How sweet it is for ABC: View from the top with Goldenson and Rule

Broadcasting Jan 10

The newsweekly of broadcasting and allied arts

Our 46th Year 1977


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Opening new channels of understanding

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KENS-TV, San Antonio, Texas; WTLV-TV, Jacksonville, Florida; WFMY-TV, Greensboro, North Carolina.

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Viacom

"The Autobiography of Miss Jane Pittman"

47% share on network television.
Winner of 9 Emmy Awards.

Source: NTI share of audience, Feb. 1, 1974. Audience estimates subject to qualifications available on request.

The Week in Brief

DE JURE □ Could the "clarification" issued by the FCC of its renewal of WESH-TV be the next best thing to license-renewal legislation? **PAGE 20.**

HIGHER STILL □ Herbert Schlosser, NBC's president and chief operating officer, added a new title last week: chief executive officer. He takes it over from Chairman Julian Goodman. **PAGE 21.**

SWEPT AWAY □ ABC's continuing gains in prime time are dramatically reflected in the November sweeps. **PAGE 21.**

CAVEAT EMPTOR □ The Advertising Research Foundation's antihypoing report attempts to put sweep ratings into perspective. **PAGE 22.**

DEATH COVERAGE □ A federal judge says it's OK by him for cameras to report the execution of a criminal in Texas. And there are some stations that say they'll do it. **PAGE 23.**

CONFLICT OF INTEREST □ President-elect Jimmy Carter starts making good on his campaign promise to establish ground rules for those passing between government and private employment. **PAGE 26.**

NAB PRIORITIES □ The association's executive committee orders a slightly trimmed budget of $5 million-plus for fiscal 1977-78. A radio dues increase proposal is rejected, a freeze is imposed on hiring, the hunt continues for a TV vice president and a public affairs office is approved. **PAGE 27.**

ESCAPE-HATCH SALES □ The Congressional Black Caucus suggests that the FCC allow stations facing license-renewal or revocation problems to sell to minority-controlled groups at distress prices. **PAGE 30.**

HAPPY DAYS FOR SYNDICATORS □ Those reruns of network comedies are fetching unheard-of prices in big markets as the supply dwindles to only a few shows. **PAGE 34.**

SPORTS TV BLACKOUTS □ A special House committee recommends that Congress adopt a new law to replace the one that expired at the end of 1975. **PAGE 36.**

APPLAUSE FOR ARMS II □ RAB officials credit the study with helping to create $30 million in new radio business last year. Endorsements also came from leading network and agency spokesmen. **PAGE 38.**

SELLING SEMINARS □ Radio Advertising Bureau schedules radio sales clinics at 16 sites from January through March. **PAGE 40.**

OVERNIGHT SUCCESS □ New York and Los Angeles VHF stations have signed up for Arbitron's overnight metered rating service. **PAGE 40.**

LOWER THE BARRIERS □ A report released by Commerce Department's Science and Technology Telecommunications Task Force gives tips on how to eliminate problems so communication areas can grow. **PAGE 43.**

GOING TOO FAR □ The National Association of Broadcasters wants the FCC to consider prohibiting cable systems from carrying radio signals beyond their service areas into another radio market. **PAGE 47.**

WONDER WHO □ CBS's *Who's Who* debuts with low ratings against ABC's "happy" duo, but CBS is pleased with its new show. **PAGE 49.**

ABC'S CLIMB TO THE TOP □ Since 1953, ABC Inc. has grown from an also-ran company to a dominant force in radio and television with hefty profits and number-one ratings. **PAGE 50.** The early days, the growing pains and the future are discussed by ABC's dynamic leaders, Leonard Goldenson (second from left), ABC's chairman and chief executive officer, and Elton Rule (second from right), president of ABC's broadcast division. They were interviewed by BROADCASTING Editor Sol Taishoff (r) and Chief Correspondent Rufus Crater (l). **PAGE 54.**

A WESTERNER IN MMR'S COURT □ An inventor turned businessman, George Lindman is working at a company that is his idea of a "dream" radio rep firm. **PAGE 81.**

Broadcasting is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington. Single issue $1 except yearend issue $2.50. Subscriptions: U.S. and possessions: one year $30, two years $55, three years $75. Canada add $8 per year, all other countries add $8 per year. U.S. and possessions add $104 yearly for special delivery, $65 for first class. Subscriber's occupation required. Annually: Broadcasting Yearbook $30, Cable Sourcebook $20.

Cause for alarm

In minds of most FCC licensees, worst possible appointment to FCC would be return of Nicholas Johnson, who during his seven-year tenure (1966-73) kept agency in turmoil. Last week Mr. Johnson was reported to be candidate for reappointement, with support of consumerist Ralph Nader, who has received practically no patronage from President-elect Carter in spite of close relationship during campaign and Carter commitment to consumer and minority interests.

Adding impetus to Johnson report was Carter nomination of Joseph Califano to be secretary of health, education and welfare. Mr. Califano, then White House aide, induced President Lyndon B. Johnson to name Nick Johnson to FCC— appointment that President later admitted was mistake. Simon Lazarus, 35, formerly with Arnold and Porter, Washington law firm in which Mr. Califano has been partner, is on Carter task force working in areas of interest to broadcasters. He was once legal assistant to Mr. Johnson.

Price of music

Television stations' rate of payment for use of music of American Society of Composers, Authors and Publishers in 1977 will be 1.25% of revenues specified in contract. That's down almost 15% from 1.47% rate in 1976. Their rate to Broadcast Music Inc., by contract 58% of ASCAP rate, will be 0.725%, down from 0.853%.

Rates are set each year on revenue projections based on first nine months of preceding year, subject to adjustment when actual figures are in. This is last year of current ASCAP and BMI contracts: Both expire Dec. 31. Negotiations for new ones will be undertaken shortly by All-Industry TV Stations Music License Committee, headed by Leslie G. Arries Jr. of WBEN-TV Buffalo, N.Y.

Exchange of views

Mutual concern over sex and violence reportedly marked meetings National Association of Broadcasters TV code board's standards committee held last week with, individually, presidents of all three television networks (BROADCASTING, Dec. 20, 1976). Committee, led by code chairman, Robert J. Rich of KBJR-TV Duluth, Minn., made no specific requests in meetings, which participants on both sides described as cooperative preliminary explorations. Committee was to meet yesterday (Jan. 9) with board of Association of Independent Television Stations and is setting up meetings for first week in February with leading Hollywood TV producers.

All three networks had higher authority on hand for meetings with presidents, in addition to their own standards chiefs and in most cases program heads. ABC's group was led by Fred Pierce, president of ABC Television, and James E. Duffy, president of ABC-TV network; CBS's by John A. Schneider, president of CBS/Broadcast Group, and CBS-TV President Robert Wussler; NBC's by President Herbert S. Schlosser and NBC-TV President Robert Howard.

The club

Men President-elect Carter picked for Vice President, secretaries of defense and state and chief of National Security Council, it developed last week, all had been or are members with him in Trilateral Commission, little-publicized private research and policy group. Also among commission's 75 American members is Arthur R. Taylor, former president of CBS, who was mentioned in early speculation as possible (but eventually passed-up) choice for secretary of commerce.

Survivors

Meeting to explore possibility of creating cooperative association of all-news radio stations, to fill gap left by imminent departure of NBC's News and Information Service (NIS), will be held next week in New York by special committee of NIS stations led by Bill Weaver, KNWZ(AM) Albuquerque, N.M. Committee members say 42 of NIS's 62 stations are committed to remain all-news and that eight or 10 others, heavily committed to talk programing, have indicated they might be interested.

Idea is that there would be control center in New York to handle feeds and administration. Members would participate both financially and by contributing news coverage and related material that others might use. Meeting will be Jan. 18-20 at Americana hotel, and radio networks, syndicators and other suppliers will be there. Jerry Coffin of NIS is coordinating sessions with suppliers. Committeemen on hand: Frank Scott of WRC(AM) Washington and Richard Brady of KXXA(FM) Little Rock, Ark.

Name on door?

For those who read portents in such things, how about this as sign that Joe L. Allbritton's Washington Star Communications Inc. may decide that television is more congenial enterprise in Washington than newspapering, after all? Faced with need to find new call letters for WMAL-TV Washington, after sale of WMAL-AM-FM to ABC (BROADCASTING, Jan. 3), Mr. Allbritton is considering WJLA.

Conditions under which FCC last year approved Mr. Allbritton's purchase of Star holdings require disposal of either *Star* or WMAL-TV within two years. Mr. Allbritton has always said he intends to keep paper, and spokesman last week said there is no special significance in possibility Mr. Allbritton will put own initials on station. Other calls are also under consideration, spokesman said. For record, though, FCC staff last week reported WJLA is available.

Hour entry

In developmental stage is new one-hour, weekday variety show, *Nabor's Neighbors,* that is planned for barter syndication via Syndicast Services, New York, which reports "strong interest" in early discussions with stations. Series, starring Jim Nabors, is being put together by West Coast production group including Alan Silverbach, formerly senior vice president, worldwide syndication, 20th Century-Fox Television, and is aimed for fringe and early prime-time periods, starting in fall of 1977, Monday through Friday.

Another way

Since World Football League folded and NBC-TV began telecasting bulk of college-conference and NCAA-tournament basketball games last season, Corinthian Broadcasting's TVS Television Network has had much less programing to keep its "occasional network" status alive. Partly for that reason, TVS's number-two man, Executive Vice President Alan Lubell, will announce formation of his own New York-based syndication company next week, to be called Marathon Entertainment Inc. Its first property is 30-minute weekly series, *Greatest Sports Legends,* with New York Yankees' outfielder Reggie Jackson as host.

Short future

Only one of five members of U.S. Advisory Commission on Information, which oversees United States Information Agency—pollster George H. Gallup—will have tenure when President-elect Carter takes over Jan. 20, and his tour ends in 1978 (if USIA is still in business). Two members—Chairman Hobart Lewis of *Reader's Digest* and J. Leonard Reinsch of Cox Cable, have been serving on interm basis since last January, awaiting qualification of their successors. Terms of John M. Shaheen, New York entrepreneur who aspires to publish daily newspaper there, and Arthur Nielsen Jr., ratings authority, expire next Jan. 27—week after new President takes over. Bigger question is whether President Carter will retain status quo or reorganize USIA perhaps in line with Stanton report recommendations in which he expressed interest (BROADCASTING, Dec. 13, 1976).

Business Briefly

Colgate-Palmolive □ Company's Personal Care Products Division is launching massive trade coupon effort, backed by promotion in newspapers and on network TV on Feb. 10, 11 and 13 in advance of coupons appearance in print publications. Schedules will include daytime, early-evening news programs and prime-time exposures on all three networks. Spots are being placed through Wm. Esty, New York, to reach women, 18-49.

General Mills □ Nature Valley cereal will be promoted in spot radio push to be carried in major markets, including Chicago, Los Angeles and Miami, for three alternate weeks starting in late January. Campbell-Mithun, Minneapolis, is aiming for women, 25-49.

Avon □ Various cosmetics will be promoted by New York-based firm in 11-week TV campaign beginning this month. Women, 18-49, are the demographic target of Ogilvy & Mather, New York.

Ralston Purina □ Manufacturer will begin seven-week spot-TV drive for its Purina Cat Chow in late January. Gardner Advertising, St. Louis, will use TV spots during fringe and news hours to reach women, 25-49.

Allstate □ Insurance company in Northbrook, Ill., is scheduling a four-week spot-TV drive that will begin in mid-February. Leo Burnett, Chicago, is placing spots in 20 markets during sports, news and late fringe time periods to reach men, 25-49.

Smiling spokesman. AT&T Chairman John deButts films the first AT&T television commercial in the company's series, "The System is the Solution," which began airing on the New Year's Day bowl games. AT&T is doubling its TV advertising budget this year, to estimated S4 million—part of an over-all corporate communication and lobbying effort that includes the controversial Consumer Communications Reform Act, or better known as the Bell Bill (BROADCASTING, Dec. 6, 1976).

Peter Paul □ Powerhouse candy bar will be spotlighted in eight-week TV-spot campaign beginning in mid-February. Dancer-Fitzgerald-Sample, New York, is aiming to reach children, 6-11.

Pet □ Pet evaporated milk will get TV-spot promotion beginning late this month. Haworth Group, Edina, Minn., will buy into 15 markets to reach women, 35 and over.

Allied Mills □ Livestock feed producers of Chicago will display its Solo dog food in three-week spot-TV drive starting in February. CPM, Chicago, is aiming to reach suburban adults, 18 and over.

American Oil □ Four to a six-week TV flight is in preparation by American Oil to kick off in mid-February. D'Arcy-MacManus & Masius, Chicago, is aiming to reach men, 18-49.

Hershey □ Candy company which produces chocolate kisses and other candy items is launching a 16-week TV campaign beginning in mid-January for Rolo candy. Ogilvy & Mather, New York, is aiming to reach children, 6-11, via buys on fringe and weekend time periods.

Kraftco □ Various products will be showcased in a four-week campaign late this month in 75 to 100 markets. N.W. Ayer, New York, is aiming to reach women, 18-54.

Glidden □ Division of the SCM Corp. will show its products in a 78-market TV drive beginning in late February for nine weeks. Meldrum & Fewsmith, Cleveland, will be looking for prime and fringe time periods to reach women, 25-49.

Hanes □ Company's L'eggs hosiery will get a five-week TV-spot promotion beginning in late February. Dancer-Fitzgerald-Sample, New York, is seeking spots to reach women, 18-34.

Borden □ Kava instant coffee will be pushed in spot-radio flight to begin in late February in major markets. Campbell-Ewald, Detroit, is directing its commercials to both men and women, 25-64.

C.F. Muller □ Various noodle and macaroni products will be showcased on spot-radio starting in late January for five to six weeks in markets including Atlanta, Baltimore, Boston, Buffalo, Miami and Washington. Needham, Harper & Steers, New York, is focusing on women, 18-49, via spots in morning and afternoon periods.

Curtiss Candy □ Various products will be accentuated in spot-radio promotions to kick off in late January with varying number of weeks depending on markets, which include Baltimore, Boston, Cincinnati, Denver, Houston, Los Angeles and New York. Lee King & Partners, Chicago, is aiming to reach teen-agers.

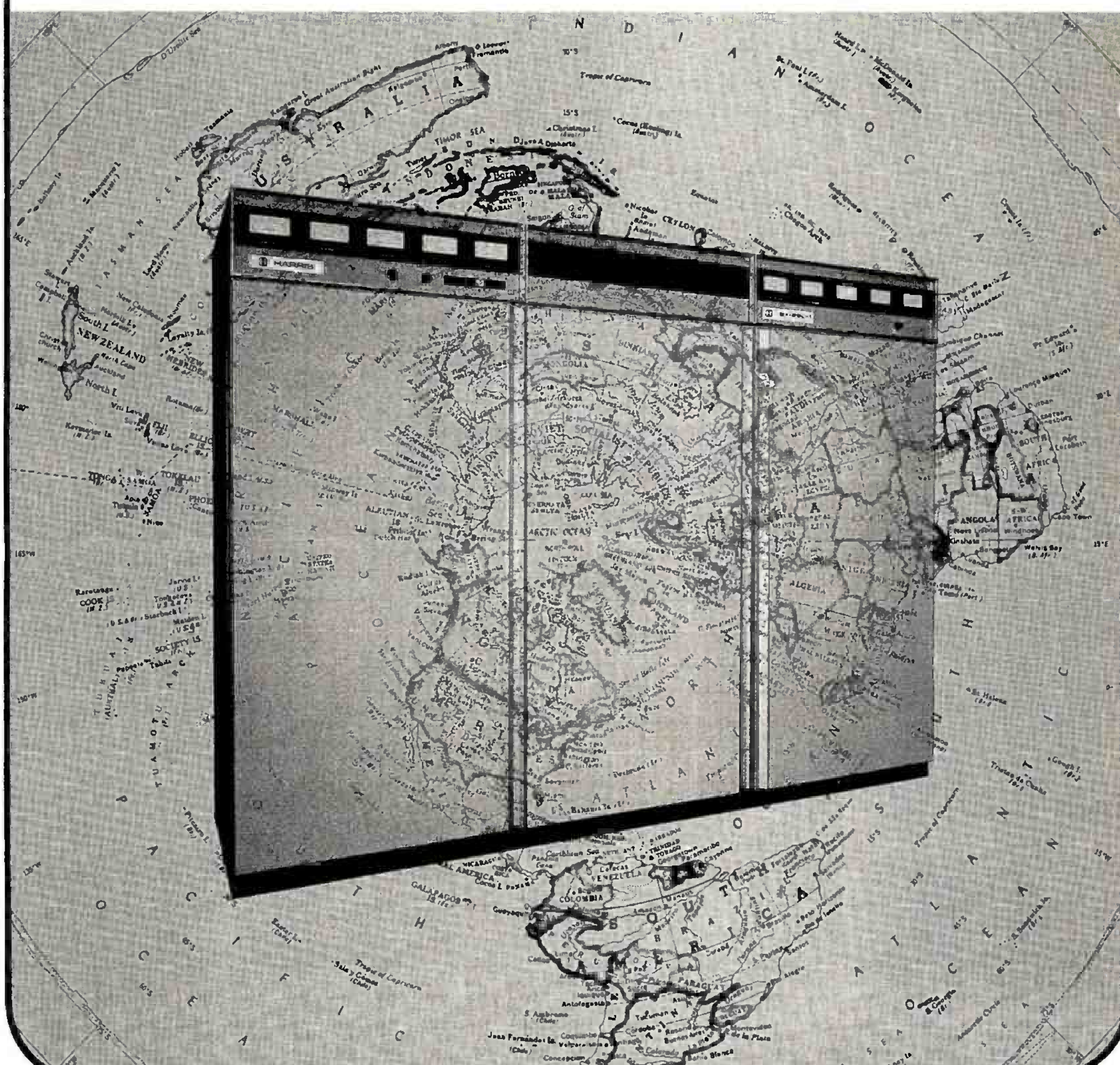
Independent Life & Accident Insurance □ Spot radio push in more

BAR reports television-network sales as of Dec. 19

ABC S927,005,100 (32.0%) □ CBS S1,009,589,000 (34.8%) □ NBC S963,064,700 (33.2%)

Day parts	Total minutes week ended Dec. 19	Total dollars week ended Dec. 19	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	158	S 863,500	7,247	S 38,102,000	S 33,976,300	+12.1
Monday-Friday 10 a.m.-6 p.m.	999	13,510,600	50,813	623,485,100	518,190,700	+20.3
Saturday-Sunday Sign-on-6 p.m.	266	10,036,300	15,208	333,021,800	253,921,300	+31.2
Monday-Saturday 6 p.m.-7:30 p.m.	103	4,222,600	5,164	156,036,400	125,702,000	+24.1
Sunday 6 p.m.-7:30 p.m.	21	1,822,500	1,082	47,643,800	24,781,700	+92.3
Monday-Sunday 7:30 p.m.-11 p.m.	420	37,405,800	21,237	1,487,124,400	1,236,485,800	+20.2
Monday-Sunday 11 p.m.-Sign-off	214	4,244,600	10,458	214,254,300	172,655,700	+24.1
Total	2,181	S72,105,900	111,209	S2,899,658,800	S2,365,713,500	+22.5

Source: Broadcast Advertisers Reports



than 30 markets in Southeastern and Southwestern regions is planned for early March start, with varying number of weeks depending on market. Cecil West & Associates, Jacksonville, Fla., is seeking to reach men, 21-49.

Olympia Brewing ☐ Olympia beer will get spot-TV display beginning late January for 30 weeks. N.W. Ayer, Chicago, will oversee major-TV campaign in at least 65 markets. TV spots are being sought during day, prime and evening fringe time periods to reach men, 18-49.

Max Factor ☐ Face makeup product (Pure Magic) will be focus of spot-radio drive to begin in early February for eight weeks. SFM Media Service, New York, is handling media purchase and is concentrating on periods to reach women, 18-24.

Bob Evans ☐ Firm will feature its sausage in four-week spot-TV drive, placed through Byer & Bowman, Columbus, Ohio. Agency seeks TV spots during fringe and prime times to reach women, 25-54.

Toro ☐ Firm based in Bloomington, Minn., will promote three Toro lawn mowers—Grassmaster, Rider and Guardian—in 12-week TV campaign in 20 markets starting in late February. Local spots and network sports time will be arranged by Campbell-Mithun, Minneapolis. Demographic target is men, 25-54.

Rep appointments

- ☐ WZGC(AM) Atlanta; WAKR(AM) and WAEZ(FM) Akron, Ohio; Buckley Radio Sales, New York.
- ☐ WKAT(AM) Miami Beach; WOWI(FM) Norfolk, Va., WPEC(AM) Portsmouth, Va.; WROZ(AM) Evansville, Ind.: Jack Masla, New York.
- ☐ KRCG(TV) Jefferson City, Mo.; KVIQ-TV Eureka, Calif.; KBCI-TV Boise, Idaho: Katz Television Continental.
- ☐ WILS-FM Lansing, Mich.: Burkhart/Abrams, Atlanta.
- ☐ KJTV(TV) Bakersfield, Calif.: HR Television, New York.

Lawry Foods ☐ Four-week spot-radio flight in planned by food company in major Western markets, including San Francisco, Seattle, Denver and San Diego, starting in late January. Daily & Associates, Los Angeles, is seeking time slots catering to women, 25-49.

Curtis Mathes ☐ Makers of home entertainment centers and audio equipment will introduce television sets in both color and black and white this month, in national spot-TV drive for 16 weeks. House agency, Curtis Mathes, Dallas, will push into 85 markets during prime, sports and fringe time hours to reach men, 25-54.

International Harvester ☐ Lawn and garden products company is getting a spot-TV campaign ready for late February start to promote its lawn mowers. Nader-Leif, Chicago, is going after 30 markets to reach men, 25-54.

Mercury Marine ☐ Division of Brunswick Corp. will promote outboard motors in a four-week spot-TV flight beginning Jan. 31. Spots are scheduled in at least 70 markets to zero in on men, 25-54. Gardner Advertising, St. Louis, is agency.

United Foods ☐ Division of Interstate United Corp. will give its Bright Day salad dressing a six-week TV-spot flight beginning in February. Della Femina, New York, is seeking day and fringe time periods to reach women, 25-49.

Mrs. Smith Pies ☐ Company's apple pie will be promoted in a national spot-TV and network campaign for four weeks starting in early February. J.M. Korn & Son, Philadelphia, is aiming to reach women, 25-49, via spots in prime, fringe and day schedules.

American Crystal Sugar ☐ Company, based in Moorehead, Minn., will feature its Crystal sugar in a three-week TV-spot flight slated to begin in Midwest later this month. Women, 25-49, are the demographic target of Paragon, Minneapolis.

Wausau Homes ☐ Home manufacturer, Wausau, Wis., is scheduling TV spots to begin next month for seven to 11-week period. Cramer-Krasselt, Milwaukee, is aiming to reach adults, 25-54.

Eastman Chemical Products ☐ Kingsport. Tenn., firm will highlight its 9-10 adhesive glue in 10-week TV-spot campaign beginning in mid-February. Martin Landey, Arlow Advertising, New York, is concentrating on news, specials and fringe time periods to reach men, 25-54.

Tetley Tea ☐ The subsidiary of Martinson Coffee, New York, will begin a five-week spot-TV campaign this month for its tea bags. Hicks & Greist, New York, is seeking day and fringe time spots to reach women, 25-64.

R.T. French ☐ Maker of French's mustard will boost other products in a major TV campaign for 10 weeks. Spots are being sought in day, prime and fringe periods in 30 markets beginning late this month. Agency is J. Walter Thompson, New York.

Terminex ☐ Company's insecticide will get 39-week radio promotion beginning next month. Bradley, Graham & Hamly, Columbia, S.C., is placing spots in major markets to reach adults, 25 and over.

A Harris MW-5 Customer Says It All...

BIG WAAX 570
THE ALL AMERICAN SOUND
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November 19, 1976

Mr. Will Bone
Harris Corporation
123 Hampshire Street
Quincy, Illinois 62301

Dear Will:

When we first talked about the new Harris MW-5 AM Transmitter for WAAX RADIO you and I discussed several values we could expect for our dollar---values that simply were not in our twenty-year old transmission gear. I was looking for an ease of operation, quiet running, and the modern convenience of transistors.

All of this we got! It is extremely quiet; uses less current; requires less heat/air dissipation; tests iteslf and tells US what it found; changes power modes slicker and quicker than people can notice, and recovers from power failure faster than most ears can tell. But Will, those are not its BEST features!

You told us to expect a better signal. More "depth" in the modulation, you said, which would help us in the outer fringe areas. You promised it would deliver! At first, we had our doubts, but now after our first year of operation we have had a chance to hear the difference. In our first trouble-free year, we drove in the outer fringes and listened in with standard windshield antennas. The signal is really solid, with great depth and body, good fidelity, and overcomes the noise and interference that formerly made us unlistenable in the far reaches.

You told it like it was! Now we are able to tell it like it is! We are talking to more people now and we appreciate your advice and guidance. It's a GOOD transmitter!

Sincerely,

Mike McDougald

Michael H. McDougald
President and General Manager

MHM/le

BIG WAAX - 570 ... *North Alabama's Number One Radio Station*

For the whole story, contact
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Broadcast Products Division
Quincy, Illinois 62301

HARRIS
COMMUNICATIONS AND INFORMATION HANDLING

Monday Memo®

A broadcast advertising commentary from Barry J. Nova, director of communications, U.S. Tobacco Co., Greenwich, Conn.

Full sponsorship not a thing of the past for this company

Remember those wonderful days of early television when a show was named for the company or product that sponsored it—*Philco Playhouse, General Electric Theater, Texaco Star Theater, Colgate Comedy Hour, Kraft Music Hall*?

Then there were those advertisers so closely associated with the property (like the Twenty Mule Team Borax ads on *Death Valley Days*) that they were able to get complete viewer identify even though their name was not a part of the title.

And who will ever forget *Martin Kane, Private Eye* and those memorable advertisements for U.S. Tobacco, structured at a store counter that was a part of the set of the show itself? Our company has always felt that Martin Kane and that small tobacco counter were some of the most identifiable promotions ever done for our products.

But TV changed. It grew. The cute mistakes of live production were replaced by error-free tape and impressive set design. Production expenses skyrocketed. Advertising costs increased geometrically. And during the 60's and 70's you had to own a piece of Fort Knox in order to fully sponsor a network show. Spot buying became a new science, and we in the business talked more about reach and frequency than we did about identity.

Certainly the case for network advertising can be made for big-budget advertisers. After all, as in political image-making, if you run a commercial enough, people will get so sick and tired of it that they remember it. I am here, however, to make a case for relatively smaller advertisers who get lost in the morass of thousands of 30-second commercials, and should—must—find a more incisive way to reach their particular audience.

Remembering yesteryear, U.S. Tobacco began a couple of seasons ago to discuss moving part of our advertising budget toward more full sponsorship. For a period of four years, we had been developing a rodeo performer and football star, Walt Garrison, as our spokesman in sports-oriented network properties on a spot basis. Walt is likable, straightforward, honest and identifiable with the type of consumer who might be convinced to change his tobacco habit to Copenhagen or Skoal snuff—moist smokeless tobacco, as we like to call it. But we couldn't afford heavy frequency, so he and the products had to fight extra hard for just a little bit of a viewer's mind.

Our first full sponsorship—some 20 years after Martin Kane—was to underwrite a Professional Bowlers Association event in Akron, Ohio, that was named the Copenhagen Open. Tie in the commercial with the name of an event and get a U.S. Tobacco executive to present the trophy to the winner and you have a ball game. The results were excellent.

Barry J. Nova is director of communications for U.S. Tobacco headquartered in Greenwich, Conn. He began his career in communications at Friend-Reiss Advertising in 1957. Later he became a senior vice president at Lennen and Newell, where he established a political advertising division, Campaign Planners, which worked for various presidential, senatorial and gubernatorial candidates. He has lectured at the New School and written for *New York* magazine, *Business Week* and travel magazines.

After one success it is easy to move forward to another plateau. Snuff has always been a big seller in rural markets, and if any place has been our home, it has been the Southwest, where people like their money, their horses, their cattle and the rodeo. Walt Garrison had the idea that we ought to invite the 16 top-rated calf ropers in the world and have them go head-to-head in a roping match for a first prize of $10,000. He picked the Cow Town Coliseum in Fort Worth as the stadium, invited the ropers, got the cattle. And on top of that, at corporate headquarters we decided we would produce a live telecast over our own regional network—and the first Annual Copenhagen/Skoal Invitational Calf Roping Championship was on.

We hired well known announcer Vern Lundqvist to describe the action; Walt Garrison was the color commentator. Copenhagen and Skoal banners were well placed in the arena. And with the excellent cooperation of a production crew from KXAS-TV Fort Worth, we produced a live hour that went on at 2 p.m., March 27, 1976. The commercials were all Garrison. Vern Lundqvist must have mentioned Copenhagen and Skoal 25 times. The audience was big and everybody knew for sure who sponsored the rodeo. In fact, it was so good that we are planning to produce a second annual event this year on March 25-26. First prize will be $15,000—we think it's the biggest first prize in rodeo history—and we expect our audience to double.

After two successes you probably have to be half an idiot to try your luck a third time. We did. We're an interesting company. Continuous levels of committee approvals are not our method. We happen to have a young and rather dynamic management group that both understands and appreciates the role of advertising, promotion and marketing. Come directly to them with a reasonable plan and they'll give you a hearing. If they like it, they'll approve it. And who can ask for anything more?

We approached them and sold an idea on football. We had been spot-buying on college and pro football games, so our products, to a certain extent, were identified with the sport. Mr. Garrison had been a premier running back with the Dallas Cowboys, and he was our spokesman. Why not put it all together and produce a definitive documentary on the trials and tribulations of a career in football from Little League to Super Bowl?

Our original idea was to put out a syndicated program, but management chose to try to put it in prime time on network. And you know how hard it is in terms of network egotism to get a "not-created-here" program on the air.

ABC-TV, however, swallowed a little bit of pride and broadcast our one-hour special called *It's Tough To Make It in This League* on Aug. 28, 1976, from 8 to 9 p.m. (EDT), narrated by Mr. Garrison. ABC even gave us a special dispensation to allow Mr. Garrison's snuff commercials to appear within the show. Its rule had been that in prime time no featured player in a program could be used as a commercial spokesperson. The reviews on the show were excellent, and the country-wide PR activity probably doubled the number of individuals who were aware of the performance. It was also the perfect context in which to run U.S. Tobacco's first corporate advertisement.

What I am saying is that any advertiser can "sponsor" successfully if he looks hard enough to find the right subject and has a management intuitive enough to believe that the extra price comes back in extra sales. And I have not even talked about the replay of these programs on a syndicated basis—another area we expect to corral soon.

Datebook®

■ indicates new or revised listing

This week

Jan. 7-10—*Missouri Broadcasters Association* winter convention. Friday-Sunday cruise from Miami to Nassau, Bahamas.

Jan. 9-11—*Association of Independent Television Stations (INTV)* fourth annual convention. Representative Lionel Van Deerlin (D-Calif.) will be Jan. 10 luncheon speaker. Fairmont hotel, San Francisco.

Jan. 9-11—*California Broadcasters Association* meeting. FCC Chairman Richard Wiley and Representative Lionel Van Deerlin (D-Calif.) will speak. Del Coronado hotel, San Diego.

Jan. 9-12—*National Retail Merchants Association* annual convention. New York Hilton hotel, New York.

Jan. 10—Meeting of *National Collegiate Athletic Association television committee* as part of 71st annual NCAA convention (Jan. 6-13). Hotel Fontainebleau, Miami Beach.

Jan. 10-Feb. 12—World Administrative Conference of the *International Telecommunications Union*. International Conference Center, Geneva.

Jan. 11—*National Parent-Teachers Association* public hearing on effect of TV violence on children (BROADCASTING, Dec. 6, 1976). Ramada Inn, Center City Plaza, Kansas City, Kan.

Jan. 12—*New England Cable Television Association* winter meeting. Holiday Inn of Boston-Newton, Newton, Mass.

■ **Jan. 12**—Meeting of *Northern Virginia Section of The Institute of Electrical and Electronics Engineers*. Dr. Joe Mullins, Bell Laboratories, will speak on "Fiber Optics: Current Progress and Future Prospects." E-Systems, Melpar Division, Falls Church. There also will be a premeeting dinner (6 p.m.) at the Black Angus Steak House, Falls Church.

■ **Jan. 12**—*Radio Advertising Bureau* sales clinic. Rodeway Inn, Arlington, Tex. (Dallas).

Jan. 12-14—*Association of Maximum Service Telecasters* special meeting. To be discussed will be current activity in the area of short-separation drop-ins, the 1979 World Administrative Radio Conference, general broadcast spectrum management and improvement of UHF reception capabilities. Clyde G. Haehnle, WCET(TV) Cincinnati, chairman of AMST engineering committee, will give a report. Thunderbird Country Club, Rancho Mirage, Calif.

■ **Jan. 13**—*Radio Advertising Bureau* sales clinic. Sheraton Denver Airport, Denver.

Jan. 13-15—Winter Consumer Electronics Show sponsored by the *Consumer Electronics Group of the Electronic Industries Association*. Conrad Hilton, Chicago.

■ **Jan. 14**—*Adcraft Club of Detroit* Radio Day luncheon. Speakers will be Dick Orkin and Bert Berdis, radio commercials producer-writer team. Hyatt Regency, Detroit.

Jan. 14-15—*Utah Broadcasters Association* winter workshop and convention. License renewal session will feature Richard Shiben, chief of FCC renewal division. Other speakers and panelists: Bill Sims, KWYO(AM) Sheridan, Wyo.; Wally Nelskog, KIXI(AM) Seattle; Jack Chapman, KGAK(AM) Gallup, N.M.; Joe Kjar, Bonneville International; Brenda Fox, National Association of Broadcasters; Dwight Case, RKO Radio, and Joan Taylor, Evans Advertising. Sherwood Hills, Sardine Canyon.

Jan. 16-18—*Illinois-Indiana Cable Television Association* convention. Speakers will include FCC Commissioner James H. Quello. Indianapolis Hilton hotel, Indianapolis.

Jan. 18—*Television Bureau of Advertising* regional sales seminar. Sheraton Southfield, Detroit.

Jan. 18—*Nebraska Broadcasters Association* legislature dinner. Nebraska Club, Omaha.

■ **Jan. 18**—*Radio Advertising Bureau* sales clinic. Sheraton Renton Inn, Seattle.

■ **Jan. 19**—*Radio Advertising Bureau* sales clinic. Sheraton Inn-San Francisco Airport, San Francisco.

Jan. 20-21—*Institute of Broadcasting Financial*

Major meetings

Jan. 9-11,—*Association of Independent Television Stations (INTV)* fourth annual convention. Fairmont hotel, San Francisco.

Jan. 23-26—*National Religious Broadcasters* 34th annual convention. Washington Hilton hotel, Washington.

Jan. 25-28—*National Association of Broadcasters* winter board meeting. Royal Lahaina hotel, Maui, Hawaii.

Feb. 6-8—*Public Broadcasting Service* annual membership meeting. Hyatt Regency hotel, Atlanta.

Feb. 12-16—*National Association of Television Program Executives* 14th annual conference. Fontainebleau hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.

March 27-30—*National Association of Broadcasters* annual convention. Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2; in 1981, Las Vegas, March 12-15; in 1982, Dallas, April 4-7; in 1983, Las Vegas, April 10-13; in 1984, Atlanta, tentatively April.

April 17-20—*National Cable Television Association* annual convention. Conrad Hilton, Chicago.

April 27-May 1—*American Women in Radio and Television* 26th annual convention. Radisson Downtown hotel, Minneapolis.

May 18-21—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

June 2-4—*Associated Press Broadcasters* annual meeting. Chase-Park Plaza, St. Louis.

June 11-15—*American Advertising Federation* annual convention and public affairs conference. Hyatt Regency hotel, Washington.

June 12-16—*Broadcast Promotion Association* 22d annual seminar. Beverly Hilton hotel, Los Angeles.

Sept. 15-17—*Radio Television News Directors Association* international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

Sept. 18-21—*Institute of Broadcasting Financial Management* 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York Sept. 16-19.

Oct. 2-6—*National Radio Broadcasters Association* annual convention. Palmer House hotel, Chicago.

Oct. 23-26—Annual meeting of *Association of National Advertisers*. The Homestead, Hot Springs, Va.

Nov. 14-16—*Television Bureau of Advertising* annual meeting. Hyatt Regency hotel, San Francisco.

*Wednesdays, 7:30-8:00 PM on WABC-TV**

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*Pre-empted 10/6/76. Source: NSI Sept. 22-Nov. 17, 1976. WABC, Wednesday 7:30-8:00 PM.
**(Listed as "Wide World of Adventure.") Estimates are subject to qualifications of the rating services.

20th Century Fox® Television

Management/Broadcast Credit Association quarterly board of directors meeting. Aladdin hotel, Las Vegas.

Jan. 20-22—*Alabama Broadcasters Association* winter conference. Ramada Inn, South, Tuscaloosa.

■ **Jan. 21**—*Radio Advertising Bureau* sales clinic. Sheraton-Los Angeles Airport, Los Angeles.

Jan. 21-22—Winter meeting of *Public Radio in Mid-America (PRIMA).* Sessions will include equipment update, FCC reregulation and deregulation, status of Association of Public Radio Stations-National Public Radio consolidation. Speakers: Sue Harmon, chairman of NPR board; Ron Bornstein, APRS board; Walter Sheppard, WITF-FM Hershey, Pa. (on copyright). Host: KMUW(FM) Wichita, Kan. Holiday Inn Plaza, Wichita.

Jan. 21-22—*Mississippi Broadcasters Association* annual sales clinic. Consultant Carleton Loucks will preside over Saturday session. Jacksonian-LeFleur's, Jackson.

■ **Jan. 22**—*Florida Association of Broadcasters* midwinter conference. Speakers will include Representative Lionel Van Deerlin (D-Calif.); Donald M. Thurston, chairman of the radio board of the National Association of Broadcasters, and Russel C. Tornabene, vice president of NBC News. Darryl A. Ross, Frank A. Magid Associates, will conduct a workshop on station operations. Grenelefe Golf and Racquet Club, Cypress Gardens.

Jan. 23-25—*Idaho State Broadcasters Association* winter conference. Holiday Inn, Boise.

Jan. 23-26—*National Religious Broadcasters* 34th annual convention. Washington Hilton hotel, Washington.

Jan. 25—Deadline for entries in 1976 Sigma Delta Chi Awards of *SDX, the Society of Professional Journalists.* Competition is in 16 categories. Information: SDX, 35 East Wacker Drive, Chicago 60601; (312) 236-6577.

Jan. 25—*Television Bureau of Advertising* regional sales seminar. Copley Plaza, Boston.

Jan. 25-27—*South Carolina Broadcasters Association* winter convention. Wade Hampton hotel, Columbia.

Jan. 25-27—*Georgia Association of Broadcasters* 32d annual Radio-TV Institute. Speakers will include Herbert Schlosser, president, NBC; Representative Lionel Van Deerlin (D-Calif.); Bill Ray, FCC, and Keith Jackson, ABC Sports. University of Georgia, Athens.

Jan. 25-28—*National Association of Broadcasters* winter board meeting. Royal Lahaina hotel, Maui, Hawaii.

Jan. 26—*New Jersey Broadcasters Association* midwinter manager meeting. The Meadowlands, New Jersey Sports Complex (Giants Stadium), East Rutherford: Contact: Arnold L. Zucker, NJBA executive secretary, c/o Rutgers University, Brunswick.

Jan. 26-29—*Society of Motion Picture & Television Engineers* 11th annual winter television conference. Theme topics will be "Beyond ENG" and "Digital Television." St. Francis hotel, San Francisco.

■ **Jan. 27**—*FCC's* deadline for comments on proposed rules to implement the "Government in the Sunshine" Act (Docket 21032). Replies are not requested. FCC, Washington.

Jan. 27-28—*Federal Communications Bar Association* seminar, "Practicing Communications Law—The Tangents." Co-chairmen will be Erwin Krasnow, general counsel, National Association of Broadcasters, Washington, and Scott Robb, Robb & Reukauf, New York. Mayflower hotel, Washington.

Jan. 28—*Missouri Public Radio Association* winter meeting. Campus Inn, Columbia.

Jan. 28—Deadline for entries in ninth annual *Robert F. Kennedy Journalism Awards* competition for outstanding coverage of the problems of the disadvantaged. Radio and television will be two of the six categories. Winner in the broadcast category, among others, will receive $1,000 cash prize and be eligible for grand prize that will entail an additional $2,000. Information and entry forms: Journalism Awards Committee, 1035 30th Street, N.W., Washington, D.C. 20007; (202) 338-7444.

Jan. 28-30—*Alpha Epsilon Rho's* Mideast regional convention for professional and student broadcasters in Illinois, Kentucky and Indiana. Southern Illinois University, Carbondale. Coordinator: Les Fuller, SIU chapter of Alpha Epsilon Rho.

Jan. 31—*FCC's* deadline for comments on amendment of cable television rules to reduce filing requirements for certificates of compliance and to modify or eliminate franchise standards (Docket 21002). Replies are due March 2. FCC, Washington.

Jan. 31—*FCC's* deadline for comments on proposed changes in international radio regulations to be presented at *1979 World Administrative Radio Conference* of the *International Telecommunications Union.* Issues include proposed international frequency allocations table and number of problem areas affecting resolution of public and federal government needs (Docket 20271). Replies are due Feb. 21. FCC, Washington.

February

Feb. 1—*Television Bureau of Advertising* regional sales seminar. Benson hotel, Portland, Ore.

Feb. 1—Deadline for entries for Janus Awards of *Mortgage Bankers Association of America,* conferred annually for excellence in financial news programing during the 1976 calendar year. Eligible are all networks or radio and television stations and cable-TV stations. Entry forms and further information: Public relations department, MBAA, 1125 15th Street, N.W., Washington 20005; (202) 785-8333.

■ **Feb. 1**—*Radio Advertising Bureau* sales clinic. Sheraton Jetport Inn, Orlando, Fla.

■ **Feb. 2**—*Radio Advertising Bureau* sales clinic. Atlanta Airport Hilton, Atlanta.

Feb. 2-3—*Association of National Advertisers* joint workshops on television (Wednesday) and media (Thursday). Plaza hotel, New York. Contact: William Kistler, ANA, 115 East 44th Street, New York, (212) 697-5950.

Feb. 3—*Television Bureau of Advertising* regional sales seminar. Marriott, Denver.

■ **Feb. 3**—*Radio Advertising Bureau* sales clinic. The Hilton Inn, Greensboro, N.C.

■ **Feb. 4-5**—*Northwest Broadcast News Association* annual seminar. Sheraton Ritz hotel, Minneapolis.

Feb. 4-6—*American Women in Radio and Television's* national board of directors meeting. Hyatt Union Square, San Francisco.

Feb. 6-8—*Public Broadcasting Service* annual membership meeting. Hyatt Regency hotel, Atlanta.

Feb. 6-11—*Institute for Performance Improvement* seminars on communications law. First seminar (Feb. 6-8) will explore significant legal developments affecting commercial AM, FM and TV. Second seminar (Feb. 9-11) will concentrate on legal background, current problems and prospects for new technologies. On seminars' faculty: Seymour M. Chase, Federal Communications Bar Association; Henry G. Fischer, editor, *Pike & Fischer Radio Regulation;* Robert L. Schmidt, president, National Cable Television Association; John P. Bankson Jr., FCBA president, and Henry W. Harris, Cox Cable Communications. Woodbridge Condominium and Conference Center of Snowmass, Colo. Contact: IPI, 2969 Baseline Road, Boulder, Colo. 80303; (303) 443-6961.

Feb. 7-8—*American Women in Radio and Television's* educational foundation board of trustees meeting. Hyatt Union Square, San Francisco.

■ **Feb. 7-8**—*South Carolina Cable Television Association* annual convention. Wade Hampton hotel, Columbia.

■ **Feb. 8**—*Radio Advertising Bureau* sales clinic. Holiday Inn-National Airport, Washington.

Feb. 8-19—Seventeenth *International Television Festival of Monte Carlo.* Monte Carlo. Information: InterComm Public Relations Associates, 9255 Sunset Boulevard, Los Angeles.

Feb. 9—*Ohio Association of Broadcasters* legislative dinner. Columbus Sheraton, Columbus.

■ **Feb. 9**—*Radio Advertising Bureau* sales clinic. Sheraton Inn-LaGuardia, New York.

Feb. 9-11—*Public Broadcasting Service* annual programing conference. Hyatt Regency hotel, Atlanta.

The reality of 5 footcandles.

Unretouched filmstrips of the Eastman Ektachrome video news film 7240 (tungsten)

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Broadcasting
The newsweekly of broadcasting and allied arts

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Executive and publication headquarters
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Broadcasting Jan 10
Vol. 92 No. 2

Top of the Week

The next best thing to renewal legislation?

The FCC's 'clarification' of the WESH-TV decision holds that 'substantial' service is a plus in a comparative situation and that 'superior' service is not necessary for protection from any challenge

Without fanfare, the FCC last week issued a "clarification" of an earlier order which reopens the license-renewal issue in a manner that some communications attorneys think went a long way toward providing the kind of renewal relief that broadcasters have been seeking from Congress.

It involves a comparative-renewal case in which Cowles Communications Inc. is fighting to hold on to its license for WESH-TV Daytona Beach, Fla. And it is seen as assuring broadcasters who provide "solid, favorable" service the "security of tenure" to which the courts and the commission say they are entitled.

