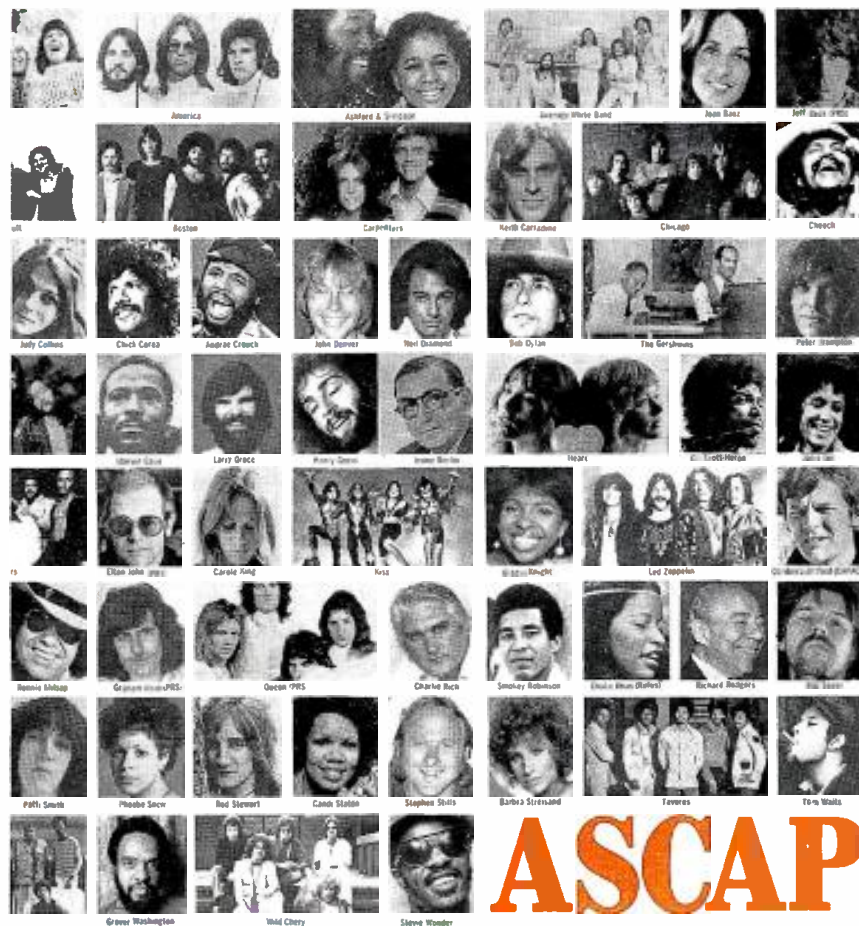


dcasting  **Sep 26**
ting and allied arts Our 46th Year 1977

either music or all-talk.



WSB Radio Is Sports

Back in 1922, WSB Radio introduced sports broadcasting to Atlanta. For more than 55 years, WSB has provided the most comprehensive

sports coverage in the south — more than 300 play-by-play events yearly... Atlanta Flames, Atlanta Braves... University of Georgia Football... NFL Football... NCAA Basketball... High School Football... The Masters and the Atlanta Open... World Cup Tennis... Road Atlanta Races... All the Big Bowl Games... Plus Sportscasts and Special Reports on Radio 750 dozens of times daily. What's more, courteous WSB Staffers answer more than a thousand sports questions from listeners every week. It's just part of being a good citizen and a dedicated

broadcasting leader. WSB RADIO, THE SPORTS VOICE OF THE SOUTH!

WSB Radio 750

Cox radio stations are represented by The Christal Company.

COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

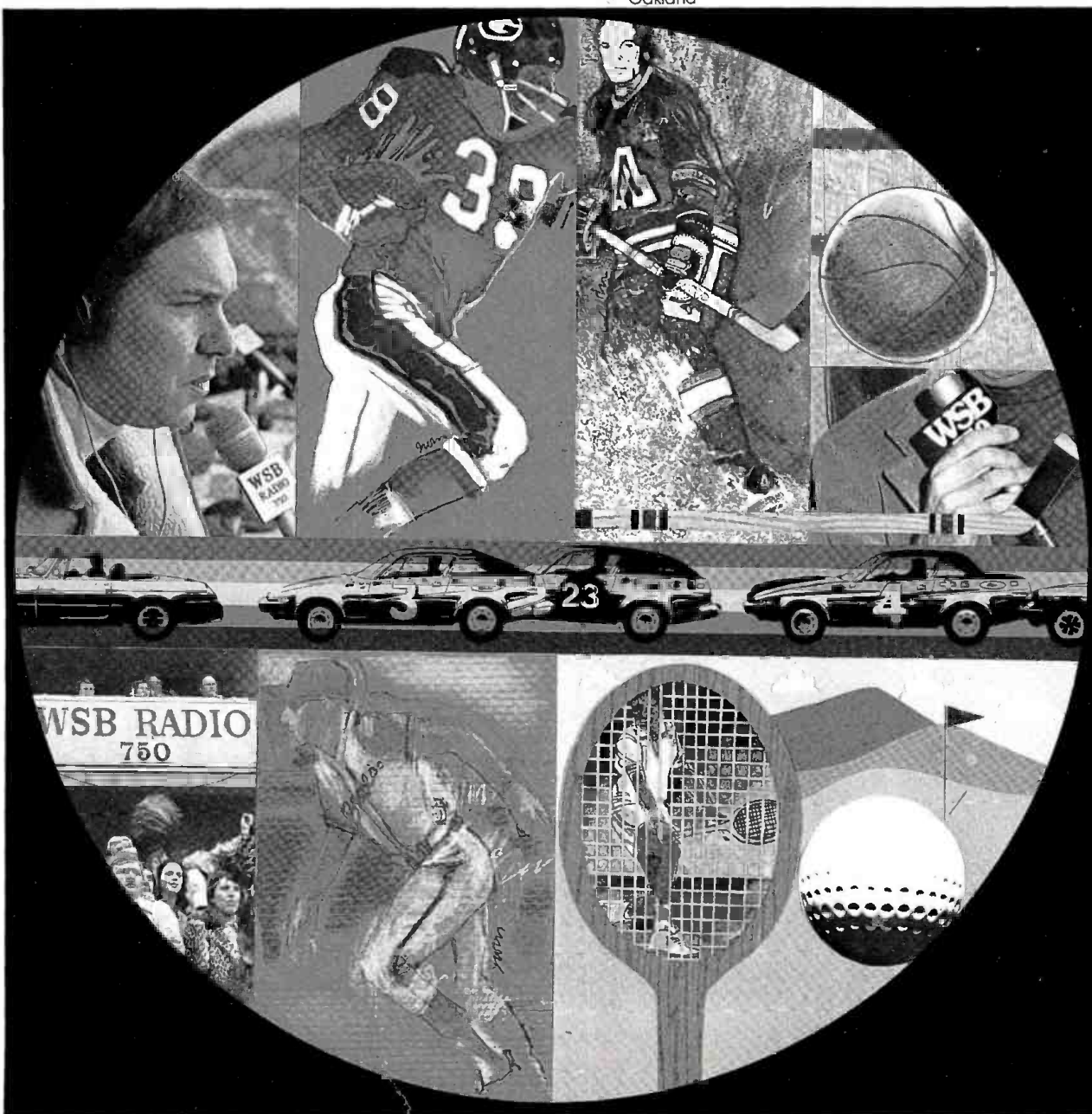
WIIC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore



A Christmas Carol

The Charles Dickens classic, presented as an enchanting animated film — half hour/color. Winner of an Academy Award as "Best Animated Short Subject."

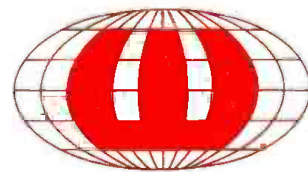
Narrated by Sir Michael Redgrave and featuring the voice of Alistair Sim as Scrooge.

Recapturing the style and flavor of Christmas in Dickens' time, with animation based on original illustrations for his book.

"Impressive . . . artful . . . enchanting . . . acclaimed . . . a classic." — TV Guide

An audience - acclaimed television hit, earning 40% audience share on ABC.

Excellent, traditional family show, ideal for prime access or prime time.



WORLDVISION
ENTERPRISES INC.

**The World's Leading Distributor
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Mexico City, Munich, Rome



TORBET- LASKER

Welcomes

WEBN

Cincinnati

Frank E. Wood, Pres., Gen. Mgr.

John Otting, Gen. Sales Mgr.

and

WCMF

Rochester

James Trayhern, Pres., Gen. Mgr.

David Hanna, Sales Mgr.

WEBN... fantastic in Cincinnati:

#1 Men, 18-34	#1 Men 18-44
#1 Men, 18-49	#1 Women 18-34
#1 Adults 18-34	#2 Adults 18-49
#1 Adults 18-44	#3 Total Teens

WCMF... terrific in Rochester:

Consistently among the top Rochester stations in Adults 18-34 and Adults 18-49, and climbing fast.

Torbet-Lasker welcomes these powerful sales voices to its distinguished station group and to the T-L Radio Network.

(Arbitron/Apr-May, 1977, 6 AM-Mid, Mon-Sun., Avg. 1/4-Hr. Metro. Subject to limitations of survey.)

WEBN & WCMF

join these leading

T-L stations in

The Top 50 Markets:

New York	WRFM
Los Angeles	KBIG-KBRT
Chicago	WCLR
Detroit	WDRQ
San Francisco	KABL AM-FM
Washington	WJMD
Boston	WEZE-KQS
Dallas	KKDA AM-FM
Houston	KIKK AM-FM
Miami-Ft. Laud.	WHYI
St. Louis	KEZK
Pittsburgh	WJOI
Minneapolis	WAYL AM-FM
Cleveland	WQAL
Atlanta	WAOK
San Diego	KOZN
Milwaukee	WEMP-WNUW
Denver	KOSI AM-FM
Tampa-St. Pete.	WLCY-WYNF
Seattle-Tacoma	KAYO-KTAC
Cincinnati	WEBN
Buffalo	WBNY
Phoenix	KNIX AM-FM
San Bernardino	KBON
San Jose	KXRX-KEZR
Indianapolis	WFMS
New Orleans	WBOK
Portland	KUPL AM-FM
San Antonio	KBUC AM-FM
Rochester	WCMF
Sacramento	KGMS-KSFM
Louisville	WVEZ
Memphis	WLOK
Providence	WLKW AM-FM
Salt Lake City	KSL AM-FM
Birmingham	WATV
Albany-Troy	WPTR-WFLY
Norfolk	WKLX
Greensboro-W.S.	WBIG
Oklahoma City	KEBC
Nashville	WKDA-WKDF
Jacksonville	WIVY
Honolulu	KUMU AM-FM

Consolidated Markets:

New York-Newark-Nassau-Suffolk
Los Angeles-Anaheim-Santa Ana
Miami-Fort Lauderdale



TORBET- LASKER, Inc.

Representing Distinguished Radio Stations in Key Markets

New York Chicago Detroit Atlanta Memphis
Dallas Denver Los Angeles San Francisco
Portland Seattle

The Week in Brief

FIDELITY □ TV viewers evidently haven't been pulled offside by network stunting in the first two weeks of the new season. Ratings indicate they're returning to old favorites. **PAGE 24.**

HANDS OFF □ For the time being at least, the FCC has decided not to do anything about exclusivity provisions of programing contracts. **PAGE 24.**

ABC-NABET ACCORD □ Union members vote today on last Wednesday's tentative agreement that would end the strike that started last May. **PAGE 25.**

CAR RADIO □ Even though the automobile manufacturers weren't too much in evidence last week



when Congress reopened its inquiry into AM-FM sets in cars, broadcasters were. Left: NAB Board Chairman Donald Thurston offers his testimony, Right: Confering with Representative John Breckinridge (second from right) were David Markey, NAB; Matt Coffey, National Public Radio, and J.T. Whitlock, Kentucky Broadcasters Association. **PAGE 26.**

BLACK CAUCUS PUSH □ Mitchell tells NAB-NABOB conference that amendments to foster minority ownership in broadcasting will be pushed for the Communications Act rewrite. **PAGE 27.**

EXCESSIVE PAPERWORK □ A proposal to revise the FCC's financial reporting form upsets some IBFM members who see it as causing more confusion, added paperwork. **PAGE 29.**

BACKING FOR FCC □ An appeals court in New Orleans makes the point that it'll be a rare day when the FCC is reversed on a fairness doctrine judgment. **PAGE 31.**

BOUNCED BACK □ An appeals court in Washington

sends the 10-year-old Sparks-Reno cable-carriage case back to the FCC with an admonition that in making the denial the commission had not adhered to its own rules and procedures. **PAGE 35.**

HOW SWEET IT IS □ The proposed advertising ban in the saccharin bill is deleted in the House version, making it conform to the Senate legislation. **PAGE 40.**

FAIRNESS OUTCRY □ Two consumer organizations contend Bell TV commercials call for on-air answers. **PAGE 41.**

MUCH RANTING, LITTLE RAVING □ Critical reaction to the new TV season consists mostly of boos. The few cheers are for two Mary Tyler Moore spin-offs on CBS, *Lou Grant* and *Betty White*, and NBC's *James at 15*. **PAGE 43.**

CODE CONSENSUS □ It appears that most are content with the NAB TV code decision to leave the judgment of what is acceptable programing, in terms of sex, up to the individual licensees. **PAGE 45.**

DON'T FENCE US IN □ Fred Pierce and Fred Silverman, president of ABC Television and Entertainment, respectively, ask writers to help resist growing numbers of censorship-minded groups. **PAGE 47.**

SELF-EXAMINATION □ The annual Radio Television News Directors Association convention in San Francisco was filled with introspective looks at news standards and practices and hopes for more First Amendment freedom. **PAGE 48.**

TV'S DAY IN COURT □ Georgia opens its Supreme Court to television coverage and radio coverage. **PAGE 51.**

THE OTHER SIDE □ CBS issues a statement on two recent stories claiming CIA links to news organizations, saying its connection was "limited" and "seemed not only innocuous but patriotic." **PAGE 52.**

PROPONENT OF BLACK ENTERPRISE □ When Gene Jackson was approached to establish a black radio network in the early 1970's, he had positive ideas about its ownership, management and programing. The success of the National Black Network in the years since attest to the wisdom of its president and chairman. **PAGE 73.**

Broadcast Advertising...	40	Closed Circuit.....	7	For the Record.....	58	Playlist.....	53
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Changing Hands.....	32	Fates & Fortunes.....	54	Open Mike.....	18	Stock Index.....	71

WWBA AM/FM

Serving America's 17th ADI, Tampa/St. Petersburg

America's #1
Major Market
Good Music Station*

*proudly announces
its new association with*

***The Christal
Company***

*America's #1
Volume Ranked Select
List Radio Representative*

*Based on April/May 77 Arbitron estimates
by share of total adults, Monday - Sunday, 6
AM to midnight, top twenty markets, subject
to limitation of survey.

Hand over fist

Media brokers are handling exceptional volume of station sales in what one called "busiest year in trading history." Howard Stark, who engineered \$69-million purchase of Rust Craft Greeting Cards Co. by Ziff-Davis Publishing Co. (BROADCASTING, Sept. 19), says sales he's announced so far this year total \$111.4 million. Blackburn & Co., which negotiated \$57-million Harte-Hanks buy of Southern Broadcasting Co. (BROADCASTING, Aug. 29), tallies with about \$88 million at this time. R. C. Crisler & Co. is next with \$83.2 million since January—including \$49.6-million Knight-Ridder purchase of Poole Broadcasting (BROADCASTING, June 27).

Ted Hepburn & Co., which opened its doors only last October, has announced deals totaling more than \$63 million since then; largest was sale of WTTV(TV) Indianapolis to Teleco Inc. for \$26 million (BROADCASTING, July 18). Richard Shaheen in Chicago, who handled \$37.6-million Rahall Communications-Gulf United Corp. merger (BROADCASTING, Feb. 14), has announced about \$45 million in total sales for year.

Overload

Step-up in station trading may be reason for FCC delay in handling AM and FM assignment and transfer applications that is troubling some lawyers and brokers. David Tau, acting director of licensing division, says time lag between receipt of application and its acceptance for filing is generally about three weeks, sometimes four or five weeks, compared to about two weeks year or so ago. (Actually, when he checked last week, staff was about two weeks behind.) Mr. Tau says he can't afford to assign more than two persons to processing job, despite what appears to be increase in number and complexity of applications.

Twilight

For all intents and purposes, Richard E. Wiley's administration of FCC is at end, although he'll remain in charge until mid-October. He did not participate in decision to drop pay-TV exclusivity inquiry (story page 25), told BROADCASTING he would not vote on major items "while going out the door"—obviously to avoid more conflicts than necessary to anticipated new career as Washington communications lawyer.

That decision was imminent Friday, but postponed by crisis concerning Federal

Bar Association ("In Brief," page 28) that occupied time he had set aside to consider personal plans. Primary options had been narrowed to two: to head Washington office of major Chicago law firm (which would permit his maintaining Illinois political base) or to join old-line Washington communications law firm with long list of broadcast clients. Outside contenders: one New York firm, another from Atlanta hoping to open Washington office.

Repair job

Now that National Association of Broadcasters has settled internal controversy over TV code sex guidelines (see page 45), it is turning to task of smoothing feathers ruffled in process—chiefly those of NAB TV code board members whose recommendation of no action on code change was overruled by NAB's board. NAB Chairman Donald Thurston plans to attend TV code meeting in Monterey, Calif., this week, in part to try to repair what some see as a rift between two boards. TV code board may follow radio code board's recommendation made last month for NAB to review relationships between NAB boards and code boards in both TV and radio. One bylaws change under consideration would give code boards representation on NAB executive committee.

TV code board's agenda for three-day meeting (Monday through Wednesday) features nothing of great magnitude. There are appeals of Code Authority decisions on beer ads, gambling ads, children's ads and three appeals on personal-products ads. Discussions are also planned on contraceptives and lawyers ads.

Reducing plan

Across-board cut in number of employees is planned by NBC, to take effect by end of year. Outside sources say 300 employees may be affected, but NBC officials says "there is no figure" and "only a small fraction of our total staff" will be trimmed. Total staff is about 6,500. Official explained: "All well-managed companies have a need to review their staffs because the number of employees tends to keep growing."

At CBS and ABC, officials report no similar move although, as one said, "expansion is difficult."

Havens provided

Although details remain to be worked out, it appears that merger of Office of Telecommunications Policy into

Department of Commerce will not cost anyone his job. Early on, reorganization team memo stating that 19 OTP employees would be shifted to Commerce and six more to White House indicated that more than 20 permanent and temporary employees would be on street, unless they had found jobs elsewhere when reorganization takes effect Oct. 17.

However, word last week was that since President Carter wants no reduction in force as result of reorganization, room will be found at Commerce for those OTP employees who are not picked up by White House and who do not have other jobs on Oct. 17.

Inflation note

It's learned that Amway Corp., which has announced deal to purchase Mutual Broadcasting System (BROADCASTING, Aug. 15), will be paying in neighborhood of \$18 million for network, \$3 million more than previously reported. American Family Corp. of Columbus, Ga., company that had been bidding against Amway, is now said to have dropped out as price approached \$15 million. Signing of final agreement between Ada, Mich.-based Amway and Mutual's owners is said to be "very close."

Canadian caper

National Association of Broadcasters June board meetings are usually held in this country, but next year's probably won't be. There's good chance it will be in Canada, perhaps jointly with NAB's Canadian counterpart. NAB Chairman Donald Thurston (WMNB-AM-FM North Adams, Mass.), who thought up project, said there are lots of issues that concern both countries to include on agenda. Proposed site is Toronto or Ottawa.

Obsolete?

Fate of FCC's top-50-market policy has become uncertain as result of changing of guard at FCC. Policy, which prohibits acquisition of more than three television stations—no more than two of them VHF—in top-50 markets absent "compelling public interest showing," has never blocked station sale in nine years it's been on books. As result, question of whether to retain, repeal or modify policy is being examined.

Staff members who are preparing item for commission's consideration late in October feel that present commission would vote to repeal policy. But by end of October, Charles Ferris will be chairman and Tyrone Brown may well be new member. And they could change odds.

**We're still the one.
And 27 Emmys
prove it.**



For the second year in a row ABC has won more Emmys than any other network. We had 14 winners for prime time achievements and 13 winners in the area of creative arts. We proudly salute the talented individuals who received these coveted awards.

Outstanding Continuing Performance By A Supporting Actor In A Drama Series
GARY FRANK
Family

Outstanding Continuing Performance By A Supporting Actress In A Drama Series
KRISTY MCNICHOL
Family

Outstanding Lead Actor For A Single Appearance In A Drama Or Comedy Series
LOUIS GOSSETT, JR.
Roots—Part 2

Outstanding Performance By A Supporting Actress In A Comedy Or Drama Special
DIANA HYLAND
The Boy in the Plastic Bubble

Outstanding Directing In A Special Program—Drama Or Comedy
DANIEL PETRIE
Eleanor and Franklin: The White House Years

Outstanding Writing In A Drama Series
ERNEST KINOY, WILLIAM BLINN
Roots—Part 2

Outstanding Directing In A Drama Series
DAVID GREEN
Roots—Part 1

Outstanding Single Performance By A Supporting Actor In A Comedy Or Drama Series
EDWARD ASNER
Roots—Part 1

Outstanding Film Editing In A Drama Series
NEIL TRAVIS
Roots—Part 1

Outstanding Single Performance By A Supporting Actress In A Comedy Or Drama Series
OLIVIA COLE
Roots—Part 8

Outstanding Achievement In Coverage Of Special Events—Individual
JOHN C. MOFFITT (DIRECTOR)
The 28th Annual Emmy Awards

Outstanding Special—Comedy-Variety Or Music
THE BARRY MANILOW SPECIAL
Miles Lourie, Executive Producer.
Steve Binder, Producer.
Barry Manilow, Star

Outstanding Limited Series
ROOTS, ABC NOVEL FOR TELEVISION
David L. Wolper, Executive Producer.
Stan Margulies, Producer

Outstanding Lead Actress In A Drama Series
LINDSAY WAGNER
The Bionic Woman

Outstanding Special—Drama Or Comedy (tie)
ELEANOR AND FRANKLIN: THE WHITE HOUSE YEARS
David Susskind, Executive Producer.
Harry R. Sherman, Producer

Outstanding Achievement In Music Composition For A Series (Dramatic Underscore)
QUINCY JONES
GERALD FRIED
Roots—Part 1

Outstanding Film Editing For A Special
RITA ROLAND, A.C.E.
MICHAEL S. MC LEAN, A.C.E.
Eleanor and Franklin: The White House Years

Outstanding Achievement In Film Sound Editing For A Series
LARRY CAROW
LARRY NEIMAN
DON WARNER
COLIN MOUAT
GEORGE FREDRICK
DAVE PETT/JOHN
PAUL BRUCE RICHARDSON
Roots—Part 2

Outstanding Art Direction Or Scenic Design For A Comedy Series
THOMAS E. AZZARI.
ART DIRECTOR
Fish, The Really Longest Day

Outstanding Art Direction Or Scenic Design For A Dramatic Special
JAN SCOTT, ART DIRECTOR
ANNE D. MCCULLEY, SET DECORATOR
Eleanor and Franklin: The White House Years

Outstanding Achievement In Costume Design For A Drama Special
JOE I. TOMPKINS
Eleanor and Franklin: The White House Years

Outstanding Achievement In Make-Up
KEN CHASE, MAKE-UP DESIGN
JOE DiBELLA, MAKE-UP ARTIST
Eleanor and Franklin: The White House Years

Outstanding Achievement In Lighting Direction
WILLIAM M. KLAGES
PETER EDWARDS
The Dorothy Hamill Special

Outstanding Achievement In Tape Sound Mixing
DOUG NELSON
John Denver and Friend

Outstanding Achievement In Video Tape Editing For A Special
GARY H. ANDERSON
American Bandstand's 25th Anniversary

Outstanding Individual Achievement In Any Area Of Creative Technical Crafts
EMMA DI VITTORIO
VIVIENNE WALKER
Eleanor and Franklin: The White House Years

Outstanding Achievement In Coverage Of Special Events—Individuals
BRIAN C. BARTHOLOMEW
KEATON S. WALKER
The 28th Annual Emmy Awards

ABC Television Network 

TV only

Peter Paul □ Candy company sponsors three 30-minute animated specials: *Silent Night*; *The Gift of Winter*; and *The Twelve Days of Christmas*. Cleared in 29.6% of U.S. by Program Syndication Services, New York, program will be aired on stations including KTTV(TV) Los Angeles, WGN-TV Chicago, WTTG(TV) Washington and WCVB-TV Boston.

Jolmar Corp. □ Company places spotlight on its Tarn-X tarnish remover in 11-week TV push starting this week. A. Eicoff & Co., Chicago, is handling spots in about 60 markets during all day parts. Target: total women.

Hunt Wesson □ Company is featuring various products in 10-week TV campaign beginning this week. SFM Media, New York, will place spots in 50 top markets during fringe time. Target: total women.

Martha White □ Division of Beatrice foods will feature its Martha White baking products in nine-week TV drive starting

Rep appointments

- WFMY-TV Greensboro, N.C.: Blair Television, New York.
- WKSJ-AM-FM Mobile, Ala.: Blair Radio, New York.

next month. Noble-Dury & Associates, Nashville, will station spots in 40-50 markets during all day parts. Target: women, 25-49.

Nissin Foods □ Company places six-week TV flight beginning this week for its Cup O'Soup. SFM Media, New York, will pick spots in about 25 markets during day and fringe time. Target: women, 25-54.

Lewis Bros. Bakeries □ Bakery will feature its Old Hearth bread in six-week TV promotion beginning in early November. Keller-Crescent, Evansville, Ind., will place spots in six markets during day and early fringe time. Target: adults, 18 and over.

Taylor Wine □ Company is scheduling six-week TV campaign beginning in mid-October. Kenyon & Eckhardt, New York, will place spots in about 35 markets

during all day parts. Target: adults, 18 and over.

Libby □ Company has scheduled six-week TV flight to begin in early October for its various products. Tatham-Laird & Kudner, Chicago, is scheduling spots in at least 10-20 markets during fringe and prime time. Target: women, 18-49.

Carillon Importers □ Wine and liquor importer is arranging four-week promotion for its Fazi-Battaglia Verdicchio Italian wine, starting this month. Chester Gore, New York, is handling spots in four markets. Target: adults, 25-49.

Hobart □ Company features its Kitchen Aid equipment in five-week TV promotion starting in early October. Griswold-Eshleman, Cleveland, is arranging spots in approximately 17 markets during prime time. Target: adults, 25-54.

Zale's □ Jewelry store chain is readying four-week TV promotion to start in late November. The Bloom Agency, Dallas, will place spots in 71 markets during fringe and prime-time. Target: adults, 18-49.

Stokely-Van Camp □ Company will focus on its fruit and vegetables in four-week TV campaign beginning in early November. Clinton E. Frank, Chicago, is seeking spots in 15 markets during day and prime time. Target: total women.

Singleton Packing Corp. □ Company plans four-week TV push for its seafood to begin in Early October. Louis Benito Advertising, Tampa, Fla., is placing spots during day, fringe and prime time. Target: total women.

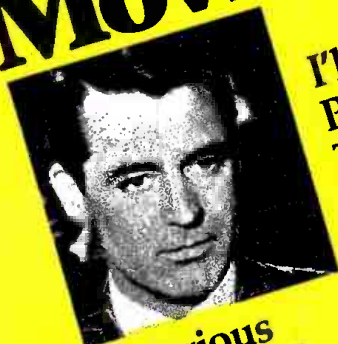
Airwick Industries □ Division of Ciba-Geigy places four-week TV buy beginning in early October for its Stick-Ups deodorizers. RDR, New York, is handling spots in 29 markets during day, fringe and prime access time. Target: total women.

Allen Products □ Company will feature its Snap Treats dog food in four-week TV drive beginning this month. Weightman Advertising, Philadelphia, is scheduling spots in 18 markets during fringe and day time. Target: women, 25-64.

General Mills □ Company focuses on its Breakfast Squares in three-week TV campaign beginning in early October. Campbell-Mithun, Minneapolis, is scheduling spots during prime time. Target: women, 25-54.

Riceland Foods □ Company focuses on its Riceland Rice in four-week TV buy beginning in early October. Noble-Dury & Associates, Nashville, is scheduling spots in 16 markets during day, fringe and

Viacom Movie Greats



Notorious
Spellbound
Rebecca
Ruby Gentry

I'll Be Seeing You
Portrait of Jennie
The Spiral Staircase
Since You Went Away
The Farmer's Daughter
Duel in the Sun
The Paradine Case
Indiscretion of an
American Wife

and 36 more just as great!





Alan Dolgins. Photographer

He'll cost us \$21,000 to put through public school. And he may turn out illiterate.

That's how much it's estimated it will cost to put your kid through public school. Tax money. Your money. Much of it wasted.

He may be exposed to drugs, violence, incompetent teachers.

He could end up as one of the 13% of all 17-year-olds who are functionally illiterate. At best, he probably won't learn to read or write as well as you did.

Cause for alarm? Metromedia Television thought so.

We talked to educators, parents, students, teachers, unions, politicians. Sifted through conflicting opinions. In short, got deeply involved in our communities and their problems.

The result: "S.O.S. Save Our Schools." A five-week series that dug into the causes of the deterioration in education. And, even more important, suggested cures.

It isn't the first time that Metromedia has gone beyond merely deploring a situation to actually making concrete recommendations for change.

In New York, for instance, our series on

the cost of crime has led to improvement in the administration of criminal justice.

Our station in Cincinnati helped kids get summer jobs.

We've triggered neighborhood-improvement projects in Kansas City.

Our phone service in Washington has helped thousands with consumer advice.

Thousands more in Minneapolis/St. Paul were moved by our station there to take classes in emergency life-rescue techniques.

And, in Los Angeles, we've run a program since 1967 that has found homes for over one thousand hard-to-place orphans.

We feel it's our responsibility to arm our communities with knowledge that can better their lives.

Metromedia Television

New York. Ch. 5, WNEW-TV

Los Angeles. Ch. 11, KTTV

Washington. Ch. 5, WTTG

Minneapolis/St. Paul. Ch. 11, WTCN-TV

Kansas City. Ch. 9, KMBC-TV

Cincinnati. Ch. 19, WXIX-TV

Estimate of \$21,000 per pupil provided by the National Center for Education Statistics.

prime time. Target: women, 25-64.

Gulf □ Oil company arranges four-week TV push starting in early October. Young & Rubicam, New York, is placing spots in 48 markets during fringe and prime time. Target: men, 18 and over.

Metropolitan Life □ Insurance company features its property and liability insurance in three-week TV drive beginning this month. Young & Rubicam, New York, is buying spots in six markets during prime and fringe time. Target: men, 25-54.

Bonanza □ Steak house chain is arranging six-week TV buy starting in early October. Marschalk, New York, will buy station spots in about six markets during prime and early fringe time. Target: adults, 25-49.

Delta Airlines □ Company is planning five-month TV promotion to begin next month. Burke Dowling Adams, Atlanta, is placing spots in east and midwest markets during fringe time. Target: adults, 35 and over.

Remco □ Action TV rental service slates four-week TV flight beginning in early October. Weekley & Penny, Houston, is seeking spots in 18 markets during fringe, day and prime time. Target: women, 18-49.

Land O' Lakes □ Dairy company focuses on its butter in four-week TV push starting this week. Campbell-Mithun, Minneapolis, is placing spots in New York and Philadelphia. Target: women, 25-49.

Winston Tire □ Company plans four-week TV push beginning in early October. Needham, Harper & Steers, Los Angeles, will place spots in five markets during fringe time. Target: total men.

Samsonite □ Company is featuring its luggage in three-week TV push beginning

in late November. J. Walter Thompson, New York, will schedule spots in nine markets during fringe time. Target: adults, 25-54.

Seabrook Foods □ Company will focus on its vegetables in three-week TV push beginning next month. Tucker Wayne & Co. Atlanta, is seeking spots during day and prime time in New York. Target: women, 18-49.

Weber Stephen □ Company will focus on its kettle grills in three-week TV drive beginning in late November. Co-ordination Group, Chicago, is placing spots in 28 markets during fringe and daytime. Target: men and women, 25-54.

Snapper □ Company has slated two-to-three-week TV campaign for its lawn mowers starting in early October. Burton-Campbell, Atlanta, is selecting spots in about 20 markets during news and sports time. Target: men, 25-54.

Marketing Resources □ Company is focusing on its Pounds Off dietary supplement in two-week TV buy beginning this week. Batz-Hodgson-Neuwoehner, Wichita, Kan., is placing spots in at least 10 markets during day, fringe and news time. Target: women, 18-49.

Champlin □ Petroleum products company has scheduled TV campaign to start in January 1978. Weekly & Associates, Fort Worth, is placing spots in 18 states during prime and late news time. Target: men and women, 18-49.

Holly Farms Poultry Industries □ Company will feature dressed poultry in two-week TV drive starting in early November. Long, Haymes & Carr, Winston-Salem, N.C., is placing spots during prime, prime access and late news times. Target: total women.

Diamondair □ Division of Litton Industries

is featuring its gold jewelry in one-week TV buy beginning in early October. Marschalk, New York, is buying spots in about 50 markets during day, fringe and prime access time. Target: total women.

Radio only

Barnett Banks of Florida □ Bank plans seven-week radio buy beginning in early October. McKinney, Silver & Rockett, Raleigh, N.C., will schedule spots in 21 markets including Miami and Tampa, Fla. Target: adults, 25-49.

Harrah's □ Casino entertainment resort plans six-week radio drive to begin in mid-October. Air Corp., Reno, is placing spots in at least 15 markets including Los Angeles, Salt Lake City and Seattle. Target: adults, 35-54.

Gordon Jewelers □ Group is arranging five-week radio promotion featuring its traditional line starting in late November. Ketchum, MacLeod & Grove, Houston, is scheduling spots in 46 markets including Albany, N.Y., Miami, St. Louis and Dallas. Target: adults, 18-34.

Kraft □ Company focuses on its caramel candy in five-week radio promotion beginning next week. Foote, Cone & Belding, Chicago, is seeking spots in 10-11 markets including Dallas, Detroit and St. Louis. Target: women, 25-49.

Carling-National Breweries □ Brewery schedules four-week radio buy for its Tuborg beer, to begin next week. W.B. Doner, Baltimore, is selecting spots in about 30 markets. Target: men, 18-34.

Universal Foods □ Company has slated four-week radio promotion to start in late October. Campbell-Mithun, Minneapolis, will place spots in five markets including Cleveland and Milwaukee. Target: women, 25-54.

New York and New England Apple Institute □ Group is planning three-week radio push for McIntosh apples starting in early October. Rumrill-Hoyt, New York, is scheduling spots in six markets including Albany, N.Y., and Boston. Target: women, 18-49.

Cunningham Drug Stores □ Chain has scheduled three-week radio push beginning in early October. A. Eicoff & Associates, Chicago, will place spots in Detroit and Cleveland. Target: adults, 18 and over.

George A. Hormel □ Meat products group features its meat sizzlers in two-week radio campaign beginning next week. BBDO, Minneapolis, is buying in Atlanta, Minneapolis and Dallas. Target: women, 18-49.

FTD □ Florist Transworld Delivery Association slates one-week radio promotion to start in mid-October. Post-Keyes-Gardner, Chicago, is scheduling spots in 33 markets. Target: adults, 25-49.

BAR reports television-network sales as of Aug. 28

ABC \$725,805,700 (33.4%) □ CBS \$725,575,000 (33.4%) □ NBC \$719,746,400 (33.2%)

Day parts	Total minutes week ended Aug. 28	Total dollars week ended Aug. 28	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	150	\$ 847,400	4,916	\$ 30,633,500	\$ 23,840,600	+28.5
Monday-Friday 10 a.m.-6 p.m.	1,007	13,054,700	33,975	491,434,900	399,209,500	+23.1
Saturday-Sunday Sign-on-6 p.m.	274	5,068,300	10,427	230,464,000	192,388,600	+19.8
Monday-Saturday 6 p.m.-7:30 p.m.	90	2,540,300	3,408	121,012,100	97,230,400	+24.5
Sunday 6 p.m.-7:30 p.m.	19	663,500	724	34,418,900	28,978,500	+18.8
Monday-Sunday 7:30 p.m.-11 p.m.	410	25,355,700	14,354	1,112,911,000	911,935,700	+22.0
Monday-Sunday 11 p.m.-Sign-off	229	4,781,300	6,985	150,252,700	129,529,000	+16.0
Total	2,179	\$52,311,200	74,789	\$2,171,127,100	\$1,783,112,300	+22.0

Source: Broadcast Advertisers Reports

WGN Television.

America's #1

independent station.

RANK	STATION	MARKET	SHARE*
1	WGN	CHICAGO	22
2	KPHO	PHOENIX	20
3	WTCN	MINNEAPOLIS	18
3	WTTG	WASHINGTON	18
5	KVVU	LAS VEGAS	17
5	KPTV	PORTLAND	17
5	KTVT	DALLAS	17
8	KPLR	ST. LOUIS	16
9	KTXL	SACRAMENTO	14
10	WTTV	INDIANAPOLIS	13
10	WNEW	NEW YORK	13
10	WTCG	ATLANTA	13
10	KMPH	FRESNO	13
10	KTVU	SAN FRANCISCO	13
10	WRET	CHARLOTTE	13



***SOURCE:**

**NSI July 1977, DMA Share, S-S 7A.M.-1A.M.
Data subject to qualifications listed in report.**

Monday Memo®

A broadcast advertising commentary from John Hill, partner, Michlin & Hill, New York

The science of selling the masses with music

"The song is ended, but the melody lingers on..." The American institution known as Irving Berlin penned those romantic and poetic lyrics exactly 50 years ago. Yet, the same words have a special relevance even today for the intriguing business of selling products through television and radio.

The song, in fact, is most definitely the thing (more than ever before) when it comes to marketing on the air. The idea, of course, is to make certain that the musical sales pitch, as Irving Berlin's words put it, lingers on and on, long after the 30- or 60-second spot announcement has dissolved and sequed into the latest hit record on radio, or the current favorite soap, documentary, dramatic or variety offering on the home screen.

Music marketing styles and techniques tend to evolve constantly and new rules for what will work best for each new season or miniseason continue to emerge. Many sellers have found, for example, that the closer a musical sales pitch resembles contemporary popular music styles, the better the chance to sell the product. The theory runs that if you can create the likeness of an actual record, a little (sneakily) perhaps, so that you can grab the listener's attention immediately through a catchy melody, and hold onto it for as long as a half minute before you identify the product, you've got him (or her) hooked.

That's one approach. Another theory holds that the faster the music zips into the actual product tie-up, the faster your customer is sold, and the stronger the tie between the familiar musical theme and your product. Whenever the melody is heard, the listener's built-in program snaps into focus for your product and the reasons why he should be using it.

A classic example of the instant ID effect is the long-running Schaefer beer theme, heard behind the lines "the one beer to have when you're having more than one," for so many years. Another, which enjoyed a similar kind of longevity and familiarity was Coke's "it's the real thing," tune, which, as a part of the theme, "I'd Like to Teach the World to Sing," was so geared to pop record dimensions that it became a hit in its own right with reworked lyrics.

In fact, the song, as recorded by a group called the New Seekers, first for the actual commercial, and later as a pop song, became the biggest hit that particular group ever had. The Coke song tends to stall the product ID off for a significant time. Coke, with its continuing strong market position, can afford to do this, as can a company like Kodak, which sells



John Hill is a partner in Michlin & Hill Inc., New York, which serves both as advertising agency and music production firm for other agencies and for advertisers. He formed the firm with Spencer Michlin in 1972 after a career as a producer with CBS Records and as a song writer on the staff of a CBS subsidiary, April Blackwood Music Inc. Michlin & Hill has worked on such well-known campaigns as Diet Pepsi's "Zipper," Mountain Dew's "Hello Sunshine" and Pepsi Light's "Lemony Taste In, Half the Calories Out."

photography more than itself in some of its pitches. A lot of viewers and listeners probably tend to think automatically of Kodak when they think of picture-taking and film. For these kinds of products, this institutional approach makes very good sense.

Our own campaigns for Pepsi Light and Mountain Dew have a lot of record flavor about them as well. The difference here is that we get to the actual product faster, then depend on the music base to help sustain the interest. We've also patterned some of our Country Club Malt Liquor spots with the same kind of top-40 flavor.

Music, actually, in its simplest terms, becomes the gloss with which you wrap your message. The truth may well be that many commercials sell despite the sales message—subliminally perhaps—while the music keeps you tuned in. If that's so, then it follows that you steer the music around to the particular part of the market you want to hit.

That happens all the time today. Coming back to Coke, they went after the country market with Dottie West, the rhythm-and-blues market with Aretha Franklin and the middle of the road set with the New Seekers and with Bobby Goldsboro.

Popular styles definitely influence commercial creativity and production. It starts sometimes with the client actually asking that his commercial be made "to sound like a record." And it goes from there. Today, for instance, the biggest and possibly fastest-growing factor in the popular

record business is the disco sound. We've used this kind of material very effectively ourselves. Others are doing it too. A good example of this would be Braniff Airlines, which recently introduced a new commercial that almost sounds more like a record than a spot, until they get to the word "Braniff."

The whole idea of a kind of lingering liaison between records and commercials seems to carry over, more and more, into lots of other areas. There is a very strong talent interplay between the two fields, for example. Frequently, record artists with substantial name value are used to make musical commercials. Sometimes, they're not identified, because of potential legal conflicts or other reasons. But in probably just as many cases, they are. The country singer, Tom T. Hall, has done a flock of spots for Chevrolet. Johnny Cash has done many also.

On the other hand, at least some very well-known recording artists have developed out of the commercial music field. Barry Manilow, who now owns a number of gold records, started by making commercials.

The craft of creating music for the commercial field involves a great amount of writing and some borrowing. Often, popular songs, where they seem especially fitting, are adapted through new lyrics (by permission) for a particular product or service identification. Jimmy Webb's song, "Up, Up and Away," after becoming a hit on its own by the Fifth Dimension, became almost better known as a long-standing theme for a TWA commercial.

There is likely to be an ever-increasing cross-pollination between commercials and records. To make successful music for commercials today, an agency, of necessity, has to be close to the pulse of the pop charts. This is the music of the masses. And our job is to sell the masses.

But just as in the case of the singer or musician on a commercial who longs to have his name known, so it is with many a composer-arranger-producer of music for the commercials. An agency person may very well think to himself or herself, what a great idea to be identified with a hit record. Let's try to produce one for the best-seller charts.

And, it just may work. It's all in the same family. The same musicians and singers who work on the commercial side are also to be found among the studio and back-up people, singing and playing behind the names on the hit records.

And for the agency creative forces, the ones who grind out the sell, writing popular music and producing it for the mass market—as we sometimes do in our shop—may just give them the added sharpness to make their bread and butter commercials better too.

Datebook

■ indicates new or revised listing

This week

Sept. 25-27—*Nevada Broadcasters Association* annual convention. Hyatt Lake Tahoe, Incline Village.

■ **Sept. 26**—Hearing by *Senate Commerce Committee* on nomination of Charles Ferris to be member of FCC. Room 5110. Dirksen Senate Office building, Washington.

Sept. 26—Seminar on station license-renewal procedures by *National Association of Broadcasters*. Penn-Harris motor inn, Harrisburg, Pa.

Sept. 26-27—Midwest convention of *National Religious Broadcasters* and presentation of annual awards. Hilton Plaza Inn, Kansas City, Mo. Contact: Ron Mighell, WTGN-FM Lima Ohio; (419) 227-2525.

Sept. 26-28—Seventh annual assembly of the *Council of Better Business Bureaus*. Fred O'Green, president, Litton Industries, will be luncheon speaker first day; Lowell Thomas, dinner speaker that night; Senator John G. Tower (R-Tex.), luncheon speaker second day. Antlers hotel, Colorado Springs.

Sept. 26-28—*National Association of Broadcasters television code review: board meeting*. Del Monte Hyatt House, Monterey, Calif.

Sept. 26-Oct. 1—"Teletronica '77" telecommunications, radio and television equipment exhibition. Participation will be limited to 45 U.S. companies. Caracas, Venezuela. Information: Hans J. Amrhein, Room 4036, Office of International Marketing, Department of Commerce, Washington 20230; (202) 377-2332.

■ **Sept. 27**—Regional conference of *NBC-TV and affiliates*. St. Francis hotel, San Francisco.

Sept. 28—Special meeting of *Association of Maximum Service Telecasters* engineering committee. AMST headquarters, Washington.

■ **Sept. 28-30**—Twenty-seventh annual symposium on broadcasting, *Institute of Electrical and Electronics Engineers*. Frank Mankiewicz, president, National Public Radio, luncheon speaker, first day; Dr. George H. Brown, retired director, RCA Laboratories, Princeton, N.J., banquet speaker, Thursday; Sig Mickelson, president, Radio Free Europe/Radio Liberty, luncheon speaker Friday. Principal topics for discussion: circular polarization of TV antennas, quadrophonic FM, fiber optics, broadcast satellites. Washington hotel, Washington.

Sept. 29-30—Media '77 seminar presented by *The Foundation for American Communications* and *American University School of Communication* and *School of Business Administration*. Program is designed to provide businessmen with greater understanding of news media and will include leading broadcast newsmen and government officials. Shoreham hotel, Washington.

Sept. 30—Regional convention and equipment show of *Society of Broadcast Engineers*, chapter 22. Syracuse Hilton Inn, Syracuse, New York. Information: Charles Mulvey, WNYT-TV Syracuse.

