

Newspaper-TV crossownership: Thinning the ranks
Radio '76: The bottom line was bountiful

Broadcasting Dec 12

The newsweekly of broadcasting and allied arts

Our 47th Year 1977

NEWSPAPER

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DEC 12 1977



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SIN— the U.S. Spanish
Television Network.



THE U.S. SPANISH TELEVISION NETWORK

Viacom

Twenty new reasons television's new great

40% network share.



"Sybil I"

Sally Field and Joanne Woodward star in this award-winning, two-part film about a real woman who developed 16 personalities.

Source: NTI, original primetime telecasts.
Audience estimates subject to qualifications on request.

43% network share.



"Sybil II"

42% network share.



"Nowhere to Hide"

A U.S. Marshall protects a syndicate defector in this action-adventure with Lee Van Cleef and Tony Musante.

Features V why Viacom is major source for movies!

1% network share.



"Savage Bees"

African bees
invade New Orleans
during Mardi Gras.
Ben Johnson stars.

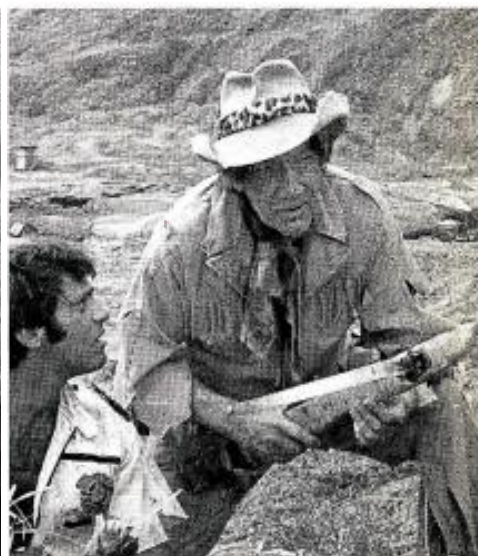
39% network share.



"Judge Horton and the Scottsboro Boys"

Famous trial
of falsely accused blacks in
tense Southern town.

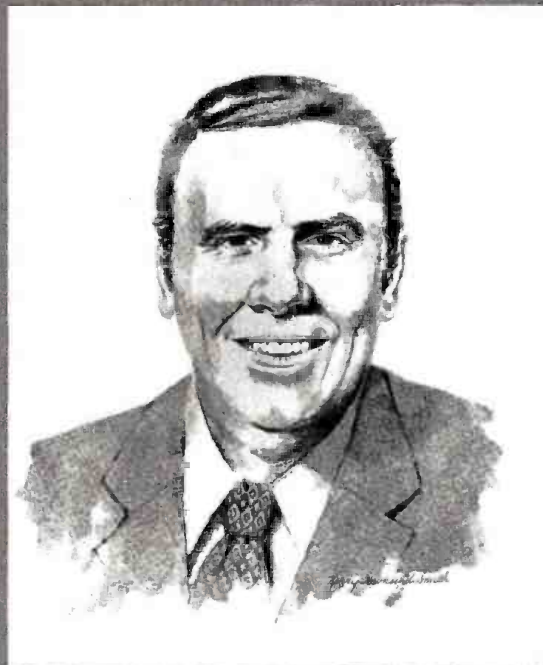
41% network share.



"Last Dinosaur"

Richard Boone
in a science-fiction
thriller about pre-
historic monsters.





Professional Profiles: Dwight Case

Dwight Case has done just about everything one can do in a broadcast career: Announcer, copywriter, programmer, salesman and general manager. What is particularly impressive about the man, however, is that his drive for the future – his desire to expand the understanding and abilities of his entire management team – is not limited by predispositions of the past. He believes that increased success tomorrow comes from increased knowledge today. As a result, he insists that each member of the management staff attend school for a minimum of two weeks per year to broaden their knowledge of themselves and their ability to deal with others and to manage effectively.

He encourages them to seek and use the best management information available on a regular basis. He also insists that they spend time each year in international travel to areas of the world which may not be accessible to U.S. citizens in the future.

Dwight is known for his dedication to the principles of equality and for his belief in the strength of the family unit. A cum laude graduate of the University of the Pacific and the special Advanced Management Program of Harvard Business School – open only to chief executive officers of major corporations – Dwight Case is President of RKO Radio . . . and a valued client.

The Research Group

Perceptual Research for Broadcast Management / San Luis Obispo, California

The Week in Brief

DETROIT-WASHINGTON SWAP □ The Washington Post Co. and Evening News Association swap their respective WTOP-TV Washington and WWJ-TV Detroit, thus relieving both of any crossownership problems should the Supreme Court uphold rulings against such holdings. It's the biggest deal so far in a just-in-case trend among same-market multimedia companies. **PAGE 19.**

SWEET TO SOUR □ That broadcast advisory committee set up to help the Communications Subcommittee rewrite the Communications Act doesn't go along with Shooshan's quid-pro-quo statements. No deals, it says. **PAGE 21.**

SHAKY SHELTERS □ The FCC indicates it's going to take a hard look at trusts used to avoid multimedia problems and at tax certificates. **PAGE 23.**

PREVIEWS OF BUSINESS □ Blair's Jack Fritz and McCann-Erickson's Robert Coen differ only on the magnitude of a broadcasting boom in 1978. Spot softness is TV's only cloud. **PAGE 26.**

AN INCREDIBLE YEAR □ The FCC officially reports that radio in 1976 had a \$178.6-million pretax profit, a 96.9% increase over 1975. The commission's annual financial tabulations also show that radio revenues soared over the \$2-billion mark and that FM logged its first profit-making year. **PAGE 28.**

