Performer royalties.** Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20, 1979). Danielson bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which held hearings on legislation last fall (BROADCASTING, Nov. 19 and Dec. 3, 1979).

□  
**Radio deregulation.** In October 1978, FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to revise existing scope of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets rather than conduct "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter, that will, if adopted, replace current FCC procedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Sept. 10, 1979). Comments are due Jan. 25.

□  
**Shield legislation.** Supreme Court's ruling in *Stanford Daily* case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29, 1979). After *Stanford* decision, House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation. Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug. 28, 1978). And Carter administration has introduced legislation to overcome effects of *Stanford* (BROADCASTING, April 9, 1979). It under-

went recent hearings in House (BROADCASTING, May 28, 1979). Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did while with KAKE-TV Wichita, Kan. (BROADCASTING, Feb. 26, 1979). And court's *Herbert vs. CBS* decision opens journalist's thought processes to scrutiny in libel cases (BROADCASTING, April 23, 1979).

□  
**UHF.** FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated in December 1978, with adoption of new proceeding looking toward development of new television receivers (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Early last year, it set up new task force to work toward UHF comparability, and made plans for spending up to \$610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to determine problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979).

□  
**VHF drop-ins.** This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission (BROADCASTING, Dec. 19, 1977). Staff is currently completing studies that may lead to report and order.

□  
**WARC.** 1979 World Administrative Radio Conference began Sept. 24 and ended on Dec. 6, six days after scheduled date. U.S. officials said conference—which managed to avoid ideological conflicts some had feared would occur—was "success" (BROADCASTING, Dec. 10, 1979). Among results: AM band was extended from 1605 to 1705 khz, shortwave frequencies increased by about 500 khz, and proposal was adopted that will increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. had to take footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz, and it reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba.

□  
**WESH.** FCC renewal of license for Cowles Communications' WESH-TV Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (BROADCASTING, Oct. 2, 1978). Court decision then threw into disarray commission's policy on comparative renewals, but in clarification of its order, court, in view of commission and private attorneys, restored flexibility to commission's method of handling comparative renewal matters (BROADCASTING, Jan. 22, 1979). Cowles and competitor arrived at out-of-court settlement (BROADCASTING, May 21, 1979), but agreement was rejected by court (BROADCASTING, July 25, 1979).

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STATION: WAPI-TV  
MARKET: BIRMINGHAM, ALABAMA  
DATA: EXPERIENCE OF ALL 7 DECISION MAKERS  
STATISTIC: 166 COMBINED YEARS EXPERIENCE AT FACILITY  
STATISTIC: 24 AVERAGE YEARS PER AT FACILITY  
STATISTIC: 289 COMBINED YEARS IN COMMUNITY  
STATISTIC: 38 AVERAGE YEARS PER IN COMMUNITY  
OBSERVATION: RESEARCH CONCLUDES; DECISIONS AT THIS TELEVISION STATION ARE UNDER THE DIRECTION OF CAREER BROADCASTERS WITH AN IMPRESSIVE TERM OF SERVICE TO BOTH THE STATION AND THE MARKET



WAPI-TV Birmingham, Alabama Represented by MMT Sales, Inc.  
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# Broadcasting Jan 7

Vol. 98 No. 1

TOP OF THE WEEK

## Radio-TV economy still going strong in 1980, but not as fast as before

**Economist Doherty says pessimism about economy will work to hold down broadcaster gains**

"Broadcasting revenues . . . are certain to be adversely affected by the economic and financial developments of 1980." That's a principal conclusion of the 1980 industry outlook prepared by Television Radio Management Corp.'s President Richard P. Doherty, an annual exercise the broadcast economist undertakes for BROADCASTING. Putting his predictions on a numerical footing, Doherty says: "Against the anticipated general economic recession and the expected modest recovery during the later part of the year, we look for the following 1980 broadcast results: TV station revenues, in total, to rise 8%-10%, while radio stations revenues should advance 6%-7%.

Behind these statistics lies the decidedly unrosy general economic picture that Doherty paints. Going into 1980, he believes "the psychology of most American businessmen and of the general public is definitely a recession psychology." That, Doherty says, "will continue to precipitate further retrenchment in business, curtailment of inventories, growing consumer cautiousness, postponement and/or curtailment of capital goods production and intensify the over-all economic decline during 1980."

Doherty isn't sure when the pessimism will abate, and perceives increasing concern about the government's ability to control inflation, about whether it can or will develop effective recovery measures and whether the energy program will be meaningful.

Doherty's outlook for the next several months calls for:

- An unemployment rise to 7.5%-8%.
- A 1980 GNP rise (on a dollar expressed basis) of 8%-9%, fueled by double-digit inflation, with the corrected GNP actually declining by 1.5% to 2%. (He does add that "a small plus increase should show up during the last quarter".)
- A "broad and widespread" corporate profit decline of 8%-10%.
- A retail sales decline of 2%-3%, on a

unit volume basis after correcting for upward price changes.

■ An over-all industrial production index decline of 4% before a fourth-quarter advance.

■ High interest rates and tight money — although they should ease in the second quarter.

■ "Historic new highs" in government spending and deficits.

He notes that things could be worse if "the existing Iranian turmoil" continues, or if the price of gasoline rises to \$1.50.

Looking at next year's advertising expenditures, Doherty feels that, even allowing for "the advertising benefits normally accruing in a presidential election year" the maximum increase in advertising dollars for the various media will be 8%. Should the recession extend into the third quarter of 1980, or the early part of the year's fourth quarter, Doherty "would not be surprised" by an all-media advertising rise of no more than 6%.

This time last year (BROADCASTING, Jan. 1, 1979), Doherty said he foresaw "a mild economic recession during 1979," with GNP climbing 9% (2% to 2.5% corrected), and broadcasting doing "slightly better than the increase in the dollar-inflated GNP," for a maximum increase of 12% in television revenues and about 10% in radio. He believes those prognostications "basically foretold the economic and broadcast developments for the year 1979," adding that he now expects the recession to gain momentum and "become broader and deeper . . . and adversely affect the wide cross-section of business."

Doherty includes in his projections a survey of revenue figures for sample stations over the first nine months of each year. For 1979, he found "very creditable increases in the revenue of practically all TV stations and in the majority of radio stations."

A recurring phenomenon that Doherty has discovered over the years is a "very substantial high-low spread in the percentage revenue changes among individual stations," something that in 1979 was particularly true in radio. A not surprising trend in the 1979 tallies is that station percentage increases in revenues in the South and Southwest tended to be higher than those in the Midwest and Northeast.

The sometimes disputed softness in radio spot business showed up in Doherty's survey: Of the AM stations sampled, 37% had declines in national-regional spot during the first three quarters.

Two other trends he cited were generally higher percentage increases at FM stations compared with AM, while at the same time noting "a fair number of FM stations actually had decreases in revenue."

Summarizing the station figures across the industry, Doherty gives the following as median range increases between the first nine months of 1978 and 1979:

**TV:** National-Regional: 12%-14%.  
Local: 15%-17%.  
Network: 9%-11%.

**Radio:** National-Regional: 5%-8%.  
Local: 10%-13%.  
Network: little change.

## Weakened ABC still reigns in top 100

**November sweeps show network ahead in 48 ADI's, but audience losses are counted in 80**

ABC-TV, upset by CBS-TV in the national ratings for the November prime-time sweeps (BROADCASTING, Dec. 3, 1979), pulled out a victory after all. An analysis of Arbitron reports for the top 100 markets showed that ABC affiliates in those markets delivered 13,185,000 homes per average minute, 6% more than CBS affiliates' 12,468,000 homes and 21% more than NBC stations' 10,941,000.

The analysis was prepared by ABC researchers but was not challenged by CBS research authorities. Indeed, CBS's own estimates for all continental U.S. markets also gave ABC an edge.

The results seemed to justify ABC leadership's private insistence that, though statistically the odds were against it, loss in the national ratings during the sweep period did not necessarily mean loss on a local basis ("Closed Circuit," Dec. 10, 1979). In the national ratings CBS led by four-tenths of a point, 20.0 to 19.6.

In the top 100 markets, the ABC analysis showed first place was taken by ABC affiliates in 48 markets, by CBS affiliates in 41 and by NBC affiliates in 15. These counts include first-place ties.

In the top 12 markets, according to the ABC report, ABC affiliates were first in 11 and a CBS affiliate in one (Washington); in the top 25, ABC stations were first in 18

and CBS affiliates in seven, and in the top 50, ABC stations were first in 31, CBS affiliates in 17 and NBC affiliates in four, again counting ties in the tabulations.

The news was not all good for the ABC stations by any means. ABC has primary affiliates in 99 of the top 100 markets; of these, 80 delivered smaller prime-time audiences than in the November 1978 sweeps, as against 15 that showed increases and four whose results were unchanged. For CBS, with affiliates in 97 of the markets, the story was the opposite—gains in 85 markets, declines in nine, no change in three. For NBC, which has affiliates in all of the top 100 markets, 51 showed gains, 42 declines and seven no change.

ABC singled out two top-100 markets where it had acquired new affiliates since November 1978. In Minneapolis-St. Paul, according to the ABC account, KSTP-TV's average homes delivery rose from 166,000 when it was an NBC affiliate to 189,000 as an ABC outlet (but the CBS outlet there still ranked first). In Indianapolis, WRTV(TV), which had averaged 139,000 homes when it was on NBC, was credited with 152,000—and first place in the market—as an ABC outlet.

In another affiliation switch, in Knoxville, Tenn., the new ABC outlet wasn't so lucky, dropping about 20% from its score when it was an NBC outlet, while the new NBC station climbed 5% over its results as an ABC affiliate ("Closed Circuit," Dec. 24, 1979). Both stations took a back seat to the CBS outlet, however.

CBS researchers' calculations of Arbitron sweep results from all continental

U.S. markets showed that, for 8-11 p.m. NYT, ABC stations averaged 15,329,000 homes per minute, down 5.5% from November 1978, while CBS stations delivered an average of 14,010,000, a gain of 9.7%, and NBC stations delivered 12,850,000, a gain of 0.9%.

These figures are not directly comparable with ABC's top-100 calculations, however. Unlike the ABC analysis, they include any local programming that may have appeared in the 8-11 p.m. period. More important, the 8-11 p.m. block excludes *60 Minutes* on Sunday—CBS's, and television's, highest rated show. If 7-8 p.m. Sunday were factored into the 1979 all-markets total, CBS researchers estimated, CBS affiliates' per-minute average would rise to about 14,360,000 and ABC's would decline to about 15,100,000.

## Comsat, Sears getting cozy over satellite-to-home service

**Joint-venture talks being held; nothing concrete is announced; assumption is that retailer would add installation and billing capabilities to other's technical expertise**

When the Communications Satellite Corp. announced plans to institute a satellite-to-home broadcasting service last August,

many critics felt the satellite carrier lacked expertise in several areas crucial to the success of such a venture.

Those critics will now have to take a second look as it was revealed last week that Comsat General, the subsidiary charged with the broadcasting service, is negotiating with Sears, Roebuck & Co., the retail giant, regarding a possible joint venture for operation of the service.

With its 3,727 retail and catalogue outlets across the country, its successful history of marketing, its ability to install and maintain roof-top antennas and electronics in private homes. Sears seems a perfect complement to Comsat's technical expertise.

And according to Comsat spokeswoman Judith Elniki, it was these particular qualities that led Comsat to Sears last August. Elniki said Comsat, shortly after its announcement of the service (BROADCASTING, Aug. 6, 1979), began talks with Sears about the possibility of the retailer installing and maintaining the home earth stations, but that at some point the talks "grew into joint-venture discussions."

Neither Comsat nor Sears would give any specifics on their discussions or hint about what role each might play in the joint venture, but both were emphatic in saying no agreement has been reached.

If Sears's role is to market the service and install the earth stations, it is a role the company should be comfortable with. Sears has a contract with Oak Communications to market Oak's subscription television services in Los Angeles (co-owned by Chartwell Communications) and Phoenix and install decoders and an-

**Here's how the November sweeps came out** in the top 100 markets, as compiled by ABC researchers from Arbitron market reports. The numbers represent prime-time averages in thousands of households (add 000). The plus or minus numbers show percentage of change from November 1978 sweep results. ABC researchers said the household figures are Arbitron's "pure" network averages, covering the hours from 7:30 to 11 p.m. NYT Monday through Saturday and from 6 to 11 p.m. Sunday but excluding all access programs or other local programming presented during those hours. The sweep period was Oct. 31 to Nov. 27, 1979. NC indicates no change from 1978; a dash (—) indicates no primary affiliate in the market.

	ABC % HH change	CBS % HH change	NBC % HH change
1. New York	1324 -6	1211 +13	1030 -2
2. Los Angeles	753 -13	554 +10	537 -17
3. Chicago	588 -8	522 +11	450 +1
4. Philadelphia	612 -1	404 -6	324 -11
5. San Francisco	343 -10	277 +6	215 -14
6. Boston	343 -4	296 -1	279 -6
7. Detroit	358 -5	321 +4	286 -4
8. Washington	244 -16	247 +9	192 -10
9. Cleveland	328 -7	256 +9	229 +4
10. Dallas	262 NC	237 +8	197 +10
11. Pittsburgh	292 -10	252 +11	166 -3
12. Houston	240 +1	204 +23	199 +12
13. Minneapolis-St. Paul	189 -7	193 +19	135 -19
14. St. Louis	182 -8	199 +8	156 -6
15. Miami-Ft. Lauderdale	177 -10	185 -9	164 +10
16. Atlanta	166 -3	193 +16	177 +5
17. Seattle-Tacoma	187 -19	134 +12	141 +4
18. Tampa-St. Petersburg, Fla.	139 +9	199 +9	152 +3
19. Baltimore	183 -14	173 +7	151 +3

	ABC % HH change	CBS % HH change	NBC % HH change
20. Hartford-New Haven, Conn.	177 -6	181 -7	56 -12
21. Denver	169 -12	133 +17	131 +3
22. Indianapolis	152 -3	142 +12	125 -10
23. Sacramento-Stockton, Calif.	154 -6	117 +10	120 -3
24. Portland, Ore.	132 -8	131 +11	103 -3
25. San Diego	133 -9	109 +21	75 +1
26. Milwaukee	135 -3	131 +17	118 +4
27. Kansas City, Mo.	137 -9	137 +15	111 -14
28. Cincinnati	136 -6	139 +17	109 -4
29. Buffalo, N.Y.	132 -4	121 +15	107 +6
30. Nashville	94 -13	141 +13	128 +3
31. Phoenix	113 -9	106 +16	87 -9
32. Charlotte, N.C.	110 +6	138 +13	46 +5
33. Memphis	96 -2	121 +7	95 NC
34. New Orleans	116 -2	138 +10	94 -4
35. Columbus, Ohio	125 -14	126 +5	102 +10
36. Greenville-Spartanburg, S.C. Asheville, N.C.	93 -13	103 +10	115 +5
37. Grand Rapids-Kalamazoo- Battle Creek, Mich.	102 -12	93 +11	86 NC
38. Providence, R.I.	119 -10	79 +13	114 -3
39. Oklahoma City	91 -19	94 +6	95 -11
40. Orlando-Daytona Beach, Fla.	103 -10	92 +5	87 +1
41. Charleston-Huntington, W.Va.	75 -10	93 +22	116 -7
42. Raleigh-Durham, N.C.	107 -4	106 +10	30 +25
43. Louisville, Ky.	70 -4	105 +15	103 +7
44. Dayton, Ohio	79 -12	111 +2	76 -8
45. Harrisburg-York-Lancaster- Lebanon, Pa.	63 -17	76 +3	91 -1
46. Norfolk-Hampton-Newport News-Portsmouth, Va.	96 +3	96 +7	77 +13
47. Sall Lake City	96 -9	91 +10	82 -6

tennas in the homes of subscribers.

Sears cooperation with Oak will be extended to Fort Lauderdale, Fla., when Oak begins subscription broadcasting over WKID-TV there later this month. According to a spokesman for Sears, Sears also provides similar marketing and installation service for multipoint distribution systems (pay-microwave) in Sacramento, Calif., Las Vegas and San Antonio, Tex.

Another function a satellite-to-home service couldn't do without and which Sears is in a position to provide is billing. Dawn Darling, an assistant group manager for Sears in Los Angeles, said that customers who subscribe to subscription television through Sears can charge the installation fee as well as the monthly subscription and equipment rental fees on the Sears credit card.

Sears recorded nearly \$18 billion in revenues in its fiscal year ended January 31, 1979, and in the first three quarters of the current year the company rang up \$12.4 billion in net sales. Edward R. Telling is the chairman and A. Dean Swift is the president of the corporation.

#### **Comsat answers broadcasters: Satellite-to-home service would be within its charter, it claims**

Communications Satellite Corp. has attempted to hurdle the first obstacle set down between it and its goal of a satellite-to-home broadcasting service by 1983. It has answered the comments of the National Association of Broadcasters and the American Broadcasting Companies that

*To page 30*



**Making time.** While Senator Edward M. Kennedy (D-Mass.) and Governor Edmund G. (Jerry) Brown of California were complaining last week about President Carter's refusal to debate them on prime time television in Des Moines (see page 96), the President was being seen one or more times each day on ABC News shows Monday through Friday. It was a good week, mediawise, for the President, and not a bad one for ABC.

The President made headlines across the country—and ABC got the appropriate mention—in connection with his televised remarks Monday night that Soviet President Leonid Brezhnev lied to him in responding to his request for an explanation of the movement of Soviet troops and armor into Afghanistan.

The piece was taken from an interview ABC News correspondent Frank Reynolds had taped with the President in the Oval Office on Monday afternoon. The interview, which covered foreign affairs, economic and energy matters, and politics, lasted almost one hour. And ABC mined it for four- or five-minute pieces for the evening news program throughout the week, as well as for *Good Morning, America* and the late-night news specials on the ongoing hostage situation in Tehran.

On Dec. 28, the President pulled out of the debates with his rivals for the Democratic nomination that had been scheduled for Jan. 7. He said it would not be appropriate to participate in such an event in view of the situations in Iran and Afghanistan. But two days later, with the Soviet-backed coup in Afghanistan's capital of Kabul an accomplished fact, the White House notified ABC the answer to its request for a year-end interview was yes. ABC News Washington bureau chief George Watson said the request had been made about 10 days earlier. "Ask," said Watson by way of explaining how ABC got the exclusive, "and you shall receive."

Actually, ABC's request was made about a week after the three networks had turned down a White House suggestion that their correspondents do a joint year-end interview with the President, and broadcast it in prime time. The networks cited the equal-time problems such a broadcast would create. News shows, like those on which ABC's interview with the President is running, are exempt from the equal-time law.

	ABC		CBS		NBC			ABC		CBS		NBC	
	%	HH change	%	HH change	%	HH change		%	HH change	%	HH change	%	HH change
48. Albany-Schenectady, Troy, N.Y.	98	+1	80	+18	91	-2	74. Portland-Poland Springs, Me.	52	-5	46	+12	58	+7
49. Birmingham, Ala.	139	-1	47	+31	100	+9	75. Albuquerque, N.M.	78	+5	51	+21	46	-2
50. Wilkes Barre-Scranton, Pa.	103	-11	69	+6	86	+6	76. Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	37	-10	72	+4	66	+10
51. San Antonio, Tex.	97	NC	93	+2	74	-1	77. West Palm Beach, Fla.	38	-16	-	-	53	+2
52. Flint-Saginaw-Bay City, Mich.	106	-6	44	+13	97	+10	78. Johnstown-Altoona, Pa.	7	-61	61	+15	81	+4
53. Greensboro-Winston Salem-High Point, N.C.	96	-6	91	+18	79	-4	79. Cedar Rapids-Waterloo, Iowa	61	-16	54	+10	61	+15
54. Wichita-Hutchinson, Kan.	71	-14	78	+15	74	-5	80. Jackson, Miss.	35	-5	48	-8	58	+2
55. Little Rock, Ark.	101	+5	77	+18	82	+3	81. Youngstown, Ohio	51	-23	60	+22	47	-2
56. Toledo, Ohio	74	-10	85	-5	83	+4	82. South Bend-Elkhart, Ind.	51	-6	55	+15	53	+10
57. Tulsa, Okla.	91	-9	80	+14	63	+9	83. Springfield, Mo.	21	-9	55	+25	69	+5
58. Shreveport, La.-Texarkana, Tex.	69	-13	87	+6	58	-2	84. Kingsport-Johnson City, Tenn.-Bristol, Va.	24	-27	53	+15	70	+19
59. Knoxville, Tenn.	69	+77	98	+16	41	-52	85. Lincoln-Hastings, Kearny, Neb.	38	-12	59	+20	17	+6
60. Mobile, Ala.-Pensacola, Fla.	66	-12	89	+11	56	-14	86. Springfield, Mass.	68	+10	-	-	50	+11
61. Lynchburg-Roanoke, VA.	39	-22	75	+1	60	+18	87. Peoria, Ill.	49	-8	47	+31	50	+9
62. Des Moines, Iowa	64	-4	79	+7	60	-5	88. Evansville, Ind.	60	NC	39	+5	38	+6
63. Syracuse, N.Y.	64	-19	84	NC	80	+3	89. Lexington, Ky.	40	-11	56	+19	53	+13
64. Richmond, Va.	69	+8	92	+18	61	+3	90. Tucson, Ariz.	44	-4	36	+6	37	NC
65. Omaha	89	-13	72	+3	70	+8	91. Lansing, Mich.	-	-	68	+31	41	NC
66. Jacksonville, Fla.	44	-8	85	NC	62	-3	92. Baton Rouge	68	+8	57	+24	28	-12
67. Green Bay, Wis.	73	-10	69	+5	72	+4	93. Fargo, N.D.	34	+6	38	NC	38	-7
68. Rochester, N.Y.	71	-13	74	+7	56	-7	94. Fort Wayne, Ind.	41	-16	42	+11	35	-8
69. Fresno, Calif.	54	-7	51	+13	47	-6	95. Sioux Falls-Mitchell, S.D.	19	-10	65	+18	47	+31
70. Davenport, Iowa-Rock Island-Moline, Ill.	59	-11	62	+13	59	-9	96. Huntsville-Decatur, Florence, Ala.	50	NC	49	-4	42	+17
71. Chattanooga	55	-13	55	+15	66	+6	97. Columbia, S.C.	23	-18	21	-16	67	+12
72. Springfield-Decatur-Champaign, Ill.	55	+12	62	-3	57	-8	98. Burlington, Vt.-Plattsburgh, N.Y.	18	-5	52	+6	28	NC
73. Spokane, Wash.	54	-17	51	+4	51	NC	99. Austin, Tex.	42	+5	48	+2	29	+12
							100. Waco-Temple, Tex.	53	+6	-	-	35	NC

argued that Comsat should not be allowed to engage in broadcasting.

The comments of NAB and ABC as well as the reply comments of Comsat are part of an FCC inquiry looking into the satellite carrier's activities. The FCC was required to conduct the inquiry as a condition of the International Maritime Telecommunications Act, passed by Congress in November 1978 and designating Comsat as the United States partner in the International Maritime Satellite Organization (Inmarsat), formed last summer to create a voice and data satellite communications network for ships at sea.

In their comments, both NAB and ABC claimed that the broadcasting service proposed by Comsat is outside statutory limits placed on the company by the Communications Satellite Act, the federal law that established Comsat in 1962. They also argued that such a service would disrupt the concept of localism in broadcasting by diverting to it programming that otherwise would be distributed by local television stations (BROADCASTING, Dec. 10, 1979).

Comsat didn't reply to the question of localism, but did counter the comments of NAB, ABC and a number of other present

and potential competitors that have asserted that Comsat activities should be restricted to Inmarsat and Comsat's partnership in the International Satellite organization (Intelsat), the global satellite communications network from which Comsat derives most of its revenues.

"The scope of Comsat's authority must be read in light of Congress's desire for comprehensive development of satellite communications. The congressional policies embodied in the act support the power of [Comsat] to undertake non-Intelsat/Inmarsat activities that promote the development and application of satellite communications," Comsat said.

Comsat also said that "a broad construction of Comsat's authority" is supported by a number of court decisions and "coincides . . . with the principle of corporate law that permits a corporation to adapt to changes in technology and customer demand."

Comsat said that the purpose of ABC, NAB and others that would restrict the activities of Comsat is "anticompetitive." It said that in light of the Satellite Act, which says that Comsat should "maintain and strengthen competition in the provision of

communication services and to the public" and the FCC's and National Telecommunications and Information Administration's philosophy of preferring competition to regulation, "the goal [of those opposed to Comsat's adventuring] appears antithetical to the public interest."

## Disqualification of Pertschuk is overturned by appeals court

**Washington panel concludes that FTC chairman has not prejudged children's advertising issue; larger question of whether case can continue is up to Congress**

The U.S. Court of Appeals in Washington has overturned a lower court decision that had disqualified Federal Trade Commission Chairman Michael Pertschuk from participation in the FTC's children's advertising inquiry.

## InBrief

U.S. district court in New York on Thursday **ordered FCC to show cause** why it should not **produce by Friday (Jan. 11) documents** on which commission relied in preparing its radio deregulation rulemaking. Order was issued by Judge Kevin Thomas Duffy in response to request of United Church of Christ, which is seeking speedy resolution of its complaint about commission's refusal to make documents available. Duffy directed FCC to explain why documents should not be turned over to him for examination to determine whether they should be made available to church. On Dec. 26, 1979, church filed suit in same court seeking release of documents under Freedom of Information Act (see page 88). Church officials say they are in commission-imposed time squeeze: they say they want to examine documents before preparing comments in rulemaking and note that deadline for comments is Jan. 25. Commission has 30 days to respond to that suit. But Duffy directed commission to answer show-cause order by Tuesday (Jan. 8). Commission lawyers expressed confidence Friday commission could offer persuasive reasons for its refusal to make documents available.

Just how bad it's been for NBC is one piece of information parent RCA is telling shareholders in proxy statement for special Jan. 31 meeting to vote on CIT merger. **Broadcasting profits dropped 35%** over year earlier in first half of 1979, to \$42.4 million, despite sales increase of 14% to \$649 million. Lower ratings and "heavy program costs" got blame. And that followed full-year 1978 broadcasting profits decline of 20%, attributed to same cause. Indication of program costs is found in note putting commitments as of June 30 at \$1.1 billion, with payments extending over 10 years. Proxy also gave some **new salary information** on top brass. Chairman Edgar Griffith's new contract that started Dec. 1 will give him \$450,000 annually in salary through 1982 (that's up from \$390,834 in salary and bonuses reported in 1978). New president Maurice Valente (who started Jan. 1) is described as being "in the process of negotiating" contract with \$400,000 salary and "at least" \$200,000 bonus each year through 1982.

As 1979 drew to close, **Warner Communications Inc. and American Express Co. closed their deal forming joint cable venture**, Warner Amex Communications. American Express is paying \$175 million for 50% interest in Warner Cable subsidiary of WCI. Companies are to get equal representation on new board, with Gustave M. Hauser and J.

Leonard Reinsch as co-chairmen. Hauser, Warner Cable's chairman and president, will be president and chief executive of new outfit; Reinsch, one-time chairman and president of Cox Broadcasting, has been serving as special advisor to American Express.

**Today at Midday**, half-hour spin-off of NBC News's early morning *Today* program, will be added to network's weekday schedule in August, **in 11:30 a.m. slot** currently occupied by *Wheel of Fortune* game show. Plans for program are said to reflect *Today* segments but emphasizing features of interest to women at home. *Today at Midday* will have one or two hosts but not *Today's* Tom Brokaw or Jane Pauley.

**Senator Ernest F. Hollings** (D-S.C.), chairman of Communications Subcommittee, will be **on hand to answer questions** at luncheon on second day of National Association of Broadcasters conference for television station executives, scheduled for Feb. 7-8 at Century Plaza hotel, Los Angeles.

National Association of Broadcasters has joined Radio-Television News Directors Association in expressing **opposition to Federal Election Commission's second effort to adopt regulations governing staging of political debates** by political candidates. Like RTNDA (BROADCASTING, Dec. 24, 1979), NAB contends FEC is asserting jurisdiction not authorized by statute over broadcast and print journalism, and that FEC will attempt to impose regulations on their conduct to assure debates they stage are "nonpartisan." Both organizations are expected to seek congressional veto of proposed regulations. However, it was not clear last week how much support among other media groups they will have. FEC's proposals now pending before Congress are regarded by all media groups as considerable improvement over those vetoed by Senate in September, and some communications lawyers last week appeared to feel further battle with FEC was not warranted.

National Telecommunications and Information Administration tomorrow (Jan. 8) will **sound out group owners and minority groups on petition** NTIA filed with FCC in October aimed at **encouraging minority ownership** of broadcast stations. Petition seeks waiver of various ownership rules, including seven-station limit on AM and FM ownership and TV-radio crossownership ban, where applicants are 25% owned by minorities, 50% of whom are integrated into management of station (BROADCASTING, Oct. 22, 1979). NTIA spokesperson said purpose of meeting is to gauge interest in proposal and seek views on whether percentage for waiver should be increased to 50%.

In a 2-1 decision, the court reversed a November 1978 ruling by U.S. District Court Judge Gerhard Gesell, who had found that Pertschuk "has prejudged and has given the appearance of having prejudged issues of fact involved in a fair determination of the children's advertising rulemaking proceeding." The latest opinion was written by Judge Edward Tamm, with the late Judge Harold Leventhal concurring.

The case originally was brought by a group of advertisers who had charged that statements made by Pertschuk in a speech to an Action for Children's Television conference showed that he had prejudged the issue and could not be impartial. Gesell agreed and ordered Pertschuk to remove himself from the inquiry.

But the appellate court found otherwise. "Chairman Pertschuk's remarks, considered as a whole, represent discussion, and perhaps advocacy, of the legal theory that might support exercise of the commission's jurisdiction over children's advertising," it ruled. "The mere discussion of policy or advocacy on a legal question, however, is not sufficient to disqualify an administrator."

The court added that a member of the rulemaking panel could be barred from participating in a case if he has shown that he has "an unalterably closed mind on matters critical to the children's television proceeding."

But it said that simply because Pertschuk explored certain issues, he was not bound to them forever. "Rather, he remained free, both in theory and in reality, to change his mind upon consideration of the presentations made by those who would be affected."

The court said that the appellees have a right to a fair proceeding, including access to an impartial decision-maker. "Impartial, however, does not mean uninformed, unthinking or inarticulate," it added.

"We would eviscerate the proper evolution of policy-making were we to disqualify every administrator who has opinions on the correct course of his agency's future actions. Administrators, and even judges, may hold policy views on questions of law prior to participating in a proceeding."

The decision will undoubtedly be well received by other regulatory agencies, seven of which, including the FCC, filed a friend-of-the-court brief expressing con-

cern that disqualifications in policy rulemakings might have a chilling effect on the public expression of views about important issues (BROADCASTING, March 26, 1979).

In a dissenting opinion, Judge George MacKinnon took issue with the view that a commissioner could be disqualified only on a showing that he has an unalterably closed mind on critical rulemaking matters. MacKinnon said that Pertschuk had made numerous public appearances advocating a position that shows he had prejudged the issue, and he should either remove himself from the inquiry, or the court should disqualify him. "He has proved that he is not an impartial decision-maker on this matter," MacKinnon concluded.

Whether the reinstatement of Pertschuk to the case will be of any practical significance is somewhat in doubt. The Senate Commerce Committee has reported out legislation that would kill the inquiry, and the fate of the case will be decided by the full Senate and House-Senate conferees.

The plaintiffs have not yet decided however, whether they will appeal the case to the Supreme Court.

FCC Broadcast Bureau has established **FM task force** within its Policy and Rules Division to deal exclusively with FM assignment petitions. Goals of six-month task force will be to reduce FM backlog while at same time to reduce processing time of most petitions to six months.

□

National Association of Independent Television Producers and Distributors says **sports runovers into prime access time** on Saturdays, particularly college football on ABC, is having "**devastating impact**" on ratings of some of its members' shows, and it's asking FCC to do something about it, including declaratory ruling that at least three-and-a-half hours must be allowed for games before they can run post-7 p.m.

□

**Multimedia Inc.**, Greenville, S.C., publisher-broadcaster with five TV and 13 radio stations, has declared **three-for-two stock split** on shares owned Feb. 1. Board also declared increase in dividends, which now will be 13.5 cents per share after giving effect to stock split, payable Feb. 15 to holders of record on Feb. 1.

□

Talk of **possible boycott of 1980 Moscow Olympics** as protest against Russian moves in Afghanistan hasn't panicked NBC. It turns out company is **insured by Lloyd's of London** for 85% of \$87 million NBC is committed to pay USSR. Premium is slightly more than \$4 million. Lloyd's may be concerned, however; it is already liable for large part of claim NBC's sister company, RCA Americom, will make when it finally admits that Satcom III is lost forever. Although RCA Americom has yet to make admission or file claim, subject of missing communications satellite was surely on agenda of David Whatmough, director of general insurance for RCA, and Gerald Frick, vice president of Marsh & McLennan, insurance brokerage that put together Satcom policy, when they met with Lloyd's representatives in London last week.

□

**Donald Zelfang**, returning to private law practice after six years as National Association of Broadcasters' number-one lobbyist ("Closed Circuit," Dec. 24, 1979), will become head of new Washington communications-law office of leading Midwestern law firm—Baker & Hostetler of Cleveland. He'll establish unit at firm's 818 Connecticut Ave. office. Matter of his replacement will be topic of considerable discussion at NAB executive committee meeting in Washington today (Jan. 7) and tomorrow. Final decision will likely be made at board meeting Jan. 20-25, in Palm Springs, Calif.

□

**Bert Parks**, host for 25 years of Miss America Pageant, to be telecast

Sept. 6 over NBC-TV, will not get renewal of his annual one-year contract for show. That upset another personality on NBC, Johnny Carson, who urged *Tonight* viewers to mount mail campaign. Disk jockey David Kruh of WRAN(AM) Dover, N.J., was calling for similar effort. But Albert Marks Jr., executive officer of pageant, said he would stand by decision. No replacement for Parks has been named.

□

**Max E. Buck**, VP-national sales of NBC-TV until his retirement in January 1979, named executive VP and director of television network broadcast operations, Vitt Media International, New York.

**New wave television.** It's a prime-time show that looks and sounds like late-night. It's a half-hour that is more soap opera than situation comedy. It's, well, different. And the nation's television critics gathered in Los Angeles last week did not appear to know quite how to deal with Larry Gelbart's new *United States* (premiering on NBC-TV Tuesday, March 4, 10:30-11 NYT). Their reaction to the three episodes screened last week at the opening of the networks' semiannual press tours was, as the saying goes, mixed.

"It means very well," said one reporter, "that's for sure. It's trying very hard to be civilized and intelligent." "As much as we talk against that sort of thing, maybe it needs a laugh track; it needs something," said another. Throughout the screening at the Century Plaza hotel, there were only rare bursts of laughter, and no one applauded at the conclusion of the first episode, "Broccoli," in which the lead characters, Richard (Beau Bridges) and Libby (Helen Shaver) Chapin, try to heal a marital rift between two friends.

NBC's description of the show calls it "a humorous and tender look at modern marriage—the state of being united." Each half-hour takes place in the Chapin's Los Angeles home and features Richard, a designer, Libby and their two young sons, Nicky and Dylan (played by Justin Dana and Rossie Harris, respectively). Gelbart is executive producer, and Gary Markowitz holds producer's credits. It is a production of OTP Ltd. and is taped at Golden West studios in Hollywood. Viacom holds syndication rights, foreign and domestic.



Goldenson



Lear



Silverman



Cooney



Wiley



Cronkite

## Fifty-four men and five women who

The 1970's—the decade of family viewing, *60 Minutes*, WHDH, football in prime time too, *Roots*, the emergence of FM, the growing up of cable, *Mary Tyler Moore*, communications satellites, happy-talk news, the home video cassette recorder, prime time access (and the subsequent marketplace explosion of the National Association of Television Program Executives), *The Selling of the Pentagon*, the end of cigarette advertising, the ascendancy of T & A and the death of David Sarnoff.

Names, as always, made the news. More important, people left their marks, in greater or lesser degree, on broadcast history.

The editors of BROADCASTING set out to identify leading figures of that decade in terms of their lasting influence on the media of broadcasting and the allied arts. What emerged, finally, was a list of 59. It is not all-encompassing, and is published in full realization that readers may find it wanting in one respect or another. Nevertheless, for the reasons cited, each name that follows has earned a right to be remembered.

In programing, two names lead the rest: **Norman Lear**, who redefined the content of big-league television with *All in the Family* and established its off-Broadway with *Mary Hartman, Mary Hartman*, and **Fred Silverman**, the decade's pre-eminent programing executive of all three networks. Indeed, it was Silverman—deservedly or not—who became the personification of TV's success and who was blamed for many of its shortcomings. Beyond those two the list gets longer if more debatable: **Roone Arledge** for revolutionizing TV sports; **Joan Ganz Cooney** for her achievements (led by *Sesame Street*) in children's programing; **Lorne Michaels** for stretching TV's limits (and its viewing habits) with *Saturday Night Live*; **Garry Marshall** for hit after hit on the comedy side (*Happy Days*, *Laverne and Shirley*, *Mork and Mindy*); **Aaron Spelling**, whose success as a writer-producer escalated into an independent production empire second only to the giant Universal Television as a creator of prime time product (including *Charlie's Angels*, the decade's T&A champion). The continuing star quality of **Johnny Carson** could not be denied, although the baton of daytime spellbinding was taken over by **Phil Donahue**, perhaps the most important TV personality to emerge during the decade. (While early in the morning, **David Hartman** was scoring an ever deeper mark with *Good Morning, America*.) In radio, always a harder medium in which to single out individual accomplishment, **Jim Schulke's** early dominance of the beautiful music format was a stepping stone to FM's success, and **Rick Sklar's** long hold on the contemporary radio championship at WABC(AM) New York earned spots on the list.

TV journalism's rising prominence has yet to produce a list of luminaries as long as that on the entertainment side, and the names that rose to the top came chiefly from CBS. **Walter Cronkite** as the unchallenged master of TV's hard news. **Dick Salant** as the backbone of the medium's news integrity during much of the decade, and conspicuously after the retirement in

1973 of **Frank Stanton**, whose departure denied the industry its principal statesman—as, later, the retirement of **Eric Sevareid** would silence its most respected voice. **Don Hewitt**, whose *60 Minutes* worked its way from the fringes of television to the top of the ratings, and changed all of TV's rules in the process. At the working level, **Mike Wallace** and **Barbara Walters** each commanded recognition for their on-camera presences, having become the two best-known field reporter-personalities on the air.

The fields of law and regulation were dominated by three figures during the 1970's: **Richard E. Wiley** at the FCC, probably the most effective chairman in that agency's history; **Lionel Van Deerlin** in the Congress, whose ambition to update communications regulation continues to occupy the Washington political scene, and, on the bench, then Chief Judge **David Bazelon** of the U.S. Court of Appeals, whose growing passion for the First Amendment and lasting impatience with the FCC's regulatory posture figured in much of the legal precedent the decade left behind it. (Earlier in the 70's, political dominance belonged to **John Pastore**, the Rhode Island Democrat who called the legislative tune in broadcasting for 20 years until his retirement from the Senate in 1976.)

By the end of the decade an old phoenix had risen from regulatory ash to take innovative charge of the administration's communications policy: **Henry Geller**, whose National Telecommunications and Information Administration took over where **Clay T. Whitehead's** Nixon-era Office of Telecommunications Policy had left off as a fulcrum of presidential influence over the medium. And from the outside looking in were such antiestablishment figures as **Peggy Charren** of Action for Children's Television, the most effective of the medium's citizen activists; **Everett Parker** of the United Church of Christ; **Nick Johnson**, the fading but not yet forgettable prod to broadcasting's vulnerable underbelly. Also in that league: **Pluria Marshall**, head of the National Black Media Coalition, who began the decade hardly speaking to broadcasters and by its end was filing petitions in their behalf.

By the nature of things, the names that come most prominently to mind in the area of media management are those associated with change rather than with the status quo—thus, in many cases, the upstarts and the troublemakers. Heading that list at decade's end was **Ted Turner** of WTBS(TV) Atlanta, the self-proclaimed “superstation” that cast its lot with cable operators and thus, in the minds of many conventional broadcasters, was in league with the devil. But Turner also was among the first to embrace the satellite technology that grew out of the 70's and looks certain to dominate the 80's. Also among that number: **Gerald Levin** of Home Box Office, associated not only with the satellite revolution but also with the proliferation of pay cable as a successful, profitable and increasingly competitive programing medium. Coming up fast on the outside: **Jerry Perenchio** of Chartwell Communications, whose “ON” TV in Los Angeles is pacing the world of over-the-air pay TV at the same time his

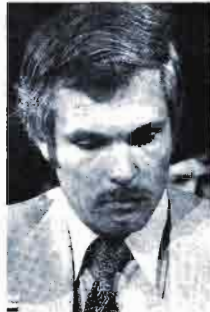




Van Deerlin



Donahue



Turner



Masini



Walters



Levin

## put their media mark on the 1970's

conventional TV ventures (many in association with Norman Lear) continue to make money at the old TV stands.

From a media politics point of view, three names were among the prominent: **Donald Thurston**, of WMNB-AM-FM North Adams, Mass., whose activist approach as chairman of the National Association of Broadcasters helped revitalize that organization to its present effective posture; **James Gabbert** of KIQI(AM)-KIOI(FM) San Francisco, who turned the National Association of FM Broadcasters into the National Radio Broadcasters Association, in the process challenging NAB's leadership of the radio business and spurring both organizations to new eminence; and, across the competitive street, **Robert L. Schmidt** of the National Cable Television Association, who welded that industry's political mechanism into one of Washington's most effective, and at the same time led the industry itself out of mom-and-popism into a position as telecommunications challenger of the 1980's.

Nor were the conventional broadcast organizations standing still—although many were branching out from their basic radio and television businesses. **Don McGannon** of Westinghouse, **Tom Murphy** of Capital Cities Communications, **Wilson Wearn** of Multimedia and **Charles Mechem** of Taft all were in the front ranks of broadcasters becoming as well known on Wall Street as on Madison Avenue. Meanwhile, a veteran industry standout was coming on stronger than ever: **J. Leonard Reinsch**, the broadcaster who most graciously worked both sides of the TV-cable street, came out of retirement at year's end to be co-chairman of the new Warner-Amex.

And some unconventional broadcasters were having an impact on the medium too. Leading the way for minority owners was **Ragan Henry**, whose Broadcast Enterprises National Inc. was a part of more and more radio-TV ownerships by decade's end, building atop the leadership role that had been pioneered for blacks by **Eugene Jackson** of the National Black Network. And a whole new world of religious broadcasting came to power in the 70's, perhaps epitomized by the bricks-and-mortar as well as spiritual success of **Pat Robertson** and the Christian Broadcasting Network.

The biggest broadcast business news of the decade was ABC's taking over first place among television networks, at the expense of CBS, which had dominated the medium for two decades. The three names most responsible for that success: Chairman **Leonard Goldenson**, whose creature ABC had been for the past 25 years; President **Elton Rule**, the broadcaster who helped assemble the company's winning elements, and ABC Television President **Fred Pierce**, the up-from-research executive who held the day-to-day reins when success came at last. Following hard on its heels: the monetary rewards that come with ratings dominance, pushing Messrs. Goldenson and Rule to the forefront of the medium's highest paid executives; each earned over \$1 million in 1978.

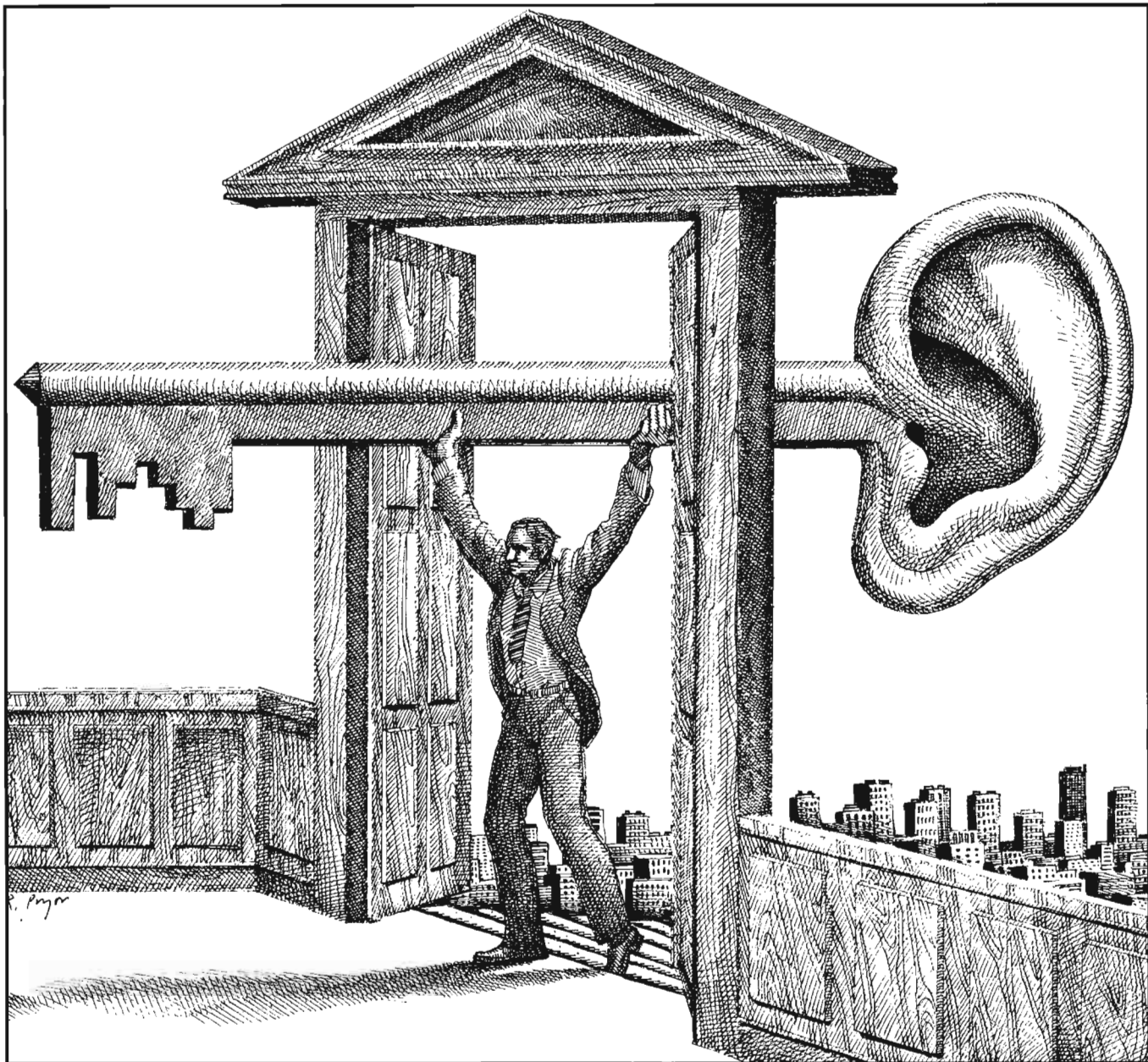
On a less cosmic but nevertheless significant business level, a standout was **Al Masini** of TeleRep, whose company advanced almost from nowhere to challenge the top ranks of the station

representation business during the 1970's, and whose bold leadership was primarily responsible for the success of Operation Prime Time, the forerunner of tomorrow's fourth networks, wherever they may be. Also prominent: **Ed Ney** of Young & Rubicam, whose agency grew to replace J. Walter Thompson as the largest of them all in domestic billings.

Two names were on the leading edge of broadcast technology in the 1970's: **Joseph Flaherty** of CBS-TV, the broadcast executive most responsible for the development of electronic news gathering (ENG), and **Masahiko Morizono** of Sony, the standout inventor behind both the U-matic tape recorder that is a key element in most ENG systems and the one-inch helical tape recorder that is quickly retiring the two-inch quadraplex machine as the industry's standard. Flying high on the satellite front was **Sid Topol** of Scientific-Atlanta, who didn't invent communications satellites but was the businessman most successful in populating the nation with the earth stations that harness their signals.

A number of other stars shone at various levels of luminosity in the 1970's, and for various lengths of time. **Arthur Taylor**, the supposed but deposed successor to William S. Paley at CBS, left behind the legacy of family viewing. **Joe Allbritton** showed how quickly a country boy could turn \$5 million into a \$100 million-plus media mini-empire. **Ben Hooks** became the first black on the FCC. NBC's **Jane Cahill Pfeiffer** became the first woman to reach top office at a major broadcasting company—although the title of most powerful woman in broadcasting remains with **Kay Graham** of the Washington Post Co. **Roy Park**, of the Park broadcast and newspaper group, became during the 1970's the first owner to reach the FCC-defined limit of seven AM, FM and TV properties. **Kent Burkhart** and **Lee Abrams** led radio's way into disco.

Who will be the electronic media stars of the 1980's? Many, surely, among those who emerged to prominence in the 1970's. Others, perhaps, like Warner Cable's **Gustave Hauser**, whose pioneering of the Qube two-way cable system may yet be proved a wave of the future. Or a **Charles Ferris**, whose chairmanship of the FCC had not yet crystallized at decade's end. Or a **Larry Grossman**, who spent much of the 70's trying to get his Public Broadcasting Service moving ahead and seems finally to be getting traction with that medium. Or such a relative unknown as **Brian Lamb**, whose innovative if nonprofit C-SPAN concept may by the end of the 1980's be feeding the proceedings of Congress into more than half the nation's TV homes. Or an **Alan Neuharth**, the dynamic head of Gannett and already a moving force in the newspaper business, whose energies will doubtless be felt in broadcasting before long. Or such figures from the past as **Jack Schneider**, who lost out in the executive race at CBS but survived to begin anew with Warner-Amex. Not to be counted out: such visionaries as **Irving Kahn**, who propelled cable to much of its early success and now, pioneering in fiber optics, is still among those pushing out tomorrow's frontiers.



# OPENING THE CLOSED DOORS OF JUSTICE

ATLANTA, Georgia — During the trial of a pornography king in Rome, Ga., the judge suddenly ordered the doors of justice shut on the public and their free press while he heard the testimony of a key witness.

Reporter Neil Craig of WXIA-TV, the Gannett television station in Atlanta, objected. He read into the record a statement of protest from The Gannett Card, a wallet-size card which equips all Gannett newsstaffers with a prepared plea for a hearing on any move to close a courtroom to the press or

the public. This card also includes a reminder of the people's First Amendment rights to a free and unfettered press.

The next morning WXIA-TV sent its legal counsel from Atlanta to Rome by helicopter to back up Craig's protest. But before this attorney arrived, the judge reversed his decision and reopened the courtroom doors.

The quick use of The Gannett Card by reporters, coupled with the capable support of local counsel, has kept courtroom doors open to Gannett reporters in 11 of 15 cases in the five months following the U.S. Supreme Court decision in *Gannett v. DePasquale*. (This decision allowed courtroom doors to be closed in certain cases.) In the same five-month period, the national scoreboard on courtroom closings has been more frightening — only 42 of 107 were decided in favor of the people and their free press.

At Gannett we believe that today,

more than ever, journalists must be prepared to move quickly and effectively to defend the public's right to know — the cornerstone of our rights as a free people in a free society.

At Gannett, we have a commitment to freedom in every business we are in, whether it's newspapers, television, radio, outdoor advertising or public opinion research.

And so from Chicago to Shreveport, from Nashville to Niagara Falls, every Gannett newspaper, every television and radio station is free to express its own opinions. Each is free to serve the best interests of its own community in its own way.

**Gannett**  
A World Of Different Voices  
Where Freedom Speaks

# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

Acton **72** Adams-Russell **96** Affiliated Publications **63** American Broadcasting Companies **18** American Express **8** American Family **48** Ampex **43** Arvin Industries **39** BBDO International **70** John Blair **62** Burnup & Sims **67** Capital Cities Communications **45** CBS **10** Cetec **86** Charter **11** Chris-Craft Industries **78** Cohu **98** Columbia Pictures Industries **37** Comcast **99** Communications Satellite **57** Conrac **71** Cox Broadcasting **55** Walt Disney Productions **31** Doyle Dane Bernbach **79** Dun & Bradstreet **27** Eastman Kodak **2** Fairchild **34** Farinon **81** Filmways **66** Foote, Cone & Belding **75** Fuqua Industries **17** Gannett **25** General Electric **1** General Instrument **35** General Tire & Rubber **15** Gray Communications **97** Grey Advertising **82** Gulf & Western Industries **6** Gulf United **42** Harris **24** Harte-Hanks Communications **59** Interpublic Group of Companies **49** Jefferson Pilot **30** Marvin Josephson & Associates **92** Kansas State Network **100** Knight-Ridder Newspapers **26** Lee Enterprises **76** Liberty **54** LIN Broadcasting **87** M/A-Com **74** MCA **22** McGraw-Hill **28** MCI Communications **77** Media General **53** Meredith **50** Metro-Goldwyn-Mayer **41** Metromedia **44** Motorola **13** Movielab **95** Multimedia **73** New York Times **38** A. C. Nielsen **46** North American Philips **14** Oak Industries **56** Ogilvy & Mather **60** Outlet **51** Post Corp. **85** RCA **3** Rockwell International **5** Rollins **47** San Juan Racing Association **89** Schering-Plough **21** Scientific-Atlanta **68** Scripps-Howard **84** Sonderling Broadcasting **90** Sony **12** Storer Broadcasting **64** Taft Broadcasting **61** Technical Operations **69** Tektronix **29** Tele-Communications **83** Teleprompter **65** J. Walter Thompson **58** 3M **7** Time **16** Times-Mirror **20** Transamerica **9** Turner Broadcasting **93** 20th Century-Fox **36** UA-Columbia Cablevision **91** United Cable Television **94** Varian Associates **40** Viacom International **80** Warner Communications **19** Washington Post **32** Western Union **33** Westinghouse Electric **4** Wometco Enterprises **52** Wrather **88** Zenith **23**

# Earnings jump nearly 35% for top 100 companies

Despite inflation, soaring costs and the shadow of a recession, the 100 largest publicly owned companies in broadcasting and related fields came out of the 1970's on a positive and upbeat note.

BROADCASTING's survey and analysis found that for the four quarters that generally ended Sept. 30, 1979, combined revenues from communications and non-communications interests of that top 100 amounted to \$121,750,948,000—18% more than the total for the preceding four quarters (through the third quarter of 1978).

The 34.8% gain in net earnings was even more impressive. The top 100 reported \$8,305,230,299 for the four quarters that ran through the third quarter of 1979. In the preceding four quarters, total profits were \$6,161,115,642.

The report and ranking of the principal public companies with electronics communications interests was first done 18 months ago (BROADCASTING, June 26, 1978). The basic universe is drawn from

BROADCASTING's "Stock Index" (see page 127) which reports weekly on the market activity of 131 companies that have identifiable interests in broadcasting and allied fields.

However, it should be noted that the top 100 do not include a number of sizable communications firms that are privately held and do not necessarily divulge their financial conditions. Excluded therefore are such companies as Amway Corp., The Tribune Co., Oklahoma Publishing Co. (Gaylord Broadcasting), Park Communications and Ziff-Davis.

As it did in the previous survey, General Electric again leads the rankings with more than \$21.7 billion in gross revenues and nearly \$1.39 billion in net earnings during the more recent surveyed four quarters.

Though a proportionately small percent of GE's revenues and profits are attributable to its broadcasting, cable and manufacturing divisions, broadcasting is slated to become a larger part of the balance sheet. That should come with the completion of

GE's projected acquisition of Cox Broadcasting (see page 54).

American Express Co. became a member of the top 100 as 1979 came to a close. Warner Amex Communications Inc. was officially born with the completion of American Express's 50% purchase of Warner Communications' cable-television subsidiary for \$175 million (see page 38).

American Express thus becomes the number-eight company on the top 100.

Also new and near the top of the list is the Charter Co., a holding company with principal interests in the petroleum industry, but operating in the insurance and communications fields (its Chartcom Inc. subsidiary includes Charter Broadcasting Co.'s five radio stations). Charter's non-broadcast interests, particularly its 1979 acquisition of Carey Energy Corp., were responsible for its becoming number 11 in the top 100 (see page 43).

Others new to the list are Gulf United Corp. (41st), American Family Corp. (48th), Affiliated Publications (63d), United Television Cable Corp. (93d) and Gray Communications (96th).

The biggest departure from the top-100 ranking is scheduled to be Fuqua Industries Inc., which last fall announced its intention to sell off its television and radio

## Gross Revenues

Rank	Company	Four quarters through third quarter of 1979	Four quarters through third quarter of 1978	% change
1.	General Electric Co.	<b>\$21,732,700,000</b>	\$18,970,000,000	+14.5
2.	Eastman Kodak Co.	<b>7,758,562,000</b>	6,576,248,000	+17.9
3.	RCA Corp.	<b>7,323,100,000</b>	6,408,300,000	+14.2
4.	Westinghouse Electric Corp.	<b>7,074,200,000</b>	6,543,464,000	+8.1
5.	Rockwell International Corp.	<b>6,254,600,000</b>	5,384,600,000	+16.2
6.	Gulf + Western Industries Inc.	<b>5,288,247,000</b>	4,311,956,000	+22.6
7.	3M Co.	<b>5,261,745,000</b>	4,481,282,000	+17.4
8.	American Express	<b>4,515,930,000</b>	3,921,578,000	+15.1
9.	Transamerica Corp.	<b>3,888,296,000</b>	3,436,146,000	+13.1
10.	CBS Inc.	<b>3,607,356,000</b>	3,150,163,000	+14.5
11.	The Charter Co.	<b>3,541,067,000</b>	1,858,004,000	+90.6
12.	Sony Corp.	<b>2,690,000,000</b>	2,240,000,000	+20.0
13.	Motorola Inc.	<b>2,585,579,000</b>	2,109,451,000	+22.6
14.	North American Philips Co.	<b>2,355,858,000</b>	2,107,663,000	+11.7
15.	General Tire & Rubber Co.	<b>2,331,101,000</b>	2,153,947,000	+8.2
16.	Time Inc.	<b>2,329,075,000</b>	1,523,100,000	+52.9
17.	Fuqua Industries	<b>1,990,404,000</b>	1,379,354,000	+44.3
18.	American Broadcasting Companies Inc.	<b>1,946,038,000</b>	1,740,159,000	+11.8
19.	Warner Communications Inc.	<b>1,643,910,000</b>	1,302,326,000	+26.2
20.	Times-Mirror Co.	<b>1,566,266,000</b>	1,378,210,000	+13.6
21.	Schering-Plough Corp.	<b>1,370,976,000</b>	1,067,668,000	+28.4
22.	MCA Inc.	<b>1,211,179,000</b>	854,735,000	+41.7
23.	Zenith Radio Corp.	<b>1,030,600,000</b>	967,000,000	+ 6.5
24.	Harris Corp.	<b>1,012,563,000</b>	904,232,000	+12.0
25.	Gannett Co. Inc.	<b>972,601,000</b>	755,528,000	+28.7

properties. Fuqua said it was dissatisfied with the return on the capital investment on that division (see page 50).

Of those companies listed in the broadcasting category of the "Stock Index," CBS (10th) and ABC (18th) are dominant.

Cablecasting's star continued to glow even brighter in 1979.

Nine of the companies carried in the cablecasting category of the "Stock Index" and represented in the top 100 had total gross revenues of \$3.5 billion in the four quarters that ended in the third quarter of 1979. That was 40.3% more than in the preceding four quarters when revenues were \$2.5 billion.

Net earnings for those nine companies were \$260.2 million in the more recent four quarters, up 53.1% from the preceding four quarters' profit of \$175.7 million.

Following, in alphabetical order, are capsule summaries of who the top 100 are, what they do and how well. In the chart below and on subsequent pages, revenues and earnings listed do not necessarily represent the individual company's fiscal year. Rather, they show performance for four quarters through the third quarter of 1979, with comparison to the preceding four quarters.

## 72

**Acton Corp.** □ Samuel J. Philips, president and chairman.

Revenues for 1979 were \$128,887,000 for the Acton Corp.; an increase of 23% over the year before. This improvement is the result of new acquisitions in both food and communications divisions, as noted in the quarterly report. Although revenues were up for the year, the net earnings, at \$5,287,000 showed a slight decrease (3%). The sale of CATV systems in both '78 and '79, with over 40,000 subscribers in all, accounts for most of the loss.

Acton Corp. has two major areas of concentration (1) communications and (2) the snack food industry. Within the former division, cable television and telephone interconnect are the significant operations. Acton now owns an 80% or greater interest in 31 joint CATV ventures with 16,000 subscribers. Acton also manages nine systems in four states in which negotiations are continuing for similar joint venture agreements. Most recently, ownership agreements have been completed covering 42 undeveloped cable television systems in eight states. Another acquisition for the communications division is WQQW(AM) Waterbury, Conn., which was purchased during the second quarter of 1979.

## 96

**Adams-Russell Co.** □ Gerald J. Adams, president.

Adams-Russell Co. makes high technology

microwave and digital products and operates CATV systems in the northeast and central U.S., and a television station in Youngstown, Ohio. In the last fiscal year, the company saw a 17% jump in revenues, to \$28,387,000, and a 66% rise in net earnings, to \$1,907,000. During the same period, earnings per share rose to \$1.07, after a 40% stock distribution in October.