Sept. 30—*Missouri Public Radio Association* fall meeting. Rock Lane Lodge, Branson.

Sept. 30-Oct. 2—*Public Radio in Mid America* annual meeting. Rock Lane Lodge, Branson, Mo.

Sept. 30-Oct. 1—Fourth annual Advertising Conference of Wisconsin, sponsored by *University of Wisconsin Extension*. Speakers will include Dr. William D. Wells, Needham, Harper & Steers, and Carl Hixon, Leo Burnett Co. Wisconsin Center, Madison.

Sept. 30-Oct. 2—Southwest area conference of *American Women in Radio and Television*. Camelot Inn, Little Rock, Ark.

Sept. 30-Oct. 2—Northeast area conference of

American Women in Radio and Television. Featured speakers will include Donald Thurston, board chairman, National Association of Broadcasters; Barbara Newell, Wellesley College president, and Robert M. Bennett, WCVB-TV Boston. Berkshire Hilton, Pittsfield, Mass.

Oct. 1—Deadline for entries, *U.S. Television Commercials Festival*. Information and entry forms: 1008 Bellwood Avenue, Bellwood, Ill. 60104; (312) 544-3361.

Oct. 2-5—*Missouri Broadcasters Association* fall meeting. Monday luncheon speaker will be Van Gordon Sauter, CBS-TV. Holiday Inn, Hannibal.

Also in October

■ **Oct. 3**—Hearing on network negotiations for 1980 Olympic games before *House Communications Subcommittee*. Room 2322, Rayburn House Office building, Washington.

Oct. 3-4—Southwestern regional convention of *National Religious Broadcasters*. Skirvin Plaza hotel, Oklahoma City. Contact: David Webber, Box 1144, Oklahoma City; (816) 235-5396.

■ **Oct. 4**—Regional conference of *NBC-TV and affiliates*. Hyatt Regency, Cambridge, Mass.

Oct. 4-6—Second conference on satellite communications for public service users, sponsored by the *Public Service Satellite Consortium*. Mayflower hotel, Washington.

Oct. 5—Opening newsmaker luncheon of season by *International Radio & Television Society*. Speakers will be news presidents of commercial TV networks: Roone Arledge, ABC; Richard Salant, CBS; Richard Wald, ABC. New York Hilton hotel, New York.

■ **Oct. 5**—Television advertising seminar sponsored by *WMT-TV Cedar Rapids, Iowa; KWWL-TV Waterloo Iowa and KCRG-TV Cedar Rapids, Iowa*. Featured speakers will include Pete Cash, Television Bureau of

Advertising; Tom Swafford, National Association of Broadcasters; Lou Ames, Television Information Office; Jim Mocarski, ARB, and Stan Peterson, Nielsen, Roosevelt Royale, Cedar Rapids. Second separate session will be held Oct. 6 at Conway Center, Waterloo.

Oct. 5-7—*Indiana Broadcasters Association* fall meeting. Marriott Inn, Fort Wayne.

Oct. 5-9—*Information Film Producers of America* national conference, trade show and awards festival. Holiday Inn, Chicago Film Center, Chicago. Contact: IFPA, 3518 Cahuenga Boulevard West, Hollywood 90068; 874-2266.

Oct. 5-10—*Women in Communications Inc.* annual meeting. Sheraton-Waikiki hotel, Honolulu.

■ **Oct. 7**—Regional conference of *NBC-TV and affiliates*. Omni International hotel, Atlanta.

Oct. 7-9—West Central area conference of *American Women in Radio and Television*. Hyatt House, Des Moines, Iowa.

Oct. 9-11—*North Carolina Association of Broadcasters* annual convention. Pinehurst hotel, Pinehurst.

Oct. 9-12—*National Radio Broadcasters Association* convention. New Orleans Hilton, New Orleans.

Oct. 10—*Country Music Association* awards presentation that will be carried live on CBS-TV. Grand Ole Opry, Nashville.

Oct. 10-13—*Electronic Industries Association* 53d annual convention. Fairmont hotel, San Francisco.

Oct. 11-12—*Alabama Cable Television Association* fall workshop. Oct. 12 luncheon speaker will be Bob Schmidt, president, National Cable Television Association: Holiday Inn Airport, Birmingham. Information: Otto Miller, executive secretary. Box 555, Tuscaloosa, Ala. 35401; (205) 758-2157.

Oct. 12—*New England Cable Television Association* fall meeting. Highway hotel, route 93, Concord, N.H. In-

Major meetings

Oct. 9-12—*National Radio Broadcasters Association* convention. New Orleans Hilton, New Orleans.

Oct. 16-21—*Society of Motion Picture and Television Engineers* 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

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

Nov. 13-16—*National Association of Educational Broadcasters* convention. Sheraton Park hotel, Washington.

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

Nov. 16-19—National convention of *The Society of Professional Journalists*. Sigma Delta Chi, Renaissance Center, Detroit. Birmingham, Ala., will be site of 1978 convention.

Jan. 22-25, 1978—*National Religious Broadcasters* 35th annual convention. Washington Hilton hotel, Washington.

Jan. 29-Feb. 1, 1978—*Association of Independent Television Stations* fifth annual convention. Vacation Village, San Diego.

March 4-8, 1978—*National Association of Television Program Executives* conference. Bonaventure hotel, Los Angeles. Future conferences: March 10-14, 1979, MGM Grand hotel, Las Vegas; March 8-12, 1980, Nob Hill complex, San Francisco.

April 9-12, 1978—*National Association of Broadcasters* annual convention. Las Vegas.

Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, March 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984.

April 21-26, 1978—*MIP-TV*, 14th annual international marketplace for producers and distributors of TV programing. Palais des Festivals, Cannes, France.

April 30-May 3, 1978—Annual convention of the *National Cable Television Association*. New Orleans.

June 1-3, 1978—*Associated Press Broadcasters* annual meeting. Stouffer's Twin Towers, Cincinnati.

June 13-17, 1978—*American Women in Radio and Television's* 27th annual convention. Los Angeles Hilton, Los Angeles.

June 17-20, 1978—*American Advertising Federation* annual convention. St. Francis hotel, San Francisco.

June 25-28, 1978—*Broadcasters Promotion Association* 23d annual seminar. Radisson St. Paul, St. Paul. 1979 convention will be June 6-10, Nashville.

Sept 17-20, 1978—*Institute of Broadcasting Financial Management* 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York.

Sept 20-22, 1978—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel, Atlanta; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14.

To the 71 writers, producers, directors, performers and craftpersons whose efforts on behalf of NBC have earned them Emmy Awards in 21 different categories...

Congratula- tions!

To the Academy of Television Arts & Sciences and its members...

Thank you!

And to all the viewers of the stations that make up the NBC-TV network...

There's more to come!



NBC Emmy Winners

Outstanding Lead Actor in a Drama Series
James Garner The Rockford Files

Special Classification, Outstanding Program Achievement
The Tonight Show Starring Johnny Carson
Fred De Cordova, Producer
Johnny Carson, Star

Outstanding Comedy-Variety or Music Series
Van Dyke and Company
Byron Paul, Executive Producer
Allan Byie, Bob Einstein, Producers
Dick Van Dyke, Star

Outstanding Writing in a Comedy-Variety or Music Series
Anne Beatts, Dan Aykroyd, Al Franken,
Tom Davis, James Downey, Lorne Michaels,
Marilyn Suzanne Miller, Michael O'Donoghue,
Herb Sargent, Tom Schiller, Rosie Shuster,
Alan Zweibel, John Belushi, Bill Murray,
NBC's Saturday Night

Outstanding Lead Actress in a Limited Series
Patty Duke Astin Captains and the Kings/
NBC Best Seller

Outstanding Lead Actress in a Drama or Comedy Special
Sally Field Sybil/The Big Event

Outstanding Lead Actor in a Limited Series
Christopher Plummer The Moneychangers/The
Big Event

Outstanding Writing in a Special Program
Drama or Comedy - Adaptation
Stewart Stern Sybil/The Big Event

Outstanding Writing in a Special Program
Drama or Comedy - Original Teleplay
Lane Slate Tail Gunner Joe/The Big Event

Outstanding Special - Drama or Comedy
Sybil The Big Event
Peter Dunne, Philip Capice, Executive Producers
Jacqueline Babbin, Producer

Outstanding Performance by a Supporting Actor
in a Comedy or Drama Special
Burgess Meredith Tail Gunner Joe/The Big Event

Outstanding Achievement in Music Composition for a Special
(Dramatic Underscore)
Leonard Rosenman, Alan Bergman,
Marilyn Bergman Sybil/The Big Event

Outstanding Cinematography in Entertainment Programming
for a Special
William Butler Raid on Entebbe/The Big Event

Outstanding Achievement in Film Sound Editing for a Special
Bernard F. Pincus, Milton C. Burrow, Gene Eliot,
Don Ernst, Tony Garber, Don V. Isaacs, Larry
Kaufman, William L. Manger, A. David Marshall,
Richard Oswald, Edward L. Sandlin, Russ Tinsley
Raid on Entebbe/The Big Event

Special Classification, Outstanding Individual Achievement
Allen Brewster, Bob Roethlis, William Lorenz,
Manuel Martinez, Ron Fleury, Mike Welch,
Jerry Burling, Walter Balderson, Chuck Droège
(Videotape Editing) The First Fifty Years/The Big
Event

Outstanding Individual Achievement in Children's Programming
Jean De Joux, Elizabeth Savel (Video Animation)
Peter Pan/Hallmark Hall of Fame/The Big Event

Outstanding Achievement in Technical Direction
and Electronic Camerawork
Karl Messerschmidt, Technical Director:
Jon Olson, Bruce Gray, John Gutierrez,
Jim Dodge, Wayne McDonald, Cameramen
Doug Henning's World of Magic

Outstanding Art Direction or Scenic Design
for a Comedy-Variety or Music Series
Romain Johnston, Art Director
The Mac Davis Show

Outstanding Achievement in Graphic Design and Title Sequences
Eytan Kellér, Stu Bernstein
Bell Telephone Jubilee

Outstanding Achievement in Film Sound Mixing
Alan Bernard, George E. Porter, Eddie J. Nelson,
Robert L. Harman The Savage Bees/NBC
Monday Night at the Movies

Outstanding Cinematography in Entertainment Programming
for a Series
Ric Waite Captains and the Kings - Chapter 1/
NBC Best Seller

formation: Bill Kenny, Box 321, Tilton, N.H. 03276;
(603) 286-4473.

Oct. 12—*American Society of Composers, Authors
and Publishers* annual country music awards dinner.
Hyatt-Regency hotel, Nashville.

■ Oct. 12—Regional conference of *NBC-TV and
affiliates*. Continental Plaza hotel, Chicago.

Oct. 12-13—*Kentucky Broadcasters Association* fall
convention. A.B. (Happy) Chandler will be principal
speaker. Hyatt Regency, Lexington.

Oct. 12-13—*National Association of Broadcasters*
management seminar. Hyatt Regency hotel, Chicago.

Oct. 13—*Religion in Media Association* awards pro-
gram. Century Plaza hotel, Los Angeles.

Oct. 13-14—*National Association of Broadcasters*
fall regional meetings for radio, TV and engineering
executives. Hyatt Regency hotel, Chicago.

Oct. 14-16—Western area conference of *American
Women in Radio and Television*. Holiday Inn Union
Square, San Francisco.

Oct. 14-16—Fall convention of *Illinois News Broad-
casters Association*. Representative Lionel Van Deerlin
will speak Sunday. Ramada Inn, Champaign-Urbana.
Program coordinator: Ron Williams, WDWS(AM)
Champaign 61820.

Oct. 14-16—National Student Broadcasters Con-
vention, sponsored by *University of Massachusetts'*
WUMB(AM) Dorchester. Boston Park Plaza hotel,
Boston.

Oct. 16-17—*National Association of Broad-
casters* management seminar. Hyatt Regency
Cambridge, Cambridge, Mass.

Oct. 16-19—*American Association of Advertising
Agencies* western region conference. Hotel del Cor-
onado, Coronado, Calif.

Oct. 16-21—*The Society of Motion Picture and
Television Engineers* 119th technical conference and
equipment exhibit. Century Plaza hotel, Los Angeles.
Information: SMPTE, 862 Scarsdale Avenue, Scars-
dale, N.Y. 10583.

Oct. 17-18—*National Association of Broadcasters*
fall regional meetings for radio, TV and engineering
executives. Hyatt Regency Cambridge, Cambridge,
Mass.

Oct. 17-19—*Advertising Research Foundation* 23d
annual conference. Waldorf Astoria, New York.

Oct. 17-19—*National Bureau of Standards* seminar
on time and frequency services including applications
to network television and satellites. NBS, Boulder,
Colo. Information: Sandra L. Howe, seminar coordina-
tor, NBS, Boulder 80302; (303) 499-1000, extension
3212.

Oct. 17-19—*New York State Cable Television
Association* fall meeting. Sheraton Canandaigua Inn,
Canandaigua.

Oct. 18—*National Association of Broadcasters*
public meeting on TV programming. New England Life
Hall, Cambridge, Mass.

Oct. 19—Special meeting of the *Association of Max-
imum Service Telecasters board of directors*. Subjects
will include review of comments filed in the FCC pro-
ceeding dealing with short-separation VHF drop-ins
and with the congressional review of the Communica-
tion Act. Franklin C. Snyder, Hearst Radio, will preside.
Omni International hotel, Atlanta.

Oct. 19—Luncheon by *Boston/New England area
chapter of the National Academy of Arts and Sciences*.
"Television: The Year 1984" will be discussed by
James E. Duffy, president of ABC TV Network; Robert
Wussler, president of CBS TV Network; Lawrence
Grossman, president of Public Broadcasting Service,
and an executive of NBC to be named. Anthony's Pier
4 Restaurant, Boston.

Oct. 19-20—Twenty-third annual Broadcasters
Clinic, sponsored by the *University of Wisconsin-Ex-
tension*, Madison. Clinic will feature presentation of
technical papers by equipment suppliers and consul-
tants. Information: Don Borchert, UW Telecommunica-
tions Center, Vilas Hall, Madison 53706; (608)
263-2157.

Oct. 19-20—*National Association of Broadcasters*
management seminar. Peachtree Plaza hotel, Atlanta.

Oct. 19-21—*Tennessee Association of Broadcasters*
annual convention and business meeting. Read

House, Chattanooga.

Oct. 19-21—*New Hampshire Association of Broad-
casters* annual convention. Margate Inn, Laconia.

Oct. 20—"Business Talks" seminar of *Financial Com-
munications Society*. Program participants include
Richard S. Salant, president of CBS News, on "The
Journalist's Dilemma—To Please or to Inform?" and
Herbert Schmetz, director and vice president, Mobil
Oil Corp. on "The Role of Advocacy Advertising." Bil-
lmore hotel, New York.

Oct. 20-21—*National Association of Broadcasters*
fall regional meetings for radio, TV and engineering
executives. Peachtree Plaza hotel, Atlanta.

Oct. 20-22—*Mississippi Cable Television Associa-
tion* annual meeting. Broadwater Beach, Biloxi.

Oct. 20-23—East Central area conference of *Ameri-
can Women in Radio and Television*. Stouffers,
Louisville, Ky.

Oct. 21—*Pittsburgh chapter, Society of Broadcast
Engineers* regional convention and equipment exhibit.
Howard Johnson motor inn, Monroeville, Pa.

Oct. 21—*Kansas Association of Broadcasters* fall
management seminar. Site to be announced, Wichita,
Kan.

Oct. 22—*Ohio Associated Press Broadcasters* fall
meeting. Ramada Inn, Grove City, Ohio.

Oct. 23-24—*North Dakota Broadcasters Associa-
tion* fall meeting. Holiday Inn, Fargo.

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

Oct. 25-27—*International Tape Association's* home
video systems seminar. Keynote speaker will be John
Chancellor, NBC News. New York Sheraton, New York.
Information: ITA, 10 West 66th Street, New York
10023.

Oct. 28-30—Midwest area conference of *American
Women in Radio and Television*. Hershey hotel,
Hershey, Pa.

Oct. 29—*Florida Association of Broadcasters* fall
conference. The Beach Club hotel, Naples.

November

Nov. 1—FCC's new deadline for comments on pro-
posal to add four VHF drop-ins (Charleston, W. Va.;
Johnstown or Altoona, both Pennsylvania; Knoxville,
Tenn., and Salt Lake City). Replies are now due Dec. 1
(Docket 20418). FCC, Washington.

Nov. 1—Awards presentation, *U.S. Television Com-
mercials Festival*. Deadline for entries is Oct. 1.
Chicago.

Nov. 2—World Future Society's conference on *Com-
munications and Society: Policies for the Plannable
Future*. Topics to be discussed include role of FCC,
cable versus broadcast television, frequency alloca-
tion and electronic mail. Keynote speaker will be Harry
M. (Chip) Shooshan, staff director of House Subcom-
mittee on Communications. The Ford Foundation, New
York. Contact: The World Future Society, 4916 St. Elmo
Avenue, Washington 20014.

■ Nov. 2-3—Tenth AM directional antenna seminar,
sponsored by *National Association of Broadcasters*.
Carl Smith & Associates will handle program. Marriott
Inn, Cleveland.

Nov. 2-4—*American Association of Advertising
Agencies* central region annual meeting. Ambassador
hotel, Chicago.

Nov. 3-4—*Institute for Democratic Communications*
"Media Ethics: Problems and Pressures" conference.
Speakers will include Ron Nessen, former presidential
press secretary; Anthony Lewis, *New York Times* col-
umnist; Robert Maynard, *Washington Post* corre-
spondent. George Sherman Union, Boston. Informa-
tion: Conference coordinator, School of Public Com-
munication, Boston University, 640 Commonwealth
Avenue, Boston 02215; telephone (617) 353-3450.

Nov. 3-4—*Oregon Association of Broadcasters* fall
conference. Valley River Inn, Eugene.

■ Nov. 4-5—*National Broadcast Editorial Associa-
tion* regional seminar. FCC Chairman Richard Wiley
will be Friday dinner speaker. Sheraton Plaza hotel,
Chicago.

Limited ambitions

EDITOR: We read with dismay your editorial of Sept. 19 ("Tomorrow the World") regarding the Aspen Institute's testimony to Chairman Jack Brooks. The editorial, in sharp contrast to the article on the same subject (Sept. 12), betrays a mis-

understanding of our views.

The editorial suggests that we are proposing expansions of executive powers in communication and information policy making. This is simply not true. We have suggested nothing that exceeds current executive authority. Only Congress could mandate an expansion of power, and we

have proposed no new legislation.

The source of our concern is that the current executive order is ambiguous and in need of an overhaul. We seek to clarify the functions and responsibilities of the new assistant secretary, not to expand the powers. Far from suggesting a "bureaucracy without walls," our proposal is an exercise in defining and clarifying what the boundaries should be.

Finally, the editorial achieves impressive heights of stridency in denouncing that ours "is a formula for centralized planning on a scale without precedent outside the Soviet Union." Anyone who has ever tried to make a phone call in Moscow would doubt very much whether the Russian telecommunications system is planned at all—Forrest P. Chisman, Marc U. Porat, Glen O. Robinson, *Aspen Institute Program on Communication and Society, Washington.*

In response

EDITOR: Two letters in the Sept. 12 issue require comment, especially since one referred specifically to my suggestion on public affairs programing ("Open Mike, Aug. 15).

I had suggested that if broadcasters could receive a tax credit for the expense they go to in preparing and airing public affairs programs, they would be able to put more time into that category. For example, assuming a 10% profit over-all, then a tax deduction amounting to 90% of the rate card for the amount of time given to public affairs might be sensible. At present, no matter how public spirited a broadcaster may be, he must make ends meet first.

Alan Gottesman said in his letter that "Broadcasting is one of the most heavily subsidized industries in the nation, as it is."

I didn't know that. Commercial stations, so far as I know, get no subsidies. We can't even borrow from the Small Business Administration.

My other comment is on Glenn Cunningham's feeling that "The public will not be served by allowing people with no more of a restricted permit than cabbies have to operate broadcast stations."

I'd like to remind Mr. Cunningham that, contrary to what even the announcers themselves seem to believe, a third-class license is not required to operate a radio station. It's necessary only for being in charge of reading transmitter meters, logging the readings and then making a simple adjustment by turning a knob if the reading needs correcting. That's all the announcer is allowed to do. The former test that told them not to cuss on the air was sufficient. The present test is ridiculous and unnecessary.—*B.D. Thornton, presi-*



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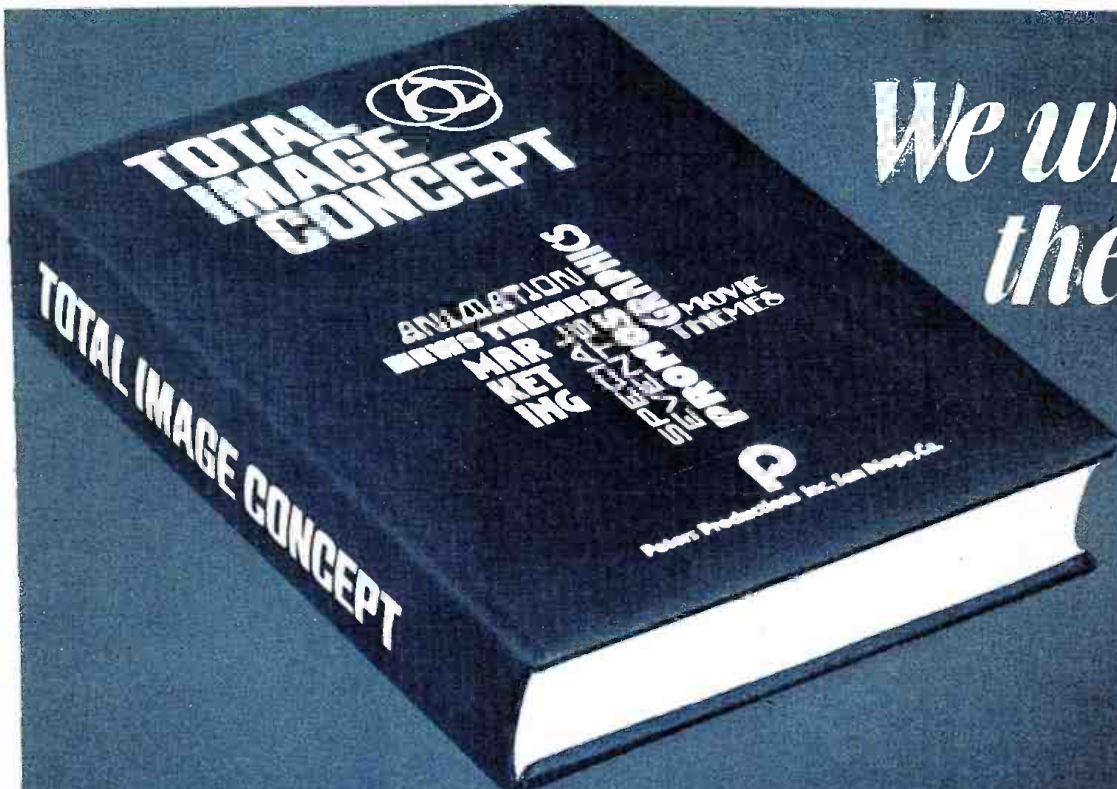
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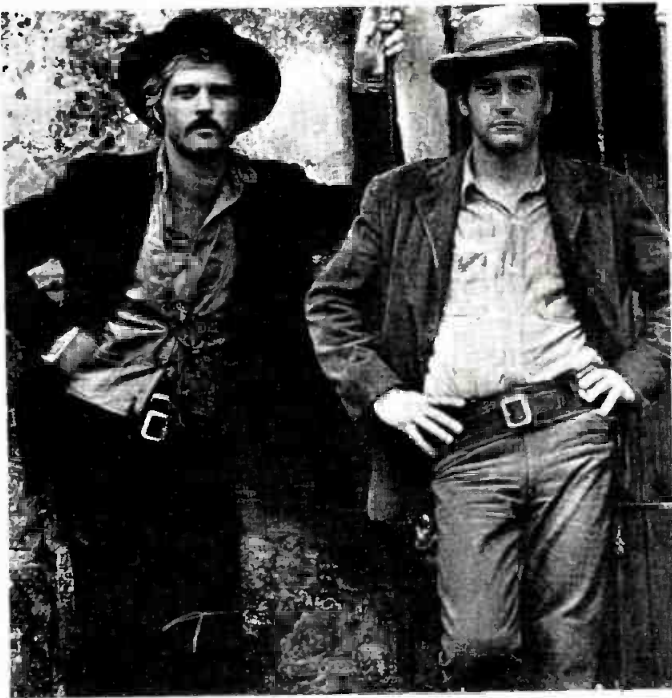
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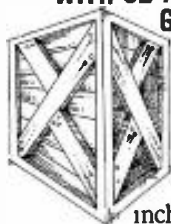
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Exception

EDITOR: This is in response to your recent editorial entitled "A Matter of Money," published in the Sept. 12 issue.

In the last paragraph you state, "Within the broadcasting establishment there is a growing recognition of minority aspirations and a willingness to correct old prejudices and slights." I resent your pleading guilty on my behalf to the prejudices towards and slights to minorities. I am neither guilty of nor responsible for either.—Howard Warshaw, president, Universal Broadcasting Corp., New York.

Record-straightening

EDITOR: I respectfully request correction of misinformation [in the article on D. Thomas Miller and the CBS Television Stations Division; BROADCASTING, Sept. 19] which contains the following: "Actually, the five stations' records are not bad for the most part. The stations in New York and St. Louis are number one in their markets, Mr. Miller says."

KMOX-TV (CBS) is not number one in this market now, nor has that station held a decisive competitive edge over KSD-TV (NBC) in over-all news ratings in recent history. [To quote from] the July Arbitrons: 5 p.m. KSD-TV 13, KMOX-TV 12; 6 p.m. KSD-TV 15, KMOX-TV 11; 10 p.m. KSD-TV 22, KMOX-TV 17.—Peter C. Vesey, director of news operations, KSD-TV St. Louis.

(Mr. Miller's statement was more nearly correct if one uses the July Nielsens as opposed to the Arbitron's cited by Mr. Vesey. In that report, KMOX-TV beat KSD-TV by 12 to 11 at 5 p.m., by 13 to 11 at 6 p.m.—but lost to KSD-TV by 20 to 16 at 10 p.m. Nevertheless, CBS concedes that Mr. Miller's claim overshot the mark.)

Who's to blame?

EDITOR: I watched and listened with interest as a variety of causes for lower Scholastic Aptitude Test scores were outlined on the evening news. I also read, with interest, BROADCASTING's Aug. 29 report about the Wirtz panel's blame-sharing role for television.

Let's face it. Blaming television for all of society's problems is like blaming dogs for the world's dung-control problems. Dog-control problems and poor study habits are people problems. People turn television sets on. People can turn them off. Parents can limit the time and times youngsters watch television.

Television is not the problem. And broadcasters should stop overreacting, raising "we've-been-insulted" shields of defense each time television is cited as a possible offender. Your headline for the story may be indicative of an unnecessary attitude within the industry.

It's time broadcasters stopped thinking of themselves as being attacked from the outside and begin to illustrate the industry's role as a working part of society. And, at the same time, accept and react to criticism involving industry practices.—Russ Grove, broadcast producer/coordinator, Oklahoma State University, division of public information, Stillwater.

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*Source: Feb. 1977, Syndicated Program Analysis, ARBITRON

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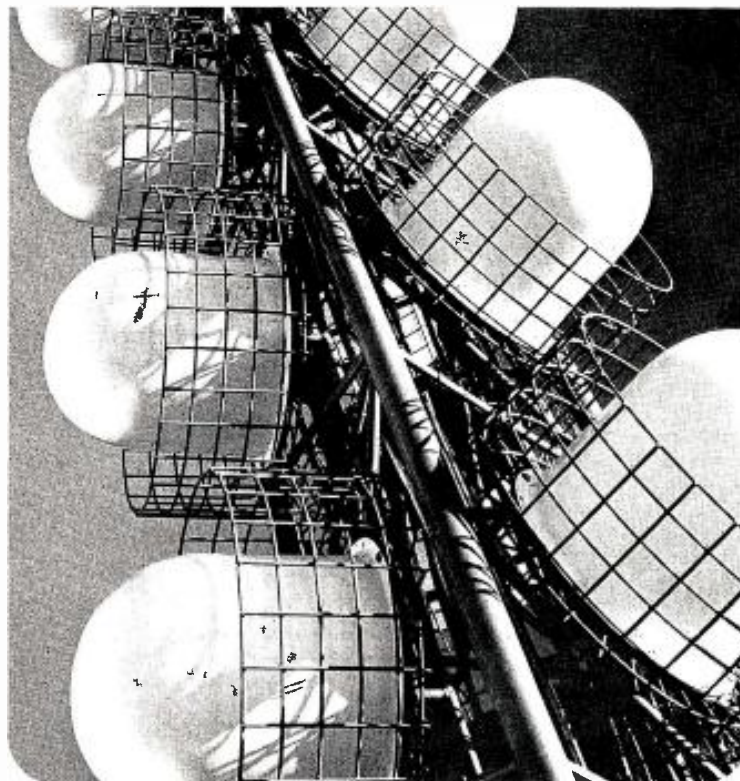
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Vol. 93 No. 13

Top of the Week

Viewers go back to the old as new season goes on

Few new shows breaking into top-rated ranks as audiences tune in returning series

The two preliminary weeks of prime-time stunting by the three commercial TV networks are beginning to look like extravaganzas that had no discernible impact on viewing habits.

The audience is faithfully returning to its old favorites as they return to the schedule, and the new programs that are healthy can attribute that health almost invariably to a well-established lead-in.

In the week of Sept. 15-21, the highest rated new program was ABC's *Carter Country* debut on Sept. 15 (Thursday, 9:30-10). *Carter* followed a special two-hour premier episode of *Welcome Back, Kotter*, which dominated its time period with a 42 share, and *Barney Miller*, which also won with a 36. *Redd Foxx*, the third most popular new show after *Soap* that week, also won its time period following *Carter*, but the audience by then had begun drifting back to CBS's *Hawaii Five-O* and *Barnaby Jones*, which closed the evening at a 33, one share within point of *Fox*'s 34.

NBC's untried line-up that night—*CHiPs* and *The Rock Music Awards*, weren't even close, with 24 and 26 shares, respectively.

Even ABC's *Soap* fell prey to an old favorite, CBS's *M*A*S*H*. *M*A*S*H*'s one-hour premiere episode Sept. 20 lost in its first half hour to ABC's returning *Three's Company*, which fed off *Laverne and Shirley*. But in its second half-hour, *M*A*S*H* passed *Soap* by seven share points, 39 to 32. Premiering against all-new programming on the other networks a week earlier, *Soap* scored a 39.

The next most-watched programs in the week of Sept. 15-19 were CBS's *Lou Grant* (Tuesday, 10-11) and *Betty White* (Monday, 9-9:30), both of which have a familiarity advantage as spin-offs from Mary Tyler Moore. *Grant*, however, followed *M*A*S*H* in its premiere Sept. 20, and pulled a 34 share. *White* premiered Sept. 12, before NFL football started, with a sizable 36 share against NBC's made-for-TV movie, "Billy: Portrait of a Street Kid." A week later, against ABC's NFL game and NBC's "Gable and Lombard,"

she slipped to a 27.

NBC, meanwhile, took both Mondays on the strength of *Little House on the Prairie*, which won over new material each time (ABC's *Lucan* and *San Pedro Beach Bums* and CBS's *Dan'l Boone*) with 33 and 37 shares respectively.

New programs leading off their nights consistently turned in the least successful performances of their time periods—and some of the worst performances in the week over-all. CBS's *Fitzpatricks*, which had scored a reasonable 29 share in a preview showing Sept. 5 against what amounted to no ABC competition (a dreary baseball game), dived to a 9.2/15 against *Happy Days* and *Laverne and Shirley* in its regular time-period premiere Sept. 20—the worst performance of the week by any show.

Richard Pryor (Tuesday, 8-9) scored a 24 as NBC's lead-off show of the night on Tuesday, Sept. 24, a point above his premiere-show rating a week earlier. And NBC's new *Oregon Trail* lead off Wednesday,

day night, Sept. 21, with a special two-hour premiere and turned in a 15.1/25, followed by the premiere of *Big Hawaii*, which drifted in with a 10.8/18.

Other lead-off losers among the new programs were NBC's *CHiPs* (Thursday 8-9), which turned in a 14.3/24 on Sept. 15, and CBS's *Dan'l Boone*, with a 15.5/26 Sept. 12 and a 13.6/22 Sept. 19. A possible exception to the rule may be ABC's *San Pedro Beach Bums* (Monday, 8-9), which premiered Sept. 19 with a 28 share, which may increase a point or two because of delayed broadcasts in some markets due to live coverage of the NFL football game.

NBC's premiere of *Sanford Arms* (Friday, 8-8:30), another new show with a familiarity advantage, beat out CBS's *Wonder Woman* by three share points on Sept. 16, but certainly ABC's *The Making of "Star Wars,"* which won the time period with a 35 share, drew off some of *Wonder Woman*'s fantasy lovers. Considering that, head CBS programmer B. Donald Grant called *Wonder Woman* one of his pleasant

Where it counts. Program-by-program, this is how the week from Thursday, Sept. 15, to Wednesday, Sept. 21, stacked up in the national Nielsens (see BROADCASTING, Sept. 19, for Sept. 5-14 rankings):

Show	Rating / Share	Show	Rating / Share
<i>Laverne and Shirley</i> (ABC).....	31.9 / 51	<i>Maude</i> (CBS).....	18.4 / 28
<i>Charlie's Angels</i> (ABC).....	26.5 / 43	<i>Bionic Woman</i> (NBC).....	18.1 / 38
<i>Happy Days</i> (ABC).....	29.9 / 49	<i>Betty White</i> (CBS).....	18.1 / 27
<i>Welcome Back, Kotter</i> (ABC).....	25.0 / 42	<i>Rafferty</i> (CBS).....	17.9 / 30
<i>M*A*S*H</i> (CBS).....	24.3 / 37	<i>San Pedro Beach Bums</i> (ABC).....	17.6 / 28
<i>Three's Company</i> (ABC).....	24.2 / 37	<i>A Killing Affair</i> (CBS).....	17.5 / 29
<i>ABC Sunday Movie: "Young Joe" (ABC).....</i>	23.7 / 39	<i>Good Times</i> (CBS).....	16.9 / 29
<i>All in the Family</i> (CBS).....	23.2 / 38	<i>The Girl in the Empty Grave</i> (NBC).....	16.7 / 27
<i>Little House on the Prairie</i> (NBC).....	23.0 / 37	<i>Walt Disney</i> (NBC).....	16.3 / 29
<i>Barney Miller</i> (ABC).....	22.4 / 36	<i>Logan's Run</i> (CBS).....	16.1 / 29
<i>Carter country</i> (ABC).....	22.0 / 35	<i>Chico and the Man</i> (NBC).....	15.7 / 28
<i>Soap</i> (ABC).....	20.8 / 32	<i>The Waltons</i> (CBS).....	15.6 / 26
<i>60 Minutes</i> (CBS).....	20.6 / 38	<i>Rock Music Awards</i> (NBC).....	15.5 / 26
<i>Eight is Enough</i> (ABC).....	20.6 / 35	<i>ABC Friday Night Movies:</i>	
<i>Saturday Night at the Movies:</i>		"Curse of the Black Widow" (ABC).....	15.3 / 27
"Rooster Cogburn" (NBC).....	20.3 / 39	<i>Oregon Trail</i> (NBC).....	15.1 / 25
<i>Judge Roy Bean</i> (CBS).....	20.1 / 35	<i>Richard Pryor</i> (NBC).....	14.9 / 24
<i>NFL Football</i> (ABC).....	20.0 / 35	<i>Sanford Arms</i> (NBC).....	14.7 / 28
<i>Redd Foxx</i> (ABC).....	20.0 / 34	<i>Big Event: "Life Goes to War" (NBC).....</i>	14.6 / 24
<i>Lou Grant</i> (CBS).....	19.9 / 34	<i>Hardy Boys/Nancy Drew</i> (ABC).....	14.5 / 27
<i>Big Event: "Gable and Lombard" (NBC).....</i>	19.9 / 33	<i>Uncle Tim Wants You</i> (CBS).....	14.3 / 30
<i>Barnaby Jones</i> (CBS).....	19.9 / 33	<i>CHiPs</i> (NBC).....	14.3 / 24
<i>Starsky and Hutch</i> (ABC).....	19.2 / 37	<i>Wonder Woman</i> (CBS).....	13.7 / 25
<i>Rockford Files</i> (NBC).....	19.1 / 34	<i>Dan'l Boone</i> (CBS).....	13.6 / 22
<i>Quincy</i> (NBC).....	19.0 / 34	<i>Operation Petticoat</i> (ABC).....	11.7 / 24
<i>Hawaii Five-O</i> (CBS).....	18.9 / 30	<i>Fish</i> (ABC).....	11.0 / 24
<i>Family</i> (ABC).....	18.7 / 31	<i>Big Hawaii</i> (NBC).....	10.8 / 18
<i>The Making of "Star Wars" (ABC).....</i>	18.8 / 35	<i>May Day at 40,000 Feet</i> (CBS).....	10.4 / 20
<i>Six Million Dollar Man</i> (ABC).....	18.6 / 30	<i>Fitzpatricks</i> (CBS).....	9.2 / 15

Who's on first, when? The confusing two weeks of stunting indulged in by the ABC, CBS and NBC television networks at the outset of the fall season this year may leave a hangover.

All three networks have chosen different starting dates from which they will tally their season-to-date standings in the ratings. NBC has chosen Sept. 5, when it says summer reruns ended. ABC will use Sept. 12, when it says new series product began to dominate the schedule. And CBS is taking Sept. 19, when it says the season settled into head-to-head series competition.

Cynics could, of course, view each date as giving an advantage to the network choosing it. NBC won big Sept. 5 and scored well the rest of that week, finishing with an average 17.5 rating and a 31 share behind ABC's 18.3/32. ABC did so-so with *Washington: Behind Closed Doors*—relative to its series strength, that is. And for CBS, the first two weeks would best be forgotten, since the network finished last in both with a 15.6/27 and a 16.4/28.

surprises for the week.

NBC won the night with its established series, *The Rockford Files* (9-10) and *Quincy* (10-11).

NBC's other nightly win of the week (three in all) came the next night, which led off with the concluding episode of the two-part *Bionic Woman* season (and network) premiere. CBS won Sunday night by dominating early with its faithfuls, *60 Minutes* and *All in the Family*, both of which had 38 shares. Once ABC got through *Washington: Behind Closed Doors* and began fitting in its series the week of Sept. 12, it won Tuesday, Wednesday and Thursday, and showed every sign of repeating that performance last week, with Tuesday and Wednesday wrapped up in the nationals and strong local overnight leads in New York, Chicago and Los Angeles for Thursday.

Season-to-date ratings for the three networks, Sept. 5 through Sept. 21, stand at 20.2 for ABC, 17.3 for NBC and 16.3 for CBS.

Despite the predictability of viewing choices thus far in the new season, there may be some shifting once the schedule begins to settle down. Some observers said that the audience's return to the familiar may in part be attributable to fatigue from the exotic specials diet presented in the two weeks since Sept. 5—especially since some of the delicacies offered probably didn't turn out to be as satisfying as they may have looked. Once regularity returns, the theory goes, the audience may find some of the old favorites wearing thin after all, and so begin to redistribute itself to the possible advantage of new programs.

But all in all, it looks as if the audience, like at least two of the networks, believes that the series is indeed "the backbone of the schedule." NBC's "events blueprint" has still to be tested, however, since everyone has had an events blueprint so far.

FCC decides for time being to stay out of network exclusivity

Court decision on pay-cable rules threw question open to marketplace, says commission, and now it wants to see what will happen

The FCC, which has not been reluctant in the past to regulate competition in various areas of the broadcasting business, has decided, at least for the time being, to defer to the marketplace and the courts the dilemma concerning exclusivity provisions of programming contracts.

The commission began looking into the question two years ago, in response to complaints from pay cable interests that the networks were denying them an opportunity to bid on feature films through the exclusivity provisions the networks were obtaining in contracts with producers.

Last week, the commission concluded its inquiry without action. It said it lacked the information and evidence to proceed. "We are unable to conclude that there is sufficient evidence to warrant our acting either because existing exclusivity practices limit program diversity on subscription television operations or retard its growth," the commission said.

Furthermore, the commission said, "a major impetus" for the inquiry has been "eliminated." The commission issued the inquiry on March 20, 1975, the same day it adopted its rules aimed at barring pay cable from siphoning movies and sports programming from conventional television. But on March 25, the U.S. Court of Appeals in Washington overturned the rules, and the commission is not appealing the opinion as it applies to feature films.

The commission noted that the disappearance of those rules has created a new situation. Pay cable rules in one form or another had been in effect from 1970 until last May. Accordingly, the commission

said, it wants to see what happens in the absence of regulatory restraints, such as those limiting pay cable largely to films less than three and more than 10 years old.

The commission also conceded an inability to make a judgment of the antitrust implications involved. It said that judgment would require determination of the "reasonableness" of exclusivity provisions. And that, the commission said, involves knowledge of such facts as conditions existing in the industry, the considerations leading to adoption of the practice and the goal being sought.

But the commission concluded its order with a warning it is not foreclosing future consideration of the issue. It said it believes that subscription television will continue to develop without commission intervention and that, over the long run, "some accommodation in the marketplace will be made" to enable the public to choose between pay and advertiser-supported television. But, it said, if those beliefs prove groundless—and it noted that ABC has said that elimination of the pay cable rules might cause conventional television to seek greater exclusivity protection—the commission would consider further action.

The vote was 5-to-0, with Commissioner Joseph Fogarty concurring and Chairman Richard E. Wiley not participating. The chairman, who is expected to leave the FCC in one or two weeks, said he does not think it appropriate to vote on major items as he goes "out the door."

Although the vote was unanimous, there was some uneasiness over it. Some commissioners were considering the final staff draft only last week, and wanted more time. Commissioner James Quello called the item a "hot potato" and thought it should be subjected to a hearing. Commissioner Joseph Fogarty wondered about an extension of the deadline imposed on the commission by the court. And Commissioner Abbot Washburn seemed frustrated at the lack of affirmative action. He said pay cable interests had told him they have had trouble acquiring the product they want. "We should grasp the nettle," he said.

But in the end, the item was adopted as presented by the staff.

NABET, ABC agreement in prospect

Balloting today, results Wednesday, back to work Saturday if approved

ABC and the National Association of Broadcast Employees and Technicians reached tentative agreement last Wednesday that paves the way to settlement of a strike that began May 17 ("Closed Circuit," Sept. 19).

Details of the package were not disclosed. NABET members must ratify it before it becomes effective, and the 1,800 NABET members at the ABC radio and television networks and the ABC-owned stations are scheduled to vote on it today (Sept. 26). Results of the balloting will be

announced Wednesday.

A NABET spokesman said that if the proposal is approved, workers will be back on the job Saturday, ending a four-and-a-half-month walkout.

If the settlement comes, it is expected to give ABC sufficient time to arrange logistics for coverage of the World Series, which begins Oct. 11.

The walkout has taken its toll on NABET members. Most earned a base of \$401 weekly. The loss of salary for each through Oct. 1 will total more than \$7,600. ABC had offered a four-year contract that would have jumped the base pay to \$528 in the final year.

Are car makers gypping public on AM-FM radio?

That's question that dominates House antitrust unit hearing

For the first time in several years, Congress reopened an inquiry into AM-FM car radios last week, but without the cooperation of automobile manufacturers.

Broadcasters have sought to revive Congress's interest in the subject ever since legislation to require auto radios to be equipped with both AM and FM bands died in the waning moments of the 93d Congress in 1974—reportedly because of some last-minute lobbying by the automobile industry. The broadcasters had their day last week in a hearing before Representative John Breckinridge's (D-Ky.) Small Business Subcommittee on Antitrust and Restraint of Trade.

They had on their side the chairman of the House Communications Subcommittee, Lionel Van Deerlin (D-Calif.), who, on learning there were auto manufacturer and union representatives in the audiences at the hearing, attacked the industry for refusing to participate in legislative hearings in 1974. Mr. Van Deerlin, who co-sponsored the so-called AM-FM all-channel bill that year, later said that "any time management and unions are on the same side of an issue [as they were in opposing the AM-FM bill] you have to say 'Oh-oh, where's the public interest?'"

On this issue, he said, the public interest is in having car radios equipped with both AM and FM. The congressman said he was encouraged to hear that General Motors plans to install AM radios as standard equipment in its Chevette model and added he hopes that will lead eventually to standard AM and FM radios. If the auto companies do not move in that direction voluntarily, he said, his subcommittee "will once again look into a legislative solution in the next session of Congress." After the hearing, Mr. Van Deerlin said the "legislative solution" he had in mind would be in the context of his subcommittee's over-all review of the Communications Act.

Representative Breckinridge, with a nudge from the Kentucky Broadcasters Association, opened the investigation of car radio pricing because of allegations that the major auto manufacturers, all of which make their own car radios, engage in collusive and anticompetitive pricing practices.

The broadcasters, commercial and public, repeated those allegations, arguing that the auto manufacturers prices are so high that many people cannot afford to have FM installed in their cars. All repeated figures showing car manufacturers use a 1-2-3 pricing scale: about \$70 for an AM radio, \$140 for an AM-FM and \$210 for an AM-FM stereo.

"Obviously we also have a selfish in-

terest in this subject since as broadcasters we are in the business of communicating with the public, and that communication can only take place when there is a transmitter and a receiver," said National Association of Broadcasters Chairman Donald Thurston. "If the auto manufacturers are in fact pricing radios in such a way that the public cannot afford an AM-FM radio, then we are affected just as the public is affected."