GOLDMARK DIES □ A highway accident takes the life of the communications innovator whose many accomplishments included the long-playing record, EVR and a color TV system that almost became the nation's standard. **PAGE 55.**

DOUBLE CAPACITY □ CBS successfully uses its new STRAP system of simultaneous transmission for two Dec. 4 football games on a single channel. **PAGE 58.**

TOGETHERNESS □ Tests involving radio stations in Los Angeles and in the South Pacific will be held to determine the extent of interference if separation between outlets is reduced to 9 khz. **PAGE 60.**

TI TUNER HAILED □ Texas Instruments delivers a prototype receiver to the FCC that eliminates many UHF taboos. Commissioner Robert Lee applauds it as a spectrum saver. **PAGE 60.**

OFF THE GROUND □ Warner's Columbus, Ohio, Qube two-way cable system is still go after its first week of operation. **PAGE 62.**

ART AND LIFE □ NBC-TV broadcasts *The Storyteller*, a made-for-TV movie that treats the issue of television violence. **PAGE 64.**

CRITICAL QUESTION □ CBS-TV asks newspaper TV critics who praised *Lou Grant* in print to do the same on the air. Some do, but others question the ethics involved. **PAGE 67.**

WVEC-TV'S PROBLEM □ The Norfolk, Va., station faces a ticklish reporting situation when its news director/evening anchor is arrested on drug charges. **PAGE 68.**

SANDSTROM CASE □ The Kansas supreme court agrees to review a contempt conviction of a TV reporter who refused to divulge the source of information he received during the murder trial of the widow of a former broadcasting executive. **PAGE 69.**

PANAX TANGLES WITH SALANT □ Publisher John McGoff takes out trade-press advertising to denounce the CBS News president and the network's planned documentary on newspaper chains. **PAGE 70.**

HERE TO STAY □ Nielsen's Ralph Clausen thinks TV viewing has peaked in the last few years and from now on will show only slight year-to-year changes. **PAGE 70.**

EX PARTE □ The Supreme Court is no help as it again refuses to review conflicts in that area by two panels of the U.S. Court of Appeals. **PAGE 71.**

SNAGGED □ Phil Jacklin's proposal for the sale of a Pasadena FM to a nonprofit group that would resolve a renewal challenge is slowed down by the FCC. **PAGE 75.**

WARNING ABOUT ABC □ A Wall Street broadcast analyst thinks some of the disadvantages of being the number-one network may catch up with ABC-TV. **PAGE 76.**

PERPETUAL MOTION □ Stan Moger of SFM Media Corp. sets a pace for himself that someone else less dedicated would find intolerable. But he loves it and maintains that "the day a job becomes a job, I'll go do something else." **PAGE 97.**

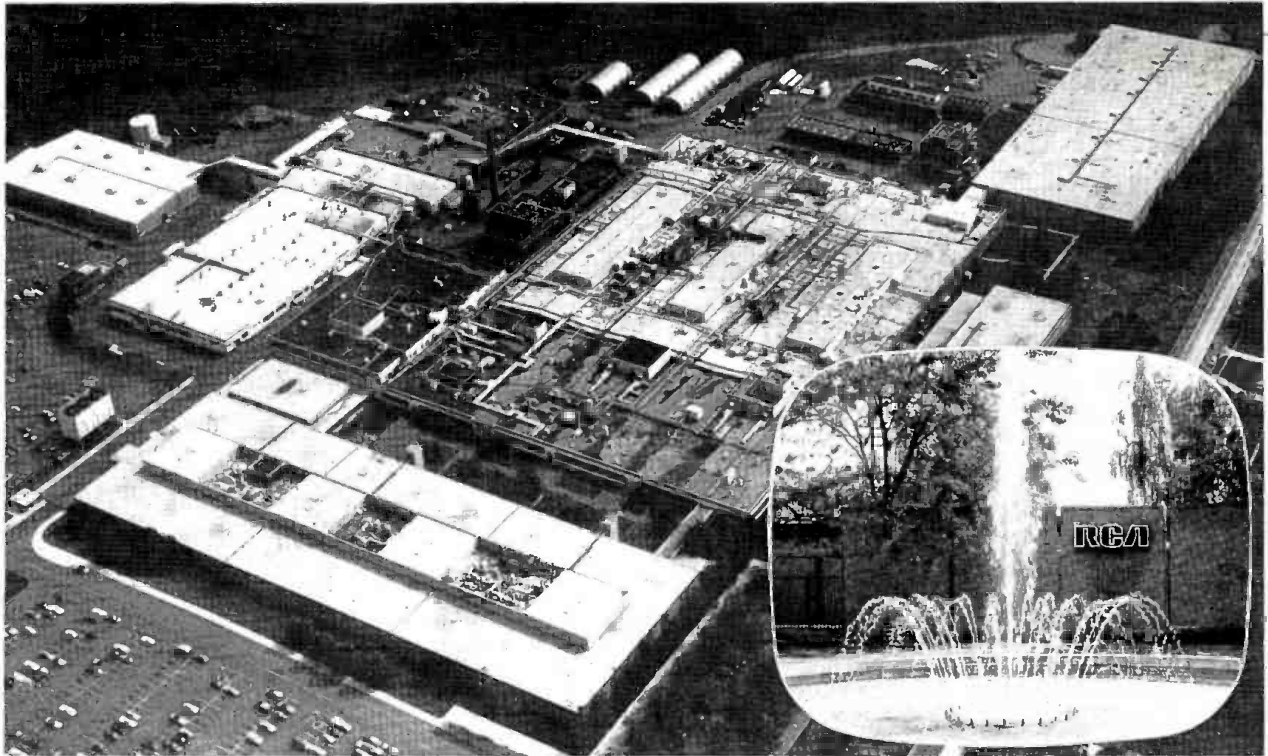
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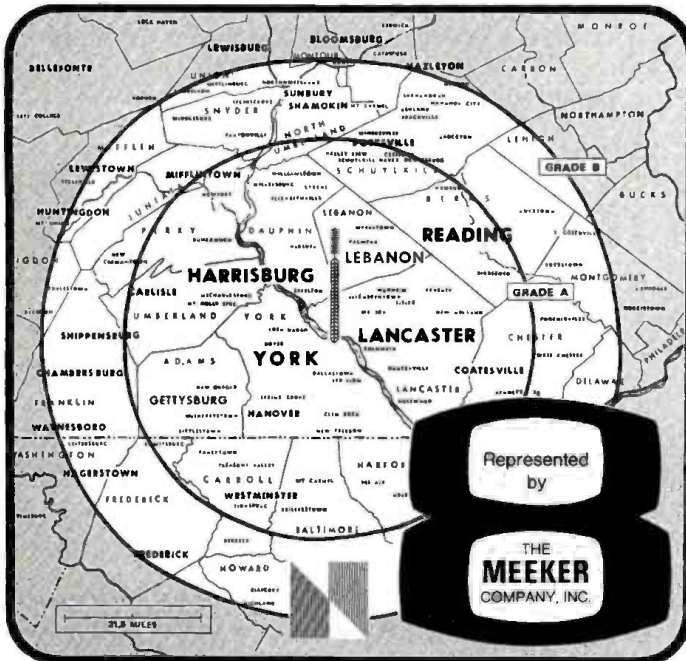
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Internationally known RCA is one of the great diversified business enterprises whose plants, products and personnel make such significant contributions to the economic stability and cultural diversity of the prosperous and growing WGAL-TV market area. The RCA installation in Lancaster, Pa., is used for the manufacture of electronic tubes as well as the unique miniaturized cameras which are part of their recently introduced home video tape units. Research and development facilities are also part of the Lancaster complex.