During the year, the company's high-technology electronic products group and its cable group both contributed to the increase in sales, with electronic products accounting for \$18,814,500 and telecommunications \$9,572,500. Television revenue moved upwards, and the addition of pay cable in its Massachusetts systems also put some pluses on the balance sheet. The telecommunications group also has cable systems in New York, Maine, Arkansas and Missouri, with just one system (in Missouri) without the pay cable option.

## 63

**Affiliated Publications Inc.** □ William Davis Taylor, chairman; John I. Taylor, president.

Boston-based API has been strengthening its hand in broadcasting. Formed in 1973, the company had been best known as the publisher of the *Boston Globe* and *Boston Sunday Globe*. However, early last year the company's executive vice president, William O. Taylor, announced an API plan to expand in radio.

To its original complement of WFAS(AM)-WWYD(FM) White Plains, N.Y., and WSAI-AM-FM Cincinnati, it has since added KRAK-AM-FM Sacramento, Calif.; KMPS-AM-FM Seattle, and subject to FCC approval, WHYN-AM-FM Springfield, Mass.

API, which also has newspaper distributing companies and a market research firm, last month said it had agreed to sell its other newspaper, the *North Adam* (Mass.) *Transcript* (BROADCASTING, Dec. 17, 1979).

API revenues for the four quarters prior to Sept. 30, 1979, were \$180.4 million, 19% more than in the preceding four quarters. Earnings in those four quarters were \$10.4 million, 30% better than in the comparable preceding period.

## 18

**American Broadcasting Companies** □ Leonard H. Goldenson, chairman and chief executive; Elton H. Rule, president and chief operating officer.

ABC, its balance sheet buoyed by ABC-TV's rise to leadership in prime-time ratings and to leadership or strong contention in other day-parts, has been getting rid of unprofitable—or marginally profitable—nonbroadcast operations and expanding in the publishing field. The net result is that broadcasting has become even more dominant, accounting in 1978 for 87% of its all-time-high revenues and enough operating profits to take up the slack from losing operations and still reach a new ABC high.

ABC's net earnings climbed 27.98% on an 11.83% rise in revenues in the 12 months ended Sept. 30, 1979. Earnings were \$159,870,000, revenues \$1,946,038,000. Earnings per share were \$5.71.

Among the properties disposed of were ABC's theater interests, sold in late 1978 for \$50 million; ABC Record and Tape Sales Corp., whose 1978 disposition was at a low estimated at \$13 million before taxes; Historic Smithville Inns Inc., sold in May 1979 for \$15 million and the assumption of notes, representing a pre-tax gain of about \$2.8 million, and ABC Records, sold in January 1979 at a price reported to be under \$50 million but representing no material gain or loss for ABC. The recorded music business had been the biggest drain, accounting for almost \$33 million in losses in 1978. ABC also sold KXYZ(AM) Houston for \$1.8 million in early 1979, saying it planned to acquire an AM station in another market.

On the acquisition side, ABC bought the Chilton Co., Radnor, Pa., publisher of specialty

### Net earnings

Four quarters through third quarter of 1979	Four quarters through third quarter of 1978	% change	Earnings per share	Fiscal year ends
<b>\$1,389,900,000</b>	\$1,198,500,000	+15.9	<b>\$6.11</b>	Dec
<b>1,037,461,000</b>	796,960,000	+30.1	<b>6.43</b>	Dec
<b>288,900,000</b>	268,700,000	+7.5	<b>3.79</b>	Dec
<b>118,100,000</b>	229,438,000	-48.5	<b>1.36</b>	Dec
<b>261,100,000</b>	176,600,000	+47.8	<b>7.33</b>	Sept
<b>227,438,000</b>	180,516,000	+25.9	<b>4.62</b>	Jul
<b>635,225,000</b>	524,693,000	+27.0	<b>5.42</b>	Dec
<b>342,529,000</b>	303,550,000	+72.8	<b>4.80</b>	Sept
<b>231,456,000</b>	203,205,000	+13.9	<b>3.52</b>	Dec
<b>193,196,000</b>	191,966,000	+0.6	<b>6.96</b>	Dec
<b>228,682,000</b>	20,444,000	+1018.6	<b>9.81</b>	Dec
<b>74,100,000</b>	108,300,000	-31.5	<b>.34</b>	Oct
<b>151,514,000</b>	122,045,000	+24.1	<b>4.78</b>	Dec
<b>80,211,000</b>	65,336,000	+22.7	<b>6.17</b>	Dec
<b>96,163,000</b>	112,611,000	-14.7	<b>4.13</b>	Nov
<b>137,887,000</b>	119,643,000	+15.2	<b>5.12</b>	Dec
<b>55,531,000</b>	25,252,000	+119.9	<b>4.24</b>	Dec
<b>159,870,000</b>	124,914,000	+27.9	<b>5.71</b>	Dec
<b>102,879,000</b>	79,431,000	+29.5	<b>5.16</b>	Dec
<b>157,159,000</b>	120,055,000	+30.9	<b>4.62</b>	Dec
<b>216,571,000</b>	188,361,000	+14.9	<b>4.03</b>	Dec
<b>167,274,000</b>	108,544,000	+54.1	<b>7.17</b>	Dec
<b>21,100,000</b>	18,400,000	+15.6	<b>.98</b>	Dec
<b>65,769,000</b>	54,397,000	+20.9	<b>2.52</b>	Jun
<b>127,777,000</b>	99,387,000	+28.6	<b>3.82</b>	Dec

# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

magazines and books, in early 1979 for approximately \$51 million. At about the same time, it acquired the R.L. White Co., Louisville, Ky., a real estate communications company, for \$8 million. In mid-1978, ABC had bought Miller Publishing Co. (agriculture and farm publications) and Hitchcock Publishing Co. (controlled circulation trade publications) for \$16,784,000. The newly acquired firms joined an ABC publishing division that already included *Prairie Farmer*, *Indiana Prairie Farmer*, *Wisconsin Agriculturist*, *Wallaces Farmer*, *High Fidelity*, *Modern Photography*, *Los Angeles*, various reference and legal information services and World Inc. Publishing accounted for almost 5% of ABC's 1978 revenues and almost \$11.2 million in pre-tax profits (as against \$310,858,000 in broadcasting pre-tax profits).

One acquisition that didn't come off was ABC's proposed purchase of Macmillan Inc. ABC and Macmillan announced in October 1979 that they had signed an agreement in principle for ABC to acquire the publisher in a stock deal valued at \$337.5 million. A few weeks later, without explanation, ABC announced it had "discontinued discussions" on the matter.

ABC's broadcasting properties are the ABC-TV network; ABC Radio's four network services (Contemporary, Entertainment, FM and Information), and WABC-AM-TV and WPLJ(FM) New York; WLS-AM-TV and WDAI(FM) Chicago;

WXYZ-AM-TV and WRIF(FM) Detroit; KAUM(FM) Houston; KABC-AM-TV and KLOS(FM) Los Angeles; KGO-AM-TV and KSFX(FM) San Francisco and WMAL(AM)-WRQX(FM) Washington.

The ABC Leisure Attractions division owns and operates three outdoor recreational facilities in Florida—Weeki Wachee Spring, Silver Spring and Wild Waters—and the ABC Entertainment Center in Los Angeles. The division in 1978 reported a \$1.6-million loss, attributable to the now-disposed-of Historic Smithville Inns unit. In 1979 ABC set up a new unit, ABC Video Enterprises, to supply programs to the videocassette, cable and other new markets.

## 8

**American Express Co.** □ *James D. Robinson III, chairman; Alva O. Way, vice chairman.*

American Express Co., purveyor of travel cards and traveler's checks, previously had its closest connection to television in its "Do you know me?" commercials. However, the financial services concern has determined to enter cable television in a big way, through the \$175 million cash and short-term note acquisition of a 50% interest in Warner Cable. The deal creating the joint venture, to be known as Warner/Amex Cable, is scheduled to close by the end of the year. Warner/Amex Cable will be co-chaired by Gustave M. Hauser, currently chairman, president and chief executive officer of Warner Cable Corp., and J. Leonard Reinsch, the cable communications consultant for American Express.

For the one year period ending September 1979, American Express reported revenues of

\$4,515,930,000, a 15.1% rise over the prior year. Earnings posted 12.8% growth, to \$342,529,000, with the per share figure up 13.2% at \$4.80.

The company's current operations are divided into three principal fields: travel-related services, which include the American Express Card, Travelers Cheques and American Express Travel Service; the American Express International Banking Corp.; and Fireman's Fund Insurance Companies. As of Sept. 30, the company's assets were \$16.8 billion.

The Warner deal isn't the first attempt by American Express to bring communications operations under its corporate umbrella. Earlier this year McGraw-Hill, the publisher-broadcaster, fought off a tender offer by American Express that carried a price of \$40 a share, almost \$1 billion. McGraw-Hill's directors termed that proposal "not in the best interests" of the company or its shareholders.

## 48

**American Family Corp.** □ *John B. Amos, chairman and chief executive officer.*

American Family Corp. is the holding company for American Family Life Assurance Co. of Columbus, Ga., whose main business is cancer insurance. Although the insurance business was founded in 1955, the parent company has only been involved in broadcasting since 1977, when it purchased WYEA-TV Columbus. Over the last two years, Family has purchased WAFF(TV) Huntsville, Ala., KFVS-TV Cape Girardeau, Mo., and WTOG-TV Savannah, Ga. Family has also agreed to acquire Black Hawk Broadcasting Co. of Waterloo, Iowa. The deal, expected to be

### Gross Revenues

Rank	Company	Four quarters through third quarter of 1979	Four quarters through third quarter of 1978	% change
26.	Knight-Ridder Newspapers	\$ 955,611,000	\$ 846,432,000	+12.9
27.	Dun & Bradstreet Corp.	896,564,000	728,567,000	+23.1
28.	McGraw-Hill Inc.	836,573,000	731,633,000	+14.3
29.	Tektronix Inc.	835,554,000	637,324,000	+31.1
30.	Jefferson Pilot Corp.	808,738,000	726,024,000	+11.4
31.	Walt Disney Productions	794,965,000	704,581,000	+12.8
32.	Washington Post Co.	696,029,000	497,712,000	+39.8
33.	Western Union Corp.	694,729,000	608,769,000	+14.1
34.	Fairchild Industries	686,817,000	497,622,000	+38.0
35.	General Instrument Corp.	667,070,347	521,839,000	+27.8
36.	20th Century-Fox Film Corp.	653,013,000	614,258,000	+6.3
37.	Columbia Pictures Industries Inc.	611,964,000	591,861,000	+3.4
38.	New York Times Co.	584,676,000	518,748,000	+12.7
39.	Arvin Industries	497,539,000	466,257,000	+ 6.7
40.	Varian Associates	493,021,000	394,255,000	+25.1
41.	Metro-Goldwyn-Mayer Inc.	491,270,000	401,406,000	+22.4
42.	Gulf United Corp.	476,719,000	386,986,000	+23.1
43.	Ampex Corp.	411,778,000	344,857,000	+19.4
44.	Metromedia Inc.	405,774,000	332,241,000	+22.1
45.	Capital Cities Communications Inc.	401,292,000	353,190,000	+13.6
46.	A.C. Nielsen Co.	398,106,000	323,831,000	+22.9
47.	Rollins Inc.	356,571,528	307,203,396	+16.1
48.	American Family Corp.	354,652,049	273,062,125	+29.8
49.	Interpublic Group of Companies	352,933,000	295,506,000	+19.7
50.	Meredith Corp.	323,773,000	298,482,000	+ 8.4

completed in mid-to-late 1980, will add two television stations to Family's list: KWVL-TV Waterloo and KTIV-TV Sioux City, Iowa. It will also acquire six cable television franchises under construction in the Dallas-Fort Worth area, an industrial catering firm, an outdoor advertising firm and an advertising agency-production firm, all located in the Waterloo area. The Black Hawk acquisition, if completed, will more than double the assets of the broadcasting division.

Last year, American Family Corp.'s revenues were up 29.8% from the year before, from \$273,062,125 to \$354,652,049. Its earnings were up 17.2%, from \$24,083,714 to \$28,226,276. Earnings per share for last year were \$2.43.

## 43

**Ampex Corp.** □ *Richard J. Elkus, chairman of the board; Arthur H. Hausman, president and chief executive officer.*

Ampex's principal profit center is its audio-visual products division, which is a leading supplier of broadcast recording systems and contributes approximately 35% of the corporation's total revenues and 54% of profits. In the four quarters ending Oct. 27, the corporation had revenues totaling just under \$412 million and profits in excess of \$32 million.

Other operations include data and memory products (37% of revenues and 33% of profits) and a magnetic tape division (27% and 13%, respectively).

In the past year, Ampex delivered its 1,000th VPR-2 helical scan video recorder, which the

company describes as "the most successful" product it has ever introduced. Also in the past year, Ampex was named official supplier of videotape recorders, slow motion disk recorders and audio and video tape for the 1980 summer Olympics in Moscow—generating approximately \$15 million in orders for the company. Ampex will also provide equipment for the 1980 winter games at Lake Placid, N.Y.

The company has introduced little in the way of new broadcast equipment in the past year, but it has demonstrated a prototype digital videotape recorder that will be introduced as part of Ampex's equipment line sometime in the coming decade.

The corporation has moved into the new data and memory fields and introduced a wide array of products for that market—including a new line of microdisk computer systems and disk drive systems.

In anticipation of a major increase in the market for magnetic recording tape—due primarily to the emergence of new home video tape players—Ampex completed a \$5-million expansion of its tape manufacturing facility at Opelika, Ala., last year.

## 39

**Arvin Industries Inc.** □ *Eugene I. Anderson, chairman, president and chief executive.*

Arvin Industries is a diversified corporation engaged in the manufacture and sale of a broad range of products and services aimed at four major markets: automotive, appliance and hardware, government, utilities and the broadcasting industry, and the commercial and industrial

market. With regard to this fourth market, the Arvin/Echo division designs and produces video, digital and analog recording systems. The development of more sophisticated transient-free recorders, longitudinal data recorders, broadcast color frame storage units and a slow-motion video disk recorder contributed to rising sales within this division in the past two years. Although 1979 revenues were up 6.7% to \$497,539,000 from 1978, net earnings were off 6.53%, \$19,675,000, due to the over-all decline and difficulties that have beset the auto industry this year.

## 70

**BBDO International** □ *Bruce Crawford, president and chief executive officer; Tom Dillon, chairman.*

BBDO's revenues for the year ending September 1979 were up 19.4% to \$135,518,000 with earnings up 2.5% to \$10,968,000.

The agency suffered a sharp setback in March 1979 when it lost the Dodge account, billing about \$60 million, which it had served for 35 years. It recouped this loss in part by acquiring during the year RJR Tobacco, portions of General Electric Co. and Old Milwaukee Beer from Schlitz.

BBDO International has 11 U.S. and 11 foreign subsidiaries; affiliates in 12 countries and independently owned associate agencies in six other countries. The agency employs more than 2,500 people here and abroad.

BBDO was the fourth-ranking broadcast agency in 1978 with an estimated \$328 million in billings. Among its more active TV-radio accounts are Armstrong Cork, Black & Decker, Block Drug, Campbell Soup, Du Pont, General Electric, Gillette, Lever Bros., Pepsi Co., Pillsbury, Quaker Oats, RJR Foods, Schlitz and Scott Paper.

### Net earnings

Four quarters through third quarter of 1979	Four quarters through third quarter of 1978	% change	Earnings per share	Fiscal year ends
<b>\$86,923,000</b>	\$73,171,000	+18.8	<b>\$2.64</b>	Dec
<b>84,450,000</b>	67,035,000	+26.0	<b>3.03</b>	Dec
<b>74,008,000</b>	60,516,000	+22.3	<b>2.99</b>	Dec
<b>81,475,000</b>	59,052,000	+38.0	<b>4.51</b>	May
<b>94,292,000</b>	86,844,000	+ 8.5	<b>4.17</b>	Dec
<b>111,321,000</b>	92,893,000	+19.8	<b>3.44</b>	Sept
<b>47,961,000</b>	46,766,000	+2.6	<b>3.01</b>	Dec
<b>10,217,000</b>	56,688,000	-81.9	<b>.06</b>	Dec
<b>24,384,000</b>	20,785,000	+17.3	<b>6.35</b>	Dec
<b>43,310,411</b>	28,890,000	+49.9	<b>5.36</b>	Feb
<b>53,523,000</b>	62,440,000	-14.3	<b>6.44</b>	Dec
<b>36,760,000</b>	69,084,000	-46.8	<b>3.77</b>	Jun
<b>27,264,000</b>	21,002,000	+29.8	<b>2.30</b>	Dec
<b>19,675,000</b>	21,049,000	-6.5	<b>3.07</b>	Dec
<b>8,581,000</b>	12,112,000	-29.2	<b>1.13</b>	Sept
<b>61,601,000</b>	49,341,000	+24.8	<b>2.02</b>	Aug
<b>50,902,000</b>	46,976,000	+8.3	<b>2.30</b>	Dec
<b>32,194,000</b>	22,645,000	+42.2	<b>2.42</b>	Apr
<b>38,485,000</b>	33,419,000	+15.2	<b>8.36</b>	Dec
<b>59,955,000</b>	55,722,000	+7.6	<b>4.35</b>	Dec
<b>26,131,000</b>	24,297,000	+ 7.5	<b>2.38</b>	Aug
<b>30,576,451</b>	27,554,075	+10.9	<b>2.28</b>	Jun
<b>28,226,276</b>	24,082,714	+17.2	<b>2.43</b>	Dec
<b>21,189,000</b>	17,145,000	+23.0	<b>5.12</b>	Dec
<b>17,277,000</b>	14,762,000	+17.0	<b>5.57</b>	Jun

## 62

**John Blair & Co.** □ *Jack W. Fritz, president and chief executive officer.*

John Blair & Co. revenues for the year were up 12.9%, to \$187,716,000 from \$166,261,000 the previous year. Profits outpaced revenues slightly, rising 13.4% to \$20,559,000 from \$18,123,000. Earnings per share for the year were \$3.67.

Blair began its corporate existence as a broadcast representative firm, and today remains one of the largest in the field. Blair is also increasing its involvement in radio and television station ownership and operation. It has owned for years WHDH(AM)-WCOZ(FM) Boston and in the past year has received FCC approval of its purchases of VHF's KSBW-TV Salinas-Monterey, Calif., KSBY-TV San Luis Obispo, Calif., and UHF KOKH-TV Oklahoma City. Blair's chief revenue source, however, remains its graphics operation.

## 67

**Burnup & Sims Inc.** □ *Riley V. Sims chairman; Nick A. Caporella, president and chief executive officer.*

Burnup & Sims derives a majority of its revenues from the installation of cable and telephone systems, but also benefits from such diverse businesses as printing, soft-drink bottling and the operation of movie theaters.

For the four quarters ending in October 1979, the company, based in Fort Lauderdale, Fla., generated revenues of \$147,213,000, an increase of 21.6% over 1978's \$121,006,000. Earnings were up too: from a net loss of \$3,856,000 in 1978 to a net gain of \$5,314,000 in 1979. The loss in 1978 was due to the write-off of the discontinued water and sewage engineering operations in the quarter ended April 1978. Since then Burnup & Sims has reported earnings gains in every quarter.

Burnup & Sims greatly expanded its ability to serve the cable industry with the acquisition in December of Gardiner Communications Corp.

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# The Top 100

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Houston, pioneer marketer of satellite earth stations for the cable industry (BROADCASTING, Dec. 17).

## 45

**Capital Cities Communications Inc.** □  
Thomas S. Murphy, chairman; Daniel B. Burke, president.

After several years of sometimes spectacular expansion, Capital Cities slowed its acquisitions pace about 18 months ago, though officials say they still hope for periodic acquisitions. Its last major purchase was the *Wilkes-Barre* (Pa.) *Times Leader*, bought in May 1978 for \$10.6 million. Since then, Capcities' chief acquisitions have been its own stock, on its stated theory that when asking prices for properties are very high, and its own stock's price/earnings multiples are low, this is the best place for excess cash. The company bought 610,000 shares in the second half of 1978 and 468,000 shares in the second and third quarters of 1979. It completed that repurchase program in October with the acquisition of 593,000 shares at a total price of \$24.7 million. A few weeks ago it announced plans to purchase about 600,000 shares from time to time at prevailing market prices; at the time of the announcement the shares had a market value of about \$28 million. The compa-

ny then had 13,054,263 shares outstanding.

Capital Cities' revenues climbed 13.62% in the 12 months ended Sept. 30, 1979, reaching \$401,292,000. Net earnings rose 7.6% to \$59,955,000. Earnings per share were \$4.35.

Revenues and sales continue to set company records despite a strike that left the *Wilkes-Barre* paper with after-tax operating losses of \$1.8 million in the fourth quarter of 1978, \$1.2 million in the first quarter of 1979, \$800,000 in the second quarter and "slightly" less than that in the third quarter.

Though Capcities started out as a group broadcaster and has greatly expanded its station interests, almost two-thirds of its revenues now come from publishing; in 1978, the breakdown was 64% to 36%. But broadcasting still generates the bulk of the profits; the 1978 division was 59% to 41%.

Capcities television stations are WPVI-TV Philadelphia; KTRK-TV Houston; WKBW-TV Buffalo, N.Y.; WTNH-TV New Haven, Conn.; WTVR(TV) Durham, N.C., and KFSN-TV Fresno, Calif. In addition to the stations, the broadcasting operations include Capital Cities Television Productions, which produces public-affairs and young people's programming seen on Capcities and other stations across the country. The radio stations are WPAT-AM-FM Paterson, N.J.; KZLA-AM-FM Los Angeles; WJR-AM-FM Detroit; WBAP(AM)-KSCS(FM) Fort Worth; WKBW(AM) Buffalo, N.Y.; WPRO-AM-FM Providence, R.I., and WROW-AM-FM Albany, N.Y.

Publishing properties include Fairchild Publications (which publishes *Women's Wear Daily*, *W*, *Supermarket News*, *Electronics News*, *HFD-Retailing Home Furnishings*, and *Men's Wear*, among others) and *Kansas City Star-*

*Times*, *Fort Worth Star-Telegram*, *Oakland Press* in Pontiac, Mich., *News-Democrat* in Belleville, Ill., and *Arlington (Tex.) Citizen-Journal*, in addition to the *Wilkes-Barre Times-Leader*.

## 10

**CBS Inc.** □ William S. Paley, chairman; John D. Backe, president and chief executive.

CBS has displayed a bent for acquisitions in recent years, but in 1979 one that might have reoriented its balance sheet didn't come off. In September 1979, CBS initiated talks on a possible merger with the Crum & Forster insurance holding company, a deal that would perhaps cost \$1 billion. A merger, Wall Street analysts estimated, would have made Crum & Forster a major second, if not the principal, profit center of the company, whose primary orientation has always been toward broadcasting. The talks were terminated, but CBS officials let it be known that the company is set to branch out into other fields, with "four or five" unidentified industries under consideration.

Acquisitions that did come off included the purchase of Gabriel Toys in August 1978 for \$27 million and *Audio* magazine in November 1979 for \$7.6 million. In December 1979 CBS and Family Weekly Inc. signed a definitive agreement by which CBS would acquire the *Family Weekly* newspaper supplement, said to be the fourth largest paid-circulation publication in the U.S., for approximately \$50 million.

CBS revenues for the 12 months ended Sept. 30, 1979, totaled \$3,607,356,000, up 14.51% from the same period a year earlier. Net earn-

### Gross Revenues

Rank	Company	Four quarters through third quarter of 1979	Four quarters through third quarter of 1978	% change
51.	The Outlet Co.	\$312,203,000	\$307,040,000	+1.7
52.	Wometco Enterprises Inc.	297,874,000	261,706,000	+13.8
53.	Media General Inc.	269,644,000	238,652,000	+13.0
54.	Liberty Corp.	266,781,000	248,269,000	+7.5
55.	Cox Broadcasting Corp.	260,696,000	213,988,000	+21.8
56.	Oak Industries	257,175,000	174,078,000	+47.0
57.	Communications Satellite Corp.	251,562,000	194,000,000	+29.7
58.	J. Walter Thompson Co.	242,597,000	215,784,000	+12.4
59.	Harte-Hanks Communications Inc.	227,631,000	170,720,000	+33.3
60.	Ogilvy & Mather International Inc.	207,867,000	173,834,000	+19.6
61.	Taft Broadcasting Co.	194,866,000	157,730,000	+23.5
62.	John Blair & Co.	187,716,000	166,261,000	+12.9
63.	Affiliated Publications	180,360,000	150,641,000	+19.7
64.	Storer Broadcasting Co.	170,797,000	141,118,000	+21.0
65.	Teleprompter	165,686,000	143,092,000	+15.8
66.	Filmways Inc.	156,046,000	148,520,000	+5.1
67.	Burnup & Sims Inc.	147,213,000	121,006,000	+21.6
68.	Scientific-Atlanta Inc.	142,876,000	99,437,000	+43.7
69.	Technical Operations	136,508,000	92,017,000	+48.3
70.	BBDO International Inc.	135,518,000	113,887,000	+19.4
71.	Conrac Corp.	131,501,000	115,054,000	+14.0
72.	Acton Corp.	128,887,000	104,925,000	+22.8
73.	Multimedia Inc.	126,809,636	105,785,938	+19.9
74.	M/A Com Inc.	123,981,000	99,317,000	+24.8
75.	Foote, Cone & Belding Communications Inc.	122,107,000	97,726,000	+24.7

ings came to \$193,196,000, a gain of 0.64%. Earnings per share for the period were \$6.96.

Broadcasting, for which CBS was formed 52 years ago, continues to be its biggest business. In 1978 it accounted for 40% of the company's revenues and 56% of its operating profits. Next came the CBS/Records Group, with 29% of revenues and 23% of profits. Publishing was in fourth place as a generator of revenues (13% vs. the CBS/Columbia Group's 18%) but in third place in operating profits (10% vs. the Columbia Group's 8%).

The CBS/Broadcast Group encompasses the CBS-TV network; CBS Entertainment, which provides programming for CBS-TV; CBS News; CBS Sports; the CBS Television Stations division and the CBS Radio division, which operates the CBS Radio network plus owned-and-operated AM and FM stations.

CBS's five TV stations are all in major markets: WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis. The stations are represented for national-spot sales by another CBS unit, CBS Television Stations National Sales. The CBS Radio stations—seven AM and seven FM, also in major markets—are AM-FM affiliates of the TV stations, plus KCBS-AM-FM San Francisco and WEEL-AM-FM Boston. The radio stations are represented by CBS Radio Spot Sales, which also represents some independently owned radio stations.

The CBS/Records Group claims to be the world's largest producer, manufacturer and marketer of recorded music. The CBS/Columbia Group encompasses the Columbia Record and Tape Club, which claims to be the world's largest mail-order distributor of recorded music

and musical instruments, specialty stores and toys. The CBS/Publishing Group includes Holt, Rinehart & Winston, BFA Educational Media, the W.B. Saunders medical publishing organization and Fawcett Publications.

CBS also maintains a Technology Center, which conducts research related primarily to CBS businesses. CBS engineers have also been among the leaders in the U.S. in development of Teletext. The CBS/Records Group also announced in October 1979 that it would form a new ventures division to develop and market products—principally programing—for use on home videotape machines and with other emerging technologies.

## 86

**Cetec Corp.** □ *Hugh P. Moore, chairman and chief executive; Robert A. Nelson, president and chief operating officer.*

Cetec Corp. consists of three principal operating divisions—broadcast, computer and industrial. Cetec manufactures microphones, radio and television antennas, radio automation systems, data terminal systems, extruded vinyl products and other electronic devices.

A major selling item for both this year and last has been Cetec Vega wireless microphones. In the computer group, Cetec sold the assets of the Vought division during the past quarter, due to a decline in the markets for computer-output microfilm. Also sold was the industrial property in Carpinteria, Calif., originally planned as a building site to house the Cetec Broadcast Group division.

With revenues at \$62,350,000 for the year ended September 1979, the Cetec Corp. showed

a gain of 29% over the previous year. Profits were also up by 33% this year, at \$1,311,000.

## 11

**Charter Co.** □ *Raymond K. Mason, chairman and president; Fred C. Danneman, president.*

The Charter Co. is a holding company headquartered in Jacksonville, Fla., whose principal interest lies in the petroleum industry, but it also has operations in the insurance and communications fields. The communications group became wholly owned in 1978, and was named Chartcom Inc., with offices in New York. The large increases in the parent company's revenues and earnings this year are attributed to its acquisition of Carey Energy Corp., a marketer and distributor of petroleum products, and to "strong markets" for oil and related products.

Chartcom itself has five divisions: publishing—a magazine unit that includes *Ladies' Home Journal*, *Redbook*, *Sport*, plus specialty titles; printing; direct marketing; subscription services, and broadcasting. There are five stations in Charter Broadcasting's complement: KSLQ(FM) St. Louis, WDRQ(FM) Detroit, WOKY(AM) Milwaukee, KCBO(AM) San Diego and WMJX(FM) Miami. WMJX's license renewal was denied by an administrative law judge in January 1978 in a decision relating to improperly conducted contests alleged to have taken place between 1973 and 1975, before Charter acquired majority ownership of the communications group. The FCC subsequently denied a petition for extraordinary relief by which Charter sought to sell the Miami station for \$1 million as a distress sale. The original license denial remains on appeal. Charter also has pending before the commission the purchase of WMIL-FM Milwaukee from Stebbins Communications, and late in 1978 the company sold its New York station, WADO(AM) for \$6.5 million.

The Charter Company reported revenues for the twelve months ending Sept. 30, 1979 that were up 90.6% over the year earlier, and earnings that soared 1018.6%. The figures, respectively, were \$3,541,067,000 and \$228,682,000. On a per share basis, earnings were \$9.81, an 871.3% boost.

## 78

**Chris-Craft Industries Inc.** □ *Herbert J. Siegel, chairman, president and chief executive.*

Chris-Craft Industries has its boat division back on course through a major marketing effort, while enjoying profitability with its television division, which contributed 77% of the company's operating income in fiscal year 1979.

Gross revenues for the company were \$105,247,000, up 21.8% from last year. The television division contributed 34% to that total, or \$35,812,000. Its two VHF stations, KCOP Los Angeles and KPTV Portland, Ore., had operating-revenue and income increases of 20% and 25%, respectively, for last year. Total net income was \$7,932,000, up 19%.

During the year, Chris-Craft increased its holdings in Twentieth Century-Fox Film Corp. It is Fox's largest shareholder, owning 1,106,800, or 14%, of Fox's outstanding common shares.

## 98

**Cohu Inc.** □ *Robert W. Kerns, chairman; William S. Ivans, president and chief executive officer.*

Gains in revenues in every quarter over last year, including \$172,436 for the sale of land, pushed this equipment manufacturer's total revenues up 18.8% to \$21,857,693. The land sale also upped net earnings by a considerable 87.8%—from \$569,851 to \$1,070,290. Earnings

### Net earnings

Four quarters through third quarter of 1979	Four quarters through third quarter of 1978	% change	Earnings per share	Fiscal year ends
<b>\$198,000</b>	\$10,354,000	-98.1	<b>\$2.12</b>	Jan
<b>19,060,000</b>	16,641,000	+14.5	<b>2.22</b>	Dec
<b>23,760,000</b>	15,969,000	+48.8	<b>4.81</b>	Dec
<b>33,119,000</b>	29,801,000	+11.1	<b>3.69</b>	Dec
<b>42,103,000</b>	30,661,000	+37.3	<b>6.27</b>	Dec
<b>9,409,000</b>	3,388,000	+177.0	<b>2.44</b>	Dec
<b>42,431,000</b>	31,254,000	+35.8	<b>5.30</b>	Dec
<b>12,820,000</b>	12,098,000	+ 6.0	<b>4.26</b>	Dec
<b>17,891,000</b>	14,783,000	+21.0	<b>1.94</b>	Dec
<b>12,531,000</b>	11,926,000	+ 5.2	<b>3.08</b>	Dec
<b>24,399,000</b>	20,742,000	+17.6	<b>3.40</b>	Mar
<b>20,559,000</b>	18,123,000	+13.4	<b>3.67</b>	Dec
<b>10,440,000</b>	8,028,000	+30.0	<b>3.05</b>	Dec
<b>26,424,000</b>	18,586,000	+42.2	<b>5.18</b>	Dec
<b>12,056,000</b>	10,981,000	+9.7	<b>.94</b>	Dec
<b>9,443,000</b>	5,916,000	+59.6	<b>1.77</b>	Feb
<b>5,314,000</b>	(3,856,000)	+237.8	<b>.62</b>	Apr
<b>8,382,000</b>	5,315,000	+57.7	<b>1.87</b>	Dec
<b>1,858,000</b>	949,000	+95.7	<b>1.34</b>	Sept
<b>10,968,000</b>	10,718,000	+2.5	<b>4.37</b>	Dec
<b>2,998,000</b>	5,676,000	-47.0	<b>1.28</b>	Dec
<b>5,287,000</b>	5,452,000	-3.0	<b>1.81</b>	Dec
<b>17,946,601</b>	14,617,306	+22.8	<b>2.69</b>	Dec
<b>8,366,000</b>	6,095,000	+37.3	<b>1.75</b>	Sept
<b>8,933,000</b>	8,395,000	+6.4	<b>3.43</b>	Dec

# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

per share climbed from 33 cents last year to 63 cents.

The company has three principal product lines: electronics (TV cameras and related equipment); electronic test and detection apparatus (includes Delta Design, which supplies electromechanical test equipment to semiconductor manufacturers and users, and FRL Inc., which makes metal detectors and associated equipment), and the meteorology products division (Meteorology Research Inc.).

**37**

**Columbia Pictures Industries, Inc.** □ *Leo Jaffe, chairman; Francis T. Vincent Jr., president and chief executive officer.*

Total revenues for the four quarters ending Sept. 30, 1979, were \$611,964,000, up .34% from the previous four quarters' revenues of \$591,861,000. Net earnings for the same periods were \$36,760,000 and \$69,084,000. The company reinstated its dividend in the fall of 1978 and by Sept. 1979, was paying a quarterly dividend of 12½ cents per share.

On Sept. 28, 1979, Columbia Pictures closed the sale of its Arista Record Co. for a net cash payment in excess of \$50,000,000 to a subsidiary of Bertelsmann AG, a West German company. This resulted in a net gain of \$4,017,000.

Among films released domestically in 1979 by

Columbia Pictures were "California Suite," "China Syndrome," "Midnight Express," "Ice Castles," "Fast Break" and "The Cheap Detective." Its television division has four prime time network slots in the 1980 season: *From Here To Eternity* and *Eisched* on NBC and *Fantasy Island* and *Salvage One* on ABC. Its broadcast division owns WWVA(AM)-WCPI(FM) Wheeling, W. Va., WNJU-TV New York, WYDE(AM) Birmingham, Ala., and KCPX-AM-FM Salt Lake City.

Other holdings include the D. Gottlieb & Co., which produces solid state pinball machines, EUE/Screen Gems, which produces television commercials, Columbia Pictures Publications, which is primarily a music publisher and the Columbia Pictures Merchandising, Home Entertainment, Pay Television and Spanish Theatrical Film divisions.

**99**

**Comcast Corp.** □ *Ralph J. Roberts, president.*

Both revenues and profits were up for Comcast, mainly due to the success of the company's cable TV division and recent acquisitions. Revenues were up 35% to \$20,290,000; net earnings rose 57% to \$2,381,000.

Comcast's most profitable venture this year is cable television, with 111,642 subscribers served with basic cable and 21,672 subscribers with pay cable. Affiliation has been established with Home Box Office, Showtime and Channel 100. Presently, the company is constructing two cable systems, in the Meadowlands area of New Jersey and in Philadelphia. In 1980, when completion is expected, the system may provide service to 80,000 homes.

Comcast's Music Network supplies Muzak systems to various commercial establishments in Orlando, Fla., San Diego, Denver, Dallas, Fort Worth, Detroit, Hartford, Conn., and Indianapolis. The Merchandising Services Division, a less profitable operation with a decrease in earnings in 1978, provides background music, paging facilities and in-store manpower services.

**57**

**Communications Satellite Corp.** □ *John Harper, chairman; Joseph V. Charyk, president and chief executive.*

Comsat, as it is known, shook the broadcasting establishment with its announcement last August that it would develop a satellite-to-home broadcasting service that could be operational by 1983 (BROADCASTING, Aug. 6, 13). The move was seen by analysts as an attempt by the firm to boost sluggish financial performance and expand outside its principal role as a partner in Intelsat, the global satellite carrier.

If the direct-to-home plans are uncharacteristic of Comsat, so are its plans to enter the data communications business as a joint venturer in Satellite Business Systems. While both projects fulfill the company's need for expansion, both are expensive endeavors that will strain the company's resources until they begin to turn a profit.

For the year ended September 1979, Comsat reported revenues of \$251,562,000, a 29.7% increase over 1978. And earnings were in even better shape, rising 35% to \$42,431,000. The healthy increases for the year were the result of the company's coming out from underneath a

## Gross Revenues

Rank	Company	Four quarters through third quarter of 1979	Four quarters through third quarter of 1978	% change
76.	Lee Enterprises Inc.	\$ 115,805,000	\$104,690,000	+10.6
77.	MCI Communications Corp.	115,187,100	81,606,000	+41.1
78.	Chris-Craft Industries Inc.	105,247,000	86,395,000	+21.8
79.	Doyle Dane Bernbach Inc.	100,128,000	83,603,000	+19.7
80.	Viacom International Inc.	100,100,000	74,310,000	+34.7
81.	Farinon Corp.	100,015,000	80,681,000	+23.9
82.	Grey Advertising	86,127,000	74,944,000	+14.9
83.	Tele-Communications Inc.	83,321,000	63,632,000	+30.9
84.	Scripps-Howard Broadcasting Co.	69,245,237	61,606,583	+12.3
85.	Post Corp.	66,508,000	51,574,000	+28.9
86.	Cetec Corp.	62,350,000	48,325,000	+29.0
87.	LIN Broadcasting Corp.	56,158,000	49,163,000	+14.2
88.	Wrather Corp.	48,931,000	40,224,000	+21.6
89.	San Juan Racing Association	46,437,316	38,784,684	+19.8
90.	Sonderling Broadcasting Corp.	41,528,099	38,518,273	+7.8
91.	UA-Columbia Cablevision	40,045,000	29,208,000	+37.1
92.	Marvin Josephson Associates Inc.	37,160,000	34,139,000	+ 8.8
93.	Turner Broadcasting System	36,550,000	32,619,000	+12.1
94.	United Cable Television Corp.	34,541,000	21,998,000	+57.0
95.	Movielab Inc.	33,038,030	28,143,516	+17.4
96.	Adams-Russell Co.	28,387,000	24,110,000	+17.7
97.	Gray Communications Inc.	27,009,883	18,052,079	+49.6
98.	Cohu Inc.	21,857,693	18,398,950	+18.8
99.	Comcast Corp.	20,290,000	14,922,000	+35.9
100.	Kansas State Network	19,590,000	17,073,000	+14.7

deleterious settlement of an FCC rate case which suppressed the figures in 1978.

## 71

**Conrac Corp.** □ *Donald H. Putnam, president and chief executive.*

Conrac Corp. is primarily an international manufacturer of electronic products and systems for communications and aerospace markets. The divisions within the communications market are telecommunications, broadcast communications and data, handling and display. Conrac also manufactures welding equipment, machinery and architectural hardware, but is best known among broadcasters as a maker of TV monitors.

During 1979, a substantial profit loss occurred within Conrac's broadcast division. This loss is attributed to the discontinuation of the Turner division in August. Turner was a supplier of microphones, antennas and citizen band radios. The latter item declined severely in sales from a high of \$29 million in 1976 to less than \$8 million in 1978.

An increase in revenues was achieved by Conrac in 1979, with \$131,501,000, 14% over last year's figure of \$115,054,000. The net earnings for the past year were \$2,998,000; down 47% from last year's figures. The loss of the company's Turner division coupled with the profit loss at Conrac's German manufacturing subsidiary, Elektron GmbH., explain the severe decrease from last year's figure of \$5,676,000.

## 55

**Cox Broadcasting Co.** □ *Clifford M. Kirt-*

*land, president and chief executive.*

Cox is a broadcasting company that diversified into other fields but still gets half its income and three-fifths of its operating profits from its stations and its two station representation firms, Telerep in television and Christal Co. in radio. In 1978 this group's revenues were \$115,659,000 out of a total of \$230,444,000 and its operating profits came to \$45,352,000 out of \$74,031,000. Cox Broadcasting's net earnings rose 37.3% to \$42,103,000 on revenues of \$260,696,000 for the year ended in September 1979. Since then, Cox has acquired the Schulke Radio Productions music syndication business.

Cox's most profitable nonbroadcast line is cable, which it entered in 1962 and which now accounts for more than one-fourth of revenues and almost one-fourth of operating profit. Cox cable systems serve more than 670,000 cable subscribers and 308,000 pay-TV customers.

The company's other major lines are business publishing, which it entered in 1966, and automobile auction services, which it branched into in 1968. Publishing is centered in United Technical Publications, Garden City, N.Y., which puts out more than a score of publications, mostly in the electronics and photographic fields. Publishing accounted for about 10% of Cox's 1978 revenues and 5% of operating profits. Through Mannheim Services Corp., Lancaster, Pa., Cox operates 13 wholesale auto auctions, which in 1978 represented 9% of revenues and 11% of operating profit. For many years, through its Bing Crosby Productions, Cox was also engaged in production of motion pictures, but it decided to discontinue this line, which produced a \$10,000 loss on revenues of

\$4,122,000 in 1978. The last movie, "The Great Santini," had its premiere in October 1979.

Under a merger plan that officials hope will get FCC approval and go into effect early this year, General Electric Co. would acquire Cox in a stock deal valued at \$460.5 million to \$507.9 million. Cox stations, some of which are scheduled for sale to meet FCC's multiple-ownership rules in anticipation of the merger, are WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N.C.; WIC-TV Pittsburgh; KTVU(TV) Oakland-San Francisco; WIOD(AM)-WAIA(FM) Miami; KFI(AM)-KOST(FM) Los Angeles; WLIF(FM) Baltimore and WWSH(FM) Philadelphia.

## 31

**Walt Disney Productions** □ *Donn B. Tatum, chairman of the board; E. Cordon Walker, president and chief executive officer.*

In 1978, the last full year for which the company has an accounting, Disney's television operations worldwide generated \$25.2 million in revenues, and, according to the company, revenues through the first three quarters of 1979 "were approximately the same as the prior year." Television, then—primarily *Disney's Wonderful World* on NBC-TV and international distribution of it—accounts for just slightly over 3% of Disney's total revenues.

The company's largest operations are Disneyland in Anaheim, Calif., and Walt Disney World, near Orlando, Fla. The two theme parks account for approximately 69% of the corporation's total revenues of \$795 million for the four quarters ending June 30.

Other areas of operation include motion pictures, merchandising, records and music publishing, book publishing and real estate. Within the past year, Disney announced plans to build Tokyo Disneyland with two Japanese companies at an initial cost of approximately \$300 million, and construction has begun in Florida on a new \$500-million project called EP-COT (Experimental Prototype Community of Tomorrow). In December, Disney released its most expensive motion picture ever (approximately \$20 million), "The Black Hole."

The corporation's television operations are included with its motion picture division, and for the nine months ending June 30, total revenues for the operations were \$95 million, 17% of corporate revenues.

## 79

**Doyle Dane Bernbach** □ *Joseph R. Daly, chairman and chief executive; Neil R. Austrian, president and chief operating officer.*

Doyle Dane Bernbach is expected to top the \$100 million mark in 1979, exceeding 1978 by an estimated 20%. DDB showed 19.7% growth in revenues in the 12 months ending last September, to \$100,128,000. Earnings for that period were \$8,145,000, up 6.9% over the year earlier period; \$3.29 on a per-share basis.

DDB experienced growth both locally and overseas and worldwide billings in 1979 were estimated at more than \$650 million. DDB has U.S. offices under that name in New York, Chicago and Los Angeles and owns other agencies here, including Cargill, Wilson & Acree Inc., Atlanta; Milici/Valenti Advertising, Honolulu; DDB Group II Inc., New York; The Directors Studio, New York, and Rapp & Collins, New York. Overseas the agency operates in Australia, Belgium, Canada, Germany, Italy, Mexico, Switzerland, the Netherlands and the United Kingdom.

The agency reported \$217 million in U.S. TV-radio billings for 1978, and 1979 expenditures can be in the \$240 million-\$250 million range. DDB's long list of TV-radio accounts in 1979 included American Airlines, Avis Rent a Car System, Bristol-Myers, Clairol, Hershey Foods, Mobil, Polaroid, Ponderosa System Inc., Stan-

### Net earnings

Four quarters through third quarter of 1979	Four quarters through third quarter of 1978	% change	Earnings per share	Fiscal year ends
<b>\$15,393,000</b>	\$15,914,000	-3.3	<b>\$2.13</b>	Sept
<b>9,433,000</b>	5,566,000	+69.5	<b>.25</b>	Mar
<b>7,932,000</b>	6,666,000	+19.0	<b>2.03</b>	Aug
<b>8,145,000</b>	7,618,000	+6.9	<b>3.29</b>	Dec
<b>10,758,000</b>	6,354,000	+69.3	<b>2.24</b>	Dec
<b>5,268,000</b>	4,635,000	+13.6	<b>1.08</b>	Mar
<b>6,243,000</b>	5,235,000	+19.0	<b>10.06</b>	Dec
<b>49,144,000</b>	6,560,000	+649.1	<b>1.14</b>	Dec
<b>15,653,180</b>	13,772,104	+13.6	<b>6.07</b>	Dec
<b>3,867,000</b>	3,990,000	-3.1	<b>2.13</b>	Dec
<b>1,311,000</b>	981,000	+33.6	<b>.62</b>	Dec
<b>13,165,000</b>	10,461,000	+25.8	<b>4.78</b>	Dec
<b>(1,030,000)</b>	1,618,000	-174.5	<b>(.46)</b>	Dec
<b>4,870,026</b>	2,403,422	+102.6	<b>1.24</b>	Apr
<b>3,511,034</b>	3,239,705	+8.3	<b>3.14</b>	Dec
<b>4,175,000</b>	3,296,540	+26.6	<b>1.27</b>	Sept
<b>4,647,000</b>	4,797,000	-3.1	<b>1.91</b>	Jun
<b>(2,173,000)</b>	(1,570,000)	-38.4		Dec
<b>4,616,000</b>	2,404,000	+92.0	<b>1.58</b>	May
<b>1,626,720</b>	634,134	+156.5	<b>1.17</b>	Dec
<b>1,907,000</b>	1,144,000	+66.6	<b>1.07</b>	Sept
<b>2,069,871</b>	1,337,791	+54.7	<b>4.01</b>	Jun
<b>1,070,290</b>	569,851	+87.8	<b>.63</b>	Dec
<b>2,381,000</b>	1,512,000	+57.4	<b>1.21</b>	Dec
<b>2,088,000</b>	1,879,000	+11.1	<b>1.06</b>	Aug

# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

dard Brands, Volkswagen, Atari and Miles Laboratories.

27

**Dun & Bradstreet** □ *Harrington Drake, chairman and president.*

Although heavily in the financial field, Dun & Bradstreet has been shoring up its interests in broadcasting and related fields.

Additions in those areas during the past year included the purchase, in February 1979, of Peters Griffin Woodward, national representative whose client list includes the TV stations of D&B's Corinthian Broadcasting's Television Stations Division. Also, an agreement was signed in October for the Corinthian purchase of WVEC(TV) Hampton-Norfolk, Va.

Other Corinthian stations are KHOU-TV Houston; WISH-TV Indianapolis; KXTV(TV) Sacramento, Calif.; KOTV(TV) Tulsa, Okla., and WANE-TV Fort Wayne, Ind.

The third broadcast unit of D&B is the TVS Television Network, an independent network that produces telecasts of college basketball games and other sports and entertainment events.

In the nonbroadcast area, D&B has divisions for business information services; publishing (including Reuben H. Donnelley and Funk & Wagnalls) and marketing services.

D&B's profits for the four quarters prior to Sept. 30, 1979 exceeded \$84.4 million (up 26% from the preceding four quarters) on revenue of \$896.5 million (up 23.1%).

2

**Eastman Kodak Co.** □ *Walter A. Fallon, chairman and chief executive; Colby H. Chandler, president.*

Eastman Kodak, the Rochester, N.Y.-based firm which should have well above \$1 billion in net earnings when it tabulates its fiscal year ended last month, relies upon the photographic business for about 80% of its sales.

That involves photographic films and papers, chemicals and equipment serving a variety of markets. Broadcasting sales are targeted within motion picture and audiovisual markets.

Electronic newsgathering may have provided a boon to the tape manufacturers but it has meant just the opposite to Kodak. As a sales summary points out: "Strong sales of films serving the entertainment industry; moderate increases in audiovisual products; lower sales to the television news industry."

Kodak's other major division is Eastman Chemicals, which supplies chemicals, fibers and plastics.

In 1978, Eastman Kodak Co. for the first time reached the point where its research cost more than \$1 million a day. It can afford it. Through Sept. 9, 1979, a year's worth of revenues for the company was \$7.8 billion, up 18%. Net earnings were \$1 billion, up 30.1%. Earnings per share: \$6.43.

34

**Fairchild Industries** □ *Edward G. Uhl, chairman and chief executive; John F. Dealy, president and chief operating officer.*

Fairchild Industries, a major defense contractor, severed its slim connection to broadcast station ownership with the sale of its KLIF(AM) Dallas to Susquehanna Broadcasting Co. for \$4.5 million (BROADCASTING, Dec. 24, 1979).

However, Fairchild retains a connection in the communications field through its American Satellite Corp., Germantown, Md., which provides services in the domestic satellite field.

Last fall, ASC dropped its lease arrangement for three transponders of Western Union's Westar system and agreed to buy 20% of the system for \$31.9 million. Also, Fairchild and Continental Telephone will each purchase a 25%

interest in Western Union Space Communications, the Western Union subsidiary formed to build and operate the TDRSS/Advanced Westar system (BROADCASTING, Nov. 3, 1979).

Significant increases in Fairchild's commercial aircraft operations, along with gains in its military aircraft operations, sent sales and earnings sharply upward in the past year.

Revenues for the four quarters that ended Sept. 30, 1979, came to \$686,817,000 with earnings of \$24,384,000. That was 38% and 17.7% more, respectively, than in the previous four quarters when revenues were \$497,622,000 and earnings were \$20,785,000.

81

**Farinon** □ *William B. Farinon, chairman; John B. Arnold, president and chief operating officer.*

Farinon Corp. is a telecommunications company that specializes in the manufacture, design and operation of transmission facilities, primarily telephone. One of its five major subsidiaries, however, is Farinon Video, a producer of fixed and portable microwave transmission equipment used by broadcasters and cable TV operators. It also manufactures receive-only earth stations and television peripheral equipment, including video/audio duplexers. Farinon video accounts for roughly 6% of its sales.

Farinon's other major subsidiaries are Farinon Electric and Farinon Canada, manufacturers of systems for fixed point-to-point microwave communications; Dracon Industries, maker of peripheral telephone equipment; and Digital Telephones Systems Inc., which sells inter-office phone systems, to the business sector.

Pending shareholder approval (which will probably be forthcoming in Feb.), Farinon will be consolidated by Harris Corp. (shareholders being offered .8 shares of Harris for every share of Farinon held).

In the four quarters ended September 1979,

## What you don't know about your film library may be killing you.



Because there are so many films to choose from, keeping up is almost impossible. Without a little help, you may be losing money and viewers.

That's where Kaman can turn things around. Our BCS "FILMS" management package helps you select the film that fits the bill.

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It also provides amortization, payable and forecasting information. And you can use our "FILMS" management package independently or with our BCS 1100 traffic/accounting system.

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Our systems belong in your station.

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**"The very best!"**

—Sam Barnes, *The London Free Press*

**"Bud Greenspan deserves a gold medal!"**

—Harry F. Waters, *Newsweek*

**"Beautiful . . . it's one of the things that brought me back  
to try for my fifth gold medal!"**

—Al Oerter, *four-time Olympic gold medalist, discus*

**"As sports television, the series is a classic!"**

—Dave Anderson, *The New York Times*

**"This series is a dandy!"**

—Cleveland Amory, *TV Guide*

**The OLYMPIAD**  
**A one-of-a-kind experience.**

**Turn the page to get a jump on the audience that's waiting for it!**

# Get the inside track on

*The Olympiad* series is all the human drama and rich history of the Olympics. But it's more.

*The Olympiad* is the fresh perspective provided by new interviews with participants and spectators in every Olympic city where the games have been held. More than four million feet of rare, classic film has been collected from sports capitals around the world. Seven years in the making, *The Olympiad* includes all the great events and champions from 1896 through the Montreal games in 1976.

The magic of this very special viewer experience was created by





# the Olympic audience.

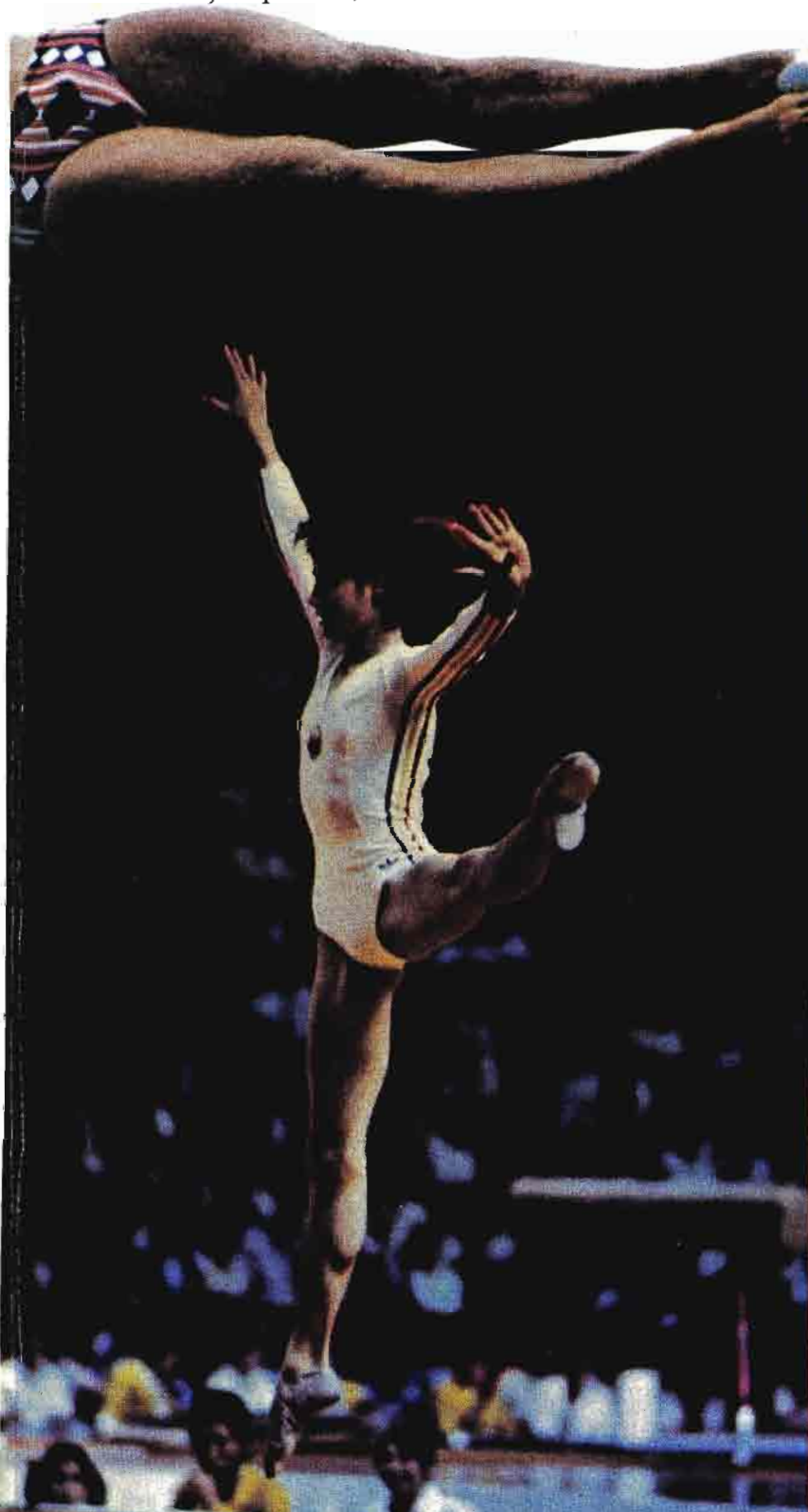
Bud Greenspan, one of the world's foremost sports film makers and historians. Recognizing the unique nature of this series, major station groups like Westinghouse and Metromedia have programmed *The Olympiad* for prime time, and more than 60 overseas markets have also bought this one-of-a-kind series.

There's an olympic-size audience waiting for you. Get a jump on it, now!

## The OLYMPIAD

18 one-hour specials,  
written, produced and directed by  
Emmy winner Bud Greenspan.

A lot of good things are going on



# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

Farinon revenues were up 23.9% from 1978's \$80,681,000 to \$100,015,000, and earnings rose 13.6% from \$4,035,000 a year ago to the present \$5,268,000.

66

**Filmways Inc.** □ *Richard L. Block, chairman, president and chief executive.*

On July 12, 1979, Filmways consummated its acquisition of American International Pictures Inc., a stock exchange and debenture transaction worth an estimated \$30 million and resulting in, among other benefits, Filmways' acquisition of "Love at First Bite" and "The Amityville Horror," two very successful movies of 1979.

In fiscal 1979, Filmways' entertainment and entertainment services division, under which its television production arm operates, accounted for approximately 18% of the corporation's total revenues of more than \$153 million. Included in that division are Filmways TV Productions Inc., which produced the now-canceled 240-Robert series for ABC-TV last fall; Ruby-Spears Productions Inc., a leading maker of children's animated programs; Moonlight Productions, which produces network specials and made-for-television films; Heatter-Quigley, producer of *Hollywood Squares*, and the Filmways Audio Group, which provides a variety of services to the radio and recording industries.

The company's manufacturing division (5% of revenues) is led by Broadcast Electronics Inc., maker of a wide variety of tape cartridge

machines and other equipment for radio stations.

Filmways' principal revenue center is its publishing and publishing services division, which includes Grosset & Dunlap Inc., book publishers; Ideal Publishing Corp., magazine publishers, and Publishers Distributing Co. That division accounted for 74% of corporate revenues for fiscal 1979, which ended Feb. 28.

The acquisition of AIP has already been reflected in the parent company's preliminary reports for 1980. For the six months ending Aug. 31, revenues totaled \$115 million—up 54% for the same period a year earlier. In the second quarter, ending Aug. 31, Filmways noted an 85% increase over the same quarter for last year (\$73 million versus \$39 million) and attributed the rise "to the excellent operating results achieved by AIP and the success of their theatrical release, 'The Amityville Horror.'"

Problems arose with the merger last month, however, when it was disclosed that AIP's television production assets had been understated prior to the merger by approximately \$5 million. Filmways reported that "it does not believe this event will have a material impact on its earnings in the current fiscal year, but will be principally reflected on the balance sheet of the company." Samuel Z. Arkoff, president and chief executive of AIP and vice chairman of Filmways, resigned last month as a result of the disclosures. Arkoff, the largest single stockholder in Filmways, will retain the vice chairmanship until February, however.

For the four quarters ending Aug. 31, Filmways had revenues exceeding \$156 million (up 5% from the four preceding quarters) and earnings of \$9.4 million (up 60%).

75

**Foote, Cone & Belding** □ *Arthur W. Schultz, chairman and chief executive; John E. O'Toole, president and chief operating officer.*

In recent years Foote, Cone & Belding's growth has been abetted not only by new account acquisitions but also by expansion into overseas markets through buying agencies abroad and by purchasing public relations organizations.

In 1978 the agency acquired the financial public relations agency of Albert Frank-Guenther Law and later that year merged with Carl Byoir & Associates, which has 18 offices throughout the world. During 1978 Foote, Cone & Belding obtained interests in agencies in Germany, Hong Kong, and Spain and in 1979 broadened its base to include agencies in Lebanon and Athens. FC&B has 33 full service advertising agency offices in 19 countries.

Revenues of \$122,107,000 were reported by Foote, Cone & Belding for the year ended Sept. 30, 1979, a rise of 24.7%. The company's earnings were up 6.4% to \$8,933,000, with a per share figure of \$3.43.

FC&B's revenues for calendar 1979 were expected to be about 25% higher than last year's total of more than \$111 million. The agency was in 11th place in 1978 in BROADCASTING's listing of top U.S. broadcast agencies with more than \$208 million. Its TV-radio roster of clients includes Nabisco, Kraft, Pizza Hut, Sherwin Williams, S.C. Johnson, Armour, Clorox and Equitable Life Assurance Society.

17

**Fuqua Industries Inc.** □ *J.B. Fuqua, chairman; C.L. Patrick, vice chairman.*

Fuqua Industries, whose diversified holdings include a five-station stake in radio and television, wants to get out of broadcasting. According to chairman J.B. Fuqua, there is dissatisfaction with the return on the capital investment for that division (BROADCASTING, Nov. 19, 1979). Total market value of the five outlets is in the neighborhood of \$63 million.

Stations in the Fuqua Communications divi-

sion, which is headquartered in Columbus, Ga., with Joe Windsor as president: WROZ(AM)-WTVW(TV) Evansville, Ind.; WTAC(AM) Flint, Mich.; WTVM(TV) Columbus, and WTVC(TV) Chattanooga.