Philip Rubin, director of engineering research for the Corporation for Public Broadcasting, cited preliminary figures from an NAB-funded study by Booz-Allen Applied Research showing that the actual costs of producing car radios are fractions of what the auto manufacturers charge. Total costs for parts, assembly and alignment of one car AM radio studied were \$14.37. A comparable AM-FM radio cost \$22.13. Yet the list price for those radios were \$77 and \$155, respectively, he said.

Under those conditions, there is no freedom of choice, argued Matt Coffey, senior vice president, National Public Radio. Of 203 public radio stations, 181 are on the FM band. Yet "I do not have the freedom of choice to purchase an FM-only radio," he said. He added that a radio without FM capacity is only half a radio. "There's only one radio service in this country. It just happens to be on two bands."

Two other broadcasters testifying were J. T. Whitlock, executive director of the Ken-

tucky Broadcasters Association, and Robert Herpe, chairman of the National Radio Broadcasters Association. Said Mr. Herpe, it has to be remembered that many areas only have one or two stations, and one or both of those might be on FM. "If you can't get FM in cars, you can't get diversity of service. That's very important."

No car manufacturer was represented at the hearing. But the auto manufacturers had an advocate in Representative Elwood Hillis (R-Ind.), who argued that requiring the installation of AM-FM radios in cars could cause the auto industry to lose money. GM's Delco Electronics division, maker of FM radios, which is located in Kokomo, Ind., in Mr. Hillis's district, would have to undergo major retooling and retraining of workers if required to convert to all AM-FM. The conversion costs would have to be passed on to consumers and would make Delco more vulnerable to competition from foreign-built radios, he said, ultimately endangering 8,500 jobs at Delco.

Mr. Hillis argued that there is freedom of choice in the purchase of car radios: "While most new car buyers choose to have the sound system included in the price of the car as an option, they have the choice of installing the sound system themselves or having a specialist install it." Allegations that car radios are overpriced are unfounded, according to Mr. Hillis.



Kreps



Harman



Wexler



Haslam

Talent scouts. The Department of Commerce's team assigned to find an assistant secretary to command the nation's telecommunications policy future appears to be looking for a latter-day Renaissance person. In fact, Under Secretary of Commerce **Sidney Harman** wondered out loud last week whether the ideal person could be found, "Leonardo da Vinci having passed out of existence."

His hyperbole reflects the enthusiasm with which the assignment is regarded—"the most interesting and, over the next decade, the most challenging government will have," said Dr. Harman (the former head of Harman International Industries). Unlike energy, which is a problem of shortage, he said, telecommunications represents "a problem of abundance," with technology producing an "explosion" of services. Staying on top of it, he said "requires a man—or woman—of vision and competence." Adds fellow searcher **Charles Linn Haslam**, the department's general counsel, the candidate must have "the ability to administer a new unit, [be] capable of handling the technological side [and know] government service, a sense of what being in government means."

The search has been under the day-to-day supervision of **Anne Wexler**, deputy under secretary for regional affairs, who before joining the Carter administration was associate publisher of *Rolling Stone*. Ultimate responsibility for recommending to the President rests with Secretary **Juanita Kreps**, the former Duke University vice president and economics professor, who spent 45 minutes in a group interview of five finalists two weeks ago ("Closed Circuit," Sept. 19). Last Thursday, she and Dr. Harman again—but singly this time—reinterviewed three of them: Henry Geller, a former FCC general counsel; Harry M. (Chip) Shooshan, counsel to the House Communications Subcommittee, and Nick Miller, former congressional staff member now a consultant to the Office of Telecommunications Policy (whose functions the new unit will absorb). It was not clear whether two others—Frank Lloyd, another OTP consultant, and Anne Branscomb, of the Kalba Bowen consulting firm—would likewise be reauditioned.

Secretary Kreps was to leave for Tokyo yesterday (Sept. 25). Procedures were established for the final decision to be made—probably this week—in her absence.



Mitchell



Franks



Hooks



Neustadt



Washington



Panelists at a Wednesday panel discussion on **advertising** (l-r): Thomas T. Ryan, vice president-advertising services, Gillette North America, Boston; Barbara Proctor, Proctor & Gardner Advertising, Chicago, and Thomas Glynn, Campbell-Ewald, Detroit.



Thursdays session on station **sales and promotions** was conducted by (l-r): Gene Davis, advertising-promotion manager, WMAO-TV Chicago; Joseph Vincent, senior vice president, Radio Advertising Bureau, and Thomas McKinney, VP, Mutual Black Network.



Overseeing a **financing** panel Thursday morning (l-r): Herbert P. Wilkins, president, Syndicated Communications Inc., Washington; Robert Price, vice president, Girard Bank, Philadelphia, and Frank Savage, vice president, Equitable Life Assurance Co., New York.

Push promised by Black Caucus for minority ownership

At NAB-NABOB conference, Mitchell says amendments will be offered in Communications Act review; rating services, agencies scored; Hooks gets award; Shooshan, Wiley offers views to meeting

Black members of Congress are going to insist that broadcasters "make a place for minority enterprises," said the chairman of the Congressional Black Caucus last week. And he said members of that body are going to press the issue of minority ownership in the rewrite of the Communications Act.

On another front, the president of the National Association of Black-Owned Broadcasters said that national advertisers "are failing to get the message" of the growing economic influence of the black community. NABOB also presented former FCC Commissioner Benjamin Hooks with its annual Broadcast Enterprise award.

Representative Parren J. Mitchell (D-Md.) of the Black Caucus addressed a gathering of black broadcasters at a National Association of Broadcasters minority management seminar last Wednesday (Sept. 20). Of Congress's efforts to rewrite the 1934 communications law, the congressman said, "The caucus is going to have some amendments to that bill on minority ownership."

Congressman Mitchell told the gathering that there is no "significantly powerful" black media in the country today and that it was one of the objectives of the Black Caucus to change that.

"We're not talking about the right to eat a hamburger," Mr. Mitchell said, "But the right to economic power." He said that "now may be the time to press real hard"

on the issue of minority interests in broadcasting.

The congressman was addressing a luncheon session of the two-day conference attended by about 50 minority—largely black—broadcasters. According to NAB Chairman Don Thurston, the conference, which was cosponsored by the NAB and NABOB, was part of NAB's continuing effort to open the field of broadcasting to blacks and other minority groups.

Appearances were also put in by White House aide Richard Neustadt and Frank Washington of the Office of Telecommunications Policy.

Mr. Neustadt told the group "there aren't enough" minority owners of broadcast stations, and he said it was the feeling of the White House that it is "unacceptable" that "less than one percent" of the country's stations are minority owned.

Mr. Washington reiterated Mr. Neustadt's concerns and outlined broad areas in which the administration is trying to rectify that situation. He said the executive branch was "examining very closely" the roles of the Small Business Administration and other agencies in opening up minority opportunities. He said the FCC's policies regarding ownership were also being studied as well as Congressional actions.

Elliott E. Franks III, president of NABOB, told a Thursday audience that the ratings services are "insensitive" to black lifestyles, that black stations are the "victims" of short counts and are being "short-changed" in market surveys. He also said that it was the role of NABOB "to rid the marketplace of those remaining vestiges of individual and institutional discrimination."

Mr. Franks, who is executive vice presi-

dent and general manager of WOIC(AM) Columbia, S.C., told advertisers, "It takes more than a black face pictured among five white faces singing a jingle to sell products in today's black market." He said it takes "research, understanding the same kind of quality presentations" that have been used to reach white markets.

He added that "the whole business of selling to black consumers needs more excellence and sophistication."

Harry M. (Chip) Shooshan, counsel for the House Communications Subcommittee, told NABOB on Friday that the committee already planned some hearings on the question of minority involvement. He said the dates and details would not be announced until some time this week, but the sessions would be during October. They may include, he said, round table sessions that would be off the record to allow for more "frankness" from the witnesses.

And the FCC was represented, too. Chairman Richard Wiley, Broadcast Bureau Chief Wallace Johnson, David Landis of the broadcast facilities division and Richard Shiben of renewals and transfers spoke Friday.

Chairman Wiley announced that the commission would be letting a contract this week for a study of minority ownership in broadcasting. He said the study would include examinations of advertising, financing and the ratings system.

He also affirmed a point raised earlier by Mr. Shooshan that involvement of the Small Business Administration in financing stations, a subject the SBA has said it will be considering, may be a mixed blessing. The chairman warned of "heavy government involvement" in the business affairs of broadcasters if the SBA does start providing loans.

In Brief

Representatives of National Association of Broadcasters TV code board emerged from separate meetings with network TV chiefs feeling that networks aren't planning to undercut NAB's effort to win reductions in TV sex and violence. **"I guess I feel more comfortable,"** NAB TV code board Chairman Robert Rich (KBJR-TV Duluth, Minn.) said. **"I don't think they're on a headlong, pell-mell path to sex."** Mr. Rich, James Conley of Meredith Broadcasting, New York, and Wallace Jorgenson of WBT(TV) Charlotte, N.C., met with Robert Wussler and Van Gordon Sauter at CBS; Frederick Pierce, Fred Silverman, James Duffy and Alfred Schneider at ABC; Herbert Schlosser, Robert Mulholland, David Adams and Herminio Traviesas at NBC.

ABC refuses to comment on reports that it is offering controversial *Soap* sex farce to advertisers **either free or at cut rates.** UPI reported American Home Products officials as saying company got \$40,000 of free time on second episode last Tuesday (Sept. 20), and quoted Dan Rogers, chairman of John F. Murphy advertising agency, as saying, "We did not pay and will not pay one penny. They gave us a free ride." Additionally, Milwaukee-based Catholic League for Religious and Civil Rights claims to have been told by Jovan, Norton Simon (parent of Max Factor), and Vlasic Foods that they **will no longer continue to sponsor Soap.**

Buffalo Evening News Inc. has sold WBN-AM-FM Buffalo, N.Y., for \$4 million. Sale, upon FCC approval, will complete disposal of broadcast properties of late Mr. and Mrs. Edward H. Butler. Estate previously sold WBN-TV to publisher Robert Howard for \$25.5 million and co-owned newspaper to Warren Buffett for \$33 million. Buyer of radio stations is group of local investors headed by attorney, Arnold B. Gardner. WBN is on 930 khz with 5 kw fulltime; WBN-FM on 102.6 mhz with 110 kw. Broker: Vincent J. Manno.

Among actions taken by National Association of Broadcasters executive committee at Saturday meeting Sept. 11 was approval of new **minority task force** to look for ways to improve minority participation in broadcasting. Confirmed so far for nine-member panel: **Donald McGannon** of Westinghouse Broadcasting and **Ragan Henry** of Broadcast Enterprises Network. NAB President **Vincent Wasilewski** will be chairman.

Executive committee also heard suggestion by Joint Board Chairman **Donald Thurston**, WMNB-AM-FM North Adams, Mass., for developing **"Q (quality) factor"** in ratings. Mr. Thurston said he is concerned about there being too few sources of TV programming and about "copy-catism" among those existing. He feels there would be fewer police shows, for instance, if ratings reflected not just quantity of viewers but quality of shows. Idea is "very embryonic," and he has asked for suggestions from NAB staff. "I don't want to put the ratings guys out of business," he said.

American Conservative Union, objecting to **endorsements of Panama Canal Treaty** by TV commentators Eric Sevareid and Howard K. Smith, asked for TV time to present contrasting view. That might not be unusual, but way group went about it is. **Rather than go to networks**, union offered tapes of anti-treaty remarks by Representative Philip Grane (R-Ill.) to all ABC and CBS affiliates. By week's end last week, 29 had written back that they would take them. "We haven't had much luck with the networks," union spokesman said. CBS News, although not contracted by union, wrote back on behalf of several of its affiliates, saying its coverage of canal treaty had been balanced, and "respectfully" rejected union's offer.

Clash between two major broadcasting and cable TV forces, **ABC-TV and Warner Cable**, broke into open last week and seemed destined for congressional committee study. Warner's Qube division, setting up elaborate two-way cable system in Columbus, Ohio, was revealed to have reached agreement with Ohio State University and National Collegiate Athletic Association to show OSU's Nov. 5 and Nov. 12 football games on Qube pay channel. **But ABC-TV invoked exclusivity clause** in its own NCAA contract to block deal.



Crutchfield



Jorgenson



Babb

Charles H. Crutchfield, 65, retires Dec. 31 as president of Jefferson-Pilot Broadcasting Co., licensee of WBT(TV) and WBT-AM-FM Charlotte, N.C.; WWT(TV) Richmond, Va.; WOXI(AM) Atlanta, and KIMN-AM-FM Denver. Mr. Crutchfield has been with company 44 years, last 31 as chief executive officer. He will be succeeded by **Wallace J. Jorgenson**, 53, now executive vice president. **James G. Babb Jr.**, VP for television, succeeds Mr. Jorgenson as executive VP. **Cullie M. Tarleton**, managing director of WBT-AM-FM, named corporate VP for radio, while **John A. Edgerton**, program operations manager of WBT, has been named managing director, to be succeeded by **John H. Hutchinson Jr.**, of Jefferson Data Systems.

In move without recalled precedent in network TV, deposed president takes line job instead of fancy but often meaningless title: **Robert T. Howard**, replaced as NBC-TV president by Robert E. Mulholland (BROADCASTING, Aug. 29), becomes VP and general manager of NBC's WNBC-TV New York. Mr. Howard, who formerly had similar post at NBC's KNBC(TV) Los Angeles and before that had been WNBC-TV station manager, succeeds **Raymond J. Timothy**, promoted to executive VP, affiliate relations at same time Mr. Mulholland became president. He will report to Arthur A. Watson, executive VP, NBC TV Stations division.

Federal Bar Association, headed by FCC Chairman Richard E. Wiley, has **scrapped plans** for holding annual convention in Puerto Rico this week. It will hold abbreviated session in Washington instead. FBA acted because of terrorist activities in San Juan, which government officials say may represent danger for FBA members and which already have resulted in shooting death of Alan Randall, San Juan attorney who was FBA national officer. FBA convention will be held at Washington's Mayflower hotel, beginning Thursday and ending Saturday noon.

CBS Reports Correspondent **Bill Moyers** has been offered commentator's seat on *CBS Evening News With Walter Cronkite* to be vacated Nov. 30 by retiring **Eric Sevareid**. Mr. Moyers reportedly is debating whether four-day-a-week commentary can be fit into *CBS Reports* schedule he wishes to keep. CBS News Chief Richard Salant is said not to want daily hard news reporters handling commentary.

Robert D. Kasmire, NBC VP, corporate affairs, reportedly will leave NBC, probably before end of year. His responsibilities have been reassigned to Executive VP and General Counsel **Corydon B. Dunham** (standards and practices) and Executive VP **M.S. (Bud) Rukeyser Jr.** (information services, program analysis, national community affairs, speech-writing).

David Jayne, 40, senior producer of *ABC Evening News*, and **Larry Buchman**, ABC field producer stationed in Beirut, Lebanon, were killed in plane crash near Amman, Jordan, Friday, (Sept. 23.). News-men had flown to Amman from Beirut to transmit via satellite segments of Barbara Walters interview with Palestine Liberation Organization leader Yasir Arafat for use on Thursday newscast. Full tapes were destroyed in crash.

Donald Beelar, 74, who retired as senior partner in Washington office of Kirkland, Ellis & Rowe, Chicago law firm, in 1973, died Sept. 21 of heart attack at home in Hilton Head, S.C. Survivors are wife, Pamela, and daughters, Barbara Beelar of Boston and Mrs. Betty Coe DeBrokert of Salem, Ore.

Proposals for revising Form 324 don't go over well at IBFM meeting

Consultants' plans for FCC's financial reporting papers would require more information, although authors say no more work

A draft of a proposed revision of the FCC's financial reporting Form 324 was trotted out for reaction last week at the 17th annual conference of the Institute of Broadcasting Financial Management in Chicago. And although authors of the proposal—staff members of outside consulting firms—said it was preliminary and subject to change, elements proved upsetting to IBFM members.

One part of the 30-page document drawing particularly heavy criticism would require licensees to file balance sheets each year ("Closed Circuit," Sept. 5). IBFM members were concerned about the problems that would face owners of radio-TV combinations located in the same building in apportioning what are now common costs—as in the space the stations occupy—between them.

Another element sparking a number of questions would require broadcasters to break out both revenues and expenses in a number of categories—technical expenses and local programming, among them—and allocate them to specific licenses. That requirement, some IBFM members said, would impose new and in some cases perhaps impossible bookkeeping burdens particularly on multiple owners. (The requirement would not be imposed on stations reporting less than \$100,000 in revenues.)

The two elements are among three major changes the contractors are suggesting in the financial reporting form. The third provides for more specific line-item definitions than in the present form.

The commission is considering revising its financial reporting form as a means of developing more reliable information than is now available, with benefits, it feels, for itself as well as the industry. Commission officials note the financial data published by the commission each year is relied on by many in broadcasting for planning purposes.

A balance sheet, commission officials say, would help the commission in, among other areas, forecasting the use television is likely to make of the UHF share of the spectrum. The liabilities and expenses shown in a balance sheet, they say, would provide a better indication than is now available of stations' viability.

One rationale offered for seeking information on revenues and expenses in connection with various functions is that it would permit sounder policy-making. For

instance, the proposal to drop VHF channels into a number of markets has been criticized as likely to affect the ability of existing stations to provide public service programming. Specific information on the revenues and expenses of local programming would, commission officials say, enable the agency to deal with that question more intelligently.

Commission officials also sought to counter the criticism that providing the information would impose a heavy burden. They say a survey by the contractor, Technology and Economics Inc., of Cambridge, Mass., indicates that most multiple owners already develop, for internal purposes, the kind of information that would be sought.

The presentation of the draft was made principally by David MacFadyen and Michael White, of T&E, and Dennis Blackington, of Leventhal and Horvath, a T&E subcontractor. Robert Blau, of the commission's Office of Plans and Policy, the commission's contact on the project, was also present.

A draft of a proposed revision will be submitted to the commission in about three weeks. If the commission wants to pursue the matter, it will make it the subject of a notice of inquiry.

One change the contractor will make as the result of last week's session is a proposed requirement that the balance sheet be filed on a fiscal-year basis. IBFM members noted that many stations operate on different fiscal years. The draft that will go to the commission will call for submission of the balance sheet on a calendar-year basis.

The session on Form 324 was one of the highlights of the IBFM conference, which was attended by more than 500 registrants. Guests, spouses and exhibitors brought total attendance to an estimated 850 to 900.

In another workshop session, officials of

Combined Communications Corp., Phoenix, presented a standard format they have developed for each CCC station to use in estimating replacement costs of productive capacity, to meet Securities and Exchange Commission requirements for businesses having more than \$100 million in assets. The form, which may be made available by CCC to other stations, was described by Glen Banks, vice president and controller of the group's KTAR-AM-TV Phoenix, and Patrick Doughty, CCC director of accounting research.

The conference also elected officers (see page 54) and voted to change the IBFM name to Broadcast Financial Management Association, to be abbreviated BFM.

Van Deerlin's team draws prime billing on NAB circuit

Annual fall conference series to be expanded past usual how-to and orientation sessions with appearances by subcommittee members to discuss changes in act

Discussions of the proposed revamping of the Communications Act and a smorgasbord of how-to tips for radio and TV stations are the main events at the National Association of Broadcasters upcoming fall conferences.

Beginning in Chicago, Oct. 13-14, NAB undertakes its annual series of six regional fall meetings, each with complete separation between radio and TV. There will be the usual workshops on selling, promoting, programming and news. But a major emphasis this year will be on Washington, where Representative Lionel Van



How to. A one-day seminar on license-renewal procedures, co-sponsored by the National Association of Broadcasters and the New York and New Jersey state broadcast associations attracted 109 paying customers to the Otesaga hotel in Cooperstown, N.Y. Sept. 10. Under the tutelage of three Washington legal experts—Russell Egan of Kirkland, Ellis & Rowe, Peter Tannenwald of Arent, Fox, Kintner, Plotkin & Kahn and Richard Wyckoff of the NAB legal department—the broadcasters got a review of FCC ascertainment procedures, renewal forms and the model EEO program. Taking turns behind the microphone were: (l to r) Glenn Wolfe, EEO specialist in the FCC Broadcast Bureau; Bob Peebles, WROW-AM-FM Albany, N.Y., president of the New York State Broadcasters Association, and William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., a member of the NAB radio board. This was the second in a series of three regional seminars on license renewal seminars, which continues today (Sept. 26) in Harrisburg, Pa. NAB plans to take the program to other regions next year.

Deerlin's (D-Calif.) Communications Subcommittee is currently engaged in hearings on the Communications Act review project.

A representative of the subcommittee will be present at each fall meeting, making separate appearances before the radio and TV groups. The schedule of congressmen looks like this: Chicago—Representative Martin Russo (D-Ill.); Cambridge, Mass., Oct. 17-18—John Murphy (D-N.Y.); Atlanta, Oct. 20-21—W. Henson Moore (D-La.); Denver, Nov. 7-8—Timothy Wirth (D-Colo.); San Diego, Nov. 10-11—Chairman Van Deerlin; Dallas, Nov. 14-15—subcommittee ranking Republican Lou Frey (Fla.).

Each member will participate with the NAB senior vice president for government relations, Donald Zeifang, and a member of the Van Deerlin subcommittee's broadcast advisory panel, in a question-and-answer session at both radio and TV meetings.

In addition, NAB and the co-sponsoring Radio Advertising Bureau plan these other events at each radio meeting:

- A luncheon with Himan Brown, creator of such early radio dramas as *Inner Sanctum* and *The Thin Man*, and lately the *CBS Mystery Theater*.

- A question-answer session, with NAB President Vincent Wasilewski asking the audience questions on legal problems, radio code problems and operating procedures.

A point of interest. The National Association of Broadcasters figures that the government has made at least \$14 million in interest on the money the FCC has collected from broadcasters as license fees since 1970. That figure, based on calculations of the NAB research department, represents the amount the government would have collected from a savings account containing the funds broadcasters have paid annually the last seven years. NAB General Counsel Erwin Krasnow cited the \$14 million in a speech to the Nebraska Broadcasters Association last week, in which he repeated NAB's long-standing argument that the principal—\$47 million total—was collected illegally and should be returned immediately. But in light of the lost interest, even if the repayment were made tomorrow, it would not approach full compensation, he said.

- A session on making better use of the telephone, with Terri Zaneski, a specialist with AT&T.

- A dozen workshops with titles such as: "Ideas You Can Sell for Up to \$10,000 Each;" "How to Promote Your Station on a Banana Peel;" "Tips on Mining the \$3 Billion Co-Op Mountain;" "Wanted: Ideas for Accelerating Radio Growth to a \$3-Billion-Plus Business;" "The Hostage, the

Terrorist and the Broadcaster."

For television managers, NAB plans:

- A session forecasting TV's economic future, with a securities analyst, a member of the National Sales Advisory Committee, staff members of the Television Bureau of Advertising and broadcasters.

- A session by the National Association of TV Program Executives forecasting the future of TV programming in an era when costs are rising and product is decreasing.

- A session about future impact on TV of technologies such as electronic newspapers, cable and satellites.

- A session by the Radio Television News Directors Association on the place of TV news in police activities.

- A session on dealing with public criticism, touching on such current TV controversies as sex and violence, minorities, children's advertising, and personal product advertising.

- Lunch with the visiting House Communications Subcommittee member.

In addition, each fall meeting will be preceded by one day by a day-long NAB management seminar. The program, on management and leadership problems, to be led by Dr. Donald Kirkley of the University of Maryland, will be limited to 40 broadcasters. The management seminars are sponsored by the NAB small-market radio committee but they are open to all broadcasters—radio and TV. The one in Chicago is sold out.

EDGE gives WKRC-TV's early news a 39% increase in share! *

EDGE went on the air in late May '77 on WKRC-TV in Cincinnati.

By the July '77 ratings, WKRC-TV's early news had experienced an increase of 11 share points (39%) in a time period where they were already number 1 (July '77, Feb. '77 & May '77 NSI). They added four share points late as well. * EDGE was the key.

What's the EDGE? It's an exciting new marketing concept designed to blend your news team and that expensive gear they use (like ENG, microwave, portable VTR, weather radar, computerized sports projections, etc.) into a mean-

ingful, merchandisable package. From logo to computer animation to original music, the EDGE marketing program fits exactly the needs of television news. That's because it was developed BY a television station.

Seven other stations across the country in addition to WKRC TV already have the EDGE on news. And it's available at a very reasonable one-time-only rate. For more information, call or write Jim Ellis at WKRC TV (1906 Highland Ave., Cincinnati, OH. 45219 (513) 651-1200). He can send you a cassette and tell you all about it at no obligation.

*1977 July NSI subject to qualifications issued by rating service.

EDGE

Electronic Data Gathering Equipment

New Orleans court boosts FCC discretion in fairness cases

It backs commission decisions in Georgia Power Co. complaints, says it will be rare for courts to reverse agency's judgments

For anyone thinking of challenging an FCC decision upholding a broadcaster's judgment in a fairness doctrine case, the U.S. Court of Appeals in New Orleans offers words of caution:

The scope of judicial review in such cases is limited. And where the commission affirms the licensee, "it will be a rare case when reversal is warranted."

The court expressed that position in a case involving WJBF-TV Augusta and WXIA-TV (formerly WQXI-TV) Atlanta, both Georgia, and four Georgia Power Co. spots regarding the need for additional plant capacity.

The stations had contended that the commercials did not advocate one side of a controversial issue of public importance, even though the company's request for rate increases was pending when the spots were aired. The commission held that the judgment was not unreasonable, and the court affirmed, in a brief, unsigned opinion.

The case—which has generated three commission decisions—originated in February 1973 with a complaint filed by the Georgia Power Project, a citizen group organized to oppose the power company's proposed rate increase. It contended that a series of power company spots supported the company's bid for higher rates.

The commission found that two spots directly and specifically advocated the rate increases and that the stations had not afforded time for contrasting views (BROADCASTING, Dec. 10, 1973). Accordingly, it directed the stations to indicate how they intended to come into compliance with the fairness doctrine.

As for four other spots—designated A-2 through A-5—the commission said it would not rule on them. However, it subsequently did.

When, in its second decision in the case, the commission held that the programming WJBF-TV and WQXI-TV had carried in response to the commission's order was sufficient to meet their fairness obligations, it went on to conclude that the stations had not been unreasonable in holding that spots A-2 through A-5 did not argue one side of the rate-increase issue.

The third commission decision was issued after the Georgia Power Project persuaded the court to order the commission to consider what the petitioner said was new evidence—a report of a telephone conversation between a representative of the Georgia Power Co. and a representative of WJBF-TV. The commission, in the third decision, reaffirmed the second.

In its appeal, the Georgia Power Project contended that the commission decision on the four spots was arbitrary and capricious. The court, however, disagreed, and cited the section in the commission's 1974 report on the fairness doctrine that deals with commercials. It says the commission is "really concerned with ... an obvious participation in public debate and not a subjective judgment as to the advertiser's actual intentions."

The section also says the commission would "not rule against the licensee unless the facts are so clear that the only reasonable conclusion would be to view the 'advertisement' as a presentation on one side of a specific public issue."

Furthermore, the court said, "our review of the commission's determination is limited ... Thus, in the present context,

where the commission upholds the licensee's judgment, it will be a rare case indeed when reversal is warranted." The court said it could not hold that the commission's determination regarding the stations' judgment was "arbitrary and capricious."

However, the commission did not escape without criticism. The court found that the procedure by which the commission had ruled on A-2 through A-5 was "improper." The court noted that the purpose of the second decision was to evaluate whether the stations had afforded a reasonable opportunity for presenting contrasting views on the two commercials found to have argued one side of the rate-increase issue.

The ruling on the four spots, the court said, was "gratuitous," and was issued

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without notice to the parties that the issue was still "alive." However, under the circumstances, the court said, "the error was harmless."

CPB human resources post goes to Garrett

The board of directors of the Corporation for Public Broadcasting has appointed Thaddeus Garrett Jr. as vice president of human resources. Other board actions included the re-election of a number of CPB board members, including President Henry Loomis and Chairman W. Allen Wallis. Dr. Gloria L. Anderson was also re-elected to serve as vice chairman.

Mr. Garrett, who was selected for the new post from among 396 applicants, is a commission on the Consumer Products Safety Commission. He was appointed to the CPSC by President Ford in 1976. Before that he was a special assistant to Vice President Nelson Rockefeller.

In his new CPB position, Mr. Garrett, 29, will be responsible for CPB's minority and women's affairs. Mr. Garrett is a native of Akron, Ohio. His appointment be-



Garrett

comes effective Oct. 17.

Other CPB officers re-elected: Cortland Anderson, executive vice president; Thomas G. Gherardi, vice president, secretary and general counsel, and Adele S. Greene, vice president for public affairs.

Changing Hands

Announced

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

■ **KXJB-TV** Valley City (Fargo), N.D.: Sold by North Dakota Broadcasting Corp. to Central Minnesota Television Co. for \$3.2 million. Seller is owned by John W. Boler (79%) and four others, none of whom has other broadcast interests. Buyer is owned by Thomas K. Barnstable estate (53%), Joseph O. Perino and John J. McCarten (11% each), Glenn Flint and Kenneth C. Bechtel (10% each) and others. Barnstable interests are voted by Thomas K. Barnstable Jr. and his brother, Bruce E. CMTC also owns KCMT-FM-TV Alexandria and KNMT(TV) Walker, both Minnesota. Shareholders, as individuals, also own 22.5% of KSOO(AM) Sioux Falls, S.D. KXJB-TV is CBS affiliate on channel 4 with 97.7 kw visual, 10 kw aural and antenna 2,030 feet above average terrain.

■ **WKRT-AM-FM** Cortland, N.Y.: Sold by Radio Cortland Inc. to Kerby E. Confer

and Paul H. Rothfuss for \$650,000. Seller is owned by Leighton A. Hope, who has no other broadcast interests. Buyers, who recently received FCC approval of \$712,000 purchase of WHUM(AM) Reading, Pa. (BROADCASTING, June 20), also own WLYC(AM)-WILQ(FM) Williamsport, Pa. WKRT operates on 920 khz with 1 kw day and 500 w night. WKRT-FM is on 99.9 mhz with 14 kw and antenna 710 feet above average terrain. Broker: Keith W. Horton Co.

■ **KZEL-FM** Eugene, Ore.: Sold by FM 96 Ltd. to Peter L. Townsend, Charles Skinner and Jeannette T. Brophy for \$575,000, plus \$36,000 agreement not to compete. Seller is principally owned by Jay A. West, who has no other broadcast interests. Mr. Townsend is vice president and 14% stockholder of KEZY-AM-FM Anaheim, Calif. Mr. Skinner is account executive with KHJ(AM) Los Angeles. Mrs. Brophy is Washington housewife and sister of Mr. Townsend. KZEL-FM operates on 96.1 mhz with 100 kw and antenna 870 feet above average terrain. Broker: Chapman Associates.

■ **KQFM(FM)** Portland, Ore.: Sold by Point-O-Salecast Inc. to WCAR Inc. for \$500,000, plus \$90,000 consultancy agreement. Seller is principally owned by David M. Myers, who has no other broadcast interests. Buyer is owned by Golden West Broadcasters, major group owner, which recently bought WCAR-AM-FM Detroit for \$5.5 million (BROADCASTING, May 30). Its other stations are KEX(AM) Portland; KMPC(AM)-KTLA(TV) Los Angeles; KSFO(AM) San Francisco, and KVI-AM-FM Seattle. Golden West is owned by Gene and Ina Mae Autry (50.1%) and Signal Companies (49.9%). Mr. Autry, one-time western movie and TV star, now with many diversified business interests, also has interests in KOOL-AM-FM-TV Phoenix and KOPO(AM) Tucson, Ariz. KQFM is on 100.3 mhz with 100 kw and antenna 930 feet above average terrain.

■ **KWUN(AM)** Concord, Calif.: Adler Communications Co., licensee, sold by William D. Adler to Arthur C. Youngbert for \$338,000. Mr. Adler has no other broadcast interests. Buyer is syndicated journalist who formerly owned KPRL(AM) Paso Robles and KVON(AM) Napa, both California. KWUN is 500 w daytimer on 1480 khz.

■ **KMTY-FM** Clovis, N.M.: Sold by Friend Radio Inc. to Roger J. Metzler, Darwin Galloway, Charles M. Wolfe and his father, Leroy L. Wolfe, for \$300,000. Seller is owned by Ken White and family of Clovis, who have livestock and commodity interests there. Mr. Metzler is San Francisco attorney, and Mr. Galloway is San Jose, Calif., school teacher. Messrs. Wolfe have recently sold, subject to FCC approval, KRFS-AM-FM Superior, Neb., for \$157,500 (BROADCASTING, Aug. 8). None of buyers has other broadcast interests. KMTY-FM is on 99.1 mhz with 100 kw and antenna 230 feet above average terrain. Broker: Blackburn & Co.

■ **WYFD-FM** Palatka, Fla.: Sold by Hale

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9/26

Broadcasting Col to Sis Radio Inc. for \$288,000. Seller is owned by Georgie F. Hall, who also owns WWP(FM) Palatka. Buyer is owned by Stanley N. Kaplan (23.2%) and his wife, Harriet (56.9%). Remaining shares are held by 24 others. Kaplans also own WAYS(AM)-WROQ(FM) Charlotte, N.C., and WAPE(FM) Jacksonville, Fla. WYD-FM is on 99.9 mhz with 100 kw.

■ WJVA(AM) South Bend, Ind.: Sold by Booth American Co. to Mid American Broadcasting Co. for \$263,000. Seller, group owner, is principally owned by John L. Booth and his family. It last year sold subsidiary, Booth Newspapers Inc., to Newhouse Newspapers for over \$260 million (BROADCASTING, Nov. 1, 1976). Booth's station group includes: WRBR(FM) South Bend; WIOU(AM)-WKMO(FM) Kokomo, Ind.; WJLB(AM)-WMZK(FM) Detroit; WIBM(AM)-WHFI(AM) Jackson and WSGW(AM)-WIOG(FM) Saginaw, both Michigan; WTOD(AM)-WKLR(FM) Toledo, Ohio, and WABQ(AM)-WXEN(FM) Cleveland. Buyer is owned by Ralph Gregory and Charles Hayes, owners of WCER-AM-FM Charlotte, Mich. WJVA is 1 kw daytimer on 1580 khz. Broker: Ted Hepburn Co.

■ WCGL(AM) Jacksonville, Fla.: Sold by WWBA Inc. to Antelope Broadcasting Inc. for \$250,000. Seller is owned by Edward Winton and Washington attorney, Myer Feldman, who also won WWBA-AM-FM Tampa-St. Petersburg, Fla. Buyer is owned by Robert F. Bell, J. Thomas Hurvis and A. E. Staley III. Messrs. Bell and Hurvis also own WLL(AM) Atlanta and KFMR(AM) Freemont, Calif. Mr. Staley is president of SMY Inc., Chicago, media buying service. WCGL is 5 kw daytimer on 1360 khz. Broker: Reggie Martin.

■ Other station sales announced last week include: KIFM(FM) San Diego; WJER-AM-FM Dover-New Philadelphia, Ohio, and KDYL(AM) Tooele, Utah (see page 58).

Approved

The following station sale was approved last week by the FCC:

■ KFSC(AM) Denver: Sold by First National Bank of Denver to Latino Broadcasting Corp. for \$500,000. Seller is court-appointed representative of estate of Francisco V. (Paco) Sanchez who had no other broadcast interests. Buyer of Spanish-language station is owned by Associated Southwest Investors Inc., investment company based in Phoenix (30.66%), Edward O. Romero (12%), John K. Tipton (12%), Bruce H. Butterwick (12%), John V. Amato (12%), Vincent J. Domenico (12%), and others. Mr. Romero is president of buyer and has no other broadcast interests. Messrs. Tipton, Butterwick, Amato and Domenico have real estate and other interests in Denver vicinity. KFSC is 1 kw daytimer on 1220 khz.

■ Other station sales approved by the FCC last week include: WACD(AM) Alexander City, Ala.; KTMN(AM) Trumann, Ark.; WAKC(AM) Normal, Ill.; WSUF(AM) Patchogue, N.Y. (see page 59).

Kahn rakes FCC, lawyers over coals as 'myopic' and resistant to change

Consultant and fiber-optics entrepreneur accuses commission of protecting AT&T, broadcasters; says technological advances are being frustrated by archaic thinking

Irving B. Kahn, communications consultant, has denounced the FCC as "the single most effective negative force in the communications industry" and called communications attorneys—to their faces—its "handmaidens" in protecting the status quo.

"How long can the communications industry labor under the dangerously myopic eyes of regulators—and yes, of attorneys, too—who themselves are in many ways as obsolete as the vacuum tube?" Mr. Kahn asked in a Sept. 17 speech at a Federal Communications Bar Association seminar at Hershey, Pa.

Regulators and lawyers, he said, "should have been the leaders, not the observers" of a movement to rewrite the Communications Act and thus get rid of "a document which predates a good 90% of our technology and bears little resemblance to life in this century as it is today, filled with dancing atoms and

powerful laser beams and whirling computer banks and intricate cable webs."

"Instead," he said, "we have seen your bellies bulge as your practices prospered, all the result of the outrageously long and costly hours required to decipher the rules and devise new twists that enabled your clients to make a peace, of sorts, with a senile bit of legislation born in the technological Dark Ages."

Mr. Kahn said the FCC had been "too deeply entrenched in protecting Ma Bell and the broadcasters" to heed the now-proved claims of cable-TV leaders when presented to the commission 15-20 years ago.

"We must ask ourselves," he said, "whether we will sit by and allow our government regulators to go down in history for establishing the hallmarks by which we can trace the delays in our technology, or whether we will force them into the role of harbingers of progress, will force them to abandon their antique modes of thought and action and will force them to belatedly discover the new world and start to cope with the problems and promises that so urgently call out to them now, today, in 1977."

Actually, he continued, "I believe we have reached the point where our technology is so powerful that it will overtake the entire governmental and political structure for controlling such new devices. I don't think the regulators stand a ghost of a chance to stop such emerging businesses as optical fibers or communications lasers or any of the other incredible

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technologies now bursting forth. These new developments have been pushing to be born for several years, and push has now come to shove.

"But what the regulators can do is cause the technological pinball game to go blink. They can do it by bringing to their review of the situation the same lack of knowledge and information which they brought to their review of the CATV industry and of AML and of synchronous satellites.

"They can do it by continuing to believe that miniaturization and micro-computerization and advanced electronics are around the corner, rather than realizing, once and for all, that the corner has long since been turned, and that the new world of high technology isn't due in on the next stagecoach—it's already here. It surrounds us. We live within it."

Mr. Kahn is chairman and president of Broadband Communications Inc., New York, a consulting firm, and is also involved in fiber optics, lasers and related systems as chairman of General Optronics Corp. and a director of and consultant to Times Fiber Communications Inc.

"I, for one," he said, "can't stand still for the costly delays which the government and its handmaidens, the lawyers, continually perpetuate. I've got a laser plant on stream in Jersey, ready to burst forth with product; I've got a fiber plant pulling glass in Connecticut, turning out fibers purer and more impressive than Corning or Bell; I've got a new firm making passive devices to round out these first two products. I've got scientists and engineers and production experts chomping at the bit, ready to race forward with new devices for new applications. And I've got computer companies, facsimile companies, data transmission companies, master antenna operators, military agencies, supermarket scanner manufacturers, video-disk manufacturers and, of course, cable TV systems all writing and phoning and visiting to explore the use of our fiber optics systems and the use of our lasers."

Carnegie II group starts spadework

Planners for public broadcasting hold initial meeting in New York, split assignments to task forces; basic staffing in underway

The Carnegie Commission on the Future of Public Broadcasting last week began its 18-month study of the noncommercial sector, a decade after the original Carnegie Commission on Educational Television set the stage for the present system.

By its nature, the first gathering in New York was introductory. The 16 of the 20 commissioners attending heard from the Carnegie I chairman, James Killian, and received a nuts-and-bolts explanation of where public broadcasting is today.

As to its own future, the commission—whose members range from Bill Moyers of CBS News to opera singer Beverly Sills (BROADCASTING, June 20)—agreed to pro-

posals from Chairman William McGill, president of Columbia University, and Executive Director Shelia Mahony that they divide into four task forces: public participation, programing, funding and use of multiple-channel capability. The commissioners also resolved to give instructional programing its due and not to lose sight of radio.

Commitments were made also to start with two days of meetings each month through December, the next to be Oct. 20-21 at a yet-undecided location in Washington.

In the meantime, staff building under Ms. Mahony continues. Those already on board are Rick Baetty, former Public Broadcasting Service research chief; Michael Goldstein, former assistant to independent producer Martha Stuart, and Debbie Mack, who previously worked under Ms. Mahony, former executive director of the Washington-based Cable Television Information Center. All the titles and responsibilities haven't yet been nailed down, according to Ms. Mahoney, who expects to have a staff of six to 10 members, relying heavily on consultants.

'Radio Roulette' may clean out Florida AM-FM

FCC law judge rules promotion contest was rigged; says that plus misrepresentation in survey should cost stations their licenses

Janus Broadcasting Co., licensee of WGNE-AM-FM Panama City, Fla., two years ago broadcast a contest called "Play WGNE," also referred to as "Radio Roulette." Last week, in an FCC proceeding presided over by Administrative Law Judge Reuben Lozner, Janus lost. Judge Lozner issued an initial decision denying Janus's application for renewal of the two licenses.

Judge Lozner said the contest, which was broadcast only on the AM, was rigged to prevent anyone from winning a grand prize of \$1,000. He also said the licensee—in which Frederick L. Lindholm, Donald G. McCoy and David A. Johnson are partners—was guilty of misrepresentations and was lacking in candor.

Play WGNE was described as a three-level contest, with prizes beginning at \$5 or \$10 and ending at \$1,000. As described by Judge Lozner, a player would guess one of the letters in WGNE; the four letters would be played in sequence, repeated a number of times, first rapidly and then at a progressively slower pace, ending on one of the letters. If the caller guessed the letter, he would win \$5 or \$10, which he could keep or risk for a larger prize by playing again.

Judge Lozner described the rigging in this manner: At the first level, the announcer conducting the contest would pick a tape cartridge with the selected call

letter and insert it at the end of the tape with the four call letters selected in sequence. However, at the last stage, a letter other than the one selected by the caller would be used. Winning thus was impossible.

The rigging was said to have occurred after two grand prizes were awarded on the same day, Aug. 20, 1975. The initial decision also said there was evidence that station personnel earlier had controlled the contest to assure some winners at the lower levels.

Judge Lozner said the principals originally lied to FCC investigators who questioned them about the contest. It wasn't until the principals realized the station's license was in jeopardy that they admitted they were guilty of misrepresentation, Judge Lozner said.

He also said Janus was untruthful in claiming it was the leading station in the market. It announced that surveys it had made demonstrated WGNB was the most popular one on Panama City beaches. Judge Lozner said the surveys consisted of station personnel walking the beaches listening to the stations being played on the radios. No acceptable statistical methodology of any sort was followed, he said. The implication of the station's announcements that a reliable survey had been made was not a fact and station principals knew it was not a fact, he said.

Although the alleged wrongdoing in-

volved principally the AM, Judge Lozner said the renewal application for the FM should be denied as well. The "egregious nature of the misconduct" involved, Judge Lozner said, "leads inexorably to the conclusion that Janus is not fit to be a commission licensee."

The opinion becomes final in 50 days unless there is an appeal to the commission.

Appeals court reversal of FCC prolongs lengthy Nevada cable fight

Commission told it erred in not staying its denial to systems in Sparks-Reno; case is returned with directive to make import grant, although protesters can still attempt to prove their allegations

A cable television case, snagged for 10 years in a morass of FCC pleadings and a commission rule change, surfaced last week in an opinion of the U.S. Court of Appeals in Washington. The case involves a Teleprompter Cable Communications Corp. system serving the neighboring

Nevada communities of Reno and Sparks and its effort to import the signals of four independent stations in Los Angeles. The commission decision—denying the system authority to import the signals—was reversed.

At issue was the question of whether a petition for reconsideration stays the enforcement of a commission decision. The commission, in the Reno-Sparks case, said it did not. The court said it did—and it rapped the commission for failing to adhere to its own rules and procedures in ruling otherwise.

The commission in 1967 had denied a petition for special relief filed by KTVN(TV) Reno, and authorized Community Antenna Co.—since acquired by Teleprompter—to carry the Los Angeles signals. However, carriage was blocked by a petition filed by KCRL-TV Reno to deny a common carrier's application to provide the necessary microwave service. Later, the two Reno stations asked the commission to reconsider its grant of authority to Community.

Those petitions remained on file until 1974. In the meantime, in 1972, the commission adopted new cable rules. And one effect was to repeal the liberal policy the commission had followed with respect to the importation of distant signals into small markets, such as Reno-Sparks; the burden of justifying the carriage of independent stations beyond those authorized was placed on the cable system. However,

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the commission said the new rules did not require the deletion of signals already "authorized."

Teleprompter, contending that the grandfather provision applied to its system in Reno and Sparks, applied for certificates of compliance under the new rules. Instead, the commission granted the seven-year-old petitions for reconsideration, withdrew the authorization granted and denied the applications for certificates of compliance.

The commission said that although the information in an economic impact study KCRL supplied in 1967 was "stale," it concluded on the basis of its "experience" and the "general propositions" set forth in the 1972 order adopting the new cable rules, that "it would not be in the public interest" to permit carriage of the four Los Angeles signals.

