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Broadcasting Dec 5

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NEWSPAPER

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in all 43 Arbitron demos.***

...and #1 in 45 Nielsen demos (with one tie), again dominating the Twin Cities' news at 10 p.m.** Our news at 6 p.m. also led the field, winning 36 out of 43 Arbitron demos and tying 5*. That's news dominance!

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#1 EYEWITNESS NEWS

KSTP-TV



MINNEAPOLIS
ST. PAUL

Source: *Arbitron/**Nielsen, October 1977, program audiences, 7-day averages. Estimates subject to limitation in said reports.

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and to be telecast by*

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Los Angeles	KABC-TV	Portland, OR	KATU	Daytona Beach	WDBO-TV
Chicago	WLS-TV	Denver	KMGH-TV	Albany/Schenectady	WRC
Philadelphia	KYW-TV	Cincinnati	WCPO-TV	Syracuse	WTV
Boston	WCVB-TV	Sacramento/Stockton	KXTV	Dayton	WHIO-TV
San Francisco/		Milwaukee	WITI-TV	San Antonio	KSAT-TV
Oakland	KGO-TV	Kansas City	KCMO-TV	Charleston/	
Detroit	WXYZ-TV	Nashville	WNGE	Huntington	WSAZ-TV
Washington, DC	WJLA-TV	Providence	WJAR-TV	Salt Lake City	KSL-TV
Cleveland	WEWS	San Diego	KGTV	Winston-Salem/	
Pittsburgh	KDKA-TV	Phoenix	KTAR-TV	Greensboro	WXII-TV
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Tampa/St. Petersburg	WTVT	Louisville	WLKY-TV	Omaha	KMT
Indianapolis	WRTV	Wilkes Barre/		Roanoke/	
		Scranton	WNEP-TV	Lynchburg	WSLS-TV

Market line-up as of November 23, 1977

Executive Producer

Producer

Director and Host

Produced by Factor-Newland Production Corporation

Collier Young

Alan Jay Factor

John Newland

STEP BEYOND

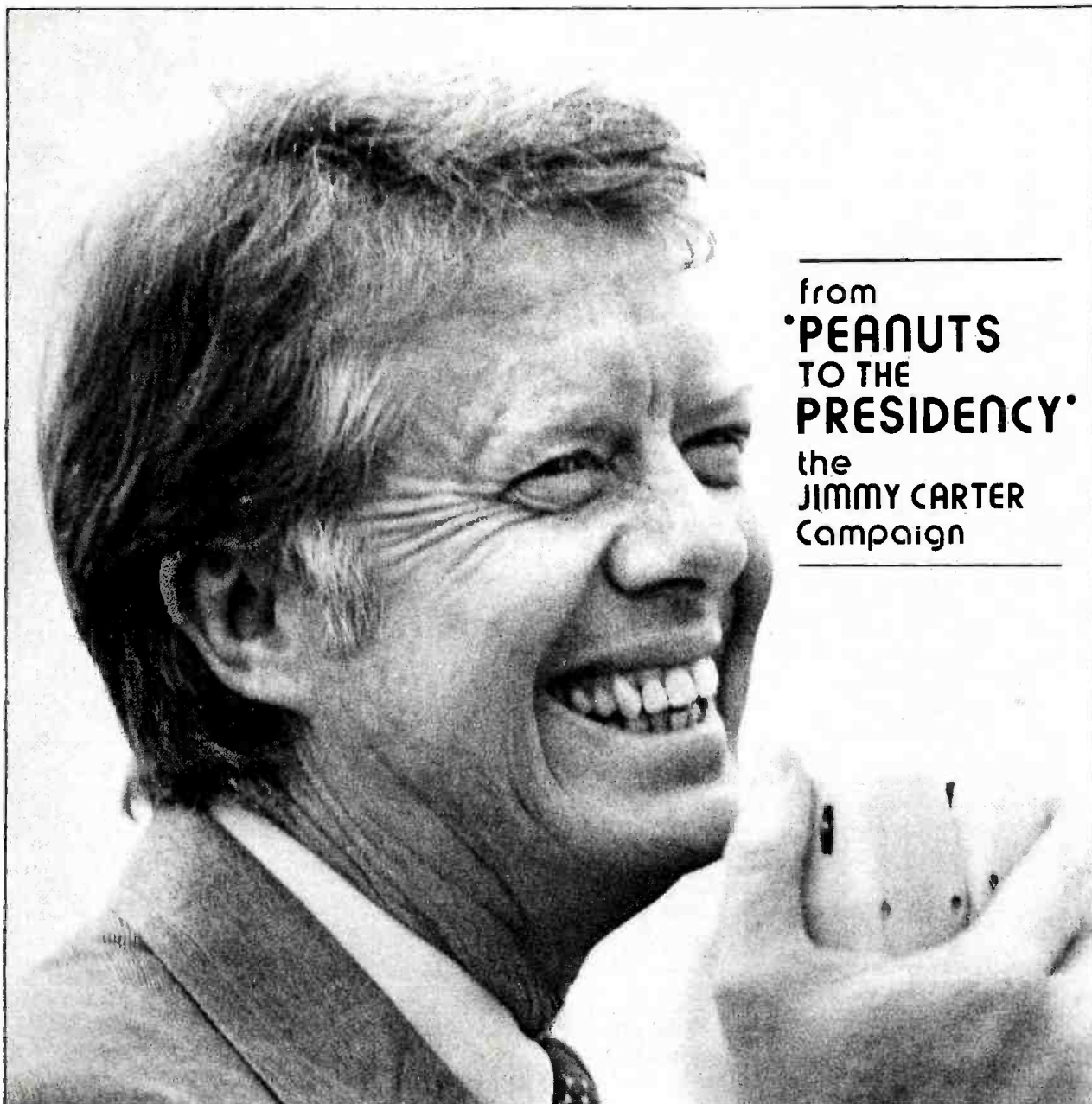
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Jackson	WLBT	Sioux City	KCAU-TV	Chico	KHSL-TV
West Palm Beach	WPTV	Joplin	KODE-TV	Utica	WUTR-TV
Greenville/ New Bern	WNCT-TV	Wichita Falls	KAUZ-TV	Reno	KTVN-TV
Peoria	WRAU-TV	Lafayette	KATC	Dothan	WTVY
Evansville	WFIE-TV	Eau Claire	WEAU-TV	Great Falls	KFBB-TV
Springfield	WILX-TV	Terre Haute	WTHI-TV	Billings	KULR-TV
St. Louis	KSFY-TV	Santa Barbara	KSBY-TV	Butte	KTVM
Wayne	WPTA	Charleston, SC	WCIV	Missoula	KGVO-TV
Columbia	WIS-TV	Beaumont	KBMT-TV	Kalispell	KCFW-TV
Colorado Springs/ Pueblo	KRDO-TV	Savannah	WSAV-TV	Anchorage	KENI-TV
Healing/ Steubenville	WTRF-TV	Austin/Rochester	KAAL	Lima	WLIO
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The Week in Brief

MR. FERRIS'S FCC □ All signs point to a more "activist" commission now that the Carter Administration has its members aboard. Here a look at the probabilities and possibilities, including the likelihood that the other six commissioners may come into their own. **PAGE 18.**

INDICATORS? □ At its meeting last week, that new FCC may have offered some insight on what's ahead. **PAGE 23.**

NOT RESTING □ Frontrunner ABC-TV announces six program shifts, two new series and a special maneuver for midseason. **PAGE 24.**

CHANGES ON CAPITOL HILL □ The death of Senator John McClellan is expected to propel Commerce Committee Chairman Warren Magnuson to the chairmanship of the Senate Appropriations Committee. Senator Howard Cannon is then in line for the top Commerce post. **PAGE 30.**

VAN DEERLIN'S RECIPE □ The House Communications Subcommittee chairman outlines some general principles that should prevail in the Communications Act rewrite. It comes in a Phoenix speech to religious broadcasters. **PAGE 32.** The finale of the rewrite briefings is set for Dec. 13 when the Communications Subcommittee hears testimony on problems of minority broadcasters with national advertising and ratings services. **PAGE 32.**

UPPING THE LIMIT □ Representative Cecil Heftel introduces a bill that would allow the Small Business Administration to raise the loan limit for minority interests seeking broadcast or cable properties. **PAGE 36.**

THAT HUT DROP □ The agencies are beginning to accept the decline in viewing levels as a fact of life and the burden of accounting for the sag is shifting to the three commercial networks. **PAGE 40.**

SILVER LINING □ The Television Bureau of Advertising reports that although homes using TV have declined, total homes with television have increased. **PAGE 40.**

AGENCY TALK □ The AAAA Eastern conference in New York discusses a need for easier escapes from broadcast contracts, conflicts between ratings services and the prospects for a fourth network. **PAGE 41.** In another session at the conference, panelists forecast a 15%

increase in radio sales for next week and a growing preference for the 30-second commercial length in radio. **PAGE 43.**

PRODS FROM JUSTICE □ Top Antitrust Division officials criticize the American Bar Association and state units for dragging their feet on lawyer advertising even though the Supreme Court has struck down bans on ads. Discrimination against TV is also charged. **PAGE 42.**

IT'S OFFICIAL □ A U. S. district judge signs the consent decree that frees NBC of the antitrust suit filed against it by the Department of Justice. **PAGE 46.**

SAUTER TO KNXT □ CBS-TV censor Van Gordon Sauter is sent to Los Angeles to bail out ratings-troubled KNXT(TV). Donn O'Brien moves up as vice president program practices, CBS/Broadcast Group. **PAGE 46.**

CABLE OUTLOOK □ Lee Enterprises's Jules Tetlow paints a bright near future, but with some eventual uncertainties. **PAGE 50.**

HBO 'MONOPOLY' □ That's the charge of the Motion Picture Association of America against Home Box Office. It's made to the Justice Department and the Federal Trade Commission. **PAGE 51.**

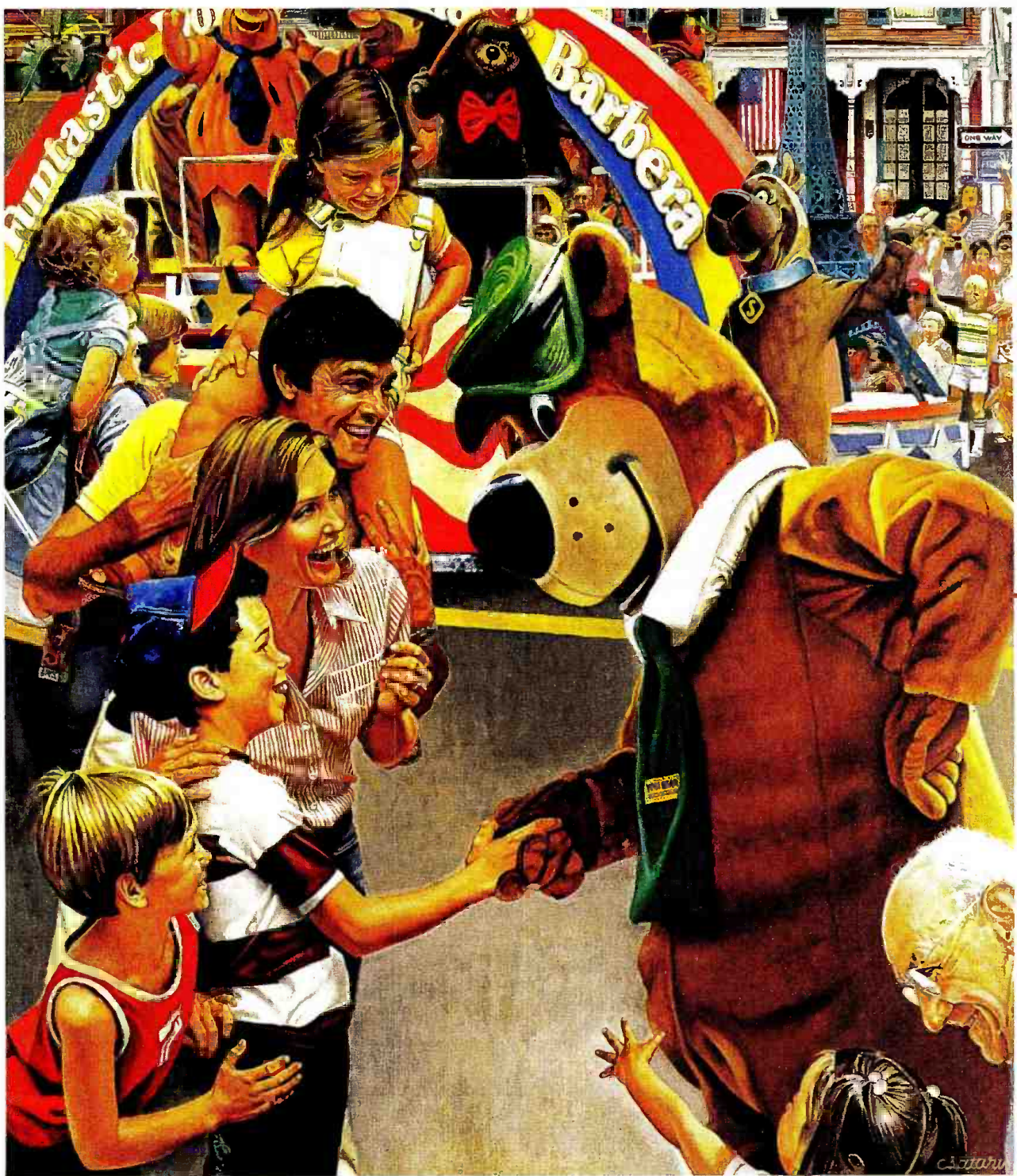
CAMERAS IN THE HOUSE □ It appears that the House of Representatives will opt for congressional control of the feed that ultimately will permit public viewing of floor proceedings. **PAGE 51.**

TERRORIST COVERAGE □ The chief of Washington's police is looking for a "mutual agreement" with the city's news media, but his proposals draw only lukewarm reactions. **PAGE 52.**

GOODBYE FROM SEVAREID □ After a 38-year career, the CBS News commentator retires to the plaudits of practically everyone. **PAGE 53.**

WELCOMES CHALLENGES □ Group owner Cy Bahakel has earned a reputation for taking over floundering broadcast properties and injecting new life into the operations. Tenacity and a desire for involvement are the attributes most often mentioned by his peers, one of whom remarked "Cy doesn't let things fail." **PAGE 73.**

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One in a series of paintings by Joseph Csatsari depicting Taft Broadcasting Activities

Shake hands with a fantasy.

Everyone loves a parade. And with Yogi Bear and other Hanna-Barbera characters joining the crowd, it becomes more than just a parade. It's fun and laughter. A happy time that brings people closer together.

Family Entertainment. It's part of the business and philosophy of Taft Broadcasting. Through our Hanna-Barbera television and motion picture productions we reach a world-

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insider report: behind the scene, before the fact

Tomorrow yesterday

New TV delivery system with potential to revolutionize medium's long-haul techniques was to make operational debut on CBS Sports yesterday (Sunday). It's STRAP, CBS Technology Center-patented development that permits transmission of two signals simultaneously over single channel. Network was to use STRAP to transmit Detroit-at-Green Bay and San Francisco-at-Minnesota games over single Western Union satellite channel to New York for editing of highlights to be replayed during half-times of other regional telecasts. Subjective quality level is compared to 16 mm film, as opposed to 35 mm level normally desired for entertainment programs.

Technique, in effect, interlaces every other field of two signal sources, with electronic interpolation to smooth out omission of skipped field. STRAP—acronym for simultaneous transmission and reception of alternating pictures—can be used to send signals from two ENG cameras back to home base at same time over single microwave link, or to transmit, say, 20 minutes of news material from Middle East to New York using only 10 minutes of satellite time.

Good question

Can Charles D. Ferris stay happy as chairman of FCC now that job he originally wanted has become available again? That's question posed by resignation of Deputy Attorney General Pete F. Flaherty last week. Mr. Ferris had his sights set on deputy's spot but was told that Attorney General Griffin Bell wanted lawyer with strong criminal background, which Mr. Ferris lacked.

Mr. Flaherty, former mayor of Pittsburgh, was released by President Carter from pledge to serve as number-two man in Justice Department for full Carter term. He wants to run for governor of Pennsylvania, post now held by Milton Shapp who made fortune in cable television as founder of Jerrold Corp. It's considered unlikely that Mr. Ferris will get another crack at deputy attorney general job.

Money rolls in

Like television itself, television performers made more money in 1976 than in any other year. Figures now in from American Federation of Television and Radio Artists, for fiscal year ended Nov. 30, 1976, and from Screen Actors Guild for calendar 1976 put combined TV income at \$295 million. AFTRA members made \$111 million on

TV programs, \$10 million on commercials. SAG members made \$110 million on commercials and \$63.6 million on television filmed programs (compared to \$33.6 million on theatrical films). Advertisers and producers must pay 8-1/2% of total earnings into unions' pension and welfare funds.

AFTRA and SAG contracts covering commercials expire next Nov. 15, and negotiators are already preparing for what is expected to be rugged bargaining.

Separate tables

National Association of Broadcasters' latest round of six fall regional meetings was considered successful, but there is talk of renovating format. Some members of NAB executive committee and staff see virtues in completely separate meetings for radio and TV. Their programs have been separate for last several years, but they shared dates and hotels. NAB is also considering giving meetings more limited focus, similar to management seminars run day prior to each fall conference this year or to license renewal seminars association began holding this year. Both kinds had good response.

One concern is that present program format, which attempts to cover virtually whole broadcast waterfront, draws too many senior NAB staff members away from headquarters during October and November.

Valenti alert

With eye to future of satellite communications and possible exotic offshoots, Jack J. Valenti, president of Motion Picture Association of America, has hired Allen Cooper, formerly NBC researcher in New York and later with Public Broadcasting Service, Washington, as staff assistant to president. Mr. Cooper in late 1960's co-authored study on future of communications in 1970's with Hugh M. Beville Jr., then NBC's research director, now head of Broadcast Rating Council (BROADCASTING, April 1, 1968). It predicted proliferation of cable services.

Going through motions

Fifteen-member broadcast advisory committee on Communications Act rewrite, scheduled for third meeting in Chicago Wednesday and Thursday, isn't likely to come up with any new ideas for House Communications Subcommittee. Group will follow through—with some reluctance—on promise to attempt making lists of issues that should be included in rewrite. But list probably won't go beyond points broadcasters, mainly National

Association of Broadcasters, have restated many times in past. Some are skeptical list will materialize at all.

There are several reasons, one being distrust of what subcommittee will do with list if one is submitted. Subcommittee counsel Harry M. (Chip) Shooshan's recent remark that broadcasters will have to give something to get something from Congress (BROADCASTING, Nov. 21) has made several members extremely reluctant to allow themselves to be set up as negotiators. One said last week industry should drop back into traditional role of waiting for legislation to materialize, then react. Another committee member said his own effort to compose list has failed utterly. And still another said he doubts group, which is made up of TV and radio representatives from varying size markets, can agree on anything besides basics anyway.

Diary patrol

Arbitron has instituted extensive new security measures as result of diary tampering conspiracy in Memphis (see "In Brief"). One new wrinkle was to make mailing envelopes anonymous by leaving off Arbitron identification. Company is also following up more thoroughly on diary recipients, making sure diaries are received and filled out by right people. Part of reason for that—not revealed during trial—was that families who were to have received purloined diaries got anonymous telephone calls asking them to lie if Arbitron ever checked to make sure diaries had arrived.

Postal carrier who pleaded guilty in case knew Arbitron periodically made such follow-up calls, since he had applied for job with rating service few years ago, had received study manual and had passed employment test. He was never hired, however.

Not so fast

Deadline that FCC Chairman Charles D. Ferris set for himself to make recommendations for network study staff 30 days after his swearing-in has passed, even if only "working days" are counted, as Mr. Ferris says he intended ("Closed Circuit," Nov. 14). Search for staff director is under way among outside talent—academicians, lawyers and government officials. But problem of finding person who is both qualified and willing to make arrangements in personal affairs to take job remains to be overcome. As result, chairman's administrative assistant, Frank Lloyd, says there will be no more "arbitrary deadlines." Process will end when right person is found, he says.

Business Briefly

TV only

IBM □ International Business Machines sponsors CBS-TV special, *The Nutcracker*, Friday, Dec. 16 (8-9:30 p.m. NYT). Agency is Conahay & Lyon, New York. Program will feature Mikhail Baryshnikov and members of the American Ballet Theater.

Electronic Realty Association □ National real estate association plans \$4-\$5 million TV promotion beginning in January. Fromm Inc., Kansas City, Mo., is placing spots in 80 markets during prime, news, late fringe and prime access time. Target: men and women, 25-49.

Monterey House □ Mexican restaurant chain will launch one-year TV campaign beginning in January. Goodwin, Littman & Wingfield, Houston, will handle spots in 21 markets throughout Texas and Oklahoma during prime time. Target: adults, 18-49.

Crown Zellerbach □ Consumer products division of paper products firm schedules six-month TV campaign

beginning in January. D'Arcy-MacManus & Masius, San Francisco, is buying spots in at least 17 markets during all day parts. Target: women, 25-54.

Red Lobster Inns □ Division of General Mills is placing 20-week TV promotion starting in late December for its Red Lobster Inns. D'Arcy-MacManus & Masius, Minneapolis, is seeking spots in about 100 markets during fringe and prime time. Target: men and women, 25-54.

Sears, Roebuck □ Department store chain is placing four-month TV buy to begin in February for its optical department. Fox & Associates, Cleveland, is selecting spots in approximately 90 markets in day, fringe and prime time. Target: adults, 35 and over.

Stouffers □ Frozen foods division places three-month TV drive for its entrees beginning in early January. Creamer/FSR, Pittsburgh, is scheduling spots in 34 markets during fringe, day and prime time. Target: women, 25-54.

Perma Bond □ Adhesive is subject of first quarter TV campaign starting in late January. Winner Communications, New

York, is buying spots in more than 100 markets during fringe, day and prime time. Target: total adults.

Pennsylvania Apple Advisory Board □ Marketing board will feature its apples in 11-week TV push beginning in late January. Walter G. O'Connor, Hershey, Pa., will buy spots in seven markets during day, fringe and prime time. Target: total women.

California Milk □ Advisory board slates 10-week TV push to begin in early January. Cunningham & Walsh, San Francisco, is handling spots in 10 markets during fringe and prime time. Target: women and men, 18-34, and teenagers, 12-17.

Sunkist □ Citrus growers are arranging eight-week TV campaign to start in early January for their oranges. Foote, Cone & Belding/Honig, Los Angeles, is buying spots during day, prime and early fringe time in 35 markets. Target: women, 25-49.

Kal Kan □ Dog food company focuses on its Thoroughbred brand in seven-week TV campaign starting in late January. Ted Bates, New York, is purchasing TV spots in 14 markets during day and fringe time. Target: women and men, 25-54.

Great Lakes □ Consumer products division of Great Lakes Carbon Corp. arranges four-week TV buy for its Spot Shot rug cleaner starting in January. Draper Daniels, Chicago, is handling spots in Los Angeles and San Diego during daytime. Target: total women.

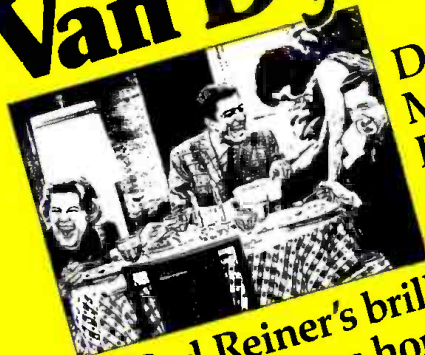
Geo. A. Hormel □ Grocery products division will feature its Mary Kitchen Hash in four-week TV campaign beginning in mid-January. BBDO, Minneapolis, is buying spots in seven markets during daytime. Target: women, 25-49.

E. Kahn's □ Subsidiary of Consolidated Foods is arranging four-week TV buy for its processed meats beginning in early January. Sive Associates, Cincinnati, will place spots during day, fringe and prime time. Target: women, 18-49.

Nisson Foods □ Cup O' Noodles plans four-week TV promotion starting in late January. SFM Media, New York, is seeking spots in about 24 markets during fringe, day and prime time. Target: women, 25-54.

AT&T □ Company will sponsor *The Tiny Tree*, animated Christmas special, through agency, N.W. Ayer. It will be broadcast on Sunday, Dec. 18 (7:30-8 p.m. NYT), on CBS-TV. Agency was incorrectly identified in BROADCASTING, Nov. 28.

The Dick Van Dyke Show



Dick Van Dyke, Mary Tyler Moore, Rose Marie and Morey Amsterdam head the all-star cast

of Carl Reiner's brilliantly scripted sitcom that was honored with 14 Emmys and 25 other awards during 5 prime-time seasons. 158 episodes are available.



Rep appointments

- WRNG(AM) Atlanta: Major Market Radio, New York.
- WPAO-AM-FM Paducah, Ky.: Regional Reps, Cincinnati.
- WKVT(AM) Brattleboro, Vt.: WCNX(AM) Middletown, Conn.; WSNQ(AM)-WORK(FM) Barre, Vt., and WTSL(AM) Hanover, N.H.: Kadetsky Broadcast Properties, Boston.
- WQEN(FM) Gadsden, Ala.: Jack Bolton Associates, Atlanta.

Heinz □ Food products group will focus on its Heinz 57 sauce in two three-to-four-week TV flights starting in early January and late February. Ketchum, MacLeod & Grove, Pittsburgh, will place spots in 54 markets during early fringe time. Target: women, 18-49, and working women.

Laser Images □ Laserium light show will get three-week TV flight starting in early December. Telecaters, Los Angeles, will schedule spots during fringe time. Target: adults, 18-34, and teen-agers.

Princess Cruises □ Division of P & O Liners will take three-week TV flight starting in early January. Grey Advertising, Los Angeles, will buy spots in Los Angeles and San Francisco. Target: total adults.

Sunshine Biscuits □ Subsidiary of American Brands will get three-week TV push featuring its Honey Grahams beginning in mid-January. Ogilvy & Mather, Los Angeles, will place spots in four western markets during fringe time. Target: women, 18-49.

Random House □ Encyclopedias will get two-week TV promotion beginning in mid-December. Grey Advertising, Minneapolis, is seeking spots in St. Louis, Kansas City, Mo., and Minneapolis-St. Paul

during prime, news and late fringe time. Target: adults, 25-49.

Radio only

Neutrogena □ Acne cleansing soap takes eight-week radio flight beginning in early January. Hall & Levine, Los Angeles, is scheduling spots in about 20 markets including, Atlanta, Boston and Seattle. Target: adults and teen-agers.

American Express □ Credit card company is placing three-week radio push starting this week. Ogilvy & Mather, New York, is buying spots in 27 markets including New York and Los Angeles. Target: adults, 25-49.

Gulf □ Oil company schedules two-week radio promotion beginning early this month for its underwriting of Public Broadcasting Service's National Geographic specials to be aired, Dec. 5, Jan. 9, Feb. 16 and March 6. Ketchum, MacLeod & Grove, Pittsburgh, is placing spots in 12 markets including, Los Angeles, Pittsburgh and Salt Lake City. Target: adults, 18 and over.

Twentieth Century-Fox □ Feature films division focuses on its two films, "Turning Point" and "World's Greatest Lovers" in one-week radio flight beginning in late December. Cargill, Wilson & Acree, Atlanta, is seeking spots in 6-18 Southeast markets including Charlotte, N.C., and Nashville. Target: adults, 18-49, and women, 18-34.

Stouffer Frozen Foods □ Food Division schedules first-quarter and second-quarter radio buy beginning in early January for its French bread pizza. Creamer/FSR, Pittsburgh, is buying spots in New York and Chicago. Target: women, 18-49.

BAR reports television network sales as of Nov. 13

ABC \$1,048,813,400 (34.3%) □ CBS \$1,015,648,600 (33.3%) □ NBC \$990,331,500 (32.4%)

Day parts	Total minutes week ended Nov. 13	Total dollars week ended Nov. 13	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.	176	\$ 1,310,300	6,672	\$ 43,121,800	\$ 33,130,700	+30.2
Monday-Friday 10 a.m.-6 p.m.	1,027	18,968,300	45,253	670,456,100	545,082,200	+23.0
Saturday-Sunday Sign-on-6 p.m.	310	11,861,400	13,772	347,352,900	285,333,100	+21.7
Monday-Saturday 6 p.m.-7:30 p.m.	96	4,915,500	4,494	169,716,700	135,326,800	+25.4
Sunday 6 p.m.-7:30 p.m.	19	1,543,300	946	49,249,900	40,868,200	+20.5
Monday-Sunday 7:30 p.m.-11 p.m.	407	47,263,200	18,952	1,561,486,100	1,295,516,200	+20.5
Monday-Sunday 11 p.m.-Sign-off	217	6,014,000	9,442	213,410,000	186,547,100	+14.4
Total	2,252	\$91,876,000	99,531	\$3,054,793,500	\$2,521,804,300	+21.1

Source: Broadcast Advertisers Reports

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Founded in 1931 as "Broadcasting"—The News Magazine of the Fifth Estate. □ Broadcast Advertising* was acquired in 1932. Broadcast Reporter* in 1933, Telecast* in 1953 and Television* in 1961. Broadcasting-Telecasting was introduced in 1946. □ Microfilms of Broadcasting are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright 1977 by Broadcasting Publications Inc.

Monday Memo[®]

A broadcast advertising commentary from Richard C. Anderson, vice president-director of media services, Needham, Harper & Steers, Chicago

Avoiding the same old media thinking

When we changed the name of our media department at Needham, Harper & Steers, Chicago, from "The Department of Media Services" to "The Department of Media Resources," it was done for more than cosmetic reasons.

There had been a growing awareness within the agency of the increasing importance of media in generating the advertising energies that move people to buy goods and services. This led, quite naturally, to a fresh look at what the media really are, as well as to an examination of just what media resources are really available to us in helping our clients' products and services fight for acceptance in the increasingly competitive marketplace.

As a matter of interest, we counted more than 18,000 media resources in the general categories of television, radio, newspapers, magazines and out-of-home. This, of course, does not begin to include the countless new media opportunities being made available almost daily. Think of supermarket broadcasting, movie advertising and new departures in transit and billboard advertising and the looming extensions of availability in familiar media such as possible fourth TV network and the expansion of cable television. Not to forget the most powerful medium of all, word of mouth—that hoped-for extension of any medium that causes millions of people to talk to one another about a client's product.

With all this in mind, it seemed to us that "The Department of Media Resources" was a name whose time had come. Clearly, it is no longer enough for our media people to serve up existing media opportunities; they must lead the probe for new resources as well as leading the redevelopment of older (although presently little-used) resources.

The problem of reaching prospects effectively has always been a formidable one. In earlier years, it was difficult to determine just who the prospect was and where he was to be found. Today's computer technology has helped us immensely with those questions. But now we are preoccupied with ever-deepening questions such as: What does our prospect do? How does he live? Whom does he know? How does he think?

Seeking alternative media usages is one option open to us. But we are also very concerned about how to improve the impact of the individual commercial unit. Few would question the fact that the impact of that commercial unit has been on a down trend since 1960. Until today, when



Richard C. Anderson has been senior vice president and director of media resources of the Chicago office of Needham, Harper & Steers since last May 1. Earlier he was executive vice president and general manager of Frankfurt Communications Inc., New York, active in creative direction, account management and media planning. Previously Mr. Anderson was vice president in charge of media relations for Young & Rubicam, New York, having spent 16 years with that agency.

we really desperately need more commercial units to make up for that loss of effectiveness, the escalation of TV costs has made it impossible for us to buy as many. Consequently, we simply are not reaching our key prospects as often as we should, and we must find ways to augment our power through the use of other media resources.

Quite frankly, as glum as this picture seems to be, I am convinced that our entire concept of frequency is probably woefully understated in terms of what it really takes to reach inside the gray matter of a viewer. In other words, as bad as things appear to be, they may be even worse.

By no stretch of the imagination do I mean to imply that all is lost. I am merely citing today's challenge as the latest in a long line of challenges that our industry has faced from the beginning.

It will take a little doing on the part of all of us. First, we must be sure we establish and maintain client-agency relationships that can withstand heat as well as light. Within the agency, a creative person must come to know that where his message will appear is a significant element in its preparation. And, conversely, a media person must recognize that the nature of that

message is one of the most significant determinants of where it should appear and when. Those who own media must concede that the climate they provide for an advertising message will have a significant bearing on its effectiveness. And all of us—client, medium, agency—must treat the advertising appropriation as though it were our own money.

At NH&S, the creative leadership has set forth six principles by which they seek to govern the preparation of advertising programs. Nothing is more illustrative of the point I am trying to make than to say that these same six principles could well have been set forth as a guide to our media people, had I demonstrated the wit to formulate them. In any case, with the permission of the "copyright owners," let me share them with you as the goal of the NH&S "Department of Media Resources," and the suggested goal of all of you with whom we mean to work.

First, let us break the pattern. (Let's try to reach people unexpectedly—new scheduling concepts and heavy concentration in certain programs or miniseries, for example.)

Let's position the product clearly and competitively. Largely a creative responsibility, perhaps. But a media environment can help too. What's wrong with being where "they ain't?"

We must generate trust. (If it takes 60 seconds to say it fully, maybe 30 seconds aren't enough.)

We must reflect the character of the product. (Ah, for the days when economics permitted a client the luxury of sponsoring his own show. Failing that, perhaps we owe it to a client to select apertures in compatible programming.)

We should speak with one voice. (Whatever medium we use, we should make sure we use it for what it does best in conveying an impression that is consistent with our product or service.)

Remember, we must appeal to both heart and head. (You don't make a sale in the mind alone, even if you attract attention. The quality of attention may vary between one program and another or one station and another.)

Finally, of all the resources at our disposal, none is more significant than the people with whom we share the hard decisions.

This being true, we invite the members of "The Department of Media Resources" to be a little more daring than they think they are, a little more often than they think they should, not because they'll always be right—but because nothing could be more wrong than doing the same old thing.

QUESTION:

Which radio sportscaster is more popular than Howard Cosell?



There's only one radio network sports program that offers a larger audience than Howard Cosell's Speaking of Sports at 5:25 PM (EST). It's Howard Cosell at 8:25 AM (EST)!*

Both programs, the most listened-to radio network sportscasts in America, show high appeal to adults in the 18-34 and 18-54 age groups, including young working women.

That's the audience you get with sponsorship of Howard Cosell. That, and something more.

A franchise. Program sponsorship, as opposed to

scattered participation in many different programs, gives you an edge in the marketplace.

With product exclusivity and sponsorship on a regular basis, your message stands out from other commercials.

Why? Because listeners identify it with a particular personality. (In this case one of the most unmistakable personalities around today!)

For sponsorship of Howard's morning or evening show, talk to your ABC Radio Network salesperson right away.

Radar XV average quarter-hour estimates, total persons 12 +

RADIO abc
Network



Howard Cosell!

ANSWER:

Where Things Stand

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

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Advertising legislation. House and Senate conferees were at work last week on major energy legislation, and House's version has provision prohibiting utility companies from passing costs of institutional advertising to consumers. Broadcasters, fearing that would discourage broadcast advertising by utilities, favor Senate version, which has no such provision. Earlier this year, broadcasters won major legislative victory in advertising field when both House and Senate abandoned provisions in bill that would have banned or restricted broadcast advertisements for saccharin products.

Agency for Consumer Protection. House leadership has deleted from legislative calendar for remainder of this year bill to create "Agency for Consumer Representation." Revised bill introduced late this year (BROADCASTING, Oct. 31) is no more palatable to broadcasters than old version because it does not have provision preventing proposed agency from intervening in FCC license renewal proceedings. Bill pending in Senate does. Proposed agency would act only as advocate, would have no regulatory authority.

All-channel legislation. Issue of requiring AM radios to include FM, which came close to becoming law in 1974, has been revived in inquiry by House Small Business Subcommittee on Antitrust and Restraint of Trade. Subcommittee Chairman John Breckenridge (D-Ky.) intends to reopen hearings next year at a date yet unspecified. Subcommittee held hearing (BROADCASTING, Sept. 26) on allegations that auto manufacturers' FM radio prices are too high and are restricting growth of FM stations. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) testified at that hearing that his subcommittee will consider new all-channel legislation next year if auto industry doesn't make factory-installed AM-FM radios more affordable. Representative Joseph Addabbo (D-N.Y.) has introduced bill to require all radios to be equipped with both AM and FM.

AM stereo. National AM Stereophonic Radio Committee (NAMSRC), made up of representatives of National Association of Broadcasters, National Radio Broadcasters Association, Electronic Industries Association and Institute of Electrical and Electronic Engineers, was formed in 1976 at request of FCC to test feasibility of different systems. Field testing of systems by Magnavox, Motorola and Belar Corp. at WBT(AM) Charlotte, N.C., and WGMS(AM) and WTOP(AM) both Washington has been completed and committee is preparing its report. Systems not involved in NAMSRC testing were proposed by Kahn Communications and Harris Corp. FCC issued notice of inquiry in June to explore public benefits and technical considerations of AM stereo. Comments are due Dec. 21.

Antitrust/networks. Justice Department has

filed suit (Cases 74-3599 et al.) against three commercial TV networks, charging them with monopoly over prime-time television programming. Late last year NBC and Justice reached agreement aimed at ending litigation, and last week, Judge Robert J. Kelleher of U.S. District Court in Los Angeles signed agreement (see story, this issue). Settlement would, among other restrictions, limit amount of TV programming NBC could produce for its use for period of 10 years. This and other specific provisions of agreement would not become effective unless similar terms are agreed to by ABC and CBS, which say they will not settle (BROADCASTING, Nov. 22, 1976). Matter is now pending before Judge Kelleher, who has been supplied 200-page filing outlining government's case (BROADCASTING, Sept. 19).

AT&T private line services. New rates for radio amounting to across-board increase of 5% went into effect on Oct. 13. Revised television rates, which generally raise costs for occasional users and lower them for networks, were scheduled to go into effect on Dec. 1. However, commission rejected them (see story, this issue).

Automatic transmission systems. Comments have been filed in FCC proceeding, and commission has issued first report permitting use of automatic transmissions for nondirectional AM and FM radio. Second and third reports dealing, respectively, with AM directional and television, will be issued.

Bell bill. So-called "Bell bill," named after its chief supporter, AT&T, to limit competition in business communications field, has been reintroduced in House and Senate. Telephone companies argue that rates of home telephone users might have to go up if "cream skimming" by specialized common carriers in private-lines field is not stopped. Specialized common carriers, including miscellaneous common carriers that broadcasters use, argue to contrary that bill is anticonsumer, will confer unparalleled monopoly on AT&T by driving them out of business. Bill, which has vocal opposition from such legislators as Senator Gary Hart and Representative Timothy Wirth (both D-Colo.) and from such associations as National Cable Television Association and Association of Independent Television Stations, will receive no action this, or perhaps any year, but its issues will be treated in House Communications Subcommittee's review of Communications Act.

Cable economic inquiry. FCC has opened hearing into economic relationship between cable television and television. Purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments deadline has been postponed to Jan. 2 and commission is taking requests for additional time to file until Dec. 15 (BROADCASTING, Nov. 28). On Capitol Hill, meantime, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced his panel will begin work next year on

major legislation to give cable "a legislative mandate."

Cable rebuild/refranchising. FCC has relaxed rebuild requirements it would have imposed on CATV systems by this year (BROADCASTING, April 12, 1976), and it has delayed for one year March 31 deadline for refranchising of systems (BROADCASTING, Nov. 29, 1976). Both actions have been appealed by a number of citizen groups. Commission has decided to retain 3%-5% limit on franchise fees, but deleted six other franchise provisions (BROADCASTING, Aug. 7, 1976.) Comments have been filed in on-going refranchising inquiry (BROADCASTING, March 7).

Carter and broadcasting. President is going on air at unprecedented clip: 18 televised news conferences, "fireside chat," energy talks from Oval Office and to joint congressional session, speech to UN, NBC's *Day with President Carter*, PBS coverage of town meeting in Clinton Mass., CBS Radio call-in show (BROADCASTING, April 25), local question-and-answer show on KNXT(TV) Los Angeles (BROADCASTING, May 23).

Closed captioning. FCC has allowed use of portion of TV vertical blanking interval for encoded (closed) captioning of programming for benefit of hearing impaired. President Carter wrote commercial networks urging their involvement (BROADCASTING, Feb. 28), but reaction was tentative (BROADCASTING, March 14).

Commercial practices of noncommercial educational stations. FCC has instituted inquiry into practices of noncommercial stations that raises questions about commercialism. Last round of comments was filed on July 15.

Communications Act. House Communications Subcommittee is set to begin drafting its rewrite of Communications Act in January, following receipt from subcommittee staff of summaries of panel's lengthy hearings this year. On question of whether legislation will change broadcast regulation, subcommittee is keeping everyone guessing at this point (BROADCASTING, Oct. 17, Nov. 21). Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has set mid-March as target date for first draft. Hearings have covered: broadcasting (BROADCASTING, Aug. 1, 8), public broadcasting (Sept. 12), cable (Oct. 3) and women and minorities in broadcasting (Oct. 24).

Crossownership (newspaper-broadcast). U.S. Court of Appeals in Washington has overturned FCC's policy allowing newspaper-broadcast crossownerships in same market, unless such multimedia holdings can be shown to be in public interest. Court ordered commission to develop rules under which divestiture of crossownerships would take place. Decision was made in appeal brought by National Citizens Committee for Broadcasting (BROADCASTING, March 7). National Association of Broadcasters, FCC, and newspaper publishers have taken case to Supreme Court review; oral arguments have been held (BROADCASTING, Nov. 21). Commission contended in its

The Champ!



The Challengers.



In Philadelphia,
Merv Griffin,
Mike Douglas and
Dinah Shore meet
head-on every
weekday, 4-5:30pm.

Merv wins!

Merv wins the
highest rating and
share. And the
most households,
total adults, total
women, total men.
And 18-49 women!

Mike is number two.
In all categories.

Dinah is number three.
In all categories.

The Also-Rans:

Cartoons and
sitcoms on three
other stations take
fourth, fifth and
sixth places in the
competition for
Philadelphia's
4-5:30pm weekday
audience.

Source: NSI, Oct. 1977.

Estimated audiences are subject to limitations
of the rating service.

"The Merv Griffin Show"



METROMEDIA PRODUCERS CORPORATION
485 Lexington Avenue, New York 10017. (212) 682-9100

petition to review that appeals court "usurped" FCC's power (BROADCASTING, April 25). Representative Samuel Devine (R-Ohio), ranking Republican on House Commerce Committee, has introduced legislation (H.R. 5577) to prohibit FCC from considering newspaper crossownership in broadcast license proceedings and to prohibit divestiture of crossowned media.

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29; 1975). Affected are eight crossownerships in small markets. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26, 1976). Court is holding Citizens' petition for summary judgment pending Supreme Court's disposition of petition for review in broadcast-newspaper crossownership case (BROADCASTING, April 25). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

Drug advertising. Federal Trade Commission has completed several weeks of Washington hearings (BROADCASTING, March 7, 14) on proposed rule that could limit certain terms and claims in over-the-counter drug advertisements to those approved for labeling by Food and Drug Administration. Proposal, which may not come up for FTC decision for a year, is being backed by FTC staff, certain citizen groups and academicians, and opposed by OTC drug manufacturers, advertising agencies and broadcasters. In Congress, Senator Ernest Hollings (D-S.C.) has announced his Communications Subcommittee will undertake inquiry into broadcast advertising, with emphasis on effects of advertising of OTC drugs and sugared products to children (BROADCASTING, June 20).

EEO guidelines. FCC has begun rulemaking to adopt for cable television equal opportunity guidelines that track EEO rules commission established earlier for broadcasting (BROADCASTING, Aug. 2, 1976). Commission, however, did indicate concern in announcing rulemaking that Supreme Court decision in Federal Power Commission EEO case (BROADCASTING, May 31, 1976) did not support FCC authority to create such rules for cable.

Fairness doctrine legislation. Senator William Proxmire (D-Wis.) has reintroduced his bill to abolish fairness doctrine, entire Section 315 (equal time) of Communications Act, and make clear that government cannot intrude in any fashion in broadcast programming decisions. "Now is the time to make broadcasters fully equal to publishers," senator said in introducing bill (BROADCASTING, Jan. 7). Similar bill has been introduced in House by Representative Robert Drinan (D-Mass.). Neither bill has serious chance of passage on its own, but House Communications Subcommittee is considering broadcast First Amendment questions in its review of Communications Act.

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976). National Association of Broadcasters, could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are ap-

pealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4). In light of court decision NAB has dropped policy of mandatory subscription to TV code, and rewrote code so as to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19).

FCC fees. U.S. Court of Appeals in Washington has ruled that commission's 1970 fee schedule was illegal as applied to broadcasters and common carriers and ordered refunds. Court also said that 1975 fee schedule was improperly drawn (BROADCASTING, Dec. 20, 1976). Commission has suspended collection of fees, begun study of refund process (BROADCASTING, Jan. 3) but insists that Congress will have to give commission authority to collect fees again (BROADCASTING, June 27). And Congress says to hold up refunds while it tries to come up with solution (BROADCASTING, March 24). National Association of Broadcasters, in letter to former FCC Chairman Richard Wiley, asked for "immediate refund of all fees illegally assessed to broadcast licensees" (BROADCASTING, May 23).

FM quadrasonic. National Quadrasonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June to study merits of various quadrasonic techniques. Comments are due Dec. 16.

Food advertising. Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10, 1976). Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975, et seq.). Commission concluded public hearings on first phase of proposal—involving energy, cholesterol, natural, organic and health food claims—in January. FTC presiding officer and staff are preparing reports, with latter study expected to call for significant changes in proposed rule, and perhaps new proposal. Hearings on next two phases of rulemaking proposal, which also concern nutrition claims and comparisons, will not be held until first phase is completed; process is expected to be lengthy (BROADCASTING, Dec. 13, 1976).