Agreements have been reached for the sale of all three television stations. Final papers were signed Dec. 20 with Belo Broadcasting Corp. for the \$19.5-million transfer of WTVU (BROADCASTING, Dec. 24, 1979). At the same time Fuqua Industries announced an agreement with Charles Wood, owner of WTVY-FM-TV Dothan, Ala., for the \$21.5-million sale of WTVW. In November 1979, group owner Dale G. Moore contracted with Fuqua Industries to buy WTVM for \$19.25 million (BROADCASTING, Nov. 26, 1979).

In addition, J.B. Fuqua, who personally owns WJBF(TV) Augusta, Ga., through a separate economy, is selling that outlet to Moore for \$26 million.

All sales are subject to FCC approval.

Chairman Fuqua also was in the station sales representative business for almost a year. His separate company had bought a major interest in HR Television in January, but sold it back to key executives of that company in December ("Bottom Line," Dec. 24, 1979).

The six divisions of Fuqua Industries are deeply involved in the manufacture of lawn and garden equipment, transportation, entertainment (movie theater operations in addition to radio-TV), photofinishing, trucking, foods, industrial services, distribution of petroleum products, real estate development and construction of home and shelter units.

Chairman Fuqua two weeks ago said that he planned to visit China to discuss joint ventures with the Chinese for the manufacture of sporting goods and other items to Fuqua specifications. He said the company would open a buying office there, but would not know until mid-1980 the specific amounts that will be invested in those joint ventures.

Over-all, it has been a year of continuing profitability with Fuqua net earnings in the four quarters ending in September amounting to \$55.5 million, more than double the \$25.2 million net earnings in the preceding four quarters. Revenues in those periods were, respectively, \$1.99 billion and \$1.37 billion.

25

**Gannett Co.** □ *Allen H. Neuharth, chairman and president.*

On June 7, 1979, Gannett merged with Combined Communications of Phoenix to form a company that owns 80 daily newspapers, seven television stations, 12 radio stations, a leading outdoor advertising operation and the Lou Harris & Associates polling firm. Since that time, Gannett has added two newspapers, giving it a combined circulation of 3,520,000 papers daily, and signed an agreement in principle for WYV(FM) Tampa, Fla., which would give Gannett one station short of a full complement of broadcast properties. Gannett anticipates revenues of more than \$1 billion for 1979.

Stations now in the Gannett fold are KOCO-TV Oklahoma City; WXIA-TV Atlanta; KVTV(TV) Denver; WPTA(TV) Roanoke, Ind.; WLKY-TV Louisville, Ky.; KARK-TV Little Rock, Ark.; KTAR-TV Phoenix; KSDO(AM)-KEZL(FM) San Diego; KIIS-AM-FM Los Angeles; WDEE(AM)-WCZY(FM) Detroit; WVON(AM)-WGCI(FM) Chicago; WWWE(AM)-WDOX(FM) Cleveland, and KSD(AM)-KCFM(FM) St. Louis. Gannett's WHEC-TV Rochester, N.Y., was spun off from the merger, and commanded a price of \$27 million.

Organizational restructuring that followed the merger included the formation of a five-member office of the chief executive that included the former head of Combined, Karl Eller. However, Eller recently resigned from the company. Alvin Flanagan, who was president of Combined's Broadcast Division, now has that title for the Gannett Broadcasting Group.

Gannett posted revenue increases of 28.7% in the 12 months ending September 1979, giving it a total of \$972,601,000. Earnings were \$127,-

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And their leadership is just as strong in other vital demographic categories. WQXI AM/FM captures 42.4% of Atlanta's 18-49 adults with household incomes \$25,000+, 40% of adults 18-49 who attended or graduated from college, and 38.3% of adult professionals 18-49.

In short, with Atlanta's influentials, these stations are #1.

With a marketing story like that, they want people to know about it. That's why WQXI AM/FM has appointed Blair Radio their national sales rep.

Blair has the people and resources that make us the definitive source for fast, accurate market data. A source that WQXI can depend on to make its dominant coverage story known to advertisers across the nation. Blair Radio and WQXI AM/FM.

Together, we're a knockout.



\*Burke Broadcast Research, Inc. Atlanta 15-county Metro Area, April-June 1979 Cumulative rating Monday-Sunday 6 am-midnight.

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D

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PROFESSIONAL SERVICES

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New! **DISCOVERING**  
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Methods and Materials  
Instruction

his

# A brief editorial on a long overdue subject.

Recently, the Atlanta Public Library made an appeal for the return of books, films, recordings. All the things people had borrowed over the years and failed to return.

It was called an "amnesty" program. No overdue fines would be collected. No questions would be asked. And no one was to feel guilty.

WAGA-TV, the Storer station in Atlanta, agreed this was a subject long overdue for some public recognition. And reaction.

So as part of a total media effort, Ella Yates, Director of the Atlanta Public Library, sat at our editorial desk one day and made her friendly appeal for the mountains of material missing from the library.

The response was overwhelming. The Atlanta Library retrieved 25,027 items conservatively worth a quarter of a million dollars. Many of the items returned had been overdue for ten years or more. Some were out of print and irreplaceable.

Maybe this isn't exactly editorial material, but it says something very good about the people and their community. And the Storer stations that get involved in serving their communities.

Because the way we see it, the more effective we are in our communities, the more effective we can be for our advertisers, and the more effective we can be for ourselves.

# STORER

STORER BROADCASTING COMPANY

# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

777,000, a 28.6% increase, with earnings per share up 26.5% to \$3.82.

1

**General Electric Co.** □ *Reginald H. Jones, chairman and chief executive.*

General Electric is of such a size that its after-tax profits each year almost rival the pre-tax profits of the entire television industry. In 1978, for example, the pre-tax profits of TV networks and stations, as reported by the FCC, came to \$1.647 billion, while GE's net profits were \$1.23 billion. Its total revenues, \$20.07 billion, were more than double those of all TV and radio broadcasters combined. GE earnings climbed 15.97% on a 14.56% rise in revenues in the 12 months ended Sept. 30, 1979. Revenues were \$21,732,700,000, earnings \$1,389,900,000. Earnings per share were \$6.11.

Not much of these revenues and profits derive from broadcasting, although GE owned three TV, three AM and five FM stations, plus 13 cable television systems, and manufactures TV and radio receivers along with tape recorders and players and CB mobile and base station transceivers. In size, these operations are dwarfed by GE's other interests, which range from motors to nuclear equipment, gas and steam turbines, aircraft engines and mining gear. GE lumps them with lighting products, major appliances and similar goods in its Consumer Products and Services Division, which accounts for about 24% of the company's revenues and 30% of profits. Broadcasting stands to become a somewhat larger part of the

balance sheet, however, upon completion of GE's projected \$460.5-million to \$507.9-million acquisition of Cox Broadcasting Co., which after spinning off selected Cox and GE stations to conform to FCC rules, would leave GE with five television, five AM and seven FM stations. In 1978, Cox's revenues were \$230,444,000 and net profit was \$33,847,000.

35

**General Instrument Corp.** □ *Frank G. Hickey, chairman and chief executive.*

General Instrument is a diversified company engaged in the design, manufacture and sale of electronic and electro-mechanical components, systems and related services. It has four business segments: data products, semi-conductor products, component products and cable TV products.

Its principal cable subsidiary is Jerrold Electronics Corp., which led all other divisions in profits. For the first three quarters of this fiscal year, (March-September), Jerrold had a 54% increase over the same nine-month period last year, and the cable TV group, as a whole, had an 83% increase in orders.

For the 12 months ended Sept. 30, revenues were up 27.8% to \$667,070,347, from \$521,839,000 for the same twelve-month period last year. Net income was \$43,410,411, up 49.9% from last year's \$28,890,000.

Last spring, General Instrument acquired the assets of the cable TV business of EMI Industries Electronics Ltd.

15

**General Tire & Rubber Co.** □ *T.F. O'Neil, chairman; M.G. O'Neil, president and chief executive.*

GT&R is a worldwide organization, operating 51 major facilities in the U.S., and is affiliated with 20 companies in 17 foreign countries. However, it is among the five largest tire producers in the country, and tires account for the largest single source of revenue. In the four quarters ending Aug. 31, GT&R reported revenues of \$2,331,101,000 and net earnings of \$96,163,000. That compares with revenues of \$2,153,947,000 and net earnings of \$112,611,000 in the preceding 12-month period.

RKO General Inc., which includes GT&R's broadcasting properties as well as some other subsidiary interests, accounts for a major share of GT&R's operations—\$33,875,000 of the net income for the four quarters ending last August, compared with \$30,428,000 in the preceding 12-month period. The company owns WOR(AM)-WXLO(FM)-WOR-TV New York; WRKO(AM)-WROR(FM)-WNAC-TV Boston; KHJ(AM)-KRTH(FM)-KHJ-TV Los Angeles; WHBQ-AM-TV Memphis; KFRC(AM) San Francisco; WGMS-AM-FM Washington; WAXY(FM) Fort Lauderdale, Fla., and WFYR(FM) Chicago. However, at year's end, the fate of the licenses was in doubt as a result of a history of wrongdoing on the part of GT&R that surfaced during comparative renewal hearing involving RKO's WNAC-TV. RKO had proposed resolving that case through a sale of the station to two competing applicants. But pending before the commission is the question of whether RKO is qualified to be a licensee.

97

**Gray Communications System Inc.** □ *James H. Gray Sr., chairman and president.*

Gray Communications, headquartered in Albany, Ga., has operations in the areas of broadcasting, publishing, electronic equipment sales and transportation. On BROADCASTING's top-100 communications companies list for the first time this year, Gray Communications had over-all revenues of \$27,009,883 in 1979, up from \$18,052,079 in 1978. Net income rose from \$1,337,791 in 1978 to \$2,069,871 in 1979.

Gray Communications has TV stations which serve markets in Albany, Ga. (WALB-TV), El Dorado, Ark.-Monroe, La. (KTVE-TV), and Panama City, Fla. (WJHG-TV). WALB-TV has been sold, subject to FCC approval, for \$20,750,000 (see page 92). These broadcasting interests account for about 34% of total revenues. Publishing revenues make up 26% of total revenues, equipment sales and transportation accounting for the remaining 40% in total revenues.

82

**Grey Advertising** □ *Edward H. Mayer, chairman and chief executive; Mark N. Kaplan, president and chief operating officer.*

Revenues at Grey Advertising were up 14.9% to \$86,127,000 during the 12 months ending last September. Earnings hit \$6,243,000, 19% better than the prior year, giving a per share figure of \$10.06.

Officials said that the agency had lost two major accounts, Honda Motorcycle and Amana, as of the third quarter of 1979, and added that Grey was "beginning to see a reduction in advertising by some clients, reflecting the impending business slowdown."

Grey maintains U.S. offices in New York, Chicago, Los Angeles, San Francisco and Southfield, Mich; five specialized agencies in New York and overseas offices in Argentina, Austria, Belgium, Brazil, Canada, Chile, France, Germany, Holland, Hong Kong, Italy, Japan, New Zealand, South Africa, Spain, Sweden, the United Kingdom, Uruguay and Venezuela.

In 1978 Grey chalked up TV-radio billings of slightly more than \$260 million, placing fifth among U.S. agencies. Among Grey's widely diversified accounts are Procter & Gamble, General Foods, Block Drug, Revlon, General Electric, Sentry Insurance, Mennen, Timex, American Motors and B.F. Goodrich.

6

**Gulf + Western Industries Inc.** □ *Charles C. Bludorn, chairman; David H. Judelson, president.*

Financial services, Beautyrest mattresses, Simon & Schuster, No Nonsense pantyhose, amusement centers and masonry cement are just part of the diversified interests of Gulf + Western Industries, the 58th largest industrial corporation in the U.S.

And then there's the hits *Laverne & Shirley*, *Mork & Mindy*, *Happy Days*, *Taxi* and *Angie*, not to mention "Star Trek—The Motion Picture," "North Dallas Forty" and others that come under G+W's Paramount banner.

For television (series and films), Paramount brought in \$124 million in revenues for the fiscal year ended July 31. That's up from the previous FY's \$97 million. And by the end of its FY 1979, Paramount said it had \$370 million worth of TV licensing agreements both with networks and individual stations.

From the syndication of *Happy Days*, G+W said Paramount will make more than any of its feature films aside from "Grease" and "The Godfather"—about \$75 million for six years of episodes so far or \$500,000 per episode. And it added, from *Laverne & Shirley*, it's expecting more.

In the future, Paramount has a \$100 million commitment from ABC-TV over four years for comedy series and feature length-dramas. And on another front, it is exploring the new media: cable, pay, videodisks and videotapes.

For its fiscal year ended July 31 (latest quarterly results were not issued by press time), Gulf + Western Industries achieved "all-time highs" in sales: \$5.3 billion, up 22.6%; net earnings: \$227.4 million, up 26%, and earnings per share: \$4.62.

42

**Gulf United Corp.** □ *E. Grant Fitts, chair-*

1979



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Outlet Broadcasting welcomes  
WQRS-FM, Detroit, to its growing list of radio properties.

WQRS-FM is our eleventh station, our seventh radio property,  
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Under Outlet's direction, WQRS-FM will continue to provide the Detroit area with the  
same quality fine arts programming it has aired since 1960.

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WDBO-AM Orlando, Fla.  
WTOP-AM Washington, D.C.  
WDBO-FM Orlando, Fla.  
KIQQ-FM Los Angeles, Cal.  
WIOQ-FM Philadelphia, Pa.  
WQRS-FM Detroit, Mich.

#### **Television**

WJAR-TV Providence, R.I.  
WDBO-TV Orlando, Fla.  
KSAT-TV San Antonio, Tex.  
WCMH-TV Columbus, Ohio

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## The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

*man, chief executive and president.*

Gulf United Corp., based in Jacksonville, Fla., is primarily in the life insurance business. But since 1977, the company has formed a broadcasting division, Gulf Broadcast Group. Its first acquisition was WVOJ(AM) Jacksonville in 1977. In 1978, WGHP-TV High Point, N.C., and KTXQ(FM) Dallas were added. That same year, Rahall Communications Corp. of St. Petersburg, Fla., merged into Gulf United. Rahall was primarily engaged in broadcasting, owning WTSP-TV St. Petersburg and six radio stations. When the merger occurred, two of the radio stations were spun off, leaving Gulf United with WTSP-TV and four new radio properties: WNDE(AM)-WFBQ(FM) Indianapolis, WKAP(AM) Allentown, Pa., and WWRN(AM) Beckley, W.Va.

Gulf United's revenues for the four quarters ending Sept. 30, 1979, were \$476,719,000, up 23.1% from the previous four quarters' revenues of \$386,986,000. Net earnings for the same periods were \$50,902,000, up 8.3% from \$46,976,000.

24

**Harris Corp.** □ *Joseph A. Boyd, chairman and chief executive; John T. Hartley, president and principal operating officer.*

Harris became a billion-dollar company in 1979. Based in Melbourne, Fla., the international manufacturer of telecommunications and information processing equipment recorded revenues of \$1,012,563,000 in 1979, a 12% increase over the previous year's total of \$904,232,000. And that revenue generated earnings of \$65,769,000 (\$2.52 per share), a 21% increase over 1978.

The thread that ties all of Harris's 20 divisions together is communications, but the products those divisions manufacture range from the offset printing presses of the Web Press Division, based in Montataire, France, to the earth satellite stations of the Satellite Communications Division in Melbourne.

Harris should be able to report another \$100 million increase in revenues in 1980, if its agreement to merge with Farinon Corp., which placed 75th on last year's top 100 and reported \$93 million in revenues for its 1978 fiscal year, is consummated. Farinon, San Mateo, Calif., is a manufacturer of a variety of telecommunications products including microwave antennas and receivers and should fit neatly into Harris's organization. Under the merger agreement, Farinon stockholders will receive .8 shares of Harris stock for each share of Farinon. Based on the current selling price of Harris stock, the deal is valued at about \$130 million.

Harris's Broadcast Products Division, Quincy, Ill., manufactures cameras, transmitters, studio equipment and automatic studio and transmitter systems. It expanded the division when it purchased for \$13 million Consolidated Video Systems, Sunnyvale, Calif., in September. CVS's name was changed to Video Systems Operations, but it will remain a separate entity and continue the development and manufacturing of a line of digital broadcast equipment, including time base correctors.

59

**Harte-Hanks Communications Inc.** □ *Houston H. Harte, chairman; Robert G. Marbut, president and chief executive.*

The bulk of Harte-Hanks's revenues still come from its newspaper holdings, but broadcasting, strengthened by a number of acquisitions in 1978, is making a significant impact on the bal-

ance sheet. According to Robert Bidwell, the company's chief financial officer, the broadcasting division now accounts for approximately 23% of the company's gross revenues.

And broadcasting's prominence should become even greater in the future. Wayne Kearl, head of broadcasting operations, said that the company intends to acquire a full complement of stations, meaning three more TV stations and three more radio stations. The company's current portfolio: WSGN(AM) Birmingham, Ala.; KULF(AM)-KYND(FM) Houston, Tex.; KMKJ(FM) Lake Oswego-Portland, Ore.; WEZI(FM) Memphis, Tenn.; KOY(AM)-KQY(FM) Phoenix; WRVA(AM)-WRVQ(FM) Richmond, Va.; WLCY(AM)-WRBQ(FM) Tampa-St. Petersburg, Fla.; WFMV-TV Greensboro, N.C.; WTLV(TV) Jacksonville, Fla.; KENS-TV San Antonio, Tex., and KYTV(TV) Springfield, Mo. (KYTV was purchased in 1978, but not approved by the FCC and closed until January 1979.)

Another area that should increase in importance to the company is cable. The company purchased three small systems in Colorado in 1979 to complement its 12,000 subscriber system in Pasadena, Tex., a suburb of Houston. It was also awarded franchises for three other Houston suburbs—Deerpark, South Houston and LaPorte—and Hurt and Altavista, both Virginia. According to Bidwell, the company is seeking additional franchises as well as built systems.

As noted above the newspaper division, which includes 28 dailies, accounted for most of the \$227,631,000 in revenues the company reported in 1979. The figure is a 33% increase over 1978's total of \$170,720,000 and earnings rose to \$17,891,000, a 21% increase over 1978.

49

**Interpublic Group of Companies** □ *Paul Foley, chairman and chief executive; Philip H. Geier Jr., president and chief operating officer.*

The most noteworthy news at Interpublic in 1979 was the agency group's acquisition of SSC&B Inc., effective last Sept. 1, bringing more than \$700 million in billings to Interpublic. The agency complex reportedly paid \$40 million to buy SSC&B and a 49% interest in the SSC&B Lintas international group.

Interpublic posted revenues for the year ending in September 1979 of \$352,933,000, a rise of 19.7%. Earnings rose 23% to \$21,189,000. Interpublic noted that in 1979 its agencies have benefited from new account assignments. McCann-Erickson landed the \$20 million Pabst Brewing business which will take effect on Jan. 9.

In addition to SSC&B the Interpublic complex includes McCann-Erickson Worldwide, Campbell-Ewald Worldwide, the Marschalk Co. and Erwin Wasey.

The Interpublic agencies are highly active in the U.S. broadcast media. McCann-Erickson allotted \$240 million to TV and radio in 1978, followed by Campbell-Ewald, \$148.6 million; Marschalk, \$67.9 million and Erwin Wasey, \$27.5 million.

McCann's long list of broadcast active accounts includes Coca-Cola, Heublein, Buick, CPC International and Gillette. Among Campbell-Ewald's clients are Borden, Goodyear Tire & Rubber, General Motors and Libbey-Owens-Ford. In the Marschalk fold are Coca-Cola (Sprite), Drackett, Gillette, Heublein and Revlon, among others. Erwin Wasey's broadcast clients include Carnation, Gulf Oil, Julius Wile Sons (wines) and California Avocado Commission.

30

**Jefferson-Pilot Corp.** □ *W. Roger Soles, president and chief executive.*

Jefferson-Pilot Corp.'s total revenues for the four quarters ended Sept. 30, 1979, were \$808,738,000, up 11.4% from \$726,024,000 for the previous four quarters. Net income for the com-



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Source: November 1979 ABBITRON audience estimates. Or later 31-November 27, November 1978 Nielsen Station Index (NSI) Audience estimates. November 1-28: 5 PM News, Mon-Fri; 6 PM News, Mon-Sat; 10 PM News, Mon-Sun. Audience estimates subject to qualifications described in said analyses.

# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

parable quarters was \$94,292,000, up 8.5% from \$86,844,000.

Although most of the company's consolidated revenues and income come from its principal subsidiaries—the Jefferson Standard Life Insurance Co. and the Pilot Life Insurance Co., both of Greensboro, N.C.—revenues and net income from the company's Jefferson-Pilot Broadcasting Co. account for a higher percentage of the company's total revenues and income this year than in the previous year. Broadcast revenues for the four quarters ended Sept. 30, 1979, were \$36,448,000, or 4.5% of total revenues. The previous year broadcast revenues were \$31,814,000, or 4.4% of total revenues. Net income from broadcast holdings for the comparable quarters was \$6,208,000, 6.6% of the parent company's net income. During the previous four quarters, net income for broadcast holdings was \$4,492,000, or 5.2% of the parent company's income.

Jefferson Pilot Broadcasting Co. finalized its purchase of WGBS(AM)-WLYF(FM) Miami from Storer Broadcasting on Dec. 31, 1979. The company also owns WBT-AM-FM-TV Charlotte, N.C.; WWBT(TV) Richmond, Va.; KIMN(AM)-KYGO(FM) Denver; WQXI-AM-FM Atlanta; WBIG(AM) Greensboro and WWIL(AM)-WHSL(FM) Wilmington, both N.C. Wallace J. Jorgenson is president of Jefferson-Pilot Broadcasting Co. At the end of 1978, North Carolina Broadcasting Co., owner of WBIG(AM) Greensboro and WWIL(AM)-WHSL(FM) Wilmington and formerly a separate subsidiary of Jefferson-Pilot Corp., became part of Jefferson-Pilot Broadcasting Co., bringing all broadcasting operations under one subsidiary.

92

**Marvin Josephson Associates Inc.** □ *Marvin Josephson, chairman and chief executive; Alvin Schulman, president and chief operating officer.*

Marvin Josephson Associates (MJA) is one of the largest talent agencies. The company operates in two industry segments: services, which includes the talent agency businesses, and communications, which includes radio broadcasting and television production. Although MJA is diversifying into production, the majority of its revenues are derived from its management services division, which accounted for approximately 85% of revenues for fiscal 1979. Communications revenues were up 35.6% from 1978. Two Detroit-market radio stations (WWKR(AM) and WNIC(FM)) acquired in 1977, showed profits in a radio market that as a whole had a 4% decline in revenues.

Revenues for the year ending September 1979 were \$37,160,000, up 8.8% from the year before. Net earnings were down slightly (3.13%) from \$4,797,000 to \$4,647,000.

Robert Keeshan Associates Inc., NJA's first "communications" acquisition, produces the *Captain Kangaroo* CBS-TV program. One of the longest running programs, it was renewed for the 25th year in 1979.

100

**Kansas State Network** □ *Charles L. Brown, chairman; Donald D. Sbarra, president.*

KSN Inc. owns KGLD(TV) Garden City, KCKT(TV) Great Bend, KARD(TV) Wichita, all Kansas; KOMC(TV) McCook, Neb., and KTVJ(TV), Joplin, Mo. In the third quarter of fiscal 1979, broadcasting revenues were \$2,775,000, up 13.8% from \$2,438,000 a year ago.

KSN has been aggressively expanding its cable TV operations for several years—The num-

ber of subscribers has risen over the past two years from 8,385 to 17,000. CATV revenues for the third quarter were up 114.6% over last year's third period.

Pending approval by the KSN shareholders of a tender offer by Standard Communications (\$33.50 a share for 1,886,540 shares) Kansas State Network will be sold for approximately \$6.35 billion. The cable division would be spun off to Multimedia Inc. for approximately \$11 million. The deal should be completed imminently.

26

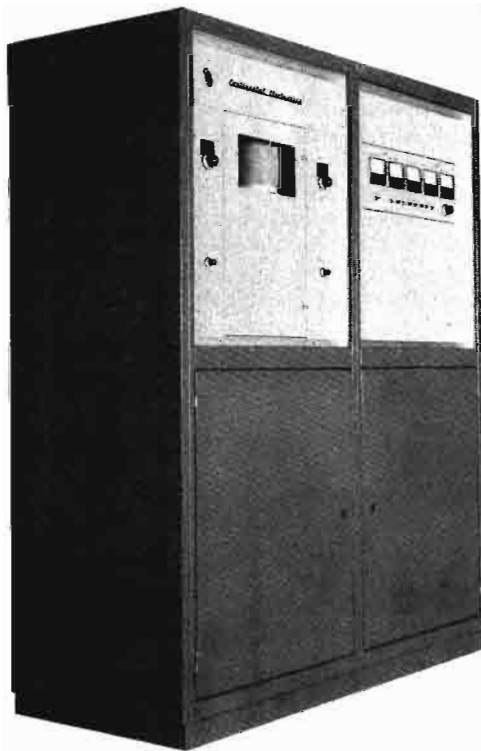
**Knight-Ridder Newspapers** □ *Lee Hills, chairman; Alvah H. Chapman Jr., president and chief executive officer.*

As the name implies, this Miami-based communications firm considers itself primarily a newspaper company. However, in April of 1978 the company acquired Poole Broadcasting for \$50 million (having previously sold its 45% interest in Group One Broadcasting), and John Poole, founder of the broadcasting unit, joined the Knight-Ridder board of directors. At present, Knight-Ridder operates three VHF stations and one UHF satellite, but has told its stockholders that one of the company's highest priorities is "acquisition of television stations in major markets." Backing up that claim, Knight-Ridder was high bidder for KOVR(TV) Sacramento, Calif., offering \$68 million for the station, but had turned down in favor of Outlet Co.'s \$65 million bid. The stations now held by K-R Broadcasting are WJRT-TV Flint, Mich., WTEM(TV) Albany, N.Y., (satellite WCDC-TV Adams, Mass.) and WPRI-TV Providence, R.I.

A separate telecommunications venture for the parent company is its Viewdata Corp. of America, which is working with AT&T to test a telephone interactive home data system called Viewtron in Coral Gables, Fla., in 1980. Said to

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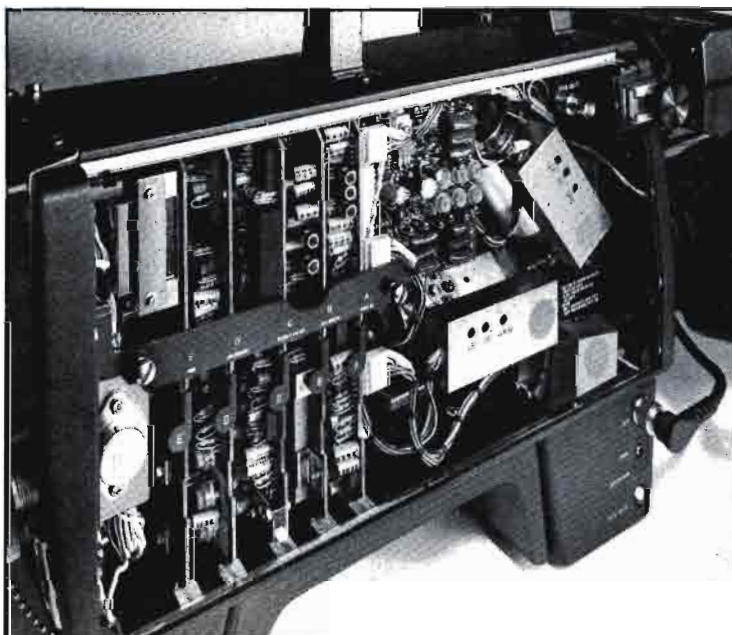
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# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

76

**Lee Enterprises Inc.** □ *Lloyd G. Schermer, president.*

Lee Enterprises is a multimedia company with strong roots in newspaper publishing and broadcasting.

Its broadcast operations—the company owns five VHF stations and owns or has an interest in four radio stations—accounted for \$33,570,000, or 29% of the total revenues, and 94.85% of its pretax income of \$30,563,000. It also publishes 19 dailies in Illinois, Iowa, Montana, Oregon, Wisconsin, Kansas and North Dakota. The dailies accounted for 67.5% of the \$115,805,000 revenues for the year ended Sept. 30, 1979.

Its broadcast properties are: KHQA-TV Hannibal, Mo.; WTAF(AM)-WQCY-FM Quincy, Ill.; WSAZ-TV Huntington-Charleston, W. Va.; KGMB-TV Honolulu; KOIN-TV Portland, Ore.,

and KEAM(AM)-KGOR-FM Omaha, partially owned by the Journal-Star Printing Co. It has sold, subject to FCC approval, KIMT(TV) Mason City, Iowa.

Lee has other interests—NAPP Systems (USA) Inc., which it owns equally with Nippon Paint Co. of Osaka, Japan, and Blackhawk Films. The first manufacturers and sells photopolymer plastic letterpress printing plates and the second produces and distributes vintage motion pictures.

54

**The Liberty Corp.** □ *Francis M. Hipp, chairman; Herman N. Hipp, vice chairman and chief executive officer.*

Liberty Corp. is headquartered in Columbia, S.C., and is involved in three areas: insurance, its largest operation; banking concerns in the Southwest, and broadcasting, which includes WDSU-TV New Orleans, WTOL-TV Toledo, Ohio, WIS-AM-TV Columbia, WSFA-TV Montgomery, Ala., and WQSR(FM) Sarasota, Fla., which the company added to its portfolio in July 1979 in a \$1.9 million deal.

In the past year, the company earned \$266,781,000, a 7.5% increase over the previous year's \$248,269,000. Profits were up 11.1% to \$33,119,000 from \$29,801,000. Earnings per share for the last year were \$3.69.

87

**LIN Broadcasting Corp.** □ *Donald A. Pels, chairman and president.*

It was a good year for LIN Broadcasting, which is involved in TV, radio and radio paging. Revenues rose evenly throughout the year ended September 1979, with a total of \$56,158,000—14.2% over last year. Earnings, meanwhile, jumped 25.8% to \$13,165,000, and earnings per share moved up by more than one dollar, to \$4.78.

A major acquisition for LIN last year was Kingstip Communications Inc.—KTVV(TV) and KHFI-FM Austin, Tex. On May 2, 1979, LIN acquired 70% of Kingstip's outstanding shares. It increased its interest in Kingstip in August to 99%, and on Sept. 4 a merger of Kingstip into a wholly owned subsidiary of LIN was effected.

The company attributes its increase in revenues primarily to its broadcasting operations, with television scoring the heavier gains. LIN's other stations are: WAND(TV) Decatur, Ill.; WIL-AM-FM St. Louis; WBBF(FM) and WMJQ(FM) Rochester, N.Y.; WFIL(AM) and WUSL(FM) Philadelphia; KXAS-TV Fort Worth and KILT-AM-FM Houston, and WAVY-TV Portsmouth, Va.

LIN's radio paging operation involves tone-only radio paging, two-way mobile radio telephone and one-way tone-voice paging in the New York City area, as well as satellite tone-only facilities in Connecticut, other New York locations and Houston. Its companies include Page Boy Inc., Aircall New York Corp., Mobile Radio Message Service Inc., and Aircell of Texas Inc.

74

**M/A Com Inc.** □ *Lawrence Gould, chairman and president; Dana W. Atchley Jr., vice chairman.*

M/A Com, formerly Microwave Associates, is a rapidly expanding company in the areas of telecommunications and electronic equipment. In 1979 M/A Com had a revenue gain of 24.8%, from \$99,317,000 in 1978 to \$123,981,000 in 1979. Net income showed a 37.3% gain during the past year, rising from \$6,095,000 in 1978 to \$8,366,000 in 1979.

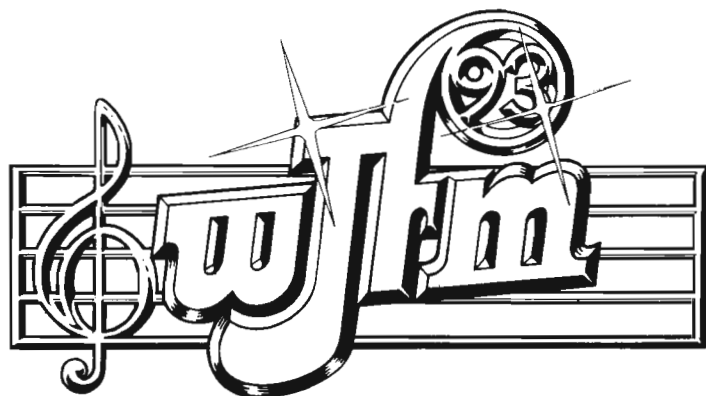
Part of M/A Com's expansion is due to the acquisition in 1977 of Digital Communications Corp. DCC has more than doubled in revenues since becoming a subsidiary of M/A Com. Early in 1979, M/A Com purchased another manufacturer of electronic equipment, Omni Spectra Inc.

Electronic equipment sales by M/A Com to

be "on schedule and under budget, the system is intended to provide news and other information, as well as permit electronic shopping and bill payment.

Knight-Ridder put its newspaper circulation figures at 3.5 million daily, four million Sunday, and includes in its fold the *Detroit Free Press* and the *Philadelphia Inquirer*.

Knight-Ridder Newspapers' revenues rose 12.99% in the year ended September 1979, to \$955,611,000. Earnings posted an 18.8% increase in the period, to \$86,923,000, while the per share figure improved 17.8% to \$2.64.



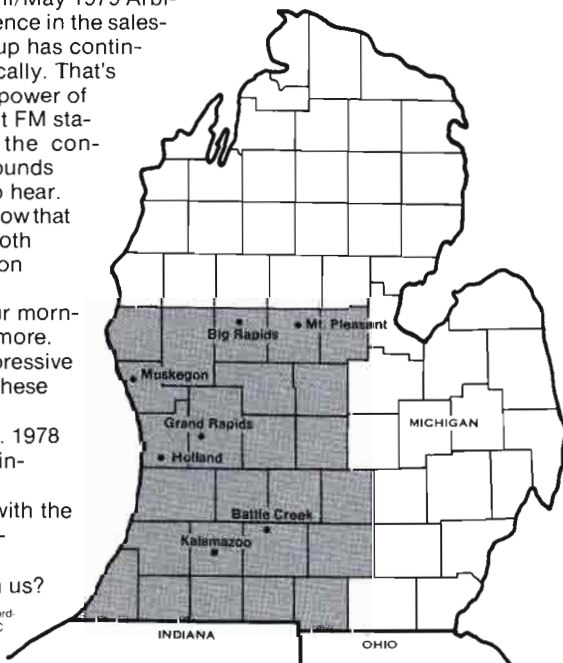
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<b>1<sup>st</sup> in WOMEN 18-49</b>	<b>6<sup>th</sup> in KIDS</b>
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# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

the government and commercial sectors also contributed to a successful year. M/A Com produces 37% of its income by supplying the government with microwave semiconductors, components and assemblies used in advanced radar, electronic countermeasures and missile guidance systems. Commercial sales accounted for about 10% of M/A Com's overall sales in 1979.

22

**MCA Inc.** □ *Lew R. Wasserman, chairman and chief executive; Sidney Jay Sheinberg, president*

and chief operating officer.

MCA's filmed entertainment operations—primarily Universal Television, Universal Theatrical Motion Pictures, Universal Pictures and MCA-TV—account for approximately 64% of corporate revenues of \$1.2 billion for the four quarters ending September 1979. Universal Television is the largest producer of network television series and this spring will have seven-and-a-half hours on all three networks. In 1978, the last full year for which the company has an accounting, television operations contributed 31% of total corporate revenues—versus 28% from the film operations.

For the four quarters ending Sept. 30, the corporation logged a 54% increase in profits—\$167 million—from a year ago.

Universal series currently on network television include: *The Incredible Hulk* (CBS-TV), *BJ and the Bear* (NBC-TV), *Buck Rogers in*

*the 25th Century* (NBC), *The Misadventures of Sheriff Lobo* (NBC) and *Quincy, M.E.* (NBC). Joining those in the spring will be *Stone* (ABC-TV) and *House Calls* (CBS).

In addition, MCA-TV, the syndication arm of the corporation's television operations, continued its role in Operation Prime Time, launched to provide first-run syndicated product in 1977.

Theatrical releases last year were led by "The Deer Hunter," "Dracula," "The Seduction of Joe Tynan," "Yanks" and the Christmas releases, "The Jerk" and "1941." Prior to its presentation on both pay and commercial television last year, "Jaws" was rereleased by Universal.

Records and music publishing activities accounted for 12% of corporate revenues in 1978. A money losing operation in a loss-plagued industry, for the nine months ending Sept. 30, the MCA Records and other company labels lost over \$15 million. As a result, Infinity Records, which was begun in 1977, was closed down by MCA last fall.

MCA's popular Universal Studio Tour continued to attract record attendance last year, and the corporation has taken an option on 300 acres near Walt Disney World in Orlando, Fla., with plans to build a similar operation there.

MCA also has entered into a joint venture with IBM Corp., DiscoVision Associates, to develop, manufacture and market video disks and players.

Other principal MCA operations include Spencer Gifts Inc., Columbia Savings and Loan Association of California, Yosemite Park and Curry Co., Landmark Service of Washington, G. P. Putnam's Sons book publishers the *The Runner* magazine. *New Times*, formerly published by MCA, ceased publication with its Jan. 8, 1979, issue.

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28

**McGraw-Hill Inc.** □ *Harold W. McGraw Jr., chairman and president.*

McGraw-Hill is one of the nation's leading publishers of books and trade publications, but, with its four network-affiliated television stations, is becoming a major force in broadcasting as well. The stations are WRTV(TV) Indianapolis; KERO-TV Bakersfield, Calif.; KMGH-TV Denver; KGTV(TV) San Diego. The stations last year expanded their electronic newsgathering capability to all operational areas. Over-all, the company, which is also active in information systems, financial services (Standard & Poor's Corp.) reported revenues of \$836,573,000 and net earnings of \$74,008,000 for the four quarters ending in September. That compares with figures of \$731,633,000 and \$60,516,000 for the preceding four quarters.

77

**MCI Communications Corp.** □ *William G. McGowan, chairman and chief executive.*

MCI Communications operates a nationwide communications network that provides private-line services for data, visual display and other signal types. A major development in the past year was MCI's victory in court—nailed down only after the case had been considered by the Supreme Court three times—that enables it to compete with AT&T's Bell system for long-distance telephone service offered to businesses. MCI's Execunet long-distance service operates over a network of microwave radio facilities that connect with Bell's local networks. MCI, which entered its 1979 fiscal year on April 1, 1978, with 13,500 intercity circuits installed, ended the year with 21,500 installed. All told, they amount to 10.5 million circuit miles.

MCI reported revenues of \$115,187,000 and net earnings of \$9,433,000 for the four quarters ending in September, compared with revenues of \$81,606,000 and net earnings of \$5,566,000 for the preceding 12-month period.



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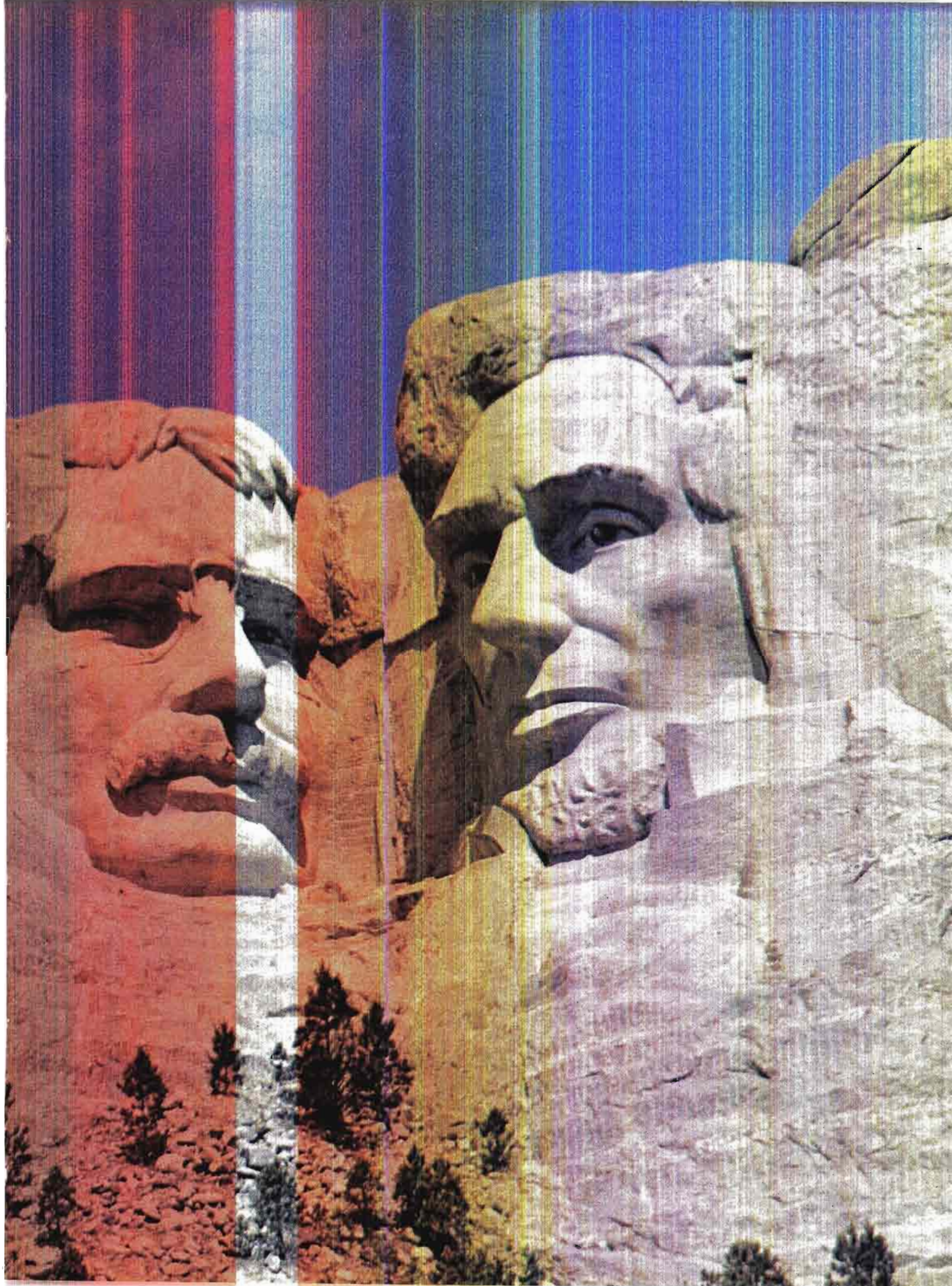
Capitalizing on The Jeffersons' unique ability to attract an audience, CBS used it as their prime time work horse, moving it ten times over the next five years. With each move, The Jeffersons not only increased the average rating of the time period, but also out-performed its new lead-in and lead-out series.

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# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

53

**Media General Inc.** □ *D. Tennant Bryan, chairman; Alan S. Donnahoe, president.*

Media General is a diversified communications company with newspaper, broadcast, printing and publishing operations, along with its newsprint subsidiary, which produces through a recycling process about 10% of all the newsprint manufactured in the U.S.

Media General revenues in the year ended Sept. 30, 1979, were up 13% to \$269,644,000. Media General made a 48.8% gain on net income to \$23,760,000.

The company's newspaper and publishing divisions, which account for about 70% of total revenues, publish six daily newspapers which serve three Southeastern cities and a financial weekly and a medical journal.

The broadcasting division of Media General, providing about 15% of total revenues, consists of WFLA-AM-FM-TV in the Tampa-St. Petersburg, Fla., market and a CATV system in Fredericksburg, Va.

50

**Meredith Corp.** □ *E. T. Meredith III, chairman; Robert A. Burnett, chief executive and president.*

Meredith's major sources of revenue continue to be magazine publishing and printing, with broadcasting making ever-increasing gains.

Revenues for the year ended Sept. 30, 1979, increased 8.4% to \$323,773,000, with net earnings jumping 17% to \$17,277,000, and record-breaking earnings of \$5.57 per share recorded. The company attributes the gains to higher sales

and operating profits produced by its printing, magazine and broadcasting operations. The only setback was in book publishing, where poor consumer response to mail order book sales during the first three quarters resulted in sharp declines in that division's profits.

*Better Homes and Gardens* remains the bulwark of the company. Advertising pages were down from last year, but higher advertising space rates and more four-color pages produced a gain in ad revenue. *Apartment Life*, now a decade old, and Meredith's other magazines showed an increase in advertising pages.

In the broadcasting division, the acquisition of WPGH-TV Pittsburgh was completed, and higher sales of commercial time in both radio and television helped push profits to new highs. The other Meredith stations are: WGST(AM)-WPCH(FM) Atlanta; WNEM-TV Bay City, Mich.; KCMO-AM-TV and KCEZ(FM) Kansas City, Mo.; WOW(AM)-KEZO(FM) Omaha; KPHO-TV Phoenix; and WTVH(TV) Syracuse, N.Y.

41

**Metro-Goldwyn-Mayer Inc.** □ *Fred Benninger, chairman; Frank E. Rosenfelt, president and chief executive officer.*

MGM Inc.'s largest operating division includes hotel and gaming operations, and, reflecting that, the company announced on Nov. 14 that it is studying "the feasibility of restructuring the company into two separate publicly held companies—one consisting of the hotel/gaming operations and the other of filmed entertainment operations." The corporation anticipates acting on the proposal in the spring of 1980.

In fiscal 1979, which ended Aug. 31, the entertainment division accounted for 39% of MGM's total revenues of \$491 million and 45% of its operating revenues of \$132 million. The division includes MGM's feature film operations, and the 1979 income includes monies recognized from the \$35 million license fee CBS-TV has agreed to pay for U.S. television rights to the studio's "Gone With The Wind." That is the largest license fee ever paid for a single film, and the network has rights to 20 airings of the MGM classic.

MGM's television production and distribution division had operating income of \$2.6 million on revenues of \$33.7 million in 1979. The studio currently has one network series, NBC-TV's *CHiPs*, as well as a number of development projects for NBC and CBS. In association with Aaron Spelling Productions, MGM produced the six-hour *French Atlantic Affair* miniseries for ABC-TV last fall. MGM's syndicated product includes the *Tom and Jerry* animated series.

MGM's hotel and gaming division includes the MGM Grand hotels in Las Vegas and Reno (both of which are undergoing extensive expansion) and a new hotel and casino to be built in Atlantic City.

44

**Metromedia** □ *John W. Kluge, chairman and president.*

Metromedia's business is entertainment and outdoor advertising. But broadcasting remains the mainstay of the company's operations. Metromedia reported revenues of \$405,774,000 and net earnings of \$38,485,000 for the four quarters ending Sept. 30, 1979, compared with \$332,241,000 revenues and \$33,419,000 net earnings in the preceding 12 months. Broadcasting revenues account for about half of the company's total, and are generated by seven television stations (all but two of them independent), six AM and seven FM outlets. (FCC regulations would permit the addition of only one more AM). The stations are: WNEW-AM-FM-TV New York; WASH(FM)-WTTG(TV) Washington; WTCN-TV Minneapolis-St. Paul; KMBC-TV Kansas City, Mo.; WXIX-TV Cincinnati; KLAC(AM), KMET(FM)-KTTV(TV) Los Angeles; KRIV-TV Houston; WIP(AM)-WMMR(FM) Philadelphia;

KNEW(AM)-KSAN(FM) San Francisco-Oakland; WMET(FM) Chicago; WOMC(FM) Detroit; KRLD(AM) Dallas-Fort Worth, and WCBM(AM) Baltimore.

Metromedia's entertainment properties include the Ice Capades; Metromedia Producers Corp., which produces and distributes syndicated television programs, and the Harlem Globe Trotters. And Metromedia's Foster & Kleiser and Metro Transit Advertising divisions operate outdoor and transit advertising businesses in 15 of the leading 25 markets in the country.

13

**Motorola Inc.** □ *Robert W. Galvin, chairman; William J. Weisz, president.*

Motorola, a manufacturer of electronic components and equipment, made a good showing in 1979. Over-all sales made a 22.6% gain from \$2,109,451,000 in 1978 to \$2,585,579,000 in 1979. Net earnings showed a 24.1% increase during the year, climbing from \$122,045,000 in 1978 to \$151,514,000 in 1979.

In the Communications group, Motorola took action in 1978 due to several unanticipated cost factors. This group, which accounts for about 44% of total revenues, manufactures two-way radio equipment, TV and microwave systems.

Major contracts awarded Motorola during 1979 included one for \$9.2 million by the Chicago Transit Authority for a two-way communications system. A major order of radio pagers was received from Belgium for use in its country-wide paging system.

95

**Movielab Inc.** □ *Saul Jeffee, chairman and president.*

During the past year, Movielab experienced a 17.4% increase in over-all revenues, grossing \$33,038,030 in 1979 compared with \$28,143,516 in 1978. Including tax reductions, net income showed a 156% gain from \$634,134 in 1978 to \$1,626,720 in 1979.

Movielab is a leading professional motion picture processor of film used for theater, television, educational and industrial viewing. Among the motion pictures processed by Movielab during 1979 were "The Amityville Horror" and "Love At First Bite." Movielab processing is also identified with television series including *Eight Is Enough*, *Laverne & Shirley*, and *Charlie's Angels*.

73

**Multimedia** □ *J. Kelly Sisk, chairman; Wilson Wearn, president.*

Multimedia's media include 10 daily and 19 nondaily newspapers; five VHF television stations and 12 AM and FM radio stations, most of them in the Southeast. The *Phil Donahue Show*, now seen in 154 television markets, is another Multimedia property. Multimedia reported revenues of \$126,809,636 and net earnings of \$17,946,601 for the four quarters ending in September. Comparable figures for the preceding 12 months are \$105,785,938 and \$14,617,306. Broadcasting accounted for more than half of the company's revenues—more than \$67 million of the company's revenues in the last four quarters.

The company reduced its broadcast holdings by one when the FCC approved Multimedia's swap of WBIR-AM-FM Knoxville and \$1.5 million for Stoner Broadcasting's WVEZ(FM) Louisville. However, awaiting FCC approval is the purchase of WZTV(TV) Nashville from Reel Broadcasting Co. Multimedia's other broadcasting properties are WLWT(TV) Cincinnati; WFBC-AM-FM-TV Greenville, S.C.; WBIR-TV Knoxville; WMAZ-AM-FM-TV Macon, Ga.; WWNC(AM) Asheville, N.C.; WXII-TV Winston-Salem, N.C.; WAKY-TV Louisville, Ky.; KAAY(AM)-KEZQ(FM)

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- No entry fee required . . . No narrative statement required.
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- Television entries must be submitted on 3/4" videotape cassettes only.
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- Entries close February 1, 1980.

## WHAT ARE THE PRIZES?

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# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

Little Rock, Ark.; KEEL(AM)-KMBQ(FM) Shreveport, La., and WEZW(FM) Milwaukee-Wauwatosa.

38

**New York Times Co.** □ *Arthur Ochs Sulzberger, chairman and president.*

The New York Times Co. is a diversified, publicly owned communications corporation. Its principal interest is publishing the *New York Times*, which ranks second among the three New York dailies in circulation but, since 1918, first in total advertising. Among its other properties are four broadcast stations—WREG-TV Memphis, WQXR-AM-FM New York and KFSM-TV Fort Smith, Ark. The Fort Smith station's

purchase was approved by the FCC in August. The company also publishes magazines, books and educational materials, engages in electronic information retrieval and the worldwide syndication of news and features, and owns minority interests in three Canadian newsprint companies. The Times reports revenues of \$584,676,000 and net earnings of \$27,264,000 for the four quarters ending September 1979, compared with revenues of \$518,748,000 and net earnings of \$21,002,000 for the preceding year. The Times's performance was adversely affected late in 1978 by an 88-day strike at the *Times* that ended on Nov. 5.

46

**A. C. Nielsen Co.** □ *A. C. Nielsen Jr., chairman; N. E. Harden, president.*

During the four quarters ending Sept. 30, 1979, total revenues for the A. C. Nielsen Co. rose 22.9%, from \$323,831,000 during the previous four quarters to \$398,106,000. Net income dur-

ing the same four quarters rose 7.5% from \$24,297,000 in the previous four quarters to \$26,131,000. The company, which now provides 68 research and information services to 22 countries, has its world headquarters in Northbrook, Ill. Services are now grouped into seven categories: Marketing Research (measuring actual retail sales); Media Research (measuring national and local TV audiences); Clearing House (coordinating coupon redemption between retailers and manufacturers); Neodata (maintaining and updating various types of mailing lists); Custom Research (custom designing research for business organizations); and Petroleum Research (providing information on oil exploration and production).

Newest to A. C. Nielsen are its Dataquest Services which provide information for evaluating technological and marketing developments in a number of industrial markets. Also new to the company is Healthcom Inc., a subsidiary that provides information and billing and inventory control services to drug store pharmaceutical departments. In 1978, A. C. Nielsen acquired Powers Elevation Co., and during fiscal 1979, it acquired Petro Well Libraries, Trollinger Geological Associates Inc., Schmidt & Pohlmann GmbH, Con Quip Consultants and Prime Resources Inc.

14

**North American Philips Corp.** □ *Pieter C. Vink, chairman and chief executive; Cees Brynes, president and chief operating officer.*

The average consumer might know North American Philips Corp. best if shown a Norelco shaver or Magnavox color television. But this company—which crossed the \$2 billion mark in sales in 1978—offers a variety of products ranging from sodium lamps to fungicides.

For the year through Sept. 30, 1979 Philips earned \$2.4 billion in revenues (up 11.8%) and \$80.2 million in net earnings (up 22.8%). Earnings per share were \$6.17.

Primarily an electronics conglomerate, North American Philips owns Magnavox. Through it, the company not only sells color TV's but has added videodisk players (Magnavision); videocassette recorders; and video game systems (Odyssey). It also sells radios and stereos.

And for broadcasting—behind the scenes—Philips offers TV cameras, monitors, transmitters and microphones. For the cable TV industry, Magnavox has a channel converter and addressable tap system.

North American Philips Corp. is about 62% owned by a trust benefitting shareholders of the Dutch company N.V. Philips.

56

**Oak Industries** □ *Everett A. Carter, chairman and chief executive.*

Oak Industries enjoyed a successful year (ended September 1979) with revenues of \$257,175,000, a 47% increase over the previous year. The most substantial gain, however, has been within the company's net earnings where an increase of 177% occurred. Oak's communications division played a major role in this year's rise in sales and profits, with subscription television as the forerunner in that group.

The units that make up Oak Industries are communications and technology. Subscription television and the materials group are the company's main thrust.

Oak Industries' subscription television service in Los Angeles is believed to be the first and only successful one of its kind. With a growth rate of 10,000 to 12,000 new subscribers each month, Oak's over-the-air STV system is responsible in part for the huge increase in profits for the company this year. Working in conjunction with Time Inc., Oak's STV system is now available in the Phoenix and Ft. Lauderdale.

*This announcement appears as a matter of record only.*

\$51,000,000

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December 1979

# Community Leaders Praise KTVI's New Illinois News Bureau

On September 10, KTVI became the first St. Louis television station to expand its news coverage by establishing a fully staffed Illinois News Bureau.



**ST. CLAIR COUNTY BOARD**  
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VICTOR P. CANTY  
CHAIRMAN

December 3, 1979

Mr. Ralph Hansen, Vice President-General Manager  
KTVI  
5915 Berthold Avenue  
St. Louis, Missouri 63110

Dear Mr. Hansen:

Thank you for your kind invitation to join with you and other members of the KTVI staff for the inauguration of your Illinois News Bureau located in the Southern Illinois Bank Building. It was a pleasure to have the opportunity to meet with all of you.

**May I offer my congratulations on being the first local television station to initiate a news bureau on the east side. I feel you have made an important step in recognizing the need for extension coverage of Illinois news events and you are to be commended for the foresight you have shown in establishing the local bureau.**

Once again, thank you for asking me to share in this occasion. If I can ever be of assistance to you or any member of your staff in either my capacity as St. Clair County Board Chairman or Caseyville Township Supervisor, please do not hesitate to contact me.

Sincerely yours,

Victor P. Canty, Chairman  
St. Clair County Board

NEWHOUSE BROADCASTING CORP.

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St. Louis

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Birmingham

WSYE-TV  
Elmira

WSYR-AM-FM-TV  
Syracuse

WTPA-TV-FM  
Harrisburg

abc  
**2**  
**KTVI**  
St. Louis, Mo.

# WGBH engineers talk about the Ikegami HK-312



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



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

### **Pops without noise**

*Tom Keller, Director of Engineering:*

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

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

*Ken Hori, Senior Engineer for Advanced Development:*

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

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

### **Washouts and dropouts**

*Bill Fairweather,  
Video Control Engineer:*

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

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

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

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

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

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

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

# **Ikegami HK-312**

# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

dale/Miami areas providing entertainment programming tailored to the local markets.

60

**Ogilvy & Mather International** □ *John Elliott Jr., chairman; James Benson, vice chairman.*

Though revenues at Ogilvy & Mather were on the climb in 1979 by an expected 20%, net income was running slightly behind 1978 in the first nine months of the year. The agency attributed the fall off in profits to higher effective tax rates in federal, state and local taxes and to a larger foreign tax rate.

Ogilvy & Mather's revenues for BROADCASTING's survey period were \$207,867,000, up 19.6% over the comparable period a year earlier. Earnings showed a 5.2% rise, to \$12,531,000, with the per share earnings \$3.08.

Ogilvy is an international agency with 69 offices in 28 countries and has a staff of about 5,100. Roughly half of the agency's revenues of more than \$200 million annually comes from outside the U.S.

In 1978 Ogilvy was in ninth place among broadcast agencies, spending almost \$215 million in the U.S. Its roster encompassed such advertisers as American Express Co., Bowery Savings Bank, Campbell Soup, Chesebrough-Pond's, Clairol, General Foods, Hershey Foods, International Playtex, Lever Bros., Menley & James, F&M Schaefer Brewing Co., and Sears, Roebuck & Co.

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51

**The Outlet Co.** □ *Joseph S. Sinclair, chairman; Bruce G. Sundlun, president and chief executive.*

The Outlet Co., which has been bolstering its holdings in broadcast station ownership, now operates four TV stations, six radio stations and 169 department, women's and men's specialty stores in 20 states and the District of Columbia.

Its more recent station buying and selling:

■ The company executed an agreement with McClatchy Newspapers to acquire KOVR(TV) Sacramento-Stockton, Calif. for a record-breaking \$65 million (BROADCASTING, July 9, 1979). Outlet reported that it will hold at least 90% of the stock in a subsidiary corporation. KOVR-TV Inc., and the balance of the stock will be owned by ethnic minority individuals in the Stockton-Sacramento area. The agreement is subject to FCC approval.

■ Outlet Co is exchanging its WJAR(AM) Providence, R.I., for WRLM(FM) Taunton, Mass., subject to FCC approval (BROADCASTING, Oct. 19, 1979).

■ Outlet received FCC authorization to purchase WIOQ(FM) Philadelphia for \$6.4 million (BROADCASTING, Sept. 3, 1979). It also received commission approval for the acquisition of WQRS-FM Detroit for \$2 million (BROADCASTING, Nov. 26, 1979).

Filling out Outlet Co.'s broadcasting complement are WJAR-TV Providence; WDBO-AM-FM-TV Orlando, Fla.; KSAT-TV San Antonio, Tex.; WCMH-TV Columbus, Ohio; WTOP(AM) Washington and KIQQ(FM) Los Angeles.

Outlet's revenues in the four quarters prior to Oct. 31, 1979, were \$312.2 million, up just 1.7% from \$307 million in the preceding four quarters. And earnings for the more recent four quarters were \$198,000, down sharply from \$10,364,000 in the preceding four quarters.

The decline was mostly attributed to reductions in gross margins in the retailing divisions and to lower sales in the specialty stores division.

Outlet also noted that while there was an increase in sales in the broadcasting division during the most recent quarter, there also were one-time expenses incurred in the new *PM Magazine* programming on all its TV stations and in extensive coverage of the Pope's visit and Hurricane David.

85

**Post Corp.** □ *V. I. Minahan, president; David L. Nelson, executive vice president and treasurer.*

The Post Corp. of Appleton, Wis., owns five television stations, three radio stations, a newspaper group, three commercial printing companies and a TV and film production company in Green Bay, Wis. Post experienced a dip in net earnings last year. The 3.1% loss was on earnings of \$3,867,000 for the four quarters ending Sept. 30, 1979, down from \$3,990,000 for the previous four quarters. Revenues were \$66,508,000 last year, up from \$51,574,000 the year before, a 28.9% increase. Post cited three factors responsible for the earnings dip: higher interest costs; higher pension fund costs, and a policy of improving product at several subsidiaries, primarily at WOKR(TV) Rochester, N.Y., where the company is upgrading the news department. Post's other television stations are: KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa; WEAU-TV Eau Claire, Wis.; WLUC-TV Marquette, Mich.; WLUC-TV Green Bay, Wis. Its radio properties are: KBIZ(AM) Ottumwa, WAXX(FM) Eau Claire and WAYY(AM) Chippewa Falls, Wis.