That argument caused the Department of Justice, which normally represents the commission in court, to side with Teleprompter. It said the commission's position conflicts with the Communications Act and the commission's rules and should be reversed.

The court, in an opinion written by Judge Roger Robb, agreed. He said that the act and the rules "plainly specify that [Teleprompter's] authority to carry the requested signals was in no way undermined by the pending petitions for reconsideration." The authorization, he said, could have been challenged only in a petition for

special relief, in which the petitioner would have the burden of proof. But, Judge Robb noted, the commission did not place the burden on the stations.

"We need not labor the elementary principle that an administrative agency is bound to adhere to its own rules and procedures," Judge Robb wrote. "In violation of that principle, the commission has disregarded the plain meaning of the grandfathering provision of the 1972 rule, a meaning established by the Communica-

tions Act and by the commission's own rules and its decisions in other cases."

The case was sent back to the commission, with instructions to grant the requested certificates of compliance. The protesting stations are not barred from petitioning for special relief. But, the opinion noted, the burden of proof would rest on them.

Joining Judge Robb in the decision were Judges Carl McGowan and Harold Leventhal.

Califano calls summit meeting to push closed captioning

Networks, labor groups, handicapped organizations invited to Oct. 28 meeting, sparked by suggestion last March by ABC's Pierce

The Carter administration is not letting the coolness of two of the commercial networks dissuade it from proceeding with plans to enable the deaf to benefit more fully from television.

The mechanism being considered is closed captioning—a method that permits a broadcaster to transmit a signal on line 21, field 1, and the available half of line 21, field 2, of the television vertical blanking interval for captions visible only to those with decoding equipment.

And Joseph Califano, secretary of health, education and welfare, has invited

the presidents of the commercial networks to attend a meeting on Oct. 28, on how "final obstacles" to adoption of a closed-captioning system can be cleared away.

The administration's interest in aiding the deaf make fuller use of television was made abundantly clear in February, when President Carter wrote the presidents of ABC, CBS and NBC, asking for suggestions as to how the networks might help in that regard. NBC's Herbert S. Schlosser and CBS's John D. Backe were less than enthusiastic in their respective responses; both pointed to the problems involved.

But ABC's Frederick S. Pierce suggested that HEW take the lead in convening a conference to deal with the problems (BROADCASTING, March 14). And Mr. Califano, in a Mailgram to Mr. Pierce inviting him to the meeting, said his suggestion was being taken.

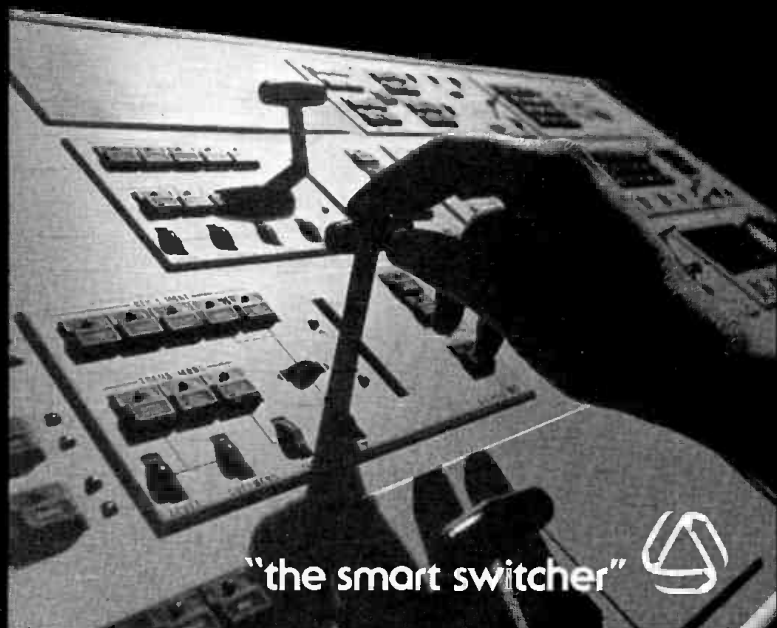
Besides the commercial networks, PBS, which has played a major role in developing a closed-captioning system, will participate. Others expected to attend include representatives of electronics industries, the National Association of Broadcasters, handicapped organizations and labor unions.

Mr. Califano announced plans for the meeting in a Sept. 10 speech to the National Rehabilitation Association in Washington.

He noted that HEW is supporting Texas Instruments in the production of "inexpensive decoders," and in perfecting a device for transmitting the captions. Estimated cost of the decoder is put at between \$100 and \$200. The transmitting equipment is expected to cost some \$75,000.

Mr. Califano mentioned that figure in asserting, "The cost of this program for the networks, when measured against their unprecedented profits [\$295,600,000 last year], will not be too great; I believe they can afford it. And this fact is inescapable: television today is a chief feature of mainstream life in America."

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Media Briefs

Talk to a lawyer. Forty-three station affiliates of Call for Action Inc. will help in promoting CFA's "Ask the Lawyer Day" on Sept. 29, including interviews with representative of local bar association. Call for



Score one for the broadcasters. As Commissioner Margita White's anguish betrays in the picture at lower right, the regulators lost out to the regulated last Tuesday in the annual Washington softball game that substitutes for the hardball those two forces play against each other the rest of the year. The score was 15 to 9. On the field of play: upper left, FCC Chairman Richard E. Wiley; upper right, Pat Mitchell, hostess of WTTG-TV Washington's *Panorama*, and Andrew Ockershausen, vice president of ABC's WMAL-AM-FM Washington; lower left, the Broadcast Bureau's chief, Wally Johnson, and the chief administrative law judge, Chester F. Naumowicz Jr.

Action will have lawyers available to answer telephone queries from public. In November, Call for Action will feature tax experts in same format.

Roadside radio. FCC denied petitions by National Association of Broadcasters and Mississippi Broadcasters Association for stay of Aug. 31 effective date for establishment of noncommercial travelers information service (BROADCASTING, June 20). Both NAB and MBA asked that effective date be stayed pending FCC action of petitions for reconsideration. Commission, however, said groups had not demonstrated that "irreparable injury" would occur to any party if effective date were not stayed.

Self-investment. CBS board of directors has approved program to buy about 500,000 shares of its stock in next 12 months to be used for future issuance of shares under its stockholder-approved benefit plans. Under previous board authorizations, unpurchased balance of about 170,000 shares remains.

CB interferers get come-uppance

A whole mess of "good buddies" said to be causing interference to radio and television reception with their citizen-band radio operations received visits from the feds within the past three weeks.

In all, FCC Field Operations Bureau agents, fanning out in 30 areas across the country, hit and closed down 285 CB operations the commission said were illegal.

C. Phyll Horne, FOB chief, said that "most of the illegal operations involved operating a CB radio on an unauthorized frequency." He noted that when CBERs operate outside the 40 specific channels the FCC has set aside for them, they cause interference to other radio and television services.

Mr. Horne said that other violations involved overpowered operation, talking excessive distances and failure to identify stations properly.

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TvAC stands for Television for All Children



THE KATZ AGENCY INC., NEW YORK ATLANTA BOSTON CHARLOT

How Geoff Hall builds Radio Network for package goods advertiser.

A package goods advertiser needs national radio coverage—with marketing flexibility. Its agency demands guaranteed audience delivery. Geoff Hall, V.P. for Katz Radio Network, builds a line-up to meet the requirements.

With a computerized Schedule Analyzer, KRN researchers test audience delivery available from combinations of line networks. A Katz Radio Network is then designed station-by-station to smooth out audience peaks and valleys created by the inflexibility of the line network schedules.

By equalizing GRP's market-by-market, KRN matches media to marketing requirements nationwide.

After viewing KRN's computer-generated analysis, the agency recommends investing a quarter million dollars in a

100-station Katz Radio Network. In a post buy analysis the accuracy of the audience estimates is verified against station performance.

That was in 1973. Since then, this blue chip advertiser has included KRN in every one of its network radio campaigns.

A radio network is just one of the resources you need to be the best in the business. Katz has them all.



Katz. The best.

MEN
25-49

WGMZ
Flint

#

KBIG
Los Angeles

#

WQAL
Cleveland

#

WNTQ
Syracuse

#

TIE

RANKINGS
BASED ON
APRIL MAY 1977
BITRON RADIO
ESTIMATES,
METRO SHARE,
MON-SUN
6 AM-MID



274 County Road
Tenafly, N.J. 07670
201-567-8800

Division of Bonneville International Corporation

Broadcast Advertising®

Ad ban now out of House version of saccharin bill

**Van Deerlin amendment makes
bill conform to Senate's**

For broadcasters, all that the cake needed was an (artificially sweetened) icing. That was the view last week after the House Commerce Committee followed the Senate's lead and wiped out all the proposed advertising restrictions in the saccharin bill.

Discussion on the House committee was lengthy and at times confusing last Tuesday, but when it came time to vote, the committee thundered past several weak attempts at preserving the bill's broadcast and print advertising restrictions, and accepted by voice vote the amendment of Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) to make the bill conform to the Senate's version of a week before (BROADCASTING, Sept. 19).

All that remains to preserve the broadcasters' lobbying victory—the industry had seized on the saccharin issue with an emotional fervor and a war cry, "Remember cigarette advertising"—is for the full House to pass it. And there seems little indication the Commerce Committee will be challenged on the advertising point. Representative Henry Waxman (D-Calif.), who made several unsuccessful attempts to protect the proposed advertising restriction, may try to amend the bill when it reaches the floor, but he had no set plans for that last week. "We're keeping our options open," a Waxman aide said.

The bill, whose chief aim is to suspend for 18 months the Food and Drug Administration's proposed ban on the sale of products with the artificial sweetener saccharin, originally would have permitted the FDA to place restrictions on print and broadcast ads, possibly requiring warnings about the risk of cancer.

Representative Van Deerlin, backed by the Communications Subcommittee ranking Republican, Lou Frey (R-Fla.), moved to block that section, however, because it would "permit still another government agency [besides the FCC and Federal Trade Commission] to intrude into advertising." Mr. Van Deerlin recalled Congress's making the law to ban the advertising of cigarettes on radio and TV, but "this had very little impact on the smoking habits of Americans—including young people."

He said he wondered "whether this doesn't represent a cop-out by Congress... We seem to be saying we're striking a blow for public safety when indeed we're doing no such thing."

Representative Waxman tried twice to blunt the Van Deerlin amendment with amendments of his own to place the FTC

in charge of enforcing of saccharin ad restrictions, but was defeated both times by voice vote.

What began in the Senate as a proposed ban on all saccharin ads on radio and TV has thus ended up being completely harmless to broadcast and print advertising—and the broadcasters, with sizable "grass roots" backing from station managers, are claiming the credit.

**Miles David and credit
where credit, he feels, is due**

Miles David, Radio Advertising Bureau president, said the saccharin-bill victory in the Senate and House Commerce Committees resulted from "the most extensive effort ever made by broadcasters."

"We believe," he said, "that for this issue more broadcasters wrote more letters and Mailgrams and made more personal calls on the Congress than at any time in the past."

"Congratulations are due to the industry for working so hard so quickly. It has been said that broadcasters fail to work to defend their freedoms. Certainly the saccharin situation shows that it is possible to generate widespread industry participation if the issues are dramatized and communicated."

He commended the work of the National Association of Broadcasters and praised the support given by the National Radio Broadcasters Association, the Station Representatives Association, the Television Bureau of Advertising, the American Advertising Federation, the Association of National Advertisers and the American Association of Advertising Agencies.

"But unfortunately we can't relax," he said. "The indications are that we will face continuing efforts to limit the equal rights of broadcasters. Whenever there's discrimination against us, we have to communicate our case. And we have to keep the lines of communication open within broadcasting, as well as do a better job of persuading people in government that we can't be used as we were in the tobacco-broadcast ban."

Retailers testify to power of broadcasting

**TVB-RAB-NRMA workshop presents
case histories of success
and details of growing use
of radio and TV by stores**

The continued growth in television and radio advertising was underscored last week at the 13th annual Retail Advertising Workshop of the National Retail Merchants Association in New York Tuesday (Sept. 20).

Presentations held under the auspices of the Television Bureau of Advertising and the Radio Advertising Bureau featured retail executives relating their successful

use of the broadcast media.

Tom McGoldrick, vice president, retail sales for TVB, who introduced the television speakers, reported that in the first half of 1977, department and discount stores spent \$76.1 million in local television, up 89% from \$40.2 million in 1974. He noted these figures did not include the use of network television by retailers, an area he said which has grown considerably.

Howard Rome, partner in Spector's Apparel, a men's clothing store in Albany, N.Y., told the audience that he and his partner appear in the commercials, providing a personalized touch that has been effective. He pointed out that TV over the years has been receiving an increasing portion of the firm's budget and now accounts for about 50% of advertising expenditures.

Mr. Rome said Spector's dabbled in TV in the 1960's but has been a more consistent advertiser since 1972. He credited TV with attracting business from areas outside of Albany proper, saying newspapers had not brought in these prospects. Mr. Rome said TV commercial production knowledge is essential to a retailer and he paid tribute to the cooperation he has received from WTEN(TV) Albany.

Teaming up to tell the TV success story of Ben Snyder's in Louisville, Ky., were Julian Shapero, executive vice president and part owner, and Ron Foth, president, Ron Foth Retail Inc., a Columbus, Ohio, agency specializing in retail broadcast advertising.

Mr. Shapero said that TV has been used consistently since 1976 to attract new customers, particularly women, 25 to 40, because it was felt newspapers could not do the job. Television, he said, also enabled Ben Snyder's to portray its new upgraded image to customers. He emphasized that retailers should support their media schedules with proper production.

Mr. Foth described the creative execution for Ben Snyder's. He said it was based on the theme, "Discover Ben Snyder's" and was designed to communicate the positive benefits of shopping at the store, such as its fashion depth, brand names, contemporary merchandising and store services.

Majorie Marks, vice president, retail marketing, RAB, presided over a session at which four retail advertisers praised the power of radio advertising.

Milton Berman, president of Yale-Genton, Springfield, Mass., said radio was particularly effective for a men's wear store such as his, because men do not shop newspapers for fashion information. He claimed men "are a captive audience when they drive or prepare for the day's work." He said Yale-Genton normally allots 60% of its budget to radio and 40% to other media.

"In July I took a gamble—all radio, no newspaper, and TV for one day on the last day of the sale," he reported. "The result: July was 25% ahead of last year, and the mark downs less than last year."

John Pellegrine, vice president, sales promotion, Dayton's, Minneapolis, considers radio either a support medium for TV or print, or as a primary medium. He

finds radio particularly forceful in building up awareness of the store's various departments. He said radio is used not only for promotions and major events but also on a day-to-day basis "to reinforce our image as the retail center."

Carol Gordon, broadcast director, Gimbel's, New York, played several versions of the store's radio jingle—"Take a look ... take a good look ... at Gimbel's"—to demonstrate how a number of different items can be advertised effectively within a 60-second commercial. Ms. Gordon said Gimbel's taps radio both as a daily medium and as a vehicle for specific store promotions.

"We send copy to each station to be read live with our jingle," she related. "This gives us the flexibility to change copy quickly."

Larry Robinson, president of J. B. Robinson, Cleveland, a jewelry chain with 34 stores in the Midwest, told the group that he is his own radio spokesman on the company's commercials. He said the commercials are institutional and always stress the same benefits: good selection, relatively low prices and an unconditional six-week money-back guarantee.

AT&T spots draw fairness cry from two groups

Consumer organizations dispute message that Bell is 'the answer' to business problems, approach networks for remedial announcements

Two consumer groups have questioned whether two AT&T-sponsored 30-second television spots shown on the three networks pose a fairness-doctrine question. One features John D. deButts, chairman of AT&T, and the other shows the pieces of a jigsaw puzzle portraying a bell within a circle, the Bell System trademark, being fitted together. The message of both is that the Bell "system" "is the answer" to business problems, which are actually communications problems "in disguise."

To the Consumer Federation of America and the Public Interest Satellite Association, the commercials address a controversial issue of public importance—"whether the Bell System is an appropriate solution to telecommunications needs."

The groups say this allegation is at issue in legislation that pends before Congress—the so-called Bell Bill, among other pieces of legislation—in an antitrust suit filed against AT&T by the Justice Department, and in a series of FCC regulatory actions. And they say consumer groups and others have argued that the "virtually monopolistic Bell System is an inappropriate solution to telecommunication needs."

Accordingly, the groups, through their counsel, the Media Access Project, wrote the networks about the matter last week. They asked how often the spots have been aired and at what times, and whether they have presented or intend to present—

WOMEN
25-49

KMBR

Kansas City

#

WROW-FM

Albany

#

WMEF

Ft. Wayne

#

TIE

WFOG

Norfolk

#

RANKINGS
BASED ON
APRIL MAY 1977
ARBITRON RADIO
ESTIMATES.
METRO SHARE,
MON-SUN
& AM-MID



274 County Road
Tenaflly, N.J. 07670
201-567-8800

A Division of Bonneville International Corporation

ADULTS

25-49

KBIG

Los Angeles

#

WQAL

Cleveland

#

KSL-FM

Salt Lake City

#

KEZQ

Little Rock

#

RANKINGS
BASED ON
APRIL-MAY 1977
ESTIMATES
METRO SHARE:
MON-SUN
8 AM-12M



**BONNEVILLE
BROADCAST
CONSULTANTS**

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201-567-8800

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views contrasting with those contained in the Bell spots. (MAP says the two spots have appeared a total of 28 times on CBS between December 1976 and June 1977, 16 times on NBC and 19 times on ABC.)

The groups said they cannot afford to buy time to present opposing views. But they said they would be "most interested" in working with the networks to develop program-length and short-announcement material for their use. "Given the substantial disagreement that exists over the desirability of having a single, unified system controlled by AT&T to provide a full range of telecommunications services," the groups said, "we believe that viewers should have the opportunity to hear opposing views on this controversial issue of public importance."

Retailers raise their TV spending

TVB says figures dispute newspaper claims of decrease

The Television Bureau of Advertising said that an analysis of retail television advertising for the first six months of 1976, shows a substantial increase for the category, and refutes published reports that Sears, Roebuck & Co. has been cutting its TV investments ("Closed Circuit," Sept. 12).

Roger Rice, president of TVB, noted that the Newspaper Advertising Bureau has reported a decline in spot TV in 38 markets, but neglected to mention that Sears's network television for the first half of 1977 grew by 42%.

"The total picture reflects Sear's continued endorsement of total television's selling power, up 24% from \$28.7 million to \$35.7 million (in the first half)," Mr. Rice said.

Mr. Rice said major retail chains have been increasing their investments in spot TV in the first half of 1977. Department store investment in TV during the first half of 1977 has grown by 15.3% to \$87.1 million, Mr. Rice reported. Discount department stores' TV expenditures dur-

ing the same period have risen by 12.1% to \$24.9 million, he added.

Mr. Rice said that JC Penney more than doubled its television investments during the first half, going from \$6.5 million to \$13.1 million while K Mart boosted its TV spending by 55% from \$5 million to \$7.8 million.

Mr. Rice acknowledged that newspaper budgets this year have been increased but stressed that "a look at the full statistics reveals not a decline but a continuing growth of retailers' use of television."

Advertising Briefs

Joining FC&B family. Albert Frank-Guenther Law Inc., New York, 105-year old advertising agency and public relations firm, has agreed to merge with Foote, Cone & Belding Communications, Chicago and New York, subject to approval of AF-GL stockholders. Agency had \$30 million in billings in 1976 while Foote, Cone & Belding had \$455 million last year.

PGW's analysis. Peters, Griffin, Woodward Inc., New York, has issued its "1976 Analysis of U.S. Television Markets," comparing revenues to previous year and to DMA and ADI homes. One-sheet analysis also ranks markets in such categories as metro TV homes; prime-time audience; circulation and percentage of CATV homes.

Key to co-op. "The Watts System," 40-page book purporting to tell broadcasters how to sell co-op advertising by telephone, has been written by Duane L. Watts, executive vice president, KHAS-TV Hastings, Neb., and published by Cornhusker Press, Hastings. Book is available from Mr. Watts at prices ranging from \$50 to \$100, depending on purchasing station's rate card.

Gasoline moves. Standard Oil of California's Chevron brand gasoline will move to J. Walter Thompson Co., San Francisco from BBDO, San Francisco. Chevron bills approximately \$10 million, of which estimated 60% is in television and radio.

Just a bit. Expenditures in network television for July increased by 6.4% over July 1976 according to Broadcast Advertisers Reports figures released by the Television Bureau of Advertising. For the seven-month period, network advertisers spent \$1.96 billion, a 22% gain over 1976. Weekday daytime posted the largest gain, up 23% to \$46.6 million, followed by nighttime, up 22.4% to \$1.29 billion, and weekday daytime, up 19.1% to \$21.9 million. The following figures are in thousands:

	July			January-July		
	1976	1977	% chg.	1976	1977	% chg.
Daytime	\$ 72,672,900	\$ 75,329,400	+3.7	\$ 557,665,400	\$ 679,079,100	+21.8
Mon.-Fri.	48,195,000	57,658,200	+19.6	379,012,700	466,220,500	+23.0
Sat.-Sun.	24,477,900	17,671,200	-27.8	178,652,700	212,858,600	+19.1
Nighttime	136,169,100	146,858,200	+7.8	1,050,137,600	1,285,659,600	+22.4
Total	\$208,842,000	\$222,187,600	+6.4	\$1,607,803,000	\$1,964,738,700	+22.2

	ABC	CBS	NBC	Total
January	\$ 94,200,500	\$ 91,887,200	\$ 99,965,200	\$ 286,052,900
February	94,540,600	90,311,100	87,540,600	272,392,300
March	108,733,500	104,889,000	97,701,300	311,323,800
April	100,399,400	104,159,800	97,659,700	302,218,900
May	99,494,900	104,905,000	101,676,100	306,076,000
June	86,132,200	84,957,800	93,397,200	264,487,200
July	72,745,100	74,048,100	75,394,400	222,187,600
Year to date	\$656,246,200	\$655,158,000	\$653,334,500	\$1,964,738,700

Critics find little to rave about in new offerings

Two Moore spin-offs on CBS, 'James at 15' are among handful that earn uniform commendation

Network programmers, while they're looking over the summaries they get of newspaper critics' reactions to the new fall programs, probably console themselves with two thoughts: Critics do not represent the average TV viewer, and a bad mention is better than no mention at all.

Bad mentions are basically what they've received this year. Critics have characterized the season as a whole as "undistinguished," "dismal," and "more of the same," and the adjectives tend to get more biting as specific programs come up for review. But then, a programmer might say, one of last year's new shows, *Charlie's Angels*, was called "the most absurd type of trash imaginable."

Still, a rave review is a source of great pride within the networks. Only two of this year's new programs have been accorded that reception on anything approaching a unanimous level, and both are *Mary Tyler Moore* spin-offs on CBS: *The Lou Grant Show* and *The Betty White Show*. NBC's pilot, *James at 15*, now in development as a replacement, also fared uniformly well.

Mixed reviews, with passionate advocates and just-as-passionate detractors, were received by ABC's *Redd Foxx*, NBC's *Richard Pryor* and CBS's *Rafferty*. Also mixed, but with somewhat less intensity pro and con, was the reception given ABC's *Carter Country* and NBC's *Laugh-In*.

From there, though, the critical reaction grows more testy, ranging from bemused snickers at NBC's *CHiPs* and CBS's *Dan'l Boone* and bottoming out with almost total derision of ABC's *Soap* and *San Pedro Beach Bums*.

Here's a night-by-night sampling of critical comments for the programs that premiered on the three commercial networks through Tuesday, Sept. 20:

Laugh-In (NBC, first of six specials, Sept. 5, 8-9 p.m.)

"*Laugh-In*, with a new company, will have to improve sharply, swiftly. It plays like a smudged carbon copy." Bernie Harrison, *Washington Star*.

"[*Laugh-In*] arrives with mixed marks . . . I found myself more fascinated with the snip-snap-pop of the editing than the laugh-gasp-boo of the jokes . . . When it's funny, it's a kneeslapper (and there were a few of those); when it's not, it's a bad little boy—horrid." Ann Hodges, *Houston Chronicle*.

"Never has so much TV time, money and average talent been expended for such minimal results . . . features humor so puerile it's almost embarrassing. If there is

one word that might sum up the hour-long fragmented outburst, it's 'silly.'" Rex Polier, *Philadelphia Evening Bulletin*.

James at 15 (NBC pilot, Sept. 5, 9-11 p.m.)

" . . . a delightful story . . . should turn into a highly successful series if the succeeding shows can hold up to this first two hours." Bob Foster, *San Mateo (Calif.) Times*.

" . . . a sentimental, amusing story, which, if strung out as a weekly series later this fall, could be one of NBC's better gambles, particularly drawing young viewers. It's greatest asset is young Lance Kerwin . . . a nubby-nosed trouper . . . a sensitive and accomplished actor." Jack E. Anderson, *Miami Herald*.

" . . . like growing up in general, it turned out to be one embarrassment after another . . . so amateurishly written and directed it appeared to be designed for a children's afternoon special." Terrence O'Flaherty, *San Francisco Chronicle*.

Rafferty (CBS, Monday, 10-11)

" . . . a different kind of doctor will come hunching and growling onto the screen and he could darn well cure me and a lot of other viewers of their medical-TV-phobia . . ." John Archibald, *St. Louis Post-Dispatch*.

" . . . the accent is more on the irascible and endearing doctor than on 'the disease of the week' . . . It's more escapist fare, but the dapper, polished [Patrick] McGooohan is a pleasure to see anytime, any script . . ." Mary Ann Lee, *Memphis Press-Scimitar*. (Most critics tended to agree with Ms. Lee—thumbs up on Mr. McGooohan, thumbs down on the script.)

" . . . my horseback prognosis is that this one is terminal . . . Everything about this new venture comes out as ersatz and inconsequential . . . [McGooohan gives] a sterile, humorless performance . . ." Jack E. Anderson, *Miami Herald*.

Young Dan'l Boone (CBS, Monday, 8-9 p.m.)

"If the little kids believe that new Daniel Boone series . . . they'll believe anything . . . I seriously doubt that Dan'l will make it through the Cumberland Gap to Kentucky, but it won't be the Indians who'll stop him. It'll be the crowds." Bill Barrett, *Cleveland Press*.

"While it is not a masterpiece and could not be expected to be one, the premiere of CBS's *Young Dan'l Boone* shows it to be well-produced on location in Tennessee . . . showed some good intentions at least, and it ought to be a worthwhile family-hour series." Rex Polier, *Philadelphia Evening Bulletin*.

"Dan'l's friends were apparently recruited through an equal opportunity employment agency." John O'Connor, *New York Times*.

Betty White Show (CBS, Monday, 9-9:30 p.m.)

"Part of the fun . . . lies in the opportunity it gives its cast and writers to take a few healthy nibbles at the jolly green hand

TOTAL PERSONS

18+

WEZO

Rochester

#

KEZO

Omaha

#

WQQQ

Allentown/Bethlehem/Easton

#

We can help
you be tops in your
market.

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CONSULTANTS**

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A Division of Bonneville International Corporation



Carter Country

Operation Petticoat

Redd Foxx

San Pedro Bums

Lou Grant

Fitzpatricks

that feeds them—network TV . . . 20 more shows like *Betty White* might be a few too many, but this one will obviously be nice to have around." Tom Shales, *Washington Post*.

"If the writers can give us a good mix of pathos and humanity along with the gags, the series could last quite a while." Jim O'Brien, *Philadelphia Daily News*.

"... best comedy pilot ... gives her character dimensions that the old one didn't have ... has a good shot at coming home a winner." Bill Donaldson, *Tulsa (Okla.) Tribune*.

San Pedro Beach Bums (ABC, Monday 8-9 p.m.)

(ABC's press summary on this program starts out: "Each year, the critics store up their best shots—like squirrels storing up nuts—for a single program. This year, the show is the premiere of *San Pedro Beach Bums*.)

"... about as likeable as a recurring itch ... a motley mixed bag of idiots and near-idiots If this is the kind of mindless claptrap we can expect now that the various pressure groups have had their way,

forgive us our sins. Bring back violence." Katie Kelly, *New York Post*.

Soap (ABC, Tuesday, 9-9:30 p.m.)

"... the simple truth is that *Soap* is a mediocre show Kids especially will be bored, and there are hardly enough laughs in the show to attract most adults." Frank Judge, *Detroit News*.

"... the writing is slick and often amusing, but the crime of *Soap* is that it lacks the light touch and therefore probably will be offensive to many When the interest lags, the show has the blahs." Julia Inman, *Indianapolis Star*.

"... if last night's *Soap* was 'sophisticated, adult comedy,' then I'm the Playmate of the Month. It's not simply that *Soap* is awful. It is coyly, aggressively awful. It digs your ribs with a steel claw, screaming, 'Aren't we devils? Aren't we absolutely WILD?'" Harriet van Horne, *New York Post*.

"... the funniest sitcom I've seen in years I didn't find *Soap* such racy stuff. I had my basic training in immorality with *Mary Hartman*." Marvin Kitman, *Newsday*, Garden City, N.Y.

Fitzpatricks (CBS, Tuesday, 8-9 p.m.)

"... typical television kids, and I didn't believe them for a moment. I didn't believe the parents either." Bill Donaldson, *Tulsa (Okla.) Tribune*.

"The problem is that executive producer Philip Mandelker doesn't know much about blue-collar families or kids. In other words, he doesn't know what his show is talking about." Ron Alridge, *Charlotte (N.C.) Observer*.

"There is nothing terribly bad about *The Fitzpatricks*, or nothing very good about it either. If your television diet can take one more bland, family melodrama, you might find this one palatable." Tom Dorsey, *Louisville (Ky.) Courier-Journal*.

The Lou Grant Show (CBS, Tuesday, 10-11 p.m.)

"... may be the best conceived and best written new dramatic series on prime-time television this fall Asner and his new series look like sure winners." Steve Hoffman, *Cincinnati Enquirer*.

"Asner's portrayal of Lou Grant is a comic masterwork ... serious, but often witty drama ... depth of feeling and understanding" Bill Henry, *Boston Globe*.

"If you're concerned about the trend toward antisocial TV shows, you can start a very effective counterattack ... simply by watching the CBS premiere of *Lou Grant* ... a psychological pick-me-up for anybody who might have suspected that wit and sophistication have become foreign

words on television." Gary Deeb, *Chicago Tribune*.

Richard Pryor (NBC, Tuesday, 8-9 p.m.)

"... extremely imaginative and unpredictable. In the style of Lily Tomlin, he can be exaggeratedly goofy or movingly poignant Television can use his originality." John O'Connor, *New York Times*.

"... generally displayed brilliant work, but unless it was radically cut ... it was fit only for adults ... first rate, wildly original humor." Jay Sharbutt, *Associated Press*.

"... too bad they didn't scissor the rest of the show too I'd have tuned right out if I hadn't been chained to the critic's chair ... " Ann Hodges, *Houston Chronicle*.

Carter Country (ABC, Thursday, 9:30-10 p.m.)

(Although opinion on this show's quality was divided, description of its format was all but unanimous, whether pro or con: Almost every reviewer compared it to *Barney Miller*—"a home-fried *Barney Miller*," for example—and most threw in "In the Heat of the Night" as well).

"Archie Bunker ... proved bigotry can be funny, and now ABC introduces *Carter Country* ... in the hope of squeezing a few more chuckles out of the same subject. It doesn't succeed." Kay Gardella, *New York Daily News*.

"It's a funny show, the funniest of ABC's deluge of comedies this season ..." Cecil Smith, *Los Angeles Times*.

"... put together with clever expertise ... a good new series." John O'Connor, *New York Times*.

"... about as funny as a double hernia." Frank Judge, *Detroit News*.

The Redd Foxx Show (ABC, Thursday, 10-11 p.m.)

"Redd Foxx has himself one very funny, very special show ... [moves] effortlessly from one funny routine to another." Katie Kelly, *New York Post*.

"There are some bawdy, rowdy moments ... but a full hour of seeing Redd proves excessive and monotonous ... [when he sings] you expect at least a chicken to fall from the rafters—or something." Tom Shales, *Washington Post*.

"... if you're an ardent Foxx fan, he can do no wrong. If you're only a moderate fan or not one at all, then the show will seem spotty and uneven." Jack E. Anderson, *Miami Herald*.

CHiPs (NBC, Thursday, 8-9 p.m.)

"NBC's entry to the *Starsky and Hutch* teen-idol sweepstakes It might as easily be titled *Harley and Davidson*, since most of the action shots, in these post-

TRIGGER





Betty White

Dan'l Boone

Rafferty

Richard Pryor

Laugh-In

Sanford Arms

James at 15

bloodbath days, consist of ground level motorcycle shots The leads appear to have been chosen by computer for complimentary cuteness ... extremely boring if your tastes in entertainment are above the comic book level." Eliot Wald, *Chicago Sun-Times*.

"If nothing else, the show could be praised for demonstrating facets of police work other than violence It probably is a lot closer to the real thing than *Starsky and Hutch*, but it's far less intriguing. Dave Montoro, *Jacksonville (Fla.) Times Union*.

Logan's Run (CBS, Friday, 9-10 p.m.)

"We have eventually come upon a new television series out there that is violent ... [the producers] obviously know what they're doing It is good escapist fare." Bill Barrett, *Cleveland Press*.

"If you like effects—like its Hollywood ancestor, the series is heavy on these—if you have the obligatory color set, and if you're very young, why not?" Alexander Keneas, *Newsday*.

"Surprisingly disappointing ... seems to follow television's well-worn, unimaginative formula for adventure shows ... good science fiction will succeed. It's just that *Logan's Run* is not good science fiction." Ron Alridge, *Charlotte Observer*.

Sanford Arms (NBC, Friday, 8-8:30)

"... it's an entirely new show ... and, perhaps surprisingly, it shows some promise." John O'Connor, *New York Times*.

"... If Redd Foxx were wise, he'd get himself a room there. It's a better show in the hands of executive producer Bud Yorkin than Foxx's variety special." Kay Gardella, *New York Daily News*.

"It's shallow, simple-minded stuff, and even worse, it isn't funny." Tom Margulies, *Los Angeles Times*.

Operation Petticoat (ABC, Saturday, 8:30-9 p.m.)

"... operates in shallow waters, and for a World War II submarine this can be dangerous. John Adams, its star, is a talented man, but he still carries the aura of the *Adams Family*, which could scare off those five buxom nurses ..." Kay Gardella, *New York Daily News*.

McHale's Navy, a show it resembles in both content and form ..." James Brown, *Los Angeles Times*.

TV code board sex decision strikes responsive chord in most camps

Writers guild's Rintels says NAB chose sensible solution; network executives satisfied

It appears that everybody in the industry who could have spelled trouble for the National Association of Broadcasters TV code decision on sex is happy with what the NAB TV board has voted. (BROADCASTING, Sept. 19).

It is also apparent from their quiescence that the new code guideline is not going to change things on TV.

Those who had threatened to make trouble about the TV board's vote two weeks ago were considerably soothed when they read that NAB is leaving deci-

sions about sex on TV to the broadcast licensee rather than to a vague standard of what is "generally perceived" to be unacceptable, as had been originally proposed.

The Writers Guild of America, West, which had threatened to sue NAB if it enacted the "generally perceived" language, was the most complimentary last week. David Rintels, outgoing guild president, said "I think NAB chose a sensible and statesmanlike way out of this I wish to commend them on their good sense on this thing."

Mr. Rintels said the new code language reinforces the principle of individual licensee responsibility for what goes on the air, while at the same time upholding Los Angeles district court Judge Warren Ferguson's decision striking down the forced family-viewing standard, but permitting voluntary compliance with industry codes.

Said Mr. Rintels: "(A) Yes we can live with it, and (B) we intend no further action."

He added that he had talked with several writers and producers about the NAB decision and found that "everybody to

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whom I've spoken thinks it's a great compromise."

Jack Valenti of the Motion Picture Association of America, who also had written to the NAB objecting to the "generally perceived" proposal was more muted in his praise, but said "on balance I think it's all right." It "puts the discipline where it ought to be—on the local TV station owner," he said, but more importantly, it leaves the creative judgments in the hands of the writers and producers, and "not of some network censor." "I trust the [creative people] are not going to go berserk and put crazy stuff on the air."

At the networks all the program practices vice presidents were satisfied the new code amendment would not upset their ways of working:

Heminio Travesas, NBC: "As far as I'm concerned, it doesn't change my operation." As regards being vigilant against explicit sexual depictions, "I think I'm already doing it."

Van Gordon Sauter, CBS: "I think we all can live with it . . . I don't think it's going to affect what's on the screen."

Alfred Schneider, ABC: "I think we will continue to use our best judgment . . . we'll be as we have in the past."

One figure not satisfied with the new language, however, was Robert Gordon of WCPO-TV Cincinnati, the former NAB TV board member who engineered the move at the NAB board meeting last June to write tougher sex guidelines. It is because of reactions such as those of the network officials that Mr. Gordon was "disappointed" by the new amendment. "It doesn't seem to me to constitute much change."

He said he considers the new language to be "a definite improvement over what had existed prior to this language . . . I just wish it had been more faithful to the sense of the Williamsburg resolution." The Williamsburg (after the site of the June board meeting) resolution ordered the writing of new language that would "specify that material generally perceived as obscene, profane or indecent is unacceptable."

Following is the text of the new NAB TV code language on sex. Passed unanimously, it replaces the dictum: "Obscene, indecent or profane matter, as proscribed by law, is unacceptable."

The new language: "Subscribers shall not broadcast any material which they determine to be obscene, profane or indecent."

"Above and beyond the requirements of law, broadcasters must consider the family atmosphere in which many of their programs are viewed."

"There shall be no graphic portrayal of sexual acts by sight or sound. The portrayal of implied sexual acts must be essential to the plot and presented in a responsible and tasteful manner."

"Subscribers are obligated to bring positive responsibility and reasoned judgment to bear upon all those involved in the development, production, and selection of programs."

Public stations freed from law on tape retention

Court says it's unconstitutional to impose 60-day review term

The U.S. Court of Appeals in Washington has declared unconstitutional the statute—and the FCC regulations implementing it—requiring noncommercial broadcasters to retain for 60 days audio recordings of public affairs broadcasts (BROADCASTING, Sept. 19). Since commercial broadcasters are spared that requirement, the court said, in a 2-to-1 decision, imposing it on noncommercial licensees violates the Fifth Amendment's guarantee of equal protection.

Public broadcasting groups challenged the statute and the rules, contending that they violate noncommercial broadcasters' First Amendment rights and are discriminatory.

Judge J. Skelly Wright, writing for the court, said it was clear that the statute "was intended and expected to serve as a means of unprecedented government review—in effect, government censorship—of the specific contents of programs broadcast by noncommercial stations."

Judge Wright said he was not holding that the statute "could not conceivably be grounded on any legitimate governmental objective." But, he added, given the lack of similar regulation of commercial stations, "such alternative objectives cannot sustain the statute and regulations at issue here against a Fifth Amendment equal-protection challenge."

The commission, in its defense of the requirement, said "one purpose" of the statute is to afford "taxpayers, who provide the bulk of financial support for these stations, a means for reviewing the stations' performance." But Judge Wright was not persuaded that that justified the difference in the treatment of commercial and noncommercial broadcasters.

By providing and policing exclusive channels of commercial stations, he said, "the government—and thus the taxpayers—" afford a benefit to commercial broadcasters which most likely "is many magnitudes larger than any benefits provided to noncommercial stations."

Judge Wright wrote for himself and

Judge Gerhard A. Gesell, a District of Columbia district judge, sitting by designation.

Judge Harold Leventhal, who dissented, said he saw little basis for concern about the requirement's impact on noncommercial broadcasters' First Amendment rights. The requirement might be a "pesky" one, he said. But, added, the court should find the statute unconstitutional only if experience shows that the requirement "leads to harassment or such intensive scrutiny of the noncommercial licensee as to be tantamount to censorship, or to veer strongly in that direction."

British research claims linkage in TV violence and real thing

CBS-backed professor says he's isolated TV as factor

A study in Britain financed by CBS Inc. suggests that viewers of violent television programs are more likely to commit violent acts than viewers of more passive fare.

The conclusion is based on a six-year study conducted in London by Professor William Belson of North East London Polytechnic. The complete report has not been published, but Professor Belson reported some of the findings at a symposium in London.

Professor Belson worked with a London School of Economics survey team which interviewed 1,565 youngsters between 13 and 16. The \$290,000 study was conducted in Britain rather than the U.S. because Mr. Belson and the survey team preferred to work there.

To determine the effect of television watching, Mr. Belson split the respondents into two groups—one that spent most of its viewing time with violent TV programs and one that watched less violent fare.

One finding was that "violence watchers" committed 50% more rapes and other mayhem than the other group.

Approximately 12% told the interviewers they had committed 10 or more serious acts of violence in the previous six

ABC gets cake ready. ABC-TV will pre-empt all of its prime-time programming on Sunday, Feb. 12, for a four-hour celebration of ABC's 25th anniversary (7-11 p.m. NYT). Special, *ABC's Silver Anniversary Celebration—25 and Still the One*, will feature past and present ABC stars. Setting will be a banquet at ABC's Television Center in Hollywood, attended by casts and other creative personnel from current and former shows. Dick Clark will be executive producer and Bill Lee producer. Present ABC was formed on Feb. 9, 1953, through the merger of the old ABC with United Paramount Theaters. NBC-TV's second celebration of NBC's 50th anniversary, *NBC: The First 50 Years—A Closer Look*, has been scheduled for Sunday, Oct. 23 (8:30-11 p.m. NYT). The network says it will provide a comprehensive view of NBC's first 50 years of variety programming, highlighted by salutes to Groucho Marx, Elvis Presley and Jimmy Durante. Orson Welles is to be narrator. NBC-TV's first 50th anniversary celebration was Nov. 21, 1976. It ran four and one-half hours—and averaged a 28.9 rating and a 44 share.

months. Among the acts mentioned: knocking a boy off his bicycle; throwing bricks at a girl; kicking a boy hard in the crotch; burning a boy's chest with a cigarette; attempting rape, and slamming a boy's head against a wall.

The study showed that the violence watchers participated in an average of 7.48 acts of violence in the previous six months, as compared with an average of 5.02 acts by the "control" group.

Among the U.S. series mentioned by Mr. Belson were *Starsky and Hutch*; *The Untouchables*; *Hawaii Five-O*, and *The Man from U.N.C.L.E.*

Mr. Belson agreed that many other factors in addition to television can incite violence, and cited size of family, poverty and environment. But he insisted he has succeeded in isolating television as a contributing factor.

Don't fence them in

ABC's Pierce and Silverman warn writers that censorship-obsessed groups pose a threat to delicate balance needed in programing

Raising the shield of creative freedom in their own defense, Fred Pierce and Fred Silverman, presidents of ABC Television and ABC Entertainment, respectively, asked members of the Writers Guild of America to help them resist the growing legions of censorship-minded citizen groups.

"We want you to write without looking over your shoulder every few minutes for an ax to fall on a creative thought," Mr. Silverman told an audience of about 400 guild members in Los Angeles Sept. 16. "You don't illumine anything with an ax."

Both Mr. Silverman and Mr. Pierce defended the right of the television public to draw its own conclusions about potentially offensive programing, such as ABC's *Soap*. Mr. Pierce termed the telephone response to *Soap's* premiere Sept. 13 "quite mild by any consideration," and especially in comparison to the 22,000 protesting letters the network had received prior to the debut (BROADCASTING, Sept. 19).

"The network has on one hand an obligation to provide responsible programs through its affiliates to the public," Mr. Pierce said, "while on the other hand not unfairly restricting those who supply the creative content of programs. This is a delicate balance that pressure groups seem bent on upsetting... We might find ourselves fighting for freedom to communicate anything, perhaps even our nightly news, for fear it might offend certain groups."

Mr. Silverman reiterated his position that television should lead, not follow, public opinion, and he said that ABC would pursue that goal by using its entertainment programs to deal with social problems.

Pro sports-network probe to touch base first on Olympics

ABC, NBC negotiations for 1980 rights to be studied at hearing

The House Communications Subcommittee will hold a hearing in Washington Oct. 3 on circumstances surrounding the TV networks' contracts for the 1980 Olympics.

The first in a series of hearings, this one stems from the subcommittee's over-all investigation of the relationships between the networks and professional sports. The first leg has concentrated on the Olympics.

Earlier, subcommittee Chairman Lionel Van Deerlin (D-Calif.) said information in the subcommittee's possession cleared NBC of charges it may have traded journalistic freedom for the rights to cover the 1980 summer Olympics in the Soviet Union ("Closed Circuit," Aug. 8). But although it seems satisfied with the result, the subcommittee reportedly finds problems in the negotiations that led to the signing—not just NBC's role but the other networks' as well ("Closed Circuit," Aug. 29).

The hearing notice that was circulated specifies that the subcommittee "intends to examine programing decisions apparently made to influence the contract negotiations, agreements covering additional programing commitments made by the networks, and assurances that the 1980 summer games will not be subject to improper Soviet control."

The subcommittee notice also includes the 1980 winter Olympic games in Lake Placid, N.Y. (for which ABC has the rights), among subjects to be covered at the hearing.

Program Briefs

O'Connor administration grows. Earl Butz, former secretary of agriculture (1971-76), has started daily five-minute commentary beamed to farm and ranch audiences. O'Connor Creative Services, Universal City, Calif., handles radio program that will report "trends, policies and the link between agriculture and society as a whole." O'Connor line-up of commentators already includes such former government and political figures as Ronald Reagan, William E. Simon and Virginia Knauer.