Broadcasters need not provide "superior" service—a standard that, by definition, most broadcasters could not provide—to protect themselves against competing applicants at renewal time. "Substantial" service—service that is "favorable and substantially" above a level of mediocrity that might "just minimally warrant renewal"—is enough, the commission said.

Thus, it appears to afford broadcasters the kind of security at renewal time they had hoped to receive from legislation. The chances of license-renewal legislation emerging from Congress in the present session appear remote.

One broadcast attorney who expressed that view described the order as "one of the most important and succinct statements on the renewal issue to come out of the commission in a long time."

The order in part "clarifies" one in which the commission in July, by a 4-to-3 vote, renewed the license of WESH-TV and denied the competing application of Central Florida Enterprises Inc. (BROADCASTING, July 5, 1976). In the process, the commission held that the station's performance had been "superior."

None of the dissenters could accept that conclusion. Two of them, Chairman Richard E. Wiley and former Commissioner Glen O. Robinson, did not oppose renewal; Chairman Wiley, in fact, favored it, but said existing law required him to vote to deny renewal, and Commissioner Robinson said the majority opinion could not be justified on the basis of the policy it claimed to be following. The third dissenter, Commissioner Benjamin L. Hooks, favored the competing applicant.

The "clarification" that was issued last week persuaded Chairman Richard E. Wiley to change his mind and support renewal. Thus, with Commissioner Robinson as well as Commissioner Charlotte Reid, who voted for renewal, having left the commission and Commissioner Hooks continuing to dissent, the vote favoring renewal now is 4-to-1.

What's more, there is a promise of further action. Chairman Wiley, in a concurring statement, said that in the continuing absence of legislation on the subject (the commission has recommended that the comparative-renewal process be abolished), the FCC should "issue a new policy statement which will provide interim clarification (within the limits of our authority)."

The commission is expected to begin grappling with a staff draft before the end of the month. But a statement could still be a long time in coming. The commission issued a notice of inquiry on the subject in 1971.

The commission, in its order last week, said that when it held that that WESH-TV's performance was "superior" and thus entitled to "a plus of major significance," it did not mean to suggest "exceptional when compared to other broadcast stations" in the area or elsewhere. Rather, it said, "we were, in effect, distinguishing between the two situations—one where the licensee has served the public interest but in the least permissible fashion still sufficient to be renewed in the absence of competing applications, and the other where the licensee had done so in a solid, favorable fashion."

In its July decision, the commission had cited a 1970 decision of the U.S. Court of Appeals which said that broadcasters providing "superior" service are entitled to a substantial advantage in a comparative renewal hearing. Last week, the commission cited a decision of a different panel of the same court which said that a renewal applicant with a "sound" or "favorable" record is entitled to special consideration in a comparative proceeding. The record need not be "exceptional."

The commission noted that its intention to apply the term "superior" to service which was solid and favorable, rather than "exceptional," was set forth in the notice of inquiry issued in 1971. And to avoid a possibility of confusion, it added, "we propose to use the term 'substantial' to describe the kind of performance evidenced by the WESH-TV record."

While it was at it, the commission "clarified" another aspect of the WESH-TV decision—a statement that, on the issue of diversification of media ownership, Central was entitled to a "clear preference."

The commission said the term "clear" was not intended to suggest any view of how much weight should be attached to Central's preference on the issue.

The commission said various factors—particularly the remoteness from the WESH-TV service area of any of Cowles's other broadcast and newspaper interests—reduced the significance of that preference. The record contains no evidence of any dangers of concentration, the commission said. Accordingly, the preference accorded Central is "of little decisional significance."

In tidying up that issue, the commission backed away from the suggestion in the July decision that the 1965 FCC policy statement on comparative hearings, which discusses the weighing of various factors under the diversification issue, could apply to renewal-comparative proceedings. That statement puts a premium on diversification of media ownership and integration of ownership and management, and could, broadcasters fear, result in a restructuring of the industry if applied to comparative hearings involving renewal applicants. But the commission last week

None, whatsoever. The FCC's fee suspension, which became effective Jan. 1, applies to *all* fees falling due after that date "without exception." Clarifying its order to stop collection, the commission pointed out last week that the suspension also applies to grants, assignments or transfers of broadcast stations, even if FCC action on them occured before Jan. 1. The FCC is still trying to determine what, if any, refunds it will be making (BROADCASTING, Jan. 3). For now, the FCC is accepting no fees with applications of any kind, and it is reminding new licensees that they do not have to submit fees for applications already granted. It emphasizes, "Until further order no fees are to be submitted."

said the statement "was intended only to govern applications for new facilities and did not purport to deal" with comparative proceedings involving renewal applicants.

But even if it did apply, the commission added, its reasoning would stand. It noted that the statement considered media interests "generally in the United States" of less significance than those in the community or general area to be served.

The final paragraph of last week's order was itself a reassurance for broadcasters. It said that a challenger is denied the opportunity to show that his application would better serve the public interest than that of an incumbent. But, the commission said, "a challenger is in a less favorable position. . .because he asks the commission to speculate whether his untested proposable is *likely* to be superior to that of an incumbent."

The commission and the court, it added, have held consistently that a record of past programing is the best indication of future performance. "It is for this reason that we make clear that a substantial performance—i.e., sound, favorable—is entitled to legitimate renewal expectancies."

The "clarification" was offered by the commission on its own motion in the course of ruling on a petition for reconsideration Cowles had filed. Cowles had sought to persuade the commission to change its mind about denying an application for modification of WESH-TV's facilities. Cowles wanted to relocate the station's transmitter site and increase antenna height. The commission denied the petition for reconsideration.

The suggestion to use the order on the reconsideration item as a vehicle for "clarifying" the July order came from the staff. The general counsel's office and the Broadcast Bureau were said to have been uncomfortable with the way the decision had been articulated. Lawyers were said to feel it was not fully in accord with commission policy and precedent. What's more, they feared that, unless the decision were "clarified," they would have considerable difficulty defending it in court. Central Florida has appealed.

The changes also helped to strengthen the commission's position by persuading Chairman Wiley to join the majority. In his concurrence, the chairman said he had dissented originally because, although he thought the station's performance was "thoroughly adequate" and worthy of renewal under "any rational renewal system," it was not "superior." However, given the majority's "clarification of intent," he said, "I find myself able to concur in this matter."

Mr. Schlosser's NBC. Herbert S. Schlosser, president and chief operating officer of NBC (right), last week was named chief executive as well. Julian Goodman (left), who had been chairman and chief executive since April 1974, continues as chairman and as a member of the board of RCA, NBC's parent company.

The change consolidates policy and operating authority in Mr. Schlosser in what NBC sources called a move to centralize management and responsibility in one place and remove ambiguity within the company as to where ultimate authority lay. Mr. Goodman said he had recommended it as part of his "long-range plan to insure an orderly evolution of management supervision over NBC's fast-growing broadcasting operation."

Mr. Goodman said he will now devote more time to "policy planning and the supervision of corporate projects that promise significant contributions to NBC's long-term growth." He will also, he said, work closely with David C. Adams, NBC vice chairman, on "the increasingly complex issues involving the relationship between government and broadcasting."

Mr. Schlosser said in an interview that he approached his new responsibilities "with great hope" for the future and for NBC. "We've got a great company, great resources, great people—and support from above [RCA]—and I think it will all come together." He does hope for further improvement in NBC-TV ratings, but he noted that Irwin Segelstein and Paul Klein, the top program executives, were brought in only several months ago. "Audiences haven't yet really seen their work," he said. "They'll begin seeing it about March and really see it next fall. In any case, we're in it for the long haul. I have great faith in them. They're the best we could get."

Mr. Schlosser, who is 50, moved up to president and chief operating officer in 1974, capping a swift ascendancy through NBC's upper echolons. He had been president of NBC-TV since July 1973 and, before that, NBC-TV's executive vice president for 13 months. Previously he served six years as NBC-TV vice president in charge of programs, West Coast. Mr. Goodman, who is 54, joined NBC as a news writer in Washington in 1945, rose to executive vice president of NBC News in 1965 and later that year was named chief administrative officer of NBC and then, in March 1966, became NBC president.

It's good news again for ABC-TV in ratings sweep

November survey shows that network is number one in 53 markets

ABC-TV's first-place run in the prime-time ratings continued to carry ABC affiliates to higher audience levels and, more often than not, to prime-time dominance in their markets in the November 1976 local measurement sweeps.

ABC researchers reported last week, after tabulating returns from Arbitron's November measurements in the top-100 markets, that ABC affiliates ranked first in prime time in 53 markets, NBC affiliates first in 17 and CBS affiliates first in 23. The counts included three first-place ties for ABC affiliates and three for CBS outlets. In addition, ABC and CBS have primary affiliates in only 98 of the top-100 markets.

All but five of ABC's 98 primary affiliates in those markets showed prime-time audiences larger than in the November 1975 sweeps, the ABC tabulation showed, as compared with gains for 56 NBC and 21 CBS affiliates. At the other extreme, prime-time audience losses were shown for 68 CBS, 38 NBC and three ABC outlets.

ABC also rose from third to first place in total prime-time homes in the top-100 markets, climbing 14% to 13,098,000. NBC, second in November 1975, added 4% to reach 12,636,000, and CBS dropped from first place to third on a 6% decline to 12,048,000.

In terms of three-network shares in the top-100 markets, ABC went from a 32 a year ago to a 35 in the the current books, CBS dropped from a 35 to a 32 and NBC held even with its November 1975 average with a 33.

ABC's 53 first-place markets were up from 22 a year ago, NBC's 27 were down from 39 and CBS's 23 were down from 44. In second-place rankings, ABC had 19 as compared with 31 in November 1975; CBS had 35 as against 32, and NBC had 49 as compared with 33. ABC had 26 third-place positions, down from 45 a year ago; NBC had 24, down from 28, and CBS had 40 up from 22.

ABC affiliates were also shown in first place in prime time in nine of the top-10 markets and 10 of the top 11, missing only the biggest, New York ("Closed Circuit," Jan. 3).

ABC sources seemed to take special pride in the Arbitrons for Spokane, Wash., where KREM-TV moved from ABC to CBS during the past year and ABC picked up KXLY-TV as the result (BROADCASTING, April 5, 1976, et seq.). A year ago they noted KREM-TV had been second in prime time in the market but now has slipped to third, while KXLY-TV, as an ABC outlet, is up from third to first.

How affiliates fared market by market in the top-100 markets in the sweeps is detailed on the following page.

The story in numbers. These figures represent how network affiliates fared in each of the top-100 markets in Arbitron's November sweep (story, preceding page). The numbers represent prime-time averages in thousands of households (add 000). The plus or minus numbers show the percentage by which the household figures have changed since the November 1975 sweep. Prime-time hours were 8-11 p.m. NYT Monday through Saturday, 7-11 p.m. Sunday.

	ABC		CBS		NBC	
	Rating	% change	Rating	% change	Rating	% change
1. New York	1209	+14	**1244**	−11	1114	− 4
2. Los Angeles	**853**	+37	549	−16	756	+21
3. Chicago	**634**	+13	486	−13	497	− 2
4. Philadelphia	**558**	+13	419	− 8	430	+ 4
5. San Francisco	**321**	+11	294	− 1	310	+17
6. Boston	**367**	+ 8	313	−11	321	− 5
7. Detroit	**371**	+11	324	− 8	357	+16
8. Washington	**270**	+ 6	248	—	238	+20
9. Cleveland	**309**	+ 5	236	− 4	284	+ 2
10. Dallas-Forth Worth	**272**	+30	209	− 7	221	+ 6
11. Pittsburgh	**316**	+14	244	−14	193	+25
12. Houston	212	+12	168	− 6	**217**	+14
13. Minneapolis-St. Paul	**192**	+19	187	− 4	185	+ 1
14. Miami	179	+14	**215**	+ 4	171	+21
15. St. Louis	185	+17	**210**	− 4	185	− 1
16. Atlanta	169	+20	169	− 2	**213**	+10
17. Tampa-St. Petersburgh, Fla.	110	+16	**198**	− 2	189	+15
18. Seattle-Tacoma	**194**	+11	114	− 7	166	+ 6
19. Indianapolis	149	+14	146	+ 4	**167**	+ 2
20. Baltimore	**199**	+21	173	− 5	173	+15
21. Milwaukee	**143**	+ 1	111	−13	142	− 1
22. Hartford-New Haven, Conn.	159	+ 2	**192**	−15	68	—
23. Denver	**165**	+13	119	+ 3	130	+ 4
24. Sacramento-Stockton, Calif.	144	+22	102	−11	**151**	+14
25. Portland, Ore.	**122**	+ 3	**122**	− 1	120	− 2
26. Kansas City, Mo.	**150**	+ 5	131	—	135	+ 4
27. Cincinnati	**138**	+ 6	136	− 4	133	− 5
28. Buffalo, N.Y.	**135**	+ 5	119	− 5	120	− 4
29. San Diego	92	+23	101	+ 3	**112**	+14
30. Providence, R.I.	95	+ 8	105	−11	**122**	−10
31. Nashville	88	+ 6	119	−16	**126**	+ 3
32. Phoenix	**106**	+ 9	103	+10	100	+14
33. Charlotte, N.C.	61	+20	**125**	− 4	109	+ 6
34. Columbus, Ohio	**138**	+24	125	− 3	114	+ 5
35. Memphis	108	+15	**112**	−12	107	− 9
36. Greenville-Spartansburg, S.C.-Asheville, N.C.	104	+20	94	− 5	**122**	+ 3
37. Oklahoma City	105	+18	92	+ 5	**107**	− 1
38. New Orleans	**121**	+21	114	−14	113	—
39. Louisville	74	+10	96	—	**107**	—
40. Orlando-Daytona Beach, Fla.	106	+18	94	+13	**108**	+10
41. Grand Rapids-Kalamazoo, Mich.	69	+ 6	87	− 1	**98**	+ 5
42. Albany-Schenectady-Troy, N.Y.	92	+15	102	− 6	**107**	+ 9
43. San Antonio, Tex.	**112**	+23	87	+ 6	91	+20
44. Charleston-Huntington, W.Va.	84	+25	84	− 6	**120**	−11
45. Harrisburg-York-Lancaster-Lebanon, Pa.	66	—	78	− 1	**102**	− 6
46. Dayton, Ohio	71	+13	**110**	− 8	94	− 4
47. Raleigh-Durham, N.C.	**93**	+ 1	**93**	− 1	17	− 6
48. Norfolk, Va.	**97**	+11	91	−14	77	+ 8
49. Wilkes Barre-Scranton, Pa.	**106**	+24	67	−18	96	+ 2
50. Birmingham, Ala.	**143**	+ 9	38	−10	87	−13
51. Syracuse, N.Y.	68	+ 8	80	− 9	**102**	+20
52. Flint-Saginaw-Bay City, Mich.	**110**	+15	41	—	96	—
53. Salt Lake City	**104**	+ 5	78	− 2	85	+10
54. Greensboro-Winston Salem-High Point, N.C.	**105**	+36	87	—	·74	+ 7
55. Wichita-Hutchinson, Kan.	72	+13	**75**	—	73	− 9
56. Tulsa, Okla.	**98**	+15	69	−13	63	+ 8
57. Toledo, Ohio	76	+19	**87**	− 3	83	−13
58. Shreveport, La.-Texarkana, Tex.	**84**	+ 6	80	− 2	69	− 1
59. Little Rock, Ark.	**90**	+ 7	64	− 2	89	− 7
60. Richmond, Va.	67	+ 5	**82**	—	65	+12
61. Knoxville, Tenn.	33	+ 3	79	+13	**84**	− 8
62. Des Moines, Iowa	**69**	+ 6	66	−10	63	−11
63. Mobile, Ala.-Pensacola, Fla.	**75**	+ 6	70	− 4	66	− 3
64. Omaha	**91**	+ 3	67	−11	80	− 5
65. Jacksonville, Fla.	47	+12	**80**	+ 3	71	+ 1
66. Rochester, N.Y.	**78**	+10	68	− 4	63	+ 2
67. Green Bay, Wis.	**71**	+11	66	−12	68	−16
68. Roanoke Lynchburg, Va.	47	+34	**81**	+ 3	64	+ 7
69. Fresno, Calif.	55	+20	48	−11	**56**	+10
70. Springfield-Decatur-Champaign, Ill.	56	− 2	**59**	−12	63	− 2
71. Davenport, Iowa-Rock Island-Moline, Ill.	**68**	—	57	− 5	65	—
72. Cedar Rapids, Iowa	61	− 3	55	− 8	**53**	−17
73. Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	35	+9	**71**	−3	68	−12
						−12
74 South Bend-Elkhardt, Ind.	**57**	+14	**57**	+ 2	52	− 7
75. Chattanooga	**59**	+20	46	−19	52	− 9
76. Johnstown-Altoona, Pa.	14	+180	60	− 3	**88**	− 3
77. Albuquerque, N.M.	**67**	+20	46	− 6	54	− 2
78. Spokane, Wash.	**60**	+13	47	+ 4	59	+ 9
79. West Palm Beach, Fla.	45	+29	—	—	**59**	+11
80. Portland-Poland Springs, Me.	**59**	+13	39	+11	57	—
81. Springfield, Mo.	25	+25	51	+11	**73**	+ 3
82. Lincoln-Kearney-Hastings, Neb.	37	+ 3	**56**	−16	19	−10
83. Jackson, Miss.	36	+50	46	− 6	**68**	+ 3
84. Youngstown, Ohio	**60**	+15	51	—	57	+ 8
85. Bristol-Kingsport, Johnson City, Tenn.-Va.	30	+36	43	− 4	**54**	− 8
86. Salinas-San Jose, Calif.	**62**	+22	22	—	51	+ 4
87. Springfield, Mass.	**61**	− 3	—	—	56	+ 4
88. Fort Wayne, Ind.	**45**	− 4	43	+ 2	42	−12
89. Evansville, Ind.	**62**	+11	38	− 5	31	+ 7
90. Lexington, Ky.	41	+28	45	+ 2	**47**	—
91. Peoria, Ill.	**50**	+19	34	− 8	41	−15
92. Tucson, Ariz.	**47**	+ 4	33	− 3	41	+32
93. Fargo, N.D.	30	+11	38	+ 3	**43**	−10
94. Sioux Falls-Mitchell, S.D.	17	+89	**65**	− 6	41	+11
95. Waco-Temple, Tex.	—	—	**51**	+11	45	+25
96. Lansing, Mich.	—	—	**58**	−11	41	− 7
97. Greenville-New Bern N.C.	27	+23	50	+ 9	**61**	+17
98. Columbia, S.C.	30	+36	22	− 4	**69**	+ 8
99. Burlington, Vt.-Plattsburgh, N.Y.	17	+55	**53**	− 7	29	+12
100. Austin, Tex.	45	+41	**49**	+14	26	+ 4

ARF releases 'buyer beware' report on ratings

The Advertising Research Foundation has issued its so-called "anti-hypoing report" for the November local TV sweep measurements. The report is designed to alert prime-time spot buyers to instances where the sweep numbers may not be typical for their time period.

The report offers an index that compares, half hour by half hour, network prime-time share averages during the sweep weeks (Nov. 3-Dec. 1, 1976) with those for the same time periods in the weeks immediately preceding and following the sweeps (Oct. 3-Nov. 2 and Dec. 2-10).

ARF suggested that "when the index is significantly above or below 100 for a network time period, the buyer should investigate the programing in the local market" and decide whether the November sweep measurement is representative of network performance.

ARF said that "a substantial number of the time periods examined showed relative differences of at least 25% and could be potentially misleading to the prime-time spot buyer."

For example, ARF's announcement continued, "the index of 137 for NBC Monday at 9 p.m. indicates that the regular NBC programing in that time period did

	Monday ABC	Monday CBS	Monday NBC	Tuesday ABC	Tuesday CBS	Tuesday NBC	Wednesday ABC	Wednesday CBS	Wednesday NBC	Thursday ABC	Thursday CBS	Thursday NBC	Friday ABC	Friday CBS	Friday NBC	Saturday ABC	Saturday CBS	Saturday NBC	Sunday ABC	Sunday CBS	Sunday NBC
7 p m	–		–	–	–	–	–	–	–	–	–	–		–	–	–	–	–	123*	77*	127*
7:30 p m	–	–	–	–	–	–	–	–	–	–	–	–	.	–	–	–	–	–	137*	79	118*
8 p m	105	79	113*	98	84	95	86	102	107*	94	116	108*	101	110	95	104	96*	100*	89*	68	120*
8:30 p m	107	79	113*	100	92	94	81*	107*	115*	92*	115	114*	103	108	87*	109*	103*	89*	86*	70	120*
9 p m	94	72	137	97	100	94	93	88*	119*	88	133*	93	98	132	84	86	96*	99	87*	76	121*
9:30 p m	88	72	150	99	100	95	93	92*	109*	87	130*	92	105	130	98	85	91*	105	82*	72	139*
10 p m	92	79	132	101	100	93	97	128*	88	91	112*	113*	99	126	77	98	90	106	71	89*	134*
10:30 p m	92	80	141	105	98	94	99	132*	89	94	114*	113*	100	121	78	98	95	110	73	90*	133*

*Includes more than one regularly scheduled program.
Sweep period: Nov 3 through Dec 1. Base period: Oct 3 through Nov. 2; Dec 2 through Dec 10. "One time only" specials not included in analysis. All data based on NTI Multi-network Area Shares.
Performance in individual markets can differ significantly.

Swept away. This is the Advertising Research Foundation's "anti-hypoing" index for the Arbitron and Nielsen November sweep measurements of all local TV markets. Using network share averages for the weeks immediately preceding and following the sweep period and indexing them at 100, the table shows the extent by which the shares departed from this level during the sweep weeks. Thus, for example, the 8 p.m. Monday line indicates that the average share for ABC's 8-8:30 programing during the sweeps was 5% higher than during the before and after weeks; CBS's was 79% of its before/after average and NBC's was 13% higher than before/after. Where the difference is "significant"—which ARF defined by implication as 25% or more—the foundation suggested that spot buyers "investigate the programing in the local market" to decide whether the figures are in fact representative of network performance. Index was developed by Nielsen to ARF specifications.

37% better in attracting audience share during the November sweep than it did during the comparable weeks surrounding the sweep." During that same half-hour, CBS's sweep average was 72% of its before-and-after average, and ABC's was 94%.

ARF said "the higher-share performances of NBC Monday night, CBS Friday night and again NBC on Sunday night can be traced to stronger movies and, in the case of NBC Sunday, bigger *Big Events*."

The report, which ARF said "is meant only to signal the buyer where to look closer when evaluating prime-time spot availabilities," is the second in a series the foundation is issuing in conjunction with local sweep measurements in an effort to cut down on—or at least point up instances of—"hypoing" ratings by scheduling exceptional programs during local measurement periods.

Another approach, also recommended by ARF's TV audience measurement committee, is the inclusion of October share data, where available, in the November reports. This permits buyers to compare time-period performance over the two consecutive four-week periods. The October share data is being included in A.C. Nielsen Co.'s November reports for the 23 markets it measures in October and by Arbitron Television for its 33 October markets. The November measurements of both firms cover all TV markets.

The ARF committee also has proposed that the sweep measurements be extended to eight weeks from the present four weeks, but this has been strongly opposed by station reps and most stations on grounds that, among other things, it is too costly or unnecessary or both. Further developments on that proposal await the results of a study of local TV diary allocation sponsored by the National Association of Broadcasters.

The November share index was prepared by Nielsen to ARF specifications and at ARF expense. It is being distributed by the American Association of Advertising Agencies to AAAA members and by Nielsen to its Nielsen Station Index subscribers.

It looks like Hooks, Wiley will stay in jobs a while longer

Carter team seems content with idea, and NAACP job will not open until summer; meanwhile, new White House press office forms

There's now a possibility that FCC Chairman Richard E. Wiley, whose term expires June 30, may be able to retain the chairmanship until that date. A recommendation to that effect could come from Carter administration transition planners this week.

Moreover, it's now almost certain that Commissioner Benjamin Hooks, the director-designate of the National Association for the Advancement of Colored People, will stay in his FCC post past June 30. Earlier speculation had him leaving that post as early as March. If he did, however, it would be at the cost of his government pension, which won't become vested until July 4—five years after he joined the FCC. (The pension would pay about $365 a month, beginning at age 62; Mr. Hooks will be 52 on Jan. 31.) That consideration, plus the reluctance of present NAACP Director Roy Wilkins to step aside before his term expires July 31, is expected to assure Mr. Hooks's presence at the FCC into July.

Another FCC option under consideration by Matthew Coffey, head of the transition team's talent search, would have Mr. Wiley relinquishing the chairmanship while remaining a commisioner until his term expires. The most likely possibility then is that Mr. Hooks would be named interim chairman. The weakness in that, of course, is that he would be a lame duck, with attendant problems in organizing a staff and taking hold of the commission's administration itself. Hence, in the view of some observers, the increasing sentiment for retaining Mr. Wiley.

Still another possibility, of course, is that James Quello or Joseph Fogarty might be chosen the interim chairman, but that idea is given little weight by the transition team.

Meanwhile, the transition team is receiving scores of names of individuals being suggested for FCC membership. One received last week, in a letter from Senator Alan Cranston and Representative Lionel Van Deerlin, both California Democrats, is that of Geoffrey Cowan. Mr. Cowan, a former public interest lawyer in Washington, is now serving on the faculty of the University of California at Los Angeles.

In other transition matters:

■ Barry Jagoda, one of several people preparing recommendations on the future of the Office of Telecommunications Policy, said the only certainty about OTP is that its functions will be preserved and one option being considered is to merge OTP into the present White House Office of Science and Technology.

■ Unannounced, but known, are the appointments of two deputies to Press Secretary Jody Powell—Rex Granum and Walt Wurfel, who were Mr. Powell's deputies during the campaign. Mr. Wurfel is a one-time assistant to Peter Straus, president of Straus Broadcasting. He will have administrative responsibilities and serve as liaison with cabinet officers; public information staffs. Mr. Granum will work on a day-to-day basis with the press and occasionally spell Mr. Powell in giving the daily press briefings.

Two other press office assistants expected to be named are Claudia Townsend, with the Cox newspaper bureau in Washington, who will edit the daily news summary, and Walter Duka, a former Young & Rubicam account executive more recently in public information with the Postal Service, who will be an aide to Mr. Granum.

■ The White House Office of Communications will be retained under the tentative new name of Office of Media Liaison and will be headed by Patricia Bario, former aide to the late Senator Philip Hart (D-Mich.).

TV coverage of death penalty approved by court

On appeal by Dallas public TV, judge says there can be no distinction between print and broadcast; not many stations think they're up to carrying an execution, however

A federal judge in Dallas last week ruled that television could cover the execution of a criminal. The number of stations that would actually do so, however, appears to be quite small.

Acting on a suit filed by Tony Garrett, a newsman for noncommercial KERA-TV Dallas, Judge William Taylor of the U.S. District Court there said an act of state should not be conducted in secret and that there was no reason to distinguish between the print and broadcast media. He also ruled that the media should have access to interview the 53 inmates currently on death row in the state.

Last December, the Texas Department of Corrections suspended such interviews and said press would be banned from execution chambers. Texas Attorney General John Hill, on behalf of the corrections department, has announced his intention to appeal the decision allowing filming. He said that a print report of the event would be adequate and saw no need to bring "such a grisly affair into our homes."

An execution in Texas had been scheduled for Jan. 14 but was delayed indefinitely by U.S. Supreme Court Justice Lewis Powell. Another is set for Jan. 19.

Although KERA-TV won the right to film, no decision has yet been made to broadcast. The judge's preliminary injunction specifies, however, that Mr. Garrett provide any coverage and act as pool for other stations and the networks.

On the network level, William Sheehan, ABC News president, said that while "personally the idea repulses me," the network has not made any decision about carrying it on the evening news, should the opportunity arise. Richard Salant, CBS News president, however, said "I'm quite sure we would not broadcast it." He expressed satisfaction with the court ruling, that broadcasters now have a choice of whether or not to carry the event. Richard Wald, NBC News president, also indicated that an execution would not be covered by cameras in its newscasts. Both Messrs. Salant and Wald did say they would hold the film in their files for possible documentary use in the future under proper conditions.

Following the federal judge's decision, KTRK-TV Houston conducted a survey of a crosssection of Texas news directors asking the following question: "If you could, would you televise within your newscast pictures of an actual execution?" According to Walter Hawver, KTRK-TV news director, nine stations said no, two were undecided and three said yes. However, he added that most stations said they would reserve the right to broadcast the event in a documentary or public affairs presentation.

The three news directors saying they would include it were said to be Ken Cessna of KXTV Corpus Christi, Bill Zortman of KVII-TV and Ben Boyette of KAMR-TV, both Amarillo. Mr. Zortman, for one, claimed that "people have the right to see an execution." He explained, however, that if used, the tape or film would be edited to "keep away from a circus atmosphere" and the "gory" aspects. He added that the public would also be warned in advance.

Among those news directors voting no was Mr. Hawver himself, who said that "it would repulse me to see that on the air." He explained that it would be a "staged event."

With the frequent postponements of execution dates, he said he doesn't believe that an execution will be held in the near future, delaying a decision that "I'm thankful I don't have to make now."

In Brief

☐ABC, NBC and CBS have agreed on proposal for **pooling coverage of the 1980 Olympic games in Moscow.** Fred Pierce, president of ABC Television, said in Hollywood news conference Friday that networks hoped to have word from Justice Department this week on whether networks may negotiate jointly for rights. He also said published reports of Russian demands for rights—which have ranged up to around $100 million—were somewhat "inflated," but he declined to elaborate on asking price or plans of networks. Satra Corp. executive John J. Kapstein, meanwhile, said company, which has "protocol" agreement with Soviet Olympic Committee, will reveal details of its agreement "hopefully no later than early February."

☐FCC this week is expected to begin grappling with one controversial question of **whether to conduct network inquiry.** Staff last week was completing work on item dealing with Westinghouse Broadcasting's petition for inquiry and on Justice Department's suggestion that FCC consider requiring networks to dispose of some of their owned-and-operated television stations.

☐Senate has handed out committee assignments to freshmen members—but only on temporary basis until major overhaul of committee structure is completed. **Those assigned to Commerce** are Democrats Wendell Anderson (Minn.), Dennis Deconcini (Ariz.) and Daniel Moynihan (N.Y.) and Republican Harrison Schmitt (N.M.)

☐Between 1975 and 1976 **minority employment** rose from 13% of full-time force to 14%, or 5,769 jobs, and **women employment** increased from 25% to 26%, or 10,871 jobs, at commercial TV stations in U.S., according to study released today (Jan. 10) by Office of Communications of United Church of Christ. Employment of minorities in 1971 stood at 9%, and of women at 22%.

☐NBC-TV's **Violence in America** special (Wednesday, Jan. 5, 8-11 p.m. NYT) achieved 20.9 national Nielsen rating and 32 share. NBC researchers said it got higher rating than any other long-duration news documentary ever.

☐ABC-TV announced that channel 12 **WBOY-TV Clarksburg, W.Va.,** which had been NBC-TV primary affiliate, became ABC primary Jan. 3. Network said this, on top of 12 additions last year, brought ABC primary line-up to 191 stations.

☐**I. Martin Pompadur,** who resigned as vice president and board member of ABC Inc. four months ago (BROADCASTING, Sept. 20, 1976), named a senior vice president of Ziff Corp., parent of Ziff-Davis Publishing, New York, to "guide the company's expansion into nonmagazine areas of communications," particularly acquisition of TV and radio stations.

☐CBS Chairman **William S. Paley** denied, through CBS spokesman, that he had made any job offer to Secretary of State **Henry Kissinger,** who returns to private life Jan. 20. Denial came after report in *New York Post.* Asked whether Mr. Kissinger might become CBS board member, spokesman said "we're not going to comment on every variation of the reports we've already denied."

☐Married: veteran CBS commentator, now retired, **Lowell Thomas,** 84, and **Marianna Munn,** 49, in Maui, Hawaii, last Wednesday (Jan. 5).

☐Lee Polk, president of New York chapter of National Academy of Television Arts and Sciences, says New York trustees will go to Hollywood late next month "to **vote on the revocation of the Hollywood chapter** charter." Hollywood chapter has 5,000 members to New York's 3,000.

Media

Carter shuts revolving doors

Appointees must open their books, stay away longer from agencies after they quit, and incumbents may fall under some of new rules

President-elect Jimmy Carter is making good on his campaign promise to establish guidelines designed to guard against the appearance as well as the reality of conflicts of interest among government officials.

Cabinet officers, political appointees, including members of the FCC and other regulatory agencies, and other policy-making bureaucrats will be required to make public disclosures of their finances and to accept post-government-service restrictions on their employment.

The guidelines are stricter than existing federal law. Jody Powell, Mr. Carter's press secretary, said they are only a "first step" in fulfilling the President-elect's promise to "restore the confidence of the American people in their own government."

What's more, the financial disclosure aspects of the guidelines will apply to incumbent officials as well as to those Mr. Carter appoints after his inauguration on Jan. 20. John L. Moore, the Atlanta lawyer who played a major role in drafting the guidelines, said that would be made clear in the executive order Mr. Carter will issue.

Mr. Moore, who said he has been focusing on the problem as it affects new appointees, was less certain regarding the ban on post-government-service employment. That, like the financial disclosure provision, is being implemented initially in a letter of commitment new appointees are being asked to sign. In time, legislation will be submitted to Congress to incorporate the restrictions on employment into law.

Mr. Moore said Congress "might not want to apply new rules to people already in government." However, he said he did not think it would be unreasonable to apply one of the new rules to incumbents. It prohibits them from representing anyone for one year before any agency they served. Mr. Moore said he would recommend that such a ban be included in the legislation to be drafted, but added that he did not know what the President-elect's reaction would be.

If such a ban were written into law in the next few months, it would affect FCC Chairman Richard E. Wiley. Under present law, Mr. Wiley will be permitted to practice before the FCC immediately if he completes his term, which ends on June 30. And he has said he intends to complete his term, even if replaced as chairman.

The new conflict-of-interest guidelines require all policy-making officials at the time of their appointment to file "a complete current net worth statement" for themselves and members of their immediate families. Then, "periodically" throughout their government service and for two years after its completion they will file a source-of-income statement covering themselves and their immediate family members. The information would be available to the public.

The statements reportedly will be required not only of presidential appointees but also of some 2,000 schedule C political job holders, plus policy-making civil servants down to the level of GS 14 or 16. (The filing of financial reports is required of some FCC officials down to Grade 11. However, the commission was criticized by the General Accounting Office last month for lacking criteria to determine which employes should file such statements, as well as for permitting employes' spouses and other immediate family members to own stock the law forbids the employes to hold [BROADCASTING, Jan. 3]).

Top government officials—those holding cabinet or subcabinet jobs—would be required to divest themselves not only of holdings which would create a conflict of interest but of those which could be affected by "governmental monetary and budgetary policy." Nominees for Level III jobs—which include administrative agency chairmanships—and other positions would be required to dispose of holdings only if use of the option of disqualifying themselves from a particular proceeding would "seriously impair" their ability to perform their jobs. FCC officials are already required to dispose of holdings likely to create a conflict of interest.

The guidelines provide exemptions from the divestiture requirement for real-estate interests, savings certificates and diversified small holdings.

And they provide for tighter implementation of laws permitting persons entering government to receive severance pay and pensions or stock options from former employes. Payment of severance benefits will have to be completed before the nominee takes office or within a reasonable time thereafter. And nominees will be asked generally to exercise any stock options before entering government service.

The ban on post-government-service employment is stricter than that now included in Section 207 Title 18 of the U.S. Code. This prohibits former government employes from representing clients before their old agencies. The ban extends for one year in the case of a former employe dealing with a matter within his area of responsibility; it is permanent if the matter was one in which he was "personally and substantially" involved. The Carter guidelines extend the one-year ban to two years.

And the new one-year ban applies regardless of whether the ex-government official had had any contact with a particular matter while in government. It bars paid representation in behalf of any party, other than the U.S., before any officer or employe of the agency for which the individual had worked. Informal as well as formal contacts are proscribed.

At present, Section 4(b) of the Communications Act bars FCC commissioners who do not complete their terms from representing clients before the commission for one year after they leave office. The restriction does not apply to "any commissioner who has served the full term for which he was appointed."

The new one-year ban probably would supersede that provision, if written into law. At present, however, it is applicable only to new appointees who sign the letter of commitment.

A final provision is designed to guard against a rapid turnover of personnel. It requires the prospective appointee to state his intention to serve for the entire term for which he is named or, if the term is indefinite, to remain in government as long as the President wishes.

NAB budget heading for $5 million

Executive committee tells staff to trim first draft's $5.2 million and come up with balanced books; radio dues hike rejected; freeze on hiring ordered; search for TV vice president goes to outside; public affairs office approved

A $5-million-plus budget for fiscal 1977-1978 was presented to the National Association of Broadcasters executive committee in Washington last week. It was handed back to the staff with instructions to pare down—by 3% or 4%—and balance the final version that will be submitted to the association's winter board meeting in Hawaii later this month.

Underscoring its determination to guard the NAB's bottom line, the executive committee ordered a freeze on hiring once current vacancies are filled. And it instructed the staff to mount a more detailed, visual presentation than has been made at past board meetings, with the treasurer's report and the budget early in the agenda on the first day of the gathering, scheduled for Jan. 25-28 in Maui.

One suggestion for balancing the income-outgo columns—by raising radio dues—was quickly rejected. But the executive committee did identify a problem in radio dues collection, and will try to remedy it. The as-yet-unbalanced budget for fiscal year 1977-1978 (NAB's begins in April) lists total income, including the radio and television codes, of $5,151,500, against total expenditures of $5,216,326. In the current fiscal year, total income was budgeted at $4,869,250 (with an estimated actual figure of $4,839,009) and expenses budgeted at $4,869,182 (estimated actual amount of $5,101,156). The new budget therefore leaves a deficit of $64,826.

That income total includes an estimated projection of $1,747,000 from radio dues (compared with this year's $1,525,000) and $2,084,000 from television dues (compared with $1,945,000). The TV dues structure was thrown into disarray after the adverse family-viewing decision, which caused NAB to drop its mandatory code policy. Kathryn F. Broman of Springfield (Mass.) Television stations, television board vice chairman, will head a subcommittee to devise a means to separate the membership fees and code fees which are now combined in one TV dues bill.

This year's radio code income is $248,000, and the new budget calls for the same. This year's expenditures were $232,909; next year's are proposed to be $266,133. Television code expenses are estimated for the new year at $729,139, down from this year's $801,318.

The government relations division went over its $783,641 budget this year, spending $853,200. The allocation for next year is $798,100.

The public relations division is ending the year with a surplus: It spent only $769,992 of an allocated $870,125. Next year, because of a change in bookkeeping, costs for the Radio Information Office and community affairs/special activities will be moved to the budget of station services. Consequently, next year's PR budget will be reduced to $356,500.

Station services department is budgeted for $1,097,900 next year, versus the $964,131 actually spent this year. That new total would have been even higher if two items, the Broadcasting Rating Council and research projects, had not been moved out of station services into a new division—research—and allocated $219,654. Another new division, previously in station services, is engineering. It's budget for next year is $145,700.

The largest division of the budget is the general administrative category which is to receive $1,603,200. This compares with the $1,479,606 it spent this year ($80,518 more than the $1,399,088 allocated).

The matter of radio dues collection was raised at the meeting as becoming a problem. The amount stations pay is based on their gross incomes—figures they themselves supply to the NAB. A large number of member stations—more than 700—list themselves in the lowest bracket, earning $0-$50,000, and few have reported upward

Information, please. National Association of Broadcasters President Vincent Wasilweski, in a letter to FCC Chairman Richard E. Wiley, has asked the commission for a monthly mailing to station licensees of the texts of all new and amended rules and regulations. Mr. Wasilewski said that broadcasters are not receiving such information from the Government Printing Office until as long as eight months after effective dates. He also suggested that the commission include in such a mailing copies of public notices explaining changes in FCC rules and policies. And, noting that the agency's consumer assistance office sends a weekly newsletter to public-interest groups, he requested that the commission publish a monthly newsletter summarizing commission actions for broadcasters.

movement in line with industry averages. A committee is to be formed to look into the matter.

The executive committee approved NAB's reorganization of its public relations and code activities under a new senior vice president for public affairs. That post will be filled by Thomas J. Swafford, former CBS-TV vice president of program practices (BROADCASTING, Jan 3). The code authority will also report to Mr. Swafford, who will join NAB in Washington next week.

Stockton Helffrich, retiring code authority director, is being retained as a consultant until Dec. 31, 1977, with NAB paying his retirement benefits plus financial compensation to equal current salary—about $45,000. Mr. Swafford's salary is said to be $55,000.

A new post under Mr. Swafford will be that of director of media relations, to be filled by Robert Resor, now executive director of NAB's Office for Free Television, which will be abolished.

The combining of public relations and code duties under Mr. Swafford was a subject of some controversy. In a letter to NAB Board Chairman Wilson Wearn (of the Multimedia group), Peter B. Kenney, NBC vice president and member of the television board, expressed strong sentiments against such a move. "Can we run the risk of permitting others to equate the code with public relations by having the same person hold both responsibilities?" he asked. One executive committee member told BROADCASTING that such complaints come from a misconception of the board's intent. "If there is anything wrong with the codes," he said, "it is in the public—and congressional—perception of them," thus NAB's attempt to broaden public awareness. This board member likened the matter to broadcasting's problem at large: "Back home, everyone thinks radio and television are the finest public service vehicles in town. Yet nationally, we're always in trouble."

The executive committee turned down a recommendation made earlier by the code board that the NAB hire an outside counsel to study the family viewing decision and define for the board the boundaries within which it may enforce TV program standards. The committee felt there would be enough opinions generated on the matter by house counsel and the three networks.

Also under discussion last week was the NAB's continuing search for a vice president for television. The executive committee "aggressively instructed" the staff to accelerate its search for that person—and to do so outside the association's present staff ranks. It's believed that instruction effectively cancels consideration of George Gray, who now heads the NAB's 100-plus markets section, for the TV post.

There remains but one other job to be filled before the staff freeze takes over—that of a management intern in the president's office. It's considered likely that the post will go to a black or chicano. In addition to the freeze on staff expansion, it was ordered that no vacancies caused by normal attrition be filled without specific approval by the executive committee.

In other action, the executive committee:

- Recommended an average 7% upward adjustment in the salaries of NAB employes.
- Instructed the government relations department to develop positions on the upcoming rewrite of the 1934 Communications Act.
- Considered, but deferred for full

Sporting life. Ted Turner, owner of Turner Communications Corp., an Atlanta-based group broadcaster and outdoor advertising firm, tossed his hat into yet another playing field last Monday (Jan. 3) when he acquired a 55% controlling interest in the National Basketball Association's Atlanta Hawks. Things haven't gone as smoothly for Mr. Turner, however, on the baseball field. A day earlier, Baseball Commissioner Bowie Kuhn suspended him for one year for alleged violations in signing Gary Matthews, free-agent outfielder, to another Turner team: the Atlanta Braves.

board approval, a research project headed by John Dimling, vice president of research, to determine public attitudes toward sex and violence on TV and radio.

■ Decided upon, but did not schedule, separate radio-only and TV-only board meetings in addition to the two annual joint board meetings.

■ Considered a joint board convention study committee to examine how the annual NAB convention fits among all the other meetings broadcasters have available to them.

■ Named a three-member steering committee for the new "Radio Programing College" conference in Los Angeles next September (BROADCASTING, Dec. 13). The members: Hal Neal, ABC Radio, New York; William O'Shaughnessy, WVOX(AM) New Rochelle, N.Y., and Bob McKune, KTTR(AM)-KZNN(FM) Rolla, Mo.

Black Caucus urges escape-hatch sales for the challenged

Mitchell tells FCC that entities with substantial minority interests should be allowed to take over at specially negotiated prices

The Congressional Black Caucus is suggesting a means by which the FCC could open the door to minority acquisition of existing broadcasting properties (BROADCASTING, Jan. 3): Permit licensees facing license-renewal or revocation hearings to sell their properties at distress-sale prices to groups with substantial—at least 50%—minority involvement.

The Black Caucus which has asked the FCC to consider the proposal in a formal inquiry, feels such a policy would be "right." Representative Parren J. Mitchell (D-Md.), chairman of the caucus, said in a letter to the commission, requesting the inquiry, that the policy would redress "a wrong" and may serve the public interest "in the larger and more effective use of radio"—the standard set forth in the Communications Act.

Representative Mitchell contends that minorities have been "frozen out" of station ownership as a result of discrimination that, he said, prevented them from acquiring the economic means of seeking permits when broadcast licenses were becoming available in the 1930's through the 1950's. "Now the licenses are gone in the large markets with minority populations," he said.

Representative Mitchell noted that the commission has held it will not permit a broadcaster suspected of wrongdoing to escape punishment by selling his station. But, he said, the commission has not recognized the benefits to be obtained from permitting sales to minority groups. Instead of stating its awareness of the public interest benefits flowing from minority ownership, as it has, the commission should act to make such ownership possible, Representative Mitchell said.

Furthermore, he said, the commission need not fear loss of control over licensees as a result of the proposed policy. A broadcaster facing hearing that could mean the loss of his license would "have to sell his license at a distress price, and leave forever the broadcast field," he said. As for the precise price, the congressman said the commission could safely leave that to the bargaining process, since the minority group would have "the incentive, and considerable leverage, to purchase the station at the lowest possible price."