Format changes. FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This is contrary to several recent appeals-court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 13, 1976).

Indecency. U.S. Court of Appeals in Washington has overturned FCC declaratory ruling on indecent broadcast as vague and unconstitutional. Commission ruling had been aimed at WBAI(FM) New York for broadcast of

George Carlin comedy album. Appeals court, by 5-to-4 vote, rejected FCC's request for rehearing, and commission has decided to take case to Supreme Court (BROADCASTING, July 25). FCC, meanwhile, appears to be backing off from attempt to police obscenity and indecency on cable TV. It has asked U.S. Court of Appeals in Washington to remand case involving agency's "clarification" of rules regarding cable and obscenity (BROADCASTING, July 25).

KRLA(AM). U.S. Court of Appeals has reversed FCC decision granting Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others). Court said commission erred in basing decision on basis of most efficient engineering (BROADCASTING, May 16). License of interim operator of station has been set for hearing on charges of misuse of funds (BROADCASTING, June 27; Aug. 8).

License renewal legislation. Bills to lengthen broadcast license terms and make licenses more secure against challenges have been introduced in both houses of Congress, including ones by Senate Commerce Committee ranking Republican James Pearson (Kan.) and House Communications Subcommittee ranking Republican Lou Frey (Fla.). Mr. Pearson's bill provides for maximum five-year license term, requires FCC to renew license if licensee's programming was responsive to community and if licensee operated station without "serious deficiencies." Mr. Frey's bill would increase license term to five years, would exempt radio licensees from ascertainment, cut down on renewal paperwork (BROADCASTING, Feb. 28). Mr. Frey says he concurs with subcommittee Chairman Lionel Van Deerlin (D-Calif.) that renewal revision should be handled in context of over-all rewrite of Communications Act, says he introduced his bill to get proposal on record. There will be no action on license renewal revision in Senate this year.

Minority ownership. FCC has asked for comments on proposal to require licensee to provide 45 days' notice prior to entering into contract to sell station. Plan is seen as providing better prospects for minority ownership. Comments have been filed (BROADCASTING, Nov. 7). Also, National Association of Broadcasters has filed petition for declaratory ruling concerning issuance of tax certificate to broadcasters who sell to minorities or minority-controlled companies (BROADCASTING, Sept. 5).

Network inquiry. FCC had instituted wide-ranging inquiry in response to Westinghouse Broadcasting petition seeking examination of network-affiliate relationships (BROADCASTING, Jan. 17), but project is now in limbo as Senator Ernest Hollings, chairman of Communications Subcommittee and of appropriations subcommittee with responsibility for FCC, turned down commission's request to reprogram \$35,000 to finance inquiry staff pending appointment by President Carter of new commission chairman (BROADCASTING, July 4, 11). Charles Ferris, new FCC chairman, is expected to announce in next few weeks appointments of staff for inquiry (see "Top of the Week").

Nominations. Broadcast-related nominations pending in Senate include that of Irby Turner to board of Corporation for Public Broadcasting. Controversial nomination, opposed by some minority and citizens groups, will probably be subjected to hearing before Communications Subcommittee next year to air complaints. In addition there are two nominations pending to

Board for International Broadcasting, Rita Hauser and Frank Markoe. One nomination yet to come is that of Henry Geller, to be new Commerce Department assistant secretary for telecommunications, but that is not expected to be sent to Senate until next year.

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been affirmed by U.S. Court of Appeals in Washington (BROADCASTING, April 14). Appeals have been filed by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order. Commission has also begun inquiry to determine purpose, desirability and effect of exclusivity rules in light of passage into law of copyright revision (BROADCASTING, Nov. 8, 1976).

Operator licensing. FCC has opened inquiry looking to possible restructuring of its licensing program. One proposal looks to elimination of requirement that persons who are to operate station under supervision pass test. Comments are due Jan. 3.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules has been overturned by U.S. Court of Appeals in Washington (BROADCASTING, March 28, April 4). FCC, networks and National Association of Broadcasters are appealing part or all of that decision (BROADCASTING, April 25). FCC and broadcasters have petitioned Supreme Court to review case. Court earlier upheld appeal by cable systems, New York Cable Television Association and National Cable Television Association against New York state's assumption of jurisdiction over pay cable rates (BROADCASTING, March 21). In Congress, Representative Charles Thone (R-Neb.) has reintroduced resolution of last session opposing "siphoning" of broadcast programming by cable.

Payola. FCC investigation into practice in continuing. Closed hearings have been under way in Washington, Los Angeles and other cities (BROADCASTING, March 14), and FCC investigators have been studying "broad" areas of interest related to charges raised concerning disk jockeys at WOL(AM) Washington and elsewhere (BROADCASTING, May 16). Commission anticipates no new public hearings at this time.

Performers royalty. Proposal to create new performers royalties, which broadcasters and other users of recorded music would have to pay performers and manufacturers of recorded music, is currently dormant in Congress. But it might revive after January 3, when register of copyright's legislative recommendations are to be sent to Capitol Hill. Register has held public hearings (BROADCASTING, July 11) and has received economic impact study disputing radio stations' claims that added royalty payments would jeopardize marginal station operations (BROADCASTING, Nov. 14). Performers royalty principle has advocate in Representative George Danielson (D-Calif.), who introduced bill this year to create new right.

Pole attachment legislation. House has passed bill to permit federal regulation of cable pole attachment rates (BROADCASTING, Oct. 31) significantly different from companion bill pending in Senate. Latter bill permits federal

regulation only in areas where states have not asserted authority. If bill passes Senate this year—and that appeared unlikely last week—Senate's and House's versions will have to be reconciled in conference committee. Senate bill also includes provision not in House bill to authorize FCC to fine cable systems for rule violations.

Ratings. Nielsen prime-time averages, Sept. 5-Nov. 27: ABC 20.7, NBC 18.3, CBS 17.6.

Telecommunications policy. Office of Telecommunications Policy will be dismantled under President Carter's executive branch reorganization plan that became effective last month. Plan, which is yet to be implemented by executive and department orders, calls for OTP's functions to be divided among White House (presidential policy options), Office of Management and Budget (arbitration of interagency frequency disputes), with bulk of duties going to new Commerce Department unit headed by assistant secretary for telecommunications (BROADCASTING, Aug. 1) for communications and information (name is not yet definite).

Television in Congress. House of Representatives has voted to permit live daily radio and TV coverage of its floor proceedings beginning probably early next year (BROADCASTING, Oct. 31). Rules Committee is to report to House Speaker by Feb. 15, 1978 on whether House network pool, Public Broadcasting Service, or someone else should produce broadcast feed. Senate, meantime, has proposal pending for networks to be permitted live coverage in Senate chamber of Panama Canal treaty debate to take place probably next year. House Speaker Thomas P. (Tip) O'Neill (D-Mass.) has authorized Capitol architect to go ahead with preparations for purchasing cameras, but he says decision on final arrangements will be held off until after Feb. 15 (see story, this issue).

UHF. FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed "Action Plan for UHF Development" and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers. Another petition by CUB requiring TV manufacturers to provide permanent UHF antenna on any set with VHF was adopted by FCC and takes effect July 1 (BROADCASTING, Dec. 20, 1976). Commission has established

task force to draft master plan for use of UHF spectrum (BROADCASTING, Oct. 25, 1976). Comments have been filed in FCC rulemaking looking to reduced permissible levels of noise in UHF receivers (BROADCASTING, March 28).

VHF drop-ins. FCC has issued notice of rulemaking looking to short-spaced assignments in four markets and left open possibility of future drop-in rulemakings (BROADCASTING, March 14). Comments were due last week (see story, this issue); beating that deadline was Justice Department, which urged commission to allow drop-ins on a "demand" basis (BROADCASTING, June 27).

Violence on TV. House Communications Subcommittee voted out report expressing deep concern about level of violence on television, but seven of 16 subcommittee members voted against it (BROADCASTING, Oct. 3) and six wrote additional joint comment condemning report for being too soft on networks, which they say should bear full responsibility for problem (BROADCASTING, Oct. 24). Meanwhile, interest groups such as National Parent Teachers Association, American Medical Association and National Citizens Committee for Broadcasting are keeping heat on broadcasters to decrease violence, with PTA monitoring programming and putting networks "on probation" until January 1978. National Association of Broadcasters television board has passed amendment to NAB TV code urging code subscribers to be stricter in censoring TV sex. Association also held meeting to discuss code with public in Boston (BROADCASTING, Oct. 24), and another in San Diego (BROADCASTING, Nov. 14). TV violence also dominated discussion at broadcast hearings before Senator Ernest Hollings's (D-S.C.) Communications Subcommittee last spring (BROADCASTING, May 16).

WARC '79. U.S. and 152 nations that are members of International Telecommunications Union will meet in 1979 to review international spectrum allocations, and results of this World Administrative Radio Conference are expected to remain in effect for at least 20 years (previous WARC was in 1959). FCC, Office of Telecommunications Policy and State Department are jointly developing U.S. position for WARC '79. Commission has issued its fifth notice of inquiry looking to upcoming conference; in it, agency proposes that present UHF spectrum structure be retained. Comments have been filed (BROADCASTING, Aug. 22).

If you were represented by us in 1976, your sales increase would have been double the industry average.

The same is true in 1977!

adam young inc.

New York
Atlanta
Chicago
Dallas
Detroit
Los Angeles

Memphis
San Francisco
St. Louis
Philadelphia-Pittsburgh

■ indicates new or revised listing

This week

Dec. 7-8—Management conference of *Cable Television Administration and Marketing Society* to exchange information on CATV administration, management and operations, based largely on a conference topic questionnaire circulated to CTAMS members. Ramada O'Hare Inn, Chicago. Contact: Rod Thole, Complete Channel TV Inc., 5273 Tokay Boulevard, Madison, Wis. 53711.

■ **Dec. 8**—Luncheon meeting of *New York Chapter of the Recording Society*. Stanley Adams, president, American Society of Composers, Authors and Publishers, will speak on the effect of the new copyright law on the musical community. Storyville, 41 East 58th Street, New York.

Dec. 10—Broadcast service firms will discuss topics of interest including decreasing value of conventions, client credit information and music licensing problems (Broadcasting, Nov. 21). Crown Center hotel, Kansas City, Mo. Contact: Bo Donovan, Tuesday Productions, (714) 272-7660.

Dec. 10—*Boston/New England chapter of National Academy of Television Arts and Sciences* first Emmy Awards dinner and telecast. Boston Park Plaza hotel, Boston.

Also in December

Dec. 12—Deadline for comments on the *Small Business Administration's* proposed relaxation of its loan policy for broadcast properties (Broadcasting, Nov. 14). Associate administrator for finance and investment, SBA, Washington 20416.

■ **Dec. 12**—*Northern California Broadcasters Association* luncheon with Ed McLaughlin, president, ABC Radio Network, as speaker and leading discussion with ABC-TV's Howard Cosell and Frank Gifford. Stanford Court, San Francisco

Dec. 12-13—*National Cable Television Association's* seventh annual state presidents and executive directors meeting. Arlington Hyatt House, Arlington, Va.

■ **Dec. 13**—Hearing before *House Communications Subcommittee* on problems in broadcast ratings and advertising as they relate to minority-owned broadcast stations. Rayburn House Office building, Washington.

■ **Dec. 13**—*National Association of Broadcasters* seminar for law firms on implementation of new copyright law. Bob Hadl of Washington law firm, Wilner & Scheiner, will make presentations on cable provisions of law. NAB headquarters, Washington.

Dec. 16—*FCC's* deadline for comments in matter of FM quadrasonic broadcasting (Docket 21310). Replies are due Jan. 16, 1978. FCC, Washington.

Dec. 21—*FCC's* new deadline for comments in its inquiry into AM stereo broadcasting (Docket 21312). Reply comments are now due Jan. 23, 1978. FCC, Washington.

January 1978

■ **Jan. 2**—*FCC's* new deadline for comments in inquiry examining economic relationship between cable and broadcast television, including cable demand and penetration, audience diversion, audience-revenue relationship and service to public. (Docket 21284). FCC, Washington.

Jan. 3—*FCC's* new deadline for comments in inquiry relating to the commission's radio operator licensing program. Replies are now due Jan. 31, 1978 (Docket 20817). FCC, Washington.

Jan. 5-8—*Electronics Industries Association/Consumer Electronics Group* 1978 Winter Consumer Electronics Show. Las Vegas Convention Center/Hilton hotel, Las Vegas.

■ **Jan. 7**—Legal seminar covering such areas as libel, slander, gag orders and courtroom coverage, sponsored by the *National Association of Broadcasters, Radio Television News Directors Association, Reporters Committee for Freedom of the Press* and *Sig-*

ma Delta Chi. Studios of KMGH-TV Denver. Contact: Len Allen, RTNDA, 1735 DeSales Street, N.W., Washington 20036.

Jan. 8-10—*California Broadcasters Association* midwinter meeting. Palm Springs Spa, Palm Springs, Calif.

■ **Jan. 9**—Deadline for entries in competition for Peabody Awards of *Henry W. Grady School of Journalism and Mass Communications*, University of Georgia, Athens, Ga. 30602.

Jan. 9-10—*National Radio Broadcasters Association* board meeting. Doral Beach hotel, Miami.

Jan. 10—*Nebraska Broadcasters Association* annual dinner honoring the state legislature, including presentation of 1978 inductees into NBA Hall of Fame. NBA membership meeting will be held earlier in the day. Nebraska Club, First National Bank building, Lincoln, Neb.

Jan. 10—*Tennessee Association of Broadcasters* annual legislative reception. Nashville.

Jan. 11—*Winter meeting of New England Cable Television Association*. Holiday Inn, Newton, Mass.

Jan. 15—Deadline for entries for The 1977 Media Awards for the Advancement of Economic Understanding sponsored by *Champion International Corp.*, Stamford, Conn., and administered by Amos Tuck School of Business Administration of Dartmouth College. Total of \$105,000 in 14 media categories will be awarded reporting on economics that is stimulating and understandable and which was presented during the 1977 calendar year. Information: Program administrator, Media Awards for the Advancement of Economic Understanding, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H. 03755.

Jan. 15-18—*Florida Cable Television Association* midwinter management conference. Hyatt House, Sarasota, Fla.

Jan. 16-20—*National Association of Broadcasters* joint board meeting. Cerromar hotel, Puerto Rico.

Jan. 16-30—*National Association of Farm Broadcasters* agricultural seminar at sea. Aboard Queen Elizabeth II, sailing from East Coast to Los Angeles. Contact: Russell Pierson, WKY(AM)-KTVY(TV) Oklahoma City.

Jan. 17-19—*Georgia Association of Broadcasters* Radio-TV Institute. Speakers will include former FCC Chairman Richard Wiley. University of Georgia, Athens, Ga.

Jan. 18—*New Jersey Broadcasters Association* midwinter managers' meeting. American hotel and National Broadcasters Hall of Fame, Freehold, N.J.

Jan. 19-21—First U.S./Southeast Asian Telecommunications Conference and exhibition, sponsored by *Electronic Industries Association's Communication Division*. FCC Chief Engineer Raymond E. Spence Jr. will be keynote speaker. Hyatt Singapore, Singapore.

Jan. 20-21—*Radio Television News Directors Association* board meeting. New Orleans.

Jan. 20-21—*Mississippi Broadcasters Association* annual sales seminar. MBA board meets Jan. 20 and general membership meeting will precede seminar Jan. 21. Coliseum Ramada Inn, Jackson, Miss.

Jan. 21—*Florida Association of Broadcasters* midwinter conference featuring license-renewal seminar. Enrol Estate Inn and Country Club, north of Orlando, Fla.

Jan. 21—*Mississippi Broadcasters Association* sales seminar. Coliseum Ramada Inn, Jackson, Miss.

Jan. 22-24—*South Carolina Broadcasters Association* winter convention. Sheraton Inn 1-85, Hearn Circle, Spartanburg, S.C.

Jan. 22-25—*National Religious Broadcasters* 35th

Major meetings

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 programming. 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 7-10, 1978—*Broadcasters Promotion Association* 23d annual seminar. Radisson St. Paul, St. Paul. 1979 convention will be June 6-10, Nashville.

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.

Sept. 17-20, 1978—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

Sept. 17-20, 1978—*Broadcast Financial Management Association's* 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; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

annual convention. Washington Hilton hotel, Washington.

Jan. 23—FCC's deadline for comments on proposal to amend form 395—commission's annual employment report. Commission is considering changes in form's job categories and definitions to reflect more accurately job positions in broadcast industry (Docket 21374). Replies are due Feb. 22. FCC, Washington.

Jan. 23—FCC's deadline for comments in inquiry on problems encountered by "saturated" cable systems in complying with FCC's mandatory signal carriage rules (Docket 21472). Replies are due Feb. 22. FCC, Washington.

Jan. 25—Deadline for nominations for *Sigma Delta Chi* Distinguished Service Awards. Of the 16 categories, there will be three in radio and three in television: reporting, public service in journalism and editorializing. Cassettes, tapes or film and a typewritten summary, plus scripts are required. Awards will be presented April 28 in St. Louis. Sigma Delta Chi Awards in Journalism, 35 East Wacker Drive, suite 3108, Chicago 60601.

Jan. 27-28—Annual meeting of *Northwest Broadcast News Association* in conjunction with *Radio and Television News Directors Association*. Sheraton Ritz, Minneapolis.

Jan. 27-28—*Utah Broadcasters Association* convention. The Four Seasons motel and convention center, St. George, Utah.

Jan. 28—*Hollywood Foreign Press Association's* 35th annual Golden Globe Awards banquet and presentation. NBC-TV will telecast event. Beverly Hilton hotel, Hollywood.

Jan. 28—Deadline for entries in 10th annual *Robert F. Kennedy Journalism Awards* for outstanding coverage of the problems of the disadvantaged. Professional categories will be broadcast (radio and television), print (newspapers and magazine) and photojournalism. Cash prizes of \$1,000 will be awarded the best in each category, with an additional \$2,000 grand prize for the most outstanding of the category winners. Entries from student print, broadcast and photojournalists will be judged separately with a three-month journalism internship in Washington to be awarded. Information: Ruth Dramstadter, executive director, 1035 30th Street, N.W., Washington 20007; (202) 338-7444.

Jan. 28—*Southern Cable Television Association* financial seminar to acquaint lending institutions in Southern states with cable television. Capitol Airport Inn, Atlanta.

Jan. 29-30—Eighth conference on weathercasting (radio and TV) as part of the *American Meteorological Society's* 58th annual meeting (Jan. 29-Feb. 2). De Soto Hilton hotel, Savannah, Ga.

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

Jan. 31—Deadline for entries in *Eastman Kodak Co.* and *National Press Photographers Association* competition for 1977 "Television News Photographer of the Year" and "Television News Photography Station of the Year" awards. In addition, NPPA will again conduct its annual competition in the areas of spot news, general news, sports, features, minidocumentaries and documentaries. Contact: Sheila Keyes, chairman, Television News Photography Competition, NPPA,

1819 North Grismer Avenue, Burbank, Calif. 91504.

February 1978

Feb. 1-2—*Ohio Association of Broadcasters'* professional sales school. Carousel Inn, Columbus, Ohio.

Feb. 3-4—*Society of Motion Picture and Television Engineers* 12th annual television conference. Sheraton-Atlanta hotel, Atlanta.

Feb. 6-7—*South Carolina Cable Television Association* annual meeting. Wade Hampton inn, Columbia. Information: Vic Nicholls, (803) 271-8526.

Feb. 9—Ninth annual Abe Lincoln Awards presentation of the *Southern Baptist Radio-Television Commission*. Dr. Billy Graham will be keynote speaker and will accept the commission's Distinguished Communications Medal. Tarrant County Convention Center, Fort Worth.

Feb. 12-14—*National Cable Television Association* board of directors meeting. Boca Raton hotel, Boca Raton, Fla.

Feb. 14—Open call-for-membership meeting of the new *National UHF Broadcasters Association* (BROADCASTING, Nov. 21). Atlanta. Contact: Cy Bahakel, Bahakel Broadcasting, Box 2449, Charlotte, N.C. 28234, (704) 372-4434.

Feb. 16-19—*Howard University's* seventh annual communications conference. Mayflower hotel, Washington. Information: Howard University School of Communications, Washington 20059; (202) 636-7690.

OpenMike®

The new regulators

EDITOR: Yes, it is indeed true that something new has been introduced to federal communication regulation and policymaking as remarked upon in your editorial, "The buddy system" (Nov. 7). But whether President Carter's new appointees to the FCC, Department of Commerce and the Federal Trade Commission are really "doctrinaire" at all is open to question.

To an outside observer—outside of Washington political circles, that is—these are the very agencies which have for too long been the victims of another sort of "doctrinaire" philosophy, albeit one more palatable to BROADCASTING and its industry constituents. Now that the President's appointees—all with some past commitment to a larger public interest in communication policymaking—are beginning to reduce the influence of an older doctrine of regulation and policymaking, it seems that BROADCASTING's anxiety is premature if not entirely incorrect.—*Robert E. Jacobson, president, Institute for Communication Policy Development, Washington.*

No Walters fan

EDITOR: While the networks are to be congratulated for their superb coverage of the Sadat-Begin meetings, I am still in a state of shock over the Barbara Walters inter-

view of these two world leaders.

Miss Walters obviously does not know or care about the use of journalistic discretion. Repeatedly she stepped over the bounds of propriety and cast herself in the role of an informal mediator or unofficial negotiator trying to bring the two parties together.

What audacity! At one point, an obviously embarrassed Prime Minister Begin turned to Miss Walters and said: "Obviously, Barbara, you must realize that we do not intend to negotiate these matters on TV!"

Miss Walters and the ABC network are endangering the "freedom of the press" issue with irresponsible actions such as this.—*Norman Wain, Metroplex Communications, Cleveland.*

More like a grayout

EDITOR: I'm disturbed by the conclusions drawn by your reporter who wrote the story ("Who dropped stitches during N.Y. blackout?") in your Nov. 21 issue, based on the FCC's Nov. 11 report on the effects of the July power blackout in New York.

Your story erroneously states that the wire services were "silent from 12 to 18 hours." The [FCC] report states that the news services "lost commercial electric power for a span of 12 to 18 hours." It did not say we were unable to function for that period. As a matter of fact, in the same paragraph, the FCC

noted that "one wire service [AP] was able to resume operations due to the modular design of its computer system and due to the availability of an emergency power source."

To set the matter straight: AP installed the emergency generator following the 1965 blackout. Because of it, all national circuits were fully operational within hours.—*Jay C. Bowles, general executive, Associated Press, Mooresville, N.C.*

To a third from a first

EDITOR: In "Open Mike" Nov. 14, Daniel J. Reilly Jr. expresses great concern for the feelings of current holders of FCC third class permits. He has great trouble justifying the elimination of the exam to these people who, in his words, "... have taken the time for study and trips to the FCC field engineering office to take the exam."

I wonder what Mr. Reilly would say to the holders of FCC first class licenses?—people who have spent a great deal more time (both for study and several trips to the FCC office) and even money to obtain their licenses, but who now, because of deregulation, find people with third class permits doing jobs that were formerly theirs.

I'm afraid that Mr. Reilly is not going to get too much sympathy from holders of first class licenses. What's good for the goose is good for the gander.—*Frank D'Elia III, Bayside Hills, N.Y.*

Top of the Week

Mr. Ferris's FCC: beginning to get its act together

All signs point to a more 'activist' commission now that Carter administration has its members aboard; prominent among the emerging possibilities: that the other six commissioners may come into their own

For those whose interests—private or public, vested or unfrocked—center on the FCC, this is a time of expectations, great and otherwise. Friends and supporters of the new chairman, Charles D. Ferris, speak of the "activist" commission they see emerging. Broadcast industry representatives also speak of an "activist" commission—but in tones tinged more with uneasiness—even alarm—than with hope. At the same time, citizen group members, whose expectations were presumed to be the greatest, are deferring any celebrations. "Chairman Ferris," says Pluria Marshall, chairman of the National Black Media Coalition, "has to prove he can carry his weight."

The signs of change are everywhere. Broadcast industry representatives visiting the suite once dominated by former Chairman Richard E. Wiley, who seemed at times to regard them as much as constituents as regulatees, are greeted now by the disconcerting presence of Frank Lloyd, Chairman Ferris's administrative assistant, whom they knew as director of the Citizens Communications Center, the public interest law firm that has filed literally hundreds of petitions to deny on behalf of citizen groups.

Throughout the building there is said to have been a subtle change in the staff's attitude toward nonestablishment types. Charles Firestone, a former Citizens Communications lawyer who is now head of a communications law program at the University of California at Los Angeles, noticed it in a recent visit. "The staff is a little bit friendlier to citizen groups than they used to be," he said. He added, "These things sift down from the top."

Then, too, there have been the chair-

man's public comments. During his confirmation hearing before the Senate Commerce Committee (BROADCASTING, Oct. 31), Mr. Ferris said that resumption of the network inquiry would be a high priority item and that the commission would reopen its inquiry into children's television to determine whether broadcasters are meeting the obligations the commission set out for them. ("There is," Mr. Ferris said on the latter subject in a subsequent interview with BROADCASTING, "an oversight responsibility to see how things are going, and, based upon that determination, to find out if anything else needs to be done.") He also told the hearing that he would examine proposals for a pilot program of reimbursing citizen groups that participate in commission proceedings (BROADCASTING, Oct. 3). And in interviews shortly after taking office, he spoke airily of making public the financial reports broadcasters now file with the understanding that they will be kept confidential (BROADCASTING, Oct. 31). "My own finances have become public knowledge," he said. "Licensees are public trustees as well."

All that, of course, against a Washington background that includes the presence of Henry Geller, the former FCC general counsel for whom the term activist is regarded as inadequate description, who is to be named assistant secretary of commerce for telecommunications; Michael Pertschuk, Ralph Nader's idea of a dedicated consumerist and now the chairman of the Federal Trade Commission, and Albert H. Kramer and Tracy Westen, the

former public interest lawyers, long active in broadcasting matters, who are now top aides to Mr. Pertschuk ("Mr. Carter's Washington: The Outs Are Increasingly In"; BROADCASTING, Oct. 31).

Industry members and holdover commission officials alike seek comfort in the theory that life looks different to former critics of the establishment when they examine conditions through the prism of responsibility that goes with the power to effect change. Nevertheless, for those who were often targets of the public interest groups' attacks, this is no time to relax. "When the critics take over the theater," CBS Washington Vice President Bill Leonard said the other day, "you can't expect the same kind of theater. I would expect difficult days ahead." Then he added, perhaps with at least as much hope as conviction, "But they are reasonable, intelligent people . . . I have faith that Ferris is fair minded."

Like everyone else, cable interests are watching and waiting. An official of the National Cable Television Association said Mr. Ferris's statements appear to reflect a "pro-competitive," deregulatory attitude that would help cable television. But, he said, "maybe Ferris won't be strong enough" to develop majority support for such an attitude. "There are too many imponderables to figure out how it will come out."

Thus far, almost two months into the Ferris chairmanship, there is little to report on commission actions in the broadcasting and cable television areas. Two weeks ago, however, the commission disposed of two major common carrier matters—it disapproved construction of a seventh trans-Atlantic cable (TAT-7) despite the pleadings of AT&T and some two dozen European governments, and reaffirmed the right of AT&T customers to buy and install their own telephones without securing equipment from the Bell System or local telephone companies.

The biggest brouhaha within the commission was kicked off not by a proposal, say, to scatter VHF drop-ins across the country, but by the chairman's decision to change the agency's official working hours from 8 a.m.-4:30 p.m. to 9 a.m.-5:30 p.m. The subsequent controversy could have long-range effects. One commissioner admits to regret over going along with the chairman's proposal without making sure it would not create the storm it did; he will not, he has indicated, be so uncritical in the future of proposals offered by the chairman. "This uprising by the employees may be a good thing," he said. "We all learned something—the chairman most of all." (The commission appears to have



Ferris

Margaretta Eklund White, 40. R-Calif.; assumed office Sept. 23, 1976; term expires June 30, 1978.
Abbott McConnell Washburn, 62. R-Minn.; assumed office July 10, 1974; term expires June 30, 1982.
Robert Emmett Lee, 65. R-Ill.; assumed office Oct. 6, 1953; term expires June 30, 1981.
Chairman Charles Daniel Ferris, 44. D-Mass.; assumed office Oct. 17, 1977; term expires June 30, 1984.
James Henry Quello, 63. D-Mich.; assumed office April 30, 1974; term expires June 30, 1980.
Joseph Robert Fogarty, 46. D-R.I.; assumed office Sept. 17, 1976; term expires June 30, 1983.
Tyrone Brown, 35. D-D.C.; assumed office Nov. 15, 1977; term expires June 30, 1979.



mollified the employees last week by adopting a plan permitting some employees to begin work at 7 a.m. while making sure offices are staffed until 5:30 p.m.)

The first major broadcast item Chairman Ferris will bring to the commission's attention will be his choice of staff to carry out the network inquiry which had been started under former Chairman Richard E. Wiley and then stalled last summer when Senator Ernest Hollings (D-S.C.) blocked the transfer of the necessary funds; the senator wanted the inquiry shaped by the chairman President Carter would name. At his confirmation hearings, Mr. Ferris promised Senator Hollings, who is chairman of the Senate Communications Subcommittee, that his recommendations for the inquiry staff would be made within 30 days of his swearing-in as chairman, a deadline that passed two weeks ago. (Chairman Ferris now insists he meant 30 working days.) The recommendations could be made this week.

Beyond that matter, the commission agenda is not likely to bear Chairman Ferris's stamp for several more weeks. He is accepting agendas as they are formulated by the staff; he hopes to begin shaping them to his own priorities in January. At that time, if present schedules hold, he will reinstitute the three-month calendar Mr. Wiley created as a means of setting deadlines for the staff and the commission.

In the meantime, as the Ferris machine, if that is what it is, starts to get traction, there seems to be a kind of ferment within the commission, a sense of excitement,

perhaps as a result of the departure of former Chairman Wiley, who had dominated the agency through his energy and mastery of detail. There was, for instance, the public debate over TAT-7. Those who observed it said it showed all seven commissioners and the staff to good advantage. The issues were complex, but the commissioners—including Tyrone Brown, who had joined the commission only the week before—were prepared and engaged in the kind of thorough, informed discussion that demonstrated that a "sunshine law" can benefit them as well as the public. What's more, Commissioner Joseph Fogarty and other members are talking of taking the lead in various issues, and General Counsel Robert Bruce, with the encouragement of Mr. Ferris, has informed them that his office is of service to them as well as the chairman. "We're going to have some fun around here," was how Commissioner Brown summed up the feeling.

How the commission will react to the Ferris leadership is a subject of considerable speculation. But for all the talk of an "activist" commission, conventional wisdom has it that Chairman Ferris will be able to count on only two votes besides his own—those of Democrats Fogarty (whose record marks him a liberal) and Brown (a black whose advent last month brought the commission to full strength for the first time since July). This would leave Chairman Ferris searching among the members regarded as the more conservative—Robert E. Lee, James H. Quello (the fourth Democrat on the commission),

Abbott Washburn and Margita White—for a fourth vote.

This assumed state of affairs, in turn, leads to the further speculation that Commissioner White may not be reappointed when her term expires next June 30. President Carter, some observers say, would attempt to fill the seat with a Republican more likely to vote with the chairman. The next chance to provide the chairman with a commissioner on whom the chairman could count would not come until 1980, when Commissioner Quello's term expires. (Mr. Brown, a short-term appointee, will be up for anticipated reappointment in 1979.)

That analysis, however, overlooks several points. One is that Commissioner White is becoming more of a force on the commission; as a result, it might not be a simple matter, politically, for the White House to replace her. Her championship of a new employment reporting form, one designed to strengthen implementation of the commission's equal employment opportunity rules, has not been lost on citizen groups or administration figures.

What's more, the new chairman may prove adept at getting fourth and even more votes through methods other than replacement of recalcitrants. He is said to have engaged in some classic cloakroom politicking—learned in his years as an aide to then-Senate Majority Leader Mike Mansfield (D-Mont.)—to shore up his

Main text continues on page 22; individual reports on "the other six" FCC members are on 20-21.

Counting down the other six: Three can make a majority



Robert E. Lee: the FCC's doyen and UHF's champion

For FCC Commissioner Robert E. Lee, service on the commission has become virtually a life work. He has been a member more than 24 years, which is longer than anyone else has served. And while his initial appointment by President Eisenhower in 1953 was controversial (he had been a friend of the late Senator Joseph McCarthy), broadcasters know him today as not only a survivor—platoons of commissioners have come and gone as Commissioner Lee won reappointment from Presidents Johnson and Nixon—but also a likeable, conservative, generally safe commissioner. He has gained expertise from service on U.S. delegations to several World Administrative Radio Conferences, is disturbed by off-color jokes on television (although an inveterate teller of them in private gatherings) and by drug lyrics on radio, but his passion is the care and development of UHF television.

His vote on matters affecting UHF is predictable. He is probably as responsible as anyone for whatever benefits UHF has gained as the result of FCC actions. And his concern over what he sees as the adverse impact on UHF fuels an implacable hostility to any VHF drop-ins; commission approval of a drop-in, he feels, would be read in and outside the industry as a write-off of any future for UHF.

Commissioner Lee, who is 65, began his government career in 1938 as a special agent for the FBI. Later, he moved to Capitol Hill, where he served on the staff of the House Committee on Appropriations before being appointed to the commission.

Today, as the doyen of the commission, the link with a past other commissioners know only through commission records, he has acquired certain graces. He believes a chairman, even of the opposite party, is entitled to a wide degree of latitude and support in administering the agency. But, as some chairmen in the past have learned, Commissioner Lee does not like his vote to be taken for granted.



James H. Quello: remaining true to his broadcaster form

James H. Quello is an FCC commissioner who knows what it means to meet a station payroll as well as carry out all of those other responsibilities broadcasters say commissioners should understand if they are to regulate broadcasting in a sensible way. Until his retirement from WJR(AM) Detroit in 1972, Commissioner Quello, 63, had spent 25 years with the station, the last eight as manager and the last three, after the station was acquired by Capital Cities Communications, as vice president.

That background caused him trouble at his confirmation hearing. Objections by citizen groups to Mr. Quello kept the Senate

Commerce Committee hearing running for eight days—more time, former Communications Subcommittee Chairman John O. Pastore (D-R.I.) noted, than was spent on the confirmation of the secretary of defense.

And that background is reflected in Mr. Quello's service as a commissioner. For instance, he has been sharply critical of citizen group petitions to deny renewal of station licenses; he feels the groups involved are concerned only with their own interests, while broadcasters are obliged to ascertain the needs and interests of the entire community. And his votes and speeches generally do not indicate any interest in roiling the regulatory waters. As a result, broadcasters feel comfortable with him. (Oddly, however, while cable television interests would regard that appraisal as justified where cable is concerned, a broadcasting industry representative said the other day that Commissioner Quello's record on cable "is not good.")

Of course, the commissioner's record was made under the generally conservative chairmanship of Richard E. Wiley. Some changes in the approach taken by Mr. Wiley are expected under Chairman Ferris. Whether those changes will affect Commissioner Quello's voting pattern remains to be seen.



Abbott Washburn: giving the industry a case of nerves

The new FCC chairman would not seem to have a ready-made ally in Abbott Washburn. The 62-year-old commissioner not only served two Republican administrations—he was deputy director of the U.S. Information Agency under President Eisenhower and chairman of the U.S. delegation to the 1969-71 Intelsat conference under President Nixon—but also worked in the campaigns that produced those administrations.

Nevertheless, the commissioner says he liked what Mr. Ferris said at his Senate confirmation hearing—his intention to reopen the children's television inquiry and to make the network inquiry a matter of high priority, and his apparent readiness to retain the fairness doctrine. What about the new chairman's interest in proposals to reimburse citizen groups that participate in commission proceedings? There, Commissioner Washburn demurred. "We need a signal from Congress," he said.

Despite the conservative cast to his politics, Commissioner Washburn has made broadcasters nervous in a number of areas. His concern over programing, particularly in terms of the children who view it, is one. (He has his own consultant on the subject, his 13-year-old daughter, Julie.) Another is his enthusiasm for the network inquiry; he was the first commissioner to support publicly Westinghouse Broadcasting's proposal for a review of network practices.

What's more, Commissioner Washburn played a leading role in the commission's decision to approve the use of small-dish antennas with domestic communications satellites, the kind of dishes that permit cable systems to receive programing for their subscription operations. And he has gone on record in favor of VHF drop-ins in the top-100 markets where they are technically feasible; he would not reject any simply because they caused existing stations economic problems (BROADCASTING, Oct. 4, 1976).

So while no one is speculating that Commissioner Washburn will form part of a Ferris bloc, his vote is one the chairman won't ignore in nose-counting on any issue.



Joseph Fogarty: Senator Pastore's man is now his own

In his 15 months as a member of the FCC, Commissioner Joseph Fogarty has proved himself to be assertive and, as he would describe himself, a "traditional Democratic liberal." Former Chairman Richard E. Wiley, a Republican, found him independent. And, although the new chairman is a Democrat and comes out of the same Senate staff background as Mr. Fogarty, Charles D. Ferris is likely to find him independent too.

Commissioner Fogarty, 46, said the other day he hoped to be "supportive" of Chairman Ferris. But the commissioner, who had made no secret of his own hopes of being named chairman, seems to have the energy and drive to take off on his own initiatives if the chairman does not take the lead. Proposals to reimburse citizen groups participating in commission proceedings are among those that interest him; another is one submitted by four religious organizations aimed at encouraging broadcasters to do sustaining "community service" programming (BROADCASTING, May 31, 1976).

Beyond those broadcast-related items is the Fogarty interest in common carrier matters. Once regarded by most commissioners as an esoteric and dull business whose mastery was not worth the effort, common carrier is taking up an increasing amount of the commission's time, if for no other reason than that the economic implications are so great. And few commissioners seem to be working harder at mastering the complexities of the business than Commissioner Fogarty; his study program has included some special college courses.

Commissioner Fogarty's route to the commission ran through Capitol Hill, where he served for 13 years as an aide to the Senate Commerce Committee. In all that time, he was, in his own words, "Senator Pastore's man." Former Senator John O. Pastore (D-R.I.) had invited Mr. Fogarty, a native of Rhode Island, to join the staff, and in 1975 named him counsel to the Communications Subcommittee. But the memory of that association is beginning to fade as Commissioner Fogarty builds his own record.



Margita White: up against a fact of political life

For FCC Commissioner Margita White, the pressure is mounting. The unexpired term to which former President Ford appointed her in 1976 expires next June 30. And it is less than certain that President Carter will reappoint her—politics and timing are not in her favor.

Commissioner White is a Republican, and the seat is a Republican (or at least an independent) one and will most likely be given to a woman. But observers say she holds a crucial fourth vote needed to provide Chairman Charles D. Ferris with a majority, and her term is the next to expire.

This analysis assigns the votes of Commissioners Joseph

Fogarty and Tyrone Brown to the majority. Commissioner James H. Quello, the fourth Democrat on the commission, is not looked to for support. What's more, Commissioner White's Republican background—she rose through the ranks of Republican press relations and research activity to the job of director of the White House office of communications under President Ford—is not, observers say, likely to generate any enthusiasm for her reappointment on the part of the Carter White House.

Commissioner White, who is 40, does not hide the fact that she would like reappointment. But she resents speculation that uncertainty over her future at the commission is likely to cause her to trim her views to accommodate those of the new chairman.

However, the commissioner, who has demonstrated a readiness to do the work necessary to master issues, is now showing willingness to get out front on some. When the commission staff did not move quickly enough to suit her in drafting a notice of proposed rulemaking aimed at revising the much-criticized employment reporting form, Commissioner White had her office draft one which she presented to the commission and which it issued for public comment (BROADCASTING, Nov. 21).

The issue of revising the form to make its employment categories more reflective of the real world is one that interested the commissioner for some time. In taking the lead in the matter, she won points with citizen group members who generally regard her as too conservative for their taste.



Tyrone Brown: likely a long-term factor at the FCC

As the second black to serve as a member of the FCC, Tyrone Brown does not face the same burden as his predecessor, Benjamin L. Hooks, who left the commission in July to become executive director of the National Association for the Advancement of Colored People. Mr. Brown is not likely to be referred to as the second black commissioner.

Indeed he seemed to some, at his swearing-in ceremony last month, to be sending out a signal that he would chart his own path. He would never, he said, "be able to fill [Mr. Hooks's] shoes. I'll approach the job as FCC commissioner the only way I know how—with energy and enthusiasm and in pursuit of the public interest—wherever that leads me."

Whether this means blacks and other minority groups will feel less comfortable with Commissioner Brown than they eventually did with Commissioner Hooks remains to be seen. Indeed, Commissioner Brown has said that he will count his tour at the commission to have been "a failure" if, when he leaves, "there aren't a great many more minorities in broadcast ownership." He also leaves no doubt he will be strong on "civil rights" matters.

But his background may be revealing: managing editor of the *Cornell University Law Review*, clerk to the late Chief Justice Earl Warren, associate attorney with Covington & Burling, service with Senator Edmund Muskie (D-Me.), and then vice president for legal affairs and director for Post-Newsweek stations and, from 1974 until his appointment to the FCC, an attorney with Caplin & Drysdale, a Washington tax law firm.

That record would seem to commend him to the establishment.

Although Mr. Brown was appointed to fill the remaining 21 months of former Commissioner Hooks's term, he is likely to be an FCC member for a long time. Commissioner Brown, who at one time had withdrawn his name for consideration for the FCC because the term offered him was a short one, said at his confirmation hearing last month that President Carter "indicated that he presently intends" to nominate him for a full seven-year term on completion of the unexpired Hooks term in 1979.

Quotations from the chairman

Charles Ferris has been reluctant to speak out on substantive matters so early in his career at the commission, but he has been reasonably accessible to reporters for general discussion (usually during "brown bag lunches" in his office). The following are excerpts of answers to questions put to him by BROADCASTING.

Of criticism that he lacks administrative experience:

"Some people always presumed that I was running too much when I was in the Congress—that I was running the Senate for 13 years. Now I don't subscribe to that—Mike Mansfield [as majority leader] ran the Senate—but I worked with him very closely in the full legislative flow, and that is a managerial task of significant moment. That [criticism] falls in the same category as saying that if you work for the government you've never met a payroll. I don't know what the majesty is of meeting a payroll."

Of his approach to regulation:

"I don't have any ideology at all—any philosophy or ideology that drives me. I think that ideology is a lazy man's substitute for rationality. When one gets tired with a problem and you can't see through to the end you rely upon some ideology to jump you to the conclusion. I hope I never have an ideology in communications. I hope I don't short-cut [decisions] by not looking at the facts."

Of the problem of priorities for commission action:

"At present I've got a stove with all front burners. I really want to focus on the network inquiry, the children's inquiry, the matter of broadcast fees. If you get too many [issues going] you focus on nothing."

Of broadcasting and the First Amendment:

"I feel very strongly about the First Amendment. I don't believe that government should dictate content. [But] I feel very comfortable with the fairness doctrine. I do think that licensees of the spectrum are public trustees. It is a public property. Therefore there are greater

responsibilities. And those responsibilities are to affirmatively cover controversial issues."

Of communications from the FCC staff:

"Any communication, they always say, takes a transmitter and a receiver—you either have to tinker with the transmitter or tinker with the receiver. Hopefully, the transmitter down below [the FCC staff] will be sending the type of modulation that will be discernible with my receiver up here. I have a very narrow-band receiver that can only understand plain English."

Of his charge from the President:

"To do the job honestly. [There has been] no prescription at all with respect to policy. He wouldn't ask."

Of his career after leaving the FCC:

"I have no idea what I'll do. I have no plans at all to practice communications law. I made a commitment to the President not to practice communications law for two years. I would hope that I could still do public service, that there might be something in the government that would be interesting and exciting to do. You don't get wealthy but you can live a very full life. I'm very content with what I've done thus far and I see no reason to change that."



Mr. Ferris with senior correspondent Leonard Zeidenberg

Continues from page 19

majority in the so-called TAT-7 proceeding. ("He didn't twist arms," one commissioner said. "He didn't ask for a thing. But he let me know where he stood.")

And it's possible that Commissioner Brown may be among those whom the chairman finds himself courting. The commissioner waves off the speculation that he will automatically vote with the chairman. He believes there will be mutuality of interests among himself, the chairman and Commissioner Fogarty on "civil rights" matters. But, he says, he will take "each issue as it comes." His approach seems to reflect the lawyer that he is, rather than a man on a crusade.

Then, too, there may even be grounds for questioning the quick and easy assumption that Chairman Ferris is a hard-nosed liberal who is itching to lead a crusade. At least, he now makes every effort to knock down such assumptions. In an interview with BROADCASTING, he said he has no "ideology" or "philosophy of government." That, he said, "is a lazy man's substitute for rationality. I hope I can arrive at decisions on an ad hoc basis."

What about his appointments? Don't they reflect an attitude, a point of view? Not according to Chairman Ferris. "I want people who can solve problems and can present a balanced position to me, and I'll make the decision," he said. As for Frank Lloyd's previous association with Citizens Communications Center, well, the chair-

man points out, his background also includes service with the Washington law firm of Wilmer, Cutler & Pickering. Frank Washington, the chairman's legal assistant, had been a consultant to the Office of Telecommunications Policy, after a tour with Arnold & Porter. And the general counsel, Mr. Bruce—inevitably referred to as the husband of Collet Guerard, who had been a public interest lawyer specializing in communications work (and who now is with the Federal Trade Commission)—served five years with Hogan & Hartson. "They're all talented, good lawyers, who can represent a client," the chairman said.

It's doubtful such disclaimers of tilts to any side are enough to persuade the National Association of Broadcasters and other broadcast representatives that the Ferris chairmanship does not represent much of a threat, after all. They remember what he said at his confirmation hearing and in the early interviews with the media (before, presumably, he was cautioned to cool it), and they know his circle includes the Gellers and Pertschuks of this world, not the Vincent Wasilewskis. Such FCC chairmen are bound to make broadcast industry representatives nervous.