For youngsters. Metromedia Producers Corp. has signed to distribute 104 animated half-hours of Filmation Studios fare for September 1978 start. Called *The Groovy Goolies*, package includes six Filmation series: *Groovy Goolies*; *Adventures of Waldo Kitty*; combination of *M.U.S.H.*, *Fraidy Cat* and *Wacky and Packy*; *Lassie*; *New Adventures of Gilligan*, and *My Favorite Martian*.

Merrick on miniseries. David Merrick,

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stage and film producer, has been signed by CBS-TV to produce miniseries of up to 10 hours based on best-selling book by Thomas Thompson, "Blood and Money." Project is aimed for 1978-79 season.

'Shogun' miniseries. NBC-TV acquired rights to "Shogun," popular novel by James Calvell, President Robert E. Mulholland announced last week. He said network would take two years to produce minimum of 15-hour miniseries. Director, writer and producer not yet announced.

Nashville, first stop. Production will begin in Nashville next month on pilot episode of *Hee Haw Honeys*, projected as prime-access, half-hour situation TV comedy with music for fall of 1978. Pilot will be shown next January on NBC-owned TV stations. Series, which will be offered to stations on barter basis on behalf of Procter & Gamble, is being produced by Yongestreet Productions, Los Angeles, in association with Lexington Broadcast Services, New York, which is handling station clearances.

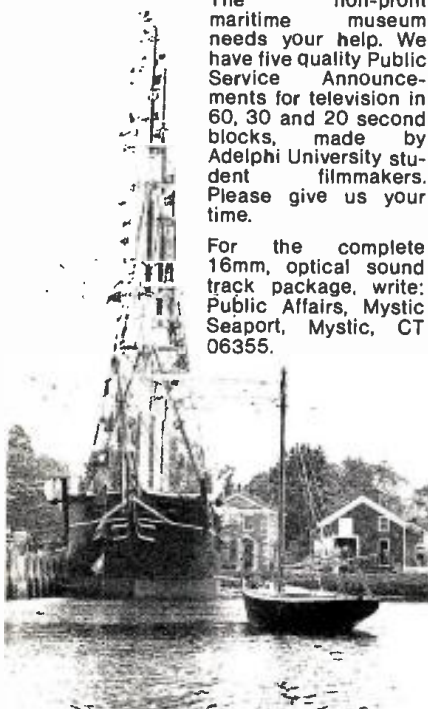
Nothing but truth. Ralph Edwards Productions, through Syndicast Services Inc., is offering *The Truth with Jack Anderson*, 26 barter hours with Mr. Anderson interviewing three-to-four national figures weekly. Lie detector tests will be routine, and if results prove inconclusive, plans call for sodium pentathol, voice analysis and other methods to confirm facts, according to Syndicast. Initial taping is to begin Oct. 26 in Washington.

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Broadcast Journalism®

More how to than hoopla at RTNDA

The more serious business of broadcast journalism occupies 900-plus delegates in S.F.; Severeid, Goodman, others on agenda join in sounding keynotes of responsibility

There were no burning issues to ignite the Radio Television News Directors annual conference that came to an end on Saturday, Sept. 17; rather, it was a meeting devoted to introspective looks at the professional standards of the broadcast journalist and realistic appraisals of opportunities for widening the First Amendment constraints within which radio-TV newspeople operate.

It was also a confident meeting, bolstered by a nod to the significance of such a gathering of broadcast news directors given by President Carter, who engaged them in a telephone press conference (BROADCASTING, Sept. 19). Total attendance at the three-day affair was a record-breaking 900, many of them staying throughout the convention for the final banquet on Saturday night, when CBS correspondent and commentator Eric Severeid was presented the Paul White Award.

Mr. Severeid, in accepting the honor, capped the conference with an admonition to broadcast journalists: "This business of ours, particularly television, has become a kind of test of character for us. It is a dangerous business, particularly for those whose images show up in the little box . . . We tend to forget now in this country that celebrity and fame aren't the same thing. A celebrity is a known just because he's known."

Mr. Severeid said "he" but referred to that "famous, or celebrated, million-dollar transfer" of Barbara Walters to the ABC evening newscast. That move and the attendant publicity were, he said, "a destabilizing thing for this profession." He added, "We cannot have a hierarchy, a pecking order defined by the dollar sign

around people's necks."

As a profession, he said, broadcast journalism will have to hold itself in check against commercial excess. "Our successes and failures are simply not easily to be measured," he said. "So we have to be our own judges—and we better be tough ones."

But Mr. Severeid, who retires at the end of November from CBS, demonstrated his pride in radio and television news as he ended his talk: "There's much more we're entitled to feel considerable pride about. We have, after all, created and developed the first truly new form of journalism ever. And for myself, I've always felt it was quite well worth the investment of a working lifetime and I have no doubt you feel the same."

On the opening day on the conference, keynoter Edwin Newman of NBC News and luncheon speaker Ted Koppel of ABC News addressed, respectively, weakening standards in the use of the English language and in the professionalism of radio and television journalists (BROADCASTING, Sept. 19).

At the Friday luncheon, CBS Radio newsman/resident poet Charles Osgood read some of his selected works, including: "Idi Amin hasn't been seen/His whereabouts cause us to ponder/You worry us, Idi, you do, yes indeedy/So tell us where have Uganda." But he too, like Mr. Newman, had something to say about the use of English in broadcast journalism. "In your struggles to cover the news every day, and your competitive efforts to do that in a way that's different and better than the station or network across the street," he said, "how about—along with the set and lights, the production and hardware that you have to think about—giving some thought to a strategy that's hardly ever been tried in our business: mobilizing the English language." Unlike dazzling sets and anchorpeople, words are cheap, he said. "Your accounting departments will be pleased because, by any cost-benefit ratio analysis, words are a terrific buy. The graceful, felicitous phrase costs not a penny more than the clumsy or dull one."

Mr. Osgood, as did Mr. Severeid, expressed pride in his profession. "I now feel about it the way John Barrymore did about acting," he said. "Somebody once asked him what he'd do if he could not be an actor. 'I'd shine actor's shoes,' he said. I'm



Newman



Koppel



Osgood



Goodman



Honored. CBS commentator Eric Savareid is presented the Paul White Award by past RTNDA President John Salisbury of KXL-AM-FM Portland, Ore.

proud of our profession, too, and you'll find my shoeshine stand just outside."

NBC Chairman Julian Goodman spoke at the Saturday luncheon, and also took the opportunity not to complain, but to caution. He mentioned the first RTNDA conference he attended, in the mid-fifties, and said, "The issues we were discussing then and the issues that you are discussing here this week have not really changed all that much, but have been magnified—by the growth of our medium and its technology, by the growing dependence of the American listening and viewing public on what we have to say, by the increasingly hectic pace of American life itself, and—not least of all—by our own material success."

The profession of radio-TV news has come too far to lose all that it's gained, especially the "confidence that has been built by the first generation of news broadcasters," said Mr. Goodman. "News is a serious business and must be considered that by those who are in charge of it," he said. That does not mean the news has to be dull, he added. "But it does mean," he said, "that the substance of the news and the way it is covered is more important than the window dressing around it; that the quality of thought in editorial judgment and quality of writing as well as the visual content, have a place of primary importance for which there is no substitute."

And all the uproar over hair and teeth misses the point, Mr. Goodman said. "I remember telling applicants in the 1950's that there were three basic criteria for judging on-the-air reporters," he said. "One should be able to cover a news story on the scene and collect all the relevant details, to be able to write it concisely and to tell it on the air in a way that made people want to listen. I don't know anything that's happened in 20 years to change those standards."

Mr. Goodman concluded by quoting Australian publisher Rupert Murdoch, who owns, among other U.S. publications, the *New York Post*. Mr. Murdoch once said, "that without gaining the attention of our readers, the rest is so much a waste of time," said Mr. Goodman.

Broadcasters, he went on, are fortunate to work with a medium that is appealing enough on its own to get the viewer's and listener's attention. "If any of us lose sight

of that, if we deliberately choose thunder over lightning in search of attention, we'll have negated everything we've worked for. And the public will be the great loser."

It was the conference speakers who gently warned the news directors of the dangers of success. It was the separate radio-TV workshops that addressed day-to-day problems and opportunities while the major joint sessions dealt with advances and retreats in broadcast journalism's efforts to win parity under the First Amendment with the printed press and to further the rights of all journalists to have access to and report the news. Highlights of some of those meetings follow.

■ "The problem of access is going to get worse as we go along," said Ron Lowen, a newsman at KAKE-TV Wichita, Kan. (who also is an attorney) at a Friday afternoon joint session entitled "Reporters' Access to News Scenes." Mr. Lowen said that "the tendency now is to restrict access" and he offered suggestions for dealing with this trend: insuring that station reporters and editors are educated about laws regarding access; setting up policies for handling violations of rights of access; sensitizing station management and attorneys to the issue of access; informing the public about it by reporting that government meetings, court proceedings, etc. are closed; cooperating with other stations and newspapers and presenting a united front on the matter; lobbying for sunshine laws, and, when all else fails, asserting a journalist's access rights in court.

Jacksonville, Fla., attorney Harold Wahl described a recent Supreme Court case—*Fletcher vs. Florida Publishing*—in which the news media's right of access to the scene of a "matter of public importance" was upheld.

In this case a mother had sued a newspaper for entering her home, photograph-



Passing of power. New RTNDA President Ernie Schultz (l) accepts the congratulations of outgoing President Wayne Vriesman at the close of the Paul White Award banquet.

ing the silhouette of the body of her daughter who had died in a fire and publishing the photo. The invasion-of-privacy suit was based on trespass, but Mr. Wahl successfully argued that the media had "implied consent" based on "common custom and usage" to enter the home. The woman was not at home when the newsmen entered, and the photographer was, in fact, asked to take a picture at the request of fire department officials.

"Since time immemorial," said Mr. Wahl, "journalists have had the right to go on private property if they do so peacefully, quietly and without damage, force or objection."

Mr. Wahl cautioned, however, that this is not an unlimited right, and he also urged education of reporters and editors in the nuances of the law.

Also on the panel was Walt Hawver, news director at KTRK-TV Houston, who became involved in the issue of the right of broadcast media to cover executions of criminals when he surveyed Texas stations to determine how many would cover the electrocution of a convicted killer if a state judge's ruling allowing coverage were upheld. He found few that would cover it, and none that would actually commit itself to broadcasting it. The case ended up in federal appeals court, where the original decision was overturned in a ruling that, said Mr. Hawver, hinted that not only did the broadcast media not have a right to cover executions, there were other events from which they might be barred.

KAKE-TV's Mr. Lowen noted that the issue is sensitive, and suggested that stations skirt the emotional problem of airing an actual execution, but assert their rights to be present along with the print media.

Bill Monroe, moderator of NBC's *Meet the Press*, summed up the broadcaster position at a Friday joint workshop, "Communications Law and the First Amendment," when he said, "Federal regulations generally discourage vigorous journalism." Although he was speaking specifically of broadcast journalism, he made it clear he feels that newspapers could be in the same boat. Politicians "have a handle on us that they don't have on print," he said, but he warned that "they would like to have the comfort of having a say in how all the media are run." Unity is the key, he said. "The First

Housekeeping. Succeeding Paul Davis of WCIA-TV Champaign, Ill., as treasurer of RTNDA is Phil Mueller of KSLI(AM) Salt Lake City. Mr. Davis was elected vice president and president-elect of the association (BROADCASTING, Sept. 19). Tom Petersen of KWWL(AM) Waterloo, Iowa, was re-elected director at large and Walt Hawver, KTRK-TV Houston, previously a regional director, was elected director at large.

In his last report as treasurer, Mr. Davis said that the association is "facing tough fiscal times, but the structure is sound and we are solvent." To help insure solvency, the RTNDA board approved changes in dues that for active members at stations with staffs of up to four means a decrease from \$35 to \$30, at stations with five to 24 people an increase from \$75 to \$95 and at stations with over 25 an increase from \$75 to \$125. As of Sept. 1, there were 651 active RTNDA members, 641 associate, 168 student members. Total membership, including several other categories, is 1,563, an 18% increase since last December's conference.



The trouble with terrorists. Listening to Fred Heckman of WIBC(AM) Indianapolis play a tape of a conversation he had with Tony Kiritsis are (l-r) panelists David Hubbard of the Aberrant Behavior Center, Dallas; Richard Salant, CBS News president; Bob Gamble of WRTV(TV) Indianapolis, and (partially hidden by lectern) moderator Frank Barnako of WRC(AM)-WKYS(FM) Washington. The session was "Terrorists and Hostage Coverage."

Amendment may live or die on an indivisible basis."

He also held out the hope that when the "present generation of judges"—who grew up without TV and "aren't accustomed to thinking of us a press"—pass on, then a younger generation of lawyers and judges will take over and "then I think we have a chance in the courts" to improve broadcasters' First Amendment position.

RTNDA's general counsel, Larry Scharff, listed other hopeful signs in the courts—including *Tornillo vs. The Miami Herald* and *CBS vs. the Democratic National Committee*—"enough case law since *Red Lion*," he said, "to give us some hope of overturning *Red Lion*," the decision that upheld the constitutionality of the fairness doctrine.

But Roscoe Barrow, professor of law at the University of California's Hastings College of Law (and author of the "Barrow Report" which resulted from an FCC-initiated network study in the 1950's), held out another side of the issue to the broadcasters: "The Supreme Court has spoken," he said, "and has recognized that a lot of us have a First Amendment issue here." By "us," Professor Barrow meant the public. "It's not just your interest," he said.

Phil Jacklin of the Committee for Open Media went even farther, presenting the group's proposal for mandated public access to the air, one that would provide 90% of a broadcast day to a station licensee, the remaining 10% for access. "We're opposed to content regulation, but we are in favor of legislating access," he said.

■ A Saturday morning joint session dealt with "Terrorists and Hostage Coverage," a topic that arose out of last spring's Hanafi Muslim incident in Washington and the Tony Kiritsis episode in Indianapolis.

Two news directors involved with the Kiritsis story, one of them intimately, were on the panel. They described the several days of tension and terror that culminated as Tony Kiritsis held the media hostage, demanding and getting coverage as he read an obscenity-laced statement while holding a shotgun to the head of a local mortgage banker.

Bob Gamble of WRTV(TV) Indianapolis

said that the "media more than covered the story, we were a part of it." Although it was a unique event, he said, there were some practical lessons that he learned: It's essential to have good communications between the station news studio and the scene; there should be field producers on the scene, and there should be someone available continually in the studio to go on-air.

Fred Heckman of WIBC(AM) Indianapolis truly became part of the story as Kiritsis phoned him to complain that no one cared about him. The tape was played on the air, and, admitted Mr. Heckman, "It did make Kiritsis a folk hero. But I felt there was no other course to take. A man's life was at stake."

CBS News President Richard Salant, whose organization has issued guidelines for coverage of hostage-terrorist incidents, said the media must "cut a fine line between our obligation to present what is newsworthy and what is dangerous." But guidelines, he said, "minimize as far as we can the danger."

But guidelines aren't for every situation, he said. When the media themselves are held hostage, and coverage is demanded, the "easy answer," he said, "is to say, 'No, we won't.' On the other hand, I don't want to say we would give in, because that would encourage other incidents."

He made it clear, however, who he felt should make any such decisions, "For God's sake, leave it in the hands of profes-

sional journalists. This is our job."

There was, however, an outsider on the panel, Dr. David Hubbard of the Aberrant Behavior Center of Dallas, who had his own ideas. "There is as little objective information" on this phenomenon, he said, "as there are strong feelings."

"The thing has not yet been studied," he said. "It is important for your industry to undertake to study this matter so some kook in Washington doesn't pass a law." He suggested that the media go to one method employed by police for the hostage-terrorist situation—crisis teams.

But he emphasized that those who study these incidents need "a media partner" to help overcome an "inadequate data base." There are similarities in these episodes, he said, "patterns that can be defined and helpful." But right now, he added, "The media are a whore. Anybody with a \$3 pistol can have them."

■ The final joint session, on Saturday afternoon, was titled, "Cameras and Recorders in the Courtroom, Or How To Get Your Foot in the Door." Broadcast access to court proceedings is off to "a halting start," said Judge Eric E. Younger of the Los Angeles municipal court and a member of the American Bar Association Free Press-Fair Trial Committee. But he offered the news directors their best hope to make more progress: "Technology is on your side."

Judith L. Kreeger, chairman of the Florida Bar-Media Relations Committee, described the efforts of Post-Newsweek Stations that resulted in a one-year experiment allowing cameras and recorders into the state courts. "Most lawyers and judges at broadcast trials," she said, "have been favorably impressed" by what they've seen so far. She urged news directors to demonstrate the unobtrusive qualities of new electronic equipment by covering ceremonial occasions in the courts, which they are now allowed to do by the ABA code.

James Murphy, president and general counsel of the Washington State Broadcasters Association, described the 14-year process that ultimately resulted in cameras gaining entry to many of that state's courts. The basis for the agreement with the Washington bar and the one he recommended for other broadcasters hop-



Four on the First. Moderator John Salisbury of KXL-AM-FM Portland, Ore., introduces panelists at a session on "Communications Law and the First Amendment." Members of the panel (l-r): Bill Monroe, moderator of NBC's *Meet the Press*; Phil Jacklin of the Committee for Open Media; Larry Scharff of Pierson, Ball & Dowd, RTNDA's general counsel, and Roscoe Barrow, Hastings College of Law, who headed the 1950's FCC network study staff.



Getting there first. One joint workshop addressed the issue of "Reporter's Access to News Scenes" (l-r): Ron Lowen of KAKE-TV Wichita; moderator Foster Morgan of KOCO-TV Oklahoma City; Harold Wahl, a Jacksonville, Fla., attorney, and Walt Hawver, KTRK-TV Houston.

ing to get their feet in the courtroom door is already in the ABA code when it refers to coverage of courtroom ceremonies: "Proceedings in court should be conducted with dignity and decorum." But above all, he said, "Judges should respect the professionalism of broadcasters as broadcasters respect the professionalism of the judge."

■ "All news," said Ted Feurey of KCBS(AM) San Francisco at a Thursday radio workshop on that subject, "is a very tough business. It eats up people, information and money." But the format can be a success, he said, and the key to success is local news. "The station with the best local news is likely to dominate the market," he said.

Ken Draper of KFWB(AM) Los Angeles, a program director turned news director, offered his perspective: "I used to be concerned with hit records, now it's hit news stories." He said he still thinks of himself as a programmer and asserted that there "aren't that many differences between formatting for all-news and other types of stations." As did Mr. Feurey, Mr. Draper said that local news is the key to success, including those basics of local news—"time, temperature, traffic, are they sold out tonight at the stadium?"

The all-news story from another angle came from Frank Georg, head of a newly operational Canadian all-news network of 100 kw FM stations bought for that purpose. Mr. Georg, who was involved in the ill-fated NBC News and Information Service, said that "this past year has seen all-news stations disappear like the Japanese fleet in the Coral Sea." Yet, he said, "all-news works." He blamed the demise of NIS on "a lack of faith," and said: "You don't have to go broke doing all-news if you know how to do it."

Mr. Georg estimated that his new network, CKO, cost about \$3 million to start up, excluding the capital costs for the stations.

■ At a Thursday TV session on ENG, Ken Tiven of KYW-TV Philadelphia, who was on an RTNDA panel last year devoted to that topic, noted the difference this time around: "Last year most of us were discussing whether we should get into ENG and at what level. That's really not the question this year for many of us—it's

what to do with it now that we've got it."

His station does it all with tape; it's been all-ENG for 14 months, a time in which people, equipment and product have all improved. He cautioned, however, against a reliance on equipment. "What's going to make the difference in the quality of your journalism is how you use it," he said.

Al Buch of KMJ-TV Fresno, Calif., said that for a market of that size, a mixture of tape and film is called for. "If you're going to want something flexible and reliable and you've got to get it done, then you put it on film. If you want to be artsy and you have more time to play with it, then video tape is the way to go. But if you want to crash deadlines, tape's also the way to go," he said. For the foreseeable future, he said, his station would be 50-50 tape to film, maybe 60-40.

Bill Miller of KOOL-TV Phoenix praised the editing capabilities of tape, and said that feature "helped sell ENG to our people." But, he noted, ENG brings its own special problems to a news department that relies on it heavily. Two engineers spend most of their time keeping KOOL-TV's ENG gear in working order. And, he said, the editing speed of tape has "made us all active procrastinators," often editing tape for the 6 o'clock show as it's on the air.

Mickelson warns

Nebraska broadcasters hear RFE/RL president report on efforts of Soviets and others to suppress the free flow of news information

"Restrictions" and "rigid clamps" on international news organizations are among the goals of the Soviet Union and some of its allies, the president of Radio Free Europe/Radio Liberty told the Nebraska Broadcasters Association last week. Attempts are now being made to impose strictures on foreign journalists that "would enable the leadership of any individual country to impose a virtual blackout on all information available to and about that country."

So said Sig Mickelson to the members of the NBA at their convention in Scottsbluff. He also described several attempts

by the Soviet Union to limit the influence of RFE/RL, including an effort to deny the agencies credentials to cover the 1976 Olympics in Montreal.

He said that Communist nations "and a number of Third World countries" are trying to "write as many of these controls [on international news] into international law or regulations as possible." Their underlying principle is clear, Mr. Mickelson said: "To gain control of communications. Run them as adjuncts of the state. Keep the lid on the news."

Ga. Supreme Court lets cameras in

And possibility is left open for coverage of trial courts

Georgia joined the growing list of states that allow some form of broadcast coverage in the courtroom when Atlanta's WAGA-TV, WSB-TV and WXIA-TV covered a morning session of the state supreme court on Sept. 13. Simultaneously, radio stations plugged into the court's newly installed public-address system and, according to one observer, print-media photographers "shot pictures all over the place" for the first time in Georgia's high court.

Chief Justice H. E. Nichols, speaking in nearby Marietta the next day, was enthusiastic: "The media behaved better than some of the lawyers do. They behaved beautifully; there were no incidents whatsoever."

The court decided last February to let the media in, hoping the action would, as Justice Nichols put it, "remove the mystery from the courts and bring them into the 20th century." Shortly thereafter he appointed a 31-member advisory committee of attorneys with media expertise, print and broadcast newspeople, editors and executives "to tell the court how to do it."

As the committee recommended, the state's code of judicial conduct was amended giving the high court power to "authorize the broadcasting, televising, recording, filming and taking of photographs in its courtroom, or the courtroom of any other state court of Georgia, during any judicial hearing" (BROADCASTING, May 30). Provisions to insure the decorum of the courtroom were drafted by the committee and adopted by the court as follows.

■ Both attorneys must give written approval before their oral arguments can be covered.

■ TV cameras are allowed only in the courtroom's alcove.

■ The presence of more than three TV cameras requires a special court motion.

■ Still photographers are restricted to one area.

■ A permanent sound system was installed and 10 radio outlets provided under back-row seats.

■ A lighting system designed to cut down glare was installed above the bench.

But WSB-TV associate news director Skip

Haley questions public interest in high-court proceedings. "I just don't think that Joe Six-Pack is going to sit down and watch, especially the Supreme Court. When we feel there's sufficient interest in a case, we'll cover it but I guarantee you that most of the visual we carry will be shot at the scene of the contested incident, not in the courtroom. It's at the trial level that the real interest will occur," he added.

Any Georgia court can write its own plan for an open courtroom and submit it to the supreme court for approval. The high court has received one such plan to date—from the Albany trial-level court—and expects to act on it soon.

WAGA-TV Executive Producer Don Smith sees both trial-level broadcast coverage and abuses as inevitable. "I cannot believe there will not be some people who take advantage of trial coverage," he said. "I think the courtroom decorum will not be violated by us because fiat if not discretion will prevent that, but by the lawyers."

CBS offers its perspective on Bernstein, Schorr replays of CIA link

Company statement says connection was 'limited' and in keeping with the times; Salant makes separate rebuttal of allegations; NBC's Wald contends writer misled in bobtailing his original quote

Two "exposes" of Central Intelligence Agency dealings with news media—and conspicuously, in the broadcast field, with CBS—have prompted CBS's first official statement describing its version of what those connections were. One is a Carl Bernstein article in the Oct. 4 *Rolling Stone*, the other an article by former CBS correspondent Daniel Schorr in the Sept. 26 *New York* magazine.

At the same time, two network executives quoted in Mr. Bernstein's article—CBS News President Richard Salant and NBC News President Richard Wald—have said they believe they were treated unfairly in it.

An advance copy of the article, supplied by *Rolling Stone* magazine to the press, says that more than 400 journalists and news executives, including some employed by ABC, CBS and NBC, have cooperated with the CIA. The article is to appear in *Rolling Stone* on Oct. 4.

About CBS, Mr. Bernstein generally repeats previously published reports concerning CBS Chairman William Paley's and former News President Sig Mickelson's cooperation with the agency. Mr. Mickelson has described the relationship on a number of occasions and a spokesman for Mr. Paley acknowledged it last spring (BROADCASTING, May 30, June 6).

Mr. Schorr's article, excerpted from his forthcoming book, "Clearing the Air,"

quotes Mr. Paley as telling Mr. Schorr, "I cooperated with them [the CIA], was helpful to them a few times on a very personal basis, and nothing whatsoever to do with CBS... I was approached as somebody who could cooperate with them to their advantage. And this was back in the early 50's, when the cold war was at its height and when I didn't hesitate for a second to say, 'Okay, it's reasonable, I'll do it.'" Mr. Schorr says Mr. Paley refused to specify the nature of that personal cooperation.

CBS's statement says that favors asked of the company by the CIA during the early years of the Cold War "seemed not only innocuous but patriotic." Those favors included, the statement says, providing outtakes of news film, allowing foreign correspondents to be interviewed by CIA officials and permitting a CIA lipreader to observe the Soviet delegation to the United Nations from the CBS-TV broadcast booth when Nikita Khrushchev appeared at the UN in 1959.

The statement, and Mr. Bernstein's article, also mention Mr. Mickelson's allegations that he met with CIA agents in Mr. Paley's office and that during the meeting Mr. Mickelson was informed that a CBS stringer also was working for the CIA. Mr. Paley still "has no recollection" of such a meeting, the statement said. But the statement adds that Mr. Paley does recall another meeting with Mr. Mickelson and CIA officials in which they discussed arranging press credentials for a CIA agent. "No one currently at CBS knows whether these credentials were indeed arranged," according to the statement.

The statement concludes: "CBS's cooperation with the CIA during the Cold War years was definitely limited and it was terminated completely in 1961. Given the tempo of the 1950's, we do not apologize for our actions. We do acknowledge, however, that prior to 1961 we were not as sensitive as we have been since to the compelling need for a distant and clear-cut separation between journalism and government."

However, Mr. Bernstein alleges that news chief Richard Salant had "extensive dealings of his own with the agency," and that he "continued many of his predecessor's [Mr. Mickelson's] practices" through the early 1970's. Mr. Salant denied the charges last week, saying the agency had been allowed only to buy news film from the CBS newsfilm library. "We treated them just like any other customer," he said. That relationship ended in the early 1970's, Mr. Salant said, because the government began recording its own tapes off the air at about that time.

The article also describes Mr. Salant's participation in 1961-62 on a "super secret CIA task force" charged with exploring methods of broadcasting government radio programs to China. Mr. Salant said that he did not believe the CIA had sponsored the project, but that he had known it was interested. The article did not mention that at the time Mr. Salant was assistant to the president of CBS and a vice president of corporate affairs, not president of the

news division. Mr. Salant said last week that he would not work with the government at the same time he held a news position.

A brief paragraph on ABC and NBC quotes anonymous CIA officials as saying that both networks cooperated with the agency during the 1950's and 1960's.

Mr. Wald is quoted as saying that "he wouldn't be surprised" if NBC people had cooperated with the CIA. But he said that he had also told Mr. Bernstein that the network had attempted unsuccessfully to confirm reports that such a relationship existed. Mr. Wald said that the quote referred to his feeling that a CIA-NBC connection "can't be ruled out."

An ABC spokesman said last week that "these allegations have been circulating for some time. We have denied them in the past and we deny them now."

Three in TV get NPC honors

Newspersons from three television stations were among the winners of the National Press Club's consumer journalism awards.

First place in the TV category went to Gene Strul, news director of WCKT(TV) Miami and his staff members Don Dare, Chuck Dimond, Mike Juliano, Stan Matthews, Don Seger and Richard Whitcomb. Donna Deane of WTAE-TV Pittsburgh took second place and honorable mention was awarded to Lea Thompson of WRC-TV Washington.

Awards were presented in five categories (newspapers, television, magazines, periodicals and books) and an overall award of \$1,000 was presented to Herb Deneberg of the *Philadelphia Bulletin*.

Kinsolving turndown

The FCC has denied action on a complaint by the Rev. Lester Kinsolving that WTOP-AM-TV Washington violated the commission's personal attack rule.

In a letter to Mr. Kinsolving, Complaints and Compliance Division Chief William B. Ray said the commission had concluded that "there had been no attack" on Mr. Kinsolving's "honesty, integrity or other like personal qualities."

Mr. Kinsolving's complaint had stemmed from a comment by *Time* magazine's Washington bureau chief, Hugh Sidey, on the stations' *Agronsky & Company*, a weekly public affairs program. In discussing a news conference held by President Carter in June, Mr. Sidey said a question raised by Mr. Kinsolving about the sexual activities of White House staff members was of "dubious" significance and he questioned its legitimacy.

Mr. Kinsolving argued to the FCC that Mr. Sidey's statements constituted a personal attack.

Mr. Kinsolving is a former news commentator with WAVA-AM-FM Arlington, Va. (Washington) and is now a print journalist. He is an ordained Episcopal minister.

The Broadcasting Playlist Sep 26

Contemporary

Last week	This week	Title □ Artist	Label
6	1	Keep It Comin' Love □ K.C./Sunshine Band	TK
4	2	Theme from "Star Wars" □ Meco	Millennium
2	3	I Just Wanna Be Your Everything □ Andy Gibb	RSO
1	4	Best of My Love □ Emotions	Columbia
3	5	Don't Stop □ Fleetwood Mac	Warner Bros.
9	6	That's Rock 'n' Roll □ Shaun Cassidy	Warner Bros.
5	7	Higher and Higher □ Rita Coolidge	A&M
14	8	Cold as Ice □ Foreigner	Atlantic
8	9	Float On □ Floaters	ABC
15	10	Nobody Does It Better □ Carly Simon	Elektra/Asylum
12	11	On and On □ Stephen Bishop	ABC
10	12	Telephone Line □ Electric Light Orchestra	United Artists
7	13	Handy Man □ James Taylor	Columbia
20	14	You Light Up My Life □ Debby Boone	Warner Bros.
19	15	Boogie Nights □ Heatwave	Epic
11	16	Strawberry Letter 23 □ Bros. Johnson	A&M
22	17	How Much Love □ Leo Sayer	Warner Bros.
23	18	Swaying to the Music □ Johnny Rivers	Big Tree
13	19	I Feel Love □ Donna Summer	Casablanca
28	20	Don't Worry Baby □ B.J. Thomas	MCA
26	21	Brick House □ Commodores	Motown
18	22	Theme from "Star Wars" □ London Sym.	20th Century
21	23	Signed, Sealed and Delivered □ Peter Frampton	A&M
25	24	Jungle Love □ Steve Miller Band	Capitol
16	25	Barracuda □ Heart	Portrait/CBS
17	26	Easy □ Commodores	Motown
24	27	Smoke from a Distant Fire □ S. Townsend	Warner Bros.
33	28	She Did It □ Eric Carmen	Arista
34	29	Heaven on the Seventh Floor □ Paul Nicholas	RSO
42	30	Baby, What a Big Surprise □ Chicago	Columbia
32	31	Whatcha Gonna Do □ Pablo Cruise	A&M
36	32	Cat Scratch Fever □ Ted Nugent	Epic
30	33	Just a Song Before I Go □ Crosby, Stills and Nash	Atlantic
29	34	Black Betty □ Ram Jam	Epic
41	35	The King Is Gone □ Ronnie McDowell	Scorpio/GRT
—	36	Just Remember I Love You □ Firefall	Atlantic
31	37	Way Down □ Elvis Presley	RCA
37	38	The Greatest Love of All □ George Benson	Arista
—	39	It's Ecstasy... □ Barry White	20th Century
38	40	It Was Almost Like a Song □ Ronnie Milsap	RCA
39	41	Undercover Angel □ Alan O'Day	Pacific/Atlantic
35	42	You Made Me Believe in Magic □ Bay City Rollers	Arista
45	43	Surfin' USA □ Lelf Garrett	Atlantic
43	44	Do You Wanna Get Funky with Me □ Peter Brown	Drive/TK
47	45	Don't It Make My Brown Eyes Blue □ C. Gayle	United Artists
—	46	It's So Easy □ Linda Ronstadt	Asylum
27	47	You and Me □ Alice Cooper	Warner Bros.
48	48	We Just Disagree □ Dave Mason	Columbia
49	49	I Believe You □ Dorothy Moore	Malaco/TK
—	50	Send in the Clowns □ Judy Collins	Elektra

Playback

Buffett ballad. *Changes in Latitudes, Changes in Attitudes* (ABC), title cut from Jimmy Buffett's latest album, is a fast follow-up to *Margaritaville*, a tune that hit top 10 on both country and contemporary "Playlists." This crossover artist is having regional success, especially in the South. WCKS(FM) Cocoa Beach, Fla., is on the record and music director Jason Douglas reports Mr. Buffett, a Floridian, is "a smash in Florida. The guy is phenomenal. *Changes* is a nice, bouncy tune." The single is also on at WTMA(AM) Charleston, S.C., where Bob McLain reports the tune "fits in with what people in this climate are into: laid back in the sun, have a good time...he's a strong artist in this market." **Harmony.** Some music directors agree on *We Just Disagree* (Columbia), Dave Mason's latest single from *Let It Flow*. "It sounds good on AOR, MOR—it sounds good on any format. It's an easy, relaxing song, but the words are heavy," says Bear Bradley of WMAK(AM) Nashville. **Consensus on Carpenters.** *Calling Occupants of Interplanetary Craft* (A&M), first released by Klaatu earlier this year, is back on the airwaves—this time by the Carpenters. It's an unusual selection for the duo, but that's part of its appeal. Says Mr. Douglas of wcks: "It's not typical Carpenters. That's why it's good. They're not hopscoatching their way down the yellow brick road anymore." Erik Fox of WOW(AM) Omaha, Neb., sees promise in it: "I think it's going to be a smash. If a station doesn't play it, it's missing something." **Watch this space.** *Isn't It Time* (Chrysalis), single from The Babys' second album, is one to watch, says Dave Bishop of WCOL(AM) Columbus, Ohio, and Bear Bradley. Says Mr. Bradley: "They've cleaned up their act. This record is well produced."

Country

Last week	This week	Title □ Artist	Label
1	1	Don't It Make My Brown Eyes Blue □ C. Gayle	United Artists
2	2	I've Already Loved You in My Mind □ Conway Twitty	MCA
19	3	Heaven's Just a Sin Away □ Kendalls	Ovation
25	4	Eastbound and Down □ Jerry Reed	RCA
3	5	Daytime Friends □ Kenny Rogers	United Artists
5	6	Y'all Come Back Saloon □ Oak Ridge Boys	ABC/Dot
4	7	Why Can't He Be You □ Loretta Lynn	MCA
17	8	We Can't Go on Living Like This □ Eddie Rabbitt	Elektra
6	9	It's All in the Game □ Tom T. Hall	Mercury
21	10	I Got the Hoss □ Mel Tillis	MCA
7	11	If You Don't Love Me □ Freddy Fender	ABC/Dot
12	12	That's the Way Love Should Be □ Dave & Sugar	RCA
10	13	Southern California □ Jones & Wynette	Epic
9	14	Sunflower □ Glen Campbell	Capitol
11	15	I Love You a Thousand Ways □ Willie Nelson	Columbia
—	16	Don't Say Goodbye □ Rex Allen Jr.	Warner Bros.
18	17	I'm Just a Country Boy □ Don Williams	ABC/Dot
8	18	Way Down □ Elvis Presley	RCA
15	19	Rollin' with the Flow □ Charlie Rich	Epic
—	20	Danger of a Stranger □ Stella Parton	Elektra
20	21	The Pleasure's Been All Mine □ Freddie Hart	Capitol
13	22	Till the End □ Vern Gosdin	Elektra
—	23	Shame, Shame on Me □ Kenny Dale	Capitol
16	24	Ramblin' Fever □ Merle Haggard	MCA
—	25	Dancing the Night Away □ Tanya Tucker	MCA

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

Media

Stephanie P. McClelland, director of sales and profitability analysis, CBS Television Stations Division, New York, named director of broadcast services for division, to assist Lee Currin, programing VP, in development and acquisition of programs and to handle commercial clearance matters and monitor community affairs activities affecting CBS's five owned TV stations. **Sherman Wildman**, general sales manager of WCBS-TV New York, appointed general manager, retail sales, CBS Television Stations Division.



McClelland

Doty

Lockwood Richard Doty II, who recently sold Dick Doty & Associates, marketing firm, Fort Lauderdale, Fla., named director of network communications, Mutual Broadcasting System. He will be in charge of public relations, advertising, marketing and promotion.

David Day, operating director, Texas State Network, Fort Worth, promoted to general manager, succeeding **Kenneth R. Greenwood**, senior VP, who has returned to University of Tulsa, Okla., to teach radio news class.

Bob Walton, VP-general sales manager, WRBL-TV Columbus, Ga., named VP-general manager, WRBL-AM-FM-TV. **Paul Berry**, WRBL-TV programing and operations VP, appointed VP-assistant general manager, WRBL-AM-FM-TV.

Marlon T. Brown, assistant to business manager, ABC-Owned Radio Stations, New York, named financial administrator, ABC-Owned AM stations, New York. **Willard Lochridge**, VP-general manager, WPLJ(FM) New York, named to same post KXYZ(AM)-KAUM(FM) Houston. (All are ABC-owned stations.)

Bob Ray Sanders, reporter-producer, non-commercial KERA-FM Dallas, named station manager.

Neil Conrad, sales coordinator, KLOS(FM) Los Angeles, appointed operations supervisor.

Linda Conner, traffic manager, WFYR(FM) Chicago, named operations manager.

Bill Schafer, assistant public affairs director, WRBL-AM-FM-TV Columbus, Ga., named VP-director of public affairs.

Laura Estrada, assistant community relations director, KTRK-TV Houston, named public affairs director.

Claudette Sims, public relations director, YWCA, Houston, joins KTRK-TV as community relations director. **Laura Estrada**, assistant community relations director, KTRK-TV Houston, named public affairs director.

Connie Grubb, promotion director-merchandising manager, KGMB-AM-TV Honolulu, named promotion director, WGMS-FM Washington.

Tom Collins, program director, WKQO(AM) Cocoa, Fla., promoted to operations manager. **Jane Maschmeier**, account executive, assumes additional duties as promotion manager.

Newly elected officers, Illinois Broadcasters Association: **Phil Nolan**, WIND(AM) Chicago, president; **Bob Rice**, WRAU-TV Peoria, president-elect; **Charlie Wright**, WBYS-AM-FM Canton, VP-radio, and **Bob Farrow**, WCST(TV) Springfield, secretary-treasurer.

Broadcast Advertising

Jackie DaCosta, VP in charge of media information and analysis department, Ted Bates & Co., New York, appointed senior VP. Named VP's at Bates: **Nancy Clott**, media director for U.S. Navy, Schweppes, Kal-Kan and Panasonic; **Virginia Brown**, account manager in spot broadcast buying unit on Colgate, Mars and Warner-Lambert; **Lew Heck**, media director on Carter-Wallace, General Development, In-Bank and M&M/Mars, and **Roger E. Miller**, account supervisor on Standard Brands foods, responsible for Blue Bonnet margarine, Light Tasty spread and Royal desserts.

Bruce A. Hoenig, director of broadcast and programing, Kenyon & Eckhardt, New York, named senior VP-media director, Avrett, Free & Fischer advertising there.

Marvin Honig, executive VP and creative director, Doyle Dane Bernbach, New York, named executive creative director. **Roy Grace** and **Mike Mangano**, senior VP's and associate creative directors, appointed creative directors.

Edward M. Stern, VP in charge of media and programing, Foote, Cone & Belding, Chicago, retires at end of this year after 29 years with agency. He will be succeeded by **Robert M. Daubenspeck**, VP-media director.

Willard Dougherty, director of Southeast sales, Television Bureau of Advertising, Atlanta, and **Charles (Chuck) Hanson**, director of Southwest sales, Dallas, appointed VP's.

David Johnson, director of sales for ABC Television Spot Sales Inc., named VP-general manager of division.

Farrell Reynolds, VP and Eastern sales manager, MMT Sales Inc., New York and **Doug Balogh**, VP and Midwest manager, Chicago, named senior VP's. **Chuck Wing**, Philadelphia office manager and **Roger Goldhammer**, Chicago sales manager, appointed VP's.

Harry J. Durando, account executive with RKO Television Representatives (RTVR) since 1975 and earlier president of Metro Radio Sales, New York, named national sales manager of RTVR.

Lucien DiSalvo, senior VP-director of marketing research services, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named director, media and marketing research services

departments.

Kennett C. Johnson, VP-general manager, and **George T. Gale**, VP-creative director, Batz-Hodgson-Neuwöhner, advertising and marketing services agency, St. Louis, elected to board of directors.

John Nesvig, account executive, Western sales, NBC-TV, Los Angeles, named VP there.

Newly appointed account executives, CBS Television Network sales, New York: **John H. Arbenz**, general manager, CBS-owned WEEI-FM Boston; **Jack O'Sullivan**, sales development director, CBS Television Network sales; **Richard T. Robertson**, account executive, CBS Television Network sales, Chicago, and **Douglas H. Shafner**, account executive, CBS Television Stations national sales, San Francisco.

Lenore Murphy, broadcast estimator, Needham, Harper & Steers, Chicago, promoted to broadcast buyer.

Bob Wall, executive VP-creative director, Lois Holland Callaway advertising, New York, joins Kenyon & Eckhardt there as VP-executive art director. **Jerry McFarland**, account executive, Ted Bates Advertising there, joins K&E in same post.

Jerry A. McShea, marketing manager, World of Beauty Club, New York, joins Doubleday Advertising there as account supervisor.

Allen Hurdley, account executive, Texas State Network, Fort Worth, promoted to general sales manager. **Gary Maricle**, from co-owned KQED(AM) Albuquerque, N.M., joins TSN as account executive.

David M. Papandrea, from WPLR(FM) New Haven, Conn., joins Connecticut Radio Network, regional rep firm there, as account executive.

David Halberstam, coordinator of sports and special events, City University of New York, joins Katz Sports Division there, representative of sports packages.

Tops at BFM. Gene R. Anderson, finance VP, Forward Communications, Wausau, Wis., named president of Broadcasting Financial Management Association (formerly Institute of Broadcasting Financial Management). He succeeds Harold A. Poole, VP and controller, Gilmore Broadcasting, Kalamazoo, Mich. Joseph J. McCabe, KPLR-TV St. Louis, was elected VP; Ronald Doerfler, Capital Cities Communications, New York, secretary, and William J. Key, WHBO-AM-TV Memphis, treasurer.

Five new board members elected: Allyn C. Cutler, KLAS-TV Las Vegas; Willard W. Hoyt, Nationwide Communications, Columbus, Ohio; Keith Huetson, King Broadcasting, Seattle; Ernst G. Lederbuhr, WLS-TV Chicago, and Betty M. Robertson, Cosmos Broadcasting, Columbia, S.C.

"...I can't buy without it."



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*1976 Lowengard & Brotherhood Survey of Advertising Managers' Attitudes Toward Media and Their Sales Representatives; 1976 Thackery, Purnell & Stout Advertiser/Agency Survey for Ames Publishing Company; 1975 & 1976 Harvey Research Profile of Buyers of Magazine Advertising for TGI; 1976 Computerworld Study of Media Buying Influences for Their Use of Various Sources in Making Media Plans; 1977 Harvey Research Study of Newspaper and Market Selection Practices of Major Advertisers and Agencies; 1976 SRDS Radio Buying Activity Survey — copies on request.

Lee E. Walther, account executive, Cunningham & Walsh, New York, joins Jos. Schlitz Brewing Co., Milwaukee, as assistant advertising manager.

Bob Lee, with WTVM(TV) Columbus, Ga., promoted to general sales manager.

Bob Glassburn, general manager, KGLR(FM) Reno, and VP of broadcast operations for parent, Leisure Time Communications, named general sales manager, KOLO(AM) Reno.

Pat B. Parker, VP, Keith Smith poultry and meat packing firm, Hot Springs, Ark., and former sales manager at Gray Communications, Albany, Ga., and Fuqua Industries, Atlanta, joins KFPW-TV Fort Smith and co-owned KTVI(TV) Fayetteville, both Arkansas, as national and local sales director.

H. Joseph Lewin, account executive, WLWT(TV) Cincinnati, named local sales manager.

Tim McReynolds, account executive, WDAI(FM) Chicago, named local sales manager, WXLL(AM) Decatur, Ga.

Mary L. Kellogg, account executive and production research coordinator, retail sales department, KNXT(TV) Los Angeles, named manager of advertising and promotion there.

Gloria Cabrera, from *Newsweek* magazine, and **Timothy P. Cresci**, from WTOG(TV) St. Petersburg, Fla., join sales staff at WTVJ(TV) Miami.

Marie Clare, from KYTE(AM) Portland, Ore., and **Dennis Mederos**, from KYXI(AM) Oregon City, Ore., join local sales staff, KOIN-TV Portland.

Frances A. Sharp, from WWDC-AM-FM Washington, joins WGMS(AM) there as account executive.

