

Now the sound that won in New York can start winning for you.

TM Pure Disco.

Disco! It's a phenomenon. It's a format that was created by Burkhart-Abrams that catapulted an unknown FM into the number one spot in the number one market in the country two months ago.

Available only from TM Programming

But the stunning news of WKTU's disco win over WABC in New York was just the first ripple in a shock wave that will shake the foundations of popular radio in the coming months. Because now there's TM Pure Disco. It's the New York-winning disco sound, customized to win in *your* market, and it's available only from TM Programming.

Not all "disco" is Pure Disco

Maybe there's a station in your market that calls itself a "disco" station. Or maybe you've heard a Top 40, Contemporary or MOR station that plays a lot of disco cuts. Look at their numbers. Chances are they've done well, but nothing like the mind-boggling growth of WKTU. Why? Because those stations aren't Pure Disco, and Pure Disco is what the disco audience wants.

For proof, look at what happened to WBLS in New York. This station had been programming a lot of disco, and they were up to a 7.7* share. Then WKTU came along with *Pure Disco* and WBLS went down to a 3.1*. In short, if you aren't programming Pure Disco in your market by the end of '79, you could be very vulnerable to a station that is.

Problems with programming your own disco format

The first problem is time. By the time your staff learns the ins and outs of programming disco, one of

your competitors could already be on the air with TM Pure Disco—a *proven* format created by the nation's leading disco programmers, Kent Burkhart and Wanda Ramos. You could be trying to get the bugs out of your format while your competition's salesmen are on the street with their first monster book.

The second problem with self-programming disco is this: you can't create a real Pure Disco playlist using the traditional barometers of charts and record sales. The playlist for TM Pure Disco is determined by using a sophisticated nationwide research system designed to get the real disco hits on the air faster—in some cases before they even hit the charts.

Pure Disco is going to be around for a while

Disco is not a "music fad." It's a social phenomenon, a new lifestyle, and the boom hasn't peaked yet. Some big national hotel and restaurant chains are planning expansion into discos. These corporations don't gamble on fads, but they do invest in trends. Disco is a trend, and TM Pure Disco is *the* format that can help your station ride that trend to new highs in the book and on the bottom line. But you'll need to move fast.

Sold out in some markets—call now for a free analysis

TM Pure Disco is already unavailable in the following major markets: New York City, Los Angeles, Dallas, Knoxville, El Paso, Boston, Chicago, Phoenix and Springfield (Mass.). Don't let the competition beat you to the punch in *your* market. Call TM Programming right now, *before* you call a staff meeting

to discuss it. A TM Sales Consultant can answer your questions, give you a better idea of what Pure Disco can do in your market, and set a date for your free market analysis.

TM Pure Disco is available as a consulting service or fully produced for either live-assist or fully automated broadcasting. The sound that won in New York can win for you, but only if you call now. Otherwise it might be winning for your competition. Call collect, and ask for Tim Moore. Do it now.

There's no time to mail a coupon. Call us now, before your competition does.

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TM TM Programming
1349 Regal Row
Dallas, Texas 75247

The Week in Brief

FUTURE TALK □ FCC Chairman Ferris and Judge Bazelon are two of the speakers at UCLA's symposium on the future of TV networks. They both see the answer in a regulatory "structure" that will promote an abundance of networks and a reduced need for government intrusion. **PAGE 29.**

CARNEGIE II □ The long-awaited report on public broadcasting urges a new system that would be funded to the tune of \$1 billion a year and would be administered by a new agency that would supplant CPB. **PAGE 30.** Reaction in Washington: A mixture of praise and reservation. **PAGE 31.** Analyses of the various aspects of the report begin on **PAGE 56.** Carnegie Commission Chairman McGill tells why U.S. public broadcasters would not accept a BBC-type system. **PAGE 66.**

LINE-UP SET □ The House Communications Subcommittee chooses its members. Among changes are the return of past-member Broyhill and the departure of Waxman, Mikulski, Moore and Moorhead. **PAGE 32.**

FINALLY, SOME ACTION ON FEES □ The FCC decides to refund fees over \$129 for radio, \$121 for TV. Amount to be returned is less than had been expected. **PAGE 33.**

MEGADEAL YEAR IN TRADES □ Station buying and selling in 1978 was a high in volume of sales and 1979 could even surpass that mark. A BROADCASTING special report gives the total dollar track record since 1954 plus a rundown on the major transactions last year. **PAGE 34.** Some of the leading station brokers have mixed feelings on how the market will hold up. **PAGE 42.**

RESTLESSNESS IN THE RANKS □ Ferris's winds of change are whipping up a morale problem at the FCC. Some say it's more than a power struggle. The chairman hopes a record of success will win over the rebellious troops. **PAGE 44.**

ONE FOR THE ROAD □ In what she calls her last speech as an FCC commissioner, Margita White contends too much power rests with the chairman. And she urges broadcasters to carry their deregulatory case to Congress. **PAGE 46.**

INDEPENDENTS' DAYS □ The INTV opened its convention in Washington yesterday with an agenda that includes

many of that city's shakers and makers in communications. **PAGE 50.**

ANSWER IS STILL NO □ Amexco raises its offer to McGraw-Hill to \$40 a share, but the latter's board steadfastly rejects the takeover. Amexco also proposes putting M-H's TV stations into a trust in order to avoid FCC complications. **PAGE 68.**

COMMUNITY SERVICE □ NAB and two group owners tell the FCC that such a program category is not necessary for broadcast stations. **PAGE 68.**

SILVERMAN TOUCH IN HOLLYWOOD □ NBC-TV's West Coast programming gets a boost from the new president's philosophy. And there's more staff, ideas and control. **PAGE 70.**

CHANGES BRING NO CHANGE □ Second-season TV shows in network prime time result in some changes on Wednesday and Friday. But the bottom line in ratings is a familiar ABC-CBS-NBC order. **PAGE 73.**

LOW-LEVEL RESPONSE □ The FCC's request for comments on the use of time-brokerage contracts to stimulate minority-oriented programming generates little reaction from broadcasters. **PAGE 74.**

SONTAG MIFFED □ The 20th Century-Fox executive is unhappy about NBC-TV's decision to scuttle a major miniseries on American Indians. He may try to put it on an ad hoc network. **PAGE 74.**

CELEBRITY TIME □ The American broadcasters last week brought out their best to cover the visit of Teng Hsiao-ping, China's vice premier. **PAGE 76.**

IN SYNC □ This week's column takes yet another look at plans for 9 khz spacing on the AM radio band. Both NRBA and NAB are taking second looks. Ampex and RCA announce major deals with Italian television. **PAGE 78.**

BRING ON THE FUTURE □ Terry Elkes is the first to admit that he doesn't know exactly what is down the communications pike in the years ahead. But the new president of Viacom International is insuring that his organization has the proper flexibility and irons in the fire to cope with change. **PAGE 105.**

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PORTFOLIOS I THRU V • PORTFOLIO VI • PORTFOLIO VII
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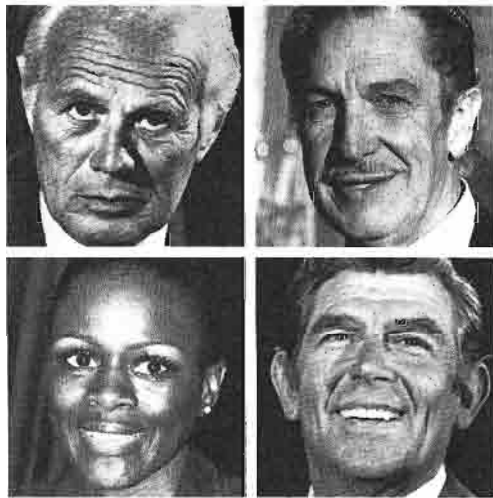
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For one, we’ve now built the most ambitious play-by-play sports (and special action reports) schedule of any network broadcaster, radio or television.

For another, we’ll introduce this year an important radio first, involving CBS News’ worldwide resources: instant, 20-part weekend reports in depth when major news breaks anywhere in the world.

Drama... sports... news. Radio’s new vitality? Here it is!

Isn’t this the time—and isn’t yours also the kind of company—to take advantage of it?

CBS Radio Network)))))))

Carnegie conflicts

Although last week's Carnegie Commission report on future of public broadcasting made no mention of discord among 17 members, some engaged in running battle against what they perceived to be studied effort to demean commercial broadcasting. Among them: Kenneth Mason, president, Quaker Oats; Kathleen Nolan, president, Screen Actors Guild; Virginia Duncan, former member of Corporation for Public Broadcasting board, and J. Leonard Reinsch, chairman of Cox Broadcasting Corp. Final report, riddled with rhetorical pot shots at commercial television (see page 30; also detailed report beginning on page 56), would have been shriller still in earlier versions. Most impassioned critics of commercial system were said to be Chairman William J. McGill, president, Columbia University, and Peggy Charren, president, Action for Children's Television.

There'll be no minority report, but some "explanation papers," including one on radio, are expected. Much of report was written by staff members Rob Stengel and Nick DeMartino under supervision of Sheila Mahony, executive director, and Dr. McGill.

Swift kick

Suggestion that broadcasters should be made to devote percentage of profits or revenues to public affairs programs, which has been made by FCC Chairman Charles Ferris among others, is being raised by someone far closer to Communications Act rewrite in House. New Communications Subcommittee member Allan Swift (D-Wash.), former news and public affairs director of KVOS-TV Bellingham, Wash., intends to make that and other suggestions to Chairman Lionel Van Deerlin (D-Calif.) and rewrite staff.

Mr. Swift generally shares broadcasters' feelings about pointless FCC regulations, community ascertainment for one, but he strongly believes broadcasters have greater responsibilities to serve public than most businesses, and that they haven't been doing best job of it. His aim on subcommittee is not to get rid of broadcast rules, but to find least and most efficient regulation.

Sears again

Another regional agency of Sears, Roebuck, this one Rollband Inc., Philadelphia, has run into trouble, owing 70 stations in mid-Atlantic region about

\$186,000. Rollband says Sears, on few days' notice, dropped it for MARC Advertising, Pittsburgh, putting Rollband in financial pinch. Sears traditionally has disavowed responsibility for agency payments. Rollband has offered stations 57 cents on dollar and says stations seem willing to cooperate—or else Rollband will go into bankruptcy.

Meanwhile stations have complained that new agency, MARC, has proposed cash-and-barter deals or sought deals for up to 40% off rate card. Less than two years ago large number of stations were stuck when LBJ Advertising, Chattanooga, one of Sears's main regionals, went broke (BROADCASTING, Oct. 24, 1977, et seq) and Sears refused to accept responsibility to pay.

Collectors' fancies

FCC's network inquiry special staff seems bent on scooping up tons of information. One of three requests in letter that went to networks asks for data for each year between 1966 and 1977 on hours offered to and cleared by affiliates, minutes offered and sold to advertisers, and minutes available to stations clearing network programs for sale of advertising adjacent to or within network programs. Another letter asked for copies of contracts that would enable staff to examine effects of prime-time access rule on contractual relations between networks and advertisers and copies of spot contracts between owned and operated stations and station reps that staff will examine in researching performance of national spot market.

Those are not only requests for information, and more are expected. Network officials show no reluctance to supply data, but digging material out is causing headaches. Some requests "will take months" to satisfy, said one network representative.

Auditor

In wake of its discovery of expense-account irregularities among some unit managers (BROADCASTING, Jan. 29), NBC-TV is creating high-level post to oversee unit managers and other areas. Michael Sherlock, NBC News vice president, business affairs and administration, has been tapped for executive vice president, production administration, NBC Finance. He'll have executive responsibility for unit managers—who supervise budgets and expenditures for projects ranging from

NBC-produced programs to NBC affiliates conventions—and also for Telesales (rental of facilities to others when not in use by NBC) and program merchandise.

Mr. Sherlock is former vice president for administration at RCA's Hertz Corp., before that was director of business administration for NBC-TV.

Other side

CBS-TV officials are in mood to strike back at ABC-TV claims that ABC has signed 17 CBS affiliates since reaching top of prime-time roost. Of those 17, CBS people note, six were satellites, not originating stations. Of remaining 11, they say, seven were in markets outside top 100. In two markets within top 100 (Milwaukee and Spokane, Wash.), it was CBS that initiated changes, CBS says. In other two (Providence, R.I., and Albany, N.Y.), ABC made moves.

CBS statisticians say what it comes down to, with CBS's replacement coverage added in, is net coverage loss of 0.18% of U.S. TV homes—about 134,100 homes. More satisfying, CBS people contend, ABC has made "major presentations" to CBS affiliates in 24 markets in last six months or so without winning any away.

In thing

New regulatory emphasis on economics as well as law—evident at both FCC and National Telecommunications and Information agency—hasn't escaped notice on other side. National Association of Broadcasters is thinking of recruiting chief economist of its own, perhaps to fill vacancy occasioned by departure of John Dimling, research vice president, for Arbitron job (BROADCASTING, Jan. 29).

Custodian?

Should American Express yet prevail in its so-far-spurned attempt to take over McGraw-Hill, and should "voting trustee" for McGraw's four TV stations eventually evolve (story page 68), it could mark return to active duty for Richard W. Jencks, former CBS executive now retired in northern California. He won't comment, but sources close to negotiations consider him ideal candidate. He's lawyer (was CBS general counsel), broadcast executive (headed CBS/Broadcast Group) and knows Washington scene first-hand (as company's vice president there before taking early retirement in 1976).



STARS AND

Now you can strip a series of star-spangled programs into your schedule with America's best loved comedy shows... "Laverne & Shirley" and "Happy Days" still deliver the highest shares of any network offering in the



STRIPS FOREVER.

current season - "Laverne & Shirley" and "Happy Days" ... #1 and #2...
Just two more good reasons to turn to Paramount for the most successful
programming you've ever known.

Source: NTA Share September 17-December 24, 1978

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TV only

Taco Bell □ Six-month TV campaign starts in early March for restaurant chain in 55 markets during fringe and prime time. Agency: Grey Advertising, Los Angeles. Target: adults, 18-34 and teenagers.

Superior Pet Products □ Five-month TV campaign begins in mid-February for Chew Eez pet product in five markets during day and fringe time. Agency: Cabot Advertising, Boston. Target: women, 25-54.

Dos Equis □ Fifteen-week TV campaign starts in late April for Dos Equis beer in Los Angeles and San Francisco during sports time. Agency: Basso/Boatman, Newport Beach, Calif. Target: men, 18-34.

Pic & Pay □ Fourteen-week TV campaign starts in mid-March for shoe stores in about 12 markets during day time. Agency: W.B. Doner, Southfield,

Mich. Target: women, 18-49.

Famous Footwear □ Four-month TV campaign begins this week for footwear manufacturer in 15 markets during all dayparts. Agency: Stephan & Brady, Madison, Wis. Target: total women.

Pillsbury □ Twelve-week TV campaign starts this week for American Beauty pasta in 14 markets during daytime. Agency: W.B. Doner, Southfield, Mich. Target: women, 25-54.

Chrysler □ Eleven-week TV campaign begins in mid-February for company's Mitsubishi Motor Corp. division in 48 primary markets and again for seven weeks in 21 secondary markets during fringe and prime time. Agency: BBDO, Troy, Mich. Target: adults, 18-34.

John Deere □ Ten-week TV campaign starts in late March for lawn and garden products in 120 markets during news and sports time. Agency: N.W. Ayer, Chicago. Target: men, 25-54.

Getz Exterminators □ Nine-week TV

Back to network. For the first time in 10 years, Pan American World Airways is tapping network television to help boost its message, "We fly the world the way the world wants to fly." The launch of the network TV effort was on the telecast of the Super Bowl game on Jan. 21, and over the next four months Pan Am will be represented on network telecasts of such events as PGA golf, NCAA and NBA basketball and on such



programs as *NBC SportsWorld*, *CBS Sports Spectacular* and *60 Minutes*. Pan American has earmarked an ad budget of about \$20 million for 1979, continuing its heavy spot radio and television commitments in its eight gateway cities. Pan AM's new campaign was created by N W Ayer.



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campaign begins in late March for exterminators group in nine markets during day, news, fringe and weekend time. Agency: Rafshoon Advertising, Atlanta. Target: adults, 25-54.

Personal Products □ Six-week TV test starts for subsidiary of Johnson and Johnson's Shower-to-Shower deodorant bath powder, during day and prime time. Agency: Young & Rubicam, New York. Target: women, 18-49.

Kenyon Industries □ Six-week TV campaign starts in mid-February for liquid water repellent in about 10 markets during daytime. Agency: Potter Hazelhurst, Cranston, R.I. Target: women, 18 and over.

Schwinn □ Six-week TV campaign begins in early April for Schwinn bicycles in about 21 markets during day and late fringe time. Agency: George Bond & Associates, Chicago. Target: total adults, teen-agers and children, 6-11.

Ole South Foods □ Six-week TV campaign starts in mid-April for Ole South frozen pies in 15-20 markets during

THE ANYTIMERS

TOM AND JERRY IN THE MORNING

The Number One cartoon show of last season is still going strong in markets airing weekday mornings, leading its time period in such major markets as Los Angeles (31 share) and Detroit (31 share).

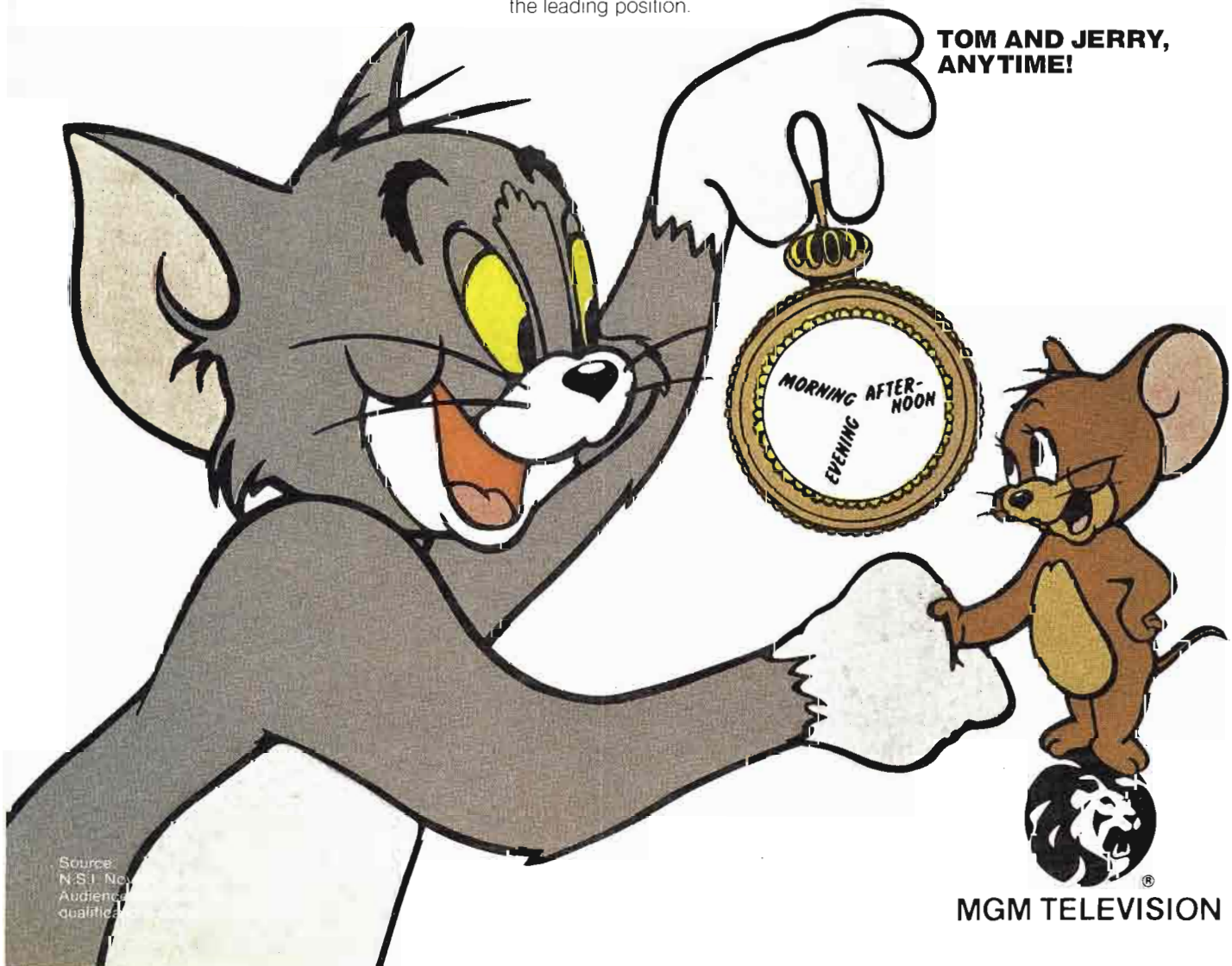
TOM AND JERRY IN THE AFTERNOON

A weekday winner in early fringe as well! TOM AND JERRY carries its time period in Washington, D.C. (24 share), Minneapolis-St. Paul (50 share), Cincinnati (29 share), Nashville (40 share), Greensboro-Winston-Salem-Highpoint (43 share), Syracuse (40 share), Albuquerque (36 share). And, in Chicago, TOM AND JERRY is tied for the leading position.

TOM AND JERRY IN THE EVENING

Who said cartoons were just for children? In the two markets where TOM AND JERRY had their prime-access debut, they captured the time period away from several adult-oriented game shows and sitcoms: in Cleveland, Monday-Friday, 7:30 PM (21.0 rating — 37 share), in Rochester, Thursday, 7:30 PM (15.8 rating — 31 share).

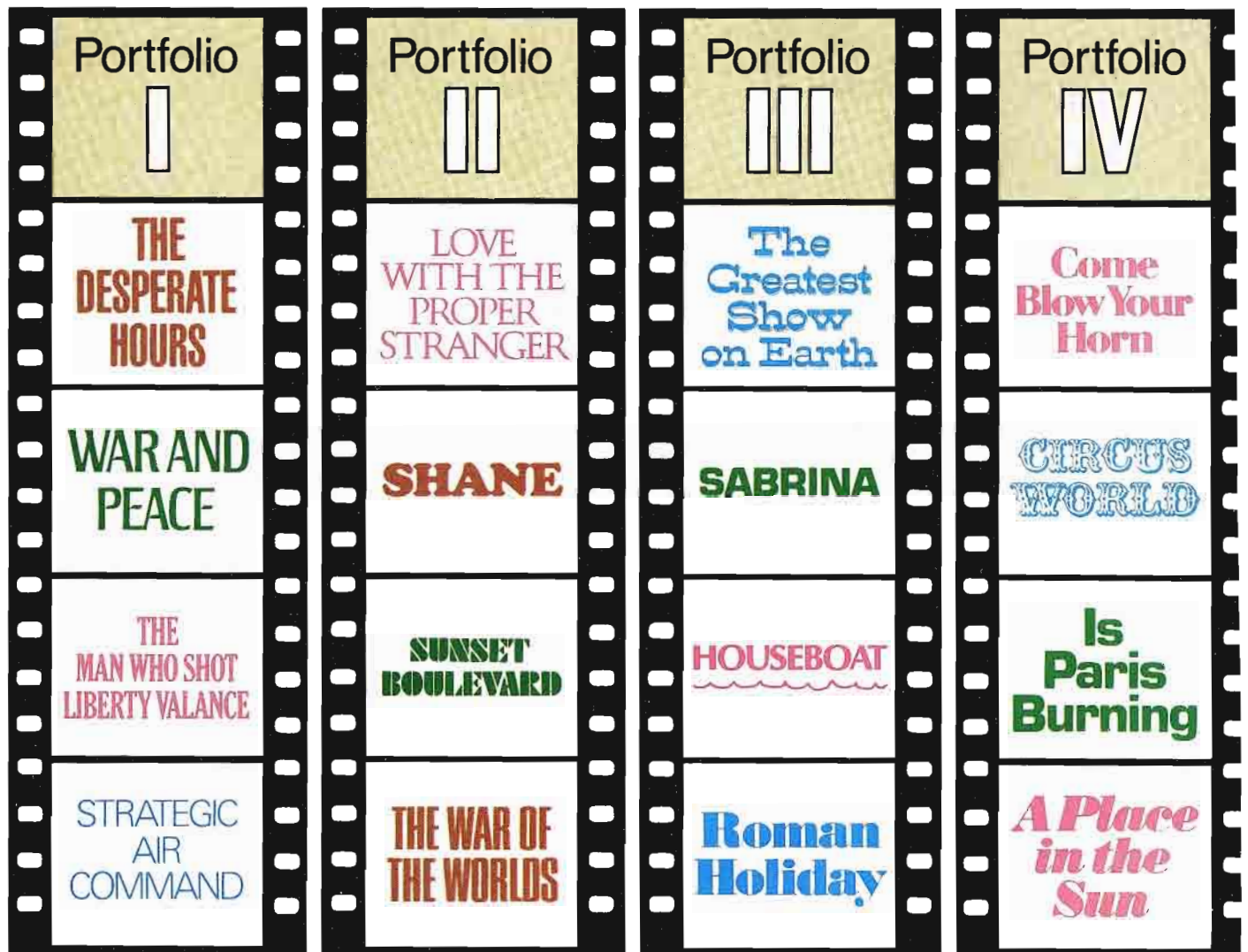
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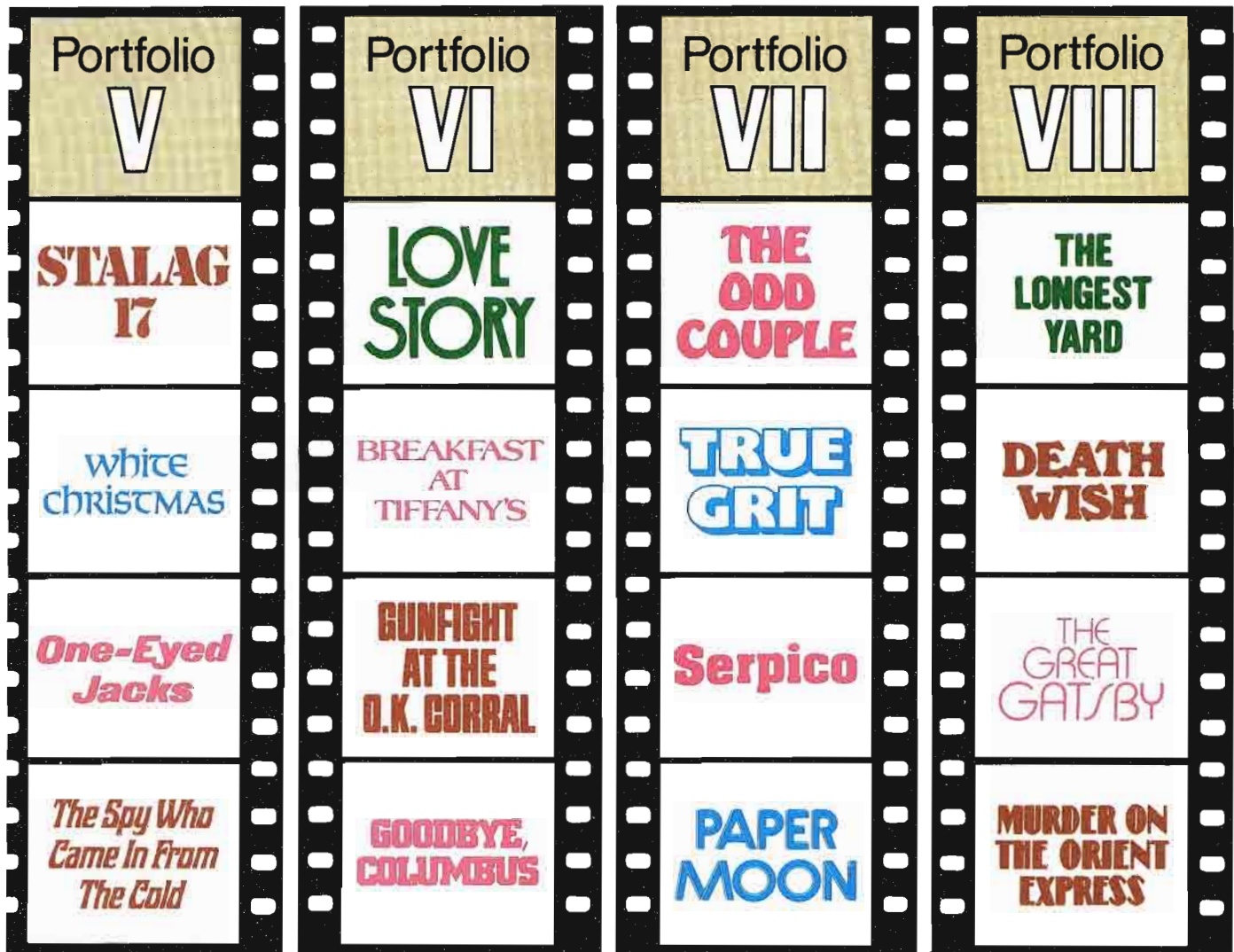
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In local markets, the most effective cost-efficient way to produce excellent ratings is to program great movies. Find the films our audience is looking for, in the world's greatest title holders: Portfolio I thru V.

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day, early fringe and prime access time. Agency: Montgomery & Associates, Bala Cynwyd, Pa. Target: women, 18-49.

Clear Springs Trout One-month TV campaign begins in late February in Los Angeles and Detroit during day, prime and early fringe time. Agency: Evans/Pacific, Seattle. Target: adults, 25-54.

Gold Seal Four-week TV campaign begins in mid-February for Snowy Bleach in 19 markets during day and fringe time. Agency: Ammirati, Puris, AvRutick, New York. Target: women, 25-49.

F.A. Bonanno Four-week TV campaign starts in mid-March for wine company in 19 markets during all dayparts. Agency: Kircher, Helton & Collett, Dayton, Ohio. Target: adults, 18 and over.

Vivitar Four-week TV campaign begins in early April for Vivitar's 110 pocket camera in 30 markets during fringe, sports, weekend and movie time. Agency: The Dreyfus Agency, Los Angeles. Target: women and men, 25-49.

Revlon Four-week TV campaign begins in mid-February for Color Silk hair-coloring product in about 20 markets during fringe time. Agency: Grey Advertising, New York. Target: women, 18-49.

Seneca Foods Three-week TV campaign starts in late February for

Seneca apple juice in eight-to-10 markets during day and early fringe time. Agency: Mathieu, Gerfen & Bresner, New York. Target: total women.

Agway Three-week TV campaign begins in late February for dog food in 20 markets during fringe and prime time. Agency: Northrup & Teel, Pittsford, N.Y. Target: adults, 25-54.

Playboy Two-week TV campaign begins in early February for *Playboy* magazine in 10 markets during fringe and prime time. Agency: Scali McCabe Sloves, New York. Target: men, 18-49.

White Labs Two-week TV campaign starts in mid-March for X-14 mildew remover in 30 markets during day and early fringe time. Agency: Bozell & Jacobs, Atlanta. Target: women, 18-49.

CBS Records Two-week TV campaign begins this week for Willie Nelson's *Willie and Family Live* album in six markets during fringe time. Agency: Young & Rubicam, New York. Target: adults, 18-34 and teen-agers.

Baskin Robbins One-week TV campaign begins this week for ice cream chain in four markets during late news, sports, specials and news time. Agency: Ogilvy & Mather, Los Angeles. Target: total adults.

Radio only

Latrobe Brewing Thirteen-week radio campaign starts in April for Rolling Rock beer in 200 markets including Boston, Cleveland, Baltimore and Philadelphia. Agency: Robert Wiltman, Sewickley, Pa. Target: men, 18-49.

Turtle Wax Six-to-twelve-week campaign begins in early April for auto wax in about 25 markets including Atlanta, Houston, Miami, Los Angeles and Seattle. Agency: Marvin H. Frank, Chicago. Target: men, 18-49.

Kronenbourg Six-week radio campaign starts in mid-April for Kronenbourg beer in four California markets—Sacramento, San Diego, San Francisco and Los Angeles. Agency: Wilton, Coombs & Colnett, San Francisco. Target: men, 18-34.

Magic Pan Four-to-eight-week radio campaign begins for restaurant chain this week in 15 markets including Atlanta, Chicago, Kansas City, New Orleans and Phoenix. Agency: Allen & Dorward, San Francisco. Target: adults, 25-49.

J.M. Smucker Five-week radio campaign begins in late February for low-sugar spread in 24 markets including Omaha and San Antonio. Agency: Wyse Advertising, New York. Target: women, 25-54.

Hudson Vitamins Two-week radio campaign begins in mid-February for vitamin group in Boston, Chicago and Philadelphia. Agency: Wunderman, Ricotta & Kline, New York. Target: adults, 18-49.

Communications Engineering Two-week radio campaign starts in early February for sales and service group, division of Communications Industries, in seven markets including Houston, New Orleans and Oklahoma City. Agency: DBG&H Unlimited, Dallas. Target: men, 35 and over.

Frontier Air Travel Two-week radio campaign begins this week for airline in three western markets and two eastern markets. Agency: Tracy-Locke, Denver. Target: adults, 18-49.

Friendly's One-week radio campaign starts in mid-February for ice cream chain in 10 markets. Agency: Quinn & Johnson, Boston. Target: adults 18-49.

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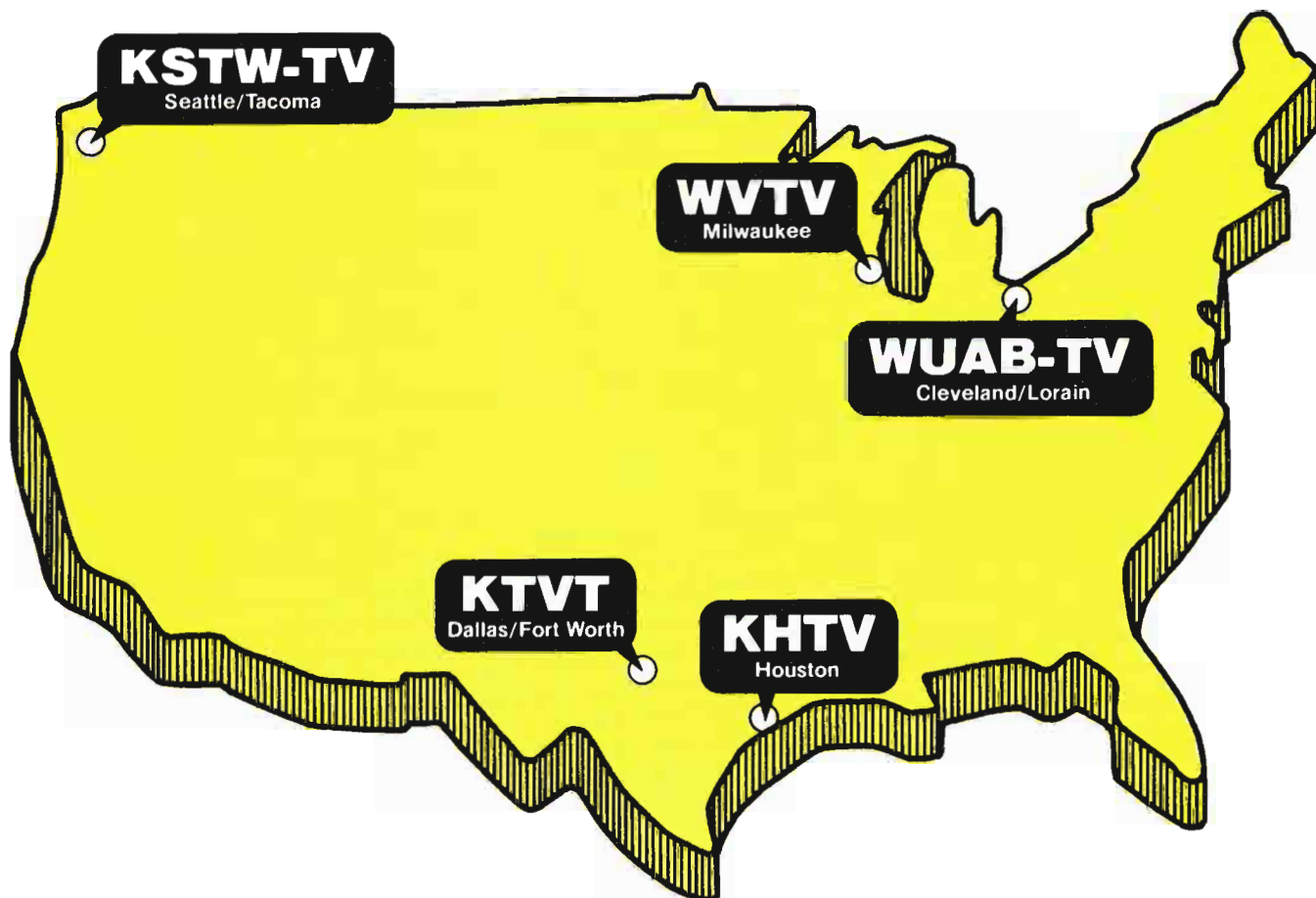
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Where Things Stand

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

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AM stereo. FCC last year 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.

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, have asked court to dismiss suits, and last fall, judge in case refused (BROADCASTING, Nov. 6, 1978). Federal Trade Commission also has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31, 1978) and late last year held seminar on media concentration (BROADCASTING, Dec. 18, 1978).

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. Commission 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 last spring, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10, 1978). AT&T has petitioned commission 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 soon.

Blanking intervals. FCC last June 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. The Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August to "identify problem areas and recommend corrective action" to the FCC. The group is made up of representatives of the three commercial networks, the Public Broadcasting Service, the National Association of Broadcasters and several station groups (see "In Sync," Oct. 23, 1978).

Broadcasting in Congress. Mid-February is projected start-up time for live daily television

coverage of House of Representatives' floor activities. Feed will be distributed only within Houses offices during shakedown period expected to last about two weeks before going out to any broadcasters and cable systems that want it. Networks and Radio Television News Directors Association lost their fight for broadcaster control of live feed, but some House members are predicting they may win in long run after House members grow accustomed to live coverage. For now control room and remote-controlled cameras will be run by House employees. There have been proposals for broadcasting in Senate chamber, but they have not yet been seriously considered.

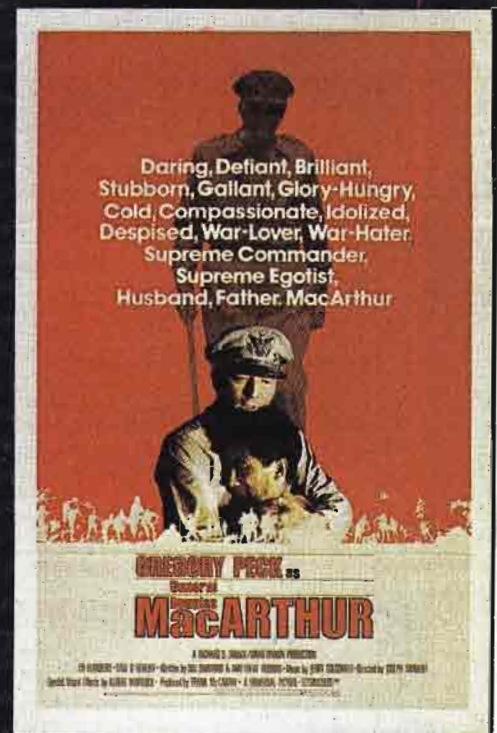
Cable economic inquiry. FCC has opened investigation into economic relationship between cable television and over-air television. Its purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments were filed last March (BROADCASTING, March 20, 1978); main contenders—National Association of Broadcasters and National Cable Television Association—are waging ongoing battle of words in inquiry. On Capitol Hill, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced that legislation he will introduce this year will give cable "legislative mandate"; new Communications Act rewrite this year in House may do something along same line.

Carter use of broadcasting. President has held 43 televised press conferences since assuming office. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy to 1978 year-end interview with representatives of national TV networks; more such exposure can be anticipated with official return to Carter camp of campaign media adviser Gerald Ratshoon (BROADCASTING, May 29, 1978).

Children's advertising. Federal Trade Commission has completed 10 days of hearings in San Francisco on proposals to limit, and in some cases ban, advertising aimed at children. Hearings resume in Washington March 5 and are scheduled to go five weeks, with 138 witnesses slated to testify. Opponents of proposed ban argued action would be unconstitutional and is, in fact, unnecessary since industry self-regulation has been effective. Proponents, however, argued that self-regulation has not worked, and children are unable to understand real intent of advertisements, making them "targets" of industry. FCC, meanwhile, received similar comments in inquiry into children's TV programming and advertising. And Senate Communications Subcommittee Chairman Ernest Hollings has announced that his unit will be looking into matter.

Clear channels. FCC initiated rulemaking that could result in addition of 125, or even more AM stations in clear and adjacent chan-

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nels. Commission decided against higher power for clear channel 1-A stations as means of providing service to areas without nighttime radio service (BROADCASTING, Jan. 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.) President Carter has become involved, urging commercial networks to make use of system. However, only ABC offered positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to use of closed captioning system. However, administration is not giving up. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

Communications Act. Foundation for communications regulation is now being revamped in both houses of Congress. Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) having announced last October that Communications Act of 1934 is to be "renovated" (BROADCASTING, Oct. 16, 1978). He eschews "rewrite" approach of House Communications Subcommittee, saying there's lot of good in old statute. Nor will his bill, to be introduced this year, go as far in broadcasting area. He will retain public trustee concept, fairness doctrine and equal time—but he has endorsed House rewrite's license fee concept (BROADCASTING, Oct. 23, 1978). Rewrite, having

undergone marathon hearings last year (those on broadcasting reported in BROADCASTING, Sept. 11, 1978), is itself being renovated at moment, to be reintroduced by Lionel Van Deerlin (D-Calif.) by March 1. Third revamping of act is being prepared by Senator Harrison Schmitt (R-N.M.), member of Senate Communications Subcommittee.

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of "egregious" crossownership cases (BROADCASTING, June 19, 1978).

Crossownership (television broadcasting-cable television). FCC has 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 is seeking appeals court review, arguing rule should be broader. Two system owners involved are appealing on appropriate grounds (BROADCASTING, April 26, 1976). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

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 promulgated new cable EEO regulations anyway (BROADCASTING, Oct. 22, 1978). In broadcast EEO area, commission has tentatively voted to amend form 395, commission's annual employment reporting form, to require licensees to rank employees according to salary and to identify minorities and women (BROADCASTING, Nov. 6, 1978). However, after that action generated considerable criticism, commission decided to issue further notice of rulemaking to obtain comments on various options (BROADCASTING, Jan. 1).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

FCC fees. Commission has begun inquiry aimed at helping it develop plan for refunding some \$60 million in fees it collected illegally between 1970 and 1976 from those it regulates—\$33 million is expected to be returned to broadcasters—and at developing new fee schedule based in part on spectrum use (BROADCASTING, Oct. 2, 1978). FCC expects to begin making refunds this spring. Commission also is asking for comments on proposal to obtain "fair market value" for spectrum use through spectrum fees or auctions, or some combination of the two. And, still pending before U.S. Court of Claims is request by some

90 parties, including broadcasters, for refund of fees.

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 over year ago (BROADCASTING, Dec. 19, 1977); second notice of inquiry was issued last month (BROADCASTING, Jan. 15).

Format changes. FCC several years ago concluded 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 expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 13, 1976).

License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure suddenly became more urgent after Washington appeals court's WESH decision in October. Senator Howard Cannon (D-Nev.), chairman of Senate Commerce Committee, told them Senate plans to act on legislation in upcoming Congress (BROADCASTING, Oct. 30, 1978). Any action on renewal issues will take place within context of House's rewrite and Senate's renovation of Communications Act, it appears. Introduction of renewal measures, reaching flood stage in previous years, is limited to just two bills this year, both reruns from last Congress.

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, April 24, 1978). 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 incorporated 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). National Radio Broadcasters Association has created program where its members help minorities learn station operations. Group consisting mostly of blacks has filed for what will be first minority-controlled VHF in continental U.S., WHEC-TV Rochester, N.Y. (BROADCASTING, Aug. 28, 1978); another all-black firm is seeking VHF WAEO-TV Rhinelander, Wis. (BROADCASTING, Sept. 25, 1978).

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

Continues on page 86.

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■ indicates new or revised listing

This week

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

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

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

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

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

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

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

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

Feb. 7—*Arkansas Broadcasters Association* business meeting and legislative reception. Bill Clinton, new Arkansas governor, will be luncheon speaker. Coachman's Inn, Little Rock, Ark.

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

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

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

■ **Feb. 9**—New deadline for comments in FCC rulemaking concerning network representation of television stations in national spot sales (Docket 78-309). Previous deadline was Jan. 31.

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

Also in February

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

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

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

Feb. 14-18—*Howard University School of Communications* eighth annual communications con-

ference. Theme will be "Communications and Health." Conference participants will include former FCC Commissioner Benjamin Hooks, now executive director of National Association for the Advancement of Colored People; FCC Commissioner Tyrone Brown, and Dr. Jesse Barber, president, American Medical Association. Agenda will also include sessions on careers for students. Shoreham American hotel, Washington. Information: (202) 636-7491.

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

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

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

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

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

Feb. 16—Annual North Carolina Farm Press, Radio and Television institute of the *North Carolina Farm Writers and Broadcasters Association*. Sheraton-Crabtree motor inn, Raleigh, N.C. Information: Frank Jeter Jr., P.O. Box 27307, Raleigh 27611.

■ **Feb. 16**—"Law '79" Workshop, sponsored by the *National Association of Broadcasters*. Featured will be Arthur Ginsburg, chief of FCC Complaints and Compliance, and four communications lawyers. Registration is \$25 for NAB members, \$45 for nonmembers. NAB headquarters, Washington.

Feb. 20—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Carousel Inn.

■ **Feb. 20-21**—*National Association of Broadcasters* television code board meeting. Waldorf Astoria hotel, New York.

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

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

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

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

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

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

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

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

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

Feb. 27—*Radio Advertising Bureau/Sterling In-*

"Champagne Movies 34."



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

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

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stitute radio sales clinic, Regency-Denver, Denver.

Feb. 27-28—Fourth annual CATV reliability conference, co-sponsored by the *Society of Cable Television Engineers* and the *Consumer Electronics Society of the Institute of Electrical and Electronics Engineers*. Denver Stouffer's Inn, Denver. Registration: SCTE, P.O. Box 2665, Arlington, Va. 22202.

■ **Feb. 27-28**—Annual meeting of state broadcast association presidents and executive directors, sponsored by *National Association of Broadcasters*. NAB headquarters, Washington.

Feb. 28—Rally for deregulation, sponsored by *National Association of Broadcasters*, *National Radio Broadcasters Association*, *National Religious Broadcasters* and *Daytime Broadcasters Association*. Start will be 8 a.m. at Capitol Hill Quality Inn, Washington.

March

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

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

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

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

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

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

■ **March 1**—Deadline for entries in the 1978 Roy W. Howard Awards competition for public service last year by a commercial radio station and by a commercial television station. Bronze plaque and \$2,500 will be given the over-all broadcast winner with \$1,000 awards for the first runner-up in radio and the first runner-up in television. Contact: Rick Reeves, *The Scripps-Howard Foundation*, 500 Central Avenue, Cincinnati 45202.

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

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

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

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

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

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

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

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

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

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

■ **March 9-11**—Conference of *Region 2 of Society of Professional Journalists, Sigma Delta Chi*. L'Enfant

Plaza hotel, Washington. Information: Paula Wolfson, general chairperson, (202) 483-8570 or 755-4444.

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

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

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

March 15—Deadline for nominations for first Michelle Clark Awards, sponsored by *Radio-Television News Directors Association* to recognize excellence in broadcast journalism by those who have been in the profession less than three years. Information: Ted Landphair, WMAL(AM) Washington 20015.

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

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

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

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

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

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

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

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

March 21-24—*The National Honorary Broadcasting Society, Alpha Epsilon Rho*, 37th annual convention. Sheraton hotel, Dallas.

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

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

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

■ **March 23**—New deadline for comments on proposed changes to alcoholic beverage advertising rules by *Bureau of Alcohol, Tobacco and Firearms* (BROADCASTING, Jan. 29). ATF, Regulations and Procedures Division, P.O. Box 385, Washington 20044.

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

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

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

April

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

April 1—Deadline for registration for June 18-20 *Prix*

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

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

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

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

May

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Open Mike®

Disavowal disavowed

I am shocked that some of my quotes relating only to the NBC-Universal association were taken out of that context entirely and used by BROADCASTING in a different story [Jan. 29] to make it appear that I am somehow disavowing responsibility for NBC's new schedule. Your reporter, during the interview, mentioned the five Universal projects represented on our midseason schedule, and asked what that meant for the future. I responded that I remain committed to having a diversity of program suppliers for NBC, that the five Universal projects represent some that were in development before my arrival here, and that in our fall development there are fewer Universal series.

Somehow this all got transformed into a headline and lead paragraph that has me saying that NBC's second-season schedule is someone else's responsibility. I did not say that, I do not believe that and your reporter never asked me about that.—*Fred Silverman, president, NBC, New York.*

In praise of parallelism

EDITOR: "History lesson" is a nifty editorial [BROADCASTING, Jan. 22]. I use that same parallel constantly in dealing with the FCC people—that is, the growth of FM and the present status of UHF. It's ever so true. In fact, the television boys should just look at everything that's happened in radio because I think an awful lot of it is going to be happening in television, including specialization.—*Don B. Curran,*

president, Field Communications, San Francisco.

All by itself

EDITOR: Regarding your article "TV is coast-to-coast host to retailers" (Jan. 15), we appreciate your mentioning our market, Beaumont-Port Arthur, as performing a unique service during our presentation to area retailers. However, KFDM-TV is the only TVB member in our market (not "the stations"), the only station supporting TVB's efforts, hence the additional local testimonials were of our origin (conception, production, presentation).—*Lee R. Salzberger, general sales manager, KFDM-TV Beaumont, Tex.*

What's in a name

Re your Jan. 22 cartoon, "This is Gordon Feldmeyer filling in for our weatherman who couldn't get here tonight because of an unexpected snow storm."

And people ask: "Arlene, why don't you use your married name on the air?"—*Arlene Garbett Feldmeier, president, Garbett Communications, New York.*

To the blackboard

About your WESH story (Jan. 22, page 50). The word is not "incohate" but rather "inchoate"—derived, as we all know, from the Latin "inchoare," to begin.—*Joseph R. Dominick, associate professor, Grady School of Journalism and Mass Communication, University of Georgia, Athens.*

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Winfield R. Levi, *general sales manager* (New York).
John Andre, *sales manager—equipment and engineering* (Washington).
David Berlyn, *Eastern sales manager* (New York).
Bill Merritt, *Western sales manager* (Hollywood).
Peter V. O'Reilly, *Southern sales manager* (Washington).
Linda Petersen, *classified advertising*.
Doris Kelly, *secretary*.