But the citizen groups remain to be persuaded, too. Charles Firestone, for instance, expects the Ferris commission to be more "open minded" than its predecessor when citizen group proposals are offered. ("Access," he says, will not be the

"dirty word" it was to the Wiley commission.) But, he said, "I'm not jumping up and down yet. I don't believe for a minute we'll get what we want." His nose count indicates the chairman will come up one short on most issues of concern to the citizen groups.

And NBMC's Marshall makes it clear that, from his point of view, Mr. Ferris is starting afresh to build a reputation. "Saying he's been on the right side of issues on the Hill doesn't mean anything," Mr. Marshall said the other day. "What's he going to do at the commission?"

What Mr. Marshall would like him to do is see to it that blacks are named to key commission positions. He has, in effect, a shopping list of such jobs in the Broadcast and Cable Television Bureaus, and elsewhere. "Whether or not Ferris takes a strong stand to change the color of the commission ... that's what our bottom line is all about," Mr. Marshall said. The decisions the commission will reach, he feels, will be affected by the blacks in a position to contribute to them.

Such skepticism is the other side of the uneasiness expressed by industry representatives. Both emotions contribute to the feeling of new beginnings that attends the start of a new administration. And if the precise direction the commission will take under Charles Ferris remains uncertain, it seemed clear last week, as his administration began taking hold, that it will be a new one.

Some early indicators of the lines the new FCC will tread

At commission meeting last week, rejections are handed to AT&T, Twentieth Century-Fox and Martin-Trigona; a petition to deny renewal to an El Paso TV is rejected, but only after a lengthy discussion of merits of the petitioner's case

For those looking for clues to the temper of the FCC under its new chairman, Charles D. Ferris, last week's meeting may have been helpful. The agenda was not filled with items of surpassing interest—the most significant involved the commission's rejection of an AT&T tariff for television transmission service (story this page)—but some stimulated spirited discussion.

For instance, one involved Twentieth Century-Fox Film Corp.'s request for a declaratory ruling as to the legality of a game-show program that would feature gambling—two contestants would use \$10,000 in stage money to bet on upcoming sports contests, using Las Vegas odds, to see how much money each could win. Each would remain on the program for as many weeks as the money held out. The program, *Sports Book*, would be offered to both cable television systems and broadcast stations. The Broadcast Bureau pointed out that the program might encourage gambling. But since it would be taped several days in advance of presentation, the Broadcast and Cable Television Bureaus recommended a ruling that it would not violate the commission's policy against the rapid dissemination of current information that might aid illegal gambling.

Chairman Ferris objected. "Aren't we getting into programing in deciding this?" he asked. The possibility that such a ruling might be used by a station as a defense against prosecution by a U.S. attorney was another consideration. General Counsel Robert Bruce also objected to issuing a statement. "If we do issue one, we impair the broadcaster's judgment," he said. "This is not our job prior to dissemination." The commission eventually adopted a motion by Commissioner Joseph Fogarty that the staff reject the request without issuing an opinion. The vote was 7 to 0, with Commissioner James H. Quello concurring; he felt it would have been appropriate for the commission to offer guidance.

Another item involved a staff recommendation that a petition to deny renewal of the license for KVIA-TV El Paso be rejected and the license renewed. What seemed like a routine item touched off a discussion of some 40 minutes, with the

chairman occupying some of that time questioning whether the Hispanic population of the city—56% of the total—could understand the English-language public affairs programing. The station broadcasts a total of 95 minutes a week of local public affairs programing, 30 minutes of it in Spanish.

Richard Shiben, chief of the Renewal and Transfer Division, noted that while stations are obligated to meet the needs and interests of minority groups, they are not required to program in a foreign language. And Commissioner Quello expressed the view that most of the Hispanics could communicate in English. Chairman Ferris said it would be "nice to know" how many understood English and said he hoped "we can concern ourselves with that in the future." But in view "of the state of the law," he said he would approve the staff's recommendation. The vote—to reject the petition of the Committee for the Development of Mass Communication, a group of 11 Mexican-American organizations—was approved 7 to 0, with Commissioner Tyrone Brown concurring in the result.

In a discussion regarding a "reasonable access" issue, Chairman Ferris, who spent 14 years among politicians as a top staff assistant on Capitol Hill, made it clear he felt the commission should not attempt to prescribe campaign strategy. At issue was a petition by Anthony R. Martin-Trigona for review of a Broadcast Bureau ruling denying his complaint against WGN(AM) Chicago for alleged failure to grant him "reasonable access," as required by the Communications Act. Mr. Martin-Trigona, who is seeking the Democratic nomination for senator from Illinois, had sought time in July, even though the primary will not be held until March. "Each candidate should make his own determination. If he wants to buy time nine months early at commercial rates, I wouldn't want to exclude him," Chairman Ferris said.

FCC chooses tougher course on AT&T rates for occasional users

It rejects them, contending Bell didn't justify difference from full-time charges; general counsel has some doubts that commission has that wide a range of authority

Specialized networks and other customers of AT&T's occasional-use television service came out on top last week in a controversy with AT&T over a proposed tariff that would have increased their costs.

The FCC, in an unusual action, rejected the proposed tariff, which was to have gone into effect on Dec. 1. The commission cited two grounds. One was AT&T's alleged failure to attempt to justify the

difference in reducing rates charged for full-time service, which is used by the networks, and raising those charged for occasional use. The other was the company's alleged violation of guidelines the commission laid down in an earlier proceeding for allocating costs among the company's services.

AT&T had filed the proposed tariff in response to a commission order directing it to set rates for each of its services that would provide for a 9.5% rate of return based on an FCC-prescribed fully distributed cost allocation method. AT&T says the present tariff produces a 3.8% return.

To avoid confronting AT&T with the dilemma of being denied the tariff it needs to meet the 9.5% rate of return, the commission waived that requirement.

But, at the suggestion of Commissioner Joseph Fogarty, the commission agreed to designate the existing tariff for hearing, after which the commission could prescribe a tariff. Officials assume the designation order would prompt AT&T to file a new tariff to substitute for the existing one. If a new one met legal and policy considerations, it would eliminate the need for a hearing.

Commissioner Fogarty, in a separate statement, indicated he saw a hearing as offering the opportunity to examine the impact on broadcast service of strictly cost-based rates. If it is found that such rates adversely affect a large segment of the television industry, he said, "the commission might find that its policy regarding broadcast diversity overrides its policy favoring an internal cost-based rate structure for a private line service category."

Rejecting a tariff, as the commission did, is risky, in the view of the general counsel's office. The commission's authority for such action is considered rather narrow. But the Common Carrier Bureau believes the FCC's grounds are adequate.

The customers of AT&T's part-time television service had claimed that their rates under the new tariff would have jumped more than 40%, while the networks' costs for using the full-time service would have been reduced about 5%.

The commission gave this example of the difference in costs that would have resulted under the proposed tariff: The rate for a local channel per day is \$39.57 for full time and \$1,000 for part time, while an interexchange channel, per mile, is 7 cents per hour for full time and \$1 for part time.

The commission vote was 7 to 0, with Commissioners Abbott Washburn and Tyrone Brown concurring in the result. Commissioner Washburn, in a separate statement, said he agrees with the commission's action, but not on the ground of discrimination. He noted that the commission now permits the resale of the television service; parties could buy the full-time service and resell it to part-time users at lower rates than they would otherwise pay. The resale marketplace, he said, "would be a more valid testing ground than the hearing chamber of paper studies."

Silverman has a surprise for the competition

He gets the jump on midseason changes, with unexpected shifts of six time slots, introduction of two new series plus a specials entry to replace football

ABC-TV's Fred Silverman, who has often vowed that his network would not become complacent as the prime time ratings champ, kept his promise last week by announcing a major overhaul of the ABC schedule.

The new line-up entails time-period shifts of six series involving five nights of the week, the entry of two new series (*Fantasy Island* and *How the West Was Won*), the cancellation of one current series (*San Pedro Beach Bums*), the suspension of another (*Redd Foxx*, which is to be run occasionally as a special) and the introduction of an NBC-like specials slot, tentatively called *ABC Special Monday*, which will fill in when *Monday Night Football* ends.

With these changes, Mr. Silverman challenged the other two networks to counterprogram him, and both of them canceled low-rated series last week in preparation for their attempts. Leaving the CBS schedule will be *Logan's Run* (Monday, 8-9 p.m. NYT), *The Fitzpatricks* (Tuesday, 8-9 p.m.) and *We've Got Each Other* (Saturday, 8:30-9 p.m.).

NBC-TV axed *Man From Atlantis* (Tuesday, 8-9 p.m.) and also announced



Topside turnover at NAB. Thomas J. Swafford resigned last Friday (Dec. 2) from the National Association of Broadcasters after less than a year as senior vice president for public affairs. There had been friction between him and the NAB executive committee, headed by association Chairman Donald Thurston of WMBB-AM-FM North Adams, Mass., and during the year, Mr. Swafford had been absent frequently because of illness.

The parting last week was amicable, Mr. Swafford saying that his health is excellent now and that he is anxious to return to a broadcast management position. He has been involved in station ownership and management in the past. Before joining the NAB, he spent 15 years at CBS, where his last post was vice president for program practices. NAB President Vincent Wasilewski last week called Mr. Swafford "a most capable individual" who "will be missed at NAB."

Mr. Swafford will receive six months' salary as severance pay.

Responsibility for the NAB codes and public affairs, which had been joined for the first time under Mr. Swafford, will be split in two again. Jerome Lansner, vice president and general manager of the NAB Code Authority, will now report directly to John Summers, NAB executive vice president and general manager. And the association has begun a search for a public relations specialist to take over public affairs. The job will carry a title less than senior vice president, according to Mr. Summers, and will pay in the neighborhood of \$35,000, considerably less than the \$55,000 Mr. Swafford reportedly received.

that in early February it will introduce a new Jack Webb-produced drama, *Project UFO*, to air Sundays at 8-9 p.m., at which time *Walt Disney* will revert to one hour (7-8 p.m.).

No replacements for the cancellations

were announced by either CBS or NBC.

Night-by-night, ABC's schedule changes are as follows:

■ Beginning Jan. 12, *Fish* will move from 8-8:30 p.m. Saturday to 8:30-9 p.m. Thursday, preceding *Barney Miller*; the

In Brief

Pulitzer Publishing Co. has bought **WGAL-TV Lancaster, Pa., and WTEV-TV New Bedford, Mass.** (Providence, R.I.), for price said to be **in excess of \$42 million.** Seller is Steinman family of Lancaster, which sold WGAL-AM-FM there last year to Hall Communications for \$850,000 (BROADCASTING, Dec. 6, 1976). Steinman had agreed to divest itself of WGAL-TV by 1981 after coalition of women's groups there contested its license renewal on antitrust and employment-discrimination grounds (BROADCASTING, July 4). Steinman also publishes two daily papers and owns cable system there. Steinman owns WDEL(AM)-WSTW(FM) Wilmington, Del. Buyer, principally owned by Joseph Pulitzer family (voted by Joseph Pulitzer Jr.), owns KSD-AM-TV St. Louis, KETV-TV Omaha and KOAT-TV Albuquerque, N.M. It also publishes *St. Louis Post-Dispatch* and *Tucson (Ariz.) Star*. WGAL-TV is NBC affiliate on channel 8; WTEV is ABC affiliate on channel 6.

ABC-TV won November sweeps, CBS-TV was second and NBC-TV third. Combined averages for 28-day sweep periods of both Arbitron (Nov. 2-29) and A.C. Nielsen (Nov. 3-30) show **ABC with 20.6 rating and 33 share, CBS with 19.1/31 and NBC with 18.5/30.** ABC stretched winning margin over second-place network from 0.4 rating point in 1976 sweeps to 1.5 lead this year. Season-to-date standings (Sept. 5-Nov. 30) were 20.8 for ABC, 18.3 for NBC and 17.8 for CBS.

All-Industry Radio Music License Committee and Broadcast Music Inc., unable to agree on terms for new BMI music licenses for radio stations, have agreed on plan for extending present licenses while negotiations continue. Current licenses expire Dec. 31. They are being

extended on quarterly basis starting Jan. 1, subject to termination by BMI on its own initiative or at committee's request at end of any calendar quarter, provided 30 days' notice is given. **During extension period,** stations with revenues of \$100,000 or more will continue to pay at 1.84% rate and those with revenues under \$100,000 will continue to pay at 1.44% rate. Any agreement reached by committee and BMI on new terms will be retroactive to Jan. 1, 1978.

National Citizens Committee for Broadcasting is testing **qualitative TV ratings system** it devised and put into practice last week. Pilot project, undertaken with \$7,500 grant from General Foods, has 400 viewers in Washington area rating prime-time programs Nov. 30-Dec. 6 on various quality scales, simplest being good-to-bad. Public broadcasting shows are included. Results will be averaged to produce numerical index for each show. Actually, there will be two rankings, one for program regardless of how many people watched, other taking into account program's popularity.

Jury returned guilty verdict Thursday (Dec. 1) against George Klein, former program director of WHBQ(AM) Memphis, for **mail fraud conspiracy in Arbitron diary tampering case** (BROADCASTING, March 7). Mr. Klein now faces maximum five years in prison and \$10,000 fine. Three counts of possessing stolen mail were dismissed, according to U.S. Attorney Michael Cody. Former Postal Service employee Robert Neal Wammack pleaded guilty to mail fraud conspiracy.

Economic study that concludes broadcasters can afford to pay royalties to record manufacturers and performers **is so flawed** "we think the copyright office should ignore it completely in reaching its conclusions," NBC said in comments to copyright office last week, senti-

series that spawned *Fish*.

■ *What's Happening* will move from Thursday to Saturday (8-8:30 p.m.) beginning Jan. 21. *Tabitha*, the *Bewitched* sequel, will air in that time slot until then. Also on Jan. 21, *Love Boat* will be moved up an hour to air at 9-10 p.m., and the new series *Fantasy Island* will go in at 10-11 p.m.

■ *How the West Was Won*, which had been expected to go in the *Monday Night Football* slot, will instead air at 8-9 p.m. Sunday beginning Feb. 12.

■ Beginning Jan. 30, *Six Million Dollar Man* will move from the Sunday 8-9 p.m. period to the Monday 8-9 p.m. lead-off slot vacated by *Beach Bums*. Until then, *Lucan*, the wild-boy drama, will run in that time period. *ABC Special Monday* will begin in early January.

■ Beginning Jan. 25, *Starsky & Hutch* will move from its Saturday slot (9-10 p.m.) to Wednesday at 10-11 p.m., immediately following *Charlie's Angels*.

■ *Baretta*, currently in the Wednesday 10-11 p.m. slot, will move to the same time period on Thursday beginning Feb. 2. The former occupant of that slot was *Redd Foxx*, whose show has been renewed for use as a substitute, ABC said.

Children's ads continue to take a beating at FTC

A Canadian psychologist told the Federal Trade Commission last week that children are being confronted with a "constant repetition" of sophisticated television production techniques intended to persuade them to want certain toys, sweet foods and

other products. In the multimillion dollar world of selling to children by television, he said, "any frame [of a commercial] that doesn't do its job is a very costly mistake."

Dr. Kenneth O'Brien, a professor of applied psychology at the University of Toronto and director of research for TV Ontario, spoke last Thursday at an FTC policy review session. During a two-and-a-half-hour presentation, Dr. O'Brien said that at present the advertisers are selling children "fun." But, he said, "with the same techniques, it could be anything. It could be hate—in the '1984' sense."

The professor's remarks were made to an attentive FTC as part of its ongoing investigation of children's advertising. The presentation also fit neatly with a speech two months ago by Albert Kramer, director of the FTC's Bureau of Consumer Protection (BROADCASTING, Oct. 24), who said then that the FTC was "woefully unequipped" to deal with modern advertising techniques. After Dr. O'Brien's talk, Mr. Kramer said the commission staff was now working on a "model" that will enable the FTC to deal with the techniques of television commercial production within a regulatory context. According to Mr. Kramer, the staff should finish its report and present it to the commissioners in two weeks. Chairman Michael Pertschuk later said that the commission was expected to announce some action by mid-January. He also said that construction of such a model was "one of several options" the staff is considering for presentation to the commission.

Dr. O'Brien, who said he had spent most of his professional life studying the psychological effects of TV production techniques on viewers, said there were "very clear-cut differences" between the way

adults and children view television and how they process the information they receive from it. Children up to 2 years of age, he said, react to television as if it were "a part of themselves," and they do not distinguish between television and the real world. Production techniques he said he has found to be effective with that age group involved extensive use of "patterns and sounds."

Preschoolers (2-6-year-olds) were like younger children, he said, in that they did not readily disassociate television's fantasy world from reality. They differed, however, in what Dr. O'Brien called the "Santa Claus syndrome"—their acceptance of such characters as Kellogg's Tony the Tiger or McDonald's Ronald McDonald as real individuals. Preschoolers, he said, have "no concept of the metaphor" in fantasy-type advertisements. Older children react positively to authority figures (6-9-year-olds) and to peers (9 to 12).

He said his research has indicated that advertisers, by means of consistent "trial and success" use of various techniques, are aware of which age groups are most likely to be affected positively. According to Dr. O'Brien, advertisers have the ability to tailor their children's ads to target audiences identified within an age range as narrow as "two years."

Although Dr. O'Brien said he has limited his use of his research to the educational possibilities of it, a research firm in New York, Child Research Service Inc., has done similar testing for advertisers. Pertaining to his own field, however, Dr. O'Brien said a sophisticated 30-second commercial is the "single best" means of teaching children. Its effectiveness far exceeds "anything we've yet devised in

ments shared in similar remarks from ABC and National Association of Broadcasters. They disputed conclusion in report (BROADCASTING, Nov. 14) that radio stations have "hidden profits" not reflected in their annual financial reports to FCC and that they will be able to pass on costs.

Canadian Supreme Court upheld Canadian Radio-Television and Telecommunications Commission's right to require Canadian cable TV systems to delete commercials from U.S. stations when it upheld lower court ruling in case brought by three Buffalo, N.Y., TV stations—WIVB-TV (formerly WBEN-TV), WKBW-TV and WGR-TV. Commercial deletion practice had been instituted to discourage Canadian firms from advertising on U.S., rather than on Canadian TV stations. Policy has not been used this year since CRTC replaced it with law that allows tax deductions for advertising on Canadian stations and denies deductions for ads on U.S. TV.

Bob Mead, former CBS News producer who served as President Ford's television adviser, has joined Carlson & Co., Indianapolis, Ind., advertising agency as vice president in charge of political advertising. Company has had number of political accounts, including that of Senator Richard Lugar (R-Ind.).

National Public Radio, Washington, has filled four top-level positions. Thomas C. Warnock, director of radio activities at Corporation for Public Broadcasting, was named NPR's senior vice president for programming and distribution. Phillip C. DeLuce, controller for National Alliance of Businessmen, was appointed chief financial officer and assistant treasurer. Samuel C.O. Holt becomes vice president for programming, and Jess W. Brodnax was named director of member services. Mr. Holt is broadcast consultant. Mr. Brodnax had been director of special projects and of broadcast syndication for WFMT-FM Chicago.



John Chancellor, tired of being "chewed up in the papers" by speculation, last week confirmed that he will voluntarily give up his co-anchor seat on *NBC Nightly News* and assume role of commentator-news analyst three or four times weekly. "No date has been mentioned" for transition, Mr. Chancellor said, adding that it probably would be "not soon." Speculation has centered on *Today* show host Tom Brokaw as replacement, following reports that NBC has made inquiries concerning Brokaw job to both *Tomorrow* show host Tom Snyder and syndicated talk show host Phil Donahue.

Nicholas P. (Nick) Miller, consultant to Office of Telecommunications Policy in communications policy, reorganization, common carrier and mass media regulation, leaves government on Jan. 1 to start communications law practice in Washington. He will be associated with Seattle-based firm of Preston, Thorgrison, Ellis, Holman & Fletcher. Sharon Coffey, of Ad Hoc Committee on Competitive Telecommunications, joins as consultant on public broadcasting.



How it works. Dr. Kenneth O'Brien (top photo) speaks to the Federal Trade Commission last Thursday on the psychological effects of television commercials on children. Prominent in the lower photo (l to r) are Commissioner Paul R. Dixon, Maurice Ashe, minutes secretary, and Chairman Michael Pertschuk.

educational TV." He said commercials were especially good for presenting "unitary ideas."

Inherent in modern commercials, he said, was the advertiser's attempt to develop an attitude that products "must be had to enjoy the fun of life." The ads then become a "competing model" with parents, who often find themselves in the

situation of denying the child the advertised product and, by extension, fun. Dr. O'Brien said many of the disclaimers advertisers are required to include under truth-in-advertising rules "do not work with children under 6." And he also showed the commissioners one commercial for a toy car which even they did not realize contained several qualifiers.

Drop-in opponents charge added V's would bring chaos to TV system

AMST is in forefront of those who see FCC plan as engineering disaster; also cited is possible damage to existing UHF structure

Another volume of claims and counterclaims was added to the FCC inquiry into VHF drop-ins last week as the deadline for the latest round of comments passed. Led by the Association of Maximum Service Telecasters, established broadcasters told the commission that the four new drop-ins it is considering in the present inquiry would interfere with existing VHF stations and lead to the "undermining of UHF development." Those supporting the proposal, in comments filed last Thursday, were generally new groups wishing to enter VHF broadcasting.

The proposal the commission is now considering calls for the addition of four new stations in Knoxville, Tenn.; Johnstown or Altoona, both Pennsylvania; Charleston, W.Va., and Salt Lake City. AMST summed the positions of many when it told the commission that "rather than consider a handful of short-spaced VHF drop-ins, the commission should act to reduce the 'UHF handicap'" it has tried for years to rectify.

According to AMST, the proposed drop-ins will result in a "loss and degradation" of existing VHF services in the affected communities, impair service within the

existing stations' grade B contours, intensify interference of stations not short-spaced and in many cases lead to a reduction of VHF service to the communities.

Additionally, said AMST, "short-spaced VHF drop-ins would deprive existing commercial UHF stations of viewers and advertisers and existing educational UHF stations of public and other support." VHF, it said, "has a psychological advantage which would lure entrepreneurs even though UHF might provide better service."

Jefferson-Pilot Broadcasting Co., which supported the AMST position, said the introduction of even four new VHF's "would very likely destroy the development of existing UHF service." ABC joined the argument, hinting that it was interested in possibly acquiring a UHF outlet. But the drop-in proposal, it said, would have "debilitating impact upon either existing or potential UHF stations."

However, one group supporting the proposal, Midwest Corp., a company that intends to apply for a Charleston station, said the new VHF's "would significantly increase the chances of minority ownership of the VHF's" and the drop-ins would provide "immediate competitive pressure" on existing VHF stations. Interestingly, a UHF and minority broadcaster, Spanish International Network, came out squarely opposed to that notion

and told the commission that its experience has demonstrated that the "UHF spectrum contains far greater capability to provide ownership and management opportunities to minorities" than would a smaller number of technically handicapped VHF outlets.

Administratively, too, the commission could expect "uncertainties and burdens," AMST said, by abandoning its present allocations system and adopting a "demand" system for television assignments as it now does for AM. "The commission," AMST said, "having learned the hard way in AM and FM that the drop-in approach leads to administrative chaos and erosion of the public's service, should stick to its guns with respect to television allocations where it foresaw these dangers and has purposely, wisely and successfully avoided them."

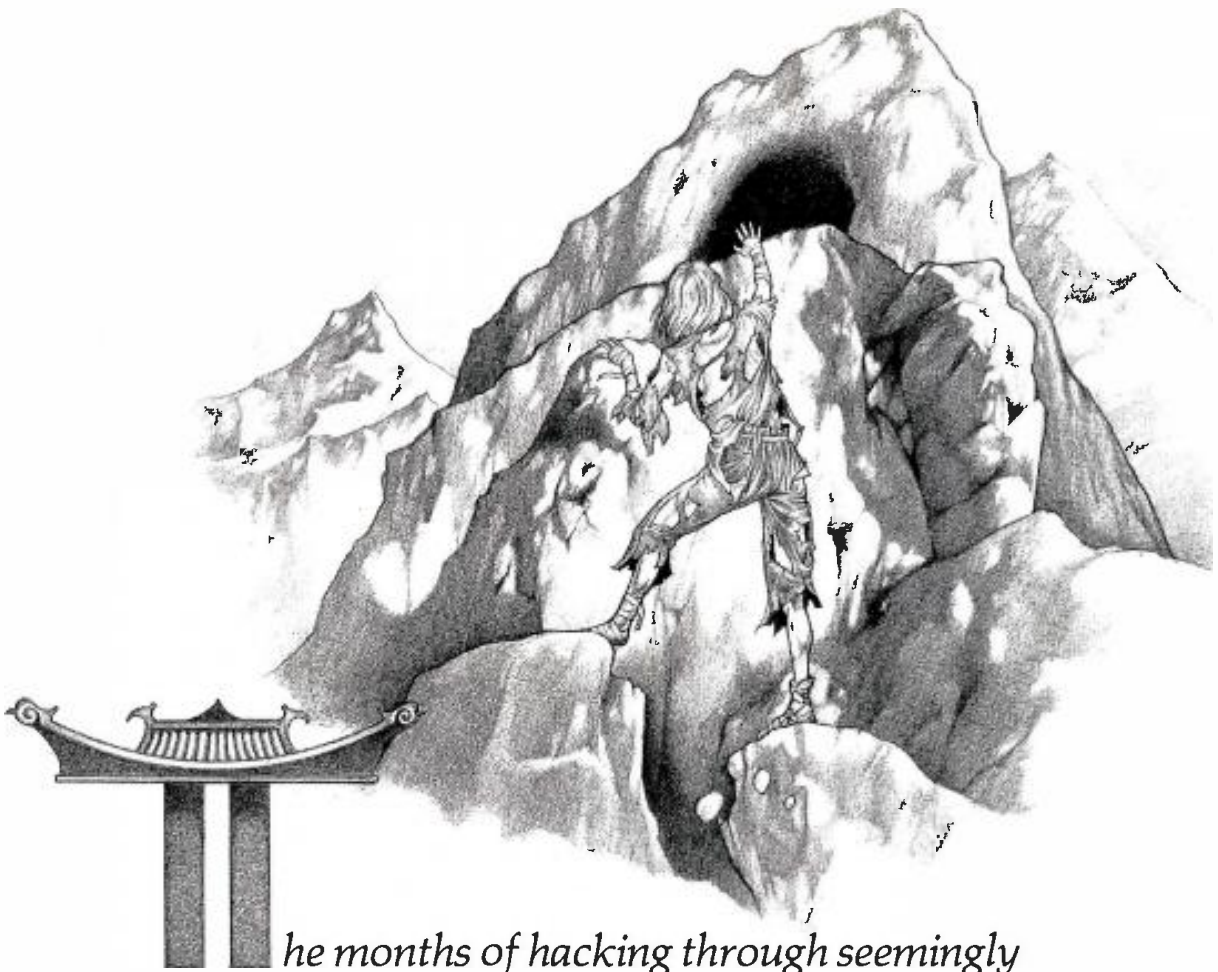
Most of the comments filed at the commission last week pertained to specific communities involved and did not deal with the drop-in proposal in general. AMST offered engineering studies of each of the cities. In Knoxville, for example, it claimed that a drop-in would have an "adverse impact on 12 existing and 14 allocated UHF stations." Six existing stations, it said, would "suffer impairment or loss of service."

Also commenting on the Knoxville proposal, Holston Valley Broadcasting Corp., licensee of WKPT-TV Kingsport, Tenn., a UHF, said the drop-in "will result in losses of existing VHF service to a total population of 197,557." Holston also said the commission would look into the involvement of Tennessee's Republican senior senator, Howard H. Baker Jr., who, it said, attempted to pressure the FCC into considering the Knoxville proposal.

On the Salt Lake City drop-in, AMST said the station would be short-spaced to three channel 13 allocations. More important, however, AMST said the proposal "represents a direct confrontation of the commission's assumption ... that a UHF station would not be viable in the market before 1985-88." Earlier in the week the commission had turned down a request to defer its decision on that drop-in until Springfield Television, a UHF broadcaster, had a chance to build a UHF station in Salt Lake City (BROADCASTING, Nov. 21). KTUX-TV in Rock Springs, Wyo., one of the short-spaced stations, told the commission that it could "ill afford" to lose any viewers or potential viewers to a Salt Lake City drop-in.

Communications Associates, which plans to apply for the Charleston allocation, said a new VHF service there would provide the "area's only opportunity for immediate and effective independent television." It said that "only a VHF television service can hope to serve the public interest effectively."

The state of West Virginia and the West Virginia Educational Broadcasting Authority filed in support of the Charleston drop-in and requested that the commission reserve the channel for educational purposes.



he months of hacking through seemingly impenetrable jungles and scaling tortuous ice-covered slopes had taken their toll. With the last vestige of his strength, he dragged himself to the entrance of the mountain cave.

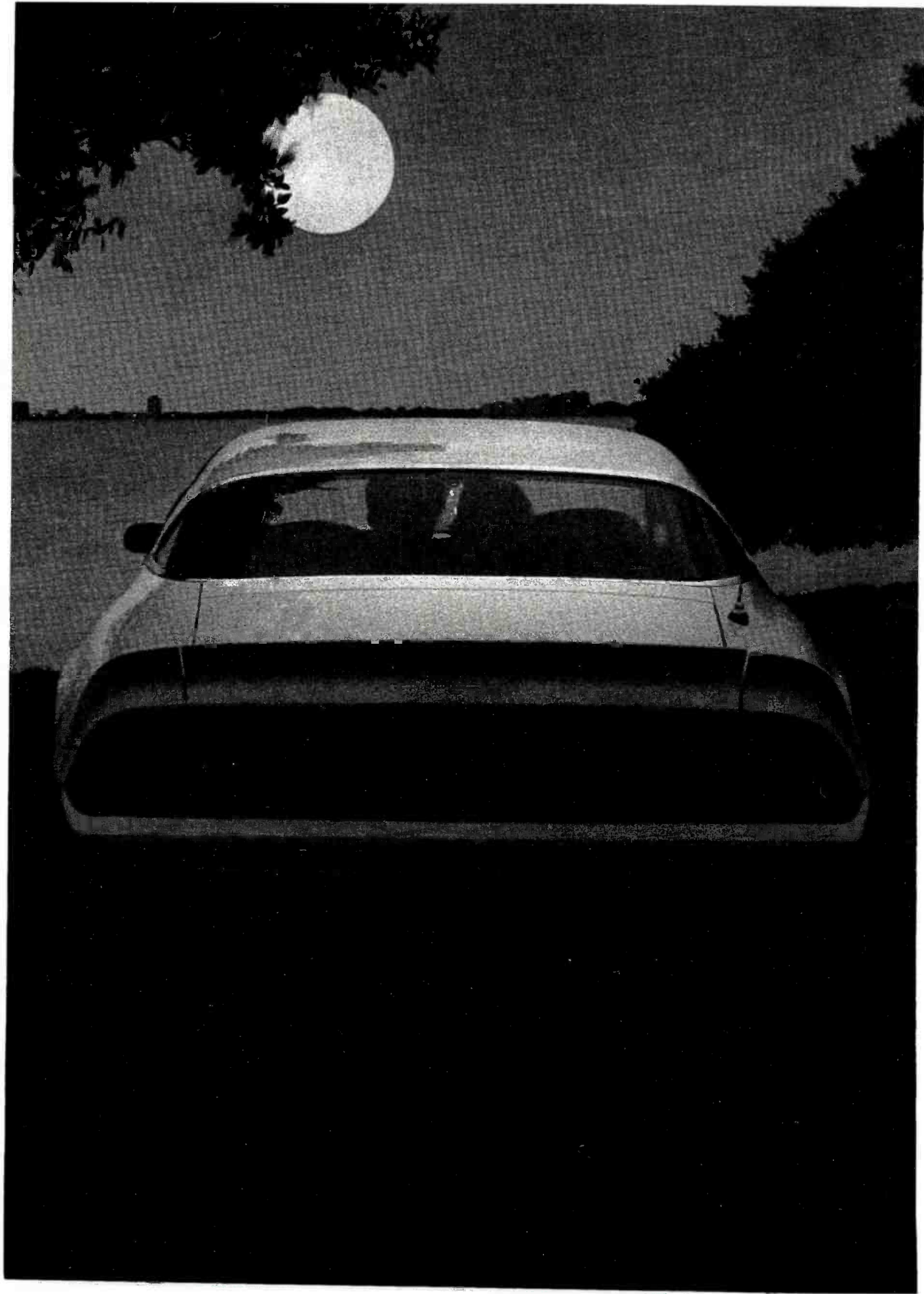
Forcing his torn and pain-wracked body the last few inches, he collapsed, exhausted at the feet of the great guru.

His quest was finally at an end.

"Tell me, oh great master, oh seer of visions never dreamed of by the pithy mind of ordinary man," he croaked, through fever-parched lips.

"Tell me the answer."

"The answer, my son," the great guru whispered, "is that Xerox is a registered trademark of Xerox Corporation and, as a brand name, should be used only to identify its products and services."



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The twin specters of gonorrhea and syphilis are stalking across America. In the last 20 years, venereal disease has skyrocketed 400%.

Gonorrhea, in fact, is now classified as a national epidemic.

While a million cases were reported in 1975, health authorities estimate the actual count nearer 2½ to 3 million.

On top of it, a frightening new strain of gonorrhea has appeared that resists penicillin.

Syphilis, while lower in the number of cases, is more deadly. Untreated, it can cause blindness, brain damage, heart or bone disease. Even death.

Worse yet, most people contracting VD are between the ages of 15 and 29. And in some urban areas, 10% to 20% of those aged 15 to 25 have gonorrhea!

Storer Stations are appalled at the way VD is ravaging the

health of young Americans. That's why stations coast to coast are devoting important programming and editorial time to alerting their communities to the dangers.

In Los Angeles, KTNQ/KGBS-Radio, for example, produced a 17-episode mini-documentary on the spread of the disease in Southern California. Entitled "The New VD... and the Old," it explored the whole gamut of subjects. From the social causes of VD, its effect on pregnancy and the unborn infant, to where and how to get help. Guests included local health officials. Broadcasts were aired 6 times daily.

KCST-TV in San Diego recently presented a one-hour live phone-in show covering the serious VD epidemic in San Diego. On hand to answer questions were local health authorities. Shown was a film from Atlanta's Center for Disease Control. Among other things, viewers were warned about the new strain of gonorrhea, and advised how to obtain local VD treatment.

Along with heavy program involvement on VD, WJW-TV in Cleveland cooperated with the Cleveland Health Department by developing and scheduling a concentrated spot campaign against venereal disease.

In Boston, WSBK-TV held discussions about VD on talk shows. And helped prepare and air announcements for VENUS, a 24-hour answering service providing VD information to the public.

Involvement in the vital affairs of the communities they serve is typical of all Storer Stations. We feel the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

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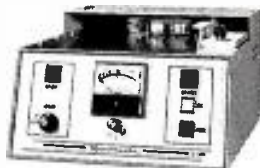
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Media

McClellan death to cue changes in key Senate chairmanships

**Arkansas Democrat dies at 81;
Magnuson is expected to move
from Commerce to Appropriations,
while Cannon takes over Commerce;
moves welcomed by broadcasters**

The death of Senator John McClellan (D-Ark.), 81, last week is expected to propel Commerce Committee Chairman Warren Magnuson (D-Wash.) to the chairmanship of the Senate Appropriations Committee and Senator Howard Cannon (D-Nev.) to the chairmanship of the Commerce Committee, the committee with jurisdiction over broadcasting, cable and other regulated communications media.

The latter move is one broadcast advocates in Washington welcome—not because they are anxious to see Mr. Magnuson go, but because they will be relieved to have him replaced by another generally friendly to their causes. Senator Cannon, a member of the Communications Subcommittee, has been active on broadcast matters in the past, most recently taking the lead in the successful fight against proposed restrictions on broadcast and print ads for products containing saccharin. It was his amendment, deleting all advertising references in the saccharin bill, that prevailed in the face of opposition from such formidable members as Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) (BROADCASTING, Sept. 19).

"Senator Cannon knows how to make things happen," one Washington lobbyist said later. "We worked very closely with him and we were delighted with the way he handled it. He brought it off."

Senator Cannon, 65, has been a member of the Commerce Committee for 14 of the 18 years he has been in the Senate. A much decorated Air Force pilot during World War II, he has made his mark on the committee chiefly as chairman of the Aviation Subcommittee, a position he may give up when the chairmanship shuffle takes place. As chairman of the Commerce Committee he would also have to give up his chairmanship of the Rules Committee.

His and Senator Magnuson's committee moves are considered certain but need the approval of the Senate Democratic caucus. There was no clear indication last week as to when that would happen, if at all this year, and until it does Mr. Cannon is reluctant to discuss his plans for the committee. Broadcasters familiar with the Senate said last week they expect little to change as far as their interests go. They anticipate that Mr. Cannon, as have past chairmen, will leave most matters in the hands of the subcommittee chairmen.

Even if Mr. Cannon were to assert himself more in communications areas than has Senator Magnuson in recent years (the latter was sometimes a reluctant warrior in broadcaster affairs, at least in part because of his former holdings in broadcast interests in the Northwest), there is little reason to think Mr. Cannon would do things differently from the way broadcasters have come to expect. Except on the saccharin bill, Mr. Cannon has indicated he agrees with Communications Subcommittee Chairman Hollings on most issues. He told conventioners at the Western Cable Show in San Diego last month that he thinks it is time for Congress to free the cable industry from its regulation as an ancillary medium to broadcasting—but not at the expense of free over-the-air broadcast service. He agrees with Mr. Hollings, too, that the Senate subcommittee should approach communications reform on an item-by-item basis rather than in an omnibus rewrite of the Communications Act, such as that under way on the House side of Capitol Hill.

In the past, Mr. Cannon has supported



Cannon

On Monday, January 2, 1978 a new and thoroughly innovative series of dedicated radio programs becomes available to stations throughout the United States. Hosted and reported by JOHN DEAN, one of the best known names in recent political history, **THE RIGHT TO KNOW** will focus on the world of government and politics. In five weekly three-minute programs from BROADCAST WORKS, INC. JOHN DEAN will examine and explore both the timely and timeless issues of that world.

It's his belief that "secrecy is the incubator for bad government," and he is fit "curious that our nation's leaders, who evidenced such incredible vision, failed to codify with the other basic guarantees of liberty the right to know."

What will **THE RIGHT TO KNOW** be? It will frequently examine stories that are in the headlines, and will make a point of adding perspective and understanding to them. **THE RIGHT TO KNOW** will head off in its own direction, with JOHN DEAN reporting stories that he believes the people—your station's listeners—have a right to know.

That it will not be is a political platform JOHN DEAN to push a particular point of view. "The only axe I have to grind is one that sharpens public perception of what's happening in government and politics," he explains. "I do believe that, 'too many' of our commentaries remind me of church sermons: always solemn, profound and open. We won't commit a sacrilege to tradition, but we won't be bound by it either."

JOHN DEAN is uniquely qualified to report **THE RIGHT TO KNOW**. He has, himself, been the subject of more than 750 interviews with members of the old press. Through that give-and-take too, has become a master of the art of

"THE RIGHT TO KNOW"

John Dean



interviewing. He is also a much sought after speaker on the international lecture circuit, and has reported for such major publications as The New York Times, Newsweek and Rolling Stone. He brings to **THE RIGHT TO KNOW** a sense of great personal style, a strong curiosity, a nose for news and a willingness to undertake any assignment that will help satisfy the public's right to know.

Some of the subjects now being developed by JOHN DEAN for **THE RIGHT TO KNOW** are: *The Future of the Republican Party; Women In the Military; Should Justice Be Secret? A Look At The Supreme Court; The Man Who Tutored Six Presidents; The Arm Twisters At Work—A Look At the Lobbyists; God In Government; Public Opinion Polling—Science or Sorcery?; Jimmy Carter's Battery of Political Psychiatrists; The Politician's Wife; Why Marlon Brando's So Worried About the Indians; The Congress' Doctor; Is There Another Way To Select A President Of the United States?; Is Legalized Prostitution Next?; and Washington's Social Life—Work or Play?*

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Magnuson

longer license terms for broadcasters as a means of reducing the paperwork load on them and on the FCC, a position he reaffirmed in an interview last week. He also said he thinks there should be a "preference" for license renewal applicants over challengers. In hearings on broadcasting before the Communications Subcommittee earlier this year—sessions he attended as long as or longer than any other member of the subcommittee except Mr. Hollings—Mr. Cannon expressed concern about the level of violence on TV, but urged the networks to take self-regulatory steps to correct the problem rather than have Congress act.

Ideologically, Mr. Cannon is considered more conservative than Mr. Magnuson, who will step down after 22 years as chairman of Commerce to take over Appropriations, considered a more powerful committee post in the Senate.

There will be other shifts on the Commerce Committee, as a new chairman takes over, chiefly at the staff level and perhaps in subcommittee chairmanships, but it was too soon last week for predictions. Senator Hollings, most felt, will probably still be holding Communications when the dust settles.

Senator McClellan's death Monday came a week after he had announced he would not run again for re-election to the Senate. At 81, he had served 34 years in the Senate, during which time he fathered

the major revision of the copyright law, signed into law last year, which placed limited copyright liability on cable television for the first time. He was generally considered—and certainly by broadcasters—to have been a friend of cable interests; indeed, he had once owned cable properties. Observers last week were wondering where cable would find so powerful a senatorial friend to replace him.

Van Deerlin's latest recipe for a rewrite

The particulars of communications must be based on broad principles that should be included in a new law, he tells religious broadcasters

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) said last week that before the spices are added, there are basic ingredients that must go into the rewrite the subcommittee is cooking up for the 1934 Communications Act. He named five such ingredients in a speech in Phoenix to the World Association for Christian Communications.

Congress's first job, he said, should be to adopt "clear, specific goals for our nation's telecommunications systems." Phrases such as "safe, rapid and efficient service" and "in the public interest, convenience and necessity" point to laudable goals, he said, but they give little guidance for handling controversial subjects such as children's advertising and minority participation in broadcasting.

He offered no specific answers, but said, "clearly, in regard to broadcasting, diversity and universality of service, a healthy mixture of locally and nationally originated materials, and the encouragement of innovation must be high on our list of goals and priorities."

Second, he said, new legislation should provide incentives for more efficient use of the spectrum. He said the subcommittee is considering an alternative that would permit the FCC to charge a fee for spectrum use. "Such a mechanism, whether it took the form of a lease, an auction or a straight

fee, could promote efficiency by encouraging spectrum users to use their assigned space as wisely and frugally as possible." Giving regulatory agencies explicit authority to establish stringent standards for broadcast receivers might be an additional step, he said.

Third, new legislation should remove all barriers to the introduction of new communications technologies, he said. That might render some equipment obsolete "almost overnight," he said, a situation that might be remedied by a "transition trust fund" to cover at least partly the costs of changing over to new systems.

Fourth, the legislation should insure diverse viewpoints access to the media. Mr. Van Deerlin expressed the hope that as the number of communications outlets increase, artificial constraints such as the fairness doctrine could be withdrawn. He endorsed with some reservations the idea of releasing broadcasters from some of their fairness obligations if they would allocate a measure of time to public access.

Finally, a new law must take into account the similarities and differences among media, he said. Where different technologies can perform similar services or can be combined to provide useful services, the act should recognize that, he said. "The important thing is the nature of the service received by the consumer and not the technology employed in delivering it. We must take care not to erect arbitrary regulatory boundaries among technologies which have the effect of retarding the delivery of these services."

On the other hand, the law has to be responsive to differences in media, he added, once again holding out hope to the radio industry for some deregulation. "Should radio be subject to the same regulation as television?" he said. "Probably not. One option we have, therefore, is to experiment with the repeal of regulatory requirements applied to radio that no longer seem appropriate."

Next week: finale in rewrite briefings

Industry witnesses will testify on roadblocks facing minority broadcasters in acquiring national advertising and in getting accurate audience measurements

The House Communications Subcommittee will hold a hearing Dec. 13—the last in the year's series on the rewrite of the Communications Act—on the problems of minority-owned broadcast stations relating to ratings and broadcast advertising.

On ratings, the subcommittee will question witnesses about the techniques rating firms use to measure minority audiences and the accuracy of these measurements. It will explore ways to improve the accuracy and consider the need to standardize measurement techniques.