WGAL-TV delivers strong buying power in a diversified area



This pioneer station effectively covers the entire Lancaster - Harrisburg - York - Lebanon DMA. One of the country's fastest-growing areas, this prosperous market is outstanding for its economic and business diversity and resultant stability. Consider the facts: Manufacturing production \$7,407,426,000; agricultural production \$232,935,000; effective buying income \$7,536,683,000. Cash in on this outstanding buying power - include WGAL-TV in your planning.

WGAL-TV 8

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

STEINMAN TELEVISION STATIONS

WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.
WTEV Providence, R. I./New Bedford-Fall River, Mass.

Closed Circuit®

Insider report: behind the scene, before the fact

Bigger budget

First draft of fiscal 1978 budget for National Association of Broadcasters will go before executive committee in Washington this week. Bottom line is \$5,528,000, up \$390,500 (7.6%) over fiscal 1977. Included is 7% across-board cost of living increase for staff, with 5% increase for executives who earn more than \$40,000. Executive committee will have month to accept, reject or modify staff recommendations before putting final budget before joint board for approval at annual winter meeting, to be held in Puerto Rico Jan. 16-20.

Also expected to come out of executive committee meeting this week is announcement of new head of NAB public affairs department. NAB executive vice president and general counsel, John Summers, was interviewing candidates from outside association last week, was known to favor one.

Some party

Some 115-120 past and present CBS stars were being assembled in Hollywood late last week for shooting yesterday (Dec. 11), of opening and closing of CBS-TV's one-week TV celebration of CBS's 50th anniversary. Group included news and sports luminaries as well as entertainment stars. For opener, all were to be shown according to nights on which their programs were most regularly heard or seen; for finale all were to be lined up outdoors, alphabetically. Those from out of town were being flown in and housed by CBS, all 115-120 were to be dined—and each reportedly was to be paid \$2,500 for day's work.

Air dates haven't been set, but programs are expected to be hour or more in length and scheduled across seven straight nights, probably in late February or early March. Sequence with CBS Chairman William S. Paley has already been shot, is expected to be used in closing episode. Mary Tyler Moore and Walter Cronkite will be hosts for entire celebration. Actual anniversary was last Sept. 18.

Ill wind

Following death of Senator John McClellan (D-Ark.) (BROADCASTING, Dec. 5), jurisdiction over copyright legislation is likely to move to another Senate subcommittee. Senate's reorganization at start of this year knocked out Senator McClellan's Copyright Subcommittee, but left copyright issue under him at Senate Judiciary Subcommittee on Criminal Laws and

Procedures. Now, sources say, it's likely to go to Antitrust Subcommittee under Edward Kennedy (D-Mass.).

That's bad news to broadcasters fighting proposal to create new royalties to be paid to record performers and manufacturers. Senator Kennedy supports concept.

Fast bucks

In offing is floor-to-ceiling revision of severance pay standards at National Association of Broadcasters. When Thomas J. Swafford resigned Dec. 2, after less than year as senior vice president for public affairs (BROADCASTING, Dec. 5), he received half-year's stipend of \$27,500 because work manual specified it. That raised eyebrows. Previously, John F. Kinzer was separated with half-year's pay after 19 months as secretary-treasurer. Pay-outs were considered too generous.