CIRCULATION

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Diane Burstein, *editorial assistant*.

Winfield R. Levi, *general sales manager*.
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Harriette Weinberg, Priscilla K. Johnson, *advertising assistants*.

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Monday Memo[®]

A broadcast advertising commentary from George Idelson, advertising consultant to the Federal Trade Commission

When the ad regulator turns into the advertiser

Public service announcements: Can they be an effective tool in alerting consumers to their legal rights in the marketplace? Or are the subjects too complex to be reduced to 60-second, 30-second or even 10-second commercials? Or too dull inherently to be made interesting? Or too controversial? Or, as some suggest, is the airing of PSA's so unpredictable and unmeasurable that a reasonable level of reach and frequency is an unreasonable goal, regardless of the importance of the message and the quality of the presentation?

On the other hand, might not stations welcome this kind of PSA? Station response cards from an earlier PSA suggest that this is the case. Most stations seem to be engaged in a continuous dialogue with their listeners, and consumer issues are way up there in listener interest.

The Federal Trade Commission hopes to shed some light on these questions this year. Several flights of TV and radio messages will be issued this month and some others will follow later in the year.

The messages stem from FTC mandates and enforcement responsibilities. Congress made it quite clear in the original FTC Act of 1914 that the commission had an obligation to inform the public, and, lest the FTC forget, Congress reminds it from time to time in specific legislation such as the Energy Policy and Conservation Act (appliance labeling) and the Equal Credit Opportunity Act.

The trend in FTC rulemakings these days is toward regulations that are self-enforcing in the marketplace. They do, however, depend on knowledgeable consumers and sellers to function properly. The eyeglass rule, for example, eliminates the barriers to the competitive advertising of glasses. Presumably, those who want to advertise will enforce the rule by advertising. But the rule has a second part, which provides that consumers have the right to be handed their prescription after their eyes are examined. This completes the cycle. Presumably, consumers who know about this right and wish to shop around will be sure they get their prescriptions.

One message, being issued in both TV and radio form, alerts married women to their right to have credit reported in their own names. Traditionally, married women operate with credit that is reported in the husband's name. If they become divorced or widowed, they run into serious problems establishing credit without credit histories of their own. This subtle form of discrimination is now outlawed by the Equal Credit Opportunity Act, but the



George Idelson is an advertising consultant currently on assignment with the Federal Trade Commission, helping to develop a program of public service announcements based on consumer protection themes. He also counsels on advertising and marketing considerations of product recalls and refunds. Previously, Mr. Idelson was VP and account supervisor at Henry J. Kaufman & Associates, Washington agency, and divisional advertising manager of The Hecht Co., Washington department store. He has handled advertising for Porsche of America Corp., Sears, Quality Inns and the Coast Guard, and has been on the creative as well as the account-management side. For many years he taught advertising at George Washington University.

effect lingers on, as any formerly married woman can attest. Focus group research revealed that women really tune into this subject when it is dramatically presented.

A complex subject? Indeed, the credit laws are among the most complex the FTC enforces. But pretesting suggests the FTC has a simple and effective commercial. As with any other advertiser, we await the verdict of the marketplace. Step number one is to get them on the air.

Another message the FTC has tackled comes right out of the Magnuson-Moss Act, which reformed and simplified FTC procedures and rewrote warranty law. Specifically, the law says that warranties on products worth \$15 or more must be available for consumers to read before purchasing. How many consumers really know they can compare warranties as well as price and quality?

As a user of public service announce-

ments, the Federal Trade Commission has no more inherent right to air time than any other agency of government or nonprofit organization. The messages have to earn their right to be aired just like any other PSA.

To raise the odds in its favor, the FTC has carefully defined its message in terms of consumer benefits and listener interest. In focusing on the credit-history problem of formerly married women, for example, a huge segment of the listening audience is targeted. What's more, the message has meaning to men as well as to women. His understanding of the problem can make it easier for her to take a simple step in her own behalf without threatening a happy marriage. The spot actually explains that step, and she need not write in for a booklet to take action, though some of our spots offer that option. The FTC's goal is to offer an actionable message.

But many worthy messages fail to get on the air because of unprofessional presentation. While working with a rather restricted budget, the FTC has been fortunate to have great producers help put the spots together. Care has gone into the packaging as well, so that PSA directors at the stations will be able to assess the usefulness of the spots for their audiences.

Designing an advertising program for the FTC is a unique experience. Professional advertising people, working on commercial accounts, usually dread that part of the approval process that has to get through "legal." Imagine, then, producing ads for 600 lawyers, many of whom are specialists in advertising law. In practice, the process has been far less harrowing than one might anticipate. Quite the contrary, in fact. The PSA program has aroused considerable professional interest within the agency, and attorneys involved in specific programs for which spots are being developed are especially eager to see a simplified message get out.

President Carter's admonition, when he took office, that there be fewer regulations and that they be written in plain English, could well have been a prescription for the PSA program. One can joyfully fantasize a day when all regulations everywhere will have to pass this acid test:

"Can you spell it out in 30 seconds or less?"

And can an average listener get it in one or two hearings?" Obviously, that's an oversimplification of the regulatory process.

The program is experimental, and a year from now the FTC hopes to know a good bit more about the subject. For now, it is betting on the notion that a strong public service message, put together into a professional, entertaining commercial, will make it in the world of PSA.

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Broadcasting Feb 5

Vol. 96 No. 6

Top of the Week

Bazelon, Ferris: more sources of programs mean less regulation

At UCLA seminar, D.C. appeals judge says television should be restructured to provide diversity; FCC chairman says technology may get there before the lawmakers can

The policymaker and the judge were in agreement last week on the way to go in broadcast regulation: structure. Provide the kind of structure in which an abundance of networks can flourish, and the need for government intervention in programming matters will be sharply reduced, said FCC Chairman Charles D. Ferris.

"The key," said Judge David L. Bazelon of the U.S. Court of Appeals in Washington, is "structural" regulation of the media. It can "substantially increase the likelihood of diversity in programming" while posing few First Amendment problems, he said. "It is content-neutral."

The views expressed by the two principal speakers at a UCLA communications law symposium on "The Foreseeable Future of Television Networks" may not have broken new ground. But the speeches seemed significant, nevertheless. At a time when Congress is attempting to write a new charter for telecommunications, the chairman of the agency conceived in the notion that it can, and should, discern the public interest, and a judge who has been known to be soft on hard-nosed regulators seem in general agreement that, as Chairman Ferris said, "our most effective regulatory options are primarily structural in nature rather than directly content-oriented."

■ Judge David L. Bazelon of the U.S. Court of Appeals in Washington last week added his voice to the rising chorus of criticism of government regulation of broadcasting, and placed himself on record as favoring deregulation—of radio at least.

But the "key," he said, is to give up trying to regulate how the media behave and to regulate them instead through their structures—through antitrust policies, limits on media crossownership and a requirement of mandatory access to cable television systems.

Judge Bazelon, who expressed his views

on Friday in keynoting the UCLA communications law symposium, urged Congress, as it gears up to create a regulatory framework for the next 50 years, to avoid the mistakes of the last 50.

His concern is the First Amendment, which, he said, has not been served by FCC policies. Intermixture of VHF and UHF in individual markets has impeded the development of UHF and precluded the development of additional networks. "Hostility" to cable television has slowed the growth of that medium. And the fairness doctrine, instead of promoting diversity, has "suppressed programming on controversial issues almost entirely."

What has been fostered, he said, is "the domination of three large, but virtually identical, networks, which exercise an unprecedented influence over the national political and cultural life."

Judge Bazelon, a liberal member of the court who in recent years has shown an increasing sensitivity to First Amendment issues in broadcast cases, said the commission's "abysmal" record alone would justify a re-examination of the First Amendment standards for telecommunications regulation. But more than that, he said, the advances in telecommunications technology have called into question the technological predicate of regulation—spectrum scarcity.

Judge Bazelon said three lessons can be drawn from the country's 50-year experience in applying First Amendment standards to broadcast regulation.

One is that the "print model" of the First Amendment, the "hands off" policy, has proved "more congenial to our national political values than the 'different' First Amendment standards endorsed" by the Supreme Court in the Red Lion case, in which the constitutionality of the fairness doctrine was upheld.

And one way to promote independence of the broadcast media is by eliminating "unnecessary regulation." He is not pre-



Ferris

pared for "full deregulation of television," nor does he believe complete deregulation of that medium is warranted. But he applauds the call for deregulation of radio, which, he said, would provide an opportunity to test the assumptions underlying deregulation.

But it is "structural" rather than "behavioral" regulation that appears essential to Judge Bazelon. The nature of the markets—natural monopolies, economies of scale, and high entry barriers—"may counsel against leaving telecommunications entirely to market forces," he said. But the use of antitrust policies, media-crossownership limitations and the imposition of access requirements on cable systems would "permit rectifying undesirable aspects of the market without government involvement in program content," he said.

The third lesson to be learned from experience of the last 50 years is that when the government does promote specific programming in the name of diversity—as in funding public broadcasting—"we must be on guard to prevent abuse, and to insulate such efforts from political pressure," he said.

"Examine the time-worn assumptions that underlie regulation," he urged those concerned with the task of creating "a new charter" for telecommunications. "There is a tremendous danger that we will unthinkingly apply old bromides about broadcasting and the First Amendment to new technologies, both broadcast and non-broadcast."

■ Deregulation, a word heard often around the FCC these days, was not used once in Chairman Ferris's speech; rather, he talked of structural change as his answer to the question of providing the diversity of voices he said is a principle rooted in the First Amendment. And he suggested the commission learn how to



Bazelon

bring that about in television by looking at the senior electronic medium—radio—where the enormous diversity of services available led the commission a few years ago to eliminate most of its radio network rules.

But he also suggested that TV diversity would not develop without leaving a mark on the shape and function of the networks. Their primary, and saving, function, he said, may be live journalism.

At a time when the technological revolution sweeping the telecommunications industry is introducing such developments as nationwide pay cable television operation and satellite interconnection of public television stations, he said the best thing government can do is to stand aside and let them happen.

Of course, the commission, in the name of structural regulation, has over the years adopted rules to prevent the networks from abusing their power. And the network inquiry now under way will investigate a variety of alleged abuses by networks in relations with their suppliers and affiliates, he said.

But after more than 30 years of concern with such matters, he said, there are still only three television networks. But radio, he said, the medium for which the chain-broadcasting rules were adopted in 1941, is now free of most of them. The reason, he said, is a structural change. There are now 8,000 radio stations, compared to some 700 in 1941 and now 10 conventional networks plus a variety of state, local and special ones, when 30 years ago there were only four national radio networks.

Those developments occurred without FCC involvement, he said. They were in response to improved technology and the changing tastes and needs of listeners and advertisers. With a vastly increased num-

ber of stations and networks, he said, the commission found that competition "could accomplish most of what our radio network regulations were intended to do."

He noted that "important seeds of change in the television networks" are taking root. And while the commission record of nurturing such change is not particularly good, he said—he recalled the FCC regulation of FM in the 40's and the intermixture of VHF and UHF television in the same markets—it's not been all bad either. He cited the open-skies satellite policy, the decision to relax policies on the size of small-market earth stations, the effort to stimulate the development and acceptability of UHF television, and the inquiry into low-powered television and translator stations.

Chairman Ferris does not guarantee such developments will have no impact on the function of the existing networks. The three networks, for all their expertise, may not be able to withstand the competition of the entertainment that could be packaged and delivered by a multitude of "networks," he said.

But, he added, that may simply mean the networks will have a new primary function—satisfying the public's desire for immediate, live contact with important current events and issues. He noted that some network executives are also saying as much ("In Brief," Jan. 29).

But in the long run, the chairman said, "the public interest can most effectively be voiced by the public itself as it turns the dials of television sets across the country to choose among an abundance of program choices." That is the best hope, he said of a system that combines diversity of service, limited potential for abuse of market power and "a greatly reduced need for government intervention in decisions on what the public sees and hears."

Carnegie II: fine tuning its predecessor

It's out with old corporation, in with new 'trust' to oversee budget of \$1.2 billion a year, half from federal government, and to harbor program 'endowment' financing national productions

The Carnegie Commission on the Future of Public Broadcasting, or "Carnegie II," last week pronounced the noncommercial system that evolved from the recommendations of the first Carnegie Commission "fundamentally flawed." The latter-day Carnegie then detailed its own recommendations for preserving public radio and television as a "national treasure."

Briefly, Carnegie II's plans envision:

- An increase in the public telecommunications budget to \$1.16 billion by 1985, \$590 million of that in federal dollars which would derive partly from a spectrum fee on FCC commercial licenses.

- Establishment of a Public Telecommunications Trust that would guide and maintain the system, with a semi-autonomous Program Services Endowment under its umbrella to concentrate on programing.

- Employment of further controls to insulate the system from government control.

As Carnegie II's chairman, William J. McGill, said at a New York press conference where its report, "A Public Trust: the Landmark Report of the Carnegie Commission on the Future of Public Broadcasting," was unveiled:

"While the commission believes, after nearly 18 months of study, that public broadcasting has become a national treasure of unparalleled importance in the life of our country, we reluctantly conclude that the present structure of public broadcasting's financial, organizational and creative activities is fundamentally flawed."

The work of the 17-member commission and its staff, led by Executive Director Sheila Mahony, is a second look at the noncommercial system. The first, done 12 years ago by the Carnegie Commission on Educational Television, was the groundwork for congressional legislation and much of the current system, particularly the Corporation for Public Broadcasting.

This new analysis, funded with a \$1 million grant from the Carnegie Corp. of New York, would eliminate CPB and replace it with the Public Telecommunications Trust. The increased federal funds would support this new private, nonprofit organization as well as the Program Services Endowment. Key to the endowment, according to Dr. McGill, would be that "its funds would be supplied so as to offer the maximum feasible protection . . . from politi-

Here and now. While Judge Bazelon and Chairman Ferris were discussing TV networks in a grander context, ABC, CBS and NBC were feuding last week over a more mundane matter: ABC's call for "separators" between children's advertising and programing. (BROADCASTING, Jan. 29). Officials at the other two networks scoffed at the proposal saying that they—and ABC, too, for that matter—have been using separators for years, in compliance with existing code requirements.

"It's a good idea—we've been doing it for years," CBS-TV President James Rosenfield told a reporter. "All three networks have been using it ever since the National Association of Broadcasters code adopted it [in 1975]. Here at the CBS network we use four-second bumpers not only going into commercials but coming out as well—for instance, 'Bugs Bunny will be back after these messages,' and then, after the commercials, 'And now back to Bugs Bunny.'"

Herminio Traviesas, NBC's vice president for broadcast standards administration, accused ABC-TV of grandstanding. "They're making [a proposal] that is already in practice and that the code board was already going to standardize," he said. "For ABC to make the statement that they are taking the initiative is pure hogwash." Mr. Traviesas said NBC uses a variety of visuals to alert weekend children's audiences that commercials are coming up, and that in addition it was introducing five-second stills both after and before messages in *The New Fred and Barney Show* and experimenting with 10-second separators fore and aft in *Yogi's Space Race*. There'll be separators before and after commercials in children's programs next fall, he said, "no matter what."

ABC-TV's President Jim Duffy denied any showboating. "That's absolutely wrong," he said. "ABC has been studying and taking action on children's programing since 1970, when we had that big conference that the other networks wouldn't come near. We've introduced a lot of changes that have now become standard. They should be supporting us instead of criticizing us." Mr. Duffy agreed that all three networks have been using separators but said they vary from three to 12 seconds in length and from animation to slides with voiceover in format. What ABC is proposing, he said, is standardization.

cized review of its programing decisions.”

The insulation question is critical in the report. As it stated: “Herein lies the fundamental dilemma that has revealed itself over and over again in public broadcasting’s brief history and led to the empanelment of this commission: How can public broadcasting be organized so that sensitive judgments can be freely made and creative activity freely carried out without destructive quarreling over whether the system is subservient to a variety of powerful sources including the government?”

As outlined in detail in individual stories beginning on page 56, the report went into considerable detail regarding how the \$1.16 billion would be collected and distributed and how the proposed structure would operate. Other recommendations are wide-ranging: a call for 250-300 new radio stations, more autonomy and strength for local radio and television operations, a commitment to journalism, new technology and public ac-

countability.

As to the matter of the membership organizations—the Public Broadcasting Service and National Public Radio—the commission was nearly silent, saying that how the stations organize is their own business.

“These are, we repeat, appropriate decisions for the stations to make, provided no station is coerced, network style, into carrying a program against its will,” the report said. However, it is clear that the structure and funding levels Carnegie II proposed, and technology itself, open the door to various organizations, regional and national.

In an interview with BROADCASTING, Dr. McGill claimed that PBS hasn’t been “very effective in its present form.” He explained that a “logical monstrosity” was created with too many voices trying to be part of the decision-making process. That apparently is one reason why the commission recommended strong power to be vested in the chief executive of the Pro-

gram Services Endowment.

Although the commission’s recommendations may take considerable time to be translated into reality, if they ever are, the commission is counting on White House support.

Dr. McGill told BROADCASTING that the Carter administration was briefed on the report prior to its release and is expected to use the report as a basis for drafting proposed legislation. Dr. McGill said he expects that the commission should know if its work is “dead or alive” by July.

President Carter, in a statement timed to the release of the report, said that it “provides a focal point for continued work by government and—most importantly—by the system itself.” He added that the administration “will study the recommendations with care, along with the proposals being developed in Congress.”

The study runs 408 pages, is published by Bantam Books and is available at bookstores for \$2.95.

One-hand clapping for Carnegie Commission

Establishment reaction consists of praise for the effort, reservations about the results; only NPR, however, stands in outright opposition as most wait to wade through the report

Washington’s official reaction to the Carnegie Commission’s report was, in a word, polite. Unofficially, the capital’s public broadcasting establishment, which gathered Wednesday night for a Carnegie-sponsored reception at the Mayflower hotel, voiced some reservations about the study, especially the political feasibility of some of the commission’s recommendations. With the notable exception of public radio’s vocal dissatisfaction with many of the recommendations regarding it, most interested observers in the medium reserved substantive comments on the study until after they had an opportunity to finish reading the lengthy document and to reflect on some of its more far-reaching implications.

Official comments on the study were issued quickly after the release of the report. Public Broadcasting Service President Lawrence K. Gossman said: “While all of us in public broadcasting may not agree with all the points made in the report, Carnegie’s efforts will help us enormously as the entire public broadcasting system proceeds to address the future of public broadcasting in this country.” The PBS president added: “We are particularly pleased with the report’s confirmation of the vastly increased funding level needed to make public broadcasting a major force for good in our society.”

In a statement issued jointly with Mr. Grossman’s, Hartford Gunn, vice chairman of PBS, said, “I hope this report, together with the discussion of plans being considered in the Congress and the public broadcasting system itself will result in a

single blueprint for public broadcasting to follow.”

The commission’s report dealt little with PBS, addressing as Chairman William McGill said, the “statutory” organizations rather than the membership groups. As one PBS official read it, however, the omission could be seen as a fortuitous one. “Don’t you think they did that by design?” he asked rhetorically, suggesting that Carnegie purposely placed the independent stations and their membership organization in the same category and thus left the question of PBS’s role in the public broadcasting system up to the stations.

Nor did PBS officials see the report as running counter to its position, expressed in a speech by Mr. Grossman last month (BROADCASTING, Jan. 15), that the stations should grant the service greater central authority in programing. That, too, more than one PBS official said, was something Carnegie apparently felt should be left up to the stations.

Newton Minow, appearing Tuesday night on PBS’s *MacNeil/Lehrer Report* in his role as chairman of the television service, said that PBS was in “very major agreement” with the commission. He said the report was an endorsement of the view that the “stations should be the ones to make the decisions.” He added, however, that “we’re not sure” where PBS would fit in the system envisioned by Carnegie.

National Public Radio’s reaction, on the other hand, was less than positive. Chairman Edward Elson said, “With apparently the best will in the world, the Carnegie Commission has produced a report which, if enacted, would endanger the existence of the very public radio system it praises.

“It is apparent that the commission has failed to understand the fundamental differences between public radio and television or to recognize the revolutionary changes already under way through

our satellite distribution system.”

NPR President Frank Mankiewicz added that, in political terms, many of the recommendations were “most unrealistic.” The nine-member board governing the proposed trust, which would be appointed by the President but not confirmed by the Senate, was “not going to be taken very seriously” among Washington’s politicians, he said.

Robben Fleming, the new president of the Corporation for Public Broadcasting, which would be abolished under Carnegie’s proposals, reserved comment “until we can carefully examine” the report. The study came at an “opportune moment,” he said, “both because of the demonstrated interest of the Congress, and the willingness of CPB to subject itself to a thorough internal re-examination.”

From political Washington, comments tied the report to last year’s Public Telecommunications Financing Act and to the rewrite of the Communications Act of 1934, which is now under way. The White House said many of the commission’s points had been addressed in last year’s legislation. The administration said as well that the report “provides a focal point for continued work by government and—most importantly—by the system itself.”

Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, issued a statement praising the report, but, when asked about his reaction, he admitted he was “troubled” by the idea of the trust. He questioned whether it was “going to do anything more than add one more layer” of bureaucracy and create troublesome “overlapping functions.” The chairman also said Carnegie’s version of the spectrum use fee was a “real disappointment” because it would offset only part of the system’s needs. “I would just observe that this is not moving us in any manner toward protected, insulated funding,” he said, because it does not “get

away from the perils of the appropriation process."

His Senate counterpart, Ernest F. Hollings (D-S.C.), indicated that his committee at least would be in no hurry to do anything with the Carnegie report. He was of the opinion that last year's law did much to address the problems explored in the study. "With regard to the structural changes being recommended," the senator said, "there will be ample time to evaluate them since new authorizing legislation will not be needed during the next two years."

Paul Bortz of the National Telecommunications and Information Administration said his agency would be studying the report and would probably include some of its recommendations in an upcoming NTIA study of the public broadcasting system.

House sets line-up of Communications Subcommittee

Among the changes are the return of former member Broyhill and the departure of Waxman, Mikulski, Moore and Moorhead

Reorganization of the House Communications Subcommittee membership last week saw the departure of one of its more outspoken members and the return of one, possibly two, who were active participants in broadcast matters as subcommittee members several years ago.

Leaving is Representative Henry Wax-

man (D-Calif.), a third-term congressman who overcame the House's tradition of granting subcommittee chairmanships to its senior members by defeating sixth-term Richard Preyer (D-N.C.) in an election for the chairmanship of the Subcommittee on Health and the Environment. Mr. Waxman, who has been an advocate for the Hollywood creative community and critic of the networks, thus leaves the Communication Subcommittee.

But James Broyhill (R-N.C.), the second ranking Republican on the full Commerce Committee, and a one-time sponsor of broadcaster-supported license renewal legislation, has opted to return to take a hand in the Communications Act rewrite. Mr. Broyhill, who will be ranking Republican on the Consumer Subcommittee, will not occupy the ranking seat on Communications. That role, which carries with it control over the Republican subcommittee staff, will be filled by Representative James Collins (R-Tex.) (BROADCASTING, Jan. 29).

Representative Clarence (Bud) Brown (R-Ohio), another former member, has expressed a desire to return to the subcommittee, but can do so only if the subcommittee size, which was restricted to 15 members last week, is increased.

There was some discussion of doing that after assignments by the Commerce Committee's Democratic caucus last week froze out two members who wanted spots on the subcommittee. Both Representative Barbara Mikulski (D-Md.), a member last year, and Mickey Leland (D-Tex.), the member the Congressional Black Caucus wanted to place on the subcommittee, found the panel full by the time it came their turn to choose.

Subcommittee workers were cheered by the outpouring of requests for member-

ship, taking it as an indication that the Communications Act rewrite is being taken seriously by committee members.

Those who did make it onto the subcommittee included Ronald Mottl (D-Ohio), a third-term member who is new to this panel, and freshman member Allan Swift (D-Wash.) who shares Subcommittee Chairman Lionel Van Deerlin's background as a TV news director ("Closed Circuit," Jan. 22).

The subcommittee roster will not be complete until the Republicans announce their choices some time this week. But if their unofficial selections hold up and if the subcommittee size remains at 15, the House Communications Subcommittee will look like this in the 96th Congress (new members are italicized): Lionel Van Deerlin (D-Calif.), chairman; John Murphy (D-N.Y.), Timothy Wirth (D-Colo.), Martin Russo (D-Ill.), Edward Markey (D-Mass.), *Mr. Mottl*, *Mr. Swift*, Thomas Luken (D-Ohio), Albert Gore (D-Tenn.), Harley Stagers (D-W.Va.), full committee chairman; *Mr. Collins*; *Mr. Broyhill*; Carlos Moorhead (R-Calif.) Marc Marks (R-Pa.), and Samuel Devine (R-Ohio), ranking Republican on the full committee.

In other elections during the Commerce Committee Democrats' caucus last week, Representative Bob Eckhardt (D-Tex.), former chairman of the Consumer Subcommittee, defeated John Murphy for the chairmanship of the Subcommittee on Oversight and Investigations. Mr. Eckhardt indicated to reporters that he would not be inclined to use the subcommittee as a vehicle to reform regulatory agencies as did John Moss (D-Calif.), who retired at the end of last Congress. Representative James Scheuer (D-N.Y.) was elected to succeed Mr. Eckhardt as chairman of the Consumer Subcommittee.

In Brief

Hearing on nomination of Anne P. Jones to FCC seat now held by Margita White has been scheduled Feb. 23 before Senate Communications Subcommittee. Commissioner White has resigned effective Feb. 28 or on confirmation of Miss Jones, whichever occurs first (see story, page 50).

□

Federal grand jury in Pittsburgh, investigating possible collusion among television stations in fixing of rates, has subpoenaed time-sales records since Jan. 1, 1974, of three stations there—Westinghouse's KDKA-TV, Cox's WJIC-TV and Hearst's WTAE-TV. Michael Flinn, attorney for WJIC-TV, said, "We don't know what they're investigating or why." Rates among stations are said to vary greatly. As one general manager said, "If anything, there's a war."

□

Operational digital video recording is still at least five years away, in opinion of Ampex Corp., which last Saturday (Feb. 3) was first U.S. manufacturer to demonstrate working—albeit experimental—model. Although machine (modified AVR-3) attracted great interest at annual TV conference of Society of Motion Picture and Television Engineers in San Francisco, company's Charles Anderson cautioned that it was "engineering curiosity," not breakthrough. Picture quality of three-minute segment was described as excellent, although at cost of great "inefficiency." Observers felt one Ampex object in unveiling laboratory model was to dampen enthusiasm for digital's future and refocus

attention on today's marketplace reality: one-inch analog video recording. Ampex's digital approach is 180 degrees away from that demonstrated by Britain's John Baldwin of Independent Broadcasting Authority in London last fall (BROADCASTING, Oct. 9, 1978), which used modified Fernseh one-inch helical machine as opposed to Ampex's two-inch quad.

□

U.S. Court of Appeals in Washington has upheld portion of FCC crossownership rulemaking that ordered divestiture of "egregious" newspaper-broadcast combinations in same market. Break-up deadline is Jan. 1 of next year; commission says requests for waiver of divestiture order must be filed in 60 days.

□

ABC Inc. has sold its loss-plagued ABC Records to MCA Inc. for price believed to be under \$50 million. Records division lost \$29,807,000 in 1977. Deal is expected to be consummated in early March. In meantime, MCA has agreed to press and distribute ABC records.

□

Taft Broadcasting has agreed to acquire up to 80% interest, with option to acquire rest, in new company that is buying substantially all assets of QM Productions from Quinn Martin for \$12 million. Allan D. Yasnyi, chairman of QM, and Merrill H. Karpf, president, will have same posts in new company, also called QM Productions, and are among those owning remaining 20%. Assets consist primarily of name QM Productions, QM film library (over 1,000 hours of prime-time TV programs) and company's live production capabilities. Taft also owns Hanna-Barbera Productions and expects to close soon on its acquisi-

Fee refunds finally may be on the way

FCC ready to give back everything over \$129 for radio, \$121 for TV; that's less than most had expected

The FCC is almost prepared to tell broadcasters and others demanding fee refunds that "the check is in the mail." The commission last week adopted a report and order providing for the refund of fees in excess of \$129 for radio stations, \$121 for TV facilities.

That means the recouping of \$31.5 million paid by broadcasters under fee schedules adopted in 1970 and 1975 that the U.S. Court of Appeals says were illegal. All told, broadcasters paid \$47.8 million, but the commission says a new schedule designed in accordance with court-prescribed criteria indicates \$16.2 million was collected legally.

The order as adopted contains changes that will cheer some small broadcasters—but dismay others counting on refunds. The notice would have established the minimum cost of annual fees at \$250—a figure so high that, according to the National Association of Broadcasters about 50% of the broadcasters would not receive any refund. The final order reduced the cost to the \$129-\$121 figures.

A primary reason for the reduction in the cost established by the commission is that, in response to broadcasters' complaints, it abandoned its original idea of allocating costs for adjudication among all fee categories, regardless of whether a particular application was subject to a hearing.

As a result, the \$222 adjudicatory cost

that would have been figured into every fee has been removed. Instead, the total cost of adjudication is to be included only in the fees associated with applications involved in hearings—and will boost the cost of each of those fees by \$9,550.

Some 700 broadcast fees are affected. The broadcasters who paid them will get substantially less than they had expected—in some cases, the refund will disappear.

The commission estimates it will be able to begin making refunds in about 60 days. The commission must obtain General Accounting Office approval of the forms to be used for seeking refunds, and then additional time will be required to print 200,000 copies.

Besides the money to be returned to broadcasters, the commission expects to refund almost as much again to others it regulates, or a total of \$60 million of the \$88 million involved.

But while the commission in this phase of the refund process was preparing to refund most of the money it took in fees of more than \$20, it indicated it would refund only a small portion of the fees of lesser amounts.

Most of the fees were the \$4 ones paid by citizen band operators. Commission rules preclude repayment of fees of less than \$3, and since the commission's figures indicate CB operators could be charged more than \$1 for their licenses, the commission could decide not to refund any of those fees.

Involved are two million of 11 million fees of \$20 or less—or \$28 million out of the total of \$75 million.

No final decisions were made. The commission instructed the staff to draft a notice of inquiry to aid in the development of Phase II of the fee refund program.

Actors, agencies, advertisers on reconciliation road

The first break in the extended strike by performers in television and radio commercials came last Thursday (Feb. 1) when management and labor officials reached tentative agreement on a new pact to cover TV commercials.

The strike will continue pending settlement of codes covering radio commercials and screen extras. Details of the TV commercials agreement were withheld pending the framing of a master contract to cover all sectors of performers.

Executives of the Screens Actors Guild and the American Federation of Television and Radio Artists went into marathon negotiation sessions with management representatives on Jan. 26 in New York, and, with few respites, the two sides continued to talk until 4 a.m. last Thursday when they reached the tentative settlement on TV commercials. The sessions were held under the auspices of the Federal Mediation and Conciliation Service.

Negotiators resumed talks on the radio commercials and screen extras areas Thursday afternoon. Once settlement is reached on those components, the agreements must be ratified by the boards and members of the unions.

The old three-year contract expired on Nov. 15. The strike began Dec. 19 following disagreement on AFTRA's demands for an increase in radio rates and on management's insistence that payment for alternative scenes of lines in TV commercials be made only if these additional segments are used (BROADCASTING, Jan. 1).

tion of Worldvision Enterprises in stock deal that totaled about \$12.68 million when announced (BROADCASTING, NOV. 20, 1978).

□

Sears, Roebuck plans to **reduce its advertising in 1979** by about 7% but said it has not completed allocations of funds to specific media. Study by Newspaper Advertising Bureau claims network TV for Sears in 1979 will be trimmed by 20% to \$43 million, network radio by 25% to \$3 million, local TV by 8% to \$21 million and local radio by 10% to \$19 million, plus large cut in magazines and small cut in newspapers.

□

Board of trustees of **WETA-FM-TV Washington** has established seven-member **committee of inquiry** to investigate charges of financial mismanagement at noncommercial stations. Board made its decision to go ahead with inquiry after station's president, Ward Chamberlin, submitted 15-page memo rebutting article in *Washington Journalism Review* that made allegations (BROADCASTING, Jan. 8).

□

Representative Paul Findley (R-Ill.) will reintroduce his bill today to require FCC to **convert 2,300 daytime-only radio stations to fulltime**. New bill lifts out Communications Act rewrite's directive to insure that there is 24-hour radio service for every community in U.S.

□

American Federation of Television and Radio Artists has dropped fight following **National Labor Relations Board** affirmation of administrative law judge's decision that union had violated **secondary**

boycott and hot-cargo statutes in strike against WPGC-AM-FM Morningside, Md., Washington suburb. Union had tried to force advertising agencies to withdraw commercials from station, arguing that taped messages using voices of people who subsequently joined strike against station amounted to same thing as crossing picket line. Marshall Berman, attorney representing stations, said case is important because it may mark last time AFTRA will attempt to use that tactic.

□

FCC last week **affirmed decision in Artec cable television case**, and Metromedia Inc. promptly filed petition for review with U.S. Court of Appeals for Ninth Circuit in San Francisco. Commission action, involving Arlington (Va.) Telecommunications Corp., eases cable system burden in obtaining waiver of distant-signal rule.

□

Miller Brewing last week asked Federal Trade Commission to stop **Anheuser-Busch** from what Miller claimed was **misleading beer advertising**. Number-two Miller said top-ranked Anheuser-Busch adds tannic acid (which is safe, but not "natural") to its beers, thereby making "natural" references in its advertising claims "false and misleading."

□

Sherril W. Taylor, CBS Radio vice president, development, and for many years head of network division's affiliate relations, joins Torbet Radio, New York, station rep firm, as vice president, station relations, effective today (Feb. 5). **Peter Moore**, Torbet Radio's New York sales manager, named to new post of vice president, marketing, effective March 1, to coordinate station relations, research and promotion. **Lou Mahacek**, Torbet vice president and Southeast area manager, Atlanta, succeeds Mr. Moore.

Megadeal year for station trades

1978 sees highest volume of sales ever, with skyrocketing increase in total value to nearly two-thirds of a billion dollars; 1979 could even top that figure

Station prices not only shot through the roof in 1978, they reached the stratosphere. The 1978 market marked a record 645 stations (54 television and 591 radio outlets) for a total of \$651,728,398. (The previous record was 1971's \$393.5 million).

It was a year characterized by the appearance of large group broadcasters and corporations upgrading and significantly expanding their holdings, the entrance of new broadcast companies, the withdrawal of some old ones, a new tax law that appears to have made it far more agreeable for sellers to part with their holdings and a general feeling that broadcasting, as one media broker put it, has become an "inflation-proof" business, attractive to those wishing to ride out bad economic times.

The average television station was sold for \$5,680,807 in 1978, while radio properties went for an average of \$565,797.

Last year will also be remembered as the year of the big deal. Two mergers announced last year—Gannett Co. with Combined Communications Corp., worth \$370 million, and General Electric Co.'s with Cox Broadcasting Co., worth \$488 million—will, upon FCC approval, be worth something in the neighborhood of \$858 million, a monumental figure in its own right. Those deals will also result in spin-offs that could push the total value of the mergers up as much as \$80 million or more, according to estimates of Wall Street analysts. Gannett and Combined have already struck spin-off deals, and GE and Cox will be disposing of at least nine of their stations.

Other major deals of the year that have yet to close or to receive FCC approval include: the \$59-million purchase of WNACTV Boston, a record price for a single station; a \$28-million merger of Sonderling

Broadcasting Corp. into Viacom International; the \$21.6-million acquisition of the Starr Broadcasting Group into Shamrock Broadcasting Inc.; the \$81-million Ziff Corp. acquisition of Rust Craft Greeting Cards Inc., which is expected to be approved within 60 days, according to broker Howard Stark, and the \$82.4-million buy of Newhouse Broadcasting Corp.'s TV stations by Times Mirror Co.

Another major announcement of last year that is certain to have an effect on the 1979 market was Storer's decision to sell its radio group at a \$32-million asking price.

Combined Communications Corp. may remember 1978 as the year the big one got away. But, then, so much happened to the Phoenix company last year that a little thing like the falling through of the swap of KOCO-TV Oklahoma City for Joseph L. Allbritton's WJLA-TV Washington (worth an estimated \$100 million)—the largest single-station broadcast deal ever—might easily be forgotten.

A brief rundown of CCC's exceedingly good year:

- A \$370-million merger agreement

Station Trading Since 1954

	Dollar volume of transactions approved by FCC				Number of stations changing hands			
	Total	Radio only	Combined Radio-TV†	TV only	Radio only	Combined Radio-TV†	TV only	
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760	1954	187	18	27
1955	73,079,366	27,333,104	22,351,602	23,394,660	1955	242	11	29
1956	115,605,828	32,563,378	65,212,055	17,830,395	1956	316	24	21
1957	124,187,660	48,207,470	47,490,884	28,489,206	1957	357	28	38
1958	127,537,026	49,868,123	60,872,618	16,796,285	1958	407	17	23
1959	123,496,581	65,544,653	42,724,727	15,227,201	1959	436	15	21
1960	99,341,910	51,763,285	24,648,400	22,930,225	1960	345	10	21
1961	128,804,167	55,532,516	42,103,708	31,167,943	1961	282	13	24
1962	101,742,903	59,912,520	18,822,745	23,007,638	1962	306	8	16
1963	105,303,078	43,457,584	25,045,726	36,799,768	1963	305	3	16
1964	205,756,736	52,296,480	67,185,762	86,274,494	1964	430	20	36
1965	135,123,766	55,933,300	49,756,993	29,433,473	1965	389	15	32
1966	135,718,316	76,633,762	28,510,500	30,574,054	1966	367	11	31
1967	172,072,573	59,670,053	32,086,297	80,316,223	1967	316	9	30
1968	152,455,412	71,310,709	47,556,634	33,588,069	1968	316	9	20
1969	231,697,570	108,866,538	35,037,000	87,794,032	1969	343	5	32
1970	174,785,442	86,292,899	1,038,465	87,454,078	1970	268	3	19
1971	393,547,924	125,501,514	750,000	267,296,410	1971	270	1	27
1972	271,330,537	114,424,673	0	156,905,864	1972	239	0	37
1973	230,381,145	160,933,557	2,812,444*	66,635,144	1973	352	2*	25
1974	307,781,474	168,998,012	19,800,000**	118,983,462	1974	369	5**	24
1975	259,485,961	131,065,860	0	128,420,101	1975	363	0	22
1976	290,923,477	180,663,820	1,800,000	108,459,657	1976	413	1	32
1977	289,871,604	161,236,169	0	128,635,435	1977	344	0	25
1978	651,728,398	331,557,239	30,450,000	289,721,159	1978	586	3	51
Total	\$4,962,102,984	\$2,316,291,265	\$692,269,883	\$1,940,141,736	Total	7,548	242	699

Note: Dollar volume figures represent total considerations reported to all transactions, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC.

*Two acquisitions of radio-TV combinations were approved in 1973 on waiver of FCC one-to-a-customer rule that became effective in 1971.

**Figure represents merger of Pacific & Southern's combination of four radio and one television stations into Combined Communications Corp.

†Includes single properties consisting of radio and TV stations.

Note: Prior to 1978, in computing the number of radio stations traded, AM-FM combination sales were counted as one radio unit. They are now counted separately.

January 21, 1978

Metroplex Communications, Inc.
has acquired the assets of radio stations

KEZK (FM) **WHYI (FM)**
St. Louis, Mo. Ft. Lauderdale
Miami, Fla.

The undersigned initiated this transaction and assisted in the negotiations.

THE TED HEPBURN COMPANY Cincinnati, Ohio

February 8, 1978

Booth American Company
has sold the assets of radio station

WJVA
South Bend, Indiana

The undersigned initiated this transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY Cincinnati, Ohio

April 14, 1978

Storer Broadcasting Company
has acquired the assets of radio stations

WLAK (FM) **WLYF (FM)**
Chicago, Ill. Miami, Fla.

The undersigned initiated this transaction and assisted in the negotiations.

THE TED HEPBURN COMPANY Cincinnati, Ohio

May 1, 1978

YCH Associates
an Ohio Limited Partnership associated with
Broadcast Enterprises Network
has acquired the assets of radio station

WYCH (FM)
Hamilton, Ohio

The undersigned initiated this transaction and assisted in the negotiations.

THE TED HEPBURN COMPANY Cincinnati, Ohio

May 2, 1978

Multimedia, Inc.
has acquired the assets of radio station

WEZW (FM)
Wauwatosa (Milwaukee)
Wisconsin

The undersigned initiated this transaction and assisted in the negotiations.

THE TED HEPBURN COMPANY Cincinnati, Ohio

May 8, 1978

Viacom International Inc.
has acquired the assets of television station

WVIT
New Britain-Hartford, Conn.

The undersigned initiated this transaction and assisted in the negotiations.

THE TED HEPBURN COMPANY Cincinnati, Ohio

**Thanks for your
continued
confidence!**

**THE
TED HEPBURN
COMPANY** Cincinnati, Ohio

July 6, 1978

Teleco Indiana, Inc.
has acquired the assets of television station

WTTV-TV
Bloomington-Indianapolis, Ind.
from
SARKES TARZIAN, INC.

The undersigned initiated this transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY Cincinnati, Ohio

Sept. 12, 1978

Osceola Broadcasting Company
has completed the sale of the assets of Radio Stations

WORL-AM and WORJ-FM
Orlando, Florida Ft. Dora, Florida

The undersigned initiated this transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY Cincinnati, Ohio

Sept. 15, 1978

Great Lakes Television Company
has completed the sale of the assets of Television Station

WSEE-TV
Erie, Pennsylvania

The undersigned initiated this transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY Cincinnati, Ohio

Oct 3, 1978

Dwight-Karma Broadcasting Company
has completed the sale of the assets of Radio Stations

KDKB-FM and AM
Mesa-Phoenix, Arizona

The undersigned initiated this transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY Cincinnati, Ohio

Nov. 27, 1978

A.V.C. Corporation
has completed the sale of the assets of its subsidiary

WPHL-TV
Philadelphia, PA.
to a subsidiary of
Providence Journal Company

The undersigned initiated this transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY Cincinnati, Ohio

Nov. 30, 1978

Horizons of Wisconsin
has completed the sale of the assets of

WAOW-TV **WKOW-TV** **WXOW-TV**
Wausau, WI Madison, WI La Crosse, WI

to
Liberty Communications, Inc.
of Eugene, Oregon

The undersigned initiated this transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY Cincinnati, Ohio



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for an off-network smash series. There are 141 episodes,
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not the usual multi-year deal.

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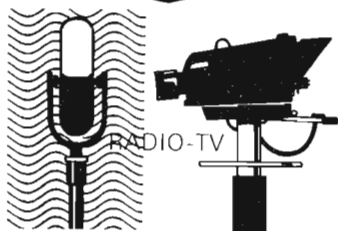
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with Gannett Co.

- FCC approval of a \$13.8 million agreement merging Globe Broadcasting Co. into Combined.

- The acquisition of WLDM(FM) Detroit from Lincoln Broadcasting Co. for \$2 million, plus 25,000 shares of stock.

- A swap of Combined's KTAR(AM)-KBBC(FM) Phoenix for Pulitzer Publishing Co.'s KSD(AM) St. Louis.

- And the announced purchase of KCFM(FM) St. Louis for \$3 million.

- The sale of WWDJ(AM) Hackensack, N.J., to Palmer Broadcasting Co. for \$4 million.

Under the terms of the company's agreement with Gannett, which has not been approved by the FCC and is not, therefore, included in the totals for 1978, Gannett will be the surviving company. It will be worth some \$800 million a year with 79 newspapers, an almost full portfolio of broadcast stations and one of the largest outdoor advertising firms in the country. Karl Eller, president of Combined, estimated last year that upon completion of the merger, Gannett will have something approaching two percent of the \$44-billion U.S. advertising market.

As a result of the merger, Combined agreed to swap the Phoenix AM and FM stations for KSD St. Louis. Combined has also agreed to purchase KCFM there from Commercial Broadcasting Co. Those transactions also await FCC approval.

The Combined station group now includes: WXIA-TV Atlanta; KOCO-TV Oklahoma City; KBTB(TV) Denver; WPTA(TV) Roanoke, Ind.; WLKY-TV Louisville, Ky.; KARK-TV Little Rock, Ark.; KTAR-AM-TV-KBBC(FM) Phoenix; KSDO(AM)-KEZL(FM) San Diego; KIIS-AM-FM Los Angeles; WDEE(AM)-WCZY(FM) Detroit; WVON(AM)-WGCI(FM) Chicago, and WWWE(AM)-WDOK(FM) Cleveland. The company also owns the *Cincinnati Enquirer* and the *Oakland (Calif.) Tribune* and outdoor advertising operations.

George N. Gillett, former vice chairman of Globe Broadcasting Co., bought KXON-TV Mitchell-Sioux Falls, S.D., from Buford Television Inc. for \$1.5 million; KJTV(TV) Bakersfield, Calif. (now KPWR-TV) from ASI Communications Inc. for \$2.2 million, and WSEE(TV) Erie, Pa., from the Mead family, owners of the *Erie Morning News and Times* for \$1.7 million. Prior to the Combined Communications-Globe merger, Globe sold WMGC(AM) Cleveland to Embrescia Communications Corp. for \$1,550,000.

Combined Communications was hardly the only group broadcaster who prospered last year, however. Harte-Hanks Communications Inc. received FCC approval of its \$57-million acquisition of Southern Broadcasting Co. In addition, the San Antonio, Tex.-based broadcaster and publisher acquired KYTV(TV) Springfield, Mo., for \$20 million.

The Harte-Hanks station group now includes: WFMY-TV Greensboro, N.C.; WTLV(TV) Jacksonville, Fla.; KENS-TV San Antonio; WSGN(AM) Birmingham, Ala.; KOY(AM)-KRFB(FM) Phoenix; WEZI(FM) Memphis; KULF(AM)-KYND(FM) Pasadena,

Tex. (Houston), and WRVA(AM)-WRVQ(FM) Richmond, Va.

Immediately upon approval of the Southern deal, Harte-Hanks spun-off four Southern stations to Gulf United Corp., Jacksonville, Fla., for \$24 million. Those stations included: WGHP-TV High Point, and WKIX(AM)-WYYD(FM) Raleigh, both North Carolina, and KFWD(FM) Dallas. Gulf United is a subsidiary of the Dallas-based Gulf Life (insurance) Co.

Other transactions of 1978 of more than routine interest included:

Two major newspaper-broadcast groups, Post-Newsweek Stations and the Evening News Association of Detroit, swapped their hometown stations. WTOP-TV Washington (now WDVM-TV) was traded for WWJ-TV Detroit (now WDIV-TV). Post-Newsweek also paid the News an additional \$2 million. Later last year, the News acquired KVUE(TV) Austin, Tex., for \$12.7 million.

The Outlet Co. picked up another Post-Newsweek station in the capital—WTOP(AM) for \$6,675,000.

A complicated three-way trade of stations in the San Francisco area finally received FCC approval. CBS Inc. sold KCBS-FM to Golden Gate Radio for \$850,000. CBS then acquired KEAR(FM) from Family Stations Inc. for \$2 million, and Family bought KMPX(FM) for \$1 million from National Science Network.

American Family Corp., a Columbus, Ga.-based insurance company acquired WYEA-TV there for \$1.5 million—its first broadcast property. Next it bought WAFF(TV) Huntsville, Ala; for \$3.35 million. Then, late last year, the firm made separate agreements to acquire four other stations. It agreed to buy KFVS-TV Cape Girardeau, Mo., from Hirsh Broadcasting for \$24.5 million and WTOG-AM-FM-TV Savannah, Ga., from Savannah Broadcasting Co. for \$6.22 million plus \$1.5 million in other cash considerations. Total value of the deals was \$37.07 million.

Another big deal in the year of the big deal was the Knight-Ridder Newspapers purchase of Poole Broadcasting Stations. The newspaper publisher paid \$49,625,000 (\$25 per share) for WJRT-TV Flint Mich.; WTEN(TV) Albany, N.Y., and WPRI-TV Providence, R.I. Knight-Ridder had previously sold its 45% interest in Group One Broadcasting, and at the time of the announcement of the Poole deal had no other broadcast holdings. Poole was principally owned by John B. Poole.

Pulitzer Publishing Co. also bought big in television last year—\$45 million worth. The St. Louis publisher, which owns KSD(AM) there (although transfer to Combined Communications is pending), KSD-TV, KETV(TV) Omaha and KOTA-TV Albuquerque, N.M., bought the Steinman family's WGAL-TV Lancaster, Pa., and WTEV(TV) New Bedford, Mass. Under the terms of an agreement reached with local women's groups in 1976, the Steinmans agreed to relinquish WGAL-TV by 1981.

The Des Moines (Iowa) Register and Tribune Co. bought McCoy Broadcasting Co. for \$27.7 million. The McCoy station group included: KLAQ(AM)-KPPL-FM

Lakewood, Colo.; KHAW-TV Hilo, KHON-TV Honolulu and KAH-TV Wailuku, all Hawaii; KYXI(AM) Oregon City and KGON(FM) Portland, Ore.

After a time-consuming petition to deny was finally withdrawn, Sarkes Tarzian Inc.'s sale of WTTV(TV) Bloomington, Ind. (Indianapolis), to Teleco Indiana Inc. was approved by the FCC. The \$26-million deal had been contested by Herbert A. Terry, a local university professor, who contended that the station had not properly served its city of license. The new owners amended the assignment application to make it clear that its "principal commitment" was to Bloomington and not the "Bloomington-Indianapolis area."

Landmark Communications bought KNTV(TV) San Jose, Calif., from Gill Industries for \$24,525,000. Landmark, which also bought KLAS-TV Las Vegas last year (see below), is principally owned by Frank Batten. Landmark also owns WTAR-AM-TV-WKEZ(FM) Norfolk, Va., as well as the local papers there.

Landmark also bought KLAS-TV Las Vegas from the estate of the late Howard Hughes, for \$8 million.