The advertising portion will delve into the relationship between advertising agen-

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

Company	Period/Ended	Current and change				Per Share	Year earlier		
		Revenues	% Change	Net Income	% Change		Revenues	Net Income	Per Share
ABC.....	9 mo. 10/1	1,117,057,000	+17.5	74,950,000	+ 58.3	4.13	950,953,000	47,360,000	2.69
Adams-Russell.....	Year 9/30	17,639,000	+11.0	1,059,000	+ 67.2	.86	15,882,000	633,000	.50
Ampex.....	6 mo. 10/29	151,372,000	+ 8.7	9,822,000	+171.4	.88	139,285,000	4,645,000	.43
Chris-Craft.....	Year 8/31	88,329,000	+26.9	5,916,000	+303.6	1.10	69,614,000	2,920,000	.43
Columbia Pictures.....	3 mo. 10/1	116,797,000	+30.1	10,935,000	- 40.8	1.13	89,763,000	18,486,000	2.11
Fuqua.....	9 mo. 9/30	453,017,000	+17.7	13,166,000	+ 22.0	1.37	384,765,000	10,789,000	1.21
Gray Communications.....	3 mo. 9/30	3,817,488	+13.4	244,529	- 9.5	.51	3,365,601	270,062	.57
Lee Enterprises.....	Year 9/30	82,967,000	+18.9	11,670,000	+ 23.8	2.35	69,770,000	9,424,000	1.88
New York Times.....	9 mo. 9/30	368,549,000	+14.0	18,138,000	+ 38.0	1.58	323,283,000	13,148,000	1.16
Oak Industries.....	9 mo. 9/30	114,184,724	+ 6.3	1,221,233	- 34.8	.49	107,378,034	1,873,535	.99
Rahall.....	3 mo. 9/30	2,646,000	+ 7.1	225,000	+ 3.7	.18	2,471,000	217,000	.17
Reeves Telecom.....	9 mo. 9/30	1,718,519	-21.1	174,680	- 72.9	.07	2,177,236	644,085	.27
Schering-Plough.....	9 mo. 9/30	707,643,000	+ 7.4	134,779,000	+ 10.5	.81	658,594,000	121,990,000	.89
Taft Broadcasting.....	6 mo. 9/30	78,579,685	+18.7	12,218,013	+ 23.1	3.00	66,219,913	9,925,697	2.44
Technical Operations.....	Year 9/30	91,724,000	+ 6.7	384,000	*	.29	85,972,000	(1,949,000)	(1.45)
Wrather.....	9 mo. 9/30	24,992,000	+34.1	1,836,000	+100.6	.81	18,640,000	915,000	.41
Zenith.....	9 mo. 9/30	724,400,000	+ 3.7	600,000	*	.03	698,800,000	24,800,000	1.32

*Change too great to be meaningful.

cies and rating services and into complaints that minority stations have difficulty selling time to national advertisers. It will give special attention to the government's advertising practices, specifically the military's, and consider whether the government should have an affirmative responsibility to place advertising on minority stations.

The witnesses at the half-day hearing are grouped into two panels, with the ratings panel scheduled first. Its members will be Dr. Claude Anderson, WOWN(FM)

Tallahassee, Fla.; Elliot Franks, WOIC(AM) Columbia, S.C., and president, National Association of Black-Owned Broadcasters; John Dimling, National Association of Broadcasters; Rupert Ridgeway, Arbitron; Richard Roslow, The Pulse Inc.; Edward A. Schillmoeller, A.C. Nielsen; Rene Anselmo, Spanish International Network.

The advertising panel comprises Barbara Proctor, Proctor & Gardner Advertising Agency, Chicago; Samuel Thurm, Association of National Advertisers; Sanford Moore, formerly with a New

York advertising agency, Black Perspectives; Lieutenant Colonel John Williams, office of the assistant secretary of defense for manpower reserve affairs and logistics, and Andrew Langston, WDKX(FM) Rochester, N.Y.

Changing Hands

Announced

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

■ KZAM-AM-FM Bellevue, Wash.: Sold by Bellevue/Eastside Ltd. to Bellevue Radio Inc. for \$1,620,000. Seller is principally owned by A. Stewart Ballinger, who has no other broadcast interests. Buyer is wholly owned subsidiary of Sandusky Newspapers Inc., family-owned publishing company headed by Dudley A. White of Santa Ynez, Calif. SNI is publisher of *Sandusky* (Ohio) *Register*; and, through subsidiaries, of *Norwalk* (Ohio) *Reflector*; *Grand Haven* (Mich.) *Tribune* and *Kingsport* (Tenn.) *Times-News* SNI has no other broadcast interests. KZAM is on 1540 khz with 5 kw full time. KZAM-FM is on 92.5 mhz with 100 kw and antenna 1,100 feet above average terrain. Broker: Chapman Associates.

■ WMGC(AM) Cleveland: Sold by Globe Broadcasting Co. to Embrescia Communications Corp. for \$1,550,000. Sale is spin-off from intended \$13.8 million acquisition of Globe by Combined Communications Corp. (BROADCASTING, May 2). CCC received FCC approval of its \$7.5 million purchase of WWWE(AM) Cleveland recently (BROADCASTING, Sept. 5), and Globe is spinning off WMGC to comply with FCC's duopoly rules. Publicly held Globe owns WVON(AM)-WGCI(FM) Chicago, WDOX(FM) Cleveland and WDEE(AM) Detroit. George N. Gillett is vice chairman and largest stockholder. Buyer of WMGC is owned by Thomas J. Embrescia (50.6%) and his brother, James T. Embrescia (49.4%), executive vice president and general sales manager,



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respectively, of Ohio Communications Inc., licensee of WWWW(FM) Cleveland and former owner of WWWE. WMGC is on 1260 khz with 5 kw full time.

■ **KLRO(FM) San Diego:** Sold by Multicasting Corp. to Harold W. Gore and Norman Feuer for \$965,000, plus \$500,000 covenant not to compete. Seller is owned by James C. Gates, owner of J.C. Gates & Co., Los Angeles station representative. Mr. Gates is also principal in San Marco Broadcasting, applicant for new FM at Pasadena, Calif. Mr. Gore, executive vice president and director of Sudbrink Broadcasting, Miami-based group owner, also owns WTOW(AM) Towson, Md. (Baltimore); WGOR(AM) Toledo, Ohio; WZIP(AM) Cincinnati, and has bought, subject to FCC approval, KKAR(AM) Pomona, Calif., for \$150,000 (BROADCASTING, Oct. 10). Mr. Feuer is vice president and general manager of Sudbrink's WLAK(FM) Chicago, which has been sold to Storer Broadcasting Co. for \$4.25 million, subject to FCC approval (BROADCASTING, Aug. 22). Mr. Feuer has no other broadcast interests. KLRO is on 94.9 mhz with 1.9 kw and antenna 1,850 feet above average terrain. Broker: Chapman Associates.

■ **KBIL(AM)-KSAB(FM) Liberty, Mo.:** Sold by S&M Investments Inc. to Strauss Broadcasting Corp. for \$1,075,000, plus \$200,000 covenant not to compete. Seller is principally owned by James C. Treat and M. Crawford Clark. Mr. Treat is half-owner of KECK(AM)-KHAT(FM) Lincoln, Neb. Mr. Clark has no other broadcast interests. Buyer is owned by Leonard H. Strauss (51%), his wife, Marilyn (24%), and Joe Abernathy (25%). Mr. Strauss has various warehousing and importing interests in Kansas City, Kan., and New York. Mr. Abernathy is former general manager of WIOD(AM)-WAIA(FM) Miami. None of buyers has other broadcast interests. KBIL is 500 w daytimer on 1140 khz. KSAB is on 106.5 mhz with 100 kw and antenna 620 feet above average terrain.

■ **KTRM(AM)-KIEL(FM) Beaumont, Tex.:** Sold by Central Broadcasting Corp. to Security Broadcasting of Beaumont Inc. for \$1.2 million. Seller is owned by Allan B. McCrea, S. Jackson Hunt, Robert C. Jacobs, Lester G. Spencer, Paul R. Quigg and his nephews, James R. and William M. Quigg. They also own WBIW(AM)-WBIF(FM) Bedford, WBAT(AM) Marion and WKBV(AM)-WRIA(FM) Richmond, all Indiana. Buyer is owned equally by Ed Muniz, Ben Bridgeman and Michael O'Keefe, owners of WNNR(AM) New Orleans, WXOK(AM) Baton Rouge and WXEL(FM) Slidel, La. KTRM is on 990 khz with 1 kw full time. KIEL is on 95.1 mhz with 28 kw and antenna 220 feet above average terrain. Broker: Chapman Associates.

■ **KNRO(FM) Conroe, Tex.:** Sold by Family Group Enterprises to Jimmy Swaggart Evangelistic Association for \$800,000. Seller is owned by Rigby Owen and family, owners of KIKR(AM) Conroe. Buyer is nonstock, nonprofit religious association headquartered in Baton Rouge.

Jimmy Swaggart is president of group which owns WHYM(AM) Pensacola, Fla.; WLUX(AM) Baton Rouge; WJYM(AM) Bowling Green, Ohio; KGOY(FM) Bethany, Okla., and KFRN(FM) Amarillo and KWJS(FM) Arlington, both Texas. KNRO is on 106.9 mhz with 100 kw and antenna 240 feet above average terrain. Broker: Chapman Associates.

■ **WLIQ(AM) Mobile, Ala.:** Sold by Southland of Alabama Inc. to WLIQ Radio for \$350,000. Seller is principally owned by F. M. Smith, who is also principal of WLAU(AM) Laural and WGUF(AM) Gulfport, both Mississippi. Buyer is owned by David Siegel (75%), Jeff Stacy and Jerry Shiverdecker (12.5% each). Mr. Siegel is Orlando, Fla., businessman. Messrs. Stacy and Shiverdecker are Lake Providence, La., broadcast consultants. None has other broadcast interests. WLIQ is 5 kw daytimer on 1360 khz. Broker: Chapman Associates.

■ **KROD(AM)-KUDE(FM) El Paso:** WCK Media Inc., licensee, sold by Melvin Wheeler and others to Rex Broadcasting Corp. for \$330,000. Sellers are Mr. Wheeler, A. Boyd Kelly, E. Eric White and Ray Clymer Jr. (25% each). Mr. Wheeler owns KITT(FM) San Diego; WSLC(AM)-WSLQ(FM) Roanoke, Va.; KDNT-AM-FM Denton, Tex., and KFDW-TV Clovis, N.M. Mr. Kelly is principal owner of KDWT(AM) Stamford, Tex. Mr. White is majority owner of KORC(AM) Mineral Wells, Tex.,

and owns 20% of Wichita Falls Television, 80% owner of KAUZ-TV Wichita Falls, Tex. Mr. Clymer owns 10% of Wichita Falls Television. Rex Broadcasting, buyer, is principally owned by Jim Sloan (62.26%), and is principal owner of KCUB(AM) Tucson, Ariz., where Philip D. Richardson (12.5% of Rex) is sales manager. Remaining stock in buyer is owned by two Tucson businessmen, neither with other broadcast interests. KROD is on 600 khz with 5 kw full time. KUDE is on 95.5 mhz with 100 kw and antenna 1,200 feet above average terrain.

■ **KGRI-AM-FM Henderson, Tex.:** Sold by George A. Freeman to William Lawrence Walling for \$300,000. Seller owns WGON(AM)-WQXO(FM) Munising, Mich. Buyer owns KSPL-AM-FM Diboll, Tex., and Houston motorcycle racetrack. KGRI is 260 w daytimer on 1000 khz. KGRI-FM is on 100.1 mhz with 3 kw and antenna 200 feet above average terrain. Broker: Chapman Associates.

■ **WWJB(AM) Brooksville, Fla.:** Sold by Hunter-Knight Broadcasting to group headed by John C. Clancy for \$275,000. Seller is owned by William A. Hunter and Philip M. Knight, owners of WTMC(AM) Ocala and WDAT(AM) Ormond Beach, both Florida. Mr. Hunter also owns WDOT(AM) Burlington, Vt. Buyer is owned by Mr. Clancy, Donald L. Stork and Robert L. Hinson. Mr. Clancy owns 51% and Mr. Stork owns 49% of WFLR-AM-FM Dundee, N.Y. Mr. Hinson is president of Penn Yan

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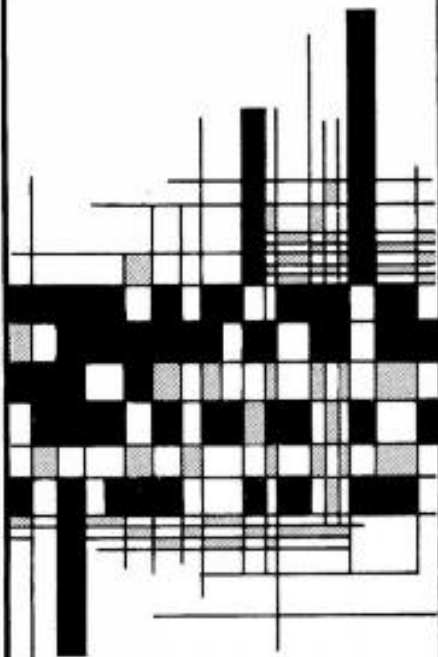
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Express, trucking firm in Northeast. He has no other broadcast interests. WWJB is on 1450 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ **KTRT(AM)** Truckee, Calif.: Sold by Trans-Sierra Broadcasters to Vernon L. Lundquist for \$113,100, plus \$60,000 covenant not to compete. Seller is owned by Herbert G. Crenshaw, his mother, Talma L. Crenshaw, Howard F. Brooks and Eugene Gini, none of whom has other broadcast interests. Buyer, former vice president for administration of WINK-AM-FM-TV Fort Myers, Fla., has no other broadcast interests. KTRT is on 1400 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

■ **KFMU(FM)** Oak Creek, Colo.: Sold by Elliott J. Bayly to D. Michael Barry for \$42,500. Seller has no other broadcast interests. Buyer is owner of group of motion picture theaters headquartered in Steamboat Springs, Colo. He has no other broadcast interests. KFMU is on 103.9 mhz with 165 w and antenna 1,030 feet above average terrain. Broker: Chapman Associates.

Approved

■ Station sales approved by the FCC last week include: KLMN(TV) Fort Smith, Ark.; WVAK-AM-FM Paoli, Ind.; KTRY-AM-FM Bastrop, La.; WRDO(AM) Augusta, Me.; WJOR(AM) South Haven, Mich.; KDCE(AM)-KBSO(FM) Espanola, N.M.; WDOE(AM) Dunkirk, N.Y.; KNIT-AM-FM Abilene, Tex.; WCLT-AM-FM Newark, Ohio; KSTA-AM-FM Coleman, Tex., and KPXE(AM) Liberty, Tex. (see page 60).

Financial boost for minorities is the goal of new legislation

Bill Introduced in House by Heftel would permit SBA loans of more than \$500,000 to minority purchasers of broadcast and cable properties and would give tax break to sellers who reinvest

Representative Cecil Heftel (D-Hawaii) introduced legislation last week to allow the Small Business Administration to exceed its \$500,000 loan limit in loans to minority interests for the purchase of broadcast stations and cable systems.

The bill also incorporates the National Association of Broadcasters idea of a tax break for broadcast and cable owners who sell to minority interests. Under the provision the seller would not have to pay a tax on the gain from the sale to the minority buyer provided the seller reinvests in another broadcast or cable property of at least equivalent value within three years.

Minority spokesmen have praised the idea of a tax break to encourage sales to minorities, but they have continued to

argue that what they need most is money sources. "This bill does it," Mr. Heftel said last week. It would make funds available "without haranguing current station owners and forcing station changes." He said he has been working on the plan for three months while waiting for the SBA to change its policy against lending money to broadcast and cable stations, which it has now all but done.

In introducing the bill, Mr. Heftel, who is a broadcaster, said he wants to raise the present \$500,000 limit on SBA loans to give the minority interests a chance to buy stations or cable systems in larger communities. "In the real world of broadcasting," he said, "the half-million-dollar ceiling of the SBA would make it virtually impossible for minorities to enter the field except in the purchase of radio stations in small communities." He is anticipating that the SBA will adopt its proposed rule change overturning long-standing policy against government loans to broadcast stations and cable systems.

His bill establishes a table of loan limits that would have the government guarantee: 90% of a loan up to \$500,000; 80% of a loan between \$500,000 and \$1 million; 70% of a loan of \$1 million to \$1.25 million; 50% of a loan of \$1.5 million to \$2 million and 40% of a loan over \$2 million.

To be considered a minority business concern under Mr. Heftel's bill an interest need not be totally minority-owned, but has to be more than 50% controlled by members of a minority group.

Media Briefs

Renewed. FCC denied petitions by Deborah A. Lehman and Donald W. Ricketts and renewed license of Metromedia's KMET(FM) Los Angeles to Dec. 1, 1980. Miss Lehman and Mr. Ricketts had charged that KMET and NBC-owned KNBC(TV) had refused to give them free air time for public service announcements. Commission said, however, that "duration and scheduling of broadcast material were within licensee's reasonable and good faith discretion" and that FCC "did not direct licensees in selecting or presenting specific programming." Commission delayed renewal of KNBC pending outcome of other, unrelated petitions.

Not renewed. FCC Administrative Law Judge James F. Tierney has denied renewal of Stereo Broadcasting Inc.'s WLIR(FM) Garden City, N.Y. Judge found that company's principal owners had transferred control of station without FCC approval, failed to adequately control and supervise station's operations, made misrepresentations to commission and "committed multiple violations" of FCC's technical rules. Licensee's president, John R. Reiger, judge said, engaged in "often strangely devious and mischievous" business practices, including effecting transfer by granting Naji Zalayet, vice president, "full authority to conduct normal business of station in all respects."

The new RCA TFS-121 Synchronizer alone is great.

With freeze frame and picture compression, it's unbeatable.

"Superhighband" video. The TFS-121 Digital Video Synchronizer is designed and manufactured by RCA. It starts with state-of-art sampling and storage technology that positions it ahead of competitive offerings.

The video sampling is at four times subcarrier frequency, resulting in "superhighband" video performance which translates into excellent picture quality.

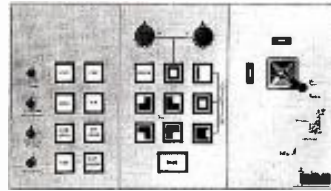
That's only the beginning of the TFS-121's high value/performance rating. It is the most versatile stand-alone synchronizer around, and works beautifully without a switcher. It eliminates the need for genlocking and/or rubidium standards. And switches smoothly between non-synchronous sources without disrupting sync.

Forget the old problems. With the TFS-121, you can accept network feeds, ENG and other remote pickups, or satellite transmissions, without disturbing in-house operations—live programming, production, recording. The TFS-121 accepts and matches those signals to station sync, so you can forget about the old problems of glitches, picture rolls and tears, or drop-outs.

A production tool, too. Freeze frame and picture compression add new performance dimensions. With these options, the TFS-121 is far more than a synchronizer—it's a valuable production aid. Consider freeze frame. With it, you can present a still picture, up-date it at the push of a button, or create strobe-like effects such as "animation". Stop the action whenever you want, or at a rate you can vary.

Picture compression on the TFS-121 opens a whole new range of production possibilities. The full-size

picture is reduced to 1/4 size and can be positioned in any raster quadrant or in any desired pre-set position on the screen. With joystick control, the compressed picture can be placed in any part of the raster, or can



be made to slide on and off anywhere. (The joystick control can also be used to move the full-size picture on and off the raster in any direction.)

How to be convinced. The TFS-121 Synchronizer is ready now. You can investigate the many benefits of this new RCA-developed product by contacting your RCA representative. Or clip and send the coupon. The facts about the TFS-121 can be convincing.

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Firm _____

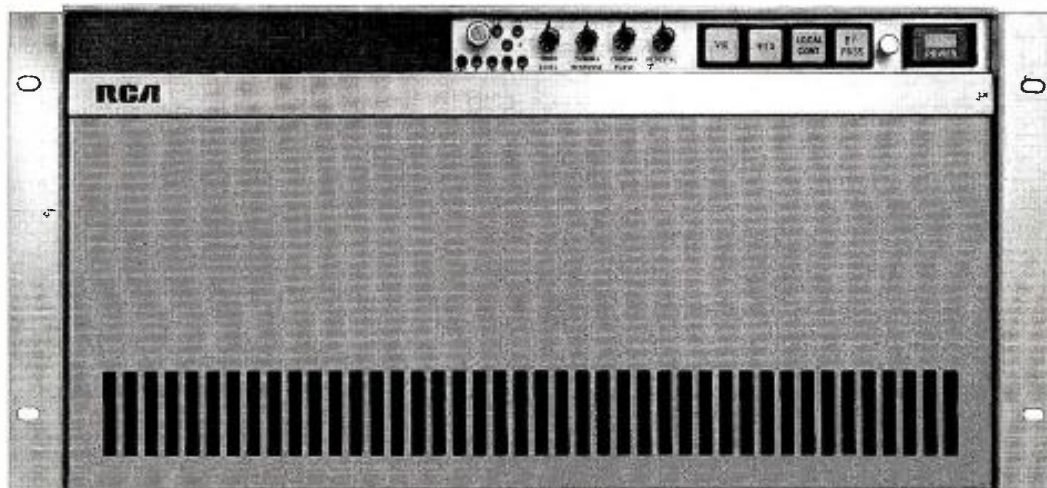
Street _____

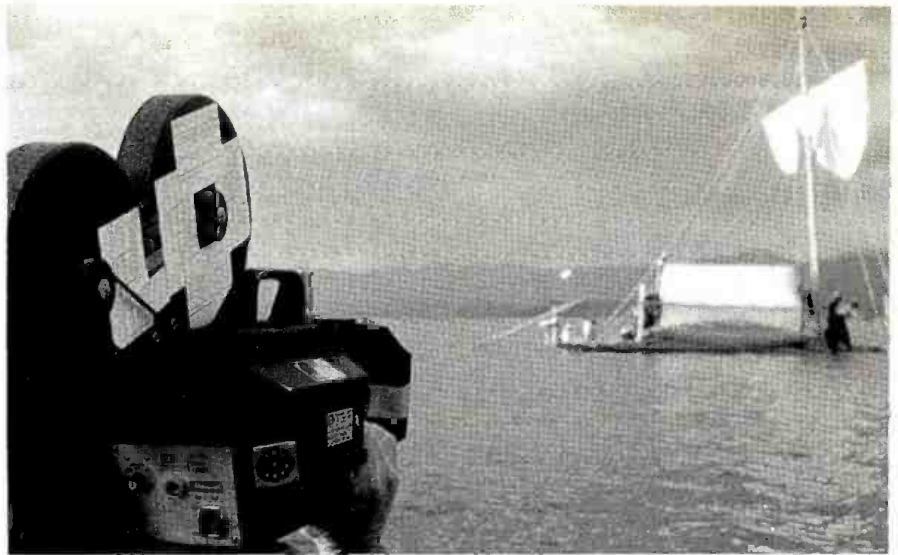
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"Silence in the Yukon is the most total I have ever experienced, quieter than any sound studio... Our voices would echo back and forth for miles. Shooting sync-sound at close range was especially demanding, but the CP-16R was wonderfully quiet."

Eric S. Camiel
Cinematographer

For more than 100 days, award-winning filmmaker Eric Camiel and his CP-16R kept constant company, filming the ordeal of four men as they retraced the route of the great Klondike Gold Rush of 1898 for "Yukon Passage," a National Geographic television special, co-produced with WQED/Pittsburgh.

"For three and a half months, my CP-16R was my constant companion as we froze and sweated, climbed and fell, working at the limits of fatigue and physical endurance to film the route of the great Klondike Gold Rush of '98," says cinematographer Eric Camiel.

"We hiked over the Chilkoot Pass, 34 miles on foot, over snow and rock. Then we camped at Lake Bennett, in the Yukon Territory (part of a vast semiarctic region in northwest Canada), the staging area for the raft trip down the Yukon River. There we filmed for three weeks as the four men logged a mountainside, ran the logs down the rapids, and built their raft.

"The raft was rigged with a big canvas squaresail for sailing the 200 miles of lakes to get to the river proper. Riding the spring flood at six knots, we drifted, smashed, and ground our way to the heart of Gold Rush Country, where the Yukon and Klondike rivers meet: Dawson City, a major boom town during the Klondike Gold Rush. From there we rafted down the Yukon River till the

freeze-up, and then out by dog sled.

"The CP-16R was used for three and a half months in the wilderness, shooting over a hundred 400' rolls of 7247 color negative, operating in a temperature range of 10° to 95°F with no problems," says Eric Camiel. "It ran seven to nine magazines per NC-4 battery, even in cold weather."



Camiel being helped to camera position up the bank. "No wonder the camera fell so often..." says Camiel.



YUKON PASSAGE

The National Geographic Specials are produced for the Public Broadcasting Service by the National Geographic Society and WQED/Pittsburgh with a grant from the Gulf Oil Corporation.

- Dennis B. Kane and Thomas Skinner, executive producers.
- Roy Brubaker, in charge of production.
- Linda Reavely, post-production supervisor.
- Jim Lipscomb, producer/writer/director.

*First broadcast on PBS:
December 5, 1977.*



"Dollying" across on a cable to film the running of the rapids.



Bringing logs for the raft downstream.



Lake Laberge, Yukon Territory. Paul Crews, member of the 4-man raft crew, and Eric Camiel (filming) on the raft. The CP-16R's protected by a special CP raincover. The sudden storms on this lake claimed the lives of many men in 1898.



case clips onto a backpack frame."

"There was very little special equipment used," says Camiel. "I did build a lightweight waterproof padded case that holds the camera, in a ready-to-shoot format, plus accessories. The camera goes in and out easily, and the



Left to right: Cinematographer Eric Camiel, producer/writer/director Jim Lipscomb and soundman David Clark. "Yukon Passage" was shot double system with Nagra sound recording equipment.

'Like a cat with nine lives, the CP-16R kept on shooting despite the incredible abuse to which it was subjected.'

"The weather was quite erratic, with frequent rain squalls, and the CP raincover had to go on and off several times a day.

"The camera was dropped three times, once sliding forty feet down a snow bank. Occasionally it got wet with spray and rain. Each time, I just dried it off and kept shooting.

"Once, while I was changing magazines, the wind blew sand into the open camera. I cleaned it out and kept shooting. The worst problem, though, was the fine abrasive dust that filled the air any time we were near the gravel-paved roads. It got into everything, and eventually ruined my lens. Still, the camera kept shooting.

"I was really amazed that the camera kept functioning through it all. Like a cat with nine lives, the CP-16R just kept on shooting despite the incredible abuse to which it was subjected."

"I know of no other camera that could have served me as well."

"Silence in the Yukon is the most total I have ever experienced, quieter than any sound studio. No cars, no airplanes, no insects — nothing but silence. Our voices would echo back and forth for miles. Shooting sync-sound at close range was especially demanding, but the CP-16R was wonderfully quiet.

"Inevitably in this type of filming, there is a lot of waiting, the camera on your shoulder or by your side, ready to shoot. The ability to put the camera down safely, and grab it and start shooting immediately is crucial. The second saved in getting the camera to your eye and

turned on is often the crucial second that gets the all-important start of the action on film. The CP-16R with its plug-in battery, broad flat camera bottom and convenient handle placement proved extremely handy under these conditions. The camera balances beautifully on my shoulder, and I can easily hold it there for a 400' take.

"I know of no other camera that could have served me as well. The rugged reliability of the CP-16R, and the confidence it inspired in me, allowed me to take chances far away from any backup camera, risking the CP-16R to get a shot in situations where I wouldn't have dared to go with other cameras. And it shows directly in the quality of the finished film, not just in spectacular shots and difficult camera angles, but in the amount of detailed coverage that the camera encouraged me to get: the type of material that makes a film come alive."



The "Yukon Passage" team

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Agencies begin to accept drop in HUT's as fact of life

With no immediate evidence to contrary, they have no other choice

As far as the advertising community is concerned, the burden of accounting for the decline in television viewing levels is shifting away from A.C. Nielsen and toward the three commercial networks.

Chief among the reasons for that attitude is the basic confirmation of the downward trend by both the Nielsen and Arbitron major market surveys (BROADCASTING, Nov. 28). Also considered significant is Nielsen's analysis that compared diary responses from the major market surveys with meter figures for the same markets extracted from the national sample. That study also showed similar declines (BROADCASTING, Nov. 21), whereas the same type of comparison in 1975 showed a discrepancy between the two—and helped prompt a Nielsen self-analysis that found mechanical problems in the metered sample.

That does not mean that there is an over-all acceptance of the smaller audience as fact. Network and advertising researchers are still asking questions of Nielsen about its sampling procedures, and there are frequent complaints that the rating service has been slower in providing answers than most would like. There is also some suspicion about the abrupt start of the decline last March, and on one statistically unacceptable deviation between the national Nielsen figures and the local figures from the October surveys. (The Monday-Friday, 9 a.m.-noon daypart shows a 7% decline in the national sample, while both Nielsen and Arbitron's local surveys show a 1% gain in that time period.)

Nonetheless, the advertising community seems to feel that the current evidence weighs in Nielsen's favor, and that the HUT figures must be considered real until proved otherwise. As Jack Otter, vice president of network programming for SSC&B, put it, "In any buys we make from now on, we've got to take into account the only measurement we have of audience levels."

So the agencies have been analyzing Nielsen's figures to define the problem as precisely as possible. As reported, the unanimous conclusion is that the most significant decline is in daytime, with lesser but consistent declines in prime time (BROADCASTING, Oct. 31, Nov. 7). Ted Bates & Co. recently completed a study that looks at HUT levels over the last five years. It concludes that prime time figures, though down slightly, are more in line with the years prior to the seeming decline in 1975 (due to Nielsen's sampling error)

and the inflated levels of 1976, (when Bicentennial, Olympics and election coverage increased over-all viewing). "Nineteen seventy-seven appears to be a return to 1973 and 1974 levels," the study says. "In fact, when 1977 is indexed against a five-year average, only May, June and October are below the average, and these by very small indices."

In daytime, however, Bates found a consistent five-year decline in viewing levels which was described as "very serious indeed." The decline was particularly pronounced in 1977, and also in the important 18-49 women demographic. Viewing among women over 50 years old is also off dramatically, the study says, while more men over 50 and teen-agers are said to be watching.

These findings lend credence to the theories that there may be real sociological or programing explanations for the daytime HUT decline. The Bates study notes, for example, that the percentage of working women to total women in television households increased from 33.8% in September of 1974 to 35.1% in September of 1977. The study also speculates that the increase in male and teen-age viewing during the day could be attributed to high unemployment rates, and others contend that the over-50 women may be dropping out because the quiz shows they like are becoming scarce on the schedules.

Other manipulations of Nielsen's data break down the HUT decline in prime-time by night of the week, where it is found to be significantly higher in the early evening than late evening—a possible reflection of the generally disastrous lead-off entries of CBS-TV and NBC-TV of this season, and ABC, on some nights.

While there are as yet no definitive answers as to why HUT levels declined, the results are more concrete: Advertisers aren't getting the audience figures they're predicting in many cases, even though their share predictions may hit the mark. Betsy Frank, senior analyst at Ted Bates said, for example, that her agency bought into NBC's *Mystery Movie* last May, estimated a 28 share and a 15.4 rating. The show actually pulled a 32 share, yet its rating was just 14.0. In a daytime buy, Bates predicted that CBS's *All in the Family* rerun would pull a 34 share and a 9.5 rating. It achieved its 34 share, but ended up with an 8.6 rating. Lou Dorkin, senior vice president and director of network programming for Dancer-Fitzgerald-Sample, said that on Oct. 27 his agency bought time in CBS's *Evening News with Walter Cronkite*, predicting a 29 share with a 15.3 rating. The program pulled a 31 share, but only a 14.7 rating.

"You can go down the list like that," he said, "and it just nibbles away. Before you know it you can lose the equivalent of an announcement." Mr. Dorkin added that he would hope that networks would begin to take the HUT drops into consideration in pricing for first-quarter 1978 buys, but that he doesn't count on their doing so. "Our goal is to maintain our cost per thousand cost ratios," he said, "but I real-

ize that may be a little pie-in-the-sky."

However, Charles Trubia, vice president and director of negotiations for Ted Bates, said the networks have been generally willing to make up audience losses with bonuses or upgrading even in buys that don't have guaranteed delivery levels. The network's attitude about the HUT level problems, Mr. Trubia said, is one of "wait and see what happens in the long run."

Many advertisers seem willing to accept that philosophy for the time being, but they are also talking about searching for reasons in the meantime. Said Bob Levenson, vice chairman, creative, for Doyle Dane Bernbach, "It seems wrong to me for us all to sit back and start picking apart the data we have. This thing plagues everybody, and I think the time has come to start asking some questions. I don't believe research like that would hurt anyone."

And now for the good news: Homes with television are on increase, although homes using television are falling off

Even if individual households are watching television less this year than last, the loss in viewership is more than offset by a simultaneous increase in the number of television homes, according to a study by the Television Bureau of Advertising.

By analyzing A.C. Nielsen data for the first eight months of 1977, TVB figures that the average American household is watching television seven minutes less per day than in 1976 (six hours and four minutes per day in 1977 versus six minutes and 11 minutes in 1976).

But the number of TV homes increased during the same period by 1.6 million—from 69.6 million homes to 71.2 million homes—resulting in a jump of total time spent with television of 1.6 million hours, according to TVB. (Nielsen further increased its TV universe to 72.9 million homes as of Sept. 1).

"The slight decline in viewership per home must not overshadow television's growing reach and impact," said TVB President Roger Rice. "An increase of 1.6 million new homes and 1.6 million additional viewing hours should alleviate any fears by advertisers that television is losing public interest."

Mr. Rice also reiterated previous warnings that the decline in daily viewing per home as compared to 1976 may be attributable to the summer Olympics, Bicentennial and presidential election coverage that took place that year. The 1977 average viewing level of six hours and four minutes per home is actually one

minute ahead of 1975 figures, he said, and "within normal levels of the previous years."

AAAA talks of easier escapes from ad contracts

Conflicts in Nielsen, Arbitron also discussed at N.Y. meeting; less chance given fourth network

Plans are under way to shorten the 28-day cancellation notice that TV advertisers are required to give broadcasters under the so-called AAAA standard form of contract.

The plans came to light in a wide-ranging panel session on television at the Eastern annual conference of the American Association of Advertising Agencies in New York Tuesday (also see page 43).

What the new term may be was not disclosed. The subject was raised by a questioner who felt that 28 days' notice was no longer realistic since many flights are much shorter than that.

Panelist Neil Kennedy of MMT Sales noted that agencies buy magazine space—and network television—far in advance and "are stuck with it" if their plans or budgets change. Why, he wanted to know, couldn't they treat spot TV the same way?

"We're going to change it," said Phyllis Ross of Rosenfeld, Sirowitz & Lawson,

chairman of the AAAA TV/radio committee, who was moderator for the session.

Some panelists questioned whether a change would have any real effect, at least when business is strong and stations can find other buyers for time that is given up.

"Stations don't care when business is good," said Bill Tenebruso of Wells, Rich, Greene. "They do hold us to four weeks [notice] when business is soft."

Others suggested that some stations had let them out of contracts even when business was not so good.

The question led to a short exchange between Mr. Tenebruso and John Bonanni of WABC-TV New York. Mr. Bonanni said advertisers would buy the fourth quarter, say, getting lower-priced December spots averaged in to bring down the higher October-November prices. He thought it odd, he said, that some advertisers would then run their campaigns through October and November but cancel December.

"That's the way you sell," Mr. Tenebruso countered. "It's a selling tactic, not a buying tactic."

Other highlights of the session, devoted entirely to questions and answers, included:

■ Mr. Tenebruso said it was not a function of advertisers or agencies to monitor the content of news or other TV programming. The networks, he said, should "take a stronger hand" but in fact "have copped out" by letting the furor over violence rage on. Paul Isacson of CBS-TV denied

the networks had copped out, saying that over the years they have "reduced the violence count" and set up "modern guidelines."

■ Frank Donino of McCann-Erickson called the decline in homes-using-television figures a serious problem. Mr. Tenebruso suggested that part of the decline may reflect an inability of the rating services to measure cable TV viewing accurately.

■ The panelists seemed to agree that 52-week measurements of local market audiences would be impractical. Mr. Tenebruso said he'd like to see six measurements a year. Getting better research, Mr. Kennedy said, poses a serious economic problem for stations.

■ Asked about the extent of differences in results produced by Arbitron Television and the Nielsen Station Index, Mr. Kennedy said they're so great that it's necessary to have, in effect, two rate cards in many cases—one based on Arbitron ratings for use in selling to Arbitron agencies and one based on Nielsen ratings to use with Nielsen agencies. WABC-TV's Mr. Bonanni added: "When Arbitron converted to meters [in New York], some programs that had been complete dogs became total winners—overnight."

■ CBS-TV's Mr. Isacson said that, not being number one in the ratings any longer, his network has less influence with its affiliates. This was in response to a question about local cut-ins. He also said

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CBS's affiliation contracts are different from ABC's and NBC's regarding cut-ins but that the network was trying to work with the affiliates on the subject. It's a question, he said, of educating them on the importance of cut-ins.

■ Dana Redman of Compton Advertising suggested that a "normalization into a three-network economy"—from a three-and-a-half network economy in 1976—may be in progress, with the result that prospects for a "fourth network" may be less promising than last year. He and other panelists agreed that there would be more "occasional networks," however, and that the outlook for "fourth networks" depends on how the term is defined.

Justice puts heat under lawyer ads

Shenefield and deputy make separate speeches criticizing ABA and state units for not moving fast enough to comply with Supreme Court decision and for discriminating against TV

Lawyer advertising is making what the Justice Department's Antitrust Division considers halting and unsatisfactory progress in the wake of the Supreme Court decision striking down flat bans on such

advertising (BROADCASTING, July 4). A specific concern of the department is bar association bans on the use of TV.

John H. Shenefield, assistant attorney general for the Antitrust Division, and Joseph Sims, deputy assistant attorney general for the division, have criticized proposed advertising rules of the American Bar Association and the New York State Bar Association as resting on what Mr. Sims said is the assumption that "inherent dangers in commercial advertising by lawyers" justify more restrictive rules than those imposed on advertising by other industries and occupations. The Antitrust Division has sued ABA, contending the advertising provisions of its code of ethics are illegally restrictive.

"There is, to my knowledge," Mr. Sims said in remarks at a seminar on lawyer advertising at New York University Law School, "absolutely no support in empirical studies or other cogent analysis for that presumption." To accept it as the reason for restrictions, he said, ignores the teachings of the Supreme Court in decisions rejecting lawyers' minimum fee schedules and bans on advertising.

Both Mr. Shenefield, who spoke at a conference sponsored by the American Legal Clinic Association and the National Resource Center for Consumers of Legal Services, and Mr. Sims characterized the NYSBA proposals as unduly restrictive. The division has written to the Appellate

Division Coordinating Committee on Lawyer Advertising, urging rejection of the recommended rules. "We stated our view that any restrictions on the free flow of commercial information can only be justified by a showing that they are necessary to achieve a clearly defined and articulated public purpose," Mr. Shenefield said.

Mr. Sims raised the question of television. He said that, "with no justification," the NYSBA's proposed rules "ban the use of television." The bar association group that drafted the proposals said it lacked the "expertise" to make recommendations regarding television. "Given that candid admission," he said, the proposed total ban on the use of television "perhaps most accurately signals the basic approach of the NYSBA."

The Supreme Court, in overturning bar associations' rules on advertising, specifically avoided ruling on the constitutionality of restrictions on the use of radio and television. The court opinion said, without elaboration, that the "special problems of advertising on the electronic media will warrant special consideration."

But Mr. Sims told BROADCASTING that, as a matter of policy, bar association rules providing for advertising should apply to broadcasting. "Associations say only that TV is different ... How can we be sure nothing bad will happen as a result of it?"

State associations, he said, "ought to



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Acel Moore & Wendell Rawls, Philadelphia Inquirer, Series on Farview State Hospital

Evan White, KGO-TV, San Francisco, "Tenderloin Old Folks"

Awards Committee:

Jack Nelson, Los Angeles Times, Chair
Diane Camper, Newsweek

Hal Walker, CBS

Jack Rosenthal, New York Times

Paul Duke, Public Broadcasting Service

worry more about getting information to the people and less about keeping it away."

Lawyers in some states, including California, have ignored state bans on television advertising. As a result, new court challenges to test the legality of such bans are a possibility. But, Mr. Sims said, "state associations should not be in the position of having the Supreme Court tell them where all the i's are dotted and the t's crossed."

Buyers, sellers see big growth for radio sales

At AAAA panel, 15% increase is forecast for next year; swing to 30-second commercials as standard length is reported

Radio's future looks "very rosy" and, considering its attractions as an alternative to higher priced media, its growth rate may prove to be biggest of all.

That outlook was offered by Philip Guarascio, Benton & Bowles vice president and media department manager, as he opened a panel on radio at the annual Eastern conference of the American Association of Advertising Agencies in New York last Tuesday (also see story, page 41).

And the panelists agreed that business is good—so good that radio prices will probably go up 15% or more next year.

Much of the session was devoted to the 60-second length as opposed to 30 seconds as radio's basic sales unit, with station-rep participants generally tending to expect the 60 to remain dominant while network officials saw a rising use of 30's in network radio.

Most stations were said to price 30's at 80% of the one-minute rate, and Geoff Hall of the Katz Radio Network said his network does, too. Jack Thayer of NBC Radio, on the other hand, said his network prices them at 50% of the minute rate, currently has about a 50-50 division between the two lengths and expects the 30 to be standard for networks "within a relatively short time."

Michael Pennell of ABC Radio said his network switched to the 30 as the base of sales more than two years ago "to make it easier for national advertisers to buy radio," because TV's sales base is the 30 and "we could be understood and bought like network TV."

Richard Brescia of CBS Radio stressed that his network has not priced the 30 at 50% of the 60-second rate—he said later the price is closer to 65%-70% of the minute rate—and reported that about half of the CBS network's commercial units are 30's.

Asked where radio prices would go next year, Robert Biernacki of WABC(AM) New York and Mr. Brescia put the probable rise at about 15%. Michael J. Faherty of Radio Advertising Representatives ducked the

question but said spot radio revenues should rise 8%-9%.

Lee Mehling of the Blair Radio Network said his rates rose 10% in 1976 and by June of this year were up another 15%. For 1978 he anticipated increases up to 20% in the 30 or 40 biggest markets and more modest raises, in the 8%-12% area, in markets below the top 40.

ABC Radio's Michael Penzell thought 1978 price increases would probably average out between 20% and 30% for network radio, 10%-15% for spot radio. NBC Radio's Jack Thayer said initial sales by his network for 1978 were at prices up about 20% from a year ago, and he looked for an over-all price increase of about 13% for the year. And Katz Radio Network's Geoff

Hall offered this forecast: "Demand will dictate . . . Nothing but upward and upward."

Getting a fix on TV commercial production

TVB survey of stations shows who's where and doing what in producing spots for clients

A total of 277 television stations reported that they have commercial production departments and 94% said the departments help make sales, though only

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slightly more than half, 52%, have yet become profitable operations, according to preliminary results of a survey conducted by the Television Bureau of Advertising.

The survey produced responses from 282 out of some 600 stations. Since only seven of those reported they had no commercial production department (CPD), TVB based its report entirely on the 277 respondents that do have CPD's. Highlights:

- Half (138 stations) are in three-station markets. Another 31% are in markets having four or more stations.

- Slightly more than one-third (35%) are in markets 101 and below; 29% are in markets 51-100; 18% in markets 26-50 and 16% in markets 1-25.

- Two-thirds (65%) produce commercials for advertisers "not on their air," 56% produce commercials for any advertiser, 74% produce for advertisers not located in their markets and 86% have a rate card—and use it—for commercial production regardless of time charges.

- The average station has 10 people involved in commercial production: In markets 1-25, the average is 11.3 persons; in markets 101 and below, it's 8.9. Nine out of 10 (93%) have a copywriter, and virtually all—98%—said they get involved in the creative approach: The copywriter is involved in 80% of the cases, the salesman in 64%.

- At 20% of the stations, the commercial production department is an independent operation; in 67% it's part of the program department and in 12% it's part of the sales department. Asked to rate four aspects of the commercials they make—picture, color, sound and creative—the stations tended to rank color highest, picture next and then sound, with creative "way below the others."

A final report, with full details, is expected by the middle of this month.

Apple polishers

Eight advertisers and their agencies have been honored with "Big Apple" awards by the New York Market Radio Broadcasters Association for their creative use of radio. Winners in the various categories: national/regional—music, Anheuser Busch Inc., St. Louis (D'Arcy-MacManus & Masius, St. Louis); national/regional—series, Time Inc., New York (Young & Rubicam, New York); national/regional—humorous, Time Inc., New York (Young & Rubicam, New York); national/regional—open, Metro-Goldwyn-Mayer, Culver City, Calif., spot for "Network" feature film (Frankfurt Communications, New York); local/retail—musical, Hoffman Beverages, New York (Weiss & Geller, New York); local/retail—series, spot for "Dirty Linen" Broadway play (Blaine-Thompson Co., New York); local/retail—open, spot for "Ladies at the Alamo" Broadway play (Blaine-Thompson, New York), and local/retail—humorous, Chevrolet Division of General Motors (Campbell-Ewald, Detroit).

Not so in Ohio. The lack of enthusiasm on the part of national and state bar associations generally for permitting members to engage in advertising may be a source of concern for the Department of Justice's Antitrust Division. But the Ohio Supreme Court is something else. It announced lawyer advertising rules that allow the use of radio and television. The action, according to the American and Ohio Bar Associations, makes Ohio the only state to permit lawyers to use the broadcast media. Ohio Association of Broadcasters President Neal Van Ellis of WKYC-TV Cleveland had appeared before the state supreme court on Oct. 24 to urge the adoption of rules permitting the use of radio and television. He argued that many consumers who need information on lawyers are not regular newspaper readers. He also said that taste and responsibility in advertising are functions of the source and content of an ad, not which medium carries it.

Advertising Briefs

Dishwasher doubted. Federal Trade Commission has issued complaint against Sears, Roebuck & Co. and its agency, J. Walter Thompson Co., alleging they made "false" and "misleading" claims for cleaning performance of retailer's Lady Kenmore dishwashers. Complaint says television commercial and two print ads that ran in 1973 and early 1974 contained "unsubstantiated" cleaning claims and that "no pre-rinsing" promise was "materially inconsistent" with machine owner's manual. Sears issued statement that it "will contest" complaint; JWT attorney said agency will offer "vigorous" defense of what Sears called "minor statement" in ads.

Still getting stronger. Two new studies point up vitality of FM radio. Special Arbitron analysis of FM listening in 10 markets selected on basis of geographic distribution and population shows FM's popularity has risen by 6% in April/May from previous year. Eastman Radio study of same Arbitron Radio sweeps indicated that FM stations in top 40 markets have larger shares of radio audience than those in markets below top 40.