When NAB executive committee meets in Washington this week, prospect is that new provision will be adopted with at least three years' service required of senior officers before six-month severance would apply.

Needy cases

FCC Chairman Charles D. Ferris's advocacy of government subsidies for citizen intervention in FCC affairs is said to be encouraged by his principal assistant, Frank Lloyd, one-time head of Citizens Communications Center, foremost "public interest" law firm in broadcasting field. Center, which has lived on foundation grants, is said to be running out of money.

Sure sales

Just-published "New York Times Encyclopedia of Television," by *Times* TV-radio reporter Les Brown, may have achieved success second only to being picked by a book club. PR departments of ABC, CBS and NBC are all distributing it widely to editors, columnists, reporters—as is at least one major group, Metromedia. Given *Times* clout and book's detail, one PR man said, "it's a natural."

Seat open

Resignation of David Scribner from Doubleday Broadcasting and National Association of Broadcasters radio board last week (see "In Brief") triggers search for new radio board vice chairman, who will be appointed to serve until next June, when Mr. Scribner's term would have expired. NAB radio board chairman, Len Hensel, WSM-AM-FM Nashville, who will make appointment, has said he won't

appoint anyone eligible to serve beyond June because it would amount to appointing person to succeed Mr. Hensel himself when he leaves in June.

That eliminates Bill Sims of Wycom Corp., Laramie, Wyo., who was beaten by Mr. Scribner by one vote on third ballot last June. It leaves three: Jack Younts of WEEB(AM) Southern Pines, N.C.; John Anderson of WCCW-AM-FM Traverse City, Mich., and Dick Painter of KYSM-AM-FM Mankato, Minn.

Ins and outs

FCC Chairman Charles D. Ferris is pondering personnel changes in top staff jobs, though final decisions remain to be made. For instance, he is said to be interested in moving Charles D. Higginbotham, chief of Safety and Special Radio Services, to another post and replacing him with Carlos Roberts, head of Office of Plans and Policy. However, Mr. Higginbotham has supporters among commissioners who would have to be persuaded his replacement was necessary. One person who is believed on possible hit list is Chief Engineer Raymond E. Spence.

Meanwhile, chairman is continuing to look for network inquiry staff. Among those with whom he has discussed director's job are Dr. Bruce Owen, former chief economist with Office of Telecommunications Policy who is now on faculty of Stanford University, and Dr. Stanley Besen, economist on Rice faculty. But search continues.

Cranking up

Committee considering creation of new audience measurement service for Television Bureau of Advertising has just about finished drafting specifications for feasibility study. When completed, specs will be up for bids by independent research companies, and hope now is that winning company can be selected by mid-January. Leaders caution, however, that even if everything is "go," and stays that way throughout, two years would be needed to get new system into operation.

Odd couple

In unusual if not unprecedented move, National Association of Broadcasters and National Cable Television Association, usually locked in mortal combat, are joining in single filing with FCC against application of ex parte rules to most informal rulemakings. Commission is currently wrestling with two conflicting court decisions on matter (see story, page 71).

Monday Memo[®]

Frank P. McDonald, senior vice president and director of media and marketing services, Cunningham & Walsh, New York

Sex and violence aren't the only concerns

Tons of articles on violence in television and its assumed effect on society have appeared during the past year in BROADCASTING and other trade publications. In the coming year we can anticipate fewer articles on violence, making way for the issue of sex on television and its assumed effect on society.

The disturbing part of much of this criticism is that we see little or no press on what is right with television or, even more important, on how television can be improved.

We all know there is room for improvement in program content, type and variety, and to assume that people are not trying to better the medium is idiotic. To take the position that television is a major contributor to the rise in violence in society, to real or imagined demoralization, to spreading illiteracy and lower SAT scores of graduating high school students does nothing more than to polarize the industry and its critics. The medium will continue to program for mass audiences, and the pressures that accompany this goal at times may generate programing of questionable taste and value.

But the public is the one to decide this, and it does. If you don't think so, how do you account for the fact that thus far, of the 66 prime hours, 15 are experiencing a change with the season only a few months old. While the changes are no guarantee that programing will be better, again the viewer is the one deciding. Perhaps the critics should educate the public about the power it has in deciding programing and in that way achieve their goals.

In the meantime, to continue on our current polarized course only detracts attention from other areas of television that should be addressed. Our client buys time on TV shows to sell its product, we prepare commercials extolling the virtues of that product, the network broadcasts the commercial, perhaps 25 million viewers see it and, if things go according to plan, some of those 25 million viewers are persuaded to buy the product. We buy these 25 million viewers hopefully at the lowest C-P-M in the best environment.

But is it enough to have achieved the bottom line against target audience? Television is not just a commodity buy but a channel of communication, and as such, it is surprising how little we know about it. We should be able to schedule our client's commercial to maximize (a) its audience as distinguished from the audience of the program in which it is run and (b) the attentiveness with which it will be viewed.

We are willing to pay for and go to much



Frank P. McDonald joined Cunningham & Walsh in 1963 as media buyer on Folger's coffee. He worked his way up through the media department and was made a VP in 1967, with responsibilities as associate media director on all accounts. He was promoted to director of media services in 1971, elected a senior VP in 1972, and in February of 1974 elected to the board of directors.

pain to match the editorial of magazines to the lifestyle of a product's best prospects. We study, question and evaluate circulation to determine the value of a magazine's "reported" primary and pass-along readership to insure the greatest opportunity of exposure to an ad's best prospects. Many of us discount out-of-home and pass-along readership to some degree. Do we not have somewhat similar circumstances in television viewing?