On the second time around, Superior Tube Co. found a buyer for its UHF ch. 20 WDCA-TV Washington—Taft Broadcasting Co. A deal to sell the station to the Tribune Co. of Chicago for \$12 million fell through, and the new buyer, Taft, appeared with \$13.5 million. That buy brought the Taft portfolio of television stations to its legal limit of seven: VHF's WKRC-TV Cincinnati; WTVN-TV Columbus, Ohio; WBRC-TV Birmingham, Ala.; WDAF-TV Kansas City, Mo., and WGR-TV Buffalo, N.Y., and UHF's WTAF-TV Philadelphia and WDCA-TV. Taft also owns five AM and five FM radio stations.

A newcomer to broadcast ownership, A-T-O Communications Inc., a subsidiary of the publicly traded A-T-O Inc. electronics firm, paid \$12 million for WILX-TV Onondaga, Mich. The seller was Television Corp. of Michigan. The sale was announced shortly after A-T-O announced it would be starting out on a \$30-million acquisition spree of broadcast and cable properties.

Affiliated Broadcasting Co. (*The Boston Globe*) bought KRAK(AM)-KEWT(FM) Sacramento, Calif., for \$11,637,500. The seller was Hercules Broadcasting Co.

Meredith Broadcasting bought WPGH-TV Pittsburgh from Pittsburgh Telecasting Inc. for \$11.7 million, plus an additional consideration of \$500,000. That buy was made in the same year that Meredith closed its \$5.2-million purchase of WPCH(FM) Atlanta from Sudbrink Broadcasting Inc.

Metromedia Inc. bought KDOG-TV Houston for \$11 million from Crest Broadcasting Co. That purchase rounded out Metromedia's complement of TV stations, which includes: KTTV(TV) Los Angeles; WTTG(TV) Washington; WXIX-TV Newport, Ky. (Cincinnati); WTCN-TV Minneapolis; KMBC-TV Kansas City, Mo., and WNEW-TV New York.

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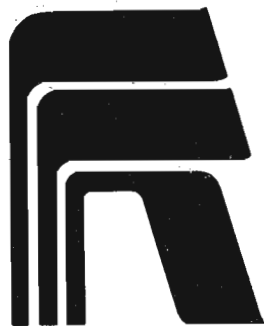
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of the Providence (R.I.) Journal Co., bought WPHL-TV Philadelphia for \$10 million, plus a 10-year consulting agreement, contingent upon earnings, that could result in an additional \$5 million. The seller was AVC Corp., a hardware and textile manufacturer without other broadcast interests.

The three television stations of Horizons Communications Corp., WKOW-TV Madison, WXOW-TV La Crosse and WAOW-TV Wausau, all Wisconsin, were sold to Liberty Communications Inc. for \$8 million.

WRBL-TV Columbus, Ga., was sold by Columbus Broadcasting Co. to Avant Development Corp. for \$7 million.

Eagle Communications Inc. paid Western Broadcasting Co. \$6.5 million, plus a \$300,000 covenant not to compete, for KGVO-TV Missoula, Mont., and its two satellite stations, KCFW-TV Kalispell and KTVM(TV) Butte, both Montana.

Wilson Communications Inc. paid \$6 million for WWT(TV) Cadillac, Mich. The seller was Fetzer Broadcasting Co.

Charter Broadcasting Inc. sold WADO(AM) New York to Wilson Communications Inc. for \$6.5 million.

KCRA(AM)-KCTC(FM) Sacramento, Calif., were sold to WGN Continental Broadcasting Co. for \$5.6 million. The seller was Kelly Broadcasting Co.

Storer Broadcasting Co. bought Sudbrink Broadcasting's WLAK(FM) Chicago for \$4.25 million.

WNOK-AM-FM-TV Columbia, S.C., was sold by Palmetto Radio Corp. to Capital Communications Inc. for \$3,987,500, plus a \$112,500 covenant not to compete. Capital then sold the radio stations for \$1,066,000 to Audubon Broadcasting Co.

General Media bought WGNO-TV New Orleans from Communications Corp. of the South for \$4 million.

Heftel Broadcasting, which is owned by U.S. Representative Cecil Heftel (D-Hawaii) and his wife, Joyce, bought WWEL-AM-FM Medford, Mass., from Conant Broadcasting Co. for \$4,250,000.

WEVU(TV) Naples, Fla., was sold for \$2,645,000, plus \$780,000 consulting and noncompetition agreements, by Gulfshore Television Corp. to Caloosa Television Corp.

American Family Corp. paid \$3,350,000 to International Television Corp. for WYUR(TV) Huntsville, Ala.

Plough Broadcasting Co. sold its WACQ(AM)-WTTK(FM) Boston to GCC Communications for \$3.3 million, plus a \$250,000 agreement not to compete.

Sabre Broadcasting Corp., bought WVNJ-AM-FM Newark, N.J., from Newark Broadcasting Corp. for \$3,540,000.

KXJB-TV Valley City, N.D. (Fargo) was sold by North Dakota Broadcasting Corp. to Central Minnesota Television Co. for \$3.2 million.

KMPH-TV Tulare, Calif., was sold by Pappas Television Inc. to Pappas Telecasting Inc. for \$3,105,550.

Big Country Radio Inc. sold to Prime Time Alaska Inc. three of that state's radio stations—KYAK(AM)-KGOT(FM) Anchorage

and KIAK(AM) Fairbanks—for \$3 million.

WLFJ-TV Lafayette-Kokomo, Ind., was sold for \$2,972,248 by RJN Broadcasting Inc. to The Wooster Republican Printing Co.

Morris Network Inc. bought WCWB-TV Macon, Ga., for \$2.8 million from Bibb Television Inc.

Jonsson Broadcasting Corp. paid ASI Communications Inc. \$1,650,000 for KROY(AM) Sacramento, Calif., and \$1.1 million for co-located KROI(FM).

Donald B. Crawford, a 14% shareholder of Crawford Broadcasting Co., bought that company's KPBC(AM) Dallas, WYCA(FM) Hammond, Ind., and 50% of WDJC(FM) Birmingham, Ala., for \$2,316,764. Mr. Crawford already owned the other half of the Birmingham station.

Tascosa Broadcasting Inc. sold KQIZ-AM-FM Amarillo, Tex., to Wiskes/Abaris Communications for \$1,950,235, plus a \$377,000 consulting agreement.

WRBD(AM)-WCKO(FM) Pompano Beach, Fla., were sold by Radio Broward Inc. to Rose Broadcasting Co. for \$1.7 million, plus a \$200,000 covenant not to compete.

KWKI(FM) Kansas City was bought by Swaggart Broadcasting Co., owned by the Jimmy Swaggart Evangelistic Association, for \$1.9 million from FM Broadcasting Inc.

WALL-AM-FM Middletown, N.Y., went to the Sillerman-Morrow Broadcast Group for \$1,875,000. Castle Communications was the seller.

Sandusky Newspapers Inc. bought KZAM-AM-FM Bellevue, Wash., for \$1,620,000 from Bellevue/Eastside Ltd.

Gilmore Broadcasting Corp. paid \$1,375,000, plus a \$200,000 covenant not to compete, for KVOR(AM)-KSPZ(FM) Colorado Springs. The seller was Wolverine Broadcasting Corp.

KSKY(AM) Dallas went from Sky Broadcasting Service to Sky Broadcasting Co. The price was \$1,575,000.

A group headed by Robert G. Liggett paid \$1,550,000 for WLWL-AM-FM Minneapolis. Midcontinent Broadcasting Co. was the seller.

KITE-AM-FM Terrell Hills, Tex., were sold by Doubleday Broadcasting Co. to Lone Star Radio Inc. and to Lotus Texas Corp., respectively, for \$750,000 each.

Robert Weathers, the general manager of WACO(AM)-KHOO(FM) Waco, Tex., headed a group that bought those stations for \$1.5 million from Waco Radio Inc.

Suburbanaire Inc. sold WAWA(AM) West Allis, Wis.-WAWA-FM Milwaukee to All Pro Broadcasting Inc. for \$1.5 million.

Harold W. Gore, executive vice president of Sudbrink Broadcasting, bought KLRO(FM) San Diego from Multicasting Corp. for \$965,000, plus a \$500,000 covenant not to compete.

Lubbock (Tex.) Broadcasting Inc. bought KLLL-AM-FM there for \$1,490,000 from Corbin Broadcasting Inc.

KZAP(FM) Sacramento, Calif., went for \$1.4 million to KLUC Inc. of Las Vegas. The New Day Broadcasting Co. was the seller.

CKK Broadcasting Co. bought WORL(AM) Orlando-WORJ-FM Mount

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Dora, Fla., from Orlando Radio and Television Corp. for \$1.2 million.

Hefel Broadcasting Corp. (see above) bought WSMJ(FM) Greenfield, Ind., for \$1.3 million. WPEB Inc. of Middletown, Ohio, was the seller.

Mack Sanders sold K000-AM-FM Omaha to Centennial Communications Inc. for \$1.2 million, and he bought WVOK(AM) Birmingham, Ala., from Voice of Dixie Inc. for \$1.1 million.

Central Broadcasting Corp. sold KTRM(AM)-KIEL(FM) Beaumont, Tex., to

Security Broadcasting of Beaumont Inc. for \$1.2 million.

WRKR-AM-FM Racine, Wis., were sold by J.W. O'Conner to Broadcast Management Corp. for \$1.2 million.

Hale Broadcasting Corp. bought WMTS-AM-FM Murfreesboro, Tenn., for \$1,159,431.66. The sellers were Mary Reeves Davis and Tom Perryman and his wife, Billie.

First Media Corp. paid \$750,000, plus a \$250,000 covenant not to compete, to Central Arizona Broadcasting Inc. for

KSGR(AM)-KDOT-FM Scottsdale, Ariz. (Phoenix).

KVOX-AM-FM Moorhead, Minn., were bought by Forward Communications Corp. from Valley Communications Corp. The price was \$800,000, plus a \$230,000 covenant not to compete and the assumption of \$55,000 in liabilities.

KQEO(AM) Albuquerque, N.M., went for \$900,000, plus a \$100,000 covenant not to compete, to Sunbelt Communications Inc. Swanson Broadcasting Inc. was the seller.

What the market looks like to deal-makers

Brokers say 1978 saw prices skyrocket and don't expect much different this year with the new capital gains tax providing an impetus to sales

Media brokers' predictions early last year for the 1978 trading year were, to say the least, mixed. Some expected the year to boom—or, rather, to continue the expansion begun in 1977, a year of unprecedented activity in the trading market. Others were less enthusiastic about the prospects. Some, for example, spoke at the time of an aberrant decline in the number of stations available. Some warned of a contraction in the market because of the appearance of large corporations in the broadcasting business. Others expressed concern about the spiraling prices of broadcast facilities of all kinds.

So how did 1978 turn out? It boomed; the corporations did show up, and the prices shot through the roof—which seemed to rise ever higher with each new announcement.

Assessing 1978's business and looking ahead, one broker, Clyde Haehnle, of R.C. Crisler & Co., Cincinnati, expressed some serious concerns about the trading market:

"We are in a sellers' bull market. It is our opinion that many sale prices have reached unrealistic sales multiples and that buyers may be making business decisions that could ultimately be detrimental to the industry.

"Some are paying prices that simply preclude a reasonable return on invest-

ment.

"We feel that the recent change in the capital gains tax will permit owners to sell with a more reasonable tax exposure. This will increase supply and aid in reducing price multiples. We anticipate the prime rate will trend downward by the end of the second quarter, and we hope to see a return to normality."

Mr. Haehnle's comments touched on three areas that other brokers suggested had much to do with shaping the 1978 market: prices, the new capital gains tax and the rising prime interest rate.

Cecil L. Richards, a media broker in the Washington suburb of Falls Church, Va., said prices, even today, are still subject to "limiting factors." Basically, he said, those limits are set by the type of facility in the type of market. "Underdeveloped FM, AM and TV facilities located in large growth markets will continue to bring astronomical multiples of the bottom line." But such multiples should not apply to "mature" stations—those with a respectable share of a market's revenues—or to "marginal facilities" or to smaller markets. Mr. Richards also said "less growth-oriented" markets were also unlikely to see the kinds of prices that characterized some of the more visible deals of 1978.

Ted Hepburn in Cincinnati took issue with Mr. Haehnle's assessment, however, and said the prices were not really out of line—although they are high. Rising prices, he said, are in line with "escalating earnings," and that nine to 10 times cash

flow or operating income has remained the industry norm. Mr. Hepburn also discounted the significance of the prime rate as well as the tax law. The latter, he said, is only "just now" becoming a factor in the market.

And another broker, Joseph Sitrick of Washington's Blackburn & Co., discussed the capital gains tax situation. He called the new tax relief measure a "positive thing" that, in broadcasting at least, "makes it more desirable for sellers to sell." Under the old tax law, there was a "hampering and restricting effect" on sellers, who for various reasons thought they would have liked to sell but for tax reasons would not. The new tax can only "help the sales picture," Mr. Sitrick suggested, and early returns for 1979 indicate that the novelty of the new tax situation has hardly worn off.

(Under the terms of the Revenue Act of 1978, sole proprietorships and partnerships may deduct 60% of the value of the sale rather than 50%, effective Nov. 1, 1978. Corporations' tax rate, under the new law, dropped from 30% to 28%, effective Jan. 1 of this year.)

The prime rate, Mr. Sitrick said, does not have a profound effect on the broadcast trading market. Two-thirds of the transactions involve seller financing, he said, wherein the seller loans the buyer part of the selling price ("takes back paper," in broker parlance) at a reduced rate of interest—9%, for example, while prime is at 11½%. If the seller does not "need the money and is getting his price," the broker said, he is more than willing to do this.

Another broker, Frank Kalil of Richter-Kalil, Tucson, Ariz., seconded those sentiments: "Despite the prime rate, nobody is pulling in his horns. Everybody is in a very aggressive state."

Whether the boom of 1978 will carry over into 1979 is a question many brokers suggested may depend on one thing—deregulation. Mr. Kalil said, for example, that deregulation will "make licenses more tangible," and it could lead to a "more entrepreneurial spirit in broadcasting."

And, according to Mr. Sitrick, "deregulation will improve the selling climate. Less red tape makes broadcasting a more desirable investment."

Paul Chapman of the Atlanta brokerage of the same name said that the Court of Appeals clarification of WESH decision could have a favorable impact on the trading business as well.

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The natives are restless at the FCC

Chairman Ferris's winds of change are whipping up a morale problem in the staff ranks; some say it's more a power struggle; he hopes successful accomplishments will win rebellious troops over

For the past several months, the FCC has given the appearance of an activist agency determined to break new ground. Significant moves have been made to introduce competition in the common carrier field. Proposals for deregulation of broadcasting are being fashioned to go far beyond those considered in earlier days, when it was politic to talk of "reregulation" (BROADCASTING, Jan. 29). In short, the commission would appear to be the kind of place where morale is high and work is attacked with zest.

But it is not.

"Morale," says one staff member with more than a dozen years of service with the agency, "is at the lowest point I've ever seen it." The place, he added, with feeling, "is a shambles."

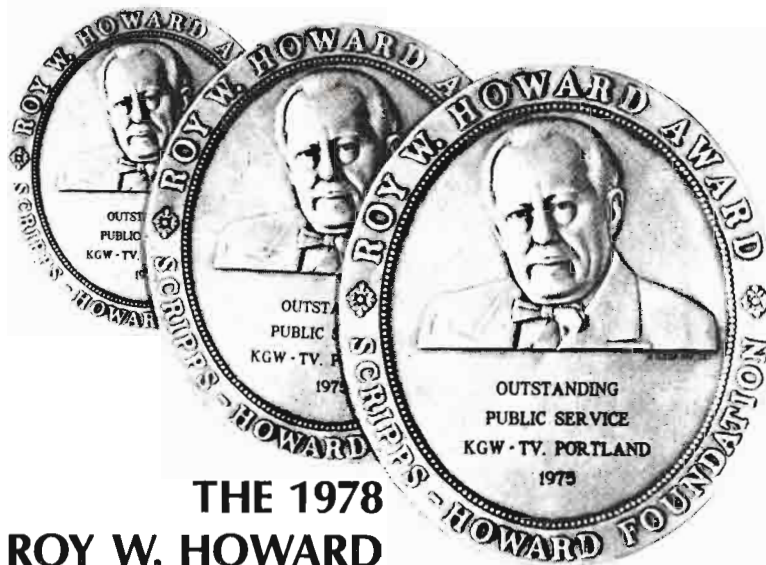
That verdict may be harsh. Work is getting done, if not, as some veteran officials say, at the same pace as under former Chairman Richard E. Wiley. And the work is important. But officials, including some commissioners, agree that morale is a problem.

Frequently, what is perceived as the current situation is presented in terms of comparison with the Wiley era, which ended in October 1977. "In those days," says one official, "there was a spirit of, 'Let's get on with all the important things' . . . People were enthusiastic. . . . That's deteriorated a bit."

Officials, including commissioners as well as staff, place the blame on Chairman Charles D. Ferris. "There is a gap between the chairman's office and the troops," said one. "I don't think he [the chairman] understands morale," said another. And more than one said the chairman's experience as a top aide to the Senate majority leader for 13 years did not equip him for dealing with an organization of 2,200 individuals.

Chairman Ferris does not quarrel with descriptions of the staff's morale as low. But he makes no apologies. Indeed, he pictures the problem as growing out of what might almost be called a power struggle. "I must admit," he said last week, "there is change in the wind, in how decisions are made." They are being made on the eighth floor, where the commissioners' offices are located, not on the floors where the staff is situated, he said.

"Change in the process, in policy, brings uncertainty," he said. "Adjust-



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Call for entries

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

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

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

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Prizes

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

Rules

1. Material must have been broadcast in calendar 1978.

2. A letter from the station manager must accompany each entry detailing:
 - a. The problem.
 - b. How it was uncovered.
 - c. Journalistic enterprise used in studying and exposing the problem.
 - d. Method used for communicating (i.e. spot, documentary program, mini-doc, news reports, etc.) and why that method was chosen.
 - e. How the results—if any—were measured.
3. Entries submitted on:
 - a. Radio—1/4" audio tape, 7 1/2 or 3 3/4 ips or cassette.
 - b. Television—3/4" videotape cassette only.

(Entries will be returned only if requested at the time of submission and accompanied by sufficient postage.)
4. Deadline: all entries must be received by March 1, 1979.
5. If, in the opinion of the judges, no entry is of sufficient quality to merit award, Foundation shall not be obligated to make such award. Elaborateness of presentation has no bearing on the awards.

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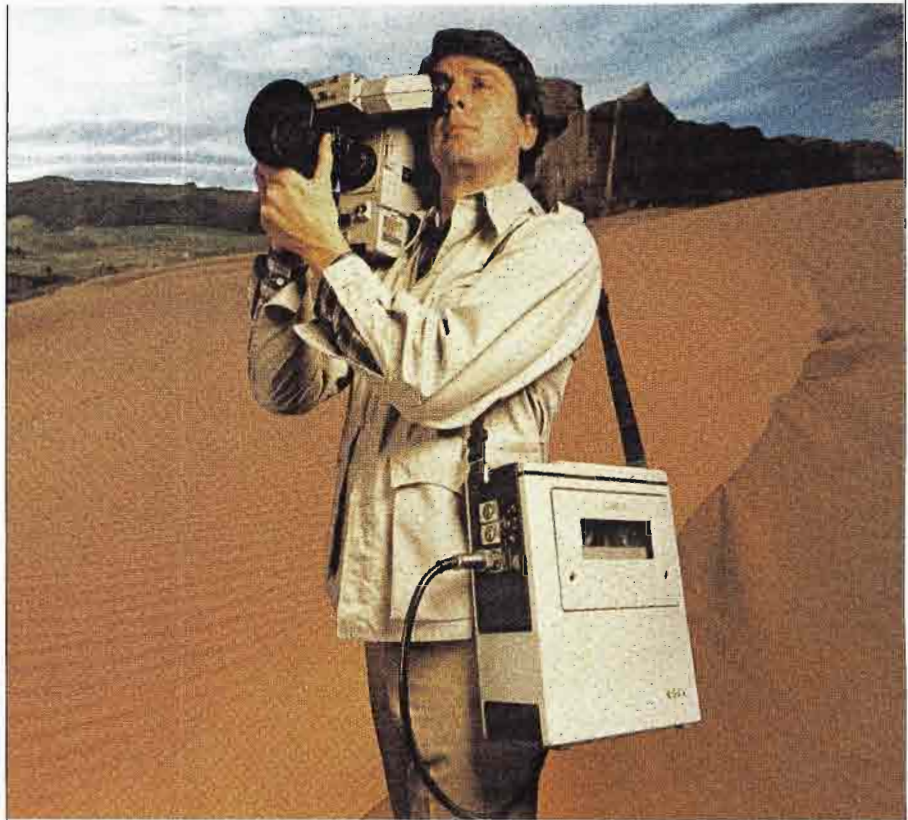
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ments have to be made. And until these people know how policy is to be made and adjust to doing things differently, there is going to be disruption."

"I hope we're going to be judged by the wisdom of the policies," he said. And he said he is confident the "professionals will feel more fulfilled" after those policies have evolved.

Staff members who served under former Chairman Wiley would probably be surprised to hear they had dominated him. But there seems to be no doubt that Mr. Ferris intends to dominate the staff.

He made that clear in one of his first acts as chairman, when, with the concurrence of the other commissioners, he changed the official working hours at the commission from 8 a.m.-4:30 p.m. to 9 a.m.-5:30 p.m. (BROADCASTING, Oct. 31, 1977). Even those employees who agreed that the change would enable the commission to serve the public better objected to the peremptory manner in which the order came down.

The first visible consequence of the chairman's action was the employees' rush to join a union—The National Treasury Employees Union.

The tension has not eased. An us-against-them mentality seems to have developed within the agency.

Although the chairman keeps lines open to the staff, more than one staff member has left a lengthy discussion with him feeling frustrated. "He gets a gut reaction, and then won't change his mind," says one staff member. (Mr. Ferris notes that making a case and prevailing are not necessarily the same thing.)

What's more, complaints are heard about the "two Franks"—Frank Lloyd, the chairman's administrative assistant, and Frank Washington, his legal assistant—complaints about everything from a proclivity on their part to demand picky changes that require redrafting of letters for the chairman's signature to attempts to influence the manner in which agenda items are being prepared.

Personnel matters are another cause of discontent. Some middle-level staffers are known to believe they have been unfairly passed over for promotion. And there is evidence that the pressure the chairman is feeling regarding the hiring and promoting of minorities and women is causing some bitterness among staff members who feel qualifications are taking second place to race and sex in the selection process. (To which one commissioner responded: "Those who expected this agency to go on through the 'old boy' method of selection are going to be disappointed.")

Personnel appointments, incidentally, are an area in which the chairman seems to be dominating the commission as he has the staff. It is customary for a new chairman to be given virtually a free hand in the selection of major appointments. Normally, however, these are made at a closed meeting; Chairman Ferris has taken to circulating appointment orders. He has "walked" them around to each commissioner for a vote.

The commissioners have not objected,

particularly. The chairman's selections are generally regarded as first rate. (Some commissioners are wondering, however, when the chairman will promote someone from within the agency to a top staff post.)

But there is some uneasiness over his using the same circulation technique to reorganize the Chief Engineer's Office into the Office of Science and Technology, establish a new Office of Public Affairs and reshape the Safety and Special Radio Services Bureau—and rename it the Private Radio Bureau. Some commissioners feel the chairman may be stretching the commission's right under the Sunshine Act to decide on routine matters by circulation. (The reorganization of the Safety and Special Bureau, reportedly, was on the initiative of the bureau chief, Carlos Roberts.)

(The chairman does not always have his way. Late last year, he distributed a memorandum naming a two-tier committee to represent the commission in the final preparations for the World Administrative Radio Conference to be held beginning in September. The first tier, composed of Chairman Ferris and Commissioners Robert E. Lee and Tyrone Brown, caused no problems. But the second tier did: In fact, said one official, it "caused a tremendous outcry; was seen as an effort by the chairman to place the unit under his control rather than the commission's—an attempted "power grab," as one commissioner is said to have commented. It included the general counsel, the chief of the Office of Plans and Policy, the chief of the Safety and Special Radio Services Bureau, a representative of the Chief Engineer's Office and the commission's adviser on international affairs. Only the last two had been active in WARC preparations, and a large number of staff members who had been active were excluded. The commission discussed the matter at a closed meeting on Jan. 17, and persuaded the chairman to withdraw the second tier. The commission decided to rely instead on the staff members who are chosen to serve as members of the WARC delegation.)

One index of the level of morale is the number of rumors in circulation at any given moment. The commission has its share, the most persistent being that the chairman plans to replace Wallace Johnson, head of the Broadcast Bureau, with Philip Verveer, who now heads the Cable Television Bureau ("Closed Circuit," Jan. 29). The failure of either Mr. Verveer or Mr. Ferris to effectively spike that rumor did not do much for morale at the Broadcast Bureau. (On the other hand, reports quickly began circulating that Mr. Ferris would face a bitter fight on the commission if he attempted to force such a change.)

But it is probably in the Cable Television Bureau that morale is at the lowest point. For almost a year, Chairman Ferris has let it be known he had big—drastic, in fact—changes in mind for the bureau. The assumption was that its operations would be divided between the Common Carrier and Broadcast Bureaus. But there has been

no hard information.

"It isn't really a question of people wanting to hold on to what they have so much as wanting to know what the alternatives are so they can make a judgment on what to do," said one staff member familiar with the bureau. "It's a classic case of twisting slowly in the wind."

Chairman Ferris offered something less than unqualified reassurance: "We'll make every effort to place every person in the Cable Bureau. But we might make them focus on different sets of problems. You can't avoid that. It's what happens when change takes place... Adaptability to new ways is something professionals should be able to accomplish."

The question of commission staff morale is expected to be brought to Congress's attention in a management report the General Accounting Office is making on the commission at the request of Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee (BROADCASTING, Oct. 9, 1978). GAO investigators are said to have asked staff members about morale problems.

For now, some commissioners who say they admire and respect the chairman are expressing regret at what one sees as "a lot of unhappiness."

But one other commissioner, like the chairman, is counting on the commission's accomplishments to solve any morale problem. He said: "The staff will see that change is needed, and they'll get used to it. And they'll see the commission is moving on important issues, and will take pride in that. That's the important thing. Moving ahead on things like license renewal, radio deregulation and the important common carrier matters that are pending can have an important effect on morale."

But if there is a real morale problem remaining at the end of 1979, he said, "then I'd be concerned."

Last blast from Margita White

In industry swan song before Georgia broadcasters, she says FCC chairmen have too much clout, urges broadcasters to take their deregulatory case to Congress and expect little from commission

Margita White, in the home stretch as an FCC commissioner, last week summed up some of the experience she has gained in the last two and a half years with recommendations aimed at, in effect, strengthening the role of the commissioners with respect to the chairman's, and, in her terms, freeing broadcasters of government regulation.

The commission, she says, should break the grip of what she feels is the chairman's domination of policy-making power. And broadcasters, she adds, should support congressional efforts to rewrite the Communications Act. Commission efforts at



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Late one night last summer, three tornadoes were sighted near Kalamazoo. Intense storms such as these are especially dangerous if people are caught unprepared. WKZO Radio, working with the weather bureau, plotted the path of potential destruction throughout the night.

When the crisis had passed, the Kalamazoo County Civil Defense Coordinator complimented the station's work saying, "WKZO did a great job of tracking the tornadoes for the people of Southwestern Michigan." One listener wrote, "I knew God would take care of me, but it was sure nice knowing you were there."

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WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

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		EARLY FRINGE (3:30-6:00 PM)	RATING	SHARE	RANK
Bakersfield	KERO-TV	12	30	FIRST	
Buffalo	WIVB-TV	9	29	FIRST	
Chattanooga	WDEF-TV	15*	35*	FIRST	
Chico-Redding	KHSL-TV	10	30	FIRST	
Columbus, Ohio	WTVN-TV	13	39	FIRST	
Dallas-Fort Worth	KDFW-TV	8	29	FIRST	
Des Moines-Ames	KCCI-TV	10	30	FIRST	
Fresno	KFSN-TV	14	36	FIRST	
Fort Myers	WINK-TV	10	37	FIRST	
Harris.-Lanc.-Leb.-York	WGAL-TV	14	40	FIRST	
Madison	WISC-TV	12	40	FIRST	
Miami-Fort Lauderdale	WTVJ	14	38	FIRST	
Milwaukee	WTMJ-TV	10	32	FIRST	
Norf.-Ports.-Newport News	WTAR-TV	15	38	FIRST	
Odessa-Midland-Monahans	KOSA-TV	13	43	FIRST	
Orlando-Daytona Beach	WFTV	10	30	FIRST	
Philadelphia	WPVI-TV	8	24	FIRST	
Portland-Poland Spring	WGAN-TV	14	32	FIRST	
Providence	WPRI-TV	11	29	FIRST	
Richmond-Petersburg	WXEX-TV	11	32	FIRST	
San Angelo	KCTV	18	58	FIRST	
San Francisco-Oakland	KRON-TV	6	20	FIRST	
Sioux City	KCAU-TV	7	28	FIRST	
South Bend-Elkhart	WSBT-TV	10	34	FIRST	
Spokane	KHQ-TV	16	45	FIRST	
Tampa-St. Petersburg	WTVT	16	46	FIRST	

Source: NSI-November 1978. *Indicates tie.
 Estimated audiences are subject to the limitations of the rating service.

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White

deregulation, she says, will inevitably fall short of according broadcasters full freedom.

Commissioner White expressed her views in what she described as her "last speech" as a commissioner, delivered to the Georgia Association of Broadcasters, in Athens on Thursday. Commissioner White, who is to be succeeded by Anne P. Jones, has resigned, effective Feb. 28, or on the Senate confirmation of Miss Jones, whichever occurs sooner.

Commissioner White said the power she feels the chairman wields is a function not

necessarily of the individual but of the office. The system, she said, "is stacked against dissent because individual commissioners lack the time and resources to present thoroughly explored alternatives to many staff recommendations." The chairman, on the other hand, she said, not only selects key staff members but meets with them to discuss upcoming agenda items and, thus, is in a position to influence the timing and content of the recommendations presented to the commissioners.

She buttressed her observation with two sets of statistics—one compiled by the National Citizens Committee for Broadcasting, in 1975, when Richard E. Wiley was chairman, and one compiled by her office last summer, after Charles D. Ferris had been in office eight months. Both showed the commissioners voted with the chairman more than 97% of the time, and while the items included many that were routine, she said her office's statistics disclosed "dissenting or split votes on only 19 of . . . 502 issues."

Her suggestion is that the commission be exposed to conflicting views on the part of the staff—or, as she said, the commission should apply "the spirit of the fairness doctrine" to its own proceedings. The advocacy system of staff recommendations, she said, "should be modified to require that, when there are reasonable public interest arguments in support of a position contrary to the bureau's, the staff 'experts' should represent them—as well as the bureau's recommendation—to the commission.

The views the commissioner expressed on deregulation were an expansion of those she expressed in a speech to the National Association of Broadcasters fall conference, in Atlanta, last October (BROADCASTING, Oct. 23, 1978).

Broadcasters, she said, should cast their lot with Representative Lionel Van Deerlin (D-Calif.) and his efforts to rewrite the Communications Act and, in the process, to substitute the marketplace for the public interest standard—not with commission deregulation.

When it comes to broadcasting, she said, the commission—"clinging to legal precedents built on an outdated law, propelled by an institutional momentum for ever-increasing regulation, and with a mindset that the public interest is 'dis-served' by eliminating regulations—is unlikely to provide for any meaningful or permanent deregulation."

Chairman Ferris's plan to experiment with deregulation in the major markets (BROADCASTING, Jan. 29) in her view, begins from the wrong premise—that radio, at least, can be deregulated where it is likely that the marketplace will operate in the public interest.

The public should decide whether it is better off with or without regulation, but, she added, it will be the commission that decides whether the marketplace "serves the public interest according to its already established theories, definitions and standards." Chairman Ferris, she noted, has testified before Congress that the goal of

deregulation is reliance "on competition to achieve regulatory goals."

There is also the problem of time. She said experiments will put off forcing the commission to explain why, in the current competitive environment, regulation of radio is in the public interest, as well as delay deregulation of all broadcasters.

To support her argument, she cited the commission's experiment with freeing small-market stations from requirements to ascertain the formal procedures associated with the community needs. The test—designed to extend three years ending in September 1979—has thus far produced results that are "useless."

But, she said, the experiment not only will continue, but the commission has also authorized a \$55,000 study of the small-market experiment. "The end," she said, "is not in sight."



Independents' days in Washington

INTV gathers the troops, some 400 of them, in the capital; some of that city's movers and shakers in communications who will speak: Van Deerlin, Ferris, Quello, Bortz and Krattenmaker

Almost 400 delegates are expected at this week's sixth annual convention of the Association of Independent Television Stations (INTV) at the Shoreham Americana hotel in Washington. The meeting opened yesterday (Sunday, Feb. 4) and will run through Wednesday.

Today's highlights include a special "Washington Update" session offering a review of a number of political issues of concern to independent telecasters. Among those are a presentation by Jonathan D. Blake, an attorney with the firm of Covington & Burling, on UHF television, and a discussion of the FCC's network inquiry by the co-director of the commission's special inquiry staff, Thomas G. Krattenmaker.

Also this morning, there will be a session devoted to "What's Ahead for Children's Television?" Among those participating are Brenda L. Fox, assistant general counsel for the National Association of Broadcasters, and Richard M. Woollen, vice president for program operations, Metromedia Television.

FCC Commissioner James H. Quello

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will deliver Monday's luncheon address, and Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, will speak on his proposed rewrite of the Communications Act of 1934 later that afternoon.

Paul Bortz, deputy secretary for communications for the National Telecommunications and Information Administra-

tion, will be the featured speaker on Tuesday. Other activities of the day include a panel "Community Programing for Independents" and another titled "Independent Programing Horizons: Problems and Prospects." There will be a congressional reception at Washington's Capitol Hill Club that evening.

FCC Chairman Charles D. Ferris will

speak to the group Wednesday morning. Following the chairman's appearance there will be a panel on recent developments in technology. The final session of the conference will be a discussion of "The Superstation." Among those participating will be William Donnelly, vice president of Young & Rubicam Inc., New York.

The whos, whats, wheres and whens of INTV

Sunday, Feb. 4

Brunch and meeting—board of directors and distributor members (by invitation). 10 a.m.-noon. Diplomat Room.

Workshop. 1-3 p.m. Tudor Room. *So You Want to Open a New Independent Station.* Moderator: Eugene D. Adelstein, general manager KZAZ(TV) Nogales (Tucson), Ariz. Panelists: Robert W. Faull, general manager, WFFT-TV Fort Wayne, Ind.; Robert E. Johnson, vice president and general manager, Christian Broadcasting Network, Virginia Beach, Va.; Martin I. Lévy, deputy chief, FCC Broadcast Bureau; William S. Pepin, general manager, KSTU(TV) Salt Lake City; John A. Serrao, vice president and general manager, WPTY-TV Memphis.

Reception. 7-8:30 p.m. Diplomat Room.

Dinner. 8:30-10 p.m. Palladian Room.

Monday, Feb. 5

Buffet breakfast. 7-8:30 a.m. Palladian Room.

General session. 8:45-10 a.m. Blue Room. *INTV Reports.* Robert J. Wormington (president and general manager, KQMA-TV Kansas City, Mo.), INTV chairman; Herman W. Land, INTV president, and Nicki Goldstein, INTV vice president, operations. *Washington Update.* Moderator: Milton W. Grant, vice president and general manager, WDCA-TV Washington. Panelists: Jonathan D. Blake, Covington & Burling (UHF outlook); Thomas G. Krattenmaker, co-director, FCC network inquiry staff (the network inquiry); David H. Polinger, vice president and assistant to the president, WPIX Inc., New York (cable copyright developments); J. Laurent Scharff, INTV counsel, Pierson, Ball & Dowd (cable television).

Break. 10-10:15 a.m.

Workshop. 10:15-11:45 a.m. Blue Room. *What's Ahead for Children's Television?* Moderator: Don B. Curran, president, Field Communications, San Francisco. Panelists: David K. Braun, director of media services, General Foods; Robert N. Cooper, broadcasting management and audience research consultant, Sacramento, Calif.; Brenda Fox, assistant general counsel, National Association of Broadcasters; Daniel Wilson, president, Daniel Wilson Productions, New York; Richard M. Woollen, vice president, program operations, Metromedia Television.

Reception and luncheon. 12:15-2 p.m. Palladian Room. Speaker: FCC Commissioner James H. Quello.

Workshop. 2:15-3 p.m. Blue Room. *The New Communications Act.* Moderator: Harry J. Pappas, president and general manager, KMPH-TV Fresno, Calif. Speaker: House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.). Press panelists: Alfred J. Jaffe, editorial director, *Television-Radio Age*; Randall Moskop, associate editor, BROADCASTING; Dawson Nail, executive editor, *Television Digest*.

White House briefing. 4:15-6 p.m. Old Executive Office Building.

Reception. 6:30-8 p.m. Diplomat Room. Host stations, WDCA-TV and WTTG(TV), both Washington.

Tuesday, Feb. 6

Buffet breakfast. 7-9:30 a.m. Palladian Room.

Sales meeting. 7:30-8:30 a.m. Diplomat Room. Moderator: Arthur C.

Elliot, vice president, marketing, INTV.

Workshop. 8:45-9:45 a.m. Blue Room. *Community Programing for Independents.* Moderator: Elmer C. Snow, general manager, WTTV(TV) Indianapolis. Panelists: Edward Q. Adams, senior vice president and general manager, WCIX-TV Miami; Ellen B. Adelstein, public affairs director, KZAZ-TV Tucson, Ariz.; John J. Moffitt, vice president and general manager, WUAB-TV Cleveland; Greg A. Nathanson, program director, KTLA(TV) Los Angeles; Robert J. Williamson, vice president and general manager, WOR-TV New York.

Break. 9:45-10 a.m.

Workshop. 10-11:20 a.m. Blue Room. *Independent Programing Horizons: Problems and Prospects.* Moderator: James C. Dowdle, general manager, WTOG-TV St. Petersburg-Tampa, Fla. Panelists: Anthony B. Cassara, vice president and general manager, KTLA(TV) Los Angeles; Harold A. Christiansen, vice president, director of business affairs and controller, Metromedia; Paul S. Lenberg, vice president, Audience Studies Inc., Los Angeles; Michael Lepiner, senior vice president and director of broadcast programing, Benton & Bowles; Stanley H. Moger, executive vice president, SFM Media Service Corp.

Business meeting. 11:25 a.m.-noon. Blue Room.

Reception and luncheon. 12:15-2 p.m. Palladian Room. Speaker: Paul Bortz, deputy secretary for communications, National Telecommunications and Information Administration.

General session. 2:30-3 p.m. Blue Room. *INTV Marketing Report.* Arthur C. Elliot, vice president, marketing, INTV New York; Roger J. Lareau, director of marketing, INTV Los Angeles; Armella Selso, director of marketing, Midwest, INTV Chicago; Frederic J. Gold, research manager, INTV New York. *Advertising Outlook.* Moderator: Robert R. Hartman, general sales manager, WUAB-TV Cleveland. Panelists: Robert H. Bolte, director, advertising services, Campbell Soup; Sy Goldis, vice president, director of media services, Doyle Dane Bernbach; Marian W. Lockett, advertising media manager, Scott Paper.

Congressional reception. 5:30-7 p.m. Capitol Hill Club.

Wednesday, Feb. 7

Breakfast. 7:15-9 a.m. Palladian Room. Speaker: chairman, FCC.

Workshop. 9:15-10:30 a.m. Blue Room. *Improving the Independent's Performance—Developments in Technology.* Moderator: Harold E. Protter, vice president and general manager, KPLR-TV St. Louis. Panelists: Neville H. Bennett, director of engineering, Telemation Division, Bell & Howell; Clinton S. Hartmann, manager of RF technology, Texas Instruments; Jeanne Smith, broadcast consultant, Smith & Powstenko, Washington; Jerome S. Spencer, product manager, studio and control equipment, RCA; Charles Tolep, vice president, operations, Viacom.

Break. 10:30-10:45 a.m.

Workshop. 10:45-12:15 p.m. Blue Room. *The Superstation.* Moderator: Crawford P. Rice, executive vice president, Gaylord Broadcasting, Tampa, Fla. Panelists: Fritz E. Attaway, vice president, Motion Picture Association of America; William Donnelly, vice president, group supervisor, Young & Rubicam; Henry W. Harris, president, Cox Cable Communications; Leavitt J. Pope, president, WPIX Inc.; Tom Villante, executive director of marketing and broadcasting, Office of the Commissioner of Baseball.

Adjournment. 12:15 p.m.

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Carnegie II's revised blueprint for public broadcasting

CPB would be replaced by new Public Telecommunications Trust which would combine 'leadership, planning and development' with Program Services Endowment handling underwriting process

At the heart of the Carnegie Commission's recommendations is the establishment of a Public Telecommunications Trust and, under its umbrella, an independent Program Services Endowment.

The report stated: "We recommend the creation of a new statutory institution for public telecommunications, the Public Telecommunications Trust, a private, non-governmental, nonprofit corporation. It will provide leadership, long-range planning, evaluation and system development.

"In addition, it will provide financial protection both for broadcast licensees and for a highly insulated, self-directed division of the trust, the Program Services Endowment.

"The endowment will be dedicated to excellence, and will underwrite a broad range of television and radio program services . . . The trust will replace the Corporation for Public Broadcasting, and administer the facilities program, thereby consolidating into one entity national leadership, planning and development activities."

The trust, according to those who propose it, is intended to become the principal, consolidated fiduciary agent for the

system, as well as its leader.

Rather than try to improve the present structure, the report recommends scrapping the Corporation for Public Broadcasting because "a new institution with fresh leadership unencumbered by the burdens of history is in the long-range interest of the system."

Despite its "number of major achievements," the Corporation for Public Broadcasting hasn't succeeded in its mission, the report said, in terms of "insulation from federal pressure, the effective leadership of the entire public broadcasting system and the consistent support of excellence in programing."

The nine new "trustees" would still be subject to presidential appointment, as with the 15 members of the CPB board. However, the selection process has been changed in an attempt to remove nominees from the political arena as much as possible.

There would be a nominating panel, headed by the librarian of Congress, and including the director of the National Science Foundation; chairman of the National Endowment of the Arts, chairman of the National Endowment for the Humanities, the secretary of the Smithsonian Institution, a representative from public TV and another from public radio.

For the first board of trustees only, the Speaker of the House and the president pro tempore of the Senate also would serve, as an extra guard against undue in-

fluence from the President who will nominate the first nine members.

The nine nominees chosen for the trust would serve nonrenewable nine-year terms, staggered to normally create only one vacancy per year.

In a sharp departure from common practice, the commission is recommending that there be no public disclosure of the nominees' finances. "While the disclosure of possible conflicts of interest is an absolute requirement in the case of board appointments having the stature we envision," the report said, "it is also the case that public revelation of private individuals' financial holdings, or the possibility of discussions in the newspapers about the business activities of partners who are not prospective appointees, now constitutes a major deterrent to voluntary public service by people whose service we seek."

Semiautonomous, but under the umbrella of the trust, would be the Program Services Endowment with the sole purpose of "underwriting and development of programs and services . . . by the American creative community."

Although the commission wants the endowment to be as free as possible, it is recommending that it not be "an entirely independent body . . . Such a separate entity, dependent upon congressional action for its resources, would become too concerned with congressional opinion."

The endowment, however, would be



Unveiling. Before a packed house at New York's Waldorf Astoria hotel, Dr. William J. McGill (behind lectern), Columbia University president and chairman of the Carnegie Commission on the Future of Public Broadcasting, last Tuesday (Jan. 30) unveiled the recommendations that he and his fellow commissioners have been preparing for the past year and a half. Joining Dr. McGill at the press conference, which was televised by the Public Broadcasting Service, were (front row, l-r) Alan Pifer, president of the Carnegie Corp. of New York, which provided the \$1-million grant for the study; commissioners John Gardner, founder, Common Cause; Peggy Charren, president, Action for Children's Television; Bill Moyers, CBS News veteran recently returned to Public Broadcasting Service; Red Burns, executive director, New York University's Alternate Media Center; Henry Cauthen, director, South Carolina Educational Television Network; Josie Johnson, board member, National Public Radio; (second

row l-r) Walter Heller, former chairman, Council of Economic Advisers; Kathleen Nolan, president, Screen Actors Guild; Elj N. Evans, president, Charles H. Revson Foundation; Virginia Duncan, television producer and board member, Corporation for Public Broadcasting; Leonard Reinsch, board chairman, Cox Broadcasting Corp., and Alex Haley, author.

Not present were Stephen K. Bailey, president, National Academy of Education; Wilbur Davenport, Massachusetts Institute of Technology's department of electrical engineering and computer science; Kenneth Mason, president, The Quaker Oats Co., and Tomas Rivera, poet, author and executive vice president, University of Texas at El Paso.

Initial members of the commission who resigned earlier because of professional commitments were Bill Cosby, actor; Carla Hills, former secretary of housing and urban development, and Beverly Sills, opera star.

“Although we in
the L.A.P.D. view
Barney Miller
as a comedy series,
my colleagues in
N.Y. think of it
as a documentary.”

Daryl F. Gates
Los Angeles Chief of Police

On January 25 Barney Miller began its fifth year as one of the most loved shows on television.

So in Los Angeles Mayor Tom Bradley declared January 21-29 “Barney Miller Week.” And in New York each star of the series was awarded, “Honorary Officer of the Department” by that city’s finest.

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To all of them from Barney, the boys, the crew—thank you. We couldn’t have done it without you.


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responsible to its own board, a 15-member panel (three definitely from the public telecommunications industry) with staggered three-year terms. The initial board would be appointed by the same group chaired by the Librarian of Congress; nominees thereafter would be suggested and appointed by the trustee. The endowment board would select its chief executive officer, for a five-year term, renewable once.

Key to the independence of the endowment is that its funds will be "non-transferable" to other activities of the trust. "To that end," the report said, "we recommend that the endowment be empowered to spend funds derived from two sources: income from private funds held as an actual endowment by its parent organization, the trust, and funds provided by Congress to the trust according to a statutorily established formula."

Under new plan, funding would more than double, with federal portion reaching \$590 million by 1985; matching formula would be \$1 for each \$1.50 raised

The Carnegie Commission's funding proposals would more than double the system's revenues—from \$482 million in 1977 to \$1.16 billion by 1985.

Federal funds would rise dramatically, supplying more than half the budget; \$590 million by 1985, a tripling of the current federal appropriation. Nonfederal sources would also rise, although not as much, from \$347 million in 1977 to \$570 million in 1985.

Despite the increases, the report offered this perspective: "We believe that a total annual investment of about \$5 per person in the United States is a modest cost for such a wide range of benefits. . . ."

System funding recommendations were said to be based on three concepts: that an inadequately supported system is doomed to be weak, that one funding source should never dominate the system and that the bulk of money should be raised and spent locally.

In particular, the report said that public television, "so dependent upon outside funders for its basic national schedule, has repeatedly forfeited its autonomy in programming." By increasing funding from a "diverse" base, the commission is hoping that "no single source of money can undermine the integrity" of public radio and television.

The commission anticipates that the \$570 million in nonfederal funds will be raised as follows: \$205 million from individual donors (up from \$50 million in 1977); \$235 million from local and state governments (up from \$191 million), \$70 million from business (up from \$40 million), and \$60 million from private sources such as foundations, auctions and private colleges (down from \$66 million as foundation support in particular has been "ebbing").

The \$590 million in federal funds is dependent on such increases in nonfederal

funds. Federal money, to be appropriated, would be divided three ways: automatic matching grants to stations, a special grant for national activities of the parent Public Telecommunications Trust itself.

The automatic matching grants would be determined by how much the stations themselves could raise. For every \$1.50 locally earned, an additional \$1 would be supplied. That's a boost from the original \$2.50/\$1 matching formula and the \$2/\$1 already proposed by Congress for 1981.

It's projected that by 1985, the new matching formula will bring \$380 million in station grants. Those grants primarily are to be thought of as programming funds, and about \$250 million of the \$380 million is expected to be invested in national television and radio fare.

An amount equivalent to half the

matching funds would go directly to the Program Services Endowment. Based on \$380 million in matches, that would mean \$190 million.

That would be divided as follows: \$125 million for national television programs and promotion, \$22 million for regional and individual TV station programming and promotion, \$18 million for local and national radio programming, \$15 million toward instructional programming and research and \$10 million for applications of new technologies.

The trust would take \$20 million as its own budget for activities ranging from system planning to personnel. And for the next five to seven years, \$50 million would be set aside annually to establish radio and television services nationwide.

Inherent to the additional funding is the

How to keep thieves from making what's yours theirs.

Burglary and car theft are among our nation's most prevalent crimes. They also are among the easiest to prevent . . . if people like your listeners would take the time to learn how.

The State Farm Insurance Companies have produced for radio a series of five public service programs and four spots on how your listeners can protect themselves against burglary and car theft. The programs, each four minutes, are on such topics as how to make it tough for burglars to get into your home; how to outthink the would-be thief; how to make it more likely he'll get caught; and how to get financial protection against theft. The spots—two are 60 seconds and two are 30 seconds—cover some of the same pointers in briefer fashion.

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Carnegie II's low opinion of commercial TV

- “ Observing the growing degradation of America's commercial communications media—radio and television—in a competition for mass audiences, the Carnegie Commission seeks in this report to point out another way. These magnificent electronic extensions of ourselves can teach, and heal, and inspire, if we use them not for the ruthless pursuit of the least common denominator but for their highest human potential. ”
- “ Had radio and television evolved in this country with a fuller definition of public service, the need for an alternative institution would have been less critical. The enormous profitability of the commercial electronic media mandates the development of a viable institution operating in the public interest. ”
- “ We must come to know ourselves as we really are, not as advertising would have us be. ”
- “ We remember the Egyptians for the pyramids and the Greeks for their graceful stone temples. How shall Americans be remembered? As exporters of sensationalism and salaciousness? Or as builders of magical electronic tabernacles that can in an instant erase the limitations of time and geography, and make us into one people? The choice is in our hands and the time is now. ”
-

concept of a spectrum fee, loosely described in the report, with Congress asked to determine the fee schedule. It is thought that a maximum of \$150 million to \$200 million could be raised (possibly much less), from broadcasting alone, offsetting the additional burden put on the U.S. Treasury during the early years of the trust (see story, page 65).