N.Y. resolutions protested. Replying to questions from New York legislature which is considering legislation restricting children's TV commercials, National Association of Broadcasters President Vincent Wasilewski wrote that proposal would run counter to First Amendment and also raises questions of federal pre-emption. Such questions are more properly handled—and have been already—by federal agencies such as FCC and Federal Trade Commission, he said. Testifying in person at Nov. 16 joint state assembly and senate hearing were Jerome Lansner, vice president-general manager, NAB Code Authority, and Richard Hughes, WPXI(TV)

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New York, representing New York State Broadcasters Association. Both houses of New York legislature have passed resolutions urging broadcasters to air educational announcements on nutrition during children's TV viewing times.

BBDO gains. BBDO International Inc., New York, reported net income for nine months ended last Sept. 30 climbed to \$5,908,000 (\$2.35 per share) from \$5,250,000 (\$2.09 per share) in comparative period last year. Commissions and fees for nine months totaled \$69,500,000, up from \$61,500,000 in 1976.

ESF: Chicago exclusive

Arbitron Radio is almost out of the Expanded Sample Frame business. It introduced ESF, a research technique aimed at reaching homes with unlisted telephones, in New York, Los Angeles, Chicago and Philadelphia last April and planned to take it into other markets later. But it needed a 7% price increase from 80% of the broadcast subscribers in any market. Arbitron said last week that of 34 markets surveyed, only Chicago reached that level of support; so in January, ESF will be used only in that city. But Arbitron said it still considers ESF a superior technique and will keep trying to convince stations that it is.

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Programing

It's official: NBC and Justice settlement of antitrust suit

Judge signs consent decree order; it imposes some restrictions on network now; other limitations won't be effective until ABC and NBC cases are concluded

A U.S. district judge has signed an order that frees NBC of the antitrust suit filed against it by the Department of Justice. The order approves a consent decree which, Justice says, would "substantially" afford the relief sought in the suit. Still pending, however, are antitrust suits that Justice has filed against CBS and ABC—suits that those companies refused to settle.

The litigation, initiated in April 1972, is based on charges that the networks use their control over access to television's prime time hours to restrain and monopolize television programming in violation of the antitrust laws. The department said the suits were designed to make sure that the viewing public, independent program suppliers and advertisers "would no longer be deprived of the benefits of free and open competition" in the production and procurement of television entertainment programming.

The consent decree imposes a number of restrictions on NBC. One provision would prohibit the network from obtaining exhibition rights to an independently produced program if conditioned on the grant to NBC of any other right to the program. Another would make it clear that for 15 years the ban applies to agreements under which a producer would use NBC facilities.

Other provisions would deny NBC the power to use any prime time program in other domestic communications markets for more than three years, except that the network could secure four years of protection against nonprime time stripping and exclusivity for prime time use of the program during the life of the network's right to exhibit the program, and would prohibit NBC from acquiring exclusivity against the exhibition of feature films in theaters, on closed-circuit television, or in video disks, cartridges or cassettes.

A number of the provisions would not become effective unless similar ones were adopted by CBS and ABC as a result of agreements or court judgments in the suits pending against them. One would limit NBC for a period of 10 years in the amount of programming it could produce for its use—two and a half hours per week of prime time material, eight hours of daytime, and 11 hours of fringe time programming.

Another would limit for a 15-year period any facilities contract between NBC

and a producer to the period required to produce one year's episodes, but would provide a right to renew the contract at the end of each year. And a third would prohibit NBC from obtaining exclusive yearly options for more than four years, plus a one-year extension if the contract were renegotiated.

The consent decree was approved by U.S. District Judge Robert J. Kelleher of Los Angeles despite severe criticism from dozens of parties commenting on it.

Most focused on a provision that would permit NBC to negotiate up to two years of exclusivity for two runs of a film and an additional 12 months for each subsequent run. The parties contended the provision would simply establish a standard adversely affecting the pay cable industry.

Justice and NBC agreed to drop the provision from the agreement after the U.S. Court of Appeals in Washington issued its decision last March in the Home Box Office case (BROADCASTING, March 28). The decision not only overturned the FCC's pay cable rules; it directed the commission to conclude a then-pending inquiry into the exclusivity question. The commission two months ago concluded that inquiry without proposing any rules (BROADCASTING, Sept. 26).

NBC President Herbert S. Schlosser expressed pleasure at the judge's action ending the case against NBC after more than five years. In a statement, he said that "by taking the lead in entering into this agreement, NBC continues its efforts to advance constructive relationships with program suppliers for the ultimate benefit of the viewing public."

CBS censor Sauter goes to station job; O'Brien replaces him

Former moves to KNXT as VP and general manager; latter was program practices chief in N.Y.

Van Gordon Sauter, vice president in charge of program practices for the CBS/Broadcast Group, last week was named vice president and general manager of CBS's ratings-troubled KNXT(TV) Los Angeles.

His assignment was obvious—to engineer a turnaround in KNXT's local ratings, particularly in news, which was Mr. Sauter's career before he took the top program-practices post 16 months ago. But the assignment was also widely regarded as an opportunity for him to broaden his experience and brighten his prospects within CBS.

His number-one man in program practices, Donn O'Brien, was named to succeed him as vice president, program practices, CBS/Broadcast Group. Mr. O'Brien will report to Gene P. Mater, vice president and assistant to the president of the group.

Mr. Sauter replaces Christopher P. Desmond in the Los Angeles station post. CBS officials said Mr. Desmond would be



Sauter



O'Brien

reassigned within the broadcast group.

In an unusual move, recognizing that Mr. Sauter is widely known among CBS affiliates, CBS/Broadcast Group President Gene F. Jankowski sent them a message last week announcing the changes and praising Mr. Sauter's performance.

"Van has done an excellent job in program practices," he said. "He has been an eloquent and forceful spokesman for CBS.

"However, I think you will agree that it would not be fair to Van to lock him into one position, to prevent his advancement, simply because he has done so well in his job. This is a promotion for Van, and I am sure that you join me in wishing him all the best at KNXT."

Mr. Jankowski's message also had warm words for Mr. O'Brien and for Mr. Mater:

"We are fortunate in having as Van's successor Donn O'Brien, a man that Van brought into program practices a year ago as the chief operating officer of that department, involved in virtually all programming and commercial-clearance areas.

"I would add one other name to the mix. Gene P. Mater, vice president and assistant to the president of the CBS/Broadcast Group, for several years has served as wise counselor to program practices, as he has to the CBG president and to others. This has been largely a behind-the-scenes effort. Now, however, Gene will take a somewhat more active role, with Donn O'Brien reporting to him."

Mr. O'Brien has been vice president, program practices, New York, since November 1976. He joined CBS in 1957, moved to CBS News in 1968 and served in financial and administrative capacities there until he transferred to the CBS-TV network in early 1976.

Mr. Sauter has headed the program practices department since July 1976. Before that, he was Paris bureau chief for CBS News and had served as executive producer of special events for CBS News and as news director and anchorman at CBS-owned WBBM-TV Chicago.

More grist for Gerbner

Professor who has made second career out of TV violence gets backing for three other studies

Dr. George Gerbner, dean of the University of Pennsylvania's Annenberg School of Communications and the nation's leading researcher into television violence, announced last week he is expanding his re-

search studies to include studies of the way television portrays the elderly, minorities and women. He has three new grants totaling more than \$130,000 to fund the expanded research, divided among these projects:

1. A study of television's portrayal of old people and its effects on viewers. Dr. Gerbner said the project should lead to an age index and profile to be used annually in monitoring television, similar to the index and profile he applies now in his research of violence on TV. At the completion of this study, he and his researchers will organize a prototype workshop with participants from the federal government, public interest groups, educators and television to look for ways to achieve the best television portrayal for the elderly. The "aging" study is funded with an \$87,035 grant from the Administration on Aging, U.S. Department of Health, Education and Welfare.

2. A study on minorities and women in television drama as portrayed in four samples of prime time programming from spring 1975 to fall 1976. The funding is through a \$3,500 grant from the U.S. Commission on Civil Rights.

3. A continuing study Dr. Gerbner labels "cultural indicators," analyzing the roles of different groups in society such as minorities and women in violent TV displays and the effects of televised violence on these same groups of viewers. For this he has a grant of \$39,971 from the Office

of Telecommunications Policy, complementing a grant of \$99,000 from the American Medical Association to continue his annual violence counts from 1977 through 1979.

Working with Dr. Gerbner on these projects are Dr. Larry Gross, associate professor, and Dr. Nancy Signorelli, communications research coordinator at the Annenberg School.

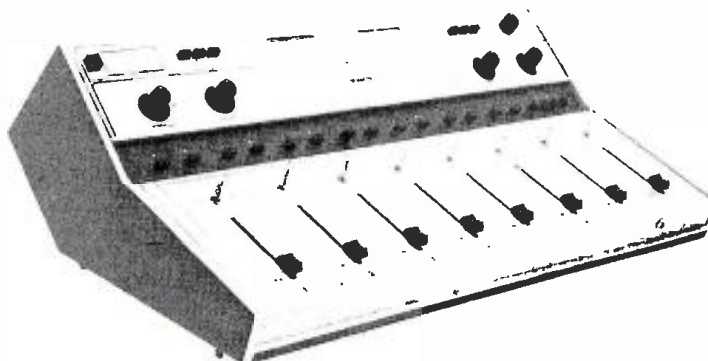
Dr. Gerbner had indicated last summer that he planned to expand the scope of his TV studies (BROADCASTING, Aug. 29).

More to-do over childrens TV programing practices

Los Angeles group agrees with Ferris that FCC should reopen inquiry; files informal renewal complaints against seven stations

FCC Chairman Charles D. Ferris is not alone in saying the time has come to reopen the commission's inquiry into children's television programming. A group in Los Angeles says its monitoring indicates stations there are not abiding by the guidelines the commission laid down in 1974 (BROADCASTING, Oct. 28, 1974), and that, as a result, the commission should

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reinstitute the proceeding.

Chairman Ferris expressed his view on the matter at the October Senate hearing on his nomination, and again in an interview with BROADCASTING, see page 18. He feels the commission has an "oversight responsibility" to check on broadcaster performance in serving children.

The Los Angeles group—the Committee on Children's Television, an affiliate of a group with the same name in San Francisco—reported to the commission last week the results of a three-month evaluation in the form of an informal complaint against the renewal of licenses of seven stations—KNXT(TV), KABC-TV, KNBC(TV), KCOP(TV), KHJ-TV, KTLA(TV) and KTTV(TV).

The report, CCT said, "raises grave questions as to the effectiveness of the

FCC's present policy of deferring to industry self-regulation." Accordingly, it said, the commission should "reinstitute its children's television inquiry."

And in that connection, it requested the commission to conduct hearings not only in Los Angeles but "in other markets around the United States to determine the adequacy and efficacy of the commission's guidelines."

The commission, whose inquiry was triggered by a petition from Action for Children's Television, declined to adopt the rules governing programming and banning advertising that had been proposed. Instead, it issued a policy statement to "clarify" broadcasters' responsibilities to children in those areas.

It said broadcasters should provide a

"reasonable" amount of programming for children and make sure a "reasonable" amount is educational or informational in nature, make a "meaningful effort" to meet the special needs of preschool children, present programming for children throughout the week (not only on weekends), reduce the level of advertising aimed at children and avoid host selling and other techniques that blur the distinctions between programming and advertising.

Despite the commission's statement, CCT said, stations in Los Angeles "continue to make only a minimum effort to serve the estimated 31% of their audience which children comprise." Some stations, it added, produce "one or two local shows for children and youth, but 'the bulk of the programming appears to be syndicated shows crowded into Saturday and Sunday viewing times.'"

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New Year's special: 'Die Fledermaus' via satellite from London

Metromedia Inc. on New Year's Eve is scheduled to break ground in an area generally associated with the noncommercial sector, with the first satellite telecast of a full opera from Europe.

The group owner, in conjunction with the BBC, will be presenting the Royal Opera's performance of "Die Fledermaus" from Covent Garden in London. It is to air on Metromedia's five television stations, as well as on other outlets purchasing the program from Metromedia Producers Corp. (MPC has just begun selling the opera).

With the exception of Metromedia's WTCN-TV Minneapolis, which plans to run a football game that evening, sister stations will be offering the Johann Strauss opera on New Year's Eve and again the following day.

The performance is set to be fed via Comsat satellite and delayed in the U.S. a few hours to compensate for the time difference from London. U.S. host for the telecast will be actor Tony Randall.

Program Briefs

Classic television. WGBH-TV Boston is beginning production of four-part, \$2.25 million adaptation of Nathaniel Hawthorne's *The Scarlet Letter*. Funding has already been provided by grants from National Endowment for Humanities (\$1.25 million) and Corporation for Public Broadcasting (\$500,000). Additional funds are being solicited from other sources. Herbert Hirschmann is executive producer, and Rick Hauser is co-producer and director. Program is scheduled to be aired by Public Broadcasting Service in fall of 1978.

No free ride. Broadcast Music Inc. and several affiliated publishers have sued WHPL(AM) Winchester, Va., for copyright infringement. Suit, filed in U.S. District Court, Harrisonburg, Va., charges station

112-0010



Pact in the Middle East. Sandy Frank (l), president of Sandy Frank Film Syndication, New York, and Menachem Begin, prime minister of Israel, are shown with the contract granting to Frank the film and television rights to Mr. Begin's book on his struggle for Israel's independence, "The Revolt." Mr. Frank, who returned to New York last week, was in Jerusalem during the historic meeting between Mr. Begin and President Anwar Sadat of Egypt. His plan is to adapt the book for a three-part, six-hour special aimed for network telecasting in the fall of 1978.

played BMI-licensed music without paying BMI fees.

Dick departs. Dick Van Dyke has quit as co-star of CBS-TV's *Carol Burnett Show* to spend more time with family at home in Arizona, according to announcement by Mr. Van Dyke. His last appearance as regular on show was scheduled for last Saturday (Dec. 3), also last outing for *Burnett* before program moves to Sunday night in effort to boost sagging ratings (BROADCASTING, Nov. 21).

Gridiron golfers. TVS Television Network will provide live coverage of first Mike Douglas National Football Players Association Golf Classic from Orlando, Fla., on Jan. 28 (2:30-4 p.m.) and Jan. 29 (12:30-2 p.m.) to at least 57 stations already signed to carry event.

OPT II. Operation Prime Time and MCA TV claim to have commitments from 75 stations (50 of them network affiliates) for a second fourth-networking venture (BROADCASTING, Aug. 29), and they expect to exceed 97-station line-up for last year's *Testimony of Two Men*. May 1978 telecast of John Jakes's *The Bastard* still has the green light, but plans for a second Jakes novel in July and *Last Testament of Lucky Luciano* in November have been scrapped for the time being. OPT planners are holding on to the air dates but are examining different projects. Stations are said to have objected to two Jakes novels in a row and possible violence in the *Luciano* presentation.

Equipment & Engineering

NAB: Don't mix aural subcarriers and stereo television

However, FCC's idea for utilization of TV baseband for many side uses is almost unanimously endorsed

A handful of generally favorable comments have been filed at the FCC in its inquiry into the use of the aural baseband of television for a variety of services, including the use of subcarrier frequencies for cueing and coordinating electronic news gathering crews, dual-language broadcasts and stereo audio for television. But there were some reservations, particularly from the National Association of Broadcasters.

Although there is substantial interest in stereo television, the NAB said, the commission should consider that question independent of the ENG uses. "There are no substantive engineering reasons which compel consideration of stereo TV and aural subcarriers in the same docket," said the NAB. "Consideration of stereophonic TV sound in a separate proceeding would enable the commission to expeditiously authorize TV aural subcarriers while at the same time allowing a lengthy examination of the complex issues surrounding selection of a permanent TV stereo sound system."

Others, however, were more insistent that the commission get on with the business of stereo: "The time of television stereo and improved sound is here," said noncommercial KERA-FM-TV Dallas. And Wray Smallwood of Enactron Studios Inc., Los Angeles, said stereo television would be "like a breath of fresh air" in otherwise "dull and uninteresting" television programming.

There was general agreement that the subcarriers could be used for ENG cueing. J. Lawrence Pozzi, chief engineer of KRON-TV San Francisco, said that the use of the frequencies would offer a "practical and economically feasible" method of contacting crews in the field. But the NAB, while endorsing the ENG use, said the commission should "insure that the full potential of TV aural subcarriers" is realized. NAB suggested uses such as emergency messages, special communications to the handicapped and the blind and multilingual translations of programs.

Heading in other direction

Transponder Corp. (associate of Hubert J. Schlafly's and Robert E. Button's Greenwich, Conn.-based Transcommunications Corp.) has been granted its application by the FCC to use its Kansas City, Mo., receive-only earth station to transmit as well. The 10-meter earth station is currently used only by KBMA-TV there to receive sports programming. The transmitting facility will be used for voice, data and fac-

simile transmission in addition to TV programming. Transponder said that the Kansas City grant is the first phase in its plan "to expand the present receive-only earth station network from its present TV program function to multiple, two-way, all purpose operations" and is working on other cities and will file more applications next year.

Technical Briefs

In the race. General Electric is latest to announce deal with Japanese manufacturer for marketing of home video tape recorder. GE will begin selling its version of Matsushita/JVC's VHS format in spring. Price has not been determined.

Forward with RCA. Forward Communications, Wausau, Wis., has ordered about \$2.5 million in television broadcast equipment from RCA Broadcast Systems, Camden, N.J., for its six TV stations. Included in order were TV transmitting equipment, 12 studio cameras, six electronic newsgathering cameras and associated equipment.

Kentucky contract. Farinon Corp., San Mateo, Calif.-based telecommunications firm, has been contracted by Commonwealth of Kentucky to build its Kentucky Early Warning System. System, involving microwave radio and video equipment, will be used by state's schools in educational TV network, by state and local authorities for disaster notification, and by

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police for dispatching and emergency communication. Price of contract is \$3.7 million, second largest in Farinon's history.

Asian deal. RCA Broadcast Systems, Camden, N.J., has been contracted by (South) Korean Broadcasting System to provide color TV cameras, video tape recorders and mini-van. Equipment—valued at \$1.5 million—will be used for on-location production when Korean system switches to color broadcasts later this year.

Matsushita offers another entry in video disk field

Latest will be processed in manner similar to records; exact time length is to be determined by consumer demand

Matsushita Electric Co. of Japan announced last week two new video disk systems—one with a half-hour playing capacity per side and the other with a one-hour capacity per side. The disks look like records, play like records and are made like records, according to Matsushita, and can also produce stereophonic sound.

According to Adam Yokoi, general manager of the engineering division of Matsushita's American subsidiary, Panasonic, the company has no immediate plans to market either of the systems, called "Visc I" and "Visc II." Instead, it will wait until the entertainment industry and other potential program suppliers indicate a willingness to provide enough material to insure consumer demand for them, Mr. Yokoi said.

He also said that Matsushita considers the video disk market to be complementary to that for consumer video tape recorders, of which Matsushita is, besides Sony, the principal manufacturer. "We feel disks are just like audio records and audio tape", he said, in the sense that one medium records and plays while the other just plays.

However, the projected price ranges

which Matsushita says its disks and disk players would initially sell for are comparable to the prices to which home VTR's are expected to fall within the next few years. The company said the retail price for its disk player would be between \$480 and \$600 in Japan. Retail prices have not yet been projected for the United States, Mr. Yokoi said, but presumably they would be somewhat higher to reflect shipping and other export costs. Matsushita's projected retail price for a one-hour disk—including not only the cost of manufacture and packaging but also royalty fees—is pegged at 20% to 50% higher than the present cost of audio records. Two-hour disks would increase in price by about the same percentages over the one-hour price, Mr. Yokoi said.

In announcing the system, Matsushita emphasized that it employs a direct-cutting method for making the master disk, and that a "Twist Stylus" system on the player converts the mechanical vibration of the diamond stylus directly into voltage fluctuations. The disks are made of the same material used for records—polyvinyl chloride—and can be mass-produced using existing audio record production plants, Matsushita said. The company's specification sheet on the systems lists a video signal-to-noise ratio of better than 45 db in NTSC color with more than 270 lines of resolution.

Mr. Yokoi said the two-hour and one-



hour disk systems are not compatible, and that Matsushita plans to introduce whichever is more favored by program suppliers. The player would hook onto the television set via the antenna outlet, with stereo sound capability possible though a similar link to a stereo amplifier.

Cablecasting®

Cable: near future looks bright, but uncertainties lie ahead, says Lee's Tewlow

In speech at IFRA conference, he predicts growth for medium into next decade, but problems resulting from growth of fiber optics, video cassettes, disks

The cable television industry will grow steadily for at least the next decade and a half, but will run into some competitive and regulatory hurdles, according to Jules S. Tewlow, director of special projects for Lee Enterprises, the Davenport, Iowa-based broadcast group owner.

He estimated that by 1980, "cable TV systems will have 17 million subscribers [compared to a July 1977 total of 12 million or about 16.8% of all TV homes] and by 1985 that number will rise to 24 million. Likewise, for the same periods, the penetration of CATV into all television homes in the U.S. will rise from the current 16.8% to 22% in 1980 and 28% by 1985. And, in the top-25 markets, cable penetration is expected to increase from the current 5% to 10% in 1980 and 17% in 1985."

Mr. Tewlow made these projections in a speech prepared for delivery last weekend at the IFRA conference in Vienna, Austria (IFRA is an acronym for the organization created from the merger of the German International Newspaper Research Association and the French International Federation of Editors and Journalists).

He predicted that pay TV (including over-the-air, pay cable and multipoint distribution system) would experience a more modest rise, from about 1.3 million subscribers today to 3.2 million in 1980 and 6.7 million in 1985. "This translates into penetration rates of 4.2% and 7.9% respectively," he said.

In the past seven years, Mr. Tewlow said, the cable industry has more than doubled its subscriber total, but "there is evidence of a slowing down as the subscriber base broadens and the cable business matures." For publicly owned cable firms Mr. Tewlow estimated 1976 before-tax profits "ranged from 3% to a high of 22% of revenues, with the average falling between 10% and 15%."

Speaking on pay TV, he said that as of July 1977 there were a total of 442 cable systems with 1.2 million pay subscribers generating revenues of about \$9.2 million per month ("Today," Mr. Tewlow said, "pay cable represents an estimated 12.5% of all cable television revenues and that figure will surely grow."), 65,000 MDS

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subscribers producing \$624,000 in revenues per month and two over-the-air pay-TV outlets accounting for 5,400 subscribers and \$90,000 of revenues.

One test of cable's future, he said, is under way today, with Warner Cable's Columbus, Ohio, Qube system. It will be the marketplace, he said, that determines if two-way cable will succeed or fail. "As of now," he said, "no one outside of Warner Cable is willing to forecast the end result of this experiment."

He went on to predict that the development of optical fiber will bring cable some questions, the main ones being whether the telephone company would provide the service and what kind of regulation would be needed. "As fiber optics transforms the capabilities of the present U.S. communications systems, public policy makers will have to wrestle with the problems of control and the efficiencies of delivering multiple communication services under one system," he said.

He also saw cable running into some competition in the future. "That cable television and its ancillary services will continue to grow and prosper through 1980 is a reasonably safe assumption, but after that time period, the picture blurs. By then, new and vigorous competitors will appear full blown on the scene, in the form of video cassettes and disks. And, after that, the fiber optics technology will surface. No one knows precisely how any of this will fall out."

Movie makers complain of HBO 'monopoly'

MPAA's Valenti and Nizer go to Justice Department and FTC; Warner and Columbia abstain

The motion picture industry's concern over what some of its members consider the monopoly power of Time Inc.'s Home Box Office in the pay cable field surfaced last week in word of visits that Jack Valenti, president of the Motion Picture Association of America, and the association's attorney, Louis Nizer, paid in the preceding week to the Justice Department and the Federal Trade Commission.

Mr. Valenti and Mr. Nizer talked to John H. Shenefield, chief of Justice's Antitrust Division, and later with Alfred F. Daugherty, director of the FTC's Competition Bureau.

None of the parties would discuss the content of the talks other than to say that they dealt with the motion picture industry's concern about dealing with what Mr. Valenti said was HBO's "growing monopoly." He said HBO has 80% of the pay cable programming market. And that, he added, "constitutes a monopoly of the business." The remainder is divided among six companies.

Mr. Valenti and Mr. Nizer had written Mr. Shenefield and FTC Chairman

Michael Pertschuk in advance of their visits, explaining their complaints. They also said they would provide additional material.

The seriousness with which Justice is taking the matter was indicated by a department spokesman, Mark Sheehan, who noted that Mr. Shenefield represented "the highest level they could talk to in the division."

He also said that the division was "looking at what they gave us" and that "we'll certainly review whatever they give us in the future." But he said the division's activity should not be characterized "as an investigation."

Mr. Valenti did not represent all MPAA members in his visits to Justice and the FTC. He said Warner Bros., which owns cable systems, and Columbia Pictures "chose to stand aside" on the issue.

NCTA seeks second look on franchise standards

The National Cable Television Association has petitioned the FCC to reconsider its decision on cable system franchise standards (BROADCASTING, July 25).

NCTA urged the commission to prohibit local franchising authorities from including in the 3% to 5% fees revenues from ancillary services such as pay channels, per program services, leased channels and advertising.

NCTA President Robert Schmidt said, "The commission's decision represents a reversal of its previously well thought-out policy of permitting new services to grow in the marketplace unencumbered by regressive and restrictive local taxation."

The association also asked the commission to impose the 3% to 5% ceiling on pre-1972 cable systems as well since "excessive franchise fees hinder cable development."

NCTA went on to urge the FCC to establish "reasonable renewal standards insuring that a cable television operator who has provided adequate service to a community receives a presumptive right to renewal."

Broadcast Journalism®

It looks like a fait accompli on House cameras

Although decision on who should control them is not supposed to be made until February, broadcasters detect little sympathy for their cause

Advocates of a network pool-controlled broadcast system for the House of Representatives said last week it appears they will not be able to overcome House leadership preference for congressional control of the feed that will ultimately permit public viewing of floor proceedings.

After a briefing of a House Rules subcommittee by the Capitol architect's office and a subsequent meeting between a group of broadcasters and subcommittee Chairman Gillis Long (D-La.), it became clear that the House is easing its way toward an automated in-house system that would provide the networks with no more than a tap on a closed-circuit feed.

In voting to permit broadcast coverage of its chamber proceedings (BROADCASTING, Oct. 31), the House postponed the decision on who would produce the TV and radio feed until Feb. 15, at which time the Rules Committee is to give its recommendation to House Speaker Thomas P. (Tip) O'Neill (D-Mass.). But the broadcast representatives left the meetings last week believing that the minds of key House members are already made up.

Len Allen, managing director of the Radio Television News Directors Association, which is heading a coalition of news groups (including the networks and public broadcasting), who want a pool-controlled system, said he feels there is "no question" that the House is "gearing up" to run its own system.

J. Raymond Carroll, director of engineering in the office of the Capitol architect, had described to the subcommittee a two-way cable system connecting the

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House floor with the three nearby House office buildings. His office, he said, is in the early stages of work on the delivery system but will not purchase any cameras until after the final decision on who will run the coverage. If the House decides to go ahead with its own cameras, the cost will be in the neighborhood of \$1 million.

Mr. Carroll said his office was only designing and building the system and would make no comment on who would be running the cameras, but he did say that, "on the Speaker's instructions," he was basing his design on an "unmanned" system that will provide sound and pictures to the offices of the various representatives and to other areas within the Capitol complex.

But the next day a group of broadcasters met with Representative Long and once again attempted to persuade the congressman to allow the networks to run the system. One who attended that meeting said the chances for network control "are not terribly great," and another participant said he left with the feeling that Mr. Long "sided" with Speaker O'Neill on the issue. (Mr. O'Neill has been known to favor a House-controlled system.)

At present, only one member of the Rules Committee is known to strongly favor network control—John B. Anderson (R-Ill.). Mr. Allen said that Mr. Anderson is the only member the broadcasters know is firmly in their camp.

According to Mr. Carroll, the House system will use the "same cameras" as the networks would, but there would be no cameraman directing them. They would, instead, be monitored by the technicians who now control the House's sound system. Mr. Carroll assured the congressmen, however, that the House cameras would provide a "broadcast quality" picture that would be usable on television news programs. He said the networks would be able to plug into the system to get pictures from the floor.

D.C. police seek to limit coverage of terrorist incidents

Chief's proposals don't sit well with local news media, however

The chief of Washington police took the first step last week toward what he hoped would lead to a "mutual agreement" between his law enforcement agency and that city's news media in their coverage of terrorist activities. Newsmen in the capital were decidedly cool to the chief's recommendations, however; one said that it looked to him as if journalists were being asked to grant "carte blanche for the police to abrogate First Amendment rights."

Chief of Police Maurice J. Cullinane, whose officers earlier this year dealt with a

39-hour Hanafi Muslim terrorist incident (BROADCASTING, March 14), suggested, among other things, that newsmen who are contacted by a hostage-taker neither broadcast nor publish their conversations "without first conferring with the police negotiator for advice" and that the various media should take care "not to portray hostage-takers as heroes."

After further meetings with representatives of the city's news organizations, the chief said he wanted to have them sign an agreement stipulating that journalists will abide by the new guidelines.

Specifically pertaining to broadcast coverage, Chief Cullinane suggested "limiting the use" of the live cameras, "no close-ups" of where police officers are stationed and "no movement of police officers should be reported live."

The chief said his suggestions were only "raw proposals," and he invited representatives of the media to meet with him again in January "to suggest positive changes that will benefit everyone involved."

"It is of critical importance that the police and the media work together during these kinds of incidents," he said.

The sorest point about the chief's recommendations to broadcast journalists was the distinction he made between broadcast and print coverage. He said his department would set up, "separate and apart from a regular police line," a distinct "broadcast area." In another area away from that one, the chief recommended a "news command media center," where "reporters and other news correspondents" would be briefed "without tape recorders or cameras." He said the advantage of such a system would be that the police would be able to discuss details "that could not otherwise be explained on live radio or television."

WRC-TV's anchorman, Jim Hartz, said he could "understand" the chief's position, that policemen "perceive a difference" between print and broadcast coverage, but he insisted that by suggesting such criteria Chief Cullinane was "doing the very thing the terrorists want—whittling away at our rights."

Mr. Hartz was not, however, overly disturbed by some of the chief's recommendations. On the restrictions on cameras and recorders in the command center, Mr. Hartz said he could "see a need for that."

Jim Snyder, news director at WTOP-TV, said the recommendations contain "serious conflicts" both with the traditional role of journalists and with FCC rules. Mr. Snyder said the chief was "asking more than the media can give. We are prohibited from abdicating our responsibility to operate this station, including news coverage, to any outside party." There is no way, he said, that "any broadcaster can sign this."

But broadcasters were not the only newsmen resisting the chief's efforts. UPI quoted its editor-in-chief, H.L. Stevenson, that the wire service was "loathe to enter into any binding agreement" concerning news coverage "however good the inten-

tions of those proposing the rules." And an editor of *The Washington Post* said it could not "enter into any agreement that amounts to prior restraint of the press."

ABC gears up its answer to CBS's '60 Minutes'

Bob Shanks, vice president, special programs, ABC Entertainment, this week moves to the network's news division with the assignment to develop a weekly news magazine show.

The Shanks appointment—as vice president and executive producer of the program—officially broke ABC News and Sports President Rooney Arledge's silence on the project, but provided little other detail. Subsequently, Mr. Arledge indicated that he hoped to have the program on the air by next June but offered no firm commitment.

The ABC announcement came within about two weeks of NBC News President Lester M. Crystal's word that his network also would be joining the weekly news magazine field currently held alone by CBS's *60 Minutes* (BROADCASTING, Nov. 21). NBC News has set a target date of September for its show.

Mr. Shanks, who had been in charge of ABC's *Good Morning America*, prime time and late night specials, earlier had been a producer with public television's *Great American Dream Machine* as well as a variety of commercial programming fare.

As to the daypart in which the ABC magazine would run or its content, Mr. Shanks said those are still to be decided. "It's still all very much a question mark," he said. Mr. Arledge has said, however, that it will differ significantly from *60 Minutes*. The ABC documentary department previously had developed a news magazine entry which Mr. Arledge rejected as too similar to the CBS show (BROADCASTING, Aug. 15).

Strong words on a strong subject

WPIX special on spending life in prison will air with inmates' descriptions uncensored

WPIX(TV) New York next Sunday (Dec. 11) is scheduled to break from broadcasting's customary policy of bleeping profanity as it presents *The Lifer's Group, I Am My Brother's Keeper*, a one-hour public affairs special filmed at Rahway (N.J.) State Prison.

The program, to be aired at 10 p.m. without commercial interruption, was filmed during a session where young offenders were brought in to hear first-hand descriptions of prison life by inmates serving life or long-term sentences.

Richard N. Hughes, WPIX senior vice president of community affairs, who produced and narrated the program, admits that at first he expected to censor the language until he realized that it "just

wasn't possible" if the program's impact was to be preserved. The regulatory climate regarding broadcasting profanity, he said, "didn't enter into our thinking at all."

At the beginning of the program, Mr. Hughes warns: "If you can be shocked by language, we urge you to turn to another channel for the next hour. But if you are a young person who is or has been in trouble, watch carefully, listen well." Another advisory, in the form of a crawl, is offered later.

According to Mr. Hughes, several schools in the area have assigned the show as required watching and some others have requested a copy for their own use.

Sevareid goes gently into that good-bye

Retirement from CBS makes news on other television networks

"This was Eric Sevareid in Washington. Thank you and good-bye."

With those words, the *CBS Evening News* commentator signed off a 38-year career with CBS News, a span of time that nearly comprises the history of that organization.

He signed on, as he put it in his last commentary, broadcast on Wednesday, Nov. 30, with Ed Murrow, "the man who invented me." He leaves the regular employ of the network because he turned 65 on Nov. 26 and met up with CBS's mandatory retirement policy. He had been doing evening news commentary for 14 years. He will continue service to the company as a consultant and maintain an office in the CBS News building in Washington where, he said, he will show up two or three days a week "annoying people here and there with memos."

Mr. Sevareid's retirement, probably to his embarrassment, became something of a media event. He was paid the unusual compliment by his competitors at the other networks when they excerpted his final commentary on their news broadcasts that night.

Mr. Sevareid's peers in print also noted the occasion. James Reston of the *New York Times* wrote in his column: "This is a news event of more than passing interest in Washington. We are always losing prominent columnists, senators and even Presidents around here, usually with a sigh of relief, but none of them came into our living rooms like Sevareid every other night explaining the unexplainable, just when it all seemed beyond us."

George Will wrote in the *Washington Post*: "The commentator's real power is much less to tell people what to think than it is to suggest what they should be thinking about. Sevareid's career has been a sustained meditation on this sobering cen-

The man on the medium. Eric Sevareid addressed the tool of his trade—broadcasting—in his commentary on Monday, Nov. 28. In it he discoursed on the uses and abuses of radio and television, their successes and their failings. And he made a plea for a favorite cause—full First Amendment freedom for the electronic media. The entire text follows:

"This reporter was not present at the creation of the first true mass medium of communication, which is broadcasting. But my own working life has encompassed very nearly the whole of this first generation of systematic reporting by electronic means, the first new form of journalism.

"It is a marvelous and frightening instrument, broadcasting, as part of this marvelous and frightening century. But ordinary men must use it as ordinary men have made this century what it is. Bad men can use it to their advantage, but in free societies, only for a time—and a shorter time, I think, than in previous eras. The camera's unblinking eye sees through character faster than the printed word.

"This instrument has made manifest the age of publicity. It has intensified the worldwide rebellion of people, not just against poverty and oppression, but against anonymity. It has helped create an 'in' world and an 'out' world. The 'in' world is Western Europe and North America. It's the popular culture of this area that spreads over the world. Its free political institutions spread far more slowly, yet they haunt the rest of the world like conscience. Even the most remote tyrannies feel obliged to call themselves republics. Mass media have something to do with this. At the least, the Idi Amins of this world make sure the cameras are not around when they commit their atrocities.

"This happens to be, right now, one of history's most peaceable periods—no big war goes on anywhere. What has increased is only our awareness of violence, and indignation about it. Mass media have done that; it is just possible that they have also had something to do with the decrease in violence, as a partial substitute for confrontation. Sadat and Begin may have thoughts about that.

"It is an imperfect instrument. Barely had men begun to master the uses of radio when the picture tube was added. One imperfection is that the picture overwhelms the word, and no one can take a picture of an idea. Ideas are our occasional manna from heaven, but ideas that work are our daily staff of life.

"Television has learned to amuse well; to inform up to a point; to instruct up to a nearer point; to inspire rarely. The great literature, the great art, the great thoughts of past and present make only guest appearances. This can change.

"Societies do tend to bring forth the men and women they need the most, and what America needs now are not new systems or new things, but a new philosophy for our collective life, including new definitions of the boundaries of government and the responsibilities of the individual. An elite created the United States, but the great American idea was the lifting up of the mass of people. A universal medium of communication goes naturally with a system of universal education. But mass media reflect, much more than they establish, educational and cultural standards.

"Their present organizational structure is changing and will change much more. Greater diversity of content could mean higher levels of content, but there is no certainty to that. The chance might be better were broadcasting content freed of present legal restrictions. It is neither credible nor wise that so fundamental a principle as that of the First Amendment be abridged merely because of technological change in the communication of information and ideas. The most pervasive, if not necessarily the most persuasive medium, cannot continue half free.

"Like war and generals and politics and politicians, broadcasting cannot be left entirely to the broadcasters. Let private citizens and their groups work to affect its content. Let government stay out of it."

ture in which men and nations have obeyed instincts more than laws."

In Mr. Sevareid's last commentary, which was taped on the previous Sunday to avoid "all the handshakes and sobbings," according to Sandy Socolow, CBS News Washington vice president, Mr. Sevareid paid tribute to his colleagues, CBS and the American people:

"I cannot enumerate my betters, my mentors, and sustainers during so many years of trying to use, with sense, this communications instrument, as unperfected as the persons who use it. But they know that I know who they are . . .

" . . . If my affections are not easily given, neither are they easily withdrawn. I have remained through it all with CBS News, and if it is regarded as old-fashioned to feel loyalty to an organization, so be it . . .

"In the end, of course, it is not one's employers or colleagues that sustain one

quite so much as the listening public when it be so minded.

"And I have found that it applies only one consistent test—not agreement with one on substance, but the perception of honesty and fair intent. There is, in the American people, a tough, undiminished instinct for what is fair. Rightly or wrongly, I have the feeling that I have passed the test. I shall wear this like a medal."



"Thank you and good-bye."

The Broadcasting Playlist Dec 5

Contemporary

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
1 1	<i>Don't It Make My Brown Eyes Blue</i> □ C. Gayle	United Artists
2 2	<i>You Light Up My Life</i> □ Debby Boone	Warner Bros.
4 3	<i>How Deep Is Your Love</i> □ Bee Gees	RSO
9  4	<i>Blue Bayou</i> □ Linda Ronstadt	Asylum
6 5	<i>We're All Alone</i> □ Rita Coolidge	A&M
10 6	<i>Heaven on the Seventh Floor</i> □ Paul Nicholas	RSO
3 7	<i>Boogie Nights</i> □ Heatwave	Epic
11 8	<i>You Make Lovin' Fun</i> □ Fleetwood Mac	Warner Bros.
7 9	<i>Baby, What a Big Surprise</i> □ Chicago	Columbia
15  10	<i>Back in Love</i> □ LTD	A&M
14 11	<i>It's So Easy</i> □ Linda Ronstadt	Asylum
13 12	<i>Native New Yorker</i> □ Odyssey	RCA
5 13	<i>Nobody Does It Better</i> □ Carly Simon	Elektra/Asylum
12 14	<i>It's Ecstasy . . .</i> □ Barry White	20th Century
20  15	<i>Isn't It Time</i> □ The Babys	Chrysalis
22  16	<i>Sentimental Lady</i> □ Bob Welch	Capitol
26  17	<i>Swingtown</i> □ Steve Miller Band	Capitol
17 18	<i>Help Is on Its Way</i> □ Little River Band	Capitol
16 19	<i>Your Smiling Face</i> □ James Taylor	Columbia
19 20	<i>Baby Come Back</i> □ Player	RSO
—  21	<i>Dance Dance Dance</i> □ Chic	Atlantic
28  22	<i>Short People</i> □ Randy Newman	Warner Bros.
23 23	<i>We Just Disagree</i> □ Dave Mason	Columbia
29  24	<i>We Are the Champions</i> □ Queen	Elektra
21 25	<i>I Feel Love</i> □ Donna Summer	Casablanca
41  26	<i>Run Around Sue</i> □ Lelf Garrett	Atlantic
34  27	<i>Turn to Stone</i> □ Electric Light Orchestra	UA/Jet
8 28	<i>Theme from "Star Wars"</i> □ Meco	Millennium
35  29	<i>Here You Come Again</i> □ Dolly Parton	RCA
36  30	<i>Hey Deanie</i> □ Shaun Cassidy	Warner Bros.
18 31	<i>Just Remember I Love You</i> □ Firefall	Atlantic
27 32	<i>Come Sail Away</i> □ Styx	A&M
42  33	<i>Desiree</i> □ Nelli Diamond	Columbia
25 34	<i>Gone Too Far</i> □ England Dan & John Ford Coley	Big Tree
39 35	<i>You're in My Heart</i> □ Rod Stewart	Warner Bros.
24 36	<i>Daybreak</i> □ Barry Manilow	Arista
33 37	<i>She's Not There</i> □ Santana	Columbia
40 38	<i>You Can't Turn Me Off</i> □ High Inergy	Gordy/Motown
30 39	<i>Brick House</i> □ Commodores	Motown
38 40	<i>Slip Sliding Away</i> □ Paul Simon	Columbia
—  41	<i>Don't Let Me Be Misunderstood</i> □ Leroy Gomez	Casablanca
47  42	<i>Serpentine Fire</i> □ Earth, Wind & Fire	Columbia
—  43	<i>Emotions</i> □ Samantha Song	Private Stock
— 44	<i>We Will Rock You</i> □ Queen	Elektra
43 45	<i>My Way</i> □ Elvis Presley	RCA
—  46	<i>Staying Alive</i> □ Bee Gees	RSO
— 47	<i>Just the Way You Are</i> □ Billy Joel	Columbia
31 48	<i>She Did It</i> □ Eric Carmen	Arista
48 49	<i>The Way I Feel Tonight</i> □ Bay City Rollers	Arista
— 50	<i>Point of No Return</i> □ Kansas	Kirshner

Playback

Bee Gees on track. With *How Deep Is Your Love* (RSO) still climbing on "Playlist" (from four to three this week), the Bee Gees are having chart success with another: *Staying Alive*. This single, which debuts at 46, is on the soundtrack album from "Saturday Night Fever," a disco movie starring John Travolta. CKLW Windsor-Detroit is on this fast-paced tune, as are RKO's KHJ(AM) Los Angeles, KFRC(AM) San Francisco and WRKO(AM) Boston. *Staying Alive* is also on WGH(AM) Newport News, Va., where Music Director Bob Canada predicts "it is going to be a biggie. It's an incredible record." **Tres chic.** With one giant step, *Dance, Dance, Dance (Yowsah, Yowsah, Yowsah)* (Atlantic) makes its debut this week on to "Playlist" at 21. This bolting disco tune is by Chic, a New York group of four whose first single has already hit the top of some disco charts. Two members of the group, Bernard Edwards and Nile Rogers, composed, arranged and produced the debut album, *chic*. Among those adding this single are two New York stations, WABC(AM) and KCBO(AM) San Diego. **Ready for Ross.** After more than a year's silence, Diana Ross is back with *Gettin' Ready for Love* (Motown), and uptempo single from her recent album, *Baby, It's Me*. Although it is still below "Playlist's" top 50, some music directors report the record is a successful addition. "It's good for our purposes," says Sam de Vincent of WOW(AM) Fort Wayne, Ind. "It's a nice little jazzy number for a change." It's also on at another Indiana station, WGBF(AM) Evansville. Says Music Director Buddy Scott: "It's a nice bouncy song. She does a good job with it." Mr. Scott also likes *Mindbender* (Capricorn) by Stillwater.

Country

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
1 1	<i>The Wurlitzer Prize</i> □ Waylon Jennings	RCA
3 2	<i>More to Me</i> □ Charley Pride	RCA
4 3	<i>Here You Come Again</i> □ Dolly Parton	RCA
8 4	<i>Come a Little Bit Closer</i> □ Johnny Duncan	Columbia
12  5	<i>I'm Knee Deep in Loving You</i> □ Dave & Sugar	RCA
5 6	<i>Blue Bayou</i> □ Linda Ronstadt	Elektra
15  7	<i>One of a Kind</i> □ Tammy Wynette	Epic
22  8	<i>Georgia Keeps Pulling on My Ring</i> □ Conway Twitty	MCA
19  9	<i>Don't Let Me Touch You</i> □ Marty Robbins	Columbia
14 10	<i>Still the One</i> □ Bill Anderson	MCA
—  11	<i>My Way</i> □ Elvis Presley	RCA
6 12	<i>Roses for Mama</i> □ C.W. McCall	Polydor
7 13	<i>You Light Up My Life</i> □ Debby Boone	Warner Bros.
9 14	<i>From Graceland to the Promised Land</i> □ M. Haggard	MCA
11 15	<i>Fools Fall in Love</i> □ Jacky Ward	Mercury
24  16	<i>Chains of Love</i> □ Mickey Gilley	Playboy
18 17	<i>Everyday I Have to Cry Some</i> □ Joe Stampley	Epic
21 18	<i>Take This Job and Shove It</i> □ Johnny Paycheck	Epic
—  19	<i>Sweet Music Man</i> □ Kenny Rogers	United Artists
16 20	<i>Heaven Is Just a Sin Away</i> □ Kendalls	Ovation
20 21	<i>Hold Me</i> □ Barbara Mandrell	ABC/Dot
13 22	<i>Shame on Me</i> □ Donna Fargo	Warner Bros.
— 23	<i>She Loved the Cheatin' Out of Me</i> □ Moe Bandy	Columbia
— 24	<i>Abilene</i> □ Sonny James	Columbia
2 25	<i>Love Is Just a Game</i> □ Larry Gatlin	Monument

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.