Changing Hands

Announced

The following broadcast station sales were reported last week, subject to FCC approval:

■ KOIN-AM-FM Portland, Ore.: Sold by Mount Hood Radio and Television Broadcasting Corp. to Gaylord Broadcasting Co. for $1.5 million. Seller, which also owns KOIN-TV Portland, is principally owned by Newhouse Broadcasting Corp. (50%) and C. Howard Lane (48%). Newhouse is major station group commonly owned with Newhouse chain of newspapers and magazines. Mr. Lane is on board of directors of KAST(AM) Astoria, Ore. Buyer is wholly owned subsidiary of Oklahoma Publishing Co. (*Oklahoma City Oklahoman* and *Times)*, also owns KTVT(TV) Fort Worth; KHTV(TV) Houston; WVTV(TV) Milwaukee; WTVT(TV) Tampa, Fla.; KSTW(TV) Tacoma, Wash.; KRKE-AM-FM Albuquerque, N.M.; WKY(AM) Oklahoma City; and has purchased, subject to FCC approval, WUAB(TV) Lorain, Ohio, and WVUE(TV) New Orleans. KOIN operates on 970 khz with 5 kw full time. KOIN-FM operates on 101.1 mhz with 100 kw and antenna 1,640 feet above average terrain.

■ KDSX-AM-FM Denison-Sherman, Tex.: Sold by B.V. Hammond and Lofton L. Hendrick to Grayson County Broadcasters Inc. for $525,000 plus $20,000 covenant not to compete. Messrs. Hammond and Hendrick, who are retiring from broadcasting, have no other broadcast interests. Buyer, owned by John B. Mahaffey, with his wife, Fredina B., also owns KCIJ(AM) Shreveport, La., KGRT(AM)-KGRD(FM) Las Cruces, N.M., and KICA(AM) Clovis, N.M. KDSX operates on 950 khz with 500 watts full time. KDSX-FM operates on 101.7 mhz with 3 kw and antenna 260 feet above average terrain.

■ WSGF-FM Savannah, Ga.: Sold by Stereo Broadcasting Co. to Beasley Broadcasting Group of Savannah Inc. for $370,000. Seller is owned equally by Donald K. Jones, Alex L. Cann and H. Mitchell Dunn Jr., none of whom has other broadcast interests. Buyer is owned by George C. Beasley, who also owns WFMC(AM)-WOKN(FM) Goldsboro, N.C.; WMOO(AM)-WBLX(FM) Mobile, Ala.; WFAI(AM) Fayetteville, N.C.; WGAC(AM) Augusta, Ga.; WDMT(FM) Cleveland, WJNC(AM)-WRCM(FM) Henderson, N.C., and WKGX(AM) Lenoir, N.C. Mr. Beasley has recently purchased WSAV(AM) Savannah, Ga., and has sold the Lenoir station—both subject to FCC approval (BROADCASTING, Dec. 20, 1976). WSGF-FM operates on 95.5 mhz with 100 kw and antenna 320 feet above average terrain.

■ WKLX(AM) Portsmouth, Va.: Sold by Rust Communications Group Inc. to John L. Sinclair Jr. for $350,000. Seller is principally owned by William F. Rust Jr., who also owns WHAM(AM)-WHFM(FM) Rochester, N.Y.; WFLY(FM) Troy, N.Y.; WAEB(AM)-WXKW(FM) Allentown, Pa., and WNOW(AM)-WQXA(FM) York, Pa., and WRNL(AM)-WRXL(FM) Richmond, Va. Mr. Sinclair also owns WANT(AM) Richmond, Va., WCVL(AM)-WLFQ(FM) Crawfordsville, Ind., and has recently sold WAAM(AM) Ann Arbor, Mich., for $850,000 (BROADCASTING, Nov. 1, 1976). WKLX operates on 1350 khz with 5 kw fulltime.

■ WHDM(AM) McKenzie, Tenn.: Sold by North Tennessee Broadcasting Co. to B & P Properties Inc. for $283,500. Seller is owned by Ed R. Perkins and Ben M. Gaines, who are also associated with shopping center developments in Tennessee, Kentucky and Mississippi. Mr. Perkins also owns WALR-FM Union City, Tenn. Buyer is owned by William L. Pope and Dr. Harold D. Butler, who also own WBHT(AM)-WTBG-FM Brownsville, Tenn., which they bought from Messrs. Perkins and Gaines (BROADCASTING, Jan. 12, 1976). WHDM is 500 w daytimer on 1440 khz. Broker: Chapman Associates.

■ WXTA(FM) Greencastle, Ind.: Sold by Leon Buck to Virginia S. Bingham for $220,920.24. Mr. Buck is principal in WVTL(FM) Monticello, Ind.; WSTL(AM) Eminence, Ky.; WFDT(AM) Columbia City, Ind.; WVLJ(FM) Monticello, Ill., and, with Miss Bingham, has recently purchased KBIB(AM) Monette, Ark., subject to FCC approval, for $68,000. Miss Bingham also owns 10% of WVLJ(FM). WXTA(FM) operates on 94.3 mhz with 3 kw and antenna 160 feet above average terrain.

■ WKTN-FM Kenton, Ohio: Sold by Ohio Radio Inc. to Radio General Inc. for $200,000. Principal in seller is Mrs. Annette W. Reider. Company also owns WKKR-AM-FM Norwalk, Ohio, and WRWR-FM Port Clinton, Ohio, and recently sold WAWR-FM Bowling Green, Ohio, for $135,000 (BROADCASTING, March 8, 1976). Buyer is owned by R. Dana MacVay, stock broker, and Keith Gensheimer, real-estate broker, and also owns WBUK(AM) Portage, Mich. WKTN-FM operates on 95.3 mhz with 2.6 kw and antenna 270 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ KRNW(FM) Boulder, Colo.: Sold by Colorado Recording Co. to Centennial Wireless Inc. for $185,000. Seller is owned by Robert N. Wilkinson, who has no other broadcast interests. Buyer is owned by Robert D. Greenlee and his wife, Diane M. (23% each), Daniel Gawne and his wife, Marie S., Mrs. Greenlee's parents (22% each), and G. Lane Earnest (attorney) and David Margolin (5% each). Buyers also own KADE(AM) Boulder, and Mr. Margolin is music director there. KRNW(FM) operates on 97.3 mhz with 2 kw and antenna 750 feet below average terrain.

■ KATR(AM) Eugene, Ore.: Sold by Westone Broadcasting Inc. to KATR Communications Inc. for $148,000. Principal in seller, which also owns KSHA(AM) Medford, Ore., is Willard H. Hargan. Buyer is owned by Elmer G. Haskin Jr., his wife, Mary, and Mark and Deborah Robbins. Mr. Haskin is general sales manager of KIEM-TV Eureka, Calif., and Mr. Robbins is nurseryman formerly employed by KRKT(AM) Albany, Ore., and KWOW(AM) Pomona, Calif. KATR is 1 kw daytimer on 1320 khz. Broker: William A. Exline Inc.

■ WLIF(FM) Baltimore, not WLIF(AM) as first reported: Sold by Sudbrink Broadcasting of Maryland to Cox Broadcasting Corp. for $3.9 million (BROADCASTING, Jan. 3).

Approved

The following transfer of station ownership was approved last week by the FCC:

■ WRYT(AM) Boston: Sold by ASI Communications to Carter Broadcasting Corp. for $1.2 million. Seller, publicly owned, is licensee of KFAC-AM-FM Los Angeles, KJTV(TV) Bakersfield and KROY(AM) Sacramento, all California, and owns McGavren-Guild—PGW, New York, station representative. ASI said sale is part of over-all restructuring of long-term debt. Buyer is owned by Ken Carter (50%), Grant M. Wilson (45%) and Wilfred E. Gardner (5%). Mr. Carter is WRYT general manager. Mr. Wilson is Boston businessman, and Mr. Gardner is Boston attorney. WRYT is 5 kw daytimer on 950 khz.

■ Other sales approved last week by the FCC included: KBAI(AM) Morro Bay, Calif.; KLAV(AM) Las Vegas, and WPSC(AM) Pageland, S.C. (see page 67).

Yes, you may but...

RKO's WOR-TV New York is granted renewal by FCC Judge Naumowicz depending on outcome of case of company's Boston station involving anticompetive practices

The FCC's Chief Administrative Law Judge Chester F. Naumowicz Jr. granted the renewal of RKO General Inc.'s WOR-TV New York but conditioned it on the outcome of the renewal case of the same company's WNAC-TV Boston.

Judge Naumowicz based his decision to renew WOR's license on the narrower question of whether the station's community leader survey had been conducted by people in decision-making positions. The judge left it for the Boston case, however, to decide the broader questions of whether RKO and its parent company, General Tire and Rubber, have participated in anticompetitive practices, violated sponsorship indentification provisions of the communications act or if officials with the companies have misrepresented or concealed facts concerning trade practices at another RKO station, KHJ-TV Los Angeles.

Deciding, then, that a substantial number of community leader interviews had been conducted by persons "high enough in the organization to be [effective voices] in the decision-making process" and that "there was no showing that any significant group had been omitted," Judge Naumowicz granted the renewal.

The WOR-TV renewal had originally been contested by Multi-State Communications Inc., but that company's application was denied for financial reasons. Although the FCC allowed Multi-State to submit new evidence in this hearing, the company did not, and the judge's decision was based on evidence already before the commission.

Media Briefs

For the people. Metromedia Inc., New York, has donated Mount Wilson Skyline Park, 716 acres of recreational property within Angeles National Forest, Calif., to American people. Gift, said to be largest donation of land ever made in California, was presented to Nature Conservancy, major nonprofit organization devoted to land acquisition for public interest. Metromedia originally bought property in 1964 in connection with purchase of land on which its KTTV(TV) Los Angeles transmitter is located.

Outright opposition. Norman Knight, owner of Knight Quality Stations, has expressed discontent with FCC rulemaking to require licensees to maintain certain program records (BROADCASTING, Dec. 13, 1976). Mr. Knight, in comments to FCC, said program logs, if publicly available, would "turn over station's list of commercial advertisers" to competitor. Public comments and suggestions should be in public file only one year, he said, adding that file "is too voluminous as it is." Among his other reasons for opposition is that "retention and disclosure" of news and public affairs transcripts, tapes and disks "would be counterproductive" and "discriminative" against broadcasters who is "conscientious" in this programing area.

Joining CBS Radio. WINZ(AM) Miami will affiliate with CBS Radio on or before June 4, 1977.

Joining NBC Radio. New affiliates of NBC Radio Network are WGNI(AM)-WAAV(FM) Wilmington, N.C.; WJNC(AM) Jacksonville, N.C., WPHB(AM) Philipsburg, Pa., and KIXI-AM-FM Seattle.

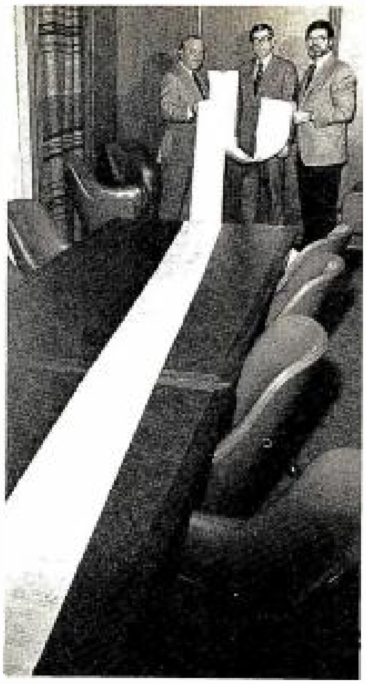
City rebuffed. Dismissing motion by Kansas City, Mo., city attorney that cities have right to regulate radio stations, FCC affirmed right of KCMO-AM-FM-TV to move its studio out of city and reiterated doctrine of federal authority over state or local authority. Meredith Corp. is licensee.

BPA's top 19. Broadcasters Promotion Association President Lynne Grasz KMOX-TV St. Louis, has appointed 19 members to head BPA's various committees for 1977. Selected for committee assignments are: awards: Gail Morrell, CFCF-TV Montreal; by-laws & parliamentary: Lee Pocock, KSL(AM) Salt Lake City; college liaison: Mickey Wellman, WWL-AM-FM-TV New Orleans; education & research: Ken Taishoff, WTMJ-AM-TV Milwaukee; employment: Rich Hendry, KOAM-TV Pittsburg, Kan.: Finance & auditing: Gene Davis, WMAQ-TV Chicago; industry memberships: Sol Paul, *TV/Radio Age*, New York; industry presentations: Harry Honig, KSD(AM) St. Louis; industry relations, Canada: Gord Hume, Rogers Radio Broadcasting Ltd., Toronto; industry relations, radio; Bob Edell, Storer Broadcasting, Miami; industry relations, television: Clarence Martion, KYTV(TV) Springfield, Mo.; member services: Dick Wright, WHNT-TV Huntsville, Ala.; membership: Roger Ottenbach, WEEK-TV Peoria, Ill.; nominating: Tom Cousins, WCCO-TV Minneapolis; policy handbook: Terry Simpson, WTTV(TV) Indianapolis; public & trade relations: Tom Dawson, CBS Radio, New York; publications: Tom Smidt, KOA-AM-FM-TV Denver; site selection: Howard Wry, WHNB-TV West Hartford, Conn.; 1977 Seminar: Fred Bergendorff, KNX(AM) Los Angeles.

Open record. FCC has denied request by Studio Broadcasting System Division of Highwood Service Inc. that commission review decision allowing inspection of certain financial records of Studio's KTSB(TV) Topeka, Kan. Inspection rights have been sought by and granted to Amaturo Group which has applied to build satellite TV station in Topeka. Amaturo claimed it needed information to respond to Studio's allegations that satellite station would cause KTSB financial harm.

Contracting. American Federation of Television and Radio Artists was continuing negotiations last week with ABC, CBS, NBC and Mutual in an effort to frame new contracts to replace pacts that have expired. Contracts with all networks, except Mutual, had expiration dates of Oct. 31. Mutual's pact was in effect until Dec. 31. Union said agreements have been extended on a day-to-day basis. AFTRA has been seeking substantial improvements in wages, fees and fringe benefits.

Feedback. FCC has begun releasing "Special Feedback Edition" of weekly *FCC Actions Alert*. New edition will call for public comments on major rulemaking proposals and will highlight specific questions involved. Edition also will include comments by commission suggesting ways in which proposed rule may affect public. In addition, new release will identify specific offices within commission that can answer questions on proposed rulemaking. Copies can be obtained from Consumer Assistance Office for public interest groups by writing *Room 258, FCC, Washington 20554.*



John Hancocks. Broadcasters proclaim their equality with the print press in a document modeled after the Declaration of Independence, but with considerably more signatures than the original—1,000, in fact. The document and train of signatures were presented Dec. 17 to FCC Chairman Richard Wiley (center) by National Association of Broadcasters President Vincent Wasilewski (l) and Herbert Hobler (r), Nassau Broadcasting Co., Princeton, N.J., a member of the NAB radio board and author of the declaration. "We hold these truths to be self-evident," it reads, "that all media are created equal, that they are endowed by our creators with certain inalienable rights, that among these are the right of free expression of content and viewpoint, the right to freely report news and information, the right with responsibility to provoke, investigate and advocate, the right to self-integrity in serving the public interest." It was passed as a resolution by the NAB joint board June 17, 1976.

Broadcasting's past. National Broadcasters Hall of Fame will open in spring of 1977 in Freehold, N.J., according to Arthur S. Schreiber, president. Displays connected with broadcasting history—equipment, recordings, props, scripts, etc.—will be offered in non-profit hall, said by Mr. Schreiber to be supported by funds donated by broadcasting enthusiasts and commercial stations. Mr. Schreiber is owner-exhibitor of antique automobiles and former publisher.

Compu/Net picked. EZ Communications, Fairfax, Va., has selected Compu/Net to automate the business operations of its radio stations. First installation will be at EZ's WEZR(FM) Manassas, Va., and others will be made later at WEZB(FM) New Orleans; WEZC(FM) Charlotte, N.C. and WEZS(FM) Richmond, Va.

FCC: letting the sun in, sometimes

Rules have been proposed, outlining reasons to close or open meetings; public comments are due Jan. 27

As the March 12 deadline approaches for opening federal agency meetings to the public under the Government in the Sunshine Act, the FCC has proposed its new rules and called for public comment by Jan. 27.

As mandated by the act (BROADCASTING, Aug. 16, 1975) signed by President Ford last September, the rules, however, will allow certain commission or advisory committee meetings to be closed. The commission would be allowed to vote to close meetings which involve such matters as national security, internal personnel practices, trade secrets or financial information and cases in hearing. Other reasons for closing a meeting can include the commission's belief that disclosure of information would be an invasion of a person's privacy or frustrate proposed agency action.

Transcripts or electronic recordings of all closed meetings would be required. However, when the commission is acting on regulation of financial institutions or adjudication, minutes would be sufficient. The nonconfidential parts of those records will be made public.

If the commission, through its staff, determines that the meeting should be open, a written announcement including time, place and subject matter must be made a week in advance. And unless the commission votes otherwise, that information would be announced prior to closed meetings, along with the noncommission personnel to attend the meeting and the votes of each participating commissioner on closing.

The commission will be given leeway as to those announcements "if the prompt and orderly conduct of agency business should require" it to meet in less than a week.

Broadcast Bureau backed in Arkansas football case

The FCC has upheld a Broadcast Bureau denial of an Arkansas Cable Television Association complaint against KATV(TV) Little Rock, Ark. The complaint charged that KATV attempted to dissuade Arkansas cable systems from carrying a college football game and, thereby, barred the game from regional telecast.

KATV sent out telegrams signed by the athletic director of the University of Arkansas and David Pryor, governor of the state, requesting that the Sept. 20 Arkansas-Oklahoma State game not be carried on the systems, and saying that systems which did carry the game could expect a law suit by the University of Arkansas.

NATPE gears up for its annual conference

Plans are being made to include panel session on proposed rewrite of Communications Act and meeting on programs for syndication

A panel discussion on the proposed rewriting of the Communications Act will be a major attraction at the 14th annual National Association of Television Program Executives conference in Miami Beach.

That's the word from Charles Gingold, the program director of KATU-TV Portland, Ore., and the chairman of the 1977 NATPE conference, which will operate out of the Fontainebleau hotel and run from Feb. 12-16. NATPE officials are projecting a total of 1,350 paid registrants this year, which will make 1977's conference the biggest ever. (The 1976 conference held in San Francisco ended up with 1,086 paid registrants.)

Mr. Gingold says he's still lining up people for the Communication Act rewrite panel, but other NATPE sources say that Donald McGannon, the chairman of Group W; former FCC Chairman Dean Burch and CBS's Washington Vice President Bill Leonard are fairly firm as panelists and that a specially roped-off area of the auditorium will be set aside for Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee; FCC Chairman Richard Wiley; FCC Commissioner Joseph Fogarty; Senator Ernest E. Hollings (D-S.C.) and possibly Senator Daniel Inouye (D-Hawaii), two men who serve on the Senate Communications Subcommittee, and representatives from the three networks, and the National Association of Broadcasters and the National Cable Television Association. This "special audience" will be invited to comment on what the panelists say, or what they don't say, and one NATPE source says Representative Van Deerlin may use the occasion to announce, in detail, his schedule of hearings on the rewrite.

Mr. Gingold says sparks also may fly during the two syndication panels on NATPE's last day (Wednesday, Feb. 16), with questions for debate such as: Can the off-network reruns of a controversial prime-time series like *Maude* be laundered to play late afternoons on local stations? Why are more and more advertising agencies getting involved in barter syndication? Now that 6-to-12 hour adaptations of novels are becoming more prevalent on the networks, how can they be marketed in syndication—what's the best way for stations to play them? The panelists who will give these topics a going-over range from MCA-TV President Lew Friedland through Henry Siegel, vice president of Grey Advertising's syndication arm, to Robin French, syndication executive for Norman Lear's T.A.T. Communications.

Another panel Mr. Gingold singles out is the one on the nightly magazine-type shows that at least five stations are running in their access time periods (BROADCASTING, Oct. 18). Also of note, he says, is the fact that there'll be enough Public Broadcasting Service station executives in attendance at NATPE so that for the first time they'll be able to hold a meeting paralleling the skull sessions arranged by the affiliates of the three networks and by managers from independent stations on Monday afternoon, Feb. 14.

On procedural matters, NATPE officials say they're going to crack down on people who horn in on the banquets, luncheons and panel sessions without paying their $110 registration fee. "If [a syndicator] decides to send 10 salesmen," declares Phil Boyer, vice president, programs, ABC-owned stations, who's the president of NATPE, "instead of registering just one of them" (with the other nine working the halls and suites), "we're asking the company to register all 10."

Mr. Boyer says he thinks the Feb. 12-16 NATPE dates may be a little early for station program directors because they still may not have made the final decisions on what they're going to cancel and thus not be certain yet about how much product they'll need to buy. He cites the example of two of his stations, WABC-TV New York and KABC-TV Los Angeles, which a year ago were not doing well with Jim Victory's *Match Game* because it was up against *Hollywood Squares*. The two stations moved *Match Game* last January; Mr. Boyer was able to see its noticeable improvement in the New York and Los Angeles overnights and make the decision to renew it, but he says if he'd been in any other market (except Chicago), there wouldn't have been any overnights and he would've had to wait for the February Nielsen and Arbitron books, which take weeks to process.

As a result, NATPE will be pushed back to March, beginning in 1978.

A chorus line. White House Press Secretary Ron Nessen, former New York Mayor John Lindsey, former Nixon aide the Rev. John McLaughlin, columnist Frank Mankiewicz, a gaggle of Washington-area dentists, doctors, lawyers and socialites and out-of-town and local broadcast personalities have one thing in common: They're in line, applications in hand, for the job of host on WTTG(TV) Washington's live, daytime interview show, *Panorama*. the noon-to-2 p.m. program draws ratings in the area of 3 to 5 and the salary for the post will probably be in the $30-50,000 range, but the level of applicants for the job, all of whom "are coming to us," according to General Manager Bill Carpenter, "illustrates that this is a show that has enormous impact in Washington." Several already have had try-outs on the show, including Mr. Lindsey, and the job is expected to be filled by the end of this month. Former host was Maury Povich, who is now at NBC-owned WMAQ-TV Chicago as anchorman.

Happy days for syndicators of network comedies

Reruns are fetching unheard-of prices in big market as supply dwindles to only a few shows

It's the classic supply-and-demand situation—the supply of off-network reruns that will be available for TV syndication over the next few years looks so paltry that Paramount is getting breakthrough prices for *Happy Days* on top of the breakthrough prices that Viacom has chalked up since it began putting *The Mary Tyler Moore Show* up for pre-sale a year and a half ago. "The prices we're getting are incredible," says Dick Lawrence, executive vice president in charge of syndication for Paramount Pictures Television.

According to various sources close to the negotiations, Mr. Lawrence evolved a specific strategy of selling *Happy Days* market to market instead of starting with station groups and making volume deals. Beginning with New York, sources say, Mr. Lawrence sent a telegram to the six commercial VHF there stations with the offer of a flat $35,000 price tag for six runs of each episode, beginning in fall 1979 (when 135 episodes will be available). That $35,000 figure was from $12,000 to $16,000 (depending on which source you use) higher than WNBC-TV will pay for unlimited runs of each of the 168 episodes of *The Mary Tyler Moore Show*, to be delivered next September. (And that was considered a "breakthrough" price when WNBC-TV agreed to it a year ago July, according to sources at Viacom.) So Mr. Lawrence was pleasantly surprised when WPIX(TV) New York agreed to $35,000 right off the bat, according to the sources.

Following up in Los Angeles, the sources continue, Mr. Lawrence sent telegrams to the seven commercial VHF stations there with the same $35,000 offer that he tendered in New York. Both KTLA(TV) and KCOP(TV) agreed to that price; KTLA won the rights with a bid of $35,000. (KNBC's successful bid of approximately $20,000 per episode for *The Mary Tyler Moore Show* in July 1975 was the previous sitcom high there).

Having set these records in the top-two markets, Mr. Lawrence decided to go after big money in the sixth-largest market in the country, San Francisco-Oakland, with its fierce competition among stations owned by such groups as Westinghouse, Cox and Kaiser. Telegrams went out with a $14,000-per-episode price tag. Immediate acceptances came from Cox's KTVU(TV) and Kaiser's KBHK-TV, a U. KBHK-TV

Sanford and Son

Happy Days

Bob Newhart Show

All in the Family

Mary Tyler Moore Show

Maude

M*A*S*H

Hot potatoes. These sitcoms are big items in the syndication market, especially *Happy Days* which is selling for $35,000 for six runs per episode in some markets.

wanted *Happy Days* so badly that in the run-off its bid of $20,000 per episode, which left KTVU, whose bid was $16,000, back at the starting post. (Previous sitcom high in San Francisco: *Mary Tyler Moore's* approximate price of $5,500 each.)

Losing out on *Happy Days* to competitive independent stations in New York and Los Angeles prodded Metromedia to put up a fight in Washington, the eighth largest market in the country, and Mr. Lawrence's next stop. Metromedia's WTTG(TV) Washington agreed to Paramount's initial asking price of $12,000 per episode, but so did UHF independent WDCA-TV. In the subsequent bidding, however, WTTG's $15,101 offer edged out WDCA-TV's $15,000. (*Mary Tyler Moore* went for about $8,000 from WRC-TV Washington.)

And in Pittsburgh, the 11th largest market and the fifth on Mr. Lawrence's strategic itinerary, Cox's WIIC-TV got the rights to *Happy Days* for $12,000 per episode. (It has paid $5,150 for *MTM.*)

"I've been in the business for more than 20 years, and *Happy Days* is getting all-time breakthrough prices—the biggest jump over a previous high that I've ever seen," says Richard A. Harper, vice president in charge of worldwide syndication for Twentieth Century-Fox Television in Los Angeles. Fox made the mistake of putting its one blockbuster series, *M*A*S*H,* on the syndication market in 1975. (*M*A*S*H* is still going strong in prime-time—it's the highest-rated show on CBS and the sixth highest-rated series over-all.) "Unfortunately," Mr. Harper says, "the prices that *Happy Days* is getting won't do us much good because *M*A*S*H* is already sold in over 90 markets," including all of the top 20 except Chicago and Seattle. (Some of the buyers: WNEW-TV New York, KTTV(TV) Los Angeles, WTAF-TV Philadelphia and WSBK-TV Boston.) But he hastens to add that "at the time we made those deals for *M*A*S*H* we got what I consider outstanding prices."

If the *Happy Days* prices came along too late to help *M*A*S*H,* they emboldened Viacom to shoot for the stars on the first offering of *The Bob Newhart Show,* a moderately successful sitcom out of MTM Productions now in its fifth year on CBS-TV. (For the 1975-76 season, September through April, *Newhart* got a Nielsen rating of 20.8, making it the 25th highest-rated series in prime time. It's running at roughly that pace in the 1976-77 season.)

The asking prices for *Newhart* in the top-three markets were $35,000 per episode in New York, $30,000 per episode in Los Angeles and $20,000 per episode in Chicago, with a delivery date of September 1978 (or possibly as early as September 1977—Mr. Newhart plans to leave the series [see page 38]). Viacom ended up getting nowhere near these prices when all five of the NBC-owned stations agreed to buy *Newhart* earlier this month. The speculation was that NBC paid less for *Newhart* than it did for *Mary Tyler Moore* 18 months ago, but neither Viacom nor NBC would reveal exact figures. *Moore* cost NBC's stations a reported $55,000 per episode.

However, Viacom sources say the company could get prices that are 50% higher than those of *Happy Days* when it makes *All in the Family* available sometime in the not-too-distant future. The other off-network sitcom that may be able to command *Happy Days* type prices is *Sanford and Son.* But Robin French, the executive in charge of syndication for Norman Lear's T.A.T. Communications, which will distribute *Sanford,* says he's focusing now on Mr. Lear's first-run syndication properties, the successful *Mary Hartman, Mary Hartman* and the upcoming *All that Glitters,* both 30-minute satirical comedies that run five times a week.

All That Glitters will begin production in early February for an April 4 start date, with 35 markets already signed, including WPIX New York, KCOP Los Angeles, WFLD-TV Chicago, WKBS-TV Philadelphia and WLVI-TV Boston.

Sanford and Son is committed to a five-a-week network daytime run on NBC through the fall of 1978 (10-10:30 a.m., NYT) so Mr. French says T.A.T. is not in a hurry to sell it in syndication (although it will probably end its prime-time run on NBC this year when the star, Redd Foxx, goes over to ABC, reportedly to host a 60-minute weekly variety series to begin in September 1977). But because of *Sanford's* track record on NBC (consistently among the top three highest-rated series on TV during its first few years in the Friday-at-8 time period) and the fact that there will be 134 episodes available at the end of this season, Mr. French is anticipating top dollar when he puts it into syndication.

The only other sitcom in network prime time right now that's assured of enough episodes for syndication is Norman Lear's *Maude* (which will have 118 half-hours in the can by the end of this season and is considered an almost-certain bet to be renewed by CBS for at least one more year, although it's fallen off drastically in the Nielsens because of a new, weaker lead-in this season and tougher NBC movie competition). In syndication, however, according to a number of experts in the field, *Maude* may run into a reluctance among stations to buy it for late-afternoon or early-evening time periods because its stock in trade is to deal unflinchingly with controversial topics, everything from abortion to alcoholism.

*Happy Days, The Mary Tyler Moore Show, M*A*S*H, The Bob Newhart Show, All in the Family, Sanford and Son* and *Maude*—these are the seven sitcoms now on the air whose reruns are expected to have a life beyond their network showcasing. Since a producer needs at least 120 episodes (five years' worth) to sell in syndication—that number allows a station's program director to strip them for 24 weeks before he has to start the cycle all over again—the experts say that no other sitcom currently on the networks has a guarantee of running that long. Series like *Good Times* (three-and-a-half years), *Rhoda* (three years), *Chico and the Man* (three years), *The Jeffersons* (two-and-a-half years) and *Phyllis* (two years) have all declined in the ratings this year, and a sitcom that's relatively hot, *Welcome Back, Kotter*, now in its second year on ABC, could turn out to be a fad show that won't have the staying power needed for a run of five years or more.

The only non-sitcom that's racking up big money in the presale of its off-network reruns is MCA TV's *The Six Million Dollar Man*. Sources at MCA say they've been pleased with the prices *Six Million* has netted so far in the 80 or so markets that have already bought it, but that the breakthrough on *Happy Days* could help MCA to do even better in the markets where *Million* is still unsold.

Every other 60-minutes-or-longer series with enough episodes for syndication falls into the category of cop show, which—despite the demise of family viewing—stations are shying from for early-evening telecasting. (Exceptions are *The Waltons* and *The Little House on the Prairie*, but these are rural-slanted shows that traditionally rack up very few sales in big-city markets.) So an MCA, for instance, is getting its revenues back on successful prime-time cop shows like *Kojak, Columbo, McCloud* and *Baretta* by selling their reruns to the ABC and CBS networks for showing in late-night time periods against NBC's *The Tonight Show Starring Johnny Carson.*

Because of the still-existing strictures against cop shows running early in the evening, the entire syndication industry will be watching the reaction of Viacom's close editing of *The Rookies* and *Hawaii Five-O.* Most of the violence and bloodshed in these two shows is being snipped by Viacom's editors.

NBC takes legal step to offset F-V liability for damages

Network sticks to original conviction, but enters 'protective' appeal

NBC has joined the National Association of Broadcasters and the other two television networks in appealing the Writers Guild portion of the family-viewing case. However, a spokesman for NBC said the action does not indicate a change in the network's position endorsing the main thrust of that decision.

The decision, by U.S. Judge Warren J. Ferguson, held that the broadcasting industry's agreement to restrict the hours of 7 to 9 p.m. to programing suitable for the entire family violated the First Amendment. And NBC said that that ruling reaffirmed broadcasters' independence to make program determinations (BROADCASTING, Nov. 15, 1976).

However, along with the NAB, ABC and CBS, NBC has appealed the portion of the case brought by Tandem Productions that seeks monetary damages. And, the NBC spokesman said, "there are underlying questions ultimately relating to NBC's possible liability for damages, which require us to file a protective appeal in the Writers Guild case, as well. This doesn't change our position."

House committee says Congress should adopt new antiblackout bill

Report recommends new act on sports telecasts to minimize restraints on pay-cable carriage

A special House committee on professional sports has recommended that Congress adopt a new antiblackout bill to replace the one that expired at the end of 1975, allowing TV to carry pro football home games sold out 72 hours in advance.

In the 17-page section dealing with sports broadcasting, the committee, headed by Representative B.F. Sisk (D-Calif.) said that the House Communications Subcommittee should pass a new antiblackout bill "early in the 95th Congress." It also said the committee should consider adding a provision to such a bill that would disqualify certain blackouts from being used to satisfy the FCC's anti-siphoning rules for pay cable. "The question is," the report stated, "whether teams that take repeated advantage of the

blackout provision should be allowed under the FCC antisiphoning rules to later [five years] market their home games locally through pay cable TV."

The report also briefly looked at cable transmission of off-the-air sports programing and pay cable antisiphoning rules but did not make any recommendations. It summarized points of view expressed during hearings held by the Communications Subcommittee and the subcommittee's conclusions and said, "We believe that the Subcommittee on Communications is in a far better position to assess the changes which should be made in the sports broadcasting area."

The subcommittee's recommendations in these areas were: (1) that "constraints should not be imposed upon cable television simply to protect broadcasting from competition," and that all general limitations on carriage of distant signals by cable should be abolished, and (2) that while the public interest would not be served by allowing pay cable to siphon off sports programs that are currently available on free TV, "it may be possible for pay cable TV to increase the number of games shown on television without significantly reducing the amount of sports contests now available on conventional TV." Therefore, the subcommittee said, the FCC should rescind its antisiphoning rules and should monitor to insure that no siphoning occurs.

Programing Briefs

Newhart exiting. Bob Newhart has notified CBS-TV that he will be leaving *The Bob Newhart Show* (Sat., 8:30-9 p.m.) at end of current season. Series, produced by MTM Enterprises, Los Angeles, is in its fifth year on television. He said "this is no ploy, no device for negotiation," and explained he wanted to give CBS sufficient time to replace his series.

It's Happy Days. Tom Bosley, who stars on *Happy Days* program on ABC-TV (Tues., 8-8:30 p.m.), has been signed as host of *General Mills Radio Adventure Theater,* new dramatic series to be carried on CBS Radio on Saturday and Sunday, starting on Feb. 5 (6:08-6:58 p.m.). Series will appeal to young people via programs dealing with adventure, bravery and sports.

Arbitron agrees. Arbitron and Golden Triangle Broadcasting's WEEP-AM-FM Pittsburgh have reached agreement in copyright-infringement case that stations, which are not Arbitron subscribers, will not be permitted to make use of company's ratings reports. Agreement will be enforced by Federal District Court in Pittsburgh.

Moving in. Viacom International Inc. has completed its move to new offices: *1211 Avenue of the Americas, New York, N.Y. 10036, (212) 575-5175.*

Consolidated. Columbia Pictures Television worldwide distribution headquarters have been moved from Burbank, Calif., studios to new offices at 15250 Ventura Boulevard, Sherman Oaks, Calif., to consolidate domestic and international sales operations. Accounting and film traffic departments remain in New York.

Still missing. Grace Garment, associate writer on *The Edge of Night* daytime serial on ABC-TV (Mon.-Fri., 4-4:30 p.m.), was last seen leaving her home in New York on Nov. 26. Police have listed her as missing. Mrs. Garment is wife of Leonard Garment, counsel to White House under President Nixon.

Easy listening. Mar-Wal Inc., Fort Worth, is offering Mar-Wal Sterling Series of Beautiful Music, format containing 96 one-and-half-hour tapes, grids and catalogues for stereo. *2813 Hartwood Drive, Fort Worth 76109.*

On wings of Texaco. Public Broadcasting Service will do live telecast of complete Metropolitan Opera on March 15 (8-11 p.m., NYT). Texaco will underwrite this presentation of Puccini's "LaBoheme," to tune of $200,000.

Texas-sized hook-up. Television rights to San Antonio Spurs of National Basketball Association have been acquired by independent producer Jack Magan, former New York broadcaster. Mr. Magan plans 12-station network in major Texas markets, except Houston where NBA Rockets play. KSAT-TV is originating station with Terry Stembridge on play-by-play and Johnny Moore on commentary. First regional telecast will be Jan. 21 from Boston Garden.

Music for young. Noncommercial WETA-TV Washington is producting *Music,* 10 half-hour programs aimed at increasing music awareness of students in grades four through six. Project, which includes classroom materials, is being funded by Office of Education of Department of Health, Education and Welfare ($450,000) and Allied Chemical Corp. ($300,000). Programs, to be narrated by Murry Sidlin, resident conductor of National Symphony Orchestra, will explore various kinds of music and be distributed to other public television stations, as well as to schools and libraries. Ruth Leon, who has produced public television's *In Performance at Wolf Trap,* is in charge. However, a legal tangle has developed since former producer, Carolyn Isber, who held post during research and development phase of project, is now suing WETA-TV for breach of contract.

Guest star. Entertainer Flip Wilson has been lined up as host and official spokesperson for "Festival '77," public television's third annual fund-raising and public awareness campaign. National coordinated effort is scheduled from March 6-20 and features special programing acquired by Public Broadcasting Service.

Movies to TV. Cinema Shares International Television, New York, has sold its two packages of theatrical movies to WOR-TV New York, KHJ-TV Los Angeles, WTAF-TV Philadelphia, WDCA-TV Washington and KTVU-TV San Francisco, among other stations, in recent months.

Broadcast Advertising®

Radio tips its hat to ARMS II

RAB officials says study helped to create $30 million in business last year; 50 advertisers were added after they saw analyses; CBS Radio market director says it works for small markets too

Radio Advertising Bureau officials estimated last week that the ARMS II media-mix study had helped create at least $30 million in radio business in 1976, its first full year of use ("Closed Circuit," Jan. 3).

The study, underwritten at an estimated cost of $400,000 by RAB and a group of New York and Los Angeles stations, was based on an in-depth survey encompassing the media habits—radio listening, TV viewing and newspaper reading—of purchasers of more than 100 categories of products and services. The results, computer stored, are used to compare the relative efficiencies of differing media in reaching specified target audiences.

RAB officials estimated that at least 50 advertisers expanded their use of radio last year—either adding it to their campaign plans or increasing its share of budget—after seeing analyses based on data from ARMS II (All Radio Marketing Study II).

These included, they said, foreign and domestic car makers, two major food companies, four women's toiletries marketers, a male-oriented toiletries marketer, four domestic airlines, two office equipment manufacturers, three major chain merchandisers, makers of tires, petroleum products, candy and drug products and a brewer.

In addition, RAB said, the study has been used with many local advertisers, including retailers in both large and small markets.

"During 1976 RAB made over 400 separate presentations in which ARMS II special custom media analyses have been run for dozens of advertisers and agencies and are still being run. Station representatives as well as subscribing stations have made hundreds of additional calls with the data.

"We did a total of 212 computer analyses of media strategies by the end of the year. These analyses document conclusively that when radio is added to all-TV or an all-newspaper strategy, the number of people reached and the number of times they get the message increases dramatically."

Mr. David said that RAB researchers averaged all strategy analyses in which the initial budget was all-TV, and then reanalyzed them with their budgets divided 50-50 between TV and radio. In the composite, reflecting 60 computer analyses, weekly net reach and frequency both increased 47% with the addition of radio, and total impressions went up by 116%, Mr. David reported. "The important thing to remember," he added, "is

Thanks, KBAK-TV.
Katz TV Continental is pleased to be representing the best in Bakersfield.

KBAK-TV. Katz. The best.

that this improvement was accomplished with exactly the same budget in each case."

A separate study by CBS Radio's marketing services division in conjunction with Three Sigma Research Center, which did the original ARMS II study, meanwhile has found positive implications for the ARMS II findings well beyond the markets where it was conducted, New York and Los Angeles.

Comparisons with syndicated research for a number of randomly selected smaller markets, according to Scott Schanzenbach, director of marketing services for CBS Radio, found that "in each area, radio time spent listening, television time spent viewing and estimated newspaper penetration, the media levels are generally comparable to those found for New York and Los Angeles in ARMS II.

"In each instance among the radio, TV and newspaper data across markets, we are a very high degree of correlation with the way people use these three media. Thus, while not statistically projectible to other markets, the implications of ARMS II justify scrutiny by any advertiser in any market."

RAB's report on ARMS II results included endorsements from a number of agency executives. Among them:

Dave Kimble, vice president and management supervisor, Grey Advertising: "The ARMS II study is probably the most significant consumer media-and-product-usage study to come out of RAB or any place else ... see just what radio can do with television or without television against certain specific, very key product-using groups ... this is especially important today as we look at the TV medium and see just what is happening to it in terms of ... rapidly accelerating prices."

Howard Kamin, vice president and media director, Richard K. Manoff: "ARMS II reinforced our ideas about how radio could be utilizied in certain markets ... in place of TV or in combination with TV to achieve media reach goals as well as frequency. Moreover, for less budget, radio can, under certain scheduling conditions, achieve TV reach goals."

Joseph W. Ostrow, senior vice president and director of communications services, Young & Rubicam: "The ARMS II research ... allows us greatly expanded insight into how radio can impart a synergistic value to media plans."

Retail recognition

Compton Advertising Inc., New York, has formed a new division, The Compton Retail Group, to specialize in retail broadcast co-op promotion for manufacturers and for selected retail accounts.

Fred W. Lief, vice president and director of retail advertising for Compton, has been named its president. The agency said Mr. Lief has been a pioneer in developing low-cost commercials for retail accounts and the new division will permit the continued development of this concept for


Lief

retailers and manufacturers.

Mr. Lief said video tape has made the cost of commercials relatively low and has allowed manufacturers to abide by regulatory requirements. He reported that Compton has seven major national accounts that use retail broadcast exclusively but would not divulge them. Mr. Lief said that by the end of 1977 the Compton Retail Group expected to have at least another seven accounts.

Clinics are set up on how to sell radio

RAB organizes 16 meetings that will be conducted through March for radio sales staff

A series of Radio Advertising Bureau radio sales clinics, concentrating on "practical sales productivity," will be held in 16 locations nationally from January through March.

RAB Vice President Robert H. Alter said the clinics are designed for everyone involved in local radio selling—including sales people, general managers, sales managers and copy and production staffs—and will cover such topics as using a "Prospect Inventory System" to develop an over-all sales plan for finding new business sources, accelerating sales closing rates with a "mutual winning" technique, taking budgets away from competitive media and selling co-op more effectively.

Separate meetings will be held simultaneously for large and small market stations, Mr. Alter said, to insure presentation of material appropriate to market size.

Dates and locations for the Radio Clinics are: Jan. 12, Dallas (Rodeway Inn—Arlington); Jan. 13, Denver (Sheraton Denver Airport); Jan. 18, Seattle (Sheraton-Renton Inn); Jan. 19, San Francisco (Sheraton Inn S.F. Airport); Jan. 21, Los Angeles (Sheraton L.A. Airport); Feb. 1, Orlando, Fla. (Sheraton Jetport Inn); Feb. 2, Atlanta (Atlanta Airport Hilton); Feb. 3, Greensboro, N.C. (The Hilton Inn); Feb. 8, Washington, (Holiday Inn—National Airport); Feb. 9, New York (Sheraton Inn—La Guardia); Feb. 10, Boston (Holiday Inn—Waltham); Feb. 22, Cincinnati (Holiday Inn—Covington, Ky.); Feb. 24, Detroit (Ramada Inn, Airport); March 1, Minneapolis (Holiday Inn—Minneapolis Airport 1); March 2, Kansas City (Sheraton—Royal Hotel) and March 3, Chicago (Chicago Marriott).

Canadian tax protested

Gaynor Media claims duties on American commercials are unfair and takes survey of stations which agree that there should be a sliding scale in determining the rate

Gaynor Media Corp., New York, a media buying service claims that Canadian import duties on American-made TV commercials discriminate against smaller U.S. advertisers.

Gaynor recently completed a survey among 71 Canadian TV stations and reported that results showed that stations almost unanimously agreed there should be a sliding scale or some other mechanism to avoid situations where the duty on the commercial becomes a disproportionate part of the total advertising budget.

Canada now imposes duty amounting to about 20% of the cost of the commercial. Gaynor noted that such duty is discouraging, particularly to smaller U.S. advertisers, a sentiment echoed in the survey by Canadian executives. The media buying firm plans to circulate the results of the survey to Canadian broadcasting associations, government agencies, advertising representatives and TV stations.

An official of a Canadian representative firm agreed that the tariff is an extra burden for smaller advertisers, but explained it was imposed because of a desire to encourage Canadian commercial production. She added that large advertisers often avoid the duty by engaging a Canadian company to place the commercials on Canadian stations. She acknowledged that the smaller advertiser cannot incur the extra cost of another middleman.