During the transition period the commission recommended that the matching formula be instituted immediately at \$1.50/\$1, and that \$400 million in federal support be appropriated as soon as possible with \$20 million for trust activities and \$50 million for increased facilities.

Answerability: Carnegie says the medium should be responsive to the public in all areas

When the commission addressed itself to public accountability, it included audience, financial disclosure, equal opportunity, station governance and ascertainment.

In terms of potential, the goal the commission set is service for all Americans. However, the report talked in terms of “cumulative audience” for the entire schedule, rather than just mass audience during certain hours. “If 100 different programs broadcast in a month each attracted a different 1% of the audience, the cumulative audience would be 100% for that month.”

Furthermore, the commission recom-

mended that “available cumulative audience data be analyzed on a per program basis according to demographic group, variety and frequency of viewing.” The measurements can be accomplished, the report said, by working on the raw material from the 100,000-homes surveys conducted several times a year by Nielsen and Arbitron.

Most of this discussion is geared towards television, since “radio listeners generally do not listen to specific programs” but rather the “sound or format.” Still, the report emphasized the importance of non-commercial-radio audience measurement.

As to financial accounting, the report said that there should be “a complete and regular disclosure of over-all station finances” for the sake of “fair and efficient use of system funds.”

On another aspect, the stations are called upon to use increased funding to better equal employment opportunity. The trust is charged with exploring ways to assist minorities in establishing “second public television channels in markets with substantial minority populations and for assisting minorities in establishing radio services.”

Station governance is expected to use “a wide variety of participation mechanisms including elected governing boards, citizen advisory committees, open board meetings and volunteerism.” And community ascertainment surveys are thought of as “a general guide in program develop-

ment.”

However, in all aspects of public accountability, the commission made a strong case for editorial freedom. It said, for example, that “demands for more and better programing for underserved minorities have enormous merit.” But, it added, “Demands that stations and the system set aside fixed portions of their budgets for use by particular constituencies seem to us to be at variance with sound administration and inconsistent with the First Amendment.”

Proposal for public radio would upgrade present facilities and add up to 300 new ones with help of up to \$1 million per grant

■ The first priority the Carnegie Commission sees for radio is expansion and upgrading.

“The present coverage of about 50% of the population,” the report explained, “is inequitable and weakens the rationale for federal support of the system.”

Recommended are 250-300 new public radio stations, bringing the system total to 450-500. Aside from establishing new stations, upgrading old ones and achieving full national coverage, the report claimed that multiple channels are needed in various metropolitan areas:

“A single radio channel is insufficient service for many metropolitan areas where the listening habits are conditioned by stations that compete for listeners by creating a format that can attract an identifiable portion of the total audience,” the report said.

While not expected to be as rigid as on commercial stations, the commission explained, public stations cannot create a “sound” and a promotable format unless they further specialize. “Moreover, the broad variety of national and more-than-local radio productions that we envision would swamp the capacity of a single station,” the report added.

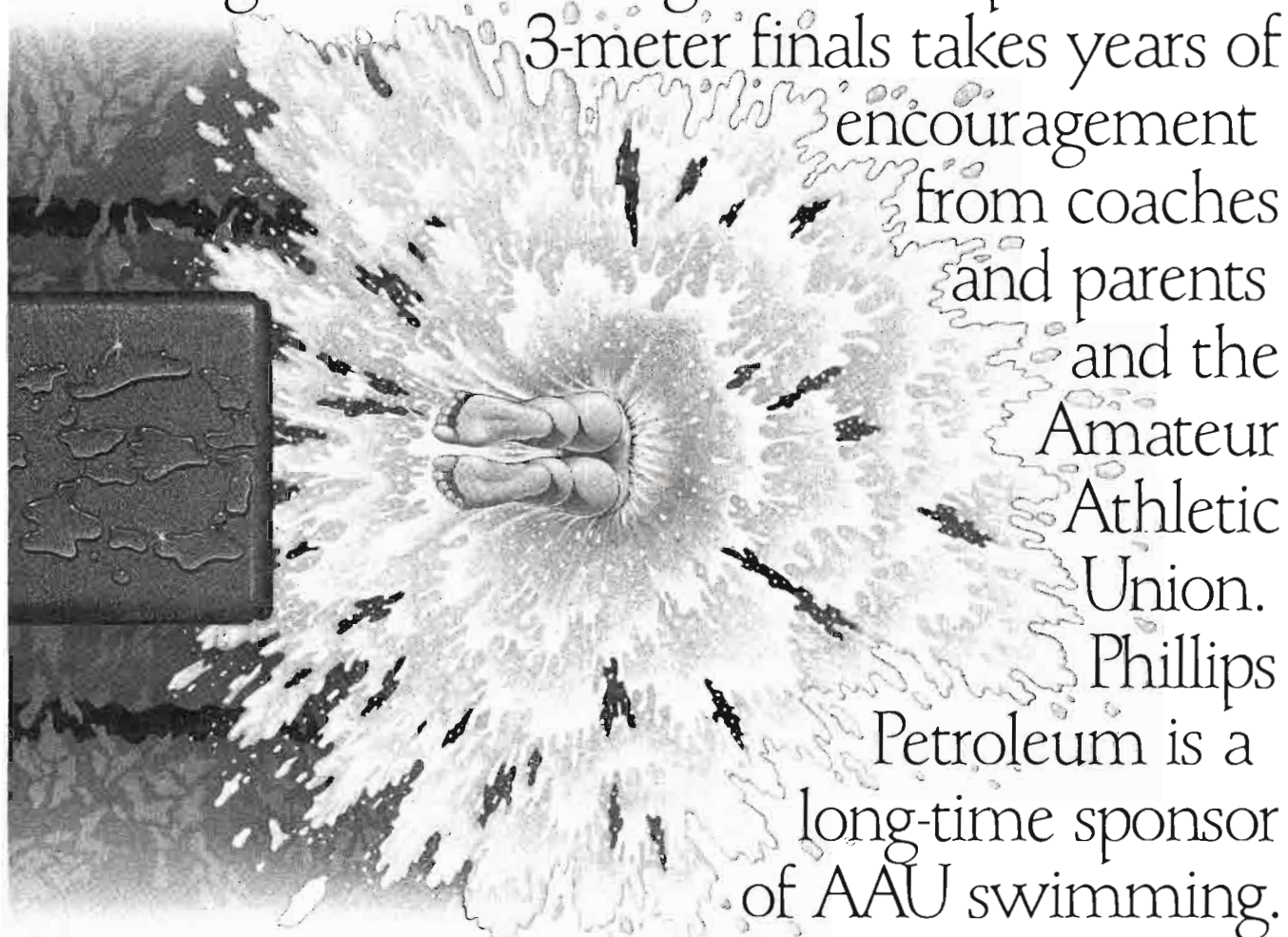
In adding the new stations, the trust would be encouraged to give a special push to management by women and minorities, and to help community licensees gain fund-raising and management expertise.

The commission admitted that the expansion by radio will “not be simply a matter of providing adequate funds . . . The trust must design a rather sophisticated strategy that combines regulatory reform, upgrading of existing stations, activation of new stations and purchase of commercial and underutilized noncommercial stations . . .”

The “single most fruitful course of action” is to work with regulation, according to the report. The commission claimed to be encouraged by various steps already being taken such as the FCC's consideration of whether a table of allocations should be established for noncommercial FM. And on the AM band, the commission urged “the reservation of a substantial number of these new frequencies” should the U.S. be successful in expanding its AM capacity at the 1979 World Admin-

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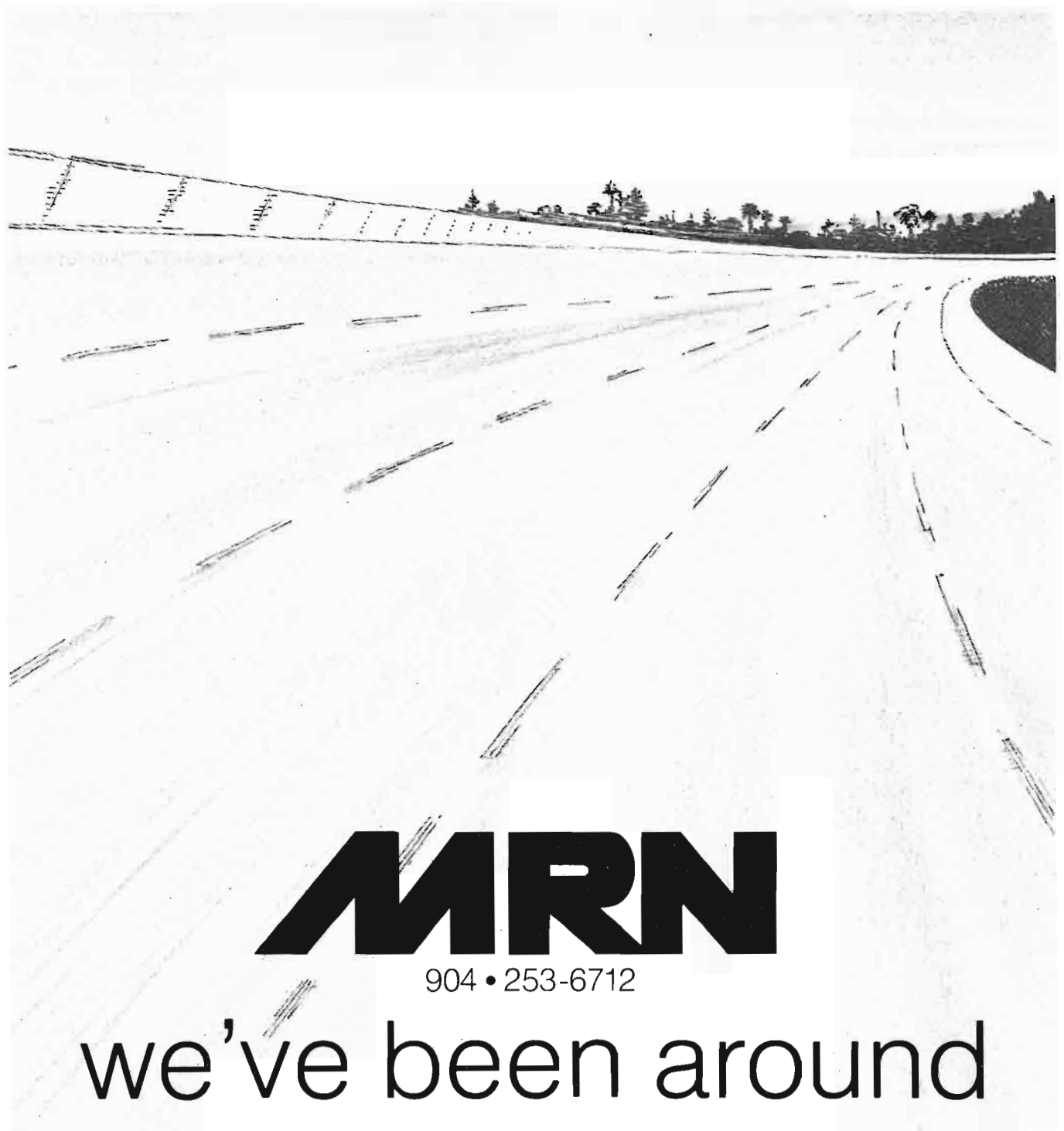
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istrative Radio Conference.

For the upgrading of stations, "assistance grants" from the trust could range from \$50,000 to \$1 million. It is anticipated that 150 stations will need such help, at an average cost of \$300,000.

Purchases of stations also factor into the commission's plan. One suggestion offered is that the FCC give the right of "first-refusal to qualified public groups at the negotiated price for the transfer of any license." The report said that financial help from the trust "might be appropriate, although we recognize the risk in having a federally funded entity entering into—and perhaps inflating—transfer prices." The commission wants "workable rules and guidelines" here and called upon NPR, the trust, the FCC and Congress to investigate.

On funding from the trust, the report recommended that direct matching dollars be used to improve local service and to finance "consortiums of more-than-local programming." The endowment will support national radio programs, "particularly new and innovative projects," and "provide transitional support for the present National Public Radio."

Although NPR would continue receiving grants to assure that its "excellent programming division" isn't disrupted during the transition phase, "lump-sum support that has been NPR's mainstay since its inception would end eventually.

"Instead," the report suggested, "NPR and others face a more open, competitive environment in which it will be necessary to plan for, seek, and justify support from several quarters: first and foremost, the audiences being served, and secondarily the endowment and the trust."

Balance in programming power called for with some kind of happy medium between single authority and none at all

"A system that is station-controlled in its totality would be a very limited one, just as a system which gave all money and power to a single central programmer would be a mistake."

With that recommendation against local or central extremism, the commission called for balance.

On the national level, the Program Services Endowment is considered "the centerpiece of interaction with the creative community in America." And through it, the commission believes critics of British imports, in particular, will have less to worry about. "The endowment," it said, "is being established primarily as a stimulus to American creative talent, notably absent from the present system."

While far from advocating a "programming czar," the commission does believe there must be a place where the programming buck stops—at the chief executive officer of the endowment. "Current system practices tend to militate against any identifiable party taking responsibility for decisions with the result that decision making travels in endless bureaucratic ellipses," the report said.

"Diversity" would come through be-

cause the chief executive would have to rely upon a staff and advice from the endowment board. And for the sake of fairness, and to counter allegations that the system has been "arbitrary" and "confusing," the call is made for an open decision-making process: "Decisions must be explained."

Over-all, the report said "We believe strongly that the endowment and the trust must devote themselves to building a public broadcasting enterprise that emphasizes programming, not structure. We urge the trust and endowment to work toward developing a public affairs tradition and an aspiration for excellence in drama and the arts."

The endowment as planned would have a division devoted entirely to radio. Currently the national radio efforts by National Public Radio are funded almost in total by CPB. The commission hopes to "ultimately transfer the principal responsibility to the licensees themselves, who will be able to establish more centers for radio production and to continue NPR at its present, or greater funding levels, at their discretion."

When it comes to the membership organizations within public broadcasting, the word discretion again is important. In effect, the commission believes that independent and autonomous stations need organization but should be free to orga-

nize as they wish:

"Effective program development cannot exist if every station insists on a voice in every decision. Some delegation of powers must be given to station-governed bodies that have the full confidence and financial support of stations.

"Hence, the stations may well decide that a single station or other production agency should be designated to organize an activity such as drama production, performance programming or news. They may well feel that PBS [the Public Broadcasting Service] or any other organization should be given responsibility to receive program proposals and to fund pilots and acquisitions.

"These are, we repeat, appropriate decisions for the stations to make, provided no station is coerced, network-style, into carrying a program against its will."

The report, however, in discussing satellite—multichannel capacity, ad hoc networks and regional groupings—said "the imposition of an actual network-type operation is almost impossible."

Acknowledgement of the medium's origins as educational broadcasting

Not overlooked in the report is the potential for instruction through the new public telecommunications structure. And the commission urged that "it is time to take a

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markets of all sizes all over America.

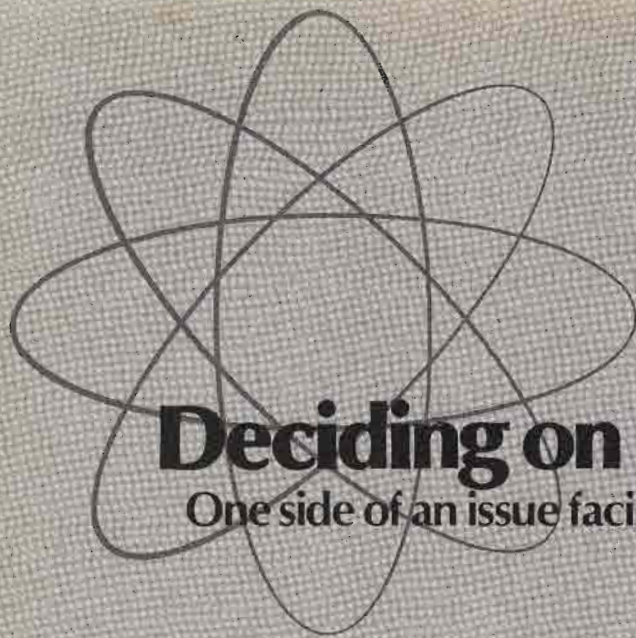
New York: 54% more total women than nearest competitor. Up 29% from October. WCBS-TV, 4:30-6 p.m.

Fresno: 28% more total women, 50% more women 18-49 than Dinah. KFSN-TV, 3-4:30 p.m.

Minneapolis-St. Paul: delivery of total women equals that of next two stations combined. WCCO-TV, 4-5:30 p.m.

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Source: Nov. 1978 NSI Audience figures are estimates subject to limitation of the techniques and procedures used by service noted.



Deciding on nuclear energy.

One side of an issue facing the electric power industry.

Nuclear power is not the energy form of the future. It is very much a part of the present. And important national decisions must be made if it is to continue to make its contribution to energy supply.

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A clean record

Nuclear generation of electricity has grown because of its safety, reliability and economy. No other industry started with a greater appreciation of potential hazards. None is operated under more stringent occupational and environmental safeguards.

The American Medical Association's Council on Scientific Affairs recently reported that, among the principal fuels available for electricity production over the next 25 years, nuclear power has the lowest adverse impact on health.

The near future

Nuclear power makes economic sense in meeting growing energy demands and in reducing the nation's dependence on oil and gas.

Unless we try to rely entirely on coal production for generation, or to shut down the economy until forms like solar power prove affordable, nuclear power will become increasingly important to the near-term well-being of the country.

Nuclear policy

The electric utility industry agrees with the many expert opinions that ultimate disposal of radioactive wastes presents no insurmountable technical problems. Several acceptable methods are available.

But failure of the federal government to implement available nuclear waste disposal technol-

ogy is being mistakenly seen as an indication that the nuclear waste issue cannot be resolved.

Recently, we urged the Administration to take advantage of extensive, existing technical and scientific knowledge and to implement a program on a rigid schedule to provide a spent-fuel storage facility and a waste repository at the earliest practical time. These steps are necessary to assure the continued operation of nuclear power plants, to minimize the uncertainty that has been slowing down commitments for future nuclear plants in this country, and to separate the waste disposal issue from the licensing of new power plants.

Congress has divided responsibility for the national waste management program among several agencies of the federal government. The Department of Energy, the Nuclear Regulatory Commission and the Environmental Protection Agency have elements of responsibility.

Now, Congress must provide additional effective legislative guidance for the waste management and spent-fuel storage programs.

The long run

Opinion polls repeatedly show that majorities of the American people support the use of nuclear energy to generate electricity. Where nuclear plants are in operation, the percentages are even higher.

If we are to be able to take advantage of the economic and energy-supply opportunities presented by nuclear energy, both in the near term and the long term, the federal government will need to take responsible action today.

If you would like to read more about nuclear energy as a source of electricity or learn more about the management of high-level radioactive wastes and spent fuel, write to us: Edison Electric Institute, 90 Park Ave., New York, NY 10016. We will be glad to send you more information.

Edison Electric Institute
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fresh look at the role of television and radio in American education."

Although citing the accomplishments of Westinghouse Broadcasting Co.'s *Call it Macaroni*, ABC-TV's *After School Specials* and other commercial successes, the report said the commercial system "as a whole is unwilling or unable to devote significant resources to exploiting television's potential for learning."

Therefore, education becomes even more a charge for the noncommercial sector. The report noted that the system has moved more toward a "public" rather than "educational" concept, but that the latter still remains significant.

In addition to the increased funding the stations would have, the Program Services Endowment would give approximately \$15 million yearly for research and programing to demonstrate radio and television's potential. The endowment's role here is characterized as "catalytic."

Using technology to extend the reach of public broadcasting to every corner of the country

In discussing "the new telecommunications environment," the commission made it clear that "we do not minimize the importance of broadcast technology."

Over the next five to seven years, the report urged, concerted efforts should be made to extend public radio and TV service to at least 90% of the population. For public television, for example, it noted that Montana and Wyoming have no PTV stations and that there are 10 states where 40% of the population cannot receive a PTV signal.

With the addition of some 480 radio stations and the activation of 60 TV's (already in various stages of development, according to PBS), the 90% coverage can be met. The report said that annual matching funds of \$50 million could be a major boost. Not unexpectedly the report also called for UHF improvement.

Beyond that, the commission said, "the cost of extending public television and radio service to the last 10% of the population by means of conventional broadcasting will in all likelihood be prohibitively high." It therefore would look for at least "partial service via cable television, satellite, translators or low-power broadcasting."

The commission acknowledged that the commercial sector "no doubt . . . will continue to play the major role in basic research and development in telecommunications," but it said that the public sector, "removed from the dictates of the marketplace," also can be a leader. The endowment would allocate \$10 million annually towards research and development.

Regarding satellite, the report said that it will strengthen the autonomy of the stations, allow for more decentralization, greatly increase program capacity and is, over-all, "perhaps the most significant development in the evolution of public broadcasting's physical system . . ."

Why Carnegie settled on a spectrum fee

And why it passed over other options for funding

The spectrum use fee proposed by the Carnegie Commission to help fund public broadcasting is left to be set by the Congress from various users. Commercial broadcasting's share, in the commission's estimation, would "probably generate no more than \$150 million to \$200 million, and perhaps considerably less."

At \$150 million a year it would represent about 25% of the \$590 million in annual federal funding that the commission calls for by 1985. In the meantime, however, commission leaders see it as an inducement for support for the over-all plan in an economy-minded administration and in Congress, because the spectrum fee would cover most if not all of the extra federal funds needed in the first year or so.

The spectrum fee would apply to all private spectrum users, including AT&T, CB'ers, multipoint distribution services, physicians' call services, data transmission services and the like, as well as commercial broadcasters—and possibly public broadcasters.

Commission Chairman William J. McGill, president of Columbia University, and Sheila Mahony, executive director of the commission, told BROADCASTING in an

interview last week that White House aides seemed "a little frightened" by the amount of money being called for.

"As much as President Carter wants to encourage public broadcasting," Dr. McGill said, "he faces terrible problems in containing spending."

The outlook among White House aides brightened, Dr. McGill said, when commission leaders pointed out that their plan calls for "phased growth," in which the spectrum fee will probably take care of increased federal allocations needed in the early stages.

"I pick up on the Hill and in the White House staff a considerable amount of support for the spectrum use fee," Dr. McGill said.

"If I were a broadcaster," he added, "I'd oppose it because it's a new element of cost. But the logic for it is persuasive."

The commission's report develops that logic in some detail, starting with other approaches that the commission considered and rejected—among them a special tax on commercial broadcast profits, a tax on broadcast advertising, a tax on the transfer of stations and the setting aside of commercial broadcasters' regular taxes for the use of public broadcasting.

The 1967 Carnegie Commission's proposal for a tax on TV sets, the new report

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Baltimore: tops in total women and 18-49 women vs. Bionic Woman, Six Million Dollar Man, Mary Tyler Moore, News, others. WJZ-TV, 4:30-6 p.m.

San Antonio: more total women and 18-49 women than Carol Burnett/Price Is Right, Card Sharks/Jeopardy. KSAT-TV, 9-10 a.m.



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Source: Nov. 1978 NSI Audience figures are estimates subject to limitation of the techniques and procedures used by service noted.

says, "would place the burden of public broadcasting on one industry even though the benefits of the system are widely diffused through society."

Of other possibilities considered, the report has this to say, in part:

"A tax on broadcast advertising would not place the burden so directly on one industry, since many different firms promote goods and services with broadcast commercials. It would also have the advantage of relating income for public broadcasting to the activities of commercial television and radio, where single-minded emphasis on merchandising has led to much of the need for a noncommercial alternative.

"But the development of a special tax on the revenues of commercial broadcasting in order to finance public broadcasting would, most commissioners believe, lead to a state of affairs in which the extended role of commercial broadcasting in financing its own alternative would be used as a 'trade-off' to reduce the existing public-service obligations of commercial broadcasters. We consider such trade-offs to be unacceptable."

A special tax on the profits of commercial broadcasters, the report continues, would be "extremely difficult to administer"

"Depending on how the tax were designed, networks and stations would be encouraged to alter their accounting in order to hide resources. For example, if only stations were taxed, the networks, as

owners of several of the most profitable stations, would have a strong incentive to reallocate costs, reducing reported revenue from their profit centers. Also, as large corporations with many divisions, networks could easily shift corporate overhead to reduce reported broadcasting profits."

Another factor against taxes on commercial broadcasting's profits, the report says, is that so many stations are at best only marginally profitable. Apart from that, "there would be inequities when stations change hands," in that "original owners may well have reaped windfall profits in the sale of the station while current owners might simply earn a conventional return on investment."

Similarly, the report concludes that a tax on station sales, "while theoretically appealing," could be subject to big fluctua-

tions from year to year "as the climate for sales is altered by changes in FCC policies and other factors.

"More important, it would be extremely limited in amount, since total sales are not generally more than a few hundred million dollars annually."

Another approach rejected was that of using commercial broadcasters' existing federal taxes to support public broadcasting: "These taxes are estimated at \$700 million or \$800 million at the federal level," the report asserts, "more than enough to finance the federal share of the costs of public broadcasting." But such a plan "does not generate a new source of revenue," the commission concluded. Instead, it "seems to move funds from one federal pocket to another."

So the commission settled on the spectrum fee.

McGill: a rapid descent from the ivory tower

Carnegie Commission chairman discovered early on that U.S. public broadcasters wouldn't stand for domination by any 'intellectual or geographic elite'

William J. McGill, president of Columbia University, says one of the surprises he got as chairman of the Carnegie Commission was the discovery that you can't impose a BBC-type system on U.S. broadcasting.

"As an Eastern liberal intellectual," he said in an interview last week, "I thought at first that all we'd have to do was reinstitute the BBC." But he soon found out differently.

"There are 470 public television stations, a majority of them creatures of colleges and school districts, all amalgamated into a loose confederation," he said. Moreover, each has its own distinctive constituency, he added, and both individually and as a group they won't stand for "domination by an intellectual or geographic elite." People familiar with the public broadcasting system would have known that, "but it came as a shock to me," Dr. McGill said.

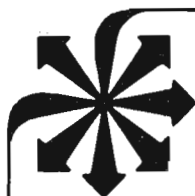
"An analog of the BBC could have been built," he suggested, "if it had been done by 1950—or in [commercial] radio and television in the 1920's or 1930's."

What sort of programing does he envision on public television in 1985 if the commission's plan is adopted?

In most large urban areas, he replied, there should be a choice of two or three—or more—services, perhaps including one that is essentially textual, providing news, weather and the like.

There should be "high-quality drama," he said, and "high-quality news and public-affairs shows," especially since, in his opinion, commercial TV news is moving more and more into "personalities." He also sees good prospects for the development of "avant-garde techniques," adult education oriented toward science and the humanities, and perhaps some educational programing leading toward academic degrees.

Asked which commission members worked hardest, Dr. McGill said "all of them worked hard—or perhaps I should say nearly all." He didn't identify the ones who prompted the qualifier, but said Walter W. Heller, Bill Moyers and Kathleen Nolan "gave an extraordinary amount of time" to the project. As for his own part, he told a news conference earlier that "my blood is on every page" of the commission's report.



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2/5/79

Changing Hands

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

Proposed

■ WKBR(AM) Manchester, N.H.: Sold by Granite State Broadcasting Co. to THEnterprises for approximately \$2 million. Seller is owned by Ralph Gottlieb and James McCann, who also own WTSN(AM) Dover and WEMJ(AM) Laconia, both New Hampshire. Mr. McCann also has interest in WZID(FM) Manchester and WBSM(AM) New Bedford, Mass. Buyer is owned by Charles Howard and Donald Teeters. Mr. Howard is vice president of Thomson McKinnon brokerage firm. Mr. Teeters—Bedford, N.H., businessman—will be active in managing WKBR. Station is on 1250 khz with 5 kw.

■ KELI(AM) Tulsa, Okla.: Sold by Broadcasting Associates Inc. to Philip R. Jonsson for \$1.65 million. Seller is owned by Sammons Enterprises (80%) and Raymond Ruff (20%). Sammons, principally owned by C. A. Sammons, is holding company with interests in hotels, CATV, insurance and broadcasting. With Mr. Ruff, it owns KTRN(AM) Wichita Falls, Tex., and KHOG(AM) Fayetteville, Ark., and has sold, subject to FCC approval, KIXZ(AM) Amarillo, Tex. (BROADCASTING, Jan. 1). Mr. Jonsson is former owner of KRLD(AM) Dallas. He also is chairman of petroleum exploration company in Dallas and principal owner of bank in Richardson, Tex. KELI is on 1430 khz with 5 kw.

Approved

■ KXYZ(AM) Houston: Sold by KXYZ Inc. to Slater Broadcasting Co. for \$1,800,000. Seller, also licensee of KAUM(FM) Houston, is wholly owned subsidiary of ABC Inc. which said it was spinning off station to buy AM in another market. (ABC owned maximum number of AM and FM properties allowed by FCC.) Buyer is owned by Manning Slater (75%) and William B. Walters (25%). Mr. Slater was principal in Hercules Broadcasting Co., licensee of KRAK(AM)-KEWT(FM) Sacramento, Calif., and KMPS-AM-FM Seattle, sold to Affiliated Broadcasting Inc. last year. KXYZ is on 1320 khz with 5 kw.

■ WTNT(AM)-WLVW(FM) Tallahassee, Fla.: Sold by Walter-Weeks Broadcasting Co. to Robert Ingstad for \$1 million plus \$100,000 consultancy agreement. Seller also owned WMEJ(AM)-WQXQ(FM) Daytona Beach, WSPB-AM-FM Sarasota and WJNO-AM-FM West Palm Beach, all Florida. Buyer owns KGRZ(AM) Missoula, Mont.; KKOA(AM) Minot, N.D.; KKLS(AM)-KKHJ(FM) Rapid City, S.D., and KGFX(AM) Pierre, S.D. WTNT is on 1270 khz with 5

kw full time. WLVW is on 94.9 mhz with 51 kw and antenna 210 feet above average terrain.

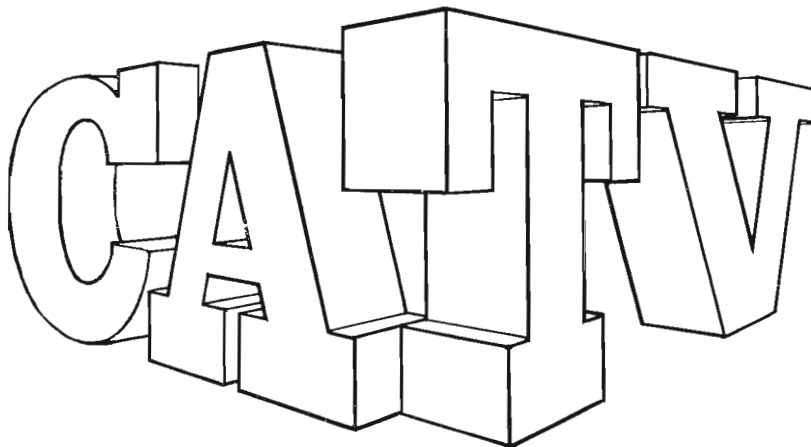
■ WTMI(FM) Miami: Sold by SJR Communications Inc. to Marlin Limited Partnership for \$960,000. Seller is subsidiary of publicly traded San Juan Racing Association Inc., group owner of WKLS(FM) Atlanta; WQAL(FM) Cleveland; WJIT(AM)-WKTU(FM) New York; WYSP(FM) Philadelphia; WUST(AM) Washington and WJMD(FM) Bethesda, Md. Corporation publishes *The Fugue*, Miami monthly magazine, owns race track in Puerto Rico and Washington Diplomats professional soccer team. Hyman N. Glickstein is president. Buyer is principally owned by Howard P. Tanger, general and operating partner, Edward W. Saunders and John Baird. Mr. Tanger is sales manager at WEFM(FM) Chicago. Mr. Saunders is attorney with Chicago law firm of Sidley & Austin. Mr. Baird owns Baird & Warner, Midwest real estate firm. WTMI is on 93.1 mhz with 100 kw and antenna 390 feet above average terrain.

■ WOKB(AM) Winter Garden, Fla.: Sold

by Everbach Broadcasting Co. to Lesli Broadcasting Co. for \$600,000 plus \$221,000 for transmitter site. Seller is principally owned by J. H. Everback, who has no other broadcast interests. Buyer is owned by Arnold Schorr and his wife, Doti. Mr. Schorr is former vice president of Tracy Broadcasting Co. and general manager of KKTT(AM) Los Angeles and KUTE(FM) Glendale, Calif., which Tracy Broadcasting has sold, subject to FCC approval. WOKB is 5 kw daytimer on 1660 khz.

■ WDLF(AM) Panama City, Fla.: Sold by Dae Broadcasting Co. to Media Investors Ltd. for \$800,000. Seller, principally owned by R. L. Danner and Larry Edwards, owns WDVH(AM) Gainesville, Fla. Buyer, which has also bought WFTP(AM) Fort Pierce, Fla., subject to FCC approval (BROADCASTING, Nov. 20, 1978), is principally owned by Mr. and Mrs. Robert L. Cole and Mr. and Mrs. Thomas E. Dickey. Messrs. Cole and Dickey own broadcast advertising production studio in Kansas City, Mo., and have no other broadcast interests. WDLF is on 590 khz with 1 kw full time.

■ KUFO(FM) Galveston, Tex.: Sold by Beacon Broadcasting Co. to KUFO Broadcasting Co. for \$400,000 plus \$146,000 for covenant not to compete. Seller is partnership of 20 individuals and corporations, none of whom have other broadcast interests. Buyer is owned by David Siegel (75%). Jerry Shiverdecker (12.5%) and



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Jeff Stacy (12.5%), who have same interests in WLIQ(AM) Mobile, Ala. Mr. Siegel has real estate interests in Florida. Mr. Shiverdecker is former employe of Panax Corp., publishing and broadcasting firm. Mr. Stacy is general manager of WLIQ. KUFO in on 106.5 mhz with 26 kw and antenna 195 feet above average terrain.

■ WABJ(AM)-WQTE(FM) Adrian, Mich.: Controlling interest in Metrocom Inc., licensee, sold by Robert G. Liggett to Allan C. Graybiel and others for \$210,050 plus \$5,000 bonus and \$1,000 covenant not to compete. Mr. Liggett is removing himself from corporation by selling his interest (50.25%) to other stockholders, led by Mr. Graybiel. They are local businessmen with no other broadcast interests. WABJ is on 1490 khz with 1 kw day, 250 w night. WQTE is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain.

Amexco ups offer: McGraw-Hill still refuses to give in

Bid, raised to \$40 a share, includes offer to put TV's into trust, but publisher says no

The McGraw-Hill board of directors unanimously spurned an improved offer last week from American Express which

proposed to buy the giant publisher-group broadcaster firm for almost \$1 billion (BROADCASTING, Jan. 15 et seq.).

Two weeks ago the McGraw-Hill board rejected a bid from American Express to purchase McGraw stock at \$34 per share for a total of \$880 million. Last Monday (Jan. 29), American Express upgraded what it called a "friendly" offer by proposing to pay \$40 a share.

Along with the price hike, American Express also proposed to put McGraw-Hill's four TV stations in a voting trust in order to avoid FCC complications to the deal, and also offered to negotiate arrangements for the "editorial independence" of McGraw-Hill's editorial subsidiaries.

McGraw-Hill's board convened at the company's New York headquarters on Wednesday (Jan. 31) and rejected the latest American Express bid, describing it as "not in the best interests of McGraw-Hill and its shareholders."

In a letter sent to James D. Robinson III, chairman of American Express, Harold W. McGraw Jr., chairman-president of McGraw-Hill, said the latest American Express proposal "reflects the same disregard, as did your original offer, of the legal and regulatory problems involved in a takeover of McGraw-Hill by American Express, problems which have been confirmed rather than resolved since our rejection of your original offer on Jan. 8."

A spokesman for American Express

said the company was "disappointed and surprised by this precipitous action," and added:

"We carefully reviewed all legal and regulatory issues relating to the offer and we have complete confidence there are no legal or regulatory reasons that would prevent us from making and consummating the offer."

American Express said its offer will stand until March 1 but noted that it retained the right to terminate it sooner.

One possible legal complication cited by McGraw-Hill centers on American Express's business activities in the Middle East. McGraw-Hill cited an opinion from the New York law firm of Wachtell, Lipton, Rosen & Katz which asserted that investigations raise "very serious questions as to whether American Express's business operations in the Middle East have not been (and continue to be) guilty of illegal compliance with the Arab boycott of Israel and certain Israeli-associated business entities."

The law firm suggested that these questions could be the subject of scrutiny by the FCC in connection with the application by American Express for transfer of the McGraw-Hill TV facilities. The law firm indicated these proceedings could result in lengthy delay and the ultimate denial of the transfer.

Mr. Robinson of American Express said at the time the second offer was made that if the majority of the McGraw-Hill board voted against the proposal, he would accept that decision. He indicated then that American Express might keep its offer open for a few weeks or a month, but said there would not be any further attempts.

In a separate announcement, McGraw-Hill reported record earnings and revenues for 1978. Net income climbed to \$63.7 million, or \$2.57 per share, compared with \$51.4 million, or \$2.08 per share, in 1977. Revenues rose 15.5% to \$761.2 million.

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Contention over 'community service'

NAB, two group owners claim proposed new program category isn't needed, would give access to air time to groups that aren't necessarily representative

Storer Broadcasting Co. and the National Association of Broadcasters have taken issue with religious groups concerning the need for broadcast stations to add a new "community service" program category.

The crossfire came in comments responding to an FCC inquiry to broaden program definitions and make available to nonprofit groups substantial and regular program time. Religious groups argued that stations should be required to make the time available as part of their obligation to serve the public interest. Storer, however, claimed such groups don't mirror the interests of the community, and broadcasters already adequately fulfill their

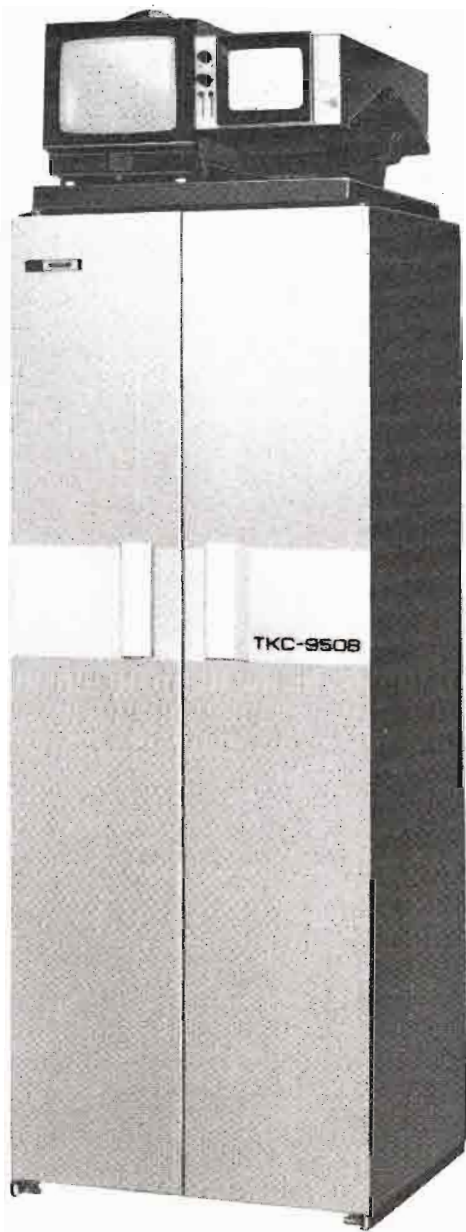
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public service requirements.

"Public service programming has and will continue to be broadcast without the proposed rule change, as a natural consequence of the ascertainment process," Storer argued. It added that if the proposal were implemented, "Nonprofit groups would receive a right of access enjoyed by no other group except candidates for federal office."

NAB argued that there is no evidence that broadcasters have shirked their responsibility to accommodate public needs. In addition, NAB argued, the First Amendment and Section 326 of the Communications Act "place the responsibility—and the right—for making moral and esthetic judgments as to programming on licensees and beyond the power of the government." It concluded that the FCC action was "another fishing expedition seeking information and opinions, and expending its energies—and monies—for a purpose which the law does not allow."

Typical of the comments in favor of the proposal came from the Catholic Education Center of St. Paul. It argued that the people of its archdiocese have a major contribution to make, and have a fundamental right "to an equitable share of program time" on the commercial and public TV stations in its area. In addition, it argued, the community service program category would make for a "broader and more creative use" of television.

But Storer argued that there is nothing inherently superior about programming that is not commercially sponsored.

This theme was also picked up by Jefferson-Pilot Broadcasting, which stated: "Whether or not the program is paid for has nothing to do with whether the program performs a 'community service.'"

Jefferson-Pilot also took issue with the claim that a significant membership necessarily indicates the worth of a group, and the importance of espousing their positions. "There are certainly plenty of weak and silly nonprofit organizations with substantial memberships," it concluded.

The commission last week extended to February 28 the time for filing comments, and to March 28 the time for filing replies.

Ford's new leader. Franklin A. Thomas, New York lawyer who has had an extensive career in public service, was last week named president of the Ford Foundation, succeeding McGeorge Bundy, who is retiring.

The foundation has been a principal source of funding for public broadcasting, having contributed about \$300 million over the past 25 years. The foundation has been reducing its contributions in recent years and now averages \$2-\$3 million annually, a spokesman said. Mr. Thomas, 44, was head of the Bedford-Stuyvesant Restoration Corp. in Brooklyn, N.Y., from 1967 to 1977. Earlier he was deputy police commissioner in New York. Mr. Bundy, who will be 60 next month, is said to be considering a return to the teaching field.

Programming

Silverman touch at NBC Hollywood

NBC-TV's West Coast programming department gets boost from new 'make money' philosophy; more staff, more ideas, 'control'

After screening a few of NBC-TV's new prime-time series a couple of weeks ago, a television critic not known for kind-hearted comments told several of the network's programmers that the ragged quality he had grown accustomed to seeing in NBC pilots didn't seem to be there this year.

Early ratings results for those shows haven't yet shown a similarly positive reaction from viewers. But the critic's remark stands as one objective acknowledgement, at least, of the efforts of the new Fred Silverman program department at NBC—an operation that has grown by 21 or more executives in the past eight months.

The network's West Coast program ranks ballooned so quickly after Mr. Silverman arrived in June that for four months its public relations staff was moved into nine 60-by-12-foot trailers on the Burbank lot to open up office space. John J. McMahon, senior vice president of programs and talent, West Coast, said in an interview that with all the additions, he believes NBC is now about equal in its programming forces to the other networks.

"I had always maintained we were totally understaffed out here," he said. "You can get the job done with fewer people, but whether or not it gets done as efficiently or as effectively is another question. It really took somebody like Fred coming in with not only the knowledge from another network but also the authority and clout to say, 'OK, we're going to have the staff to shake this whole thing loose.'"

Other network sources say that philosophy contrasts markedly with that of Mr. Silverman's predecessor, Herbert Schlosser, who they say took a more economy-minded approach to programming. "Schlosser wanted to save money," one network source said, "Silverman wants to make it."

In any event, Mr. McMahon likes what has happened. "Since last summer, we have had much better control over the product we're turning out," he said.

Many industry observers were surprised that Mr. Silverman did not conduct an immediate housecleaning of NBC's program ranks. In fact, there has been a major realignment just below Mr. McMahon. Brandon Tartikoff, a dramatic program executive at ABC Entertainment during Mr. Silverman's tenure there, was elevated last July to second in command on the West Coast after spending less than a year as a director in the NBC comedy department. The 29-year-old's promotion to vice president, programs, leapfrogged Dick Ebersol,



McMahon



Tartikoff



Winant

vice president of comedy and variety programs, who subsequently left to go into "independent production."

Reporting to Mr. Tartikoff is an all-new troika in charge of series. Robert Singer went over from Lawrence Gordon Productions in September as vice president, dramatic development. Paul King, a 10-year programming veteran at CBS, went aboard in October in the new position of vice president, prime-time series. And early this year, Joyce Burditt was named to replace Mr. Ebersol as vice president of comedy programs, after six months as a director of comedy at NBC.

The biggest single change has come in the creation of a full casting department, which formerly had consisted of one vice president, Al Trescony. There are now at least six executives assigned full time to talent acquisition, all under Ethel Winant, a former colleague of Mr. Silverman's at CBS and head of that network's talent operation for 11 years. Additions to NBC's talent department include Marsha

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*NEWSWEEK, Oct. 10, 1977

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Combined Communications Corporation has signed an agreement to merge with The Gannett Co. Inc., publishers of 78 daily newspapers across America.

Kleinman, vice president, casting, Sharon Kovacs, director of talent relations and Jeff Ryder and Toni Barton, managers, casting.

Mr. McMahon, who himself had the "talent" part of his title added last year, credits Ms. Winant's department with "a tremendous improvement in the way we have cast the new shows." He cited specifically the casting of the students in *Brothers and Sisters*, of Kate Mulgrew in *Mrs. Columbo*, of Sharon Glass in *Turnabout* and of Jessica Harper in *Little Women*. Talent procurement has become especially important, Mr. McMahon added, with NBC's scheduling of two new anthology series, *Supertrain* and *Sweepstakes*, and with the network's still-heavy involvement in miniseries and made-for-TV movies.

Also new is a three-person story department responsible for finding new material for possible production. It's headed by vice president Pat Betz, with two associates under him, Richard Okie and Janet Greek. The comedy development and supervision staff has grown from two people to five, adding Steve Leon, manager of comedy development, Ken Horton, director of current comedy programs, and Michael Klein, manager of comedy programs. There's also a new position of management of program administration, filled by Blanche Runge. Other assorted appointments have been sprinkled through variety programing, dramatic development and daytime and children's programing.

The miniseries and TV movie department had been expanded from three to five members, all under Deanne Barkley, but was later cut back to four. According to Mr. McMahon, that operation was especially overworked in the heyday of NBC's "event" programing philosophy. "Had we been going in miniseries and movies now as we were a year ago," he said, "we probably wouldn't have cut back in that area . . . But the volume that they have isn't quite as large as it was." New in that department are Jane Deknabel, executive producer of TV movies, and Hamilton Cloud, associate for TV movies and miniseries.

Also new is a three-person story department responsible for finding new material for possible production. The comedy development and supervision staff has grown from two to five people, and other appointments have been sprinkled through program administration, variety programing, dramatic development and daytime and children's programing.

The volume in fall series, however, is huge, equaling the nearly 50 projects rushed into development for second seconds. Mr. McMahon says plans are to have pilots for about 15 half-hour comedies, 16 one-hour dramas, seven variety hours (a particularly strong effort in that area these days) and seven "back door" pilots/TV movies.

And, it's likely they'll be needed. Mr. McMahon said he will be happy to see two or three hours' worth of the second season crop succeed.

No matter how you shake the line-up, ABC comes out on top

Second-season shows bring about some changes on Wednesday and Friday, but final results were the familiar ABC, CBS, NBC

There was good news and bad news in the way of second-season rating performances for all three commercial networks during the prime-time week of Jan. 22-28.

ABC-TV crushed the competition with a 22.5 rating average, CBS-TV posted a second-place 19.2, and NBC-TV trailed with a 16.7. No startling results from the new line-ups seemed destined to change that distribution significantly.

The big nights to watch were Wednesday and Friday, where CBS and NBC gambled on major schedule revisions. On Wednesday, CBS's new schedule headed by *The Incredible Hulk* showed improved but still not impressive results in its second outing (its first with *The Jeffersons* included). The previous week, ABC had overpowered it with highly promoted special episodes of *Eight is Enough* and *Vega\$*. ABC brought back *Charlie's Angels* between those two shows on Jan. 24 and had 40 shares or bet-

ter throughout the evening—*Vega\$* even picked up two points over the *Angels*—but CBS added points across the board. *Hulk* came in with a 25 share, still six points off its season-to-date average. *One Day at a Time* pulled a 29, a five-point drop, *The Jeffersons* a 27 and *Kaz* a somewhat encouraging 30. NBC's *Mandrake the Magician* and *California Girls* specials came in distant thirds with 22 shares each.


On Friday, NBC unveiled its new string of sit-coms behind *Diff'rent Strokes*, also with unimpressive but not disastrous results. *Strokes* led off with a 33 share, held back by a 36-share *All Star Family Feud* special on ABC but not by *Wonder Woman's* 23 share on CBS. For NBC, *Brothers and Sisters* and *Turnabout* both had 26 shares, *Hello Larry* a 25 and *Sweepstakes* a 23.

CBS did much better that night with *Dukes of Hazzard's* premiere at 9-10 p.m. NYT. It came in with a 33 share, 10 points better than *Wonder Woman's* lead-in, and helped *Dallas* to a 35 share in its new time period at 10-11 p.m. ABC's movie, "Revenge of the Pink Panther," had a 33 share.

Other new series were sprinkled throughout the week. ABC's *Delta House* had an impressive 31 share in its first outing in its regular time period at 8-8:30 p.m. Saturday. NBC's *CHiPs* maintained its hold on the 8-9 p.m. time period that night with a 35 share, slightly weaker than

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usual, while CBS's *White Shadow* came in with a 27, a two-point improvement over its premiere in the time slot the previous week.

CBS had better results on Monday with *WKRP in Cincinnati*, which again held up well with a 35 share in its new berth behind *M*A*S*H*. ABC had a less conclusive 31 share from *How the West Was Won*, which exactly matched the share of its lead-in from a special episode of *Fantasy Island*. On Sunday, ABC premiered its *Osmond Family Hour* to a 25 share at 7-8 p.m. *Battlestar Galactica* followed with a so-so 29 share.

Low-level response to FCC proposal for more minority programs

An FCC request for comments on the use of time-brokerage contracts to stimulate more minority-oriented programming has generated little interest from broadcasters.

The commission sought to explore possible incentives to encourage time-brokerage arrangements, which, the FCC hoped, could help provide program services otherwise not available. But the proposal brought few comments, and those mixed.

Howard Shapiro, president of WCIU-TV Chicago, said he contracts out 31.5 hours each week. The system, he said, has allowed at least eight foreign-language groups in the Chicago area to produce programs. "The best, and probably only viable, way to develop minority-directed programming, public service announcements, and related media items is to independently contract for such services," he stated.

In addition to public service announcements, Mr. Shapiro said such arrangements have permitted time for local talents, foreign-language telethons, and educational and informational segments in foreign languages.

The FCC rules, he said, seem to be adequate. He noted that it would be difficult for the commission to have licensing arrangements with independent contractors, adding that placing all responsibility on the

Roots of inflation. David Wolper, producer of ABC-TV's *Roots* and its sequel, says the 12-hour original cost \$6 million to make. The upcoming *Roots: the Next Generations* cost \$16 million for 14 hours, he said.

licensee is acceptable.