For example, from my "motherhood survey": Recently my youngsters (ages 9-13) wanted to watch a show on Sunday night from 7 to 9. I was in the room but my attention was half-hearted. Why? Because I was not particularly interested in watching TV and therefore had little say in which show was selected other than to make sure it met my standards for the children. The youngsters were primary participants. Although I as an adult was included in the show's demographic profile (male, 18-49), you would have to consider me a secondary participant. How effectively was I being reached? Does it make a difference who in the household controls the dial? What effect does our commercial exposure have on a secondary viewer?

Take sports. Most sports programs have high male composition. There are, however, many avid female sports fans. But in television viewing, how many females in the audience of a football game are "primary" or "secondary" viewers? Now you

don't buy football if your target audience is female head of house, but in spot television buying where much of your weight may be in local newscasts, should you only schedule your commercials in the news and weather segments?

GNR, Burke and ASI gauge retention of sales messages, but what do we know about program audiences versus commercial audiences? There is evidence that viewers are adept at timing their activities around the 60- or 90-second interludes in their favorite program. But to what degree have viewers been conditioned to avoid commercial breaks?

It is reasonable to believe that female household heads are less attentive to commercials in early as opposed to late night shows. During early evening programs, demands of the household are more apt to distract their viewing than later in the evening. NSI and ARB show us they are viewers, but to what degree and how effectively are we communicating with them?

We also do not have sufficient information on whether it is better, and by how much, to have a commercial aired in:

- A special or a regularly scheduled program.
- A show whose viewers skew young or one whose viewers skew old.
- An original episode or repeat.

Also, does the mood of a "drama" program affect the communication of commercials differently from a situation comedy?

Is it necessarily better to buy a 20-rated show versus two 10-rated shows if both deliver the same net on target audience? Let's assume that in the 10-rated show your target audience is 50% of the total audience and only 25% of the 20-rated show's audience. In this case, is your target audience "secondary" viewers in the 20-rated show while being the "primary" audience in the 10-rated show and, therefore, in terms of effective delivery of your sales message, is the lower rated vehicle a better buy?

There is, in short, a good deal of research to be done in furthering our understanding of television as an advertising medium. Resources and determination are needed to start the ball rolling. Perhaps the first efforts should be devoted to measuring audience flow from program to commercial. We need to know how much reported audience should be discounted to arrive at commercial audience, and the degree to which commercial audience versus program audience varies by program type, time of day, time or week and audience type.

Possibly we might consider just adding a question on this to the existing NSI and/or ARB diaries.



and

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KQVR Sacramento • KGW-TV Portland, Ore. • KMBC-TV Kan-
sas City • WXIX-TV Cincinnati • WGR-TV Buffalo • KFMB-TV
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Harrisburg/Lebanon/York/Lancaster • WDTN Dayton • WRDU-TV Raleigh/Durham •
WTAR-TV Norfolk • WDAU-TV Wilkes Barre/Scranton • WAPI-TV Birmingham •
WTVH Syracuse • WNEM-TV Flint/Saginaw • KSL-TV Salt Lake City • WFMY-TV Greens-
boro/Winston Salem • KAKE-TV Wichita • KOTV Tulsa • WTOL-TV Toledo • WWBT Rich-
mond • WEAR-TV Mobile • WJXT Jacksonville • WHEC-TV Rochester, N.Y. • WLUK-TV Green
Bay • WDBJ Roanoke • KFSN-TV Fresno • WICS-TV Springfield/Decatur • WQAD-TV Davenport/
Rock Island/Moline • KWWL Cedar Rapids • WDEF-TV Chattanooga • WTAJ-TV Johnstown/Altoona •
KREM-TV Spokane • WPEC West Palm Beach • WGAN-TV Portland/Poland Springs • KOLR-TV Spring-
field, Mo. • KHGI-TV Lincoln/Kearney • WLBT Jackson, Ms. • KSBW-TV Salinas/Monterey • WHYN-TV
Springfield, Ma. • WANE-TV Ft. Wayne • WKYT-TV Lexington • WEEK-TV Peoria • KOLD-TV Tucson • KELO-
TV Sioux Falls • WITN-TV Greenville/Washington/New Bern • WCAX-TV Burlington/Plattsburgh • WYUR-TV
Huntsville/Decatur • KOAA-TV Colorado Springs • KVIA-TV El Paso • WISC-TV Madison • WTWO Terre Haute •
KTIV Sioux City • WCIV Charleston, S.C. • WBNG-TV Binghamton • WGTU-TV Traverse City • KORK-TV Las Vegas •
KGBT-TV McAllen/Brownsville • KXMC-TV Minot/Bismark • WBBH-TV Ft. Myers • WSEE-TV Erie • KRBC-TV Abilene •
WVII Bangor • KOLO-TV Reno • WCTV Tallahassee • WKTV Utica • KSBY-TV Santa Barbara •
WTVY Dothan • KLTU-TV Tyler • WLUC-TV Marquette • WCJB
Gainesville • KBLU-TV El Centro/Yuma • KVIQ-
TV Eureka • KPLM-TV Palm Springs • KTVC
Dodge City • WLFI-TV Lafayette, Ind. • WLIO
Lima • WHMA-TV Anniston • KVOS-TV Bell-
ingham • WSLA-TV Selma • KHON-TV Honolulu

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Business Briefly

TV only

Jimmy Dean □ Sausage manufacturer plans two four-week TV flights, one starting in early January and other in March. Sumner & Berry, Dallas, is placing spots in 45-50 markets during fringe, day and prime time. Target: women, 25-49.