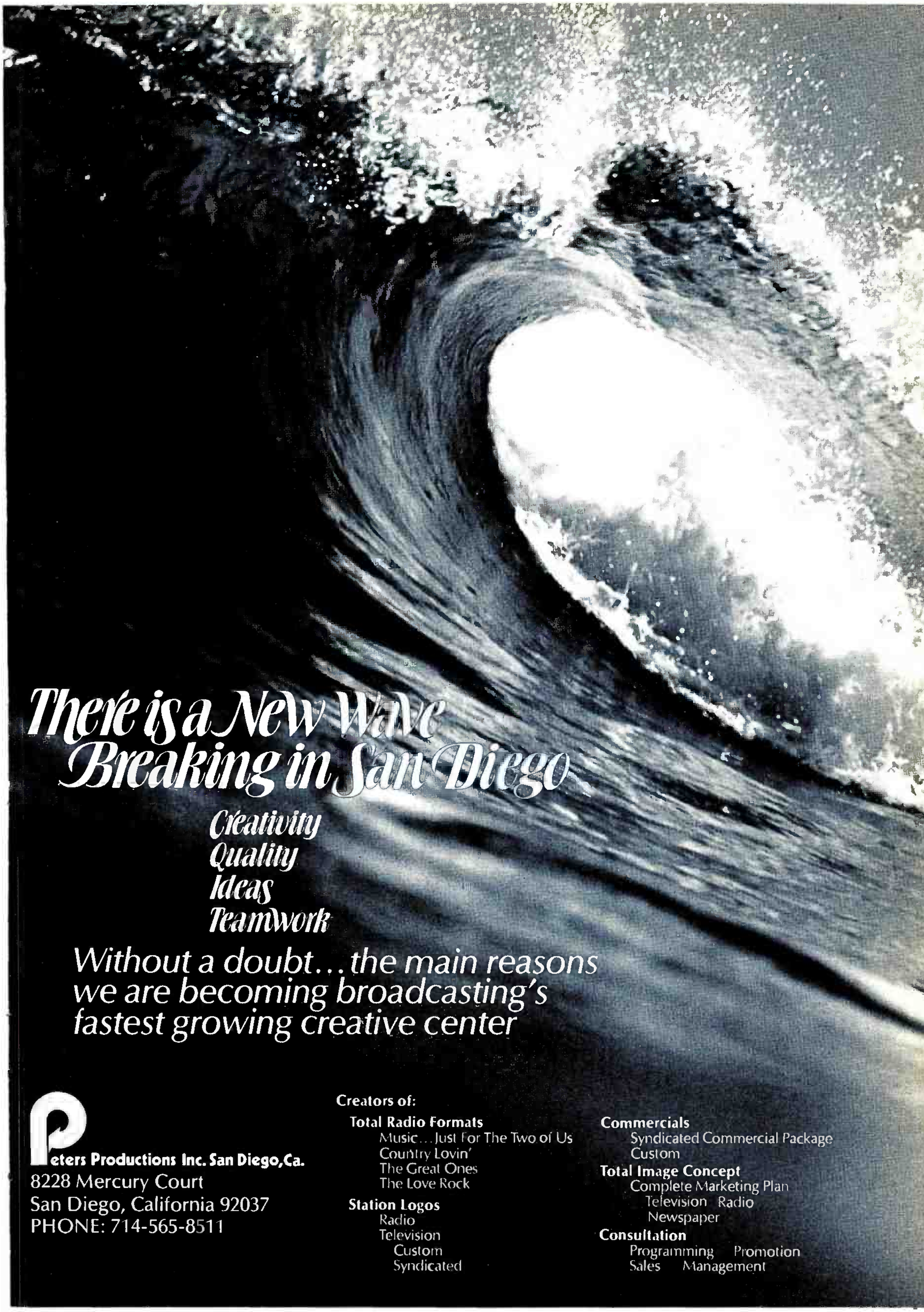
All aboard Arbitron

New York and Los Angeles VHF stations sign up for overnight rating service; Chicago is on tap for system early next year

All six commercial VHF TV stations in New York City have signed for Arbitron Television's new overnight metered rating service in that market and the last holdout in Los Angeles, KHJ-TV, has signed for the overnight service there, Arbitron reported last week.

Arbitron's New York meter service commenced operations Dec. 1, 1976; its Los Angeles overnight started last August. Officials said they have more than 400 homes equipped with meters in each market and expect to reach 450—the goal—by Feb. 1 in Los Angeles and by April 1 in New York.

Their next target for metered operations


There is a New Wave
Breaking in San Diego
Creativity
Quality
Ideas
TeamWork
Without a doubt... the main reasons
we are becoming broadcasting's
fastest growing creative center
Peters Productions Inc. San Diego, Ca.
8228 Mercury Court
San Diego, California 92037
PHONE: 714-565-8511
Creators of:
Total Radio Formats
Music... Just For The Two of Us
Country Lovin'
The Great Ones
The Love Rock
Station Logos
Radio
Television
Custom
Syndicated
Commercials
Syndicated Commercial Package
Custom
Total Image Concept
Complete Marketing Plan
Television Radio
Newspaper
Consultation
Programming Promotion
Sales Management

is Chicago in January 1978. They said they also were discussing the possibility of going into other markets, which they did not identify. Longer-term plans anticipate a national metered service to measure network audiences.

In response to questions, officials said they understood their Los Angeles meters tend to show independent stations with "slightly higher" audiences than the A.C. Nielsen Co.'s meters in that market do.

Arbitron's VHF subscribers in New York are WABC-TV, WCBS-TV, WNBC-TV, WNEW-TV, WOR-TV and WPIX(TV). Los Angeles VHF clients are KABC-TV, KNBC-TV, KNXT(TV), KCOP(TV), KHJ-TV, KTLA(TV) and KTTV(TV).

Merchandising-promotional unit set up by Ted Bates

Ted Bates & Co., New York, has formed an autonomous subsidiary, Custom Marketing, to support national advertising on the local level—particulary in radio—with merchandising and additional advertising.

Custom Marketing is now available to all advertisers whether or not they are Bates clients. Under the Custom Marketing plan, an advertiser commiting a specific amount of money on radio will receive gratis from the station, merchandise for prizes and additional advertising time. Contests are conducted on the station keyed to proof of purchase.

William R. Kennedy, a Bates vice president and account supervisor, has been named president of the new unit. He gained experience in the promotion-merchandising area through his work on the Mars account.

Zeltner to assist RAB

Herbert Zeltner, well-known former agency executive, now a marketing and communications consultant, has been retained by the Radio Advertising Bureau "to help determine the best path for the [radio] industry in improving the marketing usefulness and number of agency-accepted measurements available to radio."

Miles David, RAB president, said Mr. Zeltner will work with the RAB board and RAB officials, industry research executives and RAB's Radio Marketing Task Force (formerly called the Radio Ratings Task Force) in helping determine, among other things, whether proposals for expanded ratings and marketing research "fit needs of both the advertising community and radio—within practical cost parameters."

The task force's official designation was changed from "ratings" to "marketing" because it was felt, Mr. David said, that radio's future measurement needs may include a broader range and depth of information than the term "ratings" normally suggests.

Advertising Briefs

Vacation called rebate. FCC has issued further interpretation of its fraudulent billing rule, warning broadcasters that cooperative advertising invoices must include reference to all-expense paid vacation if received by local advertiser after purchase of package of commercial spots. Commission said vacation is form of rebate, common in industry.

Later, later. Federal Trade Commission's hearing on its proposed over-the-counter drug-advertising rule, originally planned for Jan. 10, has been rescheduled to Feb. 28 at commission headquarters in Washington.

Combination. Blair/Northwest Radio Representatives has been formed by Blair Radio and Northwest Sales Representatives to provide Blair radio station clients with national representation in Seattle and Portland, Ore., that formerly was handled by Blair's office in San Francisco. Blair Radio is division of John Blair & Co., New York, and Northwest Sales is division of King Broadcasting Co., Seattle.

WRG appointed. Citibank, N.A., New York, subsidiary of Citicorp., has named Wells, Rich, Greene, New York, as agency for its retail banking division, with billings of $3.5 million, of which estimated $2.5 million is in broadcast. Account had been at BBDO, New York, since 1935.

Commerce lists 19 tips on how communication areas can grow

Government task force releases toned down recommendations on satellite, nonentertainment broadband, land-mobile radio and fiber optics to help eliminate 'uncertainties' for these markets

Science and Technology Telecommunications Task Force, created by the Department of Commerce, has recommended a draft agenda for a national discussion of telecommunications issues designed to lead to the lowering of what the task force sees as barriers to telecommunications growth.

Direct satellite communications, "nonentertainment" broadband, land mobile radio, and fiber optics communications—these are the areas discussed in the 119-page report released last week, and the technologies whose growth was regarded as most in need of special attention.

The report contains 19 recommendations for action in those four areas. But it is less activist in tone than a draft which was circulated for comment among interested industry groups and government agencies late in 1975 (BROADCASTING, Dec. 8, 1975). It is also less bullish in the role it would assign Commerce's Office of Telecommunications, which helped organize the Task Force under the direction of Dr. Betsy Ancker-Johnson, assistant secretary of commerce for science and technology.

In the draft, for instance, the task force called for establishment of a "wired government complex," in which many of the concepts of the "wired city" could be studied and evaluated. It also outlined a major role for OT in the lowering of barriers.

The final report, however, suggests only that industry establish a group composed of industry, institutional users, and providers of public sector services to plan and finance a demonstration "designed to reduce the present uncertainties about market demand for and economic viability of aggregated broadband entertainment services."

As for a prime mover in reducing barriers, the report is relatively silent. It says the recommendations are intended to be a contribution "to the formulation of a national draft agenda for telecommunications." It assigns OT simply the task of collecting responses to the report, and then only until an "official 'keeper of the agenda' is named."

The task force, in an appendix to the report, notes that some comments on the draft rejected the premise that the Department of Commerce could act in an area where other agencies of government have jurisdiction. The task force says the concern is "valid," but adds that it should not result in "inaction or inattention." It notes that the final report focuses on "useful action that should be taken by someone, but does not worry about what person or what organization that should be."

The tone of the report seems less urgent than did that of the draft, at least in that it acknowledges that "existing telecommunications services are in good order." Telephone service is said to be the "most pervasive and reliable in the world," while television reached 97% of the homes in the country. What's more, "no great crisis is in sight."

However, the report says a special effort to lower barriers is still needed for two reasons: The country is increasingly engaging in information-related activities, and, "with present national decision-making processes, we may not be deriving the fullest possible benefit from a variety of technological choices."

The report, as did the draft, focuses on cable television almost exclusively in terms of the two-way, nonentertainment services it could perform in the home, industry and government. It quotes a study by Paul Baran of the Institute for the Future as predicting that the market for one and two-way broadband services could produce $20 billion in revenue alone by 1990. And it says those services could be provided either by common carriers or as part of cable television services.

But the report also says that the "regulatory problems associated with CATV appear to be holding it back and that this, in turn, may be a barrier to the development of nonentertainment services." The report notes that the rate of growth in the number of cable television systems has dropped from 13% in 1966 to 2% in 1975, and, in terms of subscribers, from 33% to 15%.

Accordingly, the report favors deregulation, at least to some degree. It says the Domestic Council's regulatory reform group, which has been working on the problem of cable deregulation but which says it has been stymied by lack of the necessary research, should obtain the information it needs "to establish the probable consequences of partial deregulation of CATV."

Among the other points made in the report:

■ Current regulations restrict the permanent use of small earth terminals—those having antenna diameters of less than five meters at 12 ghz or 10 meters at 4 ghz. A direct satellite communication system "is characterized" by the use of small, inexpensive terminals whose antenna diameters might range from 0.5 to three meters. Accordingly, the government, "through the FCC, Office of Telecommunications Policy and other agencies," should re-examine its policy regarding the use of domestic and international small earth terminal satellite systems. (The FCC last month adopted a policy simplifying matters for those seeking earth station terminals with anetnnas of less than 9 meters—the size that had been a kind of rule of thumb standard [BROADCASTING, Dec. 20, 1976].) In preparing for the 1979 World Administrative Radio Conference, the report says, the government should focuse on such matters as the provision of spectrum space for small earth terminal satellite systems and on "optimization of orbital spacings of satellites sharing the same frequencies."

■ To make sure that the spectrum is used in the most efficient manner, information about the performance, spectrum utilization and capacity of land mobile systems is desirable. Accordingly, telecommunications authorities should foster research to develop better criteria for describing and measuring land mobile performance, as well as better methods for describing and measuring spectrum capacity and utilization for land mobile radio systems. One federal agency should be responsible for coordinating the federal support offered for the development of local land mobile and other communications systems used for public safety services.

■ Fiber optic communications promises much in the way of lowered costs and expanded capacity. The challenge is to identify those applications for which fiber optics will be most competitive. A demonstration of fiber optic communication would be desirable. Therefore, OTP should establish a federal interagency group to single out a significant broadband communications need, the satisfaction of which will advance the solution to a specific public service problem, such as health care delivery. The group should then draft a statement of the communications requirements as a basis for a fiber optic demonstration project. And the Department of Commerce should establish an advisory committee on commercial implications of fiber optics.

For all of the conclusions and recommendations, John M. Richardson, director of OT, points out that the report is only a beginning. "Any truly national agenda would of course encompass far more than just the issues and actions found in this document," he said. "Such an agenda would embrace the entire field of telecommunciations, complex as that field is."

Fighting over spectrum space for public FM

CPB, TV stations, low-power operators battle it out over proposals for allocation in comments to the FCC

The Corporation for Public Broadcasting offered the FCC a table of assignments for the portion of the FM band reserved for noncommercial use. Trade associations and television licensees decried alleged interference on TV channel 6 from noncommercial FM's. Low-power FM licensees urged the commission to abandon proposals which they saw as a threat to their existence.

As the twice-postponed deadline passed last week, the commission's stack of comments on a rulemaking regarding FM noncommercial allocations continued to grow. The rulemaking stems from a petition filed by CPB on May 12, 1972. And while commission actions since then have alleviated some problems, CPB said, "the most critical and fundamental issues addressed in the petition—those involving the efficient and effective allocation of available FM space in the reserved portion of the band—remain unresolved."

The stated goals of CPB include opening up spectrum space for noncommercial use, "more sensibly allocated" class D 10-w stations and requirements to insure the ability of stations to expand their operations. Present allocations, CPB holds, have prevented the development of public stations with wide coverage areas.

In a lengthy engineering statement filed with its comment, CPB offered recommendations for: adoption of nine "discrete" classes of noncommercial FM's; a table of assignments; additional available channels by permitting stations to operate with a plus or minus two- or three-channel relationship when transmitters are co-located; use of channel 200 (87.9 mhz) in areas not served by channel 6, and the establishment of minimum and maximum ERP (effective radiated power) levels for noncommercial FM's co-located with channel 6. It also offered recommendations relative to 10-w stations.

CPB's nine classes of stations range from those with .1 kw power and antennas 100 feet above average terrain to those with 100 kw and antennas 2,000 feet above average terrain. Mileage separation also factors into the classifications.

Explaining that it would be impractical to include every community in the table of assignments, CPB said it based its assignment priority on population. Top priority was given to the 248 urbanized areas listed in the 1970 census and then to those areas that have reserved space on the FCC table for noncommercial television stations. That amounted to 657 communities and CPB added another list of communities that currently have noncommercial FM assignments other than class D.

In selecting a class of station to serve a given community, CPB sought one that would "produce a 3.16 mv/m contour encompassing four times the land area of the community or a class of station that produces a 1 mv/m contour equal to the area of the SMSA [standard metropolitan statistical area] or UA [urbanized area] with which the community is associated, whichever criterion requires the higher ERP/HAAT [height above average terrain] combination." CPB chose the "four times the land area" formula to provide for those stations that might be located on the periphery of a community.

CPB stressed that its suggested table

was meant to be "illustrative" and subject to modification and that communities not included could make showings that a channel should be available to them.

The National Association of Broadcasters said that a "wholesale restudy, computerization and development of a table of allocations is proper and necessary." NAB claimed that "there is a serious allocations error in the present scheme. It is simply that the assignment of a noncommercial FM station is made with no consideration for the well documented destructive interference to television channel 6." Explaining that the channel 6 upper limit is 88.0 mhz and the first FM assignment is 88.1 mhz, NAB said there are "no engineering standards for adjacent-channel FM interference to channel 6. There is no limitation in FM power, frequency or transmitter location due to television." The association urged the FCC to form a task force to study this and other issues.

In seeking an allocation scheme, NAB said that the noncommercial FM band should be restructured to reserve frequencies 88.1 to 88.9 mhz for exclusive use by class D 10-w stations. It said that 89 to 92 mhz should be made available for higher power FM's.

Furthermore, in addition to class D stations, NAB suggested the creation of two new types of noncommercial education FM's. A "noncommercial institutional station" would be limited to 3 kw and an antenna at 300 feet above average terrain. NAB said that this type stations should serve the institution and its subcommunity and be relieved of any future minimum operating schedules or over-all community responsibility requirements. Another category—"noncommercial public station"—would have 50 kw and 500-foot maximums. It would be required to provide a mimimum operating schedule, ascertain community needs and program to the entire population.

As for CPB's proposal that channel 200 be added to the FM noncommercial part of the band, NAB was strongly opposed. NAB claimed that this would "border on irresponsible frequency management and would only aggravate an existing interference situation" with channel 6.

The Association of Maximum Service Telecasters also saw the need for a table of allocations. It said CPB's "basic idea is sound" and proposed modifications to prevent interference to channel 6.

AMST went a step further to claim that "effective commission action is needed to deal with interference to TV stations in the upper VHF band (channels 7-13) resulting from the spurious generation of harmonic signals" from both commercial and noncommercial FM stations. It said the FCC should use its authority under the All-Channel Receiver Act to sponsor design of television receiver filters to eliminate harmonic interference and interference to channel 6. The channel 200 proposal, AMST said, would "mean unprecendented channel sharing between broadcast services" since it falls within the channel 6 band limits. AMST said the proposal would "permit additional serious disruption."

The FCC also heard from group owners who have licenses for channel 6. Among them was Taft Broadcasting, which urged establishment of an allocations table and called for a temporary freeze on all applications for new stations or major changes in the educational part of the band until the allocations issue is resolved. McGraw-Hill Broadcasting offered the same suggestion. It cited a "recent survey" it conducted which it said showed that 57 educational FM stations caused interference to channel 6. In 1966 and 1967, McGraw-Hill said, AMST came up with only 18 causing interference. Both opposed inclusion of channel 200.

Storer Broadcasting offered an engineering statement that channel 200 could interfere with channel 6 color as well as aural reception.

Educational FM Associates, a Duxbury, Mass.-based broadcast consulting firm, said that "as a preliminary matter, it seems to us that channel 200 should only be used for 10-w operations." While generally opposing a table of allocations, the firm did say that channel 200 allocations should be pre-assigned.

(Although the firm filed on its own behalf, it said that it had prepared the technical report for Operation Outreach, which in December 1975 asked the FCC to assign channel 200 to Washington. That request was incorporated in this rulemaking.)

■ CPB's proposals regarding class D FM's drew the ire of many small licensees. The plan would put them on a secondary basis with other FM's. Some for example, would have to switch channels if their position impeded the growth of larger stations.

CPB also suggested that the entire FM band be opened to such 10-w stations. That was opposed from the National Radio Broadcasters Association, which said "cluttering" would result and that "even a small departure" from the commission's gola of "wide-area, interference-free" coverage for FM's should not be allowed.

In CPB's view: "The only time a class D

S-A ready to roll. On the heels of the FCC ruling to allow receive-only earth stations of less than nine meters diameter, Scientific-Atlanta became one of the first manufacturers to offer one: a five-meter antenna designed specifically for CATV. The dual-polarized, all-aluminum antenna has wide-angle side lobes that are designed to provide protection from interference and to avoid frequency-coordination problems without changing the location site. The dual-polarized feed also is designed to provide simultaneous reception of both vertically and horizontally polarized signals. Price ranges from $27,000 to $30,000 (not including installation), depending on effective isotropic radiated power levels in a geographic location and performance requirements of user.

station would ever be faced with the need to take any action under the proposed rules would be when the station is making an inefficient use of scarce spectrum space by foreclosing the activation of a facility that would provide wider service." National Public Radio agreed, claiming the "existing noncommercial FM allocation does serious violence" to the orderly development of noncommercial broadcasting by "permitting 10-w stations with limited hours of operation and limited service to block" larger operations which could serve metropolitan areas.

Several licensees, however, saw it differently. The University of California's KALX(FM) Berkeley, said that "no new station should be allowed to cause any other station to leave the air." Lake Forest (Ill.) College's WMXM(FM) said that the proposed rules "will deprive many small institutions of their right to broadcast" since they could not afford the equipment to upgrade to a higher power. Howard Peth, director of broadcasting for San Antonio College's KSAK(FM) Walnut Creek, Calif., called the proposal "a literal power grab" by CPB. He hypothetically questioned whether CPB would reimburse the institution for its equipment, tell its listeners why specialized programing would not continue and if it would give air time for training novice broadcasters.

The Rev. Dom Geoffrey Chase, technical director for WJHD(FM) Portsmouth, R.I., claimed that CPB "should not have eminent domain over the educational FM channels." He said the problem of interference between channel 6 and FM stations stems from the fact that "current TV receiver technology does not meet the needs of our age." (Specifically referring to the channel 200 proposal, the Consumer Electronics Group of the Electronics Industries Association said that the grade B contour is too liberal, related to the television receivers currently used.)

WNHU(FM) West Haven, Conn., licensed to New Haven College, said that "we are not at all convinced that a small number of maximum facility stations are better for their communities than larger numbers of smaller stations." Memphis State University said that the proposals would allow three stations to continue operating in its market only if three were taken off the air.

Tulane University's WTUL(FM) New Orleans, which had been 10-w and now operates with 1.5 kw said that the proposed regulations would prevent the base for growth of alternative broadcast services and diverse programing.

The National Association of Educational Broadcasters cautioned that the rules should not preclude future growth and development of 10-w FM's. It cited their local ties to the community as well as their function as a training ground. It called for a "gradual" increase in their power.

The Association of Public Radio Stations, however, called for the commission to cease issuing class D licenses as it analyzes the comments and said that the commission should prevent further "disorderly development" of FM noncommercial spectrum.

The Alaska Public Broadcasting Commission had its own request for the FCC. It proposed that channels 296 to 300 be reserved for exclusive noncommercial use in that state. It said that there is no such reservation presently established there and that it would "not affect a single existing allocation or request."

Help on remotes

American Laser unveils unit aimed at cutting costs, assuring efficient operation

A laser system that relays video signals up to one-half mile has been introduced by American Laser Systems, El Segundo, Calif. The model 761 Television Transmission System is designed to permit quick-response TV coverage of news, sports and other events.

According to the company, the system can be used as a repeater to transmit at greater distances and around obstructions in the line-of-sight. Mounted to a tripod, table, window ledge or other stable platform, the system is designed to permit supervisory video and audio to be transmitted to the cameraman at the remote site.

David McMahon, president of American Laser Systems, said, "The method of transmission will reduce the use of costly and cumbersome coaxial cable needed for remote TV broadcasting." He said that the model 761 can be used with most small cameras, and its alignment controls are built in. Both transmitter and receiver have telescopes and built-in window/lens heater. The transmitter and receiver weigh 18 pounds each.

Technical Briefs

Equal treatment. FCC has proposed allowing unattended operation of FM translators. Action was result of petition by National Translator Association, which said request stemmed from congressional action on public lanes last year which paved way for FM translator operation without licensed operators present. New proposal would allow FM translators same authority already enjoyed by TV translators. Comments are due Jan. 28, replies Feb. 7.

For remotes. A.F. Associates, Westwood, N.J., has been contracted by ABC-TV to design and build two mobile vans for remote telecasts, at value put at about $3 million. Delivery is scheduled for this summer. One van is to be used for live telecasts, second for performing postproduction operations from remote site.

With new year. FCC established Jan. 1 as first day of retail sales of new approved 40-channel citizen band radios. Last July, commission boosted number of channels in class D CB service up from 23.

Television in Brazil. RCA Broadcast Systems, Camden, N.J., has sold transmitting equipment valued at about $1 million to Radio Guanabara, Rio de Janeiro, for TV station scheduled to go on air next year. Equipment includes 25 kw transmitter, antenna and film-originating system.

Projection. L-W International of Woodland Hills, Calif., has developed new 16mm television broadcast projector, Athena 5000. New unit is designed to provide instantaneous change of direction, instant stop-start and unlimited hold time on single frame of film. Film capacity may range from 100 to 5,000 feet, servo controlled. Various remote control units are available.

Two for Dothan. Sony Corp. of America has announced plans to begin construction this month of second plant in Dothan, Ala., for manufacture of plastic shells for Betamax videocassettes. Construction costs were put at $4 million, with completion date said to be in October. Sony already is building $17 million plant there to produce magnetic video tape. First plant is expected to be operating in spring.

NAB wants a limit on cable-carried radio

Association asks the FCC to prohibit cable systems from carrying signals beyond their areas to other markets

Cable TV carriage of local radio signals was a subject of concern by the National Association of Broadcasters in comments to the FCC in a continuing rulemaking proceeding.

The NAB asked the commission to consider prohibiting cable systems from carrying radio signals beyond their service areas into another radio market. It also proposed a rule that would require cable carriage of local radio signals.

Specifically, the proposal suggests that CATV systems located within the 0.5 mv/m contour of an AM station or the 1 mv/m contour of an FM station to permitted to carry only those AM and FM stations placing a similar contour over all or part of the system's community.

NAB said that allowing unrestricted carriage of distant radio signals would jeopardize "radio's unique ability to provide local news." It also said that conforming cable radio signal carriage to station's local service areas would eliminate the need for rules on network nonduplication, nonnetwork program exclusivity and leapfrogging.

It's 'dirty movie' time in Ann Arbor

Area's pay cable system is offering series of family and adult films, and they's standing in line to subscribe to the X and R shows

X- and R-rated pay cable has come to Ann Arbor, Mich., and the waiting line for hook-ups is quickly growing longer.

According to Chuck Nichols, manager of Ann Arbor Cablevision, about 40% of the basic 24-channel system's 8,000 subscribers have signed up for the optional channels (Family Theater, showing G and PG films, or Adult Theater, offering R and X movies) since pay service began on Dec. 1. Of those, 73% signed up for both channels, 23% for the Adult and about 4% for the Family.

In fact, there are so many requests for the Adult Theater that the system can't install the decoders fast enought and it has a backlog of 1,600 applications.

Subscribers can purchase a key lock device to keep their children from watching the channels. The gadget is a notch filter trap that removes the channel from the spectrum when activiated.

Some of the films available on the channels include (on the Adult Theater): the soft-porn X offerings, "Emmanuelle" and "Inserts," and R-rated "Harry and Tonto," "Nashville," "Rollerball," "The Exorcist" and "Blazing Saddles." Family Theater films include: "The Hindenberg," "Mahogany" and "The Little Prince."

Some local residents were upset when they heard of the system's plans last year and filed a petition with 700 names protesting the movies before the system knew what titles it would offer. The city council has filed the petition without taking any action.

Ann Arbor is not the only system in the country to offer X and R pay movie channels. Systems in Allentown, Pa., Columbus, Ohio, Honolulu and the Buffalo, N.Y., area also have similar films available, and there is an R-rated channel available in Thief River Falls, Minn.

Pay cable wins in N.Y.

State commission denies request by group of theater owners to prohibit cross-ownership

Acting on a three-year-old petition filed by the National Association of Theatre Owners, the New York Commission on Cable Television denied the request to set up rules concerning the relationship between theater owners and pay cable operations.

NATO had asked the commission to prohibit cross-ownership of cable and pay-cable systems, prohibit pay-cable monopolies and require franchising for pay-cable systems if they don't apply common carrier regulations.

The commission said pay cable offers viewers added program diversity and "there is no readily available evidence which supports the contention that pay cable service has a significant adverse influence on successful motion-picture operations."

Pay cable, it said, adds "an economic base which will help cable communications achieve its full potential."

ATC's request for rate increase suspended

The FCC has suspended until May 31 American Television and Communications Corp.'s rate increase for microwave service to 12 cable systems in Minnesota. The commission also set a hearing to determine whether ATC's rate structure is reasonable but deferred the commencement of proceedings until a hearing involving American Television Relay Inc.'s revised microwave charges is concluded. Officials at the FCC said "something should be out very soon" in the ATR case. The commission said the two proposals "raise the very same questions of lawfulness."

ATC's charges are based on a flat per channel rate plus a charge determined by the size of the community served. The commission said that such a structure "appeared to establish a value of service arrangement based on what the traffic will bear," and it ordered ATC to be prepared, if further ordered, to offer refunds to its customers.

Teleprompter Corp., operator of systems in Brainard and Baxter, Minn., and a customer of ATC, opposed the proposed rate increase.

Cox makes $10 million bank credit agreement

Cox Cable Communications Inc., Atlanta, has completed a revolving credit agreement for $10 million with a group of banks headed by Chase Manhattan Bank of New York.

Henry W. Harris, president of Cox Cable, said the bank credit, coupled with internally generated cash, assures the company of sufficient funds for construction of new cable TV systems. Cox Cable now serves more than 427,000 cable TV and 58,000 pay cable subscribers in 17 states.

Under the agreement, Cox Cable may borrow up to $10 million through 1979 at interest rates of one-fourth percent over prime in 1977; one-eighth percent over prime in 1978 and at the prime rate for 1979. Other participating banks are Security Pacific National Bank, Los Angeles; The Fidelity Bank, Philadelphia; First National Bank of Atlanta, and The Trust Co. of Georgia, Atlantia.

Cable Briefs

Adding to total. Home Box Office has made agreements to bring its pay cable programing service early next year to General Electric Cablevision Corp.'s Watertown, N.Y., and Decatur, Ill., systems as well as American Cable TV Inc.'s Napa, Calif., and Pampa, Tex., systems. Systems total about 31,000 subscribers. At yearend 1976, HBO estimated it had about 600,000 subscribers as opposed to 287,199 year earlier. HBO's Telemation Programing Services subsidiary has 193,000 subscribers. Number of systems was said to have grown from 102 to 275 in year, with 136 systems receiving service by satellite and rest by terrestrial microwave. At end of 1975, HBO said only 11 systems used earth stations to receive HBO signal. HBO currently operates in 40 states. HBO said movies will remain "staple" offering but said "several million dollars" has been budgeted for special programing such as Sammy Davis Jr. appearance in Acapulco, Mex., and Smothers Brothers final appearance as comedy team.

HBO spreads. Telecable Corp., Atlanta, also reached agreement in principle with Home Box Office Inc., New York, to introduce HBO pay programing on Telecable's 10 cable systems with 103,000 subscribers in seven states.

On board. National Cable Television Association has announced selection of members of committee to formulate industry positions to be offered during House Communications Subcommittee's proposed rewrite of Communications Act. Committee, headed by Ralph Baruch, Viacom International (BROADCASTING, Dec. 6, 1976) includes William Bresnan, Teleprompter Corp.; Gustave Hauser, Warner Cable Corp.; Ralph Drendle, Comm/Scope Co.; Robert Weary, Communications Service Inc.; Bill Daniels, Daniels and Associates; Ben Conroy, Communications Properties Inc.; Richard Forsling, Cablecom General Inc.; Donald Tykeson, Liberty Communications Inc., and Eugene Iacopi, Multi-View Systems.

Down South. Wometco Enterprises Inc., Miami, has purchased cable television franchise for Columbia, S.C., from United Cable Television Corp., Tulsa, Okla., and hopes to begin building there by next May. Plans call for $3-million plant of 315 miles, passing 32,000 homes, to be completed within two years.

Getting started. Becker Communications Associates, Chicago, announced closing of $1.3 million loan to Tar River Cable TV, Rocky Mount, N.C., for construction of cable systems there and in Tarboro, N.C.

Changes. Phoenix-based Theta-Com AML has changed name to Hughes Aircraft Co., Microwave Communications Products and moved to new headquarters: *Box 2999, Torrance, Calif. 90509; (213) 534-2146.* Company's former CATV VHF distribution equipment operations are now division of Texscan Corp. at *2960 Grand Avenue, Phoenix 85068; (602) 252-5021.*

Broadcast Journalism®

'Who's Who' debut gets good reviews, shaky ratings

Latest offering from CBS News gets 14.7 rating and 20 share in opening against ABC duo

John Wayne has signed a $400,000 contract to deliver TV blurbs for headache tablets.... Paul Newman refused a half-a-million-dollar offer to do commercials for Polaroid because the company helps to pollute the air and deals with Arab nations.... Henry Kissinger could gross $63,000 a week if he decides to sign with a company that books lecture dates for celebrities. ... Ilie Nastase is called "Picasso" by his friend Jimmy Connors because although he hawks Adidas sporting goods (for a fat fee) he prefers Wilson so he paints the Adidas logo over the Wilson equipment he uses.

These tidbits were not reported in Liz Smith's or Earl Wilson's gossip columns or in *Women's Wear Daily* or the "Intelligencer" section of *New York* magazine but on a new CBS-TV series called *Who's Who,* which made its debut Tuesday, Jan. 4, 8-9 p.m. NYT.

However, if you use the word "gossip" around the executive producer of *Who's Who,* Don Hewitt (who's also in charge of CBS's successful Sunday-evening magazine series *60 Minutes*), you'd better smile when you say it.

"We're not doing gossip," Mr. Hewitt says, bristling at the word. "I regard gossip as unsubstantiated rumor. Our notes on people are little items that we check very carefully for their accuracy."

Whatever they're called, these lively personality briefs are important in *Who's Who's* scheme of things, because they permit CBS's designers to show off their new set, which looks like a chic art gallery decorated with pen-and-ink sketches of the newsworthy people who'll be the program's stock in trade.

But *Who's Who* will focus on three profile subjects each week, ranging in lengths from six minutes to 20 minutes. As marquee lure, at least one well-known person probably will be profiled each week (Leopold Stokowski and Richard Burton on opening night; Billy Carter tomorrow night; Happy Rockefeller, Cesar Chavez and the 14-year-old actress, Jodie Foster, in subsequent weeks). There'll also be stories about unknowns who've attracted CBS's attention by virtue of unusual occupations, like the 19-year-old woman railroad engineer, profiled on the opening show, and an upcoming film piece on the black sheriff of an Alabama town.

The on-air reporters are Dan Rather, who'll continue to hang on to his *60 Minutes* correspondent's slot, in case, he says, low ratings scuttle *Who's Who* early in the game; the Washington-based author

Dan Rather on set of *Who's Who.*

and TV personality Barbara Howar, and CBS's *On the Road* man, Charles Kuralt.

First-quarter rate-card prices are set at a strapping $43,000 for one 30-second spot, only a few thousand less than a 30-second spot costs on *60 Minutes,* which is averaging a 20.6 rating for the first 13 weeks of the season (making it the 25th highest-rated show on the air).

Right now, CBS sources say that *Who's Who's* production costs are higher than those of *60 Minutes* because of start-up expenses, the construction of the new set and overtime for film editors, among other things. *60 Minutes,* these sources say, costs less than half the $330,000 or so average for a weekly hour-long entertainment series in prime time.

Who's Who is getting some good early notices. Arthur Unger, in the *Christian Science Monitor,* called it "a welcome companion piece to *60 Minutes.* If it can manage to find the line between legitimate 'people' news and tasteless gossip and set unwavering boundaries, it promises to be a show that CBS News can proudly acknowledge."

The program "is attempting to concoct a class act, more akin to the glossy magazine than to the cheaply sensational tabloid," wrote John J. O'Connor in the *New York Times,* going on to call the first hour-long edition "remarkably polished and promising." Joan Hanauer, of United Press International, referred to the series' tough ABC competition when, in a favorable review, she said that "there are a lot of folks out there who might enjoy a grown-up program instead of the Fonz and friends."

That competition, consisting of *Happy Days* and *Laverne and Shirley,* the two highest-rated series on the air, prompted *Newsweek's* Harry F. Waters to write that "CBS, which sorely needs a prime-time ratings boost, appears to have a death wish about *Who's Who.*"

And certainly the premiere episode's ratings look anything but good for *Who's Who.* It managed only a 14.7 national Nielsen rating and 20 share on Jan. 4, compared to *Happy Days'* 34.7 rating and 48 share and *Laverne and Shirley's* 34.4 rating and 47 share. NBC's competition, the 60-minute World War II action show *Baa Baa Black Sheep,* also beat *Who's Who* with a 17.9 rating and 25 share.

CBS sources, though, were buoyed by the fact that *Who's Who* got a 98% clearance—negligibly smaller than the 99% that take the typical prime-time series on CBS.

These sources say they're convinced that *Who's Who* will build in subsequent weeks because it's basically good counter-programing to *Happy Days* and *Laverne and Shirley,* whose predominant appeal is to children and teens. *Who's Who* was slotted on Tuesday to go after the adults. On Friday at 8, the only other time slot that CBS considered for *Who's Who,* the adult audience would've been harder to entice away from NBC's popular comedies *Sanford and Son* and *Chico and the Man,* which have broader appeal than *Happy Days* and *Laverne and Shirley* (even though the latter two chalk up much bigger mass-audience numbers), these sources conclude.

Salant said it. Debates, though they can be valuable, are only one means of presenting candidates and issues in a presidential campaign: "There should be many formats." That quotation, in a section of BROADCASTING's Jan. 3 report on "The Broadcast Media and the Political Process: 1976," should have been attributed to Richard S. Salant, president of CBS News, but was misattributed to William Sheehan, president of ABC News. Mr. Salant was also the subject of the paragraph that followed: He would like, for example, to give each candidate a half-hour, say, to state his positions at the outset of the campaign and another half-hour to summarize at the end and, in between, have joint appearances, one-on-one debates, interviews and the like. Many formats are needed, he feels, because "no one of these will do the whole trick."

Lead story. WTVJ(TV) Miami anchorman Jim Brosemer delivers the lead story for the 11 p.m. newscast Monday, Dec. 13, 1976, standing next to the subject of the story, Barbara Tamargo, 15-year-old object of an extensive four-day search in Miami. Miss Tamargo, who had been reported missing the previous Friday, walked into the WTVJ newsroom minutes before air-time to assure her mother that she was not the victim of foul play, but refused to be filmed. Mr. Brosemer and news producer, John Nerharth, who had been writing the story when Miss Tamargo walked in, showed her film of the foot, car and helicopter searches for her and persuaded her to appear on camera. She was taken into custody by Miami police officials immediately after leaving the set.

The upward mobility of ABC: no longer first only in the alphabet

It's been a long, slow climb to the top in ratings and respectability for this company; its chairman and its president, in an exclusive interview, look back at the lean years and dwell on the fat of the present

ABC Inc. is heading toward its 25th year, an undisputed winner for the first time. Not that it hasn't made money over the years. But never has the company—since it was formed on Feb. 9, 1953, through the merger of the old ABC with United Paramount Theaters—held so seemingly sure a grasp on first place in the prime-time TV ratings—the area where winning and losing are popularly judged—and been so solid a contender in other programing areas as well.

ABC's prime-time TV ratings start began to rise a year ago, with the start of 1975-76's second season, and thanks in part to big-drawing winter and summer Olympics coverage it nosed out CBS for the fall season for the first time in two decades, averaging a 17.8 rating to CBS's 17.3 and NBC's 16.2. It jumped into the lead again with the start of the current season, has lost five weeks thus far, but never has been lower than second, and for the period from September's premiere week through last Jan. 2 has averaged a 20.7 rating to NBC's 19.1 and CBS's 18.7.

ABC-TV affiliates have benefited as well. In the 98 top-100 markets where ABC has affiliates, ABC researchers calculate that Arbitron's November sweeps show ABC affiliates number one in prime time in 53 markets, more than CBS and NBC combined (see "Top of the Week").

Outside of prime time, ABC has been running second in most program areas—Monday through Friday daytime, weekend daytime, Saturday morning and early morning. In evening news and late night it's improving but still a relatively distant third.

It has been big in radio from the beginning. When radio networks fell on hard times, ABC pioneered the four-network service concept—initiating separate news services for contemporary, entertainment-oriented, FM and information-oriented stations, effective in 1968—and the network operation has been profitable since 1972. ABC's owned AM and owned FM groups are among the most widely listened to—and generally believed to be among the most profitable. Radio is in fact ABC's second largest profit center, next to television.

When the merger occurred, radio also was where most of ABC's assets were, accounting for almost twice as much gross revenue as TV did. There were five owned radio stations and five owned TV stations, but the radio O&O's were part of a going network of 355 stations, while the five TV stations represented more than a third of all the primary affiliates ABC had, which numbered 14 as compared with 74 for CBS and 71 for NBC. Counting secondary and part-time affiliates, ABC had 81 stations, and it was programing about 21½ hours per average week, never starting before 6 p.m.

On a typical evening in those days, ABC-TV programing consisted of a quarter hour at 6 p.m., a gap until 7:30, then a resumption that continued until 9 or 9:30 some nights, 11 p.m. on others. Some ABC programs about that time were *Carnival, A Date With Judy, Double Exposure, Hollywood Screen Test, Inspector Mark Saber of Homicide, Mr. District Attorney, Rootie Kazootie, 20th Century Tales* and, among those that returned in the fall of 1953, *Ozzie and Harriet, Walter Winchell, Junior Press Conference, Paul Whiteman TV Teen Club, Lone Ranger* and *Space Patrol.*

In 1953, ABC officials already regarded radio as a specialized rather than mass audience medium, and shortly after the merger they restructured their programing to sharpen that concept. In the morning there was the long-time favorite, *Breakfast Club*, followed by six serials: *When a Girl Marries, Whispering Streets, My True Story, Grand Central Station, Modern Romances* and *Ever Since Eve.* In the afternoons there was Martin Block, originator of *Make Believe Ballroom,* and in the evenings the programing varied by theme. Weekends were music and news. Each weekday night there were two quarter-hour strips in the half hour from 8:30 to 9, *Hollywood Stairway* and *Mike Malloy*, but otherwise Monday nights were given to serious discussion and music, Tuesdays to *Town Meeting of the Air* and music, Wednesday to drama, Thursdays to variety, Fridays to adventure.

While shuffling their radio programing, ABC officials also brought in new stars to headline their TV programs. Among those added that first year of 1953 were Ray Bolger (*Where's Raymond?*), Danny Thomas (*Make Room for Daddy*), Paul Hartman (*Pride of the Family*) and, among others, George Jessel, Bill Stern, Joel Grey, Sammy Davis Jr. and Arlene Dahl. Among the new programs added in those early years were *U.S. Steel Hour, Motorola TV Hour, ABC TV Hour, Kraft*

CAGNEY

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Walter Huston
Joan Leslie

WHITE HEAT
Virginia Mayo
Edmund O'Brien
Steve Cochrane

ANGELS WITH DIRTY FACES
Humphrey Bogart
Ann Sheridan
The Dead End Kids

ROARING TWENTIES
Humphrey Bogart
Priscilla Lane
Jeffrey Lynn

G-MEN
Lloyd Nolan
Ann Dvorak
Margaret Lindsay

PUBLIC ENEMY
Jean Harlow
Joan Blondell

THE FIGHTING 69TH
Pat O'Brien
Dennis Morgan
George Brent
Jeffrey Lynn

OKLAHOMA KID
Humphrey Bogart
Rosemary Lane
Donald Crisp

THE STRAWBERRY BLONDE
Rita Hayworth
Olivia de Havilland
Jack Carson

EACH DAWN I DIE
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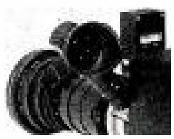

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TV Theater, Cavalcade of America, Notre Dame football, pro football, *Leave It to the Girls, The Big Picture* and *The Dotty Mack Show*. Another early addition, *The Mask*, was broadcast live on Sunday evenings and repeated on film on Tuesday and Wednesday nights—to fill a void in week-night drama.

The new company started with 1,991 employes; a year later it had 2,578. Also within that first year it created the ABC Film Syndication division, established separate research departments for radio and television, invested $2 million in new facilities for the ABC-owned TV stations, launched what was said to be the first Pacific Coast regional TV network, started construction of a new TV-radio center in San Francisco and remodeled production facilities in Los Angeles and Chicago.

In the nonbroadcast area, ABC owns 277 motion picture theaters in 11 Southern states, part of the assets that United Paramount Theaters brought to the merger. It is also extensively engaged in recorded music, publishing, ownership and operation of outdoor attractions and the entertainment, commercial and office complex known as ABC Entertainment Center in Century City, Los Angeles.

Broadcasting in recent years has accounted for 70% to 75% of ABC Inc.'s revenues and 83% to 84% of pretax earnings from continuing operations, though in 1975 big losses in the recording division escalated even higher broadcasting's importance in the profit picture. For that year, broadcasting operations accounted for $766,648,000 of the company's $1,064,648,000 revenues, and turned in $63,655,000 in pretax earnings as compared with total pretax earnings of $35,722,000 after losses in the recording division and in publishing, scenic attractions and other operations had been figured in. In 1974, ABC's best year ever, broadcasting represented 73% of revenues and 83% of pretax earnings. And in 1976, after the previous year's disappointing results, revenues and earnings were running again at record rates. For the first nine months, net income rose almost 125% to $47.4 million on a 28% increase in sales to $950.9 million.

The guiding hand in ABC's formation and growth is that of Leonard H. Goldenson, chief architect of the merger 24 years ago. He was president until January 1972, has been chairman since then and has been chief executive officer throughout. With him at the helm is Elton H. Rule, president of the ABC broadcast division from March 1970 to January 1972 and president and chief operating officer of ABC Inc. since then. Mr. Goldenson, who is 71, has said that when he retires, Mr. Rule, now 59, will succeed him as chairman and chief executive—but he has also said he has no plans to retire. Indeed, both he and Mr. Rule signed new long-term contracts last year ("Closed Circuit," Sept. 20, 1976). Messrs. Goldenson and Rule have reviewed some of the highlights of the past and offered insights into their views of the future in the interview with BROADCASTING that follows on page 54.

The winning combination at ABC

A *Broadcasting* interview with Leonard Goldenson and Elton Rule

When you took over the helm of what was ABPT nearly a quarter century ago, did you forsee the day when ABC would be the sort of king of the road it is today?

Goldenson. Well, of course, it was our goal from the start to eventually be a competitive force. I must confess, at the time we started, many people discouraged me, including the bankers. Our own board was quite doubtful at the time we recommended the acquisition as to whether we could ever become a competitive force.

At the time television was beginning to emerge but the breadwinner was still radio. Your original business was motion picture theater ownership and exhibition. As I recall it, you acquired or merged with a company in the red but with potential by virtue of the construction permits held for five VHF outlets in the top six or seven markets.

Goldenson. That's right.

Did that motivate your recommendation to your board to invest so heavily in a red-ink venture?