Group owner Harte-Hanks Southern Communications Inc., however, did not find the FCC's proposal at all acceptable—at least in terms of radio programming. Harte-Hanks stated that dividing a single station's format into two or more blocks to include part-time minority operations is "unfeasible."

"Whether temporary periods of time brokerage, or a share-time license, or any other device, the concept of more than one format on the same station is extremely impractical and flies in the face of contemporary radio marketplace life."

Harte-Hanks suggested that it would be better to serve a minority audience with a full-time radio facility than to interrupt a station's primary format with "periodic interludes of an incompatible format."

Miniseries writer calls NBC Indian giver

Sontag says network backed out of proposed 16-hour show on native Americans because it's more concerned with developing series than specials

NBC-TV has backed out of a major miniseries project about American Indians, and in doing so drew the wrath of the program's creator and producer.

David Sontag, vice president of prime-time programming for 20th Century-Fox TV and writer of the book, "The Yazzis: A Navajo Family," said he was informed in a letter last month of the network's decision not to go ahead with the proposed 16-hour production. Mr. Sontag lived with the Hopi and Navajo Indians to research the book,

which has been described as an Indian "Roots," and had begun its development as a miniseries before accepting his current post at Fox.

NBC withdrew after five scripts had been completed and after paying \$250,000 for the initial development, he said. Among the writers involved were Budd Schulberg and N. Scott Momaday, a Pulitzer Prize winning Indian novelist. According to Mr. Sontag, NBC vacillated for several months on the project, telling him at various times it would complete anywhere from all 16 hours to only two.

Mr. Sontag's opinion is that NBC President Fred Silverman "is more concerned with episodic series than he is with special projects. That's sad, for television and for the American public."

He added that the cost of *The Yazzis* would have fallen within the range of the average miniseries, but that negotiations with the network never reached the licensing stage.

Mr. Sontag promised last week that he would get the project produced even if he has to form his own ad hoc network to carry it. He said that although CBS-TV has also rejected the miniseries, several major corporations and advertising agencies have expressed interest. Production was to have started in March for NBC.

Days are numbered for 'EveryDay'

Group W's syndicated offering will go off the air March 30

Group W Productions' *EveryDay* entertainment-information series, which began as a syndicated one-hour program last October, is going off the air on March 30.

In making the announcement last week, William F. Baker, president and chief executive officer, said the program's ratings have been increasing but "a decline in the station line-up has contributed to this difficult decision."

EveryDay started with 40 stations but the tally now is about 30, a company spokesman said. Production will end on Feb. 8, with the taping of a total of 100 one-hour shows.

Mr. Baker said Group W Productions will remain active in production and distribution from its Hollywood headquarters. The company produces and distributes the *Mike Douglas Show* and *PM Magazine* program service. Its other syndicated properties include *Marlo* and *the Magic Movie Machine*, *News Test*, feature films, specials, children's series and documentaries.

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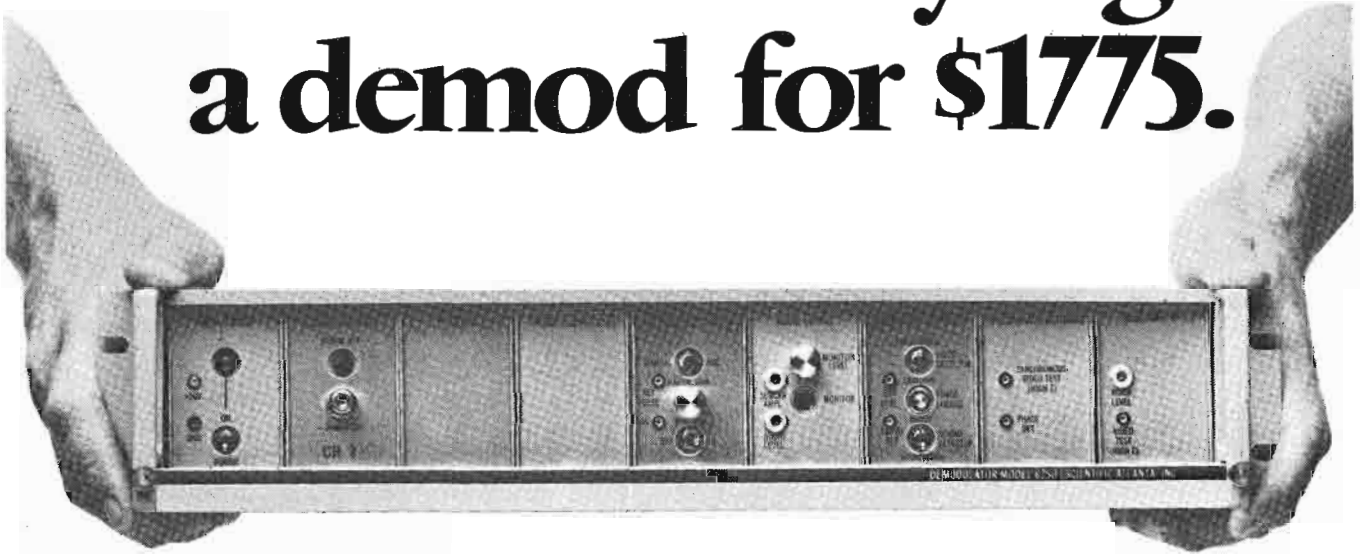
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Program Briefs

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Simpson already is committed to. In April 1977, former football running back signed up with NBC for TV movies, variety show appearances and sports commentary.

Where's the popcorn? *Then and Now, Filmmakers Salute Oscar* is being distributed for cash by Metromedia Producers Corp. Ninety-minute special with Jimmy Stewart as host has clips from movie classics and celebrity interviews by AP Correspondent Bob Thomas as part of tribute to past Academy Award winners and 1979 nominees. Program is by Robert Wold Co. in association with NYT (*New York Times*) Productions.

Fifties live on. *Sha Na Na* musical comedy show has been renewed by NBC owned-and-operated TV stations for 1979-80 season. Half-hour syndicated property airs in 140 markets, in prime-time access in 34 of top-50 markets.

A series by any other name ... CBS-TV announced that its new Sunday series, *Onward and Upward*, would be retitled *Mr. Dooley*. There were indications last week that title, too, might be changed due to copyright problems. T.A.T. Communications is still looking for replacement for John Amos in leading role.

Signed up. EPI, subsidiary of Eddie Elias Enterprises, has entered into development deal with ABC Entertainment. First project for ABC is half-hour situation comedy pilot. EPI on another front is readying half-hour mystery drama for Multimedia Productions, geared toward prime access.

Broadcast Journalism®

Getting together to cover Teng

China's vice premier is subject of half-hour group interview with Cronkite, Brinkley, Reynolds and Lehrer in Washington

The three commercial networks and the Public Broadcasting Service brought out their big guns last week for the Chinese vice premier's visit to Washington. Teng Hsiao-ping held a 30-minute interview with Walter Cronkite of CBS News, David Brinkley of NBC News, Frank Reynolds of ABC News and Jim Lehrer of PBS's *MacNeil/Lehrer Report*.

After lengthy negotiations with the three major networks, which declined to broadcast the Wednesday (Jan. 31) interview in its entirety, as the Chinese wished, PBS agreed to the conditions set by the vice premier and broadcast the meeting at 3:30 NYT that afternoon. The network pool was the responsibility of CBS, however.

The major networks used portions of the interview on their evening news programs.

Prior to the broadcast, a snag developed over the Chinese's insistence that the interview be broadcast without editing. The vice premier demanded sequential instead of simultaneous translation of his remarks. He also specified that the network anchors conduct the interview.

(One public broadcasting official said last week that when the major networks balked at the idea of a full broadcast, it was the Chinese who pointed out that PBS could handle the request. According to the

official, the Chinese demanded that at least one of the networks show the interview in full.)

The vice premier's week-long visit was also covered extensively by Chinese television. NBC took responsibility for originating the feeds to China during Mr. Teng's stay in Washington. CBS was to handle the Atlanta and Houston legs of the trip, and ABC the Los Angeles and Seattle stays. In the last city, KOMO-TV's facilities were to be used.

Utah cops, disguised as mild-mannered reporters

For the second time in three months, a Utah police employe has been caught posing as a newsman and in the process caught the attention of and brought on criticism by the Radio Television News Directors Association.

A Salt Lake City Police Department employe was asked to leave a Jan. 16 news conference called by Iranian students at the University of Utah when his identity was discovered. The man gained entrance to the press conference by posing as a staffer of "Channel 6"—a nonexistent news organization in Utah.

Last fall, three Utah policemen, posing as reporters from the *Los Angeles Times*, attempted to arrest a man who had refused to send his children to public school.

RTNDA urged the Salt Lake City Police Department and the Utah Department of Public Safety "to take immediate steps to prevent such inappropriate action from happening again.

"We believe such actions seriously damage the credibility and independence of the news media, and seriously hamper the free flow of information," RTNDA said.

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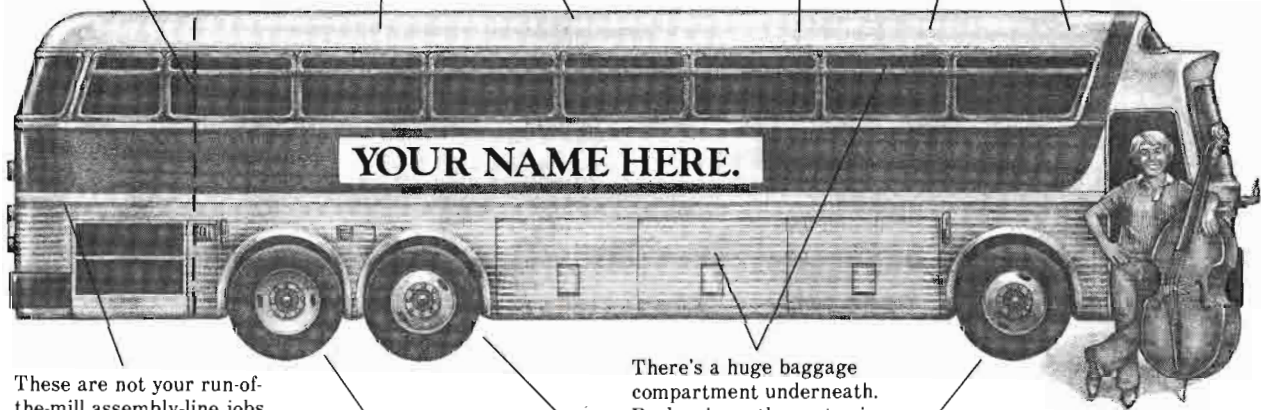
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In Sync

Up and coming in broadcast technology

NRBA on the fence. The National Radio Broadcasters Association is not opposed to 9 khz spacing on the AM band; in fact, it feels it doesn't know enough about the issue to take any position for now. The group's board, meeting Jan. 26 at La Costa, a resort outside San Diego, decided to set up a committee to study the technical after-effects that might occur from shrinking the spacing. □ □ □

From both sides now. The National Association of Broadcasters top staff engineer says those effects could be: an increase in adjacent channel interference, a reduction in coverage areas, a disruption of directional antenna patterns and an adverse impact on AM receivers using frequency synthesis tuning. Nevertheless, the NAB board has ordered a further study of its on-the-record position opposing the idea (BROADCASTING, Jan. 22). □ □ □ **Gearing up.** NRBA will hire at least one engineer to assist its committee, the members of which haven't been picked yet. Executive Vice President Abe Voron says the NRBA board members aren't afraid of more competition if the evidence turns up in favor of 9 khz. The board agreed that if there are to be more stations, the FCC should allocate as many as possible to minorities and broadcasters who currently operate only in the daytime—a point raised by the Daytime Broadcasters Association. The NRBA board members also agreed they are "ardently opposed" to reducing spacing in the FM band, however. In one final action, they voted to support increasing night-time service for all Class IV AM's to 1,000 watts. □ □ □ **Oak goes west.** Oak Industries is moving to San Diego, forsaking the Chicago area where it has been based for its entire 46 years of operation. The company broke ground for a new \$4.5-million corporate headquarters in San Diego's Rancho Bernardo industrial park. Completion of the 70,000-square-foot facility is set for the end of the year. □ □ □ **Disk development.** Magnavox has announced that Seattle-Tacoma will become its second test market for its video disk system. The units are to go on sale there in several department stores in 60 to 90 days. The company has also added six more retail outlets in Atlanta, the first test market. □ □ □ **Down-to-earth digital.** Micro Consultants is offering a new digital synchronizer-time base corrector for \$15,750. The DFS-1550, manufactured by Quantel Inc. of Great Britain, represents a commitment by Micro to "bring the digital synchronizer within the reach of every broadcast station in the U.S." □ □ □

Add-on from ADDA. A new low-cost digital still frame storage and retrieval system designed primarily for use in small-to-medium-sized broadcast markets has been put on sale by ADDA Corp., Campbell, Calif. The new ESP-100B (electronic still processor) will sell for \$42,000—about half the cost of larger systems, according to Jesse Blount, vice president-marketing. The microprocessor-based system stores up to 200 digital stills on-line on a fixed disk. That feature should allow the ESP-100B to replace mechanical slide chains used for graphics in television news shows. □ □ □ **Italian power.** Ampex and RCA have struck separate deals with Radiotelevisione Italiana (RAI) for equipment worth in the neighborhood of \$8.5 million. Ampex has sold almost \$6-million worth of VPR-2 helical scan video recorders and accessory equipment. The 77 recorders, TBC-2 digital time base correctors and HPE-1 editing systems will be used in RAI's new channel 3 broadcast service. RCA has sold 36 TK-76 portable color cameras, valued at more than \$2.5 million, primarily for use in RAI's first two networks. RAI already owned 50 of the cameras. □ □ □ **Down under.** Consolidated Video Systems, Sunnyvale, Calif., has opened a new sales and service office in Crows Nest, New South Wales, Australia. The office will handle time base correctors, video signal processing equipment and company's EPIC computer-aided editing system in Australia, Asia and the Far East. CVS also announced the expansion of its London office, which serves Europe, Africa and the Middle East. □ □ □ **Countdown.** The National Association of Broadcasters reports that it has already booked 310 exhibitors to occupy more than 140,000 square feet of floor space at its upcoming convention in Dallas March 25-28. That's already a record for the show. Last year's meeting in Las Vegas had 122,445 square feet of floor exhibits. □ □ □ **Making ready for Moscow.** Ampex Corp. Redwood City, Calif., has contracted to supply NBC-TV with \$4 million worth of equipment to be used in the coverage of the 1980 Olympics in Moscow. The equipment, which includes one-inch video recorders, helical editing systems and digital time base correctors, will be leased to NBC. The network will also have an option to buy. The NBC order includes: 41 VPR-2's, one-inch recorders; 41 TBC-2's, digital time base correctors; nine SMC-60's, slow motion controllers, six VPR-20's, portable video recorders, and 17 HPE-1's, helical editing systems.

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The Broadcasting Playlist Feb 5

Contemporary

<u>Last week</u>	<u>This week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
5	1	<i>Do You Think I'm Sexy</i> □ Rod Stewart	Warner Bros.
1	2	<i>Le Freak</i> □ Chic	Atlantic
2	3	<i>Too Much Heaven</i> □ Bee Gees	RSO
8	4	<i>I Will Survive</i> □ Gloria Gaynor	Polydor
4	5	<i>September</i> □ Earth, Wind & Fire	Columbia
3	6	<i>My Life</i> □ Billy Joel	Columbia
9	7	<i>A Little More Love</i> □ Olivia Newton-John	MCA
6	8	<i>YMCA</i> □ Village People	Casablanca
10	9	<i>Got To Be Real</i> □ Cheryl Lynn	Columbia
7	10	<i>Hold the Line</i> □ Toto	Columbia
13	11	<i>Lotta Love</i> □ Nicolette Larson	Warner Bros.
14	12	<i>Fire</i> □ Pointer Sisters	Planet
16	13	<i>Every 1's a Winner</i> □ Hot Chocolate	Infinity
11	14	<i>We've Got Tonight</i> □ Bob Seger	Capitol
20	15	<i>Heaven Knows</i> □ Donna Summer	Casablanca
18	16	<i>Soul Man</i> □ Blues Bros.	Atlantic
19	17	<i>Shake Your Groove Thing</i> □ Peaches & Herb	Polydor
23	18	<i>Shake It</i> □ Ian Matthews	Mushroom
22	19	<i>Livin' It Up (Friday Night)</i> □ Bell and James	A&M
25	20	<i>Somewhere in the Night</i> □ Barry Manilow	Arista
21	21	<i>I Don't Know If It's Right</i> □ Evelyn King	RCA
—	22	<i>Tragedy</i> □ Bee Gees	RSO
12	23	<i>Ooh Baby, Baby</i> □ Linda Ronstadt	Asylum
42	24	<i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
15	25	<i>Don't Bring Me Flowers</i> □ Streisand/Diamond	Columbia
35	26	<i>Blue Morning, Blue Day</i> □ Foreigner	Atlantic
—	27	<i>Haven't Stopped Dancin' Yet</i> □ Gonzalez	Capitol
34	28	<i>I Was Made For Dancin'</i> □ Leif Garrett	Scotti Bros.
27	29	<i>I Love the Night Life</i> □ Alicia Bridges	Polydor
31	30	<i>What You Won't Do For Love</i> □ Bobby Caldwell	Cloud
32	31	<i>Don't Cry Out Loud</i> □ Melissa Manchester	Arista
43	32	<i>Every Time I Think of You</i> □ Babys	Chrysalis
26	33	<i>No Tell Lover</i> □ Chicago	Columbia
24	34	<i>Promises</i> □ Eric Clapton	RSO
37	35	<i>Home and Dry</i> □ Gerry Rafferty	United Artists
40	36	<i>Dancin' Shoes</i> □ Nigel Olsson	Bang
41	37	<i>Sultans of Swing</i> □ Dire Straits	Warner Bros.
17	38	<i>Sharing the Night Together</i> □ Dr. Hook	Capitol
29	39	<i>Take Me to the River</i> □ Talking Heads	Sire
44	40	<i>I Just Fall in Love Again</i> □ Anne Murray	Capitol
49	41	<i>Big Shot</i> □ Billy Joel	Columbia
46	42	<i>The Gambler</i> □ Kenny Rogers	United Artists
28	43	<i>Shattered</i> □ Rolling Stones	Rolling Stones
45	44	<i>Lady</i> □ Little River Band	Harvest
—	45	<i>Crazy Love</i> □ Poco	ABC
38	46	<i>New York Groove</i> □ Ace Frehley	Casablanca
48	47	<i>Song on the Radio</i> □ Al Stewart	Arista
—	48	<i>Forever in Blue Jeans</i> □ Neil Diamond	Columbia
36	49	<i>Don't Hold Back</i> □ Chanson	Ariola
50	50	<i>Stumblin' In</i> □ Suzu Quatro & Chris Norman	RSO

Playback

Bee Gees business. The Bee Gees latest album, *Spirits Having Flown* (RSO), has been out two weeks and programmers just can't play enough cuts from it: Seven of the 10 tracks are getting airplay. Topping the adds is *Tragedy*, also released as a single, which enters "Playlist" at 22 this week. Barney Love of WJET(AM) Erie, Pa., says it's "the best the Bee Gees have done in a long time—the best thing since before *Saturday Night Fever*. It's a lot different—the arrangement is different, there's more orchestration. . . . It sounds like they spent more time in production." In Cincinnati, Mark Elliot of WKRC(FM) is playing *Love You Inside Out* and *Search, Find*, which he calls "the most danceable, and pretty representative of the album." At WRIE(AM) in Erie, Pa., David Langford is playing the title cut which he says is compatible with his adult contemporary format. "It's a little more down-tempo—more acoustic." Don Selasco of KROY(AM) Sacramento, Calif., has added still another cut, *I'm Satisfied*. "It has a good, strong beat," he says. It's not disco—it's a slower beat—real smooth, and good harmonies." But that's not all. *Reach Out* is on at WRKO(AM) Boston and *Stop, Think Again* is being played at KFRC(AM) San Francisco. And *Too Much Heaven*, the first single released, is high on the chart at number three. **Chart breakers.** *Haven't Stopped Dancin' Yet* (Capitol) by Gonzalez enters "Playlist" at 27. As the title suggests, it's a disco single and it's on at WABC(AM) and WXLO(FM), both New York. *Crazy Love* (ABC) by Poco comes on at 45 and Harry Nelson of KLIF(AM) Dallas calls it "a great record. It's a mellow sound and very easy to listen to. It doesn't have a huge hook or great lyrics, but it's a nice light sound and it's well produced."

Country

<u>Last week</u>	<u>This week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
5	1	<i>Every Which Way But Loose</i> □ Eddie Rabbitt	Elektra
4	2	<i>Back On My Mind</i> □ Ronnie Milsap	RCA
3	3	<i>Why Have You Left . . .</i> □ Crystal Gayle	United Artists
2	4	<i>Come On In</i> □ Oak Ridge Boys	ABC
25	5	<i>The Official Historian . . .</i> □ Statler Bros.	Mercury
—	6	<i>Happy Together</i> □ T. G. Sheppard	Warner/Curb
8	7	<i>Lady Lay Down</i> □ John Conlee	ABC
16	8	<i>Do You Ever Fool Around</i> □ Joe Stampley	Epic
12	9	<i>Your Love Had Taken Me That High</i> □ C. Twitty	MCA
10	10	<i>Tulsa Time</i> □ Don Williams	ABC
18	11	<i>I've Done Enough Dying Today</i> □ Larry Gatlin	Monument
13	12	<i>You Don't Bring Me Flowers</i> □ Brown & Cornelius	RCA
17	13	<i>The Gambler</i> □ Kenny Rogers	United Artists
—	14	<i>Mabellene</i> □ George Jones & Johnny Paycheck	Epic
—	15	<i>I Really Got the Feeling</i> □ Dolly Parton	RCA
—	16	<i>The Song We Made Love To</i> □ Mickey Gilley	Epic
6	17	<i>It's Time We Talk Things Over</i> □ Rex Allen Jr.	Warner Bros.
1	18	<i>Baby I'm Burning</i> □ Dolly Parton	RCA
7	19	<i>Texas (When I Die)</i> □ Tanya Tucker	MCA
11	20	<i>Whiskey River</i> □ Willie Nelson	Columbia
—	21	<i>Tonight She's Gonna Love Me</i> □ Razzy Bailey	RCA
—	22	<i>Lovin' On</i> □ Bellamy Bros.	Warner Bros.
—	23	<i>Golden Tears</i> □ Dave and Sugar	RCA
9	24	<i>Mr. Jones</i> □ Big Al Downing	Warner Bros.
—	25	<i>I Just Can't Stay Married to You</i> □ Cristy Lane	LS

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

Fates & Fortunes

Media

Wayne Kearl, television group president and chief operating officer, Harte-Hanks Communications, San Antonio, Tex., named chairman and chief executive officer of group. **William G. Moll**, president and general manager of company's KENS-TV San Antonio, suc-



Kearl



Moll



Johnson



Jones

ceeds Mr. Kearl but will continue duties at KENS-TV. **John G. Johnson**, president and chief executive officer, Southern Broadcasting Co., Harte-Hanks radio group headquartered in Winston-Salem, N.C., appointed chairman of Southern. **L.G. Bob Jones**, executive VP and chief operating officer of Southern, succeeds Mr. Johnson. Harte-Hanks owns and operates four TV, five AM and five FM stations.



McCroba

Walter H. McCroba, general manager, WYEA-TV Columbus, Ga., named managing director, broadcast, American Family Communications Group, licensee of station. He will have operational responsibility for WYEA-TV and American Family's WAFF(TV) Huntsville, Ala., and also KFVS-TV Cape

Girardeau, Mo., and WTOG-TV Savannah, Ga., which have been purchased by American Family, subject to FCC approval. **Robert G. Lee**, VP-sales, WTVM(TV) Columbus, Ga., succeeds Mr. McCroba at WYEA-TV.

Stephen D. Seymour, VP-television sales, Westinghouse Broadcasting Co., New York, named VP-acting general manager of company's WJZ-TV Baltimore, succeeding William F. Baker (see page 83).

Frank N. Moore, senior VP-general manager of Insilco Broadcast Group's WELI(AM) New

Haven, Conn., named senior VP-general manager of co-owned WVCG(AM)-WYOR(FM) Coral Gables, Fla. **Larry Getz**, VP-general manager of Insilco's WQUE(FM) New Orleans, moves to WELI in same capacity. **David R. Donovan**, general manager of WBIR-AM-FM Knoxville, Tenn., joins Insilco as general manager of WQUE. Insilco is subsidiary of Broad Street Communications Corp., New Haven.

Sam Horel, general sales manager, KMPH(TV) Tulare, Calif., appointed general manager.

Michael E. Rosen, general sales manager, KNUS(FM) Dallas, named acting general manager.

John Carl Morgan, general manager, WFVA-AM-FM Fredericksburg, Va., retires after 24 years in that position. **Vince Genson**, former general manager, WMAL-FM Washington [now WRQX(FM)], succeeds Mr. Morgan.

Allan M. Miller, former public relations director of Darlington, S.C., International Raceway, joins WRHI(AM) Rock Hill, S.C., as general manager.

David R. DeArmond, VP-sales, WLOS-TV Asheville, N.C., appointed VP-station manager.

Jack L. Rea, from KXON-TV Mitchell, S.D., named VP-operations manager of co-owned WSEE(TV) Erie, Pa. **Darald McElroy**, program director, KXON-TV, named operations manager.

Arnold Messer, West Coast senior studio counsel for Columbia Pictures Television, Los Angeles, joins Viacom International there as director of business affairs, West Coast. **Stephen D. Hofflich**, president of his own data processing consulting firm, New York, joins Viacom there as director of management information systems, East Coast.

Barbara Chandler, manager of New York office of Price Waterhouse & Co., joins NBC there as director of financial practices and procedures.

Thomas W. Westrate, director of human resources development, ABC, New York, named director of human resources planning and development. **Robin I. Forst**, compensation specialist in corporate personnel department, named manager of personnel, ABC, Hackensack, N.J., where company's management information systems department is based.

Hugh Hyman, former executive assistant to mayor of Monroe, La., named executive director of Louisiana Association of Broadcasters. He will maintain full-time office in Baton Rouge.

Broadcast Advertising

Jack Kopp, chief executive officer and chairman of board of Leo Burnett Co., Chicago, assumes additional responsibility for company's U.S. business. **Howard Shank**, president of Leo Burnett, will act as chief creative officer, concentrating on U.S. work, with U.S. creative division reporting to him. **Phil Schaff**, chairman of executive committee, who is preparing for upcoming retirement, becomes chairman emeritus and special adviser to Mr. Kopp and others. **Marty Snitzer**, president, Leo Burnett U.S.A., succeeds Mr. Schaff as chairman of ex-

ecutive committee with variety of additional duties. **Bob Noel**, who retires at end of 1979, will work with Mr. Shank in U.S. and international, but will concentrate increasing percentage of time to latter.

Elected VP's, Ogilvy & Mather, New York: **Philippe Defechereux**, **Bruce Johnson**, **Paul Kurnit** and **George Wilson**, account supervisors; **Florence Friedman**, associate research director; **Spencer Hapienu** and **Joel Schatzberg**, assistant media directors, and **Mark Shap**, art group head.

Elected senior VP's at Compton Advertising, New York: **Dolores Gould**, management and account supervisor. **Gene Bartley** and **Dennis F. Visich**, management supervisors, and **Dawn Sibley**, director of media planning and operations. Elected VP's at Compton: **Julian Y. Bernstein**, **Robert L. Hurley**, **Stuart J. Sharpe** and **David J. Warden**, account supervisors. **Nancy Fastenberg** and **Carol Karasick**, media managers, **Risa Leitman** and **John S. Ryan**, associate media directors, and **Richard Earle**, associate creative director.

John Coulter, manager of sales proposals, central division, ABC-TV, New York, named director of sales proposals and development, central division. He succeeds **Chris Cross** who was named account executive, ABC-TV, central division. **Melinda Fishman**, account executive, Venet Advertising, New York, named to new post of manager of advertising, ABC



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*The Wall Street Journal, 1977

Television Network, New York. **John A. Reilly**, account executive for ABC Television Network Sales in Chicago since 1951, retires.

Harold Alterman, manager of television marketing projects, NBC-TV, New York, named director of marketing projects.

Phillip J. Guglielmetti, advertising programs manager, office products division, IBM, New York, joins Needham, Harper & Steers there as account supervisor.

John Adams, media planner, Grey Advertising, New York, joins Cunningham & Walsh, San Francisco, as senior media planner. **Tom Ballantyne**, from Botsford Ketchum, San Francisco, joins C&W there as account executive in public relations department. **Tom Joyce**, graphic designer for Stone Marraccini & Patterson Architects and Planners, San Francisco, joins C&W as art director.

Judith W. Hofscher, broadcast manager, Ketchum, MacLeod & Grove, Pittsburgh, named VP.

Michael R. Lange, producer at Cunningham & Walsh, New York, named manager of TV/radio production department at Creamer Inc., New York.

Jean Custer, assistant account executive, Leo Burnett Advertising, Chicago, joins Kelly, Scott & Madison there as buyer-planner.

Bruce E. Reid, associate director of radio and television production, Byer & Bowman, Columbus, Ohio, named director of broadcast production.

Paul Synor, in advertising, Holiday Inns Inc., Memphis, joins Ward Archer & Associates there as creative director.

James R. Bradley, executive producer, WLCY-TV Largo, Fla. (St. Petersburg), joins OmniMedia Productions, Tampa, Fla., as creative services director.

Terry Burris, assistant director of communications for the public library of Columbus and Franklin county, Ohio, joins Lord, Sullivan & Yoder Advertising Inc., Marion, Ohio, as creative copywriter.

C. Carroll Larkin, VP-Eastern sales manager, H-R/Stone, New York, appointed executive VP.

Mary Ann Carnevale, bookkeeper, named treasurer. **W. B. Taylor Eldon**, VP-national sales manager, Television One Sales, H-R Television, New York, named to new post of VP-national sales manager of Television Two, blue division. **Gordon French**, VP-research and marketing, succeeds Mr. Eldon. **Donald Caparis**, sales manager, H-R Television, Los Angeles, named to new post of VP-national sales manager, Television Two, white division, New York. **Robert Spielmann**, VP-national sales manager, Television Two, New York, named VP-national sales manager of Television Two, red division. As result of changes, Television Two has been split into three units. **Jack Dempsey**, regional sales manager, WOWK-TV Huntington, W. Va., joins H-R Television's Atlanta sales team.

Roland Eckstein, marketing director, Television Marketing Associates, retail marketing division of TeleRep, New York, appointed VP-general manager.

Neil Wein, manager of Los Angeles office of Adam Young Inc., named West Coast VP. **Joan Barron**, salesperson in New York office, ap-

pointed manager of company's Chicago office. **John F. Brennan**, in programing research department of NBC-TV, New York, joins Adam Young there as research director.

Appointments, Katz Agency: **Bonnie Manders**, account executive, WXIA-TV Atlanta, joins Katz American Television's Chicago sales staff, red team. **Natali Johannsen**, sales assistant, Katz Television, Minneapolis, named salesperson. **Dick Williams**, director of special projects, Katz Marketing division, named director of market development-East, based in New York. **JoAnne Adams**, VP-Western region station manager, Katz Radio, Los Angeles, named VP-director of market development-West. **Gerard C. Cregan**, New York sales manager of Katz Radio, named VP.

Carole Barry, office manager, Bernard Howard & Co., New York, appointed operations manager.

Mike Dunlop, account executive, Field Spot Sales, Chicago, joins co-owned WFID-TV there as sales manager.

Frank Montesano, account executive, WIP(AM) Philadelphia, named general sales manager for co-owned WMMR(FM) there.

Gary Waller, local sales manager, KPMT(TV) Tulare, Calif., named general sales manager.

Frank Savage, regional sales manager, named national sales manager.

Bob Roberts, sales manager, WIIW(AM)-WPST(FM) Trenton, N.J., appointed general sales manager. **Jack Shuster**, in advertising department, named creative director. **Chris Goins**, executive director of American Cancer Society

in Somerset and Mercer counties, N.J., joins sales staff of WHWH-WPST.

Joan E. Gerberding, sales manager, WCOD-FM Hyannis, Mass., appointed VP-director of sales.

Ed Ward, account executive, WRAL(FM) Raleigh, N.C., joins WDNC(AM) Durham, N.C., as general sales manager.

Robert F. Kaplan, account executive, WRQC-TV Rochester, N.Y., joins WJZ-TV Baltimore in same capacity.

Jere Patterson, senior account executive, KNAC(FM) Long Beach, Calif., joins KHJ(AM) Los Angeles as account executive.

Joe Connor, in sales department of WTIC-AM-FM Hartford, Conn. joins WFSB-TV there as account executive.

Greg Palmer, local account representative, KWVL-TV Waterloo, Iowa, joins KTSB-TV Topeka, Kan., as account executive.

Judy Browning, retail sales representative, Athens Newspapers Inc., Athens, Ga., joins WSB-AM-FM Atlanta as account executive.

Alfred T. Bova, advertising and marketing manager, WEBB-CO Enterprises, East Hartford, Conn., joins WYIT(TV) New Britain, Conn., as account executive.

Tom McCollum, from KV(AM) Seattle, joins sales staff of KIXI-AM-FM there.

Timothy McNamara, regional sales manager for Portland, Ore., community newspaper, joins KQFM(FM) Portland, as account executive.

Mary R. Parks, air personality, KRNA(FM) Iowa



Mr. Brown in 1927 with a television receiver of his own design and construction.

Gordon P. Brown, 74, pioneer radio broadcaster and constant crusader for regulatory reforms in broadcasting, died Jan. 29 in Rochester, N.Y. He had been ill for the past year with ailments of the heart and lungs. A native of Rochester, Mr. Brown built his first radio set in 1914 and received his first broadcast station license from the Department of Commerce in 1927. He had been licensee of WSAJ(AM) Rochester since 1936 and of WNIA(AM) Cheektowaga, N.Y., since 1956. His attempts to sell those stations have been stalled in the FCC by an appeal against the transfer decision.

Mr. Brown applied unsuccessfully for three television licenses, most recently losing in a comparative hearing for channel 13 in Rochester in the 1960's.

In the post-World War II era, he became a frequent and outspoken figure in Washington circles. In the early 1950's, he was a legislative adviser to Representative Harry Shepherd (D-Calif.). He testified regularly before Congress and the FCC on such issues as multiple ownership, licensing of networks, rebroadcasting rights—offering the perspective of the small-station owner in competition with larger operators. As recently as last December, Mr. Brown filed comments in an FCC inquiry, recommending direct satellite-to-home television broadcasting ("In Sync," Dec. 18).

Mr. Brown is survived by a sister, Elizabeth Palmer, a nephew and a niece.



Papal honors. Pope John Paul II accepts a boxed set of video cassettes of the ITC film, "Moses," from Lew Grade, chairman of ITC Entertainment, after ceremonies at which the Pope conferred on Sir Lew the title of Commander of the Order of St. Sylvester. The production company chief, accompanied by his wife (in foreground), was honored for his "extraordinary contributions to communications and the arts" and cited particularly the film, "Jesus of Nazareth." The ceremony took place at the Vatican.

City, and **David M. Kelch**, from KCUJ(AM) there, named account executives for KRNA. **Theresa E. Wurth**, graduate, University of Iowa, Iowa City, joins KRNA as coordinator of special events.

Jan Barton, account executive, WRFD(AM) Columbus, Ohio, and **Tom Hunt**, in marketing department of University of Dayton, join WHIO-AM-FM Dayton, Ohio, as account executives.

Jon Gary Taylor, account executive, WRCN-FM Riverhead, N.Y., and **Cathie S. Blatte**, radio advertising manager, Abraham & Straus retail stores, New York, join WLIR(FM) Garden City, N.Y., as account executives.

Louise Peters, from KWOD(FM) Sacramento, Calif., and **Tom Reardon**, former field coordinator for candidate in November elections in Fresno, Calif., join KFIA(AM) Carmichael, Calif., as account executives.

Jane Smerglia, associate marketing director, ABC-TV Spot Sales, New York, named assistant research director of co-owned WABC-TV New York.

Programing



Baker

William F. Baker, VP-general manager, WJZ-TV Baltimore, appointed president and chief executive officer of co-owned Group W Productions Inc., New York. He succeeds **David E. Salzman** as chief executive officer while Mr. Salzman continues as chairman of board.

Martin D. Payson, VP-general counsel, Warner Communications Inc., New York, elected senior VP. **Rafael De La**

Sierra, responsible for planning and construction of new facilities for company, and for direction of communications and security departments, elected VP.

Jane DiFusco, supervisor, program information, ABC Entertainment, New York, appointed manager, program planning, for unit.

Stephen L. Elsky, national sales coordinator, United Artists Television, New York, appointed general manager-operations. **Sidney Landau**, VP-treasurer, United Artists Corp., New York, named VP-corporate development. **Dan Tierno**, contract analyst there, named branch operations manager.

Dan Rosenthal, director of business affairs.

Hanna-Barbera Productions, Hollywood, named VP.

Henry H. Osborne, assistant to president, WRAU-TV Peoria, Ill., joins WRC-TV Washington as manager of broadcast standards and program analysis.

Hernan Quezada Escandon, air personality, KWKW(AM) Los Angeles, named program director.

Gary W. Johnson, production manager and assistant to program manager, KXTV(TV) Sacramento, Calif., joins WKBD-TV Detroit as production manager.

Benny Dominguez, on production staff of

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KHOU-TV Houston, named producer.



Lieberfarb

Warren Lieberfarb, VP, international advertising-publicity, Warner Bros., New York, joins Lorimar Productions as VP, New York.

Gareth Hughes, director of industrial relations of MCA Inc., Universal City, Calif., named VP.

Maria Rodriguez, program associate, non-commercial KLRN(TV) San Antonio, Tex., named program manager.

Susan Goldwater, host of *Columbus Alive*, Warner Cable's Qube system, Columbus, Ohio, joins WBYM-TV Washington as co-host of *PM Magazine*.

Liz Ayers, reporter, KWTU(TV) Oklahoma City, named host of *Midday* news and feature program. **Charles Hoff**, senior news producer, named executive producer of *Midday*.

Bob Kaiser, program manager of Connecticut Public Television Network, named producer of history of black music series in production at noncommercial WETA-TV Washington and funded by Office of Education of HEW.

Appointments, KSXX(AM) Salt Lake City: **Jim Dabakis**, producer of news-talk, named executive producer; **Hugh Butler**, graduate, University of Utah, Salt Lake City, succeeds Mr. Dabakis; **Drake Evans**, graduate, University of Utah, named production manager, and **Stanley Christensen**, graduate, Brigham Young University, Provo, Utah, named producer. **Rodney Buckle**, former air personality, Armed Forces Radio-Television Service, Bonn,

Germany, joins KSXX as associate producer.

Byron Johnson, general manager and air personality, KTRX(FM) Tarkio, Mo., joins KHMO(AM) Hannibal, Mo., as program director and air personality.

John Anastasio, creative director, WHWH(AM)-WPST(FM) Trenton, N.J., named operations director for WHWH responsible for programming and production. **Jay Sorensen**, staff announcer, WPST, assumes additional duties as production director.

Rosemary Jacobson, producer-director, University of Wisconsin-Stout Teleproduction Center (noncommercial WHWC-TV Menomonie), named production manager.

News and Public Affairs

Jerry Smith, producer of auto racing programming, AP Radio, New York, named director of affiliate relations, based in Washington.

Roger Brown, assignment editor, WOTV(TV) Grand Rapids, Mich., named assistant news director. **Larry Robison**, news editor, named chief editor.

Michael Macklin, anchor and news director for noncommercial WENH-TV Durham, N.H., joins WNAC-TV Boston as State House reporter.

Chuck Faber, anchor, WIFR-TV Freeport, Ill., joins WBBH-TV Fort Myers, Fla., in same capacity.

Phil Painter, assistant news director, WHWH(AM)-WPST(FM) Trenton, N.J., named corporate news director.

Steve Glasser, news and public affairs director, WDOL(AM) Athens, Ga., joins WTGR(AM) Myrtle Beach, S.C., in same capacity.

Tom Tradup, news director, noncommercial WRVO(FM) Oswego, N.Y., joins KTGR(AM)-KCMQ(FM) Columbia, Mo., in same capacity.

John Joyce, news director, Naples Cable TV, Naples, Fla., joins WECA-TV Tallahassee, Fla., as assignment editor and co-anchor. **Mary Ann Loughlin**, staff announcer, named co-anchor. **Dan Hogan**, weatherman and announcer, WTOG-TV Savannah, Ga., joins WECA-TV in same capacity.

Rebecca Wilson, producer, KMOX-TV St. Louis, joins KSD-TV there as assistant director of public affairs.

Andy Rippy, news photographer, WBAK-TV Terre Haute, Ind., joins WTHR(TV) Indianapolis in same capacity.

Cable

John Selenko, director of technical operations, Warner Cable Corp., New York, named VP of technical operations. **Terry Davis**, general manager for Warner Cable in Fort Walton Beach, Fla., named VP-regional manager of New England region, based in Boston.

Stuart B. Rekant, from New York entertainment law firm, joins Home Box Office there as director of business affairs for film programming.

John Raines, executive VP, Jackson Communications Corp., Clayton, Ohio, joins Leo Hoarty as partner in Cable Communications Consultants, Toledo, Ohio.

Broadcast Technology

Joseph V. Charyk, president and director of Communications Satellite Corp., Washington, elected president and chief executive officer.

John D. Harper, director of Comsat and retired chairman of Aluminum Company of America, elected vice chairman of Comsat. **Joseph H. McConnell**, board chairman, will continue in that capacity until May when he plans to retire.

Fred Nakamura, executive VP and chief executive officer, Fuji Photo Film U.S.A., New York, elected to board of directors of parent company, Fuji Photo Film Co. Ltd., Tokyo. **John Dale**, general manager of magnetic tape division of Fuji Photo Film U.S.A., named VP.

Ronald H. Fried, president of International Video Corp., Sunnyvale, Calif., named VP-general manager of Toshiba International Corp.'s new broadcast electronic systems division, Sunnyvale.

Oscar E. Kraut, independent sales representative, joins Ikegami, Maywood, N.J., as sales manager of black-and-white closed-circuit products.

Paul F. Amedick, administrator of news and information, RCA, Camden, N.J., named man-



Gathering for Gould. Program director Bob Gould, KXAS-TV Fort Worth, retired last week after 30 years with the station. Mr. Gould, 62, will become a consultant to Broadcast Communications Inc. in Fort Worth. He is shown here with an original watercolor, "The Law of the Winchester" by his favorite artist, Joe Grandee—a gift from 15 program company representatives who gathered in Dallas for a farewell dinner. They were: Layton Bailey, MCA-TV; Jim Delaney, Tri-Centennial; Jack Ellison, Columbia; Dennis Emerson, National Telefilm Associates; Richard Golden, Viacom; Buzz Hassett, Jack Rhodes Productions; Andy Lee, MCA-TV; Tom Maples, 20th Century-Fox; Jim McCormick, Viacom; Carl Miller, ITC Entertainment; Bill Seiler, Warner Brothers; Bill Seymour, Four Star; Al Shore, American International Television; Jack Swindell, Group W, and Fred Watkins, United Artists. Succeeding Mr. Gould as program director is Charlie Rose, host of *AM Chicago* on WLS-TV there.

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Revolving. Two attorneys have left the FCC's hearing division, and two more are slated to go. Lunelle Anderson has joined the Justice Department and W. Kennedy Kane has moved to McKenna, Wilkinson & Kittner, Washington. Jerald Fritz will leave next week for Pierson, Ball & Dowd, Washington, and Robert Ware, next month, for Freedman, DeRosa & Rondeau, North Adams, Mass. Two recent members of the Common Carrier Bureau's international and satellite branch, James Blaszak and Kent Nakamura, have also joined McKenna, Wilkinson & Kittner. Rejoining the commission after a tour with Kirkland, Ellis is Willard (Randy) Nichols, who is special assistant to Common Carrier Bureau Chief Lawrence Darby.

ager of broadcast systems news services for RCA broadcast systems.

Dick Bock, Southwest regional sales manager for Philips Broadcast Equipment headquartered in Mahwah, N.J., joins Martin Zienkosky Browne & Associates in Dallas and Houston in broadcast sales.

Rod Robinson, on engineering staff of KHOU-TV Houston, named chief engineer.

Allied Fields

Robert R. Hartman, general sales manager, WUAB-TV Lorain, Ohio (Cleveland), appointed chairman of the Association of Independent Televisions Stations' advisory committee.

New officers, Sigma Delta Chi: **Phil Dessauer**, Tulsa (Okla.) *World*, president and chairman of board; **Jean Otto**, *Milwaukee Journal*, president-elect; **Bert Bostrom**, associate professor, Northern Arizona University, Flagstaff, VP-campus chapter affairs; **Howard Graves**, Associated Press, Portland, Ore., secretary, and **Charles R. Novitz**, ABC News, New York, treasurer.

Robert B. Beusse, secretary of communications, U.S. Catholic Conference since 1970 and earlier, director of public affairs for RKO General, New York, has resigned, effective this spring, but will remain in media field.

Deaths

Ted Cassidy, 46, TV actor who appeared in various series, died in Los Angeles Jan. 16 of complications following open-heart surgery for non-malignant tumor. Mr. Cassidy played Lurch on *Addams Family* from 1964 to 1966; Bigfoot on *Six Million Dollar Man*, and was voice of *The Incredible Hulk*. He also appeared in movie, "Butch Cassidy and the Sundance Kid." He was production director for WFAA-TV Dallas when he was chosen for role in *Addams Family*. Survivors include son, daughter, mother and sister.

H. Jerome d'Amato, 51, NBC radio and television announcer, professionally known as Jerry Damon, died Jan. 24 of cancer at Beth Israel Medical Center, Newark, N.J. Mr. d'Amato joined NBC in 1954 as announcer. During his career he was host of show on WNBC(AM) New York; announcer on NBC-TV series, *That Was the Week That Was*, and was national food editor for NBC Radio's News and

Information Service. Survivors include his wife, Gloria, and four children.

George Dunham Jr., 69, VP-general manager of WBNG-TV Binghamton, N.Y., until his retirement in 1974 and earlier sales manager of WCBS-TV New York, died of cancer Jan. 30 at his home in Binghamton. He is survived by his wife, Portia, daughter and son.

Willard H. Hauser, 73, retired engineering manager at WBZ-AM-FM-TV Boston, died of heart attack Jan. 24 at Nashua Memorial hospital in Nashua, N.H. Mr. Hauser joined Westinghouse Broadcasting, licensee of WBZ, in 1928 at KYW(AM) Chicago, which is now located in Philadelphia. He retired in 1971 and then worked as consultant to various broadcasting companies.

Survivors include his wife, Anne, one son and two daughters.

Richard C. Candor, 51, senior VP and associate creative director, Campbell-Ewald Co., Detroit, died Jan. 27 in Royal Oak, Mich., of heart attack. Mr. Candor worked for Campbell-Ewald from 1955 to 1965, and from 1970 until his death.

LaVerne Watson, 50, owner of LaVerne Watson Associates Inc., Virginia Beach, Va., advertising agency, died Jan. 14 of cancer. Mr. Watson worked for WTAR-AM-TV Norfolk, Va., for 15 years, first as radio announcer and then as anchor on TV for 12 years. He opened advertising agency in 1972. Survivors include his wife, Teresa Carr, one daughter and two sons.

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Ask for Demo—NAB Convention—March 25-28.

"Where Things Stand"
continues from page 20.

music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee's negotiations for new Broadcast Music Inc. licenses are temporarily in abeyance. 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 agreed to review appeals court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses (BROADCASTING, Oct. 6, 1978).

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.

Network standings. Prime-time TV ratings averages, Sept. 18, 1978-Jan. 28: ABC 20.6, CBS 18.7, NBC 17.7.

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 noncom-

mercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, changes in FM table of allocations for educational assignments and extension to noncommercial licensees of limits on ownership applicable now only to commercial licensees. Some comments have already been filed by public TV radio groups (BROADCASTING, Nov. 27, 1978).

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). Commission has not yet acted, however, on proposal calling for dual license structure—one series four routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters.

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). As industry, pay cable reached 1.6 million subscribers on over 600 systems in 1978. Pay subscribers represent about 25% of cable universe. There are four over-air pay TV stations currently telecasting: WTVG(TV) Newark, N.J., WBSO-TV Corona, Calif., WOTV(TV) Boston and KWHY-TV Los Angeles.

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.). Although bill made little progress in last Congress, broadcast representatives in Washington are bracing themselves for more activity this year. Bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which has not scheduled hearings yet. It's entirely possible that Senate Judiciary Committee under new chairman, Edward Kennedy (D-Mass.), who voted for measure in 1974, will get involved again after inactivity in copyright area for last two years.

Public broadcasting. Congress passed new legislation last year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (BROADCASTING, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Public broadcasting is also treated in Communications Act rewrite, which proposes elimination of CPB, creation of Public Telecommunications Programming Endowment to support public radio and TV programming. Proposed National Telecommunications Agency would be empowered to fund public telecommunications and interconnection facilities. Last week, second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (see story, this issue).

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). After *Stanford Daily* 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 (BROADCASTING, Jan. 1). 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 announced plans to draft legislation to overcome effects of *Stanford Daily* (BROADCASTING, Dec. 18, 1978).

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). And last month, 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).

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). Commission had matter on agenda in one of last meetings of last year, but postponed action (BROADCASTING, Jan. 1).

WARC. U.S. and 152 other member nations of International Telecommunications Union are in what technicians and officials involved regard as home stretch in developing national positions to present to World Administrative Radio Conference in 1979 (BROADCASTING, Dec. 11, 1978). WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals were due to be submitted to ITU by last month (BROADCASTING, Jan. 1).

WESH. FCC renewal of license for Cowles Communications's 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). Broadcasters, meanwhile, fearing that decision has seriously weakened their positions at license renewal time, have had summit meeting on issue (BROADCASTING, Oct. 23, 1978) and will pursue judicial and legislative remedies.

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As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Jan. 22 through Jan. 26.

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, mbz—megahertz, mod.—modification, N—night, PSA—presunrise service authority, SL—studio location, SH—specified hours, TL—transmitter location, trns.—transmitter, TPO—transmitter power output, U—unlimited hours, vis.—visual, w—watts, ^s—non-commercial.