Fates & Fortunes

Media

Jacques J. Leagards, director of European engineering operations, ABC-TV, based in Paris, named VP, European technical production and broadcast operations, with responsibilities for sports, news and special events programs. **P. Thomas Van Schalck**, director of revenue analysis and financial planning, ABC-TV, named VP of business analysis and financial planning, New York. **Mary Jane Raphael**, director of communications/administration, ABC-TV, New York, named VP.



Thrash

James Thrash, president and general manager of WRET-TV Charlotte, N.C., has resigned and will be succeeded by **Robert C. Schuessler**, VP and general manager of station. Mr. Thrash will form Thrash Broadcasting Co., Atlanta, which plans to acquire and operate radio and TV stations in Southeast; he will sell his 18% interest in WRET-TV to Turner Communications, Atlanta, majority owner of station.

Garth S. Lindsey, controller, United Television, group station owner, Minneapolis, elected to board of directors and VP-controller.

Todd M. Blits, general manager of KVI-FM Seattle, named VP of licensee, Golden West Broadcasters.

Michael R. Sigelman, former general manager of WYOO-AM-FM (now WAYL) and KDWB-FM) Richfield, Minn., joins WEEP-AM-FM Pittsburgh as VP-general manager.

Robert Leider, national sales manager, WKCT-TV Miami, named station manager.

Ronald Baxley, independent program consultant from Atlanta, joins WAIT(AM) Chicago as station manager. He intends to change station format to all-talk.

Mei Abramovitz, station manager, WIGO(AM) Atlanta, promoted to general manager, succeeded by **Frank Edwards**, director of instructional media at Clark College there.

Patricia A. Henry, associate research manager for radio research, CBS/Broadcast Group, New York, appointed manager of coverage and marketing for radio, research department.

William Malendowski, from WFBC-TV Greenville, S.C., appointed operations manager, WYAH-TV Portsmouth, Va.

Janet Lane, director of promotions and public relations, KTIV-TV Sioux City, Iowa, named promotion director, KMTV-TV Omaha.

Peter Scheurmier, director of marketing, CKLW-AM-FM Windsor, Ont. (Detroit), joins KLOS(FM) Los Angeles as creative services director.

Carole Carper, news director, KKSS(FM) St. Louis, joins KKT(AM) Los Angeles as community relations director.

Newly elected officers, Southern California Broadcasters Association: **Peter Newell**, KPOL-AM-FM Los Angeles, chairman; **John Winman**, KLOS(FM) Los Angeles, vice chairman; **Joe Dorton**, KBRT(AM) Avalon-KBIG(FM) Los Angeles, secretary, and **James Wesley Jr.**, KFI(AM)-KOST(FM) Los Angeles, treasurer.

Broadcast Advertising

Robert J. Noel, chairman of creative review board at Leo Burnett U.S.A., Chicago, appointed head of creative services division. Newly appointed senior VP's: **Mike Breslin**, VP-general counsel; **Hank Feeley** and **Ted Jordan**, VP's-management directors, and **Ken Lane**, VP in charge of media services.

Lyn Salzberg, VP-account supervisor, Dancer-Fitzgerald-Sample, New York, appointed senior VP-management supervisor.

Tom Messner and **Patrick Kelley**, copywriters, Carl Ally, New York, named VP's-creative group heads.

Emil Tacovsky and **Sam Haven**, media planners, Doyle Dane Bernbach, New York, named VP's.

Clark E. (Tod) Hill, promotion development manager, Pillsbury Co., Minneapolis, joins Bozell & Jacobs there as VP-account supervisor. **Ron Rohlf**, finance administrator, corporate accountant, B&J Omaha office, appointed finance administrator.

Frank E. Camacho, marketing planning manager, and **David G. Garfield**, manager of marketing research, Campbell-Ewald, Detroit, appointed VP's.

Gregory (Porky) Campbell, salesman for McGavren Guild, Detroit, appointed regional manager of rep firm.

Maria M. LaPalermo account executive, A. Eicoff & Co., Chicago, joins Blair Television's ABC sales team, Chicago. **James W. McGuire**, graduate of Blair Television sales training program, named account executive on Blair's Dallas sales staff.

Mark Grant, account executive, ABC's WLS-TV Chicago, joins ABC-TV Spot Sales, San Francisco, in same post, replacing **Linda Marconi**, transferred to ABC-TV Spot Sales, Chicago.

Donald J. Dickens, senior VP-associate creative director, Needham, Harper & Steers, Chicago, named manager-new product services.

Gall Hajny, broadcast media director, Winfield Advertising, St. Louis, joins Chicago office of McCann-Erickson as media buyer. She will buy all broadcast for Sears's Chicago stores.

Dick Wilson, of Wilson-Griak production company, Minneapolis, rejoins Campbell-Mithun there as creative supervisor.

Dave Woodcock, local sales manager, KCOP-TV

Los Angeles, appointed general sales manager.

Giff Eager, local-regional sales manager, WLCY-TV St. Petersburg, Fla., appointed general sales manager, WINK-TV Fort Myers, Fla.

Robert Peretlik, sales development manager, WPGH-TV Pittsburgh, named regional sales manager. **L. Loring Lovett**, account executive, WCHS-TV Charleston, W.Va., joins WPGH-TV in same capacity.

Bob Ward, local sales director, WTOL-TV Toledo, Ohio, appointed sales manager. **Tom Becker**, area sales director, named national/area sales director.

Steve Wrath, VP-general manager, KPOI(AM)-KHSS(FM) Honolulu, joins KMEQ-AM-FM Phoenix as sales manager.

Steven A. Shute, account executive, WTIS(AM) Tampa, Fla., promoted to sales manager.

Louise E. Smith, account executive, Westinghouse's Television Advertising Representatives, Chicago, named to same post, co-owned KPIX-TV San Francisco.

Joanne Cini, broadcast supervisor, W.B. Doner advertising, Southfield, Mich., joins sales staff at WXYZ-TV Detroit.



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* The Wall Street Journal, 1977

John Scott Hanington, sales promotion manager, WPHL-TV Philadelphia, named account executive.

Terence A. DeVoto, from KFOG(FM) San Francisco, and **Kirbee Johnston Dudley**, account executive, NBC's KYUU-FM there, named to sales staff, NBC's KNBR(AM) there.

Judy Blinswanger, promotion director, WNCN(AM)-WAAF(FM) Worcester, Mass., joins WEEI(AM) Boston as account executive.

Programing

Robert M. Silberling, director, comedy program development, CBS entertainment division, appointed VP-dramatic program development.

Joseph A. Reilly, VP-employee relations, NBC, New York, joins Columbia Pictures Industries there as VP-labor relations.

Alvin Sussman, senior VP and director of marketing, Premore Productions, New York, joins Air Time International, new television production and syndication division of Air Time Inc., media and marketing services firm there, as executive VP.

Bob Harris, general manager, WGLF(FM) Tallahassee, Fla., named Southwest regional manager, Drake Chenault Enterprises, Canoga Park, Calif.

David L. Simon, promotion manager, Field Communications' KBHK-TV San Francisco, named program manager at co-owned WKBD-TV Detroit.

Matthew L. Burt, account executive, WTIS(AM) Tampa, Fla., named program director.

Bob Meadows, production manager, KIOA(AM) Des Moines, Iowa, promoted to program director, co-owned WTRX(AM) Flint, Mich.

Candace Hasey, associate producer of *Evening Magazine* program at KPIX(TV) San Francisco, named associate program producer of *Evening* program at co-owned WJZ-TV Baltimore.

Vivian Porter, public affairs coordinator, RKO's KHJ(AM) Los Angeles, named producer of RKO public affairs series, *Heritage*, which airs weekly in 15-minute installments over all RKO radio stations.

Jim Becker, assistant production manager, Catholic Television Network of Chicago, promoted to production manager.

Claude Wayne, air personality, WAVE(AM) Louisville, Ky., promoted to production manager.

Harry R. Tate, producer-director, WKYT-TV Lexington, Ky., named to same position, WPGH-TV Pittsburgh.

Richard Woodward, research analyst, WRKO(AM) Boston, named music research coordinator.

Douglas G. Leonard, director of programing, New Jersey Public Television, Trenton, named associate executive director, succeeded by **Sam Schroeder**, production manager.

Michael Seymour executive producer, public affairs, Mississippi Center for Educational Television, joins noncommercial WFSU-TV Tallahassee, Fla., as production manager.

Don Williams, from WBNS-TV Columbus, Ohio, joins noncommercial WGTE-TV Toledo, Ohio, as producer/director.

Broadcast Journalism

Mike Throop, from WCLR(FM) Skokie, Ill., joins KEEY-AM-FM Minneapolis-St. Paul as news director.

Ed Fishel, news operations manager, WMAL(AM) Washington, named assignment manager, WJLA-TV there.

Armanda Arnold, co-anchor, WBAL-TV



Top of the TVB line. New officers and board members elected at the Television Bureau of Advertising's annual meeting in San Francisco (BROADCASTING, Nov. 21) are (top photo, executive committee, l to r): John J. Walters Jr., Harrington, Richter & Parsons, New York, VP; Robert E. Rice, WRAU-TV Peoria, Ill., treasurer; Marvin L. Shapiro, Westinghouse Broadcasting, New York, chairman; Roger D. Rice, TVB, president; Arthur A. Watson, NBC-TV Stations Division, New York, secretary, and Walter E. Bartlett, Multimedia Broadcasting, Cincinnati, chairman, ex-officio. (Bottom photo, board members, l to r): L. Donald Robinson, Field Spot Sales, New York; Leonard T. Giarraputo, Post-Newsweek Stations, Washington; Gerard Mulderg, WPIX(TV) New York; John Conomikes, WTAE-TV Pittsburgh; William W. Wuerch, WJRT(TV) Flint, Mich., and Don Menchel, MCA-TV New York.

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The State of the Fifth Estate

An issue for all seasons

BROADCASTING's editors will have more reason than most to celebrate the new year. They'll have just gone to press with the eighth—and most ambitious yet—annual yearend double issue.

So double, in fact, that it may be a triple.

First, we're expanding **Where Things Stand**, the keeping-up-with-everything department that readers have come to expect in their first issue each month. That feature will have a once-a-year difference on Jan 2: Each subject therein will be amplified to incorporate (1) the major developments of 1977 and (2) the editors' best judgment of what to expect in 1978. What it will amount to: our best reading on the unfinished business of electronic communications.

That will be Part I of Jan 2.

Part II will come under the heading of **Editors' Choice**, a selection of special reports on subjects ready for comprehensive treatment. The working titles range from "The Who, What and/or Why Not of President Carter's Communications Policy" to "Has Cable TV Peaked?" to "The Case for Film" to a broadcast advertising/economics roundup that will seek to answer the question, "How Much Higher the Broadcast Balloon?"

Part III, by no means incidentally, will be the regular budget of breaking news that makes BROADCASTING basic.

Come along for the rides.

You belong in Broadcasting Jan 2

Baltimore, joins WKYC-TV Cleveland in same position.

Jack Kuenzle, news director, KFMP(FM) Cape Girardeau, Mo., joins news staff at WHO(AM) Des Moines, Iowa, as producer-reporter.

Dan Scanlan, anchorman, Washington bureau, Associated Press Radio, joins Mutual Broadcasting System there as correspondent.

Mary Tillotson, former reporter for WTTG(TV) Washington, joins Independent Television News Association there as correspondent. On-air and production staff at ITNA has now undergone 100% change since June.

Changes in television news photo department, KSL-TV Salt Lake City: **Warren (Skip) Ericksen**, cameraman, promoted to chief cameraman; **Dan Scheer**, electronic journalism (EJ) technician, named EJ video editor-supervisor; **Bob Lisk**, news cameraman from KCCI-TV Des Moines, Iowa, joins as news and EJ cameraman; **Allen Green**, freelance photographer, joins as news cameraman; **David Jackson**, news cameraman-reporter from WMT-TV Cedar Rapids, Iowa, joins as news cameraman, and **Jim Sanders**, video editor from KIRO-TV Seattle and **Gary Henoch**, floor director-camera operator from KTVX(TV) Salt Lake City, named EJ technicians.

Jim Ellis, reporter-assignment editor, KLEO(AM) Wichita, Kan., named reporter, co-owned KRMG(AM) Tulsa, Okla.

Jody Hammond, reporter-anchorman, KPOL-AM-FM Los Angeles, joins news department at KNX(AM) there as newscaster.

Dale E. Hansen, news and sports reporter,

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KOIL(AM) Omaha, joins news department at KMTV(TV) there as sports assistant.

Howard Berger, news director, WFPG(AM) Atlantic City, N.J., elected president, New Jersey Associated Press Broadcasters. **Mike Kinslow**, news director, WRDI(AM) Hammononton, elected VP.

Ann Simon, audio journalist, Mutual Broadcasting System, Arlington, Va. (Washington), joins Radio Television News Directors Association as first full-time editor of RTNDA newsletter, *Communicator*, and as assistant to RTNDA Managing Director Len Allen.

Belva Davis, reporter/anchor, KPIX(TV) San Francisco, named anchor of nightly news program at noncommercial KQED(TV) there.

Equipment & Engineering

Henry H. Klerx, manager-studio and control equipment engineering and product management, RCA Broadcast Systems, Camden, N.J., named manager-business planning, RCA Commercial Communications Systems division there, responsible for coordinating product, marketing and related planning activities for division's major business units, including broadcast systems.

Donald E. Dlesner, manager of national original equipment manufacturer accounts for International Video Corp., Sunnyvale, Calif., named national sales manager, Commercial Electronics Inc., Mountain View, Calif.

George W. Boyd, marketing manager, instruments division, Bunker Ramo Corp., Delavan, Wis., joins Mallory Controls Co., Indianapolis, as director of sales and marketing. Mallory manufactures electronic components including carbon and wire wound controls and resistors and switches.

Ed Webster and **Philip Geller**, staff engineers, Midwest Engineering Associates, Peoria, Ill., and **Phillip Knouse**, associate professor of electrical engineering technology at Blackhawk College in Moline, Ill., join staff at D. L. Markley & Associates, consulting engineers, Peoria.

Tom Spalght, chief photographer, Washington news bureau of Storer Broadcasting, named chief engineer, KRNA(FM) Iowa City, Iowa.

Robert Gregory, supervisor of studio operations and assistant to director of engineering, Catholic Television Network of Chicago, appointed director of engineering.

Allied Fields

Approved as regional directors, Field Operations Bureau, FCC: **Carl E. Pyron**, engineer in charge at Dallas office, regional director based in Atlanta; **Kent T. Crawford**, supervisor of special enforcement team in Long Beach, Calif., regional director based in Chicago, and **William E. Johnson**, engineer in charge of Kingsville, Tex., monitoring station, regional director based in Seattle.

Elzora Brown, formerly on staff of Representative James Wright (D-Tex.), joins staff of FCC Commissioner Tyrone Brown as confidential assistant.

James C. Ziegler, one of founders of Data Communications Corp., Memphis, and designer of DCC's BIAS system (Broadcast Industry Automated System), named senior VP.

Deaths



McClellan

Senator John L. McClellan (D-Ark.), 81, chairman of Senate Appropriations Committee, died in his sleep Nov. 28 at his apartment in Little Rock, Ark. As chairman of Senate Copyright Committee, he played major role in revision of U.S. copyright law last year. His work in Senate first

came to national attention in 1954 during televised Army-McCarthy hearings, during which he was among first members of Senator McCarthy's Permanent Subcommittee on Investigations to walk out. He later became chairman of that subcommittee and was again brought to public view in televised hearings on organized crime that he conducted. He served more than 35 years in Senate. Survivors include his wife, Norma. (Also see story, page 30).

Edward A. Wheeler, 55, president and founder, WEAW(AM)-WOJO(FM) Evanston, Ill., died at Evanston hospital Nov. 25 after extended illness. Former board member of National Association of Broadcasters, he was also member of Radio Advertising Bureau, FM Development Association and Radio Management Club. He is survived by his wife, Letitia, and two children, Beth and John.

Elkin Kaufman, 72, co-founder with William H. Weintraub in 1941 of now defunct William H. Weintraub Agency, died Nov. 26 in New York after long illness. He was president of Norman, Craig & Kummel, New York, successor agency to Weintraub, from 1955 until 1957 and was senior VP at Lennen & Newell, New York, from 1957 to 1962. He is survived by son, Eli, and stepson, H. Gerard Bissinger 2d.

Richard E. Nason, 57, former president of CKLW-AM-FM Windsor, Ont. (Detroit), KFRC(AM) San Francisco and WSAI-AM-FM Cincinnati, died at Bethesda hospital in Cincinnati Nov. 12 after long illness. He is survived by his wife, Maxine, two daughters and one son.

William Paul Durkin, 64, chief engineer, WHN(AM) New York until his retirement two years ago after 39 years with station, died in Stamford, Conn., Nov. 28 after long illness. Mr. Durkin is survived by his wife, Harriet, and son, James.

George Hamilton Combs Jr., 78, radio commentator on both WABC(AM) and WMCA(AM) New York for more than 25 years until late 1960's, died of emphysema Nov. 29 in Palm Beach, Fla. He served as U.S. Representative from Missouri for one term starting in 1927. He is survived by wife, Marie, and stepson, Marcy Brown.

Richard Carlson, 65, actor known for his role as Herbert Philbrick, advertising man who worked undercover for FBI as communist, in early 1950's television series, *I Led Three Lives*, died in Los Angeles Nov. 25 following cerebral hemorrhage suffered Nov. 15. He is survived by his wife, Mona, and three sons.

Rev. Dr. John McLaughlin McNeill, 76, former religious program host in Washington area, died of heart ailment in Alexandria, Va., Nov. 24. He is survived by his wife, Chrissie, and one daughter.

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Nov. 18 through Nov. 23.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New stations

TV applications

■ Los Angeles—Quality Public Broadcasting Corp. seeks ch. 68 (794-800 mhz); ERP 1925 kw vis., 385 kw aur., HAAT 2,870 ft. P.O. address: Box 1, Whittier, Calif. 90608. Estimated construction cost \$126,849.25; first-year operating cost \$20,000. Legal counsel Misegades, Douglas & Levy, Washington. Applicant is nonprofit corporation. E.R. Bertermann is president. Ann. Nov. 18.

■ Cleveland—Cleveland Television Corp. seeks ch. 19 (500-506 mhz); ERP 1090 kw vis., 705 kw aur., HAAT 1,008 ft.; ant. height above ground 1,961 ft. P.O. address: 3544 Ingleside Road, Shaker Heights, Ohio 44122. Estimated construction cost and first-year operating cost \$423,500; revenue \$800,000. Legal counsel Fletcher, Heald, Kenenhan & Hildreth, Washington; consulting engineer E. Harold Munn Jr. Principals: Aben E. Johnson Jr. (65%), Clifford Beresh (10%) and five others (5% each). Mr. Johnson is president and majority stockholder of WXON(TV) Detroit. Mr. Beresh is sales manager there. Ann. Nov. 18.

■ Spartanburg, S.C.—South Carolina Educational Television Commission seeks ch. 49 (680-686 mhz); ERP 838 kw vis., 167 kw aur., HAAT 957 ft. P.O. address: 2712 Millwood Avenue, Columbia, S.C. 29250. Estimated construction cost \$1,094,400; first-year operating cost \$310,000. Legal counsel Dow, Lohnes & Albertson, Washington; engineer Charlton W. Bowers. Applicant is state agency. Henry J. Cauthen is president. Ann. Nov. 18.

AM applications

■ Dadeville, Ala.—Fidelity Broadcasting Inc. seeks 1450 khz, 250 kw-U. P.O. address: 130 Tichenor (Box 911), Auburn, Ala. 36380. Estimated construction cost \$53,406.90; first-year operating cost \$50,380,000; revenue \$74,000. Format: popular, C&W. Principals: Elsie C. Timberlake (60%), Joseph E. Marshall and Jackson Mitchell (20% each). Ms. Timberlake is Auburn building contractor and realtor. Mr. Marshall is program director of WJHO(AM) Opelika, Ala. Mr. Mitchell is station manager of WTLS(AM) Tallahassee, Fla. Ann. Nov. 23.

■ Russellville, Ark.—KERM Inc. seeks 790 khz, 500 w-D. P.O. address: Route 1, Bishop Addition, Russellville, Ark. 72801. Estimated construction cost \$52,206; first-year operating cost \$42,450; revenue \$75,000. Format: C&W 40%, pop 35%, talk 25%. Principals: James K. Womack 54% owner is general manager KARV(AM) Russellville. E. J. Alexander, 10%, is chief engineer KWCK(AM)-KSER(FM) Searcy, Ark. Morris Hibbs, 6%, is Cairo, Mo. farmer. Frank Scott, 6%, is army officer. Leslie Church, 6%, is Tel. Co. of Ark. executive. Theron Walker, 6%, data process manager, Valmac, Russellville. Charles Spoonhour, 6%, basketball coach Burlington, Iowa. La-

rry Garrett, 6%, real estate salesman, Rogers, Ark. Ann. Nov. 23.

■ Indio, Calif.—Sherman-Greenleigh-Sanchez Broadcasting Co. seeks 1400 khz, 250 w-N 1 kw-D P.O. address: 1555 Rising Glen Rd., Los Angeles. Estimated construction cost \$39,400; first-year operating cost \$80,172; revenues \$90,000. Format: contemporary (7.5% Spanish and bilingual). Principals: Robert Sherman, 32%, producer, associate producer, writer Goodson-Todman Productions, Los Angeles; Thomas Greenleigh, 32%, radio programming consultant; Lawrence Greenleigh, 15%, physician, psychiatrist Los Angeles; Gloria Greenleigh, 15%, real estate agent, Beverly Hills and Juan Sanchez, 6%, assistant to dean of education responsible for minority recruitment, Harvard University, Cambridge, Mass. Ann. Nov. 23.

■ Palm Springs, Calif.—Robert Weisberg seeks 1010 khz, 500 w-N 1 kw-D. P.O. address: 145 E. 92nd St., New York. Format: contemporary. Principals: Robert Weisberg is president TeleMation Program Services Inc., New York and president and 100% stockholder Pine Mountain Cable Corp., Pine Mountain, Calif. This application is mutually-exclusive with renewal application of KCMJ(AM) Palm Springs which has pending application for new frequencies and facilities. Mr. Weisberg seeks purchase or lease of KCMJ's present facilities listed on its pending application as purchased for \$216,488, depreciated value \$4,579; Mr. Weisberg assumes value is less than \$100,000 or \$2,000 per month lease. Ann. Nov. 23.

■ Nashua, N.H.—Robert L. Cohen and Michael A. Siegel seeks 900 khz, 1 kw-D. P.O. address: 139 Canterbury Lane, Londonderry, N.H. 03053. Estimated construction cost none; first-year operating cost \$212,000; revenue \$242,000. Format: existing. Principals: Robert L. Cohen and Michael A. Siegel who are applying for interim operating authority of WOTW(AM) Nashua. Mr. Cohen is announcer with WEEI(AM) Boston. Dr. Siegel is Boston professor. They propose to lease existing facilities. Ann. Nov. 23.

FM application

■ Nashua, N.H.—Robert L. Cohen and Michael A. Siegel seek 106.3 mhz, 3 kw, HAAT 165 ft. P.O. address: 139 Canterbury La., Londonderry, N.H. 03053. Estimated construction cost, none; first-year operating cost \$212,000; revenue \$242,000. Format: existing. Principals: Robert L. Cohen, 50%, is staff announcer WEEI(AM) Boston. Dr. Michael Siegel, 50%, is professor of communication, Emerson college, Boston. Principals will lease facilities of WOTW-FM Nashua for \$3,000 per month for interim operation

from MFP Corp., Nashua. Ann. Nov. 23.

Ownership changes

Applications

■ WLCY(AM) St. Petersburg, Fla. (1350 khz, 5 kw-U.)—Seeks assignment of license from WLCY Inc. to Florida Radio Inc. for \$4,500,000. Seller is wholly owned by Rahall Communications Corp. Alan Henry is president. Company, which, pending FCC approval, is being merged with Gulf United Corp., is principally owned by Farris E., N. Joe and Sam G. Rahall, all brothers. Buyer is wholly owned by Harte-Hanks Communications Inc., major group owner and publisher. Ann. Nov. 18.

■ WBDN(AM) Escanaba, Mich. (600 khz, 1 kw-D)—Seeks assignment of license from Escanaba Broadcasting Co. to Bay De Noc Broadcasting Inc. for \$315,000. Sellers are Donald A. Curran, Dean W. Manley, Michael J. Nelson and LeRoy Nelson, none of whom has other broadcast interests. Buyer is owned equally by James C. Rudd, Robert E. Gagne and Marc D. Tall, account executive, former program director and news director, respectively, of KTDE(AM) Mankato, Minn. Ann. Nov. 23.

■ KBIL(AM)-KSAB(FM) Liberty, Mo. (1140 khz, 500 w-D; FM: 106.5 mhz, 100 kw)—Seeks assignment of license from S&M Investments Inc. to Strauss Broadcasting Corp. for \$1,075,000 plus \$200,000 covenant not to compete. Seller is principally owned by M. Crawford Clark and James C. Treat. Mr. Treat is half owner of KECK(AM)-KHAT(FM) Lincoln, Neb. Mr. Clark has no other broadcast interests. Buyer is owned by Leonard H. Strauss (51%) and his wife, Marilyn (24%). Joe Abernathy, former general manager of WIOD(AM)-WALA(FM) Miami, owns remaining shares. Mr. Strauss has various warehousing and business interests in Kansas City, Kan., and New York. Ann. Nov. 23.

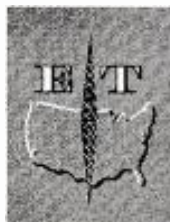
■ WPTL(AM) Canton, N.C. (AM: 920 khz, 500 w-D)—Seeks assignment of license from P/M Broadcasting Inc. to Skycountry Broadcasting Inc. for \$185,250. Seller is Charles Price Jr., who has no other broadcast interests. Buyer is owned by William A. Reck, who, with his father, Myron A. Reck, owns WTRR(AM) Sanford, Fla. Ann. Nov. 23.

■ WMGC(AM) Cleveland (AM: 1260 khz, 5 kw-U)—Seeks assignment of license from Globe Broad-

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casting Co. to Embrescia Communications Corp. for \$1,550,000. Seller is licensee of WVON(AM)—WGCI(FM) Chicago; WDEE(AM) Detroit and WDOK-FM Cleveland. Application to transfer control of these stations to Combined Communications Corp. is pending before commission. Glenn A. Killoren is president of publicly traded Globe Broadcasting. George N. Gillett Jr., director, vice chairman of board and 17% owner of seller is president, director and 100% owner of Northwoods Television, Inc., applicant to acquire WAEO-TV Rhinelander, Wis. and Advanced Communications Inc., applicant to acquire KXON-TV Mitchell, S.D. Thomas J. Embrescia, president and 50.5% owner of buyer is executive vice president, director, and general manager of Ohio Communications, Cleveland (WWWE[AM]-WWWM[FM]). James T. Embrescia, executive vice president and 49.4% owner of buyer, is general sales manager of Ohio Communications. (Application is pending to assign license of WWWM(FM) from Ohio Communications to partnership in which Embrescia would hold minority interest). Ann. Nov. 23.

■ **WPBO-TV** Portsmouth, Ohio (ch. 30)—Seeks assignment of license from Ohio Educational Television Commission to Ohio State University. Seller is state agency. Buyer is state university. Ann. Nov. 18.

■ **KROD(AM)-KUDE(FM)** El Paso (AM: 600 khz, 5 kw-U; FM: 95.5 mhz, 100 kw)—Seeks transfer of control to WCK Media Inc. from Melvin Wheeler and others (100% before; none after) to Rex Broadcasting Corp. (none before; 100% after). Consideration: \$330,000. Principals: Mr. Wheeler (25%), A. Boyd Kelly, W. Eric White and Ray Clymer Jr. (25% each). Mr. Wheeler owns KITT(FM) San Diego, WSLC(AM)-WSLQ(FM) Roanoke, Va., KDNT-AM-FM Denton, Tex., and KFDW-TV Clovis, N.M. Mr. Kelly is principal owner of KDWT(AM) Stamford, Tex. Mr. White is majority owner of KORC(AM) Mineral Wells, Tex. With Mr. Clymer (10%) Mr. White (20%) has substantial interest in KAUZ-TV Wichita Falls, Tex. Jim Slone, president and 62.62% owner of buyer, is president and general manager of KCUB(AM) Tucson, Ariz. Thomas Chandler, vice president, secretary and 12.44% owner of buyer, is Tucson lawyer. Robert L. Chandler 12.44% owner of buyer has both investment and real estate companies in Tucson. Philip D. Richardson, 12.50% owner of buyer, is KCUB(AM) sales manager. Ann. Nov. 18.

■ **KGRI-AM-FM** Henderson, Tex. (AM: 1000 khz, 250 w-D; FM: 100.1 mhz, 3 kw)—Seeks assignment of license from George A. Freeman to William Lawrence Walling for \$300,000. Seller is president of Ollie's Idea Inc., licensee of WGO(AM)-WQXO(FM) Munising, Mich. Buyer is owner of KSPAL-AM-FM Diboll, Tex., and of Houston motorcycle race track. Ann. Nov. 18.

■ **WEZW(FM)** Wauwatosa, Wis. (103.7 mhz, 14.5 kw)—Seeks assignment of license from Sudbrink Broadcasting Inc. of Wisconsin to Multimedia Radio Inc. for \$2,500,000, plus \$500,000 consulting agreement. Seller is major group owner, principally held by Robert W. Sudbrink and his wife, Margaret. They have recently sold, subject to FCC approval, WPCH(FM) Atlanta, WLAK(FM) Chicago, WIIN(AM) Atlanta and WLYF(FM) Miami. They still own WFUN(AM) South Miami, Fla. Buyer is publicly-held group owner and publisher. J. Kelly Sisk is chairman; and Wilson C. Wearn is president. Ann. Nov. 18.

Actions

■ **KLMN(TV)** Fort Smith Ark. (ch. 24)—Broadcast Bureau granted transfer of control of MCM Broadcasting Co. from David C. McClintock and others (100% before; 80% after) to Jim C. and S. Robson Walton (none before; 20% after). Consideration: \$10,000. Principals: Walton brothers have various banking and investment interests in Arkansas. They have no other broadcast holdings (BTC-8428). Action Nov. 17.

■ **WVAK-AM-FM** Paoli, Ind. (AM: 1560 khz, 250 w-D; FM: 95.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from King and King to Omnia Corp. for \$200,000. Sellers are Denzel and Virginia King (married), who have no other broadcast interests. Buyer is owned equally by Reed S. Yadon, Arvin H. Saunders and James H. Thorsen. Mr. Yadon is director of news and public affairs for WAKY(AM) Louisville, Ky. Messrs. Saunders and Thorsen are executive director and assistant to executive director, respectively, of St. Louis Metropolitan Airport Authority. (BAL-9146,

BALH-2568). Action Nov. 17.

■ **KTRY-AM-FM** Bastrop, La. (AM: 730 khz, 250 w-D; FM: 94.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Jamie Patrick Broadcasting Ltd. from Charles M. Brown, and others (100% before; none after) to North Delta Broadcasting Inc. (none before; 100% after). Consideration: \$210,000. Principals: Mr. Brown (49%), James E. Patrick (25%) and his wife, Diane (25%). They have no other broadcast interests. Buyer is owned equally by group of local businessmen, Henry C. Cotton, Henry Reese, Charles Dickenson and Norman A. Johnson Jr. They have no other broadcast interests. (BTC-8464). Action Nov. 15.

■ **WRDO(AM)** Augusta, Me. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Ocean Coast Properties to H & R Corp. for \$225,000. Seller is principally owned by Charles G. Smith, Roy Edwards, Robert O. Delaney and Phil Corper, owners of WFEA(AM) Manchester, N.H., and WPOR-AM-FM Portland, Me. Buyer is owned by Wallace M. Haselton and Donald A. Roberts (50% each). Mr. Haselton has Augusta banking interests. Mr. Roberts is WRDO general manager. (BAL-9123). Action Nov. 21.

■ **WJOR(AM)** South Haven, Mich. (940 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Van Buren Broadcasting Co. to Sound Media Inc. for \$200,000. Seller is owned by Dee, Jeanne and J. M. Coe. J.M. and Jeanne Coe are husband and wife and Dee and J.M. Coe are brothers. Dee Coe is also principal of WWCA(AM) Gary and WLOI(AM)-WCOE(FM) La Porte, both Indiana. Buyer is owned by Walter Isbert, former ABC and NBC engineer, lives in Caldwell, N.J., and has no other broadcast interests. (BAL-9144). Action Nov. 15.

■ **KDCE(AM)-KBSO(FM)** Espanola, N.M. (AM: 970 khz, 1 kw-D; FM: 102.3 mhz, 1.1 kw)—Broadcast Bureau granted assignment of license from George A. Gonzales Broadcasting Co. to Sangre De Cristo Broadcasting Inc. for \$450,000 plus \$25,000 consulting agreement. Seller is George A. Gonzales, who has no other broadcast interests. Buyer is owned by James F. Hoffman and Jon van Wambeck (50% each). Mr. Hoffman owns WVVX-AM-FM Highland Park, Ill. Mr. van Wambeck is president of Chicago grain firm and is director of Chicago Board of Trade. (BAL-9092, BALH-2538). Action Nov. 18.

■ **WDOE(AM)** Dunkirk, N.Y. (1410 khz, 1 kw-D, 500 w-N)—Broadcast Bureau granted transfer of control of Lake Shore Broadcasting Co. from James Broadcasting Co. (100% before; none after) to Michael and Gail Goldman (none before; 100% after). Consideration: stock transfer. Principals: Simon Goldman, principal owner of JBC, is exchanging stations for his son's and daughter's 3% and 2.4%, respectively, in parent company. Neither of younger Goldmans has other broadcast interests. JBC owns WJTN(AM)-WWSE(FM) Jamestown, N.Y.; and licensees of WLKK(AM)-WLUV(FM) Erie, Pa., and WVMT(AM) Burlington, WSYB(AM)-WRUT(FM) Rutland, both Vermont (BTC-8444). Action Nov. 15.

■ **KNIT-AM-FM** Abilene, Tex. (AM: 1280 khz, 500 w-D; FM: 105.1 mhz, 49 kw)—Broadcast Bureau granted assignment of license from West Texas Media Inc. to Taylor County Broadcasting Inc. for \$400,000. Sellers: Page W. Nelson (49.9%), Joe Glenn Thompson (31.7%), Raymond Reid (11.2%) and Frank J. Gerow (7.2%), owners of 95% of KXFM(FM) Corpus Christi, Tex. Buyer is owned by J. D. Osburn and Kenneth R. Reynolds (50% each). Mr. Osburn owns KAMC(AM) Arlington and 50% KYKX(AM) Longview, both Texas. Mr. Reynolds owns 50% of KYKX and 20% of KMCO(AM) Conroe, Tex. (BAL-9149, BALH-2570). Action Nov. 18.

■ **WCLT-AM-FM** Newark, Ohio (AM: 1430 khz, 500 w-D; FM: 100.3 mhz, 50 kw)—Broadcast Bureau granted transfer of control of WCLT Radio Inc. from John D. Spencer and others (100% before; 66.4% after) to Robert H. Pricer (none before; 33.6% after). Consideration: \$168,800. Principals: Sellers are members of Mr. Spencer's family. Buyer is general manager of stations. None has other broadcast interests. (BTC-8453). Action Nov. 15.

■ **KSTA-AM-FM** Coleman, Tex. (AM: 1000 khz, 250 w-D; FM: 107.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Coleman County Broadcasters to Ben A. Flynn and others for \$285,000.

Sellers: Theo M. Griffin and his son, Robert, who have no other broadcast interests. Buyers are Mr. Flynn, Don Johnson, Ross L. Jones, Rodney O. McCarthy and Ray L. Parker (20% each). Messrs. Flynn, McCarthy and Parker are independent oil operators in Texas. Messrs. Johnson and Jones are Coleman attorneys (BAL-9132, BALH-2561). Action Nov. 11.

■ **KPXE(AM)** Liberty, Tex. (1050 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Dorsey Eugene Newman to Trinity River Valley Broadcasting Co. for \$150,000. Seller: Mr. Newman also owns WHRT(AM) Hartsville, Ala. Buyer is owned by William Buchanan (55%) and his brother, John (45%). Mr. William Buchanan is employee of KPXE. His brother is Santa Monica, Calif., accountant. (BAL-9118). Action Nov. 15.

Facilities changes

TV actions

■ **WTTV** Bloomington, Ind.—Broadcast Bureau granted CP to change ERP to 55 kw visual; change type trans.; change type ant., and change ant. height to 1200 ft. (BPCT-5061). Action Nov. 14.

■ ***WVIA-TV** Scranton, Pa.—Broadcast Bureau granted CP to change ERP to visual; ERP 1510 kw; max. ERP 2000 kw; ant. height 1670 ft., and change type trans. (BPET-581). Action Nov. 14.

■ ***KZSD-TV** Martin, S.D.—Broadcast Bureau granted mod. of CP to change ERP to visual; ERP 263 kw; ant. height 880 ft.; change type trans.; change type ant., and make changes in ant. structure (decrease height) (BMPET-875). Action Nov. 14.

AM applications

■ **KRDS** Tolleson, Ariz.—Seeks CP to increase daytime power to 5 kw, change to DA-2 and change type trans. Ann. Nov. 17.

■ **KHAC** Window Rock, Ariz.—Seeks CP to change freq. to 1110 khz; increase power to 10 kw; change type trans. Ann. Nov. 17.

■ **KISS** Los Angeles—Seeks CP to increase nighttime power to 5kw; install DA system; change studio and remote control location. Ann. Nov. 23.

■ **KSFO** San Francisco—Seeks CP to increase nighttime power to 5kw; install DA ant. system for nighttime operation only. Ann. Nov. 23.

■ **WINE** Brookfield, Conn.—Seeks CP to make changes in ant. system. Ann. Nov. 21.

■ **WSDR** Sterling, Ill.—Seeks CP to make changes in ant. system (increase ant. height and nighttime radiation efficiency). Ann. Nov. 17.

■ **KQKI** Bayou Vista, La.—Seeks mod. of CP (BP-19,587, as mod.) to make changes in ant. system (increase height). Ann. Nov. 17.

■ **WNBH** New Bedford, Mass.—Seeks mod. of CP (BP-20083, as mod.) to change TL and make changes in ant. system. Ann. Nov. 17.

■ **KUXL** Golden Valley, Minn.—Seeks CP to increase power to 2.5kw and change type trans. Ann. Nov. 17.

■ **KKEE** Rochester, Minn.—Seeks CP to increase critical hours to 10kw DA. Ann. Nov. 17.

■ **WVAL** Sauk Rapids, Minn.—Seeks CP to increase power to 2.5kw, change type trans. and install DA. Ann. Nov. 17.

■ **WEBR** Buffalo—Seeks CP to make change in ant. system and change type trans. Ann. Nov. 17.

■ **KQWB** Fargo, N.D.—Seeks mod. of CP (BP-20161) to make changes in ant. system. Ann. Nov. 17.

■ **WESA** Charleroi, Pa.—Seeks CP to increase power to 1kw, install DA and change type trans. Ann. Nov. 21.

■ **WRIE** Erie, Pa.—Seeks CP to make changes in nighttime DA pattern. Ann. Nov. 17.

■ **WHP** Harrisburg, Pa.—Seeks CP to make changes in system. Ann. Nov. 21.

■ **WENA** Penuelas, P.R.—Seeks Mod. of CP (BP-19839) to make changes in ant. and TL. Ann. Nov. 17.

■ **WVAP** Burnetown, S.C.—Seeks CP to increase critical hours to 1kw and make changes in ant. system (increase height). Ann. Nov. 17.

■ **WKSP** Kingstree, S.C.—Seeks CP to increase power

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to 1kw. Ann. Nov. 17.

- KSTV Stephenville, Tex.—Seeks CP to increase power to 500 w and change type trans. Ann. Nov. 17.
- KWWW Wenatchee, Wash.—Seeks CP to change TL and make changes in ant. system. Ann. Nov. 17.
- WISS Berlin, Wis.—Seeks CP to increase power to 500w, install DA and change type trans. Ann. Nov. 17.
- WOKY Milwaukee—Seeks mod. of CP (BP—20647, as mod.) to make changes in ant. system. Ann. Nov. 17.

FM applications

- WAPI-FM Birmingham, Ala.—Seeks CP to make changes in transmission line. Ann. Nov. 17.
- KUPI-FM Idaho Falls, Idaho—Seeks CP to make changes in ERP and in ant. system. Ann. Nov. 23.
- WSRA San Juan, P.R.—Seeks CP to install new aux. trans. at main TL. Ann. Nov. 17.

In contest

Case assignment

- Harrisonburg, Va., Radio Blue Ridge Inc. and Radio Harrisonburg Inc., **FM proceeding**: (Doc. 21268)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ David I. Kraushaar to serve as presiding judge; scheduled prehearing conference for Dec. 29 and hearing for Feb. 14. Action Nov. 17.

Procedural rulings

- Healdsburg, Calif., North Coast Communications and Healdsburg Broadcasters, **FM proceeding**: (Docs. 21232-3)—ALJ Joseph Stirmer set certain procedural dates and rescheduled hearing from Nov. 28 to Feb. 7. Action Nov. 21.
- San Diego, West Coast Med a (KDIG-FM), **renewal proceeding**: (Doc. 20971)—Chief ALJ Chester F. Naumowicz Jr. granted to limited extent motion by West Coast, canceled hearing scheduled for Nov. 29 and set certain procedural dates. Action Nov. 17.

- High Springs and Alachua, Fla., County Broadcasting and Alachua Broadcasting, **FM proceeding**: (Docs. 21235-6)—ALJ Frederick W. Denniston changed certain procedural dates; canceled Nov. 28 hearing and rescheduled it for Jan. 9. Action Nov. 21.

- Jensen Beach, Fla., Florida Gospel Network and HLG Inc., **FM proceeding**: (Docs. 20996, 20999)—ALJ Thomas B. Fitzpatrick granted request by Broadcast Bureau and scheduled further hearing conference for Nov. 23. Action Nov. 21.

- Hampton, Iowa, **FM proceeding**: (Doc. 21420)—Review Board scheduled oral argument for Jan. 12 at 10 a.m. in room 650, 1919 M St., NW Washington. Action Nov. 21.

- Newark, N.J., **AM proceeding**: (Docs. 20407-10)—Review Board scheduled oral argument for Jan. 26 at 10 a.m., room 650, 1919 M St., NW Washington. Action Nov. 21.

- San German, P.R., WPRa Inc. (WPRa[AM]-WRTC[FM]), **renewal proceeding**: (Docs. 21476-7)—Chief ALJ Chester F. Naumowicz Jr. designated himself to serve as presiding judge; scheduled prehearing conference for Feb. 3 and hearing for March 21 in San German or vicinity. Action Nov. 18.

Review Board decision

- Review Board denied application for assignment of CP for KJOG-TV San Diego, from Jack O. Gross (Gross Broadcasting Co.) to University Television Inc., subsidiary of United States International University. Action Nov. 15.

FCC decisions

- *WGTB-FM Washington—Commission renewed license of Georgetown University for WGTB-FM. At same time FCC denied objections by Committee to Save Alternative Radio which contended Georgetown changed station's format, operated station in its own religious and private interests rather than in public interest and misrepresented its policy on broadcast of sensitive language. Action Nov. 9.

- WSM-AM-FM-TV Nashville—Commission renewed licenses of WSM Inc. for remainder of their license terms—Aug. 1, 1979. It conditioned renewals on outcome of discrimination complaints against WSM

now pending before US Equal Employment Opportunity Commission. Action Nov. 9.

- Commission denied Community Broadcasting of Boston review of Aug. 12 staff ruling denying community access to certain financial reports filed by RKO General Inc. Community sought records under provisions of Freedom of Information Act. Action Nov. 9.

Allocations

Actions

- Jacksonville, Ill.—Broadcast Bureau proposed reserving TV ch. 14 in Jacksonville for noncommercial use. Action was response to petition by West Central Illinois Educational Telecommunications Corp., permittee of ch. 14 and TV station in Moline, Ill. Comments due Dec. 29, replies Jan. 18. Action Nov. 14.

- Brewer, Me.—Broadcast Bureau proposed assigning FM ch. 265A to Brewer as first FM, also denied petition by Bangor Broadcasting, licensee of WGUY(AM) Bangor for reconsideration of Bureau's earlier action denying BBC's proposal to assign class B ch. 284 to Brewer. Comments due Jan. 3, replies by Jan. 23. Action Nov. 17.

- St. James, Minn.—Broadcast Bureau proposed assigning ch. 285A to St. James as community's first FM. Proposal was response to petition by Melvin Pulley. Comments due Dec. 27, replies Jan. 16. Action Nov. 10.

- Williston and Dickinson, N.D. and Glendive, Mont.—Broadcast Bureau proposed assigning ch. 4, reserved for noncommercial use to Williston, N.D. Proposal would require substitution and reservation of ch. 9 for ch. 4 at Dickinson and ch. 13 for ch. 9 at Glendive. Action resulted from petition by Prairie Public Television, licensee of noncommercial KFME(TV) Fargo and KGFE(TV) Grand Forks, both North Dakota. Ann. Nov. 14.

- Jersey Shore, Pa.—Broadcast Bureau proposed assigning ch. 249A to Jersey shore as community's first FM. Proposal was response to petition by Jeffrey O. Schlesinger. Comments due Jan. 3, replies Jan. 23. Action Nov. 17.

- Louisa, Va.—Broadcast Bureau assigned ch. 288A to Louisa as community's first FM. Action was response to petition by Louisa County Broadcasting. Action Nov. 17, becomes effective Jan. 3.