Goldenson. Yes. The television stations were completed at the time we made the acquisition but they were in the red and we knew they were going to go way in the red if we were to make the kind of investments necessary until they paid off.

The deal you made with Ed Noble of Lifesavers was called a merger. Actually, it was an acquisition by United Paramount Theaters, wasn't it?

Goldenson. Yes, but it was a merger through the acquisition of their stock. Ed Noble ended up with about 8½% of our stock.

In the early days of television there were heavy losses not only for ABC but for all other entities. The going crack then was, "You don't have to be crazy to be in television but it helps."

Rule. I remember well.

During television's growth in the mid-60's, was there support for the sale of your radio properties looking toward a TV-only network with owned and operated stations?

Goldenson. Yes. A major group [Westinghouse] approached John Coleman, who was on our board and chairman of our executive committee, and wanted to know if we would have an interest in selling our radio stations. We took the position at the time that if it [radio station ownership] was good for this group it would be as good or better for us. So instead of selling we made a commitment that we were going to back radio. We set forth a five-year plan, and later a 10-year plan, under which we were going to invest in radio. We have maintained that commitment and under Hal Neal's leadership have not only accomplished but surpassed our projections.

Was the offer $50 million?

Goldenson. Yes, $50 million. It was never a written offer, it was a suggestion of the fact that they would be interested.

Looking ahead another 10 years, say, what are the priorities, in your judgment, in public acceptance of news, information and entertainment radio? What do you think radio will do in the future?

Goldenson. Without any question, radio, as a personalized medium, has a tremendous impact as a supplier of news, sports, music and information. We estimate that radio industry revenues in 1976 will exceed 1975 revenues by 18% to 20% and that ABC Radio will surpass the industry averages as we have done consistently over the years. For 1977, we look for radio industry revenues to exceed 1976 revenues by 12% to 14% and for ABC Radio again to perform ahead of the industry.

Rule Looking at radio today, especially network radio, we see the role of a modern radio network as a supplier of basic news, sports and related program material which can be integrated into local station programing. The network must be responsive to the needs of its affiliates, and we believe our radio network is uniquely exercising that responsibility.

Goldenson. The growth of FM is worth noting. There is no question that this growth has placed increased competitive pressures on all AM stations. In ABC Radio's case, this pressure has resulted in revenue, profit and audience increases for our AM stations as well. In short, we view the growth of FM as an additional opportunity to serve our communities, and one which should not and so far has not had a negative impact on our AM station operations. Long range, we think FM will be just as strong as AM, and that does not mean that AM is not going to be very strong. We think that it will be, and that they'll both continue to grow.

Did that motivate your decision to buy the WMAL properties in Washington?

Goldenson. As you know, since selling our Pittsburgh stations, we have wanted to buy an AM and FM station in one of the top 10 markets. We are acquiring two of the nation's finest radio properties. These stations, particularly WMAL(AM), have outstanding acceptance in the Washington market, with notable personalities and an excellent radio news operation.

Do you foresee the all-purpose, two-way broad-band cable into the home providing all sorts of exotic services?

Goldenson. I suppose you may see that eventually. However, I think that cable up to now has not attempted to really utilize itself for its true value. It's more or less been trying to ride the coattails of the three networks and the little it's done has been insignificant in terms of putting money into it and giving the public something other than what the three networks are doing.

Do you envisage the wired-nation concept that has been talked about by, say, 1986?

Goldenson. It's unlikely, due to the enormous costs involved. When, as and if the wired-nation concept develops, it would only cater to the people in the larger cities, leaving 50% of the population uncovered. Even as cable itself grows, the protections against the siphoning of free television programs by pay cable erode. We see serious harm to the free, over-the-air television system resulting from the combination of these two trends, both in terms of ability of smaller stations to survive—especially independents and U's—and in terms of the ability of the networks and surviving stations to provide the public service programs which the public has come to expect and to which it has a right. These are the very serious concerns I believe the Congress and the FCC must keep in mind.

Well, what you're saying, then, is that there can't be the wired-nation concept if half the country would not be provided the service.

Goldenson. That's right.

Assuming there will be free television and radio for the foreseeable future, what part do you think satellites will play in direct transmission to the home?

Goldenson. I don't think it will be ever used—I'm not sure the Congress would ever permit direct satellite broadcasting to the home. I think they'll allow it to ground stations, but direct satellite broadcasting is subject to the dangers of other countries being able to broadcast into the homes of this country.

As a lawyer, what do you think the legal position of broadcasters is on crime and violence in programing.

Goldenson. The issue as such I suppose will continue. I can only speak for ABC specifically, but I see it happening on the other two networks also, and I think that the standards and practices organizations and the executives with the responsibility for running the television networks are watching this question of violence very carefully and responsibly. I think you see now a diminution of the amount of violence on the air and I think it's going to become less as time goes on. You'll find in our case we have a greater number of comedies, and variety shows are increasing at a substantial rate. Insofar as the action-adventure shows are concerned, I think they are being done more in a dramatic form and not as much in a violent form.

Well, you look at it, then, as something that should be done by broadcasters and networks, a matter of self-regulation.

Goldenson. No question about it.

Will government regulation be more or less onerous under the Carter administration, as you see it?

Goldenson. I have no way of telling.

When you joined ABC, Mr. Rule, did you forsee its emergence as the number-one network in the ratings?

Rule. Oh, I don't think I could be cast in the role of a soothsayer but I had hope. I couldn't foresee, as I don't think anybody could foresee, what has taken place.

What turned the tide?

Rule. There wasn't just one circumstance or one set of circumstances responsible for turning the tide. I think that the opportunity for the tide to be turned had been taking place for some time and I think a series of opportunities presented themselves. Fred Silverman made a tremendous contribution in developing a program schedule and a philosophy of programs under the leadership and supervision of Fred Pierce, who certainly was ready and in place. Keep in mind that we had been training people over a long period of time and they were ready. The combination of circumstances and people was right.

Well, you jumped into leadership in sports early on.

Rule. That's right.

It was just a few years ago that ABC was alluded to as a half network in a two-and-a-half network economy.

Rule. I remember it well.

When did that evaporate? Three years ago?

Rule. No, I think we have become competitive in the last eight or nine years—and even before that for brief periods of time. Certainly there has been an awareness of our improving condition in the last seven or eight years.

Does the fact that you have fewer VHF outlets in top markets impede your progress?

Rule. Definitely.

Now that you're on top, what's your game plan for staying there?

Rule. Well, I obviously am not in a position to give our long-range strategies but, generally speaking, we will attempt to do more of the same, only better. We must maintain the progress that has been made to date in our program schedule. We must continue to improve our station line-up. I think that maintaining the attention to the programing portion of the network and the improvement of the station line-up in quality would be two of the most important things to safeguard our future. And, of course, we want to build our news into a more competitive position.

Leadership, of course, invites proposals to affiliate. Can you particularize in any markets?

Rule. No, I wouldn't be able to be specific. I think it's pretty apparent that those places where we do not have what we consider to be competitive facilities are the ones that will continue to receive the most attention.

When did you become roughly competitive in terms of facilities, your station line-ups?

Goldenson. We still are not.

How far short are you?

Goldenson. Well, we have more U's than the others do and therefore we are not as competitive in a number of markets. The fact is that where we do compete in the 70 largest markets we're much further ahead of NBC and CBS than we are nationally. But we are handicapped on a national basis.

Rule. I'd say we're "roughly" competitive. But to be completely competitive, as Leonard says, we must have equal facilities in all of the markets where we compete head on, and we do not have those facilities. We have supported the growth of UHF tremendously—more than the other two networks have—and that, as Leonard has said, is of necessity. We have had, of necessity, the preponderance of the U's. I believe the figure is about 50. And some

Leonard Goldenson

"We felt that too many people were telling us why it couldn't be done and we just felt we had to have an affirmative point of view. And it was then that we brought in a completely new team of people who didn't know why it couldn't be done; they just felt it could be done. From that point on our thrust seemed to move forward."

of these U's are growing. Some of them are performing an outstanding job in their markets but they just do not have the opportunity to equal the performance of the V's. They can't get to the number of homes.

Through the years it was said that ABC sometimes had to pay stations better than the other networks to get them to keep it.

Goldenson. In some instances that was true.

Do you think you'll now be able to get those contracts more on an even keel?

Rule. Oh, I don't know. I think there are markets in which NBC and CBS pay more compensation than we do and the same is true with ourselves. I think that it depends upon the individual circumstances and I don't think that there will ever be exactly the same rate basis in each of the competitive markets.

It's a matter of individual station negotiation?

Rule. Yes, and it's a matter of cost per thousand. It really is a number of things.

Goldenson. And the aggressiveness of the local management sometimes.

Do you have complaints from advertisers about program content, speaking mainly about the sex and violence?

Rule. I don't, myself. I am aware of some instances where there is disagreement on the part of an advertiser with program content. But I think that is the exception. I do think that the actions of consumer or special interest groups have intensified in putting pressure on the advertisers. A relatively few number of people, well organized, can exert a great amount of pressure on the advertisers and they in turn will have to express that concern to the networks.

What do you say to your friends when they complain, if they do, about sex and violence on television? Do you feel there's too much?

Rule. It's a very personal thing and I think what one person would consider to be excess, another person might have a completely different picture of. I think that there are times when there certainly are borderline cases. We try to be very circumspect in our attention to those. We have a very rigid set of rules, regulations, a code of ethics which we follow very closely. It has to be a judgment, obviously, and a personal judgment at times, but we try to stay within the criteria that we have established or that the NAB code has established in being absolutely ethical. There are, again, times when in my own mind I do not agree with something. But I think that that, again, is something that is personal.

It's a matter of taste.

Rule. Well—yes, it's taste, and remember, it's very difficult to define violence, or it's very difficult to define sex—both in exact definitions.

For the record, what is ABC doing to keep control over this sex and violence question?

Rule. Well, we have most recently re-evaluated our position on the subject of sex and violence on the air and we have reissued our policy to the entire affiliate body. And, as I said, we maintain a very, very close watch in adhering to a strict code of ethics.

Are you watching it more closely now than you did, say, six months or a year ago?

Rule. I think there is probably more awareness. I don't know that we're watching it any more closely. I think that it probably appears to be under closer scrutiny because there is more public attention being paid to these subjects. But as you know I ran the network for some time and I've been quite close to the programing practices and we have always watched the problem very, very carefully.

Does most of your problems arise from tailored programing or from motion pictures?

Rule. I think that it is probably an equal

problem, motion pictures and some regular series episodes that, by the very nature of the subject, have to deal in action.

What new program forms do you see coming up? What are the trends?

Rule. I don't know that there are any that are to be seen in the future that we're not seeing now. I think that any so-called "trend" that we might be looking at now is merely an extension of something that we've done before. I don't think that there are any true new forms. I think that everything that is being done now is probably the result of experience in other programs of the past. *Peyton Place* certainly was the forerunner of the prime-time serial and I think that the so-called mini-docs or mini-documentaries are an extension of successful things done in the past. We're doing *Roots,* which is an extension of a very successful thing we did a number of years ago on Africa, and the comedies all take a little different turn now and then. But no, I don't see any real new forms as such that will replace what we're doing. Rather, they will extend and improve on what we're doing from a production standpoint, from a technical standpoint and hopefully from a performance standpoint.

John Mitchell [president of Columbia Pictures Television] said the other day that he felt the networks were going to get around to following a system where they would schedule a series for 13 weeks and then rest it for maybe 39. Does that seem practical to you?

Rule. Well, I don't know what John really had in mind when he made the statement, but I think the three networks' schedules are changing more constantly than ever before. And I think there's nothing the matter with that. We're not in business to operate for the pleasure of the producers. We are charged with presenting the proper balance of entertainment, information, news and sports and I think the fact that a series may be on for a shorter period of time obviously reflects that viewers like this sort of thing. And I think that they are becoming more accustomed to a variety of programing whereas at one time they would not support this. You'll recall they really would be quite critical of the preemption of a regular series and now they are more apt to change and to expect changes in the schedule on a more regular basis.

Goldenson. Actually, we were the ones who introduced the second season. We had introduced it as a necessity because of the fact that we didn't have the outlets and if a program wasn't hitting we changed it in January and started the second season. Now, as Elton has said, I think that there's an extension of that and you will find the networks pulling a program if it isn't doing well in five weeks. The business is heading in the direction where, more and more, there will not be such things as seasons per se. True, you will open up in the fall with a new season but if a program isn't measuring up within four or five weeks you'll elect to pull it and put something else in that hopefully will better meet the public's taste.

Elton Rule

"We will attempt to do more of the same [in the future], only better. We must maintain the progress that has been made to date in our program schedule. We must continue to improve our station line-up. . . . And, of course, we want to build our news into a more competitive position."

Rule. I think the public gets the benefit of this because they are obviously seeing more experimentation and in the experimentation the better of the programs will come to the top. It certainly gives the public an opportunity of choice and selection that they did not have before.

There's been a lot of talk about the million-dollar contract of Barbara Walters. Is that a correct description, incidentally? Is it a million dollars a year for five years?

Goldenson. We have never publicly announced the terms or the amount of money but it certainly is in the ball park.

Has she been worth that money thus far?

Goldenson. She hasn't completed her first six months yet, but there has been steady improvement in our evening news and we look for further improvement. The news is not like a prime-time entertainment program, and we are very much aware that it takes a long period of time to develop a news habit. We have every intention of doing exactly that. We have shown gains and we will see more, I'm sure.

What's a going quotation on a rating point on the news?

Goldenson. It's worth $2 million to $2.5 million.

Has her contract run up the prices for other news people?

Goldenson. We, as has been announced, made an adjustment on Harry Reasoner's contract. No, it has not, certainly not as far as we are concerned.

Rule. Her contract—although it's been given a tremendous amount of publicity—is not that far different than those for other people who are doing the same thing. There may be a small variance but by and large it was very close to what the other people were and are getting.

You mean for the combination of jobs, not the evening news itself.

Rule. That's right. On the evening news she's getting something comparable to what the others are getting.

Goldenson. Of course she's also doing four specials a year, she's doing *Issues and Answers,* she's doing other things.

Is news profitable?

Goldenson. No. I don't think news is profitable on any one of the three networks. Bill Paley [William S. Paley, chairman of CBS Inc.] in his interview in BROADCASTING [May 31, 1976] said their news is not profitable and I think that's true of NBC.

Would you describe it as a loss leader?

Goldenson. Yes. News is a responsibility which we accept. It is one of the public services that we are rendering to the public. We have a worldwide news service—reporters, bureaus, camera crews, all over the world— bringing in news 24 hours a day for the benefit of the public so the public can be better informed. It's something the public has come to expect and rely on. It's also a most underrated service—underrated, I say, by Washington and the people in government.

Do you categorize sports as in the news area?

Goldenson. No.

Sports is profitable?

Goldenson. Sports is profitable. Sports and news in a sense are allied but each is a separate profit center.

Is the issue of a longer evening newscast dead for the foreseeable future?

Rule. Yes.

If another network did it, what would you do? Anything?

Rule. I think all three networks seem to have unanimity of thinking at the moment, and we have recently advised our affiliate stations that we have no plans at this time to go forward with an expanded evening news.

What we intend to do is to improve our early evening news particularly, to the extent that it is fully competitive with the other two, and also improve our other news services with additional emphasis on

Closeup, the Barbara Walters specials, a magazine news show, a one-minute news, and daytime news reports.

When does the one-minute news start?

Rule. Some time in March. And in the children's Sunday evening show in January, or February.

And the magazine is coming on when?

Rule. Probably the end of the second quarter. We'll probably start out quarterly, and maybe go monthly.

I don't know why, but I always think of this when I think of the longer evening newscasts. The affiliates complain that you take too much of their time and don't pay them enough. What do you say to them on that?

Rule. Well, it is the station's prerogative to carry those programs that it wants to carry. There is nothing that we can do to dictate that the station carry any program. We do have the right, if we can't put it on an affiliated station, to put it wherever we can in order to get circulation for the network. We feel that the stations are compensated fairly and I think that if you look at the financial statements of most of our stations you'll find that they are doing very well for the most part. Their good fortunes parallel the good fortunes of the television network.

Goldenson. And they're probably making more profit by far, based on their investment, than the network is making based on its investment.

There's talk that one or more networks may soon introduce an extra commercial minute or 30 seconds or a commercial unit of some kind, probably in prime time. Do you have any plans for that?

Rule. If there is such discussion I'm not aware of it. We hear it elsewhere all the time but as far as we are concerned I haven't heard of any plan to do this.

Mr. Goldenson, did you ever at any time regret having bought ABC?

Goldenson. I never at any time regretted it. I've always been enthusiastic and thought it was the most terrific business that ever existed and still do. In the early days I had been advised against acquiring ABC by the financial people in Wall Street. They said I couldn't break through the flanks of NBC and CBS. And after the first few years, after we brought Disney and Warner's and a number of top people to television and we still had not gotten off the ground, I began to think that perhaps the bankers might have been right and I may have been wrong. But that never lessened my determination to succeed, to make the most of the opportunity.

True, in those days there probably was only enough business for two and a quarter networks, not two and a half. We were losing our shirts and pouring more and more money into programs all the time. But at that time I had an analysis done and this study said: True, you've added a number of programs but until you can establish in the minds of the public that whenever they turned to ABC, whether that be day or night, that they can expect a reasonably good program, you will not be able to move this thing along as you had hoped to do. And it was at that time that we made a change in management. We felt that too many people were telling us why it couldn't be done and we just felt we had to have an affirmative point of view. And it was then that we brought in a completely new team of people who didn't know why it couldn't be done; they just felt it could be done. From that point on our thrust seemed to move forward.

What about the time when the ITT merger fell through? That proved to be a blessing, didn't it?

Goldenson. Yes, it very definitely was that. We couldn't do anything during the two years that we were tied up in the merger. We couldn't borrow any money beyond $25 million. Color was coming in and it was going to cost us a minimum of $50 million to convert to color. Secondly, NBC and CBS had gone to a second night of movies and in order to compete with them we had to make a commitment of close to $120 million for feature films in which we put up $60 million in cash. So these two things depleted our cash to almost nothing. ITT did loan us $25 million at the time but that wasn't really enough to make things go.

When the merger was over we knew we had to make a management change, and it was then that I asked Elton, who had done an outstanding job in running our station in Los Angeles, to come up to my home in Mamaroneck, and I said, "At one time you said that if the opportunity ever presented itself to run the network, you would like to be considered," and I added, "You are now being considered."

And it was then that he said, "I'd like to have the understanding that I have the complete support of management with a commitment to go forward without anybody looking over my shoulder." And I said, "You will be supported 100% and you are given the authority to go ahead on that basis—of course, always subject to approval of our board of directors." And Elton came forward and has done an outstanding job. And after the network was on the move again we made him the head of the broadcasting division and ultimately president and chief operating officer. Yes, as far as I'm concerned, I'm glad the ITT merger was called off.

What did Howard Hughes want when he was making his tender offers?

Goldenson. He wanted to get control of this company. He had sent some people in first to try to buy our television stations and we refused. We had just come out of the ITT merger and we needed money and so had filed a registration to float a $50 million debenture loan. Hughes sent at least eight or 10 different people in to see me. And I said I would be glad to see Howard Hughes but I'm not going to speak through any emissaries. I also told them I would not talk to anybody during the period of registration.

He nevertheless filed a tender offer of $74.25, I think, which was about $15 above the open market. And we immediately went down to the FCC and met with all the commissioners. We said this man is filing a tender offer for control and he's doing that without getting the approval in advance of the FCC. He will end up with the stock of our company if he is permitted to do this without getting the approval of the FCC and he'll be running afoul of what we believe to be the rules of the FCC. We also brought an injunction proceeding against him in federal district court. We lost in the lower court and went up on appeal immediately, with very short notice. Judge Henry Friendly entered the decision in circuit court, in effect telling Hughes he would have to appear before the FCC for their approval. Which, of course, Hughes would never do. So he was blocked.

You didn't see him either?

Goldenson. I never saw him and I refused to discuss it with any emissaries although, as I say, eight or 10 of them came in here.

Where are television rates going?

Goldenson. Well, I think television is probably the most underestimated medium today. It's both a selling and an advertising medium, more powerful than most people realize. Look at those who just recently have entered it—your department store field, your chain store field, your retailers. And certainly your drugs and foods and soaps and others have found it to be so effective through the years. You look at that coffee maker all over the dials. You begin to say, "How can they afford it." But they're selling them, that's all I know. How high is up? I'd say at this moment it's still the cheapest medium there is, based on the return it produces. Where it will go or where it will end I'm in no position to answer.

Have you seen any evidence of any advertisers cutting back on television because of price.

Rule. Yes we have. We saw some of that this past year and that is in part one of the reasons that radio had such a successful year. But I think that will always take place. There are those advertisers who feel that they cannot afford television and I think that they will either become local television advertisers or spot advertisers or possibly go into radio. Network television is obviously a national medium, and, other than those very rare regional advertisers, the advertiser must have the distribution in order to take advantage of the effectiveness of network television. There are some products and services that really don't have national distribution and it becomes somewhat inefficient for them to pay network television prices.

Goldenson. On the other hand, a great number of the advertisers who are big advertisers, in spite of these increased prices, are increasing their budgets substantially because of the new products that have come along.

We notice a crop of ads in the print media that say you can't get the time on television—it's too expensive—so buy us. Mainly magazines.

Rule. Well, I can recall, as long as I have been involved in television sales, the same cry that you're pricing yourself out of the market and I don't think that we have even arrived at the market yet.

You made an observation earlier, Mr. Goldenson. You said, "a selling and advertising medium." Television has been alluded to as a selling medium that can't be compared to other media per se.

Goldenson. Today, when you go into a store you go over and you select your own merchandise and you're governed by what you've already been presold on television. Your salesman has been on television. So you go over and you select it and you take it over to somebody at the counter and say, "Will you wrap this thing up for me?" It's amazing. You go into a supermarket today and you don't find a soul around except someone putting the groceries back up on the shelf, and the cashiers. It's reflex action based on what you've seen on television. You reach for that which you've been sold on, presold on.

We touched on this a little earlier, but radio has had its best year ever this year.

Goldenson. Absolutely.

And your radio network has been profitable.

Goldenson. Very profitable. There's a case where we made a commitment to radio and went into the four-network concept. The first year we lost about $7 million. In the second year we lost about $5 million on it, making an investment when we could ill afford to do it. Now it's very profitable.

Is there any one ABC division that is not a profit center at this time?

Goldenson. In broadcasting?

No, I'm talking about ABC Inc. over-all.

Goldenson. Records are not profitable although we feel the management is now in place and we are encouraged about the prospects for 1977.

And then you said that news per se as a division is not profitable.

Goldenson. That is correct.

Where do you go from here on television with all three networks practically sold out in prime time? The next step? Elevation of rates?

Rule. I think there will have to be attention paid to prime-time rates, but I think that we have improvement yet to come in daytime, in late night, in early morning. We have made gains in all of those day parts but there is a considerable amount of leverage available and we intend to pay attention to all of those areas in addition to prime time. It's the sum total of the entire day that will make the change and we see a very decided opportunity in all of these day parts.

Children's programing. Does that constitute a loss there too?

Goldenson. No.

Rule. It's profitable.

Mr. Goldenson, what has given you the most satisfaction in your years at ABC?

Goldenson. Naturally, seeing us emerge as the number-one network gives me the greatest satisfaction because it's something that we fought against all odds to accomplish. The emerging of ABC as the number-one network naturally gives you great satisfaction.

Mr. Rule, does that go for you, too?

Rule. Well, yes. I get a tremendous amount of satisfaction in seeing the people who really are responsible for this. As I said early on in our discussion, it just didn't happen overnight. We did not have a wholesale change of people. The Fred Pierces, the Jim Duffys and the Jim Shaws and the Dick Savages and the Dick Beesemyers and the Ed Vanes and many, many more people were there and had been working to improve the network for a long period of time. Then came some outstanding and necessary ingredients, particularly the Fred Silvermans, but to see these other people who have been working for so long and under such difficult competitive conditions to finally be a part of this and know that they're getting some of the rewards of their years of effort, to me that is most rewarding. And obviously the fact that we are performing as we are today has to make everybody exceedingly proud.

How long has it been since the situation looked pretty bleak, and you had to induce management and ownership and the bankers to persevere? Just a matter of a dozen years ago, isn't it?

Goldenson. No, it started at the time in 1951 when I made the deal. Actually, there was a question mark in our board's mind as to whether we should go forward and acquire ABC. We had argued this thing at quite great length.

You're talking about United Paramount Theatres.

Goldenson. United Paramount Theatres. And John Coleman suggested we go to see Harry Hagerty, who was vice chairman of the board of Metropolitan Life and its chief financial officer. He got him out of bed at night and we went over to see him. Our board felt that this thing would lose money, a substantial amount of money, and it could break our company. And, secondly, they didn't think we could break the flanks of NBC and CBS, they were so strongly entrenched. We only had 14 affiliates, including our five stations, at the time—giving us very little coverage of the country. But I was fighting for it. I felt this medium was the medium of the future and I thought we ought to be a part of it and that we could help make it grow. And Harry Hagerty listened to everyone very carefully and finally said: "I agree with Leonard." He said: "I think it'll take five, maybe seven, years to put it into the black, but I feel strongly about it and the Metropolitan is willing to back it." And they did, and I'll give him [Hagerty] full credit.

Was Si Siegel with you then?

Goldenson. Si wasn't on the board at that time. He was the treasurer. Bob O'Brien was on the board and Bob O'Brien went over with us. Si didn't go on the board until about six or seven years later.

And Coleman was the money man on the board, wasn't he?

Goldenson. Yes.

I think it was at the last stockholder's meeting that you said you had no plans to retire. Do you have any plans now?

Goldenson. No. Elton and I both just signed long-term contracts.

But you said if you do decide to retire, you said that Mr. Rule is the man.

Goldenson. Yes, that is right.

And his successor will come from inside?

Goldenson. Yes, we feel we have many men in place to move up. I want to say one thing with respect to what Elton has said. The building of this company has involved a great number of dedicated, hard-working people. I've never seen people work as hard and with as much dedication. The morale has been terrific through the years, starting when we were behind the eight ball and had to fight for our place in the sun. And the people, I'll tell you, have been absolutely sensational in accomplishing this. People like Ev Erlick, Mike Mallardi, Fred Pierce, Dick O'Leary, Roone Arledge, Hal Neal, Julie Barnathan, Mark Cohen, and so many others who are all the best in their field.

Goldenson:

"... when we made the deal with Disney ... I was then able to crack Jack Warner, and after I cracked Jack Warner I was finally able to crack Metro and Fox ... fortunately for us this was the one cource that we had that NBC and CBS weren't interested in at the time."

And many things have had to happen. We've had to change philosophies. In the early days, as you know so well, virtually every program was advertiser controlled. Early on, we got the *U.S. Steel Hour, Motorola* and the *Kraft Hour.* CBS and NBC didn't want them because they didn't think they'd produce ratings. But when they saw that they were getting ratings, they took them away from us because they had the coverage factor to offer. So we had to establish a principle that if we were going to keep our programs we would have to make our own financial commitment for them—put them on the air ourselves. That didn't mean we still wouldn't take advertiser-controlled programs, but we had to start making commitments, putting our money where our mouth was to be sure we could keep the program if it was a success. That, in my opinion, was one of the first steps to help us get started.

The building of a research department was another major step. I think today we have one of the best research departments in the business. We had to have. In the early days, we had to go out and do more research, and better research, than CBS and NBC because they had everything else going for them. So the only way we could outmaneuver them was through research. We decided early, again as a matter of principle, that we had to go after the younger audiences because they're the ones who were the most curious, who would seek out the new, who would flip the dials. So our early philosophy, backed by the research we did, was to go after the young families of America, the people of 18 to 49. And that has continued to be our philosophy.

That got you into sports?

Goldenson. Absolutely. And there's another story there. Soon after the merger, ABC first had NCAA football. But our people couldn't sell it and we lost our shirts on it the first two years. Then NBC got it back for a couple of years. We went after it again and when we got it, we acquired Ed Scherick's sports company and along with it, Roone Arledge. Ed then wanted to go into sales, so Roone headed up our sports and has done so for the past 16 years. And it was sports, as you have mentioned, where we achieved early leadership.

Rule. I think we would be remiss if we didn't emphasize the outstanding contribution Fred Pierce has made to this turn-around in the television network. He's a career ABC man—some 20 years, I guess it is—and his background was such that he was in place and ready when it was necessary to make a change in management. He is the person who was the catalyst in really bringing all the elements together that were there, for the most part. He was the person who brought Fred Silverman in. He brought all the parts together and under his supervision this real surge forward in television has taken place and he should be given a great amount of credit for this.

Any final observations?

Goldenson. Yes—one last thought. In the early days of the development of ABC one area where we had a surprisingly tough time was interesting the major production companies to go into television. Metro was firmly opposed to it. So were Fox, Paramount, Warner. But when we made the deal with Disney, who had been turned down by CBS and NBC because they didn't want to finance the park [Disneyland], and we brought Disney to television, I was then able to crack Jack Warner, and after I cracked Jack Warner I was finally able to crack Metro and Fox. Now they have become a great source of programing for the broadcasting industry and fortunately for us this was the one source that we had that NBC and CBS weren't interested in at the time. David Sarnoff [of NBC], if you will recall, said film will never go on television. He said this is a live medium so this gave us inroads in that important phase in the development of television.

Rule. I think the only one afterthought that I might have is again on the question of people and I think that when you look at the structure of all three major broadcast companies as they now exist, and you look at our senior management and at the broadcast division particularly, I think you'll see a very strong indication of why we feel so optimistic about the future. We have experience and stability and a very logical line of succession.

Goldenson. Yes, and I have to say this. Elton, despite the fact he comes from California—don't use that against him—has done an outstanding job in coordinating and really bringing the team together. I think we do have our people in place today and I do think we have the best organization in the business today—in depth. ■

Conrad tax problems unrelated to RCA

That's the finding of company investigative team that probed for any possible connection

An independent investigation has concluded that the failure of Anthony L. Conrad, former chairman and president of RCA, to file personal income tax returns was not related to the business of RCA.

RCA said the investigation was begun last year shortly after the company's board of directors accepted Mr. Conrad's resignation following his disclosure that he had not filed the tax returns for five years through 1975 (BROADCASTING, Sept. 20, 1976, et seq.). The inquiry was conducted by Foster Hamilton, partner in the law firm of Cleary, Gottlieb, Steen & Hamilton, New York, and Alan Berk of the public accounting firm of Arthur Young & Co., New York, who were retained by the audit committee of the RCA board.

The 19-page report noted that the investigation included interviews with 27 present and former RCA employes, including all directors and officers who were reporting to Mr. Conrad when he resigned. It also included examinations of personal and business files that had been held at RCA in 18 file drawers and cartons, plus company records and documents.

The report pointed out that on advice of his counsel, Boris Kostelanetz of New York, Mr. Conrad declined to provide the investigation with any information regarding his tax situation, although the investigators accepted the sources of Mr. Conrad's income for the years in question on the word of Mr. Kostelanetz.

The investigators concluded that no other RCA officer, employe or director had any knowledge of his failure to file.

RCA wants to pull back on stock offering

RCA Corp. asked the Securities and Exchange Commission last week for permission to withdraw a proposed offering of five million shares of its common stock. (The stock has been selling the $26 range recently.)

In explaining the decision, Edgar H. Griffiths, president and chief executive officer of RCA, cited such factors as the company's steadily improving operating results, its increased cash flow and its enhanced prospects for future earnings. He said these developments "have strengthened RCA's financial structure and the proposed public offering is not considered advisable under existing conditions."

The offering was filed with the SEC last Aug. 26. RCA suspended it on Sept. 16 when Anthony L. Conrad resigned as chairman and chief executive officer of the company upon disclosing he had failed to file personal income taxes for 1971 through 1975 (see preceding story).

Finance Briefs

Merger. Shareholders of General Electric Co., Fairfield, Conn.-based diversified electronics firm and owner of General Electric Broadcasting, have voted to merge with Utah International, coal and uranium mining concnern, to form what has been called largest corporate marriage in nation's history. Almost 100% of GE stockholders voted to exchange about 41 million newly issued shares valued at about $2.2 billion for 31.5 million shares of Utah International, making UI wholly owned subsidiary of GE.

Toys in chest. CBS Inc. has acquired Wonder Products Co., located in Collierville, Tenn., manufacturer of plastic riding horses and wheeled riding toys. John Phillips, president of CBS/Columbia Group, announced cash purchase Jan. 3, but declined to specify price. He said new company would be combined with CBS's Creative Playthings unit to form new Toys Division as part of "plan for continued growth in toy business." Wonder Products was formerly division of Pepsico, Inc.

ABC purchase. W. Schwann Inc., Boston, publishers of music and tape catalogues has been bought by ABC Leisure Magazines, Inc., Great Barrington, Mass., for undisclosed sum. William Schwann, who founded company 27 years ago, continues as president of W. Schwann.

Big one for Burnett. Leo Burnett Co. Inc., Chicago, estimates its worldwide billings for 1976 were at record high of $725 million, 27% over 1975; domestic billings rose 27% to $506 million, another high, and broadcast expenditures climbed to $309.3 million (making Burnett second only to J. Walter Thompson among U.S. agencies).

Profit projections. Kansas State Network, Wichita, expects earnings for fiscal first quarter ending Nov. 30 to rise 12% to 15% over year-earlier net from continuing operations of $354,000 or 21 cents per share. Donald D. Sbarra, KSN president, said revenues are expected to reflect 13% to 16% increase over 1975's $3.5 million. He attributed expected profit gains to boost in broadcast earnings due to increased advertising rates, expanded cable TV operations and increased inventories in company's refrigeration services.

Refinancing. Combined Communications Corp., Phoenix, has retired approximately $19 million of debt for calender year 1976 with help of $40-million loan agreement from Prudential Insurance Co. of America completed Dec. 2. According to Karl Eller, CCC president, $30 million was used to prepay portion of company's U.S. bank debt and remainder used to prepay $10-million note held by subsidiary of American Financial Corp. Terms of loan are 15 years at 10 3/8%.

Seven straight gainers. Warner Cable Corp., subsidiary of Warner Communications Inc., has reported seventh consecutive quarter of record pretax income and revenues. Pretax income for third quarter ended Sept. 30 rose 166% to $1,852,000 from $697,000 in same period in 1975; revenues rose 36% to $13,102,000 from $9,670,000. Pretax income for first nine months of 1976 increased 313% to $4,395,000 from $1,063,000; revenues were up 36% to $38,090,000 from $28,044,000.

Profit expectations. Communications Properties Inc., Austin, Tex., expects to realize net income of about $1.5 million for year ended Oct. 31. Preliminary unaudited figures indicate 24% rise in operating income over 1975's net loss of $953,615 and 30% increase in revenues over 1975's $17,597,930 figure. CPI says return to profitable operations is primarily due to sale of subsidiary, CPI Microwave, to Western Union for about $11.45 million in cash and Western Union Telegraph Co. preferred stock.

Double and debt-free. Earnings from Storer Broadcasting continuing operations for fiscal year 1976 are expected to be more than double 1975's total of $1.31 per share to between $2.75 and $2.80, Bill Michaels, board chairman, told Stockbroker's Society in San Francisco Dec. 6. He also said that Storer is now free of bank debt.

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change						Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Burnup & Sims	6 mo 10/31	39,940,700	+13.7	897,500	+114.8	.11	35,278,400	417,700	.05
MGM	Year 8/31	273,178,000	− 5.0	35,557,000	+ 11.5	2.72	260,120,000	31,862,000	2.46
Outlet	9 mo. 10/31	98,915,669	+24.9	2,197,447	− 1.6	1.27	79,163,931	2,231,929	1.30
Tele-Communications	9 mo. 9/30	33,802,000	+35.1	701,000	*	.08	25,014,000	(325,000)	(.12)
Teletronics	3 mo. 9/30	2,632,000	+32.4	125,000	+ 17.9	.14	1,988,000	106,000	.13

*Change too great to be meaningful.

The Broadcasting Playlist Jan 10

Contemporary

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
1	1	**Tonight's the Night** (3:55) Rod Stewart—Warner Bros.	1	1	1	1
2	2	**You Don't Have to Be a Star** (3:40) Marilyn McCoo & Billy Davis Jr.—ABC	2	7	2	6
5	3	**Rubberband Man** (3:30) Spinners—Atlantic	3	5	4	4
12 ■	4	**Carwash** (3:18) Rose Royce—MCA	6	4	3	3
3	5	**You Make Me Feel Like Dancing** (2:48) Leo Sayer—Warner Bros.	4	3	6	2
8	6	**Stand Tall** (3:20) Burton Cummings—Portrait/CBS	9	6	5	8
10	7	**Blinded by the Light** (3:48) Manfred Mann—Warner Bros.	11	2	9	10
9	8	**Sorry Seems to Be the Hardest Word** (3:28) Elton John—Rocket/MCA	10	8	11	5
4	9	**Muskrat Love** (3:28) Captain & Tennile—A&M	7	10	7	12
7	10	**More Than a Feeling** (3:25) Boston—Epic	5	11	10	14
15	11	**Dazz** (5:35) Brick—Bang	8	9	8	13
13	12	**I Wish** (4:12) Stevie Wonder—Tamla/Motown	13	14	12	7
19 ■	13	**Hot Line** (2:59) Sylvers—Capitol	19	13	14	9
23 ■	14	**New Kid in Town** (5:02) Eagles—Asylum	19	16	13	11
24 ■	15	**Walk This Way** (3:31) Aerosmith—Columbia	21	13	15	5
6	16	**Nadia's Theme** (2:50) Barry De Vorzon & Perry Botkin Jr.—A&M	12	12	20	19
16	17	**After the Lov'** (3:50) Englebert Humperdinck—Epic	18	20	16	16
14	18	**Love So Right** (3:19) Bee Gees—RSO/Polydor	17	18	17	18
18	19	**Cherchez La Femme** (3:33) Dr. Buzzard's Original Savannah Band—RCA	14	23	18	17
26 ■	20	**Weekend in New England** (3:38) Barry Manilow—Arista	22	15	19	23
11	21	**Livin' Thing** (3:30) Electric Light Orchestra—United Artists	15	21	21	22
21	22	**Enjoy Yourself** (3:24) Jacksons—Epic	20	19	22	20
17	23	**You Are the Woman** (2:42) Firefall—Atlantic	24	17	26	21
30 ■	24	**Somebody to Love** (4:53) Queen—Elektra	23	25	23	25
20	25	**Beth** (2:45) Kiss—Casablanca	29	24	24	24
28	26	**Torn Between Two Lovers** (3:40) Mary MacGregor—Ariola America/Capitol	25	28	25	28
22	27	**I Never Cry** (3:43) Alice Cooper—Warner Bros.	26	26	27	27
27	28	**Night Moves** (3:20) Bob Seger—Capitol	27	27	29	30
— ■	29	**Fly Like an Eagle** (3:00) Steve Miller—Capitol	28	30	30	32
32	30	**Isn't She Lovely** (6:33) Stevie Wonder—Tamla/Motown	37	36	28	26
31	31	**This Song** (3:45) George Harrison—Dark Horse/WB	32	29	32	29
37 ■	32	**Lost Without Your Love** (2:56) Bread—Elektra	30	33	31	34
— ■	33	**Dreamboat Annie** (2:59) Heart—Mushroom	•	31	34	31
25	34	**Nights Are Forever without You** (2:52) England Dan & John Ford Coley—Big Tree/Atlantic	31	35	33	39
— ■	35	**Go Your Own Way** (3:34) Fleetwood Mac—Warner Bros.	33	34	35	33
38	36	**I Like Dreamin'** (3:29) Kenny Nolan—20th Century	35	37	36	35
39	37	**Jeans On** (2:36) David Dundas—Chrysalis	34	39	37	40
34	38	**Love Me** (3:10) Yvonne Elliman—RSO/Polydor	36	•	38	37
33	39	**Rock'n Me** (3:05) Steve Miller Band—Capitol	•	32	•	36
—	40	**It Keeps You Running** (3:56) Doobie Bros.—Warner Bros.	38	•	39	•

Playback

Airborn. Soaring on the "Playlist" at 29 with a bolt is the Steve Miller Band's *Fly Like an Eagle* (Capitol), the title cut and third single to be released from the album. Still on the chart from the same album is *Rock'n Me*, at 39. "The most surprising thing" about the new single, says Ken Devoe of WCDO(AM) Hamden, Conn., "is not that it's good or bad but that it's the third release from the LP. The third single is usually death but not in this case." It's also "very hot in Boston," says Carol Singer of WRKO(AM) there. Ms. Singer says she "wasn't hesitant" to add it "because it's Steve Miller—he's a pretty big star here—and because the record is good." **New as the year.** Fleetwood Mac is back, bolting on the "Playlist" at 35 with *Go Your Own Way* (Warner Bros.), which fronts the group's upcoming new album. "It's a great record, a perfect Boston record; it's selling amazingly," says Ms. Singer. Mr. Devoe agrees: "A good record, although not in Mac's usual vein in that it sounds a little bubblegum." The sibling duo, Heart, also debuts with a bolt, at 33, with the title cut from their most recent album, *Dreamboat Annie* (Mushroom). Ann and Nancy Wilson provide soft vocals to a banjo background.

Country

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
1	1	**Broken Down in Tiny Pieces** (3:00) Billy "Crash" Craddock—ABC/DOT	2	2	1	1
15 ■	2	**Don't Be Angry** (3:02) Donna Fargo—ABC/Dot	1	1	2	2
5	3	**I Can't Believe She Gives It All to Me** (2:25) Conway Twitty—MCA	3	3	3	4
7	4	**You Never Miss a Real Good Thing** (3:47) Crystal Gayle—United Artists	5	4	4	6
3	5	**Statues without Hearts** (2:42) Larry Gatlin—Monument	4	7	7	7
14 ■	6	**Good Woman Blues** (2:50) Mel Tillis—MCA	9	5	9	3
4	7	**Two Dollars in the Jukebox** (2:22) Eddie Rabbitt—Elektra	7	6	6	8
22 ■	8	**Let My Love Be Your Pillow** (3:14) Ronnie Milsap—RCA	6	8	8	5
6	9	**She Never Knew Me** (2:46) Don Williams—ABC/Dot	10	9	5	14
9	10	**Sweet Dreams** (3:00) Emmylou Harris—Reprise	8	10	10	9
10	11	**Baby Boy** (3:04) Mary Kay Place—Columbia	11	11	11	10
2	12	**Thinking of a Rendezvous** (3:22) Johnny Duncan—Columbia	12	12	13	13
24 ■	13	**Your Place or Mine** (3:00) Gary Stewart—RCA	13	13	14	12
21 ■	14	**Liars One, Believers Zero** (2:39) Bill Anderson—MCA	14	16	12	21
18	15	**Every Face Tells a Story** (3:28) Olivia Newton-John—MCA	19	14	15	11
— ■	16	**Saying Hello, Saying I Love You, Saying Goodbye** (2:28) Jim Ed Brown & Helen Cornelius—RCA	15	15	19	18
23 ■	17	**Hangin' On** (2:55) Vern Gosdin—Elektra	16	17	18	16
13	18	**Hillbilly Heart** (2:55) Johnny Rodriguez—Mercury	17	18	20	20
12	19	**Everything I Own** (2:49) Joe Stampley—ABC/Dot	22	23	16	17
— ■	20	**Cheatin' Is** (2:35) Barbara Fairchild—Columbia	18	22	17	22
8	21	**Fox on the Run** (2:03) Tom T. Hall—Mercury	20	20	23	15
11	22	**Lawdy Miss Clawdy** (2:19) Mickey Gilley—Playboy	24	19	21	19
16	23	**9,999,999 Tears** (3:00) Dickey Lee—RCA	21	21	22	23
—	24	**Are You Ready for the Country** (3:10) Waylon Jennings—RCA	25	24	24	24
—	25	**She Took More Than Her Share** (2:22) Moe Bandy—Columbia	23	25	25	•

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 The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (■) indicates an upward movement of five or more chart positions.

Fates & Fortunes®

Media

Jack Petrick, VP/general manager, KDNL-TV St. Louis, elected to additional post as president of owner, Evans Broadcasting, succeeding **N.P. Evans**, named board chairman.

Robert Wickhem Sr., operations VP, Wisconsin TV Network (WKOW-TV Madison, WXOW-TV La Crosse and WAOW-TV Wausau), named general manager, WKOW-TV.

Jack B. Allen, station manager, WWJ-TV Detroit, and **E. Lee Leichinger**, station manager, WWJ-AM-FM there, named general managers of their respective stations.

Keith Lollis, station manager, KGW(AM) Portland, Ore., appointed to same post, co-owned KING-AM-FM Seattle. He succeeds **Jim Kime**, named VP for operations and development for parent, King Broadcasting, responsible also for general subsidiaries not involved in station operations, including Blair/Northwest radio representatives and Northwest Mobile Television production services.

Paul A. Bissonette, creative services director, KYW-TV Philadelphia, appointed director of communications for WCBS-TV New York.

Gus Bailey Jr., program/operations manager, WKRC-TV Cincinnati, returns to WCSC-TV Charleston, S.C., as general manager.

Neil Pugh, general sales manager, WHIO-TV Dayton, Ohio, promoted to station manager.

Thomas M. Disinger, chief engineer/station manager, WBKB-TV Alpena, Mich., appointed general manager, replacing **Thomas Scanlan**, who joins WECA-TV Tallahassee, Fla., in same post.

Allan M. Wilson, station manager, WABX(FM) Detroit, promoted to general manager.

Ben Glaser, business manger, KNEW(AM) Oakland, Calif., named to same post, KLAC(AM)-KMET(FM) Los Angeles. All are Metromedia stations.

James L. Bryant, sales manager, WAZE(AM) Clearwater, Fla., appointed general manager, WSBR(AM) Boca Raton, Fla.