New Stations

AM application

■ McGrath, Alaska—Kuskokwim Public Broadcasting Corp. seeks 830 khz, 5 kw-D, 1 kw-N. Address: P.O. Box 164, McGrath 99627. Estimated construction cost \$106,000; first year operating cost \$332,742; revenue \$221,742. Principal: Applicant is nonprofit corp.; Michael Harrington is president. Ann. Jan. 24.

FM Applications

■ Payson, Ariz.—Millard Orick Jr. seeks 103.9 mhz, 1 kw, HAAT: 486 ft. Address: 3414 N. 45th St., Phoenix, Ariz. 85018. Estimated construction cost \$63,331; first quarter operating costs \$9,684 and revenue \$15,000. Format: country/MOR. Principal: Mr. Orick is former general manager of KDOT(AM)-KSGR(FM) Scottsdale, Ariz., and is currently national advertising director of Today/Sun Newspapers of Phoenix. Ann. Jan. 11.

■ Harrison, Ark.—Harrison Radio Station Inc. seeks 96.7 mhz, 3 kw, HAAT: 285 ft. Address: 909 Delaware Ave., McComb, Miss. 39648. Estimated construction cost \$42,000; first year operating costs \$54,000; revenue \$72,000. Format: standard pops. Principals: Ron R. Harvel (55%) and Charles W. Dowdy and his son, C. Wayne Dowdy (22% each). Group has also applied for new AM in Harrison. Charles Dowdy owns 84% of WROA-AM-FM Gulfport, Miss., and 30% of WMLT(AM)-WQZY(FM) Dublin, Ga. His son has 25% interest in Dublin stations and third interest in WAKK(AM) McComb, Miss. He is also mayor of McComb. Mr. Harvel is district supervisor for mortgage company. Ann. Jan. 24.

■ Lonoke, Ark.—Waymon Dunn seeks 106.3 mhz, 3 kw, HAAT: 290 ft. Address: 4601 Henry Hudson Pkwy., Bronx, N.Y. 10471. Estimated construction cost \$71,489; first quarter operating costs \$17,075 and revenue \$20,000. Format: MOR. Principal: Mr. Dunn is deputy assistant to chairman of board of Consolidated Edison and special assistant to executive director of NAACP. He has no other broadcast interests. Ann. Jan. 22.

■ Delhi, Calif.—All-American Broadcasting Co. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 1955 East Alexander, Merced, Calif. 95340. Estimated construction cost \$131,486; first quarter operating costs \$37,435 and revenue \$60,000. Format: contemporary. Principals: Robert J. Parreno (40%), Riley R. Ryan III (40%) and R. C. Duckett (20%). Mr. Parreno, former announcer at KWIP(AM) Merced is interviewer for state employment agency there, where Mr. Ryan also works. Mr. Duckett is retired from air force and is currently student. None have other broadcast interests. Ann. Jan. 22.

■ Denair, Calif.—Denair Wireless Co. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 9440 Santa Monica Blvd., Ste. 604, Beverly Hills, Calif. 90210. Estimated construction cost \$119,250; first quarter operating costs \$15,392; revenue \$180,000. Format: MOR. Principals: Brian Fernee (35%), Anthony D. Naish (20%), Roger C. Riddell (35%) and John D. Schuyler (10%). Messrs. Fernee, Naish and Riddell are partners in RNF Media Corp., Beverly Hills-based media buying firm. Mr. Schuyler is Beverly Hills attorney. None have other broadcast interests. Ann. Jan. 22.

■ St. Augustine, Fla.—Dorothy Brunson seeks 105.5 mhz, 3 kw, HAAT: 300 ft. P.O. address: 37 Riverside Drive, New York 10023. Estimated construction cost \$69,434; first year operating cost \$40,000; revenue \$75,000. Format: variety. Principal: Ms. Brunson is general manager at WLIB(AM)-WBLS(FM) New York. (resubmitted). Ann. Jan. 22.

■ Tallahassee, Fla.—Metropolitan Broadcasting Corp. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: c/o James E. Broaddus, 1904 Miccosukee Rd., Tallahassee 32301. Estimated construction cost \$95,925; first year operating costs \$89,920; revenue \$80,000. Format: black. Principals: James E. Broaddus Jr. (37.5%), Luther C. Smith and Roosevelt Randolph (12.5% each) and C. Bette Wimbish and Andrew Muse (18.75% each). Ms. Wimbish and Mr. Muse are married. Mr. Broaddus has been manager of several Florida stations, most recently of WMFL(AM) Monticello, Fla. Messrs. Smith and Randolph are Tallahassee attorneys. Ms. Wimbish is chairperson of Florida Crimes Compensation Commission. Mr. Muse is vice president of American Can Co. and producer of records. Ann. Jan. 22.

■ Greensboro, Ga.—Boswell & Dingler seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: 124 Pinecrest Dr., Greensboro 30642. Estimated construction cost \$84,000; first quarter operating costs \$29,114 and revenue \$28,000. Format: MOR. Principals: Andrew M. Boswell and William R. Dingler (50% each). Mr. Boswell is vice president of Bank of Greensboro and Mr. Dingler is vice president of garment manufactory. They also own album and greeting card store in Greensboro, but have no other broadcast interests. Ann. Jan. 9.

■ Keahou, Hawaii—Kamaha O' Broadcasting Corp. seeks 92.1 mhz, 3 kw, HAAT: 100 ft. Address: Suite 301, Town Tower, 255 Queen St., Honolulu 96813. Estimated construction cost \$85,500; first year operating costs \$16,800; revenue \$100,000. Format: adult contemporary. Principals: Frederic W. Constant, Clayton F. Caughill, Gary D. Anderson and Shimeji R. Kanazawa (25% each). Mr. Constant is 61% owner of KMJK(AM) Lake Oswego, Ore., and is former owner of other stations in Hawaii and Connecticut. Mr. Caughill owns broadcast engineering consultancy. Mr. Anderson is accountant and Mr. Kanazawa was 1978 chairman of White House Conference on Aging. Ann. Jan. 24.

■ *Champaign, Ill.—Illinois Bible Institute Inc. seeks 91.7 mhz, 50 kw, HAAT: 463 ft. Address: P.O. Box 225, Carlinville, Ill. 62626. Estimated construction cost \$127,723; first year operating costs \$60,000; revenue \$105,000. Format: religious. Principal: Applicant is nonprofit corp.; Richard W. Dortch is president of board of directors. They also own WIBT(FM) Carlinville, Ill. Ann. Jan. 11.

■ Princeton, Ill.—G. W. Gamel seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 399, Sierling, Ill. 61081. Estimated construction cost \$60,000; first year operating costs \$72,000; revenue \$138,000. Format: news/Christian. Principal: Mr. Gamel is vice president and farm director of WSDR(AM) Sterling, Ill., in which he has no financial interest. Ann. Jan. 24.

■ Osage, Iowa—Osage Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT: 150 ft. Address: 3144 W. Meadow Dr., Phoenix, Ariz. 85023. Estimated construction cost \$21,061; first year operating costs \$31,100; revenue

\$50,000. Format: variety. Principals: Francis W. Carr and Duane Cornett (50% each). Mr. Cornett is chief engineer at WQIK(AM) Jacksonville, Fla. Ann. Jan. 22.

■ Greenville, Ky.—Hayward E. Spinks seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 237 South Main Street, Hartford, Ky. 42347. Estimated construction cost \$32,750; first quarter operating costs \$41,628; revenue \$60,000. Format: contemporary. Principal: Mr. Spinks is owner of pharmacy and real estate in Hartford and drug company in Beaver Dam, Ky. He also owns WLLS-AM-FM Hartford. Ann. Jan. 22.

■ *Henderson, Ky.—Murray State University seeks 89.5 mhz, 22 kw, HAAT: 375 ft. Address: The President's Office, Murray, Ky. 42071. Estimated construction cost \$52,463; first year operating costs \$187,562; revenue \$187,562. Format: educational. Principals: Board of Regents of Public Educational Institutions of Kentucky. Charles E. Howard is chairman. Ann. Jan. 11.

■ New Roads, La.—Progressive Broadcasting Corp. seeks 106.3 mhz, 3 kw, HAAT: 279 ft. Address: 700 Olinde St., New Roads 70760. Estimated construction cost \$57,900; first quarter operating costs \$3,975 and revenue \$36,000. Format: top 40. Principals: John L. Peroyea (30%) and his wife, Barbara (70%). They also own KWRG(AM) New Roads, where he is general manager. Ann. Jan. 24.

■ *East Lansing, Mich.—Board of Trustees of Michigan State University seeks 88.9 mhz, 2 kw, HAAT: 278 ft. Address: John A. Hannah Administration Bldg., East Lansing 48824. Estimated construction cost \$43,775; first year operating costs \$45,000; revenue \$48,000. Format: educational. Principal: Patricia M. Carrigan is chairperson of 14 member board, which also owns WKAR-AM-FM-TV there. Ann. Jan. 11.

■ Fergus Falls, Minn.—Lake Region Media Inc. seeks 96.5 mhz, 100 kw, HAAT: 493 ft. Address: 3737 South 37th West Ave., Tulsa, Okla. 74107. Estimated construction cost \$146,327; first year operating costs \$97,200; revenue \$118,000. Format: beautiful music. Principals: Dennis and Gayle Worden (20% each) and Stuart and Nancy Epperson (30% each) (husbands and wives). Mr. Worden is general manager of KCFQ(AM) Tulsa, Okla. Mr. Epperson is owner of WKBA(AM) Vinton, Va., and WRBX(AM) Chapel Hill, N.C., and, with his wife, is principal owner of KCFO and KMFM(AM) San Antonio, Tex. Ann. Jan. 24.

■ Fergus Falls, Minn.—Otter Tail Promotions Inc. seeks 96.5 mhz, 100 kw, HAAT: 551 ft. Address: Box 212, Fergus Falls 56537. Estimated construction cost \$141,700; first quarter operating costs \$47,000 and revenue \$25,000. Format: MOR. Principals: John A. Brush (60%), Timothy A. Branson (15%), John D. Ringdahl (10%) and Robert A. Norlund (15%). Messrs. Branson, Ringdahl and Norlund own ambulance services and real estate in Minnesota. Mr. Brush is news director at KBRF-AM-FM Fergus Falls, Minn., and Messrs. Norlund and Branson each own 50% of KDDR(AM) Oakes, N.D. Ann. Jan. 22.

■ *Goodman, Miss.—Holmes Junior College seeks 89.5 mhz, 20 kw, HAAT: 346 ft. Address: Vocation Dept., Holmes Jr. College, Goodman 39079. Estimated construction cost \$48,171; first year operating costs \$3,500; revenue \$53,000. Principal: Board of Trustees of Holmes. W. R. Applewhite is president. Ann. Jan. 22.

■ Ronan, Mont.—KBMR Radio Inc. seeks 92.3 mhz, 100 kw, HAAT: 602 ft. Address: 3500 E. Rosser Ave., Bismarck, N.D. 58501. Estimated construction cost \$84,723; first year operating costs \$57,500; revenue \$165,000. Format: adult contemporary/country. Principal: Alvin L. Anderson who is president and general manager at KBMR(AM) Bismarck, N.D. (resubmitted). Ann. Jan. 9.

■ *West Windsor, N.J.—Mercer County Community

College seeks 89.1 mhz, 3 kw, HAAT: 178 ft. Address: 1200 Old Trenton Rd., Trenton, N.J. 08690. Estimated construction cost \$38,990; first year operating cost \$30,000; revenue \$30,000. Format: educational. Principals: College Board of Trustees. Ann. Jan. 11.

■ Belen, N.M.—Manzano Broadcasting seeks 97.7 mhz, 3 kw, HAAT: 57 ft. Address: RFD 1, Box 457, Belen 87002. Estimated construction cost \$29,666; first quarter operating costs \$5,895; revenue \$24,000. Format: beautiful music/spanish. Principal: William T. Brooks (100%), who also owns KARS(AM) Belen, M.M. Ann. Jan. 22.

■ Clovis, N.M.—Zia Broadcasting Co. seeks 107.5 mhz, 3 kw, HAAT: 568 ft. Address: 2112 Thornton St., P.O. Box 1907, Clovis 88101. Estimated construction cost \$45,813; first year operating costs \$37,446; revenue \$36,000. Format: easy listening. Principal: Allsup's Convenience Stores Inc. (100%), owned by Lonnie D. Allsup (95%). Zia also owns KACT(AM) Andrews, Tex.; KCLV(AM) Clovis, and CP for new FM at Andrews. Ann. Jan. 11.

■ *Buffalo, N.Y.—Medaille College Inc. seeks 89.9 mhz, 3 kw, HAAT: 81.2 ft. Address: 18 Agassiz Circle, Buffalo 14214. Estimated construction cost \$38,540; operating costs \$5,000; revenue \$5,000. Format: educational. Principals: Board of Trustees; Kevin I. Sullivan is chairman. Ann. Jan. 11.

■ Shelby, Ohio—The Petroleum V. Nasby Corp. seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 118 Plymouth St., Plymouth, Ohio 44865. Estimated construction cost \$66,495; first quarter operating costs \$19,650; revenue \$120,000. Format: variety. Principals: Edward A. Hunter (40%), Joanne L. Root (40%) and Thomas L. Root (20%). Mr. Hunter is announcer for WSPD(AM) Toledo, Ohio. Mr. Root is Washington attorney and his mother, Joanne, is teacher in Shelby. Ann. July. 24.

■ Abilene, Tex.—Abilene Broadcasting Co. seeks 99.3 mhz, 3 kw, HAAT: 196 ft. Address: No. 4 Westgate, Abilene 79605. Estimated construction cost \$46,936; first quarter operating cost \$15,000; revenue \$18,000. Format: MOR. Principals: Norman Fischer (55%) and Paul Hull (45%). They own KCAD(AM) Abilene, Tex. Mr. Fischer is also president of media brokerage in Austin, Tex. Ann. Jan. 24.

■ Canyon, Tex.—Tillis Communications Inc. seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 1722 West End Ave., Nashville, Tenn. 37203. Estimated construction cost \$268,258; first year operating costs \$188,600; revenue \$140,000. Format: standard pop. Principal: Lonnie (Mel) Tillis (100%). Mr. Tillis is country recording artist who recently purchased KIXZ(AM) Amarillo, Tex. Ann. Jan. 24.

■ Coppertown, Utah—First National Broadcasting seeks 92.1 mhz, 125 kw, HAAT: 1396 ft. Address: 4014 Beus Dr., Ogden, Utah 84403. Estimated construction cost \$35,740; first quarter operating costs \$7,792 and revenue \$18,000. Format: standard pops. Principal: Brent T. Larson (100%). He is owner of KUZZ(FM) Nampa, Idaho, and half owner of KXA(AM) Seattle, Wash.; KODL(AM) The Dalles, Ore., and CP for KEZE(AM) Spokane Wash., and new FM at North Bend, Ore. He also has various other real estate and business interests in Utah and Idaho. Ann. Jan. 11.

■ Amherst, Va.—Byrah Broadcasting Corp. seeks 107.9 mhz, 3.97 kw, HAAT: 1,613 ft. Address: P.O. Box 242, Amherst 24521. Estimated construction cost \$115,350; first quarter operating costs \$30,255. Format: MOR/black. Principals: Charles R. Brown (60%), Walter M. Allen, Jr. (20%) and three others. Mr. Brown owns convenience stores, barber shop and restaurant in Amherst. Mr. Allen owns TV and radio repair shop. None of stockholders have other broadcast interests. Ann. Jan. 24.

■ Crozet, Va.—McClenahan Broadcasting Corp. seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 8, Crozet 22932. Estimated construction cost \$78,090; first year operating costs \$42,000; revenue \$45,000. Format: country. Principal: W. Edward McClenahan and family. They also own WPED(AM) Crozet, Va. Ann. Jan. 11.

■ Louisa, Va.—Mid-Virginia Broadcasting Corp. seeks 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 broadcast interests. Mr. Brier produces music for radio and TV ads and owns half of record company in Springfield, Va. Ann. Jan. 22.

■ Mechanicsville, Va.—Ninety Two Point Seven Broadcasting Inc. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 322 6-1/2 St. SW, Charlottesville, Va. 22901. Estimated construction cost \$99,780; first three months operating cost \$44,938; revenue \$100,000. Format: black. Principal: Marilyn N. Taylor, public school teacher with no other broadcast interests (resubmitted). Ann. Jan. 24.

■ Rawlins, Wyo.—Energy Enterprises Inc. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 660, Scottsbluff, Neb. 69361. Estimated construction cost \$108,743; first quarter operating costs \$21,797; revenue \$120,000. Format: country/MOR. Principals: Russell G. Hilliard (51%) and Clara P. Petersen (49%). Mr. Hilliard is 35% owner and general manager of KOLT(AM) Scottsbluff, Neb. He also owns CATV systems in Nebraska, Montana and Colorado; Scottsbluff radio network; real estate in Alliance and Mitchell, Neb., and outdoor advertising company in Scottsbluff. Miss Petersen is nurse with interest in two of Mr. Hilliard's cable systems. Her husband is station manager at KOLT. Ann. Jan. 24.

FM actions

■ Stockton, Calif.—FCC Review Board granted Carson Communications 100.1 mhz, 1.5 kw. Address: 1145 Willora Rd., Stockton 95207. Estimated construction cost \$47,705; first year operating costs \$54,400; revenue \$50,000. Format: contemporary rock. Principals: Robert D. Carson (52%), Susan, his wife, (24%) and Clarence L. Elfman (24%). Carsons are owners of movie theatre in Stockton and Mr. Carson owns film distributorship. Mr. Elfman, father of Susan Carson, is retired. They have no other broadcast interests. Action Dec. 6.

■ Melbourne, Fla.—Broadcast Bureau granted First Baptist Church of Melbourne 106.3 mhz, 3 kw, HAAT: 275 ft. Address: 702 East New Haven Ave, Melbourne, Fla. 32901. Estimated construction cost \$55,700; first year operating cost \$25,000. Format: religious/classical. Principal: non-profit corporation made up of members of First Baptist Church; Winston L. De Bord is president. (BPH-10, 16). Action Jan. 22.

■ Wilmington, Ill.—Broadcast Bureau granted Viking Broadcasting Corp. 105.5 mhz, 3 kw, HAAT: 275 ft. Address: P.O. Box 188R, Romeoville 60435. Estimated construction cost \$83,280; first year operating cost \$30,152; revenue undetermined. Format: easy listening. Principals: Applicant is owned by Eugene L. Christensen, his wife, Virginia; Bosko Protich and his wife, Stella (equal partners). None have other broadcast interests. (BPH-1106). Action Jan. 22.

■ Berryville, Va.—Review Board granted Berryville Media Group 105.5 mhz, 3 kw, HAAT: 300 ft. P.O. address: 16 N. Church St., Box 333, Berryville 22611. Estimated construction cost \$67,319; first year operating cost \$66,609; revenue \$85,000. Format: top 40, oldies. Principals: Kenneth F. Smith (49%); Joseph T. Kulpinski Jr. and Brian L. Leiter (25.5% each). Mr. Kulpinski owns advertising firm; Mr. Leiter is sales manager at WYII(FM) Williamsport, Md.; Mr. Smith owns 50% of WYII. Action Dec. 5.

FM licenses

■ Broadcast Bureau granted following licenses covering new stations:

■ WMGX(FM) Portland, Me. (BLH-7409) and KYBO(FM) Yakima, Wash. (BLH-7495).

Ownership Changes

Applications

■ KHTZ(FM) Los Angeles (97.1 mhz, 55 kw)—Seeks assignment of license from Storer Broadcasting Co. to Greater Media Inc. for \$4 million. Seller, which sold KTNQ(AM) Los Angeles for \$8 million last October, is publicly traded major group owner. It is in process of selling off all its broadcast properties. Greater Media owns WTCR(AM) Ashland, Ky.; WGAY(AM) Silver Spring, Md.—WGAY-FM Washington; WMJC(FM) Birmingham and WHND(AM) Monroe, both Michigan; WGSM(AM) Huntington and WCTO(FM) Smithtown, both New York;

WTCR(AM)—WMGQ(FM) New Brunswick, N.J.; WPEN(AM)—WMGK(FM) Philadelphia and WHEZ(FM) Huntington, W. Va.; CATV systems in Massachusetts, and publishes East Brunswick, N.J., *Sentinel-Spokesman*. It is principally owned by Peter Bordes, president, and Joseph Rosenmiller, board chairman. Ann. Jan. 23.

■ WTWA(AM) Thomson, Ga. (1240 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Hickory Hill Broadcasting Co. to Bethany Broadcasting Co. for approximately \$250,000. Seller is owned by Gene D. Harden, who has no other broadcast interests. Buyer is principally owned by Walter J. Brown, principal in WTHO-AM-FM Thomson and WSPA-AM-FM-TV Spartanburg, S.C. Mr. Brown founded WTWA in 1948, later sold stations. He will turn back license of WTHO(AM) to FCC upon reacquisition of WTWA. Ann. Jan. 23.

Actions

■ WTMI(FM) Miami (93.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from SJR Communications Inc. to Marlin Limited Partnership for approximately \$1 million. Seller is subsidiary of publicly traded San Juan Racing Association Inc., group owner of WKIS(FM) Atlanta; WQAL(FM) Cleveland; WJIT(AM)—WKTU(FM) New York; WYSP(FM) Philadelphia; WUST(AM) Washington and WJMD(FM) Bethesda, Md. Corporation publishes *The Fugue*, Miami monthly magazine, owns race track in Puerto Rico and Washington Diplomats, professional soccer team. Hyman N. Glickstein is president. Buyer is principally owned by Howard P. Tanger, general and operating partner, Edward W. Saunders and John Baird. Mr. Tanger is sales manager at WFFM(FM) Chicago. Mr. Saunders is attorney with Chicago law firm of Sidley & Austin. Mr. Baird owns Baird & Warner, Midwest real estate firm. (BALH781005EF). Action Jan. 22.

■ WDLP(AM) Panama City, Fla. (590 khz, 1 kw-U, DA-N)—Broadcast Bureau granted assignment of license from Dae Broadcasting Co. to Media Investors Ltd. for \$600,000 and \$200,000 covenant not to compete. Seller is principally owned by Larry Edwards and Ray L. Danner. They are also owners of WDVH(AM) Gainesville, Fla. Buyer is partnership owned principally by Thomas E. Dickey, his wife, Mary N., Bob L. Cole, his wife, Annette M. (10.58% each) and Harold H. Grothaus (33.41%). Mr. Dickey and Mr. Cole are officers and stockholders of Syndicated Services Inc., a Kansas City, Mo., broadcast investment firm. Mr. Grothaus is a St. Louis stock broker and has no other broadcast interest. Mr. Dickey and Mr. Cole are former radio station employees. Media Investors is also seeking control of WFTP(AM) Fort Pierce, Fla. (BAL78114EA). Action Jan. 24.

■ WNTN(AM)—WLVW(FM) Tallahassee, Fla. (94.9 mhz, 51 kw)—Broadcast Bureau granted assignment of license from Walter-Weeks Broadcasting Co. to Robert Ingstad for \$1 million plus \$100,000 consultancy agreement. Seller also owns WMFJ(AM)—WQXQ(FM) Daytona Beach, WSPB-AM-FM Sarasota and WJNO-AM-FM West Palm Beach, all Florida. Buyer owns KGRZ(AM) Missoula, Mont.; KKO(A) Minot, N.D.; KKLS(AM)—KKHJ(FM) Rapid City, S.D., and KGFX(AM) Pierre, S.D. (BAL781026EA, BALH781026EB). Action Jan. 22.

■ WHBO(AM) Tampa, Fla. (1050 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Floradio Inc. to Bucaneer Broadcasting Inc. for \$287,500 plus \$50,000 agreement not to compete and \$119,150 for real estate. Seller is owned by Bob A. Martin and Martha Boling, who have no other broadcast interests. Buyer is owned by George Burley, automobile dealer in Akron, Ohio, and Robert Barnes, general sales manager at WSLR(AM) Akron. (BAL780814EA). Action Jan. 22.

■ WOKB(AM) Winter Garden, Fla. (1600 khz, 5 kw-D)—Broadcast Bureau granted transfer of control of Everbach Broadcasting Co. from Mr. and Mrs. John H. Everbach to Lesli Broadcasting Co. for \$600,000. Principals: Everbachs have no other broadcast interests. Lesli Broadcasting is owned by Arnold Schorr and his wife, Doti. Mr. Schorr is former vice president of Tracy Broadcasting Co. and general manager of KKT(AM) Los Angeles and KUTE(FM) Glendale, Calif. which Tracy has sold (BTC781103ED). Action Jan. 17.

■ WIUC(FM) Winchester, Ind. (98.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Ind-Io Radio Inc. to Webster Radio Co. for \$150,000. (Real estate valued at \$75,000 will be leased to

Facilities Changes

AM applications

Webster for five years at \$600 per month with option to buy.) Seller is principally owned by Martin R. Williams (68.5%) who also owns 10% of WGRT (AM) Danville, Ind. Buyer is owned by John W. Carlile Sr. (34%), John W. Carlile Jr. (29%), Jack E. Kauffman and Robert F. White (17% each) and two others. John W. Carlile Sr. is president of Webster Co., manufacturer's rep and distributor. John Carlile Jr. is 9% owner and general manager of WKKI(FM) Celina, Ohio. Mr. White is newsman and salesman for WKKI. Mr. Kaufman is 80% owner of Midwest Wireless Inc., which is 50% owner of WDBC(AM)-WFNN(FM) Escanaba, Mich.; 37.5% owner of WBMB(AM)-WBMI(FM) West Branch, Mich.; and 51% owner of WKKI. He is also proprietor of sailboat charter service in Escanaba. (BALH781128EA). Action Jan. 18.

■ WABJ(AM)-WQTE(FM) Adrian, Mich. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 95.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Metrocom Inc. from Robert G. Liggett (50.25% before; none after) to Allan C. Graybiel and others (49.75% before; 100% after). Consideration: \$210,050 plus \$5,000 bonus and \$1,000 covenant not to compete. Principals: Mr. Liggett is removing himself from corporation and selling his shares to other holders. Mr. Graybiel and nine others are presently minority stockholders of station. Group is composed of local businessmen. (BTC781108EA, BTCH 781108FB). Action Jan. 17.

■ WRIE(AM) Erie, Pa. (1330 khz, 5 kw-U)—Broadcast Bureau granted transfer of control of Radio Erie from estate of J. H. Dornheggen (60% before; none after) to F. Brady Louis and Irene Louis (20% before; 80% after). Consideration: \$120. Principals: Mr. Dornheggen was father-in-law of Mr. Louis. The Louises will jointly own 60% of stock to be transferred. Mr. Louis 20% individually. Remaining 20% is owned by F. William Erb. None have other broadcast interests. (BTC781013EB). Action Jan. 24.

■ WTRA(AM) Latrobe, Pa. (1480 khz, 500 w-D)—Broadcast Bureau granted assignment of license from WTRA Broadcasting Co. to Advance Communications Corp. for \$110,000. Seller is owned by Louis Rosenberg, Henry J. Mahady, estates of Paul W. Mahady and Kenneth E. Rennekamp (25% each). Rennekamp

estate owns 50.5% of WKRZ(AM)-WKJR(FM) Oil City, Pa., and 50% of WKBI-AM-FM St. Mary's, Pa. No other principal has broadcast interests. Buyer is owned by Pepsi-Cola Bottling Corp. of Fairmont (Pa.) of which John A. Robertshaw and John D. Roose are vice presidents, directors and half owners. They have no other broadcast interests. Dessuline Cignetti is president of Advance Communications, but has neither ownership nor other broadcast interests. (BAL781109EA). Action Jan. 22.

■ KUFO(FM) Galveston, Tex. (106.5 mhz, 26 kw)—Broadcast Bureau granted assignment of license from Beacon Broadcasting Co. to KUFO Broadcasting Co. for \$400,000 plus \$146,000 covenant not to compete. Seller: partnership of 20 individuals and corporations, none of whom have other broadcast interest. Buyer is owned by David Siegel (75%), and Jerry W. Shiverdecker and Jeff L. Stacy (12.5% each). All own same interest in WLIQ(AM) Mobile, Ala. Mr. Siegel has real estate interests in Florida. Mr. Shiverdecker is former employe of Panax Corp., publishing and broadcasting firm. Mr. Stacy's general manager of WLIQ. (BALH 780824EB). Action Jan. 22.

■ KXYZ(AM) Houston (1320 khz, 5 kw-U, DA-N)—Broadcast Bureau granted assignment of license from KXYZ Inc. to Slater Broadcasting Co. for \$1,800,000. Seller, which is also licensee of KAUM(FM) Houston, is wholly owned subsidiary of ABC Inc. which wants to spin off KXYZ and buy AM in another market. Buyer is owned by Manning Slater (75%) and William B. Walters (25%). They were part owners of four radio stations in Seattle and California, licensed to Hercules Broadcasting Co., which were sold to Affiliated Broadcasting Inc. last September. (BAL 781124E). Action Jan. 18.

■ KCGL(FM) Centerville, Utah (105.5 mhz, 3 kw)—Broadcast Bureau granted assignment of CP from Lois I. Pingree to Harold S. Schwartz & Associates for \$25,881.31. Seller, acting as executrix of estate of her deceased husband, Howard W., has no other broadcast interests. Buyer is owned by Harold S. Schwartz, who bought KLRK(AM) Centerville for \$62,000 last year. He also owns KXEN(AM) Festus, Mo., and 25% of WTHE(AM) Mineola, N.Y. (BAPH-622). Action Jan. 24.

■ KHAR(AM) Anchorage, Alaska—Seeks CP to change TL to 0.27 miles NE of intersection of Klatt Rd. and Hill Top Dr., Anchorage; change SL and RC to 3900 Old Seward Highway, Anchorage. Ann. Jan. 26.

■ KHUM(AM) Eureka, Calif.—Seeks mod. of CP to change TL to Bay and 7th St., Eureka; change SL to 6th and E St., Eureka. Ann. Jan. 26.

■ KHVH(AM) Honolulu—Seeks CP to make changes in ant. system; change TL to 331F Kamani St., Honolulu; change SL and RC to 1060 Bishop St., Honolulu, and change type trans. Ann. Jan. 26.

■ WQVQ(AM) Highland Park, Ill.—Seeks CP to change hours of operation to unlimited; DA-2; by adding nighttime operation with 1 kw, and make changes in ant. system. Ann. Jan. 24.

■ WLYV(AM) Fort Wayne, Ind.—Seeks CP to increase nighttime efficiency; change SL and RC to 2915 West State. Fort Wayne. Ann. Jan. 22.

■ KSTT(AM) Davenport, Iowa—Seeks CP to make changes in operation from MEOV limitation to standard pattern and change type trans. Ann. Jan. 26.

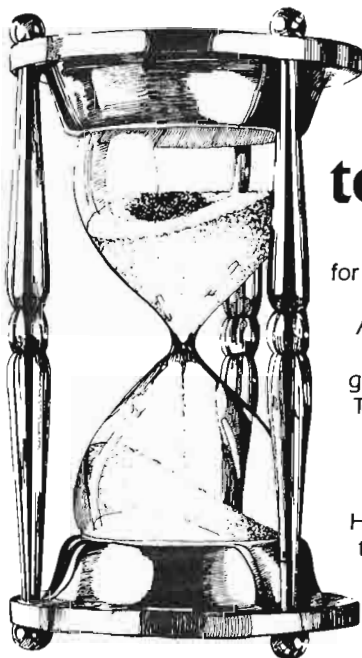
■ WRVK(AM) Mount Vernon, Ky.—Seeks CP to change SL and RC to Renfro Valley, Ky. Ann. Jan. 26.

■ KJOE(AM) Shreveport, La.—Seeks CP to make changes in ant. system; change TL W of Russell Road, S of Nash St., near Shreveport, and change type trans. Ann. Jan. 26.

■ WFEA(AM) Manchester, N.H.—Seeks CP to make changes in ant. system (change daytime directional pattern). Ann. Jan. 26.

■ WLLN(AM) Lillington, N.C.—Seeks mod. of CP to make changes in ant. system; increase height of tower by 55 ft., and change type trans. Ann. Jan. 22.

■ WYRU(AM) Red Springs, N.C.—Seeks CP to change freq. from 1510 khz to 1520 khz; increase power to 5 kw (critical hours to 1 kw); install new trans. Ann. Jan. 24.



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- KFNW(AM) Fargo, N.D.—Seeks mod. of CP to operate trans. by RC from main studio. Ann. Jan. 26.
- KTLQ(AM) Tahlequah, Okla.—Seeks CP to make changes in ant. system and remove limiting resistor. Ann. Jan. 26.
- WVWH(AM) Thomas, V.I.—Seeks CP to increase daytime power to 5 kw; install new trans. Ann. Jan. 24.
- KBKW(AM) Aberdeen, Wash.—Seeks CP to change TL, SL and RC to 1900 Westport Road, .2 mile S of Aberdeen, Wash. Ann. Jan. 26.
- KQIN(AM) Burien, Wash.—Seeks CP to change freq. to 810 khz; increase power to 5 kw, non-DA; change type trans., and make changes in ant. system. Ann. Jan. 24.
- WBTH(AM) Williamson, W. Va.—Seeks CP to change TL to .4 mile E of business district, Williamson. Ann. Jan. 26.

FM applications

- KHDX(FM) Conway, Ark.—Seeks CP to change freq. to 93.1 mhz. Ann. Jan. 24.
- KDVV(FM) Topeka, Kan.—Requests subsidiary communications authorization on subcarrier freq. of 67 khz. Ann. Jan. 26.
- WPOL(FM) Gaylord, Mich.—Seeks mod. of CP to change ERP: 2 kw (H&V); HAAT: 360 ft. (H&V); change TL to Parmater Rd., E of Schaff Rd., Gaylord, and make changes in ant. system (increase height). Ann. Jan. 22.
- KFMS(FM) Las Vegas—Seeks CP to install new trans. at presently licensed site; increase ERP: 50 kw (H), and change TPO. Ann. Jan. 26.
- WPIX-FM New York—Seeks CP to change TL to Empire State Bldg., New York; change type trans.; change type ant.; increase ERP: 7.6 kw (H) and 5.4 kw (V); decrease HAAT: 1228 ft. (H&V), and change TPO. Ann. Jan. 26.
- WSPN(FM) Saratoga Springs, N.Y.—Seeks CP to increase ERP: 253 w; change HAAT: plus 98 ft. and install new type trans. Ann. Jan. 22.

AM actions

- KXEW(AM) Tucson, Ariz.—Granted CP to change SL to South Tucson, Ariz.; add nighttime service with 1 kw and change hours of operation to unlimited; install DA-N; conditions (BP-21,221). Action Jan. 22.
- WKCM(AM) Hawesville, Ky.—Granted CP to increase power to 2.5 kw (1 kw critical hours); change trans. (BP-20,735). Action Jan. 22.
- KBOA(AM) Kennett, Mo.—Returned as unacceptable for filing application for CP to increase power. Action Jan. 17.
- WEKO(AM) Cabo Rojo, P.R.—Granted CP to change trans. and SL to route 311, 1 mile N of center of Cabo Rojo, P.R.; make changes in ant. system (night-time antenna) (BP-20,933). Action Jan. 22.

FM actions

- KSTO(FM) Agana, Guam—Granted CP to increase ERP: 3 kw (H&V); ant. height: 530 ft. (H&V); make changes in ant. system (BPH780919AL). Action Jan. 22.
- WTMJ(FM) Miami—Granted request for subsidiary communications authorization on subcarrier freq. of 67 khz (BSCA781026AA). Action Jan. 23.
- KPIG(FM) Honolulu—Granted mod. of CP to make changes in ant. system; change SL and remote control locations to Davies Pacific Center, 841 Bishop St., Honolulu; change TL to 331 E. Kamani Street, Honolulu; change type trans. and ant.; decrease ant. height: minus 420 ft. (H&V); change TPO (BPH781102AH). Action Jan. 22.
- *Evansville, Ind.—Granted request for subsidiary communications authorization for educational FM station (BSCA-1852). Action Jan. 23.
- KCKS(FM) Concordia, Kan.—Granted request for subsidiary communications authorization on subcarrier freq. of 67 khz (BSCA781013AG). Action Jan. 23.
- *KSMR(FM) Winona, Minn.—Granted mod. of CP to change TL to St. Teresa's College, Broadway, Winona; change trans. and make changes in ant. system (increase height) (BMPED780912AG). Action Jan. 22.
- KFIX-FM Liberty, Mo.—Granted CP to install new aux. trans. and ant. at aux. TL: 901-923 Main, Kansas City, Mo., on 106.5 mhz; ERP: 3 kw (H&V); ant. height: 490 ft. (H&V) (BPH-780905AC). Action Jan. 22.

- WPAT-FM Paterson, N.J.—Granted mod. of CP to change trans. ant., TPO. ERP: 3.6 kw (H&V) and ant. height: 1420 ft. (H&V) (BMP11780905AT). Action Jan. 22.
- WQDR(FM) Raleigh, N.C.—Granted CP to increase ant. height: 1130 ft. (H&V); change type trans. and ant.; change coordinates (BPH1780925A1). Action Jan. 22.
- KYTN(FM) Grand Forks, N.D.—Granted CP to make change in ant. system; change type ant. and trans.; increase ant. height: 250 ft. (H&V) (BPH780906AP). Action Jan. 22.
- *WPTG(FM) Lancaster, Pa.—Granted mod. of CP to relocate ant. location, TL and SL from 901 Eden Road to 780 Eden Road, Lancaster; conditions (BMPED780922AD). Action Jan. 22.
- *WNSB(FM) Norfolk, Va.—Granted mod. of CP to change TL (same site); make changes in ant. system (increase height); change ant. height to 155 ft. (H) (BMPED780830AM). Action Jan. 22.

TV actions

- WNED-TV Buffalo, N.Y.—Granted CP to change visual ERP: 1150 kw (max), 910 kw (H); aural ERP: 91 kw (H); change type trans. (BPTC7807271C). Action Jan. 23.
- *KSYS(TV) Medford, Ore.—Granted CP to change ERP and max. ERP to 60.3 kw; ant. height: 2670 ft.; change TL to Bureau Land Management Communications Bldg., King Mountain, approximately 28 miles NW of Medford (BPET-612). Action Jan. 16.

In Contest

Designated for hearing

- WPRA(AM)-WRPC-FM San German and Mayaguez, P.R. (WPRA Inc.) **Renewal proceeding:** (Docs. 21476-7)—Acting Chief ALJ Lenore G. Ehrig designated herself to serve as presiding judge. Action Jan. 18.

Initial decisions

- Santa Ana, Calif.—ALJ Lenore G. Ehrig granted applications of KWIZ(AM) there for authority to increase its nighttime power and KTYM(AM) Inglewood, Calif., for authority to operate nighttime station with 500 w power. Action Jan. 26.

Procedural rulings

- Birmingham, Ala. (Southeastern Bible College Inc. and Glen Iris Baptist School) **FM proceeding:** (Docs. 78-61-62)—ALJ John H. Conlin granted petition by Glen Iris for leave to amend its application to report past employment relationships with several broadcast stations of member of Board of Education of Glen Iris and to conform its proposed program schedule with programming exhibit it plans to introduce into evidence. Action Jan. 18.
- WSLA-TV Selma, Ala. (Central Alabama Broadcasters Inc.) **TV proceeding:** (Doc. 78-238)—ALJ Reuben Lozner set certain procedural dates and scheduled hearing for April 2 for purpose of ruling on the admissibility into evidence of exhibits and testimony previously exchanged and scheduled evidentiary hearing for April 25. Action Jan. 12.
- KMJ-TV Fresno, Calif. (McClatchy Newspapers and San Joaquin Communications Corp.) **TV proceeding:** (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick granted petition by McClatchy for leave to amend its applications to report that it had entered into memorandum of understanding relating to purchase by McClatchy of *Morgan Hill Times* and *San Martin News*; granted petition by SJCC for leave to amend its application to report that Richard J. Giddings, an SJCC shareholder, acquired approximately 25% interest in L&N Associates; granted to limited extent motion by SJCC for order requiring McClatchy to disclose media interests, and denied petition by SJCC to enlarge issues against McClatchy. Action Jan. 19.
- Goleta, Calif. (Guy S. Erway and Goleta Communications Corp.) **FM proceeding:** (Docs. 78-134-135)—ALJ Walter C. Miller certified following to FCC for ruling; request by Erway for presiding officer to withdraw from case along with accompanying affidavit; Goleta's comments; transcript of the Jan. 12 further hearing conference, and presiding officer's response. Action Jan. 12.

- Oakdale, Calif. (Goldrush Broadcasting Inc. and Oakdale Broadcasting Corp.) **FM proceeding:** (Docs. 78-189-190)—ALJ Walter C. Miller granted joint request by applicants and approved settlement agreement; dismissed with prejudice application of Oakdale Broadcasting; granted Goldrush's application, and terminated proceeding. Action Jan. 16.

- KHOF-TV San Bernardino, Calif. (Faith Center Inc.) **Renewal proceeding:** (Doc. 78-326)—ALJ Daniel M. Head confirmed rulings made at Jan. 19 prehearing conference; cancelled procedural schedule set in Dec. 20 order, and scheduled hearing for June 26 in San Bernardino. Action Jan. 23.

- Santa Ana and Inglewood, Calif. (Voice of the Orange Empire Inc. and Trans-American Broadcasting Corp.) **AM proceeding:** (Docs. 78-327-328)—ALJ Lenore G. Ehrig granted motion by Orange Empire for leave to amend its application to withdraw daytime changes it had proposed. Action Jan. 19.

- Denver and Boulder, Colo. (Granfalloon Denver-Educational Broadcasting Inc. and the Regents of the University of Colorado) **FM proceeding:** (Docs. 78-292-293)—ALJ James F. Tierney granted motion by Granfalloon and extended to Feb. 8 time to reply to oppositions. Action Jan. 16.

- Indianapolis (Peoples Broadcasting Corp. et al.) **FM proceeding:** (Docs. 78-243-247)—ALJ Byron E. Harrison extended to Feb. 8 time for all parties to hand-deliver their proposed exchange of direct written exhibits. Action Jan. 19.

- Cicero, Ill. (Radio Cicero Inc. et al.) **AM proceeding:** (Docs. 21247-51,21253)—ALJ Daniel M. Head granted petitions by Metropolitan Broadcasting Co. for leave to amend its application to report resignations of David and Constance Stevenson as officers and directors of Metropolitan; granted petition by board of trustees of the University of Illinois and enlarged the issues to determine whether Metropolitan had failed to comply with rules by failing to report Stevensons resignations and, if so, to determine effects on Metropolitan's qualifications to be licensee; granted to limited extent petition by Midway Broadcasting Corp. and enlarged issues to determine whether Mr. Stevenson misrepresented the intention of Mr. and Mrs. Stevenson to sell their stock in Metropolitan and, if so, to determine whether Metropolitan has qualifications to be licensee. Action Jan. 19.

- Caro, Mich. (Tuscola Broadcasting Co. and Cass River Broadcasting Co.) **AM and FM proceeding:** (Docs. 78-214-217)—ALJ Thomas B. Fitzpatrick denied motion by Broadcast Bureau to enlarge issues. Action Jan. 22.

- Kalamazoo and Portage, Mich. (WHW Enterprises Inc.) **FM proceeding:** (Docs. 21374-7)—ALJ James K. Cullen Jr., by three separate actions, granted petitions by Air-Borne Group Ltd. for leave to amend its application; denied motions by Air-Borne Group for summary decision and response to notice of deposition and request for issuance of protective order, and granted contingent petition by Air-Borne Group for leave to accept motion for summary decision and motion by Sear Broadcasting Company for extension of time. Action Jan. 12.

- Farmington, N.M. (E. Boyd Whitney) **Renewal proceeding:** (Docs. 19519-20)—ALJ Frederic J. Coufal extended to Feb. 16 time for filing proposed findings of fact and conclusions of law and to March 5 time for filing replies. Action Jan. 16.

- New York (WPIX Inc. and Forum Communications Inc.) **TV proceeding:** (Docs. 18711-2)—Office of Opinions and Review granted motion by WPIX for leave to amend its application to reflect ownership report for Tribune Company. Action Jan. 12.

- WVAM-AM-FM Altoona, Pa. (Blair County Broadcasters Inc.) **Renewal proceeding:** (Docs. 78-254-255)—ALJ Walter C. Miller denied request by Broadcast Bureau for ruling without prejudice to renewing that request at Feb. 23 prehearing conference. Action Jan. 22.

- Gilmer, Tex. (Daniels Broadcasting Inc.) **FM proceeding:** (Doc. 21282)—ALJ James K. Cullen Jr. set certain procedural dates and scheduled hearing for March 27. Action Jan. 17.

- Portsmouth and Norfolk, Va. (Tidewater Radio Show Inc. and Willis Broadcasting Corp.) **Renewal proceeding:** (Docs. 21278-9)—ALJ Frederic J. Coufal ordered that petitions for reconsideration of Judge Naumowicz's withdrawal from further participation in this proceeding will be treated as superseded by events and will no longer be considered. Action Jan. 16.

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Summary of broadcasting

FCC tabulations as of Nov. 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,499	5	43	4,547	34	4,581
Commercial FM	3,016	2	74	3,092	138	3,230
Educational FM	945	0	37	982	73	1,055
Total Radio	8,460	7	154	8,621	245	8,866
Commercial TV						
VHF	513	1	2	516	7	523
UHF	211	0	1	212	52	264
Educational TV						
VHF	94	1	7	102	5	107
UHF	151	2	5	158	4	162
Total TV	969	4	15	988	68	1,056
FM Translators	249	0	0	249	84	333
TV Translators						
UHF	1,143	0	0	1,143	250	1,393
VHF	2,404	0	0	2,404	195	2,599

*Special temporary authorization

**Includes off-air licenses

■ Portsmouth and Norfolk, Va. (Tidewater Radio Show Inc. and Willis Broadcasting Corp.) **Renewal proceeding:** (Docs. 21278-9)—ALJ Frederic J. Coufal granted motion by applicants for leave to file unauthorized pleading and denied without prejudice their motion for stay of proceedings. Action Jan. 19.

■ WBLU(AM) Salem, Va. (Blue Ribbon Broadcasting Inc.) **Revocation proceeding:** (Doc. 21280)—ALJ Frederic J. Coufal granted motion by Blue Ribbon to stay further proceedings. Action Jan. 19.

■ Vancouver, Wash. (Rose Broadcasting Co., et al.) **AM proceeding:** (Docs. 78-209, 211-212)—ALJ James F. Tierney denied motion by Fort Vancouver Broadcasting Inc. to enlarge issues against Longwood Broadcasting Co. Action Jan. 15.

FCC actions

■ Anchorage, Alaska—FCC has denied request by KIMO-TV there for review of staff ruling granting Alaskans for Better Media (ABM) inspection of station's confidential financial records. ABM filed petition to deny the KIMO-TV license renewal alleging that Central Alaska Broadcasting Inc., the licensee, had engaged in practices of clipping network programming, extending authorized station breaks to include additional local commercials and airing commercials different from those actually purchased. Action Jan. 25.

■ Hattiesburg, Miss.—Review Board has scheduled oral argument Feb. 22 in proceeding involving three competing applications for new FM station on 92.1 mhz there. In initial decision released Oct. 27, ALJ John H. Conlin granted application of Circuit Broadcasting Co. and denied competing applications of Deep South Radio Inc. and James A. McCullough Enterprises. Action Jan. 22.

Allocations

Petitions

■ McComb, Miss.—Donald G. Manuel requests amendment of FM table of assignments to assign 97.7 mhz to Port Gibson, Miss. (RM-3305). Ann. Jan. 22.

■ Poughkeepsie, N.Y.—Olympian Broadcasting requests of amendment FM table of assignments to assign 92.1 mhz to Poughkeepsie. (RM-3306). Ann. Jan. 22.

■ Brattleboro, Vt.—We Trust in Jesus Broadcasting Inc. requests amendment of FM table of assignments to assign 104.9 mhz to Hinsdale, N.H. (RM-3192). Ann. Jan. 22.

Actions

■ Clinton, Ark.—Broadcast Bureau has proposed assigning 107.1 mhz there as its first FM allocation. Action was in response to petition by Weber-King Radio. Comments are due March 19, replies April 9. Action Jan. 16.

■ Antigo, Wis., and Hart, Mich.—Broadcast Bureau has substituted 105.3 mhz for 104.9 mhz at Antigo and assigned 105.3 mhz to Hart as its first FM allocation. Action resulted from petition by Antigo Broadcasting Co., licensee of WATK-AM-FM, Antigo for substitution and counterproposal by John D. DeGroot proposing Hart assignment. Action Jan. 22.

■ Broadcast Bureau extended to Feb. 12 the time for filing reply comments in the matter of amendment of FM table of assignments for Franklin and Keene, N.H., and Bennington and Brattleboro, Vt., and Conway, Littleton, Meredith, Plymouth, Rochester and Wolfeboro, N.H., and Skowhegan, Me. (Docket 20576). Action Jan. 22.

■ Broadcast Bureau extended to March 30 time for filing responses to comments in matter of petition for rulemaking to amend radio and television table of assignments to insure native American Indians adequate access to and control of broadcast facilities (RM-3245). Action Jan. 22.

Translators

Applications

■ Creek, Colo.—Garfield County seeks VHF translator on ch. 12 to rebroadcast KBTV(TV) Denver (TPO: 10 w. HAAT: 25 ft.). Ann. Jan. 23.

■ Cawood and Cranks rural area, Ky.—Kentucky Authority for Educational Television seeks UHF translator on ch. 66 to rebroadcast WKHA(TV) Hazard, Ky. (TPO: 10 w. HAAT: 60 ft.). Ann. Jan. 23.

■ Letcher, Ky.—Kentucky Authority for Education Television seeks UHF Translator on ch. 67 to rebroadcast WKHA(TV) Hazard, Ky. (TPO: 10 w. HAAT: 65 ft.). Ann. Jan. 23.

■ Felch, Mich.—Felch Area TV Corp. seeks VHF translator on ch. 9 to rebroadcast WLUK-TV Green Bay, Wis. (TPO: 10 w. HAAT: 75 ft.). Ann. Jan. 23.

■ Coral Bay, V.I.—Virginia Island Public Television System seeks VHF translator to rebroadcast WTJX-TV Charlotte Amalie, V.I. (TPO: 10 w. HAAT: 30 ft.). Ann. Jan. 26.