3

**RCA Corp.** □ *Edgar H. Griffiths, chairman and chief executive; Maurice R. Valente, president and chief operating officer.*

RCA's revenues reached \$7,323,100,000 in the 12 months ended Sept. 30, 1979, a 14% increase from the year earlier. Net earnings totaled \$288,900,000, a gain of 7.5%. Earnings per share for the period were \$3.79.

Broadcasting and broadcast equipment have always been—and they remain—among RCA's principal businesses. But in recent years the company's NBC subsidiary has been replaced by another subsidiary, the Hertz Corp., as RCA's number one profit center. When the pending \$1.35-billion acquisition of the CIT Financial Corp. is completed, broadcasting may slip down into third place, for CIT's 1978 earnings of \$86.5 million slightly exceeded Hertz's. RCA bought 10,190,000 or 49% of outstanding CIT shares in a tender offer at \$65 a share in November, and a tender offer for the remaining shares, also at \$65 a share but payable in RCA stock rather than cash, is expected next month.

In addition to the CIT acquisition, RCA announced plans to sell its Banquet Foods and Random House subsidiaries. The foods and publishing companies are "highly successful," RCA said, but "not in industries that relate to our strategic plan for RCA's long-range development"—a consideration that led to the sale, earlier in 1979, of the RCA Alascom telephone company for \$209 million. For the future, the company intends to concentrate on four basic areas: The Hertz operations, NBC, financial and consumer products and services and electronics and communications.

Broadcasting in 1978 accounted for about 18% of RCA revenues and 23% of pretax profits. The Hertz car-rental operations represented 14% of revenues and 30% of pretax profits. Consumer electronic products and services produced about 26% and 32%, commercial electronic products about 13% and 17%, communications (including RCA Global Communications and RCA American Communications), 5% and 13%, and government systems and services, 8% and 4%.

RCA is also a leading marketer of home videocassette recorders, under the SelectaVision label, and announced in December that it would go to market early in 1980 with its SelectaVision videodisk player and related programming.

RCA-NBC broadcasting interests include the NBC Radio network, NBC-TV network. The Source radio network: five TV stations (WNBC-TV New York, WRC-TV Washington, WMAQ-TV Chicago, WKYC-TV Cleveland and KNBC(TV) Los Angeles), and four AM-FM combinations (WNBC(AM)-WYNY(FM) New York; WRCI(AM)-WKYS(FM) Washington; WMAQ(AM)-WKQX(FM) Chicago and KNBRI(AM)-KYUI(FM) San Francisco).

5

**Rockwell International Corp.** □ *Robert Anderson, chairman and chief executive; Donald R. Beall, president and chief operating officer.*

Rockwell's 39 U.S. operations and 27 foreign subsidiaries and affiliates combined to give the company revenues of \$6,254,600,000, up 16.2%. And earnings for the same period rose 47.8% to \$261,100,000 while per share earnings increased 46% to \$7.33.

Some of the company's products include its Electronics group's new bubble memory device for computers and microprocessor-based equipment and digital microwave systems; the Commercial Telecommunications group's production and installation of microwave equipment for the Saudi Arabian intra-kingdom communications network and construction of a microwave manufacturing facility in Korea. It also completed work on the construction of 158 satellite earth stations for the Corporation for Public Broadcasting.

47

**Rollins Inc.** □ *O. Wayne Rollins, chairman*

and chief executive officer; R. Randall Rollins, president and chief operating officer.

Rollins is a diversified service-oriented company with almost half of its revenues coming from its termite and pest-control activities. Its media operations, which account for about 15% of Rollins's revenues, include three TV, one FM and five AM stations, two cable TV systems and outdoor advertising facilities.

The broadcast properties are WCHS-AM-TV and WBES(FM), all Charleston, W.Va.; WEAR-TV Pensacola, Fla.; WPTZ(TV) Plattsburgh-North Pole, N.Y.; KDAY(AM) Santa Monica, Calif.; WAMS(AM) Wilmington, Del.; WBEE(AM) Harvey, Ill., and WRAP(AM) Norfolk, Va. The CATV's are in Wilmington and New Haven, Conn.

Other major segments of Rollins: Orkin Exterminating Co., which provides protection against termites, rodents and other insect pests; Rollins Protective Services, which installs and maintains security and protection systems in homes and businesses; Patterson Services, supplier of equipment and services to offshore oil and gas field operations; Rollins Services, custom janitorial and housekeeping services, and Carole Fabrics, wholesale custom drapery and fabric company.

Rollins's earnings for the four quarters that ended Sept. 30, 1979, were \$30,576,451 on revenues of \$356,571,528. In the preceding four quarters earnings were \$27,554,075 on revenues of \$307,203,396.

In releasing its annual report for the company's fiscal year that ended last June 30, Rollins pointed out that for 19 consecutive years, since the company became public, profits had increased every year.

## 89

**San Juan Racing Association Inc.** □ H. N. Glickstein, president and chairman of executive committee.

Revenues totaled \$46,427,316 for the four quarters ending Sept. 30, 1979, a 19.8% increase over revenues for the preceding four quarters. Net income was \$4,870,026, up 201.6%, due in large part to SJR Communications Inc.'s WKTU(FM) New York, which had a 637% increase in net income before taxes in fiscal 1979.

In addition to WKTU, which, during much of last year was rated New York's number one radio station, SJR owns nine other major-market stations: WJIT(AM) New York, WUST(AM)-WJMD(FM) Washington, WKLS-AM-FM Atlanta, WQAL(FM) Cleveland, WYSP(FM) Philadelphia, KRLY(FM) Houston and KNUS(FM) Dallas. It sold WTMI(FM) Miami in March 1979.

A subsidiary of SJR sold the Washington Diplomats Soccer Club in October 1978, ending operating losses incurred since it acquired the club in 1975.

San Juan Racing's communications division has in past years trailed its race track division in revenues and income, but for the four quarters ending Sept. 30, 1979 and for the preceding four quarters, SJR Communications outpaced the track in income. Revenues for the four quarters ending Sept. 30, 1979 were \$24,746,010 from the track and \$12,691,306 from SJR, while net income was \$593,864 from the track and \$3,095,561 from SJR. For the previous four quarters revenues from track and SJR were \$23,104,986 and \$15,679,698, respectively, while net earnings were \$583,552 and \$1,966,195.

In late October 1979, the Roy E. Disney family's Shamrock Broadcasting Co. offered to buy all of SJR's radio stations and certain related broadcasting assets for \$62 million plus assumption of approximately \$5 million of related bank indebtedness. The form of the transaction has not yet been determined.

## 21

**Schering-Plough Corp.** □ W. H. Conzen,

chairman; Richard J. Bennett, president and chief executive.

Although this Kenilworth, N.J.-based company owns 10 radio stations through its Plough Broadcasting, its bread and butter is ethical and proprietary drugs, cosmetics and toiletries.

Revenues last year were up 28% to \$1,370,976,000, while profits for the same period jumped nearly 15% to \$216,571,000. Earnings per share during the year were \$4.03.

The company purchased two pharmaceutical operations last year, one in Argentina and one in England, and it is constructing a new one in Puerto Rico. Its broadcast holdings, however, did not increase, and the FCC approved the sale of the company's Boston stations, WACQ(AM)-WTTK-FM.

Its radio properties include: WPLO(AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; WJJD(AM)-WJEZ(FM) Chicago; WMPS(AM)-WHRK(FM) Memphis, and WSUN(AM) St. Petersburg-WQXM(FM) Clearwater, Fla.

## 68

**Scientific-Atlanta Inc.** □ Sidney Topol, chairman and president.

Headquartered in Atlanta, this equipment manufacturer has been an early and leading participant in satellite communications through its production of earth station antennas and ancillary products. In March of 1979, S-A began operations at a new 112,000 square foot plant designed for the mass production of satellite antennas, with an average of 100 units a month. The company's line of products includes earth station electronics, and for CATV systems: head end equipment, distribution amplifiers and converters. S-A made headlines in 1979 when its Homesat subsidiary began offering, through the Neiman-Marcus retail organization, satellite receiving dishes for private individuals. S-A has also manufactured several hundred satellite stations for Comsat's Marisat communications system. Prior to 1970, the bulk (95%) of S-A's business was with the government, now that percentage is approximately 20%. The company expects the "electronic warfare" market "to expand significantly in the 1980's." Several Scientific-Atlanta subsidiaries are active in the electronic instrumentation field, with vibration analyzers and digital component test devices among their products. Other S-A endeavors include furnishing wireless devices for the Rollins Protective Services home security service, and manufacturing energy load management equipment.

In the fourteen months ending November 1979, Scientific Atlanta raised approximately \$35 million through stock offerings, monies which it intends to use to finance the expansion of its cable and satellite antenna facilities.

Scientific-Atlanta's revenues for the year

ending September 1979 were \$142,876,000, a 43.7% jump over the year earlier. Earnings were up by an even greater percentage, 57.7%, to \$8,382,000. On a per-share basis, the increase was 28.1%, to \$1.87, which reflected growth in common shares outstanding.

## 84

**Scripps-Howard Broadcasting Co.** □ Jack R. Howard, chairman; Donald L. Perris, president.

Scripps-Howard is a Cincinnati-based group owner of six television and three radio stations. During the past year, television generated approximately 95% of the company's total revenues. But Scripps-Howard's latest acquisition is in radio: It has purchased, subject to FCC approval, WITH-AM-FM Baltimore from Reeves Telecom, although it is selling the AM to comply with the FCC's multiple ownership rules. Its other radio stations are WMC-AM-FM Memphis and WNOX(AM) Knoxville, Tenn. Its television stations are WCPO-TV Cincinnati; WEWS(TV) Cleveland; KTEW(TV) Tulsa, Okla.; WPTV(TV) West Palm Beach, Fla.; WMC-TV Memphis, and KBMA-TV Kansas City, Mo. Scripps-Howard also plans to get into the cable television business, and last year, it entered into a partnership with American TransCommunications of Greenwich, Conn., and Cablevision, a Long Island-based company. It has applied for the cable franchise in lower Fairfield County, Conn. Scripps-Howard's parent company, E.W. Scripps Co., is a major newspaper owner.

Revenues for the four quarters ended Sept. 30, 1979, were \$69,245,237. This was an increase of 12.3% over the previous four quarters of \$61,606,583. Net earnings were \$15,653,180, up 13.6% from the earlier four quarters of \$13,772,104.

## 90

**Sonderling Broadcasting Co.** □ Egmont Sonderling, chairman and president.

During the year, the Miami-based group broadcaster saw revenues rise 7.8% to \$41,528,099, while net earnings over the same period were up 8.3% to \$3,511,034.

In addition to its broadcast properties, Sonderling also operates movie theaters and drive-ins in New England and upper New York state, and its MGS Services, a fully-owned subsidiary, duplicates and stores filmed and taped TV commercials, programs and radio commercials.

In June 1978, the company entered into an agreement to merge into Viacom International Inc. Under the terms of the agreement, Sonderling will spin off its motion picture operation and WOPA(AM)-WBMX(FM) Oak Park, Ill. (Chicago) to Egmont Sonderling, who, with

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# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

other members of his family, owns about 25% of the company.

Last November, the FCC approved the transfer of control of Sonderling's stations pursuant to the merger. But a class action suit filed last year alleges that the proposed split-off and merger are unfair to Sonderling's stockholders, and seeks to enjoin consummation of the deal. As it stands now, the companies are awaiting final determination by the Delaware courts where the suit was filed, and a supplemental ruling by the Internal Revenue Service, but Sonderling expects that the merger will be consummated early this year.

The company's other broadcast properties in-

clude: KDIA(AM) Oakland, Calif.; WMZQ(FM) Washington; WAST(TV) Albany, N.Y.; WWRL(AM) and WRVR(FM) New York; WDIA(AM) and WQUD(FM) Memphis; and KIKK(AM) Pasadena, Tex.-KIKK-FM Houston. In addition, the FCC in 1979 approved the sale of its WDAS-AM-FM Philadelphia, and it also sold WOL(AM) Washington for \$950,000 under the FCC's distress sale policy.

12

**Sony Corp.** □ *Akio Morita, chairman and chief executive; Kazuo Iwama, president and chief operating officer.*

Sony's revenues for the year ending October 1979 were up 20%, to \$2,690,000,000, from \$2,240,000,000 the year earlier. However, earnings were off 31.5%, dropping from \$108,300,-

000 to \$74,100,000. Per share figures declined from \$.50 to \$.34. A recurring problem for Sony that impacts the company's earnings is foreign exchange loss or gain generated by changes in the exchange rate between yen and dollars: foreign exchange loss in 1979 was \$129,600,000, while in 1978 the company benefitted from a foreign exchange gain of \$91,500,000.

Sony Corp., the Japan-based manufacturer of electronics equipment, operates in this country under the aegis of its subsidiary Sony Corp. of America. That outfit is, in turn, divided into three separate companies concentrating on specific product lines: Sony Consumer Products Co., which includes Betamax video recorders among its range of products; Sony Video Products Co., which markets Sony's professional and industrial video lines; and Sony Industries, which handles professional and consumer audio equipment, business communications devices and magnetic tape.

The past year has seen a number of significant developments for Sony on the video front. The company introduced the Betascan feature in its videocassette recorders, giving them a technical advantage (fast forward and reverse speeds that still show a recognizable image on the screen) over VHF format units that Sony hopes will translate into consumer purchases. This past October, Sony received a favorable California Federal District Court ruling in the "Betamax Case," the copyright suit brought by motion picture companies Universal and Disney that struck at the heart of the home video recorder market: taping off-the-air by consumers. In the home videodisk area, Sony and N.V. Philips announced a patent exchange agreement that covers optical audio and video disk systems. Also, Sony shared an engineering Emmy with Ampex for the development of the compatible one-inch type C format for professional video recording.

Sony has made major commitments to manufacturing in the United States, with a San Diego color television plant whose annual unit volume is 500,000 and a Dothan, Ala., tape facility that turns out 500,000 videocassettes a month. It also is involved in several joint ventures with American companies in Japan, including CBS/Sony, Sony/Tektronix and Sony-Eveready projects. The CBS/Sony records business had about \$170 million in sales in 1978. Departing from electronics-related fields, Sony and the Prudential Insurance Co. have announced the formation of another joint venture, to begin operations later this year.

64

**Storer Broadcasting Co.** □ *Peter Storer, vice chairman and chief executive officer; Bill Michaels, chairman and chief financial policy officer; Terry H. Lee, president and chief operating officer.*

Storer Broadcasting's net earnings climbed 42.17% and revenues 21% in the 12 months ended Sept. 30, 1979. Earnings reached \$26,424,000, revenues \$170,797,000. Earnings per share were \$5.18.

Storer over the past year has been a company in transition. In December 1978, after years of agonizing over what to do about its radio stations, the company decided to sell them and concentrate on cable TV and its seven television stations. Four of the five remaining Storer radio outlets, built up over more than 50 years in the radio business, were sold in 1979, subject to FCC approval, at prices totaling \$42 million. The fifth, WLAK(FM) Chicago, acquired in 1978 for \$4.25 million, is expected to be put on the market after Storer has held it for three years as required by the FCC.

In moving out of the radio business, Storer emphasized it was motivated by "a particular situation"—the need for large sums for a cable expansion program that already had accelerated "far beyond our hopes and expectations." In 1979, Storer announced a \$250-million cable

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"We are delighted to welcome WTRF-TV into the Family of CBS Television Network Affiliates. This outstanding station's depth of management, established record of success, leadership position in local news, and long history of service to the Wheeling-Steubenville market are assets of the highest value to us and the viewers in the tri-state area of West Virginia, Ohio and Pennsylvania."

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"Two major reasons for our September 1979 decision to join the CBS Television network were its continued preeminence in news and its incisive plans for resuming the number one position in prime time. Recent events confirm the wisdom of that decision. We have great faith in the talented people of CBS, and we are positive that they will help WTRF-TV maintain its leadership in the Upper Ohio Valley."



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# December 21, 1979: The New Chrysler Corporation is in business to stay.

On December 21, 1979, the Congress of the United States passed the Chrysler Loan Guarantee Bill.

The New Chrysler Corporation is in business to stay.

The jobs of 600 thousand workers have been saved. And so has the vitality of countless towns and cities across the country, and the existence of thousands of small businesses.

And with that act a special bond has been created between the American people and one of its major corporations. A bond that puts an obligation on The New Chrysler Corporation to turn itself around. For the sake of all those people with a direct stake in Chrysler.

And for the benefit of all Americans.

## **The New Chrysler Corporation**

The New Chrysler Corporation is a fifty-four year old company with a new lease on life. With the best of its traditions, its accomplishments, its capacities, and its engineering intact.

It is a new management.

It is a dedicated work force.

It is a new product plan designed to provide more and more fuel efficient cars for an energy short America.

It is a new company determined to beat the competition on the basics. Better cars. Better backed. Better serviced. As a matter of fact, we have improved the quality of our delivered products by 32 percent in just the last twelve months.

**You can stop worrying about  
Chrysler parts and service  
right now. The New Chrysler  
Corporation is in business to stay.**

Chrysler has the most complete parts order system in the industry. And Chrysler backs that with the best automotive parts delivery system. With the best record for on-time deliveries.

Relative to our size, Chrysler operates the most extensive technical training program in the industry.

Chrysler is the only car company in America that offers a 5-year 50-thousand-mile extended service plan. Right now.



**The New Chrysler Corporation is offering America's gas engine mileage leaders. Right now.**

Plymouth Champ and Dodge Colt hatchbacks with standard 4-speed stick and front-wheel drive are America's gas engine mileage leaders.

The Dodge Omni and Plymouth Horizon are America's first front-wheel drive small family cars.

The Plymouth TC3 and Dodge 024 are America's first front-wheel drive sport coupes.

Chrysler has four of the top ten mileage cars. GM and Ford have none.

The New Chrysler Corporation is working day and night so America can stop waiting for high mileage cars. And start driving.

Right now.

**The New Chrysler Corporation is offering America more value right now. The only 6 passenger cars for under \$5000.**

Dodge Aspen and Plymouth Volare' are the only 6 passenger cars in America for under \$5000. That's more than \$800 less than the nearest competitive 6 passenger car. That's more value for your money than you can get from anybody else. More than GM. More than Ford. More than anybody.

And we're not talking about stripped down cars. But Aspens and Volare's with automatic transmissions, power steering, white side-wall radials and a lot more.

What we're talking about is more value for your money. From The New Chrysler Corporation. Right now.

**The New Chrysler Corporation has more new cars than anyone else. Right now.**

The New Chrysler Corporation introduced not one, not two, not three, but four new car lines in October, 1979.

An all new, smaller, but still luxuriously styled Cordoba. A new line of Chrysler LeBarons and Dodge Diplomats for those of you who want a smaller car that still has the feel and ride of your old big car. And an all-new personal car, Dodge Mirada.

More new cars. Right now.

**Chrysler has sold more front-wheel drive cars than GM. More than Ford. Even Datsun and Toyota.**

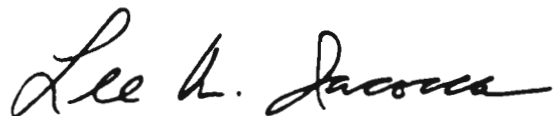
Chrysler introduced front-wheel drive to American small cars two model years ahead of the GM X cars.

And Chrysler is planning to be America's first all front-wheel drive automobile company.

The New Chrysler Corporation must make it in the marketplace. And we must make it against whatever odds.

America has given The New Chrysler Corporation breathing space.

Now watch us go.



---

Lee A. Iacocca  
Chairman, The New Chrysler Corporation

Let's read it.

**I pledge allegiance to  
the flag of the United  
States of America and  
to the Republic for  
which it stands, one  
Nation under God, in-  
divisible, with liberty  
and justice for all.**

Pledge of Allegiance



Let's work for it.

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WEHT-TV    WREX-TV    KODE-TV    KODE    WQPO    WSVL  
Evansville (Blair)    Rockford (HR)    Joplin (HR)    Joplin (P/M)    Harrisonburg (P/M)    Harrisonburg (P/M)

WESTERN OHIO CABLEVISION



CUMBERLAND VALLEY CABLEVISION

# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

expansion program and, later, secured \$120 million in long-term financing for its cable ventures in September. The company currently has cable systems serving more than 325,000 subscribers in 16 states. In 1978, cable accounted for about 18% or \$26.5 million of revenues and 17% or \$6.5 million of operating profits. The broadcast stations, by comparison, represented 79% or \$118.4 million of revenues and 91% or \$35.7 million of profits, with most of both revenues and profits presumably from TV. Other broadcast-related businesses, chiefly the Storer Television Sales subsidiary, yielded about 3% or \$4.8 million of revenues and almost 5% or \$1.9 million of operating profits.

Storer's television stations are WAGA-TV Atlanta, WSBK-TV Boston, WJKW-TV Cleveland, WJBK-TV Detroit, WITI-TV Milwaukee, KCST-TV San Diego and WSPD-TV Toledo, Ohio. The company's sale of WSPD(AM) Toledo to Wood Broadcasting for \$3.3 million was approved by the FCC in November 1979. Still awaiting FCC action are its sales of WGBS(AM)-WLYF(FM) Miami and WHN(AM) New York.

61

**Taft Broadcasting Co.** □ *Charles S. Mechem Jr., chairman; Dudley S. Taft, president.*

Taft has pursued an active acquisition program in recent years. In its fiscal year ended March 31, 1979, almost half of its revenues derived from broadcasting; about one-fourth from its TV and motion picture production and distribution operations and almost one-fourth from its amusement parks. The broadcasting and production/distribution shares are likely to grow significantly. In April, the company bought 81% interest in QM Productions, a leading production company with a film library containing over 1,000 hours of prime-time programming, for \$12 million, and in September Taft acquired Worldvision Enterprises, said to be the world's largest privately owned TV distribution company, in a stock deal valued at \$14.2 million. The Worldvision purchase strengthened Taft's position in international as well as domestic television sales, providing nine overseas offices as well as four in the U.S. In broadcasting, it consummated its \$15.5 million purchase of WDCA-TV Washington in August (although that acquisition is being opposed in court) and, earlier, bought WDAE-FM Tampa, Fla., for \$5.5 million to go with WYNE(FM) St. Petersburg, which it acquired in September 1978 for \$2 million.

Taft also announced plans for expansion of its amusement park interest by building, as 75% owner in a partnership with the Great-West Life Assurance Co. of Canada, a major regional theme park in Toronto, at a total investment of \$105.8 million (Canadian). The park, "Canada's Wonderland," is scheduled to open in 1981. The company's existing parks are Kings Island, a wholly owned subsidiary near Cincinnati, and three in which it is in partnership with the Kroger Co.: Kings Dominion, near Richmond, Va.; Carowinds, near Charlotte, N.C.; and Hanna-Barbera's Marineland, which opened under Taft management in May 1978.

The Taft stations are WBRC-TV Birmingham, Ala.; WGR-AM-TV and WGRQ(FM) Buffalo, N.Y.; WKRC-AM-TV and WKRG(FM) Cincinnati; WTVN-AM-TV and WLWQ(FM) Columbus, Ohio; WDAF-AM-TV and KYYS(FM) Kansas City, Mo.; WTAJ-TV Philadelphia; KQV(AM)-WDVE(FM) Pittsburgh; WDAE(AM)-WYNE(FM) Tampa-St. Petersburg and WDCA-TV Washington.

Taft's production/distribution operations, in addition to the Worldvision and QM acquisitions, include Hanna-Barbera Productions; Hanna-Barbera Enterprises; Taft, H-B Program Sales; Solow Production Co.; Cinemobile Systems and the Sy Fischer Co. Other Taft in-

terests include Kings Island Inn, Kings Island Real Estate Co., Jack Nicklaus Golf Center (a partnership), Taft Travel Agency and operation of the College Football Hall of Fame.

Taft reported a 17.6% gain in net earnings on a 23.54% rise in revenues in the 12 months ended Sept. 30, 1979. Earnings were \$24,399,000; revenues \$194,866,000. Earnings per share were \$3.40.

69

**Technical Operations Inc.** □ *C. Vincent Vap-pi, chairman; Marvin G. Schorr, president.*

Technical Operations, based in Boston, has three groups: a construction business, operating in the Northeast and Rocky Mountain area; the technology group, which makes solid state controls for electric vehicles; nondestructive nuclear testing radiation monitoring equipment, and the broadcasting group, McCormick Communications (of which Tech Ops owns 80%). Although the construction group provides Tech Ops with most of its revenues, the broadcasting group continues to grow, and last year, it bought WFOG-AM-FM Norfolk-Suffolk, Va. It also owns WLKW-AM-FM Providence, R.I., and WJYE(FM) Buffalo, N.Y. Tech Ops reports it is actively looking to acquire additional broadcasting properties.

Last year, the company's revenues were up 48.3%, from \$92,017,000 to \$136,508,000. Net earnings were also up: 95.7%, from \$949,000 to \$1,858,000.

29

**Tektronix Inc.** □ *Howard Vollum, chairman; Earl Wantland, president and chief executive.*

This manufacturer of sophisticated electronic equipment had its last decline in earnings or sales in 1971. Since then, it's been steadily reporting increases. This year was no exception. Revenues were up 31.1% to \$835,554,000 from the year earlier total of \$637,324,000. It posted earnings of \$81,475,000, up 38% from the previous figure of \$59,052,000. Per share earnings rose from \$3.31 last year to \$4.51, a 36.3% rise.

The company has two major divisions—test and measurement products and information display equipment. Test and measurement sales account for about 78% of the company's total sales and includes oscilloscopes, plug-in instrument systems, spectrum analyzers, pulse generators, amplifiers, logic analyzers, cable testers, power supplies, probes, attenuators and waveform cameras. For the television industry, the group makes waveform and picture monitors, signal generators and vectorscopes for testing and displaying the quality of video transmissions.

The information display group, which contributed approximately 22% of the firm's net sales, manufactures graphic computer systems utilizing CRT's, microprocessors and keyboards. This division also includes the Grass Valley Group, which makes television routing switchers and special effects systems for TV production.

83

**Tele-Communications Inc.** □ *Bob Magness, chairman; John C. Malone, president and chief operating officer.*

TCI Inc. has two major business concerns. Its cable TV business, Community Tele-Communications Inc. (CTCI) and its microwave division, Western Tele-Communications Inc. (WTCI). For the past several years, including 1979, the cable division has accounted for 90% of revenues while microwave accounted for the remaining 10%.

In the first quarter of 1979 TCI consolidated its TV cable affiliate, Athena Communications Corp., which accounts for the extraordinary 649% increase in net earnings from 1978 to

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

# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

1979. Athena sold some 543,300 shares (out of a total 765,000 shares owned) of Resorts International, an Atlantic City, N.J., casino operator, yielding net proceeds in excess of \$20 million. Revenues for the four quarters ended September 1979 were \$83,321,000, up 30.9% from the same period last year. Basic cable subscriptions increased 14.3% from 700,000 in 1978 to 800,000 in 1979.

The microwave division operates 16,000 miles of microwave communication. WTCI's revenues come mainly from cable TV outfits (including CTCI) and network broadcasters.

## 65

**Teleprompter Corp.** □ *Jack Kent Cooke, chairman and chief executive; Russell Karp, president and chief operating officer.*

Teleprompter Corp. is the nation's largest cable television company with about 1,200,000 subscribers to 114 systems in 32 states. Teleprompter also owns Muzak, which supplies background music to commercial and industrial establishments, and Filimation Associates, a major supplier of children's TV programming. Revenues for the twelve months ended Sept. 30 were \$165,686,000, up 15.8% from \$143,092,000 a year earlier. Net income also increased to \$12,056,000, from \$10,981,000.

Teleprompter used all of its outstanding debt to finance the expansion of its cable television operations, especially its 50% owned Manhattan and Los Angeles systems. It believes the Los Angeles system will become profitable this year, but says the Manhattan system needs additional subscribers and rate adjustments and profits are not expected in the near future.

Besides the partly-owned systems in Manhattan and Los Angeles, Teleprompter has systems in cities such as Mobile, Ala.; Oakland, Calif.; St. Petersburg, Fla.; Duluth, Minn.; Reno; Seattle, and El Paso, Tex. Through its company-owned operations and franchises, Muzak serves all major cities in the United States and Canada and more than 100 cities throughout the world. Filimation supplies CBS with its *Fat Albert* series and NBC with *Flash Gordon*.

In the past year, Teleprompter acquired a 50% interest in Viacom's Showtime, the nation's second largest pay cable programming network.

## 58

**J. Walter Thompson Co.** □ *Don Johnston, chairman and chief executive; Wayne Fickinger, president and chief operating officer.*

J. Walter Thompson Co. continues as America's largest advertising agency on a worldwide basis with revenues of \$242,597,000 in the year ended September 1979, 12.4% higher than a year earlier. Earnings were up 6% to \$12,820,000.

In the past year it has acquired an agency in Britain and others in Holland and Singapore. Its expansion plans include the U.S. too: in September JWT entered into an agreement to buy World Wide Agency Inc., said to be the largest recruitment advertising agency with 1979 billings estimated at more than \$70 million. The transaction is expected to be completed this month.

A significant personnel change was made in December when Wayne Fickinger was advanced from president and chief operating officer of North American operations for JWT to president and chief operating officer worldwide.

JWT is regarded as runner-up only to Young & Rubicam in domestic billings and in TV-radio billings. In 1978 it reported broadcast billings of \$495.1 million from a host of accounts, including National Airlines, Goodyear Tire & Rubber,

Schlitz Brewing, Pepsi-Cola (various brands), Ford Motor, Seven-Up, Burger King, Quaker Oats, Sears Roebuck and Gillette.

## 7

**3M Co.** □ *Raymond H. Herzog, chairman; Lewis W. Lehr, vice chairman and chief executive officer.*

This diversified company has nine major product divisions that produced sales of \$5,261,745,000, up 17.4% from the year earlier. Earnings totaled \$635,225,000, a 21% gain and per share earnings rose 20.2% to \$5.42.

The recording materials division manufactures a broad range of magnetic audio and video recording tape for commercial broadcasting and home markets as well as disks and cartridges for computer applications and is developing recording systems using digital audio technology. The division contributes about 9% of the company's total sales.

3M's other divisions include abrasives, adhesives, building services and chemicals; advertising services and protective products; business products; consumer products, electrical products; health care products and services; photographic, printing, industrial graphics and static control systems.

## 16

**Time Inc.** □ *Andrew Heiskell, chairman and chief executive; James R. Shepley, president and chief operating officer.*

Time Inc. revenues jumped substantially—52.9%—this year over the comparable year-ago period, due in part to the added sales generated through the acquisition of American Television & Communications Corp., a major cable MSO, and to the increased fortunes of Home Box Office, a pay-cable program operation. But the purchase of ATC, in November 1978, also worked to hold the earnings increase down to 15.2% for the same period. Time revenues for the year ended Sept. 30 were \$2,329,075,000 (\$1,523,100,000 the year before) and profits were \$137,887,000 (\$119,643,000 year before).

The bulk of Time business is in media—book and magazine publishing, over-the-air television (WOTV Grand Rapids, Mich.), cable television, TV production and pay-cable programming. In the past year, the firm also made an attempt to enter the subscription-TV market through a 50% purchase of WSNs Chicago, a pay-TV facility, but backed out of the deal when regulatory complications set in. Time says, however, that it "will continue to pursue other interests in over-the-air subscription TV." Time is also heavily involved in "forest products," producing paper, building products and containers and container board.

## 20

**Times Mirror Co.** □ *Franklin D. Murphy, chairman and chief executive; Otis Chandler, vice chairman.*

The Times Mirror Co. has been known mainly for its newspapers—its principal and original one is the *Los Angeles Times*—but it has been diversifying since 1948, when it acquired part ownership of a paper company. Today, it has substantial interests in newsprint, information services, cablevision and television. And its television interests—which now include KDFW-TV Dallas-Fort Worth and KTBC-TV Austin, all Texas—will include five more stations if the FCC approves Times Mirror's purchase of the properties from Newhouse Broadcasting Corp. for \$82,300,000. The stations are WAPI-TV Birmingham, Ala.; KTVI(TV) St. Louis; WSYR-TV Syracuse, N.Y.; WSYE-TV Elmira, N.Y.; a satellite of WSYR-TV; and WTPA-TV Harrisburg, Pa. Overall, Times Mirror reported revenues of \$1,566,266,000 for the four quarters ending Oct. 7, 1979, and net earnings of \$157,159,000. The

comparable figures for the preceding year were \$1,378,210,000 and \$120,055,000.

## 9

**Transamerica Corp.** □ *John R. Beckett, chief executive and chairman; James R. Harvey, president.*

United Artists Corp. may be one of the leading entertainment companies in the country but its revenues and earnings represent only a minority share of its parent's gross.

It is part of Transamerica Corp., first and foremost an insurance company through Occidental Life and other subsidiaries. The conglomerate also is involved in lending; real estate services; travel (Transamerica Airlines and Budget Rent a Car); computer business services; manufacturing (Transamerica Delaval energy products), and equipment leasing (Transamerica Interway).

The United Artists subsidiary primarily is known for its worldwide theatrical film distribution. Films in 1979 included "Manhattan," "Hair," "Moonraker," "Rocky II" and "Apocalypse Now," among others.

UA also licenses films for television and syndicates programs. Among its syndicated offerings last year was a *Pink Panther* series. Other UA activities include pay-cable film licensing, merchandise licensing and music publishing.

With the sale of WRIC-TV Ponce, P.R., in January 1979, UA was out of the broadcasting business. It previously sold its only other broadcast properties: WUAB(TV) Lorain, Ohio, and WWSH(FM) Philadelphia.

Transamerica's third quarter 1979 (the most recent accounted) was the company's best ever, with consolidated net income at \$65,453,000. United Artists, however, for the quarter and nine month earnings were said to be "down somewhat from last year's record due to increased production, promotion and interest costs."

Transamerica Corp., in its latest annual report, said that its outlook "is positive. We are stronger financially than we have ever been." For four quarters through Sept. 30, that strength meant revenues were up 13.2% to \$3.9 billion; net earnings rose 13.9% to \$231.5 million, and earnings per share were \$3.52.

## 93

**Turner Broadcasting System Inc.** □ *R.E. (Ted) Turner, chairman and president.*

The former Turner Communications Corp. is now Turner Broadcasting System, with the call letters of the well known superstation WTCG(TV) Atlanta, changed to WTBS(TV). The company is "firmly committed to the future of cable television," and is making substantial investments in that area. WTBS is now available for viewing in approximately 5 million homes—more than twice the number of a year ago. The Cable News Network, scheduled to begin programming June 1, will offer 24-hour news coverage. More than 80 systems have already signed up for the service, and Bristol-Myers has made a 10-year, \$25-million advertising commitment.

With the sale of its WRET-TV Charlotte, N.C., which is expected to close next year, Turner's remaining broadcast property is WTBS. Although revenues and earnings for WTBS are up since last year, the company's over-all net earnings were down, with a reported loss of \$2,173,000. The decrease in earnings was attributed to a poor season for the Atlanta Braves, the company's baseball team, and a loss recorded by its professional soccer team, the Atlanta Chiefs. Turner's other sports interest is the Atlanta Hawks basketball team.

## 36

**20th Century-Fox Film Corp.** □ *Dennis C. Stanfill, chairman and chief executive officer; Alan J. Hirschfield, vice chairman and chief operating officer.*

For the four quarters ending Sept. 29, Fox's

revenues have managed to stay 6% above the record-breaking period of a year before, but earnings, reflecting the absence of any substantial profit-making theatrical release, are 16% below where they were last year. And within the last year, Fox has had noticeable problems in its executive offices—especially the much publicized departure of Alan Ladd Jr. and two other executives from the company's feature film division.

Within the past year, major films to come out of the Fox studio have included "Alien" and "Breaking Away." Over the summer Fox rereleased "Star Wars"—the most successful film ever made in the U.S.

As a major supplier of programming for network and syndicated television, Fox estimates that it will receive approximately \$62 million in revenues and \$36 million in pretax profits from its licensing agreements with CBS-TV and NBC-TV and the syndication of its hit series, *M\*A\*S\*H*, in fiscal 1979. The television division also placed Fox's second network series on CBS this year with *Trapper John, M.D.* Television programs contribute approximately 13% of total corporate revenues.

Fox is also a major television broadcaster with KMSP-TV Minneapolis, KTVX(TV) Salt Lake City and KMOL-TV San Antonio, Tex.—all operated by Fox's United Television Inc. subsidiary. The three VHF stations contribute approximately 5% of the corporation's revenues.

The corporation's film processing division, Deluxe General Laboratories, contributes approximately 3% of total revenues. The record and music publishing division contributes approximately 1% (although registering a \$605,000 loss for the nine months ending Sept. 29).

Other Fox subsidiaries include its international theaters division, Coca-Cola Bottling Midwest, Aspen Skiing Corp. and Pebble Beach Corp.

## 91

**UA Columbia Cablevision Inc.** □ *Robert M. Rosencrans, chief executive and president.*

UA Columbia has remained solidly in the cable television industry since its founding in 1962. It serves 126 communities in 15 states, reaching over 300,000 homes. Although basic cable service is the company's primary thrust, pay cable is its profitable ancillary.

Gross revenues for the 12 months ended Sept. 30, were \$40,045,000, up 37% from a year earlier, yielding a net income of \$4,175,000, up 27% from 1978. The rise is attributed to the increase in both basic and pay cable subscribers. UA Columbia subscribers total 301,273, up from 250,325 a year ago. Pay subscribers account for 152,000 of the total up from 85,000.

Much of the effort in 1979 was devoted to expanding its franchises in northern and western New Jersey and Westchester county, N.Y. UA Columbia recently acquired a franchise in San Antonio, Tex., and hopes to generate 45,000 subscribers for this coming year. It will also increase its satellite distribution of sports and children's programming.

## 94

**United Cable Television Corp.** □ *Van Irvine, chairman; Gene W. Schneider, president and chief executive officer.*

United Cable, as one of the larger cable multiple system operators, reflects the health of the business in its corporate balance sheet. For the four quarters ending August 1979, the company reported revenues of \$34,541,000, an increase of 57% or \$12,543,000 over a comparable period a year earlier. And the increase in earnings was even more dramatic, jumping 92%—from \$2,404,000 to \$4,616,000—over the same periods.

As of October 1979, United Cable was

operating 30 systems, serving 277,000 basic subscribers and 115,000 premium customers. (The systems pass 505,000 homes.) At that time the company was also in the process of building systems in Boise, Idaho; Lincoln Park, Mich., and Bellevue, Neb. According to Mark Van Loucks, vice president of marketing, the company has no other franchises, but is seeking more. Loucks said that the company has submitted franchise proposals for Omaha, Neb., and a number of Chicago suburbs. Loucks said the company is interested in many other markets, but wouldn't say where because of competitive reasons.

As far as diversification is concerned, United Cable is strictly cable. It has, however, made plans to enter a related business—subscription television. To that end, it has applied for stations in Atlanta, Indianapolis, New Orleans and San Antonio, Tex.

## 40

**Varian Associates** □ *Edward K. Ginzton, chairman; Norman F. Parker, president and chief executive officer.*

Varian's five product groups posted combined revenues of \$493,021,000—25.1% greater than the \$394,255,000 a year before. However, net earnings for the year dipped 29.2% to \$8,581,000 from \$12,112,000 due primarily to a \$10.2 million loss from discontinued operations in the quarter ended Dec. 29, 1978. Per share earnings figured out to \$1.13, down 29.9% from the \$1.61 posted a year earlier.

The company includes, in addition to international operations, the following groups: Electron Devices, Industrial Equipment, Instruments, Medical and Information Systems. Two of these, the Electron Devices group and the Information Systems group, are of particular interest to the broadcasting industry; they produce vacuum tubes, magnetic components, solid state devices and subsystems used to power satellite communications, broadcast and point-to-point communications.

## 80

**Viacom International Inc.** □ *Ralph M. Baruch, chairman and chief executive officer; Terrence A. Elkes, president.*

Viacom International has had record revenues and earnings for seven consecutive years through 1978. And strong growth continues. Revenues, for the 12 months through Sept. 29, grew 34.7% to \$100.1 million, with net earnings up 69.3% to \$10.8 million. Earnings per share were \$2.24.

For the first nine months of 1979, close to two-thirds of Viacom International's record revenues (\$77,259,000) came from the cable industry and another third was from program distribution. The remaining contributor, about 5.6%, was from broadcasting and the ownership of WVT(TV) New Britain, Conn.

A fourth quarter development, however, should change that percentage dramatically. From single-station owner, Viacom became a group broadcaster, with FCC approval of the merger of Sonderling Broadcasting into Viacom. For about \$32 million, Viacom now controls WMZQ(FM) Washington; WWRL(AM)-WRVR(FM) New York; WDIA(AM)-WQUD(FM) Memphis; KIKK(AM) Pasadena, Tex.; KIKK(FM) Houston; KDIA(AM) Oakland, Calif., and WAST(TV) Albany, N.Y., as well. It also gained Bernard Howard Co., a radio rep firm.

On the television syndication side, Viacom Enterprises is a leading distributor with such titles as *Family Feud*, *Mary Tyler Moore*, *Bob Neuhart*, *Price is Right*, *\$25,000 Pyramid*, among others. Internationally, among the offerings, for example, are *Lou Grant* and *Hawaii Five-0*. There are also feature films. The compa-

ny also has been branching out into production with such properties as the co-produced award-winning ABC Movie "A Question of Love" and the ill-fated *Lazarus Syndrome* on ABC.

A heavy revenue contributor has been *All in the Family*, the Tandem Production that Viacom has rights to distribute. Viacom has claimed \$87 million in gross sales for 207 episodes and claims it is the highest bulk amount for a comedy series.

For pay-cable programming, there's Showtime, started by Viacom but as of Jan. 1, 1979, a joint venture between Viacom and Teleprompter Corp. Teleprompter purchased a 50% interest for \$3 million (which can be raised as high as \$5 million depending on subscriber levels within three years).

Viacom-owned cable systems serve about 400,000 basic subscribers.

## 19

**Warner Communications Inc.** □ *Stephen J. Ross, chairman and chief executive officer; Jay Emmett, Emanuel Gerard and David H. Horowitz, office of the president.*

Warner Communications Inc. says its "primary product is creativity," a commodity that has been paying off. For the four quarters through Sept. 30, 1979, WCI had revenues of \$1.6 billion and net earnings of \$102.9 million, up 26.2% and 29.5% respectively. Earnings per share were \$5.16.

Warner Communications' chief revenue source is recorded music and music publishing but this conglomerate also engages in film and television distribution; sales of motion-picture camera equipment; book and magazine publishing and distribution; cable television; toys and electronic games, and fragrances.

On the television side, it is responsible for network series, miniseries and specials, among them: *Alice*, *Roots* and *The Corn is Green*. In 1979, new Warner offerings included *Dukes of Hazzard*, *Young Maverick* and *California Fever*. Syndication of programs and films to TV is handled by Warner Bros. Television Distribution which distributes titles ranging from *Kung Fu* to *The Waltons*.

Warner Cable Corp., the fourth largest in the country with about 575,750 subscribers and a leading multiple system operator, gave birth to the two-way Qube experiment in Columbus, Ohio, and has been working to bring it elsewhere. A Houston franchise already has been won and Warner Cable has applied to wire three New York boroughs.

American Express has signed an agreement with Warner to buy a half interest in its cable subsidiary for \$175 million in cash and short term notes. The deal was officially consummated in late December.

Warner also is beefing up its pay-TV program distribution. Its Movie Channel (formerly Star Channel) has about 175,000 subscribers, mostly in Warner systems. Warner has formed a new subsidiary which is aiming at boosting Movie Channel sales outside its own systems, as well as starting new services.

## 32

**The Washington Post Co.** □ *Katharine Graham, chairman and chief executive; Mark J. Meagher, president and chief operating officer.*

Revenues for the Washington Post Co. in the last year leaped nearly 40%, while income increase was held to only 2.6%. Earnings per share were \$3.01.

Accounting for the disparity between the large revenue jump and the small climb in profits were the costs of a test issue of a new magazine, *Inside Sports*, and other increased publishing expenses. Also, in the previous year, profits were boosted with the \$4.3 million sale

# The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

of the Post's WTOP(AM) Washington. But the Post's remaining broadcast operation, four VHF television stations—WDIV Detroit, WPLG Miami, WFSB-TV Hartford, Conn., and WJXT Jacksonville, Fla., reported continued increased sales and profits for the year.

The Post's publishing businesses—principally *The Washington Post*, *The Trenton* (N.J.) *Times*, *The Everette* (Wash.) *Herald* and *Newsweek* magazine—are the company's principal revenue producers.

## 33

**Western Union Corp.** □ *Robert M. Flanagan, chairman and chief executive officer; Earl D. Hilburn, president.*

Although Western Union comprises several subsidiaries, by far the most important in terms of services and revenues is the Western Union Telegraph Co. In its 129th year, the telegraph company provides a variety of communication services for both the business and consumer markets. Those services include teletypewriter (Telex and TWX), Mailgrams, telegrams, money orders and leased communications systems for transmission of data, facsimile and radio and television signals.

Revenues for the year rose 14.1% over the previous one, from \$608,769,000 to \$694,729,000, but earnings were off 81.9% due to a "write down" of over \$20 million in the quarter ending September 1979 following the dissolution of Telegraph Data Services subsidiary. Reported earnings for the year were \$10,029,000 or \$.06 per share as compared to \$56,688,000 or \$2.56 per share a year earlier.

A growing portion of all of the corporation's communications traffic is moving through its growing Westar satellite system. Westar III was launched in August to complement Westar I and II. And plans call for the launch of Westar IV in late 1981 or early 1982 and an "Advanced Westar" sometime in 1983. To help finance the satellite growth, Western Union has agreed to share its Westar system and Advanced Westar with Continental Telephone, Atlanta, and Fairchild Industries, Germantown, Md., in exchange for as much as \$100 million in cash (BROADCASTING, Nov. 5, 1979).

## 4

**Westinghouse Electric Corp.** □ *Robert E. Kirby, chairman; Donald H. McGannon, chairman, Westinghouse Broadcasting Co.; Daniel L. Ritchie, president and chief executive officer, Westinghouse Broadcasting.*

The twelve months ending in September saw a substantial earnings decline at Westinghouse, due to hefty out-of-court settlements of litigation in which utility companies charged Westinghouse with failure to fulfill uranium supply contracts. The settlements are counted against earnings as extraordinary losses. Earnings dropped 48.5% to \$118,100,000 from \$229,438,000, while revenues over the period were up 8.1% to \$7,074,200,000 from \$6,543,464,000. Earnings per share were down 17% to \$1.36.

Westinghouse Electric Corp. is an industrial giant that in one sense just happens to own one of the more prestigious broadcasting outfits, Westinghouse Broadcasting Co. The five major market television and seven radio stations that make up the group along with Group W Produc-

tions and some cable systems are dwarfed by the vast bulk of the multi-billion dollar parent corporation. Westinghouse operations are divided among four companies: Industry Products Company, Power Systems Company, Public Systems Company and the broadcasting wing. The products of the three manufacturing units range from nuclear power plants to Longines-Wittnauer watches, and from airport people movers to transport refrigeration units.

The broadcast stations currently owned by Westinghouse are WJZ-TV Baltimore; WBZ-AM-FM-TV Boston; WIND(AM) Chicago, WOWO(AM) Fort Wayne, Ind.; KFWB(AM) Los Angeles, WINS(AM) New York; KYW-AM-TV Philadelphia; KDKA-AM-FM-TV Pittsburgh and KPX(TV) San Francisco. In addition, during 1979 Westinghouse agreed to pay Ted Turner \$20 million for his WRET-TV Charlotte, N.C. (then the highest price ever paid for a single UHF), to pay Taft Broadcasting \$6.1 million for KODA-FM Houston (less the \$1.1 million Taft is getting for the AM twin, plus \$700,000 for a consultancy agreement for Paul Taft), and give Metroplex Communications of Texas \$7 million for KOAX(FM) Dallas. All three actions are pending before the FCC.

The eight Westinghouse cable systems serve 60,000 subscribers in communities in Florida, Georgia and New York.

Group W Productions' output includes *The Mike Douglas Show*, billed as the longest running and most successful daytime talk/variety show in syndication, and the critically acclaimed *PM Magazine*. The unit is now headquartered in Los Angeles.

## 52

**Wometco Enterprises** □ *Mitchell Wolfson, chairman and president.*

The newest of Wometco's major operating divisions, subscription TV/cable television includes 27 systems serving 80 communities and Wometco Home Theatre (over-the-air subscription television). As of Sept. 20, Wometco's cable subscribers totaled 95,000 and its pay cable-TV subscribers totaled some 41,000.

The STV service is offered on the Wometco-owned WWHT Newark, N.J. and during 1979 arrangements were made for the service to be offered in 1980 on stations in the Baltimore and Philadelphia areas (BROADCASTING, April 30, 1979, et seq.). Wometco also hopes to have its services utilized in San Francisco and Chicago by companies seeking TV facilities there.

In Wometco's broadcasting division are WTUV(TV) Miami; WLOS-FM-TV Asheville, N.C.; Greenville and Spartanburg, S.C.; WZZM-TV Grand Rapids-Muskegon-Kalamazoo, Mich.; KVOS-TV Bellingham, Wash., and WWHT, which the company describes as the home of its over-the-air pay-TV service (WHT).

Wometco's soft-drink bottling division includes operations as one of the nation's largest publicly owned Coca-Cola bottlers as well as franchises for Seven-Up, Dr. Pepper, Schweppes, Canada Dry and some private labels.

The vending division provides vending and food services in nine states, the District of Columbia, Puerto Rico and the Bahamas.

Wometco's entertainment division is split into two parts. One part has motion-picture theaters in Florida, Alaska, Puerto Rico, the Dominican Republic, the Bahamas and the Virgin Islands. Additionally, there is a 50% interest in ADWO, a major independent film distribution company in Central and South America. The other part of the entertainment division is tourist attractions with three operations in Florida and a wax museum in Tokyo.

In the 52 weeks that ended Sept. 9, 1979, Wometco had net earnings of \$19,060,000 on revenues of \$297,874,000. In the preceding 52 weeks, there were net earnings of \$16,641,000 on revenues of \$261,706,000.

## 88

**Wrather Corp.** □ *Jack Wrather, chairman and president.*

Wrather's film operations—which include distribution of syndicated television series *Lassie*, *The Lone Ranger* and *Sargeant Preston of the Yukon*—account for approximately 11% of the corporation's total revenues. Wrather also owns approximately 10% of Teleprompter Corp., the New York-based cable television company.

In January the company formed Wrather Entertainment International to produce new theatrical as well as television products. The company has reached an agreement with Home Box Office Inc. to run its 1978 production, "The Magic of Lassie," on the pay-cable network, and will begin production in February of a new "Lone Ranger" feature in association with ATV/ITV Entertainment of Great Britain.

The company's principal area of business (approximately 86% of total revenues), however, is its hotel division, which operates the 500-room Inn at the Park and the 1,400-room Disneyland hotel, both in Anaheim, Calif.

Major expansion of the Disneyland hotel and the company's production of the "Lassie" film contributed to losses incurred during the fourth quarter of 1978 and the first of 1979. For the quarters ending Sept. 30, Wrather had revenues of approximately \$49 million but logged an operating loss of just over \$1 million.

The corporation also has extensive oil and gas exploration interests in Texas and Louisiana.

## 23

**Zenith Corp.** □ *Joseph S. Wright, chairman and chief executive; R. W. Kluckman, president.*

Zenith Corp. seems to be rebounding slightly from four or five years of what the company called "very disappointing" financial returns. Revenues were up 6.5% from \$967 million in 1978 to \$1,030,600,000, in the year ended Sept. 30, 1979. Net earnings were up 14.6% from \$18.4 million in 1978 to \$21.1 million in 1979. Although profits are down from the early 1970's, Zenith still retains its position as the number-one producer of television sets in the United States.

In the first quarter of this year, John Nevin, the company's then chairman, restated the company's position that the declining performance of Zenith and the domestic television set-manufacturing industry as a whole is due in large part to the continued "dumping" of Japanese made television receivers into the U.S. domestic market, and the failure of the Federal government to enforce effectively the current trade laws prohibiting such practices.

Zenith introduced several new products in 1979. The new "Video Director," a video cassette recorder which has up to five hours of recording/playback time, was introduced last summer. Another new Zenith product on the market this year is a microprocessor based remote control tuning system that selects any UHF, VHF, mid- or super-band cable TV channel.

Zenith is also breaking into the STV and cable-decoder manufacturing markets. A contract has been negotiated with Time-Life subsidiary American Television & Communications to produce STV decoders, with delivery to begin next spring.

The major acquisition of the year for Zenith was the purchase of Heath Business from Schlumberger Ltd. for \$64.5 million. Heath is a leading manufacturer and marketer of "build it yourself" electronics kits. It has also begun marketing pre-assembled small computer systems, video display and terminal equipment for use in small businesses and homes. Heath's sales for each of the last three years have topped \$80 million. The purchase reflects a growing interest on the part of Zenith in consumer electronics outside the broadcasting field.

## UCC takes FCC to court over FOI refusal

**Church group accuses commission of withholding information in radio deregulation proceeding**

The courts may be the next battleground in the fight for radio deregulation.

The Office of Communication of the United Church of Christ has filed suit in the U.S. Southern District Court in New York to compel the FCC to make public its studies and other data on which it based its deregulation plan. The suit was filed under the Freedom of Information Act.

The suit accuses the commission of "unlawfully" and "arbitrarily, capriciously and in a discriminatory manner" refusing to let the church unit see documents that it and the public need. "The plaintiff will be irreparably harmed," the complaint contends, "unless it has prompt access to the documents being unlawfully withheld by the defendants [the FCC and its chairman, Charles Ferris], in that it cannot adequately prepare its comments in the pending deregulation rulemaking without knowledge of the facts and analyses upon which the defendants rely."

In one case, the complaint charges, the commission "denied the existence of records" relating to its "ascertainment experiment," even though the experiment was conducted for three years and the commission admits that it is "now in the process of evaluating various methods of ascertaining the experiment's effectiveness."

The complaint cites two cases of alleged discrimination:

"(1) On May 18, 1979, the defendants released to Ms. Michele Cunningham, promptly and within 10 working days of her request, a copy of a letter dated Jan. 23, 1979, from Harold N. Leiber to Commissioner James D. Quello of the commission, whereas in their response to requests on behalf of the plaintiff . . . the defendants specifically refused to produce that letter, and (2) on or about June 19, 1979, the plaintiff was able to obtain from the White House a copy of a memorandum dated Oct. 31, 1978, issued by President Jimmy Carter to the heads of all executive departments and agencies concerning 'Strengthening Regulatory Agencies,' . . . which document the defendants had previously specifically refused to make available . . . to the plaintiff.

"The refusal . . . to make the above-de-

scribed records available to the plaintiff was clearly arbitrary and in bad faith."

The complaint said that the church unit asked the commission to make available "all records prepared, received, used or considered since June 30, 1979 (regardless of the date of preparation), by FCC commissioners and staff and which are related to consideration of possible deregulation or relaxation of regulations for broadcast licensees."

In reply, the suit continues, the commission made available a 33-page list of specific documents that it would not release. At various other times, according to the complaint, the FCC identified 82 documents that it agreed to make available, identified 21 documents that it described as "releasable" and 166 documents that were "nonreleasable" and, another time, 10 that were "releasable" and seven "nonreleasable."

The church office said that it "is informed and believes that the defendants have failed and refused to conduct an adequate and timely search of their records to identify documents requested by the plaintiff and have unlawfully refused to make available to the plaintiff records to which the plaintiff is entitled by law."

Announcing the suit, the Rev. Dr. Everett C. Parker, director of the church Office of Communication, said its purpose "is to keep the FCC from changing the rules until the courts can look at how they are going about it. The FCC claims that by freeing stations to sell as much time as they can and to program only for those who will buy, the public will somehow be better served by radio than it is now. They have not presented one shred of proof, except a spurious survey of a handful of stations.

"The FCC is a bureaucracy that is dedicated to serving the interests of broadcasters and cares not a fig for the interests of the rest of us. To save radio from becoming only a medium for huckstering, we must oppose this venality of the FCC. But it is scandalous that we must endure court costs to protect our interests from the very agency that is sworn to uphold them."

## Another STV barrier falling

In keeping with its promise to foster the growth of subscription and UHF television, the FCC waived its complement-of-four rule to allow a subscription television (STV) station to operate in Vineland, N.J.

The complement-of-four rule states that a station cannot operate a subscription television facility in a community unless the community is encompassed by the



**No. 1 in  
ROCHESTER**

**19  
RATING**

**35  
SHARE**

**25%**  
More homes  
than year-ago  
programming!

**WOKR-TV  
7:30 PM**

**THE NUMBER ONE  
ANSWER FOR ACCESS**

**GROUP W PRODUCTIONS**

INC./WESTINGHOUSE BROADCASTING COMPANY  
7800 BEVERLY BLVD. LOS ANGELES, CA 90036

**NATPE HILTON 4175**

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



**Child talk.** The *MacNeil/Lehrer Report* was host Dec. 27 to a face-off between the FCC and the National Association of Broadcasters over the children's TV issue. Arguing their respective causes were Susan Greene (l) head of the FCC's task force on children's programming, and Brenda Fox, NAB assistant general counsel. Greene, whose task force concluded that broadcasters were not living up to their responsibilities to children, said mandatory programming would give children and their parents "choices of the kinds of programming children can see in any particular time. It will also be responsible to their needs and interests..." Fox countered that the commission staff study was inconclusive and faulty. She added that broadcasters do not like the idea "of having seven politically appointed superprogramers who would decide what was proper programming for television stations all over the country."

grade A contour of four nonsubscription stations. When the FCC repealed its rule limiting one STV station to a market (BROADCASTING, Oct. 1, 1979) it instructed the staff to move toward the elimination of other regulations holding back STV, particularly the complement-of-four rule.

The staff recommendation and the FCC's unanimous vote Dec. 19 to waive the rule for Renaissance Broadcasting Corp. and allow it to operate an STV facility in Vineland are seen as moves in that direction.

Renaissance, a minority-controlled operation, asked for a waiver of the rule in order to operate STV over the facilities of WRBV(TV) Vineland, which is located within the grade A contour of only three commercial, nonsubscription television stations. Renaissance said an STV authorization was necessary to give WRBV, not yet on the air, the financial base it needs to provide local programming to Vineland and parts of southern New Jersey. It has proposed devoting 11% of its broadcast time to news and public affairs and 18% to local programming.

The FCC said that the waiver will "foster establishment of New Jersey television stations that are financially capable of providing the state with the detailed local television news coverage" the commission has found to be lacking in that state. The FCC staff is currently working toward a solution to provide additional television service to New Jersey, which does not have its own VHF station.

## Media concentration to be scrutinized by Hill subcommittee

**House small-business unit, headed by LaFalce, to examine effects on independent operations**

With Congress scheduled to resume business in two weeks, broadcasters can look forward to another series of hearings of major interest. John LaFalce (D-N.Y.), chairman of the House Small Business General Oversight Subcommittee, will be examining mass media concentration and its effect on small business, with the first day of hearings set for Jan. 21.

In announcing the hearings, LaFalce said he was concerned about the recent wave of mergers and wanted to take a look at the trend toward greater concentration of media ownership. "The possible implications for the freedom of the press are simply too strong, in my eyes, for the Congress to ignore the trend toward extinction of the independently owned and operated newspaper, television or radio station," LaFalce said. "Because many of these independent newspapers and broadcast stations are, themselves, small businesses, and because media concentration may have adverse effects upon small businesses that rely on advertising, my subcommittee will examine all aspects of this situation."

The first day of hearings will bring in

representatives of agencies with some jurisdiction over media concentration, or which have studied the matter. These agencies include the FCC, the Federal Trade Commission, the Department of Justice, the Small Business Administration, the General Accounting Office and the Department of Commerce.

No dates have yet been set, but subsequent hearings will examine key media industries and the extent of crossownership, the dimensions of the problem of media concentration and trends in key media industries.

The Senate Select Committee on Small Business held similar hearings last May.

## Ordered to divest, crossowners use different tactics

**One has sold, one plans to sell and other three continue to fight**

Of the remaining "egregious" crossowners—ordered by the FCC to divest of either a broadcast or newspaper property by next June 1—three seemed ready to fight to the end, one has thrown in the towel and one, who never really challenged the FCC divestiture order, only the deadline, has sold the offending television station.

Anniston Broadcasting Co. (WHMA-TV Anniston, Ala., and the *Anniston Star*), WALB-TV Inc. (WALB-TV Albany, Ga., and the *Albany Herald*) and Owosso Broadcasting Co. (WOAP-AM-FM Owosso, Mich., and the *Owosso Argus-Press*) have all filed petitions asking the FCC to reconsider its denial of their requests for waivers of the divestiture order (BROADCASTING, Oct. 29).

Johnson Newspaper Corp. (WWNY-TV Watertown, N.Y., and the *Watertown Daily Times*), on the other hand, has apparently despaired of being exempted from the FCC's divestiture order, and is making plans to sell not only WWNY-TV, but also its other broadcast properties, WWNY(AM) Watertown and WMSA(AM) Masena, both New York, and get out of broadcasting altogether.

And Lee Enterprises Inc. (KIMT(TV) Mason City, Iowa and the *Mason City Globe-Gazette*), which saw an earlier deal to sell KIMT to the State Record Co., Columbia, S.C., fall apart, has sold the CBS-affiliate (ch. 3) to the Daily Telegraph Printing Co. for \$9.5 million (see "Changing Hands," page 92). The deal has a touch of irony; The Daily Telegraph Printing Co. was forced to sell its WHIS-TV Bluefield, W. Va., early last year under the same divestiture order (BROADCASTING, April 23, 1979).