Anthony D. Potter, general manager, WDEW(AM) Westfield, Mass., named account executive, WRKO(AM) Boston.

Mike Wilson, from WEZY(AM) Cocoa, Fla., joins WKKO(AM) there as account executive.

Programing



Robinson



Farber

Martin J. Robinson, executive VP and general sales manager of United Artists Television, appointed president and chief executive officer, effective Jan. 1, 1978, succeeding **Erwin H. Ezze**, board chairman, who is taking early retirement. **Barton Edward Farber**, VP in charge of legal affairs for UA-TV, named executive VP and chief operating officer.

Jeff Katzenberg, executive director of marketing for administration, motion picture division of Paramount Pictures Corp., Hollywood,

appointed programing VP for Paramount Television Service.

Fred Ahern, production manager for *Barnaby Jones* series, Quinn Martin Productions, Los Angeles, promoted to VP-dramatic program production.

Annette Campbell, promotion manager, Metromedia Producers Corp., New York, named promotion and advertising manager, East Coast. **Bill Doty**, promotion copywriter, MPC, named manager of promotion and press relations, West Coast, Los Angeles.

Michael N. Garin, director, market development, Time-Life Television, New York, appointed VP and general manager, public television and syndication, Time-Life Films, New York.

Paul Block and **Howard Papush**, talent coordinators, NBC's *Tonight Show*, Burbank, Calif., signed to develop and produce daily afternoon television series with Group W Productions and Westinghouse Broadcasting, New York.

Jon Holiday, program consultant, Broadcast Programing International, radio syndication firm, Bellevue, Wash., assumes additional duties as sales manager.

John L. Petrie, executive producer, NBC's WMAQ-TV Chicago, named director-programs, co-owned WRC-TV Washington.

Shirley E. Frederick, research director and executive producer of public affairs programing, WKW-TV Cleveland, appointed executive programing producer.

Dale Andrews, operations manager, KXYZ(AM) Houston, named program director, WFBK(AM) Baltimore.

Chip Taylor, assistant program director, WKKO(AM) Cocoa, Fla., named program director.

Michael O'Shea, national program director, Amature Group, St. Louis, named program director, KVI(AM) Seattle.

John H. Hutchinson Jr., manager of administration and installation, Jefferson Data Systems, Charlotte, N.C., named program operations manager, co-owned WBT(TV) there.

Andy Ulrich, producer-director, KMST(TV) Monterey, Calif., named production manager, KSBW-TV Salinas, Calif.

Eric Elfrig, reporter-air personality, WMVO-AM-FM Mount Vernon, Ohio, promoted to assistant program director.

Patrice Fletcher, reporter-producer, WHAS-TV Louisville, Ky., and **Margot Wain**, associate producer of WBBM-TV Chicago's weekly magazine program, *Two on Two*, named co-producers of that show.

Susan E. Burdick, executive editor, WEEI(AM) Boston, named editorial and public affairs director.

Don Ellison, sports anchorman, WMAR-TV Baltimore, appointed sports director.

Harriet Lapides, audience research program, WHBQ(AM) Memphis, promoted to music and research coordinator.

Peter F. Bradley, program director in film, TV/media and literature for New York State Arts Council, named director-special projects, noncommercial KTCA-TV and co-owned non-commercial KTCI-TV Minneapolis-St. Paul.

FOR SALE:

TV/FM TRANSMISSION EQUIPMENT

TV Transmitter

General Electric TT42A
35 KW low band VHF (channel 5)

TV Antenna

General Electric TY-60-N
5 section Batwing omnidirectional (channel 5)

FM Antenna

RCA BFG-16A
16 bays—101.5 MHZ—ratioed 62.5% and 37.5% V

TOWER

STAINLESS, INC. 1,100 FOOT
10 foot face—uniform cross section—black iron—
bridle guyed at six levels. 40 pound tower
while supporting GE 4 bay Batwing low band TV antenna.

TRANSMISSION LINE

3,735 feet
EIA flanged 3 1/8 inch by various suppliers

All equipment currently operating in good condition.
Available after July 1, 1978.

Contact Lee Poole, Chief Engineer
WRAL-TV
P.O. Box 1200
Raleigh, NC 27605

Broadcast Journalism



Davis

Sid Davis, chief of Westinghouse Broadcasting Co.'s Washington news bureau for past nine years, joins NBC News as director of news, Washington. He will be responsible for day-to-day operations of NBC News in Washington, reporting to Donald Meany, VP, news, Washington.

Nigel Ryan, editor-in-chief executive, Independent Television News, Great Britain, joins NBC News, New York, as VP-special programs, in charge of documentaries. **Joe De Cola**, producer, *60 Minutes*, CBS-TV, New York, joins NBC News as producer, special programs department.

Jack Jones, newsman, WSPA-AM-FM Spartanburg, S.C., named news director.

Gene Poythress, UPI regional executive, Miami, named general executive for South, based in Atlanta. **Douglas A. Gripp**, regional executive in Washington, named general executive for mid-Atlantic states, based in Washington. **John M. Perry Jr.**, North Carolina editor, Raleigh, succeeds Mr. Poythress as regional executive, Miami, and **James C. East**, UPI newsman, Atlanta, named regional executive for Georgia. Newly appointed state news editors for North Carolina, Alabama and Wyoming are: **Glenn A. Stephens**, Alabama news editor, named state news editor, North Carolina; **Thomas P. Brooks**, UPI, New Orleans, named state news editor, Alabama, and **Richard Olive**, administrator for Wire Service Guild, named state news editor, Wyoming.

Lesley Stahl, correspondent, CBS News, Washington, named Washington correspondent, *CBS Morning News*. **Sharron Lovejoy**, reporter and correspondent, CBS News, Los Angeles, named editor, CBS News's *Magazine*, monthly TV series for women, based in New York. **Gene DePoy**, CBS News producer for 23 years, is taking early retirement at 62 at end of September. He has worked on *See It Now*, *Small World* and *CBS Reports* programs.

James Griffin, assistant director of engineering, WJLA-TV Washington, named assistant news director for operations, responsible for supervision of news administrative functions. **Barbara Matusow**, member of WJLA-TV news operations department, named news producer.

Alan Goldberg, from KPIX(TV) San Francisco, rejoins KATU(TV) Portland, Ore., as executive news producer.

Jim Thebeau, freelance writer-photographer and former producer-managing editor, KTRK-TV Houston, joins KMOX-TV St. Louis as news producer.

John Hambrick, co-anchor, KABC(TV) Los Angeles, named anchor, KRON-TV San Francisco.

Bill O'Reilly, investigative reporter, WFAA-TV Dallas, joins KMGH-TV Denver as reporter/co-anchor. **Paul Day**, reporter/co-anchor/news producer, KTVB(TV) Boise, Idaho, named KMGH-TV reporter.

Burd Bullock, from WTVF(TV) Nashville, joins

WFTV(TV) Orlando, Fla., as reporter-weekend weatherman.

Stephen Doyle, weekend anchor, KMSP-TV Minneapolis-St. Paul, appointed special projects manager, reporter and anchor of local cut-ins in *Good Morning America* program.

Martin H. Bass, graduate, radio-TV department, Southern Illinois University at Carbondale, named reporter, KENS-TV San Antonio, Tex. **Rochelle B. Ogershok**, SIU graduate, joins news team at KBJR-TV Superior, Wis.

Phil Jennrich, from KRTH(FM) Los Angeles, and **Maggi Scura**, from KTXL(TV) Sacramento, Calif., join KNTV(TV) San Jose, Calif., as co-anchors of weekend newscasts. **Jeff Richmond**, from KMST(TV) Monterey, Calif., named KNTV weekend sports anchor.

Gail Anderson, reporter-anchor-assignment editor, WKND(AM) Windsor, Conn., named anchor/reporter, WDRC(AM) Hartford, Conn.

Dave Taylor, news director, WEIC-AM-FM Charleston, Ill., elected president, Illinois Associated Press Broadcasters. **Charles Wright**, president-general manager, WBYS-AM-FM Canton, elected VP/president-elect.

Cable

Thomas Ficara, former president, Federal Broadcasting Co., Pleasantville, N.J.-based CATV program supplier, joins Vista Programming Services, New York, to head its pay-TV syndication service.

Richard D. Ashpole, director of engineering, Continental Cablevision of Lansing, Mich.,

named assistant VP of engineering for Continental Cablevision's Michigan subsidiaries.

Carmella Caridi, associate with law firm of Morris Waleck, New York, named counsel for Manhattan Cable Television there.

Ronald A. Hoodak, teacher, Elmira, N.Y., school system, named program manager, Telepromoter Cable, Horseheads, N.Y.

John Raines, from Jackson Communications, Clayton, Ohio, has been appointed interim at-large member of National Cable Television Association board, replacing **Jerry Greene** of Classic Cablesystems, Scarsdale, N.Y., who died Aug. 11. Mr. Raines was on board before, but had to resign earlier this year after moving to another district.

Equipment & Engineering

Newly elected VP's, Scientific-Atlanta, Atlanta: **William L. Davenport**, corporate counsel, named VP-director of human resources; **Harry Topliss Jr.**, secretary-treasurer, appointed finance VP, and **Charles S. Young**, who has served in various engineering and management positions, appointed instrumentation VP.

Len Deitch, TV engineering VP, Zenith Radio, Chicago, named VP-product development. **Robert Hansen**, executive director-color TV engineering, named executive director television engineering. **Robert Adler**, research VP, has announced desire to resign at end of this year and will continue as full-time consultant until then. He will serve as part-time consultant after that date.

For Radio:
Gord Atkinson's

a Crosby Christmas!

Join Bing and some very special friends
in a 2 hour Holiday Spectacular!
Your listeners will hear Der Bingle
talk about Christmas' past;
present and future.

Along the way, Bing will introduce many
of his most memorable Yuletide recordings.
This **Very Merry Christmas Special**
is available for exclusive play
in your market.

Write or Call us (Collect) for your FREE
Demo Cassette and very affordable price to:

Pete Kline

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Sherman Oaks, Calif. 91403
(213) 789-5984 or (213) 990-7414



John L. Neff, former president, Broadcast Electronics Inc., Silver Spring, Md., named marketing VP for North America, Consolidated Electronic Industries, Washington.

Karol Freed, chief engineer, Unimedia Corp., manufacturer of color TV monitors and monitor-related products, Auburn, Calif., promoted to engineering VP.

John F. Schneider, broadcast equipment salesman, Cetec Corp., Goleta, Calif., named district sales manager, McMartin Industries, Kirkland, Wash.

Robert E. Leach, director of engineering, WDAU-TV Scranton, Pa., joins Philips Broadcast Equipment Corp., Mahwah, N.J., as product manager-television transmitter products.

Reed McIlroy, district sales manager of southern California and Arizona for Polaroid Corp., joins Ampex tape division, Redwood City, Calif., as Western regional sales manager-consumer products.

Ed Lowry, engineer, WGUN(AM) Atlanta, joins WANX-TV there in same post.

John J. Mullaney, formerly on active duty with U.S. Air Force, named associate of John H. Mullaney Consulting Radio Engineers, Potomac, Md.

Allied Fields

Frank Kalil, media broker, R.C. Crisler Co., Tucson, Ariz., office, appointed VP.

R. Anthony Rogers and **Foster DeReltzes**, associates in Washington law firm of Wilkinson, Cragun & Barker, named partners.

George G. Milliken, partner in Bold Venture Inc., marketing consulting, manufacturing and



Captain of Courageous. Robert E. (Ted) Turner III, principal owner of WTCG-TV Atlanta, returned home victorious Sept. 18 after successfully defending the New York Yacht Club's America's Cup as skipper of the 12-meter *Courageous*. The *Courageous* beat its challenger, the *Australia*, in four races Sept. 13-18.

distribution operation, Los Angeles, joins Atwood Richards barter firm, New York, as VP-Western region, based in Los Angeles.

Carl J. Fielstra, attorney and consultant on communications law and regulatory policy, has become associated with John M. Eger, former head of White House Office of Telecommunications Policy, who is now independent communications attorney, Washington.

Kalman (Koonle) Schaefer, senior policy development officer in international section of Office of Telecommunications Policy, is moving over to FCC as special adviser to commis-

sioners on international matters. One principal concern is World Administrative Radio Conference to be held in 1979. Mr. Schaefer's post, which is new, was created by commissioners to meet need they felt for assistance in international area.

Marla Spehar, from Katz Radio, joins Kelly, Scott & Madison, media services organization, Chicago, as media buyer.

H.G. (Jay) Holland Jr., VP of media administration, Cunningham & Walsh, New York, appointed client service executive of A.C. Nielsen Co's Nielsen Station Index.

Stephen B. Labunski, former executive VP of Merv Griffin Stations and previously president of NBC Radio Network, named general consultant to Webster Group, New York management consultant firm in radio.

Frank S. Colligan, with A.D. Ring & Associates consulting engineers, Washington, elected senior member, Institute of Electrical and Electronics Engineers.

Richard H. Frishman, producer, *The Barry Farber Show*, WOR(AM) New York, joins Planned Television Arts Ltd., broadcast public relations firm there, as publicity director. PTA specializes in booking talk-show guests.

Death

Raymond A. Plank, 61, president-general manager, WKLA(AM) Ludington, Mich., died of cardiac arrest there Sept. 17. He spent two terms as National Association of Broadcasters board member (from 1966 to 1970) and during that time was first chairman of its small market radio committee. Survivors include his wife, Millie; son, R. Thomas, WKLA sales manager, daughter, Sandra.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 12 through Sept. 16.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. 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

TV actions

■ Broadcast Bureau granted following CP modifications to extend completion time to date shows: WIFL Chicago (BMPH-15191), Jan. 4, 1978; WPBT Miami (BMPET-891), Feb. 15, 1978.

■ Jacksonville, Fla.—Crown Broadcasting Corp. seeks ch. 30 (556-572 mhz); ERP 1662 kw vis., 240 kw aur., HAAT 944 ft.; ant. height above ground 995 ft. P.O. address: 736 Gulf Life Building, Jacksonville 32207. Estimated construction cost \$1,738,766; first-year operat-

ing cost \$849,583; revenue \$900,000. Legal counsel Fisher, Wayland, Southmayd & Cooper, Washington; consulting engineer Edward F. Lorentz. Principals: 21 stockholders, (none with more than 8.3%). Robert R. Bowen is president. Mr. Bowen is president of Jacksonville manufacturer and is former director of WTLV(TV) there. No stockholder has other broadcast interests.

■ Jacksonville, Fla.—Springfield Television Florida seeks ch. 30 (566-572 mhz); ERP 2612 kw vis. 208 kw aur., HAAT 990.9 ft.; ant. height above ground 1030 ft. P.O. address: Box 22210, Springfield, Mass. 01101. Estimated construction cost \$2,548,513; first-year operating cost \$924,000; revenue not given. Legal counsel Stein, Halpert & Miller, Washington; consulting engineer John A. Fergil. Principals: Wholly owned by Springfield Television Corp., which is principally owned by William J. Putnam and other members of his family. They own WWLP(TV) Springfield, WRLP(TV) Greenfield, both Massachusetts, and WKFE(TV) Dayton, Ohio. Ann. Sept. 15.

FM actions

■ Broadcast Bureau granted following CP modifications to extend completion time to date shows: WTCV Shelbyville, Tenn. (BMPH-15192) Dec. 1; WPJS Orangeburg, S.C. (BMPH-15204) Feb. 12, 1978; KLUK Atlanta, Tex. (BMPH-15202). Action Aug. 31.

■ Boulder City, Nev.—Garrett, Andrews & Letizia Inc. seeks 105.5 mhz, 12 kw, HAAT 1470 ft. P.O. address: 500 S. Fourth Street, Las Vegas 89101. Estimated construction cost \$30,500; first-year operating cost \$47,100; revenue \$228,000. Format: contemporary country. Principals: William C. Andrews (55%), his

wife, Rivers (5%), Thomas Letizia (20%) and Ronald J. Giarrantano (Garrett) (20%). Mr. Andrews is sales manager for Sandy Frank films. Other principals are owners of Western Advertising agency, Las Vegas. Ann. Sept. 2.

■ Pebble Beach, Calif.—Robert Louis Stevenson School seeks 91.5 mhz, 10 w, HAAT 42 ft. P.O. address: Box 657, Pebble Beach 93953. Estimated construction cost \$7668; first-year operating cost \$1,080. Format: educational. Applicant is private school; Norman H. Lowe, director of development. Ann. Sept. 2.

■ Victoria, Tex.—McDougal Broadcasting Inc. seeks 107.9 mhz, 57.85 kw, HAAT 359.5 ft. P.O. address: 402 East Virginia, Victoria 77901. Estimated construction cost \$133,849.25; first-year operating cost \$97,525; revenue not given. Format: "regular music". Principal: Dudley B. McDougal (100%), former program director of KVIC(AM) Victoria. Ann. Sept. 13.

Ownership changes

Applications

■ KWUN(AM) Concord, Calif. (148.0 khz, 500 w-D;.)—Seeks transfer of control of Adler Communications Co. from William D. Adler (100% before; none after) to Arthur C. Youngberg (none before; 100% after). Consideration: \$338,000. Principals: Mr. Adler has no other broadcast interests. Buyer is syndicated journalist. He formerly owned KPRL(AM) Paso Robles and KVON(AM) Napa, both California. Ann. Sept. 14.

Call letters

Applications

Call	Sought by
New TV's	
WYIS	Hart Broadcasting Co., Phoenixville, Pa.
*KBDI-TV	Front Range Educational Media Corp., Broomfield, Colo.
New AM	
WGNN-TV	Good News TV Network Inc., Winston-Salem, N.C.
New FM's	
KMDX	B.I.N.I. Broadcasting Co., Parker, Ariz.
*WBRH	East Baton Rouge Parish School Board, Baton Rouge, La.
WFCB	Frederick F. Stannard & Satly S. Stannard, Chillicothe, Ohio
*WCYJ	Agape School Inc., Jefferson, Ohio
Existing TV	
KYEL-TV	KBLU-TV Yuma, Ariz.
Existing AM's	
WMYQ	WBKN Newton, Miss.
WSMX	WURL Winston-Salem, N.C.
WZZD	WIBG Philadelphia
KFHM	KQAM San Antonio, Tex.
Existing FM's	
KBTG	KRCK-FM Sheffield, Ala.
WJSE	WPVM Cumberland, Md.
WIXO	WTBI McComb, Miss.
KOOZ	KOPR-FM Great Falls, Mont.
WLEZ	WENY-FM Elmira, N.Y.
WYLY	KCHF-FM Sioux Falls, S.D.

Grants

Call	Assigned to
New AM's	
KHOL	Mercer Broadcasting Inc., Beulah, N.D.
WKCK	Radio Sol Broadcasting Corp., Orocovis, Puerto Rico
New FM's	
KAYN	Graham Broadcasting Co., Nogales, Ariz.
KOEZ	Brandon-Dorsey Communications Inc., Shafter, Calif.
*WRMB	Moody Bible Institute of Chicago, Boynton Beach, Fla.
*WEAX	Tri-State College, Angola, Ind.
KJBS	Hagan Broadcasting Inc., Bastrop, La.
*WWIH	Trustees of High Point College Inc., High Point, N.C.
KTAS	Taos Communications Corp., Taos, N.M.
*KDXL	Independent School District No. 283, St. Louis Park, Minn.
Existing TV	
WANX-TV	WHAE-TV Atlanta
*WCME	WXXW Chicago
Existing AM's	
KBIK	KKOK Lompoc, Calif.
WJXY	WJAL Conway, S.C.
WGRC	WKQW Spring Valley, N.Y.
Existing FM's	
WQTU	WRGA-FM Rome, Ga.
KAJN-FM	KHIO Lafayette, La.
WLOB-FM	WRON Westbrook, Ma.
WOKO	WDNH Dover, N.H.
KBEZ	KAKC-FM Tulsa, Okla.
WIOA	WORA-FM Mayaguez, Puerto Rico
WIOC	WPRP-FM Ponce, Puerto Rico
WIOB	WQBS-FM San Juan
WQLS	WCLE-FM Cleveland, Tenn.
KZOK-FM	KZOK Seattle
WAXX-FM	WEAU-FM Eau Claire, Wis.

■ KIFM(FM) San Diego (98.1 mhz, 28 kw)—Seeks transfer of control of West Coast Media Inc. from Dominic A. Visconti (50.2% before; none after) to Donald B. McCann (49.8% before; 100% after). Consideration: \$450,000. Principals: They formerly owned KORJ(FM) Garden Grove, Calif. Ann. Sept. 14.

■ WGNB(AM) Indian Rocks Beach, WKES(FM) St. Petersburg, both Florida—Seeks assignment of license from Southern Keswick Inc. to Moody Bible Institute of Chicago Inc. for nothing. Southern Keswick is non-profit, religious corporation, as is Moody. Moody is licensee of WMBL-AM-FM Chicago; WCRF(FM) Cleveland; WDLM(AM) Moline, Ill.; WMBW(FM) Chattanooga, and KMBL-AM-FM Spokane, Wash. It has also received CP's for new FM's at Boynton Beach, Fla., and East Moline, Ill. Ann. Sept. 14.

■ WIYD-FM Palatka, Fla.—Seeks assignment of license from Hall Broadcasting Co. to Sis Radio Inc. for \$288,000. Seller is Georgie F. Hall, who also owns WWPFF(AM) Palatka. Buyer is owned by Stanley N. (23.2%) and his wife, Harriet Kaplan (56.9%), and 24 others. They also own WAYS(AM)-WRDQ(FM) Charlotte, N.C. WAPE(FM) Jacksonville, Fla., and chain of weekly papers in Charlotte area. Ann. Sept. 14.

■ WTTV(TV) Indianapolis (ch. 4)—Seeks assignment of license from Sarkes Tarzian Inc. to Teleco Indiana Inc. for \$26 million. Seller is Sarkes Tarzian, owner of WTTS(AM)-WGTC(FM) Bloomington, WATI(AM) Indianapolis and WPTH-FM Fort Wayne, all Indiana. Mr. Tarzian and family also own *Greencastle* (Ind.) *Banner Graphic*. Buyer is owned by Harold Berry, Harvey Grace and W.B. Doner, all of Detroit area. Mr. Berry is managing director of commercial real estate firm, and Mr. Grace is former vice president and general manager of WIJD(AM) Garden City, Mich. Mr. Doner is chairman of W.B. Doner and Co., advertising agency. Ann. Sept. 15.

■ WHET(AM) Waltham, Mass. (1330 khz, 5 kw)—Seeks transfer of control of WHET Inc. from Theodore Jones and others to Anthony R. Martin—Trigona for \$850,000. Sellers are owners of Charles River Broadcasting Co., which also owns WCRB(FM) Waltham. Buyer is Chicago attorney and real estate investor. He formerly owned WTAF(TV) Marion, Ind., which has been off air for several years. Ann. Sept. 14.

■ WJER-AM-FM Dover-New, Philadelphia, Ohio (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 101.7 mhz, 3 kw)—Seeks transfer of control of WJER Radio Inc. from Gary Petricola (55% before; 50% after) to Richard Kennedy and others (45% before; 50% after). Consideration: \$1,000. Transfer represents corporate restructuring. Ann. Sept. 14.

■ KQFM(FM) Portland, Ore. (101.7 mhz, 100 kw)—Seeks assignment of license from Point-O-Salecast Inc. to WCAR Inc. for \$500,000, plus \$90,000 consultancy agreement. Seller is principally owned by David M. Myers, who has no other broadcast interests. Buyer is owned principally by Golden West Broadcasters (92.4%), major group owner. Remaining shares are held by Frank and his wife, Diane, Blas of Ironwood, Mich. GWB has option to purchase Blas's shares and expects to acquire them soon. Ann. Sept. 14.

■ KDYL(AM) Tooele, Utah (990 khz, 1 kw-D);—Seeks assignment of license from Tooele County Radio and Television Broadcasting Inc. to Thomas Mathis for \$90,000. Seller is principally owned by Wendell T. Winegar, who has bought, subject to FCC approval,

KSVN(AM) Ogden, Utah. Mr. Mathis is owner of KBRV(AM) Soda Springs, Idaho. Ann. Sept. 14.

■ WVPA-AM-FM Petersburg, Va. (AM: 1290 khz, 5 kw-D; FM: 95.3 mhz, 3 kw)—Seeks assignment of license from Sterling Broadcasting Co. to Atlantic Broadcasting Corp. for \$550,000. Seller is owned by Sterling Livingston, who has no other broadcast holdings. Buyer is owned principally by Tom Joyner, vice president of Beasley Broadcast Group. Ann. Sept. 14.

Actions

■ WACD(AM) Alexander City, Ala. (1590 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Alexander City Broadcasting Inc. from Dudley J. Davis and others (100% before; none after) to Larry W. Morris and J.P. White (none before; 100% after). Consideration: \$100,000. Principals: Mr. Davis (40%), Gerald Y. Allen (35%) and William Causey (25%). They have no other broadcast interests. Mr. Morris is Alexander City attorney, and Mr. White owns furniture store there (BTC-8388). Action Sept. 7.

■ KTMN(AM) Trumann, Ark (1530 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Trumann Broadcasting Inc. to Cate Communications Corp. for \$127,000. Seller: Nathan L. Poff, who has no other broadcast interests. Buyer is William N. Cate, who also owns KRLW(AM)-KCAO(FM) Walnut Ridge, Ark. (15%); and KFTW(AM) Fredericktown, Mo. (51%) (BAL-8950). Action Sept. 6.

■ KFSC(AM) Denver (1220 khz, 1 kw-D)—Commission granted assignment of license from estate of Paco Sanchez to Latino Broadcasting Corp. for \$500,000. Seller: Probate court authorized sale to liquidate asset of estate to pay certain costs of estate of deceased. Buyer consists of ten stockholders, no broadcast interests. Action Sept. 15.

■ WAKC(AM) Normal, Ill. (1440 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Great Oaks Broadcasting Inc. to Samuel L. Martin and others for \$275,000. Seller is owned by Douglas H. Donoho and Mrs. Alta Jackson, personal representative of the estate of her late husband, Allan Jackson, long-time CBS newscaster. Buyers, other than Mr. Martin, are Bob Bivans, Don A. Ruth and Mr. Martin's son, Richard A. Senior Mr. Martin is president of Iroquois County Broadcasting Co., licensee of WGFA-AM-FM Watseka, Ill., and WTKM-AM-FM Hartford, Wis. He is also president of Watseka Bank. Mr. Bivans is vice president and general manager of Watseka stations, and Mr. Ruth is treasurer and office manager there. Younger Mr. Martin is secretary of Iroquois (BAL-9033). Action Sept. 6.

■ WKIK(AM) Leonardtown, Md. (1370 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Sound Media Inc. to Continental Broadcasting Corp. for \$340,000. Sellers are George E. Clark III and Richard A. Myers. They have no other broadcast interests. Buyer is owned by Thomas A. Lewis (30%) and Nathan H. Miller (70%). Mr. Lewis owns Fuls Run, Va., real estate firm, and Mr. Miller is Harrisonburg, Va., attorney with various other construction, real estate and manufacturing interests (BAPL-494). Action Aug. 11.

■ WSUF(AM) Patchogue, NY (1580 khz, 10 kw-D, 5 kw-N)—Broadcast Bureau granted assignment of license from Adams-Gettschall Broadcasting Co. to Brookhaven Broadcasting Corp. for \$125,001. Seller is

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Broadcasting

The newswEEKly of broadcasting and allied arts

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Company	
☐ Business Address	
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ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

SUBSCRIBER Service

- ☐ 3 years \$75
- ☐ 2 years \$55
- ☐ 1 year \$30
- Canada Add \$8 Per Year
- Foreign Add \$8 Per Year
- ☐ 1977 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
- ☐ 1977 Yearbook \$30.00 (If payment with order: \$25.00)
- ☐ Payment enclosed
- ☐ Bill me

principally owned by William J. Wolfe, who has no other broadcast interests. Buyers are Perry D. Silver (30%), Robert Silverman (25%) and Leda J. Canino (10%). Remaining 35% of stock is to be "distributed at later date to future employees or local parties... active in area organizations." Mr. Silver is sales account executive with WIBG (AM) Philadelphia. Mr. Silverman is partner in Riciprocal Merchandising Services, New York advertising agency, and owns interest in Romos Press Inc., book publisher there. Ms. Canino is Scarsdale, N.Y., teacher (BAL-9021). Action Sept. 1.

■ KACI (AM) The Dalles, Ore. (1300 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Radio KACI Inc. to Nugent Broadcasting Co. for \$285,000. Sellers: Cary L. Capps and his family. They also own KGRL (AM)-KXIQ Bend, KGAL (AM) Lebanon, KTXI (AM) Pendleton, KSRV (AM) Ontario, all Oregon, and KEEP (AM) Twin Falls, Idaho. Buyer is Burns Q. Nugent (100%), former executive vice president for station relations of National Association of Broadcasters, Washington. He has no other broadcast interests (BAL-9063). Action Sept. 6.

■ KSLM (AM)-KORIFM (FM) Salem, Ore. (AM: 1390 khz, 5 kw-D, 1 kw-N; FM 105.1 mhz, 100 kw)—Broadcast Bureau granted transfer of control of Oregon Radio Inc. from Lou McCormick Paulus and others (100% before; none after) to Holiday Radio Inc. (none before; 100% after). Consideration: \$681,000. Principals: Mrs. Paulus, her daughter, Glenda McCormick Kerr and her husband, Bruce S. Kerr. They have no other broadcast interests. Buyer is owned equally by Terry McRight, James B. Franklin and W.P. Buckthal. Mr. McRight is general manager of WLVA (AM) Lynchburg, Va. Messrs. Franklin and Buckthal have real estate and petroleum interests in Texas (BTC-8408). Action Sept. 6.

■ WMQM (AM) Memphis (1480 khz, 5 kw-d)—Broadcast Bureau granted assignment of license from Dalworth Broadcasting Co. to WMQM Inc. for \$550,000. Seller is Kurt A. Meer Sr., who has no other broadcast interests. Buyer is owned by FW. Robbert Broadcasting Co., New Orleans. Robbert is owned by Fred P. Westenberger and family, who also own WVOG (AM) New Orleans (BAL-9031). Action Sept. 6.

■ KITI (AM) Centralia-Chehalis, Wash. (1420 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from KITN-KITI Corp. to Premier Broadcasters Inc. for \$150,000. Seller: Donald F. Whitman, president, owner of KITN (AM) Olympia, Wash. Buyers are G.L. White (60%) and Walter H. Meyer (40%). Mr. White is general manager of KAYO (AM) Seattle and with Mr. Meyer, owner of antique store there (BAL-9054). Action Sept. 6.

Facilities changes

AM applications

■ KTYM Inglewood, Calif.—Seeks CP to add nighttime power with 500 w DA-N, change hours of operation to unlimited. Ann. Sept. 14.

■ KNUI Makawae, Hawaii—Seeks CP to change freq. to 900 khz, make changes in ant. system. Ann. Sept. 14.

■ WABA Aguadille, P.R.—Seeks CP to increase power to 5 kw DA-I. Ann. Sept. 14.

■ WODY Bassett, Va.—Seeks CP to increase power to 1 kw. Ann. Sept. 14.

AM actions

■ KISA Honolulu—Broadcast Bureau granted CP to make changes in ant. system (BP-20852). Action Aug. 30.

■ KNDI Honolulu—Broadcast Bureau granted CP to change ant. trans. location to Sand Island Access Rd. Honolulu (BP-20844). Action Aug. 30.

■ KWTO Springfield, Mo.—Broadcast Bureau granted CP to add MEOV's to the nighttime directional pattern (BP-20850). Action Aug. 31.

■ KPLT Paris, Tex.—Broadcast Bureau granted CP to increase ant. height to accommodate FM ant.; condition (BP-20845). Action Aug. 30.

■ WKMC Roaring Spring, Pa.—Broadcast Bureau granted CP to increase power to 5 kw; change type trans. (BP-20254). Action Aug. 31.

■ KIRO Seattle—Broadcast Bureau granted CP to revise specified radiation limits for nighttime DA patterns (BP-20848). Action Aug. 31.

FM actions

■ *KEET Eureka, Calif.—Broadcast Bureau granted mod. of license covering change in studio location to End of Humboldt Hill Road, 3 miles South of Eureka; ERP 64.6 kw; max. ERP 64.6 kw; ant. height 1540 ft. (BMLET-150). Action Aug. 29.

■ KSJO San Jose, Calif.—Broadcast Bureau granted CP to install new ant.; change ERP to 50 kw (H&V); ant. height minus 68 ft. (H&V); remote control permitted (BPH-10686). Action Sept. 6.

■ WAIV Jacksonville, Fla.—Broadcast Bureau granted CP to change trans. location to 6870 Lenox Avenue, 7 miles W. of Jacksonville, Fla.; change type trans.; ant. height 420 ft. (H&V); ERP 100 kw (H&V); remote control permitted (BPH-10,128). Action Aug. 24.

■ WHFT Miami—Broadcast Bureau granted CP to change ERP to 851 kw; max. ERP 4470 kw; ant. height 1020 ft. (BPCT-5027). Action Aug. 29.

■ WLMC Okechobee, Fla.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (increase height); ERP 1.2 kw (H&V); ant. height 280 ft. (H&V); conditions (BPH-10674). Action Sept. 7.

■ WPFM Panama City, Fla.—Broadcast Bureau granted CP to install new ant.; ERP 100 kw (H&V); ant. height 780 ft. (H&V); remote control permitted (BPH-10627). Action Aug. 24.

■ WISK, WPUR Americus, Ga.—Broadcast Bureau granted license covering permit for changes; conditions (BL-13,538); granted license covering new station; ERP 3 kw (H&V); ant. height 300 ft. (H&V) (BLH-6120). Action Sept. 7.

■ WART Plainfield, Ind.—Broadcast Bureau granted CP to change trans. location to Roads 200S and 800E, 1.8 miles North of Plainfield; make change in ant. system; increase height; ERP 3 kw (H&V); ant. height 290 ft. (H&V); remote control permitted; condition (BPH-9905). Action Aug. 24.

■ KEYN-FM Wichita, Kan.—Broadcast Bureau granted mod. of CP to change trans. location to 1 1/8 miles East and 3/8 mile South of Colwich, Kan.; trans.; ant.; make changes in ant. system; increase height; ERP 95 kw (H&V); ant. height 860 ft. (H&V); remote control permitted; conditions (BMPH-15208). Action Aug. 24.

■ *WMEM Presque Isle, Me.—Broadcast Bureau granted mod. of CP to change studio location to University of Maine Library Building, Presque Isle; operate trans. by remote control from proposed studio location (BMPED-1516). Action Aug. 24.

■ KINI Crookston, Neb.—Broadcast Bureau granted Mod. of CP to change trans. location/studio location; ERP 57 kw (H&V); ant. height 500 ft. (H&V) (BMPH-15,190). Action Aug. 29.

■ WCNL-FM Newport, N.H.—Broadcast Bureau granted mod. of CP to change ERP to 2.8 kw; ant. height 51 ft.; remote control permitted; conditions (BMPH-15205). Action Aug. 24.

■ WDCX Buffalo, N.Y.—Broadcast Bureau granted CP to install new aux. ant. at main trans. location; ERP 17 kw (H&V); ant. height 430 ft. (H&V); remote control permitted (BPH-10623). Action Aug. 24.

■ WDAY-FM Fargo, N.D.—Broadcast Bureau granted CP to install new trans.; ant.; ERP 100 kw (H&V); ant. height 1030 ft. (H&V); remote control permitted (BPH-10625). Action Aug. 24.

■ *WHSS Hamilton, Ohio—Broadcast Bureau granted CP to install new trans.; ERP 190 w (H&V); ant. height 285 ft. (H&V); remote control permitted (BPED-2385). Action Aug. 24.

■ KBMC Eugene, Ore.—Broadcast Bureau granted mod. of license covering change in corporate name to Inspirational Broadcasting Corporation (BMLH-587). Action Aug. 29.

■ KSAQ San Antonio, Tex.—Broadcast Bureau granted CP to change trans. location to Heuermann Rd., 1 mile NE of intersection with Babcock Rd., near Leon Springs, Tex.; change studio location/remote control to: to be determined, San Antonio; install new ant.; make changes in ant. system (BPH-10406). Action Aug. 29.

■ WEMI Neenah-Menasha, Wis.—Broadcast Bureau granted mod. of CP to change trans.; ant.; make changes in ant. system (decrease height); ERP 3 kw (H&V); ant. height 300 ft. (H), 295 ft. (V); remote control permitted (BMPH-15153). Action Aug. 24.

In contest

Designated for hearing

■ Jeffersonton, Ky., **FM proceeding:** J-Town Radio Co. and Publicist Communications Inc., competing for 101.7 mhz (Docs. 21,344-5)—Chief, Broadcast Bureau, designated for hearing to determine whether FCC should grant waiver of rules and which proposal would better serve public interest. Action Sept. 13.

■ KDRG (AM) Deer Lodge, Mont., **renewal proceeding:** Deer Lodge Broadcasting Inc. (Doc. 21,398)—Commission designated for hearing to determine whether KDRG transferred control of Deer Lodge without FCC approval, Deer Lodge violated FCC technical rules, station's operating logs were falsified and whether granting renewal would serve public interest. Action Sept. 15.

■ Gilmore, Tex., **FM proceeding:** KHYM Broadcasting Co. and Daniels Broadcasting Inc., competing for 95.3 mhz (Docs. 21,281-2)—Chief, Broadcast Bureau, designated for hearing to determine efforts made by KHYM to ascertain needs and problems of proposed service area and which of proposals would better serve public interest. Action Sept. 13.

Procedural ruling

■ Lubbock, Monahans, Big Spring and Sweetwater, Tex., **renewal proceeding:** Grayson Enterprises Inc. and Texas Key Broadcasters (Doc. 21283)—ALJ Frederick W. Denniston scheduled further prehearing conference for Oct. 7 and canceled Oct. 11 hearing subject to further order. Action Sept. 9.

Joint agreement

■ Jensen Beach, Fla., **FM proceeding:** Robert A. Jones, Raymond A. Kassis and Paul J. Lewis (Florida Gospel Network). Jensen Beach Broadcasting Co. Inc. and Robert L. Lord and Marshall W. Rowland (Lord &

Summary of broadcasting

FCC tabulations as of July 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,476	6	21	4,503	46	4,549
Commercial FM	2,866	1	87	2,954	132	3,086
Educational FM	844	0	22	866	86	952
Total Radio	8,186	7	130	8,323	264	8,587
Commercial TV	721	1	3	725	46	771
VHF	513	1	0	514	8	522
UHF	208	0	3	211	38	249
Educational TV	242	3	13	258	7	265
VHF	93	1	7	101	3	104
UHF	149	2	6	157	4	161
Total TV	963	4	16	983	53	1,036
FM Translators	179	0	0	179	84	263
TV Translators	3,391	0	0	3,391	419	3,803
UHF	1,039	0	0	1,039	231	1,270
VHF	2,352	0	0	2,352	181	2,533

*Special temporary authorization

**Includes off-air licenses

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Rowland Radio) and HLG Inc., competing for 107.1 mhz (Docs.-20,996-9)—ALJ Thomas B. Fitzpatrick granted joint petition by Lord & Rowland Radio and Jensen Beach Broadcasting Co. and approved agreement; dismissed with prejudice the application of Jensen Beach, and retained in hearing status applications of Florida Gospel, Lord & Rowland and HLG Inc. Action Sept. 6.

Initial decision

■ **Chicago, FM proceeding:** Zenith Radio Corp. and GCC Communications (Doc.-20581)—ALJ Byron E. Harrison in supplemental initial decision granted application for assignment of license of WEFM-FM from Zenith Radio Inc. to GCC Communications since added issues and initial decision were both in favor of GCC. Entire record of proceeding forwarded to commission for review. Action Sept. 14.

Allocations

Petitions

■ **Prescott, Ariz.**—Southwest Broadcasting Co. requests assignment of FM ch. 280A (RM-2949). Ann. Sept. 13.

■ **Santa Barbara, Calif.**—Classical Radio of Santa Barbara, Inc. requests assignment of FM ch. 204 (RM-2948). Ann. Sept. 13.

■ **Dublin, Ga.**—WALH Inc. requests assignment of TV ch. 28 (RM-2953). Ann. Sept. 13.

■ **Warrensburg, Mo.**—Valkyrie Broadcasting Inc. requests assignment of FM ch. 249A. Ann. Sept. 13.

■ **Falls City, Neb.**—Southeast Broadcasting Co. requests assignment of FM ch. 237A. Ann. Sept. 13.

Actions

■ **Tallahassee, Fla.**—Broadcast Bureau proposed substituting FM ch. 240A as community's fifth FM. Action was response to petition by Plantation Radio Inc., licensee of WVCV(AM) there. Comments are due Oct. 28; replies Nov. 17 (Doc. 21,393). Action Sept. 13.

■ **Lexington, Ky.**—Broadcast Bureau proposed substituting ch. 36 for ch. 62. Proposal was response to petition by Starr WTVQ Inc., licensee of WTVQ-TV there. Comments are due Oct. 28; replies Nov. 17 (Doc. 21,392). Action Sept. 13.

■ **Clarksdale and Greenville, both Mississippi**—Broadcast Bureau proposed substituting *ch. 21 for *ch. 22 at Clarksdale and ch. 44 for ch. 21 at Greenville. Assignment of *ch. 21 at Clarksdale will require change in offset designation of unoccupied cochannel at Birmingham, Ala. Changes were sought by Big River Broadcasting Co. Comments are due Oct. 21; replies Nov. 10 (Doc. 21,389). Action Sept. 6.

■ **Columbia, Mo.**—Broadcast Bureau assigned TV ch. 23 as community's first noncommercial television. Action Sept. 2.

■ **Sikeston, Mo.**—Broadcast Bureau proposed assignment of TV ch. 45. Action was response to petition by Delta Projects Inc. Comments are due Oct. 18; replies Nov. 8 (Doc. 21,388). Action Sept. 2.

■ **Lowry, S.D.**—Broadcast Bureau has requested comments on proposal to assign three TV chs. (56, 62, 68). Action is response to request by South Dakota Five County Television Translator District. Comments are due Oct. 18; replies Nov. 8 (Doc. 21,386). Action Sept. 2.

■ **Galveston, Tex.**—Broadcast Bureau proposed substitution of ch. 48 for unoccupied ch. 47. Change was proposed by Old Time Religion Hour Inc. Comments are due Oct. 18; replies Nov. 8 (Doc. 21,387). Action Sept. 2.

■ **Rice Lake, Wis.**—Broadcast Bureau assigned ch. 249A as community's second FM. Action was result of petition by Red Cedar Broadcasters Inc. Effective Oct. 17. Action Sept. 2.

Rulemaking

Petitions

■ **Motion Picture Association of America Inc.** requests determination of whether restrictions should be placed on dissemination of broadcast signals to cable

television systems via satellites. Ann. Sept. 13.

■ **National Stop E.R.A. Committee and Eagle Forum** requests amendment of primer on ascertainment of community problems by broadcast renewal applicants to include ascertainment of "responsible representatives of activist women's organizations whose views are substantially different from feminist women's liberationist groups."

Translators

Application

■ **Neah Bay, Wash.**—Makah Indian Tribe seeks CP for new station, ch. 61 with 100 w to rebroadcast KCTS-TV Seattle (BPTT-3357). Ann. Sept. 15.

Cable

Applications

■ Following operators of cable TV systems requested certificates of compliance, FCC announced Sept. 13 (stations listed are TV signals proposed for carriage):

■ **Garden City Cable TV, for Garden City, Kan.** (CAC-08369): WYAH-TV Portsmouth, Va.

■ **St. Tammany Cablevision Inc., for Slidell, La.** (CAC-09079): WLOX-TV Biloxi, Miss. WBRZ Baton Rouge, La.

■ **Resort Cable TV, for North Elba-Saranac, North Elba, Tupper Lake, Saranac Lake, Lake Placid, St. Armand, Harrietstown, Altamont, all N.Y.** (CAC-10333-40): interim authorization for existing operation.

■ **Tri River Cable Inc., for Holton, Kan.** (CAC-10341): KQTV St. Joseph, Mo., KTSB Topeka, Kan., WDAF-TV, KCMO-TV Kansas City, WTCG Atlanta, KCPT, KMBC-TV, KBMA-TV, all Kansas City, KTWU Topeka, WIBW-TV Topeka, both Kan., WYAH-TV Portsmouth, Va.

■ **William Backer Cable TV, for Gentry, Ark.** (CAC-10342): KTEW Tulsa, Okla., KTVJ Joplin, Mo., KFSM-TV Fort Smith, Ark., KOTV, KTUL-TV, KOED-TV all Tulsa, Okla., KODE-TV Joplin, Mo., KFT Fayetteville, Ark., KOAM-TV Pittsburg, Kan., KMTC Springfield, Mo.

■ **Nor Cal Cablevision Inc., for Butte, Calif.** (CAC-10343): KTVU Oakland, KCRA-TV, KVIE both Sacramento, KIXE-TV Redding, KHSL-TV Chico, KOVR Stockton, KMUV-TV Sacramento, KRCR-TV Redding, KXTV Sacramento, all California.

■ **Delaware County Cable Television Co., for Yeadon, Pa.** (CAC-10344): KYW-TV, WPVI-TV, WCAU-TV all Philadelphia, WHYY-TV Wilmington, Del., WPHL-TV, WTAJ-TV both Philadelphia, WOR-TV, WPIX both New York, WNJS Camden, N.J., WLVT-TV Allentown, Pa., WKBS-TV Burlington, N.J.