Actions

■ Laurel, Miss.—Broadcast Bureau dismissed application of Southern Television Corp. for authority to construct new VHF TV translator station on ch. 84 (BPT-TV-6056). Action Jan. 18.

■ Delta, Oak City and Lyndyl, Utah—Broadcast Bureau returned as unacceptable for filing application of Millard County TV for authority to construct new UHF TV translator station on ch. 68 and enclosed additional forms for refiling. Action Jan. 18.

Cable

■ The following operators of CATV systems have filed the following service registrations:

■ Morehead State University, for Morehead University, Ky. (KY0339) new system.

■ Cox Cable TV of Pensacola, for Escambia, Fla. (FL0001) add signal.

■ Kellogg TV Systems Inc., for Kellogg, Ind. (ID0026) add signal.

■ Centre Video Corp., for Wall, Pa. (PA0172) add signal.

■ TV Service Inc., for Pumpkin Center and Jeremiah, both Kentucky (KY0327-28) new systems.

■ Television Signal Corp., for San Francisco (CA0245) add signal.

■ Mahoning Valley Cablevision, for Girard, Ohio (OH0345) add signal.

■ Warner Cable of Windsor, for Windsor, Mo. (MO0027) add signal.

■ Warner Cable of Warrensburg, for Warrensburg, Mo. (MO0024) add signal.

■ Televents of Camarillo Inc., for Camarillo, Calif. (CA0653) add signal.

■ Americable Association, for Homestead, Dade and Florida City, all Florida (FL0237, 375, 401) add signals.

■ Nor Cal Cablevision Inc., for Paradise, Calif. (CA0512) add signal.

■ Apache Cable TV Inc., for Blountstown, Fla. (FL0169) add signal.

■ Rogers TV Cable Inc., for Rogers, Ark. (AR0031) add signal.

■ Tower Communications Inc., for Uhrichsville, Denison, Gnadenhuttten and Tuscarawas, all Ohio (OH0126, 17, 20, 541) add signals.

■ Waverly Cable Television Inc., for Waverly, Tenn. (TN0147) new system.

■ Continental Cablevision of Ohio Inc., for Upper Sandusky, Ohio (OH0042) add signal.

■ National Cable Co. of Pennsylvania, for Ferguson, Pa. (PA1725) new system.

■ Cablecom of Benham, for Bonham, Tex. (TX0017) add signal.

■ Herscher Cable TV Inc., for Herscher, Ill. (IL0291) new system.

■ Warner Cable of Paris, for Paris, Ark. (AR0012) add signal.

■ Warner Cable Corp., for Booneville, Ark. (AR0010) add signal.

■ Calvert Telecommunications Corp., for Catonsville, Md. (MD0081) add signal.

■ Betterview Cablevision of Oregon, for Myrtle Creek, Riddle and Tri City, all Oregon (OR0163, 0212, 0177) add signals.

■ Crawfordsville Community Cable Corp., for Crawfordsville and Montgomery, both Indiana (IN0014, 163) add signals.

■ Fairfield Cable TV Inc., for Fairfield, Ill. (IL0024) add signal.

■ Satellite Systems Corp., for Sumter and Shaw AFB, both South Carolina (SC0106, 0102) add signals.

■ Clark County Cablevision, for Clarksville, Jeffersonville and Clark, all Indiana (IN0085, 86, 88) add signals.

■ Greater Humboldt-Dakota City Cable TV Inc., for Humboldt, Iowa (IA0043) add signal.

■ Texas Community Antennas Inc., for Springdale, Ark. (AR0058) add signal.

Other

■ Eaton, Ohio—Great Trails Broadcasting Corp. has appealed to U.S. Court of Appeals for District of Columbia FCC's Nov. 30, 1978, order denying waiver of multiple ownership rules for its application proposing facility changes for WJAI(FM) there. Ann. Jan. 23.

■ Cape Girardeau, Mo.—Federal appellate court has affirmed the FCC's refusal to convert KFMP(FM) there from Class B to Class C station. U.S. Court of Appeals for District of Columbia Circuit issued its decision Dec. 29, 1978, in response to petitions for review filed by Communications Systems Inc., licensee of KFMP. Ann. Jan. 22.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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Number One, Top 40 Radio Station in 45,000 market needs qualified salesperson to take over number two sales list. Contact Sales Manager, Bob Benson 601-636-1494.

Southwest. Expanding daytimer in medium market needs experienced salesperson. Gary Beckner, Box 4041, Midland, TX 79701.

Salesperson wanted for KPSI. Letter and resume to VP/Sales, 174 N. Palm Canyon Drive, Palm Springs, CA 92262.

Sales Manager—we want one good person to implement our proven sales plan in Midwest Medium Market. Must be aggressive, have a strong desire to advance, and a proven sales record. EOE. Send resume to Box S-119.

WNAT—WQNZ, (1KW AM—99KW FM) Natchez, MS. Seeks professional salesperson with track record to assume and develop station's top list. Retiring salesperson billed 15K in December. We seek management type who can sell top drawer local and agency accounts. Our stations are No. 1 and No. 2 rated. Good salary, commission, benefits. Immediate opening. Send resume and call Mr. Rinaldi, 5PM-6PM, 601-442-4895. EEO/AA

Are you an aggressive street fighter with class in a small market ready to move up to a bigger challenge? Then contact me, Sales Manager, PO. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Experienced salesperson for hometown radio station. No floaters. Send resume to George Walker, WKEI/WJRE (FM), PO 266, Kewanee, IL 61443. Equal Opportunity Employer.

Experience and success in selling radio time is essential. Full resume and salary requirements. Appointments by phone only. K11X—Ft. Collins, CO Harold Robinson 303-484-5449 An Equal Opportunity Employer.

Account Executive—Wanted to grow with group-owned, dominant adult contemporary in six-station Rocky Mountain market. Minimum of two years selling experience. Outline career goals, past track record, income requirements, and your personal sales philosophy in first letter to R.G. Elliott, 604 Rushmore Drive, Grand Junction, CO 81501. EOE/MF. Come grow with us!

Outstanding Four-State Country Station seeking salesperson. Excellent benefits and potential. Send resume to Larry Henderson, KOAM Radio, Box F, Pittsburg, KS 66762. EOE, Minority applicants requested.

Sales Manager—Aggressive Account Executive ready to move to management? Opportunity at a California FM for a selling sales manager who can motivate others through example. Send resume to Gary Brown, KKYS-FM PO Box 49, Hanford, CA 93232, or phone 209-582-0361.

Sell one of Seattle's best radio stations! If you have three to five years experience, are aggressive, want to work hard and are a good team player, contact Ron Carter at the FM kvi, Plaza 600/600 Stewart Street, Seattle, WA 98101. 206-223-5730 An Equal Opportunity Employer.

RAB Member Service, NY HQ needs experienced radio salesperson to help stations with selling. Clear writing and typing skills essential. Call Joyce Reed, 212-599-6694.

HELP WANTED ANNOUNCERS

Alabama/Country Format, needs morning air personality with great production skills. WBHP is top rated and highly respected station. Moving into new facilities. Please send up-dated tape and resume to WBHP Radio % Buster Pollard, PO. Box 547, Huntsville, AL 35704.

WVMT, Burlington needs a cheerful, relaxed Adult Contemporary midday announcer. We are Vermont's oldest and largest radio station. Good pay, benefits for the right person. Send tape, resume, references and salary requirements to: Gary Wheelock, Program Director, WVMT, Box 12, Colchester, VT 05446. WVMT is an Equal Opportunity Employer.

WAMO/Pittsburgh, PA. seeking an experienced morning drive time announcer. Send tape and resume to Eddie Edwards, WAMO, 1811 Boulevard of the Allies, Pittsburgh, PA 15219.

Production and News Person needed for fast growing medium market. Good voice and experience required. No beginners. Send tape and resume to Lyle Richardson, KUDE/KJFM, Box K-1320, Oceanside, CA 92054 or call 714-757-1320. This is a good opportunity with an equal opportunity employer.

Philadelphia's No. 1 suburban station has an opportunity for a talented announcer. We require an individual with some experience for this 5 kw fulltime. You must believe in our MOR/adult/local format. Send tapes with news and commercials to WCOJ, Coatesville, PA 19320, an affirmative action EOE.

Great opportunity for right individual. Top Rated radio station in Upstate New York looking for nighttime personality. If you would like to grow with a winner, contact us immediately, Box S-172.

Ready to move up? Ready to take on a challenge and express your personality? Full service, 24 hr. No. 1 adult-contemporary Upper Midwest medium market operation is looking for a strong afternoon drive personality who knows how to inform as well as entertain. We also need a mid-morning personality who can think on their feet and conduct an interesting interview. EOE M/F Resume and letter of application stating salary expectations to Box S-166.

AM/FM in Medium Market. FM geared for mass appeal. AM for adults. Also seeking news help. E.O.E. Send resume Box S-164.

Beautiful Alaska's Beautiful Music Station and Mellow-Rock Sister Station looking for experienced, mature sounding broadcaster. Excellent salary and benefits. Career opportunity. Send tape and resume to Ken Flynn, KHAR/KKLX, 3900 Old Seward Highway, Anchorage, AK 99503. EOE.

Experienced announcer. Sign on shift. Semi-automated system. Send tape/resume to George Walker, WKEI, Box 266, Kewanee, IL 61443. Equal Opportunity Employer.

Creative, communicative announcer for evening shift at Tender Lovin' Country. Some production. EOE/MF Dave Broman, KTLK, Box 65, Twin Falls, ID 83301. 208-733-3381.

WINA is looking for a stable, experienced mature morning-drive personality who would like to move to our Central Virginia Community. Community involvement very important. Send tape, requirements and resume to General Manager, WINA, PO Box 1230, Charlottesville, VA 22902.

Small Market Modern Country Radio station looking for disc jockey with 5 years minimum experience—send tape, resume & salary requirements to Terry Slane, PO Box 123, Cypress Gardens, FL 33880. No phone calls please. An equal opportunity employer.

HELP WANTED ANNOUNCERS CONTINUED

Sunshine—All Pro talent needed for major group operator located far away from ice and snow. Positions now open for modern country and contemporary air personalities. Hard hitters and solid career minded individuals, rush your tape and resume immediately. Women and minorities encouraged. First phone also helpful. Salary open, outstanding group benefits and future assured. All replies in confidence to: Tom Allen, Gulf Broadcast Group, WVOJ, 1935 Ellis Road South, Jacksonville, FL 32205.

Experienced announcer. 6:00 p.m. — Midnight shift. Completely automated. Send tape/resume to George Walker, WKEL, PO 266, Kewanee, IL 61443. Equal Opportunity Employer.

WSAR, Fall River—New Bedford is a full-time personality/MOR/News/Sports medium-market station seeking morning keystone personality. For full details phone Mike McLean, 617-677-9477.

No. 1 FM Contemporary plus AM beautiful MOR has excellent earnings for experienced announcer with smooth voice. Send tape, resume to General Manager, WKFM, Fulton NY 13069. 315-343-2630.

A Night Time Country Personality looking for a good home can find it here. KDTH, Dubuque Iowa is looking for a country personality to host a modern country show at this 5 kw regional station serving the beautiful Upper Mississippi Valley (UMV). Two years commercial experience preferred, but the person with demonstrated talents and less experience will be considered. Tape and resume to Les Gardner, KDTH, Box 688, Dubuque, IA 52001.

All-night, full-time radio announcer needed. Two years experience minimum. Send tapes and resumes only to, Scott Slade, WAYS, 400 Radio Road, Charlotte, NC 28216. Equal Opportunity Employer.

Immediate opening for Announcer with news & production skills for non-automated, Beautiful Music format. Only thoroughly experienced, mature sounding pros need apply. Tape & resume to WSRS, West Side Station, Worcester, MA 01602. EOE.

HELP WANTED TECHNICAL

Assistant Engineer with accent on studio and recorder maintenance to start, with opportunity to learn automation, directional and other engineering fields. EOE. Mr. Smith, 503-882-8833.

Assistant Chief looking to become Chief Engineer or Chief Engineer looking for new opportunity. Beautiful college town, 30 miles outside of Pittsburgh, Pennsylvania. A.M. and FM. Must have transmitter and audio maintenance experience. Send resume to WHJB, 245 Brown Street, Greensburg, PA 15601.

Live in Paradise ... Chief Engineer wanted. Minimum five years FM maintenance. KRUZ ... Santa Barbara, CA 93101.

Full charge—Chief Engineer. 1,000 watt AM ... 3 KW FM Excellent Equipment, WKST, New Castle, PA. Great Scott Stations. 215-326-4000.

Midwest 50KW AM—is seeking a technician for construction and maintenance of studio broadcast equipment. Must have FCC First Class license and some broadcast engineering experience. Send resume to WOWO Radio, 203 West Wayne Street, Fort Wayne, IN 46802. An equal opportunity employer.

Chief Engineer—WYYD, Raleigh-Class C. FM. Strong automation and studio maintenance experience required. Send resume to: Greg Rogers, Chief Engineer, WKIX, PO Box 12526, Raleigh, NC 27605. EOE.

Maintenance Engineer for Western NY automated stereo FM. Above average salary based on ability & experience. Box B-45.

HELP WANTED NEWS

Production and News Person needed for fast growing medium market. Good voice and experience required. No beginners. Send tape and resume to Lyle Richardson, KUDE/KJFM, Box K-1320, Oceanside, CA 92054 or call 714-757-1320. This is a good opportunity with an equal opportunity employer.

News Director. Long-established AM/FM in Southeast interviewing for first opening in 15 years. Excellent compensation and solid future for professional with superior skills. Experienced applicants only. Detailed resume to General Manager, Box S-163.

Afternoon Anchor/Reporter/Assistant News director for leading radio news station in good news town. One year experience preferred, mature voice required. Contact Tim Tyson, WBHP Radio News, Box 547, Huntsville, AL 35804 EOE.

Needed Immediately ... Two reporter/anchors for regional radio station in Upper Midwest. These people should sound reasonably good on the air. He/She may do our morning drive newscasts. Experience preferred. Salary is negotiable and our company has good fringe benefits. 44 hour week with every third weekend off. Send tape and resume to: Jan Thomas, News Director, KFVR Radio, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

Kentucky—Sports news and play by play. Pay equal to effort. Call Jim Ballard 606-248-5842. Immediate Opening.

Anchor-Reporter. Must be strong in street work, delivery and writing ability. Six person staff; heavy news commitment. 3 years commercial experience preferred. Tape and resume to Neil Carmean, WSPD Radio, 125 S. Superior, Toledo, OH 43602. EOE.

A News, Sports and Talk Station on the Gulf Coast is seeking a full-time reporter to add to our eight person news staff. The reporter we are looking for must be able to gather, write and work with tape and be capable of anchor work. Applicants should have five years experience or three years and a broadcast journalism degree. Send air check, resume and references to Kip Allen, News Director, WKRG Radio, 162 St. Louis St., Mobile, AL 36601. Equal Opportunity Employer.

Experienced news person. Experience essential for hometown radio station. Send tape/resume to George Walker, WKEL, Box 266, Kewanee, IL 61443. Equal Opportunity Employer.

Southeast Medium accepting resumes for future news openings. Some experience required. Women encouraged. EOE. Box B-23.

Needed: on-air reporter/announcer with experience. Good voice and strong on air. Production abilities a must. E.O.E. Send tape, resume, salary requirements to WRTA, PO Box 272, Altoona, PA 16603.

We're No. 1 in the market and we want to stay that way! Upper Midwest adult contemporary leader is looking for an aggressive, take charge news, sports and public affairs director. You must have an instinct for news and be willing to go out and get it. Play-by-play experience a must for football and basketball seasons. Here's your chance to get in on the ground floor of a growing organization and build and administer your own department. EOE M/F. Send a letter of application stating salary expectations along with resume and references to Box B-34.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Southern/Country AM. New facilities, top-rated, highly respected, people oriented station seeking dedicated PD. with 3-5 years experience preferred. Require active community promotional approach, air shift, creativity supervisory capability of personnel, music and production. EOE. Send resume and financial requirements to WBHP Radio % Buster Pollard, PO. Box 547, Huntsville, AL 35804.

Program Director who understands beautiful music. Air shift. Upper midwest major market. Send resume to Box S-184.

We have an opening on our staff for a good Afternoon Drive Jock and also a Copy Writer. Our station is a leader in the community and professionals only need apply. Beautiful community in Florida. Minorities are encouraged to apply for these openings. EEO Station. Send resume and complete details including availability date to Box B-7.

Upper Midwest medium market stereo rock FM seeks take-charge, creative, on-air program director. Strong on production with automation background. EOE M/F. Send resume with references and letter of application stating salary expectations to Box B-5.

Program Director—24 hour, class C FM in the Midwest seeks experienced Contemporary PD/morning drive personality. Station is programmed live 6A-9A and 10P-2A; Automated with local personalities (non-syndicated) remainder of the day. Looking for take-charge type who really knows how to take advantage of Harris automation system capabilities. Must have full knowledge of FCC regs, be able to supervise announcing staff, develop sales promotions, handle public affairs/ascertainment requirements, music selection. Send resume and salary requirements. EOE. Box B-22.

An experienced program director for C-W format—1kw (cp 5KW). Strong on production. Send resume, tape, salary requirements to Lynn Reed, KIXX—PO Box 2204, Fort Collins, CO 80522.

WSAR, Fall River—New Bedford is a full-time personality/MOR/News/Sports medium-market station seeking morning keystone personality. For full details phone Mike McLean, 617-677-9477.

Twenty-four hour Country station seeks p.m. drive personality who can handle position as Production Manager. Phone (205-339-3700) or write: PD., WJRD, PO Drawer 4, Tuscaloosa, AL 35402.

Operations director for leading AM in vital upper Midwest market. We are a "full service" personality adult contemp with strong emphasis on news, sports, and information. You will supervise announcers, promotions, production, music, etc. as well as pull a morning shift. This responsible, take charge position demands a high degree of detail orientation and follow through; a minimum of five years of strongly related, progressive experience is required. Floaters, "stars", and problem types need not apply. Career broadcasters desiring to settle in a highly desirable community are invited to investigate this to-be-created position. EOE. Rush resume with references, letter of application with salary expectations, and a brief statement of your programming philosophy. Box B-49.

SITUATIONS WANTED MANAGEMENT

General Manager, currently V.P./G.M. of successful station. Outstanding credentials and track record in every size market. Station sale dictates move for 43 year old family man with tons of experience. Box S-114.

Minnesota! Low billings? "Weak" sound? I can help! Trouble-shooting general manager seeks new challenge. Ten years experience management, sales, news, programming. Will work for small salary plus percent of billing. Let's talk! Box S-136.

Program Manager. Administrator. Outstanding credentials includes impeccable references. GM oriented. Top 100 markets Box S-201.

Need a Manager who knows promotion, programming, and sales? A man with a proven track record covering 20 years in broadcasting? Well you've found him! Top flight, professional is seeking a small to medium market position. Prefer South or Southwest, but all offers considered. Box S-171.

General Sales Manager who is not a gamble looking for stable permanent position with proper company. Top credentials, references. Box S-148.

General Manager, running successful station in top 100. Family desires return to Florida. 43 year old with excellent twenty year record. Box S-112.

General Manager, running successful station on West Coast. Interested relocating as general manager, on West Coast only. Organizer and leader. Accomplished sales, programming, promotion, FCC regulations. Highly experienced broadcaster. Top track record, and qualifications. Many years in the business. Box B-28.

Administrative Assistant or Right-Hand Man! Take your pick. Ambitious, creative and young MBA. After four years of consulting and appraisals, I want to be on the inside. Resume available. Box B-8.

15 years broadcasting experience, six in management at successful Medium Market station. Seek Florida position. No revolving doors please. Will consider position as Assistant Station Manager, Operations Manager, Public Affairs or News Director, or as Program/Production Manager ... qualified for each. Send all inquiries to A. Tolar, 215 Larwood Lane, Bristol, VA 24201. Female.

SITUATIONS WANTED MANAGEMENT CONTINUED

General Manager wants to relocate as general manager only, in Florida. Would consider Alabama, or Georgia. Currently West Coast managing successful station. Mature sales, and administrative achiever. Highly experienced programming, all aspects of responsible broadcasting. 25 years radio. Box B-42.

See MBA's in Television Section.

SITUATIONS WANTED SALES

Can You Help Me? I am a recent college graduate in communications who desires a chance to prove his competence. Box B-16.

SITUATIONS WANTED ANNOUNCERS

Creative, Reliable 4 year radio Pro looking for better job. Ken 914-856-6757.

Knowledgeable in all music formats. Experienced, PD/MD, stable & dependable. Will relocate. Box S-105.

First phone. 15 years MOR experience. Good voice. Also experience as a TV switcher. Dennis Kann, 2015 8th St. N.W., Minot, ND 58701.

Twenty Year Pro all phases—sixteen years small mkt management. Desire announcing-news-sales. Box S-93.

Experienced Third Endorsd looking for Country or Rock in the West. Creative production. C. Graham, 4629 N. 10th Street, Phoenix, AZ 85014. 602-279-7092.

Jock with 3 years experience seeks medium market move. Will relocate anywhere. For tape and resume call 814-539-2878 before 10:30 AM. Ask for Tom.

"Just Jazz" The way it should be played. Let's talk. 9 yrs. radio. 31, single, 1st. Write, dedicated jazz jock. Box S-181.

DJ—news anchor—automation operator, 3rd endorsed, 27, seeks opportunity to learn great radio in Florida. Short on experience, but long on talent and ambition, with good voice and production ability. Call Rick, 305-672-4890.

C.M.U. Grad, B.A.A. in Broadcasting willing to relocate in Michigan, 3rd endorsed, commercial radio experience, strong on commercials and news, tape and resume available on request. Bill Thompson, W Airline Rd., Weidman, MI 48893. AC 517-644-3905.

Versatile announcer seeks personality slot, NE market. 2 year pro, 3rd Phone, can write and produce spots & news too. Call Mike: 302-945-3675.

Announcer Production Pro with over eight years experience and 1st phone seeks relocation in South-eastern market. Call Steve 602-364-9396.

Personality DJ working Northeast Country format seeks new challenge in Rock or other Contemporary station. Available immediately, will relocate anywhere. Experienced. Box B-12.

Black Versatile Female Announcer seeks on the air position as Jock and or News Reporter. Will relocate, and can start immediately. Marilyn Bell, 12251 South Yale, Chicago IL 60628, Phone 312-568-3615.

Seriously funny, amusing when serious, one-to-one entertaining communicator; seeks break anywhere (leg, arm, nose, etc). faster than a speeding PBP; more effective than a local moron, able to leap large markets in a single rating book. John LaVine 617-536-7798.

Morning Smiles don't come cheap, neither do we. Team ready to move up! Box B-13.

Female Broadcaster/Copywriter 3rd endorsed. Good voice for news, easy listening formats. Creative writer. For T&R: Martine Wood 415-834-1124; 3009 Harrison, Oakland, CA 94611.

Bright, personable, outgoing young male with pleasant voice and some experience seeks on air equity level position anywhere USA. Legal background. Box B-1.

Let Me Help! DJ, ex-sports director seeks gig in Northeast. 1-1/2 years experience. Good PBP and production. Leave message for Scott at 215-363-1346.

Experienced combo man with first. Smooth production. Looking for Rock/Progressive format Philly/Mid-Atlantic. Box B-6.

D.J. with news and production experience. Reliable. Format open. Location secondary to secure operation. Call Mike 716-694-4850.

Experienced announcer, classical music format. First Phone, M.A. English. Opera connoisseur, will relocate. Box B-3.

Talented female looking for a break. Good voice. Experience in board work and continuity. Call Ellen, evenings, 717-929-3862.

Experienced announcer, versatile, good ratings in contemporary adult format, talk show host, news and copywriting experience, Eastern U.S. Box B-20.

Four Years Experience. Excellent voice. First phone. Family Medium or major markets only! Call Ron at 817-322-6754.

The Answer! First phone broadcaster; light experience. Heavy training; intelligent newscaster—writer crisp polished delivery. Skilled DJ—intense worker—friendly negotiator. Ed 201-798-6974 evenings.

If anything goes right—Call me! I eliminate "rough days" with a smiling "feel-good" performance. Black DJ announcer-writer. Some experience—totally trained. Tape available. Smilin' Eddie Jaye, Phone: 212-538-2465 weekends, evenings, 212-221-3703 days.

Friendly, 20, Broadcast school grad. 3rd endorsed. sports, news, commercials awaiting break. Box B-40.

SITUATIONS WANTED TECHNICAL

First ticket anncr/news combo wants engineer apprentice position. Degree and more. Box S-183.

Chief Engr 25 yrs. AM FM DA installations. Desires to locate in smaller market—West, warmer climate—reasonable. Box B-17.

Experienced, conscientious, 35, married, 3 children. Call before 1:30 E.S.T. 502-367-4808.

SITUATIONS WANTED NEWS

Producer-writer in top 10 market 10 years wants out of rat race and into life-long ambition; news director in small to medium market. Top references. Salary open. Box S-174.

Solid reporter, 9 yrs. experience, can do consumer, general assignment, soft feature or digging. References, air checks available. Box S-173.

News Director, talk show host, television sports director, weatherman. Excellent voice appearance. 609-883-8990.

Sports Director with ability, experience, maturity and drive. All PBP plus talk show experience. Equally comfortable with college and professional. Excellent references. Box B-30.

Experienced Woman Sportscaster seeks on-air reporting or color commentary spot in medium or major market. Three years experience with excellent credentials. Have covered the NBA, NHL, WHA, NASL, and other major sporting events for top rated Midwest station. CBS stringer. Some newspaper and TV reporting experience. Features are my specialty. Box B-35.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Modern Country Programmer/Ops. Mgr. top 20 market experience, enthusiastic, co-operative. John Peterson 714-298-4812.

15 years broadcasting experience, six in management at successful Medium Market station. Seek Florida position. No revolving doors please. Will consider position as Assistant Station Manager, Operations Manager, Public Affairs or News Director, or as Program/Production Manager ... qualified for each. Send all inquiries to A. Tolar, 215 Larwood Lane, Bristol, VA 24201. Female.

Experienced auditor in broadcast-related organization, seeks accounting position in radio group or television. Degreed, early 30's, single. Will relocate and travel anywhere. Resume furnished. Box S-165.

TELEVISION

HELP WANTED MANAGEMENT

Director of Learning Services for major urban-based public television station. Provides overall direction to instructional and other educational services of station reaching 2.5 million viewers. Bachelor's degree and five years successful full time professional experience in educational television or equivalent combination; two years demonstrated success as supervisor of broadcast education staff, and demonstrated ability to design and manage an instructional television service for both children and adults. Current knowledge of state of the art television production techniques and experience in long range planning for an educational organization. Salary negotiable in range of \$24,446 to \$29,886. E.O.E. Letter of application, resume relating education and experience to specific job requirements, and three professional references with full knowledge of candidate's background and abilities should be sent to: Dr. Harold A. Stetzler, Executive Director, Department of Personnel Services and Management Relations, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with copies of all materials to Richard B. Holcomb, General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. All materials to be received by February 16, 1979.

Director of Programming for major urban-based public television station. Provides overall direction for program scheduling, acquisitions, and production for station reaching 2.5 million viewers. Bachelor's degree in mass communications, journalism, or related field and seven years full time professional experience in broadcasting or equivalent combination; three years demonstrated success as manager of programming and production staff, and demonstrated ability to design and manage public television broadcast schedule. Current knowledge of state of the art television production techniques and experience in long range planning for a broadcasting organization. Salary negotiable in range of \$29,886 to \$33,214. E.O.E. Letter of application, resume relating education and experience to specific job requirements, and three professional references with full knowledge of candidate's background and abilities should be sent to: Dr. Harold A. Stetzler, Executive Director, Department of Personnel Services and Management Relations, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with copies of all materials to Richard B. Holcomb, General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. All materials to be received by February 16, 1979.

HELP WANTED SALES

WOWK-TV, Huntington/Charleston, W. Va. has opening for account executive. List will produce income of \$25,000 or more, for right person. Looking for aggressive, personable individual ready to move from smaller market to a top 50 market. A group Corporation, Gateway Communications. Send resume or contact Bill Myers, 625 4th Avenue, Huntington, WV 25701. Telephone 304-525-7661. Radio or TV experience required. TV Preferred. An Equal Opportunity Employer.

Manager of Sales Development—Major market TV station has an opening for a Manager of Sales Development. Applicant should have a minimum of 3 years sales experience; knowledge of retail co-op; experience in broadcast sales at the retail level; working knowledge of TVB, and experience in in-depth presentations of retail sales plans. This person will also be responsible for isolating target accounts for sports and special events and developing presentations. Will also assist in developing revenue and expense budgets. Equal Opportunity Employer. Send resumes to Box S-182.

Number 1 Network affiliate, Top 50 Sun Belt Market, seeks aggressive person for new account development. Broadcast sales, retail and marketing experience helpful. Responsible for developing new television clients of all types. Imagination and tenacity a must. Income depending upon qualifications. Box S-154.

HELP WANTED SALES CONTINUED

Account Executive. Looking for energetic, motivated salesperson to cover large account list. Outstanding future opportunity with Metromedia, the industry's largest group broadcaster. If interested, contact Al DeVaney, WTZN. Tel. 612-546-1111. Equal Opportunity Employer.

Local Account Executive in top 30 market in Sunbelt; VHF network affiliate; 2-3 years experience in sales required. An equal opportunity employer. Send resumes to B-33.

HELP WANTED TECHNICAL

TV Maintenance Engineer—Electronic Engineering education or equivalent experience. ENG maintenance experience desirable. Contact Harold B. Wright, WVIR-TV, Charlottesville, 22902. 804-977-7082. An Equal Opportunity Employer.

TV Maintenance Engineer in Central New York State. First Class radio telephone license, five years experience including digital technology, video switchers, reel to reel and cassette video tape recorders, studio cameras, character generators. Have excellent benefits. Send resume and salary history. An equal opportunity employer. Box S-107.

Assistant Chief Engineer 1st Class 8 years minimum. Must know Ampex, GE Studio and some transmitter. Salary 13-16K with Rocky Mountain small market. Call Cecil Cope, KIFI TV, Idaho Falls, ID 208-523-1171. EEO Employer.

Chief Engineer for a growing Television Production facility. Solid background in maintenance and repair of studio equipment, with strengths in color cameras and/or quadraplex video tape. Please send resume and salary requirements to P.O. Box 25990, Los Angeles, CA 90025. Equal Opportunity Employer, M/F.

Position available for qualified television maintenance engineer. FCC 1st phone required. Contact C.E., WZTV, Nashville TN 37209. 615-385-1717.

Chief Engineer. Small market VHF network affiliate in mid South. Need management skills plus transmitter, studio and ENG experience. Send resume and salary requirements. EOE. Box S-175.

Maintenance Engineer for VHF television station in Colorado Springs. Excellent chance for growth with a strong corporation. Applicants should have experience with VR 1200, AVR 2, ACR-25 and GE PE 350 cameras. Send resume to: Rick Craddock, KKTU, P.O. Box 2110, Colorado Springs, CO 80901. E.O.E.

TV Maintenance Engineers and Technicians. For TV Production and sports facility. Maintenance Engineer required for quad tape, W/Time code editing, studio cameras, slo-mo, scoreboards and computer, IVC 9000, Eidophor video projectors, and much more. Technicians also required to work under maintenance supervisor in same areas. Contact: Bill Denton, MCI Productions, No. 10 Greenway Plaza, Houston, TX 77046, 713-627-9270.

Senior Broadcast Technician: FCC First Class Radio-Telephone License required. Experience in UHF Television Transmitters desired. The ability to design and maintain MATV and CCTV systems helpful. Send resume to: Chief Engineer, The Ohio State University, Telecommunications Center, 2400 Olentangy River Road, Columbus, OH 43210. AA/EEO employer.

Maintenance—1st FCC—studio, ENG, transmitter. Experience in two areas minimum. Send resume to—KFMB-TV, PO Box 80888, San Diego, CA 92138. Attn: John D. Weigand, Manager of Engineering. An equal opportunity employer M/F.

Maintenance Professional—Group-owned commercial VHF station is searching for a professional television broadcast maintenance person to support our professional production and news departments by maintaining helical and quad VTR's, RCA cameras and associated terminal equipment. Position requires expertise in audio, video-analog and digital, microwave, and an FCC First Phone. Experience highly desirable. Large expanding multi-media corporation with salaries, fringes and progressive atmosphere to complement. Submit resumes and salary history to: Tom Weems, Director of Engineering, WTVH-TV, 980 James Street, Syracuse, NY 13203. EOE M/F

A Career in Television Engineering—Television Technician—A minimum of 2-5 years experience in studio broadcasting and an FCC 1st Class license are required. The ideal candidate should have a background in electronics as well as strength in maintenance. RKO offers a liberal compensation package. For prompt consideration, forward your resume, including salary requirements to: Personnel Department, WNAC-TV Boston, A CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

Chief Engineer. New TV station located in major Northeast suburban market requires a 1st class licensed Engineer knowledgeable in all phases of TV station equipment. Attractive salary, benefits. All replies strictly confidential. Send complete resume, salary history and references to Box B-9.

EFM Maintenance Engineer. Experience needed on 3/4-inch and 2-inch video tape. Familiarity with Panasonic 3/4-inch machines/editing systems necessary. First Class FCC License Required. Resume to Peter Dibacco, Dept. BG, WITF-TV, Box Z, Hershey, PA 17033.

HELP WANTED NEWS

Reporter—for Southern affiliate station. Experience and/or education required; photo experience desirable. Equal Opportunity Employer. Send video cassette and resume to Art Angelo, VP, KPCL-TV, PO Box 1488, Lake Charles, LA, 70601. No phone calls.

Top-rated small market with ENG needs reporter type who wants chance to anchor. Must be good. Excellent salary. Females encouraged to apply. Journalism degree preferred. Contact News Director, KIFI-TV, Idaho Falls, ID 208-523-1171. EEO Employer.

Weatherperson for beautiful Gulf Coast area. If you can do more than just read the forecast, we want to talk to you. EOE. Write box S-194.

Looking for the best. Reporter, photographer, feature reporter and weekend anchor. No calls. Send tapes and resumes to John Miller, WVEC-TV, 110 Third Street, Norfolk, VA 23510. E.O.E.

Producer/Reporter. Seeking experienced Producer/Reporter to perform on-air reporting and writing for local "Nightly Business Report", along with other news and public affairs programs. Duties include: producing mini documentaries and news stories for the Business Report, interviewing and providing narration bridges and working with film and engineering crews. Requirements are college degree with coursework in finance or economics, on-air news and production experience, along with writing and reporting skills. Send resume in confidence to Personnel Manager, P.O. Box 610001, Miami, FL 33161. An Equal Opportunity Employer.

Sunny S.W. Fla. TV-AM-FM taking applications for future reporter positions, 2 yrs. exp., some college. Possible Anchor. Also accepting applications for future MOR Radio Personality positions. Send VTR or audio tape to News Director or Program Director, Radio-Television Centre, 333 8th St. South, Naples, FL 33940. E.O.E.

Producer for 6 and 10 pm news in sunbelt. Must be good writer with some experience. Good pay for the right person. Medium market. EOE. Write Box S-195.

Anchor: Midwest ABC Affiliate looking for anchor with solid TV news experience. No beginners. Must be excellent writer and communicator. Medium market. Salary negotiable. Send writing samples, resume, acceptable salary range in first letter. An E.O.E. Box S-180.

Co-anchor for medium market in sunbelt. Top salary for right person. No novices please. Females are urged to apply. EOE. Write Box S-196.

Wanted: Experienced News Director, Mid-West Top 100-Market. Must have strong administrative background. Responsibilities for running day to day operations and assignments, production and writing background essential. Salary open. E.O.E. Box S-144.

Wanted: Experienced Anchor Person for 6 and 11 p.m. news programs. In active top 100 Mid-West Market. Must have solid news experience and prior anchor background. Salary open. E.O.E. Box S-143.

Sports/Anchor: We're looking for someone who knows sports and knows how to present it on the air. Send tapes and resumes to News Director, WTJ-TV, 5000 Sixth Ave., Altoona, PA 16602, EOE.

Weather Anchor for 6 and 11 pm news Monday thru Friday for Medium Market station in Northeast. Should have background in meteorology and be a communicator. Equal Opportunity Employer. Box B-21.

The American University School of Communication in Washington, D.C. seeks graduate assistants with full-time journalistic experience to work in teaching and professional positions while earning a Master's Degree in journalism and Public Affairs. Tasks include writing and airing newscasts over WAMU-FM, 50,000-watt public broadcast station, direct involvement with television news bureau operations in Washington, and writing for our American NewsService. This is a 1-year full-time program. For information, write Dean, School of Communication, The American University, Washington, D.C. An Equal Opportunity/Affirmative Action Employer.

Reporter/Photographer. We need an experienced general assignment reporter with ENG skills. Send tape and resume to News Director, KWLL-TV, 500 E. 4th St., Waterloo, IA 50703. Equal Employment Opportunity Employer.

Weekend Co-anchor/Reporter—West Coast medium market network affiliate is seeking experienced anchor with superior field reporting skills. Applicants should have strong writing skills and thorough knowledge of Television news production. EOE/MF. Resume including salary history to Box B-31.

Producer/reporter—produce our 11 p.m. newscast, serve as street reporter for remainder of shift. Top-rated station in coastal growth market. Producing and reporting experience required, will request tape of both. Must have broadcast journalism degree. Steve Grissom, News Director, WBBH-TV, Fort Myers, FL 33901. 813-936-0195. Equal opportunity employer.

Midwest ABC Affiliate looking for talent to double as afternoon reporter/10 pm anchor. Box B-44.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Switcher-Director with 1st Class. 3-5 years experience with newest switchers. Excellent pay with no. 1 Rocky Mountain station. Contact Operations Manager, KIFI TV, Idaho Falls, ID 208-523-1171. EEO Employer.

Art Director—Top 30 Market—Capital Cities Communications, Inc. To supervise and organize television graphic department. Heavy broadcast or agency experience required. Must be well versed in contemporary art design for on-air promotion, print, sales promotion. Strong administrative and management capabilities. Send resume only to: Will Mebane, Promotion Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. Minorities and females encouraged to apply. An equal opportunity employer.

Producer/Writer/Host for public affairs program and special reports wanted for Top 50 market station. Equal opportunity employer. Send resume to S-169.

Creative hands-on Production Manager for VHF network affiliate in small southern market. Must be able to do it all and teach others. Include salary requirements with resume. EOE. Box S-178.

TV Control Room Equipment Operators. No licensing required. Midwest market. Fulltime. Prior experience or education necessary. EOE Box S-152.

ENG Photographer/Editor experienced in all phases of ENG photography, editing, lighting and audio. 1st Class license desirable. Person will assist producers in the field with production of material for programming, public service and promotion departments. Minorities and females encouraged to apply. Send resume to: Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An Equal Opportunity Employer.

Wanted: Person capable of directing lighting, camera operation, audio production, video production, board shifts (on air), set building and graphic arts creation. Send resume to Mike Dupont, General Electric Cablevision, 602 W. Glen Avenue, Peoria, IL 61614.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

Director Wanted with news and commercial experience. Small station, fast growing company. EOE. Box S-150.

Program Director for group owned Midwest network affiliate market size 50-75. Experience should include program development, administrative skills, knowledge of FCC rules, supervision and motivation techniques, public contact and ascertainment. An equal opportunity employer. Salary negotiable. Send resume, references and requirements to Box B-38.

Production Director—to head department in Midwest ABC station. \$15,000 to the person who can write, produce, direct. Box B-43.

Producer-Director: Top ten eastern market network affiliate seeks producer-director with experience in both commercial and program production. Equal opportunity employer, male or female. Send resume to Box B-29.

TV Producer-Director— Highly responsible work in developing, producing and directing television programs for public TV station. Primary emphasis is on public affairs programming. Salary: \$13,404.96. Contact: Jim Moran, Program Manager, WFSU-TV, 202 Dodd Hall, Tallahassee, FL 32306.

Production Manager— Top 25 market affiliate seeking an experienced Production Manager or Assistant Production Manager. Must have solid administrative, studio, remote and commercial experience. Station is an Equal Opportunity Employer. Write Box B-47.

Director-Producer for public station in Toledo, Ohio. Minimum two years broadcast station TV director experience. Ability to conceive, write programs of all kinds. \$14,000 to \$18,500. Call or write Ms. Scheuer for job description and application procedure. WGTE-TV, 415 N. Saint Clair, Toledo, OH 43604. 419-255-3330. Equal Opportunity Employer.

Producer-Performer (Radio-TV specialist) Develops and prepares TV program materials—news releases, feature stories, and special assignments for on-camera presentation. Requires graduation from accredited college with major course work in radio or television production and one year experience. Salary: \$11,275.20, contact: Jim Moran, Program Manager, WFSU-TV, 202 Dodd Hall, Tallahassee, FL 32306.

Major market Northeast affiliate looking for Promotion Manager. Must have at least 2 years experience as Promotion Manager or Assistant Promotion Manager. Station is an Equal Opportunity Employer. Write Box B-46.

Producer-Co-Hostess/Host needed for daily, live one-hour talk/variety show. Emphasis should be on producing. Know how to make a dull subject interesting. No. 1 station and show in a medium size market. Salary \$12/13K. Equal Opportunity Employer. Send resume immediately to Box B-39.

SITUATIONS WANTED MANAGEMENT

Ten MBA's with diverse media backgrounds available soon. We will be at the NAB to meet with potential employers. For our resume packet, please write: MBA, PO Box 7345, University Station, Austin, TX 78712.

General Manager with outstanding credentials! Television 22 years; Radio 12 years; Management 18 years. Now 48. Thoroughly experienced all aspects: ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in industry. Very competitive! Produced spectacular sales and profits, plus prestige, in small, medium and major markets. Achieved revitalization/rapid turnarounds. Can produce outstanding ratings, sales, profits and prestige! Box B-4.

Television Sales Professional currently with major sales responsibility at station in top 15 markets is looking for that final career move into medium size market or better in area of national sales or general sales manager position. Candidate has strong track record in area of local/national sales and in areas of LSM/GSM, both for network and independent stations. You will not be disappointed in track record: credentials: or potential of applicant. Box B-24.

MBA Student from top 5 business school at Carnegie-Mellon University seeking meaningful summer employment in television industry in New York-Philadelphia area. Background as award winning student filmmaker. Phillip Buehler, C-118 1000 Morewood Ave., Pittsburgh, PA 15213.

SITUATIONS WANTED TECHNICAL

Female First Phone with Radar technical background, seeks employment in Houston, Texas area. Kay—Phone 1-713-498-4774.

Twelve years television experience in maintenance, operation, and supervision. Want to move up. Resume on request. Box B-19.

SITUATIONS WANTED NEWS

Health and medical reporting is IN. Ambitious '76 journalism graduate with heavy medical training seeks position as medical correspondent in New England area. Box S-103.

Aggressive young sports talent looking for weekday or weekend on-air position in Southern or South-west location. Accomplished sports delivery with some experience in film and tape photography and editing. Four years play by play experience. Can travel for interviews. Contact John Dailey, 3909 7th Pl. N.W., Rochester, MN 55901. 507-285-9942.

What A Catch ... young sportscaster with college PBP color and interview program experience. Can't miss top university graduate and athlete, plus good appearance and personality. Box S-197.

Anchorman with heavy reporting, producing experience wants prime anchor, top 50. Box S-186.

Female College Grad anchoring news in Dallas, seeking 1st television news job. Prefer Texas—Box B-11.

Anchor job in small market desired. AM/FM news director. 2 years TV experience. 518-842-6625 after 2 PM for videotape and resume.

Anchor-News Director prefers anchor only. Top rated. A winner with extensive news background. Currently employed. Box B-32.

Perserverence, Resourcefulness, Drive. Reportorial qualities I can offer your top 50 newsroom. Add maturity, experience, knowledge, literacy. The sum is an accomplished reporter, available now. 417-463-2153.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Looking For A young, experienced on-air promotion specialist or "budget minded" film director? Seven years experience at major Midwest independent. Cassette available. Contact: Gary Amend, 6165 Bluelake Dr., Cincinnati, OH 45239. Or phone 513-574-7796.

See MBA's in Situations Wanted, Management.

CABLE

HELP WANTED MANAGEMENT

Experienced CATV Manager. Excellent opportunity available for an experienced CATV manager with a proven history of performance. Manage a growing system for North Carolina's largest CATV operation. Liberal benefits, company furnished car, life, health and dental insurance. Send resume in confidence to: Regional Manager, American Cablevision of Carolina, Inc., PO Box 18606, Charlotte, NC 28218.

ALLIED FIELDS

HELP WANTED SALES

T.V. Syndication Salesperson Regional syndication reps wanted. Straight commission, possible 35 to 60K earnings. Exclusive territories. T&E expenses advanced. All backup sales promo and audition services supplied. Start February 1979. Excellent "In the Can" product now. Features, strip series available now. Experienced feature and series syndication sales person preferred—ex-broadcast reps or station sales managers considered. Resume or bio preferred. Box S-153.

Background Music Salesperson. Muzak franchise in North Carolina. Management. Salary, commission open. Joe Warner 919-442-3108.

HELP WANTED MANAGEMENT

President and chief executive officer of the Public Service Satellite Consortium, to be based in Washington, D.C. The PSSC is a 501(c)(3) membership corporation representing 105 institutions of health care, education, library service, religious organizations, public broadcasting and state government interested in effective, low-cost telecommunication services. Position requires broad experience in telecommunications, administration, liaison between federal and private sectors, and working with non-profit public service organizations. Salary negotiable. Equal Opportunity Employer. Deadline: February 16, 1979. Reply to Box S-198.

HELP WANTED TECHNICAL

Maintenance engineers for production facility. Experience with RCA Cameras and tape, G.V.G. Switching essential. Openings in studio and remote vans. Resume to Director of Engineering, E.J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008 or call 215-543-7600.

Donrey Media Group is seeking all around TV studio maintenance engineers, radio engineers, and microwave technicians for positions in Nevada and Arkansas. Send resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101. 702-385-4241, ext. 330. An equal opportunity employer.

Television Transmitter Field Engineers. Good opportunity in a growing company specializing in television transmitting equipment. Telephone or write to Bob Bromley, Townsend Associates, Inc., PO Box 1122, Westfield, MA 01085, Tel: 413-562-5055.

Consulting Engineering firm seeks field engineer experienced in AM, FM, and/or TV. Field experience important but not required. Salary negotiable, based on qualifications. All responses will be kept strictly confidential. An Equal Opportunity Employer. Please send resume to Box B-26.

**HELP WANTED PROGRAMING,
PRODUCTION AND OTHERS**

Graduate Assistantships available—Radio-TV Department, Arkansas State University, Jonesboro, has assistantships available to students enrolling in Department's Graduate Program in Mass Communications: Radio-TV. Must be accepted for admission to Graduate School. For more information, contact Chairman, Radio-TV Department, Arkansas State University, Box 4B, State University, AR 72467. Tel: 501-972-3070.

HELP WANTED INSTRUCTION

Assistant Director of Education. Great Lakes area Broadcast School. Our Nationally Accredited programs are expanding and we need a self-starting, creative broadcast educator. Minimum three years on-air experience. Instructional background essential. Our graduates go to work because our instructors are good; are you? Salary competitive. EOE. Send detailed resume. Box B-2.

SITUATIONS WANTED MANAGEMENT

President, broadcasting division of International Co., AM-FM, CATV, all areas broadcasting. Strong sales, programming, news-development, corporate development and communications. Employee benefit plans, union negotiations, finance and acquisition. Good problem-solver in broadcasting and non-broadcasting industry. Former national sales manager of group, former owner. Good references. Looking for company interested in expansion or diversification. Available now. Box S-155.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

3M Drop Out Compensator for Quad. D. Zulli 213-466-5441.

WANTED TO BUY EQUIPMENT CONTINUED

Instant Cash For TV Equipment: Urgently need UHF transmitters, antennas, VTR's, color studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

Wanted: used Varian Klystron Model VA-953A/B/G for aural transmitter. Chester Smith 209-529-2024.

GR-1330-A Oscillator, state condition, asking price, serial number, post card to Box B-10.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Heliix Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

100 Watt General Electric TV Transmitter on Channel 22. Switcher, Test Set, Synch Generator, Antenna with Feed Line. D. Zulli 213-466-5441.

RCA TR-4 Hi Band—Two available, new heads, one with editor, \$14,000 ea.

GE-PE 250/350 Color Cameras—Three available, excellent condition, 12,000 ea.

GE 12 KW Klystron Transmitter—With channel 14 antenna, \$35,000. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

General Electric 4TT40 low band TV transmitter; also vestigial side-band filter, low band, 4PY32B-3 tuned Channel Six. KATL-TV, 3150 North Market, Shreveport, LA 71107. 318-425-2422.

RCA TP-66 16mm Film Chain Projector—low hours, looks and performs like new. \$12,750. Will take part in trade. International Cinema Equipment Co., 6750 NE 4th Court Miami, FL 33138. AC 305-756-0699.

35mm Magnetech Studio Telecine Motion Picture Projector, Forward, reverse, Remote Control, with Turner Sel-Sync Interlock Motor Like New \$14,500. Will take part in trade. International Cinema Eq. Co., 6750 NE 4th Ct., Miami, FL 33138. A/C 305-756-0699.

RCA TR 3's & TR4's, film chain, RCA slide projector, microwave link, Otari 1/4 & 1/2 inch studio machines, RCA cart machine, switcher, cameras, misc. goodies—International Cinema—305-756-0699.

Optomod—AM in stock, immediate delivery. David Green Broadcast Consultants Corporation 703-777-8660.

1-200' Self-Supporting tower, angle legs 2-300'. 1-180', 2-220', 48" face towers, all used Telco towers, 1-275' Tubular leg. Call 901-274-7510 days 901-853-8037 nights.

Used—Two Sharkes three inch Orithicon cameras mint condition with lenses tripod dolly cam head. Varotal V zoom with extender. Make offer on two IVC test tapes and Tentel T2 tape tension gauge. Minimum camera package \$1,000. Zoom \$2,000. Howard Rutan, College of the Desert, 43-500 Monterey Avenue, Palm Desert, CA 92260.

3 Studio Plumicon Color Cameras. Excellent condition, 3-5 years old. Cameras now in use for commercial productions. 2 CEI model 280 cameras with electric zooms. 1 lens extender, extra camera cables, \$16,000 each. Also 1 Norelco Phillips LDH-1 plumicon color camera, self contained sync generator (great for remote), zoom lens, large viewfinder, \$6,500. Call Al Eicher, Magnetic Video Corporation, 313-477-6066.