One of the other crossowners still hoping for an 11th-hour change of heart by the FCC, WALB-TV Inc., has also agreed to sell a television station in case the FCC stands firm. It sold WALB-TV, an NBC affiliate on ch. 10 for over \$20 million, but the company, a subsidiary of Gray Com-



munications Systems Inc., conditioned the sale on a negative outcome of its petition for reconsideration. Gray is basing its hopes for a positive outcome on the fact that an Albany doctor has purchased a construction permit for a new television station in the town with plans of putting it on the air as soon as possible. (Several of the other original 16 "egregious" crossowners have been granted waivers after new competition entered the market.)

Anniston based its petition on the assumption that a majority of the commissioners no longer feel that the divestiture order as it applies to them is valid. The belief stems from the concurring statements made by two commissioners and endorsed by two others when they granted the five an extension of the divestiture date from Jan. 1 to June 1 early last month (BROADCASTING, Dec. 10, 1979).

Owosso Broadcasting, the only crossowner whose problems arise from the ownership of radio stations alongside newspapers, is also fighting the divestiture order, but plans to be prepared for the worst. It has listed WOAP-AM-FM with Dick Shaheen, a Chicago broker. The company is, of course, entertaining all prospective buyers, but one who has the inside track is Merrill Walker, the stations' manager, who already owns a 21% interest and is eager to increase his holding. He has no ownership in the *Owosso Argus-Press*.

Action on the three petitions for reconsideration is expected some time this month. According to Roger Holberg, the FCC staffer working on the case, the first draft with the staff's recommendation—not public information—has been written. All that remains is working the draft into its final form and placing it on the FCC's agenda, he said.

## Busy days for the Carrier Bureau

**FCC is considering a number of proposals and rulemakings ranging from tariffs to accounting methods to deregulation**

The Common Carrier Bureau of the FCC is currently wrestling with a number of rulemakings and inquiries aimed at refining the tariff process—especially as it applies to AT&T—and insuring the health of the common carrier marketplace.

Two of the proceedings are addressed specifically to AT&T—a notice of inquiry, released in September, seeking to establish a manual and procedures for allocation of costs for the telephone company and a notice of inquiry and proposed rulemaking, released in October, looking to simplify AT&T tariffs and tariff revisions.

The other proceedings affect the entire common carrier industry to one degree or another. One is a notice of rulemaking, released in July 1978, looking to revise accounting procedures used by the carriers. The other is an inquiry and rulemaking, proposing to deregulate common carriers that operate in a competitive market environment.

For AT&T, like all common carriers, the matter of cost-allocation is a critical one since cost determines what rates a carrier can charge for its services. This rather simple formula is complicated by the fact that a communication facility is often shared by many different services. The problem is to assign—or allocate—to each service its proper share of the facility's total cost.

A general outline for cost allocation by AT&T was described and ordered in an

## Washington Watch

**Give us time.** California environmental groups, led by Media Access Project, have filed fairness doctrine complaint with FCC against nine California television stations, charging that outlets had carried pro-nuclear energy ads from Pacific Gas & Electric but refused counter ads.

**Backing.** Adcraft Club of Detroit has jumped on bandwagon for renomination of James Quello as FCC commissioner when his term expires this June. Donald J. Teasdale, Adcraft president and advertising manager for General Motors Corp., said "the Adcraft Club will exercise what influence we have to obtain congressional support for his renomination." Adcraft Club joins Michigan Association of Broadcasters, National Association of Educational Broadcasters, several Italo-American organizations and others in supporting Quello's renomination.

**Turned down again.** FCC has denied Northern Television Inc. stay of Dec. 4 order granting Alaskans for Better Media inspection of NTV's 1974-78 annual financial records (BROADCASTING, Dec. 10, 1979). ABM is opposing renewal of NTV's two television and three radio stations, charging that stations engaged in network clipping, extended station breaks and poor program performance.

**On to other things.** Ed Hymoff, director of communications at Corporation for Public Broadcasting, will be leaving post at end of month. Whether vacancy will be filled is uncertain; CPB restructuring calls for merging of departments.

**Applications please.** Corporation for Public Broadcasting is planning seminar for women on public radio station management in Kansas City, Mo., March 14-16. CPB will choose 20 participants for seminar; those interested should apply to Jan Lantz, CPB, Washington.



**No. 1 in  
NORFOLK**

**21  
RATING**

**36  
SHARE**

**46%**  
More homes  
than year-ago  
programming!

**WTAR-TV  
7:30 PM**

**THE NUMBER ONE  
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**NATPE HILTON 4175**

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earlier proceeding—AT&T Private Line Services (Docket 18128). The new proceeding seeks to amplify and refine that earlier order by creating a manual that provides concrete guidelines for allocating costs.

The inquiry on the private line rate structures of AT&T was prompted by what the FCC felt was an unnecessarily complex set of tariffs filed by AT&T. In the notice of inquiry, the FCC said it found that "analysis and comparison of [AT&T's] tariffs to be severely hampered by what we believe to be needless complexity, multiplicity and lack of uniformity . . . The situation has been aggravated by the inconsistent, confusing and imprecise use of the terms and definitions."

The FCC went on to say that the objective of the inquiry is "to reduce the number and complexity of tariffs and rate structures and to insure that rate-related nomenclature is used consistently."

Because of the confusion created by the AT&T tariffs, the FCC said that it is forced to conclude that the only solution is a "complete restructuring of the private line tariffs . . . including any volume discount structure."

The proceeding on establishing uniform accounting practices among the common carriers will, if successful, set up a system of accounting so that certain types of information necessary for comparing and analyzing different tariffs is readily available to the FCC.

The inquiry and rulemaking proposing to deregulate competitive common carriers would have minimal effect on AT&T with its many monopoly services, but would have great impact on common carriers in direct competition with other common carriers.

In the proceeding, the FCC proposed, among other things, eliminating the requirement that competitive carriers file extensive cost support information when they file new or revised tariffs and would allow competitive carriers to file rates on 14 days notice rather than the current requirement that they be filed between 70 and 90 days before becoming effective.

## FTC pushes antismoke ads

The Federal Trade Commission has recommended to Congress the use of federally funded advertising to educate the public to the health dangers of cigarette smoking.

In its annual cigarette report to Congress for 1978, the FTC proposed the appropriation of funds for public information campaigns conducted via the media. "Money for a mass media public information campaign would provide an effective means for communicating information on the health and other consequences of smoking," the report says.

In making this recommendation, the report notes that the appropriation to the Department of Health, Education and Welfare (since changed to exclude Education) for education about the health risk

associated with smoking has not been used for public service announcements in the media. It adds, however, that under the fairness doctrine, and while cigarette advertising on the air was still legal, broadcasters made available approximately \$50 million of time for anticigarette PSA's between 1967 and 1970.

"Since the 1970 ban on cigarette advertising in the electronic media, PSA's on the health consequences of smoking have

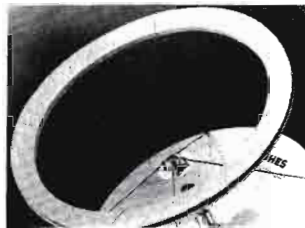
been sporadic and localized, although the cigarette industry has found other ways to effectively spend their advertising dollars," the report says. "It is generally believed that these smoking PSA's had an impact on public awareness and knowledge of the health consequences of smoking."

Although the FTC suggests a media campaign, it does not make specific recommendations on how the money should be spent.

## In Sync

**Blanking news.** National Association of Broadcasters and NBC were among first to file comments in FCC inquiry on vertical and horizontal blanking intervals. Both endorsed recommendations of special NAB subcommittee that proposed that FCC continue its current policy of nonenforcement of standards for five-year period while industry works to come up with new standards. And NAB said "best approach to blanking correction involves allocating a portion of the blanking increase to various portions of the over-all transmission systems. The implementation of this allocation system is expected to take years." NBC was particularly concerned that standards are not so strict as to make some of its vintage videotape unusable. "A large amount of program material," it said, "both news and entertainment, which now resides in the archives of stations and networks, fails to meet existing standards . . . NBC believes the public is not well served if the material cannot be used because of a failure to meet rigid specifications."

**In the northland.** FCC granted construction permits for seven "mini-TV stations" to serve remote Alaskan villages. Stations are actually translators that will use recorded material received via satellite as program source. New permittees and locations to be served: Wrangell Radio Group, Wrangell; City of Cordova, Cordova; City of Valdez, Valdez; Kodiak Public Broadcasting Corp., Kodiak; Narrows Broadcasting, Petersburg; Kotzebue Broadcasting, Kotzebue, and City of Nome, Nome. Stations, when built and authorized to broadcast, will retransmit selected programs of four Anchorage recorded off-air and relayed to stations via Satcom II. In granting applications, FCC denied petitions of Alaska Cable Television Association and cable operators serving each of communities. Noting that it had granted more than 70 similar applications, FCC said availability of cable service does not obviate need for off-air service.



**Expansions.** Hughes Aircraft Co. has displayed new expansion ring for satellite earth station antennas that company claimed will provide 1.5 db additional gain. The ring converts standard five-meter dishes to six meters and adds 43% more surface area to dish. New ring is intended to allow user flexibility of obtaining additional gain in cases of satellite or transponder changes and signal degradation. Ring fits existing five-meter Hughes dishes.

**CB worries.** Association of Maximum Service Telecasters has petitioned FCC for expedited action in its proceeding investigating television interference caused by citizens band radio. AMST, which has previously petitioned for relief in this area, said "by failing to require adequate suppression of CB harmonics, the commission has turned its back on its statutory responsibility to protect communications service against interference . . ." AMST also filed in FCC's proceeding to redefine rules governing restricted radiation and low-power communications devices. It urged FCC not to "back away" from adopting standards and procedures to "assure that electronic computing devices, such as computer and electronic games, do not cause interference to the public's television broadcast service."

**Maybe tomorrow.** Steven Lukasik, chief scientist at FCC, said that teletext now and what it can be is analogous to Wright Brothers plane and jet airplane. Lukasik, in remarks following presentation before staff of National Association of Broadcasters on how FCC should approach new technology, said teletext services he has seen in feasibility demonstrations impressed him as being "a peculiarly limited process. As a spectrum manager, it hurts me to send the same information over and over again." He said that teletext would be far more practical if it could dump information in memory that could be updated throughout day. And he added that necessary internal memories for such improvement would be available at reasonable cost within three to five years. He was also concerned about "the trade-off between how much information you can send and how long you have to wait for it [to be displayed.] Anyone who has grubbed around in a computer data bank knows he has an uphill fight if he really wants to use it," he said.

# The Media

## FCC work schedule is liberalized more

**Commission is one of agencies included in flex-time experiment**

The FCC has agreed to take part in a three-year experimental, government-wide program examining flexible work schedules.

The program, authorized by the President in September 1978 but not put into effect until October 1979, is designed to study the impact—both positive and negative—the flexible work schedule will have on: “the efficiency of government operations; service to the public; mass transportation; energy conservation; increased job opportunities, and the quality of life for individuals and families.”

The FCC program, which became effective on Jan. 1, was hammered out with the National Treasury Employees Union, which believes it to be the most flexible program in the federal government.

It differs slightly from the flexi-tour system the FCC has been using the past five years, which allows employes to come in as early as 7 a.m. or as late as 9:30 a.m. and work an eight-and-a-half hour day. The new schedule allows employes to come in as late as 10 a.m. In addition, an

employe may earn “credit hours” which can be taken as time off. For instance, an employe may work more than the required eight-and-a-half hour day—but not more than two hours per day or 16 hours per two-week pay period.

This could result in employes taking four-day work weeks, or one day off every other week. Alan McKie, FCC deputy executive director, acknowledged that the flex-time schedule will require more monitoring on the part of managers, to assure that their departments are fully staffed to meet needs that may arise. “But, the concept is that there are morale benefits and reduced absenteeism . . . and feedback on whether it is working that will be helpful,” he said. “The feedback we have received so far is favorable.”

## Fee refunds on the way

**FCC begins mailing checks; so far \$1.5 million has been returned out of total of \$32 million in requests**

Broadcasters may finally see the fee refunds due them by the FCC. The commission claims that after months of computer problems the program—to refund to all FCC licensees the license and other fees

## Intermedia

**Joining the fray.** Add Charles F. Dolan of Cablevision Systems Development Co. to list of those vying for cable franchise for New York borough of Queens (BROADCASTING, Dec. 10, 1979). Dolan, who operates systems on Long Island and in New Jersey suburbs of New York, has proposed 36 channels for \$4.50 (free installation) and also would offer 16 channels for sports, movies and performing arts and 37 institutional channels. New York originally had granted Time's Inc.'s Knickerbocker proposal which had been challenged, must now decide whether to stick with it or decide among other bidders. Boroughs of Brooklyn, Bronx and Staten Island are also up for grabs.

**Hand in hand.** McClatchy Newspapers and American Television & Communications Corp. have gotten together for purpose of applying for cable franchise for Sacramento, Calif., and Sacramento County. McClatchy, long-time broadcaster which has agreed to sell television stations in Sacramento and Fresno, and ATC, major MSO with over one million subscribers, will form Sacramento Cablevision Inc. Each will own 45% of new corporation with remaining 10% being reserved for local ownership. Chairman will be Verne B. Bonette, vice president of McClatchy and president will be Monroe M. Rifkin, chairman and president of ATC. It won't be first move into cable for McClatchy; it owns piece of Nor Cal Cablevision Inc., system serving several small California communities.

**New to roster.** Signing of two new stations as affiliates of CBS-TV, effective when they commence operations, was announced. Stations are KCWY-TV Casper, Wyo., slated to go on-air about June 1, 1980, on ch. 14, and WXVT(TV) Greenville, Miss., expected to start about Aug. 1, 1980, on ch. 15. KCWY-TV is owned by Chrysostom Corp., whose principals are area businessmen. WXVT is owned by Big River Broadcasting Co. and Melvin Caldwell, former president and general manager of KLMN(TV) Fort Smith, Ark., who will be vice president and general manager of new station.

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for which they were overcharged—is now in full swing.

The FCC has received 30,000 requests for some \$32 million in refunds to date. On Dec. 1, 1979, mass mailings of checks went out. Richard Keller, head of the FCC's fee refund branch in Hyattsville, Md., estimated that \$1.5 million dollars in checks have been paid, fulfilling about 2,150 requests.

He explained that now that the computer program was working, the turnaround time for a request should be between six and eight weeks.

Keller explained the procedure: When a request comes in, it is keypunched into the computer and a report is made which includes a check on whether or not it is a duplicate. The report is then sent to the branch from which the request emanates and a researcher checks to see if, and by whom, a payment was made. That information is sent back, with the report, to the computer center, where it is processed and a tape is sent to the Treasury Department for a check.

The FCC must submit a bimonthly report to the U.S. Court of Appeals on the status of the program. The next report is due Feb. 1.

But there has been a quirk—the FCC just discovered in all the confusion when fees were initially charged, about 1,000 broadcasters did not pay their fees. So the commission has billed them for the difference.

## Changing Hands

### PROPOSED

■ **WALB-TV Albany, Ga.:** Sold by WALB-TV Inc. to Atlantic Telecasting Corp. for \$20,750,000. Sale was made in compliance with FCC's 1975 action ordering break-up of "egregious" concentrations of media control. Sale is conditioned on FCC's denying WALB-TV petition asking for relief from divestiture order (see story, page 88). Seller is subsidiary of Gray Communications System Inc., publicly owned corporation with interests in publishing, electronic equipment sales and transportation as well as broadcasting. It also owns KTVE-TV El Dorado, Ark.-Monroe, La., and WJHG-TV Panama City, Fla. James H. Gray Sr. is president. Buyer, also publicly owned, owns WECT-TV Wilmington, N.C. Dan D. Cameron is chairman; Paul Brissette is president. WALB-TV is NBC affiliate on ch. 10 with 275 kw visual, 43.7 kw aural and antenna 960 feet above average terrain. Broker: Avpro Inc.

■ **WINT(TV) Mason City, Iowa:** Sold by Lee Enterprises to Daily Telegraph Printing Co. for \$9.5 million. Sale was made in compliance with FCC's 1975 action order-

ing break-up of "egregious" concentrations of media control (see story, page 88). Seller is publicly owned group broadcaster and publisher. It also owns KHQA-TV Hannibal, Mo.; WTAF(AM)-WQCY-FM Quincy, Ill.; WSAZ-TV Huntington-Charleston, W. Va.; KGMB-TV Honolulu; KOIN-TV Portland, Ore., and KFAM(AM)-KGOR-FM Omaha. Buyer is owned by Hugh I. Shott and family, who also own Bluefield, W. Va., *Daily Telegraph*; WHAJ(FM) Bluefield, and WBTW(TV) Florence, S.C. It is purchasing WINT with proceeds from sale of WHIS-TV Bluefield, W. Va., early last year (BROADCASTING, April 23). Since sale of WHIS-TV was also forced divestiture—another of "egregious" cases—Shott family received tax certificate on sale allowing it to apply full \$8-million sale price to purchase of WINT. WINT is CBS affiliate on ch. 3 with 100 kw visual and 20 kw aural and antenna 1,510 feet above average terrain.

■ **KAKE(AM) Wichita, Kan.:** Sold by Chronicle Broadcasting Co. to Misco Broadcasting Corp. for \$2,300,000. Sale is spin-off of purchase of KAKE-AM-TV Wichita and KUPK-TV Garden City, both Kansas, by Chronicle from KAKE-TV and Radio Inc. (BROADCASTING, April 9, 1979). That deal is pending at FCC. Seller is wholly owned subsidiary of Chronicle Publishing Co., publisher of the *San Francisco Chronicle* and owner of KRON-TV San Francisco, WOWT(TV) Omaha and Western Communications Inc., cable MSO. Paul A. Wischmeyer is president and general manager of Chronicle Broadcasting. Buyer is owned principally by Misco Industries, which is owned by N.S.O. Beren. Misco is diversified Wichita corporation involved in textiles, oil and equipment leasing. Beren has been member of board of trustees of KAKE-TV Wichita and less than 1% stockholder for last five years. He has no other broadcast interests. KAKE is on 1240 khz with 1 kw day and 250 w night.

■ **WVOV(AM) Huntsville, Ala.:** Sold by Powell Broadcasting Co. to Madison Broadcasting Systems Inc. for \$1,000,000. Seller is principally owned by Edwin Powell, who has no other broadcast interests. Buyer is owned equally by Sid McDonald, Joe H. Ritch, E. R. Ragland and Robert King. McDonald is 50% owner of Brindlee Mountain Telephone Co. and real estate firm, both in Arab, Ala. Ritch is attorney with 50% interest in R&R Trucking, Huntsville, Ala. King was general manager of WRAB(AM) Arab from 1971 to 1979. Ragland has numerous business interests, including 50% interest in Chattanooga real estate firm. McDonald is 99% owner of Brindlee Broadcasting Corp., permittee of WCRQ(FM) Arab. WVOV(AM) is a 10 kw daytimer on 1000 khz.



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■ **KOBE(AM)** Las Cruces-KOPE(FM) Messilla, both New Mexico: Sold by Las Cruces Broadcasting Co. to Sun Country Radio for \$830,000. Seller is owned by Walter Rubens, 37-year broadcast veteran who will join Sun Country Radio as consultant. He has no other broadcast interests. Buyer is owned by Leah D. Ross (66.3%); Frank G. Ross (8.3%) and his wife, Helen M. Ross (8.3%); Patrick Thiessen (8.3%) and his wife, Lorraine R. Thiessen (8.3%), and Richard Dale Wood (0.5%). Leah D. Ross is Wichita investor and former owner of flour milling firm. She has no other broadcast interests. Frank and Helen Ross, distant cousins of Leah, and others are owners of KAFE-AM-FM Santa Fe, N.M. KOBE is on 1450 khz with 1 kw day, 250 w night. KOPE is on 104.9 mhz with 3 kw and antenna height 32 feet below average terrain.

■ **WITH(AM)** Baltimore: Sold by Scripps-Howard Broadcasting Inc. to BENI of Baltimore Inc. for \$750,000. Sale is spin-off of prior transaction in which Scripps-Howard bought WITH-AM-FM from Reeves Telecom (BROADCASTING, June 18, 1979). Seller, publicly traded group of six TV's, one FM and two AM's, is principally owned by E.W. Scripps Co., publisher of Scripps-Howard newspapers. Jack R. Howard is chairman of Scripps-Howard Broadcasting. Donald L. Perris is president. Buyer is wholly owned subsidiary of Broadcast Enterprises National Inc., minority-controlled firm, principally owned by Ragan A. Henry. It also owns WAOK(AM) Atlanta; WGIV(AM) Charlotte, N.C.; WHET-TV Rochester, N.Y.; WOKV(FM) Hamilton and WCIN(AM) Cincinnati, both Ohio, and WPDQ(AM) Jacksonville, WFLV(FM) Atlantic Beach and WTAN(AM)-WOKF(FM) Clearwater, all Florida. It has also purchased, subject to FCC approval, WSB-FM Atlanta (BROADCASTING, April 23). WITH is on 1230 khz with 1 kw day and 250 w night.

■ **WMKC-FM** Oshkosh, Wis.: Sold by Kimball Broadcasting to Cummings Communications for \$400,000. Seller is wholly owned subsidiary of Miles Kimball Co., mail order firm principally owned by Alberta S. Kimball. Ted Leyhe is president of Kimball Broadcasting, which has no other broadcast interests. Buyer is owned by Alan H. Cummings, who has interest in two cable companies—Centennial Communications Corp., Hartford City, Ind., and Community Cablevision Inc., Belvidere, Ill. He has no other broadcast interests. WMKC-FM is on 96.7 mhz with 3 kw and antenna 295 feet above average terrain.

APPROVED

■ **WFBS(AM)** Spring Lake, N.C.: Sold by Jerry W. Oakley to William R. Britt for \$666,191. Oakley also has interest in WIRC(AM)-WXRC(FM) Hickory, N.C. Britt has small interest in WHPY(AM) Clayton,

**All together now.** All radio stations in the U.S. are being asked to play the "Star Spangled Banner" at noon (NYT) Jan. 14 as a gesture of national unity and support for the hostages in Iran. In event of their prior release, the same gesture is to take place as an expression of thanksgiving. The idea is being spearheaded by the National Radio Broadcasters Association. It grew out of a meeting between James Gabbert, immediate past president of the NRBA, and John Bayliss of Combined Communications who committed their stations to the observation. A letter is going to all station licensees asking their support for the unity demonstration—which, among other things, is designed to show the power of the medium as well as concern for the hostages.

N.C. WFBS is on 1450 khz with 1 kw day and 250 w night.

■ **KYXX(AM)** Odessa, Tex.: Sold by Ralph Wayne to Adams-Shelton Partnership for \$642,500. Wayne has also sold to same buyer KKYN(AM) Plainview, Tex., pending FCC approval. Wayne also owns KXYL(AM) Marshall and KXYL(AM) Brownwood, both Texas. Buyer is owned equally by Charles K. Adams and James D. Shelton, Amarillo, Tex., magazine publishers. KYXX(AM) is on 920 khz with 1 kw day and 500 w night.

## Bring a camera

City officials hope the next sizable march on Washington will be made by television and motion-picture producers who plan to shoot footage in the nation's capital.

To encourage that activity, Mayor Marion S. Barry Jr. has established the District of Columbia's Office of Motion Picture and Television Development. As Barry outlined the general scope of the office, it will:

- Serve as a clearinghouse for information about government requirements affecting production with the District of Columbia.

- Assist producers and companies in securing permits and other appropriate services in connection with productions.

- Facilitate cooperation from local government, federal agencies and private sector groups in the location and production of TV and motion-picture productions.

Richard Maulsby, at one time with the American Red Cross, WMAL-TV (now WJLA-TV) Washington and WGR-TV Buffalo, N.Y., has been named director of the office.

Maulsby said his one-stop services are available to agencies and other producers of TV commercials. The office is in Room 201, District building, Washington 20004; telephone (202) 727-6600.

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## CBS sees the year out with a bang

**Network wins last two weeks for a close second to ABC**

CBS-TV, buoyed by two strong and consecutive weekly wins, closed out 1979 within three-tenths of a rating point of leader ABC-TV.

For the 15 weeks of new-season competition on all three networks, ABC averaged a 19.3; CBS a 19.0 and NBC-TV a 17.7.

For its final week of the year, CBS-TV clobbered the competition, earning a 18.6 rating and 33.7 share to ABC's 15.8/28.9 and NBC's 15.5/28.3.

(When A.C. Nielsen figures first were issued, the line-up differed. CBS still was in first but second went to NBC. A sustaining program, the repeat of an *ABC News Closeup: Infinite Horizons: Space Beyond Apollo*, had been counted, and its 5.7 rating and 9 share Sunday from 7-8 p.m. was enough to drop ABC into third place. Nielsen maintains that it hadn't been told earlier that the program would be sustaining.)

The seven highest-rated shows of the week ran on CBS. *60 Minutes* was first with a 32.6/53 and was followed by *Jeffersons*, *Trapper John, M.D.*, *Alice*, *Dukes of Hazzard*, *One Day at a Time* and *Archie Bunker's Place*. NBC then scored with *CHiPs*, and ABC rounded out the top 10 with *20/20* and *Barney Miller*.

A week earlier (ended Dec. 23), CBS also led by a wide margin—CBS: 20.9/35.0; ABC: 18.2/30.4 and NBC: 15.2/25.6. Here, too, CBS could count seven programs in the top-10 list.

ABC's *Three's Company* was in first (30.1/47) but second and third positions went to CBS's *Dallas* (Thursday: 26.6/45; Friday: 26.6/45).

(The Friday episode was a special in advance of the spin-off, *Knots Landing*, which premiered the following week. The new series later turned in a 20.1/34 on its initial outing.)

Following the *Dallas* success, the others at the top for the week ended Dec. 23 were ABC's *Taxi*; CBS's *M\*A\*S\*H*, *60 Minutes*, and *Dukes of Hazzard*; ABC's *NFL Monday Night Football*, and CBS's *Alice* and *House Calls*.

During the two-week period, NBC managed to win only one night, Saturday, Dec. 29, with a two-hour *CHiPs* repeat (23.3/41) and *Prime Time Saturday* (14.5/27). ABC took five nights and CBS eight.

For both weeks, ABC explained that it had scheduled the most repeat program-

ing: 61% of the first week and 68% the second, as opposed to NBC's 36% and 52% and CBS's 18% and 14%.

CBS's second-season changes on Monday with *Last Resort* and *House Calls* produced some strong Monday night scores: For the week ended Dec. 23, *Last Resort* pulled an 18.8/28 and in its next outing a 13.4/34. *House Calls* earned a 23.2/35 and a 15.0/35 for the respective weeks.

The differences in ratings for both shows between the two weeks can be traced to Christmas Eve, Monday, Dec. 24, when network viewing was down and a 13.8 rating average was all CBS needed to win.

## New plan lets PBS stations see what they're buying

**Program Fair at San Francisco conference allows screening of programs considered for airing next fall; hope is that more independent producers will get into the system**

A new wrinkle in the way member stations of the Public Broadcasting Service select programs may bring some new fare to the airwaves next season.

Beginning next Sunday (Jan. 13), programming officials from PBS stations nationwide will converge on San Francisco for the annual programming conference, scheduled to run through Jan. 17. But this year, for the first time, the conference will include a Program Fair, which will allow screening of selected programs in prepara-

tion for the system's seventh Station Program Cooperative (SPC).

After soliciting program proposals from producers nationwide, including independents, stations rated their interest in the shows and reported the results to PBS, where they were then tabulated. A cut-off point was determined, and the top 59 vote getters will be screened by category at the fair, with small group discussions following the showings. A similar procedure will be used to view minority programming, with 17 shows to be screened at the Program Fair.

Following the fair, a second preference round will be held, further whittling the field, allowing stations to indicate which programs it wants included in the SPC market, to be held in late winter or early spring. At that point, stations will commit to purchase the shows they want aired.

With the Program Fair, PBS officials expect that a clearer system-wide consensus will evolve of the types of programming preferred.

With approximately \$20 million to spend, stations can commit the entire amount to one show, or they can go for 20 \$1 million-shows, or any other combinations. But there are high hopes at PBS that new producers will find their way into the system.

Ron Devillieur, vice president for programming at PBS, called the new concept "an open season for programming," and said it's likely that a number of new programs will make the grade, although he added that it's unlikely the system's mainstays will be threatened.

Making the cut in the first preference round were familiar names, with *Wall Street Week* running up the highest total. It



**Contender.** Among the series hoping to win placement on public broadcasting stations during its annual program fair is a 30-minute weekly show about medium itself. It's called *Watching TV*, features *Newsday* columnist Marvin Kitman and TV personality-author Barbara Howar (pictured here during the pilot episode with a guest—at left—Michael Dann, former CBS programming chief and frequently quoted programming consultant). The production company is All About TV Inc. with Steven H. Scheuer as executive producer. The three commercial networks have agreed to let the show have advance clips for previewing.

was followed by other familiar names to PBS viewers: *Nova*, *Sesame Street*, *MacNeil/Lehrer Report*, *Great Performances* and *Over Easy*.

There were also some newcomers on the list, and the producers will no doubt be anxiously awaiting the results of the next round.

Included on the list of newcomers are: *Good Grief America*, an hour-long satire taped at college campuses; *Tale-Spinners*, half-hour adventure serials targeted for 10- to 14-year-olds; *This Old House*, a local series produced by WGBH-TV Boston on home renovation and restoration, which now hopes to go national; *Six-Gun*

*Heroes*, hour-long documentaries that will feature a look at movie cowboys and their films; and *Watching TV*, a weekly 30-minute program, with two critics, that will preview and review upcoming programs from commercial and public television.

Included on the minority list are: *The Next Page*, a 30-minute magazine-type program, hosted by Ossie Davis and Ruby Dee, that examines minority arts and human affairs; *Motown Reunion*, a two-hour performance program featuring well-known black singing groups of the 60's; and *La Culture*, a series of six 30-minute specials that explore Latino culture through the performing arts.

## Monitor

**Still on top.** Arbitron compilation isn't available yet, but from analysis of books in top 50 markets, ITC Entertainment is claiming fourth consecutive November sweeps win for *The Muppet Show*, leading all other weekly TV prime-time access series. *Muppets* averaged 14.9 rating; 28 share and 10 rating for women 18-49, ITC said. List continued with *Family Feud* (12.9/23/9); *Match Game P.M.* (11.8/22/6); *Dance Fever* (11.6/22/10); *In Search Of* (11.6/21/7); *\$1.98 Beauty Show* (10.9/20/7); *Hollywood Squares* (10.6/20/6); *Wild World of Animals* (10.5/19/6); *\$100,000 Name That Tune* (10.2/19/6); *Sha Na Na* (9.8/18/7), and *Price is Right* (9.6/18/5).

**Of husbands, wives and business partners.** "There will be no change whatsoever in the workings of MTM," spokesman for MTM Enterprises, leading television production company, said last week concerning announced divorce of Mary Tyler Moore and husband Grant Tinker. They are partners in MTM.

**Case closed.** James Garner, said to be suffering from ulcer, arthritis and sinusitis, has called it quits on long-running *Rockford Files*, and beginning Jan. 17, NBC-TV will replace it with new *Skag* drama starring Karl Malden. Garner earlier had said 1979/80 would be *Rockford's* last. Garner is expected to be taking only year off from series television and has deal with NBC and Warner Bros. for new show. He won't, however, be gone from TV in meantime; he's continuing Polaroid commercials.

**Willard's weather.** NBC's *Today* show has tapped Willard Scott, weatherman for NBC-owned WRC-TV Washington, to do daily weather. He joined NBC 29 years ago as air personality for WRC(AM) and for last 14 years has been weatherman for WRC-TV. In *Today* show post, he reportedly will be earning \$200,000 yearly, almost double his WRC-TV salary.

**New for daytime.** Next Monday (Jan. 14), NBC-TV launches new word-association game show, *Chain Reaction*. Daily half-hour from Bob Stewart is scheduled at noon, with Bill Cullen as host. Show replaces *Mindreaders*.

**Gamesmanship.** Firestone Program Syndication Co. is releasing two TV game shows in 1980. *Card Sharks* is half-hour strip for prime access, starting next September. It's produced by Goodson-Todman and is currently on NBC-TV daytime. *Camouflage* is half-hour weekly series for prime access starting this month and already sold to CBS-owned WCBS-TV New York, KNXT(TV) Los Angeles and WCAU-TV Philadelphia. *Camouflage* is produced by Chuck Barris Productions and was on ABC-TV daytime in early 1960's.

**There's a series in my soup.** Charles Michelson Inc. plans to release this month syndicated package of 130 comedy spots from Henny Youngman's radio series, *Take My Wife ... Please*. Ninety-second programs are prepared for use in drive time or other peak listening periods, and may be presented separately or grouped together.

**Movies, movies.** Twenty feature films make up new "Features VII" package from Viacom, with titles including "Rio Lobo," "Big Jake," "Love at First Bite," "Helter Skelter," "Little Big Man," "The Reivers," "Le Mans," "Dallas Cowboys Cheerleaders," and "Summer of My German Soldier." Pre-sales include six Metromedia-owned stations: WNEW-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington, WXIX-TV Cincinnati, KMBC-TV Kansas City, Mo., and KRIV-TV Houston.

**Second Saturday morning season.** As of Dec. 22, 1979, ABC-TV partially revised Saturday morning children's schedule, cutting 30 minutes from *Plasticman Comedy/Adventure Show* (now from 9-10:25); adding half hour to *Scooby and Scrappy Doo* (10:30-11:25), and giving *Spider-Woman* new time period (11:30-11:55). *Schoolhouse Rock* feature follows *Plasticman* and *Scooby*; *Dear Alex & Andy* runs after *Spider-Woman*.



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Source: NSI Nov. 1978; NSI Nov. 1979. Audience figures are estimates subject to limitations of the technique and procedures used by the service noted.

## Executive changes at Worldvision

With Worldvision Enterprises now a wholly owned subsidiary of Taft Broadcasting, the merging of the distribution staffs has been completed, bringing executives from Taft into the fold and meaning promotions for others at Worldvision.

Worldvision now has assumed responsibility for Taft, H-B International and Taft, H-B Program Sales.

From Taft, H-B's international operation, Regina Dantas, former vice president-general manager, has become Worldvision's vice president-international sales planning (BROADCASTING, Dec. 24, 1979).

Stanley Moldow, vice president-operations, is Worldvision's vice president-technical services. Lucille Shevett has moved from manager-sales promotion and administration, to Worldvision's director of advertising and promotion, reporting to Eugene Moss, vice president-advertising, promotion and publicity.

Mike Gould, vice president-general manager of Taft, H-B Program Sales, however, has not joined the Worldvision team. He returns full time to his own Gould Entertainment Corp., which he formed in 1973 and has maintained while working for Taft.

Worldvision veteran Colin G. Campbell, senior vice president-international sales, now is executive vice president-international sales. Bert Cohen, vice president-international sales, now is

senior vice president for international sales.

Eric S. Harfst, Worldvision's vice president, finance, now is senior vice president-finance; Lawrence Gottlieb, assistant vice president and treasurer, is vice president and treasurer; Ben DeAugusta, assistant vice president-operations, is vice president-operations; Peggy Shaw, assistant vice president-sales administration, has become vice president-contract administration, and Patricia Cardo, assistant vice president-business affairs, now is vice president, office management and personnel.

While Worldvision maintains its headquarters at 660 Madison Avenue in New York, Dantas is continuing to maintain her offices in New York's Essex House, 160 Central Park South.

# Journalism

## Carter puts a crimp in Iowa debates

**President pulls out, and Kennedy and Brown follow; Republicans go on, but networks decline live television coverage**

President Carter may emerge the winner in the Jan. 21 Iowa caucuses, as he did four years ago. But at the moment, he is probably not the most popular politician among the executives of the state's *Des Moines Register* and *Tribune*. His decision to pull out of the debate with his challengers for the Democratic presidential nomination that the *Register* and *Tribune* had scheduled for tonight (Jan. 7) in Des Moines, not only killed that event. It caused the commercial television networks to cancel their plans to cover live the newspapers' *Candidate Forum* involving six Republican presidential hopefuls that was held from 8:30 to 10:30 p.m. on Saturday (Jan. 5).

Carter cited the crises in Iran and Afghanistan in informing the *Register* and *Tribune* of his decision to withdraw. In a telegram to James Gannon, the newspapers' executive editor who played a leading role in setting up the two forums, the President said he felt he could best deal with the hostage situation in Tehran and the Soviet-engineered coup in Afghanistan if he did not make personal appearances or participate "in events which are exclusively part of a partisan political campaign."

Gannon did not take that for a final answer. He offered to move the site of the debate to the National Press Club in Washington and postpone the date to Jan.

17. But to no avail. White House press secretary Jody Powell said in a telegram to Gannon last week that the President does not feel it would be "appropriate" to participate in a debate as long as Americans are held hostage in the embassy in Tehran.

By that time, the Democratic challengers—Senator Edward M. Kennedy (D-Mass.) and Governor Edmund G. (Jerry) Brown—had made it clear there would be no debate that did not include the President. And both criticized Carter for his decision to withdraw.

The President's decision—reportedly taken over the protests of White House aides who said he should participate in the debate—was disclosed to Gannon five days after the *Des Moines Register* published an interview with the President in which he indicated he planned to show up in Des Moines on Jan. 7. He said the hostage issue had forced him to cancel some campaign plans. But he told the *Register*, "My hopes and expectation is to come to the debate."

The President's action in pulling the plug on the Democratic forum was quickly followed by the commercial television networks' decision not to cover the Republican forum live. The networks had been keenly interested in live coverage of the event involving the President and his challengers. But their interest in the Republican forum had been less intense because of the refusal of front-runner Ronald Reagan to participate.

Asked what the coverage of the Republican forum would be, Gannon said emphatically, "We'll have excellent coverage by the *Des Moines Register* and *Tribune*." As for his reaction to the President's decision to reject the invitation—even after the debate's site and date were changed, Gannon would say only, "I'm disappointed."

The Republican event did get national

broadcast coverage. CBS taped the debate and broadcast it at 11:30 p.m. Friday, while ABC and NBC covered it for their regular news shows. There was also some live television coverage by the Public Broadcasting Service, as well as live coverage on CBS Radio, the four ABC radio networks and National Public Radio.

If the *Register* and *Tribune* effort to corral the President and his Democratic rivals for a debate failed, WINZ(AM) Miami hopes it can succeed. It wired invitations to the three candidates to participate in a debate in the Orange Bowl some time between Lincoln's and Washington's birthdays, in advance of Florida's primary in March.

The candidates last week had not yet responded.

## Bob Dyk: giving ABC a leg up in Iran coverage

**First TV reporter into Tehran after embassy takeover describes early going there as being 'only slightly terrifying'**

Broadcast journalists are now so accepted in Tehran that the crowd outside the American embassy keeps a pathway clear so that TV correspondents can tape their reports near the gates. But for the first television reporter in Iran after the embassy takeover, the conditions were more difficult.

Bob Dyk, London-based radio reporter for ABC News, arrived on Monday morning (Nov. 5), little more than 12 hours after the takeover. Dyk and a freelance cameraman, Dave Green, left London on Sunday night, gaining entrance before the immigration blackout that gave them a



two-day exclusive. (Dyk was able to enter the country with an Iranian visa issued after the revolution that overthrew the shah. Unlike almost all the other visas issued to western newsmen—generally single-entry and for about a month—his is multiple-entry and good for four years. Green, a British national, needed no visa.) Although good luck and the visa were involved in getting the scoop, ABC vice president for news in Europe, William Mildyke, said more than that was involved: "We made the right decisions to go ahead immediately and do it." The other networks waited until Monday morning to send people in. By the time these flights arrived Monday afternoon, the authorities were turning journalists away.

Dyk, interviewed by BROADCASTING soon after his return to London, said that when they arrived in Iran there were fewer than 15 foreign reporters and only one other American he knew of, a *Newsweek* correspondent. He described the situation those first two days as "only slightly terrifying."

With the help of the ABC radio stringer in Iran, Christene Powell, Dyk and Green went to the Intercontinental hotel and booked the presidential suite, which ABC still uses.

The two filmed their first reports outside the embassy gates on Monday afternoon, with Green operating both the Sony BVU-50 recorder and the camera. Dyk said: "The graffiti paint on the wall was still wet."

To get the material out, they went to the Iranian television network, VVIR (the Voice and Vision of the Islamic Republic). According to Dyk, ABC had managed to book satellite time to London. At first they could obtain only a poor quality black-and-white picture with no sound. So they focused their camera onto the patchfield itself and sent that picture to London for instant diagnosis. An engineer there, Tom Walsky, looked at the picture and gave directions for repatching over the phone.

The material was fed raw on a Sony BVU-100, but without sound. That was sent down the phone line, also using the Sony recorder. The reports made it on ABC's *World News Tonight* that evening.

The next day posed new problems. Dyk said VVIR's permission to transmit the first night had come from local authorities, but by the next day the bureaucrats had become involved, and the journalists were stopped at the security gates. He said they were convinced they would not be able to feed at all. They remained calm, he said, because "we knew we had everything riding on how we conducted ourselves." Despite a 45-minute delay, they made the feed.

Other networks continued to have problems in entering the country. London-based soundman Allan Smith was next in for ABC on Tuesday, bringing in more equipment.

Smith said he felt the other networks went wrong by taking their ENG cameras along as in-flight luggage. Although this is



Cameraman Green (l) and Dyk at the embassy gates.

standard procedure, he said, it made immigration officials nervous in those early days. He said ABC equipment went through as normal luggage, so it was not even seen by the immigration people. He said the customs officials would assume it was all right because immigration had already let the people through.

By Wednesday, producer Andy Scott had joined them with four BVU-200 recorders to use as edit packs. Dyk said he was glad to see Scott because "none of us had any sleep to speak of in the first two days." They had been supplying material for everything from *Good Morning America* to special late night reports.

Dyk said the Iranians exerted no official censorship over any of their reports, but he said unofficial censoring sometimes delayed their feeds. He said VVIR technicians would object to certain segments, including one scene of an American flag being burned. One night in Tabriz, Dyk had fed a piece including footage of Ayatollah Shariat Madari. The pro-Khomeini technicians objected to this, Dyk said, and announced "no more feeds from Tabriz." This upset the NBC and CBS people who were getting ready to feed as well, although they eventually were permitted to go ahead.

Smith said they never had technical problems with any of their equipment, despite the rough conditions. He said this was especially important in the first few weeks when no backup gear was available.

Although they work long hours, the network people are now provided with some of the comforts of home. Mildyke said a London staffer is responsible for providing special items for the 28-person staff. These included, he said, requests for chocolate, salami, and Christmas decorations. Videotapes of movies and sports events are also sent down since Iranian television has little besides Ayatollah Khomeini.

Dyk said bootleg whiskey was also available at \$70 a bottle, although few had the time to take advantage of it.

Dyk said the Iranian authorities are kept aware of the press coverage in the U.S. through a network of people who watch newscasts and send back reports. He said the authorities in Iran "got a more complete briefing on what was shown in the U.S. than we ourselves got."

Dyk, who has since been promoted to network correspondent, said the first week in Iran is all a blur to him now. He added, however, that despite five weeks there he is ready to go back if asked.

**Logistics.** With their visa problems over, all three networks now have large crews in Iran, ready to provide instant coverage—at great cost.

ABC vice president for news in Europe, William Mildyke, said that network now maintains 26-28 people in Iran, consisting of five camera crews, producers and correspondents, three editors, an over-all producer, an engineer, a transport coordinator and a business person. He estimated the cost at approximately \$150,000 a week, including the presidential suite at the Intercontinental hotel, the resident hotel of virtually all western reporters.

CBS's London bureau manager, Peter Kendall, said CBS also has five camera crews and four correspondents as part of its 25-person team. He declined to estimate the weekly cost. NBC's London manager, Mark Landsmann, said it keeps around 20 people there.

All three networks are rotating their crews, keeping each in Iran for three weeks. Mildyke said a full crew change with equipment costs \$12,000. He added that when the first group of hostages was released, ABC had three chartered jets in different parts of Europe ready to get to the hostages since their destination was not known.

In addition, the networks divide equally three hours of satellite time daily, at a cost to each of \$4,200.

In justifying the large staffing, CBS's Kendall says: "Given the uncertainties of the story, we have to have enough people to staff it."

# 1979: the electronic communications year in review

It was, most of all, the year of the child. The Federal Trade Commission kept busy throughout 1979 with its inquiry into television advertising aimed at children. The FCC, meanwhile, kept one eye focused on children's programming, leaving notice it will take up the matter again this summer. And on Capitol Hill, Senator H. John Heinz (R-Pa.) stepped forward a second time with a proposal that would create a National Endowment for Children's Programming.

There was more, of course: another try at revamping the Communications Act, with broadcasting finally overshadowed by common carriers. On the agency level, the FCC moved toward greater deregulation of the broadcasting industry, and left signs that it intends to set cable free.

The Federal Trade Commission found itself in the eye of a storm, as industry and Congress kept the criticism coming.

Cable television saw its revenues and subscriber levels rise to new heights, while the international community sat down for the first time in 20 years for a general World Administrative Radio Conference in Geneva.

The Supreme Court put journalists on the defensive with a series of rulings that makes the news business more difficult, and the wheeling and dealing, as usual, got bigger and bigger, as station prices soared to new highs and deals involving media corporations reached mammoth proportions.

Minorities finally cracked the VHF barrier, and public broadcasters still had money problems.

## FTC

Last year was one that Federal Trade Commission Chairman Michael Pertschuk will not soon forget—although he undoubtedly would like to.

Pertschuk and his troops were under constant pressure, as Congress and the business community were claiming that the Little Old Lady of Pennsylvania Avenue had been reincarnated as a Hydra-headed monster, overzealously poking around in areas in which it had no jurisdiction, and stretching its mandate to the absolute limit, if not beyond.

One major focal point of the complaining centered on the FTC's children's inquiry, which proposed to limit, and in some cases ban, television advertising aimed at children. Two weeks of hearings got under way in San Francisco on Jan. 15, followed by four additional weeks in Washington, beginning March 5. During that time, hearing judge Morton Needelman listened to more than 200 witnesses enter over one million words into the record.

But the industries involved in the proceeding did not just sit idly by, waiting for a decision by the judge; intense lobbying on Capitol Hill, calling for congressional action to rein in the FTC, was the order of the day.

The lobbying continued, and Congress was listening. The commission had been without an authorization for years, as the Senate refused to go along with a House proposal that would have saddled the agency with a one-house veto, giving the legislators final say over FTC's rulemaking actions. During the summer, the rumblings about the veto started again, and momentum to add the veto to the FTC's authorization—at least in the House—was building.

In early August, Needelman issued his report, suggesting that three key issues still remained in dispute, and further hearings should be held. But with Pertschuk disqualified from participating in the case (he was reinstated by an appeals court in late December), Commissioner Robert Pitofsky having voluntarily removed himself, and Commissioner Elizabeth Hanford Dole having resigned from the commission in early March to help her husband, Senator Robert Dole (R-Kan.), campaign for the Presidency, the commission was without a quorum in the matter, meaning no decision on whether to proceed could be made. There would be no quorum until Oct. 29, when Patricia Price Bailey was sworn in to finish Dole's term.

But in the remaining two months of the year, Bailey never got to vote on the children's issue, and a Senate bill, in-



Needelman: all for naught?

roduced by Wendell Ford (D-Ky.), left the fate of the issue very much in doubt.

Ford held extensive oversight hearings on the commission in September, but he indicated he would resist implementation of the one-house veto. Instead, Ford said he would continue vigorous oversight, and would look toward other measures to address complaints about the agency.

In the House, meanwhile, support for the veto, proposed by Representative Elliott Levitas (D-Ga.), continued to grow. And if the FTC banked on the Senate for at least some support, Ford, in a move that took most by surprise, dimmed the agency's hopes.

Ford unveiled a comprehensive authorization bill that radically cut back the FTC's power. Although the veto was not included, the bill contained a provision that recommended limiting the FTC's authority in advertising cases to falsities and deceptions, eliminating its authority over unfair advertisements, which meant an end to the present children's inquiry, and a

stipulation that any similar proceeding be started over.

The FTC, backed by consumer groups, claimed Ford's proposals would severely reduce the agency's effectiveness, and the White House, in a letter to Ford, jumped into the commission's corner.

Near the end of November, however, the full Senate Commerce Committee approved Ford's bill, and the House followed the week after by overwhelmingly approving its version, complete with the veto.

Time ran out on the Senate before the bill could come to the floor, but action is likely to come on it early this year.

## Congress

The 96th Congress, like its predecessor, set out last year to revamp the Communications Act of 1934. But when Congress closed shop for its Christmas recess, neither the House nor the Senate had begun marking up a bill, and many had predicted that if legislation were not passed in the first session, it would have to wait for the 97th Congress. That prediction may have been erroneous, however, as both houses appear ready to consider new legislation early this year.

The Senate was first out of the box last year, when, in early March, Democrats and Republicans introduced separate bills to overhaul the act. Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, dropped a bill, S. 611, into the hopper, and Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.) did the same, with S. 622. Almost until the moment the Hollings and Goldwater bills were introduced, both senators were talking about joining forces behind a single measure. Their negotiations broke down, however, over a spectrum fee.

Representative Lionel Van Deerlin, who had tried once before for passage of a comprehensive Communications Act "rewrite," unveiled Rewrite II, H.R. 3333, on March 28. With Representatives James Collins (R-Tex.) and James Broyhill (R-N.C.) as co-sponsors, Van Deerlin said he hoped to see passage of the bill by the time "the swallows return to Capistrano"—March 19.

But broadcasters, public interest groups, telephone companies, the black caucus, and nearly everyone else who has any interest in communications, took aim at Van Deerlin's bill and managed to shoot it down before the swallows left home.

Van Deerlin headed into a markup amid indications that the broadcast provisions of the bill may be in trouble. As it turned out, however, the entire bill was in trouble, and after a brief attempt to get the markup under way, Van Deerlin gave up on H.R. 3333. Instead, he announced that he would concentrate solely on common carrier provisions, and offer them as amendments to the Communications Act.

The Senate, meanwhile, was not quite

as ambitious; Goldwater and Hollings were still apart on basic issues, and although Goldwater requested that the minority and majority staffs get together over August recess to work things out, the meetings never took place. When Congress returned for business in September, the predictions started that there wasn't enough time—particularly with the schedule the Senate had facing it—to ever get a bill out of committee.

Strangely enough, only days after Van Deerlin killed his bill, many were saying that the legislation was not in fact dead, but would probably resurface in other forms. Van Deerlin said he would work solely on common carrier amendments, but added that he would consider any other amendments his colleagues cared to offer—leaving the door wide open for broadcast measures.

But a new version of Van Deerlin's bill was not quick in coming. In fact, the new legislation, H.R. 6121, did not show up until the week before Congress adjourned, and it contained strictly common carrier measures, which Van Deerlin said remained his priority.

The Senate, where bills had been sitting dormant, tried to pump new life into them late in the session. Goldwater and Schmitt were first, putting out a revised version of S. 622 for comment early in November. Hollings followed suit the first week in December, offering a new version of his bill at the last meeting of the full Com-



Van Deelen: all in vain?

merce Committee. Unlike the original legislation, however, the amended bill considered only common carrier measures—the area Hollings said should receive the most attention. But Schmitt indicated that the Republicans were still interested in broadcast measures, and he hoped they would be included in any bill the committee considered.

When the Senate will actually get down to considering a bill is uncertain, but Van Deelen, who has the entire subcommittee as co-sponsors of his bill, will begin a markup Jan. 23, and it is expected there will be smooth sailing.

### Public broadcasting

For public broadcasting, the buzzword was "restructuring." In late March, the board of the Corporation for Public Broadcasting voted to divide CPB into a management unit and a program fund, the former responsible for fiscal affairs and support

programs, and the latter handling program funding exclusively.

In late June, the Public Broadcasting Service followed with its own restructuring plan. At its annual meeting in Los Angeles, the PBS membership overwhelmingly voted to create multiple program services under the auspices of one system president, to separate the lobbying and membership functions of PBS from the programming arm, and to reduce substantially the size of the 52-member board of directors.

The release of the report of the Carnegie Commission on the Future of Public Broadcasting, or "Carnegie II," pronounced the noncommercial system that evolved from the first Carnegie Commission "fundamentally flawed."

The commission recommended an increase in the public telecommunications budget to \$1.6 billion by 1985, \$590 million of that in federal dollars derived partly from a spectrum fee on FCC commercial licensees; establishment of a Public Telecommunications Trust that would guide and maintain the system, with a semiautonomous Program Services Endowment under its umbrella to concentrate on programming; and, controls to insulate the system from government influence.

The funding mechanism that pits the two against each other has traditionally brought tensions, but last year the hard feelings escalated. Many tried to play them down, claiming that the bickering was just part of the process and to call it a war was an erroneous conclusion. It was, however, a battle, and it escalated right up through the CPB board meeting in August, when the board did not come up with the extra funds that NPR had been seeking.

While PBS and NPR were having minor tiffs, the CPB board and management were also glaring at each other from time to time.

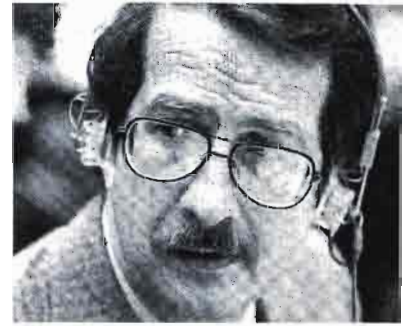
The CPB management, with newly-appointed President Robben Fleming at the helm, was expected by many to put the corporation on a new course. But there were complaints from the board—particularly the six new members, who tended to vote as a block and challenge the status quo—about management's handling of matters. There was particular dissatisfaction with the handling of minority affairs and independent producers.

### WARC

Late in May, the State Department announced the 64-member U.S. delegation to the general World Administrative Radio Conference—the first such conference in 20 years. On the agenda was a review of virtually all of the International Telecommunication Union's radio regulations, including the ITU's table of allocations, and many expected that the Third World, or developing countries, would play a big role in the final outcome of the treaty—a role they would be newcomers to.

The U.S. delegation, headed by former

FCC Commissioner Glen O. Robinson, was heavily weighted with government representatives—many of them from the FCC, and also included 20 members from the private sector, a number of whom



Robinson: win some, lose some.

represented citizen-group and minority constituencies.

At bottom, U.S. hopes were based on the acceptance of several guiding principles: flexibility, sharing of frequencies among the services and the fewest possible constraints on domestic regulatory activities. The major worry, however, was that the developing countries would not see eye-to-eye with the U.S. position.

In the end, Robinson said he was satisfied with the outcome of the conference, and it was felt that, for the U.S., WARC was a success. One compromise in which the American delegation was especially interested involved a proposal from Algeria, advanced as a means of redressing what it saw as an imbalance in the distribution of HF fixed frequencies between developing and developed nations—an imbalance it said resulted from the historic "first-come, first-served" basis of allocation that Third World countries have denounced for allegedly freezing them out of the frequencies they need. Algeria's proposal was to divide the frequencies on a 70-30 basis between developing and developed nations. That approach was unacceptable to the U.S. and other developed countries, and the compromise worked out says that developing nations will make "maximum possible use" of the provisions, while developed nations will make "minimum possible use" of them.

Some of the major outcomes of the conference included: an agreement to extend the upper end of the AM band from 1650 khz to 1705 khz in the western hemisphere, with the first 20 khz allocated to broadcasting on an exclusive basis, and the remainder on a primary basis (sharing with other services); an agreement to add 10 khz to the bottom of the AM band (extending it from 535 to 525 khz) that could possibly be used for broadcasting; an increase in shortwave frequencies by about 800 khz (60%) in the 9, 11, 17 and 21 mhz bands; establishment of frequencies in the 14 ghz band for satellite uplinks from transportable earth stations; approval of a U.S.-backed proposal that would increase by more than threefold the number of fixed and broadcast satellites that can operate in the 12 ghz band in the western

hemisphere, amending the international table of allocations to reflect co-equal sharing by television, mobile and fixed services in the 806-890 mhz band. In this final agreement, the U.S. took a footnote to assure the right to such sharing between 470 and 806 mhz and from 890 to 960 mhz, and reserved the right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba.

The treaty now has to gain acceptance by the Senate, and it is expected that hearings on the recommendations will be held some time this spring.

## FCC

After being criticized by Congress for its lack of activity, and further chastized by the General Accounting Office for agency mismanagement, the FCC moved aggressively ahead toward year's end with a wide variety of regulatory initiatives.

Throughout 1979, there were major personnel changes within the commission, with Chairman Charles Ferris trying to organize the agency under his leadership, and chart a course for future action.

Margita White, after a two-and-a-half-year term as commissioner, was replaced in April by Anne P. Jones. Philip Verveer, who had been head of the Cable Television Bureau for 14 months, was named head of the Broadcast Bureau, replacing Wallace Johnson. But six weeks later, Verveer was moved to the Common Carrier Bureau, where he took over as chief, and Richard Shiben, chief of the Renewal and Transfer Division, was named head of the Broadcast Bureau.

In November, all seven commissioners went up to Capitol Hill to assure Representative Lionel Van Deerlin's Communications Subcommittee that the problems outlined in the GAO report were being worked out. And the legislators seemed to accept the commissioners at their word.

Armed with a 41-page statement listing the commission's recent accomplishments, Ferris noted that in the previous six months the commission had acted on, among other things, deregulation of satellite receive-only earth stations and subscription television, UHF comparability, 9 khz AM channel spacing, cable distant signal and syndicated program exclusivity, and children's television programming.

Early in the year, the FCC adopted a further notice of inquiry into standards for FM quadrasonic broadcasting, and began looking at the possibility of squeezing more stations out of the FM band. In addition, Ferris said he would look toward the possibility of breaking down the nation's clear channel stations in favor of opening new outlets, and the commission solicited comments on a proposal by the National Telecommunications and Information Administration on retransmission consent.

One major matter the commission kept its eye on during the year was children's television. Comments from broadcasters

and advertisers early in the year argued against a children's inquiry. But a staff report, released in early November, concluded that television is not in compliance with the children's programming guidelines adopted by the FCC in 1974, and while the "best" solution to this situation would be a marketplace cure—an increase in the number of programming outlets—the FCC should institute mandatory educational children's programming standards as an "imperfect and temporary measure."

The commissioners adopted the report unanimously, although with some reservations, and instructed the staff to develop a rulemaking proposal containing a wide range of preferences. The staff, however, made clear its preference: mandatory program requirements until the market structure evolves to provide a multiplicity of program-delivery systems that can afford the audience specialization required for children's educational programming.

There was concern expressed by broadcasters about this option, and requests came from Capitol Hill to defer the rulemaking. In December, the commission gave broadcasters eight months to convince it that they have been and will continue to be responsible programmers of children's educational TV. If they don't, the FCC said it might mandate the number of hours per week of such programming that broadcasters must run, or adopt



Ferris: The mostly all-new FCC

guidelines to be followed by broadcasters and reviewed at license renewal time.

Another major action the commission took came in September when it issued a notice of inquiry and proposed rulemaking that will, if adopted, replace current FCC procedures and requirements with marketplace forces in determining how radio licensees operate.

## Courts

It was, most of all, a year of surprises.

Perhaps the biggest surprise came in January when the U.S. Court of Appeals in Washington amended its opinion in the WESH-TV Daytona Beach, Fla., case. In the original opinion, in 1978, the court caustically criticized the FCC for giving incumbents in comparative renewal proceedings a preference simply because of their incumbency. The Communications Act, the court said, precludes such a preference.

That decision was like an alarm to the

commission, which began immediately to formulate a litigation strategy to combat a decision some staff members said the commission "could not live with." It voted to seek a court rehearing and moved to shape new comparative renewal policy.

But last January, commissioners and FCC and private attorneys were jubilant, as the court took back much of what it had said in the original opinion, and afforded the commission a fresh opportunity to state its position on comparative renewal policy.

The court—actually the three-judge panel that issued the original opinion—seemed to legitimize the concept of renewal expectancy on the part of broadcasters whose records are "meritorious"; it eliminated language indicating that a broadcaster's record must be "superior" to assure renewal, and it backed off from a suggestion that the commission would need an act of Congress before it could treat comparative renewal proceedings differently from those involving new applicants only.

The second big surprise came in November, when the Ninth Circuit Court of Appeals in San Francisco reversed a lower court decision that found the family viewing concept unconstitutional.

In a unanimous decision, a three-judge panel found that Judge Warren J. Ferguson erred in concluding that his U.S. District Court in Los Angeles was the proper forum for the case. In so holding, the court ordered judicial review of the administrative proceedings of the case before the FCC, with damage claims made against the networks and the National Association of Broadcasters held in abeyance until the commission completes its actions.

The U.S. Supreme Court, meanwhile, served up a decision in April that left journalists outraged. In a 6-3 decision, the high court ruled that CBS newsmen must answer questions a plaintiff in a libel suit wants to ask regarding their "state of mind" at the time they prepared the offending material.

The First Amendment, Justice Byron White wrote in the majority opinion, offers no protection against questions that persons claiming to have been libeled want to ask in an effort to determine the journalists' "beliefs, intent and conclusions."

The so-called Herbert case—involving Lieutenant Colonel Anthony Herbert—not only produced a controversy in newsrooms, but in the Supreme Court as well.