Protel □ Company will buy first-quarter 1978 TV flight costing approximately \$750,000 for its Bondini glue beginning in January. Admarketing, Los Angeles, is scheduling TV spots in about 18 markets during day, fringe and prime time. Target: adults, 18 and over.

Delta □ Airline is arranging eight-week TV buy starting in mid-January. Burke Dowling Adams, Atlanta, is buying TV spots in half-dozen markets during fringe time. Target: adults, 25-54.

Larsen □ Fresh-Like vegetables will get four-week TV campaign beginning in early January. Campbell-Mithun, Chicago, is buying spots in 20 markets during day and fringe time. Target: total women.

Rep appointments

- KOLD-TV Tucson, Ariz: MMT Sales, New York
- WNUS(AM) Springfield, Mass.: Kettell-Carter, Boston.

Totinos □ Division of Pillsbury will launch three-week TV flight for its Totinos frozen pizza in mid-January. Paragon Companies, Minneapolis, is placing TV spots in 22 markets during fringe time. Target: women, 25-49.

Pabst □ Extra light beer gets 10-week TV push starting in early January. Kenyon & Eckhardt, Chicago, is seeking TV spots in 30-40 markets during fringe and prime time. Target: men, 18-49.

Sambo's □ Restaurant chain plans eight-week TV campaign beginning in mid-January. Larson Bateman, Santa Barbara, Calif., is placing TV spots in more than 100 markets during fringe and prime time. Target: adults, 25-49.

United Artists □ Film production

company will schedule one-week TV drive for its latest film, "Telefon," starting in mid-December. RDR, New York, will buy TV spots in 60-70 markets during fringe and prime time. Target: adults, 18-49.

Olympia Beer □ Brewery is arranging two five-week TV flights beginning in early January and late February. N.W. Ayer, Chicago, will seek TV spots during fringe and prime time. Target: men, 18-49.

Long John Silver Seafood Shoppes □ Division of Jerrico Inc. focuses on its restaurants in 12-week TV promotion beginning in early January. Abbott Advertising, Lexington, Ky., is seeking spots in 20-25 markets during day, fringe and prime time. Target: adults, 18-49.

Kal Kan Foods □ Mealtime dry dog food takes two six-week TV flights starting in mid- and late December. Honig-Cooper & Harrington, Los Angeles, is arranging spots during day and news time in unspecified number of markets. Target: total women.

K-Tel International □ Company places two-to-three-week TV push for its mail order department beginning in late December. Commonwealth Advertising, Minnetonka, Minn., is scheduling spots in 20 major markets during fringe and day time. Target: adults, 18-34, teen-agers and children, 6-11.

Diamonair □ Division of Litton Industries plans one-week TV push for its gold jewelry beginning in late December. Marschalk, New York, will handle spots in 20 markets during day and fringe time. Target: women, 18-49.

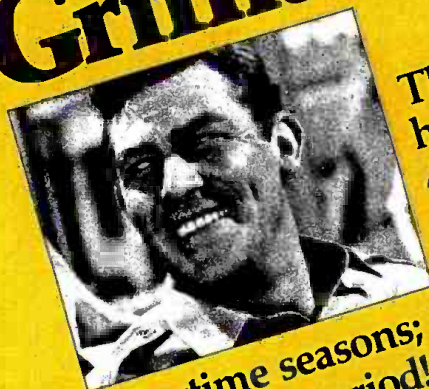
Columbia House □ Division of CBS will feature its Columbia records in 10-week TV flight starting in late December. Wunderman, Ricotta & Kline, New York, will schedule spots in about 50 markets during all day parts. Target: adults, 18-34.

Campbell □ Soup company will take two-week TV promotion for its Red & White soup beginning in mid-December. BBDO, New York, will select spots in about 40 markets during fringe time. Target: women, 25-49.

Home Savings & Loan Association □ It places three-month TV campaign starting in late December. Honig-Cooper & Harrington, Los Angeles, is seeking spots in seven markets during fringe, day and prime time. Target: total adults.

Bank of America □ It will feature its savings accounts in three-week TV promotion starting in late December. Grey Advertising, Los Angeles, is picking spots

The Andy Griffith Show



This sheriff runs on his record: an average 43% share over 8 prime-time seasons; a 46% share over 6 daytime seasons; and never defeated in his time period!

Couldn't you use a little help from the law?



Source: NTI, 1960-1970 (Oct.-Apr. avgs.). Audience estimates subject to qualifications available on request.

in 11 markets during fringe and prime time. Target: total adults.

Dr Pepper □ Beverage company will co-sponsor with Bristol-Myers ABC-TV's special *New Year's Rockin' Eve 1978*, Dec. 31, (11:30-1 a.m. EST), both through Young & Rubicam. Dick Clark will be host of festivities from New York's Time Square and Suzanne Somers (*Three's Company*) and Robert Hegyes (*Welcome Back, Kotter*) will oversee musical entertainment from Hollywood.

Lee Pharmaceuticals □ Company will feature its Lee Nails product line in two-week TV push beginning in late February. Western International Media, Los Angeles, is selecting spots in 10 markets during daytime. Target: total women.

Dell □ Publishing company will highlight its book, "Thin Air," by George E. Simpson and Neal R. Burger, in one-week TV promotion beginning in mid-January. Chapman Communications, New York, will place spots in eight markets during fringe and day time. Target: total men and women.

Dillard's □ Department store chain schedules two one-week TV flights starting in early and late January. Faulkner & Associates, Little Rock, Ark., is handling spots in 15 markets during all day parts. Target: women, 18 and over.