Collins 830 H2A Transmitter, with 2 10-KW amplifiers, 1 1-KW driver, 1 A830 exciter, 1 stereo generator, 1 duplexer and 2 reject load. Make offer to Tom Kigin at KSJN in St. Paul, MN 612-221-1554.

Two Teletypes. One Model 3320 5JA send/receive for \$1100. One Model 3300 1AA receive only for \$700. Contact WQMT, Chatsworth, GA 404-695-6777.

25 Cycle Production Generator with filter, rack mount \$275. Record/Play Stereo Cartridge Machine \$750. 609-468-2585.

Large Promotional Searchlights—Profitable for Radio Station remotes or a sideline business. 2 to sell. 904-763-1777/Nights 904-785-4845.

Parts available for RCA BTA 5F transmitters, very complete selection. Les Kleven, KBHB, Sturgis, SD 605-347-4455.

For Sale: 2 Acme-Visible Master Logs with tables. Used for only 1 year. Original Price: \$1,500 apiece. Will sell both for \$2,000. WAJR Radio Station, Rt. 7, Morgantown, WV 26505. Phone: 304-296-0029.

New TFT Model 7640 Telescan Automatic Logging and Alarm System, still in original cartons. Includes scanner boards and Hi-speed modem kit. Make an offer. Call Collect 617-537-4706. Eastern Broadcast Supply, 42 Main, Leominster, MA 01453.

2" Video Tape: New un-used dubs. Cheap. 302-655-7488. Kendel, 111 Valley, Wilmington, DE.

10KW FM CCA, 6 yrs old, stereo, exc. cond. M. Cooper, 215-379-6585.

5 KW FM Collins 830-E. Stereo, exc. condition. M. Cooper 215-379-6585.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Ten bucks buys you 100 of the best one liners available. If you like the first bunch you can get 100 more for \$8.00. Write to BACH productions, 2328 Dorland Court, Maplewood MN 55119.

"Phantastic Phunnies" ... introductory month's 400 one-liners ... \$2.00! 1343-B Stratford Drive, Kent OH 44240.

Overwhelming Response. Exclusive to area. Complete show material 365 days. \$5 monthly AdvAntage, Box 153, Mt. Prospect, IL 60056.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc. 166 E Superior St., Chicago, IL 60611, call collect 312-944-3700.

Have a client who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

"Money Makers"—Proven radio sales idea book and weekly planning guide. \$19.95 Barnes Advertising, P.O. Box 602, Poteau, OK 74953.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160. 303-795-3288.

Editorial PA ... Current, profitable! We research, write. You edit, produce. Costs less than in-house! Exclusive. Nationally syndicated since 1971. T.F. Satisfaction guaranteed or pay nothing. Try it! Cessna, Box 5356, Daytona Beach, FL 32018. Collect 904-255-1154.

The Secrets of Radio Programming Power are revealed in a new Book! Send \$15.00 to: Pat Martin, 809 Third Street, Stevens Point, WI 54481.

Free Jobsheet! See why the Best is Not the most advertised. "Hot Tips". PO Box 678. Daytona, FL 32017. 904-252-3861.

INSTRUCTION

OMEGA STATE INSTITUTE training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.

Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700 Vets benefits.

1979 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin February 19 and April 9. Student rooms at each school. 6 week announcing course. Emphasis on creative commercial production at Sarasota.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577, 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA. 22401.

First Class FCC License in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

1st class FCC, 6 wks., \$500 or money back guarantee, VA appvd. Nat'l Inst. Communications. 111488 Oxnard St., N. Hollywood CA 91608.

First Class License in 6 weeks at First Class Communications School—4801 Classen Blvd., Oklahoma City, OK 73118. 405-842-1978.

RADIO

Help Wanted Announcers

WTUE, Dayton

top-rated, has lost its morning lady and seeks a personality for this fine EEO Group Operation which has stations in Denver, Dallas, Dayton, Akron. All male/female applicants should submit a tape, resume, including salary requested to Chuck Browning, Program Director, WTUE, 11 South Wilkinson St., Dayton, OH 45402.

Help Wanted Sales

DO IT NOW

IF:

- You're into radio sales and you're good.
- You're good and you want in to radio sales.
- You're looking for fast advancement with a group owner who's also into cable TV.

THEN:

DO IT NOW

Send Resume To

Bob Evans
WEZG Beautiful Music
Box 20
North Syracuse, N.Y. 13212

OR PHONE (315) 458-1220. EOE.

Situations Wanted Programing, Production, Others

Medium Market Program Director

With 8 years experience desires major or large market position as air personality and production director or assistant. Talent is exceptional! Replies to Box B-37

TELEVISION
Help Wanted Technical

DIRECTOR OF ENGINEERING
Beautiful Shenandoah Valley

Progressive, unique market in Virginia seeks Director of Engineering. Require solid knowledge of studio, engineering and transmitter equipment. Prior supervisory experience necessary. Contact Arthur Hamilton, P.O. Box TV 3, Harrisonburg, Virginia 22801, (703) 433-9191. EOE.

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

TECHNICIAN

Due to baseball telecasting contract, television station WMAR-TV Baltimore needs 4 technicians for 6 month employment, approximately March 15 to September 15. Send resume to Chief Engineer, WMAR-TV, 6400 York Road, Baltimore, Md. 21212. WMAR-TV is an equal opportunity employer.

TV MAINTENANCE ENGINEER

in Central New York State. First class radio telephone license, five years experience including digital technology, video switchers, reel to reel and cassette video tape recorders, studio cameras, character generators. Have excellent benefits. Send resume and salary history.

An equal opportunity employer.
Box S-107.

Help Wanted News

Top 50 market
sunbelt state, seeks imaginative investigative/consumer reporter.

Box S-96

Help Wanted News Continued

No. 1 RATED top 40's

TV station with heavy commitment to news is expanding and needs experienced personnel: GENERAL ASSIGNMENT REPORTERS with a track record for breaking hard news, enterprise stories, FEATURE REPORTER who can write and produce creative "down home" stories, PHOTOGRAPHERS who are creative with both film and ENG, PRODUCERS who write the way people talk ... are good teachers for reporters ... have management potential, ASSIGNMENT EDITOR full of ideas and angles who can move personnel and equipment efficiently. Must be experienced, highly motivated and successful. EOE, M/F Send resume, references with phone numbers and current salary to Box S-3.

ANCHOR

We're a net affiliate in Top-100 Midwest Market. We have aggressive, hardworking news team, prestige reputation, all-ENG. We need a fresh, bright anchor to take us over the top—a skilled communicator with journalistic credentials to match. Show us your experience and track record. No beginners, please. Good market for moving up. Perfect spot for No. 2 or weekend anchor looking to be primary anchor. Salary: \$25,000 or more. EOE Employer. Send resume to Box B-36.

Television News Director

Position requires extensive background in journalism, personnel management and financial management. Applicant should have minimum of college degree and sufficient work experience to satisfy selection criteria. Application should be made no later than February 15, 1979 to Richard M. Coulter, WIS-TV, PO Box 367, Columbia, SC 29202. Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Manager

for Production/Creative Services Department in top 50 market TV station. Highly experienced in supervision of large staff, production of quality creative work, overseeing local-regional commercial production. EOE, M/F Send resume to Box S-4.

Help Wanted Programing, Production, Others Continued

BROADCAST FINANCIAL ANALYST

One of the industry's leading broadcast consultants seeks young, talented Radio-TV business manager to join growing, creative organization.

Accounting major with good communications and writing skills. Primary responsibility will involve financial and business analysis. Occasional travel to client stations. Background in economics, computer tech, and/or advanced degree, helpful.

Excellent opportunity for personal and financial growth. Long established company. Salary 20 to 30K. Please send resume in confidence to:

Box B-48

ART DIRECTOR

for Top 20 market CBS affiliate. Opportunity for imaginative, technically skilled artist to implement total graphic image for station. Ideal candidate will have extensive experience in design and production of on-air graphics and possess print advertising production skills. If you're a qualified art director in a major market, send resume and samples to: Angie Gordon, WISH-TV, 1950 N. Meridian St., PO. Box 7088, Indianapolis, IN 46207.

An Equal Opportunity Employer M/F

Situations Wanted News

I NEED A JOB!

- **Talk Host** in major markets
- **Black**, Degreed, News Background
- **Ready** to relocate to medium or major market

Box B-27.

PRESIDENT/EXEC VP-GEN MGR

Outstanding track record in sales, management, programming, engineering and all phases of the television business. Currently VP/GM in medium competitive market. Enjoy wide latitude in corporate management and excellent benefit and compensation package. Seek move to major market station or group as Chief Executive Officer/GM. BA, MS+, Family Man, top references available. Box B-41.

COMMUNICATIONS ATTORNEY/ADMINISTRATOR

Young attorney (member NY Bar) seeks to return to communications or communications-related management position. Experience: business, FCC, broadcast/PR/advertising management, sales, news, continuity, program production, format and announcing. Proven research and writing ability. Prefers Northeast or Great Lakes location. For detailed resume, write to Box B-25.

TOWN OF EASTHAM C.A.T.V. FRANCHISE AVAILABLE

The Town of Eastham, Massachusetts will entertain applications to provide C.A.T.V. service to the Town. Eastham is a seaside resort community of approximately 4,000 homes which are 70% seasonally occupied and approximately 70 miles of road with housing adjacent. There is good housing growth potential and fair to poor off-the-air T.V. reception.

All applications must conform to Mass. General Law 166A and be completed on Mass. C.A.T.V. Commission Application Form No. 100 and be accompanied by a check for \$100 payable to "The Town of Eastham".

Laura L. Underhill, Chairman
Wallace Ruckert
Jackson C. Nelson, Jr.
BOARD OF SELECTMEN

CABLE Help Wanted Technical

Television Engineer (CATV) Home Box Office

HOME BOX OFFICE, a wholly-owned subsidiary of Time Inc. is currently accepting applications from qualified television/CATV professionals, to fill a challenging, responsible position in our New York based Network Operations Department.

Duties to include: signal evaluation and implementation at affiliate locations. Departmental representation at professional functions. Interface between Network and O.E.M. representatives as well as development and documentation of standards and technical support of Regional Managers throughout the country.

Excellent starting salary and company benefits as well as growth potential. Interested? if so, forward your resume in complete confidence to:

GEORGE W. GILBERT
Director Network Operations

HOME BOX OFFICE, INC.
Time & Life Building
Rockefeller Center, New York, N.Y. 10020

HBO
THE BEST SEAT IN THE HOUSE
Equal Opportunity Employer

City of Iola, Kansas

will receive proposals for a Cable TV franchise up to February 13, 1979. Details available upon request. Phone 316-365-2771.

ALLIED FIELDS Help Wanted Technical

LENCO, INC., ELECTRONICS DIVISION

The fastest growing video broadcast product company in the United States, offers the following challenging positions to a few outstanding individuals.

VIDEO SYSTEMS PRODUCT MANAGER

Minimum five years professional experience. Must be able to plan and develop state-of-the-art video systems for broadcast applications.

VIDEO DESIGN ENGINEER ANALOG/DIGITAL

BSEE or five years professional experience in broadcast product design.

VIDEO ENGINEERING TECHNICIANS

At least three years experience with state-of-the-art broadcast equipment.

For a bright future with a company that is in the forefront of video technology, send your resume to *Personnel Director*

LENCO, INC.,
ELECTRONICS DIVISION
300 N. Maryland Street
Jackson, Missouri 63755
(314) 234-3147



An Equal Opportunity Employer

ATTENTION: TV PRODUCTION DIRECTORS

EXCESSIVE BLANKING WIDTHS A PROBLEM?
(Public Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO! WE CAN, USING DIGITAL VIDEO EXPANSION, RETURN YOUR VIDEO TO FCC SPECS. WE WILL DELIVER VIDEO STARTING ON LINE 19 AND 11.0 MICRO SECONDS HORIZONTAL BLANKING. IMMEDIATE TURN-AROUND AVAILABLE!

FOR MORE INFORMATION CALL:
CHARLES BALTIMORE
(717) 823-3101

WBRE-TV
WILKES-BARRE, PA.

Help Wanted Sales

COMPUTER SYSTEM SALES

Station Business Systems, one of the nation's leading suppliers of business automation systems for the broadcasting industry, has several openings for regional sales representatives.

Consultive sales positions will interact with prospects' top management, to understand their needs, and sell solutions. Extensive broadcasting experience at middle or upper level management preferred. Will seriously consider outstanding individuals without previous sales experience. Particularly interested in controllers, business managers and general managers with business systems experience and desire to get into direct marketing role. Excellent compensation plus all travel expenses paid. Heavy travel required. Mid-Atlantic and south central territories open.

Provide a complete resume plus a letter describing your interest in the job and desired compensation to:

STATION BUSINESS SYSTEMS
a division of Control Data Corporation
600 West Putnam Avenue
Greenwich, Conn. 06830
Attn: Larry T. Pfister

An Affirmative Action Employer M/F

Wanted To Buy Stations

Midwest

We now have qualified buyers for Midwest Stations.

Midwest Media Communication
Brokers and Consultants
120 West Second Street
Rushville, Indiana 46173

Phone: (317) 932-3965

WANTED: STATIONS TO PURCHASE

Experienced minority owned broadcast group interested in the acquisition of radio properties. Serious inquiries only. AMC, Inc., P. O. Box 44257, Atlanta, Georgia 30311.

For Sale Stations

CENTRAL TEXAS FM

Good opportunity to buy a Class A weakling, feed it 100 kw of spinach and make it a powerhouse winner. Has Class C cp. Equipment ordered. Pretty market of 35,000 with above average radio revenue. Priced just over 1.5 x gross at \$175,000 cash, plus equipment on terms.

Magruder Media Associates

Media Brokers
One Lemmon Park North Suite 204
3737 Noble Avenue
Dallas, Texas 75204
(214) 528-1070

Employment Service

**B
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L** **BROADCASTER'S ACTION LINE**
The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Search \$25.00
Call 812-889-2907
R2, Box 25-A, Lexington, Indiana 47138

MANAGEMENT
in search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.

Select Media Brokers


NC	Daytimer	225K	Small
NC	Daytimer	260K	Suburban
PA	Daytimer	575K	Suburban
WA	Daytimer	250K	Suburban
GA	Daytimer	467K	Metro
GA	Daytimer	385K	Small
AL	Fulltimer	635K	Small
		AM-FM	

**P.O. Box 5
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(912) 883-4908**

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THE SHADOW
Radio Mystery Series
IS BACK ON THE AIR!
Now available for local purchase
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THE BIG BAND ERA LIVES
and is ready to produce profits for your station—
Send for details:
STRIKE UP THE BAND
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HIGH PLAINS: Profitable Class IV. Agricultural economy with coal and oil nearby. Attractive facility. \$140,000 (including real estate) is about 1.5 times 1978 gross. Terms available. Owner ready.

SUNNY SOUTHWEST: Regional AM - FM in developing area with diversified economy. Profitable now and revenues can be substantially increased. Excellent real estate. All late model equipment. Good value for \$350,000.

MOUNTAIN STATES MEDIA BROKERS
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(303) 466-3851

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LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884



RADIO STATIONS.....
HAVE A PRESTIGE CLIENT THAT WANTS A VOICE THAT ISN'T HEARD ON ALL YOUR OTHER COMMERCIALS?
ADD AN EXTRA VOICE TO YOUR PRODUCTION
ADD AN AWARD WINNING ANNOUNCER FOR JUST \$10.00 PER SPOT (no minimum) INCLUDES 3M250 TAPE, NAB REEL & BOX. FOR FULL DETAILS CALL
PAT APPLESON STUDIOS, INC.
305 651-7579

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

For Sale Stations Continued

CHAPMAN ASSOCIATES®
media brokerage service

STATIONS				CONTACT	
W	Small	FM	\$185K	\$54K	Bill Martin (303) 636-1584
SE	Small	AM	\$185K	29%	Bill Cate (404) 458-9226
S	Small	AM	\$245K	\$71K	Bill Whitley (214) 387-2303
E	Suburban	AM/FM	\$695K	\$199K	Warren Gregory (203) 767-1203
MW	Metro	AM	\$1.7MM	\$493K	Jim Mackin (312) 354-3340

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

- Chicago metro area. Daytimer \$1.5 million.
- North Florida Metro area. Daytimer. \$360,000.
- 10kw AM in Texas with Fulltime C.P. \$675,000.
- FM in Waco, Texas area. \$140,000.
- AM/FM. Southern Kentucky. Real Estate. \$340,000.
- FM large metro area. Midwest. \$500,000.
- AM/FM in Louisiana with very high potential. \$425,000.
- Overseas AM/FM/TV. New equipment. Automation. \$420,000.
- AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
- Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
- Two central Georgia properties.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

Profitable daytimer AM

Single-market station
West Texas
\$300,000 — terms

Box B-50

MEDIUM NORTHEAST MARKET

Highly profitable and competitive Class IV AM with owned building for \$1MM, immediate sale at under twice gross. Principals only reply with complete financials. Reply to Box B-14.

SHERMAN AND BROWN ASSOC.

MEDIA BROKER SPECIALISTS.
TV RADIO CATV
P.O. Box 4475, Ft. Lauderdale, Fla 33338
Phone (305) 561-9334

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers

213/826-0385	202/223-1553
Suite 214	Suite 417
11681 San Vicente Blvd.	1730 Rhode Island Ave. N.W.
Los Angeles, CA. 90049	Washington, D.C. 20036

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

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44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

HOLT CORPORATION

BROKERAGE — APPRAISALS — CONSULTATION
OVER A DECADE OF SERVICE TO BROADCASTERS

The Holt Corporation Westgate Mall, Suite 205 Bethlehem, PA 18017 215-865-3775	Holt Corporation West 5944 Luther Lane, No. 401 Dallas, TX 75225 214-696-1353
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Washington, D.C. 20036

Please send me **THE POLITICS OF BROADCAST REGULATION**. My \$12.95 payment is enclosed.

Name _____

Address _____

City _____

State _____ Zip _____

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Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

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THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948
Elmira, NY
14902
(607) 733-7138

Brokers and Consultants to the Communications Industry



MEDIA BROKERS APPRAISERS

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435 NORTH MICHIGAN · CHICAGO 60611
312-467-0040



Stock Index

Stock symbol	Exch.	Closing Wed Jan 31	Closing Wed Jan 24	Net change in week	% change in week	High	1978-79 Low	PIE ratio	Approx shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ABC	N 35 3/8	34 5/8	+ 3/4	+ 2.16	41 1/4	23 1/2	8	27,472	971,822	
CAPITAL CITIES	CCB	N 43 7/8	42 3/4	+ 1 1/8	+ 2.63	75	38 1/2	12	14,300	627,412	
CBS	CBS	N 55 1/4	54 7/8	+ 3/8	+ .68	64	43 7/8	8	28,100	1,552,525	
COX	COX	N 56 1/2	55 3/4	+ 3/4	+ 1.34	56 1/2	25 1/2	12	6,667	376,685	
GROSS TELECASTING	GGG	A 22	21 3/4	+ 1/4	+ 1.14	23 7/8	13 5/8	8	800	17,600	
KINGSTIP COMMUN.*	KTVV	O 11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313	
LIN	LINB	O 37 1/4	38 1/2	- 1 1/4	- 3.24	43	16 1/2	10	2,789	103,890	
METROMEDIA	MET	N 53	54 3/4	- 1 3/4	- 3.19	71	25 1/4	9	5,134	272,102	
MOONEY	MOON	O 5 1/2	5 3/4	- 1/4	- 4.34	6 1/2	1 7/8		425	2,337	
RAHALL*	RAHL	O 20 1/2	20 1/2			21 1/4	8 5/8	23	1,264	25,912	
SCRIPPS-HOWARD	SCRIP	O 49	48	+ 1	+ 2.08	52	30 1/2	9	2,589	126,861	
STARR	SBG	M 12 3/8	12	+ 3/8	+ 3.12	13 1/2		69	1,512	18,711	
STORER	SRK	N 32 3/8	31 3/4	+ 5/8	+ 1.96	34 7/8	19 3/8	8	4,893	158,410	
TAFT	TFB	N 21 7/8	22	- 1/8	- .56	24 7/8	12 1/4	8	8,508	186,112	
									TOTAL	104,915	4,445,692

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 11 3/4	13 1/8	- 1 3/8	- 10.47	14 7/8	3 3/4	10	1,233	14,487	
AMERICAN FAMILY	AFI	N 11 1/8	10 1/2	+ 5/8	+ 5.95	17 1/8	9 1/4	5	10,536	117,213	
JOHN BLAIR	BJ	N 26 3/4	27 3/4	- 1	- 3.60	31 3/8	11 1/8	6	2,447	65,457	
CHARTER CO.	CHR	N 5 3/4	5 5/8	+ 1/8	+ 2.22	8	3 7/8	6	17,941	103,160	
CHRIS-CRAFT	CCN	N 11 3/4	10 3/4	+ 1	+ 9.30	11 3/4	4 1/2	10	3,696	43,428	
COCA-COLA NEW YORK	KNY	N 6 5/8	6 5/8			9 1/4	6 1/8	9	17,641	116,871	
COMBINED COMM.	CCA	N 30 3/4	30 1/2	+ 1/4	+ .81	45 1/8	19	12	10,369	318,846	
COWLES	CWL	N 21 7/8	21 1/4	+ 5/8	+ 2.94	25 1/4	12 1/2	18	3,909	86,821	
DUN & BRADSTREET	DNB	N 34 1/4	34 5/8	- 3/8	- 1.08	38	26 1/4	14	27,886	955,095	
FAIRCHILD IND.	FEN	N 29 1/2	29	+ 1/2	+ 1.72	35 1/4	9 1/2	7	5,708	168,386	
FUQUA	FQA	N 10 1/8	10 1/8			13 5/8	8	5	12,601	128,192	
GANNETT CO.	GCI	N 41 3/4	42 1/8	- 3/8	- .89	49	32 3/4	14	22,430	936,452	
GENERAL TIRE	GY	N 26 3/4	26 1/8	+ 5/8	+ 2.39	30 5/8	22 3/8	6	22,710	607,492	
GLOBE BROADCASTING*	GLBTA	O 4 1/2	4 1/2			4 3/4	2 1/8		2,772	12,474	
GRAY COMMUN.	O 21	21 1/2	- 1/2	- 2.32	24	8	7	7	475	9,975	
HARTE-HANKS*	HHN	N 23 1/4	23 1/4			24 1/2	13	14	9,104	211,668	
JEFFERSON-PILOT	JP	N 31	31			34 1/2	26 5/8	8	23,134	717,154	
MARVIN JOSEPHSON	MRVN	O 14 1/2	13 1/4	+ 1 1/4	+ 9.43	14 3/4	8 1/4	8	2,547	36,931	
KANSAS STATE NET.	KSN	O 14	12 1/2	+ 1 1/2	+ 12.00	14 3/8	4 3/4	13	1,740	24,360	
KNIGHT-RIDDER	KRN	N 24 5/8	24 3/8	+ 1/4	+ 1.02	28 1/8	13 1/4	11	32,797	807,626	
LEE ENTERPRISES*	LEE	N 21 5/8	21 5/8			22 3/4	11 1/8	10	7,371	159,397	
LIBERTY	LC	N 31 1/2	33 5/8	- 2 1/8	- 6.31	33 7/8	18	7	6,762	213,003	
MCGRAW-HILL	MHP	N 31 3/4	32 5/8	- 7/8	- 2.58	32 5/8	15 5/8	13	24,753	785,907	
MEDIA GENERAL	MEG	A 21 1/4	20 5/8	+ 5/8	+ 3.03	23 1/8	13 5/8	10	7,451	158,333	
MEREDITH	MDP	N 27 1/4	28 1/4	- 1	- 3.53	40 1/4	17 3/8	6	3,082	83,984	
MULTIMEDIA	MMED	O 25	25 1/4	- 1/4	- .99	28 1/4	16 1/4	11	6,630	165,750	
NEW YORK TIMES CO.	NYKA	A 27 1/4	26 7/8	+ 3/8	+ 1.39	31 5/8	15 3/4	15	11,599	316,072	
OUTLET CO.	OTJ	N 21	23 5/8	- 2 5/8	- 11.11	32 7/8	16 5/8	5	2,445	51,345	
POST CORP.	POST	A 18 1/2	18	+ 1/2	+ 2.77	19 3/8	8 1/8	8	1,824	33,744	
REEVES TELECOM	RBT	A 4 1/2	4 1/2			4 1/2	1 3/4	50	2,388	10,746	
ROLLINS	ROL	N 18 3/4	18 3/8	+ 3/8	+ 2.04	24 1/4	14 7/8	9	13,407	251,381	
RUST CRAFT	RUS	A 31 5/8	31 5/8			31 5/8	8 1/2	15	2,319	73,338	
SAN JUAN RACING	SJR	N 15 7/8	14 3/8	+ 1 1/2	+ 10.43	15 7/8	7 5/8	26	2,509	39,830	
SCHERING-PLOUGH	SGP	N 30 5/8	30 1/4	+ 3/8	+ 1.23	44 3/4	26 3/8	9	53,580	1,640,887	
SUNDERLING	SDB	A 23 3/8	24 3/4	- 1 3/8	- 5.55	24 3/4	8 3/8	8	1,105	25,829	
TECH OPERATIONS	TO	A 7 1/4	7 1/8	+ 1/8	+ 1.75	8 3/4	2 3/8	26	1,345	9,751	
TIMES MIRROR CO.	TMC	N 32 3/4	33 1/2	- 3/4	- 2.23	35	20 3/4	9	34,811	1,140,060	
TURNER COMM.*	O 16	16				16	5		3,800	60,800	
WASHINGTON POST	WPU	A 25 7/8	25 1/4	+ 5/8	+ 2.47	26 1/2	10 7/8	9	16,268	420,934	
WOMETCO	WOM	N 15 1/4	15 3/4	- 1/2	- 3.17	18 1/4	10 7/8	8	8,524	129,991	
									TOTAL	443,709	11,253,170

Cablecasting

ACTON CORP.	ATN	A 10 3/8	10	+ 3/8	+ 3.75	13 5/8	3 1/8	7	2,419	25,097	
AMECO*	ACO	O 2 7/8	3 1/4	- 3/8	- 11.53	5 1/2	1/8		2,125	6,109	
ATHENA COMM.	O 5 1/8	5	+ 1/8	+ 2.50	6 1/8	3 1/8	39	8,531	43,721		
BURNUP & SIMS	BSIM	O 2 1/4	2 1/4			3	1/4	11	648	1,458	
CABLE INFO.	O 14	13 1/2	+ 1/2	+ 3.70	14 1/4	3 3/4	16	1,617	22,638		
COMCAST	O 13	16 3/4	- 3 3/4	- 22.38	16 3/4	3 5/8	15	5,018	65,234		
COMMUN. PROPERTIES	COMU	O 3 1/2	3 1/2			3 1/2	7/8	4	979	3,426	
ENTRON*	ENT	O 32 3/4	32 5/8	+ 1/8	+ .38	40	17 5/8	9	7,682	251,585	
GENERAL INSTRUMENT	GRI	O 13 3/4	13 3/4			15 3/4	7 1/2	5	1,121	15,413	
GENEVE CORP.	GENV	O 17 1/2	17 1/2			19 1/8	2 7/8	43	5,327	93,222	
TELE-COMMUNICATIONS	TCGM	N 13 7/8	14 1/4	- 3/8	- 2.63	14 1/4	6 3/4	20	16,931	234,917	
TELEPROMPTER	TP	N 2 1/8	2	+ 1/8	+ 5.25	2 7/8	1 1/4	13	786	1,670	
TEXSCAN	TEXS	O 41	43 1/4	- 2 1/4	- 5.20	50	31 3/4	8	20,505	840,705	
TIME INC.	TL	N 8 1/2	8 1/4	+ 1/4	+ 3.03	11	2 1/4	18	993	8,440	
TOCGM	TOCM	O 41	43	- 2	- 4.65	43	15 1/2	20	1,679	68,839	
UA-COLUMBIA CABLE	UACC	O 27	27 1/4	- 1/4	- .91	27 1/4	3 7/8	22	2,036	54,972	
UNITED CABLE TV	UCTV	O 27 3/4	27 1/2	+ 1/4	+ .90	27 3/4	16 5/8	16	3,799	105,422	
VIACOM	VIA	N 27 3/4	27 1/2	+ 1/4	+ .90	27 3/4	16 5/8	16			
									TOTAL	83,396	1,842,868

Stock symbol	Exch.	Closing Wed. Jan. 31	Closing Wed. Jan. 24	Net change in week	% change in week	1978-79 High	1978-79 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
Programming												
COLUMBIA PICTURES	CPS	N	21 3/8	22 3/4	- 1 3/8	-	6.04	24 1/2	7 3/8	3	9,749	208,384
DISNEY	DIS	N	41 3/8	43	- 1 5/8	-	3.77	47 5/8	32 1/4	14	32,416	1,341,212
FILMWAYS	FWY	N	14	14 1/4	- 1/4	-	1.75	17	6 7/8	8	10,980	153,720
FOUR STAR			1 1/4	1 1/4				2 1/8	1 1/2	13	666	832
GULF + WESTERN	GW	N	14 3/4	14 3/8	+ 3/8	+	2.60	18 3/8	10 1/4	4	48,177	710,610
MCA	MCA	N	44 5/8	45 1/2	- 7/8	-	1.92	49 1/4	25 3/4	8	23,227	1,036,504
MGM	MGM	N	42 3/4	41 5/8	+ 1 1/8	+	2.70	54	16	13	14,551	622,055
TRANSAMERICA	TA	N	17 1/4	17 1/8	+ 1/8	+	.72	19	13 1/4	6	66,475	1,146,693
20TH CENTURY-FOX	TF	N	33 5/8	34 3/8	- 3/4	-	2.18	39 3/8	10	4	7,907	265,872
VIDEO CORP. OF AMER	V	G	5 3/4	5 1/2	+ 1/4	+	4.54	9 3/4	3 1/2	17	988	5,681
WARNER	WCI	N	47 3/8	46 1/2	+ 7/8	+	1.88	56 7/8	25 3/4	8	14,054	665,808
WRATHER	WCO	A	13 1/8	13 1/4	- 1/8	-	.94	14 7/8	4 1/2	35	2,308	30,292
									TOTAL		231,498	6,187,663

Service

BDDO INC.	BBDO	D	35 1/4	36	- 3/4	-	2.08	38 3/4	22 1/2	8	2,513	88,583
COMSAT	CQ	N	40	40 1/2	- 1/2	-	1.23	48 3/4	28 3/4	11	10,000	400,000
DOYLE DANE BERNBACH	DOYL	D	19	19 1/2	- 1/2	-	2.56	31	16 1/4	7	1,776	33,744
FOOTE CONE & BELDING	FCB	N	18	19	- 1	-	5.26	23 1/8	14 3/4	6	2,538	45,684
GREY ADVERTISING	GREY	D	36	35 1/2	+ 1/2	+	1.40	36	16 1/2	4	624	22,464
INTERPUBLIC GROUP	IPG	N	33	34 1/8	- 1 1/8	-	3.29	39 1/4	22 1/2	7	2,387	78,771
MCI COMMUNICATIONS	MCIC	U	5 1/4	4 3/4	+ 1/2	+	10.52	5 3/4	7/8	48	20,431	107,262
MOVIELAB	MOV	A	3 1/2	3	+ 1/2	+	16.66	3 3/4	1	13	1,414	4,949
MPO VIDEOTRONICS	MPO	A	5	5 1/8	- 1/8	-	2.43	65 3/8	4	5	520	2,600
A. C. NIELSEN	NIELB	D	24 1/8	23 1/4	+ 7/8	+	3.76	28 1/2	18 7/8	11	10,980	264,892
OGILVY & MATHER	OGIL	C	24	23 1/4	+ 3/4	+	3.22	56 1/2	20	8	3,610	86,640
TPC COMMUNICATIONS	TPCC	D	9 1/4	9	+ 1/4	+	2.77	10 1/2	2 1/4	17	899	8,315
J. WALTER THOMPSON	JWT	N	22 1/4	23	- 3/4	-	3.26	32 7/8	15 1/8	5	2,649	58,940
WESTERN UNION	WU	N	15 3/4	16 1/4	- 1/2	-	3.07	21 1/4	15	6	15,177	239,037
									TOTAL		75,518	1,441,881

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	D	6 3/8	6 3/4	- 3/8	-	5.55	10 1/4	2 3/8	5	1,672	10,659
AMPEX	APX	N	15 3/4	16	- 1/4	-	1.56	19 1/4	7 3/8	12	11,371	179,093
ARVIN INDUSTRIES	ARV	N	15	14 3/4	+ 1/4	+	1.69	22 1/2	12 1/2	5	5,959	89,385
CCA ELECTRONICS*	CCA	D	1/8	1/8				5/8	1/8	1	897	112
CETEC	CEC	A	4 7/8	4 7/8				5 3/4	1 3/4	11	2,127	10,369
COHU	COH	A	3 1/2	3 1/2				5 1/2	2 1/8	11	1,732	6,062
CONRAC	CAX	N	14 3/4	14 1/4	+ 1/2	+	3.50	27 1/4	13 1/2	8	2,030	29,942
EASTMAN KODAK	EASKD	N	61	61 3/4	- 3/4	-	1.21	86 3/4	42	12	161,376	9,843,936
FARINON	FARN	D	12	12 1/2	- 1/2	-	4.00	16 1/2	8	12	4,782	57,384
GENERAL ELECTRIC	GE	N	48 1/4	49 1/2	- 1 1/4	-	2.52	56 5/8	44 1/2	9	184,581	8,906,033
HARKIS CORP.	HRS	N	31 1/4	30 5/8	+ 5/8	+	2.04	35 3/4	19 7/8	14	25,189	787,156
HARVEL INDUSTRIES	HARV	D	6	6				6	3 1/8	16	480	2,880
INTL. VIDEO CORP.*	IVCP	D	1 1/4	1 1/4				2 5/8	1/4		2,701	3,376
M/A COM, INC.	MAI	N	38	38 3/4	- 3/4	-	1.93	41 7/8	20 1/4	17	1,320	50,160
3M	MMM	N	62	63 5/8	- 1 5/8	-	2.55	64 3/4	43 1/2	14	116,473	7,221,326
MOTOROLA	MOT	N	39 3/4	39 3/8	+ 3/8	+	.95	56 7/8	34 1/4	10	28,544	1,134,624
N. AMERICAN PHILIPS	NPH	N	27 3/8	28 1/2	- 1 1/8	-	3.94	36	24 1/2	5	12,933	329,403
OAK INDUSTRIES	OAK	N	21 1/8	18 3/8	+ 2 3/4	+	14.96	24	6 1/4	21	62,973	62,804
RCA	RCA	N	27	26 3/8	+ 5/8	+	2.36	33 5/8	22 3/4	8	74,819	2,020,113
ROCKWELL INTL.	ROK	N	38	37 5/8	+ 3/8	+	.99	38	28 1/4	7	33,900	1,288,200
RSC INDUSTRIES	RSC	A	2 7/8	2 5/8	+ 1/4	+	9.52	4	1 5/8	14	2,412	6,934
SCIENTIFIC-ATLANTA	SFA	A	35 1/4	36	- 3/4	-	2.08	36	16 3/4	16	2,644	93,201
SUNY CORP.	SNE	N	8 3/8	8 5/8	- 1/4	-	2.89	10 3/8	7	14	172,500	1,444,687
TEKTRONIX	TEK	N	50 3/4	53 3/8	- 2 5/8	-	4.91	68 1/2	28 1/4	14	17,995	913,246
TELEMATON	TLMT	U	1 3/4	1 3/4				2 1/4	1/2	2	1,050	1,837
VALTEC	VTEC	D	9 1/2	9 3/4	- 1/4	-	2.56	12 3/4	6 1/2	24	4,200	39,900
VARIAN ASSOCIATES	VAR	N	16 5/8	15 1/4	+ 1 3/8	+	9.01	21	13	11	6,838	113,681
WESTINGHOUSE	WX	N	18 1/4	18 1/2	- 1/4	-	1.35	24 1/2	16 1/4	5	86,511	1,578,825
ZENITH	ZE	N	14 1/8	14 3/8	- 1/4	-	1.73	28	11 3/8	20	18,800	265,550
									TOTAL		987,909	36,490,878
									GRAND TOTAL		1,927,005	61,662,152

Standard & Poor's 400 Industrials Average 111.32 110.05 +1.27

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Loeb Rhoades Hornblower, Washington.
Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp or as obtained
through *Broadcasting's* own research. Earn-
ings figures are exclusive of extraordinary
gains or losses.

Viacom's Elkes: Bring on the future

Terrence Elkes, Viacom International Inc.'s new president, isn't much of a fortune teller. Ask him what's down the communications pike five, 10 or 15 years from now and he'll be the first to admit he doesn't know.

While Mr. Elkes may not be sure of what's coming, he is sure, however, that Viacom will have the properly flexible organizational structure and sufficient irons in the fire to deal with and take advantage of the future.

Terry Elkes, Bronx native and lawyer turned media executive, is as much the generalist as his company. His drive for success has always been there, he says, but it has never been oriented to a highly structured set of goals.

His present perch on the communications ladder does not have its origins on the bottom rung, with a ham radio or in hanging out at broadcast stations. His is an unlikely resume: law school, pharmaceuticals, pulp and paper. But Mr. Elkes's prior experience does qualify him for his position with Viacom, as a well rounded businessman with specific handles on law and finance.

As the junior partner-of-sorts under Ralph Baruch, Viacom's chairman and chief executive officer, Mr. Elkes takes charge of cable (Viacom Communications), pay cable (Showtime), finance and administration, and acquisition and development. Mr. Baruch, senior in the company's two-man office of the chief executive, concentrates on syndication (Viacom Enterprises); broadcasting (WVIT-TV Hartford, Conn., and pending stockholder and FCC approval, the six AM, five FM and one TV stations belonging to Sonderling Broadcasting) and law.

Mr. Baruch characterizes their working relationship as a "well-balanced team." While he comes from the vantage of a communications veteran, Terry Elkes is more able to "put himself on the outside looking in," from a general business perspective, Mr. Baruch says.

"I react," but "he's much more deliberate," he added, also citing Mr. Elkes's "absolute integrity, business acumen and planning abilities."

In 1958, after receiving his economics/political science degree from City College of New York and a law degree from the University of Michigan, Mr. Elkes joined Norwich Pharmacal Co. as an attorney and soon became general counsel for its international division. In 1965, he went from pharmaceuticals to pulp and paper manufacturing as vice president and general counsel for Parsons & Whittemore,



Terrence Alan Elkes—president, Viacom International Inc., New York; b. April 28, 1934, New York; BA, City College of New York, 1955; JD, University of Michigan, 1958; attorney, then general counsel, international division, Norwich Pharmacal Co., New York, 1959-1965; vice president and general counsel, Parsons & Whittemore Inc., New York, 1965-1972; vice president, general counsel and secretary, Viacom International, 1972; director, 1973; executive vice president, 1976; present position since December 1978; m. Ruth Jerkowsky, 1959; children—Steven, 17; David, 15; Daniel, 9.

the largest privately held firm in that field. Despite the titular appearance of straight legal work, Mr. Elkes had moved heavily into finance, helping to establish Parsons & Whittemore mills throughout the world.

With that behind him and the desire to enter a technology-oriented growth field, Mr. Elkes joined Viacom in 1972 as vice president, general counsel and secretary. That wasn't long after the company had been spun off from CBS; since then, he has remained, helping the firm to grow and growing with it.

A year later, he was named a Viacom director and became involved in over-all policy. The title of executive vice president came in 1976 and the presidency last December.

It is an oversimplification to say that Mr. Elkes has no plans for the future. In fact, it is Viacom's belief, he says, that "senior management should be paid to run a com-pany on the basis of five years down the

line." Each year, Mr. Elkes says, "we literally rip apart our operating units" and "develop a strategic plan."

Within its structure, Viacom has been entering various aspects of communications. It could, for example, plan programs first for Showtime pay cable, then for network play and thereafter for syndication. But according to Mr. Elkes, "we don't really have an ax to grind in programing because we're in all of it."

That, he says, is "the fun thing about a Viacom." By not throwing all of its resources into one aspect of communications, he says, it remains open to change and avoids "tunnel vision" in planning for the future.

In the short term, however, Viacom's plans are direct. This year, Mr. Elkes says, his company should produce 15 to 25 programs for the networks. Syndication continues to expand and "satellite technology" is seen playing a major role in the Enterprises Division's future. Viacom also is looking forward to having a full complement of stations.

Two-way burglar, fire and emergency systems already have been set up in Viacom Communications' Dayton, Ohio, cable system and this year police station/court two-way hook-ups are expected to be installed on Viacom's Long Island, N.Y., system.

But when it comes to two-way entertainment, Mr. Elkes's belief is that it may be further out than '85. However, with a customary open attitude about the future, he adds: "But we sure as heck could be wrong."

It's that positive aspect of uncertainty and the willingness to change that adds enjoyment to Mr. Elkes's work. "I don't know if I could be happy working in a highly structured environment" he says, noting that as it grew, Viacom remained "receptive to creativity."

It's the excitement and challenge, and, of course, the financial benefits that make the long hours easier. And for at least four weeks a year, Mr. Elkes, a "great believer in recharging batteries" takes off for some mountain climbing in the Rockies or heads for the Caribbean or another spot far removed from his day-to-day business world.

More routine perhaps would be his jogging, hiking, reading or listening to music during free time. Then there's the family breakfasts that substitute for the dinners he frequently misses.

With his family too, Mr. Elkes is the same believer in making plans, but not too many. To his oldest son, undecided about what he'll be majoring in at college, Mr. Elkes advises: Stay that way as long as possible. Remain open.

No help

The \$1-million report of the second Carnegie Commission is a disappointment. It is excessively rhapsodic about the miracles to come from noncommercial broadcasting, gratuitously critical of commercial broadcasting and unrealistic in the corrections it proposes in the form and function of the noncommercial system.

The closing paragraph in its 301-page report (plus appendices) is an example of the rhetoric: "We remember the Egyptians for the pyramids, and the Greeks for their graceful stone temples. How shall Americans be remembered? As exporters of sensationalism and salaciousness? Or as builders of magical electronic tabernacles that can in an instant erase the limitations of time and geography and make us into one people? The choice is in our hands, and the time is now."

With talk like that running through the report, the reader finds it difficult to get down to cases. As nearly as can be deduced, however, the commission has this in mind:

The electronic tabernacle of Carnegie design would cost \$1.2 billion a year, half from the federal government and half from other sources, after the expenditure of \$350 million in federal funds to put facilities in order. Its principal bureaucracy would be a Public Telecommunications Trust to "provide leadership, long-range planning, evaluation and system development." A "self-directed division" of the trust, the Program Services Endowment, would underwrite national program development for radio and television. Radio and television stations in the noncommercial system would retain local independence, although empowered to act cooperatively for regional or larger purposes.

The trust would replace the existing Corporation for Public Broadcasting, which the Carnegie Commission says has failed to exert needed leadership and has responded to political pressure. However merited the criticism of CPB, the Carnegie replacement promises little improvement.

The Public Telecommunications Trust would be governed by a nine-member board appointed by the President on recommendation of a nominating committee headed by the librarian of Congress. The CPB board contains 15 members selected by the President with Senate consent. According to the Carnegie Commission, the new method of nomination by a high-minded committee would depoliticize the list before it reached the President. That assumption betrays ignorance of Washington ways. Beyond that, the Carnegie elimination of the need for Senate consent would free the President of the present arrangement's major political deterrent to abuse of executive power.

Carnegie thinks it has laid another layer of political insulation between the Program Services Endowment and the outside world by establishing it as a "semiautonomous" part of the trust with a 15-member board of its own, appointed by the nine trustees of the parent. By statute, the endowment would directly receive \$190 million a year in federal funds for program development. The creation of a cosmetic board would put no congressman off the scent of the parent trustees if he wanted to exact a penalty for a program he found offensive.

It isn't entirely clear in the Carnegie report how the endowment would distribute the "national" programs it financed. If the Carnegie Commission has in mind a future role for either the Public Broadcasting Service, which now provides interconnection for television, or National Public Radio, which links radio, it has stopped short of describing it.

The first reading here suggests that the worst features of the existing system would be preserved, if by other names, at three times the existing expense.

Shakedown

As the second Carnegie Commission plans it, a large part of the federal support for the noncommercial broadcasting system of the future would come from fees paid by users of the spectrum. The annual bill for commercial broadcasters is put at "no more than \$150 million to \$200 million, and perhaps considerably less."

The report compares spectrum fees to charges for use of "any scarce public resource, just as it [the government] charges for mining, grazing, timber and oil exploration rights on public property." Before that rationalization is accepted as sensible, the point should be noted that the spectrum is neither depleted by use nor maintained at government expense. It is no resource at all unless activated by electronic equipment developed and operated primarily by private enterprise.

The fees that Carnegie is proposing would more properly be called a tax on a commercial system that is perceived to be grotesquely profitable. The Carnegie thinking is not original. The same kind was behind the original fee schedule devised by the House Communications Subcommittee last summer to go to the aid of noncommercial broadcasting. The subcommittee staff added up a broadcasting bill of \$266.9 million a year.

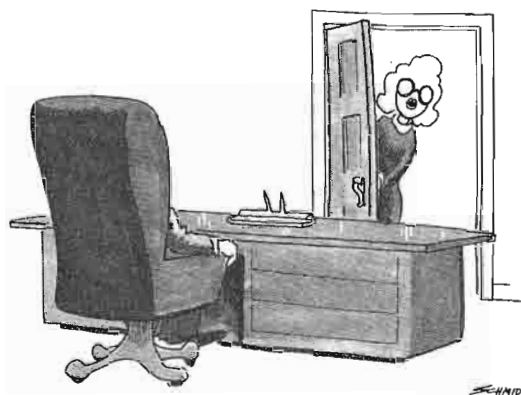
This publication adheres to its belief that broadcasters owe nothing for their use of the spectrum, although a reasonable case may be made for the payment of an uninflated licensee fee to defer some costs of government traffic control in the spectrum. The establishment of that kind of fee ought to be disassociated from the problem of financing noncommercial broadcasting and put where it belongs—with congressional and FCC consideration of broadcast deregulation.

Them and us

An irrational bias against commercial broadcasting appears repeatedly in the second Carnegie Commission report. There are references to the "growing degradation" of the commercial system, to the inherent falsity of advertising.

At one point, however, the report deplores the inability of the public system to present "a program about blacks with the appeal and quality of *Roots* because it lacked funds for a project of such magnitude. We must try to change that."

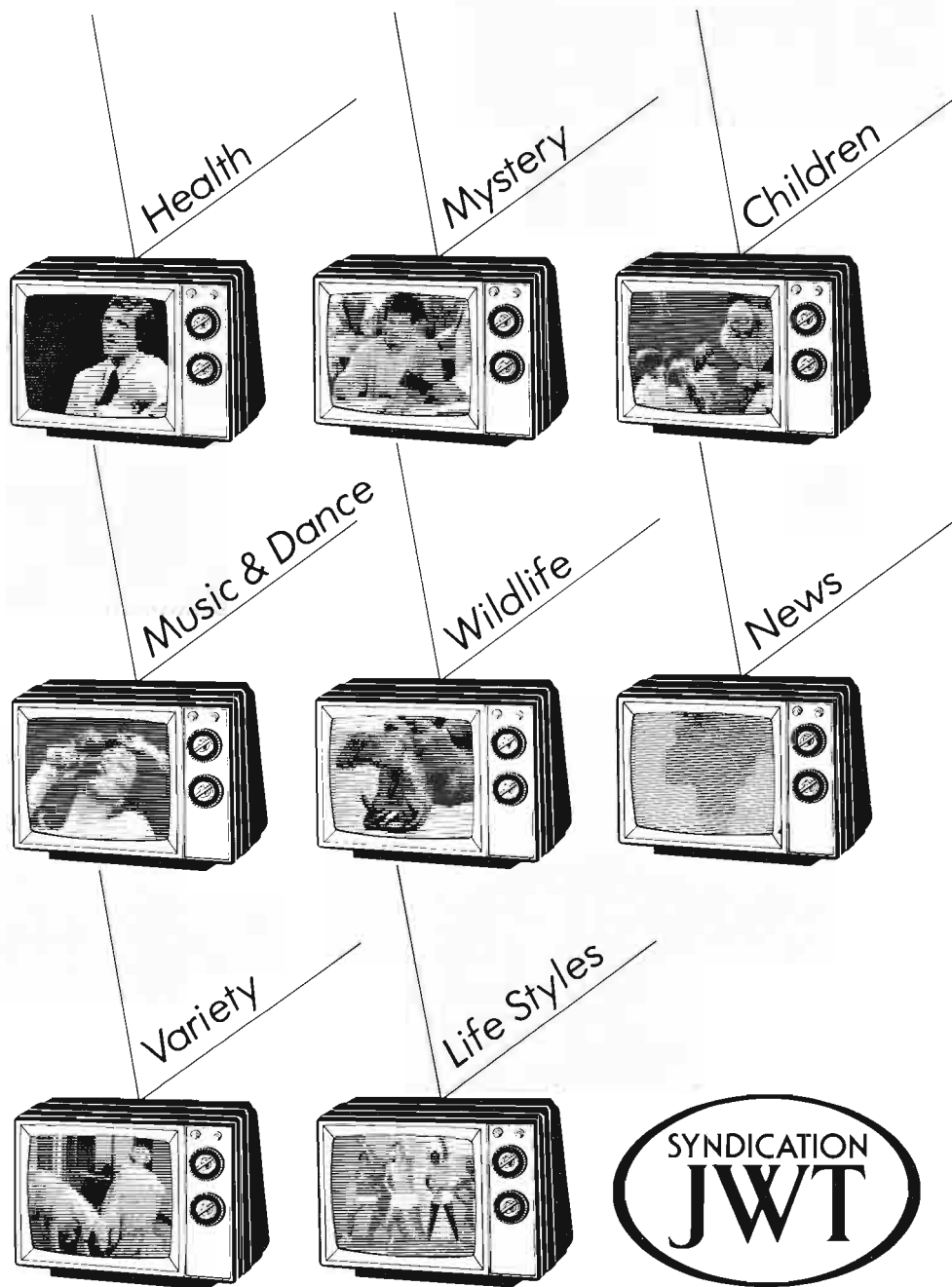
Quality programing on commercial TV? Must have been a slip.



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