Timothy Bandura, air personality, WFLM(FM) Crown Point, Ind., named general manager.

Glen George, general manager, KCKN-AM-FM Kansas City, Kan., since 1962, has resigned. His plans for future are indefinite.

Vince Williams, station manager/general sales manager, KIDD(AM) Monterey, Calif., resigns effective Feb. 1 to return to freelance news reporting and acting in Los Angeles.

Joan Schneider, public relations director for BayBank Harvard Trust, Cambridge, Mass., named information services manager, WBZ-TV Boston.

Pat Gaughn, night news editor, WTRF-TV Wheeling, W. Va., appointed public affairs director.

Jim Reilly, news director, WILM(AM) Wilmington, Del., appointed operations director.

Newly elected officers, Arizona Broadcasters Association: **Bill McReynolds**, KPHO-TV Phoenix, president; **Joe Tabback**, KAZM(AM) Sedona, VP, and **E. Morgan Skinner Jr.**, KOOL-FM Phoenix, secretary-treasurer.

Broadcast Advertising

James C. Nelson Jr., executive VP/creative director, Hoefer, Dieterich + Brown, San Francisco, named president. He retains responsibility as creative director.

Wayne Lachman, director of broadcast production, and **Howard Kamin**, director of media, Richard K. Manoff advertising, New York, named senior VP's.

Edward Davitian, **Karl Fourdrinier** and **Howard P. Reynolds**, creative group supervisors, and **Thomas B. Murphy**, associate group supervisor, Bozell & Jacobs, New York, named VP's. **Roger Gaylord**, media director, and **Fred Colanino**, account executive, Omaha, named VP's.

Kurt Brokaw, group creative director, Cunningham & Walsh, New York, appointed VP.

John Silvestri, account executive, NBC-TV Chicago, appointed director of sales, central division there.

Barbara Rodgers, media director, Creative Publicity Services Inc., Pittsburgh, appointed broadcast media buyer, Helitzer Advertising, New York.

Joel Fugazzotto, copy supervisor, Marsteller, Chicago, joins Botsford Ketchum, San Francisco, as senior copywriter. **Erica Helstrom**, from D'Arcy-MacManus & Masius there, joins BK as art director.

Jack Mulderrig, sales manager of Gold Sales Team at Katz TV Continental, New York, named VP. **Gregory S. Gush**, sales manager of Red Sales Team of Katz American Television, Chicago, appointed VP.

Allen Gibbs, manager of media services, Gillette North America, Boston, named director of media services. **Howard M. Fisher**, assistant manager of media buying in charge of network television, appointed associate manager of media services. **Louise Christensen**, network coordinator, promoted to supervisor of network television.

Robert W. C. Lilley, VP/media director, Kenyon & Eckhardt, New York, joins Combe Inc., White Plains, N.Y., manufacturer of health and beauty aids, as executive VP/general manager of Media Insight, house advertising agency.

Thomas H. Hagner, sales executive, Television Bureau of Advertising, joins Adam Young Inc., New York, station representative, as VP in charge of station development.

Larry A. Payne, owner/operator, Payne Productions of Indianapolis, joins Eagen/Curtis Associates Advertising there as VP creative administrator, supervising television, radio and audio visual production projects.

Kathleen Ann Score, from media department, Diener-Hauser-Greenthal, New York, joins Lee Keeler Inc., Rosemont, Pa., as assistant to media director.

Dave Jordan, senior VP/account supervisor, Weightman advertising, Philadelphia, named director of client services.

Jeffrey A. Lovins, assistant media planner, Grey Advertising, New York, promoted to media planner.

Thomas S. Carr, regional account executive and senior executive, Mace advertising, Glen Burnie, Md., named VP.

Valerie Diggons Curley, radio group supervisor/associate buying director, BBDO, New York, joins Byer & Bowman Advertising, Columbus, Ohio, as account executive.

Len Ziegel, Eastern sales manager, KDNL-TV St. Louis, elected VP, sales.

Vic Ludington, executive VP/general manager, KTVV-TV and KFHI-FM Austin, Tex., named national sales manager, KOSA-TV Odessa, Tex.

David J. Sankovich, assistant general sales manager, WANE-TV Fort Wayne, Ind., appointed general sales manager.

Frank Bennett, account executive, WFMY-TV Greensboro, N.C., promoted to national sales manager.

Harry Conlin, self-employed in advertising, joins KXKX(FM) Denver as general/national sales manager.

Steve Wyman, sales manager, WGBS(AM) Miami, joins WRNG(AM) Atlanta in same capacity.

Ford Roberts, regional account executive, WHO(AM) Des Moines, Iowa, appointed sales manager, WHO and co-owned KLYF(FM) there.

Michael J. Costello, in promotion for WSB-TV Atlanta, joins WKRQ(FM) Cincinnati as local sales manager.

John G. Findlay. VP/general sales manager, KRZY(AM) Albuquerque, N.M., joins KOB-FM there as sales manager.

Jay Robert Thorington, account executive KWSL(AM) Sioux City, Iowa, promoted to sales manager.

Doug Atherton, regional sales manager, WCSC-TV Charleston, S.C., promoted to local/regional sales manager.

Tommy Vascocu, sales representative, KDKB-AM-FM Mesa, Ariz., promoted to local sales manager.

Chuck Hamilton, account executive, KSTT(AM) Davenport, Iowa, appointed local sales manager, KSTT and co-owned WHTT(FM) there.

Programing

Hank Feinstein and **Ed Michalove,** chief film buyers for East and West Coasts, respectively, Telemation Program Services, New York, named VP's for programing for their respective areas.

Dave Sifford, from Rhodes Production, Los Angeles, joins Show Biz Inc., Nashville, as executive VP, serving on management plans board and, along with Neika Brewer, executive VP, handling syndicated sales. **Toby Martin,** from Sid & Marty Krofft Productions, Los Angeles, joins Show Biz as executive VP, handling network program development and production.

Hal Arnoldy, director of creative services, Champion Building Products, New York, joins Walnat Co., producer/distributor/syndicator, Indianapolis, as director of marketing. **Morley Mathewson,** marketing VP, American Fletcher National Bank Leasing of Indianapolis, joins Walnat as director of administration and finance.

James T. Butler, VP/general manager, WISN-TV Milwaukee, joins Peters Productions, San Diego, as regional manager.

Peter T. Levins, director of broadcast operations for Campaign '76 Media Communications Inc., Washington, named sports director, Keystone Broadcasting System, New York.

Melvyn Smith, advertising/promotion manager, WUAB(TV) Lorain, Ohio, named program manager, WKRC-TV Cincinnati.

Steve Marshall, program director of CBS-owned KNX(FM) Los Angeles, adds responsibilities as programing consultant to four other CBS owned FM stations (WEEI Boston, WBBM Chicago, KCBS San Francisco and KMOX St. Louis).

Les Garland, program director, CKLW(AM) Windsor, Ont. (Detroit), joins WRKO(AM) Boston in same capacity.

Ken Broo, sports reporter/anchor, KWTV(TV) Oklahoma City, joins KOTV(TV) Tulsa, Okla., as sports director/anchor. **Mike Shipley,** KOTV sports reporter, assumes additional responsibility as weekend sports anchor.

Jayne M. Reino, sales coordinator, KABC-TV Los Angeles, appointed music director, WHDH(AM) Boston.

Robert F. O'Reilly, director, Changing Times Education Service, Washington, appointed president, Association of Media Producers there. Newly elected AMP board members for 1977-78: **Selma Brody,** Miller-Brody Productions, New York; **Robert B. Churchill,** Churchill Films, Los Angeles; **Paul B. Foster,** Xerox Films, Middletown, Conn.; **John H. Humphrey,** Prentice-Hall Media, Tarrytown, N.Y., and **Robert C. Peters,** Paramount Oxford Films, Hollywood.

Johnnie Hood, air personality, WPTF(AM) Raleigh, N.C., appointed farm director.

David G. Kanzeg, program manager, noncommercial WLRH(FM) Huntsville, Ala., joins noncommercial WOUB-AM-FM Athens, Ohio, in same post.

Broadcast Journalism


Bormann

Jim Bormann, director of community affairs and former news director, WCCO(AM) Minneapolis-St. Paul, retires after about 40 years in broadcasting. His career began as general assignment reporter for *Milwaukee Journal* where he had duties as news writer for WTMJ(AM) there. He spent three years with United Press, Chicago, in early days of its radio division and six years with AP there. In 1947 he joined WMT(AM) Cedar Rapids, Iowa, as news director and joined WCCO in same capacity in 1951. In 1971 he was named to his most recent post there. He was president of Radio Television News Directors Association in 1951-1952. He plans to do part-time consulting for WCCO.

Promotions at ABC News, New York, in budget and finance: **Isabel Schmerler,** from budget control supervisor to manager, budget control, news coverage; **William Nagy,** from business manager to manager of budget control, program; **Lucille Murevich,** from budget controller to senior budget controller, news coverage; **Gerald Amico,** from manager of financial analysis to senior budget controller, evening news, and **Gina Shield,** from budget controller to senior budget controller, film programs.

Reg Laite, news manager, WNBC(AM) New York, appointed news director, WOR(AM) there. **William Korbel,** staff meterologist, CBS Radio and WCBS(AM) New York, joins WOR in same post.

Larry Delarose, broadcast executive, AP, for Iowa and Nebraska, named to same post for Kentucky and West Virginia.

Ron Scott, from NBC News, Chicago, joins KBTV(TV) Denver as news director.

Bill Swing, alternately general assignment reporter and assignment editor, KATU(TV) Portland, Ore., named news director, KPTV(TV) there.

Doug Dodd, acting news director, KOTV(TV) Tulsa, Okla., promoted to news director. **John Hillis,** news writer/producer, WSB-TV Atlanta, named KOTV news producer. **Jan Berry Scott,** KOTV news producer, promoted to assignment editor. **Dale Hogg,** from Williams Co. public relations there, rejoins KOTV as weekend weather reporter.

Andrea Mitchell, reporter, KYW-TV Philadelphia, joins WTOP-TV Washington in same capacity.

Judy Woodruff, Atlanta-based NBC News correspondent, assigned to the White House, effective Jan. 20.

Mark S. Walton, from Leo Burnett, Chicago, joins Capitol Hill News Service, Washington, as chief broadcast correspondent/producer. Service offers Capitol Hill news to stations.

Debbie Ely, reporter, KMNS(AM) Sioux City, Iowa, appointed to same post, KCAU-TV there.

Newly formed Washington Independent Television News Bureau (affiliated with Independent

Television News Association): **James Eury,** from Westinghouse Broadcasting, Washington, bureau chief; **Connie Campbell,** ITNA, producer; **Lincoln Furber,** UPI/TV, Washington, correspondent; **Marion Brewer,** KMGH-TV Denver, correspondent; **Bonnie Ginzburg,** Capitol Hill News Service, Washington, correspondent.

Jonathan Hoornstra, director of media analysis at White House, Washington, joins Community Service Radio, Madison, Wis., as news director. CSR owns and operates WIBU(AM) Poynette, Wis., and WLVE(FM) Baraboo, Wis.

John Randt, reporter, WWAY-TV Wilmington, N.C., promoted to assignment editor.

Roger Ogden, news director, KBTV(TV) Denver, joins WLKY-TV Louisville, Ky., in same capacity.

Charles W. Halverson, reporter, WDUX(AM) Waupaca, Wis., joins WSAU(AM) Wausau, Wis., as news director.

Joanne Jaeger, promotion coordinator, noncommercial WMUL-TV Huntington, W.Va., joins WSAZ-TV there as reporter/community affairs program host.

Betsy Bramlett, reporter, *Chattanooga News-Free Press,* joins WTVC(TV) there as news producer. **Tom Lowe,** reporter, WCWB-TV Macon, Ga., joins WTVC in same capacity.

Patrick M. Clawson, investigative reporter/anchorman, WRC(AM) Washington, appointed news director, KRAV(FM) Tulsa, Okla. **Corbett Brattin,** reporter/anchorman, WNIS-FM Chicago; **Jill Lyon,** operations director, noncommercial KWGS(FM) Tulsa, and **Donald A. Smith,** investigative reporter/anchorman, WFTV(TV) Orlando, Fla., named KRAV news correspondents.

George Nice, morning anchorman, WILM(AM) Wilmington, Del., appointed news director.

Brad Watson, graduate, Iowa State University, Ames, and **Ron Howard,** reporter, WQAD-TV Moline, Ill., join WRAU-TV Peoria, Ill., as reporters.

Richard Block, public relations director, Salt City Aces, semiprofessional football team and sportswriter, *Syracuse* (N.Y.) *Post Standard,* joins WGVA(AM) Geneva, N.Y., as reporter.

Leslie A. Miller, assistant news director, KRNA(FM) Iowa City, Iowa, appointed news director.

John Bachman, reporter/weekend anchorman, WMAQ-TV Chicago, joins WMT-TV Cedar Rapids, Iowa, as co-anchor.

David B. Larson, news director, WBIR-TV Knoxville, Tenn., joins WFMY-TV Greensboro, N.C., as general assignment reporter.

Cable

Gary Watson, acting plant manager, Viacom's San Francisco cable system, appointed mechanical engineer, Viacom Cablevision of Dayton (Ohio). **Harlan Cook,** system engineer, Comcast Corp., Flint, Mich., joins Viacom Cablevision of Dayton as electronics engineer. **Reavis D. Gibb,** area manager marketing director, Viacom Cablevision, named director of West Coast marketing for Showtime, cable programing subsidiary of Viacom's Tele-Vue Systems, Dublin, Calif. **John Johnson,** assistant controller, Tele-Vue Systems, appointed area manager, Viacom's Salem, Ore., franchise. **Arden Tyler,** plant manager, Viacom's East Bay System, Dublin, Calif., appointed to same post for Salem, Ore., franchise.

Don E. Carroll, VP/general manager, Oceanic Cablevision, Honolulu, appointed president and president of Oceanic's affiliated company, Home Communications Services, which is responsible for first-run movie operations.

Baptist honors. The Southern Baptist Radio and Television Commission announced the establishment of a new award named for National Association of Broadcasters President Vincent T. Wasilewski. The award, "given when a person distinguishes himself in raising the image of broadcasting in the eyes of the public," will be presented posthumously to Grover C. Cobb, who was NAB senior executive vice president until his death in 1975. The commission also announced that Mrs. Lyndon B. Johnson will receive the group's Abe Lincoln award for distinguished communications for "her ability to communicate the concern she bears for the people of this nation." The awards ceremony will be held Feb. 17 at Fort Worth's Tarrant County Convention Center.

Equipment & Engineering

Arthur A. Silver, VP, sales/marketing, Ampro, Feasterville, Pa., joins CCA Electronics, Gloucester City, N.J., as sales VP. **Robert D. Sidwell,** CCA domestic sales manager, appointed VP. **Leroy Wallace,** owner of TV electronics firm, rejoins CCA as director of television products.

William J. Corrigan, director of finance, Wisconsin Physicians Service (Blue Cross and Blue Shield), joins Oak Industries, Crystal Lake, Ill., as VP/controller, components group.

Donald V. Kleffman, general manager, audio-video systems division, Ampex Corp., Redwood City, Calif., promoted to VP/general manager, audio-video systems.

Fred G. Wenger, division VP for business development, RCA distributor and special products division, Deptford, N.J., appointed division VP, sales. **Gene W. Duckworth,** division VP, manufacturing operations, named division VP, business development and international operations.

Louis J. Scinto, operations manager, solid state modules, Zenith Radio, Chicago, named director, electrical components manufacturing.

Don James, senior product manager of used equipment, Ampex, Redwood City, Calif., joins A.F. Associates, video tape recorder rebuilding and customizing firm, Westwood, N.J., as Western regional sales manager, based in new office at 2465 East Bay Shore Drive, Palo Alto, Calif. 94393. **Frank J. Haney,** VP, engineering, Viacom/owner of engineering consulting firm, Seattle, joins A.F. Associates, Westwood, N.J., as systems project manager.

Michael G. Dowling, VP/regional manager for South Asia, United California Bank, Los Angeles, joins Harris Corp., Cleveland, as director of international finance.

Palmer Derby, VP/assistant general manager, microwave and power tube division, Raytheon Co., Lexington, Mass., named director of new business analysis, office of planning.

Fred W. Huffman, with RCA Broadcast Systems in sales, product management and engineering, joins Richmond Hill Laboratories Ltd., Scarborough, Ont., designer/manufacturer of television broadcast equipment, as president/chief executive officer.

Alexander H. MacDonald, special projects engineer, engineering department, WNEW-TV New York, appointed assistant chief engineer.

Elliot Hunter, engineering supervisor, WWAY-TV Wilmington, N.C., appointed assistant chief engineer.

Russell M. Summerville, assistant chief engineer, WNDU-AM-FM-TV South Bend, Ind., appointed acting chief engineer.

Gerald Calhoun, chief engineer, KBCM(FM) Sioux City, Iowa, joins noncommercial KWIT(FM) (under construction) there in same post.

Allied Fields

E. Stratford Smith, co-founder of Washington law firm of Smith & Pepper, has retired from law practice. Following service as Navy communications officer in World War II, he was named chief of FCC's telephone services and facilities section and chief trial attorney for section. In 1952 he joined Welch, Mott & Morgan, Washington law firm, where he became affiliated with National Community Television Association, for which he became director and for 10 years, general counsel. He and Vincent Pepper established Smith & Pepper in 1957. Mr. Smith, 85% owner of Key West (Fla.) Broadcasting, is president of that company and is operating WKWF(AM) there and building FM affiliate.

Charles A. Downing, manager, customer service and field operations, U.S. Computer Systems (CableData), Sacramento, Calif., joins Cox Data Services, Atlanta, as sales manager, CATV services.

Kathleen Skelley, salesperson/management trainee, KDKA-TV Pittsburgh, named account executive, Midwest Arbitron Radio, Chicago.

Dr. Peter C. Goldmark, president, Goldmark Communications Corp., Stamford, Conn., and **Thomas Moreno,** corporate VP, Varian Associates, Palo Alto, Calif., are among 16 appointees to science information activities task force of National Science Foundation, Washington. Force has been established for one year to provide advice and recommendations to NSF in area of scientific and technical information.

George W. Faust, operator of his own company representing producers to networks, advertisers and agencies on sports and other projects, and former director of sports sales for CBS-TV, joins National Basketball Association, New York, as director of broadcasting.

Joseph P. Dougherty, president of broadcast division of Capital Cities Communications Inc., New York, named chairman of board of directors of St. Joseph's College in Philadelphia, said to be first layman ever to hold this post, previously held by Jesuit priests.

Harold R. Krelstein, board chairman, Plough

Broadcasting, Memphis, has been recognized by Christian Brothers College there with Harold R. Krelstein chair of performing arts and communications.

Sidney Tishler, director, telecommunications office, Maryland Center for Public Broadcasting, Owings Mill, Md., elected to board of directors, Public Service Satellite Consortium, San Diego.

Steven J. Littleton, Northeast regional radio director for Carter campaign, Democratic National Committee, Washington, appointed media associate, office of information, National Academy of Sciences there, handling broadcast coverage of Academy of Sciences, National Academy of Engineering, Institute of Medicine and National Research Council.

Deaths

Thomas Gries, 54, director/film maker/writer, died after heart attack Jan. 3 while playing tennis in Pacific Palisades, Calif. He directed "QB VII" and "Helter Skelter" movies for television and won an Emmy in 1963 for direction of TV series, *East Side, West Side.* Survivors include his wife, Sally, and four sons.

Howard Hall, 55, writer/producer, KING-TV Seattle, died Dec. 7 in Costa Rica while on medical leave. He was host of station's *Telescope* show from 1967 to 1972, subsequently becoming documentary producer. Early in his career he was actor for radio shows including *Jack Armstrong, the All-American Boy* and *Batman.*

For the Record®

As compiled by BROADCASTING for the period Dec. 22 through Jan. 3 and based on filings, authorizations, petitions and other actions announced by the FCC.

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. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM license

■ Broadcast Bureau granted following license covering new station: KMTI Manti, Utah (BL-14,158).

FM actions

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: KNAS Nashville, Ark. (BMPH-14,996, BMPH-14,984); June 17.

■ Pana, Ill., Pana Broadcasting Corp.—Broadcast Bureau granted 100.9 mhz, 3 kw, HAAT 292 ft. P.O. address: c/o Bob Grotts, 110 W. Second St., Pana 62557. Estimated construction cost $33,049; first-year operating cost $42,000; revenue $85,000. Format: Standard pops. Principals: Larry W. Craig and Bob J. Grotts (50% each). Mr. Craig owns antenna service; Mr. Grotts owns real estate and insurance company. No other broadcast interests (BPH-9904). Action Dec. 14.

■ *Boxford, Mass., Masconomet Regional School System—Broadcast Bureau granted 88.3 mhz, 710 w, HAAT 19 ft. P.O. address: Endicott Rd., Boxford, Mass. Estimated construction cost $8,920; first-year operating cost $1,000. Format: Variety. Principal: Applicant is regional school system (BPED-2264). Action Dec. 16.

■ *Monroe, Mich., Monroe Public Schools—Broadcast Bureau granted 89.5 mhz, 10 w, HAAT 150 ft. P.O. address: 1275 N. Macomb St., Monroe. Estimated construction cost $8,750; first-year operating cost $11,100. Format: Variety. Principal: Applicant is public educational institution (BPED-2260). Action Dec. 16.

Ownership changes

Applications

■ KRNW(FM) Boulder, Colo. (97.3 mhz, 2 kw)—Seeks assignment of license from Colorado Recording Co. to Centennial Wireless Inc. for $185,000. Seller is owned by Robert N. Wilkinson, who has no other broadcast interests. Buyer is owned by Robert D. Greenlee and his wife Diane M. (23% each), Daniel Gawne and his wife Marie S. (22% each) and two minority stockholders (5% each). Company also owns KADE(AM) Boulder. Ann. Dec. 30.

■ WSGF-FM Savannah, Ga. (95.5 mhz, 100 kw)—Seeks assignment of license from Stereo Broadcasting Co. to Beasley Broadcasting Group of Savannah Inc. for $370,000. Seller is owned equally by Donald K. Jones, Alex L. Cann and H. Mitchell Dunn Jr., none of whom have other broadcast interests. Buyer is owned by George G. Beasley who also owns WFMC(AM) Goldsboro, N.C. (95%); WOKN(FM) Goldsboro, N.C. (90%); WMOO(AM)-WBLX(FM) Mobile, Ala. (57.5%); WFAI(AM) Fayetteville, N.C. (60%); WGAC Augusta, Ga. (65%); WDMT(FM) Cleveland (100%); WJNC(AM)-WRCM(FM) Jacksonville, N.C. (100%); WHNC(AM)-WXNC(FM) Henderson, N.C. (50%), and WKGX(AM) Lenoir, N.C. (67.65%). Mr. Beasley has purchased, subject to FCC approval, WSAV(AM) Savannah and is selling Lenoir station. Ann. Dec. 30.

■ WXTA(FM) Greencastle, Ind. (94.3 mhz, 3 kw)—Seeks transfer of control of Radio Greencastle Inc. from Leon Buck (80% before; none after) to Virginia S. Bingham (20% before; 100% after). Consideration: $220,920.24. Principals: Mr. Buck and Ms. Bingham are shareholders in company, which is proposed assignee of KBIB(AM) Monette, Ark. Mr. Buck also owns WVTL(FM) Monticello, Ind. (662/3%); WSTL(AM) Eminence, Ky. (60%); WFDT(AM) Columbia City, Ind. (50.4%), and WVLJ(FM) Monticello, Ill. (50.4%). Ann. Dec. 30.

■ WWEZ(FM) Cincinnati (92.5 mhz, 11 kw)—Seeks assignment of license from Sudbrink Broadcasting Inc. of Ohio to Truth Publishing Co. Inc. for $2 million. Seller is owned principally by Robert W. and Margareta S. Sudbrink (married), who also own WFUN(AM) South Miami, WLYF(FM) Miami, both Florida; WLIF(FM) Baltimore; WEZW(FM) Wanwatosa, Wis.; WLAK(FM) Chicago, and WIIN(AM)-WPCH(FM) Atlanta. Principals in buyer are John F. Dille Jr. (52.941%) and Walter R. Beardsley (42.4265%). Company publishes *Elkhart* (Ind.) *Truth* and owns South Bend, Ind. CATV system. Mr. Dille owns 52% of licensee of WMEE (AM)-WMEF(FM) Fort Wayne, Ind. and WCUZ(AM) Grand Rapids, Mich. He has bought, subject to FCC approval, WYON(FM) Grand Rapids. Mr. Beardsley is business man with no other major broadcast interests. Ann. Dec. 30.

■ KOIN-AM-FM Portland, Ore. (AM: 970 khz, 5 kw; FM: 101.1 mhz, 100 kw)—Seeks assignment of license from Mount Hood Radio & Television Broadcasting Corp to Gaylord Broadcasting Co. for $1.5 million. Seller also owns KOIN(TV) Portland. Principal is C. Howard Lane (48%), who is also director of licensee of KAST(AM) Astoria, Ore. Buyer is wholly owned subsidiary of Oklahoma Publishing Co. (*Oklahoman* and *Oklahoma City Times*) and owns: KTVT(TV) Fort Worth; KHTV(TV) Houston; WVTV(TV) Milwaukee; WTVT(TV) Tampa, Fla.; KSTW(TV) Tacoma, Wash.; WKY(AM) Oklahoma City, and KRKE-AM-FM Albuquerque, N.M. Ann. Dec. 30.

■ KDSX-AM-FM Denison-Sherman, Tex. (AM: 950 khz, 500 w; FM: 101.7 mhz, 3 kw)—Seeks transfer of control of KDSX Inc. from B.V. Hammond Jr. and Lofton L. Hendrick (100% before; none after) to Grayson County Broadcasters Inc. (none before; 100% after). Consideration: $525,000 plus $20,000 covenant not to compete. Principals: Messrs. Hammond and Hendrick are retiring from broadcasting. Buyer is owned by John B. Mahaffey, who, with his wife Fredina B., owns KCIJ(AM) Shreveport, La.; KICA(AM) Clovis, N.M., and KGRT(AM)-KGRD(FM) Las Cruces, N.M. Ann. Dec. 30.

Actions

■ KBAI(AM) Morro Bay, Calif. (1150 khz, 500 w)—Broadcast Bureau granted transfer of control of Morro Bay Investment Corp. from John A. Flores, Ferol L. Stanton, Anthony P. Souza and J. Sherman Anderson (100% before; 10% after—Anthony & Robert Souza only) to Robert E. Darling and Dino R. Fulvio (0 before; 90% after). Consideration: $99,120. Buyers: Mr. Darling is general manager of KKNU(FM) Fresno, Calif., Mr. Fulvio is general sales manager of same. Anthony Souza remains 5% owner of KBAI, after giving 5% to son Robert, general manager at KBAI (BTC-7943). Action Dec. 15.

■ WCIA(TV) Champaign, Ill.; KFMB-AM-FM-TV San Diego; WMBD-AM-FM-TV Peoria, Ill.—Broadcast Bureau granted transfer of control of Midwest TV Inc. from August C. Meyer, Clara R. Meyer and August C. Meyer Jr. (as family group) to August C. Meyer Jr. Consideration: none. Principals: Transfer represents gift of August and Clara Meyer's 51% of Midwest to son, August Jr., who already owns 49% (BTC-8154). Action Dec. 22.

■ KLAV(AM) Las Vegas (1230 khz, a kw-D)—Broadcast Bureau granted transfer of control of Seven Star Media Corp. (parent Corporation of Frontier Broadcasters, licensee) brom Bernard B. Brody and David Gilbert (70% before; none after) to Alvin L. Korngold (none before; 70% after). Consideration: $331,000. Principals: Alvin L. Korngold, attorney, has interest in KEVT(AM)-KWFM(FM) Tucson, Ariz. and KAMX(AM) Albuquerque, N.M. (BTC-7689). Action Dec. 16.

■ WPSC(AM) Pageland, S.C. (1510 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Pageland Broadcasting Corp. to Robert Broadcasting for $88,575. Seller: Pageland Broadcasting has number of small stockholders. Buyer: Laura Stallings (70%) and Earl Wayne Haas (30%) are officers, directors and stockholders of Robert Broadcasting, licensee of WCPL(FM) Pageland. Ms. Stallings has retail, clothing and grocery interests (BAL-8752). Action Dec. 15.

Facilities changes

FM actions

■ *KDVS Davis, Calif.—Broadcast Bureau granted CP to change frequency to 90.3 mhz; change studio location and remote control to Room 14, Freeborn Hall, University of Calif., Davis; change trans.; change ant.; change TPO; ERP 5 kw (H&V); ant. height 150 ft. (H&V); remote control permitted; condition (BPED-2359). Action Dec. 16.

■ WBJW Orlando, Fla.—Broadcast Bureau granted CP to change trans. location to Chuluota-Christmas Road, 3.7 miles north of Bithlo, Fla.; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO and ant. height; ant. height 1380 ft. (H&V); ERP 100 kw (H&V); remote control permitted (BPH-10,065). Action Dec. 16.

■ WTOC-FM Savannah, Ga.—Broadcast Bureau granted CP to change trans. location to 7.3 miles S.W. of Pooler, Ga., on Fort Argyle Road, 5.3 miles N.W. of interstate 95, Pooler, Ga.; operate trans. by remote control from the studio site: 516 Abercorn St., Savannah; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 89 kw (H&V); ant. height 1320 ft. H&V); remote control permitted; condition (BPH-9709). Action Dec. 16.

■ *WFPL Louisville, Ky.—Broadcast Bureau granted CP to operate by remote control from the studio-trans. site: 301-333 Library Place, Louisville; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 100 kw (H&V); ant. height 240 ft. (H&V); remote control permitted; condition (BPED-2178). Action Dec. 14.

■ WKDN-FM Camden, N.J.—Broadcast Bureau granted CP to install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP 38 kw (H&V); ant. height 550 ft. (H&V); remote control permitted; condition (BPH-10,034). Action Dec. 16.

■ KHFM Albuquerque, N.M.—Broadcast Bureau granted CP to change trans. location to Sandia Crest Electronics Site, Albuquerque; operate by remote control from studio site: 5900 Domingo Rd., N.E. Albuquerque; install new trans.; install new ant.; make changes in ant. system (decrease height); change TPO; ERP 1.35 kw (H&V); ant. height 4100 ft. (H&V); remote control permitted; condition (BPH-10,081). Action Dec. 16.

■ WCBS-FM New York—Broadcast Bureau granted mod. of CP to change TPO; ERP 4.6 kw (H&V); ant. height 1300 ft. (H&V); remote control permitted; conditions (BMPH-14,086). Action Dec. 16.

■ WQBK-FM Rensselaer, N.Y.—Broadcast Bureau granted CP to operate by remote control from trans. location-studio location: Smultz Road, 1.38 miles S. of Glenmont, N.Y.; make change in ant. system (increase height); change TPO and ant. height; ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted; condition (BPH-10,062). Action Dec. 16.

■ WHPE-FM High Point, N.C.—Broadcast Bureau granted CP to install new ant.; change TPO and ant. height; ERP 100 kw (H&V); ant. height 440 ft. (H&V): conditions (BPH-10,292). Action Dec. 16.

■ *KFNW-FM Fargo, N.D.—Broadcast Bureau granted CP to change trans. location-studio location to on Cass City Road No. 6, 1 mile E. of Cass City Road No. 17, approximately 3 miles N.E. of Horace, N.D.; operate by remote control from the proposed trans. location-studio location site; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP 100 kw (H&V); ant. height 350 ft. (H&V); remote control permitted; condition (BPH-10,080). Action Dec. 16.

■ WRCP-FM Philadelphia—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change TPO and ERP; ant. height 1010 ft. (H&V); ERP 5 kw (H&V); remote control permitted; condition (BMPH-14,854). Action Dec. 15.

■ *KVTT Dallas—Broadcast Bureau granted CP to change trans. location to approximately 1100 ft. east and 240 ft. north of intersection of Clark and Parkerville Roads, Cedar Hill, Tex.; change studio location and remote control to 8333 Douglas Ave.; Dallas; install new trnas.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 100 kw (H&V); ant. height 790 ft. (H&V); remote control permitted; condition (BPED-2259). Action Dec. 16.

■ WCMS-FM Norfolk, Va.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (increase height); ERP 50 kw (H&V); ant. height 380 ft. (H&V); remote control permitted; conditions (BPH-10291). Action Dec. 15.

In contest

Designated for hearing

■ WGAL-TV Lancaster, Pa., **renewal proceeding:** WGAL-Television Inc. (Doc. 21,034).

Procedural rulings

■ WBCW(AM) Jeanette, Pa., **renewal proceeding:** Central Westmoreland Broadcasting Co. (Doc. 20,789)—ALJ John H. Conlin continued Jan. 18 hearing to Feb. 22. Action Dec. 21.

■ WTRA(AM) Latrobe, Pa., **renewal proceeding:** WTRA Broadcasting Co. (Doc. 20,788)—ALJ John H. Conlin continued Jan. 11 hearing to Feb. 15. Action Dec. 21.

Review board decision

■ Southport, N.C., **FM proceeding:** Thomas Broadcasting Cos. and Brunswick Broadcasting Co., competing for 107.1 mhz (Docs. 20,192-3)—Review board granted application of Brunswick. Action Dec. 2.

Fines

■ KJLH(FM) Compton, Calif.—Broadcast Bureau ordered forfeit of $500 for failing to insure that properly licensed operator was in charge of transmitting system. Action Dec. 8.

■ WCMQ(AM) Miami; WCMQ-FM Hialeah, Fla.—Commission notified licensee of liability of $2,000 for logging violations and admonished stations for apparent unfair methods of competition. Action Dec. 22.

■ WFYR(FM) Chicago—Broadcast Bureau notified licensee of apparent liability of $300 for failing to complete required equipment performance measurements within the 14-month limit. Action Dec. 14.

■ KRIT(FM) Clarion, Iowa—Broadcast Bureau notified licensee of apparent liability for $750 for operating on third class radiotelephone operators permit and operating radio station less than 90% of authorized operating power of 10,000 w. Action Dec. 2.

■ WYGO-FM Corblin, KY.—Broadcast Bureau notified licensee of apparent liability for $1,000 for failing to maintain maintenance log for period Dec. 5, 1975 through June 14, 1976. Action Dec. 2.

■ WAMD(AM) Aberdeen, Md.—Broadcast Bureau notified licensee of apparent liability for $500 for failing to enter required trans. and ant. parameter indications into operating log at commencement of operation in each mode. Action Dec. 2.

■ WNRE-AM-FM Circleville, Ohio—Broadcast Bureau ordered licensee to forfeit $500 for failing to maintain maintenance log for WNRE(AM) from May 11, 1975 to July 5, 1975. Action Dec. 8.

■ KOTI(AM) Klamath Falls, Ore.—Broadcast Bureau notified licensee of apparent liability for $350 for failing to enter aural reflectometer power calibrations in the maintenance logs from June 20, 1975 to Aug. 19, 1976. Action Dec. 14.

■ KGVL(AM) Greenville, Tex.—Broadcast Bureau notified licensee of apparent liability for $1,000 for

Call letters

Applications

Call	Sought by
	New FM's
KOCN	Monarch Broadcasters Inc., Pacific Grove, Calif.
KLOQ	Thomas Broadcasting Inc., Sulpher, La.
KWYK-FM	Basin Broadcasting Co., Aztec, N.M.
KWEY-FM	KWEY Inc., Weatherford, Okla.
KXBQ	Ontario Broadcasting Co., Ontario, Ore.
WANB-FM	Commonwealth Broadcasters Inc., Waynesburg, Pa.
WPVG	Ernest Vickers Jr., Huntingdon, Tenn.
KKKK	Tower Power Corp., Odessa, Tex.
WNCS	North Country Communications Inc., Montpelier, Vt.
*KYOY	University of Puget Sound, Tacoma, Wash.
	Existing TV's
WBAK-TV	WIIL-TV Terre Haute, Ind.
*WPTD	*WOET-TV Kettering, Ohio
*WPTO	*WMUB-TV Oxford, Ohio
	Existing AM's
KGME	KGMB Honolulu
WDLE	WNPS New Orleans
WWIL	WHSL Wilmington, N.C.
WHNE	WKLX Portsmouth, Va.
	Existing FM's
WSWF	WAYK-FM Lehigh Acres, Fla.
WMJO	WNWZ Rochester, N.Y.
WHSL	WWIL Wilmington, N.C.
KRCS	KBHB-FM Sturgis, S.D.

Grants

Call	Assigned to
	New AM
WKWM	Richard L. Culpepper, Kentwood, Mich.
	New FM's
*WGAG-FM	Oak Ridge High School, Orlando, Fla.
KHUI	Elcom Corp., Honolulu
*WPCD	Parkland College, Champaign, Ill.
*KOJC	Oakhill-Jackson Economic Development Corp. Inc., Cedar Rapids, Iowa
WWAV	Great Down East Wireless Talking Machine Co. Inc., Auburn, Me.
KTJJ	KBOA Inc., Farmington, Mo.
*WKHR	Kenston Local School District, Bainbridge, Ohio
KXOJ-FM	KXOJ Inc., Sapulpa, Okla.
*WIXO	Millersville State College, Millersville, Pa.
KSDN-FM	Green Bay Broadcasting Co., Aberdeen, S.D.
KEXI	ComCast Media Services Inc., Walla Walla, Wash.
WRRL-FM	R-B Co. Inc., Rainelle, W.Va.
	Existing AM's
KOXE	KBUZ Mesa, Ariz.
WZZZ	WBMK West Point, Ga.
WFAN	WOOK Bethesda, Md.
	Existing FM's
KIOG	KBUZ-FM Mesa, Ariz.
WOOK	WFAN Bethesda, Md.
KATT	KJAK Oklahoma City
WPJS	WDIX-FM Orangeburg, S.C.

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routine operation of trans. by operator not properly licensed and for failing to make current meter readings without modulation. Action Dec. 1.

■ WHLF(AM) South Boston, Va.—Broadcast Bureau ordered licensee to forfeit $500 for failing to determine ant. input power by indirect method on temporary basis and failing to enter results of weekly calibration of remote meters into maintenance log. Action Dec. 8.

■ KULE(AM) Ephrata, Wash.—Broadcast Bureau notified licensee of apparent liability for $500 for operating station in excess of 105% of authorized PSA power. Action Dec. 8.

Other actions

■ Commission amended program logging rules for noncommercial stations. Amendment permits stations to log type and source of programs according to renewal form definitions, allows putting certain donor announcement information in public file and effects separate program logging rule for all noncommercial stations. Effective Jan. 27. Action Dec. 14.

■ *WLCC(FM) Lincoln, Ill.—Broadcast Bureau forfeited license and deleted call letters. Action Dec. 3.

Allocations

Actions

■ Plymouth, Ohio—Broadcast Bureau proposed assignment of FM ch. 261A in response to petition by WOBL Radio Inc., Oberlin, Ohio. Proposal is subject to Canadian approval. Comments Jan. 31; replies Feb. 22. Action Dec. 17.

■ Lancaster, Wis.—Broadcast Bureau proposed ch. 249A as community's first FM assignment. Action was response to petition by Joy Broadcasters. Comments Feb. 7; replies Feb. 28. Action Dec. 22.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Dec. 28 (stations listed are TV signals proposed for carriage):

■ Sammons Communications Inc., for Pontiac, Ill. (CAC-07741): Requests certification of existing operations.

■ McKenzie River TV and Cable Company, for McKenzie Bridge, Vida, Leaburg, Blue River, all Oregon (CAC-07742-5): Requests certification of existing operations.

■ Community Communications Company, for Delta Colo. (CAC-07746): Requests certification of existing operations.

■ Nation Wide Cablevision Inc., for Thurston county, Wash. (CAC-07747): Requests certification of existing operations.

■ General Television of Michigan, for Ausable township, Mich. (CAC-07748): Requests certification of existing operations.

■ Alpine TV Cable Inc., for Alpine, Tex. (CAC-07749): KERA-TV Dallas; KTVT Fort Worth; WTCG Atlanta; requests certification of existing operations.

■ Westbrook Cablevision Inc., 477 Congress St., Portland, Me. 04111, for Westbrook, Me. (CAC-07750): WCSH-TV, WGAN-TV Portland, WMTW-TV Poland Spring, WCBB Augusta, all Maine; WENH-TV Durham, N.H.; WMEG-TV Biddeford, Me.; CKSH-TV Sherbrooke, Que.; WSBK-TV Boston, WLVI-TV Cambridge, both Massachusetts.

■ Futurevision Cable Enterprises Inc., Monmouth Shopping Center, Eatontown, N.J. 07724, for Little Silver, N.J. (CAC-07751): WBTB-TV, WNET Newark, N.J.; WCBS-TV, WNBC-TV, WNYC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX, WNYE-TV New York; WPHL-TV, WTAF-TV Philadelphia; WNJT Trenton, N.J.; WLIW Garden City, N.Y.; WXTV Paterson, WNJU-TV Linden, both N.J.

■ M & M TV Cable Co., for Lolo, Mont. (CAC-07752): KHQ-TV, KXLY-TV Spokane, Wash.

■ David A. Adams CATV Cable, for Carbondale, Pa. (CAC-07753): Requests certification of existing operations.

■ Florida Cablevision, for Fort Pierce, Vero Beach, St. Lucie Village, Indian River Shores, Indian River county, St. Lucie county, all Florida. (CAC-07754-9): WCIX-TV Miami, and delete WSWB-TV Orlando, Fla.

■ Peninsula Cable Television Corp. of San Mateo, for San Mateo, Calif. (CAC-07760): Requests certification of existing operations.

■ Cass Community Antenna TV Inc., for Sanford, N.C. (CAC-07761): WTTG and WDCA-TV Washington.

■ Sammons Communications Inc., for Bristol, Va. Bristol, Carter county, Elizabethton, all Tennessee. (CAC-07762-5): Requests certification of existing operations.

Following operators of cable TV systems requested certificates of compliance, FCC announced Dec. 21 (stations listed are TV signals proposed for carriage):

■ Lewis County Cable Vision, P.O. Box 281, Vanceburg, Ky. 41179, for (portions of) Lewis county, Ky. (CAC-07713): WSAZ-TV, WOWK-TV Huntington, W.Va. WLWT, WCPO-TV, WKRC-TV Cincinnati; WCHS-TV Charleston, W.Va.; WLEX-TV, WKYT-TV Lexington, WKMR Morehead, both Kentucky.

■ City of Cawker City, Box 2, Cawker City, Kan. 67430, for Cawker City, Kan. (CAC-07714): KCKT Great Bend, Kan.; KLNE Lexington, KSNB-TV Superior, KHAS-TV Hastings, all Nebraska; KAYS-TV Hays, Kan.; KGIN-TV Grand Island, Neb.; KTVH Hutchinson, Kan.; KHGI-TV Kearney, Neb.

■ Vista Cable Inc., for Brookston, (town of) Chalmers, both Indiana. (CAC-07715-6): WHMB-TV Indianapolis.

■ American Cablevision, for Terre Haute, Ind. (CAC-07717): WHMB-TV Indianapolis.

■ Nation Wide Cablevision Inc., for Tumwater, Wash. (CAC-07718): Requests certification of existing operations.

■ Freeport Cablevision Inc., for Freeport, Ill. (CAC-07719): Requests certification of existing operations.

■ Telecable Inc. of Huntsville, for Huntsville, Tex. (CAC-07720): Requests certification of existing operations.

■ Multi-Pix of South Dakota Inc., for Ellsworth AFB, S.D. (CAC-07721): Requests certification of existing operations.

■ Orange County Cable Communications Co. Inc., for San Clemente, Calif. (CAC-07722): Requests certification of existing operations.

■ Nation Wide Cablevision Inc., for Bremerton, (unincorporated areas of) Kitsap county, both Washington. (CAC-07723-4): KPTV Portland, Ore.

■ Big Spring Cable TV Inc, for Coahoma, Tex. (CAC-07725): Requests certification of existing operations.

■ Vidi-Comm of Saugerties Inc., for Waterloo, (village of) Seneca Falls, (town of) Seneca Falls, all New York (CAC-07726-8): Requests certification of existing operations.

■ New England Cablevision of Massachusetts Inc., for Amersury, Mass. (CAC-07729): CKSH-TV Sherbrooke, Que.

■ Athena Cablevision Corp. of Knoxville, for Knoxville, Tenn. (CAC-07730); WKSO Somerset, Ky.

■ Ozark Community Cable T.V. Co., Box 49, Strawberry Ark. 72469, for Imboden, Ark. (CAC-07731): KTEJ, KAIT-TV Jonesboro, Ark.; WREG-TV, WMC-TV, WKNO-TV, WHBQ-TV Memphis; KARK-TV Little Rock, Ark.; KFVS-TV Cape Girardeau, Mo.

■ Shickshinny TV Co., for (borough of) Shickshinny, Union township, Conygham township, Millville borough, Greenwood township, Orangeville borough, Orange township, all Pennsylvania. (CAC-07732-8): WPHL-TV Philadelphia; WOR-TV, WPIX, New York; WNJU-TV Linden, WBTB-TV, Newark, both New Jersey

■ Putnam TV Cable Inc., for Glandorf, Columbus Grove, both Ohio (CAC-07739-40): Requests certification of existing operations.