Although leaks of Supreme Court decisions are rare, Tim O'Brien, ABC's Supreme Court reporter, scooped the world twice in one week on court decisions, broadcasting back-to-back stories on decisions that had not yet been announced—including the Herbert decision.

The Supreme Court closed out its 1978-79 term in July with another decision that drew expressions of outrage from the news media and their supporters. By a narrow majority, the court held that the constitutional right to a public trial belongs to the defendant in criminal pro-

ceedings, not to the press or the public.

The opinion in the *Gannett Co. vs. DePasquale* decision, adopted by a 5-4 vote, would allow the defendant, with the concurrence of the prosecutor and the judge, to close the courtroom in criminal pretrial proceedings, perhaps in the trials themselves.

The opinion was promptly denounced as a blow to the public's right to observe and monitor the fairness of the judicial system. But in October, the court agreed to hear arguments in a case involving two Richmond newspapers that would define under what conditions judges could exclude the press and the public from criminal trials and pretrial proceedings. The case will be argued some time this year.

In other major actions, U.S. District Court Judge Ferguson ruled that programs broadcast free of charge may be recorded without infringing on the copyrights of program producers or suppliers.

That decision, in the so-called Betamax case, upheld the rights of individuals to record for noncommercial, private use programs delivered over the air, but it left open the possibility that another set of legal criteria may apply when persons have paid to have programs delivered to their homes.

And the National Association of Broadcasters found itself in court last year when, in June, the U.S. Justice Department asked the U.S. District Court in Washington to rule that the commercial time standards of the NAB television code violated the Sherman Antitrust Act and to enjoin their use.

## Cable

Cable television, for years a rural phenomenon, continued its push for recognition last year, creeping into major cities, increasing its revenues and the number of subscribers, and, at least for the moment, fighting off the prospects of retransmission consent.

Cable's biggest day, however, came in late April, when the FCC, on a 6-1 vote, initiated a rulemaking aimed at repealing the centerpiece of its cable regulation policy—the rule limiting the number of distant signals cable systems may import.

But that wasn't all. The rulemaking also looks at the abandonment of a rule designed to benefit program producers as well as broadcasters—one requiring cable systems to afford stations protection against duplication of their syndicated programs.

And while the FCC set in motion the machinery to eliminate those restrictions on cable, it was turning down two attempts to build more into its rules. The commission rejected a National Association of Broadcasters petition for a rulemaking on the "harmful" effects of superstations, and it vetoed the National Telecommunications and Information Administration's proposal for retransmission consent, although it did not entirely close the door on that concept.

With a lot of movement, the cable in-

dustry continued to strengthen its financial position. An October study by Warbug Paribas Becker, which studied financial figures of 13 major cable companies, showed average growth rates of 26% in revenues, 70% in profitability and 24% in cash flow, with a 17% increase in base equity.

The FCC's annual report on cable, for 1978, also showed revenues rising. In fact, the industry's operating revenues for the year climbed 25.3% over its 1977 total, to more than \$1.5 billion—an increase of more than \$305 million. But a 28.1% increase in operating expenses during the same period helped to brake profits to a gain of just 2.5%.

The figures also showed that the total number of subscribers nationwide topped 14 million, up 10%, while the national average monthly subscription rate for basic service was \$7.03 in 1978, up from \$6.85 in 1977.

## Big deals

The year started with a proposal of momentous proportions: American Express offered \$880 million for McGraw-Hill—a move that the giant publishing firm, which has some broadcast interests, rejected. McGraw-Hill's chairman and chief executive, Harold W. McGraw Jr., called the offer "illegal, improper, unsolicited and surprising," and the company moved on several legal fronts—including the New York Supreme Court and the FCC—to block any takeover.

American Express said it would proceed with its offer—which it did. In fact, it upped its offer, proposing to pay \$40 a share, instead of the original \$34. Along with the price hike, American Express proposed to put McGraw-Hill's four TV stations in a voting trust to avoid FCC complications in the deal and also offered to negotiate arrangements for the "editorial independence" of McGraw-Hill's editorial subsidiaries.

But McGraw-Hill's board rejected the bid, describing it as "not in the best interests of McGraw-Hill and its shareholders." The offer went no further, and one of the potentially largest deals of all time fell through, although American Express did manage to spend its money elsewhere, in a \$175-million deal involving 50% of Warner Cable.

But even if American Express had been successful in its bid, it wouldn't have been the biggest transaction of the year.

Following the June sale of Alaska Communications Inc., for more than \$200 million in cash, RCA indicated that it intended to use those funds to finance purchases that would either bring new technology into the RCA fold or generate funds that RCA could use to further its own research efforts.

In early July, RCA announced that it had proposed a merger with CIT Financial Corp., a New York-based financial services firm with insurance and manufacturing interests. Reports put the price under consideration at more than \$1 billion.

The two companies broke off talks, but in August announced an agreement in principle to merge the firms. Valued at \$1.35 billion, the terms meant that RCA would pay \$65 for each of 20.75 million shares of CIT. The deal is still pending, and is expected to be consummated this year.

Also pending at year's end was the half-billion-dollar merger of Cox Broadcasting into General Electric, with a number of petitions to deny filed with the FCC. The commission gave the go-ahead in June to the merger of Combined Communications Corp., a major broadcast group, into Gannett Co., a major newspaper group. The transaction, in which Combined received \$370 million in Gannett stock, resulted in a company that owns 80 daily newspapers, seven television stations, six AM's and six FM's, outdoor advertising firms in the U.S. and Canada, as well as weekly newspapers, Canadian newsprint interests, a news service and the Louis Harris & Associates polling firm.

On the same day, the commission approved the merger of Starr Broadcasting Group into Shamrock Broadcasting, owned by the family of Roy E. Disney, in a transaction valued at \$21.6 million. And the third transaction approved that day, June 7, involved Mutual Broadcasting System's purchase of WFL(AM) Chicago from the Chicago Federation of Labor for \$12 million. The station is the first owned by Mutual in its 45-year history, and Mutual is only the second owner of the 50 kw station, which is 53 years old. Mutual is also awaiting FCC approval of its purchase of WHN(AM) New York from Storer Broadcasting for \$14 million.

Station prices in general went through the roof last year, with one big deal after another reported. A sample of what went on includes the following transactions: KFSS-TV Fort Smith, Ark., sold by Buford Television to the New York Times Co. for \$17.5 million; Storer Broadcasting Co.'s sale of WLYF(FM) Miami to Jefferson-Pilot for \$12.5 million; the sale of KOVR(TV) Sacramento (Stockton), Calif., by McClatchy Newspapers to Outlet Co. for \$65 million, and the sale of KFVS-TV Cape Girardeau, Mo., by Hirsch Broadcasting Co. to American Family Life for \$22,235,984.

## Minorities

Minorities moved ahead on several fronts last year, taking advantage of government programs to increase their roles in ownership, and giving notice that they plan to be a political force in years to come.

The FCC's tax certificate and distress sales programs—designed to give minority entrepreneurs a foot in the door—proved to be effective, with 11 tax certificates and two distress sales approved.

In April, the FCC approved the transfer of WAEO-TV Rhinelander, Wis., to Seaway Communications Inc., a 100% minority-owned enterprise, marking the entry of blacks into VHF television. This was

followed in April by the purchase of WHEC-TV Rochester, N.Y., by Ragan Henry, president of Broadcast Enterprises National of Philadelphia.

The Carter administration, hoping to boost its minority ownership program, which includes loans and guarantees by the Small Business Administration and other government agencies for the purchase of properties, unveiled a plan in late October. In a filing with the FCC, the National Telecommunications and Information Administration proposed expansion of the distress sale policy as well as liberalization of the radio multiple ownership rules and the TV top-50 policy. The



Henry: the barriers fall.

proposal offers an inducement to established station groups to enlarge their broadcast holdings with the participation of minorities.

In the private sector, the National Association of Broadcasters established a Minority Assistance Investment Fund, with the goal of obtaining \$15 million in cash contributions and corporate guarantees. To date, the NAB fund totals approximately \$10 million, and plans call for the establishment of a full-time office to manage the fund next month.

Perhaps the most significant development of the year, however, involved politics. It was the year that minorities began to flex their political muscle. The National Association of Black Owned Broadcasters, with Henry as its new president, and with growth in its ranks, established a Washington office, with the intention of becoming an active voice in regulatory and congressional issues that could affect minorities.

Hispanics, too, let it be known they would be a voice in the 80's, when, in August, the newly formed National Association of Spanish Broadcasters set up shop in Washington.

## Programing

NBC couldn't muster the ratings in 1979. But it did have Fred Silverman as president. And his media presence alone seemed to generate for NBC the attention normally reserved for the victor.

NBC ended the year as it had begun it: in third place. Coming out of the 1978-79 season—its worst ever—NBC was showing improvement in 1979-80 but not nearly as much as to match the hoopla a media-conscious public seemed to be expecting.

Silverman, on the other hand, was asking for patience and saying that an NBC winning hand would be on the table by Christmas 1980.

ABC remained on top although its super-strength was waning to just-strength in the season. The real surprise came from CBS which began the new season abysmally yet almost pulled out an upset victory in the November sweeps. ABC, however, kept the crown it has held since February 1976.

In television syndication, typified by the 1979 conference of the National Association of Television Program Executives, there was no boom in prime-time access forms. For the most part, five-a-week strip programing continued to crowd out weekly shows. What did emerge, however, was continued public affairs activity in syndication: the growth of Group W Productions' *PM Magazine* strip and the entry of *The Baxters*, a weekly series from Norman Lear's TAT Communications and WCVB-TV Boston's BBI Productions.

The early success of Operation Prime Time brought more productions in 1979 for groups of independent stations and of network affiliates willing to pre-empt. The concept also expanded to include plans for projects that can be used not only as movies but as half-hour strip programing as well. Metromedia Producers Corp. threw itself in the OPT-style production ring with its Gold Circle plans.

In radio, networks proliferated with new operations from RKO and NBC, and more programs entered the radio syndication market. Most conspicuous, however, was the trend toward concert programing.

Fine-tuning of radio formats continued. Country, for example, was not just "country" but "country and western," "modern country" and "hit country" as well. Of all formats, however, the phenomenon in 1979 was disco which skyrocketed almost overnight into a format, but, in the view of many, peaked by year's end.

## Journalism

Broadcast journalists, as usual, were at no loss for news during 1979. Skylab fell while gas prices continued to soar. Panama got the canal thanks to the U.S., and Afghanistan got a new government thanks to the USSR.

Tragedy hit the ranks of network journalists with the murder of ABC News correspondent Bill Stewart in Nicaragua. And a newsmagazine—CBS's *60 Minutes*—took over as the highest-rated series in network television this season.

But it was two religious leaders—the Ayatollah Ruhollah Khomeini of Iran and Pope John Paul II—who were the year's leading newsmakers.

And unless the U.S. shortly can secure the release of the American hostages in Iran, Khomeini likely will remain so into 1980.

If the message from Iran was one of hostility, the word from the Vatican several weeks earlier was one of peace. And the

Pope's call for brotherhood was underscored by the electronic media, in a way, with unprecedented local and national cooperation among broadcasters providing coverage during the papal visits to Boston, New York, Philadelphia, Des Moines, Chicago and Washington. Individual efforts also abounded.

It was a good news year for ABC in ratings terms, with the former third-place scorer a frequent challenger to NBC's normal second and last month even tying front-runner CBS News in shares.

No doubt the Iranian story has bolstered viewer interest in television network evening news, but ratings throughout the year averaged higher: up 2% for the first quarter; 5% for the second; 6% for the third, and 13% for most of the fourth.

And the news business itself continued to grow, with the creation of a new 24-hour all-news Cable News Network out of Ted Turner's Atlanta-based operation. Two new radio networks emerged: the RKO Radio Network and NBC's "The Source."

## And otherwise

William S. Paley, chairman of CBS Inc., published his memoirs, "As It Happened." □ A *Washington Post* poll of 1,693 people nationwide found they were watching less television and were unhappy with more and more programing. □ Some 200 broadcasters marched on Washington to vent their feelings about government overregulation. □ MCA DiscoVision made available its first catalogue of pre-recorded videodisks, an extensive package of software to go with the first disk hardware to reach the mass market, Magnavox's Magnavision. □ A Roper Organization study of television and other media showed television's dominance to be "at the highest level of any study conducted up to now." □ Broadcasters and the federal government announced a joint project to bring hearing-impaired Americans closed captioning. □ Sony became the third, following Ampex and Great Britain's Independent Broadcasting Authority, to introduce digital video recording. □ The General Accounting Office issued a report recommending the adoption of legislation authorizing the granting of indefinite licenses for radio and TV stations. □ The Department of Energy provided WBNO(AM) Bryan, Ohio, a 500 watt daytimer, with a photovoltaic solar power system to produce much of its electricity. □ The Communications Satellite Corp. revealed that it is considering the development of a system to provide pay television by satellite direct to homes across the country. □ A number of states began test runs of courtroom coverage by television, with the most highly publicized coverage coming in the Miami murder trial of Theodore R. Bundy. □ Disco took American radio by storm, making up more than one-fourth of BROADCASTING's Top 100 records for the year. □ Somewhere, way up high, an RCA Satcom III satellite wandered from its orbit and refused to be found.

# The Broadcasting Playlist™ Jan 7

## Contemporary

Last This week	This week	Title □ Artist	Label
1	1	Escape □ Rupert Holmes	Infinity
2	2	Babe □ Styx	A&M
4	3	Do That To Me □ Capt. & Tennille	Casablanca
3	4	Rock With You □ Michael Jackson	Epic
5	5	We Don't Talk Anymore □ Cliff Richard	EMI/America
7	6	The Long Run □ Eagles	Elektra
6	7	No More Tears □ Streisand/Summer	Columbia/Casablanca
11	8	Jane □ Jefferson Starship	Grunt
9	9	Cruisin' □ Smokey Robinson	Motown
10	10	Ladies' Night □ Kool & the Gang	De-Lite
8	11	Still □ Commodores	Motown
12	12	Coward of the County □ Kenny Rogers	United Artists
13	13	Take the Long Way Home □ Supertramp	A&M
21	14	Sara □ Fleetwood Mac	Warner Bros.
14	15	Cool Change □ Little River Band	Capitol
16	16	Send One Your Love □ Stevie Wonder	Tamla
17	17	Head Games □ Foreigner	Atlantic
18	18	Please Don't Go □ KC & Sunshine Band	TK
19	19	I Wanna Be Your Lover □ Prince	Warner Bros.
23	20	Deja Vu □ Dionne Warwick	Arista
20	21	This Is It □ Kenny Loggins	Columbia
24	22	Better Love Next Time □ Dr. Hook	Capitol
27	23	Yes I'm Ready □ Teri Desario/H.W. Kasey	Casablanca
22	24	Don't Do Me □ Tom Petty/Heartbreakers	Backstreet
15	25	Heartache Tonight □ Eagles	Elektra
29	26	Third Time Lucky □ Foghat	Bearsville
28	27	Romeo's Tune □ Steve Forbert	Nemperor
26	28	Forever Mine □ O'Jays	Phila. Int'l.
25	29	You're Only Lonely □ J.D. Souther	Columbia
31	30	Don't Let Go □ Isaac Hayes	Polydor
30	31	Crazy Little Thing Called Love □ Queen	Elektra
35	32	Working My Way Back To You □ Spinners	Atlantic
33	33	Wait For Me □ Hall & Oates	RCA
39	34	Longer □ Dan Fogelberg	Epic
32	35	Do You Love What You Feel □ Rufus/Chaka	MCA
34	36	American Dream □ Dirt Band	United Artists
45	37	Daydream Believer □ Anne Murray	Capitol
38	38	Voices □ Cheap Trick	Epic
41	39	Why Me □ Styx	A&M
40	40	You Know That I Love You □ Santana	Columbia
37	41	Ships □ Barry Manilow	Arista
-	42	September Morn □ Neil Diamond	Columbia
42	43	Chiquitita □ Abba	Atlantic
46	44	On the Radio □ Donna Summer	Casablanca
43	45	Savannah Nights □ Tom Johnston	Warner Bros.
50	46	Last Train To London □ E.L.O.	Jet
44	47	I'd Rather Leave □ Rita Coolidge	A&M
47	48	I Want You Tonight □ Pablo Cruise	A&M
49	49	Fool In the Rain □ Led Zeppelin	Swan Song
-	50	When I Wanted You □ Barry Manilow	Arista

## Playback

**Seasonal respite.** Fewer than half of BROADCASTING's reporting stations altered their music surveys last week and "Playlist" reflects the holiday calm. Programers interviewed sounded unusually relaxed, but all anticipated resuming their customary hectic pace this week.

**Prime candidate.** In line as a definite add at many radio stations is Anne Murray's newest single, *Daydream Believer* (Capitol), a remake of a song written by John Stewart and made famous in the late sixties by the TV sitcom group, The Monkees. Although Murray's last two singles, *Shadows in the Moonlight* and *Broken Hearted Me* (also Capitol) rose to number one on country "Playlist," but failed to make top 10 on contemporary, this latest effort, which bolts this week from 45 to 37, is classified as a contemporary smash by many programers. "It's old rock redone and a fresh and different sound for her," comments Jay Michaels, music director at wzzr(fm) Grand Rapids, Mich., who also notes that the song is short, and a good programing tool. Scott Sherwood, program director at wivy-am-fm Jacksonville, Fla., describes it as "a good remake by Kenny Rogers's female counterpart" and "smooth, nonabrasive music—very palatable for a number of formats."

**Slowly but surely.** Also moving up again this week is the followup to Styx's highly successful single, *Babe* (A&M), which recently held the number one position on "Playlist" for four weeks. The new single, *Why Me*, moves from 41 to 39 this week and is described by many programers as a good image record. Jeff King, program director at ksel-am-fm Lubbock, Tex., says: "It's not a number one record, but it will sell a million copies and will hang on the charts a long time."

## Country

Last This week	This week	Title □ Artist	Label
1	1	Coward of the County □ Kenny Rogers	United Artists
2	2	Missing You □ Charley Pride	RCA
16	3	Pour Me Another Tequila □ Eddie Rabbitt	Elektra
7	4	Help Me Make It Through the Night □ W. Nelson	Columbia
10	5	Holding the Bag □ Moe & Joe	Columbia
18	6	You Know Just What I'd Do □ Twitty/Lynn	MCA
9	7	How I Miss You Tonight □ Jim Reeves	RCA
3	8	Happy Birthday Darlin' □ Conway Twitty	MCA
4	9	Tell Me What It's Like □ Brenda Lee	MCA
23	10	Coming Back For More □ T.G. Sheppard	Warner Bros.
6	11	My World Begins □ Dave & Sugar	RCA
11	12	You Pick Me Up □ Dottie West	United Artists
21	13	Nothing As Original As You □ Statler Bros.	Mercury
-	14	Love Me All Over Again □ Don Williams	MCA
-	15	Leaving Louisiana □ Oak Ridge Boys	MCA
22	16	Wish I Was Crazy Again □ Cash/Jennings	Columbia
5	17	I've Got a Picture Of Us □ Loretta Lynn	MCA
25	18	Lay Back In the Arms □ Randy Barlow	Republic
-	19	I Hate the Way I Love It □ Rodriguez/McClain	Epic
24	20	Sharing □ Kenny Dale	Capitol
8	21	Whiskey Bent & Hell Bound □ Hank Williams Jr.	Elektra
12	22	Rusty Old Halo □ Hoyt Axton	Jeremiah
14	23	I Cheated Me Right Out Of You □ Moe Bandy	Columbia
-	24	Blue Heartache □ Gail Davies	Warner Bros.
13	25	Broken Hearted Me □ Anne Murray	Capitol

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.

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Dec. 17 through Dec. 27.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## New Stations

### AM Actions

■ Meeker, Colo.—Broadcast Bureau granted White River Broadcasting Co. 1450 khz, 1 kw-D, 250 w-N. Address: Drawer 790 Glenwood Springs, 81601. Estimated construction costs \$26,240; first-year operating cost \$56,000. Format: easy listening. Principals: Robert C. Cutter and Richard P. Whitton (50% each). Cutter is Glenwood Springs attorney. Whitton is owner of radio common carrier systems in Vail and Glenwood Springs, both Colorado, and Mt. Vernon, Ill. They have no other broadcast interests (BP781229AE). Action Nov. 29.

■ Las Vegas, N.M.—Broadcast Bureau granted San Miguel Broadcasting Co. 540 khz, 5 kw-D. Address: 505 7th Street, Las Vegas, N.M. 87701. Estimated construction costs \$177,218; first-year operating cost \$120,288; revenue \$170,716. Format: Latin music. Principals: Carlos D. Lopez, Fr. Benedicto Cuesta and John C. Gallegos (33 1/3% each). Lopez owns shoe store in Las Vegas and Gallegos owns pharmacy there. Cuesta is parish priest in Villanueva, N.M. None have other broadcast interests. (BP790411AA) Action Dec. 10.

■ Myrtle Creek, Ore.—Broadcast Bureau granted Reliable Oregon Radio 1360 khz, 5 kw-D. Address: Route 3 Box 13, Colfax, Wash. 99111. Estimated construction costs \$38,675; first-year operating cost \$52,506; revenue \$147,500. Format: MOR. Principals: Coy Wayne Baker, currently station and sales manager at KCLX(AM) Colfax, Wash. He also has half interest in music publishing company and raises show horses. He has worked for radio stations since 1954. (BP781129AI) Action Dec. 12.

■ Alvin, Tex.—Broadcast Bureau granted Huffman, Botter, Zeiss, Fisher, Webber, Sparkman (partners) 1110 khz, 1 kw-D, DA. Address: 3134 Mar Ann, La Marques, Tex. 77568. Estimated construction costs \$139,120; first-quarter operating cost \$14,880; revenue \$150,000. Format: adult contemporary. Principals: A.J. Huffman, Martin S. Botter, P. Anthony Zeiss, Frank Fisher, Paul Webber and Seth Sparkman Jr. (16.67% each). Huffman, Fisher and Webber are employees at Alvin Community College. Alvin Zeiss is director of telecommunications at Central Texas College, Killeen. (BP781205AK) Action Dec. 5.

■ Phoenix—FCC Review Board granted KXIV Inc. 99.9 mhz, 96.6 kw, HAAT 1,738 ft. P.O. address: 3003 N. Central Ave., Phoenix 85012. Estimated construction cost \$126,975; first-year operating cost \$113,400; revenue \$125,000. Format: Standard pops. Applicant is subsidiary of Cave Creek Enterprises, television production company and licensee of KXIV(AM) Phoenix. Principals have media production interests as well. Action Dec. 5.

### FM Actions

■ Delta, Colo.—Broadcast Bureau granted Delta Radio Co. 95.3 mhz, 3 kw, HAAT: 37 ft. Address: 461 Palmer PO. Box 452, Delta 81416. Estimated construction cost \$44,300; first-year operating cost \$24,000; revenue \$26,000. Format: pop. Principals: Jimmie D. Gober and his wife, Ruth M. Gober (50% each). They also own KDTA(AM) Delta. Gober has third interest in KWKY-AM-FM Farmington, N.M. (BP781018AD) Action Dec. 12.

■ Makawao, Maui, Hawaii—Broadcast Bureau granted Harry M. Engel 94.3 mhz, 3 kw, HAAT: minus 37 ft. P.O. address: 1103 Ka Drive, Kula, Maui, Hawaii 96790. Estimated construction cost \$3,000; first-year operating cost \$109,225; revenue \$100,000. Format: country/ethnic. Principals: Engel is owner of pending application for new FM in Kihei, Maui, 33 1/3% stockholder in international advertising agency (Intercontinental Services) and former stockholder/general manager of KVEN(AM) Ventura, Calif. and KUAM(AM) Agana, Guam. (BP7810758) Action Nov. 29.

■ Mountain Home, Idaho—Broadcast Bureau granted KFLI Radio Inc. 99.3 mhz, 3 kw, HAAT: 67 ft. Address: 280 East Fourth North, Mountain Home 83647. Estimated construction costs \$65,843; first-quarter operating cost \$11,917; revenue \$29,400. Format: C&W. Principals: John C. Mitchell (66 2/3%), George C. Mitchell (16 2/3%) and Athena C. Mitchell (16 2/3%). John and George are sons of Athena. They also own KGFV(AM) Kearney, Neb., and KFLJ(AM) Mountain Home. John Mitchell, individually, owns KRCB(AM)-KQKQ(FM) Council Bluffs, Iowa. (BP790208AA) Action Dec. 12.

■ Princeton, Ill.—Broadcast Bureau dismissed application of G.W. Gamel for 98.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 399, Sterling, Ill. 61081. Estimated construction cost \$60,000; first-year operating costs \$72,000; revenue \$138,000. Format: news/Christian. Principal: Gamel is vice president and farm director of WSDR(AM) Sterling, Ill., in which he has no financial interest. Action Nov. 28.

■ \*Baltimore—Broadcast Bureau returned application of College of Notre Dame of Maryland who sought 91.1 mhz, 10 w, HAAT: 105 ft. P.O. address: 4701 N. Charles St., Baltimore 21210. Estimated construction cost \$8,369; first-year operating cost \$3,000. Format: Variety. Principal: Applicant is private educational institution. Action Dec. 12.

■ Greenfield, Mass.—ALJ James K. Cullen granted Green Valley Broadcasting Co. 95.3 mhz, .250 kw, HAAT: 878 ft. P.O. address: Box 910, Greenfield 01301. Estimated construction cost \$65,071; first-year operating cost \$31,380; revenue \$50,000. Format: variety. Principals: Edward W. Skutnick (78.7%) and Robert A. Cartledge (21.3%), both of whom are engineers with WHYN-AM-FM-TV Springfield, Mass., and Skutnick is part-time engineer for \*WGBY-TV Springfield. The action constitutes an initial decision which will become effective in 50 days unless there is an appeal or FCC moves for review. (BC Docs. 79-54-5) Action Dec. 20.

■ \*East Brunswick, N.J.—Broadcast Bureau returned application of Board of Education of the Township of East Brunswick who sought 89.7 mhz, 10 w, HAAT: 65 ft. P.O. address: East East Brunswick High School, Cranbury Rd., East Brunswick 08816. Estimated construction cost \$8,000; first-year operating cost \$1,000. Format: educational. Applicant is public high school. Action Dec. 12.

■ Alvin, Tex.—Broadcast Bureau dismissed application of Ellison Broadcasting Co. who sought 1110 khz, 500 w-D. P.O. address: Box P, Bellingham, Wash. 98225. Estimated construction cost \$195,247; first-year operating cost \$40,000; revenue \$100,000. Format: religious. Principals: Richard Ray Ellison and son, Michael (50% each). Ellisons are account executive and president, respectively, of Bellingham advertising agency. (BP20,773) Action Dec. 5.

■ Monahans, Tex.—Broadcast Bureau granted Monahans Broadcasting Corp. 99.9 mhz, 100 kw, HAAT: 289 ft. Address: 104 East 4th St., Monahans 79756. Estimated construction cost \$125,544; first-year operating cost \$138,400; revenue \$72,000. Format: contemporary. Principals: William W. Jamar and his wife, Jane (50% each). They own KBWD(AM)-KQXE(FM) Brownwood, KVKM(AM) Monahans and KKIK(AM) Waco-Marlin, all Texas, and two newspapers in Mineral Wells, Tex. They also own 51% of KVOP(AM)-KPLA(FM) Plainview, Tex., and are applicants for new FM at San Angelo, Tex. Jamar also owns interest in bank, CATV systems and KQTY(AM) Borger, Tex., which has been sold, subject to FCC approval. (BP790329AE) Action Dec. 12.

■ Louisa, Va.—Broadcast Bureau granted Mid-Virginia Broadcasting Corp. 105.5 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 446, Mineral, Va. 23117. Estimated construction cost \$18,000 per year equipment lease; first-year operating costs \$52,000. Format: MOR. Principals: Richard P. Brier (10%) and Synergistics Inc. (90%), parent of Gentry Drilling (water) Corp. Goodman B. Duke, president, and five others own Synergistics Inc.; none have other broadcast interests. Brier produces music for radio and TV ads and owns half of record company in Springfield, Va. (BP790108AD). Action Nov. 29.

■ \*Baltimore—Broadcast Bureau returned application of Board of Education of the Township of East Brunswick who sought 89.7 mhz, 10 w, HAAT: 65 ft. P.O. address: East East Brunswick High School, Cranbury Rd., East Brunswick 08816. Estimated construction cost \$8,000; first-year operating cost \$1,000. Format: educational. Applicant is public high school. Action Dec. 12.

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## EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
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■ **Milwaukee**—Broadcast Bureau granted Milwaukee School of Engineering 91.7 mhz, 1 kw, HAAT: 126 ft. Address: 1025 North Milwaukee, 53202. Estimated construction cost \$23,810; first-year operating costs \$2,000; revenue \$2,000. Format: instructional. Principals: Board of Regents of applicant, which also owns WSOE(AM) Milwaukee. (BPED781213AA) Action Dec. 12.

#### TV action

■ **Tulsa, Okla.**—Broadcast Bureau granted Tulsa 23 ch. 23; ERP: 2238 kw vis., 447 kw aur. HAAT: 1,313 ft. Ant. height above ground 1,274 ft. Address: 7644 E. 46th St., Tulsa 74145. Estimated construction costs 2,631,018; Principals: limited partnership of 15 persons and corporations, of whom, only Richard A. Moore has another broadcast interest: 20% in applicant for new AM in Pasadena, Calif. (BPCT-5230, BPCT-780907KJ) Action Dec. 12.

## Ownership Changes

#### Applications

■ **WVOV(AM) Huntsville, Ala.** (100 khz, 10 kw-D, DA:—) Seeks assignment of license from Powell Broadcasting Co. Inc. to Madison Broadcasting Systems for \$1,000,000. Seller: Edwin Powell is the principle owner. He has no other broadcast interests. Buyer is owned equally by Sid McDonald, Joe H. Ritch, E.R. Ragland, and Robert King. McDonald is 50% owner of Brindlee Mountain Telephone Co., Arab, Ala. and 50% partner in McDonald—Burke, a real estate firm in Arab. Ritch is attorney and also has 50% interest in R&R Trucking, Huntsville, Ala. King was general manager of WRAB(AM) Arab from 1971-1979. Ragland has numerous business interests foremost among them, a 50% interest in Ragco, a Chattanooga, Tenn. real estate firm. McDonald is 99% owner of Brindlee Broadcasting Corp., permittee of WCRQ(FM) Arab. Ann. Dec. 14.

■ **KVCL-AM-FM Winnfield, La.** (AM: 1270 khz, 1 kw-D, 500 w-N; FM: 92.1 mhz, 2.7 kw)—Seeks transfer of control from Edward R. Hall Trust to Betty R. Hall for no consideration. Seller: Both parties are known as Winn Broadcasting Co. Betty is requesting assignment as widow of Edward. There are no other broadcast interests. Ann. Dec. 14.

■ **WITH(AM) Baltimore, Md.** (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 2.7 kw)—Seeks assignment of license from Scripps-Howard Broadcasting Inc. to BENI of Baltimore Inc. for \$750,000. Seller is publicly traded group of six TV's one FM and two AM's owned principally by E.W. Scripps Co., publisher of Scripps-Howard newspapers. Jack R. Howard is Chairman of Scripps-Howard Broadcasting. Donald L. Perris is president. Buyer is wholly owned subsidiary of Broadcast Enterprises National Inc., which is principally owned by Ragan A. Henry. Henry is a partner in the firm of Wolf, Block, Schorr and Solis-Cohen. Broadcast Enterprises also owns WAOK(AM) Atlanta, Ga., WGIV(AM) Charlotte, N.C., WTAN(AM)/WOKF(AM) Clearwater, Fla., WCIN(AM) Cincinnati, Ohio, WHEC-TV Rochester, N.Y., WOKV(FM) Hamilton, Ohio, WPDQ(AM) Jacksonville, Fla., WFYY(FM) Atlantic Beach, Fla. and has application pending to purchase WSB-FM Atlanta, Ga. Henry is president of both BEN Inc. and BENI of Baltimore. This sale is a "spin-off" of a prior transaction in which Scripps-Howard bought WITH-AM-FM from Reeves Telecom (see "Changing Hands," June 18, 1979), an assignment still pending with FCC.

■ **WLRQ(AM) Whitehall, Mich.** (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from White River Communications to Manistee Radio Inc. for \$120,000. Seller: Ralph Trieger (100%) who has no other broadcast interests. Trieger is sales consultant for WKRS, Waukegan, Ill. Buyer is owned by Charles Hedstrom (100%). Manistee is licensee of WMTE(AM) and WRRK(FM) Manistee, Mich. He has no other broadcast interests. Ann. Dec. 14.

■ **KOBE(AM) KOPE(FM) Las Cruces/Messilla, N.M.** (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 3 kw)—Seeks assignment of license from Las Cruces Broadcasting Co. to Sun Country Radio for \$930,000 (including 100,000 employment contract for Walter L. Rubens). Seller: Walter Rubens president and owner of Las Cruces will be joining Sun Country Radio as consultant. He is thirty-seven year broadcast veteran. He has no other broadcast interests. Buyer is principally owned by Leah D. Ross who has no other

broadcast interests. Dale N. Wood is president of Sun Country with less than 10% interest. He is also 25% owner and president of Enchanted Land Broadcasting Co., licensee of KAFE-AM-FM. Ann. Dec. 14.

■ **KXXX(FM) KWCO(AM) Chickasha, Okla.** (AM: 1560 khz, 1 kw-D, 250 w-N; FM: 105.5 mhz, 3 kw)—granted transfer of control of Sooner & Brewer Bdcg Corp. from James Brewer (50% before; none after) to Jackie Brewer (50% before; 100% after). Consideration: \$203,007. Principals: James and Jackie are brothers who originally owned 50% each of 4 stations, the two above and KOKL(AM), KLLS(FM) both Okmulgee, Okla. They are now trading halves so that Jackie will wholly own the two Chickasha stations and James will wholly own the two Okmulgee stations. The Brewers are partners in cablevision systems in Bixby and Lindsay, both Oklahoma. They have no other broadcast interests. Action Dec. 10.

■ **KOKL(AM)-KLLS(FM) Okmulgee, Okla.** (AM: 1240 khz, 1 kw-D, 250 w-N DA-1; FM: 94.3 mhz, 3 kw)—Seeks transfer of control of Brewer Communications Inc. from Jackie Brewer (50% before; none after) to James Brewer (50% before; 100% after). Consideration: \$14,507. Principals: See above.

■ **WLSC-AM Loris, S.C.** (AM: 1570 khz, 1 kw-D)—Seeks transfer of control from Harry A. Fogel (38.5% before, none after) to Randy G. Ghent (15% before, 53.5% after) for \$19,250. Seller: Harry Fogel is selling interests in WLSC in order that he may concentrate his broadcast activities in Georgetown, S.C. where he owns WINH(AM) and WGMB(FM). He also has 25% interest in WDXY(AM) Sumter, S.C. Buyer has had numerous employee positions with radio stations since 1962. He has no other ownership interests. Ann. Dec. 14.

■ **WMKC-FM Oshkosh, Wis.** (FM: 96.7 mhz, 3 kw)—Seeks assignment of license from Kimball Broadcasting to Cummings Communications for \$400,000. Seller: Miles Kimball Co. (100%). Alberta S. Kimball is principal owner. Kimball Co. is a mail order firm. Ted Leyhe is president of Kimball Broadcasting. They have no other broadcast interests. Buyer is owned by Alan H. Cummings (100%). Cummings' principal occupation is investor. For past 3 years he has been director and shareholder of 2 cable companies, Centennial Communications Corp., Hartford City, Ind. and Community Cablevision Inc., Belvidere, Ill. He has no other broadcast interests. Ann. Dec. 14.

## Facilities Changes

#### Grants

■ **KHYL(FM), Auburn, Calif.**—Granted CP to install aux. trans. and ant. at 3300 Grass Valley Hwy, Auburn, on 3.5 kw (H); ant. height; 410 ft. (H) (BPH790924AK). Action Nov. 29.

■ **\*KSJV(FM), Fresno, Calif.**—Granted mod. of CP to make changes in ant. sys.; change type trans. and ant.; change SL and remote control location to 1044 Fulton Mall No. 403, Fresno; change TPO (BMPE790921AE). Action Nov. 26.

■ **KBPI(FM), Denver, Colo.**—Granted mod. of CP to change radiation to 249 ft. (BMPH790921AG). Action Nov. 30.

■ **WINK, Fort Myers, Fla.**—Granted CP to change TL to approx. 2.35 miles southeast of Fort Myers and change type trans.; conditions (BP7981023AT). Action Dec. 4.

■ **WABR-FM, Tifton, Ga.**—Granted CP to make changes in ant. sys.; change TL to Student Center, Abraham Baldwin Agricultural College, ABAC Station; change TPO (BPED791026AM). Action Nov. 30.

■ **WDON, Wheaton, Md.**—Granted mod. of CP to change TL to intersection of 495 and Sligo Creek Parkway, Wheaton, during daytime and change operation (BMP790724AQ). Action Nov. 29.

■ **KVSE, Santa Fe, N.M.**—Granted CP to increase daytime power to 5 kw (BP790228AG). Action Dec. 13.

■ **\*WDCC-FM, Sanford, N.C.**—Granted request to change name of licensee to Central Carolina Technical College. Action Dec. 12.

■ **KWRO-FM, Coquille, Ore.**—Granted mod. of CP to change ERP: 0.28 kw (H&V); ant. height: 880 ft. (H&V) change TL to Blue Ridge, Coquille, Ore.; in-

stall new ant. and make changes in ant. sys. (BMPH780929AE).

■ **WDAR, Darlington, S.C.**—Granted CP to change TL and SL as 122 Asbury Ave., Darlington; increase ant. output power to 1 kw (BP780711AI). Action Dec. 1.

■ **KQXY(FM), Beaumont, Tex.**—Granted CP to increase ERP: 100 kw (H&V); ant. height: 600 ft. (H&V) (BPH790507AO).

■ **KITE(FM), Portland, Tex.**—Granted mod. of CP to make changes in ant. sys.; change type trans. and ant.; change TPO (BMPH790803AL). Action Nov. 30.

■ **WFOG, WFOG-FM, Suffolk, Va.**—Granted request to change licensee name to McCormick Communications of Virginia, Inc. Action Dec. 12.

■ **\*KPBX-FM, Spokane, Wash.**—Granted mod. of CP to change TL to Mica Peak Unrecognized Antenna Farm, Spokane; change SL and remote control location to N. 2319 Monore St., Spokane; change type trans. and ant.; change ERP: 56 kw (H&V); ant. height: 2380 ft. (H&V); conditions (BMPE790518AN). Action Nov. 27.

## In Contest

#### FCC Decisions

■ **FCC considered two separate petitions for "distress sale" relief in WUEZ(AM), Salem, Va., and WTUP(AM), Tupelo, Miss., renewal proceeding:** It has instructed Office of Opinions and Review to prepare proposed Memorandum Opinion and Order for FCC's consideration, which would grant request of WUEZ thereby permitting Blue Ribbon Broadcasting to sell its interest in WUEZ to Blunt Broadcasting Enterprises, 70 percent minority-owned enterprise, at net price representing as much as 75 percent of station's assessed fair market value. In second case, FCC would deny request of Lee Broadcasting Corp. to sell its interest in WTUP to WTUP Broadcasting Corp., 51 percent minority-owned enterprise, at net price representing as much as 80.09 percent of that station's assessed fair market value. Action Dec. 19.

■ **FCC has determined that ALJ Walter C. Miller is not required to withdraw as presiding officer from case involving the mutually exclusive applications of Guy S. Erway and Goleta Communications Corp. for new FM station at Goleta, Calif.** Erway had asked that Miller be disqualified contending he had made *ex parte* contacts with counsel. Action Dec. 4.

■ **FCC has decided to seek return from U.S. Court of Appeals of FCC case involving its Oct. 25, 1978, action granting facility changes and assignment of license of WIYD-FM, Palatka, Fla., from Hall Broadcasting Co., Inc. to SIS Radio, Inc.** The purpose of request is to allow the FCC to rescind the construction permit, which is required because the parties failed to consummate the license assignment. Action Nov. 30.

■ **FCC has waived its signal carriage rules and granted Vision Cable of Metrolina, a Division of Vision Cable Communications, Inc., permission to carry three inconsistent television signals on its cable television system at Concord, N.C., provided no opposition is filed within 20 days.** If opposition is filed, action on Vision's request will be deferred. Action Dec. 10.

■ **FCC has issued tax certificate to Clarence Jones for sale of WQIZ and WQIZ(FM), St. George, S.C., to Trident Communications Corp., a minority-controlled group.** Issuance of tax certificate allows sellers of broadcast properties to defer capital gains taxation on sale whenever it is deemed "necessary or appropriate to effect a change in a policy of, or the adoption of a new policy by, the Commission with respect to the ownership and control of radio broadcasting stations." It has also issued tax certificate to Contemporary Radio, Inc., for sale of station KIRL, St. Charles, Mo., to Bronco Broadcasting, Inc. The tax certificate was issued in accordance with the FCC's May 25, 1978, policy statement on fostering minority ownership of broadcast facilities. Actions Dec. 19.

■ **FCC has denied application of Cosmopolitan Broadcasting Corp. for renewal of its license for station WHBI-FM, Newark, N.J.** WHBI-FM license renewal was denied by FCC in 1976 upon finding that Cosmopolitan had abdicated control over both selection and content of station programming and had violated other FCC rules by promoting a lottery, broadcasting false and misleading advertising, improper logging,

failing to meet filing requirements and inadequate record keeping. It also found that WHBI-FM's past programming was not worthy of special merit which might mitigate the violations. Action Dec. 19.

■ FCC has amended its rules to allow a presiding ALJ to move a hearing from field location to Washington, D.C., if all parties to the proceeding approve. For further information contact Upton Guthery on (202) 632-6990. Action Dec. 15.

■ The Commission has denied rulemaking petition by Camellia Telecasters, Inc., licensee of KTXL(TV), Sacramento, Calif., seeking to require the operators of "occasional" television networks—those presenting programs only on occasional basis, such as Hughes Sports Network and similar entities—to make their programs available to independent stations before offering them to network affiliated stations in same market. In denying the petition, FCC said it was apparent that regulation like that proposed would represent high degree of Commission intrusion into areas that were normally subject of private business negotiations, between network entities and stations. Action Dec. 10.

### Procedural Rulings

■ Chickasaw, Ala. (Phillips Radio, Inc. and Chickasaw Broadcasting Associates) **FM Proceeding:** (BC Docs. 79-276-77)—ALJ Reuben Lozner granted petition by Chickasaw and amended its application to show that approximately one year from Nov. 13, 1979 Stephen S. Riggs, an equal partner in Chickasaw application, purchased 500 shares of stock in application of Middle Bay Broadcasting, Inc., applicant for CP for new AM at Daphne, Ala., on 960 khz. Action Dec. 14.

■ Chickasaw, Ala. (Phillips Radio, Inc. and Chickasaw Broadcasting Associates) **FM Proceeding:** (BC Docs. 79-276-77)—ALJ Reuben Lozner ordered parties to institute all other prehearing discovery procedures on or before Jan. 15, 1980, to complete all other prehearing discovery procedures by Feb. 15, 1980, to exchange engineering exhibits by Feb. 11, 1980, to exchange written testimony and exhibits constituting the parties; direct cases by March 3, 1980, to exchange written notification of witnesses to be cross-examined with a brief statement of areas to be covered by such cross-examination by March 7, 1980, and scheduled an admissions hearing for March 17, 1980 at 10:00 A.M. to rule on admission of previously exchanged exhibits, and rescheduled the hearings for cross-examination from Jan. 2 to March 24, 1980 at 10:00 A.M. Action Dec. 12.

■ DeWitt, Ark. (Dewitt Broadcasting Co. Inc. and Radio Stations KDEW-AM-FM) **Renewal Proceeding:** (BC Docs. 79-247-48)—ALJ Thomas B. Fitzpatrick granted to limited extent notification of election to pursue a distress sale and request for suspension of all procedural dates, filed Dec. 17 by DeWitt; cancelled present procedural schedule and hearing scheduled for Feb. 26; set the following schedule: Feb. 20 for DeWitt to submit its first progress report with respect to distress sale efforts; April 21 for DeWitt to submit second report; May 28 for resumption of discovery by all parties; July 15, hearing at 10:00 A.M. in or near DeWitt, Ark.; dismissed notion by Broadcast Bureau for production of documents; dismissed DeWitt's opposition to "Notice to Take Deposition" filed Dec. 7, and cancelled scheduled deposition; dismissed the Broadcast Bureau's interrogatories, filed Dec. 12. Action Dec. 19.

■ Fresno, Calif. (McClatchy Newspapers and San Joaquin Communications Corporation) **TV Proceeding:** (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick granted petition by San Joaquin and amended its application to report issuance of additional shares in San Joaquin to fund certain costs relating to acquisition of KMJ-TV by San Joaquin; i.e., the recent issuance on Nov. 1, of 100,000 shares of stock to eight shareholders. Action Dec. 14.

■ Grass Valley, Calif. (Nevada County Broadcasters, Inc. and Mother Lode Broadcasting Co.) **FM Proceeding:** (BC Docs. 79-291-92)—ALJ James K. Cullen Jr., rescheduled prehearing conference from Jan. 2 to Jan. 29 at 9:00 A.M., and postponed without date hearing scheduled for Jan. 21; the hearing date will be set at the prehearing conference. Action Dec. 18.

■ Reseda, Calif. (Walter Norman Russell) **Revocation and suspension proceeding:** (PR Docs. 79-332-24)—Chief ALJ Lenore G. Ehrig designated ALJ James F. Tierney as presiding judge; scheduled prehearing conference and hearing for Feb. 12, 1980 at

10:00 A.M. in or near Reseda. Action Dec. 12.

■ Sacramento, Calif. (Camellia City Telecasters Inc.)—FCC in a decision prepared under supervision of Commissioner Robert E. Lee, has renewed license of KTXL(TV), at Sacramento, Calif., thus reversing an October 15, 1976, initial decision of FCC ALJ Reuben Lozner denying renewal and ordering station's licensee, Camellia City Telecasters, Inc., to terminate operations. Action Dec. 10.

■ San Diego, Calif. (Gross Broadcasting Co. and University Television, Inc.) **TV Proceeding:** (Doc. 2058)—ALJ James F. Tierney scheduled prehearing conference for Jan. 9, 1980 at 9:30 A.M. Action Dec. 18.

■ Seaford, Del. (Seaford Television Co. and URC Management Services Corp.) **TV proceeding:** (Docs 79-297-98)—ALJ Joseph Chachkin established certain procedural dates: Feb. 1 for completion of discovery; March 3 for exchange of exhibits including identification of witnesses and brief summary of areas of testimony; March 10 for notification of witnesses for cross-examination; and April 1 for hearing at 10:00 A.M. (in lieu of Jan. 21) in Wash., D.C. Action Dec. 14.

■ Omaha, Neb. (Webster-Baker Broadcasting Co., et al.) **AM and FM proceeding:** (BC Docs. 78-341-42, 78-345)—ALJ Frederick J. Coufal set certain procedural dates, Feb. 11 for filing proposed affirmative findings of fact; March 24 for proposed findings and conclusions adverse to each applicant; April 7 for reply findings. Action Dec. 13.

■ Atlantic City, N.J. (Atlantic City Television Corp. and World's Playground Broadcasting System, Inc.) **TV proceeding:** (BC Docs. 79-242-43)—ALJ John M. Frysiak granted Atlantic until Jan. 15, 1980 to respond to World's: (a) motion to dismiss Atlantic's application, (b) motion to amend above, (c) motion to amend (a) for failure to publish hearing notice, (d) motion to amend its motion to delete air safety issue, (e) motion for leave to amend, and (f) motion to dismiss Atlantic's application based upon non-existence of tower site, or in alternative, to consider motion to enlarge issues with regard thereto; gave World until Dec. 28, 1979 to respond to Atlantic's motions (a) to enlarge issues, (b) to disqualify World's counsel, and (c) to amend application; rescheduled prehearing conference from Dec. 20, 1979 to Feb. 7, 1980 at 9:00 A.M., and rescheduled hearing from Jan. 7, 1980 to March 10, 1980 at 10:00 A.M., in Washington, D.C. Action Dec. 18.

■ Tulsa, Ok. (KOTV, Inc. and Scripps-Howard Broadcasting Co.) **TV proceeding:** (BC Docs. 79-254-55)—ALJ Joseph Chachkin granted to the extent indicated motion to enlarge issues and to reallocate the burden of proof, filed Nov. 6 by KCTV, Inc.; granted to extent indicated motion by Mid-America, Hemreick Broadcasting Stations and MCM Broadcasting Company for extension of time, filed Dec. 4, and established certain procedural dates, including prehearing conference for Feb. 11, 1980 at 9:00 A.M. and hearing for June 16, 1980 at 10:00 A.M., in Washington, D.C. Action Dec. 10.

■ Dallas, Tex. (Belo Broadcasting Corp. et al.) **AM and FM proceeding:** (Docs. 20945-8)—Office of Opinions and Review granted twenty-first petition for leave to amend filed by Belo and amended its application to reflect that Belo received on Oct. 25 from the Dallas District Office of the EEOC, a Notice of Charge of Discrimination dated Oct. 24 based on race, filed with that office on Oct. 19, by Shirley A. Clark, a former employe of KZEW Radio. Action Dec. 17.

■ Victoria, Tex. (McDougal Broadcasting Inc. and DeMaree Enterprises of Texas, Inc.) **FM proceeding:** (BC Docs. 79-238-39)—ALJ John J. Fitzpatrick established following procedural schedule: Feb. 1 for exchange of preliminary engineering exhibits; Feb. 15 for exchange of all exhibits and lists of witnesses and written testimony of witnesses to be offered by each party on its direct case; Feb. 22 for notification of witnesses to be produced for cross-examination; March 4 for commencement of hearing at 10:00 A.M., Washington, D.C. Action Dec. 19.

### Translators

■ Donnelly, Minn.—Hubbard Broadcasting Inc. seeks CP for new UHF translator on ch. 63 (TPO: 100 w, HAAT: 400 ft.) to rebroadcast indirectly KSTP-TV St. Paul, Minn. Ann. Dec. 20.

### Satellites

■ The following earth station applications have been granted:

■ Hawaiian Cable Vision Co. for Lahaina (Maui) Hawaii (002053-DSE-L).

■ Video Engineering Inc. for Saratoga, Calif. (002066-DSE-L).

■ Sweetwater Television Co., Inc. for Rock Springs, Wyo. (002068-DSE-L).

■ California State University, Sacramento for Sacramento, Calif. (002069-DSE-L).

■ Telstar T.V. Inc. for Whitesboro, Tex. (002084-DSE-L).

■ Tongue River Cable TV Inc. for Ranchester, Wyo. (002085-DSE-L).

■ Mike's TV Inc. for Morton, Wash. (002086-DSE-L).

■ Spring Video Inc. for Cypress, Tex. (002098-DSE-L).

■ Community Communications Co. for Leadville, Colo. (002107-DSE-L).

■ Belleville Community Antenna System Inc. for Belleville, Kan. (002018-DSE-L).

■ Harbor Videocable for Montesano, Elma, McCleary, all Washington (002109, 10, 11, DSE-L).

■ Carbondale Cable Television Co. for Carbondale, Colo. (002112-DSE-L).

■ Newport Cablevision for Newport, Wash. (002113-DSE-L).

■ Logan Cable Television for Logan, N.M. (002114-DSE-L).

■ Glendive Cable TV for Glendive, Mont. (002110-DSE-L).

■ Castro Valley Cable TV for Castro Valley, Calif. (002117-DSE-L).

■ Gulftron Inc. for Goliad, Tex. (002118-DSE-L).

■ Wamego Community Antenna System Inc. for Wamego, Kan. (002120-DSE-L).

■ Nation Wide Cablevision Inc. for Grass Valley, Calif. (002100-DSE-L).

■ West Shore TV Cable Co. for Carlisle, Pa. (002017-DSE-L).

■ Home Entertainment Productions Inc. for Greenlawn, N.Y. (002039-DSE-L).

■ Monmouth Cablevision Inc. for E. Keansburg, N.J. (002042-DSE-L).

■ Consolidated TV Cable Service Inc. for Frankfurt, Ky. (002048-DSE-L).

■ Louisiana Community Cablevision Ltd. for Louisiana, Mo. (002049-DSE-L).

■ Jekyll TV Cable Inc. for Jekyll Island, Ga. (002050-DSE-L).

■ Cablevision of Wadesboro Inc. for Wadesboro, N.C. (002051-DSE-L).

■ Cadiz Cable TV for Cadiz, Ky. (002052-DSE-L).

■ Liberty TV Cable Inc. for Vandergrift, Pa. (002060-DSE-L).

■ Loogootee Cablevision Co. Inc. for Loogootee, Ind. (002070-DSE-L).

■ Tele-Media Company of Central Pa. for Central City, Pa. (002071-DSE-L).

■ Consolidated Midwest Cable TV Inc. for Chatham, Ill. (002072-DSE-L).

■ Video Cable Corp. for Rittman, Ohio (002073-DSE-L).

■ Warner Cable Corp. for Water Valley, Miss. (002074-DSE-L).

■ Better Vision Cable Co. Inc. for Roanoke, Va. (00208-DSE-L).

■ Wolfe Broadcasting Corp. for Fremont, Ohio (002087-DSE-L).

■ Buford Television of Ohio Inc. for Cincinnati, Ohio (002089-DSE-L).

■ American Cablestystems of Va. for Abington, Va. (002096-DSE-L).

■ North Ottawa Cablevision Inc. for Holland, Mich. (002092-DSE-L).

## Summary of broadcasting

### FCC tabulations as of Nov. 30, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4526	3	25	4554	93	4647
Commercial FM	3104	2	49	3155	167	3322
Educational FM	1012	0	27	1039	86	1125
Total Radio	8642	5	101	8748	346	9094
Commercial TV						
VHF	514	1	2	517	8	525
UHF	220	0	4	224	62	286
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	987	4	17	1008	79	1087
FM Translators	276	0	0	276	154	430
TV Translators						
UHF	1219	0	0	1219	381	1600
VHF	2461	0	0	2461	215	2676

\*Special temporary authorization

\*\*Includes off-air licenses

### Call Letters

#### Applications

Call	Sought by
<b>New AM's</b>	
KAPZ	John Paul Capps, Bald Knob, Ark.
KMKR	White River Bdcg. Co., Meeker, Colo.
WMUF	J. Star Bdcg Co. Paris, Tenn.
<b>New FM's</b>	
KAHM	Southwest FM Bdcg Co. Inc., Prescott, Ariz.
KPOY	Sudbrink Bdcg Co. of Hawaii, Lihue, Hawaii.
*KUNV	Univ. of Nevada Bd. of Regents, Las Vegas, Nev.
WDST	Woodstock Communications Inc., Woodstock, N.Y.
KQFO	Tilco Bdcg Inc., Frederick, Okla.

\*KLPB

#### New TV's

Louisiana Educational TV Authority Lafayette, La.

#### Existing AM's

KJSN	WRRD Minneapolis, Minn.
WFEZ	WTNK Meridian, Miss.
KLAY	KQLA Lakewood, Wash.

#### Existing FM's

WKYD	WQHO Andalusia, Ala.
KMJX	KKLF Conway, Ark.
KFXE	KOTN-FM Pine Bluff, Ark.
WIZD	WLQY Fort Pierce, Fla.
KKRG	KICG Iowa City, Iowa
WCKQ	WTCO-FM Campbellsville, Ky.
WBSB	WITH Baltimore, Md.
WFXZ	WBUF Buffalo, N.Y.
WKSB	WRAC-FM Williamsport, Pa.

### Other

■ FCC today approved publication of report on minority ownership of broadcast facilities compiled by Equal Employment Opportunity—Minority Enterprise Division of the FCC's Office of Public Affairs. The 64-page booklet includes model financing proposal to be used by minority entrepreneurs wanting to purchase broadcast properties. For additional information contact Ed Cardona at (202) 634-1770. Action Dec. 15.

■ FCC has proposed one-year pilot program of reimbursement to individual consumers, groups and small businesses for expenses incurred in participation in FCC rulemakings if funding for such program is provided by Congress. For further information contact Randolph May, (202) 632-6444, or Erika Jones, (202) 632-7000. Action Dec. 15.

## How do you handle a hungry lion?



### Feed him a car thief.

The familiar voice of Gary Owens offers this advice along with other public service tips on keeping fire, burglars and other everyday hazards out of your listeners' lives. There are four 30-second and four 60-second audio tapes, all in the typically-light Owens style. And they're yours for the asking from State Farm Fire and Casualty Company. Mail the coupon or, if you're in a real hurry, call 309-662-6402.

Richard E. Kepler  
Public Relations Department  
State Farm Insurance Companies  
One State Farm Plaza  
Bloomington, Illinois 61701  
Please send me your public service series on avoiding everyday hazards around the home. I understand there is no charge.



Name \_\_\_\_\_  
Station \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
(No P.O. Box Numbers, please)

# When you position an ad in SRDS Spot Radio, you position your station in the market place.



## It's as basic as that.

A lot of popular misconceptions have been floating around about today's radio buying habits. So we challenged them. We checked. We researched.

Our continuing in-depth research shows that buyers and planners of media don't consider **ONLY** rates. In fact, they don't even consider rates **FIRST**.

What advertisers and agencies do want from your station is an information base. **THAT'S WHY THEY COME TO SRDS.**

They want to know about your format. Your programming. Your audience. And its demographics. So that they may position their advertising most effectively within their market. **THAT'S WHAT THEY GET FROM SRDS.**

Before advertisers and agencies think of rates, before they think of anything else, they think of positioning. Rather than scanning your rate card, the buyer of spot radio carefully peruses SRDS. He is, in effect, saying . . . "Tell me everything you can about your station." We know, because we found out.

SRDS, the first source of information for buyers of spot radio, is **your** best opportunity to meet your market head on. To show buyers how your station is positioned in the market place.

Contact your SRDS sales representative today. He'll be glad to show you how to position your station advantageously.

**WE'RE MORE THAN JUST RATES.**

**In SRDS, YOU ARE THERE, selling by helping people buy.**

## SPOT RADIO RATES AND DATA

5201 Old Orchard Road, Skokie, Illinois 60077

# Professional Cards

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# Services

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See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**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.

**New FM station** on eastern Long Island, N.Y. seeks General Manager. Must have sales and engineering background. Send resume to PO Box 278, Teaneck, NJ 07666.

**Station Manager:** University of Tulsa seeks station manager for KWGS-FM, a National Public Radio affiliate. Responsibilities include supervision of professional and student staff, program supervision, budget, long range planning and development. Candidate should have prior managerial experience, preferably with an NPR station. 12 month staff position, salary negotiable. Deadline for applications is January 21, 1980. Send resume to Dr. Thomas Bohn, Chairman, Faculty of Communication, University of Tulsa, 600 S. College, Tulsa, OK 74104. 918-592-6000, ext. 541. The University of Tulsa has an Equal Opportunity Affirmative Action Program for students and employees.

### HELP WANTED SALES

**Sales person** needed for an AM/FM operation on the Eastern Shore of Maryland. Call Sam Cannon, 301-228-4800.

**Wanted**—Salesperson or combo person for small market, 2500 watt promotion minded station. Excellent benefits including company car. Experience helpful, but not essential. Chance for advancement. Call Ron Stewart at 717-462-2759.

**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.

**Colorado.** If you're a motivated small market sales specialist who likes to work hard—you'll love this opportunity in one of Colorado's most beautiful hunting, fishing and skiing areas. New ownership. Management possibilities. Send resume with references to Bob Gourley, Box 631, Monte Vista, CO 81144. An Equal Opportunity Employer.

**New England** medium market daytimer needs General Manager/Sales Manager. Tough challenge but extremely rewarding personally as well as financially. Base plus bonus plus stock. Write Box A-11.

**One of Houston's dynamic** and respected radio stations is expanding. Two professional sales executives needed—experienced direct and agency accounts. \$30,000.00 first year—immediate openings. Send resume to KCOH, 5011 Alameda, Houston, TX 77004 or call Sales Manager, 713-522-1001. EOE.

**California \$1000 per month** guarantee vs 20% for successful, aggressive local sales person. Excellent potential income to be made in beautiful coastal growth market representing outstanding fulltime AM MOR. EOE/ME Call Charlie Powers 415-376-0397 or resume to Greentree Group, PO Box 68, Moraga, CA 94556.

**Live and work in beautiful** Eastern Long Island. Stereo FM adult contemporary station with No. 1 TA 25-54 position wants aggressive salespeople. Knowledge of retail sales and RAB technique helpful. Great opportunity for right people. Send resume and references first letter to WSBH, Stereo 95, 91 Hill Street, Southampton, NY 11968, attn: G/M.

**Account Executive wanted:** Excellent opportunity for experienced street fighter with rapidly growing sunbelt station. Top 50 market. Send resume to: PO Box 30088, New Orleans, LA 70190. Equal Opportunity Employer Male-Female.

**Colorado Sales** opportunity; immediate opening; experienced or beginner, but must be aggressive. Don Costa, KAVI, Box 632, Rocky Ford, CO 81067 EEO.

**KADE/KBCO Boulder,** Colorado offers excellent new year opportunity for young, aggressive, management oriented salesperson to join current staff of four professionals. Resume, references, salary requirements to Robert Greenlee, 4840 Riverbend Road, Boulder, CO 80301. An EEO Employer.