■ **Palmetto Cablevision Inc., for Columbia, S.C.** (CAC-10345-6): WYAH-TV Portsmouth, Va., WTVI Charlotte, N.C., WCES-TV Wrens, Ga.

■ **International Telemeter Corp., for Jefferson, Mo.** (CAC-10347): WYAH-TV Portsmouth, Va.

■ **Orange County Cable Communications Co., for Aegean Hills, Calif.** (CAC-10348): KCST-TV San Diego.

■ **Cotton Hill Cablevision Co., for Malden, Mo.** (CAC-10349): KPLR-TV, KDNL-TV, KETC all St. Louis, Mo.

■ **McPherson CATV Inc., for McPherson, Kan.** (CAC-10350): WYAH-TV Portsmouth, Va.

■ **Clearview Cable TV, for Richmond, Spring Grove, Centerville, Wayne, all Ind.** (CAC-10351): WTCG Atlanta, WCET Cincinnati, WPTO Oxford, Ohio, WYAH-TV Portsmouth, Va., WGN-TV Chicago, WPTD Kettering, Ohio, WHMB-TV Indianapolis.

■ **Cox Cablevision Corp., for Astoria, Clatsop, Hammond, Seaside, Gearhart, all Ore., Long Beach, Ilwaco, Nahcotta, Ocean Park, Seaview, Pacific, all Wash.** (CAC-10355-66): interim authorization for existing operation.

■ **R and R Cable Co., for Ronald, Roslyn, both Wash.** (CAC-10370-1): interim authorization for existing operation.

■ **Kaplan Cable TV, for Kaplan, La.** (CAC-10372):

certificate of compliance for existing operation.

■ **Crowley Cable TV, for Crowley, La.** (CAC-10373): certificate of compliance for existing operation.

Certification actions

■ **Delta Video Inc., for Gideon, Mo.** (CAC-06896): certificate of compliance to commence operation.

■ **CATV Bureau granted following operators of cable TV systems certificates of compliance:**

■ **Ontario Cable TV Inc., for Genega, Seneca, Waterloo, all N.Y.** (CAC-08265-8): interim authorization for existing operation.

■ **Harbor Videocable for Elma, Wash.** (CAC-08345): interim authorization for existing operation.

■ **Sterling Cable TV, for Sterling, Colo.** (CAC-08371): interim authorization for existing operation.

■ **Mt. Lebanon Cable TV, for Mount Lebanon, Pa.** (CAC-08395): interim authorization for existing operation with signal changes.

■ **Palmer Broadcasting Co., for Collier, Fla.** (CAC-08490): interim authorization for existing operation with signal changes.

■ **Television Antenna Cable Inc., for Warren, Va.** (CAC-08547): interim authorization for existing operation.

■ **Einchester TV Cable Co., for Frederick, Va.** (CAC-08548): interim authorization for existing operation.

■ **Okeairo Inc., for Okeechobee, Fla.** (CAC-08616-7): interim authorization for existing operation with signal changes.

■ **American Television and Communications Corp., for Murray, Mayfield, Ky.** (CAC-08621-2): interim authorization for existing operation with signal changes.

■ **Cablecom General Inc., for Odessa, Tex.** (CAC-08640): interim authorization for existing operation.

■ **Mineola Cable TV, for Wood, Tex.** (CAC-08670): interim authorization for existing operation.

■ **Nacogdoches Cable TV, for Nacogdoches, Tex.** (CAC-08671): interim authorization for existing operation.

■ **Kentucky Cable TV Inc., for Campbellsville, Leitchfield, both Ky.** (CAC-08691-2): certificate of compliance for existing operation.

■ **Telecommunications Inc., for Dover, Mine Hill, Wharton, Rockaway, Roxbury, all New Jersey** (CAC-08697-701): interim authorization for existing operation with signal changes.

■ **Westover TV Cable Co., for Brookhaven, Parkview, Richard, Grafton, Westover, all West Virginia** (CAC-08806-10): interim authorization for existing operation.

■ **Margate Video Systems Inc., for Margate, Fla.** (CAC-08887): certificate of compliance to commence operation.

■ **Massillon Cable TV Inc., for Massillon, Tuscarawas, Perry, Jackson, Navarre, all Ohio** (CAC-08936-40): interim authorization for existing operation with signal changes.

■ **Mesa Community Cable Television, for Mesa, Ariz.** (CAC-09039): certificate of compliance to commence operation.

■ **Sammons Communications Inc., for Dryden, N.Y.** (CAC-09065): certificate of compliance for existing operation.

■ **Warwick Cable Television Corp., for Warwick, Greenwood Lake, Florida, Warwick, all N.Y.** (CAC-09080-3): certificate of compliance to commence operation.

■ **Orange County Cable Communications Co., for Aegean Hills, Calif.** (CAC-09092): interim authorization for existing operation with signal changes.

■ **Junction City Television Inc., for Junction City, Kan.** (CAC-09201): certificate of compliance for existing operation.

■ **Community Tele Communications Inc., for Lander, Wyo.** (CAC-09375): modification of certificate of compliance to change signals.

■ **Tele-Media Co. of Lake Erie, for Madison, Geneva-on-the-Lake, Jefferson, Austinburg, Geneva Township, Ashabula, Plymouth, Saybrook, Ashabula, Madison, Harpersfield, all Ohio** (CAC-09414-40): interim authorization for existing operation with signal changes.

■ **Continental Cablevision of Pekin Inc., for Tazewell, Ill.** (CAC-09539): certificate of compliance to commence operation.

Classified Advertising

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General manager with radio management and sales experience for medium Wisconsin AM-FM station in expanding market. Heavy background in radio necessary. Salary \$20,000 plus performance bonus. Contact Law Office, Suite 935 Empire Building, 710 Plankinton, Milwaukee, WI 53203.

Expanding Major Market Group, Inspirational and Ethnic Stations, seeks experienced managers. Reply: Universal Broadcasting, Howard Warshaw—President, 212-661-6096 or Dick Marsh—Vice President, 3844 E. Foothill Blvd., Pasadena, CA 91107, 213-577-1244.

Leading research and consulting firm for the broadcast industry is looking for a highly qualified individual with a thorough working knowledge of radio. Candidate must have a college degree. Research experience is also preferred. Resumes to: Frank N. Magid Associates, Radio Division, One Research Center, Marion, IA 52302.

Top 50 market Modern Country Sales Manager. Must carry list, build and train new sales team. Salary, car, bonus. Reply to Box M-42.

Sales Manager seeking enthusiastic, energetic, organized person with sales/administrative experience. No contemporary station in market. Good remuneration for right person. EOE. Send resume to Mark Kravetz, WTOB, Post Office Box 5129, Winston-Salem, NC 27103.

HELP WANTED SALES

Learn To Sell at a professional Midwest radio station. Box H-107.

WVLD AM & WLGA FM are looking for qualified Sales & Production people. 3 possible openings. Resume accepted, no calls. PO Box 1529, Valdosta, GA 31601.

Wanted: California daytimer seeking Strong Sales Manager, who can sell, train and motivate sales staff, familiar with workable promotional and merchandising sales aids. Box J-100.

Excellent Opportunity for combination salesperson/jock on new central Illinois FM rocker. Experience helpful, but will train in sales. Good pay and benefits with stable established company. Resume and aircheck to Marc Phillips, Sangamon Broadcasting-Danville, 1501 N. Washington, Danville, IL 61832. EOE, no calls.

Sales manager to sell, direct, and oversee. 4 hour ethnic block. Spanish/Portuguese. Must be able to sell, and direct others to sell. Right person will be, eventually, brought into ownership. Central Cal. Radio. Proven, Ethnic sales record, only. Box K-124.

Experienced and dedicated salesperson wanted to become member of professional staff at busy MOR AM and Contemporary FM Gulf Coast Stations. Maximum opportunity for lucrative earnings with established local company in this competitive and major growth Deep South market. Reply immediately, resume to Box K-106.

Proven yourself in broadcasting? Want to discover new challenges? Allied field. Easy transition. Box K-144.

Sales person needed immediately. AM in fast growing dynamic market. Unlimited potential. Frank Barrett, KATI, Casper, WY. Collect 307-266-1400.

Middletown, Connecticut's WCNX has opening for fulltime aggressive sales person. Radio background necessary. Sales experience preferred although we will train. A unique single station market of 40,000. Send confidential resume to Kenneth Smith, Manager, Box 359, 06457. EEO.

Orlando, FL. 100kw FM Adult format looking for a seasoned sales pro ready to earn major dollars in a major market. Call Bill Kirk, VP-GM, collect 305-628-4488.

Experienced Account Executive needed for Adult Contemporary radio station in Southeastern California. Salary + incentive. Call Cal Mandel—Sales Manager at 1-714-352-2277.

Experienced sales person with good track record wanted. Small market Country Music FM station. 25% will make you happy. Why you? Send reasons to Box M-11.

Medium Market Number One Country station in upper Midwest is looking for a Radio Farm sales person. Must have a background in agriculture. Send resume and agriculture background to Box M-39.

Sales People for California small market radio. Will train inexperience... expect action from experienced. Substantial established lists. Guaranty, plus higher than usual commission structure. Medical insurance provided. An Equal Opportunity Employer. Send resume and dates available for personal interview. Box M-34.

Central Jersey's No. 1 station is expanding its sales force. EOE. Immediate opening for experienced self-starter. Send resume to Box M-23.

Greater Akron Sales opportunity. Immediate opening. Account executive. Growing stations and market. Generous guaranteed draw. commission, expense account. Excellent active account list. E.O.E. Experience preferred. Send resume Box M-20.

Wanted: Aggressive, go-getter, ready to move up to group-owned dominant station in major New England market. Potential management opportunity with acquisition oriented group. EOE. Send resume today to Box M-48.

Medium Market Number One Country station in upper Midwest is looking for a sales person. Send resume and sales history to Box M-53.

Palm Springs, California's two most powerful radio stations, KDES & KDES-FM need an aggressive, experienced salesperson to handle a strong local list. Send resume to: Joe Tourtelot, 821 N. Palm Canyon Drive, Palm Springs 92262. An Equal Opportunity Employer.

A Rare Opportunity for the right career motivated broadcaster exists a medium Florida Contemporary MOR. We're seeking a dynamite morning personality who wants to sell leading to eventual management. You may even be in a market under 10,000. But if you're truly gifted we want to hear from you. Income range \$11,000 to \$19,000 for the successful applicant. Send complete information, in confidence, including resume, tape, references, sales record and earning history to H.W. Heavyside, 5573 North Semoran Blvd., No. 2908, Winter Park, FL 32792.

WSGA/WZAT, Savannah, looking for an experienced account executive to work for the dominant radio stations in the market. Write to Local Sales Manager, WSGA/WZAT, Box 8247, Savannah, 31402. EOE, M/F.

100 KW FM in Florida seeks experienced Sales Person. Exceptional income potential selling the most successful contemporary station in Top 20 market. E.O.E. Call Joe Bell at 813-577-1111.

Salesperson—Learn RAB techniques. Resume to Don Woodland, WRKT, Box 3845, Cocoa, FL 32922. EOE.

Position Open Immediately for qualified sales person to run sales dept. At top rated 5,000 watt station in Southeast. Excellent chance for right person. Let's talk. Al Garner 404-738-0169.

Contemporary Christian Music Station needs experienced sales manager. Salary plus commission. Could move into general management. Call Larry King, KBHL, Lincoln, NE. 402-464-0606.

Experienced Sales Manager or Assistant Sales Manager. Strong Daytimer. Must be able to sell, lead staff of five, and is promotion/community oriented. Immediate opening. WKMC, Roaring Spring, PA 16673. 814-224-2151.

HELP WANTED ANNOUNCERS

Immediate opening for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

Help wanted, first phone announcer, Eastern. Kentucky. Box K-48.

Afternoon jock with sales experience needed for new central Illinois FM rocker. Personality and appearance equally important. Interested sales beginners encouraged to apply. Good growth, pay, & benefits. Airchecks and resumes to Marc Phillips, Sangamon Broadcasting—Danville, 1501 N. Washington, Danville, IL 61832. EOE no calls.

Proven yourself in broadcasting? Want to discover new challenges? Allied field. Easy transition. Box K-144.

One of New York State's great radio stations needs a personable, witty, morning personality. Ability to entertain more vital than long years of experience. Immediate opening. Box K-135.

Major Eastern 50kw FM Adult Contemporary needs Program Director with good production background. Top 50 ADI market with major radio group. Excellent company benefits and plenty of room to move up. M/F. E.O.E. All replies in confidence to Box K-108.

Adult contemporary personality needed for AM Drive slot with multi-station Group. Must be bright, aware and community oriented. EOE-M/F. Send resume and salary requirements to Box K-81.

Communications aren't easy to find... but then, good companies are rare, too. We are actively seeking at least one good Adult Communicator to join our Adult/Contemp. team in the Beaumont/Port Arthur, Texas market. Tapes and resumes immediately to Scott Slocum, P.O. Box 336, Port Arthur, TX. Salary negotiable... KOLE-AM, an E-O-E.

Morning Drive needs experienced communicator, mature voice, good commercial production. Great Indiana medium market. Information—contemporary good music format. Aggressive operation, Christian staff. Call GM 219-875-5166. Resume to WCMR, Elkhart, IN 46515.

Two announcers needed for number one Midwest contemporary medium-market station. Personality a must! Send tape, resume to Joe London, WMOH, 220 High Street, Hamilton, OH 45011. EOE/MF.

Bright warm voice tight board easy listening. Non-educational commercial station experience. EOE. WVOS Liberty NY. 914-292-5533. Lubin.

HELP WANTED ANNOUNCERS CONTINUED

If You've Dreamed of creative freedom and have production experience, a variety of character voices, and air experience. The Imagination Station wants you. Call 815-332-3436.

Wanted, bright contemporary GM morning man, PD ability very helpful. Great Indiana medium market. Good compensation, aggressive operation. Christian staff. Call GM 219-875-5166; resume to WCMR, Elkhart, IN 46515.

Announcer/Personality—At least 3-5 years experience. FCC 3rd class license with broadcast endorsement. Experienced in radio production. Entertain on music show from 7:00 PM to Midnite. Monday-Friday, and 4-hour weekend program. Some production work will be necessary during the week. Applicant should be committed to involvement in the community. An equal opportunity employer. Send resumes and tapes to Norm Schruett, General Manager, WKBW-Radio, 1430 Main St., Buffalo, NY 14209.

Wanted, a dedicated self starter with experience who can handle a combo Sports Director, DJ position. The majority of time will be spent on sports. Must be able to do Play By Play, write and gather sports news and do production. Send tape and resume including salary requirements to Jim Wilkinson, KLMR, Box 890, Lamar, CO 81052.

If you're more than just an announcer: if you're a good communicator, then you'll want to apply for a staff announcer position at WZOE. Work in new facilities. Excellent pay, benefits. Tape with first letter, please. Write WZOE, Box 69, Broadcast Center, Princeton, IL 61356.

Farm Director for full-time AM & FM in Central Virginia locality. Contact W. Bunyea, WINA/WQMC at 804-977-3030 or Box 1230, Charlottesville. An EOE employer.

Immediate opening for mature announcer for golden oldie stereo format. Some production. Send tape-resume to Bill Walls, GM. WJAR-FM, Box 811, Darlington, SC 29532.

Wanted: Announcer with First Ticket willing to work any shift. WAMD Aberdeen, MD 21001.

Virginia Fulltime Contemporary desires announcer with good voice and Program/Music Director abilities. Excellent opportunity with great future. E.O.E. Resume to Box M-25.

Can you run tight Modern Country? Heavy Voice? Good Production? Do engineering and repair? Four yod's and a good track record, and you're in. Southeast. Box M-12.

Immediate opening for mature voiced, afternoon, top 40 personality, tape and resume, Steve Rouse WVIN, Bath, NY 14810.

See "Rare Opportunity" under Help Wanted Sales.

Immediate opening. Morning person. Production. Experienced. Small market. MOR/Easy Listening. WTGC, Lewisburg, PA 17837. 717-523-3271.

Immediate Opening for professional announcer, for on air shift and news and commercial production. 3rd Class Endorsed license required. Send tape and resume to Ralph Smith, WRUT, P.O. Box 249, Rutland, VT.

Announcer—strong on production—at Central California, adult-oriented station. Tapes and resumes only. Dan Clarkson, KVEC, Box 787, San Luis Obispo, CA 93401. EOE/MF.

MOR Personality wanted. 3rd. Resume, air-check, salary requirements to Chip Austin, KLAJ, Las Vegas. EOE.

Staff Announcers (2). Good voices and versitile. Experience preferred. Must have license endorsed. Send resume and tape to WCSS, Midline Rd. Amsterdam, NY.

Top Medium Market operation has opening for newperson; also accepting tapes for future jock positions. Good opp. Minorities & women. Send tape & resume to John Raymond, KIXY, City Hall Plaza, San Antonio, TX 78903.

WCCC AM-FM Hartford looking for strong morning personality. Must be creative. Previous experience necessary. Good salary. Send tape, resume Program Director, 11 Asylum St., Hartford, CT E.O.E.

Warm, friendly announcer for 10PM to 6AM shift with top-rated beautiful music AM-FM. Friday & Saturday nights off. Must operate automation equipment and transmitters, gather news and deliver commercials and news convincingly. Tapes, resumes but no phone calls to: Program Director. WROW. 341 Northern Blvd., Albany, NY 12204. Equal Opportunity Employer, Male/Female.

Mature, Sales Oriented, six hours Mon thru Sat, 6PM/Midnight, fast paced Top 40 type for Modern Country hit format. Nerves must stand 150/200 long distance requests nightly. WPWR. 803-563-4374. St. George, SC 29477.

Ann. needed for Modern Country format. Exp. pref., but not required. Must have 1st Class License. Send tape and resume to Gary Laing, P.D., WDSF-FM, P.O. Drawer B. Dover DE 19901. EOE.

Illinois AM-FM Beautiful Music seeks 1st Phone announcer with some technical ability. Position includes air shift and calibrations. Additional technical responsibilities depending on qualifications. Send letter, resume, and audition tape to: John Neal, WSIV AM & FM, 28 S. 4th, Pekin, IL 61554. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Chief Engineer, 5 KW AM, DA, 3 KW automated FM. Midwest Sunbelt, small market \$800-\$900/month. Opening due retirement. Equal Opportunity Employer. Box K-27.

1st Class Engineer maintained, 1 KW small FM, Good salary. Box K-47.

Chief Engineer—Northeast. Group owner needs aggressive Chief. Must be a self starter and capable of working without supervision. All benefits. Equal Opportunity Employer. Box K-65.

Chief Engineer for aggressive AM in Hawaii. New Equipment. Ideal working conditions, EOE. Contact Donald E. Winget, O'Day Broadcasting Co. 1305 3rd Ave., Suite 400, Seattle, WA 98101. 206-682-2828.

Chief Engineer—Announcer. Some experience. West-Midwest medium market. Fulltime AM. Start \$8000. Benefits. EOE. Write Box K-113.

Technical: Engineer needed to organize and operate small audio production facility for a new radio syndication service in Washington, D.C. Salary Open. Box K-147.

No fancy words, we are a good company with little staff turnover. We operate AM/FM combinations in Yakima and Kennewick, Washington. We need a capable chief engineer for Kennewick, Washington. Strictly engineering, no board work. Talk to our present engineer at KOTY, Kennewick, then contact Don Heinen, KUTI, Yakima WA. E.E.O.

Cape Cod's Leading station seeks Chief. Studio and transmitter experience essential, automation experience helpful. Outstanding facilities, ideal living area. All applications considered. Send resume and salary requirements to Ray Brown, WCOD-FM, 105 Stevens St., Hyannis, MA 02601.

Chief Engineer: Midwest Family AM/FM in Rockford, IL. 1 kw directional daytime/AM. Class A with composite STL/FM. Send resume with salary requirements to: Chris J. Cain, Box 2058, Madison, WI 53701.

One person staff needed. Must be engineer, salesperson and programmer for automated FM station. Assistant manager too. Salary plus sales commission plus bonus. Has to be good and willing to live in the relaxed atmosphere of a Southeastern town of 20,000. Box M-49.

Chief Engineer—Directional AM, FM, automation. Start \$200 weekly. Box 3845, Cocoa, FL 32922. EOE.

Maintenance Engineer, experienced in AM, FM stereo, cable TV equipment. First phone and minimum 3 years experience preferred. Send resume to: Mass Communication Department, University of Texas at El Paso, El Paso, TX 79968. An equal opportunity, affirmative action employer.

Immediate opening due retirement. Small market technician. Maintenance Radio—CATV system. First Phone unnecessary. Full or part time. Excellent hunting, fishing. E.O.E. Darwin Clark, Manager, WNBI, Box 309, Park Falls, WI 54552. 715-762-3221.

Wanted—Chief Engineer. Chief Engineer for Christian Format Station-FM. Must be experienced in audio maintenance and FM transmitter. Light board shift (tapes). Huntington, West Virginia area—Contact: David S. Johnson, Mortenson Broadcasting Company, 619 Peoples Merchants Trust Building, Canton, OH 44702.

Wanted—Chief Engineer. Chief Engineer for Christian Format FM Station. First class license. Experience in Transmitter and audio system maintenance. Limited board shift. Contact: Dale McMillen, Radio Station WHKK, 100 Commonwealth Ave. Erlanger, KY 41018.

Chief engineer—immediate opening. Must know directionals and FM stereo. Good job in nice coastal community. Bud Andrews, WXOR Radio, Bell Fork Road, Jacksonville, NC 28540. 919-455-2507.

HELP WANTED NEWS

Wanted—News Director with administrative ability for three man Midwest local news operation. Box M-55.

People reporter whose talents to interview and investigate will enlighten listeners on the people and events behind the hard news. We're expanding our AP award-winning news department with a unique position. If you have unusual creativity, proven abilities to deal with people from every field, and a track record to demonstrate, write now. The challenge involves some investigative reporting, and on-air anchoring. WDIF, P.O. Box 524, Marion, OH 43302.

Major market, full time, suburban, looking for News and Public Affairs Director. This could be your chance to build a winning News Department. An Equal Opportunity Employer. Resumes and ideas to Program Manager, Box K-111.

We are seeking a top flight talent experienced in all facets of news. This person must be self motivated and be absolutely "in love" with his craft. We offer a top salary and exceptional benefits to the right party. This person will be in charge of our expanded department. Tape resume to Tom Allen, WVOJ, Jacksonville, FL 32205. EOE.

Experienced Newperson (male or female) for AM/FM operation. No. 1 and No. 2 in North Central PA. Local emphasis with growing, aggressive company, stations in Pennsylvania and New York, with an eye toward the future. You talk quality, we'll talk money. If you're a communicator, send tapes and resume to: Program Director, WLYC/WILQ, PO Box 1176, Williamsport, PA 17701.

Market-Leading contemporary station seeks morning Newscaster/News Director. Must be strong in writing and delivery. Talk Show experience helpful. Send resume and salary requirements to Box M-4.

News Director, college background, medium market experience, with solid leadership and administrative qualities, to head six-person news and public affairs department in Midwest. Good voice, professional delivery, writing and interviewing skills, plus an understanding of government and community affairs qualifies you for substantial salary and fringe benefits in a sound, stable organization. Write Box M-10.

Needed Morning Drive anchor, good voice and writing, who can work the street as well as the studio. Award winning news department with a solid reputation, stable, advancement opportunities within a major chain. An Equal Opportunity Employer. Tape and resume to News Director, WKIX, Box 12526, Raleigh, NC 27605.

Editor for morning shift at all-news independent. Requires experience, strong writing and organizational skills. Resume, writing samples and salary history to Michael St. Peter, News Director, WEBR, Drawer A, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

Immediate Opening Newperson aggressive all-around approach. Gathering, writing, reporting local news in Med Mkt. Weather coverage. Two-way equipped Mobile News. Tom Wahl, News Director, WBHP, P.O. Box 547, Huntsville, AL 35804. 205-534-3521.

HELP WANTED NEWS CONTINUED

WIBM-Jackson, Michigan, has immediate opening for News Director. Must have writing experience and good delivery. Long hours with good pay. Tapes and resumes to Garry Osborn, PD, Box 1450, Jackson, MI 49204. EOE.

Prosperous Small Market looking for experienced newsmen. \$7200 to start. Resume, tape to: Rich Adams, Box 603, Crawfordsville, IN 47933.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Need Program Director for Southern medium market. Up-tempo Contemporary station. Two years P.D. experience needed. Should be good administrator and experienced with music. Send resume, ratings, references and salary requirements to Box K-31.

Major Eastern, 50kw FM Adult Contemporary needs Program Director with good production background. Top 50 ADI market with major radio group. Excellent company benefits and plenty of room to move up. M/F. E.O.E. All replies in confidence to Box K-109.

Senior Producer for daily five minute public affairs radio program in Washington. Must have good political judgement and proven journalism skills. Responsibilities will include production, writing, editing, scheduling and administration of entire project. Should have familiarity with all aspects of radio production. Salary Open. Box K-145.

Producer to serve as line producer for daily five minute public affairs radio program in Washington. Directly responsible for producing and scheduling program. Some news media experience required. Knowledge of Washington essential. Salary Open. Box K-146.

North Carolina high-power FM station seeks assistant operations manager. Must be interested in automation, very strong in commercial production, do good news, and capable of a brief airshift. Station is rated No. 1 in the market. No beginners, please. Minorities are especially encouraged to apply. Tape of production and air work to: Don Perkins, WQSM, Box 35297, Fayetteville, NC 28303.

California fast growing station needs innovative copywriter/production person. Must be experienced and capable of top notch production and copy. E.O.E. Send resume to Box M-15.

Experienced program director. Community minded. Pennsylvania semi-automated. Send resume, references and salary requirements to Box M-54.

Experienced broadcaster for Operations Director position with 100,000 watt public radio station. Candidates with Masters degrees preferred. Send resume, audition tape and salary requirements to: General Manager, KOSU-FM, Oklahoma State University, Stillwater, OK 74074. Applications must be received by October 7. Equal Opportunity Employer.

See "Rare Opportunity" under Help Wanted Sales.

SITUATIONS WANTED MANAGEMENT

Tired of selling insurance ... want back into radio. Mature, solid family man with 20 years experience. PD, SM. GM seek position in smaller town station. CW-MOR family listening type station. Personality type operation. Civic minded. Make me an offer I can't refuse. Write to the billing booster: Fred Andrews, 533 So. Kenyon Dr., Tucson, AZ 85710.

Small Market Station owner with extensive natl. rep. spot sales background available shortly. Can stimulate natl. Spot sales, help with administrative details, local sales. West Coast preferred. Reply Box M-46.

GM/GSM-20 years all phases radio seeks stable small to medium market opportunity. Presently employed Northern California. Broadcasting Box M-43.

27 years in radio, all phases. Last 16 years General Manager & VP. Sold interests. Free to go anywhere. Box M-40.

Capable general manager of group with top 100 flagship ready for management in major market. Strong marketing and financial background with college degree. Street sales and air experience. Very conversant with technical side and thoroughly knowledgeable about rules, regs and compliance. Have worked with rock, adult rock, country, beautiful music, mor, AM and FM products. New construction, acquisitions, dispositions and turnaround situations under belt. 35, married, kids. Fresh ideas and enthusiasm. Result-prone. Box M-41.

General Manager—Experienced pro in sales, programming, administration. Strong leader, hard worker, best credentials. Family man, early forties, prefer sun belt but consider any solid offer. Box M-33.

Manager—Sales oriented—Experienced all phases. 45, sober, reliable—N.E. USA. Box M-31.

Traffic Coordinator, 26 yrs. old. 4 yrs. experience with major market Radio and TV BIAS. BA Liberal Arts. Will relocate as Traffic Mgr. Box M-21.

Manager With References—contact F. Daniel Marcy, 734 Mesa Hills, No. 191, El Paso, TX 79912, Phone 915-581-3451. Sales, cost and community oriented.

13 year veteran wants GM position with equity at new acquisition or at station that is short of its potential. Strong on management/sales/promotion. Resume, references, family. Dean Craun, 402-727-6163.

SITUATIONS WANTED SALES

Sharp operations, creative expert seeking sales, future growth to management with progressive operator. Excellent references. Box M-14.

SITUATIONS WANTED ANNOUNCERS

College grad, 3rd phone endorsement, experience in MOR and C&W, seeks full-time position. Will relocate. Gary DeSantis, 18480 Westphalia, Detroit, MI 48205, 313-372-3567.

DJ, solid news, commercials, tight board, some experience. 3rd, ready now, go anywhere. Box J-158.

Hello—I'm 26 and have been broadcasting for eight years. I have graduate degrees in Political Science and Journalism and would like to move into T-A-L-K Radio. My name is Steve and you can give me a call at 617-353-2540.

Morning man wants to move into a medium market. Will relocate. Box K-112.

Classical Announcer. Extensive experience as broadcaster and professional musician. Seeking position as announcer/music director with fine arts station. Excellent voice, unique background, comprehensive qualifications. Box K-90.

Experienced air personality with good production, looking for position at progressive station. Have worked Top 15 market in past. Also interested in possible programming and production openings. Box K-75.

Competent, Conversational. Seeking position offering opportunities beyond time/temperature recitation. Rex Gunderson, 415 First Ave. West, Jerome, ID 83338.

Rock DJ, 3rd Endorsed, B.A. Mass Communications. 3 years college radio experience. Tape & resume available. Phil Gnesin 69 N. Lake Drive W. End, NJ 07740. 201-229-2079.

Young Pro, 23, warm, mature. 5 years experience, very good voice. Loyal and dedicated. Knows music. Top programming potential. Looking for Adult Contemporary/Modern Country/Beautiful Music position with quality organization. Joe Caravello, 12217 Renwick, St. Louis, MO 63128. 1-314-849-2929.

Beautiful-Music-Adult M-O-R. Creative production & copywriting & news. 9 yrs. exp. All phases announcing. Excellent references. Available now! Bruce 405-632-6021—mornings.

Reliable, young, experienced person with good knowledge of sports, desires to relocate. Call Bob Simen 419-683-2874.

Young N.W. Jock looking for new opportunity. 3 yrs in Major Market T40, Soul, 3rd. employed, prefer West. Lets get together. Box M-45.

Here's an experienced professional that loves personality Radio. 29-year-old stable family man with first phone seeks new challenge. Box M-38.

Broadcast School Grad, 3rd. Endorsed, wants to learn and grow with small market. Box M-32.

Experienced, Hard Working, energetic! Looking for move upwards. Top 40—medium or major market. More than just music, good production tool! Hard work breeds success! Box M-29.

Bright, Energetic, very willing to travel. Experienced in DJ, news, production. Working in RI market. Looking for MOR-AOR slot. Box M-13.

Five years experience. Polished, mature, bright, communicative D.J., currently morning drive and M.D., seeking contemporary, MOR, or AOR station in large or good medium market, preferably in New York, Connecticut, of New Jersey, but all areas considered. Production, references, third endorsed. Bill Hunter. 212-799-9190, 9 A.M.-5 P.M.

I Do Thoroughly entertaining Adult Contemp; copy & prod. too. I am now a free agent looking Northeast. You are Northeast Adult Contemp thoroughly in need of an entertainer. You are gonna call me. 802-223-7495.

DJ, News, Interviews. 3rd Endorsed. Any shift, within one hour's driving NYC. Tape and resume. I'll make your audience larger by using astrology in a unique way. Call Marcello 212-255-6249.

Positive attitude, year + experience DJ, news. Read, write news, commercials. Greg Mahoney 303-770-0267.

Experienced Announcer, (3rd endorsed) seeks a full time shift at automated station, which includes newscast and production duties. Will relocate. Call Frank Cordell 714-658-1094.

Experienced Country Announcer looking for small town station with friendly atmosphere. Box 1089, New Gardens Station, Fort Knox, KY.

Can Relocate in 48 hours. 3 months station experience. Excellent references. D.J. newscaster, time sales. Tape available. Phone. 212-628-7001.

Sportscaster 27, seeks new position. 1 year PBP, football, basketball, baseball. Excellent color commentary, sportscasts, actualities. B.A. Degree. Will relocate for right offer. Call John Gregg 714-435-2574.

Female Communicator with excellent voice, seeks on-air position. Available mid-Sept. for challenging and diversified assignment. News, DJ, Copywriting, production. M.A., CSB Grad, 3rd Endorsed. 11363 Bootes Street, San Diego, CA 92126. 714-566-6138.

Christian, Mature Anncr., 21, married, father in 78, wants full time air personality shift. Hard worker, good production. Loves Radio, wants Radio for occupational life. Family man. "DJ" Christian drive-in 2-1/2 yrs. Radio experience 5 mths, but highly skilled. Mark Easter (612)-823-0519 after 5, 2800 Grand Ave. S., Apt. 114, Mpls., MN 55408.

SITUATIONS WANTED TECHNICAL

Chief or Assistant, quality radio operation. Thoroughly experienced, capable, mature, family, references. Box K-130.

Twelve year pro seeks future with reputable organization. Box M-22.

Does Your Station do a lot of sports remotes, or is your team looking for a full time engineer? Well if you are, look no further. Former N.Y. Mets Technician/Producer seeks new home base. Own equipment. Resume on request. Box M-27.

Experienced. Young engineer seeks position as Assistant Chief or Board Engineer. Heavy production and experienced in remotes. One year with New York City 50 KW'er AM Directional and FM. Resume on request. Box M-28.

SITUATIONS WANTED TECHNICAL CONTINUED

A take charge broadcast engineer for AM/FM, with automation, directional array... with short board work. Call: 517-224-7911, WRBJ St. Johns, MI ask for Bob Diltmer.

SITUATIONS WANTED NEWS

News Journalist/writer with two years experience desires local news position with a growing or established station. 3rd endorsed. Call Stan Froelich 212-526-1831 day/night.

Sports Personality—looking for 1st break; incredible knowledge of sports; telephone-talk, PBP, reporting, writing all-sports. Box K-125.

Female Newscaster, experienced and ready, looking for warm climate, prefer Florida, Calif., or Ariz., and a station that really cares about news. Box K-136.

Network Quality Newsmen seeks news director or reporter position in medium or major market. B.A., 28, married. Top references. Currently employed midwest. Will relocate anywhere for right offer. Box M-6.

Contact Jeff Geller at 212-657-6851 if you need a dedicated reporter. BA Journalism, third phone.

Ivy League Honors grad, 1st Phone, 3 years experience. Bright, dependable, strong on all news skills, plus PBP all sports. Prefer California or all-news station, but will consider any offer. Tape/resume from David Gillin, 213-271-2191.

Chuck Carney needs a job! Twelve-year veteran of the radio newsroom! Hard worker, excellent credentials and references! 616-345-6424.

12 yrs in radio, seek serious news operation in medium or major market. Lynn Bobo, 618-532-8171.

Your Sports caster is waiting for your call. Major college play-by-play experience, reporting, writing. Dan Faber, 2245 East Monterosa, Phoenix, 85016. 602-266-6515.

Top Michigan State grad looking for sports/news spot—strong writing, reporting skills—hard-working, aggressive. Bob Benenson, 1853 Central Park Avenue, Yonkers, NY 10710. 914-793-4152.

Available for hockey/basketball season. Sports caster/DJ wants to broadcast college sports in a market of 50-100,000. Hard worker. Four years experience. Box M-56.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Automation minded minority with major market mass appeal credentials. B.S. Michael McIver, POB 21, Jamaica Plain, MA 02130.

Top West Coast production pro available. Currently production manager at AM station near LA. Eight years experience. Versatile voice. Creative copy-writer. Sales, client relations. Seeking greater challenge. Will consider all offers from reputable stations or production companies. Family man, willing to relocate. Write Box K-99.

Two Years Experience. Creative copy, all facets of commercial production. Currently employed continuity director looking to move up. Box K-89.

Top 25 Market jock seeking to program. Have worked for the best. If you're looking to better your ratings and revenue, let's get together. Box K-95.

Successful, experienced PD seeks programing position with syndicator, or solid radio station. Designs music formats for automation, and programs 'beautiful' music with the best. Excellent track record, good ARB's, family. Box K-131.

Top 40 Program Director with Major Market experience looking to relocate. Proven track record. Box K-137.

Creative Copy, Production. Former commercial manager and audio production manager. BS, MA. Currently instructor at Midwest college plus GM of college radio. Seek creative position at commercial or NPR Radio. Jim Tucker, 823 South Rogers, Milton, WI 53563. 608-868-3087.

Copywriter wants into programming! 10 years of copy is enough! Eager to learn programming and promotion by assisting a Program Director. I'm a hard-working female with ideas! Box M-2.

Music Director/Contem—Top 40—Rock. Want to work with harmony—not egos. Know music inside out—want air shift also. Working now Med. Mkt. within Lg. Metro Mkt. Love radio—Hope you do. Broadcasting Box M-19.

A.O.R. Progressive Stations: Natural ability to write and produce commercials, boost morale, gets results, 7 years broadcast experience. Looking for management with an eye and ear for the future, call Rich, 904-249-8918.

TELEVISION

HELP WANTED MANAGEMENT

Business Manager: Experienced, enlightened up-and-coming controller to help station grow faster. EOE. Box K-116.

Hungry sales manager needed for CBS/VHF affiliate of major group broadcaster. Resumes to L.J. Rocke, General Manager, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408.

Broadcast group wants manager experienced in new station start-up. East Coast. Possible equity participation. Box M-24.

Operations/Production Manager. PTV Station WBGU-TV, Bowling Green State University. Covers 19-county region and Ft. Wayne, Indiana. Salary: \$16,600 to \$17,600 depending on qualifications. Send application, resume, college transcript(s), and three letters of recommendation by Oct 14 to: Dr. Duane E. Tucker, WBGU-TV, Bowling Green, OH 43403. 419-372-0121. Bowling Green State University is an Equal Opportunity Employer.

HELP WANTED SALES

Sell-direct outstanding commercials using outstanding equipment. Excellent salary plus commissions. EOE. Box K-118.

Wanted Local Television Sales Manager. Top 100 Markets; Midwest. Creative, innovative Sales Manager. Minimum one years experience in sales management. Will supervise four sales people and be responsible for significant amounts of local and regional business. Compensation ... \$15,000 plus overrides. Potential \$25,000 to \$35,000 annual. All inquiries will be handled in strict confidence. Equal Opportunity Employer. Write Broadcasting Box M-7.

Southeast network affiliate is seeking an experienced TV sales representative. Must be highly skilled in successful television marketing. Majority of contracts are directly with area businessmen. E.O.E. Reply to Broad-A.

Television Sales Person (Lansing, Michigan) Minimum six (6) months media or intangible sales experience. Equal Opportunity Employer. Write: WILX-TV, P.O. Box 30380, Lansing, MI 48909.

HELP WANTED ANNOUNCERS

Staff Announcer with excellent commercial production voice plus on air experience. Potential for news position. Equal Opportunity Employer. Contact Jeffrey Hark, WTAJ-TV, Altoona, PA. 814-944-2031.

HELP WANTED TECHNICAL

Engineering Manager. Administer seven person dept. A working chief. Ampex AVR2 VTR's, RCA TTU 30 TV transmitter, RCA FM transmitter. A growing Public TV/FM station. \$15,000. Send resume immediately to Arthur F. Dees, President and General Manager, WSKG Public TV, Box 97, Endwell, NY 13760. An Equal Opportunity Employer.

Two Engineers—Maintenance and operating, 1st Phone, experience necessary. EOE. R. Hardie, KAMR-TV, Amarillo, TX 806-383-3321.

TV Engineer First Phone for color tape, video, and xmtlr operations and maintenance. WGBY-TV, Armory Square, Springfield, MA. Public Television. An Equal Opportunity Employer.

South Florida television station needs a Technical Director. Experience with video switcher required. Equal Opportunity Employer. Reply Box M-37.

TV Maintenance/Operations Engineer—For top 10 indie Quad and Helical VTR, Switching, Video, Projection. 3 years experience and 1st phone required. M-F and Equal Opportunity Employer. Box M-8.

Maintenance Engineer. Television station seeks an experienced broadcast maintenance technician. Three years experience with quadraplex videotape maintenance and operation required. First Class FCC License required. Experience with time code editing systems preferred. Maintenance experience in other studio and transmission equipment preferred. Liberal benefits. Send resume and salary requirements to: Business Manager, WHRO-TV, 5200 Hampton Boulevard, Norfolk, VA. 23508. Equal opportunity employer. Deadline October 17, 1977.

Engineer, T.V. Immediate opening for television engineering operator at KOMU-TV. (Commercial station for the University of Missouri-Columbia). Will train if applicant has successfully completed an engineering, vocational, or training school specializing in television engineering. Will consider applicants with five years minimum television station operation experience if educational requirements cannot be met. Salary varies according to experience and training. Mail resumes to: Personnel Services 309 Hitt St., Columbia, MO 65201. An Affirmative Action/Equal Opportunity Employer.

Television Services Operations/Maintenance Engineer Modern facility provides unusual opportunity for individual who will share responsibilities for operation, maintenance, repair and installation of components in broadcast quality television systems. Must have solid technical training and at least 5 years maintenance experience. Specific familiarity required with Quad/Helical VTR's, studio/portable TV cameras, production, audio and digital equipment. Individual must be able to work well both independently and under direction. Some travel probable. Generous remuneration, extensive benefits and career development. Please send your resume in confidence including salary history to: W.F. Schreiber, Employee Relations Services, STANDARD OIL COMPANY (Indiana), 200 E. Randolph, MC 0302, Chicago, IL 60601. An Equal Opportunity Employer M/F.

Remote Truch supervisor and maintenance engineer for very active major market TV station. EOE. M/F. Box K-12.

Transmitter supervisor needed for new UHF public television facility Shreveport, LA. Position requires six years experience or training in electronics including two years in the construction, design, or maintenance of UHF television transmitters. Starting salary \$13,600. Applications should be submitted to the Department of Civil Service, P.O. Box 44111, Baton Rouge, LA 70804 so as to be received by October 14, 1977. For more information, contact Coy Simmons, Chief Engineer, 504-389-2131. Equal Opportunity Employer.

Iowa State University, College of Veterinary Medicine, needs a Broadcast Television-Radio Technician II Under general supervision performs technical work requiring knowledge and skill in the operation and maintenance of broadcast grade closed circuit television and audio equipment. Minimum qualifications: completion of a two year technical school in electronics and three years experience in a television station or video production facility. Send resume to Personnel Office, Room 16 Beardshear Hall, Iowa State University, Ames, IA 50011. Application deadline October 14. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED NEWS

Satek — Bureau reporter/photographer able to work under minimal supervision. Gear, car provided. Medium market, Midwest. Top company and benefits. An EEO employer. Resume to Box K-76.

Anchor Person for six and ten PM News. Must be credible, warm, believable, professional and have good track record. Some producing duties are included. Excellent salary and benefits. Southeast area. Replies confidential. Send resume to Box K-132.

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☐ City

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☐ Are you or your firm engaged in cable TV operations ☐ Yes ☐ No

Title/Position
 Signature

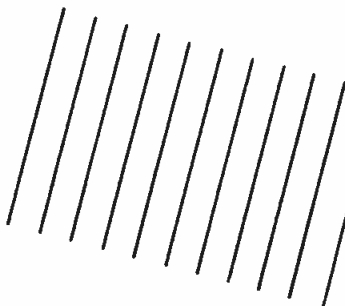
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HELP WANTED NEWS CONTINUED

Mature anchor person with news-gathering and on-air experience for medium sized market in Northeast. Production background helpful. Send resume to Box K-128.

Meteorologist wanted to do noon and early news show. Station operates private weather service. Has WR-100 Weather Radar, NAFAX and instruments. Must have broadcast experience. Send tape and resume to John Spain, WBRZ-TV, PO Box 2906, Baton Rouge, LA 70821. An EEO Employer.

News Producer for Midwest market. TV journalism and production background essential. Salary open. Send resume to Box M-51.

Top 15 S.E. Market needs in house and field News Promotion person capable of handling general newsroom duties ranging from typing and filing to production. Must be organized and self starter. Resume and salary first letter. Equal Opportunity Employer. Box M-17.

Sports. Need aggressive, energetic sportscaster that knows how to get the local angle on sports that interest all of the audience, not just the major league fans. On-Air TV experience desirable, but not a requirement. Salary determined on ability and experience. Send resume to Box M-3.

Meteorologist: Must be qualified meteorologist and member of AMS. Experience as on-air weathercaster. Able to work with TV radar, fax equipment and other weather instruments. We want a professional, credible, and likeable person to anchor the weather portion of early and late news. The salary is high, but we want only the best. If you have what it takes, send resume to Box M-5.

Aggressive, dependable, experienced, hard-working reporter/photographer needed for beautiful small Rocky Mountain market now. Call or write General Manager, KFBB-TV, Great Falls, MT.

Sports Anchor—Strong air personality with previous sports reporting and one year sports anchor experience. Audition and resume to KCRA-TV News Director, Pete Langlois, 310 Tenth St., Sacramento, CA 95814.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Director/Salesperson for commercial production. Salary plus commission. Outstanding facilities for outstanding director. EOE. Box K-117.

Public TV station needs Producer-Director to produce and direct local television programming. Two years experience in producing and directing programs required. For further information, contact Personnel Commission, Office of the Santa Clara County Superintendent of Schools, 100 Skyport Drive, San Jose, CA 95110, 408-299-3701. Application deadline: October 7, 1977. An Equal Opportunity Employer.

Creative copywriter with some sketching talent and enormous ambition for dominant station in market. ABC, EOE. Resumes only please. Ken Martin, KIMO, 3910 Seward Highway, Anchorage 99503.

Leading Top Cable MSO seeks L.O. Program Director in S. Jersey. Must be skilled in color production, administration, promotion. Sales ability helpful. B.A. or equiv. required. Salary commensurate with experience. Excellent company benefits. Opportunity to learn. Send resume to: Broadcasting Magazine, Box M-18.