Summary of Broadcasting

FCC tabulations as of Nov. 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,463	6	24	4,493	40	4,533
Commercial FM	2,793	1	68	2,862	153	3,015
Educational FM	842	0	25	867	71	938
Total Radio	8,098	7	117	8,222	264	8,486
Commercial TV	719	1	6	726	38	764
VHF	513	1	3	517	6	523
UHF	206	0	3	209	32	241
Educational TV	239	3	14	256	7	263
VHF	91	1	9	101	1	102
UHF	148	2	5	155	6	161
Total TV	958	4	17	982	45	1,027

*Special temporary authorization

**Includes off-air licenses

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Western Massachusetts station that just received power increase has exciting challenge within its chain for selling general manager. Good money and stock offered with no cash investment required. Write Mr. Roberts, radio station WARE, Ware, MA 01082.

National Sales Manager major broadcasting company has immediate opening for experienced national sales manager to sell substantial specialized inventory on 50 kw clear channel outlet covering entire Northeast. Successful candidate should have extensive experience and good sales record. Must be willing to travel extensively, calling on clients and agencies throughout the country. Sales potential minimum of $350,000 annually and could range to $500,000. Compensation could be either advance against commission or independent contractor arrangement. Excellent fringe benefits. This is an exciting opportunity for a creative and ambitious gogetter. Replies in confidence by sending complete details of background and experience to Richard L. Howard, Manager, WWVA Radio, 1015 Main Street, Wheeling, WV 26003. An Equal Opportunity Employer.

Investment opportunity for partner to manager Arkansas small market station. $5,000 required. Phone 317-653-6583 after 7 EST.

Due to possible acquisitions, we need manager with current station and/or sales management experience. Salary, benefits commensurate with ability and performance. Send resume to Vice President, Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864. Please don't call.

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Successful performance will guarantee promotion to manager of one of the two stations within eight months. This is a permanent opportunity for a successful man or woman. Long-established profitable stations under original ownership. Must have successful history of personal sales plus training of others. Please send all information, including current earnings, earnings requirements, and availability to Box A-92, BROADCASTING.

Experienced account executive position available with No. 1 ARB rated station. Established account list. Salary plus commission. Equal Opp. Em. KFMQ, Terminal Building, Lincoln, NE 68508.

A new year and a new opportunity selling the no. 1 station in central Ohio. An extremely profitable list now open for an experienced and creative A.E. Make our success story your success story in '77. Send resume immediately to Phil Hoover, G.S.M., WDIF Radio, 135 So. Prospect, Marion, OH.

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West Palm Beach market. We have room for one more account executive to sell our "Greatest Music under the sun." Your radio sales record could be your ticket to a great future in this growth area. Send resume to Wm. P. Dix Jr., VP & General Manager, WGMW-FM, PO Box 10386, Riviera Beach, FL 33404. EOE.

Start New Year off with big step up. We need experienced sales person and are willing to pay. Write Garry McNulty at WINR, Box 27, Binghamton, NY 13904 or call 607-775-4240.

Excellent opportunity for combo sales/announcer for New England AM/FM. Salary plus commission. Contact Darrel Clark, WKNE, Keene, NH. 603-352-9230.

WQIQ Radio in suburban Philadelphia needs 3 top-notch account executives. Tremendous billing potential. Single station market! 600,000 population. Over a billion dollars in retail sales! Good draw, benefits, expenses paid. John Haggard, 215-459-1602.

Religious station has immediate opening for an experienced sales person. Guarantee against 30% commission. Big active list. Call the Manager WQXL, Columbia, S.C., 803-779-7910.

West Palm Beach beautiful music FM needs 2 creative, retail-oriented salespersons. Growing group with management opportunities for producers. Contact John W. Doran, WWRN, PO Box 669, West Palm Beach, FL 33402. EOE.

Midwest Family station seeks bright problem solving sales person on the way up. Strong on creativity with ability to write and sell campaigns. Our 13 station group offers career opportunity for eventual management and working ownership. WYFE/WKKN, 1901 S. Shaw Rd., Rockford, IL 61111.

Somewhere there must be an aggressive experienced radio salesperson. age/sex no consideration to join a sales team permanently and grow to be part of management team in Florida resort community. If you know radio sales, can build a block and close and service and want to settle permanently, we want to talk to you. Call 305-278-2894. Mr. Harris.

Connecticut: Can you fill the missing spot on our sales team? Self-motivated male or female with track record, who can deliver and build a base will recieve excellent basic salary, plus commission. Company health plan included. Call Jeff Jacobs, 203-646-1230.

Immediate opening in a growing market for experienced radio salesperson or energetic self-starter willing to learn. Salary plus commission. Contact Steve Morris, 304-252-6452.

Knight Quality Stations of New England, with seven AM/FM facilities within 50-mile radius of Boston, are recruiting male/female sales trainees with opportunities to move up. We particularly seek applications from minority group members and will arrange selected interviews with our top-level management. Motivation and attitude are prime requisites, with inside-station experience desirable. Write (do not phone) Knight Quality Stations, 390 Commonwealth Avenue, Boston, MA 02215.

HELP WANTED ANNOUNCERS

Needed fulltime personality for MOR SW Florida coastal AM/FM. Group owned, excellent benefits. 5 years experience minimum. EEO Employer. Send resume to Box Z-99, BROADCASTING.

Northeast 5000 watt daytimer seeks lively, warm & experienced personality for MOR air shift and production. 3rd endorsed. Reply Box A-6, BROADCASTING.

HELP WANTED ANNOUNCERS CONTINUED

Announcer with pleasant, authoritative delivery for middle-music Texas station. Box A-7, BROADCASTING.

Announcer with excellent voice needed by middle-music network station in Texas resort city. Do not send tape. Box A-13, BORADCASTING.

Drive time personality. Experienced, conversational, good ad-lib, strong commercials. Flexible easy listening format complements each individual's style. Very unusual station, unusual benefit plans. Great Lakes area. Send resume. Equal Opportunity Employer. Box A-25, BROADCASTING.

Alabama C&W & Contemporary Top 40 station seeks experienced announcer. Equal Opportunity Employer. Box A-83, BROADCASTING.

Wanted: P.D. for Southern station. Must be strong drive time personality and strong on production. $200-$250 week starting salary. Equal Opportunity Employer. Box A-84, BROADCASTING.

Now taking applications for pleasant, natural sounding MOR announcer, no screamers, no beginners experienced only. Good production, 3rd endorsed, evening position. Solid Northern Ohio AM. Send resume and salary desired. EOE. Male/Female. Box A-100, BROADCASTING.

Arizona's leading AOR station, KDKB FM/AM has immediate opening for experienced AOR announcer. Production ability, 3rd ticket, musical knowledge, enthusiasm, essential. EOE. Rush tape and resume to Hank Cookenboo, P.D., KDKB, PO Box 4227, Mesa, AZ 85201.

Immediate openings for mature and stable news personnel; morning personality; sports personnel; and production people! We're a 100,000 watt, 24 hour contemporary station located in a 350,000 primary market. Send tape, resume and references to: Mark Mathew, Program Manager, KGRC Radio, P.O. Box 1205, Quincy, IL 62301. Female applicants encouraged. EOE. (Five day week, plus corp. benefits).

Beautiful Alaska-Number 1 rated AM & FM needs professional voice for news and production. 5-day 40 hr wk. Top benefits. Send tape and resume to Ken Flynn, KHAR/KKLV, 3900 Old Seward H'wy, Anchorage, AK 99503. E.O.E.

Experienced country air personality wanted for super promotion-oriented no. 1 5 kw full-time station in upper midwest. Excellent benefits. Send tape, resume and salary requirements to General Manager, KKAA Radio, P.O. Box 1770, Aberdeen, S.D. 57401. No phone calls please. An Equal Opportunity Employer.

KRGI Grand Island, Neb. is seeking an experienced announcer for morning drive. Smooth mature sound and creative production are essential. Adult contemporary part of a Midwest chain. EOE. Send tape and resume or call Tom 308-381-1430.

Expanding staff. Need experienced production-newsperson. If you have a good resonant voice, like news and production, want to live in beautiful southern California with good opportunity for advancement, contact Lyle Richardson, KUDE/KJFM, Oceanside, CA 92054, 714-757-1320. Equal Opportunity Employer.

New England station has full time position opening early in 1977. Female applications solicited. Equal Opportunity Employer. Send tape and resume to George Hale, WABI, Bangor, ME 04401.

WBBQ, Augusta, Georgia, has opening for witty experienced contemporary personality announcer, plus production. Voice-track automation experience helpful, but not required. Send non-returnable tapes and resumes to Harley Drew, Box 2066, 30903. EOE.

Experienced morning personality and salesperson. Small market, Kilowatt AM. Send resume, tape, WCJW, Warsaw, NY 14569.

HELP WANTED ANNOUNCERS CONTINUED

Personality midday or PM drive person. Super production a must. Personality rocker. Super station. Good bucks. EOE. Tapes and resumes to Dick McGraw, WCLG, Box 885, Morgantown, WV 26505.

Plains, Georgia, group contemporary needs PD plus announcer. Good bread. Hustle plus production necessary. Immediate. Tape/resume. Joe Langworthy, WDEC, Americus, 31709.

We offer an excellent starting salary, retirement and savings program, health and life insurance plan, an opportunity to work in sales or programing in exchange for experience, good voice and the ability to communicate. No beginners. Relocation and interview expenses paid. EOE. Send tape and resume in confidence to J. William Poole, WFLS AM-FM, Box 597, Fredericksburg, VA 22401.

Telephone—Talk—MOR! 5KW-1KW Midwest medium market. Are you a team person? Good pay with bonus possibilities. Send tapes and resumes to J.C. Smith, WJPS, AM, Box 3636, Evansville, IN 47735. EOE.

WKCQ-WSAM, Saginaw has immediate full-time opening for experienced D.J. Male/female. Tapes and resumes, Tom Sandray, WKCQ, Box 1776, Saginaw, MI 48605.

WKUL, Cullman, Ala., seeks creative, humorous, early morning personality. Contemporary format. Minimum two years experience, good references, and endorsed third ticket required. Tape and resume to Jerdan Bullard, WKUL, PO Drawer 968, Cullman, AL 35055. Equal Opportunity Employer.

Ala, Miss. Fla. or Ga. Experienced announcer-newsperson, CBS-ABC, nets, modern C&W. F.T. 5,000, plus contp. FM. If you take pride in your work apply now. Drifters, or pot heads or drunks need not apply. Send tape, and salary requirements to WKYD-WQHQ, Box 8, Andalusia, AL EOE.

Classical music announcer for 105 KW FM in Top 30 market. Requires experience, strong delivery, knowledge of classical music, third endorsed. Knowledge of records and record companies helpful. Resume and tape to Peter Goldsmith, Program Director, WNED-FM, 23 North Street, Buffalo, NY 14202. An Equal Opportunity Employer.

Immediate opening for experienced, good sounding rock-oriented jock. Send tape & resume to Don Alexander, WOTT, Watertown, NY.

Our morning man selected as one of the Top 19 contemporary personalities in the country. Tape and resume to WOXO(FM), Norway, ME 04268.

WPHM, Port Huron, Michigan is taking applications for an experienced announcer-newsperson. EOE. Contact Bob Sherman with complete resume, P.O. Box 247, Port Huron, MI 48060.

If you have the obvious ingredients to be a top talk show host and want the opportunity to be yourself and not be molded, here's your chance in the South's fantastic international city. Phone or write: Nick Anthony, PD, WRNG Radio, 3954 Peachtree Road, Atlanta, GA 30319. 404-261-6800.

WTAC, Flint needs combination program director and morning person with third class phone. Experienced, sales oriented, creative with thorough knowledge of top 40 format. Great opportunity to program leading station in market. Send resume and tapes to Bryce Cooke, Vice President & General Manager, WTAC Radio, P.O. Box 600, Flint, MI 48501. EOE.

Connecticut's only Black programmed radio station seeks a mature air personality. Tight board creativity, community involvement and heavy production a must. Send tape and resume to Ron Baskin, P.O. Box 1480, Windsor, CT 06095.

Warm, friendly, mature voice for live beautiful music station. Must have production experience. Tapes and resumes to: Tommy Walker, Box 2808, High Point, NC 27261.

Contemporary jocks, experienced, for future openings. Tape, references, resume and salary to: P.D., POB 7069, Jacksonville, NC 28540. EOE.

HELP WANTED ANNOUNCERS CONTINUED

A fast growing South Texas broadcasting corporation needs a dedicated individual with ability to project personality in radio broadcasting. Must have above average knowledge of all aspects of agriculture and horticulture. Salary commensurate with ability and experience. Send letter and resume to: PO Box 898, Corpus Christi, TX 78403.

HELP WANTED TECHNICAL

Chief engineer. Excellent working conditions, automation. Stereo, audio. Creative and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

Immediate opening. All around experienced chief engineer. Heavy in trouble shooting. AM and FM with stereo STL, New England area. Reply Box A-8, BROADCASTING.

Chief Engineer, full-time, directional Western Penna. AM and Stereo FM stations. Should be able to maintain equipment and have a thorough knowledge of FCC rules and regulations. Knowledge of remote control operation helpful. Equal Opportunity Employer M/F. Send resume to Box A-66, BROADCASTING.

Midwest Medium market. Full charge chief engineer. MOR, 5KW-1KW 3 tower nite directional. New equipment, great location and working conditions. EOE. Send resume and current salary to: Box A-88, BROADCASTING.

Newly-acquired full-time AM station seeking first class engineer. This station part of small but growing group operation. Must be maintenance minded and be able to help plan for future FM. Experienced only need apply. Box A-97, BROADCASTING.

CE, experienced with 1st. Know audio, stereo, FCC R&R, proofs (AM & FM). SE coastal area. Box A-105, BROADCASTING.

Experienced chief engineer, AM/automated FM. Salary commensurate with ability and experience. Good company benefits. Beautiful mountain community. KIUP/KRSJ, Box 641, Durango, CO 81301, 303-247-4464. Equal Opportunity Employer.

Retiring chief engineer leaves opening for qualified replacement this spring at KMON, 5KW remote controlled directional at 560 along with FM in heart of Big Sky country. Superior opportunity. Resume Al Donohue, PO Box 2427, Great Falls, MT 59403.

Chief engineer, North East directional AM, requires strong background experience in audio and DA's. Group ownership and excellent benefits. WAMS, PO Box 3677, Wilmington, DE 19807. 302-654-8881.

Wanted: Chief Engineer, $12,000 per year to experienced and qualified person. Southeastern medium market AM/FM Stereo. Contact M. Elliott, WDEN, Macon, GA. 912-746-0546.

Audio/broadcast engineer needed for public FM station with classical music emphasis. Duties include planning, design, installation, maintenance, and renovation of transmission and production technical facilities. FCC first class license, FM broadcast experience, and high interest in audio quality essential. Send resume, including salary requirements, to Engineer Search Committee, WGUC, University of Cincinnati, Cincinnati, OH 45221. An Equal Opportunity Employer.

Chief Engineer needed at WONS/WBGM Tallahassee, Fla. Must know all phases of AM daytime and FM-automation. I'm looking for a take charge person who takes pride in his work. Salary will compensate with experience, super benefit program. We are Equal Opportunity/Affirmative Action Employer. Contact Cliff Thompson 904-385-1156, PO Box 3127, Tallahassee, FL 32303. A member of the Forward Group.

First ticket engineer for 5,000 watt regional AM. EOE. Contact George Carroll, WPHM, P.O. Box 247, Port Huron, MI 48060.

Chief, WTRY AM-FM, Troy, New York. Salary, car, expenses. 518-274-1100. Manager: Mr. Vazzana.

HELP WANTED NEWS

News person wanted for Midwest AM-FM local news dept. Box Z-130, BROADCASTING.

HELP WANTED NEWS CONTINUED

Award-winning capital city station in the midwest needs a solid reporter with strong on-air delivery. College degree preferred with minimum two years radio news experience. Send resume to Box A-56, BROADCASTING.

Major Florida MOR looking for experienced aggressive news director. Send resume to Box A-89, BROADCASTING.

Sports PBP Pro (Football/Basketball) to join the No. 1 radio station team in the home of the Division II football champs. Must be able to come in and build sports department and handle PBP for the Montana St. University Bobcats. Opening also includes news duties. No rookies! Send tape, resume, sports & news writing examples & salary requirements to Paul Vann Ehlis, KBOZ, Box 147, Bozeman, MT 59715. No calls.

News radio 149 looking for quality people. Gather, write, edit and anchor duties. Only experienced personnel need reply. Send tape, writing samples and resume to G.J. Hammond, KLNG Radio, 3615 Dodge, Omaha NE 68131.

News director with authoritative air sound to take charge of an aggressive radio news operation which puts the emphasis on local news. Send resume, writing sample and tape to Don J. Weir, Manager KLWW, P.O. Box 876, Cedar Rapids, IA 52406. Equal Opportunity Employer.

Newsperson experienced in digging, writing, and airing news. 5000 watt station in Montana's capitol city. Send tape and resume to Dick Dunne, KMTX Radio, Box 1183, Helena, MT 59601 or call 406-442-0400.

Florida coastal station has opening for experienced news director. Send tape and resume Randolph Miller, WIRA, Fort Pierce. Equal Opportunity Employer.

Award winning WROV News needs Director and Newsperson. Both must be experienced producers of quality exclusive material. Tapes/Resumes. Mark Fryburg or Wayne Moss, PO Box 4005, Roanoke, VA 24015. Equal Opportunity Employer, m/f.

Radio associate producer needed to program and host a daily three-hour news and public affairs airshift. Will prepare and produce news and modular public affairs features. Must have working knowledge of news and public affairs programing. Position requires a BA or equivalent experience and a FCC Third Class license with endorsement. Starting salary $8040 plus liberal fringe benefits. Send resume to: Rob Robinson, Radio Operations Manager, WVPB(FM), PO Box AH, Beckley, WV 25801. EOE.

Minnesota Public Radio seeks: one assignments editor/producer to supervise and produce nightly news magazine. No reporting. 15-18K. One anchorperson for expanding morning news program. 10-18K. One reporter to concentrate in law/business. 10-18K. Experienced applicants only. Resume and letter of self-introduction to: G. Eichten, MPR, 400 Sibley, St. Paul, MN 55101 by Feb. 1. Cassette tapes of previous work useful. AA/EOE.

Lucrative freelance. Physicians Radio Network buys national interest medical news. $30 per wraparound. Resume to Robert Saunders, PRN, 15 Columbus Circle, NY 10023.

Newscaster wanted for group-owned medium-small market adult-contemporary AM/FM. Must have strong presentation and gathering ability. Good growth, learning situation. Starting pay up to $150.00 weekly, plus benefits. Rush tape, resume to News, PO Box 95, Danbury, CT 06810. Minority applicants encouraged. EOE/MF.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Wanted: Leader of men; self-starting idea person to be PD. Personality required both on and off air. $9,000-$11,000 to start. Adult contemporary northeast station. Box A-28, BROADCASTING.

Bus Mgr/Bkpr. Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-60, BROADCASTING.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Program Director. CFRN/AM Edmonton, Alberta, Canada. 50,000 watts at 1260 kilohertz. We require an innovative mature programmer with a proven record in a major market. Send a complete resume to: J.S. Edwards, Manager, CFRN Radio, PO Box 5030, Station E, Edmonton, Alberta T5P 4CZ.

Producer/Announcer Classical Music. University of Northern Iowa. For public stations KUNI, (100 KW) and KHKE, (8 KW). Serves as on-air host for classical music programs. Produces recorded promotional materials for broadcast and is responsible for news and cultural-arts related events. Some split shifts will be required. Thorough knowledge of classical music required, B.A., 3rd class with endorsement, 2-3 years experience. Salary will be commensurate with training and experience. The University has an excellent fringe benefit program. Apply in writing and send audition tape with news and music intros to Dick Cottrill, Associate Director, Personnel Services, University of Northern Iowa, Cedar Falls, IA 50613 prior to January 28, 1977. UNI is an Affirmative Action/Equal Opportunity Employer. Members of the protected classes may identify themselves for purpose of Affirmative Action.

Production genius needed by one of Northern California's top beautiful music stations. Must have mature voice and capable of creating, scripting, voicing and producing imaginative radio campaigns. Call Gordon Zlot, KZST, Santa Rosa, CA. 707-528-4434. EOE.

Radio operations assistant needed to handle daily two hour MOR air-shift, operate Gates Automation System, prepare program logs and other traffic related duties. Position requires basic knowledge of radio operations and a FCC Third Class license with endorsement. Salary $540/month with liberal fringe benefits. Send resume to: Rob Robinson, Radio Operations Manager, WVPB(FM), PO Box AH, Beckley, WV 25801. EOE.

Instructor, New York City, part-time commercial broadcast experience required. Control board proficiency, work 3-10 p.m. weekdays and/or all day Sat./Sun. Call 212-279-2360.

Assistant General counsel. Broadcasting. Washington media organization seeking Assistant General Counsel. Person will assist General Counsel in the following: preparation of contracts, releases and clearances; developing materials for admin. rulemaking, legal briefs, and other legal documents; perform legal research and supervise special projects. Specifications: 4 yrs. college and degree from accredited law school. Three years experience with broadcast or communications organizations. Experience does not have to be in legal capacity. Salary: $20,500. AA/EOE. Send resumes by 1/14/76 to: DeNise Johnson, Personnel, 2025 M St., NW, Washington, DC 20036.

SITUATIONS WANTED MANAGEMENT

Ideas and concepts to produce significant profits. People-concerned, bottom-line experienced manager. Responses considered confidential. Box A-48, BROADCASTING.

Successful major market AOR PD, ready to go with tested systems and list for April/May ARB. 20K. If unhappy with current ratings, reply to Box A-65, BROADCASTING.

Radio station manager. Strong in sales, programing, promotion, and people motivation. Excellent profit record in medium and major markets. Seeking growth opportunity with progressive license. Top industry references, resume on request. Box A-111, BROADCASTING.

FM General Manager. Let's make $$$$ for the both of us. Presently Colorado. Interview at my expense. Box A-112, BROADCASTING.

Award winning, major market and ABC program manager. Wants to consult for your station. Reasonable fee. Paul Mitchell 215-638-9425.

SITUATIONS WANTED SALES

B.S. from Ohio U., 2½ years experience. Prefer midwest. Experience includes Chicago and Memphis. Box A-24, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Have talent, will travel. Morning man in 100,000 watt AOR, looking for advancement opportunity. Box A-23, BROADCASTING.

Young announcer, 21, 3rd endorsed, seeks beautiful music or MOR format. Good, resonant voice, news and commercials. Willing to relocate. Tapes upon request. Box A-33, BROADCASTING.

B.A., 4 years experience, available for PBP hockey, basketball, and coming baseball season, can double on news. Box A-52, BROADCASTING.

Australian female, presently working parttime announcer. College grad, B.A. in broadcasting, looking for fulltime radio/TV. Prefer news, announcing, will do anything. One full year experience. Box A-72, BROADCASTING.

MOR DJ-sportscaster* Football, basketball, baseball play by play. 15 years experience. Present employer 5 years. Desire contract $225 weekly. $200 minimum. TV or radio position. Box A-76, BROADCASTING.

Looking for experience? 25 years in radio and television, worked most formats. Major market experience. Resume and tape available. Box A-79, BROADCASTING.

I'm ready for bigger and better things. Two yrs. as announcer, P.D., M.D. for small market am/FM operation. Medium or major market only. MOR or top-40 preferred. Will relocate. Tape and resume available. Box A-80, BROADCASTING.

College grad, 24, single, 3rd endorsed. Some experience. Seeking job in general New York City area. Prefer contemporary MOR and/or oldies. Box A-106, BROADCASTING.

Morning personality known to keep the juice of entertainment flowing! Currently employed. I'm looking for a place to settle, excellent references! Wake up to better days call 201-994-1057 or Box A-110, BROADCASTING.

Announcer seeks career in classical music broadcasting. Strong F.L. pronunciation, knowledge of repertoire, references. 4 years currently P.D. Career opportunity please, no jobs. Box A-115, BROADCASTING.

Midwest anncr seeks move. 18 years radio and TV. 1-319-322-7509.

Broadcast grad, 3rd endorsed, experienced airwork, research, wants first break. Rick, 513-921-3193.

Want entry level all night operator-announcer shift. Seven months experience. References. 3rd endorsed. Jim Kobus, 1567 W. Axton Rd., Ferndale, WA 98248.

6 year pro, all formats. 1st phone family man will relocate for better support I know I'm worth. 904-761-6920.

Humorous, first phone air personality desires top 40 small market station. 213-387-7175. S.H. Green.

Florida top-40 late night personality. Worked Cocoa Beach market. 1 yr. experience. 3rd endorsed. Will relocate Northeast. 305-721-0582.

Bad Billy James, now! Northeast rockers. Wide-range experience. Warm, personable. 212-746-4025.

Veteran: extremely knowledgeable of top 40; broadcasting school; 3rd class; small market; attending college; will work hard; will relocate. John Mitchell, 3016 Lawton Ave., Bronx, NY 10465. 212-824-6003.

How 'bout a humor oriented personality who loves to have a good time on the air? Strong ad-libber, witty, one liners, sarcasm and double entendres combined with a human, friendly delivery. 8 years exp. Great references. All this and out of work. 215-FL2-5194.

First phone D.J. looking for small market contemporary station. Bob Mencel. 1211 Weeks Ave., Superior, WI 54880. 715-392-3144.

SITUATIONS WANTED ANNOUNCERS CONTINUED

5 years experience including, play by play sports and MD. Top 40, MOR. Single. 3rd endorsed. Will relocate. 919-398-4111.

I like your listeners! Energetic professional, with record, 1st, 5 yrs experience all phases seeks daypart position. Any format, your way or mine. Rob George, R.D. 2, Norwich, NY. 607-334-6493.

Morning entertainer adult contemporary, top 40, excellent experience. More than just music, able to "wake 'em up" with comedy, bits, interviews, telephone talk. Good production, hard worker and dedicated to being No. 1. Upper medium large markets. Currently employed. Call 312-773-2782.

Experienced, educated, industrious, dedicated, personable, knowledgeable, witty female. 3728 Ledgewood, Cincinnati, OH 45207.

SITUATIONS WANTED TECHNICAL

First phone technician with announcing ability seeking opportunity with station in friendly small town atmosphere. Excellent background of engineering maintenance with equipment of any condition. Realistic salary requirements. Reply in detail to: Box A-55, BROADCASTING.

Chief engineer first phone four years experience, all phases AM-FM. Willing to re-locate. Box A-82, BROADCASTING.

Chief engineer experienced AM, FM, DA, TV, construction, transmitter, installation maintenance wants medium market challenge. Box A-91, BROADCASTING.

Eight years in broadcasting. Past four years as chief in medium and major markets. Experienced AM directional FM stereo studio maintenance automation. 16-18K. Ed Jurieh, 11177 N. Kendall, Apt. H206, Miami, FL 33176. 305-271-4687.

SITUATIONS WANTED NEWS

Former NIS News Director seeking advancement in radio or Television. Currently working for PBS-TV. Box Z-150, BROADCASTING.

Wanted: A position in your news and/or sports department. Experienced radio newsman seeks bigger market. Extensive reporting, anchoring and writing experience in news and sports fields. Political, judicial, legislative and sports reporting experience in current position. Talk show and play-by-play experience. Box A-57, BROADCASTING.

Fla's finest play by play announcer, looking for bigger market. Married, references, college, 13 years experience. Desire position in radio or TV. Available Feb. 1. Box A-104, BROADCASTING.

Major market sportscaster, 4 years major college basketball, football, baseball. Credits include PBP Indiana basketball, Purdue football. Midwest oriented seeking eastern position. Box A-108, BROADCASTING.

Creative, conversational writer with 3 years experience in news, production, publicity and public affairs. Open to established and growing markets. 3rd endorsed. Contact Stan Froelich, 212-526-1831 day/night.

Professional 20 yrs. radio-television. News, Sports-director, weatherman, talk show host: 609-883-8990.

Med. mkt. N.D. seeks to join "news staff". B.A. journalism, PBP. 512-687-2765.

Thinking about broadcasting baseball games this year? Let's do it! All sports and PBP experience. Call Bob Geismar, Fort Lauderdale, FL. 305-561-5951.

Hi! I'm 26 and have been broadcasting for eight years. I'm finishing up graduate programs in journalism and political science. I'd like to join your news organization on June 1st. Call Steve, days 617-353-2540.

College grad, 3 yrs experience college FM, sports director, PBP all sports, news, rock-jazz shows. Looking for first opportunity prefer to stay in East. Alan Mann, 1121 Fortham Lane, Woodmere, NY 11598. 212-425-5000.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Sinking ship? Loosing money? Don't sell until you give me a chance. I wear many hats and specialize in programing, engineering and working my a-— off. Seeking operations manager position and a little sales. Box A-10, BROADCASTING.

Production, programming, news, 6 years. Contemporary preferred but not vital. 3rd endorsed. Know all aspects of radio. Communications grad. Ready now! Box A-18, BROADCASTING.

One man news department in small market wants to join a station in a city over 50,000, either on a news team or shot at programming. College grad, B.A. in broadcasting, three full years experience. Box A-72. BROADCASTING.

P.D., Music Director and jock with small, medium and major market experience would like to team up with a young-thinking station, preferably in the Southwest. Have experience with Easy-listening, progressive, top 40, adult contemporary, traditional and modern country. Wish to stay and grow with company. Box A-96, BROADCASTING.

Wanted-rewarding challenge. Creative, dedicated professional. Former ABC, major market and award winning program director. Paul Mitchell. 215-638-9425.

Broadcaster, media specialist, college teacher. Nine years professional, one year college teaching experience. Interested in teaching or broadcast position. Call: 501-521-2457.

Operations manager/program director: Experienced with results both automation and live, contemporary formats only. Third ticket, married, degree. Harry Gindhart, 104-B Queen Street, Charleston, SC 29401.

TELEVISION

HELP WANTED MANAGEMENT

Opportunity for commercial manager to join progressive VHF station in expanding Texas market. Box A-16, BROADCASTING.

Mass Communication Department Chairperson instructional and financial management for programs in TV & radio broadcasting, speech, communication theory, journalism, and photography. Application deadline: January 21, 1977. Starting date: July 1, 1977. Write for job description and application: Lane Community College, 4000 East 30th Avenue, Eugene, OR 97405. Equal Opportunity Employer.

HELP WANTED SALES

Account executive. Local sales background essential. The nation's newest VHF CBS affiliate is looking for an aggressive self If interested contact: Donald R. Pettenger, WBKB-TV, 517-356-3434.

Local Sales Manager competitive, aggressive, self-starter. Experienced in retail and sales development. Send resume in confidence to: Robert Craig, Gen. Sales Mgr., WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. E.O.E.

Television account executive. ABC-TV affiliate seeks regional account executive. Excellent opportunity for right person. Accounts are agency oriented. Contact Roderick A. Guerdan, General Sales Manager, WYTV, Youngstown, OH. We are an Equal Opportunity Employer.

Established nationwide media brokerage firm has opportunity for two additional issociate rokers, one in the East and the other on the West coast. Applicant must have good character, a successful record of sales and/or management and be financially responsible. Chapman Associates, Verre Centre, 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED TECHNICAL

Engineer, best technical qualifications and reliable character for VHF. Texas resort city. Box A-1, BROADCASTING.

Assistant chief engineer with proven ability for Texas VHF. Good opportunity for right person. Box A-4, BROADCASTING.

HELP WANTED TECHNICAL CONTINUED

Television station needs an engineer with 1st phone. Experience required on the operation and maintenance of studio, ENG and microwave equipment. Equal Opportunity Employer. Reply Box A-59, BROADCASTING.

Camera maintenance and tape maintenance engineers with a minimum of 5 years broadcast experience and FCC first class. Salary 18-25K. Box A-114, BROADCASTING.

Chief engineer for Western Arkansas UHF TV station. Contact Don Vest, KAIT-TV, P.O. Box 790, Jonesboro, AR 72401. Phone 501-932-4288.

Maintenance engineer-duties: Design, installation, maintenance of solid state audio.video& control. Broadcast equipment & systems. Qualifications: Experience in maintenance, design, installation of complex electronic systems & cameras, supervisory maintenance skills preferred. An E.O.E. Send resumes to Lee Brand, KQED, 500 8th St., San Francisco, CA 94103.

Studio maintenance supervisor needed at once to maintain studio equipment. PC 70 VR1200, CDL 1260 switcher, etc. Must be experienced. (EOE) For information call collect Russ Summerville, WNDU-TV, 219-233-7111.

Studio maintenance engineer, first class license required, maintenance experience on TR-70. TCR-100, color cameras, TK-27 film chain. Salary open. Send resumes to chief engineer, WTVC-TV, P.O. Box 1150, Chattanooga, TN 37401. An Equal Opportunity Employer.

Maintenance engineer to work with established remote facilities company. Experience with quads, color cameras and associated gear. Send resume with salary history to G. Symanovich, TEL-FAX, Inc.. 4654 Airport Road, Bath, PA 18014.

Growing UHF station, opportunity for aspiring engineer wanting maintenance, studio and/or xmtr, digital helpful. Also control room engineer. 1st phone, beginners up. R. Hardie, 317-463-3516. Box 18, Lafayette. IN.

Operating engineer, with first class FCC license to work television control room. Immediate opening, ideal community located in Alaska. Send resume and salary requirements to: George Howard, Chief Engineer, Northern Television. Inc.. Box 2200, Anchorage, AK 99510. 7-76-21.

Maintenance engineer with first class FCC license for equipment maintenance at a Western New York television station. Experience with RCA television broadcast equipment required. Call Chief Engineer at 716-773-7531. Equal Opportunity Employer.

Consulting engineer-familiar with allocations principles and video tape recording theory and practice. Forward complete resume to: Kessler & Wilhelm, 3700 N.E. 53rd Avenue, Gainesville, FL 32601.

HELP WANTED NEWS

Reporter-anchor needed by small market southeastern net affiliate. On-air experience and ability to handle camera preferred. Equal Opportunity Employer. Reply Box A-69, BROADCASTING.

News director/anchor for Southeastern NBC affiliate in top 80. Send resume, photograph and salary history to Box A-70, BROADCASTING.

Anchorperson/producer-innovative prime time daily evening magazine. Top ten major market network affiliate. An Equal Opportunity Employer. Box A-73, BROADCASTING.

Northeastern top 50 market station needs experienced general assignment reporter to do back-up anchor or sports work. Resumes to Box A-94, BROADCASTING.

Wanted: Television assignment editor for major Northern California market. Must be aggressive and imaginative. Work long hours. Desk experience required. An Affirmative Action. Equal Opportunity Employer. Send Resumes to Box A-102, BROADCASTING.

HELP WANTED NEWS CONTINUED

Staff cameraperson: Central California NBC affiliate looking for energetic person with solid background in news and still photography. Knowledge of ENG desirable. 40 hour week. salary to $312.50 week depending on experience. Excellent fringe benefits. Send complete resume to Personnel Manager, KMJ-TV. Channel 24, 1626 E Street. Fresno. CA 93786. An Affirmative Action, Equal Opportunity Employer.

We're looking for a news management-faculty member to help direct the world's most unusual newsroom. Commercial KOMU-TV, an NBC prime, serves as the on-the-line broadcast training ground for the University of Missouri School of Journalism. All 2-hours of daily newscasts are reported, filmed, produced, edited, and anchored by students. Applicants need a solid professional background, a thorough knowledge of both the technical and editorial sides of broadcast journalism, an M.A., and a strohg desire to stay in the business while teaching. Excellent salary and benefits. Academic appointment. EOE. Leigh Wilson, News Director, KOMU-TV. Rte. 63 S., Columbia, MO 65201.

Meterologist: on-camera experience, able to put together a visual weathercast. Lively personality. Contact New Director, KTVV-TV, Box 490, Austin. TX 78767, phone 512-476-3636. An Equal Opportunity Employer.

Meteorologist with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some booth audio, some community involvement. Resume and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

Producer for late and early newscasts. Must have ability to judge news and guide reporters. Will write copy, edit copy and ENG tape, block and time newscasts. Must be creative, with potential to advance to News Director. Group-owned CBS affiliate. Ian Pearson, News Director, WANT-TV, 2915 West State Boulevard, Fort Wayne, IN 46808.

TV talent/reporter for nightly community affairs program. College grad, 2 years as TV talent with substantial on-air, film and VTR experience. Excellent verbal and writing skills. Send resume and tape to Lyle Seaton, WJCT-TV. 2037 Main Street. Jacksonville, FL 32206. An Equal Opportunity Employer.

Capitol correspondent for state network to write, produce and report on governmental affairs. This minority training program position needs a highly-qualified individual, at least 2 years local station exp. with strong on-air presentation. Radio or print reporters with good political writing background considered. Must have excellent verbal and writing skills. Will provide on-the-job training. Excellent pay. Send resume, tape and writing samples to Jim Lewis, Florida Public Broadcasting, c/o House of Representatives, House Office Building, Tallahassee, FL 32304.

South Florida television station seeks an experienced news reporter. Send 3/4 inch cassette and resume to: News Producer, P.O. Box 510, Palm Beach, FL 33480. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer for important news/public affairs show. This is a hard hitting, in-depth interview series and needs a capable, experienced take charge person who knows how to secure top guests. Group owned independent in top ten. Equal Opportunity Employer. Send resume and salary requirements in confidence to Box A-26, BROADCASTING.

Anchorperson/producer-innovative prime time daily evening magazine. Top ten major market network affiliate. An Equal Opportunity Employer. Box A-74, BROADCASTING.

Director/Night production manager, experience needed in all phases of production with strong emphasis on technical directing of 6 & 11pm newscasts. Top 50 market. Equal Opportunity Employer (EOE). Send resume to Box A-75, BROADCASTING.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Promotion Manager-top 30-net V-experienced individual with knowledge of station promotion, on-air, print, and sales research. Station looking for person presently in promotion as number 2 in major market or number 1 ready to move. Equal Opportunity Employer. Send resumes to Box A-87, BROADCASTING.

Major East coast station has an opening for a staff director. Applicant must display proficiency in fast-paced local news and public affairs programming. Equal Opportunity Employer. Reply to Box A-101, BROADCASTING.

KBCI-TV, Boise, Idaho, is updating its employment application files. Applications over one year old will be purged unless advised by the applicant to hold for an additional period. KBCI-TV is an Equal Opportunity Employer.

Announcement of position opening. Special projects coordinator for community-based PTV in Midwest. Must have knowledge and experience in grantsmanship and a demonstrated skill in proposal writing, program production and client contact. Ability to coordinate research, writing and presentation of all station production projects to potential funding agencies. Applications must be received by January 15, 1977 at KETC-TV, 6996 Millbrook Blvd., St. Louis, MO 63130. KETC-TV is an Equal Opportunity Employer.

Program/operations manager. Experienced, creative. Write James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. A Rust Craft Broadcasting Company station. Equal Opportunity Employer.

Broadcast electronics faculty position: To teach the final year of a Bachelor of Science program. The subjects to be taught include two-way communications, Radio Transmitters (AM and FM), CATV, and Color Television Transmitters. Bachelor of Science degree required plus significant work experience. This is a tenure track position. Apply to: M.R. Halsey, Head, Electrical and Electronics Department, Ferris State College, Big Rapids, MI 49307. 616-796-9971, Ext. 208. An Equal Opportunity/Affirmative Action Employer.

Assistant professor-broadcast journalism. Career-oriented program. Close contact with regional broadcast media. Significant amount professional radio-TV experience a must; college teaching desirable. PhD in hand, $12,800 on 9-mo. contract, Asst. Prof. rank. If within one year of degree, Instructor rank and pay, with promotion possible on completion. Nothing less accepted. Closing application date Feb. 15, 1977. Appointment late August, 1977. Letter and vita to Dr. Jack Mauch, Journalism Dept., Idaho State University, Pocatello, ID 83209. EEO/AA employer.

Motion media director, The University of Texas Medical Branch, division of Communications and educational support services, has an immediate opening for a motion media director responsible for directing the professional, administrative and fiscal activities of a department with approximately twelve employees. Candidates must have a minimum of three years experience in the planning, design, production and evaluation of instructional material in the motion visual (TV and cinema) media. Will participate in the conceptualization and implementation of research studies in health sciences instruction in cooperation with faculty members. Prefer earned doctorate in related discipline. Qualified cnadidates are encouraged to contact: Dr. Barbara F. Johnson, Director, Division of Communications and Educational Support Services, The University of Texas Medical Branch, Galveston, TX 77550. Phone 713-765-2786. UTMB is an Equal Opportunity M/F Affirmative Action Employer.

Producer III to plan and coordinate major TV/film productions. Research, write and produce. Master's degree preferred, 4 years experience in TV and film. Application period closes 1-21-77, send resume to Personnel Department, Arizona State University, Tempe, AZ 85281.

SITUATIONS WANTED MANAGEMENT

General manager. Mid-40's. Pioneered television. For 2 winners, broke all records in sales, profits and prestige. Converted 2 long-term losers into highly profitable winners years ahead of rosiest projections. Produced profits exceeding $35 million. Box A-53, BROADCASTING.

SITUATIONS WANTED SALES

Television account executive. 28. Four years local sales top 20 market, plus New York agency experience. Solid record. Excellent references. Box A-93, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Transmitter ETC maintenance 20 yrs experience, TV transmitter construction to industrial/biomedical instrumentation prefer Mich., will consider Ohio, Ind., Ill, Wis. Replies to Box A-51, BROADCASTING.

First phone college grad seeks position as switcher/producer/director. I'm 24 years old, currently public affairs director at large group-owned AM. Will relocate anywhere. For tape and resume: Ed Solomon, PO Box 3, Woodbury, NY 11797. 516-367-4968.

SITUATIONS WANTED NEWS

Top 20 camerawoman seeks advancement, 3½ years experience in shooting, editing, 16mm mag. stripe, also seeks tape opportunites. Relocation no problem. Box A-54, BROADCASTING.

Radio newsman seeks TV news and/or sports position. Extensive experience as reporter, anchor and writer in news and sports fields. Some cable experience. Covered all events and developments in current position. Box A-58, BROADCASTING.

Aggressive sports director needs more vibrant market. No rip-read net-feed here, just solid local action, features. 27, B.A., former athlete in labor of love. E.N.G. expert needs outlet for enthusiasm in anchor or reporting position. Box A-61, BROADCASTING.

Black female broadcast journalism degree. Seeking position as newscaster, announcer, (Some experience) well-trained. FCC 3rd, endorsed. Cooperative, adaptable, not a Prima Donna. Box A-64, BROADCASTING.

Ograbme; Young, aggressive, climber. Small market news director/anchor seeking position with growth oriented news operation. B.A., first, reporting and film experience. Box A-78, BROADCASTING.

Highly experienced weatherman, newsman, cameraman (with own 16mm equipment), film editor, published author, needs more challenging position, anywhere. Box A-81, BROADCASTING.

Experienced journalist ready to develop a newsroom sensitive to community. Want challenge. Believe in community involvement. Box A-86, BROADCASTING.

Sharp, young NYC govt writer-researcher seeks entree into TV news. Box A-113, BROADCASTING.

Med. mkt radio N.D. seeks TV entry. B.A. journalism. PBP. 512-687-2765.

Science reporter. Weather, health sciences background. Good appearance, delivery. Don Paul, 212-869-1166 wkdays; 275 Hoym St., Ft. Lee, NJ 07024.

News photographer, female. Free-lance experience in major market. Seeking full-time work. 301-593-7515 or 202-244-3582 evenings.

Irreverent, investigative government reporter seeking position with dedicated news organization. Strong background covering national-local politics, judicial proceedings, state legislature. Network experience, ability to shoot and edit film are other assets. Single, 31, mature appearance, well organized, college. 9 years radio-TV. Contact Tom Rodgers, 406-453-4370 or write 800 Second Avenue, N., Apt. 312, Great Falls, MT 59401. or contact news director regarding my ability at same phone number.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Producer-director. Young, aggressive, 4 years medium market experience, college degree; ENG, film newscasts, commercial background. Looking for challenging daily newscasts and commercial duties. Good references. Box A-62, BROADCASTING.

All-pro producer/director with 7 years extensive experience seeking challenging position on your team. Graham Brinton, 215-664-3346.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Production manager, creative services director position desired. Heavy commercial, sports, news, production management experience. Independent, group, and major market background. Excellent credentials. Call 803-798-1010.

USC grad in broadcasting with 1st phone and four years engineering experience in a major market, seeking production position. Will relocate. Bill Andrews Jr., 1438 So. Barrington Ave. No. 6, West Los Angeles, CA 90025.

Experienced SloMo and Chiron operator. TD, AD, stage manager, and audioman. Network, syndicated, and local experience. Available in June. Andrew Faber, 10 West Fourth Street, No. 315, Tempe, AZ 85281.

CABLE

HELP WANTED MANAGEMENT

Michigan cable company seeking qualified general manager. Must have proven management record, well rounded experience in subscriber sales and marketing, system operations, L.O. sales and operations, and customer service. 16,000 subscribers-40,000 potential. Compensation commensurate with experience. Send resume and references to Box A-67, BROADCASTING.

General Manager. Growth position available for an experienced, tough-minded general manager to head MSO system (cable television) with an expanding organization. Excellent company paid benefits, including family health insurance, life insurance, vacation, tuition refund, etc. An Equal Opportunity Employer. Please send resume, starting salary requirements to Box A-68, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted, RCA TTU-1B or TTU-2B television transmitter. State condition, location and price. Box A-109, BROADCASTING.

RCA BC-7 or equivalent audio console. Send specs, availability and price information to John Westman, Operations Manager, WLAV AM/FM, Grand RApids, MI.

Self support 315' tower, certified zone B to hold FM antina 200 lbs. approx. Contact Rev. Arthur Gregg, 359 Broad St., Menasha, WI 54952. 725-7252.

We need used 250, 500 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

IVC-960CD, 1" tape machine totally refurbished. $15,000, Bill Moore, KBMT-TV, 713-883-7512.