Translators

Applications

- Le Chee and Wahweap Marina area, Ariz.—Lake Powell Antenna-vision seeks chs. 11, 13 with 10w rebroadcasting KTVX, KSL-TV, respectively, both Salt Lake City. Ann. Nov. 23.

- Butte and Jack's Cabin area, Colo.—Gunnison County Television seeks chs. 7.62 with 1,20w, respec-

tively, rebroadcasting KTSC-TV Pueblo, Colo. Ann. Nov. 21.

- Preston, Idaho—Franklin County TV seeks ch. 63 with 100w rebroadcasting KBGL-TV Pocatello, Idaho. Ann. Nov. 17.

- Andrews, N.C.—Multimedia seeks ch. 5 with 1w rebroadcasting WBIR-TV Knoxville, Tenn. Ann. Nov. 17.

Action

- K12KU Mescalero, N.M.—Broadcast Bureau granted mod. of CP to change type trans.; change primary TV station to KGGM-TV Albuquerque, N.M. and change via to BPTTV-5869, Carrizo Indian community and Mud Canyon, N.M. (BMPPTV-900). Action Nov. 7.

Cable

Certification actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance:

- Armstrong Utilities, for Ellwood City, Pa. (CAC-10172); MSB Cable TV, for Goshen, Ohio (CAC-09673); TV&Sound, for Seven Mile, Ohio (CAC-07341); Nodakable, for Rugby, N.D. (CAC-08513); Montgomery Video, for Delaware, Pa. (CAC-08734); Orange County Cable Communications, for Camp Pendleton, Calif. (CAC-09253); General Electric Cablevision, for Whispering Oaks, Ill. (CAC-09559); Gateway Cablevision, for Mohawk, N.Y. (CAC-09666); Montana Cablevision, for Glasgow and Glasgow AFB, both Montana (CAC-09813-4); Clearview Cable TV, for Lynn Haven, Fla. (CAC-09154); Huntington TV Cable, for Huntington, North Port, Huntington Bay, all New York (CAC-09250-2); Seemor Cable TV of Sikeston, for Sikeston, Mo. (CAC-09261); Centre Video, for Kennedy, Pa. (CAC-09315); Oxford Video, for Oxford, Miss. (CAC-09318); Sammons Communications, for Macungie, Salisbury, both Pennsylvania (CAC-09444, 09446); Oxford Video, for Oxford, Miss. (CAC-09518); Warner Cable, for Burnet, Parsons, Decaturville, all Tennessee (CAC-09551-3); General Electric Cablevision, for Washington, Creve Coeur, both Illinois (CAC-09554, 09558); West Lafayette TV Cable, for West Lafayette, Ohio (CAC-09825); Teleprompter, for Wenatchee, Chelan, Douglas, East Wenatchee, all Washington (CAC-09899-902); Clearview Cablevision, for Surfside Beach, Litchfield Beach, Pawleys Island, Socastee, Georgetown, Horry, all South Carolina (CAC-10017-22); Redwood Empire Cablevision, for Sea Ranch, Calif. (CAC-10168); Gulf Coast Television, for Naples, Marco Island, Collier, all Florida (CAC-10169-71); Sammons Communications, for Clinton, Elk City, both Oklahoma (CAC-10277-78); Brazoria Cable TV, for Richwood, Freeport, Clute, Lake Jackson, all Texas (CAC-10305-9); Wood River Cable-vision, for Ketchum, Sun Valley, Blaine, all Idaho (CAC-10326-8); Valley Cable Vision, for Ansonia, Derby, Shelton, Oxford, Seymour, Beacon Falls, Naugatuck, all Connecticut (CAC-10377-83).

Summary of broadcasting

FCC tabulations as of Oct. 31, 1977

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,485	8	17	4,508	47	4,555
Commercial FM	2,904	1	81	2,986	124	3,110
Educational FM	893	0	21	914	87	1,001
Total Radio	8,282	7	119	8,408	258	8,666
Commercial TV	721	1	5	727	50	777
VHF	513	1	2	516	6	522
UHF	208	0	3	211	44	255
Educational TV	242	3	14	259	6	265
VHF	93	1	7	111	3	114
UHF	149	2	7	158	3	161
Total TV	963	4	19	986	56	1,042
FM Translators	198	0	0	198	76	274
TV Translators	3,439	0	387	3,826	0	3,826
UHF	1,063	0	211	1,274	0	1,274
VHF	2,376	0	176	2,552	0	2,552

*Special temporary authorization

**includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager for AM station in progressive Northwest Arkansas area. Must have strong sales background and successful experience in operating a station. Good growth opportunity. Send resume and salary history. Box P-67.

General Manager to organize, motivate excellent staff of 16. Powerful AM-FM, top regional acceptance. New, modern plant. Requires strong GM, solid ideas, heavy community involvement. Excellent salary benefits. Send complete resume to: WKOK, Box 1070-R Sunbury, PA 17801.

Top Station in Top 50 Market needs an experienced dynamic Sales Manager. If you can sell and lead a Sales Department, send a complete resume immediately. Excellent fringe benefits. Equal Opportunity Employer. Box P-111.

General Manager needed for Beaumont-Port Arthur AM/FM Combination purchased by Clear Channel Communications (WOAI, Kelp). Extensive sales and programming experience preferred. Rush resume to John W. Barger, Vice President, Clear Channel Communications, 1031 Navarro, San Antonio, TX 78205. 512-226-9331. E-O-E.

Sun Belt radio group needs successful bottom line manager for top 100 market. Proven success in smaller market may qualify you. Must be able to undergo extremely thorough background check. Our employees are aware of this opening. Reply in confidence to Broadcasting Box R-23.

Sales Manager—Asst Gen Mgr. Should have good personal sales record and ability to organize and direct. Excellent opportunity to step up from medium market success to major market challenge. Salary, bonuses, equity. Replies confidential if presently employed. Contact Irv Schwartz, WCLU Radio, Box 1320, Cincinnati, OH 45201. AC 606-581-4950.

Bookkeeper for WRBQ Radio, Tampa. Send resume to Pete Schulte, General Manager, 5510 Gray St., Tampa, FL 33609. No phone calls, please. EOE.

HELP WANTED SALES

WNVY, Pensacola, Florida, needs experienced street fighter. Good list, above average incentive plan. Send resume, billing history. 2070 N. Palafox, Pensacola 32501. EOE.

Kansas radio station needs experienced salesperson. Four figure monthly guarantee with good commission, car allowance and fringe benefits. EOE. Send resume and sales record. Box P-112.

Needed: Aggressive, self-motivated salesperson. Established list with excellent growth potential. Send resume to Kevin Wodlinger, KTYD-AM/FM, 1216 State Street, Santa Barbara, CA 93101. EOE.

General Sales Manager for Beaumont-Port Arthur AM/FM Combination purchased by Clear Channel Communications (WOAI, Kelp). Extensive concept sales experience and management preferred. Rush resume to John W. Barger, Vice President, Clear Channel Communications, 1031 Navarro, San Antonio, TX 78205. 512-226-9331. E-O-E.

Radio Salesperson looking for future as Sales Manager. Minimum two years experience required. C & W in New England major market—\$13,000 salary plus commission. Box R-7.

Experienced street fighter/sellers needed by Sun Belt broadcasting group. Management and equity opportunities are plentiful after you prove your ability to us. All stations in medium and large markets. If you're a hitter and can stand a thorough background check, reply in confidence to Broadcasting Box R-25.

Ready to move from a smaller market? Sell me with your first letter. Include resume and billing history. Box 2121, Terre Haute, IN 47802 EOE M/F.

Beautiful Oregon—Experienced salesperson takes over active list at highly profitable AM/FM station. Training, bonuses, fringe benefits for aggressive, goal oriented, sharp looking person able to do it our way. Salary plus commission equals fantastic earnings. Growing group promotes from within. E.O.E. Send resume, track and earnings records to Box R-33.

California Radio Advertising Sales. Excellent sales position open with KFIF-FM. Salary plus commission & benefits. Unlimited growth potential with Fresno's only Mellow Music Station. 2 years experience preferred; must be creative and self motivated. Send resume to Miles Sexton, 2220 Tulare Avenue, Fresno, CA 93721, or call 209-485-7762.

Top C.N.Y. Station: actively seeking top flight sales professional. Solid list, draw against commissions, expenses, fringes. No blue sky—solid pro's only. Equal Opportunity Employer. Forward all pertinent qualifications: WHEN Radio, Box 6509, Syracuse, NY 13217.

Good Accounts. Radio sales experience necessary + creativity. Pop 15,000. Must want to stay! Resumes to Mike Edwards, KORN/Radio, Box 921, Mitchell, SD 57301.

Broadcast Professional with radio/TV local sales/management background to sell proven annual renewable services to broadcast management. We are industry's leading independent producer of proven local sales support and training services utilized by large and small independents and groups, including ABC, CBS and NBC. If you enjoy a consultant sales approach using the finest audio/visual tools and have ability to conduct workshops/seminars, you can expect an excellent income with job satisfaction. Considerable travel first year; relocation unnecessary. First year potential \$36,000 + with continuing/renewable income. Position available on a draw vs. commission basis or, as self-employed rep. Rush confidential detailed resume, with references in first letter, to Bill McGee, President, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA 94111.

California Stations ... Looking for an experienced salesperson with management potential. Expanding market. Community MOR -AM and Country Western FM. EOE station KPRL/KPRA Radios, P.O. Box 96, Paso Robles, CA 93446.

Small Group Seeking experienced Programmer ready to move into sales. Future expansion will provide good advancement opportunities. Send tape and resume to Don Miller, P.O. Box 1107, Harrisonburg, VA 22801. EOE.

Midwest Family station seeks bright problem solving sales person on the way up. Strong on creativity with ability to write and sell campaigns. Our 13 station group offers career opportunity for eventual management and working ownership. WYFE/WKKN, 1901 S. Shaw Rd., Rockford, IL 61111.

HELP WANTED ANNOUNCERS

Immediate opening for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

Sports PBP—Your break into the major leagues (NASL). Must relocate. Send resume, cover letter. Box P-108.

Leading Small Market Country station in the West needs an announcer for air shift. Good production and some experience required. Our last three announcers have all moved to Larger markets. Call Dick Grogg 1-307-265-2727.

Quality owner-operated adult MOR in excellent community has immediate opening for commercially experienced sign-on announcer. Good salary, bonus, fully paid insurance, excellent working conditions with other professionals. Send air check, resume, salary requirements. WAWK, Box 37, Kendallville, IN 46755. EOE.

Experienced Top 40 Announcer, good voice—Strong on production for Medium Market AM-FM Stereo. No. 1, EOE. Resume to Box R-11.

Central Pennsylvania Adult Contemporary station has opening for bright, mature mid day personality. We are growing and want both your talent and your brain. Great step for a jock on the way up. Minimum 3 years experience. Send resume and salary requirements. E.O.E. Box R-26.

Immediate Opening for mid day personality announcer. First Ticket only. Leading Contemporary station in good size California Coastal Market. Send resume to Box R-39.

Immediate opening in Midwest for experienced morning announcer with news and production abilities. Box R-43.

Fulltime 5 KW AM adult contemporary needs experienced announcer with good production background. FCC 3rd Class ticket. No selling. Must be communicator with good voice. An Equal Opportunity Employer. WCOJ, Coatesville, PA 215-384-2100.

HELP WANTED TECHNICAL

Great Opportunity for progressive, creative, hard-working Chief Engineer at relatively new, very successful FM. Excellent pay and benefits. Transmitter, studio equipment, preventive maintenance, and operational duties required. Send resume to WDFR, P.O. Box 524, Marion, OH 43302.

Chief Engineer needed for Medium Southern market. Must have experience with all phases AM, AM Directional, stereo FM, Automation, Studio, Rules and Regulations. Send resume and references to Box P-65.

Immediate opening for Chief Engineer of small California chain. AM, FM, Live and Automated. First Phone required. Excellent technical background desired. Starting salary, expenses and benefits. Call Ross W. Forbes 916-673-7677.

Chief Engineer—Quality oriented—for AM Directional and high power FM station. Formal electronics training required. Send detailed resume and salary requirements to Director Engineering, Box 6002, Roanoke, VA 24017.

South Florida Coastal Station has opening for Chief Engineer-Announcer. Must be capable of maintenance both RF and Audio, including 20kw Gates FM and 1kw-BC-1 Gates AM transmitters. Delightful place to live by the sea. Opportunity for advancement with small public chain. Excellent medical plan, good schools, among lowest cost of living areas in nation. 12,000 to 15,000 annually. Can start now or in January. We are an Equal Opportunity Employer. Send resume and salary requirement Box P-92.

Immediate Opening for Assistant Chief Engineer for AM-FM in Lexington, Kentucky. Previous Experience not required, must have First Phone. J. Franklin 606-233-1515.

Chief Engineer for full-time AM station in major Midwestern market. Seeking person with experience in DA, FCC regulations, transmitter maintenance. Group owner. Health insurance, pension plan benefits. Excellent working conditions, opportunity for growth with broadcast-oriented company. Phone collect to Mr. Jerry Irvine, 618-259-1800, or write WRTM Radio, Room 306, 135 North Meramec, St. Louis, MO 63105.

Assistant Chief Engineer for Midwest station. Studio and transmitter experience required. DA and automation experience helpful. EOE. Resume to Box R-35.

Engineer to do transmitter, control and production room maintenance. Must be able to do production as well. Texas town of 25,000 people. Good equipment and working conditions. Call 602-742-3379.

Audophile w/1st for AM directional-FM Stereo. Excellent money, good life in coastal community. E.O.E. Women and minorities encouraged to apply. Bud Andrews, WXQR, Bell Fork Road, Jacksonville, NC 28540. 919-455-2177.

HELP WANTED TECHNICAL CONTINUED

Wanted combo-person with engine ring ability. FCC First Class, able to maintain automation system and stereo FM operation. Contact Manager, WDBI-FM, Tawas City, MI.

Illinois Medium Market AM/FM seeks First Phone Engineer-Announcer. Box P-57.

Engineer: Immediate opening, major university, beautiful countryside, excellent facilities at a 1KW AM-Live, 3KW FM-Auto. Call David Palmer: 614-593-6651; WATH/WXTO Athens, OH.

HELP WANTED NEWS

50 KW-AM/100 KW-FM in No. 25 market has News/Public Affairs position opening in Mid-December. Requires experience and good delivery. EOE. Tapes and resumes only to: Doug Larsen KWJJ/KJIB, 931 S.W. King Ave., Portland, OR 97205.

News Director for Alaska Public FM station. Will have responsibility to establish and operate local and regional broadcast news department; gather, write and report news stories; develop local-area oriented news and public affairs programming. \$1,000 per month. Resumes must be received by November 25, 1977, and must include a statement explaining your concept of community broadcasting, writing samples, and audition tape. EOE employer. Send resumes to: Manager, KRBD-FM, 2415 Hemlock, Ketchikan, AK 99901.

News Director needed for Beaumont-Port Arthur AM/FM Combination purchased by Clear Channel Communications (WOAI, Kelp). Extensive supervisory experience in Adult or News Talk Radio preferred. Send resume and tape to John W. Barger, Vice President, Clear Channel Communications, 1031 Navarro, San Antonio, TX 78205. 512-226-9331. E-O-E.

Newsperson for strong two person news team. Good voice, delivery, high energy level. New Hampshire. Write Box R-22.

Director of News; community; and women's programming needed by Central Pennsylvania station. You will develop and lead a unique "people" oriented news department; host a daily public affairs interview program; and create programming concepts to meet the needs of today's women. Must have solid commercial news background. Send resume, references, and salary requirements. E.O.E. Box R-27.

Immediate Opening for News Person. Should possess good administrative and organizational abilities. Must be able to gather and write. Good news staff to work with. Leading Contemporary station in good size California Coastal Market. Send resume to Box R-39.

Immediate opening in Missouri small market leader for newperson with wide broadcasting background. Sports and announcing helpful. Box R-44.

Immediate opening for aggressive local news reporter/announcer. Send tape and resume to General Manager, WFMB, 820 Myers Building, Springfield, IL 62701. EOE.

New England all-news operation seeks experienced News Editor. Third endorsed mandatory. Broadcast experience preferred. Rush tape, resume, and writing sample to: Pete Mobilia, News Director, WNUS, 34 Sylvan Street, West Springfield, MA 01089. EOE-M/F.

Broadcast Journalist. This entry level position is open in our news oriented M.O.R./Information format station. We are interested in a degreed journalist with a top quality audition tape. T-H, Incorporated offers excellent benefits and competitive salary. Send your resume and tape to Tom Kamerer, Personnel Director, KOTH, Box 688, Dubuque, IA 52001. An Equal Opportunity Employer.

Professional broadcast journalist for reporter/editor/news-caster position at WJR, Detroit, Michigan. Must have college degree, 3-5 years experience in broadcaster excellence as a field reporter, writer and broadcaster. Please send letter, resume, writing samples and tape to Dave White, News Director, WJR, 2100 Fisher Building, Detroit, MI 48202. No telephone calls, please.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced Broadcaster for Operations Director position 100,000-watt Public Radio Station. Candidates with Masters Degrees preferred. Salary: \$10,000-11,000. Send resume and audition tape to: Larry Miller, General Manager, KOSU-FM, Oklahoma State University, Stillwater, OK 74074. Application deadline December 16, 1977. EOE.

Program Director needed for Beaumont-Port Arthur AM/FM Combination purchased by Clear Channel Communication (WOAI, Kelp). Extensive supervisory experience in Contemporary or Adult formats required. Send resume and tape to John W. Barger, Vice President, Clear Channel Communications, 1031 Navarro, San Antonio, TX 78205. 512-226-9331. E-O-E.

Beautiful Colorado Springs AM-FM needs good voice, creative production skills, some news. Tape resume to: Dave Rose, P.O. Box 1457, Colorado Springs, CO 80901.

Top-rated Medium-Market Midwest AM seeking "take charge" Program Director. Must assume daily air shift, manage air staff, plan and execute promotions, and assume total responsibility for MOR sound. No 40-hour week. A solid, long-term position for qualified person, Equal Opportunity Employer. Write Box R-34.

Faculty position: Electronic or print journalism; competency in teaching media production courses desirable. Ph.D. Experienced. Inquire Dr. Henry Ruminski, Chairman, Search Committee, Department of Mass Media-Communication, The University of Akron, Akron, OH 44325. Application Deadline January 31. An Affirmative Action Equal Opportunity Title IX Employer.

Director of Program Information for University of Wisconsin-Extension Telecommunications Center, Madison, Wisconsin. Responsible for all public and internal information functions for the Center, which includes WHA Radio-TV. Supervises creation, production and distribution of information materials about Center programs to the print and broadcast media. Must be knowledgeable in management and supervision of information programs and personnel. Bachelor's degree in an information related area required plus three years experience in writing and editing. Supervisory experience and knowledge of the broadcast medium preferred. Deadline of December 31, 1977 for completed applications. Minimum salary of \$15,000 per year. For an application write: Ronald C. Bornstein, General Manager, WHA Radio-TV, 821 University Ave., Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

WBT Radio, Charlotte, NC, is looking for a creative, talented, mature person to do production with some air work. Send air check and complete resume to Andy Bickel, WBT Radio, 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

Program Director—professionally qualified to organize, direct total air sound—including staff, music, production, and copy and promotion. Good air voice, Old line Kentucky station, modern plant facilities. Job opening 60-90 days. Also need experienced air-production jock. Send complete resume, with tape, starting salary to Station Manager, Box 70, Fort Knox, KY 40121. EOE Employer.

The Henry W. Grady School of Journalism and Mass Communication, University of Georgia, is seeking two persons at the assistant or associate professor level for academic year appointments. One position is for a person who has among his or her teaching and research interests the teaching of magazine editing, production and management. The other is for a person who has among his or her teaching and research interests the teaching of broadcast news. The school's teaching needs are sufficiently flexible to accommodate other specialized interests in common with those in magazines and broadcast news. Persons with media experience and Ph.D. preferred. Salary would be commensurate with education and professional experience. Appointments would begin September 1, 1978. Deadline for applications is March 1, 1978. The University of Georgia is an equal opportunity employer and invites applications from minority and women candidates. Write Dr. Ernest C. Hynds, chairman, search committee, Henry W. Grady School of Journalism and Mass Communication, University of Georgia, Athens, GA 30602.

Immediate opening: Program Director-Adult Contemporary format. Must be production pro. No. 1 24 hour operation-Midwest location. Send tape, resume, salary requirements to GM, WITY, Box 142, Danville, IL Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Known Group Owner killed and reorganization and sale makes proven G.M. available immediately. Consider G.M. or S.M. position with growth potential. Bob Schneider, Box 513, Albert Lea, MN 56007. 507-377-1866.

20 years Management, Sales Management. Competitive markets. Anywhere. Now Mid-West. Excellent ref. 1st phone. Family. Available now. Box R-8.

General Manager Eminently qualified with strong sales, program and adm. background. Proven record with over fifteen years top Major AM operation. Prefer ownership participation. All inquiries confidential. Box R-14.

28 Year Radio veteran. Eight years largest Midwest market. Interested in management Contemporary or Country. Prefer Chicago or Milwaukee. Resume on request. Box R-41.

SITUATIONS WANTED SALES

Copywriter-Account Executive. I can write and sell commercials. Los Angeles only. 213-391-1411.

Young Woman, strong PR/Marketing background, ready for career in radio sales, now or early '78. Earnings potential over \$18,000, Box R-5.

SITUATIONS WANTED ANNOUNCERS

Capable and Professional sounding basketball and hockey PBP. Available immediately. Will also do news, production. Have tapes, resume. Box P-109.

D.J., News, Production. Experienced seeking position in Eastern NC. Box P-118.

D.J. Prog-MOR-AOR young, single versatile. B.A. copy-production news. Will relocate to good local station, Bill Legge, 415-563-1195, 2871 Clay, San Francisco, CA 94115.

Dan Saultman Show. Creative 3rd phone. Broadcast School trained and college degree. FM rock, hard or mellow, or similar. Excellent delivery, news, ads, interviews. Will relocate. Available now! 415-349-5237, 676 Magnolia Dr. San Mateo, CA 94402.

Former California Announcer would like to move back into state. Would like Medium Market near ocean or high country. Sefious stations need only apply. Open salary. Box R-9.

Experienced broadcaster, former C&W RD., currently M.O.R. announcer. Medium California Market wanted. Box R-10.

Personality Country Jock—20 years experience prefers South Carolina or neighboring states. Call 803-448-7185, Ext. 280.

Young college grad with strong voice, AOR and MOR experience, good attitude, DJ, sports, productions, news, excellent reference. Gary Axelbank, 122 High Street, Seaford, DE 19973. 302-629-4976.

Anc'r: 20 yrs. experience. Good music, and/or Big Band stations. Good reader, excellent on production. Prefer Florida, all considered, Carmine Diorio, 207 Elliot, Brattleboro, VT 05301.

Southeast! 4 years experience (3 college, 1 commercial). Quality voice, good production and news. 3rd endorsed. MOR, Top 40, AOR. Marc 404-283-7809.

First Phone, Mature Announcer. Rock to Bartok. Good voice, audience winner. Eighteen years experience. Available New England area only, after Jan. First 1-617-992-9082.

SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer seeks position with quality station. Box N-104.

SITUATIONS WANTED NEWS

Experienced Sportscaster, formerly Director of Media Relations and PBP-Announcer for Minor-League Baseball Team desires position with radio station or sports team. Will relocate immediately. Write or call Ian (Jack) Phillips, 559 Alvarado St., Brisbane, CA 94005, 415-467-3973.

Newsman ... Organized administrator, knowledge of Public Affairs, leadership skills. Ready for challenging career opportunity. Box P-119.

Newspaperman, 7 years experience, seeks job in broadcast industry, newsroom or promotions. Strong writer, editor, manager. Experienced in new product development. David Hollis, 714 E. "D" St., Belleville, IL 62221. 618-235-5852 or 618-234-1000.

Sports-Exciting communicator ready, willing and available. 4 years experience Radio, TV, PBP Photography, Reporting. Relocate anytime, anywhere. Contact George after 5. 312-743-5828.

Small Market News Director seeks move to larger, West Coast station. Four years experience, degree, third phone, some TV. Box R-16.

All-news anchor, broadcast professional. Seeking Radio news position. Four years experience. Bachelor's Journalism. Award-winning. Excellent references. Major or medium market only. Box R-24.

News Reporter, five years experience, strong delivery, good pipes, BA, Third Endorsed, looking for professional Medium Market news team. Call 216-375-7107, days.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Been MD of Country Powerhouse. 1st Phone, Nine years Country. Seeks stable MD or PD position. Box R-15.

Diversified, Medium Market No. 1, Modern Country personality/PD seeks new challenge. East. Box R-31.

Successful small market PD/Studio Engineer with management experience looking for long term challenge. Stable, mature decision maker. 1st ticket. C&W preferred. Jim Aldrich, 208-733-1867.

Versatility's my middle name, production's my game. Dependable, self starting, creative man seeks production position in agency or station. Three years experience including Automation, Music, and Management. Call 714-244-4991.

TELEVISION

HELP WANTED MANAGEMENT

Faculty Vacancy. Broadcast Management and Regulation/International Communication. The Department of Radio-Television-Film at The University of Texas at Austin is seeking applicants for a tenured, senior faculty position at the level of Associate Professor or Professor to teach in one or more of the following academic areas beginning in September 1978: 1) Broadcasting economics and management. 2) International communication. 3) Broadcast law, regulation and policy. The Ph.D. is required for faculty appointment at the ranks of Associate Professor and Professor. In addition, applicants must have college or university teaching experience and a distinguished record of scholarly and professional activity. The Ph.D. requirement could be waived if the appointment is made at the rank of Lecturer, a non-tenure track. This type of appointment would require applicants to have a distinguished record of professional career service in one or more of the advertised teaching areas. Preference will also be given applicants who have college or university teaching experience and a strong record of professional publication. The University of Texas at Austin is an Affirmative Action/Equal Opportunity Employer. Send letter of application and resume by January 1, 1978, to: Robert E. Davis, Chairman, Department of Radio-Television-Film, The University of Texas at Austin, Austin, TX 78712.

HELP WANTED SALES

Experienced Account Executive with ABC Affiliate in growing Mid Central market. The retail growth and low unemployment in market will assure your growth. Equal opportunity employer, M/F. Send confidential, detailed resume to Box P-14.

National Sales Manager. Group owned VHF network affiliate in fast growing, most appealing top 25 markets. Unexcelled life style, weather and outdoor recreation facilities. Must be aggressive, mature, responsible ... good follow through. Want an achiever to work with major rep firm and on sales management team. Box P-15.

Broadcast Professional with radio/TV local sales/sales management background to sell proven annual renewable services to broadcast management. We are industry's leading independent producer of proven local sales support and training services utilized by large and small independents and groups, including ABC, CBS and NBC. If you enjoy a consultant sales approach using the finest audio/visual tools and have ability to conduct workshops/seminars, you can expect an excellent income with job satisfaction. Considerable travel first year; relocation unnecessary. First year potential \$36,000 + with continuing/renewable income. Position available on a draw vs. commission basis or, as self-employed rep. Rush confidential detailed resume, with references in first letter, to Bill McGee, President, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA 94111.

HELP WANTED TECHNICAL

Television Maintenance Engineer for Miami Market. Minimum three (3) years experience in maintaining 2" VTR's or UHF transmitters. Apply directly to Director of Engineering, WLRN-TV, 1410 N.E. 2 Avenue, Miami, FL 33132. 305-350-3163.

We are looking for a first rate experienced technician capable of caring for a wide range of modern equipment in a large network affiliate. Must have a solid technical background and be heavy on Experience in most of the following: cameras, switchers and production facilities; transmission equipment and microwave; quad and helical VTR; audio mixing and recording equipment; digital devices; E.N.G.; etc. 1st Phone required. Swing and some night shifts. Send full resume to Bob Plummer, KOMO-TV, 100-4th Ave. No., Seattle, WA 98109, 206-223-4027. Equal Employment Opportunity Employer.

We are presently seeking a competent maintenance technician to occupy a supervisory position at our remote controlled transmitter. Studio experience helpful; professionalism necessary. Call 304-525-7661. Equal Opportunity Employer.

Unit Supervisor. Major West Coast video production facility needs experienced mobile unit Supervisor. Complete responsibility for equipment and crew performance as well as client interface on location shoots. State of the art cameras and video tape equipment. Send resume and salary requirements to Box P-47.

Instructional Television Engineer. Assume responsibility for completing conversion of monochrome system to color, including design and modifications, etc. Well-versed in maintenance of quad, helical and small format VTR's and familiar with Norelco color camera system. EE Associate Degree or equivalent, Three years related experience necessary. First class FCC license preferred. Norelco schooling opportunity, 22 days vacation, excellent benefits, competitive salary. Send resume to Personnel Department, St. Louis Community College, 5801 Wilson, St. Louis, MO 63110. An Affirmative Action/Equal Opportunity Employer.

Radio-TV Station Engineer. School district needs Radio-TV Station Engineer for FM radio station and 2500 MHz television station. Two year college level radio/TV electronics course and one-year maintenance and operating experience. FCC license required. Salary \$1237-\$1455 monthly. Send resume to: Classified Personnel, Long Beach Unified School District, 701 Locust Avenue, Long Beach, CA 90813.

Immediate opening for Television Maintenance Engineer. Send Resume and Salary requirements to Eugene Rader, Dir. of Eng., KBIM-TV, P.O. Box 910, Roswell, NM 88201. An equal opportunity employer,

Growing Deep South UHF seeks qualified studio maintenance engineer, minimum experience five years. Must have knowledge of RCA VTRS, TR-60, TR-70, TS 40 and RCA Cameras (TK-44). Also Sony 3/4 inch machines helpful. EEO Employer. Please send resume to Box P-117.

Maintenance Engineer. First Phone. UHF transmitter and studio experience preferred. WOPC, Altoona, PA 16603.

Chief Engineer. East Coast Public Radio/Television station has a responsible and challenging full-time managerial position available for experienced broadcast engineer. Applicant must be able to demonstrate leadership ability and assume responsibility for managing the daily operation and maintenance program for the Engineering Department. Required qualifications also include First Class FCC License and knowledge of FCC regulations, high school diploma, minimum of five years of broadcast engineering experience with at least two years as a supervisor of chief engineer, experience in the maintenance of UHF/VHF transmitters, STL, antennas, studio/remote equipment, and quadruplex VTR's. Experience in facility development and budget planning helpful. Salary commensurate with experience and qualifications. Excellent employee benefits. Send resume, salary requirement, and references to the Personnel Director, WHRO-TV/WTGM-FM, 5200 Hampton Boulevard, Norfolk, VA 23508. Deadline for applications is December 31, 1977. Equal Opportunity Employer.

Director of Engineering—Centrally located Top Fifty Market Equal Opportunity Employer. AM-FM-TV with subsidiary production company. Ideal career opportunity for number two person in major market who is now ready to assume complete responsibility for the total Radio-TV technical operation, including supervising a staff of fifty-five. A degree and a minimum of five years experience in technical management of Radio and TV are required. Salary is commensurate with experience. Excellent fringe benefits. Position is available immediately. Send a complete resume detailing experience, education, technical qualifications and salary requirements to Box P-123.

Maintenance Engineer with background and schooling in Quad Tape with FCC. First Class. E.O.E. M/F. Box P-42.

Engineer for Group Station. Warm climate and fine living area. First Phone. Opportunity for advancement—Ben Gamel, WJKS-TV Box 17000, Jacksonville, FL 32216 E.O.E.

Television Maintenance Engineer. Howard University, School of Communications, Department of Radio, Television, and Film requires experienced maintenance person for full complement of color industrial and broadcast television equipment. First class license and maintenance experience a must. Contact A.R. Ford, Chairman, Department of Radio Television and Film; 2600-4th Street, N.W. Washington, DC 20059, 202-636-7927-28.

Television Engineering technician needed for new corporate communications center. Must be capable of operation/maintenance of color studio, EFP, quad, helical and editing facilities. 30% travel required. Reply with salary history to R. J. Hope, P.O. Box 538, Allentown, PA 18105.

Studio Engineer wanted for sunny South Florida television station. First phone required: Experienced in videotape camera control and switching. Send resume to Personnel Department, WPEC, Fairfield Drive, West Palm Beach, FL 33407, 305-848-7211.

HELP WANTED NEWS

Weekend TV Anchor. Progressive Midwestern TV-AM-FM Operation looking for weekend editor/anchor with general assignment reporting on weekdays. Prior TV experience a must. Equal Opportunity Employer. Send resume to Broadcasting, Box P-96.

Southeast ABC Affiliate adding an investigative unit. We need two people, One, an experienced reporter with the ability to do investigative reports, series, and specials. Also, an experienced photographer who knows film and ENG to work heavily in investigation. EOE, Resume only to: Jim Collins, News Director, WTVC, Box 1150, Chattanooga TN 37402.

HELP WANTED NEWS CONTINUED

Looking for top notch reporters, anchors, writers, editors, photographers, and producers. Major Southern California market. Send resume to Broadcasting Box R-4.

Northeastern ABC affiliate seeks weekend anchor/general assignment reporter. Please direct resumes to Box R-12.

Top 60 market network affiliate has opening for general assignment reporter who would double as weekend sports anchor. Box R-13.

Co-Anchors with good news judgement and producing ability. Send tape and resume to Howard Meagle, Operations Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

Street Reporter with experience. Send Audition VTR plus samples of writing to News Director. WTVO Television, P.O. Box 470, Rockford, IL 61105.

Sport Reporter/Photographer. Journalism Degree and minimum one year Pro. Must be strong shooting, writing and reporting. E.O.E. Send resume and tape to George Mills, WKCT-TV, Post Office Box 1118, Miami, FL 33138.

News Director for growing news department in Augusta, Georgia. Send tape and resume to Howard Meagle, Operations Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

Wanted: Editorial Director to research, write and air broadcast editorials. Capitol City market and number one station with tradition of editorializing. Credentials, VTR, resume necessary. Salary negotiable. Clark Edwards, News Director, WSAF-TV, 10 East Delano Avenue, Montgomery, AL 36105. An equal opportunity employer.

Feature Reporter—minimum two-years reporting experience. Must have extensive film production know-how, familiarity with double system, some anchor experience, ability to generate story ideas, and willing to travel. Audition and resume to Pete Langlois, News Director, KCRA-TV, 310 Tenth St., Sacramento, CA 95814.

Reporter/Photographer for growing news department in Augusta, Georgia. Send tape and resume to Howard Meagle, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Dean's Position is open at the School of Journalism, University of Colorado at Boulder. The person we are seeking must provide the administrative leadership necessary for the school to attain its teaching, research and service goals. The Dean must: 1—Supervise the day-to-day administration of the school. 2—Promote the school's relationship with the university administration and other academic units. 3—Promote the school's relations with external constituencies, particularly those in the mass media. 4—Encourage scholarly and research activity within the school. The person we are seeking must have appropriate teaching, research, administrative and educational backgrounds to work effectively with faculty, students and other groups within the university. The Dean also must have sufficient mass media experience to appreciate the needs of the journalistic profession and to serve as the effective representative of the school. Therefore, the following qualifications are necessary: 1—Academic administrative experience. 2—Work experience in the mass media. 3—Demonstrated competence in research. 4—Full-time university teaching experience. 5—Earned Ph.D. (or equivalent). The school particularly invites applications from women and minorities. The University of Colorado is an Affirmative Action/Equal Opportunity employer. Deadline for receipt of applications is Jan. 31, 1978. Appointment will be effective July 1, 1978. Please send resumes and letters to the Search Committee chairman: Malcolm A. Deans, Senior Instructor, School of Journalism, University of Colorado, Boulder, CO 80309.

Asst. Production Manager. Responsible for news directing and commercial production. Fast growing Florida market. Send resume to: Steve Cook, WMBB-TV, Box 1340, Panama City, FL 32401.

Help Wanted (male/female). Coordinator of ITV. Experience in broadcast program scheduling, producing teacher guides, and ITV utilization. Send resume to WNED-TV, P.O. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Promotion Manager for network affiliated VHF station in Top 50 Southeast market. Minimum five years experience in Promotion/Production, prefer broadcast related degree. Equal Opportunity Employer. Submit resume to Box P-105.

Program Manager—a minimum of five years experience in all phases of programing including administration of programing and promotion, negotiation of syndicated programs and features, FCC regulations, Traffic, Production, familiarity with ENG and working knowledge of sales. An Equal Opportunity Employer, send complete resume to: Ray J. Chumley, WSTV-TV, 320 Market St., Steubenville, OH 43952.

Executive Producer for 18 months beginning January 1978 to conceive, design, produce state-wide public TV programs. Must orchestrate eight Ohio PTV stations in concerted effort to demo Ohio's duplex interconnection network. Headquarter in Columbus with extensive travel throughout state. Salary to \$24,000 per annum depending on credentials. Send full resume, references, credits and say why you are the person to do this to R. D. Smith, WGTE-TV, Toledo 43604. Equal Opportunity Employer.

Stage Crew Supervisor, top 30 network affiliate. Thorough knowledge of props set-up, tear-down and maintenance. Good studio production techniques including camerawork and thorough lighting knowledge. Ability to manage and schedule crews. EEO/MF. Send resume to Box R-3.

Creative Director: California advertising agency. TV orientation. Voice, copy, three years experience required. Resume and salary requirements to Box R-18.

Publicist for Television. Promote television productions to national press. Considerable writing and photography supervision. Handle all media contacts and press screenings outside Pittsburgh. At least two years' journalistic writing experience; familiarity with media contact work; advertising, graphics and other promotion experience helpful. Salary negotiable. EOE. Box R-28.

Producer/Director/Announcer needed at number one ranked independent Television Station in California. Must have minimum of 3 years Commercial TV experience. Must be able to Produce/Write/Direct programming and commercials. Must have actual hands-on experience w/ Switching and Editing. Must have floor experience. Must have on-air experience and Audio/Video Announcing. Send tape and resume to Sam Dalton, KMPH TV, 2600 S. Mooney Blvd., Visalia, CA 93277. Women and minorities are encouraged to apply. E.O.E.-M/F.

Department Head/Professor or Associate Professor of Communication. Department offering bachelor's and master's degrees in journalism, speech communication and radio-TV. Qualifications: Ph.D. or equivalent, teaching experience, outstanding professional and/or scholarly achievements, administrative ability. Send vita and 3 letters of recommendation by Jan. 15, 1978, to Dr. Lawrence Haapanen, Chairperson, Search Committee, Department of Communication, Utah State University, Logan, UT 84322. Affirmative Action, Equal Opportunity Employer.

Stephen F. Austin State University is seeking applicants for the position of Dean for the School of Fine Arts. The applicant selected should be available for duty in the Fall, 1978. The Dean reports to the Vice President for Academic Affairs, and has overall administrative responsibility for instructional, faculty, and budgetary matters. The School of Fine Arts offers graduate and undergraduate programs and employs forty-nine faculty within four departments: Art, Communication, Music, and Theatre. Applications must be received no later than January 31, 1978, to be considered, and should include the following: 1. Letter of intent. 2. A recent resume. 3. Two letters of recommendation. 4. Names, addresses, and phone numbers of four additional references. Address applications or inquiries regarding required qualifications to: Chairman, Search and Screen Committee, Box 3001, SFA Station, Nacogdoches, TX 75962. An equal opportunity and affirmative action employer.

Production Director—To produce and direct TV programs in professional color studio for state network and local cable distribution. Doctorate preferred, master's required. Responsible for production, budget, studio scheduling and liaison on behalf of TV center. Limited teaching. Rank and salary based on qualifications. Position available Fall, 1978. Letter of application and resume by March 15, 1978 to Dr. Jack Wilson, Chairman, Division of Communications, Morehead State University, Morehead, KY 40351. MSU is an Equal Opportunity, Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

Asst. Operations Manager, top 25 affiliate, equipped for Op. Mgr. or programming position requiring FCC, NAB, film/syndication buying, facilities scheduling, automated broadcast systems, net relations, ratings research. Solid sales-traffic plus on-air graphics and promotion/production. Box R-30.

SITUATIONS WANTED SALES

Young Woman ready to move from PR/Marketing to TV sales, now or early '78. Earnings potential over \$18,000. Box R-6.

SITUATIONS WANTED TECHNICAL

Retired Merchant Marine Chief Electrician, 43, seeks position in Radio or TV. Phoenix Area. 1st Phone. 580 hrs. instruction 375 hrs. TV directing, studio operations. Box R-17.

SITUATIONS WANTED NEWS

Now anchoring and producing six and eleven news nightly. Personable heavyweight with network producing and reporting background and ND potential seeks larger challenge and market. Salary secondary to opportunity and market size and location. Confidential. Box P-66.

Experienced reporter, anchor and producer. Available immediately anywhere. Steve Kremer 301-797-0126 or 301-585-4120.

Sports position sought in medium market. Four years experience Sports Director top 30 radio market. Young, innovative. 602-934-4824 or 846-0949. VTR available immediately.

Female Reporter, now with wire service in state capitol bureau, seeks re-entry to reporting/co-anchor position. Solid television experience. Outstanding appearance, skills. Box R-2.

Professional Anchorman/News Director wants Calif.-Ariz.-Nevada opportunity. Sharp Lady Co-Ancor and winning format. 512-653-5298 after 4:00 PM EST or Box R-20.

Solid broadcast journalist looking for switch to television news. Four years experience in radio news. I've done it all. News director, street reporting, all-news anchorman. Bachelor's in Journalism. A.P. award-winner. Very hard-working, sharp, 26, fast learner, with a great appearance too. Box R-21.

Meteorologist. Are your viewers tired of getting just a weather report? AMS seal holder has a track record of good communication and can forecast in any climate. Box R-38.

Over 4 Years experience as morning and weekend Anchor-Journalist. Specialize in crime and court reporting. Seeking anchor or reporting situation. Top 40 markets only. Box R-40.

Multi-Talented, Aggressive Female seeks position as arts reporter, but am also interested in hard news reporting and research. Experience includes arts commentator for PBS-TV station. Strong print background, including two years on award-winning campus daily and San Francisco internship. Free-lance photographer. Sandra Weiss 217-344-2347. 205 E. Green, Champaign, IL 61820.

T.V. & Radio Copywriter. Written copy for TV studios in Calif. 203-523-9318.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Promotion Manager available immediately. Linda Davidson, 24 Peck Street, New Britain, CT. 203-229-8298.

**SITUATIONS WANTED PROGRAMING
PRODUCTION OTHERS
CONTINUED**

Help! Female stuck in deadend in medium market. 2 years production experience for commercial and public television stations in multi-faceted positions. BS in telecommunications plus graduate work in same and special education. Prefer position on Eastcoast/Midwest in programming or as associate PD but will consider anywhere. Box P-94.

Recent RTV graduate with varied experience. Seven years news writing, production, and equipment. Four years sports PR. Commercial cinematographer and photographer. Video productions with composition emphasis. Looking for solid situation; can spice up your station. Will relocate. Box R-37.

College Student seeking 10 week television production practicum for March - May '78. Perfect for special assignments. Need subsistence salary. Resume and details: Ariel Schwartz, 166 Summer St., Bradford, PA 16701.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

10 or 20KW FM Transmitter under 10 years old in good operating condition. Call Jim Somich 216-781-1420.

Wanted-Complete film chains in new or near new condition. Call Fred Lass, Chief Engineer, WAST 518-436-4791.

Wish to purchase 2 RCA projector lenses No. MI-26799A to be used with TP6 Film Projector operating into TP15 Multiplexer (TK27 Film Camera). If you've replaced TP6's with TP66's and want to sell old lenses contact Bill Bratton, Chief Engineer, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555, 606-299-6262.

FOR SALE EQUIPMENT

Videotape Recorder Ampex VR3000 under 100 hours, spare head \$35,000 available Now. Box P-35.

One—RCA TR4 MI43301A1 Serial No. 40207, Two headwheel panels MI40760. Contact Carland, Inc. 816-842-6098.

5" Air Heliex—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Two Ampex VR-3000 Portable High Band Videotape Recorders, with three video heads, battery packs, battery chargers and body braces. Top operating condition and sensibly priced. Videocom 617-329-4080.

For Sale: Gates FM-5B transmitter, with two Phelps Dodge Low Pass Filters 1-5/8". Can purchase with Sparta 680 Exciter and 682 Stereo Gen. Ed Tomlin, CE or John Fern GM, KAGM, Klamath Falls, OR 97601. 502-882-2551.

Used Automation Systems: Gates SC-48; Schafer 800; Schafer 902; IGM 750. Call or write, Eastern Broadcast Supply: 42 Main St., Leominster MA 01453. 617-534-0441.

Mobile TV Van—With 3 ton hot gas by-pass air conditioner, 17.5kw gasoline generator, 1964 aluminum Boyertown body on GM chassis, outside length 27' x 10'6" height, inside cargo length 20'. \$12,000, call E. J. Stewart, Inc., PA. 215-543-7600. Ask for Hal Lipman.

Belar Model AMM-2 AM Modulation Monitor, 125% modulation. Used only a few days while old one was repaired; still under warranty. List Price: \$850. First \$700 check received gets it! 615-374-2111.

IVC-980 Video tape recorder with Console, Color Proc and Doc. Like new \$12,000. A.F. Associates 201-767-1000.

New Scully—270B. In the box 14" Reel to Reel designed for Automation. Priced to sell. 918-587-9500.

GE BT4 10kw transmitter with or without Gates stereo M6095/6146 exciter and SCA. In service, available now. Call WXXM 312-943-7474.

IVC 980 Editor w/D.O.C. and Time Base Corrector, excellent \$5500. Mike Lincoln 415-956-5101.

Brand New, never tuned or used 5 KW FM Transmitter and Stereo Exciter. \$15,000. 301-475-8937.

Gates AM Transmitter Model BC 10PS-10,000 watts/2500 watts cutback. Call Ralph Carlson—801-262-5541.