NBO □ Men's furnishings will be spotlighted in spring 1978 TV campaign starting in February. Corinthian Communications, New York, will schedule spots in New York and Boston during fringe, day and prime time. Target: total men.

Owens Country Sausage □ Meat products company has arranged four-month TV promotion beginning in early January. The Bloom Agency, Dallas, is selecting spots in some 30 markets during day, early and late fringe time. Target: women, 25-49.

Ore-Ida □ Division of Heinz highlights its La Pizzeria pizza in four-week TV push beginning in late December. Foote, Cone & Belding/Honig, Los Angeles, is handling spots in 21 Eastern markets during day, fringe and prime time. Target: women, 18-49.

Pizza Hut □ Fast food chain has scheduled six-week TV promotion beginning in early January. Foote, Cone & Belding, Chicago, is selecting spots in 84 markets during early and late fringe time. Target: adults, 18-34.

Radio only

Pacific Coast Canned Pear Service □ Group will schedule three-week radio buy beginning in early March. Evans/Pacific, Seattle, is buying spots in 32 markets including Boston, Philadelphia, Denver,

Minneapolis and St. Louis. Target: women, 25-54.

El Chico □ Food and restaurant chain plans four-week radio flight starting in late January. Glenn, Bozell & Jacobs, Dallas, will seek spots in 12 markets including Dallas, Houston and Oklahoma City. Target: adults, 18-49.

National Coal Association □ Trade group will place two-to-three-week radio campaign beginning in early April. Richard Newman Associates, Champaign, Ill., is scheduling spots in about 30 markets including Boston, Detroit, New York and Pittsburgh. Target: adults, 25-54.

Tasty Baking □ Tastykake cakes and pies plans two-week radio drive starting in mid-January. Lewis & Gilman, Philadelphia, is seeking spots in about 80 markets including Baltimore, New York and Pittsburgh. Target: women, 18-49.

Del Monte □ Food products group will launch nine-week radio promotion beginning in late December. McCann-Erickson, San Francisco, is handling spots in 18 markets including Miami and Boston. Target: women, 18-34.

Tillamook County Creamery Association □ Tillamook cheddar cheese plans 34-week radio push starting in late December. Montgomery, Carlson & Lindé, Portland, Ore., is arranging spots in five markets including Los Angeles and San Francisco. Target: adults, 25-49.

The Ranch □ Clothing chain has scheduled four-week radio push beginning in mid-December. Beverly, Baron, Drumm & Associates, New Orleans, is arranging spots in 51 markets. Target: adults, 18-34.

Chicago Boat Show □ Exposition is arranging two-week radio push to start in late December. Marex, Chicago, is picking spots in seven markets including Chicago and Milwaukee. Target: adults, 18-49.

Southwestern Bell □ Company places nine-week radio campaign starting in late January. D'Arcy-MacManus & Masius, St. Louis, is selecting spots in 31 markets including Dallas and Houston. Target: men, 25-54.

Radio-TV

International House of Pancakes □ Restaurant is scheduling six-week TV and radio promotion beginning in early January, spending approximately \$150,000. Brooks Advertising, Chicago, will place TV spots during fringe, day and prime time in St. Louis and radio spots in 20 markets. Target: men and women, 25-49 and youngsters, 2-17.

Dannon □ Yogurt maker will launch eight-week TV and radio promotion beginning in January. Marsteller, New York, will handle TV spots in 15 markets and radio spots in 25 markets including Cleveland, Milwaukee and Syracuse, N.Y. Target: adults, 18-49.

Cumberland Packing Corp. □ Food products manufacturer highlights its Sweet & Lo sugar substitute in four-week TV and radio flights starting in mid-January, late January and early February. Mediators, New York, will handle TV spots in 15-30 markets and radio spots in two to nine markets including Los Angeles, Philadelphia and San Francisco. Target: adults, 18-49.

BAR reports television network sales as of Nov. 20

ABC \$1,080,855,400 (34.4%) □ CBS \$1,046,208,600 (33.2%) □ NBC \$1,020,622,600 (32.4%)

Day parts	Total minutes week ended Nov. 20	Total dollars week ended Nov. 20	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	\$ 1,310,200	6,849	\$ 44,432,000	\$ 34,046,600	+30.5
Monday-Friday 10 a.m.-6 p.m.	1,044	19,134,700	46,297	689,590,800	560,335,500	+23.1
Saturday-Sunday Sign-on-6 p.m.	255	10,977,100	14,027	358,330,000	294,921,700	+21.5
Monday-Saturday 6 p.m.-7:30 p.m.	102	5,427,500	4,597	175,144,200	139,397,200	+25.6
Sunday 6 p.m.-7:30 p.m.	27	1,930,700	974	51,180,600	42,051,300	+21.7
Monday-Sunday 7:30 p.m.-11 p.m.	403	48,596,100	19,356	1,610,256,500	1,336,920,700	+20.4
Monday-Sunday 11 p.m.-Sign-off	214	5,292,100	9,656	218,752,500	192,849,700	+13.4
Total	2,221	\$92,668,400	101,756	\$3,147,686,600	\$2,600,522,700	+21.0

Source: Broadcast Advertisers Reports

■ indicates new or revised listing

This week

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. 13**—*Hollywood Radio and Television Society* newsmaker luncheon. Problems and issues facing children's TV programming will be discussed by Joseph Barbera, Hanna-Barbara Productions; Lou Scheimer, Filmation Studios, and Marty Krofft, Sid and Marty Krofft Productions. Beverly Wilshire hotel, Hollywood.