Transmitter presently in use, available March, 1977. GE-TT-32-B, 50 KW, Filterplexer on Channel 12, notch diplexer, heat exchanger, spare parts, and power tubes. $25,000, Bill Moore, KBMT-TV, 713-883-7512.

Gates SP-10 and SP-19 automation system, studio 96 reel machines, and Gates controls. KCTA, P.O. Box 898, Corpus Christi, TX 78403.

1970 Gates FM-250H3, TE-3 Solid Statesman exciter at 88.5. Best offer over $4,500. Waterhouse, KLJC, Kansas City, MO 64111.

RCA TR3 Lo-band W/Mono ATC, 1 rebuildable head. Bids accepted until February 1. Bidding: Purchasing, Bowling Green Univ., Bowling Green, OH 43403. 419-372-0411. Equip infor: WBGU-TV. 419-372-0121.

Ampex VT 1100 Lo-band mono with 1 rebuildable head. Bids accepted until February 1. Bidding: Purchasing, Bowling Green Univ., Bowling Green, OH 43403. 419-372-0411. Equip. info: WBGU-TV. 419-372-0121.

RCA, TT10/25 Ch 3, assoc. equipt, spares. Also TT-5. Write or call for detailed list. R.J. Smith, WKYC-TV, Cleveland, OH 44114.

FOR SALE EQUIPMENT CONTINUED

For Sale: 5 KW AM transmitters: RCA BTA-5H, RCA BTA-5F, Collins 21-E, Collins 820-E-1. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

CBS-TV console. 12 plus inputs, Langevin pre's and amps, BA25A, 144 pt. patchbay. $650 FOB Chicago Area. 312-968-3955.

Discount broadcast and studio equipment. New and rebuilt. Cart and reel recorders, consoles, limiters, monitors, preamps, mic's, speakers, turntables, racks, furniture, reconditioning services, parts. Autodyne: Box 1004, Rockville, MD 20850.

Complete TV station. Middle VHF channel. High Power. 205-956-2200.

Build your own TV and radio production equipment. Easy, inexpensive plans covering audio consoles to chroma key and time base correctors. $1.00 brings our catalog listing over 100 projects. Don Britton Enterprises, PO Box G, Waikiki, HI 96815.

AM transmitters: 50 KW, 10 KW, 5 KW, 1 KW, and 250 watt. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Three PC-70 Norelco color camera systems including two Angenieux 10:1 lenses; one Schneider 11:1 lens; 100-foot camera cable per camera; three PD-3 counterbalanced pedestals. Cameras in mint condition. Contact Acadia Associates, P.O. Box 1188, Fox Pavilion, Jenkintown, PA 19046.

For Sale Equipment TV CCA TA 30B TV UHF Transmitter Channel 68 with driver cabinet, completely selfcontained, containing a complete visual and aural driver. Available immediately, location California. Chandler Leasing 213-679-9536.

FM transmitters: 20 KW, 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W, and 10 Watt. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

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Deejays: New, sure-fire comedy! 11,000 classified one liners. $10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

Original comedy for radio entertainers. Free sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

Hundreds have renewed! We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twineing, Dallas TX 75227.

Wanna be as funny as Gabe Kaplan, Richard Pryor and John Dean? Forget it. But you can be funnier than you are now. Send for a complimentary snack: Lola's Lunch, 2434 Lake In Woods Blvd., Suite 902, Ypsilanti, MI 48197.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc.,

Amateur singers wanted for new record company. Call 212-247-8500. Demo fee required.

In Our View helps you with ascertainment, news and editorials. Hundreds of stations are using it. $12.95 or COD. Box 261, Belmont, CA 94002. Refund if not satisfied.

Brilliant moneymaker! Increase billing $12,000+ annually, even small markets. Free details of incrediable method. SELLAFONE, 4031 Delgado Dr., New Orleans, LA 70119.

INSTRUCTION

No FCC license? Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blvd., Hollywood, CA 90028.

San Francisco, FCC license, 6 weeks 1/17/77. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell St., 94102. 415-392-0194.

INSTRUCTION CONTINUED

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin Feb 14. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

REI 2402 Tidewater Trail, Fredercicksburg, VA 22401. 703-373-1441.

Get your license in exciting Music City, USA. Next class Jan. 3. Tennessee Institute of Broadcasting, Nashville. 2106-A 8th Ave. S. Neil Terrell, Director.

Our 40th year! Complete radio production and announcing training, Don Martin School of Communications! Six fully equipped, modern radio studios. Full time resident studio & classroom instruction by media experienced professionals. Classes monthly, V.A. approved. 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. 213-462-3281. Not a "workshop" or "seminar", but fully qualified and approved school.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

Omega State Institute, FCC first class license and studio training. 90% placement success! 237 East Grand, Chicago. 312-321-9400.

No: tuition, rent! Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! $9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco, CA 94126. (Since 1967).

1st class FCC, 6 wks, $450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, St. Louis, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

RADIO

Help Wanted Sales

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An opportunity to join a young expanding broadcasting company. We are looking for aggressive creative salespeople for our stations. Our group consists of WBNY, Buffalo; WEZE, Boston; and WLKW AM/FM Providence. In three years of operation all three General Managers have been promoted from within our company.

Tremendous opportunity for financial and career growth. Send resume to:

William M. McCormick
President
McCormick Communications, Inc.
One Beacon Street
Boston, Massachusetts 02108
An Equal Opportunity Employer

Help Wanted News

WEEKDAY ANCHOR

Personality newscaster wanted to fill PM shift. Must have exciting, lively delivery with voice to match. Build rapport with disc jockey to make news a plus. Tape and resume to: Ray Hasha, KLOK, Box 21248, San Jose, CA. 95151. Equal Opportunity Employer.

Help Wanted News Continued

AFTERNOON DRIVE NEWSCASTER WITH "DRIVE"!!

Contemporary station in Northeast offers Monday through Friday shift for experienced news person. We demand short, well written stories delivered in authoritative, rapid paced, believable style. The person we seek must possess a mature resonant voice and speak perfect english. This is a well established AM/FM facility offering many benefits; including 2 weeks paid vacation after first year, 3 weeks after second, medical insurance, life insurance, 10 paid holidays and a liberal sick leave policy. $200-$250 weekly. EEO

Please write in confidence to Box A-43, BROADCASTING

Situations Wanted Management

ATTENTION RETIRING OR ABSENTEE OWNER/OPERATOR

Communication Professional for national public figure, wishes to apply energy, knowledge and capital towards position as manager/small/medium market-Florida, N.C. or S.C. coast city.

Principles only.
Box A-103 Broadcasting

WINNER AVAILABLE

Senior Management Member of Major Group Radio Broadcaster has decided that he wants a change. Well-known, a member of major industry boards and committees, listed in Who's Who in Advertising, is looking for a group owner who wants a VP radio division, a major market general manager, or a group wide, VP-Sales, and willing to pay for excellence and results. Reply Box A-107, Broadcasting.

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Call 518—439-5642/518—439-7638
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Delmar, N.Y. 12054

TELEVISION

Help Wanted Management

SALES MANAGEMENT

We are looking for an assistant General Sales Manager at WANE-TV (a Corinthian station) in Ft. Wayne, Ind. This individual should have a strong background in either local or national sales and a strong desire for advancement. Interested parties contact

Dave Sankovich
at 219-424-1515
WANE-TV,
an equal opportunity employer.

Help Wanted Technical

TV ENGINEERING SUPERVISOR

Position available December 1 for individual to supervise technicians assigned to TV production and maintenance. Applicants should present solid technical background, an FCC First Class License, and a minimum of 5 years of TV broadcast experience. Previous supervisory experience is desirable. This position is the result of a staff expansion and involves rotation to day and evening shifts.

We offer a liberal compensation package and are conveniently located in downtown Boston.

For further information please contact Personnel Department

WNAC-TV

RKO GENERAL

RKO General Building
Government Center, Boston, Mass. 02114
Telephone: 617-725-2890

An Affirmative Action/ Equal Opportunity Employer

Help Wanted Sales

REGIONAL MANAGERS for WEST, EAST, SOUTH AND CENTRAL STATES

"Challenging positions available for Video Sales Engineers experienced in Broadcast T.V. and Distributor Market Place. These are Career positions for aggressive, knowledgable professionals with the ability to work independently. Experience in the Broadcast T.V. Industry is essential. Please send resume to: U.S. Sales Manager, Richmond Hill Laboratories Limited, 1240 Ellesmere Road, Scarborough, Ontario, Canada M1P 2X4."

Help Wanted News

"Television station in top 5 market seeking experienced professional reporter. Reply with resume."

Box A-63, BROADCASTING

TV NEWS PRODUCER

ENG COORDINATOR

Major TV affiliate in top 15 market located in Southern Florida has an opening for a news producer/ENG Coordinator. Desire BA in Journalism and 2-3 years' experience as a producer in a major market. Must be knowledgeable in Eng and making news assignments. Able to script and newscast including graphic placement and coordination of film and taped pieces. Send resume including background and salary history to

BOX 010787
MIAMI, FLORIDA 33101

Equal Opportunity Employer
Females & Minorities Encouraged to Apply

Help Wanted Programing, Production, Others

TV PROMOTION MANAGER

Group-Owned West Coast Station

We're searching for a smart, aggressive promotion pro to develop fresh exciting campaigns for this network affiliate.

If you can show that you have strong conceptual and writing talent, a flair for production in all media, and the leadership and drive to get things done—you'll find this a challenging and rewarding position.

Send your resume now. We'll contact you for samples of your work.

Box A-116, BROADCASTING

AN EQUAL OPPORTUNITY EMPLOYER

Situations Wanted News

BROADCAST JOURNALIST

Reporter/Anchor—Nine year veteran Top Twenty Market seeking new challenge. Experienced in all phases TV News including ENG.

Reply: Box A-95, Broadcasting

News photographer, who is aggressive, and enterprising seeks station where talents can be put to good use. Prefer warmer climate, than Michigan. Film and VTR's are available. Spot news, sports and General news are best areas. Contact—JO. L. Keener 642 SW 36th St No. 203 Wyoming Michigan 49509—(616) 538-7744.

Situations Wanted Programing, Production, Others

Interrelated: programming in production & directing. Writing scripts to correspond with the economical structure of production; to stress low budget & high productivity as a result of my work. 901—522-8248, 9:00 A.M.-8:00 P.M. Bokhara.

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We specialize in the placement of well qualified people in the Television and Radio Industry. Openings at all locations—all levels of Management, Technical, Sales and Programming Confidential—no cost to applicant. Employer inquiries invited. Contact Alan E. Kornish.

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RADIO & TV EMPLOYMENT

Our unique, professional third man guidance techniques have aided in locating new situations for clients at their maximum earnings potential. All Radio & TV Professions. All Markets. We work for and with you in a confidential manner while you are employed or seeking employment. Retain us and invest in a better future. Rush tape & resume. SLJ PRODUCTIONS BOX 12069 CHICAGO, ILL. 60612.

Miscellaneous

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St. Petersburg, Fl. 33733
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How would you like to help me celebrate my 6th year on a 50,000 watt New York station?

"Out of Sight" is an unusual upbeat half hour public service talk show featuring "pros" in the fields of medicine, nutrition, physical, mental, and visual problems. It's available for programming on your station at minimal cost. For audition cassette, list of outstanding programs, and additional information write:

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Tampa, Fla. 33614

Correspondent

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He won the AP Broadcasters Award for the best radio editorials in Virginia in 1975. His column appears in over 200 newspapers.

Why not consider having Les Kinsolving be your stations man in the White House, giving *your* call letters. Call Jim Trotter for details. (202) 244-1228.

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1-406 Top AM drive in L.A. avail. Feb. 15. Upper 5 figures. 1-303 TV producer Miami seeks northeast TV P.D. slot. 1-221 Seattle MOR jock ready to move anywhere. 1-067 GM of No. 1 50K in midwest looking for challenge. 1-134 MOR personality, 38, now in L.A. Nationally known. 1-466 Fast newsman, big voice. Top credentials. Majors only. 1-026 Top TV anchorman internationally known. Avail. Feb. 1. Upper 5 figures. Majors only.

OPENINGS

2-105 Colorado. Good 5 figs. GM. 2-023 NYC heavy hitter AM needs PM drive. $40K. 2-164 Cleveland TV outlet needs asst. news director. 2-065 Major cable outlet needs chief engineer. $18K. 2-154 Ariz. rocker needs 3 jocks. $800-$1100 per mon. 3rd Ph.

CAN WE HELP YOU FIND AN OPENING OR FILL ONE? America's largest exclusive broadcast personnel service offers availabilities now in all phases of radio and TV, on and off air. Lowest fees in industry.

Contact: MIKE LAWRENCE
AMERICAN MEDIA SYSTEMS CORP.
3416 Via Lido
Newport Beach, Calif. 92663
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RADIO SURVEYS

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UNDER $1,000.00—Terms
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30903

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NO CASH

CHARGE-A-TRADE
Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)
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TRADE FOR

16 + ACRES IN VA. BEACH, VA.

I'm willing to trade property for Radio or TV station(s) of equal value. Must be located in Va., N.C., Maryland, or D.C. Acreage zoned for duplex apartments in busy corridor of Va.'s fastest growing city. Contact: Bill Weller, 1600 Keswick Dr., Norfolk, Va. 23518. (804) 623-9777.

★★★★★★★★★★★★

Wanted To Buy Stations

Principal looking for a small to medium size station. Please include a copy of your latest Form 324 with your first letter.
Box A-77, Broadcasting

DEDICATED BROADCASTERS WHO LOVE RADIO WANT TO BUY YOUR STATION(S). FULL TIME AM OR AM-FM MEDIUM MARKETS SOUTH OR SOUTHWEST. STRICT CONFIDENCE. CONTACT RUSTY REYNOLDS, OWNER KYKX, LONGVIEW, TX. 75601. (214) 757-2662.

Small AM or FM Station in Hawaii or any Warm Climate or Penna. Profitable. Principal Has $5,000 to Invest and Work as GM or PD with Eventual Full Ownership.
D.A. LENGYEL
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Very profitable fulltime AM with big potential for further growth. Price of $1,200,000 is approximately 2 X gross. Good terms after down payment of $300,000 to qualified buyer. Cash flow can amortize debt service.

A Confidential Service to Owners & Qualified Buyers

NEED FINANCIALLY QUALIFIED MINORITIES INTERESTED IN RADIO STATION OWNERSHIP IN THE SOUTH
BOX Z-155, BROADCASTING

MEDIA BROKERS
APPRAISERS
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SHAHEEN INC.
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312 • 467 • 0040

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Media Brokerage/Appraisals
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Phone 513/791-8730

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ASSOCIATES, INC.
100 MERRICK ROAD ROCKVILLE CENTRE N.Y. 11570 (516) 764-5516

- **100,000 watt stereo and powerful fulltime AM in good size S.E. Metro Area. Terms.**
- **Class A FM in large central Florida city. $230,000 Cash.**
- **Class "C" stereo in Miss., 1,182,000 population in .05 MV/M coverage area. Terms.**
- **AM/FM in Miss. Small town. Sales about $120,000. $168,000 Cash.**
- **AM/FM in southern Indiana. Small town. Coverage area about 140,000. Real Estate.**
- **Fulltime AM within 60 miles of Washington, D.C. Small town. $400,000. 29% down. Billing about $200,000.**

BUSINESS BROKER, ASSOCIATES
615—894-7511

SE	Sub.	Fulltime	$250K	29%
MW	Maj.	Fulltime	$3,000K	nego
SE	Maj.	AM/FM	$4,000K	nego
SW	Metro	Daytime	$145K	nego
NE	Maj.	Fulltime	$650K	29%

Atlanta—Boston—Chicago—Dallas
New York—San Francisco

CHAPMAN ASSOCIATES®
nationwide service

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BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the **EXACT** category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy—All copy must be clearly typed or printed.

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

Rates, classified listings ads:
—Help Wanted 70c per word—**$10.00 weekly minimum. (Billing charge to stations and firms: $1.00).**
—Situations Wanted, 40c per word—**$5.00 weekly minimum.**
—All other classifications 80c per word—**$10.00 weekly minimum.**
—**Add $2.00 for Box Number per issue.**

Rates, classified display ads:
—Situations Wanted (Personal ads) $30.00 per inch
—All other $60.00 per inch

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name Phone

Stock Index

Broadcasting

	Stock symbol	Exch.	Closing Wed. Jan. 5	Closing Mon. Dec. 27	Net change in week	% change in week	1976-77 High	1976-77 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ABC	ABC	N	37 7/8	39	- 1 1/8	- 2.88	39 1/4	19 7/8	15	17,625	667,546
CAPITAL CITIES	CCB	N	55 1/8	53 1/2	+ 1 5/8	+ 3.03	55 3/4	42 1/4	13	7,764	427,990
CBS	CBS	N	57 1/4	57 1/2	- 1/4	- .43	60 1/2	46 3/4	11	28,313	1,620,919
COX	COX	N	33 5/8	32 1/2	+ 1 1/8	+ 3.46	37 3/4	28 3/4	11	5,863	197,143
GROSS TELECASTING	GGG	A	13 3/4	13 5/8	+ 1/8	+ .91	13 3/4	10	8	800	11,000
KINGSTIP COMMUN.	KTVV	O	4 3/8	4 5/8	- 1/4	- 5.40	4 7/8	2 1/4	8	461	2,016
LIN	LINB	O	17 1/4	17 1/8	+ 1/8	+ .72	17 3/4	9 5/8	8	2,615	45,108
MOONEY	MOON	O	2 1/4	2	+ 1/4	+ 12.50	3 7/8	1 3/4	3	425	956
RAHALL	RAHL	O	9	8 3/8	+ 5/8	+ 7.46	9	4 1/2	14	1,297	11,673
SCRIPPS-HOWARD	SCRP	O	31 1/2	31	+ 1/2	+ 1.61	32 1/2	20 1/2	8	2,589	81,553
STARR	SBG	M	3 3/4	2 5/8	+ 1 1/8	+ 42.85	5	2 1/4		1,202	4,507
STORER	SBK	N	25 1/2	24 7/8	+ 5/8	+ 2.51	25 1/2	12 3/4	7	4,876	124,338
TAFT	TFB	N	30	29	+ 1	+ 3.44	31 1/2	23 1/4	8	4,070	122,100
									TOTAL	77,900	3,316,849

Broadcasting with other major interests

	Stock symbol	Exch.	Closing Wed. Jan. 5	Closing Mon. Dec. 27	Net change in week	% change in week	1976-77 High	1976-77 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ADAMS-RUSSELL	AAR	A	3 7/8	3 5/8	+ 1/4	+ 6.89	4 3/4	2	7	1,262	4,890
AVCO	AV	N	14	13 3/8	+ 5/8	+ 4.67	14 3/4	4 1/2	2	11,541	161,574
JOHN BLAIR	BJ	N	13	10 3/4	+ 2 1/4	+ 20.93	13	5	6	2,406	31,278
CHRIS-CRAFT	CCN	N	6 3/8	5 5/8	+ 3/4	+ 13.33	6 3/8	4 1/2	15	4,162	26,532
COMBINED COMM.	CCA	N	20 1/4	19 7/8	+ 3/8	+ 1.88	20 1/4	12 5/8	9	6,363	128,850
COWLES	CWL	N	12 1/2	12 1/2		.00	12 1/2	6 1/8	15	3,969	49,612
DUN & BRADSTREET	DNB	N	30 3/8	30	+ 3/8	+ 1.25	33 3/4	24 5/8	18	26,571	807,094
FAIRCHILD IND.	FEN	N	10	9 1/2	+ 1/2	+ 5.26	11 1/2	6 1/8	10	5,708	57,080
FUQUA**	FQA	N	11 1/8	11 7/8	- 3/4	- 6.31	12	4 1/2		8,844	98,389
GANNETT CO.	GCI	N	40	40		.00	41	32 7/8	19	21,108	844,320
GENERAL TIRE	GY	N	25 1/4	25 5/8	- 3/8	- 1.46	26 1/4	17 5/8	6	21,954	554,338
GLOBE BROADCASTING**	GLBTA	O	2 1/8	2 1/8		.00	2 7/8	1 1/2		2,783	5,913
GRAY COMMUN.		O	8 1/2	7	+ 1 1/2	+ 21.42	8 1/2	6	5	475	4,037
HARTE-HANKS	HHN	N	28 7/8	28 7/8		.00	28 7/8	17 1/8	13	4,383	126,559
JEFFERSON-PILOT	JP	N	31 3/4	31 1/2	+ 1/4	+ .79	32 1/8	25 5/8	12	24,078	764,476
KAISER INDUSTRIES	KI	A	14 7/8	14 1/4	+ 5/8	+ 4.38	16	8	10	28,119	418,270
KANSAS STATE NET.	KSN	O	4 3/4	4 3/4		.00	4 7/8	3	9	1,826	8,673
KNIGHT-RIDDER	KRN	N	37 3/4	37 3/4		.00	39	28 7/8	12	8,305	313,513
LEE ENTERPRISES	LNT	A	23 3/4	22 1/2	+ 1 1/4	+ 5.55	23 3/4	13	13	5,022	119,272
LIBERTY	LC	N	18 7/8	17 3/4	+ 1 1/8	+ 6.33	18 7/8	9 1/2	7	6,762	127,632
MCGRAW-HILL	MHP	N	16 1/2	16 7/8	- 3/8	- 2.22	17	12 3/4	11	24,690	407,385
MEDIA GENERAL	MEG	A	19 5/8	19 1/2	+ 1/8	+ .64	19 5/8	14 1/4	9	7,276	142,791
MEREDITH	MDP	N	18 3/4	17 1/8	+ 1 5/8	+ 9.48	18 3/4	10 1/4	5	3,064	57,450
METROMEDIA	MET	N	28	28 1/2	- 1/2	- 1.75	29 3/4	15	8	6,730	188,440
MULTIMEDIA	MMED	O	21 1/2	21 3/4	- 1/4	- 1.14	21 3/4	14 1/4	10	4,390	94,385
NEW YORK TIMES CO.	NYKA	A	16 1/2	16	+ 1/2	+ 3.12	18 1/2	11 1/2	13	11,206	184,899
OUTLET CO.	OTU	N	18 3/8	18 3/8		.00	19	12 7/8	6	1,440	26,460
POST CORP.	POST	O	18 1/4	19	- 3/4	- 3.94	19	8	7	875	15,968
REEVES TELECOM**	RBT	A	1 7/8	1 7/8		.00	2 1/2	1 1/8		2,376	4,455
ROLLINS	ROL	N	22 7/8	22 1/4	+ 5/8	+ 2.80	27 3/8	20 3/4	13	13,404	306,616
RUST CRAFT	RUS	A	9	7 7/8	+ 1 1/8	+ 14.28	9 7/8	5 5/8	7	2,291	20,619
SAN JUAN RACING	SJR	N	9	7 1/2	+ 1 1/2	+ 20.00	10 1/4	7 1/4	6	2,509	22,581
SCHERING-PLOUGH	SGP	N	42 7/8	44 1/4	- 1 3/8	- 3.10	59 3/4	42 1/4	15	54,037	2,316,836
SONDERLING	SDB	A	15 1/8	15 7/8	- 3/4	- 4.72	15 7/8	6 3/4	5	731	11,056
TECH OPERATIONS**	TO	A	2 7/8	2 1/4	+ 5/8	+ 27.77	4 3/4	2 1/8		1,344	3,864
TIMES MIRROR CO.	TMC	N	22 1/4	22 3/4	- 1/2	- 2.19	23 3/4	18 1/4	12	33,905	754,386
WASHINGTON POST CO.	WPO	A	24 1/2	42 1/8	- 17 5/8	- 41.83	44 1/4	21 3/4	6	4,546	111,377
WOMETCO	WOM	N	12 1/8	11 5/8	+ 1/2	+ 4.30	13 1/4	8 7/8	7	9,470	114,823
									TOTAL	379,925	9,436,693

Cablecasting

	Stock symbol	Exch.	Closing Wed. Jan. 5	Closing Mon. Dec. 27	Net change in week	% change in week	1976-77 High	1976-77 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ACTON CORP.	ATN	A	3 3/8	3 1/8	+ 1/4	+ 8.00	3 3/4	1 1/8	11	2,640	8,910
AEL INDUSTRIES**	AELBA	O	2 1/2	2 5/8	- 1/8	- 4.76	2 5/8	3/4		1,672	4,180
AMECO** *	ACO	O	1/2	1/2		.00	1 3/4	3/8		1,200	600
AMERICAN TV & COMM.	AMTV	O	20	19 1/4	+ 3/4	+ 3.89	21 3/4	13 1/2	16	3,359	67,180
ATHENA COMM.** *		O	1/8	1/8		.00	1/2	1/8		2,125	265
BURNUP & SIMS	BSIM	O	3 3/4	3 3/4		.00	6 1/2	3 1/4	34	8,319	31,196
CABLECOM-GENERAL	CCG	A	6 1/8	5 3/4	+ 3/8	+ 6.52	8 1/8	4 1/8	6	2,560	15,680
CABLE INFO.		O	3/4	3/4		.00	1 1/4	1/4	4	663	497
COMCAST		O	3 3/4	3 3/4		.00	3 3/4	1 7/8	10	1,708	6,405
COMMUN. PROPERTIES	COMU	O	3 5/8	3 3/4	- 1/8	- 3.33	4 1/4	1 7/8	40	4,761	17,258
COX CABLE	CXC	A	16 3/4	15 3/4	+ 1	+ 6.34	17 3/4	13	17	3,560	59,630
ENTRON*	ENT	O	2	2		.00	2	1 1/2	2	979	1,958
GENERAL INSTRUMENT	GRL	N	19 1/2	20 1/4	- 3/4	- 3.70	20 1/4	8 1/4	42	7,178	139,971
GENEVE CORP.	GENV	O	8 1/2	8 1/2		.00	10	6 1/2	57	1,121	9,528
TELE-COMMUNICATION**	TCOM	O	3 5/8	3 1/2	+ 1/8	+ 3.57	5 1/4	2 7/8	52	5,281	19,143
TELEPROMPTER**	TP	N	8 1/4	8	+ 1/4	+ 3.12	9 3/8	5 3/4		16,634	137,230
TIME INC.	TL	N	36 3/8	36 3/4	- 3/8	- 1.02	38 3/4	32	13	25,000	909,375
TOCOM	TOCM	O	2 7/8	2 7/8		.00	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UACC	O	15 1/2	15 1/2		.00	15 1/2	9	12	1,700	26,350
UNITED CABLE TV**	UCTV	O	3 7/8	4	- 1/8	- 3.12	4	1 5/8		1,879	7,281
VIACOM	VIA	N	9 1/2	9 5/8	- 1/8	- 1.29	11 3/4	7 7/8	10	3,705	35,197
									TOTAL	96,661	1,499,607

	Stock symbol	Exch.	Closing Wed. Jan. 5	Closing Mon. Dec. 27	Net change in week	% change in week	1976-77 High	1976-77 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Programing											
COLUMBIA PICTURES	CPS	N	8 1/4	6 1/2	+ 1 3/4	+ 26.92	8 1/4	4 1/2	6	6,748	55,671
DISNEY	DIS	N	45 3/4	48 1/2	- 2 3/4	- 5.67	63	43 5/8	19	31,010	1,418,707
FILMWAYS	FWY	A	8 3/8	7 7/8	+ 1/2	+ 6.34	10 1/4	5 1/4	7	2,404	20,133
FOUR STAR			1	1		.00	1	1/4	10	667	667
GULF + WESTERN	GW	N	17 5/8	18 1/4	- 5/8	- 3.42	26 7/8	15 1/2	4	45,162	795,980
MCA	MCA	N	38 1/8	39	- 7/8	- 2.24	39	25	7	17,445	665,090
MGM	MGM	N	16 1/8	15 3/4	+ 3/8	+ 2.38	16 1/8	12 7/8	6	13,102	211,269
TELETRONICS INTL.		O	6	5 3/4	+ 1/4	+ 4.34	9 5/8	3 3/4	8	837	5,022
TRANSAMERICA	TA	N	14 5/8	14	+ 5/8	+ 4.46	14 5/8	8 1/4	9	64,973	950,230
20TH CENTURY-FOX	TF	N	10 5/8	10 3/8	+ 1/4	+ 2.40	15	8 3/4	9	7,568	80,410
WALTER READE*	WALT	O	1/8	1/8		.00	3/8	1/8	6	4,296	537
WARNER	WCI	N	26 3/4	26 3/8	+ 3/8	+ 1.42	26 3/4	17 1/2	25	17,001	454,776
WRATHER	WCO	A	4 1/2	4 1/2		.00	5 1/8	3 1/8	11	2,244	10,098
									TOTAL	213,457	4,668,590
Service											
BBDO INC.	BBDO	O	22 1/2	23	- 1/2	- 2.17	23	16 3/4	8	2,513	56,542
COMSAT	CQ	N	31 5/8	32 3/8	- 3/4	- 2.31	32 1/2	23 7/8	8	10,000	316,250
DOYLE DANE BERNBACH	DOYL	O	18 3/8	16 7/8	+ 1 1/2	+ 8.88	18 3/8	8 7/8	7	1,816	33,369
FOOTE CONE & BELDING	FCB	N	15 1/2	15 3/4	- 1/4	- 1.58	15 3/4	10 1/4	8	2,332	36,146
GREY ADVERTISING	GREY	O	16 5/8	16 3/8	+ 1/4	+ 1.52	16 5/8	6 7/8	6	1,104	18,354
INTERPUBLIC GROUP	IPG	N	30 1/8	31 1/4	- 1 1/8	- 3.60	31 1/4	16 3/8	7	2,290	68,986
MARVIN JOSEPHSON	MRVN	O	10 7/8	10 1/4	+ 5/8	+ 6.09	10 7/8	6 3/4	5	1,854	20,162
MCI COMMUNICATIONS**	MCIC	O	1 3/4	1 3/4		.00	3 3/8	1 1/4		16,795	29,391
MOVIELAB	MOV	A	1 3/8	1 1/4	+ 1/8	+ 10.00	2 5/8	1	6	1,409	1,937
MPO VIDEOTRONICS	MPO	A	4 1/8	3 1/2	+ 5/8	+ 17.85	4 1/4	2 3/8	7	537	2,215
NEEDHAM, HARPER	NDHMA	O	11 1/8	11 1/8		.00	11 1/8	5 5/8	6	823	9,155
A. C. NIELSEN	NIELB	O	22 1/8	22 1/2	- 3/8	- 1.66	24 5/8	16 3/4	14	10,762	238,109
OGILVY & MATHER	OGIL	O	33 1/4	29 1/4	+ 4	+ 13.67	33 1/4	17	8	1,805	60,016
J. WALTER THOMPSON	JWT	N	17 7/8	16 5/8	+ 1 1/4	+ 7.51	17 7/8	7 7/8	9	2,649	47,350
									TOTAL	56,689	937,982
Electronics/Manufacturing											
AMPEX	APX	N	8 3/8	8	+ 3/8	+ 4.68	9 1/4	4 3/4	13	10,885	91,161
ARVIN INDUSTRIES	ARV	N	17	16 3/8	+ 5/8	+ 3.81	17	9 5/8	5	5,959	101,303
CCA ELECTRONICS*	CCA	O	1/8	1/8		.00	1/2	1/8	1	897	112
CETEC	CEC	A	1 7/8	1 7/8		.00	2 3/4	1 1/4	10	2,244	4,207
COHU, INC.	COH	A	2 1/2	2 1/2		.00	3 5/8	2	21	1,617	4,042
CONRAC	CAX	N	25	25 1/2	- 1/2	- 1.96	29 1/8	20	7	1,427	35,675
EASTMAN KODAK	EASKD	N	82 7/8	85 7/8	- 3	- 3.49	116 3/4	82 7/8	21	161,347	13,371,632
FARINON ELECTRIC	FARN	O	11 1/2	11 1/4	+ 1/4	+ 2.22	11 1/2	7	16	4,291	49,346
GENERAL ELECTRIC	GE	N	53 1/4	53 5/8	- 3/8	- .69	58 3/4	46	14	184,581	9,828,938
HARRIS CORP.	HRS	N	28 3/4	28 7/8	- 1/8	- .43	57 1/4	28 3/4	6	12,142	349,082
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8		.00	6 1/2	2 3/4	8	480	1,500
INTL. VIDEO CORP.	IVCP	O	7/8	3/4	+ 1/8	+ 16.66	3 1/8	3/4		2,701	2,363
MICROWAVE ASSOC. INC	MAI	N	21	22 1/4	- 1 1/4	- 5.61	22 1/4	13 3/4	10	1,320	27,720
3M	MMM	N	55 1/4	56 3/4	- 1 1/2	- 2.64	66 1/2	52 1/2	21	114,240	6,311,760
MOTOROLA	MOT	N	54 3/4	55 3/8	- 5/8	- 1.12	57 3/4	41 1/4	21	28,353	1,552,326
N. AMERICAN PHILIPS	NPH	N	34 1/8	35 7/8	- 1 3/4	- 4.87	35 7/8	19 7/8	8	12,033	410,626
OAK INDUSTRIES	OEN	N	10 1/8	9 5/8	+ 1/2	+ 5.19	12 1/4	7 1/4	9	1,639	16,594
RCA	RCA	N	26 3/4	26 3/8	+ 3/8	+ 1.42	30	18 7/8	13	74,728	1,998,974
ROCKWELL INTL.	ROK	N	31	30 1/2	+ 1/2	+ 1.63	32 1/2	23 3/8	9	31,200	967,200
RSC INDUSTRIES	RSC	A	1 3/4	1 3/8	+ 3/8	+ 27.27	2 1/2	1 3/8	9	2,690	4,707
SCIENTIFIC-ATLANTA	SFA	A	20 5/8	20 3/4	- 1/8	- .60	20 3/4	10 1/4	14	1,657	34,175
SONY CORP.	SNE	N	9	9 1/2	- 1/2	- 5.26	9 7/8	7 1/4	21	172,500	1,552,500
TEKTRONIX	TEK	N	66 1/2	66	+ 1/2	+ .75	67	44 1/4	18	8,671	576,621
TELEMATION	TIMT	O	5/8	3/4	- 1/8	- 16.66	1	1/4	1	1,050	656
VARIAN ASSOCIATES	VAR	N	15	14 3/4	+ 1/4	+ 1.69	17 1/4	12	11	6,838	102,570
WESTINGHOUSE	WX	N	17 5/8	17	+ 5/8	+ 3.67	19 1/8	13	7	87,508	1,542,328
ZENITH	ZE	N	27 1/8	27 1/8		.00	38 1/4	23 5/8	13	18,818	510,438
									TOTAL	951,816	39,448,556
									GRAND TOTAL	1,776,448	59,308,277

Standard & Poor's Industrial Average	116.8	118.0	-1.5

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting*'s own research. Earnings figures are exclusive of extraordinary gains or losses.

MMR's George Lindman: luck and inventiveness

George E. Lindman was raised on ranches in Kingsburg, Calif., and Buckeye, Ariz., and lived and worked in such westerly outposts as Los Angeles, Honolulu, San Francisco, San Bernardino, Calif., and Shawnee, Okla. And he vowed for many years he would never move to New York.

Mr. Lindman has lived in New York for four years now—and he loves it.

He was persuaded to relocate to the East when Golden West Broadcasters decided to reorganize its representative firm, Major Market Radio, and install Mr. Lindman as its president.

The blueprint for the new Major Market Radio was created by Mr. Lindman, Gene Autry, board chairman-president of Golden West, and other top officials of the broadcast group. They agreed that the restructured MMR would represent only middle-of-the-road radio station in major markets, would have a short station list, would have a large staff relative to that list, would have a staff of experienced and professional salespersons and support personnel, would have a strong business-development program involving the entire staff.

"This was my idea of a 'dream' radio rep firm," Mr. Lindman says. "How could I turn down this opportunity—even if I had no desire to live in the New York area?"

The challenge he faced was formidable. The old Major Market Radio firm had stations that simply did not fit into the new mold. Seven stations had to be dropped that first year, reducing the total to five, largely because of their formats.

"We had to resign about $4 million in business," he says. "But we more than made up our losses in a comparatively short time. We now represent 13 stations."

It's been an exhilarating four years for Mr. Lindman, whose life before 1973 could not exactly be termed prosaic. He is a tall, athletically built man of 57, who looks years younger, and has been, at times, a ranch hand, a naval officer, a broadcast executive, an inventor and a businessman.

George Edward Lindman was born in Kingsburg, and lived as a youth in Buckeye and in Visalia, Calif. His early ambition was to be a naval officer and he minored in naval science at the University of California at Berkeley. He received his degree and his commission as an ensign in the Navy at the same time—in 1941.

His entry into broadcasting has a touch of serendipity. Through a friend he received an offer in 1945 from Stauffer Publications to train for a managerial position on one of its newspapers.

George Edward Lindman—president, Major Market Radio, New York; b. Sept. 29, 1919, Kingsburg, Calif.: BA political science, University of California at Berkeley 1941; U.S. Navy, 1941-45, released as lieutenant commander; assistant general manager, KGFF(AM) Shawnee, Okla., 1945-46; general manager, KSOK(AM) Arkansas City, Kan., 1946-48; general manager, KITO(AM) San Bernardino, Calif., 1948-50; general manager, KPOA(AM) Honolulu and Inter-Island Network, 1950-52; vice president and Western regional manager, George P. Hollingbery Co., San Francisco, 1952-59; president, Mag-Powr Games Inc., San Francisco, 1959-64; national sales manager, Golden West Broadcasters, Los Angeles, 1964-68; vice president, Golden West, and general sales manager and assistant general manager of its KMPC(AM) Los Angeles, 1968-73; president of Major Market Radio since 1973; m. Marilyn Hill of Oakland, Calif., 1941; children—Diane, 32; Georgia, 24.

Driving cross country to Topeka, Kan., "I read several books on running a city newspaper," he says. "But when I got to Topeka, I was told the newspaper deal was off. Stauffer was doing better in radio than in newspapers and asked me to become assistant general manager of the company station in Shawnee, Okla., KGFF(AM). I didn't have a chance to read a book about broadcasting, but then again I was called 'Lucky Lindy' as a youngster."

The following year Mr. Lindman was sent by Stauffer to Arkansas City, Kan., where he helped put KSOK(AM) on the air. He recalls he "just about did everything there—announced news and farm programs, sold time, helped create programs."

In 1948 he left Stauffer and KSOK to become general manager of KITO(AM) San Bernardino and two years later he ventured to Hawaii to accept the post of general manager of KPOA(AM) Honolulu and the Inter-Island Network.

He sharpened his skills in another sector of broadcasting in 1952 when he signed on as vice president and Western general manager of the George P. Hollingbery Co., then a leading station representative firm. He remained with Hollingbery for seven years and resigned in 1959 to strike off on his own in the magnetic-game business.

He had invented a line of magnetic sports games and began to manufacture and market them for facilities in San Francisco. The small enterprise flourished for several years, but then "Lucky Lindy" ran out of luck.

"Some of the big toy companies saw a good thing," he says, "and came in with full force. We just couldn't compete."

His solid credentials in broadcast sales and management earned him a post with Golden West Broadcasters in 1964 as national sales manager for the group (KMPC(AM) Los Angeles, and KVI(AM) Seattle). In 1968 he was promoted to general sales manager and assistant general manager of KMPC.

The mandate to go east came in 1973. Mr. Lindman is delighted both by the professional challenge of running a reshaped Major Market Radio and living in another part of the country.

"I find New York stimulating," he said. "I find the change of seasons exciting, though I do miss swimming every day."

Mr. Lindman is bullish over spot radio's prospects for 1977. He estimated that in 1976 MMR topped 1975 billings by about 20% and places the 1977 increase at "about 20% or more."

Major Market Radio has a staff of 50, spread throughout eight offices in New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Philadelphia and Dallas. In addition to the Golden West stations, MMR represents WNBC(AM) New York; WBAL(AM) Baltimore; WSMB(AM) New Orleans; KOGO(AM) San Diego; WJAR(AM) Providence, R.I.; WIBG(AM) Philadelphia; WHAS(AM) Louisville, Ky.; WBEN(AM) Buffalo and KCMO(AM) Kansas City, Mo. Mr. Lindman places at 20 the maximum number of stations MMR will represent.

"We sell radio as if it is the primary medium," Mr. Lindman stated. It's one of my pet peeves that many in the industry consider radio a secondary or tertiary medium."

Mr. Lindman is a do-it-yourself enthusiast and once built his own home. He has a well-equipped work-shop at his home, and he is forever working up designs for new gadgets. He also enjoys boating, swimming and playing tennis. He arises at 5:30 each morning and goes through a series of physical fitness exercises, including weight-lifting, before having breakfast and boarding the train from Darien, Conn., to ride to his office in mid-Manhattan, where he once swore he would never work.

Editorials

Start of something big

On its own initiative, the FCC last week just may have removed what broadcasters have perceived to be a need for legislation to restore stability to the license-renewal process. In a "clarification" of an earlier decision renewing the license of WESH-TV Daytona Beach, Fla., and denying a competing application for the same facility, the commission has produced what could become the basis for a sound renewal policy.

As reported elsewhere in this issue, the "clarification" came by roundabout means. In essence, however, the FCC has now said that a licensee may reasonably expect renewal if its performance has been "substantial"—not "superior" or "excellent" as had been originally implied. Beyond that, the FCC has now all but explicitly said that multiple ownerships that conform to its general rules will not be vulnerable to competing applicants without other media holdings.

It would take little embellishment to turn the WESH-TV "clarification" into a policy statement clearly applying to all station renewals. Indeed FCC Chairman Richard E. Wiley, in a concurring opinion last week, said that the time for such a statement had come, in the absence of congressional action on renewal legislation. Mr. Wiley could leave no larger a mark in his waning tenure than to shepherd such a statement through the commission's policy-making maze.

The model legislation that broadcasters have been fruitlessly seeking would provide only slightly more protection than the FCC has now provided in the WESH-TV case. The biggest difference of course is between the broadcasters' stated aspiration for the extension of license terms from three years to five and the commission's inability to amend a federal law that has fixed the three-year limit. As has been suggested on this page before, the benefits of longer licenses would be more apt than not to prove illusory if Congress stretched the terms. It is not the length of the term that matters as much as the conditions attached to renewal.

The ingredients are at hand in the WESH-TV papers that came out last week. Wise broadcasters will encourage the FCC to formalize the policy promptly.

Real winner

A wide-ranging interview elsewhere in this issue lets Leonard H. Goldenson, chairman, and Elton H. Rule, president, recount some of the events that have led to the emergence of ABC as the leader in prime-time television. We think readers will find it rewarding reading

But this is more than another rags-to-riches story of corporate success. Inherent in the development of three-network competition has been a diversification of programing. The profusion of innovations in the current season attests to the vigor of the marketplace. And there is talk of "fourth network" arrangements that can only add to the choices offered on American television. ABC-TV may be winning the prime-time audience, but the audience is winning all day long.

Two for one

The shoe dropped at the National Association of Broadcasters last week, and it proved to belong to Tom Swafford, who—after months of speculation—turns out to be the new senior vice president for public affairs.

There are those among the membership who question the wisdom of putting the same executive in charge of both public relations and code affairs. They have a point in wondering whether that reorganization will identify the code as nothing more than a public-relations device. Better that, it is suggested here, than the instrument for government control that the code was becoming before a federal court called off the charade.

Whatever the conceptual defects that may be discovered in the organization chart, nobody is questioning Mr. Swafford's competence. He has intelligence and energy, assets the NAB can use.

Makes sense

Now that the first team at the cabinet level has been selected by President-elect Carter, consideration is in order for appointments to the independent agencies, not the least important of which is the FCC.

Two commissionerships, one also the chairmanship, will be vacant on or before next June 30. The new President, if so minded, can select a new chairman from among the qualified members. Or he could leave the incumbent Republican, Richard Wiley, in office until his term expires June 30.

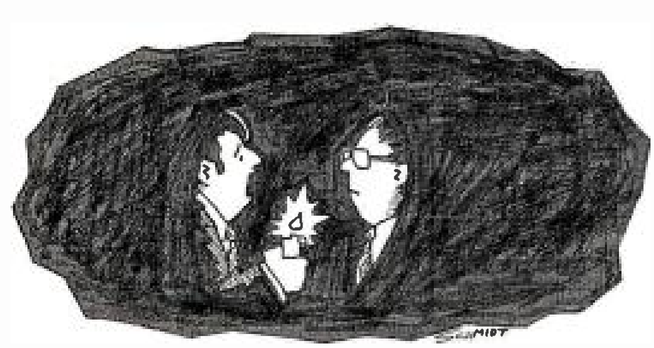
The FCC is charged with the regulation of the vast field of telecommunications which is undergoing great technological expansion. Yet, of seven commissioners, not one is an engineer. Fact is, there hasn't been an engineer on that agency since 1963, when the late T.A.M. Craven retired after serving two separate terms (1937-44, 1956-63).

The Association of Federal Communications Consulting Engineers has written President-elect Carter urging appointment of an engineer commissioner, in light of the forthcoming World Administrative Radio Conference (WARC) in 1979 in Geneva, and citing the need for "expert judgment" in day-to-day policy actions. AFCCE went further, and recommended the appointment of Wallace E. Johnson, incumbent chief of the FCC's Broadcast Bureau.

We second the nomination. Mr. Johnson has spent his entire working career of 35 years at the FCC. He became a radio inspector in Seattle after graduating from Adolphus College, St. Peter, Minn., signing on at $2,000 a year. Now 57, Mr. Johnson could retire (after more than 30 years service) with about as much "take home" pay as he now salvages from his $38,000 salary.

A Wally Johnson appointment would not involve patronage. He is a resident of Virginia which does not require party registration. Politically, therefore, he is an independent.

President-elect Carter, himself an engineer, should recognize the desirability of having an engineer as one of the seven members of the FCC.



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