Lighting director for busy PTV production center. Extensive experience necessary in large-scale studio and location lighting, film and tape. E.O.E. Box M-44.

TV Copywriter/Announcer ... Degree and experience necessary. Send tapes and copy samples to Jeff Davis, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. E.O.E. Salary open.

Production Manager Send resume and sample of work experience to PO Box 4154, Madison, WI 53711. Equal Opportunity Employer.

Producer/Director—MidSouth Station in Top 30's Market needs creative type with heavy commercial/music background. Must also be competent film cameraperson. Position now open. Send resume and salary background to Production Manager, WSM-TV, Box 100, Nashville, TN 37202. WSM is an Equal Opportunity Employer.

Documentary photographer/editor with previous experience in 16mm film cameras/editing; familiarity with electronic mini-cam operations. Must have valid driver's license; ability to lift 60 lbs., of electronic minicam gear. Top 20 market in Pacific NW. Call Personnel for employment application 206-624-7077. An Equal Opportunity Employer.

Supervisor Instructional Television needed immediately. Must have Bachelors Degree in Educational Media or Television Production with education minor, special training in instructional design, three years current experience in television production. Demonstrated Supervisory ability required. Salary commensurate with qualifications and experience. Send complete resume to General Manager, WOI-TV, Ames, IA 50011. EOE.

Assistant Extension TV Specialist to plan and film/video tape location presentations; edit and send to stations. B.A. in comm. related field; 1 yr. experience in film or EFP; creative proficiency; and ability to work with people required. Position no. ST-78-06. Application deadline October 14, 1977. Requests to William Milbrath, 240 Coffey Hall, University of Minnesota, St. Paul, MN 55108. An equal opportunity/affirmative action employer.

TV Producer/Director for Pacific NW network affiliate (top 20 market). Bachelor's degree, two years experience in commercials, news, remotes. Seeking assertive, experienced individual. Call Personnel for station application 206-624-7077. An Equal Opportunity Employer.

Director of Research for WDCA-TV Washington, DC with strong working knowledge of modern TV programming and sales research techniques. At least five years experience required. Excellent opportunity and salary. EOE. Box M-57.

Program Director. Minimum 5 yrs experience in all phases of programming including administration of programming and promotion, negotiation of syndicated shows and feature movies, formatting, FCC/NAB regulations, license renewal procedures, traffic, production. Familiarity with ENG and working knowledge of sales. Resumes, salary requirements to Don Saraceno, KCRA-TV, 310 Tenth Street, Sacramento, CA 95814.

Art Director: Immediate opening in Top Ten Market TV Station. Strong experience emphasized in in-house animation/set design/news graphics/with BFA. Send resumes and inquiries to: P.O. Box 9638, Friendship Station, Washington, D.C. 20016. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Major market television production manager and multiple award-winning producer/director desires new challenges with upward mobility. 10 years experience with major broadcast groups in areas of management and creativity. Top references. Box K-98.

Successful National Rep with strong local sales background with proven track record wants to be your national Sales Manager. Box K-100.

20 years television experience. Seeking position as G. M. Small or medium market station. Earl L. Mehaffey, 3308 W. Loma Lane, Phoenix, AZ 85021. 602-266-5691.

SITUATIONS WANTED TECHNICAL

Television Studio Engineer, First Phone. Call Bob Smith after 7 p.m. E.D.T. 315-478-8896.

1st Phone, seeks position as control room engineer/operator. Experienced, references available. Will relocate. Michael Winston, 306 South 12th East, Salt Lake City, UT 84102.

SITUATIONS WANTED NEWS

Award Winning Radio Journalist wants TV reporter's job. 6 years experience, good looking, top references. Box K-38.

25 Year Old Anchorman with four years experience. Good working knowledge of film, tape, while doubling as producer, in city of 100,000. Will relocate anywhere. Prefer anchor, would consider a News Director job. Dan Corporon, Odessa, TX. 915-367-6249.

Experienced reporter, with anchor and producer experience. Available almost immediately anywhere. Steve Kremer 301-797-0126.

Newsman—Skilled investigative reporter with on-camera street and anchor capability. Background investigation, air writing, top TV, radio news stations. NYC. Record of major news scoops. Interested street-reporting with latitude for initiative work, some anchoring. Prefer East. Box K-67.

Experienced Medium Market Anchor Mani/Producer seeks anchor or co-anchor position in larger market. Will relocate anywhere for job in solid news operation. Box K-91.

Meteorological Personality: Television is a visual media and I do a very visual weather show. I am looking for quality, if you are too, let's get together. Box K-94.

Recent grad, working major mkt radio news, want break in TV news. Some experience. Female, relocate anywhere. Broadcasting Box K-126.

Reporter/photographer, back-up anchor, experienced, degreed. I'm looking for a solid, professional news department to help me grow. Top 60's preferred. Box K-127.

Southern New England radio sportscaster/news-caster seeks television sports post. Young Ivy graduate. PBP all sports, background TV network experience, quite willing to travel. Might seem a gamble, but you won't be disappointed. Box M-30.

Documentary Producer seeks challenging position. Heavy ENG, film background. Producing, editing, reporting docs, newsmagazines, public affairs programming. Box M-26.

Need an Industrious, young communicator who knows TV weather? Contact: Tim Halterman, OS466 East St., Winfield, IL 60190. 312-668-7285.

Stop! I'm the one. Dedicated reporter wants job in news or sports. Radio and television background. Perry Ergang 312-831-3202.

Rare Rare Interview/News Show host. Unusual background, creative articulate air-work. Powerful public affairs communicator. Master's. Past three years top news/interview show Europe. Ability to handle multiple TV assignments where strong personality, solid grasp of news, events, savvy ability to draw people breaks through at all levels from co-anchor to studio audience. Seek co/anchor interview position. Will be Number One. Have high TV standards—do you? Replies CAI, 2120 Outpost Drive, Hollywood, CA 90068.

African born European educated Naturalized American. Extensive travel in those continents. College degree with honors in Government, Harvard 66 Law degree, Wisconsin 69. Previous TV experience as interviewer/critic on California PBS station. Now seeking opportunity for experience in TV or radio reporting and delivery. Video cassette of film interview and studio review available. Please write Owen Oglala, McGowan, Box 305, Courtland, CA 95615.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced Field/Studio—Producer/Director seeking station with strong commercial commitment, excellent news, and state-of-the-art facilities. Presently employed in medium market. Box K-121.

Promotion, programing, production; eager to apply training on entry level, B.A. degree, will relocate. Audio-Video tapes, copy/resume available. J. McGowan, 219 Oak St., Weehawken, NJ 07087. 201-864-0715.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Bright Female, B.A. starting M.S., needs a break! Switcher, cameraperson, audio board, graphics, writer par excellence. can learn anything, will go anywhere. Box M-16.

Pennsylvania radio announcer wants to be a cinematographer/cameraman and director, but inexperienced. Looking for station willing to train. Box M-50.

Producer-Director still seeking challenging, creative position with dynamic organization. 7 years professional production and operations experience. Graham Brinton, 215-664-3346.

Producer/Director: Direct, switch, camera, audio, lighting, VTR, ENG, projection. Resume. James Martin, 4257 Pleasant Run No. 226, Irving, TX 75062, 214-258-3365.

WANTED TO BUY EQUIPMENT

Automation Systems—Top dollar for used systems. Call or write, Eastern Broadcast Supply, 419 Boylston St., Boston 02116. 617-534-8987.

Gates RDC-10 Remote Control in good condition. WKSR Radio, 104 South 2nd Street, Pulaski, TN 38478. Tel. 615-363-2505.

Non profit, tax exempt org. about to built TV 22 Raleigh. Starting from scratch. Welcome contributions of good used equipment. Carolina Christian Communications, Box 15400, Durham NC 27704.

FOR SALE EQUIPMENT

Grass Valley 1400-4 Video Switcher—12 Input with downstream mix. 305-587-9477.

Computer Image—Computer Interfaceable Switcher 6 Input AFV—softwipes, edger, disk. Ideal for computerized editing system. 305-587-9477.

Rapid-Q RQ212 monaural cartridge record/playback; Crown SS702 monaural reel recorder. Contact Gary Knaack, R-D-P Investments, 714-640-5110.

Complete Stereo Studio, in operation only nine months. Includes Sparta 3410 10-channel stereo console, 3 ITC cart machines, 2 Russco rim drive turntables, graphic equalizer, 3 Teac 7300 stereo tape decks, JVC tuner, speakers, headphones, the works. Excellent condition, includes cabinetry, ready to go. Available immediately. Call or send for complete list. Best offer. Michael Linder, 216 West Channel Road, Santa Monica, CA 90402. 805-459-4896.

2 Gates MO-2639 modulation monitors, \$150 each. PT-6 decks, amps. \$50 each. 4-K Radio, Box 936, Lewiston, Idaho.

Color Studio Camera: Three G.E. 350 best offer: Telemation Film Multiplexer Model tmm-203 best offer: 35mm slide proj. Selectoslide Model 332c best offer: 704-536-3636.

Stainless G4 400' Tower on ground in Alabama. Guys, lighting, erection prints. Paul Coleman, Box 1501, Yuma, AZ 85364. 602-782-3881.

8 bay Collins 37MM antenna with deicers, tuned for 95.7 MHz, 16 pieces of 20' line sections, 1 5/8" with hangers. \$975, you ship. Will sell by item. Call Don Kuether 513-773-3513.

Stop throwing away SMC Carousel Motors. We sell the Fiber drive gear. Direct Replacement. Immediate shipping any time. 607-433-2500.

Schafer 902 System—Less than 2 yrs. old 1000 event memory; (4) Revox; 2 Random Audiofiles (96 trays); Automatic logging; many extras. Make an offer. Call or write: Eastern Broadcast Supply; 419 Boylston St. Boston 02116. 617-534-8987.

Time Base Correctors—Digital Video 2,002,7 Line Window TBC-S. Trade-in on DTS-1 9,500 each. Several available first come, first serve. All factory checked out, full warranty. CRV Systems Inc., 2370 Vinton St., Huntington, WV 25701. 304-525-2633.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Hundreds have renewed! We guarantee you'll be a winner. Freebie! Contemporary Comedy. 5804-B Twineing, Dallas, TX 75227.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

"The Weekly Wipe"—Dee Jay Gags and jokes—no record intro's—no junk. Free sample. The Weekly Wipe, Box 3715; Jackson, GA 30233.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Deejays of America: Are you sometimes at a loss for words? We at G & B Enterprises have the answer: informative and entertaining programs written especially for broadcasters by our staff of research and gag writers. Everything from "on this day in History", Sports flashbacks, Celebrity's Birthdays and more. Don't be disappointed! Send \$5 today, and receive a laughfilled package of our current scripts. P.O. Box 88 Northfield, IL 60093.

INSTRUCTION

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REI 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

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1st class FCC, 6 wks. \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Don Martin School—40th Yr. providing training in FCC 1st Class License. 4 mo. course-Jan., May, Sept. 8 wk. course-Jan., July, Nov. Complete XMTR. studio. Radio & TV courses start every mo. 7080 Hollywood Blvd., L.A. 90028, 213-462-3281.

Free booklets on job assistance, 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

1st phone test preparation. Free information. V.A. benefits. Financial Aid. A.A.B. 726 Chestnut, Philadelphia 19106. Phone 215-922-0605.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

Minneapolis location for 1st Class License. Eight week course by top instructors at our fully equipped school. \$475. THE SCHOOL OF COMMUNICATION ARTS 2526 27th Avenue South, Minneapolis, MN 55406, 612-721-5357.

RADIO Help Wanted Sales

LOCAL SALES MANAGER

Position to be open on or about January 1, 1978. Centrally located. Contemporary format. Account list plus override. Send full details of experience, education and personal history. EOE M/F. Box K-72

Help Wanted Announcers

Afternoon Drive

Illinois Medium Market
MOR-Contemporary

Good Pay, Good Benefits, Good Working Conditions.
Community Minded Station With Professional Staff.
Equal Opportunity Employer
Please reply to Box M-47.

MAJOR OHIO MARKET

FM Contemporary needs air talent. Good pipes a necessity. No Top 40 screamers or time and temp robots. Send tape and resume to WLW, 901 Elm Street, Cincinnati, Ohio. Attention S. Howe.

EEO M/F

WANTED

Creative Adult Personality
Needed by Major Market Group owner for
50 KW Facility
The opportunity you've been waiting for is
here!
EOE M/F
Rush Resume Immediately to Box M-52.

Help Wanted Technical

Chief Engineer

for Class C FM in Tampa Florida. Must have prior FM experience and ability to work with programming dept. Looking for committed individual eager to work with team of professionals. Contact Raymond Yorke, WYNF P.O. Box 20147 St. Petersburg, Fla.. 813-577-1111.

HALL COMMUNICATIONS

Seeks Broadcast Engineer for station in Northeast part of country. Should have First Phone and be knowledgeable in A.M., F.M., Stereo and Automation with at least five years experience as Chief with these responsibilities. EOE/M-F. Reply, in writing, with resume to:

Jerry L. Bowers, T.D.
HALL COMMUNICATIONS INC.
WNBH/WNMS Radio
737 County Street
New Bedford, Mass. 02740.

Help Wanted News

Sports Reporter

and Sport Talk-Show Host wanted for WOAI Radio. 50,000-watt clear channel. Top salary and excellent opportunity. Send tape of sportscast and 2 way talk to Greg Haber, Sports Director, WOAI Radio, 1031 Navarro, San Antonio, Texas 78205 E.O.E.

Help Wanted News Continued

WOAI San Antonio

50,000-watt clear-channel news and information giant needs experienced, talented reader-writer to voice afternoon drive block. Good salary and excellent working conditions. Tape and resume to John Barger, General Manager, WOAI Radio, 1031 Navarro, San Antonio, TX 78205. E.O.E.

TELEVISION

Help Wanted Technical

VIDEO EDITOR

Large Midwest video production facility needs experienced Video Editor. Quad equipment with Time Code Computer. Good salary and benefits. Box K-104.

ASSISTANT CHIEF ENGINEER— SAN FRANCISCO

KQED-TV KQEC-TV KQED-FM

You must be able to manage a major network production center demanding the highest technical standards. We are in new, modern facilities and growing fast! IF you have a EE degree or equivalent and at least five years experience in broadcast engineering management with demonstrated success at organizing and motivating engineering personnel; have experience with high power VHF, UHF and FM transmitters as well as microwave systems; have practical knowledge of engineering union contracts and have had experience in studio and remote production, then we want to talk to you! An Equal Opportunity Employer. Send resume to Personnel Department, KQED, Inc., 500 Eighth Street, San Francisco, California 94103

Help Wanted Programing, Production, Others

TV PERSONNEL NEEDED

Religious broadcaster has continuing need for experienced personnel in all areas of programming, production and engineering. Send resumes to Box M-35 Broadcasting.

Situations Wanted News

SPORTSCASTER

Play by play of football, basketball and baseball. TV Sports reporting and commentary. Extensive interviewing. Looking for sports-minded station or team ... write.

J.L. SPORTS
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Irvine, California 92715
or call (714) 833-2087 evenings.

NBC Network Sportscaster

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17800 Chillicothe Rd., Chagrin Falls, Ohio 44022

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Danser Hill Road
Easton, PA 18042
(215) 252-1982

Video Production Facility For Sale

TK-76 and the rest of a color video production facility including: 2-RCA TK630 Plumbicon Color Cameras; RCA Film Chain with TK610B Color Camera, TP66 16mm Film Projector, TP7 Slide Projector, all remote controlled; 2-Sony DxC-1600 Portable Color Cameras with 2-Sony VO3800 Portable Cassette Vtrs; RCA TS-40 Production Switcher with special effects generator; 2-Ampex VP7900 Vtrs; Sony 2850 Vtr; Ampex TBC800; CVS 504A TBC; TRI-EA5 Editing deck; 2-Textronix 146 Sync. Generators; Textronix 529 Waveform Monitor; Tektronix 520 Vectorscope; 2-ADS Distribution Switchers; Conrac 19" Color Monitor; 3 Conrac 9" B&W Monitors; TASCAM Model 10 Audio Console; other equipment too numerous to mention. All equipment is in excellent condition and presently on-line producing industrial and broadcast programming. For information concerning the acquisition of this on-going business, including client list, please contact:

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Sun Information Services Company
Valley Forge Executive Mall
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Wayne, PA 19087
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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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Public Company interested in acquisitions and/or mergers. T.V.—Radio. Profitability not a factor.

Reply Box E-69.

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Up to \$1 million on equitable terms. Principals only reply to:

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Well financed and qualified buyer wants to buy "B" or "C" FM in medium or large market. Turn-around ok. Write principal direct: Duane Hill, 640 Skyline, San Luis Obispo, Ca. 93401.

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A New Professional Service for the Southwest

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For Sale Stations



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Metro market daytimer with fulltime possibilities. Good current increases in billings and audience. Priced at \$315,000 with terms available. Contact Dick Kozacko.

Pennsylvania fulltimer in excellent market has rising revenues and much growth potential. Unit operation with valuable land and building. Asking \$530,000-including substantial consultancy, balance in cash. Contact Keith Horton.

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Elmira Office
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Richard Kozacko

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
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Contact:
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Washington, D.C. 20036
202-223-1553

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(Billing charge to stations and firms: \$1.00).

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 the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on 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.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

- No down payment. Daytimer in greater Chattanooga. Billing about \$11,000. Automation and real estate. \$3,965 per month.
- Daytimer. Within 40 miles of Waco, Texas. Single station market. \$160,000. Terms.
- Class "C" Stereo. Central Texas. 30,000 pop. trade area. Good billing. \$260,000.
- Class "C" Stereo covering more than million pop. with strong signal. Mississippi. Terms.
- Fulltimer within 50 miles of Orlando. Only fulltime AM in 30,000 pop. trade area. Real Estate. Billing about \$140,000. \$395,000. \$70,000 d.p.
- Stereo station metro area of Oklahoma City. Collected about \$250,000. \$585,000. Terms.
- Fulltimer within 60 miles of Chico, Calif. Single station market. Potential for FM now on file. \$480,000. Terms.
- Fulltimer in Eastern Tennessee city. Billing more than \$300,000. \$600,000. Good Terms.
- \$95,000 for FM in small town in Mo. Possibility of powerful AM. Terms.
- Fulltimer with real estate. Billing about \$100,000. About 50,000 Pop. in county. Southern W.Va. \$230,000.
- Good buy for \$725,000 in N.M.
- Daytimer. Within 25 miles of Albany, Ga. Billed \$85,000 with no salesmen. \$265,000. Terms.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

Gulf	Small	AM/FM	\$350k	\$101 K
Central	Small	Profitable	\$180k	Terms
MW	Medium	Power	\$380k	\$111
SE	Metro	Profitable	\$525k	Terms
W	Metro	AM/FM	\$525k	29%

Atlanta, Boston, Chicago,
Dallas, Los Angeles



1835 Savoy Dr., NE

Atlanta, Georgia 30341

For Sale By Owner

North Central Ky Daytimer \$43,500.

Down Payment Required. No Brokers.

Phone 615-794-3799

1 Kw. AM Daytimer

Signal covers Metro Market. Tremendous Market potential 5Kw. available. Located in South Georgia. Price \$250,000. Call 912-883-4908 or write Box 5, Albany, Ga. 31702.

Stock Index

	Stock symbol	ExCh.	Closing Wed. Sept. 21	Closing Wed. Sept. 14	Net change in week	% change in week	1977		PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)		
							High	Low					
Broadcasting													
ABC	ABC	N	38 3/4	38 1/4	+	1/2	+	1.30	46 3/4	37	7	18,107	701,646
CAPITAL CITIES	CCB	N	47 3/4	47 1/8	+	5/8	+	1.32	57	44 3/4	9	7,481	357,217
CBS	CBS	N	53 1/4	52 7/8	+	3/8	+	.70	62	52 7/8	9	28,395	1,512,033
COX	CCX	N	25 7/8	25 1/2	+	3/8	+	1.47	33 5/8	25 1/2	7	5,878	152,093
GRCSS TELECASTING	GGG	A	15 1/2	15 1/4	+	1/4	+	1.63	15 1/2	13 5/8	7	800	12,400
KINGSTIP COMMUN.	KTVV	G	5 1/2	5 1/2				5 1/2	3 7/8	10		461	2,535
LIA	LNIB	C	18 1/2	18 7/8	-	3/8	-	1.98	20 3/8	16 1/2	7	2,739	50,671
MOONEY	MOON	C	2 5/8	2 5/8				2 5/8	1 7/8	9		425	1,115
RAHALL	RAHL	C	18 1/4	17 1/2	+	3/4	+	4.28	18 1/2	8 5/8	22	1,281	23,378
SCRIPPS-HOWARD	SCRIP	C	36 1/2	36 1/2				37	31 1/2	8		2,589	94,498
STARR**	SEB	M	6	5 1/2	+	1/2	+	9.09	7	3 1/2		1,418	8,508
STCER	SBK	N	20 1/4	20 1/4				26 7/8	20 1/4	5		4,876	98,739
TAFT	TFB	N	26 3/8	24 5/8	+	1 3/4	+	7.10	33 7/8	24 5/8	7	4,070	107,346
TOTAL										78,520	3,122,179		

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 3/4	5 5/8	+	1/8	+	2.22	5 7/8	3 3/4	8	1,232	7,084
AVCC	AV	N	14 3/8	15 1/4	-	7/8	-	5.73	17 7/8	13 3/8	3	11,656	167,555
JOHN BLAIR	BJ	N	16 3/8	17 3/4	-	1 3/8	-	7.74	19	11 1/8	5	2,419	39,611
CHRIS-CRAFT	CCN	N	7 5/8	7 3/8	+	1/4	+	3.38	7 3/4	4 1/2	5	5,810	44,301
COMBINED COMM.	CCA	N	22 1/8	21 1/8	+	1	+	4.73	23 1/4	19	7	6,692	148,060
CGWLES	CWL	N	15	14 7/8	+	1/8	+	.84	15 5/8	12 1/2	18	3,969	59,535
DUN & BRADSTREET	DNR	N	28 3/4	30	-	1 1/4	-	4.16	30 7/8	26 1/4	15	26,447	760,351
FAIRCHILD INC.	FEN	N	13 7/8	14	-	1/8	-	.89	15 5/8	9 1/2	12	5,708	79,198
FUCUA	FCA	N	8 5/8	9 1/4	-	5/8	-	6.75	13	8 5/8	5	9,293	80,152
GANNETT CO.	GCI	N	35 1/8	35	+	1/8	+	.35	40 3/4	32 3/4	15	22,430	787,853
GENERAL TIRE	GY	N	23 1/2	24 1/2	-	1	-	4.08	29 1/4	23 1/2	4	22,239	522,616
GLOBE BROADCASTING	GLBTA	C	4 1/4	4 1/8	+	1/8	+	3.03	4 3/8	2 1/8	2	2,783	11,827
GRAY COMMUN.	G	C	11 3/4	12	-	1/4	-	2.08	12 3/4	8	5	475	5,581
HARTE-HANKS	HHN	N	32 1/2	31 3/4	+	3/4	+	2.36	32 1/2	26	12	4,474	145,405
JEFFERSON-PILOT	JP	N	29 3/4	29 7/8	-	1/8	-	.41	32 3/8	26 5/8	10	24,056	715,666
MARVIN JOSEPHSON	MRVA	C	12 1/4	12 1/4				17 1/4	10 1/4	5	1,992	24,402	
KANSAS STATE NET.	KSN	C	8 1/4	7 3/4	+	1/2	+	6.45	8 1/4	4 3/4	10	1,716	14,157
LEE ENTERPRISES	LNT	A	23 1/2	23 1/2				28 1/8	22 1/4	11	5,010	117,735	
LIBERTY	LC	N	22 1/2	22	+	1/2	+	2.27	23 1/8	18	7	6,762	152,145
MCGRAW-HILL	MHP	N	18 3/4	19 1/4	-	1/2	-	2.59	19 5/8	15 5/8	10	24,664	462,450
MEDIA GENERAL	MED	A	14 3/8	14 3/4	-	3/8	-	2.54	20	14 3/8	7	7,463	107,280
MEREDITH	MOP	N	21 1/4	21 1/8	+	1/8	+	.59	21 7/8	17 3/8	5	3,067	65,173
METROMEDIA	MET	N	27 1/8	27 1/4	-	1/8	-	.45	31 1/8	25 1/4	6	6,700	181,737
MULTIMEDIA	MMEC	C	24 1/4	24 1/2	-	1/4	-	1.02	25 1/2	21 1/2	10	4,392	106,506
NEW YORK TIMES CO.	NYKA	A	16 1/4	16 1/2	-	1/4	-	1.51	19 1/2	15 3/4	7	11,207	182,113
CUTLET CO.	CTU	N	18 1/4	18	+	1/4	+	1.38	24 1/4	16 5/8	8	2,140	39,055
POST CORP.	POST	C	21 3/4	21 3/4				21 3/4	16 1/4	7	869	18,900	
REEVES TELECOM	RET	A	2 3/8	2 3/8				3	1 3/4	24	2,380	5,652	
ROLLINS	RGL	N	18 1/4	18 1/8	+	1/8	+	.68	24 1/4	17 1/8	10	13,404	244,623
RUST CRAFT	RUS	A	22 7/8	22 3/8	+	1/2	+	2.23	23 1/2	8 1/2	14	2,251	52,406
SAN JUAN RACING	SJR	N	9 7/8	10	-	1/8	-	1.25	11 3/4	7 5/8	10	2,509	24,776
SCHERING-PLUGH	SGP	N	29 7/8	30 1/8	-	1/4	-	.82	44 3/4	29 7/8	10	54,084	1,615,759
SONDERLING	SOB	A	11 3/4	12 1/4	-	1/2	-	4.08	12 7/8	8 3/8	5	1,103	12,960
TECH OPERATIONS**	TC	A	3 5/8	3 5/8				3 7/8	2 3/8		1,344	4,872	
TIMES MIRROR CO.	TMC	N	23	23 3/4	-	3/4	-	3.15	25 3/8	20 3/4	10	33,919	780,137
WASHINGTON POST CO.	WPC	A	28	28 1/2	-	1/2	-	1.75	30 1/8	21 3/4	9	8,659	242,452
WOMETCO	WCM	N	11	11 1/8	-	1/8	-	1.12	12 3/4	10 7/8	7	8,563	94,193
TOTAL											353,921	8,124,278	

Cablecasting

ACTON CORP.	ATN	A	6 5/8	6 3/4	-	1/8	-	1.85	7 3/8	3 1/8	12	2,757	18,265
AMECC**	ACC	C	1/8	1/8				1/2	1/8			1,200	150
AMERICAN TV & COMM.	AMTV	C	30	29 1/4	+	3/4	+	2.56	30	19 3/4	20	3,465	103,950
ATHENA COMM.** *		C		3/8					3/8	1/8		2,125	796
BURNUP & SONS	BSIM	C	4	4					4 3/4	3 1/8	22	8,325	33,300
CABLE INFO.*		C		3/4					7/8	1/2	4	663	497
CGMCAST		C		4 5/8		4 5/8			5 1/4	3 3/4	9	1,662	7,686
COMMUN. PROPERTIES	CGMU	C	7 1/8	7 1/2	-	3/8	-	5.00	7 5/8	3 5/8	27	4,761	33,922
ENTRON	ENT	C	1 3/8	1 1/8	+	1/4	+	22.22	2	7/8	1	979	1,346
GENERAL INSTRUMENT	GRL	N	18 3/4	19 1/4	-	1/2	-	2.59	23	18 1/8	8	7,332	137,475
GENVE CORP.	GENV	C	8	8 1/4	-	1/4	-	3.03	9 1/4	7 1/2	53	1,121	8,968
TELE-COMMUNICATION	TCGM	C	5 1/2	6	-	1/2	-	8.33	6	2 7/8	32	5,281	29,045
TELEPROMPTER	TP	N	8 1/2	8 7/8	-	3/8	-	4.22	9 3/8	6 3/4	47	16,793	142,740
TEXSCAN	TEXS	D	1 1/2	1 1/2					2	1 1/4	9	786	1,179
TIME INC.	TL	N	32 3/4	33 7/8	-	1 1/8	-	3.32	38 1/4	32 3/4	9	20,324	665,611
TGCCM	TCCM	C	4 5/8	3 1/2	+	1 1/8	+	32.14	4 5/8	2 1/4	17	617	2,853
UA-COLUMBIA CABLE	UACC	C	20 1/2	20 1/2					21 1/4	15 1/2	15	1,679	34,419
UNITED CABLE TV**	UCTV	C	4 5/8	5 5/8	-	1	-	17.77	5 7/8	3 7/8		1,875	8,690
VIACOM	VIA	N	16 7/8	17 3/8	-	1/2	-	2.87	17 7/8	9 1/2	14	3,750	63,281
TOTAL												85,499	1,294,173

	Stock symbol	Exch.	Closing Wed. Sept. 21	Closing Wed. Sept. 14	Net change in week	% change in week	1977 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programming											
COLUMBIA PICTURES	CPS	N	16	16			17	7 3/8	13	6,748	107,968
DISNEY	DIS	N	37 5/8	39 1/8	- 1 1/2	- 3.83	47 5/8	32 1/2	16	31,895	1,200,049
FILMWAYS	FWY	A	8 1/8	8 5/8	- 1/2	- 5.79	9 7/8	6 7/8	7	2,275	18,484
FOUR STAR			1	1 1/8	- 1/8	- 11.11	1 1/8	3/4	10	667	667
GULF + WESTERN	GW	N	11 5/8	11 7/8	- 1/4	- 2.10	18 3/8	11 5/8	3	48,239	560,778
MCA	MCA	N	34 1/8	35	- 7/8	- 2.50	42 3/4	34 1/8	7	18,024	615,069
MGW	MGW	N	20 3/4	22 5/8	- 1 7/8	- 8.28	24 1/8	16	8	13,162	271,866
TELETRONICS INTL.		C	4	4 1/2	- 1/2	- 11.11	6 1/2	3 3/4	6	1,018	4,072
TRANSAMERICA	TA	N	15 1/8	15 1/8			16 1/2	13 5/8	7	67,238	1,016,974
20TH CENTURY-FOX	TF	N	22 5/8	23 3/4	- 1 1/8	- 4.73	25	10	9	7,631	172,651
WARNER	WCI	N	25 3/4	26 7/8	- 1 1/8	- 4.18	32 1/2	25 3/4	6	14,411	371,083
WRATHER	WCC	A	7 3/4	8 3/8	- 5/8	- 7.46	8 3/8	4 1/2	12	2,243	17,383
TOTAL										213,491	4,357,044

Service

880C INC.	BBDC	C	27 1/2	29	- 1 1/2	- 5.17	29 3/4	22 1/2	8	2,513	69,107
COMSAT	CC	N	30 1/8	31 3/4	- 1 5/8	- 5.11	36 3/4	29 3/8	9	10,000	301,250
COYLE CANE BERNBACH	DCYL	C	21	21			22	16 3/4	7	1,866	39,186
FOOTE CONE & BELDING	FCB	N	17	16	+ 1	+ 6.25	17 7/8	14 3/4	8	2,304	39,168
GREY ADVERTISING	GREY	C	23 1/2	23 1/2			28	16 1/2	5	821	19,293
INTERPUBLIC GROUP	IPG	N	37 5/8	37 1/8	+ 1/2	+ 1.34	37 5/8	28 1/8	8	2,387	89,810
PCI COMMUNICATIONS**	MCIC	C	2 3/8	2 3/4	- 3/8	- 13.63	2 7/8	7/8	22	20,137	47,825
PGTELAB	MOV	A	1 1/4	1 3/8	- 1/8	- 9.09	2	1 1/4	8	1,410	1,762
MPC VIDEOTECHNICS*	MPO	A	4 3/4	4 3/4			9	4	7	520	2,470
A. C. NIELSEN	NIELS	C	21 3/8	21 5/8	- 1/4	- 1.15	22 1/4	18 7/8	12	10,762	230,037
GGILVY & MATHER	CGIL	C	38 1/4	38 1/4			38 1/4	31	9	1,805	69,041
J. WALTER THOMPSON	JWT	N	16 5/8	16 3/4	- 1/8	- .74	18 1/2	15 1/8	6	2,649	44,039
TOTAL										57,174	952,988

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	C	4 3/8	4 1/2	- 1/8	- 2.77	6	2 3/8	8	1,672	7,315
AMPEX	APX	N	10	10 3/8	- 3/8	- 3.61	11	7 3/8	12	10,885	108,850
ARVIN INDUSTRIES	ARV	N	17 1/4	17 3/8	- 1/8	- .71	19 1/4	14 1/2	4	5,959	102,792
CCA ELECTRONICS** *	CCA	G	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	3	3			3 1/4	1 3/4	12	1,654	4,962
COHU	COH	A	3 3/8	3 1/4	+ 1/8	+ 3.84	3 1/2	2 1/8	12	1,779	6,004
CCNRAC	CAX	N	21 1/2	22	- 1/2	- 2.27	27 1/4	21 1/8	7	1,793	38,549
EASTMAN KODAK	EASKO	N	58 7/8	59 7/8	- 1	- 1.67	86 3/4	57 5/8	15	161,371	9,500,717
FARINON ELECTRIC	FARN	C	8	8			12	8	9	4,616	36,928
GENERAL ELECTRIC	GE	N	52 1/4	53 5/8	- 1 3/8	- 2.56	56 5/8	49 1/4	12	184,581	9,644,357
HARRIS CORP.	HRS	N	36 1/4	36	+ 1/4	+ .69	39	28	13	12,275	444,968
HARVEL INDUSTRIES**	HARV	G	5	5			5 1/2	3 1/8	13	480	2,400
INTL. VIDEO CORP.**	IVCP	D	1	7/8	+ 1/8	+ 14.28	2 3/8	1/4		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	23 3/4	23 5/8	+ 1/8	+ .52	26	20 1/4	10	1,320	31,350
3M	MMM	N	50 1/8	51	- 7/8	- 1.71	57	48 3/8	16	115,265	5,777,658
MOTOROLA	MOT	N	44 3/8	44 1/8	+ 1/4	+ .56	56 7/8	37 3/4	13	28,544	1,266,640
N. AMERICAN PHILIPS	NPH	N	29 1/2	29 3/4	- 1/4	- .84	36	29 3/8	6	12,033	354,973
OAK INDUSTRIES	CAK	N	13 1/8	14 1/8	- 1	- 7.67	17 7/8	9 5/8	10	1,639	21,511
RCA	RCA	N	26 7/8	27 1/4	- 3/8	- 1.37	31 3/4	25 3/8	10	77,807	2,091,063
ROCKWELL INTL.	RCK	N	30 7/8	31 5/8	- 3/4	- 2.37	36 3/4	30 7/8	8	32,400	1,000,350
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8			2 3/8	1 5/8	9	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	18 1/2	18 1/2			21 1/8	16 3/4	12	1,668	30,858
SONY CORP.	SNE	N	8 3/8	8 3/4	- 3/8	- 4.28	10 3/8	8 1/8	14	172,500	1,444,687
TEKTRONIX	TEK	N	36	37 1/2	- 1 1/2	- 4.00	68 1/2	28 1/4	14	17,342	624,312
TELEPHON	TIPT	C	7/8	7/8			7/8	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	16 1/4	17	- 3/4	- 4.41	21	14 3/4	10	6,838	111,117
WESTINGHOUSE	WX	N	17 1/4	18 7/8	- 1 5/8	- 8.60	22	16 1/4	6	87,492	1,509,237
ZENITH	ZE	N	15	16 7/8	- 1 7/8	- 11.11	28	15	8	18,818	282,270
TOTAL										968,069	34,453,090

Standard & Poor's Industrial Average	104.8	106.3	-1.5	GRAND TOTAL	1,756,674	52,303,752
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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. Earn-
ings figures are exclusive of extraordinary
gains or losses.

NBN's Eugene Jackson: money and media are power for blacks

Eugene Jackson got into the broadcasting business five years ago not out of any great love for the medium. Rather, it was out of a recognition of its power.

His story isn't one of hanging out at stations waiting for the chance to spin a record. "I had never been in a studio until I owned my own," he admits. It was as much the times as his own drive that took him from Kansas City, Mo., to his office on New York's Avenue of the Americas, from which news feeds and other programing are sent to the National Black Network's 83 affiliates. At 34, he runs a corporation which last year made \$100,000 on revenues of \$3.2 million.

At six-foot, four-inches and 220 pounds, Gene Jackson found no problem early on with the "automatic" assumption that he'd play sports—"that's what the block called for," he recalls. Where he did have problems was with the advice that "blacks from my school just didn't become engineers."

Despite the conventional wisdom of the times he went on to Kansas State Junior College. Although he "commenced to flunk everything in sight" there and dropped out, he later went on to earn a degree in electrical engineering from the University of Missouri at Rolla in 1967.

A job as an industrial engineer with Colgate-Palmolive Co. in his home town of Kansas City followed. But the death of Martin Luther King Jr. and the ensuing riots changed his perspective.

"When the riots began . . . I just didn't show at work. I was on the streets trying to quell the community so the whole thing wouldn't burn down," he says, explaining that as one of the few from his home turf who was college-educated, he was able to assume a role in the negotiations with the mayor and the local chief of police.

"After the riots in Kansas City," he continues, "I didn't think there was a possibility of solving national problems [there], having had a terrible experience in trying to communicate with the city fathers." So when he returned to Colgate-Palmolive six days later, he says, it was a "fait accompli" that he was leaving, and it was only a matter of months before he packed his bags for New York.

At the time, he recalls, "I was probably one of the biggest radicals in the United States"—radical, however, in the sense of being a "business-oriented strategist. New York City was the controller of the financial world and that was the place to go."

With New York as his base in 1968, he



Eugene Delaney Jackson—president and chairman, National Black Network, New York; b. Sept. 5, 1943, Waukomis, Okla.; MS in business, Columbia University, 1971; BS in electrical engineering, University of Missouri, Rolla, 1967; industrial engineer, Colgate-Palmolive, Kansas City, Mo., 1967-68; production and project engineer, Black Economic Union, New York, 1968-69; director of major industries program, Interracial Council for Business Opportunity, 1969-71; present position since 1972; m. Brenda Jean Washington, Dec. 31, 1967; children—Stephanie, 7; Bradley, 4; Kimberly, 9 months.

traveled around the country, working with minority businesses as a production and project engineer for the Ford Foundation-funded Black Economic Union. Again Ford money employed him in the venture-capital business, from 1969 to 1971, as director of the Major Industries Program for the Interracial Council for Business Opportunity. Along the way he earned a master's degree in business from Columbia University.

In the early 1970's when pressure was mounting from black politicians and academics for a black place in the business spectrum, "opportunity came to me," Mr. Jackson says. He was approached by Robert Pauley, former ABC Radio and Mutual Broadcasting System president, with the idea of a black radio network. Introductions were made to two broadcasters: Sydney Small and Del Raycee, who later were to become NBN executive vice presidents.

Mr. Jackson took on the assignments of raising capital and recruiting a president on the conditions that the network be 51% black-owned and that the chief executive be black. The first requirement was filled with Messrs. Jackson's and Small's 26.7%

ownership interest each (the remainder held by venture-capital firms). The second, according to Mr. Jackson, was completed when he was asked to take over the top seat by Mr. Pauley. (Mr. Pauley himself dropped out of the NBN picture when he joined E.F. Hutton.)

With 32 affiliates, NBN's news service was launched on July 2, 1973. It now has a station tally of 83, said to cover 47 of the top-50 black markets and 70% of the nation's black population. All but about 10% of the NBN staff of 50 is black.

The basic service remains its hourly (6 a.m. to midnight) five-minute newscasts Monday through Friday and its 12 feeds on Saturday. Newscasts include 90 seconds of national advertising, which along with other NBN programming, is bought by a list including nine of the top-10 national advertisers (with the 10th expected soon).

All major issues are covered for its target audience, says Mr. Jackson. At considerable expense, the network brought the Reuters eastern and western Africa lines to the U.S. for the first time. Going out from NBN, signals are transmitted either by land line or satellite, and NBN claims to be the largest and first line-connected nationwide black-owned and controlled radio service.

Aside from news feeds other programming consists of *Black Issues and the Black Press*, a minority version of NBC's *Meet the Press* moderated by Vince Sanders, whose most prominent guest last year was President Carter; *One Black Man's Opinion*, a two-and-a-half-minute daily feature providing commentary with Roy Wood; poetry, folklore, music and history on the weekly *Ossie Davis and Ruby Dee Story Hour*.

For the immediate future, there's a commitment from UN Ambassador Andrew Young for a guest appearance on a TV pilot of *Black Issues and the Black Press*. And further down the road, Mr. Jackson hopes to give NBN international status as a supplier of news to countries in Africa and the Caribbean.

On the future of black radio, Mr. Jackson is optimistic. But among the hurdles he says still remain the ratings services, which he says underestimate the listening habits of blacks to black-formatted stations, and advertisers which he says underestimate black demographics.

But as might be expected, broadcasting is only one factor in his over-all concern for black enterprise. He recently started on a formidable task he set for himself to approach all of *Fortune's* 500 companies with the idea of locating a plant in the black community and providing housing with it—not to mention the black business club he's thinking about forming.

Happy ending

In amending the television code's restrictions on sexual presentations, the television board of the National Association of Broadcasters wisely left responsibility where it belongs (BROADCASTING, Sept. 19). The new language affirms the right of the individual broadcaster to determine for himself whether material is obscene, indecent or profane. The board had been exhorted to adopt a standard based on community perceptions that would have been impossible to define.

Thus ends a period of rancorous dispute within the NAB establishment over what to do about sex on the air. The board, by its action, has served notice that the association is genuinely concerned about the reasonable control of sexual matter but unwilling to usurp the individual broadcaster's editing authority.

The board's action bespeaks a realistic understanding of the true purpose of a code—to assert general guidelines with which the great majority of broadcasters can agree, but to stop well short of the explicitness that would deny subscribers their individual interpretation. The board knew when to quit.

Presto change-o

The National Cable Television Association is about to raise the curtain on Act II of its carefully rehearsed magic show in Washington. Act I, those with short memories are reminded, went on for several years before the United States Congress was befuddled into the passage of a copyright bill that gave cable systems unlimited use of broadcast programming at a scale of fees well below the average sales tax on opera hats and rabbits.

The NCTA directors lifted the curtain just enough for a peek backstage a week ago (BROADCASTING, Sept. 19). Out came a teaser announcement of a drive to obtain relief from the FCC's distant-signal restrictions. But, folks, this is only the beginning. Just step inside the tent and see the NCTA ask for relief from FCC rules requiring cable systems to provide channels for public access and leased services, from what is left of FCC rules defending the exclusivity of local broadcast programming, from whatever else cable operators see standing in the way of total freedom to use broadcast programming at virtually no cost in any way they think will be profitable. The main show takes place this week before the House Communications Subcommittee, which is engaged in an overhaul, rewrite, modification or editing—depending on who describes it—of the Communications Act.

No one should be surprised that the cable industry is now asserting a right to be relieved of federal rules—except those protecting it from free-market negotiation with utilities whose poles it wants to use or from state and local regulation. Before the new copyright act was adopted a year ago, the cable interests emphasized that they were “accepting” copyright liability only with the understanding that it would lead to the lifting of other federal restraints. The Congress's gullibility may be measured by noting that the scale of licensee fees that was eventually adopted coincided almost precisely with the NCTA's draft.

The true effect of the new copyright act is to deprive broadcasters and their program suppliers of their property rights in programs picked up by cable and thus to eliminate normal market forces. Without the FCC rules now in effect, broadcasters would be helpless to protect their own program interests against cable competition, and program companies would be helpless to prevent cables from carrying their broadcast productions all over the country, at inevitable loss of local sales.

If from the beginning cable had been exposed to the same

copyright liability affecting other forms of communication, there would have been no need for FCC rules to protect broadcast rights. Bargaining among cable operators, broadcasters and program sources would have eventually established a free-market system without governmental control.

It is too late now to start over again. Unless broadcasting and broadcast program sources are to be stripped of all defenses against cable usurpation of broadcast programming, the government must continue to act as a restraining force. The House Communications Subcommittee will do better than some of its counterparts on the copyright side if it demands proof that broadcasting can be sawed in half without leaving blood on the floor.

Sweetness and the light

The House Commerce Committee last week voted against the imposition of restrictions on broadcast advertising of freely marketed products containing saccharin, while further tests are conducted to determine whether saccharin presents any danger to health. A week earlier the Senate rejected the same restrictions. Broadcasters must be doing something right.

It was a difficult struggle against the same sort of addled liberalism that voted the ban on broadcast advertising of cigarettes—also freely marketed—back in 1971. This time, however, conditions were considerably different.

For one thing, broadcasters united as rarely before to take their case to Congress. Some credit may be claimed by all of the organizations that participated, the Radio Advertising Bureau, the Television Bureau of Advertising, the National Radio Broadcasters Association and the National Association of Broadcasters. It was the NAB, however, on the scene in Washington with an organization designed for just such purposes, that was the main force in what amounted to a federated action.

For another thing, broadcasters faced no double-cross by saccharin interests as they did by the tobacco companies, which conspired to give up broadcast advertising as the trade-off to prevent restraints on other advertising and distribution.

As optimists about the political process, we'd like to think a third factor figured in the defeat of the antibroadcasting movement. Perhaps a significant number of legislators are learning that tinkering with advertising can be merely be a pretentious exercise to conceal an unwillingness to confront basic problems. If that is indeed the case, broadcasters may have won more than they think they did in the past two weeks.



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