**Sell The Lake of the Ozarks.** New owner seeks salespeople with two years minimum experience and the drive to win big in one of America's best resort areas. Established billing and much untapped potential. Send resume and track record to: General Manager, KRMS AM-FM, Osage Beach, MO 65065. EOE.

**If you believe** sales should be creative and rewarding. If you can organize your time, maintain self discipline, and will settle for only the professional approach. If you want an active account list, opportunity to advance and live in the best part of the country apply with resume. An equal opportunity employer. Box A-22.

**Spend 1980 with a winner!** No. 1 station in Ogden, Utah will pay \$1000 draw against liberal commission to the right person. Our present sales people are earning over \$1500, most months. Retailers here are tough, but if you can handle them, call Tom Greenleigh, KJQ, 801-392-7535. E.O.E.

### HELP WANTED ANNOUNCERS

**Midwest AM-FM** seeks mature, community minded air personality. Box M-93.

**Pacific Northwest,** medium market, needs M/F DJ. Personality and depth with one to one conversational approach. AM experience and thorough knowledge of music helpful. Box M-172.

**Florida-Sales Manager-Equity possible**—Key list, growth market, expanding company, E.O.E. Call 305-783-8660 Evenings.

**Looking for an evening DJ** for a small market with production and copywriting skills. Good first break for the right person. Send tape, resume, references to WSLB, PO Box 239, Ogdensburg, NY 13669.

**50KW Southeastern Country Leader** seeking strong Afternoon Announcer. The person we are looking for must have the ability to communicate. If you have what we need, we have what you want—good salary, good fringe, good working conditions. Send complete resume and aircheck, salary requirements and references first letter to General Manager, WYDE, 2112-11th Avenue South, Birmingham, AL 35205. No phone calls. EOE.

**Wanted, experienced announcer—sales people.** Opportunities with growing broadcast groups located in the Sunbelt. Excellent benefits. Please send resume and tape if applicable. E.O.E. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

**WBBO AM/FM** seeks experienced personality for early evening shift. Top rated contemporary station in market. Excellent working conditions and profit sharing. Good production skills a must. Send tape and resume to Program Director, Box 2066, Augusta, GA 30903. EOE.

**Midwest AM/FM** has opening for production person to handle afternoon and weekend shift. Fulltime/excellent opportunity. Located in LaSalle, Illinois, about 90 miles southwest of Chicago. Send tape and resume to Joe Hogan, WLPO, Box 215, LaSalle, IL 61301. An equal opportunity employer M/F.

**Announcer, Production:** Send resume and tape, Kim Love, KROE, Box 5086, Sheridan, WY 82801. EEO.

**Production Chief-Announcer** for fast growing Country Music Station. Resume, air-check, production samples to Radio Station KCIN, Drawer AF, Victorville, CA 92392.

**We are an adult format** with heavy emphasis on personality and community involvement looking for broadcast pros who want to settle down and join a top-notch team. Excellent working conditions, fringe benefits and salary for the right people. Now taking applications for immediate and future openings. All replies confidential. An Equal Opportunity Employer. Send resume and references to Box A-36.

**Iowa small market** station needs two announcers—one news, immediately. Tapes and resumes to Mark Fenly or Mike Martini, KLEH, Box 73, Anamosa, 52205. 319-462-4384.

**Country Morning DJ,** with creative production ability. Unusual opportunity to become key individual in booming medium market station. Box A-33.

**Break into the Norfolk Market.** Good money for right morning DJ. Tapes and resume to Page Donahue, WQZQ Radio, PO Box 15272, Chesapeake, VA 23320. Phone 804-421-7211.

**An outstanding New England FM** seeks an experienced afternoon drive jock with strong production skills. First-rate facilities and equipment. Number one in market. Contemporary format. Send resume to Box A-24.

**Spend 1980 with a winner!** KJQ in Ogden, Utah needs a super sharp jock/production person for prime shift at No. 1 station. Natural sound a must. Adult Top 40 format, but tapes from all formats OK. Tapes to Tom Greenleigh, KJQ, 1506 Gibson Ave., Ogden, UT 84404. E.O.E.

### HELP WANTED TECHNICAL

**Chief Engineer:** Exciting Las Vegas: 5 kw 3 tower AM, automated FM with new Colliris transmitter and Cetec 7000 music system. A super station, seeking a super individual. Write or phone 702-385-4241, ext. 395. Director/Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101. An Equal Opportunity Employer.

**Chief Engineer** for Midwest AM-FM. First job applications welcome. Box M-95.

**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**—5 kw DA-2, 50 kw FM Stereo both automated. FCC. 1st required. Knowledge of automation, FCC R&R, Proofs, DA's. Women and minorities encouraged to apply. Doug McKay, Station Mgr, WTVR, 3314 Cutshaw Ave., Richmond, VA 23230. Equal Opportunity Employer.

**Chief Engineer** wanted for outstanding midwest AM/FM facilities. Must be experienced in directional, automation, FM stereo and state-of-the-art audio equipment. Please submit salary requirements, resume and long range goals to General Manager, KEWI/KSWT, PO Box 4407, Topeka, KS 66604. An equal opportunity employer.

**Experienced engineer** needed to work in West Kentucky's beautiful lakes region. Primary responsibility to maintain modern 100,000-watt NPR radio station, but some television work also required. FCC 1st class license and technical degree, plus experience required. \$14,000 to \$16,000. Application deadline April 15, 1980. Position open July 1, 1980. Send resumes to Bruce L. Smith, Gen. Mgr. WKMS-FM, Box 3327 University Station, Murray, KY 42071. Murray State University is an Equal Opportunity/Affirmative Action Employer.

**Chief Engineer needed** immediately for WLSO/WREZ Montgomery, Alabama. Call Gene Moorhead ... 205-832-4295.

**KRGO-AM** in Salt Lake City, Utah is looking for a full-time chief engineer. No beginners. Call Don Wade 801-972-3449. Must have references.

## HELP WANTED TECHNICAL CONTINUED

**Chief Engineer** 100 kw public FM station. Must maintain high quality studio, STL, transmitter, and remote recording equipment. Construction experience, music recording ability, digital knowledge helpful. Salary competitive. Contact: Employment Division, 111 Pettigrew Hall, UNC, Chapel Hill, NC 27514. Equal Opportunity/Affirmative Action Employer.

**Chief Engineer** for smaller market AM/FM in Oregon Cascades. EOE. Building directional and ready for proof. Exceptional facilities for market size. West Coast applicants preferred. Call Mr. Smith, 503-882-8833.

**Chief Engineer** for WIZE, Springfield, Ohio. Fulltime AM operator. Contact Steve Joos. 513-399-4955. Equal Opportunity Employer.

**Central Oregon:** Prineville AM with FM coming in April need chief engineer/announcer. Call J. Kendall 503-447-6239.

**KTLK Denver,** Colorado, needs Chief Engineer for 24-hour AM. Directional, 5kw facility. Experienced in proofs and FCC regulations. Send resume to Anna Morinelli, 1165 Delaware, Denver, CO 80204. EEO.

**Chief Engineer** for leading AM/FM in one of the world's most beautiful cities—San Juan, PR. Modern, dynamic, growing company needs a professional. Spanish ability helpful, not mandatory. Send resume, salary history to Radio, Box 1626, San Juan, PR 00903.

**Chief Engineer.** Immediate opening Northeast AM/FM. Studio and transmitter maintenance experience primary. Send resume, references, and salary requirements. Box A-20.

**Assistant Chief Engineer**—WTRY/WHSH, in New York's Capitol District has an immediate full-time opening for an individual with 1-3 years maintenance experience. Five KW directional AM and class B FM. Contact Norm Avery, Chief Engineer, WTRY Road, Schenectady, NY 12309.

**Chief Engineer** for dominant Midwest medium market 5 kw AM and class A FM. Must be thoroughly experienced in DAs, FM, audio, automation, remote control, maintenance, design, construction, proofs, and FCC rules and regulations. Aggressive ownership committed to quality engineering in expanding station group. Excellent compensation/benefit package for a dedicated, highly organized perfectionist. EOE. Rush resume with references and letter of application with salary requirements to: Box A-39.

## HELP WANTED NEWS

**Radio Anchor:** Radio Anchor/Reporter/Writer needed for midwest EEO group owner's operation. Must be sharp and aggressive, experienced newscaster to qualify. Send complete information including experience, salary required and writing sample to Box M-151.

**Minimum four years** in gathering and reporting local news. Eagerness and good voice a must for Chicago area radio station. Salary negotiable. E.O.E./M-F. Box M-164.

**Experienced broadcast journalists** needed for expanding news department. New fulltime hours will require larger staff. If you are very good at gathering, writing and announcing local news, send tape and resume to Scott Witt, News Director, WFLA/WHUD, Box 188, Peekskill, NY 10566, EOE M/F

**Aggressive Contemporary news personality** needed for Capitol City leader. Enthusiastic, conversational writing and delivery a must. Tapes and resumes to: Greg Thomas, WCVS, PO Box 2989, Springfield, IL 62703. E.O.E., M/F

**Immediate opening** for hard driving news person. News gathering, writing, announcing ability required. KLSS/KSMN, Box 1446, Mason City, IA 50401. EOE.

**Radio News Director** for WDEF AM/FM. Must have sound journalism leadership to direct department. Send tape, resume and three year salary history to John Faulk, Program Director, WDEF AM/FM Radio, 3300 South Broad Street, Chattanooga, TN 37408. Equal Opportunity Employer.

**Newsperson:** Gather, write and report local news. You do it all to start. Then build news department. In addition to resume, air checks, send news philosophy KCIN, Drawer AF, Victorville, CA 92392.

**News Person** for AM/FM. Established station in Central Illinois has fulltime opening for news person to work afternoon and weekend shift. Good salary and fringes. Send tape and resume to: Joe Hogan, WLPO, Box 215, LaSalle, IL 61301. An Equal Opportunity Employer M/F

**WBBO AM/FM** has immediate opening for a news reporter/announcer. Send resume, audition tape, writing samples and salary requirement to News Director, Box 2066, Augusta, GA 30903. Female/Minority applicants encouraged.

**News and Public Affairs Director** for 100,000 watt public radio station. Must be experienced, aggressive, and capable of working with student news assistants. Modern facilities. B.A. required, M.S. preferred. Closing date: Jan. 4, 1980. Availability: Feb. 1, if possible or later if necessary. Send resume and tape to: Bruce L. Smith, General Manager, WKMS-FM, Box 3227 University Station, Murray, KY 42071. \$12,000-\$14,000. Murray State University is an Equal Opportunity/Affirmative Action Employer.

**News-Public Affairs Director**—Write news, produce features, and perform air and board work. Bachelors Degree. RTO permit or FCC license. Salary negotiable. Deadline: January 18, 1980. Send resume, tape, and references to Jerry Allen, Manager, KUSU-FM, UMC 85, Utah State University, Logan, UT 84322. 801-750-3135. AA/EO Employer.

**Duluth's No. 1** news station needs an enterprising reporter/anchor. Degree required, experience desirable but not necessary. Excellent opportunity for career advancement. Tape, resume to Rich Younger, WAKX, 410 West Superior, Duluth, MN 55802.

**Immediate Opening** in local news operation to gather, write and air local news. Near St. Louis. All details to WINU, Box 303, Highland, IL 62249.

**News Communicator** needed at once for one of America's truly great radio stations. I want someone with talent, energy, credibility. Tapes and resumes please. Rod Fritz, News Director, KIMN/KYGO, 5350 West 20th Avenue, Denver, CO 80214. We are an Equal Opportunity Employer.

**1,000 Watt daytimer expanding** to 5,000 watt fulltime needs experienced newscasters 2-3 years experience a must. Send air-check & writing sample. Fred Hoskins, WCAP, 243 Central Street, Lowell, MA 01852. No phone calls.

**New England Contemporary Station** is in search of a high-quality, experienced newscaster who can make the news interesting to a young adult audience. We're the top station in a six-station market. Send resume and salary requirements to Box A-34.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director** for competitive midwest AM-FM. Must be community and promotion minded. Box M-133.

**Production Person/Announcer,** Chicago. Talented announcer wanted ... with solid experience in production/mixing. Real opportunity for an idea person who is enthusiastic and wants to grow with a broadcast-oriented agency. Complete responsibility for new, modern studio. If you're good, we want to hear from you — (no calls) resume, salary requirement and tapes, please. Gamzo Advertising Consultants, Inc., 624 South Michigan, Suite 800, Chicago, IL 60605.

**KEIN radio,** traditional leader in the Great Falls, Montana market, has two position openings. (1) Program Director with adult contemporary/public affairs orientation, (2) Morning Drive Personality. Highly competitive nature of market demands only mature/experienced applicants considered. Send tape/resume to: Robert P. Schuller, Station Manager, KEIN Radio, Box 1239, Great Falls, MT 59403. An Equal Opportunities Employer.

**WXXI-FM Rochester,** seeks announcer/programmer with two years experience in classical programming. Third class plus excellent classical music background required. Send tape and resume to WXXI Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

**Assistant Program Director** for 100kw full-time classical music public radio station. Announce, produce, plan, administrate program activities. Bachelor's Degree in related field, plus 24 hours towards Master's and experience performing similar duties required. \$9,588.80, plus, depending upon experience. Submit resume, audition tape and references by January 11, 1980, to: Administrative Office, Louisville Free Public Library, Fourth and York Streets, Louisville, KY 40203.

**CW PD** with creative production ability Must be detail oriented. References. Box A-32.

## SITUATIONS WANTED MANAGEMENT

**General Manager** who excels in programing as well as sales available for permanent move. Outstanding qualifications! Tired of mediocre applicants? Answer this ad! Box M-67.

**Stations sold.** Must relocate. Manager AM/FM. Versatile. Sales, programming, news and PD experience small and large markets. Desire long term situation. Call Bill Brown, 305-464-1400 or 305-464-7186 nights.

**Extremely qualified** General Manager. Excellent track record, outstanding ability to organize, hire, train, promote and sell. Box M-34.

**Station Manager** seeking sales-oriented general managership. Employed. Nine years sales, programming, administration, ascertainment/license renewal. Box K-148.

## SITUATIONS WANTED SALES

**Sales pro,** returning to radio, desires sales position. Box M-153.

## SITUATIONS WANTED ANNOUNCERS

**Female Announcer/News.** Excellent voice, scintillating personality. Hard working and dedicated 3rd class. Will relocate. Tape, resume. Shellie Peters, 639 Wellington No. 6, Chicago, IL 60657, 312-528-1955.

**Creative production,** great writing. Seven years radio/television production, multitrack, effects, maintenance, tight, entertaining board work, research, PR and PA, promotion and more. Prefer small/medium college market. Will consider all serious offers. Call Steve; 517-773-9273.

**College graduate** with experience desires position in Florida or Gulf Coast area. Call Bruce, 512-452-6536.

**Experienced Award Winning Announcer** seeks music personality position with room for artist interviews and specials. Will relocate anywhere for the right opportunity. Call 513-631-4657 nights.

**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.

**Bright, eager & reliable** young D.J., thoroughly trained seeking entry level radio position. Shift, hours & location no problem. Got to get it on! Dave Meade 215-TR6-9698 or 215-922-2530.

**Serious minded young black,** male, D.J. is pawing the ground looking to use his talents and energy. Will work within your budget. I will relocate. Ben Shumake 609-387-2095 after 5:00 PM. 215-922-2530 anytime.

**Black female,** multi-talented experienced as recording, console engineer, D.J. salesperson, and professional singer. Highly motivated and ready to take action now!!! Call Larella at 215-878-7296 or 879-6872.

**Trained Black D.J.** who loves people is looking for a station that needs a communicator who sells on or off the air! Big Hearted Dan is totally believable and real. Ready to go—Now! Big Dan Moore 215-CH2-1818 or 922-2530.

**My commercials sell,** my news sells, my DJ show moves mountains of listeners. For excellent tape phone Steve 212-626-6455.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**2 years experience**, contemporary Christian music, personable sound, presently employed parttime. Looking for fulltime job with benefits in same format. Mike Garrett, 714 Woodside Drive, Wantagh, NY 11793. Call days 516-731-1209; nites 516-735-1636.

**Personality:** Gary Butterworth. One-year NPR, B.A. Radio-TV, age 25, will relocate. 1559-1/2 Reed, San Diego, 92109. 714-273-5149.

**8 year pro**, personality, experience in Contemporary, Top 40, Country and more. Strong production, also news. PBP 1st phone. Box A-31.

**Dependable, ambitious**, good voice. Enjoys copywriting, announcing. College; commercials experience. Relocate anywhere. Gary 1-414-964-0371. 2-4 PM.

**Program Director/Jock.** Experience and references. Management oriented programmer seeks PD and/or announcer position. Let's talk! Call Mike 314-273-5471

**Experienced professional announcer**, medium New York market, looking for new, great, opportunity with top rated contemporary station. Solid D.J., news, production experience. Broadcasting school grad, 3rd endorsed. Ready, willing and able to move anywhere! Box A-18.

## SITUATIONS WANTED TECHNICAL

**Chief 30 yrs** AM-FM-DA SMC automation installations a specialty. Prefer northern Arizona. Retiring as of Feb. Installations and maintenance—reasonable. Box A-3.

**I'm a First Ticket Holder** looking for his first TV/Radio position. Good work habits. Learns quickly & can get along. Looking for an opportunity, not a break. Call Douglas Crouse at 215-785-6100 or 215-922-2530.

**Young, single & inquisitive** First Class Engineer is looking to enter TV or Radio situation at the ground level. Good photographic Navy credentials but flexible to start wherever you need a solid, a thoroughly dependable person. Call Robert Byrnes at 215-626-7161 or 215-922-2530.

**First Class License Engineer** is seeking First TV/Radio position. Good employment background. Loves to work—won't hide from it. Wants a career in broadcasting. Will relocate. Call Dave Clements at 609-386-4079 or 215-922-2530.

**Young, intelligent & energetic female**, with first phone, seeks entry-level radio/TV position. Flexible & will relocate. Wants a career, not just a job. Call Cheryl Jankiewicz at 215-535-5683 or 215-922-2530.

**Goal oriented & aggressive** young man with FCC First Ticket seeks broadcasting starting position. Mature, realistic & willing to relocate to your area. Angelo Cardona is ready for action. Call him at 215-229-5021 or 215-922-2530.

**Need a reliable FCC** 1st Class Engineer for an entry level position? Call Rich Covelusky at 215-329-6884 or 215-922-2530.

**Mature and reliable** family man, with 1st ticket, seeking a future with a radio or TV station. Will relocate. Call Glen at 609-227-8227 or 215-922-2530.

**FCC First Class** licensed technician is ready to get into action at first job level. Contact George Pilhoy at 215-671-0187 or 215-922-2530.

## SITUATIONS WANTED NEWS

**Hard working, dedicated** five year pro looking to move up to reporter position in medium market. Former sports director, PBP experience high school and college football/basketball. Award winner. Currently news director of AM/FM combo in Southwest. Willing to relocate. Box A-1.

**I know the importance** of numbers. Young experienced anchor-reporter-news director seeks career advancement. Willing to travel. Call 609-567-0134.

**Male, 23**, with BA and solid radio experience, seeks news position in Phila. market. Box A-23.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Put over \$25,000** in audience research systems and programming expertise to work for your station's success. Invest in a programming specialist! For a complete presentation, write: Mark D. Olson, 2522 Norma Avenue, West Covina, CA 91791.

**Cool headed and creative MD** with definite PD potential and three years board experience in small markets looking to move up. Have first phone. Send your interested response to Box M-149.

**Experienced pro seeks copywriting** spot in station/agency, central/northern NJ. Strong on creativity, images. Good sound, good sales too. 201-757-8574.

**Program Director**—Top 100—Presently employed. 15 year track record. Knowledge of adult contemporary and country formats. 18K now—when the fall book is released, the price goes up. Tomorrow has arrived, let's go for it! Box A-4.

**Young innovative M.D.** seeks PD slot. Four years small market, M/C and A/C experience. Impeccable references. Currently employed. Box A-37.

**Experienced** contemporary program director with good ratings and best references. BS Business Administration. Will consider any size market. Call John 803-833-4217.

# TELEVISION

## HELP WANTED MANAGEMENT

**Development Director:** Directs fund raising activities including on-air campaigns and corporate underwriting. Prepares production grant proposals. Supervises membership office. Minimum BA degree and 2 years experience in development or public relations at PTV or radio station. \$18,000 annual salary. Send resume, official college transcript, and 3 letters of recommendation by January 25 1980 to: Ronald J. Gargas, WBGU-TV, Bowling Green, OH 43403. Equal Opportunity/Affirmative Action Employer.

**Planning Project Director** needed to plan public telecommunication facilities in rural eastern Washington. Extensive experience in broadcasting, planning and community asertainment activities required. 15 month appointment at \$1,800 to \$2,150 per month. Resumes and 3 references by January 10, 1980 to General Manager, KWSU, Washington State University, Pullman WA 99164. WSU is an affirmative action equal opportunity employer.

**Business Manager Television:** BS Accounting or equivalent 3 years experience; working knowledge of budgeting and cost controls; send resume with salary history and requirement to Martin Siddall, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. E.O.E.

**Promotion Manager:** Number one station in top 50 market and a major group operator seeks experienced professional to take charge of public events, promotional production in print, TV and radio. Salary commensurate with experience. An Affirmative Action Employer M/F. Contact immediately Box A-12.

## HELP WANTED SALES

**Account Executive:** Salesperson wanted for a major group-owned Boston television station. Excellent career growth opportunities. Must have minimum 2 years television sales experience. An Equal Opportunity Employer M/F Box A-2.

## HELP WANTED TECHNICAL

**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.

**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, KMPP TV, 2600 South Mooney Blvd, Visalia, CA 93277. Pappas Telecasting Inc is an EEO/M-F Employer.

**Operations Engineer.** First phone, technical school or 2 years experience in commercial TV operation. Resume/references-WIFR-TV, PO Box 239, Rockford, IL 61105, 815-987-5300. EOE.

**Television Chief Engineer**—for Herrreich Broadcasting Stations. Experienced hands-on Chief Engineer wanted for rapidly-expanding group-owned UHF station in Fort Smith, AR. Fort Smith is the ninth fastest growing community in the nation: sun-belt, crime-free, pure air environment. Outdoorsman's paradise. The best living conditions in the country. Applicant must have excessive maintenance and supervisory experience. Great pay, benefits, opportunities for advancement. Send resume to Don Vest, Director of Engineering, Herrreich Broadcasting Stations, PO Box 4150, Fort Smith, AR 72914, an Equal Opportunity Employer.

**Television Engineer needed.** Immediate opening. Must have thorough knowledge of maintenance and operation. Send resume to WREX-TV, PO Box 530, Rockford, IL 61105.

**TV Chief Engineer** for network VHF station. Maintenance experience with RCA and Ampex equipment required. New studio facilities and hold C.P. for new transmitter and antenna. Send resume to WLSL-TV, PO Box 2161, Roanoke, VA 24009, or call Bob Teter collect at 703-344-9226.

**TV Technicians & Microwave Engineers** for state ETV Network, First Class FCC licensed. Starting salaries 8,710-10,400, Arkansas ETV Network, 350 S. Donaghey, Conway, AR 72032.

**Studio Operations** engineers needed in sunny Palm Springs. Experience as a tape operator/editor with TR-70, TR-22 and Sony U-Matics a must. Salary commensurate with experience. Contact Chief Engineer 714-568-3636. Equal Opportunity Employer.

**Western Multistation Group** operation has immediate opening for qualified studio tech in full color operation employing all new equipment. Send salary requirements and resume to Director/Engineering, Donrey Media Group, POB 550, Las Vegas, NV 89101 or phone 702-385-4241, Ext. 395. An equal opportunity employer.

**Transmitter supervisor**, 5 years UHF experience. Preferably with General Electric TT-59-A. Knowledge of satellite ground station and microwave. Send resume to chief engineer KEDT-TV, PO. Box 416, Corpus Christi, TX 78403. No phone calls please.

**Operating Engineer.** 1st phone required. Experienced in video tape editing, master control operations, production, and studio support. Aggressive TV operation in South Florida, a great place to be. EOE, M-F. Send resume and salary requirements to Personnel Department, WPEC, Fairfield Drive, West Palm Beach, FL 33407.

**Mature First Class Engineer** to work midnight shift at Savannah's only 24 hour TV station. Opportunity for advancement, competitive salary, four-day work week, warm weather and the Atlantic Ocean minutes away. Contact LaVaughn Thompson, PO Box 8086, Savannah, GA 31412, or call 912-232-0127.

**Florida network affiliate** seeks top notch Director of Engineering. We are looking for a team player who is strong on maintenance. Individual should be familiar with RCA equipment. EOE/MF. Send application to Box A-27.

**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-78.

**TV maintenance engineer** with five years experience for major market station. EOE, M/F. Send resume to Box M-76.



## HELP WANTED TECHNICAL CONTINUED

**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.

**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.

## HELP WANTED NEWS

**Weekend co-anchor** and state capitol reporter for aggressive, growing news team in beautiful midwest city. Net affiliate, strong ratings. EOE. Tape, resume and salary requirements to News Director, WKOW-TV, Box 700, Madison, WI 53701.

**South Florida Radio-TV Reporter.** Must have strong radio background, and Anchor experience or potential. Send resume and salary requirements to Box M-156.

**Meteorologist**, for top 25 sunbelt market. We need an experienced professional who can interpret radar and NWS materials to present an accurate, easily understandable weather forecast Monday through Friday. Equal opportunity Employer. Write Box M-170.

**Television News Reporter** for regional TV news operation to work out of Minot, North Dakota. Experience necessary. Strong on journalism and writing skills. Write for application: Dennis Neumann, Meyer Broadcasting Company, Box 1738, Bismarck, ND 58501. An Equal Opportunity Employer.

**News Photographer** for WTRF-TV, Wheeling, West Virginia. 2 years broadcast news experience or equivalent. Send resume by January 11, 1980 to News Director, WTRF-TV, 96-16th Street, Wheeling, WV 26003. An equal opportunity employer.

**Meteorologists!** We've been raided by a major market station and need another professional to fill the gap and continue developing our weathercenter. Call WNE-TV, 802-295-3100.

**News Anchor:** Superb opportunity for mid-career, mature, successful anchor person prepared to join a well-equipped and well-staff news operation absolutely committed to market leadership. Cosmopolitan market. Excellent company, excellent people and excellent working conditions. Salary rewards based on success. Prior applicants need not reapply. Send resume, references, video tapes and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, NY 13203. Equal Opportunity Employer.

**News Anchor:** Sunbelt area, male and female anchor for 6 and 10 PM. newscast in medium Southwestern market. An Equal Opportunity Employer. Send resume to Box A-28.

**Producer.** If you have produced a strip newscast at a commercial station for at least one year, know news, know production and want to join an operation that is Upward Bound, call Arthur Alpert, News Director, KGGM-TV, 505-243-2285 or send letter, resume and cassette to PO Box 1294, Albuquerque, NM 87103. No beginners, please. EOE.

**Sun Belt TV station** seeks reporter who can cover both news and sporting events. You will have opportunities to cover major league sporting events. Applicants should be able to shoot and edit own tape. Only experienced individuals need apply. EOE/MF Send applications Box A-35.

**Experienced TV News Director** to take over News department in highly competitive market. Must have strong managerial skills, ability to recruit and train reporters. Contact Dennis West, WIFR/TV, 815-987-5300. EOE.

**Staff reorganization** creates anchor, producer, reporter needs. Send tapes, resumes, first reply to Tom Maxedon, ND, WLFJ, Box 18, Lafayette, IN 47902. EOE.

**Expanding medium market newroom** in Florida is accepting applications for Sports Director. Personable on-air delivery, ability to shoot and edit ENG required. Experienced self-starters only. Also seeking experienced reporter interested in weekend sports. E.O.E. Resume to Box A-16.

**Producer for 6 & 11 p.m.** Saturday & Sunday news programs, and to assist in all phases of production of weekly broadcast news magazine. Applicants should have a college degree or its equivalent in journalism or related fields, and should have had at least 2 years' experience in television journalism. This includes reporting, film and tape photography and editing, and producing of news programs. Experience in anchoring news programs desirable. Resume and 3/4 tape to Hugh L. Smith, News Director, PO Box 22013, WTVT, Tampa, FL 33622. No phone calls. Equal Opportunity Employer.

**Stymied?** Are you the No. 2 or No. 3 person in a big news operation? How would you like to be the No. 1 person in a smaller operation and really do something? We're looking for an aggressive, knowledgeable News Director in our great and growing Northwest market. Manage department and anchor. EOE. Complete resume and salary requirements to Box A-26.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Promotion Manager:** Creative person—experienced in writing and graphic arts and all other phases of promotion and public relations. Must have working knowledge of on-air production. Send resume to James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. A Ziff-Davis Station. EEO.

**Are you an energetic person** who wants more responsibility? We are seeking a producer/reporter to research, write, produce and host public affairs programs. Experience in producing legislative/governmental affairs programs and documentaries is necessary. Deadline: January 31, 1980. For complete job description send resume to: Andy Bendel, Executive Producer, WILL-TV, 1110 West Main St., Urbana, IL 61801. An affirmative action/equal opportunity employer.

**Major Market Group owned,** network affiliate station needs sharp promotion person. Must be strong in on-air production and must have good advertising sense. An Equal Opportunity Employer. Send resumes immediately to Box M-161.

**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 Manager.** Current person promoted to No.2 slot in organization. Must have two years' experience in television and radio management or mid-management, preferred in program-related areas. Supervises approximately 10 people in FM & TV programming. Program selection and scheduling for both FM & TV. Ascertainment. Promotion. Production. Some on-air fund raising. \$15,000 to \$18,000 depending on experience. Send resumes before January 18, 1980 to Arthur F. Dees, President & General Manager, WSKG Public Television and Radio, Box 97, Endwell, NY 13760. EOE/AA/M-F.

**Reporter/Producer:** Need aggressive TV journalist to join staff of nightly public affairs magazine. BA degree plus strong writing skills, hands-on ENG editing and on-camera experience required. Send resume to: WXXI Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

**Sales Creative Director—** Needed immediately at 3 Clearly Yours, ABC affiliate in Mobile/Pensacola. Applicants must be organized, have strong creative ability, and be experienced in studio and remote production. Proven ability to work with clients and dedication to quality production is essential. Send complete resume, tape, and references to Production Manager, WEAR-TV, 3 Clearly Yours, PO Box 12278, Pensacola, FL 32581.

**T.V. Production Technician II:** To perform as a lead-worker in a variety of manual duties involved in the production of television programs for 2 PTV stations. Must have an Associate Degree in television production or related field plus at least one year of experience in a television production crew. Salary is \$11,600 to \$14,760, plus fully paid fringe benefits. Send resume to: Daniel Kuemmel, Employee Services, WMVS/WMTV, Milwaukee Area Technical College, 1015 North 6 Street, Milwaukee, WI 53203.

**Art Director** for Southeast station. Must have TV experience. Send resume and salary requirements to Box A-13.

## SITUATIONS WANTED TECHNICAL

**7 year major market veteran** desires position: in master control, news and (or) post-production editing, or TD. Network experience; impeccable references. Prefer West Coast area. Box M-163.

**Young, ambitious & goal setting** Black First Class Ticket holder, with college background, seeks commercial TV position. Currently employed at Phila. Cable TV Company. Call Mr. Graham at 215-922-2530.

**Attractive & single black female** with First Ticket wants entry level TV position. Career minded, challenge oriented, even tempered but eager to "Get It Going." Good work habits and will follow directions. Sonya Davis 215-365-0427 or 215-922-2530.

**Television Chief Engineer—**Experienced in transmitter and studio facility design and operation. Former group owner engineer knows budgeting and union personnel relations. Will only consider extremely responsible position. Box M-174.

**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.

**Working Chief,** currently employed—stable. High Power UHF station planning/installation, operations, more. Box A-19.

## SITUATIONS WANTED NEWS

**8 Year Broadcaster** seeks entry-level: TV journalism, (2½ years, ass't-ND). William Hargreaves, 213-277-7769 (mornings).

**News Director Position** wanted: A station committed to news leadership in a medium to medium-large market; preferably in the mid-west. Promised: Journalistic integrity and ratings leadership. Arrangement: Give me the tools to do for you what I have done in smaller markets. I'm looking for a permanent position in a market where the news department represents an ongoing commitment by management and where I can become a part of the community on a long-term basis. Box A-7.

**Female Meteorological Forecaster,** Top 40 market, seeks professional move. AMS. Box A-25.

**News Director,** 16 yrs. experience, track record references. Built highest rated TV news dept. in U.S. Clark Edwards, 205-281-8718.

**Producer:** major market experience. Willing to start as an assistant for quality, in-depth programming. Box A-29.

**Sports/News:** B.A. Broadcast Journalism. Sports internship in top-30 market. Producing, editing, writing, photography experience. Solid references! Seeking entry level news or sports position. Will relocate. Contact: Dave Silver at 408-257-3408 or 714-287-2479.

**TV Sports Anchorman,** currently working in major market. Polished pro in mid-thirties with witty, conversational delivery. Strong writer, experienced in coverage of big league sports. Box M-152.

**ENG and film** for news and documentaries. Cinematographer available February 1, 1980. Stories sold to DEF. Willing to relocate. Resume, references, tape on request. Fred Cook, phone 415-751-5708, 723 Shrader, San Francisco, CA 94117.

## 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/Director** 8 years in TV. Creative and responsible. Looking for place to settle. Excellent references. Box M-157.

**Experience:** Network booth announcer, industrial teleproduction consultant, first phone ops switcher, much more . . . in pursuit of small/medium market career position exercising all talents. Box 748, Hartford, CT 06142.

## ALLIED FIELDS

### HELP WANTED TECHNICAL

**Technical Systems Manager:** Fast growing Dallas area communications company has immediate opening for experienced technician. 1st or 2nd class FCC license required. Work involves maintenance of communications systems. Salary commensurate with experience. We offer advancement opportunities and good company benefits. Please send resume or call Nancy Bragg Bird at RAM Broadcasting, "The Beeper People", 1601 Dragon Street, Dallas, TX 75207 214-747-1852.

**Engineer with experience** in video operations, equipment maintenance and system design needed by internal corporate facility. Outstanding opportunity and benefits. Send resume to OMS, 8700 Davis Blvd., Ft. Worth, TX 76180.

**Engineers and Technicians** — Wilkinson Electronics, Inc., near Phila., Pa. needs AM, FM, RF and Audio Engineers and Technicians for design, test and sales of its full line of Broadcast equipment. Plenty of growth potential with excellent salary and benefits. Send resume to G.P. Wilkinson, PO Box 738, Trainer, PA 19013.

**Video Engineer/Teleproduction:** Golden West College, a southern California Community College and site of KOCE-TV, PBS, Orange County, has opportunity for video engineer at its media production center, a non-broadcast facility. Excellent benefits. Applicant must be proficient in repair, maintenance and operation of a CCTV color studio, mini-cam, and 3/4" editing system. First Class FCC license desirable. Typical tasks include performing maintenance to keep equipment operational, videotape duplication, EFP and VT editing. Contact Coast Community College Personnel Office, 1370 Adams St., Costa Mesa, CA 92626. Phone 714-556-5948 by January 28, 1980.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Media Production Manager.** Fortune 500 company seeks video producer for broadcast quality studio. Will manage all phases of production (development through post-production) of training and communications programs. Excellent opportunity in growing studio. \$28,000 to \$32,000. Call Susan 212-697-8682.

### HELP WANTED INSTRUCTION

**Wanted:** Full-time broadcast instructor/studio maintenance engineer. Minimum five years experience. Good salary. Tapes/Resumes (No phone calls) to: Tommy Goodwin, Director, KiiS Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038.

**Mass Communication.** Two positions: One tenure track and one year non-tenure track. Department needs are in TV Production and Direction and Advertising and Public Relations. Evidence of work done by applicant and/or students is required. A minimum of Master's Degree. Above positions begin Fall, 1980. Track and one year non-track positions, rank and salary are contingent on degree, academic background, and experience. Minimum starting salary of Asst. Prof. is \$15,455. An Affirmative Action/Equal Opportunity Employer. Interested persons submit vitae no later than February 14, 1980 to: Dr. Richard D. Alderfer, Chairman Search and Screen Committee, Department of Speech, Mass Communication and Theatre, Bloomsburg State College, Bloomsburg, PA 17815.

**Wanted:** Full and part time broadcast instructors. Must have minimum six years experience in all phases of broadcasting. Major market talent preferred. Good pay, prestige facilities. Tapes/Resumes (No phone calls) to: Tommy Goodwin, Director, KiiS Broadcasting Workshop, 1220 N. Highland Ave., Hollywood, CA 90038.

**The School of Journalism** and Mass Communication at the University of Oklahoma is seeking applicants for a faculty position in its radio-television-film program beginning with the fall semester 1980. Teach courses in beginning and advanced television production and other undergraduate and graduate courses in radio-television-film, with complementary research and service responsibilities. This is a permanent, tenure-track position. Rank and salary are commensurate with credentials. Ph.D. required beginning of fall 1980 semester. Minimum of one year of professional experience in radio-television-film is required. Experience and interest in film is desirable. Ethnic minorities and women are encouraged to apply. The University of Oklahoma has an Affirmative Action plan and is an Equal Opportunity Employer. Letters of application and vitae should be sent prior to February 1, 1980, to: Director, School of Journalism and Mass Communication, 860 Van Vleet Oval, Room 101, University of Oklahoma, Norman, OK 73019.

**Journalism:** Tenure Track position: Assistant professorship in Broadcast Journalism program, School of Communication, The American University, Washington, D.C., beginning September 1980. Teach radio and television news writing, editing, reporting, delivery and production. Master's Degree and teaching experience preferred. At least five years professional experience in broadcast journalism required. Salary commensurate with experience. Send letter of application and resume by February 1, 1980, to: Broadcast Search Committee, School of Communication, The American University, Washington, DC 20016. An Affirmative Action/Equal Opportunity Employer.

**Mass Communications Generalist:** Assistant/Associate Professor, Fall 1980, salary commensurate with qualifications. Teach courses in speech communication, print and electronic journalism; develop new courses in mass communication; assist in development of program in mass communications. Prefer Ph.D., college teaching, applied journalism experience and publications. Applications must be postmarked by February 15, 1980. George Mason University the growing state university in the Washington metropolitan area, is an affirmative action/equal opportunity employer. Address resumes to Dr. Anita Taylor, Chair, Department of Fine and Performing Arts, George Mason University, Fairfax, VA 22030.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Irburde 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.)

**Need 30 KW UHF** Klystron transmitter 209-578-5636, eve. 209-521-0909.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5" Air Hellaz** Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**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.

**Two RCA TK-42 chains,** two RCA effects generator, RCA switcher, RCA TR3 & 4S, Microwave equipment, Eastman 275 projector, Eidaphor large screen TV projector, priced to sell—Will take film equipment in trade. International Cinema, 305-756-0699; 6750 N.E. 4th Ct. Miami, FL 33138.

**Ampex TA55B UHF Transmitter**—55 kw, Good condition, \$150,000.

**GE TT22A 35kw VHF transmitter**—Low band, fair, \$12,000

**GEPE-400 Color Cameras**—Pedastals, Racks, like new, ea \$14,000.

**GEPE-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-60 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.

**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

**Good parts inventory** for RCA TTU1B and TTU25 transmitter. Write KLOC-TV, PO Box 3689, Modesto, CA 95352.

**Andrew Line & Connectors** ready for emergency shipment anywhere by air. Broadcast Consultants Corp. 703-777-8860. Box 590, Leesburg, VA 22075.

**General Electric PE-245 Color Film Camera**—Includes new AGA optics, Beston ND filter system, and encoder with noise-coring and image enhancement. Operating and in excellent condition. Available immediately. Good price. Reply to Box M-162.

**Ready for AM Stereo. Broadcast Console.** Eight channel Broadcast Electronics solid state console with eight individual pre-amp cards for mono/stereo, hi Z/lo Z operation. Accepts up to 16 stereo inputs. Only \$1600. Plan for the future today! Mr. Kevin Schutts, Sales Manager, Holt Technical Services, 205 Westgate Mall, Bethlehem, PA 18017. 215-865-3775.

**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.

**RCA TR50 VTR, CAVEC, DOC,** editor, 5,000 hours. RCA TR5 VTR. 801-750-3128.

**1 KW AM Gates BC-1T** Early 60's current proof, complete set spare tubes

**1 KW AM RCA BTA-1R,** 1962, on air, excellent condition, SS rectifiers

**10 KW FM GEL,** mid 60's, excellent condition, proof, spares, manuals

**10 KW FM Collins 830-F1B,** 310Z1 exciter, stereo, spares, on air Call M. Cooper (215) 379-6585, for information on above or discount price on new equipment from any manufacturer.

**Buying Cameras?** Let Broadcast Systems, Inc. quote on your mounting and monitoring equipment. Call 800-531-5232 or 512-836-6014.

**FOR SALE EQUIPMENT  
CONTINUED**

**Two G.E. 50 kw AM transmitters.** Plenty of new spares including mod. transformer, one Continental 50 kw air cooled dummy antenna, one Continental 5 and 10 kw AM transmitter, clean. All items in our stock Besco International, 5946 Oaks Dr., Dallas, TX 75248. 214-630-3600.

**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 Twining, Dallas, TX 75227.

**"Comic Relief!"** Just for laughs. Bi-weekly. Free sample. White Creative Services, 20016 Elkhart, Detroit, MI 48225.

**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.

**News set wanted.** Small market station desires recently discarded news set. Large market stations interested? Send photos or VT to News Director, KESQ-TV, PO Box 4200, Palm Springs, CA 92263.

**This ad is directed** to the owners and managers who are not satisfied with the results of their promotional and advertising dollars. Award-winning promotions and ideas. Whether your need is a new image, Arbitron promotion, whatever, contact us now. RESULTANTS, Bill Cunningham, 500 Hibiscus Drive, Hallandale, FL 33009. 305-454-7979.

**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.

**FCC "Tests-Answers"** for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin February 12 and March 25. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**RADIO**

**Help Wanted Programing,  
Production, Others**

**PROMOTION  
MANAGER**

We have what we believe is one of the best radio promotion positions in the country, and we're looking for someone to fill it. Top ten market. Healthy six figure budget. Emphasis on personal growth. Can we hear why you're the best person for the job? An equal opportunity employer.

Box A-40

**Help Wanted News**

**SOUTHERN CALIFORNIA**

**MORNING PERSON—IMMEDIATE OPENING**

**KWIZ—Orange County, Disneyland, Newport Beach Area**

Send tapes to Bill Weaver:

**KLOK P.O. Box 21248, San Jose, Calif. 95151**

**Help Wanted Announcers**

**GOLDEN**

**OPPORTUNITY**

**WEST COAST  
MAJOR MARKET  
NEEDS WARM, SINCERE  
ADULT-CONTEMPORARY  
PERSONALITY  
IMMEDIATELY**

**WRITE:  
BOX M-150**

**Help Wanted News**

**NEWS ANCHOR  
ON-AIR TALENT**

WROR, RKO General in Boston, has a few choice opportunities to join New England's fastest growing FM radio operation. We're currently looking for:

- **Morning Drive News Anchor**
- **2 On-Air Talents**

If you have 3-5 years' on-air experience in a major or medium market, in any of the above areas, RUSH your tape and resume to Gary Berkowitz, Program Manager, WROR, RKO General Building, Government Center, Boston, MA 02114.



An Equal Opportunity Employer M/F/H/Vets

**Help Wanted News  
Continued**

**OPPORTUNITY**

for an aspiring News Reporter who is willing to start with a small operation to gain experience. Must have a taste for exposing political corruption. This is a small market with potential for growth.

Box A-14

**Help Wanted Sales**

**SALES  
MANAGER**

We are a growing AM/FM radio station located in a university town in the Midwest with an immediate opportunity for a sales manager. Our ideal candidate will have a solid track record in sales for a progressive station. In addition we seek an experienced manager who can motivate and train a diverse sales force.

In turn we can offer an excellent compensation package and opportunity for growth. Please send resume detailing salary history and requirements to:

Box A-21

Equal Opportunity Employer M/F

**RADIO SALESPERSON**

Major Denver radio station has opening for experienced broadcast advertising salesperson. Minimum 1 year radio or TV sales experience required. Should have working knowledge of research. Some college preferred. Send resume to Edward Hardy, Station Manager, KLZ Radio, 2149 South Holly, Denver, CO 80222. No phone calls please.

An equal opportunity Employer

**CHIEF ENGINEER**  
First Class

for First Class AM/FM stereo operation. Must be experienced, responsible, hands on type engineer with an ear for only the best quality broadcasting. Send resume to Bill Dutcher, General Mgr., WWBA Radio, Box 22000, St. Petersburg, Fla. 33742.

**Vice-President & General Manager**

Seeking return to sanity! Out of religious broadcasting! To classical music format! Investment opportunity considered. Box A-8.

**Needed: In Jerusalem**

We seek two specialists, preferable persons considering Israel as a permanent home. 1, SUPERVISOR of a small color-reversal laboratory with ability to do chemical analysis. 2, ELECTRONIC maintenance technicians, knowledgeable about Sony ENG equipment. Salary and travel arrangements negotiable. Box A-10.

**TELEVISION**  
Help Wanted Technical

**CHIEF ENGINEER**

Immediate opening for thoroughly experienced broadcast engineer with comprehensive knowledge of all phases of Television Station Systems. Send resume and salary requirements to Box M-173.

**TELEVISION TECHNICIAN**

Temple University has an immediate opening for an engineering technician with 5 years experience in the repair, maintenance and installation of audio and video equipment attached to black and white and color television studios. Successful candidate must have at least 2 years training in a related technical school and possess FCC first class license for repair of FM Stations. We offer a competitive salary and excellent benefits package including tuition remission. Interested applicants submit resume and salary history to: MILDRED DAWKINS.

**TEMPLE UNIVERSITY**

Rm. 203 Univ. Services Bldg.  
1601 N. Broad Street  
Philadelphia, Pa. 19122  
Equal Opportunity Employer

**TELEVISION TECHNICIAN**

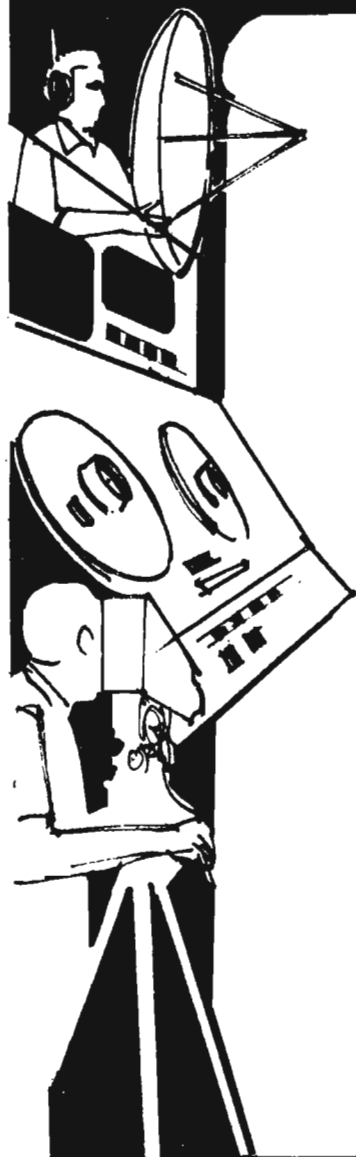
Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1st class license and technical school education. Send resume to:  
Chief Engineer  
WMAR-TV  
6400 York Rd.  
Baltimore, Maryland 21212  
E.O.E. M/F

**Television Maintenance Technician**

Top ten East Coast network affiliate seeking qualified candidates for television engineering maintenance. Professional broadcast experience preferred, but candidates with substantial technical credentials will be considered. Working knowledge of digital circuitry and EDP an asset. An exciting city, excellent compensation and a people oriented working climate are the rewards for the successful applicant. Detailed resume to WJLA-TV, 4461 Connecticut Ave., N.W., Washington, D.C. 20008, Attn: Personnel.

An equal opportunity/affirmative action employer M/F

**Broadcast Engineering & Technical Opportunities**



Growth and expansion have created a number of employment opportunities at the ABC Broadcast Center located in New York City. We are seeking experienced Electrical Engineers, Maintenance and Lab Technicians at various levels of expertise in the following areas:

**ELECTRICAL ENGINEERS  
AUDIO/VIDEO SYSTEMS  
ENGINEERS**

EE degree or equivalent, with minimum of 1 year experience in Equipment Design. Broadcasting related experience preferred.

**EQUIPMENT PLANNING  
ENGINEERS**

EE degree or equivalent with minimum 6 years experience in TV Broadcasting Equipment Design. Candidate will participate in advanced development and equipment improvement.

**RF SYSTEMS ENGINEERS**

EE degree or equivalent required with a minimum of 3 years Design and overall Systems responsibility including TV, AM/FM, Microwave & 2 Way Communications. FCC License preferred.

**AUDIO MAINTENANCE**

Minimum 2 years practical experience working with Analog and Digital Circuitry along with ability to service Audio equipment and Tape Recorders. Microprocessor background desirable.

**EQUIPMENT INSTALLATION**

Minimum 1 year experience in Electronic equipment, installation and construction. Broadcast experience an asset. Ability to use test equipment, hand tools and work from schematics required.

Please send your resume with salary requirements in confidence to:

**HECTOR VILLANEUVA**  
American Broadcasting Companies, Inc.  
40 West 66 Street  
New York, New York 10023

Men and Women of all races are encouraged to apply.

American Broadcasting Companies, Inc.

**Help Wanted Technical  
Continued**

**AM—FM—TV  
MAINTENANCE ENGINEERS**

Immediate permanent full time openings for Supervisory and Non-Supervisory positions.

Experienced with the following preferred TCR100, AVR3, VR1200, PC70, TK76 Sony Broadcast, Vital switchers, TK28 film, Vidifont Mark IV, Microwave Associates and Moseley microwave, Harris and RCA transmitters.

**STRIKE CONDITIONS EXIST**

Submit resume to Richard W. Roberts, Corporate Personnel Director, WFLA Inc., P.O. Box 1410, Tampa, FL 33601.

**WFLA INC.**

An Equal Opportunity Employer M/F

**Help Wanted News**

**NEWS ANCHOR**

Superb opportunity for mid-career, mature, successful anchor person prepared to join a well-equipped and well-staffed news operation absolutely committed to market leadership. Cosmopolitan market. Excellent company, excellent people and excellent working conditions. Salary rewards based on success. Prior applicants need not reapply. Send resume, references, video tapes and salary requirements to General Manager, WSYR-TV, 1030 James Street, Syracuse, N.Y. 13203.

Equal Opportunity Employer

**Help Wanted News  
Continued**

**FARM BROADCASTER**

If you can put together an interesting M-F Farm Program, host it and assist in sale of it, we can offer a salary plus commission on agricultural business. NAFB member preferred. EOE M/F. Send resume and cassette to: Robert B. Beall, W-TWO TV, P.O. Box 299, Terre Haute, IN 47808.

**Help Wanted Programing,  
Production, Others**

**PHOTOGRAPHER/EDITOR FOR  
PROMOTION/COMMERCIAL  
PRODUCTION**

Network affiliate in top 20 N.E. Market seeks experienced photographer for promotion & commercial production departments. Applicants must have at least three years experience in either film or video tape photography & editing. Resume to Box A-6. An Equal Opportunity Employer, M/F.

**Field  
Producers**

**TV Magazine  
... for the**

**No. 1 Station  
in the  
No. 1 Market**

Here's your chance to do it all... in a dynamic and creative atmosphere. Use your specialized talents to produce this top-rated magazine program.

If you're doing field producing for a show like "Evening" or "PM" right now, and have the ability to make a story come alive, you can't afford to miss this opportunity. We've been looking for some really special people, so act today if you think this might be the career spot for you. Send your resume and background information to:

**Box A-15**

An equal opportunity employer

**Help Wanted Programing,  
Production, Others  
Continued**

**Office Mgr  
Tape Editor**

South Florida TV station needs an individual to manage its West Palm Beach News Bureau. Must have prior TV experience with ENG Equipment, BVU editing. Prefer management background. Send resume to:

Manager of Employment  
P.O. Box 010787  
Miami, Fla. 33101

Equal Opportunity Employer M/F

**Help Wanted Management**

**TELEVISION  
OPPORTUNITY**

Permittee of new west coast UHF television station needs experienced manager to take charge of construction and operation of new facility. A challenging opportunity for the right person. Box M-127.

**TELEVISION ASSISTANT  
SALES MANAGER**

Aggressive, self-starter needed for growing Northwest Arkansas TV Station. Send resume and salary requirements to Box M-167.

**Situations Wanted News**

**I gotta do MORE . . .**

than just read. Top rated TV woman anchor, 5 years hard news; 2 as anchor-producer; ready to return to the whole job for a strong news operation in the right market. Born into radio; weaned on news; an anchor who writes AND reads! Box A-17.

**Presently: U.N. Correspondent/  
Producer**

Extensive Experience: News/Public Affairs  
Strong Admin/Writing Skills  
Steve: (212) 754-7211/436-2839  
Box A-38

**Situations Wanted Programing,  
Production, Others**

**PRODUCER**

Outstandingly successful Bureau Chief in major o/seas news center. Experienced every phase film & video, from operating camera to 6-figure budget control. Competitive, creative award winner. Seek news exec., magazine show, any challenging opportunity, anywhere. Box M-175.

**Radio Programing**



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

**The MEMORABLE Days  
of Radio**  
30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
...included in each series  
**Program Distributors**  
410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884

**Consultants**

**CONSULTANT**

Will determine your market needs, hire and train entire staff, design advertising, etc. RESULTANTS, Bill Cunningham, 500 Hibiscus Drive, Hallandale, FL 33009 (305) 454-7979.



**SHERLOCK HOLMES**  
Radio Mystery Series  
**IS BACK  
ON THE AIR!**

Now available for local purchase.

**CHARLES MICHELSON, inc.**  
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546  
127 West 26th Street, New York, N. Y. 10001 • (212) 243-2702

**ALLIED FIELDS  
Help Wanted Sales**

**Region  
Sales  
Manager**

**Television Products**

**Santa Clara, CA**

Tektronix, a recognized leader in Test and Measurement instrumentation has an immediate career opportunity for a TV Products sales management professional. This position has management responsibilities for all television products sales activities in our Western Region and affords the unique opportunity to join the leading manufacturer of TV test instrumentation in a sales management capacity.

The successful candidate will have a proven record of sales management in the television broadcast industry, including the management of a direct sales organization.

This position is based in Santa Clara, California and offers an attractive compensation plan, plus stock purchase option, automobile and company paid medical benefits and life insurance.

For immediate consideration, in complete confidence, call collect (408) 358-3491, or send your resume to Kathy Curry, Tektronix, Inc., 985 University Avenue, Suite 22, Los Gatos, CA 95030. We are an equal opportunity employer m/f/h.

**Tektronix®**  
COMMITTED TO EXCELLENCE

# BROADCAST EQUIPMENT SALES MANAGER



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 Oklahoma, Kansas, Missouri, and Southern Iowa. 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 2003  
M/S 433-100, ccu 465  
P.O. Box 10462  
Dallas, Texas 75207**



**Rockwell  
International**

...where science gets down to business

## RADIO BROADCAST PRODUCTS

# PRODUCT MARKETING SUPERVISORS

Broadcast Products Division of Harris Corporation has challenging opportunities with excellent growth potential for product marketing supervisors for program control and remote control systems. Responsibilities for these growth positions include establishing and achieving a level of sales in a specific product line, plus coordinating all marketing efforts that relate to the assigned product line.

Qualified individuals are those with radio station broadcasting and programming background, sales marketing experience, knowledge of program automation and remote control products, plus working knowledge of state-of-the-art studio products and microprocessor based technology. Education or work experience equivalent to a BSEE and an aggressive desire to excel are essential for success in this position. Persons interested in joining the leader in the radio broadcast industry should send their resumes in confidence to: **Gary L. Schell, Harris Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301.**



**HARRIS**  
COMMUNICATION AND  
INFORMATION PROCESSING

An Equal Opportunity Employer—Male and Female

## District Sales Manager

*Cetec Broadcast Group* is looking for a radio pro to represent our full broadcast equipment line in the fast-expanding Northwest—Northern California, Oregon, Washington, and Alaska. Our man or woman will know radio station operations, from the engineering basics through programming and station management.

Fine career opportunity to sell first-quality broadcast systems in an exciting territory. Excellent salary-plus-commission compensation. Strong technical and customer-service support.

Please contact Jerry Clements for interview.



**Cetec Broadcast Group**

1110 Mark Avenue, Carpinteria, Ca 93013  
(805) 684-7686

## Employment Service

### B A L **BROADCASTER'S ACTION LINE**

**The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Service \$40.00  
Call 812-889-2907  
R2, Box 25-A, Lexington, Indiana 47138**

### Sales Manager

Broadcasting Publications Inc. is accepting applications for a position as Western Sales Manager. Successful applicant will sell and service advertising space clients in 11 Western states.

Background in broadcasting profession helpful but not required. Sales experience and/or desire to sell essential, with prime importance placed on ability to organize, plan and produce sales with a minimum of direct sales supervision. Excellent growth opportunity for the right person.

Starting compensation based on experience and ability. Outstanding company benefits.

Qualified applicants should send a job resume, including salary requirements, to:

David N. Whitcombe  
Director of Sales and Marketing  
Broadcasting Publications Inc.  
1735 DeSales St., NW  
Washington, DC 20036

### PUBLIC NOTICE TOWN OF WEYMOUTH CABLE TV BIDDERS

Applications for the community antenna television license for the Town of Weymouth will be received by the Board of Selectmen, Weymouth Town Hall, 75 Middle Street, Weymouth, Massachusetts 02189

Applications should be filed on the Massachusetts C.A.T.A. Commission Form 100 and should be accompanied by a fee of \$100.

All responses should be filed no later than 4:30 PM, February 29, 1980. At least two copies of the application must be filed with the Board of Selectmen. A copy shall also be filed with the Massachusetts C.A.T.V. Commission.

On said February 29, 1980, responses and applications shall be opened and thereafter copies made available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

This notice shall be published only once and this is the only time period during which applications may be filed.

### PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE Natick, MA 01760

The Town of Natick, Ma. 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 2:00 PM, on March 10, 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Natick, Ma. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commissioner.

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.

Board of Selectmen, 13 East Central Street, Room 201, Natick, Ma. 01760.

### Help Wanted Technical

#### Engineering/Prod.

We are a major market, East coast, long-established radio, television, and film production house with major, daily, live television responsibilities.

We are seeking qualified candidates for existing and potential positions in the following areas:

- I. Engineering
  - A. Maintenance and Repair
  - B. Operation
- II. Production
  - A. Camera
  - B. Audio

Candidates for consideration must have a minimum of five years current, direct, professional broadcast experience. This is an excellent career opportunity in a challenging and rewarding professional environment. Candidates appearing to meet our professional requirements will be contacted by mail or telephone to arrange for a personal interview in their locale.

Please submit a detailed resume to M-138.

#### Broadcast/CCTV Engineer

Best opportunity to promote yourself. A major TV camera manufacturer is looking for an aggressive engineer for TV color camera and VTR service. Starting more than \$20,000 per year plus Christmas bonus and annual increase. Other benefits also available. Send resume to: Hitachi Denshi America, Ltd., 1725 North 33rd Avenue, Melrose Park, IL 60160.

#### MAJOR MIDWEST VIDEOTAPE COMMERCIAL PRODUCTION FACILITY IS EXPANDING.

Looking for outstanding personnel in the following areas:

Videotape Editor—experience in computer operation with creative skills-client oriented.

Audio Technician—Experienced in facility design and multi track mixing operations.

Film to Tape Transfer Technician—Experienced in 35 and 16mm Transfer Techniques.

Salary commensurate with experience. Box A-9.

### Help Wanted Instruction

#### CHAIR, DEPARTMENT OF JOURNALISM

Reopen search. Duties: administering a department with 400 students, providing leadership in curriculum development and support to off campus internships. Requirements: Significant professional experience in the media and effective teaching experience. Some consideration will be given to scholarly publications and research. Academic and professional credentials must be sufficient to assure senior faculty rank and tenure. PhD desired with at least 1 academic degree in Journalism, Communications or related discipline. Consideration given to candidates holding Master's degree in combination with exceptional professional accomplishments in lieu of the earned doctorate degree. Privileges: a fine salary commensurate with your ability; a senior faculty position with the rank of full or associate professor.

Resumes and nominations will be accepted through February 15, 1980. Send letters of nomination and resumes to: Prof. Robert W. Miller, Chairman, Selection Committee, 228 Stearns Center, Northeastern University, 360 Huntington Avenue, Boston, MA 02115. An equal opportunity/affirmative action Title IX University.

**Northeastern  
University**



**LEGAL NOTICE**

The Village of Millerton and the Town of North East, municipal corporations of Dutchess County, New York, hereby jointly invite applications for a cable television franchise to serve the area within the political boundaries of these municipalities.

A formal "request for proposals" is available to prospective applicants from

Barbara Van de Bogart  
Village Clerk  
Millerton, New York 12546  
Tel. (518) 789-4489

Applications for franchises must be submitted in writing in the form and manner specified in the "request for proposals" no later than March 10, 1980.