Grass Valley 1600-4T Master Control Switcher, 24 Video/Audio inputs; 10 Audio-only inputs; PGM, PST Busses; Bkgnd. Gen., Metering, Audio-over, Downstream Keyer. Like new. A.F. Associates 201-767-1000.

Ikegami HL-331A for sale. Includes 3 Frezzolini batteries, battery charger, various lengths of camera cable, travel cases. \$15,000. 212-532-3193.

1972 Little Max Processor, \$4,000. Ken Hill, Box 119, Buena Vista College, Storm Lake, IA 50588. 712-749-2115.

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.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Hundreds Renewed Again! Guaranteed funnier! Current issue \$4.00. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

KNOCKERS! A great set of funny recorded bits for your show. Sample. Box 1008, Kaneohe HI 96744.

Hundreds of Deejays renewed again! Guaranteed funnier! Freebie. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

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.

Program Logs Analyzed Experienced. From \$150. Elizabeth Jaltman, 1901 Pennsylvania Ave., N.W., Washington DC 20006. 202-785-2720.

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.

THE PRIZE CABINET supplies name brand merchandise for your next contest. Cost - 20% of retail. Call collect (319) 326-2023. Write: THE PRIZE CABINET, 304 Union Arcade, Davenport, IA 52801.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 3, February 13. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

"Tests-Answers" for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126.

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., LA 90028, 213-462-3281.

Free booklets on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

San Francisco, FCC License, 6 weeks 1/16/78. Results guaranteed, Veterans approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St. 94102. 415-392-0194.

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Next class: January 2. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

RADIO

Help Wanted Technical

**GROUP BROADCASTER
AN E.O.E. FIRM,**

Needs a First Class Broadcast Engineer with five years experience, to be Chief Engineer of a two tower Directional AM, 1 kw D.A.-day and 250 watts Non-D.A. night, in Northeast part of country. Should have working knowledge of Directional Arrays, Studios and AM Transmitters. Minor announcing ability preferred. Send resume to Group Technical Director, 737 County Street, New Bedford, Mass. 02740.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Help Wanted Sales

**RADIO
Sales Manager
NYC**

We are seeking an innovative results-oriented individual to handle all sales management functions. Must be strong in conceptual sales skills. Candidates must demonstrate leadership and administrative abilities to provide sales staff motivation.

Salary plus override.
Excellent benefits.
Position available early 1978.
Send resume including salary history to:

Box N-69.

An Equal Opportunity Employer M/F

Help Wanted Management

GREAT OPPORTUNITY

News Director

One of the West's top Radio News Operations. Only those with Major Market (Top 30) News Supervision experience will be considered. Reply to Box P-103.

An Equal Opportunity Employer.

Help Wanted Technical Continued

Television Engineering Supervisor

At least 5 years experience in TV/Radio technical field (including transmitter, digital and management). Send resume to: Libby Stevens
WMAR-TV/IFM
6400 York Road
Baltimore, Maryland 21212
EOE-M/F

Help Wanted Programing, Production, Others

Program Manager

A BA degree is desired with 5 to 7 years experience in broadcasting with at least 3 years of the total as a television producer and studio director. Considerable knowledge of public relations plus general supervisory skills are necessary. Salary: commensurate with experience. Excellent benefits. Apply at the University of New Mexico, Personnel Office, 1717 Roma NE: Albuquerque, NM 87131

an equal opportunity employer m/f

Situations Wanted Management

ALL-NEWS DEAD?

Not in my book. Experienced all-news editor, producer and manager (all experience major market, including network management) wants opportunity to take major market station all-news, or to revive a sagging all-news operation. If the prospect of paying a news manager 35+ horrifies you, then do NOT reply in confidence to Box P-101.

Situations Wanted Sales

NEOPHYTE

Seeking a sales position in broadcasting. Self starting with a sincere desire to learn. Management oriented, with six years outside sales experience. Willing to accept challenges, while striving for advancement. Ready, willing, and able to relocate. Resume plus personal references upon request. CONTACT: John P. Slane, 4723 Ridgelsawn Place, Peoria, IL 61614. 309-688-3398.

TELEVISION

Help Wanted Technical

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

BROADCAST ENGINEER

Broadcast Engineer required at public TV station, WIPB to maintain and operate transmitter and studio equipment. First class FCC license required. Excellent fringe benefits. Send resume to: Personnel Service Office, Ball State University, Muncie, Indiana 47306. An Equal Opportunity/Affirmative Action Employer.

TV TRANSMITTER TECHNICIAN

Immediate opening for individual with 5 years' experience as Transmitter Technician and an FCC First Class License.

Please contact
Personnel Department (617) 725-2890.



RKO General Building
Government Center
Boston, Mass. 02114
An Equal Opportunity
Employer M/F/H/Vets

ENGINEER- TV MAINTENANCE

RCA 2-inch VTR. VTR Cart Studio Cameras. TK 27 film. Solid state trouble shooting. FCC first phone required. Top 100 sunny Southwest. Salary \$248-\$300 commensurate with experience. Submit detailed resume to:

Box R-29.
AN EQUAL OPPORTUNITY
EMPLOYER

PSSST, WANT TO GET INVOLVED? ASSISTANT CHIEF ENGINEER/ TECHNICIAN

for Northern New England television station. This is a "hands on" position, applicant must be able to work on two inch, one inch and three-quarter videotape, studio cameras and transmitter plant operation. First class FCC license a must. Supervisory experience preferred; position involves supervision of 15 operating and maintenance technicians. Sal. comm. with ability. An equal opportunity employer. All applications in strict confidence. Resumes to: Box P-93.

T.V. ASSISTANT STUDIO ENGINEER

We are seeking an Assistant Engineer for color T.V. studio. 1 year experience in color broadcast facility electronics required. FCC first desirable. Salary range minimum \$7,900. Respond in writing, with salary requirements to: Mercer County Community College, Personnel Services Dept. RM, Box B, Trenton, NJ 08690.

Equal Opportunity/
Affirmative Action Employer

Help Wanted News

KIRO-TV EXPANDING

Seattle, Washington CBS affiliate expanding news and special programs departments. Requires experienced imaginative professionals for the following positions;

General Assignment Reporter
Investigative Reporter
Sports Reporter
Special Programs Reporter
News Writer
Producer/Writer
ENG Photographers

3 to 5 years minimum experience. No entry level openings. Contact Personnel (206) 624-7077 for details and employment application.

An equal opportunity employer.

Public Notice

NOTICE OF AVAILABILITY for Cable Television Franchise in the City of Fond du Lac, Wisconsin

The City of Fond du Lac, Wisconsin, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals", available from the undersigned. The City of Fond du Lac reserves the right to reject any or all proposals and to waive any informalities. Each written request for application information shall be accompanied by the payment of a non-refundable filing fee of Twenty Five Dollars (\$25.00) made payable to the "City of Fond du Lac". All applications for the franchise shall be in accordance with the provisions of Section 36.06 of the Cable Television Enabling Ordinance of the Fond du Lac Municipal Code, as authorized by the City Council, on or before March 1, 1978. Any such applications received will be available for public inspection during normal business hours in the office of the City Clerk.

Steve J. Pittler
Purchasing Agent
City of Fond du Lac
City Hall, P.O. Box 150
Fond du Lac, WI 54935
414-922-2600, ext. 69

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(55-75 NEW jobs per WEEK!)

13 issues (3 months) \$12
50 issues (full year) \$30. Free sample.
STATIONS!! YOUR LISTINGS ARE FREE!
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Job Leads

HELP WANTED NOW!

Many of our exclusive radio & TV jobs went unfilled again last week. Please, we need qualified job seekers now for top-paying positions in markets of all sizes: Air Talent, News, TV Production & Direction, Sports PBP, Sales, Technical, Management...all categories. If you've not seen our bulletin packed with listings, write for your FREE sample copy today!

JOB LEADS, Suite 1113-EK
1680 Vine Street, Hollywood, CA 90028

Wanted To Buy Stations

PUBLIC COMPANY

interested in acquisitions
and/or mergers.
T.V.—Radio.
Profitability not a factor.
Reply Box E-69.

Wanted to Purchase an East Coast AM/FM

which currently generates a \$75k to \$250k annual cash flow. All replies held confidential. Brokers protected. J.A. Balch II, Phelps Corner, Warehouse Point, Connecticut 06088.

INVESTMENT GROUP

seeking good Broadcast properties.
Must have \$500k or better gross
with positive cash flow. Cash or
terms. Reply Box P-97.

Investor Wants

Network TV. Station
\$20,000,000.
Pretier Western U.S.A.
Jason Allen
1218 Dwight Way
Berkeley, California 94702
(415) 841-9818

For Sale Stations

Top-50 market

in the sun. 10 kw full-time AM and 100 kw FM.
Excellent technical facilities—undermarketed.
Priced at 2-1/2 times gross. \$995,000 cash.
Box R-1

FOR SALE:

Texas AM. Single station market. Profitable operation in growth market. Priced twice gross. Box R-36.

- Powerful Fulltimer in Central Arizona. \$900,000. Terms.
- Daytimer, Sou. Calif. Exclusive programming. Billing \$200,000. Positive cash flow of \$65,000. County pop 350,000. \$520,000. Liberal terms.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. \$810,000. Assume corporate note.
- AM/FM near major Northeastern metro market. Cash billing about \$800,000. Pop 2 1/2 million. Real Estate Excellent buy for \$2,000,000. Terms.
- Daytimer. Sou. Central Florida. Power increase and nighttime available. Good buy. \$180,000. 15 year terms.
- Fulltimer. Near coast of Maine. FM on file. Billing \$80,000. Real estate. \$160,000.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Powerful stereo. Near Canada. Solid investment. \$400,000. Assume note.
- No down payment. Covering big S.E. Tenn. city. 1,000 watt daytimer. Payment \$3,965 per month.
- Oregon fulltimer. Profitable. \$180,000. Terms.
- AM/FM Utah. 11,000 city. 30,000 trade area. \$230,000. First two years pay \$1100 per month. \$30,000 d.p.
- Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. \$260,000.
- Class "C" Stereo covering Jackson, Miss. \$435,000. Liberal 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.
- AM/FM. Mississippi. Small town. \$50,000 for 49%. Option on other 51%. Small down payment.
- Fulltimer. Has FM CP. Single Station market. North Central Calif. Good buy for \$480,000. Liberal terms.
- Fulltimer. Major metro area of Tenn. Good billing. A bargain at \$560,000. Extremely liberal 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.
- Daytimer. Within 25 miles of Albany, Ga. Billed \$85,000 with no salesmen. \$265,000. Terms.
- Powerful fulltimer in New Mexico. \$725,000.

All stations listed every week until sold. Let us list your station inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

For Sale Stations Continued

NORTHEAST AM'S ON ATTRACTIVE TERMS! *Metro Market growth facility with an attractive PLUS. Asking \$315,000 with 29% down. Contact Dick Kozacko.*

\$75,000 down could buy an attractive Collegetown AM in New England, complete with valuable real estate. Bob Kimel can give you details.

THE KEITH W. HORTON CO., INC.

Post Office Box 948 · Elmira, NY 14902 · (607) 733-7138

BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

Kenneth Chapin
1100 Malden Rd.
Syracuse, N.Y. 13211
(315) 454-4144

William S. Cook
Box 425
Newark, Del. 19711
(302) 737-4772

Robert I. Kimel
Box 270
St. Albans, Vt. 05478
(802) 524-5963

Elmira Office
Keith W. Horton
Richard Kozacko
Keith Horton, Jr.

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

Los Angeles Contact: Washington
William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1553

H.B. La Rue, Media Broker

RADIO · TV · CTV · APPRAISALS

WEST COAST: 1204 RUSS BUILDING · SAN FRANCISCO, CALIFORNIA 94104
415/673-6474

EAST COAST: 210 EAST 53RD ST., NO. 5D, New York 10022
212/358-0737

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.
(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.

profitable, debt free, owner financed

ETHNIC FM

Southwest
Box R-19

W	Small	AM/FM	\$275k	\$79k
MO	Small	Daytime	\$340k	29%
MW	Small	Fulltime	\$655k	\$175k
S	Medium	AM	\$450k	Terms
NE	Major	AM/FM	\$1,700k	29%

Atlanta, Boston, Chicago,
Dallas, Los Angeles

CHAPMAN ASSOCIATES
nationwide service

1835 Savoy Dr., N.E., Atlanta, Ga., 30338

To BUY or SELL

Contact

SHERMAN-BROWN AND ASSOCIATES

Media Brokers Consultants
2701 E. Sunrise Blvd., Suite 312
P.O. Box 4475, Fort Lauderdale, Fla 33338
305-561-9334
We qualify Prospects - Confidentiality Honored

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEEN INC.
435 NORTH MICHIGAN · CHICAGO 60611
312-467-0040



BOOKS

417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING Robert C. Siller. A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. **\$9.95**

405. BROADCAST STATION OPERATING GUIDE by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. **\$12.95**

419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship. This book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. **\$9.95**

BROADCASTING BOOK DIVISION 1735 DeSales St., NW Washington, DC 20036

please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

Name _____

Address _____

City _____

State _____ Zip _____

MEDIA BROKER, APPRAISER...
JOHN MITCHELL
318-865-8668
P.O. Box 1065 Shreveport, LA 71163

Stock Index

Stock symbol	Exch.	Closing Wed. Nov. 30	Closing Tues. Nov. 22	Net change in week	% change in week	1977 High	1977 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N 41 1/2	42 1/4	- 3/4	- 1.77	46 3/4	36 3/4	8	18,152	753,308
CAPITAL CITIES	CCB	N 59 1/4	59	+ 1/4	+ .42	59 1/4	44 3/4	12	7,481	443,249
CBS	CBS	N 51 1/4	52 3/4	- 1 1/2	- 2.84	62	47 1/8	8	28,100	1,440,125
COX	COX	N 31 1/2	33 1/4	- 1 3/4	- 5.26	33 3/4	25 1/2	9	6,360	200,340
GROSS TELECASTING	GGG	A 14 1/2	14 1/2			15 1/2	13 5/8	7	800	11,600
KINGSTIP COMMUN.	KTVV	O 5 3/4	5 3/4			5 3/4	3 7/8	10	462	2,656
LIN	LINB	U 23	23 5/8	- 5/8	- 2.64	23 5/8	16 1/2	9	2,745	63,135
MOONEY	MOON	Q 2 5/8	2 5/8			2 5/8	1 7/8	33	425	1,115
RAHALL	RAHL	O 18 3/4	18 3/4			19	8 5/8	20	1,281	24,018
SCRIPPS-HOWARD	SCRIP	O 33 1/2	33 1/2			37	31 1/2	8	2,589	86,731
STARR** *	SBG	M 6 1/8	6 1/8			7	3 1/2		1,418	8,685
STORER	SBK	N 22	21 5/8	+ 3/8	+ 1.73	26 7/8	19 3/8	5	4,876	107,272
TAFT	TFB	N 31 5/8	32 3/4	- 1 1/8	- 3.43	33 7/8	24 5/8	8	4,071	128,745
TOTAL									78,760	3,270,979

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 5 3/4	6	- 1/4	- 4.16	6	3 3/4	7	1,229	7,066
AVCO	AV	N 16 5/8	17	- 3/8	- 2.20	17 7/8	13 1/8	3	11,656	193,781
JOHN BLAIR	BJ	N 19 1/2	17 7/8	+ 1 5/8	+ 9.09	19 1/2	11 1/8	6	2,432	47,424
CHRIS-CRAFT	CCN	N 8	7 7/8	+ 1/8	+ 1.58	9 3/8	4 1/2	6	5,810	46,480
COMBINED COMM.	CCA	N 29 3/4	28 1/8	+ 1 5/8	+ 5.77	29 3/4	19	10	6,799	202,270
COWLES	CWL	N 16 1/2	16 5/8	- 1/8	- .75	16 3/4	12 1/2	19	3,969	65,488
DUN & BRADSTREET	DNB	N 29 1/2	29 7/8	- 3/8	- 1.25	30 7/8	26 1/4	15	26,356	777,502
FAIRCHILD IND.	FEN	N 15	16 1/2	- 1 1/2	- 9.09	16 1/2	9 1/2	12	5,708	85,620
FUQUA	FQA	N 8 3/4	9 1/8	- 3/8	- 4.10	13	8	6	9,396	82,215
GANNETT CO.	GCI	N 37	37 7/8	- 7/8	- 2.31	40 3/4	32 3/4	16	22,430	829,910
GENERAL TIRE	GY	N 23 3/4	23 1/2	+ 1/4	+ 1.06	29 1/4	22 3/8	5	22,242	528,247
GLOBE BROADCASTING**	GLBTA	O 4 1/8	4 1/8			4 3/8	2 1/8		2,772	11,434
GRAY COMMUN.	U	10 1/2	10 1/2			12 3/4	8	5	475	4,987
HARTE-HANKS	HMN	N 32 1/2	32 5/8	- 1/8	- .38	32 7/8	26	12	4,477	145,502
JEFFERSON-PILOT	JP	N 30	30 3/8	- 3/8	- 1.23	32 3/8	26 5/8	10	23,400	702,000
MARVIN JOSEPHSON	MRVN	O 13 1/2	13 1/4	+ 1/4	+ 1.38	17 1/4	10 1/4	6	1,981	26,743
KANSAS STATE NET.	KSN	O 7 1/2	7 1/4	+ 1/4	+ 3.44	8 1/2	4 3/4	9	1,716	12,870
LEE ENTERPRISES	LNT	A 24 1/4	24 3/4	- 1/2	- 2.02	28 1/8	22 1/4	11	5,010	121,492
LIBERTY	LC	N 23 5/8	24 3/4	- 1 1/8	- 4.54	24 3/4	18	7	6,762	159,752
MCGRAW-HILL	MMP	N 18 3/4	19 1/2	- 3/4	- 3.84	19 5/8	15 5/8	10	24,675	462,656
MEDIA GENERAL	MEG	A 14 1/2	14 5/8	- 1/8	- .85	20	13 5/8	7	7,277	105,516
MEREDITH	MDP	N 26 3/8	26	+ 3/8	+ 1.44	26 3/8	17 3/8	7	3,074	81,076
METROMEDIA	MET	N 32 1/4	32 3/4	- 1/2	- 1.52	32 3/4	25 1/4	7	6,707	216,300
MULTIMEDIA	MMED	Q 26 1/4	25 3/4	+ 1/2	+ 1.94	26 1/4	21 1/2	11	4,394	115,342
NEW YORK TIMES CO.	NYKA	A 19 1/4	19 3/8	- 1/8	- .64	19 1/2	15 3/4	9	11,422	219,873
OUTLET CO.	OTU	N 21 1/2	20 3/4	+ 3/4	+ 3.61	24 1/4	16 5/8	9	2,140	46,010
POST CORP.	POST	O 23 3/4	23 1/2	+ 1/4	+ 1.06	23 3/4	16 1/4	8	867	20,591
REEVES TELECOM	RBT	A 2 1/2	2 7/8	- 3/8	- 13.04	3	1 3/4	25	2,381	5,952
ROLLINS	ROL	N 19 3/4	20	- 1/4	- 1.25	24 1/4	17 1/8	11	33,000	651,750
RUST CRAFT	RUS	A 22	22 1/2	- 1/2	- 2.22	23 1/2	8 1/2	14	2,291	50,402
SAN JUAN RACING	SJR	N 9 3/4	9 5/8	+ 1/8	+ 1.29	11 3/4	7 5/8	12	2,509	24,462
SCHERING-PLOUGH	SGP	N 31	32 1/8	- 1 1/8	- 3.50	44 3/4	28 1/4	10	54,084	1,676,604
SONDERLING	SDB	A 10 3/4	11 1/4	- 1/2	- 4.44	12 7/8	8 3/8	5	1,103	11,857
TECH OPERATIONS**	TO	A 3 3/4	4	- 1/4	- 6.25	4 3/4	2 3/8		1,344	5,040
TIMES MIRROR CO.	TMC	N 24 1/2	24 1/2			25 3/8	20 3/4	10	33,911	830,819
WASHINGTON POST CO.	WPO	A 34	33	+ 1	+ 3.03	34	21 3/4	10	8,545	290,530
WOMETCO	WOM	N 13 1/4	13 3/8	- 1/8	- .93	13 3/8	10 7/8	9	9,404	124,603
TOTAL									373,748	8,990,166

Cablecasting

ACTON CORP.	ATN	A 6 7/8	6 3/4	+ 1/8	+ 1.85	7 3/8	3 1/8	8	2,710	18,631
AMECO**	ACO	O 1 1/8	1 1/8			1 1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O 32	31 1/2	+ 1/2	+ 1.58	32	19 3/4	19	3,856	123,392
ATHENA COMM.** *	O	3/8	3/8			3/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O 4 1/8	4 3/8	- 1/4	- 5.71	4 3/4	3 1/8	21	8,309	34,274
CABLE INFO.**	O	5/8	5/8			7/8	1/2	3	663	414
COMCAST	O	4 3/4	4 7/8	- 1/8	- 2.56	5 1/4	3 3/4	9	1,651	7,842
COMMUN. PROPERTIES	COMU	O 7 1/4	7 1/4			7 3/4	3 5/8	18	4,761	34,517
ENTRON*	ENT	O 4 1/4	2 1/4	+ 2	+ 88.88	4 1/4	7/8	5	979	4,160
GENERAL INSTRUMENT	GRL	N 19 1/4	20 3/8	- 1 1/8	- 5.52	23	17 5/8	8	7,504	144,452
GENEVE CORP.	GENV	O 11 1/2	11 1/2			11 1/2	7 1/2	77	1,121	12,891
TELE-COMMUNICATION	TCOM	O 6 1/2	6 3/4	- 1/4	- 3.70	7 3/8	2 7/8	41	5,281	34,326
TELEPROMPTER	TP	N 8 7/8	8 3/8	+ 1/2	+ 5.97	9 3/8	6 3/4	26	16,793	149,037
TEXSCAN	TEXS	O 1 3/4	1 3/4			2	1 1/4	10	786	1,375
TIME INC.	TL	N 35 3/8	34 1/4	+ 1 1/8	+ 3.28	38 1/4	31 3/4	9	20,349	719,845
TOCOM	TOCM	O 3 3/4	3 5/8	+ 1/8	+ 3.44	4 5/8	2 1/4	8	632	2,370
UA-COLUMBIA CABLE	UACC	O 22	23 1/4	- 1 1/4	- 5.37	23 1/2	15 1/2	15	1,679	36,938
UNITED CABLE TV	UCTV	O 7 1/4	7 1/4			7 1/4	3 7/8	181	1,880	13,630
VIACOM	VIA	N 19	19 5/8	- 5/8	- 3.18	20	9 1/2	16	3,750	71,250
TOTAL									86,029	1,410,290

	Stock symbol	Exch.	Closing Wed. Nov. 30	Closing Tues. Nov. 22		Net change in week	% change in week	1977 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
Programing													
COLUMBIA PICTURES	CPS	N	18 1/2	19 1/8	-	5/8	-	3.26	19 1/8	7 3/8	11	6,748	124,838
DISNEY	DIS	N	42 5/8	40 3/4	+	1 7/8	+	4.60	47 5/8	32 1/2	18	31,894	1,359,481
FILMWAYS	FWY	A	8 1/2	8 3/8	+	1/8	+	1.49	9 7/8	6 7/8	7	2,275	19,337
FOUR STAR			1 1/4	1 1/4				1 1/4	3/4	13	666	832	
GULF + WESTERN	GW	N	11 1/4	11 3/8	-	1/8	-	1.09	18 3/8	10 1/4	3	48,215	542,418
MCA	MCA	N	35 3/4	36 3/4	-	1	-	2.72	42 3/4	32	8	18,554	663,305
MGM	MGM	N	23 3/8	22 3/4	+	5/8	+	2.74	24 1/8	16	9	13,102	306,259
TELETRONICS INTL.	O		4 1/2	4 3/4	-	1/4	-	5.26	6 1/2	3 1/2	7	1,018	4,581
TRANSAMERICA	TA	N	15 1/8	15 3/8	-	1/4	-	1.62	16 1/2	13 5/8	7	66,928	1,012,286
20TH CENTURY-FOX	TF	N	23 7/8	22 3/4	+	1 1/8	+	4.94	25	10	8	7,684	183,455
WARNER	WCI	N	29 5/8	30	-	3/8	-	1.25	32 1/2	25 3/4	7	14,352	425,178
WRATHER	WCO	A	8	7 7/8	+	1/8	+	1.58	8 3/8	4 1/2	11	2,243	17,944
TOTAL											213,679	4,659,914	

Service

BBDO INC.	BBDO	O	27 3/4	27 1/2	+	1/4	+	.90	29 3/4	22 1/2	8	2,513	69,735
COMSAT	CO	N	36 1/8	36 1/8					36 3/4	28 3/4	11	10,000	361,250
DOYLE DANE BERNBACH	DOYL	O	19 7/8	19 3/4	+	1/8	+	.63	22	16 3/4	6	1,866	37,086
FOOTE CONE & BELDING	FCB	N	16 1/2	17	-	1/2	-	2.94	18	14 3/4	7	2,304	38,016
GREY ADVERTISING	GREY	O	27 1/2	30	-	2 1/2	-	8.33	30	16 1/2	6	821	22,577
INTERPUBLIC GROUP	IPG	N	29	28 3/4	+	1/4	+	.86	39 1/4	22 1/2	6	2,387	69,223
MCI COMMUNICATIONS**	MCIC	O	3	2 7/8	+	1/8	+	4.34	3 1/4	7/8	43	20,137	60,411
MOVIELAB	MOV	A	1 1/4	1 1/8	+	1/8	+	11.11	3	1	7	1,410	1,762
MPO VIDEOTRONICS*	MPO	A	6	6					9	4	9	520	3,120
A. C. NIELSEN	NIELB	O	22 3/8	22 1/2	-	1/8	-	.55	22 1/2	18 7/8	13	10,762	240,799
OGILVY & MATHER	OGIL	O	41 1/4	40 1/2	+	3/4	+	1.85	41 1/4	31	9	1,805	74,456
J. WALTER THOMPSON	JWT	N	23 1/4	23	+	1/4	+	1.08	23 1/4	15 1/8	9	2,649	61,589
TOTAL											57,174	1,040,024	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	4 5/8	4 3/8	+	1/4	+	5.71	6	2 3/8	7	1,672	7,733
AMPX	APX	N	9 1/2	9 3/4	-	1/4	-	2.56	11	7 3/8	10	10,924	103,778
ARVIN INDUSTRIES	ARV	N	19 5/8	20 3/4	-	1 1/8	-	5.42	20 3/4	14 1/2	4	5,959	116,945
CCA ELECTRONICS*	CCA	O	5/8	5/8					5/8	1/8	3	897	560
CETEC	CEC	A	2 7/8	2 7/8					3 1/4	1 3/4	10	1,654	4,755
CDHU	CDH	A	3 1/4	3 1/4					3 1/2	2 1/8	12	1,779	5,781
CONRAC	CAX	N	24	22 1/4	+	1 3/4	+	7.86	27 1/4	19 5/8	8	1,803	43,272
EASTMAN KODAK	EASKD	N	51 5/8	53	-	1 3/8	-	2.59	86 3/4	49 7/8	13	161,369	8,330,674
FARINON	FARN	O	8 3/4	9 1/4	-	1/2	-	5.40	12	8	10	4,628	40,495
GENERAL ELECTRIC	GE	N	50 1/8	52 3/8	-	2 1/4	-	4.29	56 5/8	45	11	184,581	9,252,122
HARRIS CORP.	HRS	N	41 1/8	41	+	1/8	+	.30	41 7/8	28	13	12,164	500,244
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4					5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.**	IVCP	O	3/4	7/8	-	1/8	-	14.28	2 3/8	1/4		2,701	2,025
MICROWAVE ASSOC. INC	MAI	N	26 3/8	27 1/8	-	3/4	-	2.76	27 3/4	20 1/4	11	1,320	34,815
3M	MMM	N	48 3/8	49	-	5/8	-	1.27	57	46 1/4	15	115,265	5,575,944
MOTOROLA	MOT	N	36 1/2	36 7/8	-	3/8	-	1.01	56 7/8	36 1/2	11	28,544	1,041,856
N. AMERICAN PHILIPS	NPH	N	28 1/2	28 3/4	-	1/4	-	.86	36	28 1/4	6	12,033	342,940
OAK INDUSTRIES	OAK	N	13 1/8	15	-	1 7/8	-	12.50	17 7/8	9 5/8	12	1,697	22,273
RCA	RCA	N	28 1/4	28 5/8	-	3/8	-	1.31	31 3/4	25 3/8	10	74,812	2,113,439
ROCKWELL INTL.	ROK	N	29 1/4	29 5/8	-	3/8	-	1.26	36 3/4	28 1/4	7	32,700	956,475
RSC INDUSTRIES	RSC	A	1 7/8	2	-	1/8	-	6.25	2 3/8	1 5/8	8	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	23 1/4	23	+	1/4	+	1.08	23 1/2	16 3/4	15	1,646	38,269
SONY CORP.	SNE	N	7 5/8	7 3/8	+	1/4	+	3.38	10 3/8	7 3/8	14	172,500	1,315,312
TEKTRONIX	TEK	N	37 1/4	39 1/8	-	1 7/8	-	4.79	68 1/2	28 1/4	14	16,267	605,945
TELEMATION	TIMT	O	7/8	7/8					1	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	19 1/8	19 1/2	-	3/8	-	1.92	21	14 3/4	12	6,838	130,776
WESTINGHOUSE	WX	N	18 5/8	18 7/8	-	1/4	-	1.32	22	16 1/4	7	87,492	1,629,538
ZENITH	ZE	N	15 1/8	15	+	1/8	+	.83	28	13 5/8	8	18,818	284,622
TOTAL											964,283	32,508,589	
GRAND TOTAL											1,773,673	51,879,962	

Standard & Poor's Industrial Average

104.1 105.0 -9

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.

Cy Bahakel is Bahakel Broadcasting

There's been nothing flashy about Cy Bahakel's career in broadcasting. Its advance has been deliberate, considered, low-key . . . and successful. From a standing start, he has come to be president and sole proprietor of six television stations, six AM's and four FM's.* He did it the hard way, but made it look easy.

Mr. Bahakel has been in broadcasting since 1943. Back from wartime service in the Army, he worked his way through law school (at the University of Alabama) as an announcer at WJRD(AM) Tuscaloosa. And after several years in a Tuscaloosa law practice, he found a friend's suggestion that they "go over and start a station" in Kosciusko, Miss., too tempting to pass up. Although Mr. Bahakel says he intended to "start the station, sell my part and come back to practice law," he ended up buying out his partner. That was station number one, WKOZ(AM).

But, Mr. Bahakel is quick to say, "I'm not one of those broadcasters who likes to buy and sell." Three stations were sold in 1962 to make way for larger-market acquisitions, but there were no sales before or in the 15 years since. "I love broadcasting," he says. "I'm in it for the challenge."

Nothing delights Mr. Bahakel more, it would seem, than taking a down-and-out station in a dark-horse market and, with the thoughtful investment of time and money, making it work.

Bahakel Stations is essentially a one-man operation. And, according to the one man, that's been one of its greatest strengths. "There are often differences between a nonbroadcast-oriented board and a day-to-day manager," he said. "I knew what the needs of the station were and I knew how far I could go financially and that was a big plus to me."

In 1964, for example, Mr. Bahakel bought three UHF stations—two of them dark due to lack of revenue and one operating under Title XI, the federal bankruptcy statute. Almost any board of directors would have found that purchase at best hard to swallow, but Mr. Bahakel had the expertise to know it could work.

"I knew that first we needed a quality picture" he said. "When I went to buy those stations, I immediately noticed that



Cy Nesbe Bahakel—president and 100% shareholder of Bahakel Stations; b. April 12, 1921, Birmingham, Ala.; BA, University of Alabama, 1943; U.S. Army, 1943-45; JD, University of Alabama, 1945; Tuscaloosa law practice, 1945-47; first Bahakel Station, 1947; m. Beverly B. Boyd, 1951; children—Vevann, 25; Suzanne, 23; Cy Jr., 21; Marybeth, 19; Amy, 17; Steve, 16.

the equipment was not good quality, and I had to scrap it. I went very deeply into debt, but we put out a good signal."

The investment ran into the millions but today the worth of those stations is many times that. "I felt with the right financing, the investment would be justified. In Charlotte, N.C., a one million watt transmitter could not compete. Now we have five million and we can," Mr. Bahakel said.

That Charlotte UHF, WCCB, an ABC affiliate, is said to be breathing down the necks of the market's two VHF's for the lead in the metro area in average homes delivered per quarter hour in prime time. WKAB-TV Montgomery, Ala., also an ABC affiliate and also a UHF, is a strong number two in that market as is WOLO-TV Columbia, S.C. Mr. Bahakel's most recent acquisition, WBAK(TV) Terre Haute, Ind. (formerly WIL(TV)) hasn't yet racked up comparable laurels, but has managed to come from near bankruptcy when it was purchased in March to what is described as a viable third.

A strategy emerges: Spare neither time nor money to set the station up with the best equipment and personnel, stay involved in its operation and offer public service above and beyond. Bimonthly

lunches with the entire staff of each station are part of Mr. Bahakel's kind of involvement. And, having personally done most of the jobs involved in any broadcast operation, he understands most of the problems brought up at these meetings.

Radio is no different. His radio stations also win, place or show in their markets and Mr. Bahakel again gives credit to his understanding and control of both operation and management. He says: "The ability to operate a station on a day-to-day basis, to put a program on the air, and the understanding of the financial implications of ownership determine how far your station will go. I'm pleased to say that in putting up a chain of seven radio stations there was never a default on a single banknote—which was one of the keys to our success. We always treated our financial responsibilities with the utmost care."

What's in the future for the man and Bahakel Stations? Two terms in the North Carolina state legislature seem to have satisfied any political aspirations. Although he's been urged to run for several public offices, Mr. Bahakel feels "broadcasting has taken an equal place alongside government in public service. Broadcasting is my first love and I think I can do the public more good by sticking with broadcasting."

But is Cy Bahakel topped out? This avowed nontrader swallows a few words and acknowledges "it is conceivable that we will do some upgrading into larger markets." He adds, "We have not traded much but as our limit will allow only one more TV and one more radio, our plans will call for radio and television expansion into larger markets."

Then there's NUBA (National UHF Broadcasters Association), of which Mr. Bahakel is a founding force and interim president (BROADCASTING, Nov. 21). NUBA's interim officers have identified UHF priorities as tuner parity, UHF penetration, cable nonduplication, UHF treatment by rating services, program syndication and national UHF representation. These aren't new concerns for Mr. Bahakel. With four UHF's he is very aware of these issues and hopes NUBA can be a unified force for their solution.

"NUBA will get things done with someone like Cy Bahakel spearheading it," in the opinion of Richard C. Block, broadcast consultant and chairman of the Council for UHF Broadcasting (CUB). "He has a very gentle demeanor but those who work with him quickly sense his tenacity. He has the attribute of being one of the largest single owners with a financial-business acumen that's matched with an equal amount of political moxie."

"Cy doesn't let things fail."

*WCCB(TV) Charlotte, N.C.; WKAB-TV Montgomery, Ala.; WOLO-TV Columbia, S.C.; WABG-AM-TV Greenwood, Miss.; WKIN(AM) Kingsport, WBBJ-TV Jackson and WDOD-AM-FM Chattanooga, all Tennessee; WWOD-AM-FM Lynchburg, Va.; WLBJ-AM-FM Bowling Green, Ky.; KXEL-AM-FM Waterloo, Iowa, and WBAK(TV) Terre Haute, Ind.

Living legacy

Eric Sevareid went into retirement from CBS News last Wednesday evening with a parting commentary that contained these words:

"Mine has been, here, an unelected, unlicensed, uncoded office and function. The rules are self-imposed. These were a few:

"Not to underestimate the intelligence of the audience and not to overestimate its information.

"To elucidate, when one can, more than to advocate.

"To remember always that the public is only people, and people only persons, no two alike.

"To retain the courage of one's doubts as well as one's convictions, in this world of dangerously passionate certainties.

"To comfort oneself, in times of error, with the knowledge that the saving grace of the press, print or broadcast, is its self-correcting nature. And to remember that ignorant and biased reporting has its counterpart in ignorant and biased reading and listening. We do not speak into an intellectual or emotional void."

He may have written his rules for himself. Surely he will not object if they are hung on every newsroom wall.

The more things change . . .

For the first time in more than 20 years there is to be a change in the chairmanship of the Senate Commerce Committee. A whole generation of broadcasters grew up while Warren G. Magnuson (D-Wash.) was in charge. They and their elders must adjust to a new man, Senator Howard W. Cannon (D-Nev.).

The guess here is that the adjustment may be considerably less painful than that attending the arrival of the new crowd of regulatory-agency types who have been mentioned on this page in recent weeks. There are differences in personalities and styles, but Senators Magnuson and Cannon have traits in common. Both may be labeled as liberals, but ideology would never overpower their respect for practical policies.

In recent years Senator Magnuson turned communications matters over to the chairman of the Communications Subcommittee—John O. Pastore (D-R.I.) before he retired and Ernest F. Hollings (D-S.C.) since the present Congress was organized. But Mr. Magnuson remained as a moderating force to be quietly applied when extreme divisions of opinion developed.

Earlier he took a lively interest in communications affairs. At one time he held a minority interest in KIRO Inc., Seattle, then principally owned by the late Saul Haas, a political mentor.

It remains to be seen whether Senator Cannon will give the chairman of the Communications Subcommittee as free a hand as Senator Magnuson lately gave him. Senator Cannon has been a member of that subcommittee and at times considerably more active than some other members. As recalled in an article appearing elsewhere in this issue, Senator Cannon's realistic approach to saccharin control averted a threatened injustice to advertising.

The late Senator John L. McClellan (D-Ark.), whom Senator Magnuson is replacing as chairman of the Appropriations Committee, will be missed more by cable operators than by broadcasters. As chairman of a Judiciary subcommittee on copyrights, Senator McClellan consistently leaned toward the cable cause in the writing of the legislation that was eventually adopted. Although copyright law in the main is now a settled issue, a revival of legislation to create a royalty for performers and manufacturers of recorded entertainment is inevitable. A more even hand on the controls of the Senate subcommittee will be welcomed.

A shifted scene

Broadcasters and other business people who live by FCC regulation are keeping wet fingers to the wind, ears to the ground, eyes to the keyhole and telephones to their Washington lawyers ringing into the night in hope of detecting directions the new FCC may be taking. They'll have to wait.

The new FCC is certain to be different from old FCC's, especially from the FCC it is succeeding. Its own character will not emerge, however, until it takes some votes on issues that matter. Observers then may begin to measure the differences between an FCC containing Chairman Charles D. Ferris and Commissioner Tyrone Brown and one containing Chairman Richard E. Wiley and Benjamin Hooks.

The differences would be more striking if the occupants of the other five seats on the FCC had not remained unchanged. By now all are known quantities. Enough of them may be counted on to pursue their independent ways to keep Mr. Ferris from rolling over the commission if he wanted to.

Still, Mr. Ferris is not without resources to apply if he decides to be a strong chairman. Not the least are his connections on the Hill. It will be recalled that he was escorted to his Senate confirmation hearing by Senator Edward Kennedy (D-Mass.) and House Speaker Thomas P. O'Neill Jr. In protocol-conscious Washington, that appearance proved that Mr. Ferris is a savvy operator with clout.

He also has attracted advisers and staff with a pool of knowledge of communications law, especially in broadcasting matters, and a demonstrated ability to reshape regulation through litigation. If Mr. Ferris's philosophies, which he now denies entertaining, turn out to correspond to those of Henry Geller, Frank Lloyd and others of similar persuasion, the chairman can marshal formidable legal support.

At this point, Mr. Ferris must be taken at his word that he has no preconceptions and intends to treat each case on its own merits. Perhaps, however, he is unrealistic when he expects his aides—who have devoted lives to attacks on the broadcasting establishment—to present him with objective advice, and he may be overconfident when he thinks he can distinguish objectivity from advocacy while he is familiarizing himself with this kind of law. The record will soon test his judgment.

As a special report appearing elsewhere in this issue indicates, it promises to be—well, interesting.



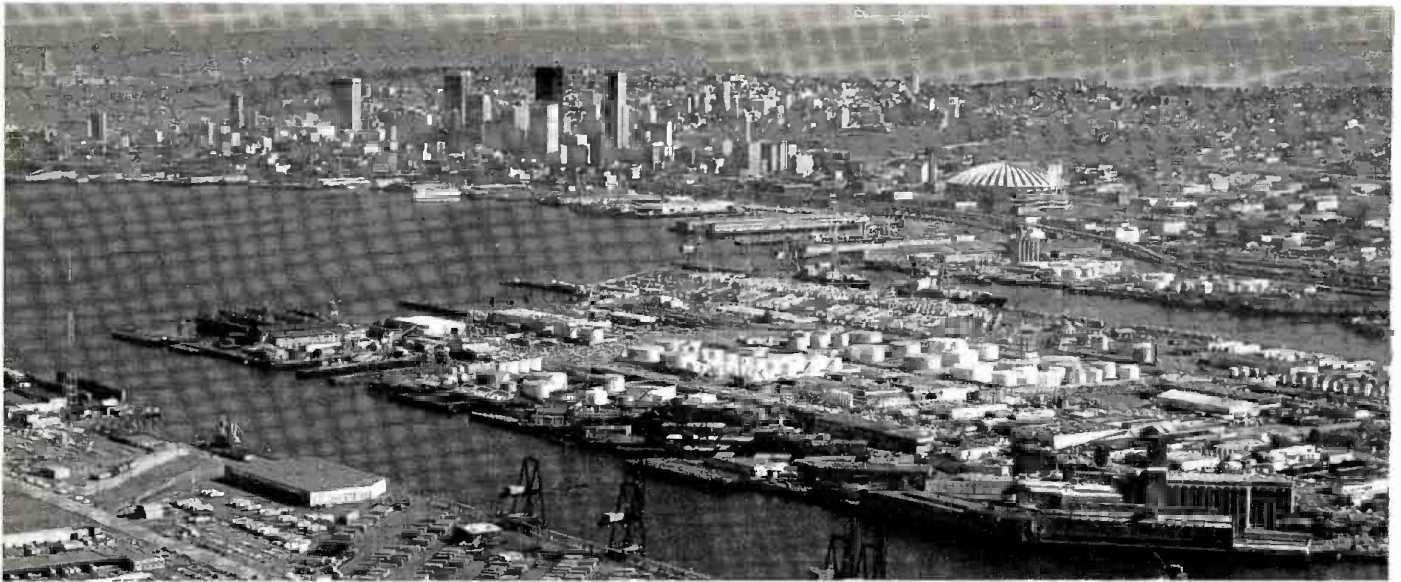
Drawn for BROADCASTING by Jack Schmidt

"I must admit I had something else in mind when you said we were getting a TV tennis game."



Eighteen Secrets to Success

- **Keep your temper to yourself.**
- **Give your enthusiasm to everybody.**
- **Be yourself, forget yourself, become genuinely interested in the other guy.**
- **Be fair, honest, friendly – and you'll be admired and liked.**
- **Make other people feel important.**
- **Count your assets and stamp out self-pity.**
- **Meet the other person at his/her own level.**
- **Put your smile power to work.**
- **Keep moving.**
- **Keep trying.**
- **Give the gift of heart.**
- **Get off to a good start in *anything* you do.**
- **Forgive yourself if you fail.**
- **Be lavish with kindness.**
- **Overwhelm people with your charm, not your power.**
- **Keep your promises.**
- **Be an optimist.**
- **Buckley Radio Sales, Inc.**



The unsinkable Port of Seattle and the gamble that paid off big.

After World War II, shipping in Seattle's magnificent deepwater harbor went into a steep decline. By the late 1950's, it had fallen off to a trickle. The business was going to California's major population centers, where many imported goods were consumed on the spot.

So, in 1961, the people of Seattle and King County took a bold and farsighted gamble. They went to the polls and elected a new five-member Port Commission and agreed to support the Commission and the Port of Seattle management in trying a revolutionary new concept—containerized cargo handling. A bond issue was passed to build a sophisticated container terminal; a transshipping facility to serve the huge marketplace of the Midwest U.S. by ship, truck and train.

The idea was a rousing success. Containerization did prove to be the wave of the future and Seattle was in on the ground floor. Seattle's location aided the Port's continued growth, as well. Of all West Coast ports, Seattle is closest to the Orient and closest to the huge markets of the American Midwest. Today, the Port of Seattle is the largest container port on the West Coast and second largest in the U.S.

Seattle's voters also mandated the Port Commission to develop a forward-looking plan for the Seattle-Tacoma International Airport. Unlike many of the world's airports, which must constantly be enlarged to accommodate increasing traffic, SeaTac was designed in 1970 as a complete, finished airport that would anticipate the needs of the foreseeable



future. Today it is handling seven million passengers a year. It is built to handle 20 million.

The commercial sea/air traffic of the Port of Seattle represents the source of livelihood for 131,000 jobholders and their dependents in King County. The Port generates a \$1 billion annual payroll and \$4 billion in annual sales.

During a recent visit, international financier Baron Edmund de Rothschild observed that, in the next 25 years, Seattle and Puget Sound "could be one



of the biggest ports in the world... if not the biggest."

A nice tribute to a city's faith in its own future.

KOMO's listeners and viewers are those same imaginative and farsighted people. And, for 50 years we have been proud to serve them with the highest attainable standard of broadcasting quality. This year once again, they have responded by making KOMO Radio the market's number one adult station and KOMO-TV both the market leader and one of ABC's most successful major market affiliates.



KOMO

Fisher's Blend Station, Inc.

KOMO-TV, Channel 4, ABC

KOMO Radio, 1000 on the dial. ABC Information Network

Representatives: Katz Agency, Inc., Simpson/Reilly and Assoc.