All applications will be made available for public inspection during normal business hours at Village Clerk's Office, Dutchess Avenue, Millerton, New York.  
Dated: December 21, 1979

Village of Millerton  
Town of North East

**AM/FM - CATV - TV  
CURRENT INVENTORY  
SHERMAN and  
BROWN ASSOC.**

**MEDIA BROKER SPECIALISTS**  
**(305) 371-9335 (904) 734-9355**

**GORDON  
SHERMAN**  
1110 Brickell Ave.  
Suite 430  
Miami, Fla. 33131

**ROBERT  
BROWN**  
P.O. Box 1586  
Deland, Fla. 32720

- Powerful educational FM in Wichita. **\$350,000.**
- 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.**
- 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**

**The Initial Board of Trustees** of the Association for Public Broadcasting will meet on January 18, 1980 at 8:00 a.m. at the St. Francis Hotel, San Francisco, California. Organization of Association activities with regard to research, planning and representation.

**Dan Hayslett**  
a associates, inc.  
*dh* **Media Brokers**  
**RADIO, TV, and CATV**  
**(214) 691-2076**  
11311 N. Central Expressway • Dallas, Texas

**Miscellaneous**

**DIGITAL VIDEO PRODUCTIONS  
HAS MORE TO OFFER THAN  
TOP QUALITY TAPE AND FILM  
PRODUCTION!**

WE CAN PROVIDE YOU WITH:

- 192 minutes of new 3-M 400 video recording tape for \$520.00. The tape is on 4-48 minute split hubs. There are four hubs per carton.

AVOID PRICE INCREASES ...  
CALL OR WRITE TODAY!

Phone: (717)  
824-1161  
62 South Franklin Street  
Wilkes-Barre, Pa. 18703



digital video  
productions

**MINNESOTA CLASS A FM**

in Minnesota's lake and resort country. New facility with excellent sales opportunity. Last years cash sales \$190K. Rulemaking on Class C pending. Owners leaving broadcasting. \$475K by owner. Box A-30.

**RALPH E. MEADOR**

Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

**MEDIA BROKERS  
APPRAISERS**  
RICHARD A. **SHAHEN**  
435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**



TX	Metro AM	\$1,000,000	Terms
NM	AM & FM	\$375,000	Terms
NM	Small AM	\$225,000	Terms

**Bill-David Associates, Inc.**  
2508 Fair Mount St.  
Colorado Springs, CO 80909

**Wanted To Buy Stations**

**Small Market AM or FM**

Native New Englander is looking for station in New England or NE New York. Strict confidence.

Box A-5

**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:**

Southwest full-time regional AM. Priced at 2½ times gross billing. Contact Boyd Kelley, 4408 Ridgemoor Drive, Wichita Falls, Texas 76309, or call (817) 692-7722.

**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

**THE HOLT CORPORATION**

APPRAISALS-BROKERAGE-CONSULTATION  
OVER A DECADE OF SERVICE  
TO BROADCASTERS  
Westgate Mall, Suite 205  
Bethlehem, Pennsylvania 18017  
215-865-3775

**R.D. Hanna Company**

Brokers-Appraisers-Consultants  
5944 Luther Lane Suite 505  
Dallas, TX 75225  
214-698-1022  
8340 E. Princeton Ave.  
Denver, CO 80237  
303-771-7675

**EXCELLENT OPPORTUNITY**

Major Hawaii clear channel radio station available for just two times gross with eight year terms at 10% to financially responsible purchaser. Exclusive format and excellent ratings. Management will stay if you wish. Call for details. Dave Wagenvoort, Media Broker (808) 395-2392.

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers

213/826-0385 Suite 214  
11881 San Vicente Blvd.  
Los Angeles, CA. 90049  
202/223-1863 Suite 417  
1730 Rhode Island Ave. N.W.  
Washington, D.C. 20036

NW	Small	AM	\$215K	29%
Plains	Small	AM	\$350K	\$102K
MW	Small	AM	\$540K	Cash
S	Medium	AM	\$575K	\$167K
NE	Suburban	AM	\$400K	Terms

Atlanta, Boston, Chicago,  
Dallas, Los Angeles



**CHAPMAN ASSOCIATES**  
nationwide service

1835 Savoy Dr., N.E., Atlanta, Ga., 30341



Select Media Brokers

PO Box 5, Albany, Georgia 31702-5128

**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
NY	Daytime AM	450K	Small
	& Fulltime FM		
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

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar • Suite 816 • Memphis, Tn. 38157

**BROADCASTING'S  
CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

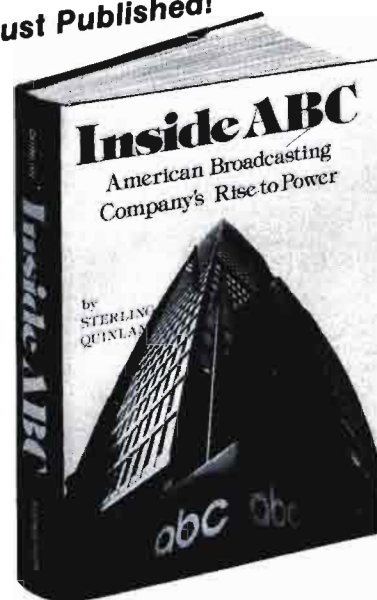
**Rates:** Classified listings (non-display) Help Wanted: 70¢ per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. \$5.00 weekly minimum. All other classifications: 80¢ per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

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# Fates & Fortunes

## Media



Wright

**Robert C. Wright**, general manager of General Electric's plastics sales department in Pittsfield, Mass., named president of Cox Cable Communications, subsidiary of Cox Broadcasting Corp. He will join company, based in Atlanta, Jan. 15. **Donald O. Williams** will continue

as executive VP and chief operating officer of Cox Cable. Other appointments to Cox Cable are: **William A. Pitney**, VP-operations, named senior VP; **W. Mark Sturm**, treasurer and controller, named VP-treasurer; **R. Bruce Eills**, general manager of West Coast division, named VP; **Bruce R. Bennett**, general manager of Cox Cable Development, named VP; **John C. Thorne**, director of corporate development, named VP-corporate development, and **Thomas F. McGuire**, director of franchising, West, **Bruce Burnham**, director of franchising, East, and **Bruce Sanderson**, coordinator of special projects, named VP's of franchise development.

**Michael Duffy**, assistant to general manager of KSDK(TV) St. Louis, named general manager. He succeeds Ray Karpowicz, who was named general manager and chief executive of Pulitzer Broadcast Stations, licensee of station (BROADCASTING, Dec. 3).



Duffy



Cassidy

**Paul J. Cassidy**, West Coast director of sales for Century Broadcasting Corp., Los Angeles, named general manager of Century's KWST(FM) there.

**Robert T. Sutton**, assistant general manager, WALA-TV Mobile, Ala., named VP-general manager. **H. Ray McGuire**, who has been general manager, assumes position of VP, and will assist station on matters of government and community relations and regulations of FCC.

**William Cody Anderson**, assistant general manager, WDAS(AM) Philadelphia, named general manager of WDAS-AM-FM under stations' new ownership by National Black Network. **John Elliot Herring**, in accounting and administrative posts at Mobil Corp. and Mobil Chemical Co., rejoins Unity Broadcasting Network, parent of National Black Network, as director of corporate finance, in charge of financial administration for both NBN and WDAS-AM-FM.

**John Donofrio**, national sales manager,

WCRB(FM) Boston, named VP-general manager.

**Gary Fries**, VP-general manager of KAAV(AM)-KLPQ(FM) Little Rock, Ark., joins KJJ(AM)-KXTC(FM) Phoenix in same capacity.

**Tommy Vasocu**, station manager, KDJQ(AM)-KDKB(FM) Phoenix, named general manager.

**James P. White**, general sales manager, WOOD-AM-FM Grand Rapids, Mich., joins WSPD(AM) Toledo, Ohio, as VP-general manager.

**Art Francis**, sales manager, KHMO(AM) Hannibal, Mo., named general manager.

**C. R. (Scott) Gilreath II**, marketing representative, Jennings, McGlothlin & Co., broadcast consulting firm in San Francisco, joins WQIQ(AM) Chester, Pa., as general manager.

**George Gilbert**, former station operations manager, WARM(AM) Scranton, Pa., joins WRAK-AM-FM Williamsport, Pa., as general manager.

**James Birkitt Jr.**, operations manager, WKDH(AM) Ashland, Va., named general manager.

**Joseph Collins**, senior VP-Eastern operations, American Television & Communications Corp., Englewood, Colo., named executive VP, responsible for company's cable television, microwave and construction operations.

**Trygve Myhren**, senior VP-marketing, named executive VP, responsible for all ATC staff functions including programing, marketing, finance and administration. **Michael McCrudden**, VP-Western operations, named senior VP-planning and development. **David Kinley**, who has been responsible for franchising, engineering and microwave activities, named senior VP-special projects.

**Noel Bambrough**, VP of cable operations for Cablecasting Ltd., Toronto, named president of Cable Atlanta in Atlanta, which is owned by Cablecasting.

**Andrew Subbiondo**, VP and assistant to president, CBS Radio division, New York, took early retirement on Jan. 1 after 29 years with CBS. Subbiondo earlier had been VP and controller for division.

**Eugene Dodson**, vice chairman of Gaylord Broadcasting Co., retires after 30 years with company. He had been based in Tampa, Fla., at Gaylord's WTVT(TV), since 1958, and earlier, was based in Oklahoma City, where Gaylord is headquartered. He left active station management to become vice chairman in 1977.

**Christine Woodward**, sales manager, WQLR(FM) Kalamazoo, Mich., named station manager.

**Jay E. Gerber**, VP and associate general counsel, NBC, New York, named VP, law, responsible for legal matters of NBC-TV, NBC News and NBC Entertainment and in staff functions, supervising litigation.

**Stuart Subotnick**, assistant controller and director of taxation for Metromedia, appointed to newly created post of VP-taxation. **Ivan J.**

**Houston**, board chairman and president, Golden State Mutual Life Insurance Co., Los Angeles, elected to Metromedia's board of directors.

**Alan Chodosh**, from Price Waterhouse & Co., New York, joins LIN Broadcasting Corp. there as director of accounting.

**Arthur Roberts**, director of budgets and financial management systems services for District of Columbia public school system, joins National Public Radio there as chief financial officer and assistant treasurer. **Beth Cole**, special assistant to president of NPR, Frank Mankiewicz, named director of development. **Thomas Bartunek**, station manager, noncommercial wxxi-FM Rochester, N.Y., joins NPR as manager of distribution center. **Gail Perruso**, from engineering department of Mutual Broadcasting System, Washington, joins NPR as senior scheduler in distribution division.

**Charles A. Whitehurst**, director of news and information development for Harte-Hanks Communications's television group, joins Cosmos Broadcasting Corp., Columbia, S.C., as director of broadcast services. He succeeds **William R. Logan**, who has been named operations manager for Cosmos station wis-TV Columbia.

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**Lynn McIntosh**, operations manager, WIS(AM) Columbia, S.C., joins Mutual Broadcasting System, Washington, as regional manager in station relations department.

**Charlene Slack**, communications director, WDTN(TV) Dayton, Ohio, named assistant to station manager, special projects.

New officers, Northern California Broadcasters Association: **Dan Tapson**, KOMA(FM) San Jose, president; **Steve Edwards**, KFOG(FM) San Francisco, VP; **Patrick Norman**, KFRC(AM) San Francisco, secretary, and **Rick Lee**, KMEL(FM) San Francisco, treasurer.

New officers, Greater Chicago Radio Broadcasters: **James Haviland**, WLAK(FM), president; **Ed Walters**, WYEN(FM), VP, and **Lois Gredell**, WBBM-FM, secretary-treasurer.

**J. Ross Felton**, VP, Columbia Pictures Radio, with responsibility for company's WWVA(AM)-WCPI(FM) Wheeling, W. Va., elected president of West Virginia Broadcasters' Association.

## Advertising

**Lawrence E. Lamattina**, senior VP, director of media and programing services, Grey Advertising, New York, named executive VP.

**Edward A. Haymes**, vice president and treasurer at Needham, Harper & Steers in New York, elected senior VP in charge of finance.

**Tracy Anton**, formerly with Foote, Cone & Belding, New York, joins Young & Rubicam, Los Angeles, as regional broadcast supervisor and will coordinate Y&R buying in that market. **Susan Pare** of Y&R, New York, moves to Y&R, Los Angeles, as senior media planner.

**Dave Williams**, who developed media planning system for Vitt Media International, New York, named executive VP. **Roy Muro**, senior VP-controller, named executive VP. **Hal Katz**, VP in charge of broadcast buying, and management director, named senior VP.

**Jan Kimball**, senior media planner on A&P account, McCann-Erickson, Chicago, named media supervisor. **Sheree Johnson**, media supervisor, Brewer Advertising, Kansas City, Mo., joins M-E in Chicago as media planner.

**Bill Vande Water**, senior VP of Barkley & Evergreen/Kansas City, named to similar position with agency's holding company, Barkley & Evergreen Inc., but will continue to work in Kansas City office.

**Richard Evans**, with J. Walter Thompson in New York, named creative director for New York office of its corporate communications division.

**John La Pick**, with Cunningham & Walsh in Los Angeles, and formerly with Benton & Bowles in New York and Los Angeles, named director of creative services for Western region operations for C&W.

**Gerald Shapiro**, creative supervisor, William Esty Co., New York, joins Ketchum MacLeod & Grove there as creative group head.

**Stephen Brooks**, account executive in Blair Television's Jacksonville, Fla., office, responsible for south Florida territory, has been named as account executive in new Miami office (see page 8). **F. Owen McKeane**, manager of Chicago CBS sales team of Blair Television, named VP.

**Edward G. Aiken**, program manager of KPHO-

TV Phoenix, Ariz., appointed director of programing for Petry Television, New York.

**Lois Well**, account executive, Torbet Radio, New York, named account executive for CBS-FM National Sales there.

**Michael Spitalnik**, account executive, Blair Radio and Blair Television, New York, joins Air Time International there as account executive for program sales.

**Greg Sweeney**, former local sales manager, KREM-TV Spokane, Wash., joins broadcast representative firm in Seattle, Art Moore Inc., as account manager.



Polatschek

**Mike Polatschek**, general sales manager, KRIV-TV Houston, named VP.

**Michael Irvine**, account executive, ABC-TV Spot Sales, New York, named national sales manager for ABC's WXYZ-TV Detroit. He succeeds **Phil Sweeney**, who has been named local sales manager.

**J. Ray Padden**, general sales manager, KHS-FM Los Angeles, named VP.

**Des Phelan**, account executive, KZLA-AM-FM Los Angeles, named general sales manager.

**Hubert Payne**, local sales manager, WKYC-TV Cleveland, named territorial sales manager.

**Regina Haspel**, senior research analyst in marketing research department, NBC Television Stations division, New York, named manager, audience analysis.

**Gregory Lincoln**, account executive, CBS Radio Network, New York, named director of marketing for CBS Radio Network.

**Robert Dunn**, general sales manager, WTIC(AM) Hartford, Conn., named VP of licensee, Ten Eighty Corp.

**Joe Borrello**, account representative, WOOD-FM Grand Rapids, Mich., named general sales manager for WOOD-AM-FM. **Sharon Schram**, office manager, WOOD-FM, named sales representative.

**Michael Maheffey**, national sales manager, WRFD(AM) Columbus, Ohio, named general sales manager.

**Chuck Woodstock**, sales representative, KWJ(AM)-KJIB(FM) Portland, Ore., named general sales manager.

**Donald J. Hicks**, national sales manager, KAUZ-TV Wichita Falls, Tex., joins KYTV(TV) Springfield, Mo., as assistant general sales manager.

**Tim Durkin**, account executive, WARM(AM) Scranton, Pa., joins WRAC-AM-FM Williamsport, Pa., as sales manager.

**Carl Schulhof**, VP and owner of Allied Welding Supply, in Milwaukee, joins WISN-TV there as account executive.

**Judy Moss**, account executive, WLYF(FM) Miami, joins WCIX-TV there in same capacity.

**Christine Baylls**, from KGMB-TV Honolulu, joins KHON-TV there as account executive.

**Bruce May**, sales manager, WNDU(AM) South Bend, Ind., joins WFFT-TV Fort Wayne, Ind., as

account executive.

**Jim Bell**, account executive for RKO Radio Sales, Los Angeles, joins sales staff of KRTH(FM) there.

**Ron Patris**, from WYEN(FM) Des Plaines, Ill., joins WAIT(AM) Chicago as account executive.

**Suzette Mondo**, from Xerox Corp., and **Lynnda Lyke**, from Blair Radio Sales in Chicago, join WDAI(FM) Chicago as account executives.

**Alisa Liebman**, account executive, WTWR(FM) Detroit, and **Sharon Fisher**, former sales manager, WPJL(AM) Raleigh, N.C., join WWKR(AM)-WNIC(FM) Detroit as account executives.

**Martha (Scottie) Morache**, from Davis, Johnson, Mogul and Colombatto, Los Angeles, joins KCBQ(AM) San Diego as account executive.

**Jack Holefelder**, **Estelle Kowal**, **Everett Wood**, **David Skalish**, all from training program at Jennings, McGlothlin & Co., broadcast consulting firm, join WQIQ(AM) Chester, Pa., as account executives.

## Programing



Harvey

**James R. Harvey**, chairman of Transamerica Corp.'s United Artists subsidiary, named president of San Francisco-based parent—replacing 20-year president, **John R. Beckett**, who retains titles of chairman and chief executive officer.

**Perry E. Massey Jr.**, director, program admin-

istration and operations, NBC Entertainment, New York, named VP, program operations. **Joseph Cicero**, director of business affairs, network programs and production, West Coast, NBC, named VP, financial administration and control, West Coast, NBC Entertainment. **Andy Rosenberg**, producer-director, sports, at NBC's Boston affiliate, WBZ-TV, joins NBC Sports as production assistant.

**Gerald L. Adler**, independent producer and former VP in charge of CBS Inc.'s discontinued Cinema Center Films division, appointed VP in charge of television production, new division of theatrical filmmaker, Melvin Simon Productions, Hollywood. Adler will oversee MSP's entry into television field.

**Jules Haimevitz**, VP, programing and operations, and **John J. Sis**, VP, marketing and affiliates, Showtime, New York, named senior VP's.

**John J. Reilly**, marketing executive for IBM's Data Processing and General Systems Divisions and General Business Group, elected president of DiscoVision Associates, joint venture of IBM and MCA. Los Angeles-based company also announced appointment of two new members to associates committee: MCA VP **Thomas Wertheimer** and IBM VP and chief scientist **Dr. Lewis M. Branscomb**.

**Hal Ross**, former VP in charge of entertainment of Filmways Inc. and former president of Filmways Television, joins William Morris Agency, Beverly Hills, Calif.

**J. A. (Ted) Baer**, director, talent and program negotiations, business affairs, CBS Entertainment, New York, named director of business

affairs, New York. **Mary Ann Zimmer**, talent and program negotiator, named associate director, business affairs.

**Morris M. Schrier** has retired as VP-secretary and general counsel of Hollywood-based MCA Inc., effective Dec. 31, 1979. He remains associated with company as independent legal consultant.

**Dennis Hedlund**, sales manager for Coastal Marketing, New York manufacturer's representative firm, joins Allied Artists Video Corp. there as national sales manager.

**Lee Bayley**, operations manager, KIQQ(FM) Los Angeles, named VP-general manager of TM Programming, Dallas. **Tim Moore**, who had been VP of TM Programming, has resigned to pursue personal interests in radio.

**Jim Hurst**, operations manager for Fort Lauderdale, Fla., facility of Video Tape Associates, named director of operations for both Fort Lauderdale and Atlanta facilities of VTA. He will be based in Atlanta.

**John Emery**, assistant manager of WCRB Productions, Boston, named VP-manager.

**Mary Kilmartin**, associate producer, Watermark, Los Angeles, joins Gold Key Media, barter arm of Vidtronics Co. there, as production manager.

**Chuck Alvey**, program manager, WNEM-TV Bay City (Flint-Saginaw), Mich., joins KPHO-TV Phoenix in same capacity.

**Shirley Timonere**, program manager, non-commercial WGTE-TV Toledo, Ohio, named director of programming. **Steven Ashley**, cinemaphotographer, named assistant program manager. **Andy Ruhlman**, producer-director, named senior producer-director.

**Doug Parker**, former operations manager, WBAK-TV Terre Haute, Ind., joins WTAJ-TV Altoona, Pa., as program manager.

**Craig Marrs**, assistant news director, KOCO-TV Oklahoma City, joins KWTW(TV) there as executive producer.

**Tom Ryther**, sports director-anchor, WKYC-TV Cleveland, joins WTCN-TV Minneapolis as 6 and 10 p.m. sports anchor.

**Joe Pellegrino**, sports director, WXYZ(AM) Detroit, joins WKYC-TV Cleveland as sportscaster for 6 and 11 p.m. news. **Stu Calcote**, producer-director, WDCA-TV Washington, joins WKYC-TV in same capacity.

**Khambrel Marshall**, sports reporter, WDIV(TV) Detroit, named sportscaster, WFSB-TV Hartford, Conn. Both are Post-Newsweek Stations.

**Steve Hayes**, announcer, WOKV(FM) Hamilton, Ohio (Cincinnati), assumes additional duties as program director. **Bob Alou**, announcer, assumes additional duties as assistant program director and music director.

**Chris Barch**, director, WIFR-TV Freeport (Rockford), Ill., named operations manager.

**Neil Black**, producer-director with WBNG-TV Binghamton, N.Y., named production director.

**Scott St. James**, from KMOX(AM) St. Louis, joins KMPC(AM) Los Angeles as sports talk show host.

**Robert H. Pearce**, photographer, WIXT(TV) Syracuse, N.Y., named producer.

## News and Public Affairs

**Steven R. Antonietti**, executive producer, *Eyewitness News*, WABC-TV New York, named assistant news director. **Ellen Fleisher**, deputy commissioner, public information, New York City police department, and former correspondent with WCBS-TV New York, joins WABC-TV there as correspondent and weekend co-anchor.

**Steve Fox**, news reporter and program host at KPIX(TV) San Francisco, named ABC News correspondent in Los Angeles.

**Anne Kaestner**, 10 p.m. co-anchor and documentary producer for KHJ-TV Los Angeles, named assistant news director for KNBC(TV) there.

**Alvin H. Levine**, director of administration, NBC News, New York, appointed director, news contract administration.

**Joel Heller**, executive producer of children's broadcasts, CBS News, New York, assumes additional duties as director of children's programs. **Claire Neff**, deputy archivist for CBS News, New York, named manager of news operations for CBS Radio News. She succeeds Adam Clayton Powell who has been named political coordinator for CBS News.

**Susan Veatch**, editorial director, CBS-owned WBBM(AM) Chicago, joins WCBS(AM) New York in same capacity.

**Fred Walters**, executive editor of Group W's WINS(AM) New York, all-news station, named national political correspondent for Washington news bureau of Group W. Replacing Walters as executive editor of WINS is **Nancy Coffey**, correspondent in Group W's Washington news bureau.

**Charles Hoff**, who has been acting news director, and before that was executive news producer, KWTW(TV) Oklahoma City, named news director.

**Jim Lounsbury**, reporter in New York for UPI Audio Network, joins KTHI-TV Fargo, N.D., as news director and evening anchor.

**Jerry Desmond**, weatherman and account executive, KMID-TV Midland, Tex., named news director.

**Tom Maxedon**, former news director, WRCB-TV Chattanooga, joins WLFI-TV Lafayette, Ind., as director of news and public affairs. **Jeff Michaels**, reporter from newspaper in West Allis, Wis., joins WLFI-TV as reporter. **Christopher Maddy**, reporter, WAZY-AM-FM Lafayette, named weekend sports anchor for WLFI-TV.

**Kim Ian McGillivray**, night assignment editor-production assistant, KING-TV Seattle, and **Dennis Fleenor**, news director, KZAM-AM-FM Bellevue, Wash., join KOMO-TV Seattle as assignment editors.

**John Askew**, correspondent, Mutual Broadcasting System, Washington, joins Sheridan Broadcasting Network there as anchor.

**Deloris Ramsey**, from ABC News in Washington, and **Susan Shumaker**, from WFEC(AM) Harrisburg, Pa., join WTPA(TV) Harrisburg as reporters and co-anchors. **Mike Ross**, former news director for WTPA, named field anchor. **Soni Dimond**, general assignment reporter, named correspondent. **George Richards**, producer, named weekend anchor and producer.

**Cher Wilson**, general assignment reporter, named morning anchor. **John Micka**, co-anchor, named correspondent. **Gregg Mace**, from WVOB(AM) Baltimore, named assignment editor and weekend sports anchor. **Steve Hammel**, former president of Pennsylvania Broadcast News Service in Harrisburg, named senior producer.

**Wanda Reese**, former morning anchor with WKBD-TV Detroit, joins WHP-TV Harrisburg, Pa., as weekend co-anchor and reporter.

**Sue Staats**, former reporter for WFRV-TV Green Bay, Wis., joins KTXL(TV) Sacramento, Calif., in same capacity. **David Wing**, from KGUN-TV Tucson, Ariz., joins KTXL as chief photographer.

**Richard Draper**, former reporter with KOAT-TV Albuquerque, N.M., joins KRDO-TV Colorado Springs as weekend anchor and general assignment reporter.

**Angie Wilson**, anchor-reporter, WHHY(AM) Montgomery, Ala., joins WCOV-TV there as general assignment reporter.

**Candy Kovner**, from student affairs department of Boston University, joins WNNE-TV Hanover, N.H., as reporter-anchor. **Jeff Simpson**, reporter-photographer, WEWS(TV) Cleveland, joins WNNE-TV in same capacity. **Bob Burnett-Kurie**, meteorologist with New England Weather Service, joins WNNE-TV in same capacity.

**Howard Joffe**, general assignment reporter, noncommercial WRSU-FM New Brunswick, N.J., joins WAVY-TV Portsmouth, Va., in same capacity.

**Beverly Hauptli**, reporter and host of noon show, KXLY-TV Spokane, Wash., joins KVOS-TV Bellingham, Wash., as reporter.

**John Holden**, feature reporter and senior newsman with Nebraska Television Network, joins WFRV-TV Green Bay, Wis., as special feature reporter.

**Howard Modell**, reporter, WAKY(AM) Louisville, Ky., named acting news director. **Bill McQuage**, from WZGC(FM) Atlanta, joins WAKY as investigative reporter.

**John Harper**, newsman, WQIQ(FM) Chester, Pa., named news director. **Jeff Moore**, who has been working in news department of WQIQ on weekends, named morning anchor. **Donna McQuillan**, in news department, named sports director.

**Larry Cohen**, news editor for Florida Publishing Co.'s cable television news channel in Jacksonville, Fla., named news director. **David Gold**, news editor, named producer. **Susan Kemp Carter**, news assistant, named production assistant.

**Michael Gerhard**, graduate, Central Michigan University, Mount Pleasant, joins WTRC(AM) Elkhart, Ind., as reporter and anchor.

**Bev Mahone**, graduate, Ohio University, Columbus, and **Debbie Lee**, reporter, WJLS(AM) Beckley, Va., join WCIR-AM-FM Beckley as anchors.

**Cary Berglund**, weekend anchor and reporter, WFRV-TV Green Bay, Wis., joins WILX-TV Onondaga (Lansing), Mich., as weeknight producer.

**Ruth Tucker**, active in Milwaukee community affairs, joins WTMJ-TV there as assistant to station's manager of public affairs, Ed Hinshaw.

## Promotion and PR

**Richard Kahn**, VP, on-air promotion, named VP, program services, NBC Entertainment, New York, to facilitate advertising and on-air promotion of programs.

**Michael A. Winter**, in marketing services at ABC Leisure Group, named to new post of director of creative services, ABC Radio, New York.

**Kate Kelleher**, advertising and promotion manager, East Coast, Metromedia Producers Corp., New York, joins Viacom there as manager of creative services.

**Thomas L. Wilhite**, director of publicity, Walt Disney Productions, named director of creative affairs.

**Linda Rapoza**, from public relations department of Polaroid Corp., joins WCRB(FM) Boston as promotion-public relations director.

**Fred Gent**, from teaching position with Undergraduate Institute of Film and Television, School of the Arts, New York University, joins creative services department of WFBC-TV Greenville, S.C.

**Joseph Passarella**, formerly with Telemation Productions, Glenview, Ill., joins WLS-TV Chicago as assistant director of creative services.

**Nancy Held**, with Mission Cable TV in San Diego, named media promotion director of system's origination channel, KCOX-TV.

**John H. Abrams**, writer and researcher in radio-TV department of *New York Times*, New York, joins Mutual Broadcasting System, Washington, as writer-editor in advertising and promotion department. His duties will include writing and editing company's weekly publication, *The Mutual Letter*.

**Deborah Leff**, assistant general counsel, Public Broadcasting Service, Washington, joins Federal Trade Commission there as director of office of public information.

**Mark Rosenker**, director of public relations for communications division of Electronic Industries Association, Washington, named director of public relations for association.

## Technology

**Pam Avigliano Ricken**, manager of administration, engineering and development of CBS-TV, New York, named director of department operations.

**Ferris Johnson**, VP of Toastmaster Commercial Products division of McGraw-Edison Corp., Algonquin, Ill., joins Wabash Tape Corp., Huntley, Ill., as VP-general manager.

**James Bailey**, national sales manager for Showtime, joins RCA Cablevision Systems as Northeast regional sales manager, based in Philadelphia.

**Rupert Goodspeed**, from Tri-Tronics in California, joins Ikegami Electronics (USA) as Western regional manager, based in Torrance, Calif. **O. G. (Bud) Mills**, Southeastern regional sales manager for Thomson-CFS Laboratories, joins Ikegami as Southeastern regional manager, based in Americus, Ga. **Don Skulte**, manager of camera products, Thomson-CFS,

joins Ikegami in newly created position of manager of technical services, based in company's headquarters in Maywood, N.J.

**Ed Sherry**, Eastern regional broadcast manager for Sony Video Products Co., joins US JVC Corp., Maspeth, N.Y., as video product manager.

**Ruth Scovill**, operations supervisor and manager of scheduling, One Pass Video, San Francisco, joins New York-based Reeves Teletape Corp. as production supervisor-on location.

**Louis Lepine**, director of service development, American Satellite Corp., Germantown, Md., named assistant VP for management systems.

**Bill Turner**, former director of sales and services for Century Precision Optics, Los Angeles, joins Angenieux Service Corp. of California in Los Angeles as operations manager.

**Mike Orsburn**, chief engineer for Video Tape Associates in Fort Lauderdale, Fla., assumes additional duties as director of engineering and development for both Fort Lauderdale and Atlanta facilities of VTA.

**Stanley Loose**, from Jerrold Electronics Corp., Hatboro, Pa., joins Magnavox CATV Systems, Manlius, N.Y., as sales engineer, based in Hatboro.

**Benjamin Pflederer**, engineer, WIFR-TV Freeport (Rockford), Ill., named assistant chief engineer. **John Ozler**, engineer, KGMC-TV Oklahoma City, joins WIFR-TV as engineering maintenance supervisor.

**Tom Fendrick**, sales engineer for CATV and switch divisions of Oak Industries, Dallas, joins Tocom there as sales manager for CATV equipment.

**Marcel Perras**, VP-international affairs, Teleglobe Canada, named director of business planning for International Telecommunications Satellite Organization, Washington, as director of business planning.

**Dale Buzan**, director of engineering, Vital Industries, Gainesville, Fla., joins Industrial Sciences Inc. there as director of product development.

**Vic Dawson**, former district sales manager with Motorola, joins ADC as sales engineer in Southwest, based in Richardson, Tex.

## Allied Fields

**Kalman Schaefer**, foreign affairs adviser to FCC, has been shifted from Office of Plans and Policy to Office of Science and Technology, where he heads international staff.

**Ava Fleigelman**, editor-in-chief of publications for Broadcast Information Bureau, New York, named executive VP.

**Charles Macaulay**, account manager, New York client service, A.C. Nielsen Co., named VP-account manager of marketing research group USA. **Susan Whiting**, staff assistant, media research group, named to sales staff of Nielsen Station Index.

**John K. Christian**, former president of Christian & Associates, marketing consulting firm, joins National Radio Broadcasters Association, Washington, as VP-membership development. **Lisa Friede**, administrative director, NRBA,

named director of operations.

**Dorris Reed**, corporate secretary-treasurer, McHugh & Hoffman, Washington communications consultants, named VP-administration.

**W. Randall Pinkston**, third-year student at University of Connecticut Law School, chosen for minority legal fellowship program of National Association of Broadcasters. Program is one-year fellowship with NAB's legal department. He joins NAB in August.

**Jerry Bassett**, program automation specialist, International Broadcast Consultants, Austin, Tex., named senior consultant.

**Tom Shovan**, former general manager of WFIF(AM) Milford (New Haven), Conn., joins Aries II Records, Woodland Hills, Calif., as VP-marketing.

**Ron Lopp**, program director, KVML(AM)-KROG(FM) Sonoma, Calif., joins California Medical Association, San Francisco, as radio news editor.

## Deaths

**Frank S. Hoy**, 86, founder and former head of WLAM(AM) Lewiston, Me., died in nursing home there Dec. 31. He founded station in 1946 and retired in 1957. He then acted as consultant to North American Philips.

**Albert Lee Lesser**, 62, retired president of Blaine-Thompson Advertising in New York, died of heart attack Dec. 28 at his home in Lenox, Mass. His father, late Myer Lesser, founded agency. Survivors include his wife, Norma, and three daughters.

**Lieutenant Colonel John A. (Shorty) Powers**, 57, known as "voice of the astronauts" during 1960's, was found dead Jan. 2 at his home in Phoenix. Although exact cause of death was not determined, he had recently been hospitalized for anemia and dehydration, apparently related to alcoholism. His voice was heard on radio and television, as Air Force public affairs officer for U.S. space program from 1959 to 1963. He coined phrase "everything is A-OK" and was known as eighth astronaut. Survivors include son, John R. Powers.

**Arthur Sylvester**, 78, former Pentagon spokesman for former secretary of defense, Robert McNamara, died of cancer Dec. 28 in Cold Spring, N.Y. He held title of assistant secretary of defense for public affairs under Kennedy administration and resigned during Johnson administration. Survivors include his wife, Kathryn, daughter and son, Anthony I. Sylvester, who is president-general manager of WPMC-FM Mifflinburg, Pa., and former anchor for WTOP-TV (now WDVM-TV) Washington.

**Nancy Clair Dintelman**, 24, reporter, and **Peter H. Basch**, 27, announcer and sportscaster, both with WIBV(AM) Belleville, Ill., died in car accident Dec. 23 en route to Belleville from Basch's home in Patoka, Ill. Dintelman died at scene of accident, and Basch died three hours later at Memorial hospital in Belleville. Dintelman had been with station two years. Basch had been with WIBV four years, and before that, was announcer for WPMB(AM) Vandalia, Ill.

**Harry Andrews**, 62, farm service director and announcer for WIBC(AM) Indianapolis for 27 years, died of cancer Dec. 18 at his home. Survivors include his wife, Joanne.

# Stock Index

Exchange and Company	Closing Wed. Jan 2	Closing Wed. Dec 19	Net Change in Week	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	38	39	-1	-2.56	8	1,064
N Capital Cities	47 1/2	48 1/4	-3/4	-1.55	13	650
N CBS	50 7/8	51 1/2	-5/8	-1.21	7	1,429
N Cox	64	64			13	430
A Gross Telecasting	28 1/4	27 1/4	+1	+3.66	9	22
O LIN	49 3/4	49	+3/4	+1.53	12	136
N Metromedia	71 1/2	71	+1/2	+1.70	10	328
O Mooney	9 1/2	103 3/4	-1 1/4	-11.62	4	
O Scripps-Howard	55	54 1/2	+1/2	+1.91	10	142
N Storer	23 1/4	26	-2 3/4	-10.57	12	269
N Taft	33 1/2	31 3/4	+1 3/4	+5.51	11	289

Exchange and Company	Closing Wed. Jan 2	Closing Wed. Dec 19	Net Change in Week	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	17 5/8	19 1/4	-1 5/8	-8.44	14	31
A Affiliated Pubs.	30 1/8	29 3/4	+3/8	+1.26	10	103
N American Family	10 1/4	10 1/8	+1/8	+1.23	4	107
N John Blair	19 5/8	18 7/8	+3/4	+3.97	4	72
N Charter Co.	33 3/4	34 3/4	-1	-2.87	29	734
N Chris-Craft	17 1/8	17 3/4	-5/8	-3.52	10	73
N Coca-Cola New York	6	5 5/8	+3/8	+6.66	8	105
N Cowles	23	22 5/8	+3/8	+1.65	18	91
N Dun & Bradstreet	43 3/4	40 1/2	+3 1/4	+8.02	17	1,218
N Fairchild Ind.	43 3/8	42 1/8	+1 1/4	+2.96	9	247
N Fuqua	17 1/4	17 3/4	-1/2	-2.81	5	218
N Gannett Co.	47 1/8	47 1/4	-1/8	-.26	15	1,267
N General Tire	20 3/8	20 3/4	-3/8	-1.80	4	472
O Gray Commun.	45	35 1/2	+9 1/2	+26.76	14	21
N Harte-Hanks	26 3/4	28	-1 1/4	-4.46	15	248
O Heritage Commun.	10 1/2	11 1/8	-5/8	-5.61		25
N Jefferson-Pilot	30 1/4	29 1/2	+3/4	+2.54	8	681
O Marvin Josephson	14 1/2	14 3/4	-1/4	-1.69	8	37
O Kansas State Net.	26 7/8	26 3/4	+1/8	+.46	22	50
N Knight-Ridder	25 1/2	26 1/4	-3/4	-2.85	11	842
N Lee Enterprises*	22 5/8	22 5/8			12	164
N Liberty	18 1/4	18 1/8	+1/8	+.68	8	246
N McGraw-Hill	27 1/8	28 3/4	-1 5/8	-5.65	11	672
A Media General	25 1/2	26 3/8	-7/8	-3.31	11	190
N Meredith	34 1/2	35 3/4	-1 1/4	-3.49	7	106
O Multimedia	33	32 1/2	+1/2	+1.53	14	219
A New York Times Co.	23	23 1/4	-1/4	-1.07	17	271
N Outlet Co.	19	19 1/4	-1/4	-1.29	5	47
A Post Corp.	19 1/2	19	+1/2	+2.63	8	35
A Reeves Telecom	4 1/2	4 1/2			50	10
N Rollins	27 1/8	28 5/8	-1 1/2	-5.24	13	363
N San Juan Racing	14 3/4	14 5/8	+1/8	+.85	19	37
N Schering-Plough	29 1/2	29 3/4	-1/4	-.84	8	1,577
A Sonderling	28 3/4	29 5/8	-7/8	-2.95	9	31
A Tech Operations	11 3/8	11 1/4	+1/8	+1.11	28	16
N Times Mirror Co.	35 3/4	36 3/8	-5/8	-1.71	10	1,214
O Turner Broadcasting	9 1/4	9	+1/4	+2.77		91
A Washington Post	20 1/4	19 7/8	+3/8	+1.88	7	321
N Wometco	19 1/2	22 1/4	-2 3/4	-12.35	9	167

Exchange and Company	Closing Wed. Jan 2	Closing Wed. Dec 19	Net Change in Week	Percent Change	P/E Ratio	Market Capitalization (000,000)
CABLECASTING						
A Acton Corp.	13	14 1/2	-1 1/2	-10.34	9	34
O Ameco+						
O Athena Comm	6 3/4	6 5/8	-1/4	-3.77		13
O Burnup & Sims	9 5/8	9 1/4	+3/8	+4.05	51	82
O Cable Info.*	(closing 1/2; not reported in previous wks.)					
O Comcast	26 1/2	26	+1/2	+1.92	26	45
O Entron*	5	5			5	4
N General Instrument	48	45 3/4	+2 1/4	+4.91	13	377
O Geneve Corp.	29 1/2	28 7/8	+5/8	+2.16	13	33
O Tele-Communications	27 7/8	28 5/8	-3/4	-2.62	34	296
N Teleprompter	20 7/8	22 3/4	-1 7/8	-8.24	27	354
N Time Inc.	47	46 1/2	+1/2	+1.07	9	1,312
O Tocom	11 1/2	12 1/4	-3/4	-6.12	24	17
O UA-Columbia Cable	44	43	+1	+2.32	20	147
O United Cable TV	29 1/4	29	+1/4	+.86	21	119
N Viacom	36 1/2	39 1/4	-2 3/4	-7.00	19	138

Exchange and Company	Closing Wed. Jan 2	Closing Wed. Dec 19	Net Change in Week	Percent Change	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O BBDO Inc.	34	33 3/4	+1/4	+.74	8	85
O Compact Video	9	10 1/8	-1 1/8	-11.11		16
N Comsat	39 1/2	36 3/4	+2 3/4	+7.48	9	316
O Doyle Dane Bernbach	23 1/2	22 1/2	+1	+4.44	8	62
N Foote Cone & Belding	24	22 3/4	+1 1/4	+5.49	8	62
O Grey Advertising	40	40			5	24
N Interpublic Group	32 3/4	33	-1/4	-.75	7	78
O MCI Communications	5 7/8	6 1/8	-1/4	-4.08	73	165
A Movielab	5 1/8	5	+1/8	+2.50	9	7
A MPO Videotronics	4 1/2	4 3/8	+1/8	+2.85	4	2
O A. C. Nielsen	26 5/8	26 1/2	+1/8	+.47	12	292
O Ogilvy & Mather	20 1/4	20 1/2	-1/4	-1.21	6	73
O Telemation	1 1/4	1 1/4			2	1
O TPC Communications	6 5/8	6 1/4	+3/8	+6.00	12	5
N J. Walter Thompson	27 5/8	26 3/4	+7/8	+3.27	6	73
N Western Union	21 1/4	22 1/8	-7/8	-3.95	9	322

Exchange and Company	Closing Wed. Jan 2	Closing Wed. Dec 19	Net Change in Week	Percent Change	P/E Ratio	Market Capitalization (000,000)
SERVICE						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	5	5 1/4	-1/4	-4.76	2	15
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	33	33 3/4	-3/4	-2.22	5	324
N Disney	43 5/8	42	+1 5/8	+3.86	14	1,414
N Filmways	11 5/8	11 1/8	+1/2	+4.49	7	62
Four Star*	1	1			10	
N Gulf + Western	17 7/8	17 3/8	+1/2	+2.87	4	861
N MCA	52 1/2	52 3/4	-1/4	-.47	10	1,220
O Medcom	3 5/8	3 5/8			15	6
N MGM	20 1/8	20	+1/8	+.62	9	617
O Reeves Commun.	14 3/4	15 1/2	-3/4	-4.83	14	34
N Transamerica	16 7/8	17 3/8	-1/2	-2.87	5	1,114
N 20th Century-Fox	41 1/2	44 1/8	-2 5/8	-5.94	6	331
O Video Corp. of Amer.	6	5 3/4	+1/4	+4.34	20	5
N Warner	47	48 5/8	-1 5/8	-3.34	10	945
A Wrather	18 7/8	19 1/4	-2 3/8	-12.33	46	39

Exchange and Company	Closing Wed. Jan 2	Closing Wed. Dec 19	Net Change in Week	Percent Change	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	7 1/4	7 3/8	-1/8	-1.69	6	12
N Ampex	19 3/4	20	-1/4	-1.25	13	225
N Arvin Industries	11 7/8	12	-1/8	-1.04	4	70
O CCA Electronics*	1/8	1/8			1	
A Cetec	5 3/4	5	+3/4	+15.00	12	3
A Cohu	6	5 1/2	+1/2	+9.09	20	10
N Conrac	16 7/8	17	-1/8	-.73	27	34
N Eastman Kodak	45 1/2	49 1/8	-3 5/8	-7.37	8	7,342
B Elec Missile	2 3/4	2 3/8	+3/8	+15.78	34	7
O Farinon	23 1/2	24 7/8	-1 3/8	-5.52	22	116
N General Electric	48 3/4	48 3/4			9	8,998
N Harris Corp.	32	33 3/8	-1 3/8	-4.11	14	838
O Harvel Industries	6 1/2	6 1/2			17	3
O Intl. Video Corp.	5/8	3/4	-1/8	-16.66		1
O Microdyne	21 3/4	23 3/4	-2	-8.42	23	2
N M/A Com. Inc.	31	32 3/4	-1 3/4	-5.34	40	175
N 3M	48 3/4	50	-1 1/4	-2.50	10	5,678
N Motorola	48	51 5/8	-3 5/8	-7.02	12	1,370
N N. American Philips	26 7/8	27 1/8	-1/4	-.92	5	323
N Oak Industries	38 1/2	39 1/4	-3/4	-1.91	27	162
O Orrox Corp.	5 1/4	6 3/4	-1 1/2	-22.22	8	9
N RCA	22	21 3/4	+1/4	+1.14	6	1,646
N Rockwell Intl.	47 1/2	46 3/8	+1 1/8	+2.42	7	1,672
A RSC Industries	3	2 7/8	+1/8	+4.34	17	7
N Scientific-Atlanta	36	35 1/2	+1/2	+1.40	20	160
N Sony Corp.	7 5/8	7 1/8	+1/2	+7.01	13	1,315
N Tektronix	58 5/8	61 1/4	-2 5/8	-4.28	15	1,054
O Texscan	6 1/4	6 3/4	-1/2	-7.40	37	4
O Valtec	16 3/4	16 3/8	+3/8	+2.29	36	66
N Varian Associates	29 1/2	29 1/4	+1/4	+.85	164	201
N Westinghouse	19 7/8	19 1/2	+3/8	+1.92	6	1,709
N Zenith	9 5/8	9 5/8			9	180

Standard & Poor's 400 Industrial Average 118.41 121.35 -2.94

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 & Poor's 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. + Stock traded at less than 12.5 cents.

# 23rd Annual Awards for Excellence

Share with us what you have done to foster greater public understanding about the law, the courts and the judicial system.



Announcing the 1980 American Bar Association Gavel Awards Competition for outstanding public service by the news and entertainment media in "increasing public understanding of the American system of law and justice."

Deadline for the 23rd Annual Gavel Awards program is February 1 for books; March 1 for newspapers, wire services, news syndicates, newspaper magazine sup-

plements, radio, television, motion pictures and theatre. Materials published, broadcast, or produced during the period of January 1, 1979 to December 31, 1979, will be considered.

For complete information on rules and submission of entries and official forms, please write to: Coordinator, Gavel Awards, American Bar Association, 77 South Wacker Drive, 6th Floor, Chicago, Illinois 60606.

#### Gavel Award Classifications

##### Newspapers

- I: 50,000 circulation or under
- II: 50,000 to 200,000
- III: 200,000 to 500,000
- IV: 500,000 or over

##### Newspaper Magazine Supplements

- I: 200,000 and under
- II: 200,000 to 500,000
- III: 500,000 and over

##### Television

- I: Network Produced Programs
  - a) Documentary/Educational
  - b) Dramatic
- II: Programs Produced by Network-Owned Stations/Group Produced Programs
- III: Programs Produced by Other Stations in Top 10 Markets
- IV: Programs Produced by Stations in Markets 11-50
- V: Programs Produced by Stations in Markets 51 and over
- VI: Educational/Public Broadcasting
  - a) Nationally Produced
  - b) Locally Produced
- VII: Cable (local origination)

##### Radio

- I: Network Produced Programs
- II: Programs Produced by Network-Owned Stations/Group Produced Programs
- III: Programs Produced by Other Stations in Top 10 Metro Areas
- IV: Programs Produced by Stations in Metro Areas 11-50
- V: Programs Produced by Stations in Metro Areas 51 and over
- VI: Educational/Public Broadcasting

##### Magazines

- I: 200,000 circulation or under
- II: 200,000 to 1,000,000
- III: 1,000,000 and over

##### Books

##### Other Media

- Wire Services
- News Syndicates
- Motion Pictures

##### Theatre



## Zworykin: transmitter of dreams to reality

Dr. Vladimir Zworykin, "father of electronic television," inventor of the iconoscope and kinescope, holder of 120 or more other patents in fields ranging from gunnery controls to space exploration and controlled missiles, was asked the other day, at age 90, what he considers his most important accomplishment. His reply:

"Dreaming, I think."

"I am a dreamer," he said, and added quickly: "And I always try to combine the dream with what can be done."

This combination of imagination with recognition of reality and the facts of business life have been cited, along with unusual ability to attract and lead outstanding associates, as keys to his almost legendary success. He is also friendly, chuckles easily and has a good sense of humor—and still, though in his 91st year, goes to his office regularly. Members of the National Association of Television Program Executives will get a close-up look at the man and the legend when he addresses them in one of his recently rare public appearances next month at NATPE's 1980 conference in San Francisco.

Zworykin was born July 30, 1889, in Mourom, Russia, 200 miles east of Moscow, and spent his boyhood summers working as an apprentice aboard boats his father operated on the Oka River. Things electrical excited the boy more than things nautical, however, and after graduating from the local schools he went off to the University of Petrograd. That was a short stay, because he quickly resolved to become a physicist, and his family, wanting him to become an engineer, just as quickly transferred him to the Institute of Technology.

His student days there were distinguished, almost immediately, by a confrontation with police during student disorders and, later and more permanently, by association with Boris Rosing, a professor who was trying to transmit pictures by wire in his physics laboratory. Young Zworykin became Rosing's "understudy," infected with his notion that an electronic system of television would be superior to a mechanical one, and experimenting with him on an early cathode-ray tube developed in Germany. Two years before Zworykin graduated with honors in 1912, Rosing demonstrated a television system that used a mechanical scanner in the transmitter and the electronic German tube in the receiver, and although it didn't prove practical, it excited the younger man's imagination.



Vladimir Kosma Zworykin—honorary vice president and technical consultant, RCA Corp., Princeton, N.J.; b. Mourom, Russia, July 30, 1889; electrical engineering degree, Petrograd Institute of Technology, 1912; student, College de France, Paris, 1912-14; in Signal Corps, Russian Army, 1914-17; to U.S., 1919; naturalized, 1924; PhD, University of Pittsburgh, 1926; DSc, Brooklyn Polytechnical Institute, 1938; in research at Westinghouse Electric & Manufacturing Co., 1920-29; director of electronic research, RCA, 1929-47; vice president and technical consultant, 1947-54; honorary vice president and technical consultant since 1954; m. Dr. Katherine Polevitzky, November 1951—two children by former marriage (in 1916), Nina (deceased) and Elaine.

From Petrograd he went to Paris to study theoretical physics at the College de France, but when World War I broke out in 1914 he returned to Russia and was promptly drafted into the army. His first duty, at Grodno fortress near the Polish border, had a distinctively Catch 22 flavor:

There was no radio transmitter, and he was ordered to build one from available components. Within a day he was sending messages to a nearby fort. His commanding officer, learning of this feat, was astonished, delighted—and then angry. "It's against regulations," he shouted, "to send messages without encoding them."

"You didn't give me the code," young Zworykin replied.

"Certainly not," the officer said. "It is against regulations to give the code to a private."

The Russian Revolution broke out in 1917 and Zworykin resolved to leave the country. Conditions in Russia, he felt, made it impossible to continue his work

there. After many delays, he succeeded in getting a U.S. visa, and he arrived in this country in 1919.

In the U.S., Zworykin soon found work with Westinghouse (and also became a naturalized citizen five years later). He started as a production-line assembler of vacuum tubes and also resumed work on television. In 1923 he invented the iconoscope camera tube and the kinescope, or TV picture tube, two basic elements in making television practical. But Westinghouse officials were not much excited about television, even when he showed them a workable—but by present standards "not very impressive"—electronic TV system. So when David Sarnoff, the driving force in the development of RCA, saw the system demonstrated at a 1929 meeting of the Institute of Radio Engineers and invited him to join RCA and continue commercial development of the system, Zworykin jumped at the chance.

Among other developments, Zworykin has been credited with important roles in the perfecting of such devices as the "snooperscopes" and "sniperscopes" used in World War II, TV systems used in guided missiles, the electron microscope used in hospitals and research, and in the use of computers in weather prediction.

At a dinner given by RCA celebrating his 80th birthday it was said that "since his so-called 'retirement' from a remarkably productive career, he has accomplished more than many men do in a lifetime."

It has been said that he doesn't much care for what he sees on television, or, rather that he doesn't care for much that he sees. Asked the other day if he watches much TV, he said, "Most of it, yes." He suggested he would like to see more and better programing for children and other "narrow" audiences, but also noted that programing for mass audiences "creates a big income for the industry, and that supports the research" that improves and extends technology. He has always seemed to look upon TV as a means of seeing where the eye cannot. In a book in 1954 he predicted, years before the event, that television on a "space ship" would give man his first close view of the moon—including the back side of the moon. An associate recalls that while looking at an incoming picture of Venus at the Jet Propulsion Laboratories, he exclaimed: "Now, this is what television is for!"

Colleagues say he isn't working on any specific new development right now, so far as they know. They say he spends his office time keeping up with the scientific literature and carrying on an extensive correspondence with other scientists and friends. And, no doubt, now and then dreaming.

## Where the buck stops

At the beginning of 1980 it is evident that television journalism has acquired new dimensions. The capacity to originate immediate coverage from any place on earth with an uplink to a satellite enormously changes the medium and its place among the journalistic media.

Events in Iran have dramatized the potentials of satellite communication coupled with electronic news gathering. Producers of the networks' evening news have been able to depend on a supply of daily incongruities in living color from Tehran or Qom. Specials have been called up on demand. Television coverage has set the tone, and frequently has provided the content, of much of the Iranian news in other media.

Understandably, the Iranian experience has intensified old disputes about television's role as reporter and, perhaps, shaper of events. As was mentioned in a "Perspective on the News" in this magazine's Dec. 24, 1979, issue, the Iranian coverage is being compared with the television reporting that was held accountable by Lyndon Johnson for turning public opinion against the Vietnam war. Once again governmental authorities are seeing on their television sets scenes that disagree with their perceptions. Once again there is talk in Washington about doing something to control the messenger.

Such talk is unlikely to abate as long as television can communicate with Khomeini, Ghotbzadeh and the occupiers of the U.S. embassy while the U.S. government cannot. However rigidly television adheres to journalistic standards, the peculiarities of its role in the Iranian story will distort the image seen by a frustrated officialdom.

Nor is there reason to hope for less contentious times ahead. The technology that is delivering Iran to the American living room these nights is in process of refinement. Equipment is being made more portable. Indeed the recent World Administrative Radio Conference made room for satellite uplinks to be used by mobile earth stations. Television will be increasingly equipped to race the engines to the fire. If obstacles remain, they will be economic and political.

The Iranian story is but a preview of the journalistic judgments to be made in a troubled world that is technologically accessible to television coverage. It is not unrealistic to expect that the most responsible job in the television network of the future will be that of the head of news.

## Meanwhile on the home front

If television is being manipulated in Qom and Tehran, as some in Washington have charged, it is being manhandled these days at the White House. President Carter, rescued by Iran, has withdrawn from a televised debate with his challengers, only to materialize in an interview broadcast by ABC News over several evenings. It is of a piece with his appearance several weeks ago on all television networks in a prime-time news conference a few hours after the FCC had ruled that the networks violated the law by refusing to sell his re-election committee a half hour for a film of his accomplishments.

The President is, of course, acting according to well established tradition. Since television became a discernible journalistic force, Presidents have increasingly played cat and mouse with it. To the credit of the people in charge, television remains a journalistic force in its White House coverage. The same may be said of its present department in Iran.

## Bit by bit

Fresh evidence of television's magnetism continues to pop up. Lately we've seen that home viewing levels are at all-time highs, that news audiences rose steadily during 1979 and that, indeed, the number of homes using television has climbed with remarkable consistency through the broadcast day.

Now we have indications that television's audience is actually larger—sometimes substantially larger—than even the other new findings testify. A Nielsen test study in Orlando-Daytona Beach, Fla., suggested that on the average, across the entire day, about 9% as many people are watching television in hotel and motel rooms as are watching at home (BROADCASTING, Dec. 24, 1979). This means that conventional, in-home-only measurements may be missing 9% of the true audience, and in some dayparts, such as late night, the oversight may reach 16% or even 24%.

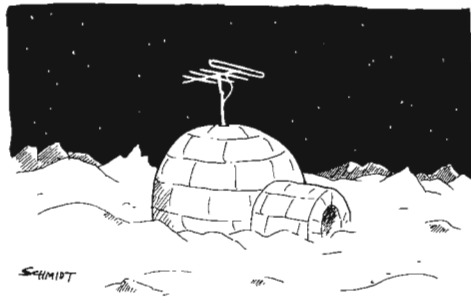
We are not trying to say that the Orlando-Daytona Beach findings can be applied to all markets. Nevertheless, the number of motels and hotels across this country is staggering. Our point is that advertisers have more reason than ever to be pleased with television's audiences, and less to complain about its prices.

## Testimonial

Inadvertently, the agency of government most critical of advertising in the broadcast media has become an ardent protagonist. Moreover, it would rather have Uncle Sam pay for time than accept run-of-the-schedule public service announcements for free.

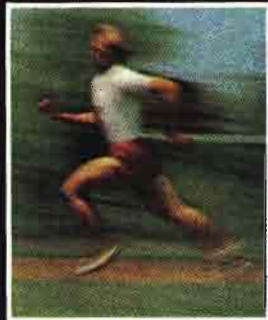
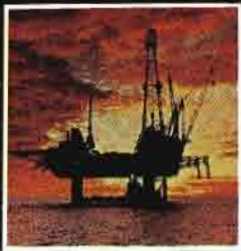
It doesn't say this in so many words, but the Federal Trade Commission, in its required year-end report to Congress on cigarettes, urges government sponsorship of antismoking advertising and implies it should be in prime time, where the people are. This, it will be recalled, is the same agency that supported the ban on cigarette advertising on radio and TV in 1970 (at the cost of about \$200 million to broadcasters) while looking the other way where print, billboard and event promotions and sampling were concerned. The report says that in 1978, the tobacco industry spent a record \$875 million on promotion.

The FTC told Congress that since the 1970 air embargo, PSA's have been "sporadic and localized." Exercising caution, the FTC didn't specify how much money the government should spend or where it should spend it for the "mass media public information campaign." But the strong prime-time implication was there. This, in spite of free PSA's and probably as much time as it could use on the noncommercial-educational.



Drawn for BROADCASTING by Jack Schmidt

*"I really hate it when there's nothing on but winter sports."*



## **THE RKO RADIO NETWORK. IT'S GOING TO TAKE MORE THAN MUSIC TO MAKE IT IN THE 80'S.**

### **The RKO Radio Network gives you:**

Demographic news and information for young adults.

Flexible scheduling and integratable programming.

24 hours of news and public affairs features, a total information source.

Six exclusive, stereo-produced music specials available for local sale.

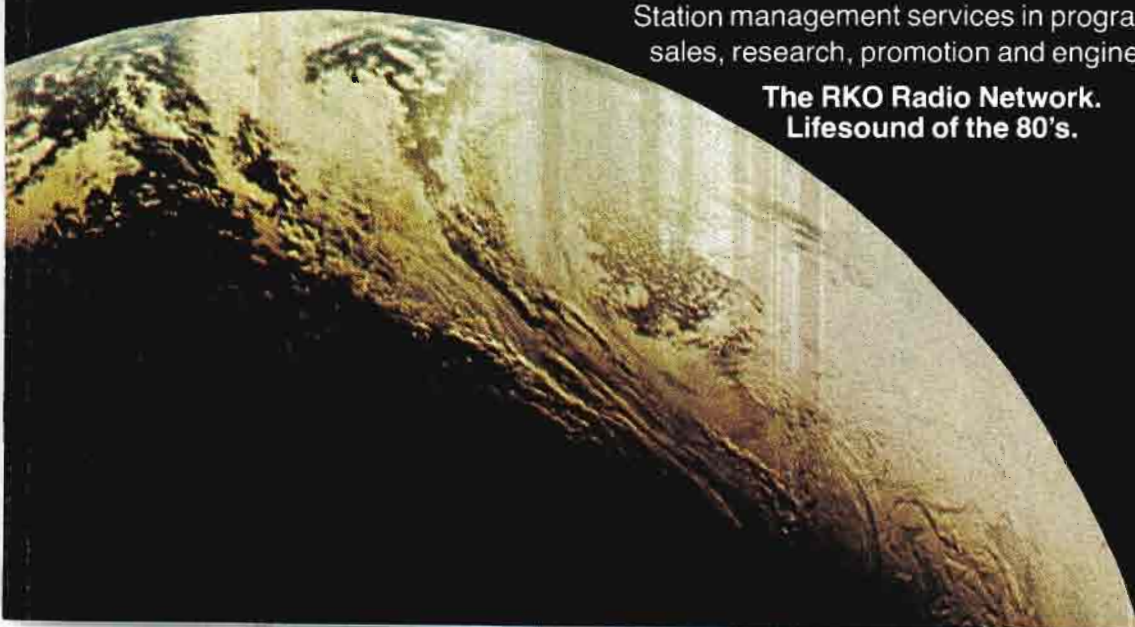
Top quality audio with a full commitment to satellite and stereo program transmissions.

Use of Interkom, our computerized communication link to you,  
and a local program data bank.

Competitive compensation and minimal inventory clearances.

Station management services in programming,  
sales, research, promotion and engineering.

**The RKO Radio Network.  
Lifesound of the 80's.**



# Aloha! Ward-Beck.

Golden beaches cushioning the pounding surf, majestic mountains reaching into sunny skies, exotic flowers colored brighter than a rainbow . . . these are the sights of Paradise!

Happy smiling faces, mellow rhythmic music, warm words of welcome . . . sounds that bring the scene to life.

Welcome to Hawaii!

Set design by Nature. Production by Hawaii Production Center/KGMB. Audio by Ward-Beck.



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