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

Also in December

■ **Dec. 10**—Public meeting, *Carnegie Commission on Future of Public Broadcasting*. WTTW(TV) Chicago, 5400 North St. Louis Avenue.

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 Sigma Delta Chi*. Studios of KMGH-TV Denver. Registration is \$50 for members of sponsoring organizations and \$35 for non-members with charge covering all printed materials and box lunch. 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. 11-13**—Special winter meeting of the *Association of Maximum Service Telecasters board of directors*. Agenda will include reports on the short-separation drop-in case before the FCC; report on plans for the 1979 World Administrative Radio Conference in Geneva; report on association work in connection with improvement of UHF reception and capabilities, and plans for the meeting in Las Vegas during the National Association of Broadcasters convention. Mauna Kea Beach hotel, island of Hawaii.

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. 19-21**—*Alabama Broadcasters Association* winter conference. Ramada Inn, South, Tuscaloosa, Ala.

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. Errol Estate Inn and Country Club, north of Orlando, Fla.

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

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

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 4-6, 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.

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

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. 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. 29-30**—Public meeting, *Carnegie Commission on Future of Public Broadcasting*. Los Angeles.

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. 5-7**—Seminar on impact of cameras in courtrooms, sponsored by *Florida Association of Broadcasters* and *Florida Press Association* and presented by University of Florida College of Journalism and Communications. Hilton hotel, Gainesville. Contact: Pamela M. Zimpfer, division of continuing education, University of Florida, 2012 West University Avenue, Gainesville 32603.

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 Communica-

tions 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.

■ **Feb. 17**—Deadline for entries in 1977 Charles Stewart Mott Awards competition, sponsored by the *Education Writers Association*, to honor education writing. Radio and television category awards will be for single programs or series of reports on the same subject or theme, but not to exceed 60 minutes. Information: EWA, P.O. Box 281, Woodstown, N.J. 09098; (609) 769-1313.

Feb. 17-18—Nebraska Associated Press Broadcasters Association annual convention. Omaha.

■ **Feb. 21-23**—National Association of Evangelicals 36th annual convention. Radisson South hotel, Minneapolis.

Feb. 24—Deadline for entries by FM stations in U.S. and Canada for 10th annual Armstrong Awards for excellence and originality in FM programming. Competition is administered by *Columbia University*, where late Edwin Howard Armstrong was professor of electrical engineering and researcher. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

Feb. 24-25—University of California at Los Angeles communications law symposium. Los Angeles.

March 1978

March 4-8—National Association of Television Program Executives conference. Bonaventure hotel, Los Angeles.

March 5-8—Ohio Cable Television Association annual convention. Marriott inn, Columbus, Ohio.

March 13-16—Annual spring conference of *Electronics Industries Association*. Washington.

■ **March 14**—New York State Broadcasters Association 24th annual meeting. The Turl Inn, Albany. The NYSBA legislative dinner will be held that evening at Convention Hall, Empire State Plaza, Albany.

March 17-19—National convention of *Intercollegiate Broadcasting System*. Biltmore hotel, New York.

April 1978

April 5-8—Annual convention of *The National Honorary Broadcasting Society, Alpha Epsilon Rho*. Alladin hotel, Las Vegas. Contact: Gary Lico, vice president for public information, SFM Media Service Corp., New York. (212) 682-0760.

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

April 13-14—Broadcast Financial Management Association/BCA quarterly board of directors meeting. Dunes hotel and country club, Las Vegas.

April 14-15—Radio Television News Directors region one seminar. Seattle.

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

April 24—Twentieth annual Broadcasting Day, sponsored by *Florida Association of Broadcasters* and *University of Florida College of Journalism and Communications*. FAB board will hold its spring meeting on preceding day (Sunday). Reitz Union, campus, Gainesville.

■ **April 29-30**—New Mexico Broadcasters Association annual convention. Four Seasons, Albuquerque, N.M.

April 30-May 2—Action for Children's Television seventh annual symposium on children's TV. Washington.

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

May 1978

May 5-6—Sixth annual Gospel Radio Seminar. Chairman of steering committee is Jim Black, director of gospel music, SESAC. Airport Hilton, Nashville. Information: Gospel Radio Seminar, P.O. Box 22912, Nashville 37202.

■ **May 11-13**—Louisiana Association of Broadcasters spring convention. Diamondhead, Miss.

■ **May 17-18**—Ohio Association of Broadcasters spring convention. New Marriott East, Cleveland.

May 19-20—Public Radio in Mid America spring meeting. KCUR Kansas City will be host station. Hilton Plaza Inn, Kansas City, Mo.

May 21-24—Tenth annual Southern Educational Communications Association conference. WDCN-TV Nashville will be host. Opryland hotel, Nashville.

May 24-27—National Association of Broadcasters radio programming college. Hyatt Regency hotel, Chicago.

May 26-June 3—Eighth Prix Jeunesse International, an international television competition for children's and youth programs under the auspices of the *European Broadcast Union* and *UNESCO*. Building of Bayerischer Rundfunk, Munich, Germany.

June 1978

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

June 4-6—National Association of Broadcasters third children's TV programming conference. Hyatt-Regency hotel, Washington.

June 7-10—Broadcasters Promotion Association 23d annual seminar. Radisson St. Paul, St. Paul.

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June 8-11—Mississippi Broadcasters Association annual convention. MBA board will meet June 8. Sheraton-Biloxi hotel, Biloxi, Miss.

June 10-13—Summer Consumer Electronics Show of Electronic Industries Association/Consumer Electronics Group. McCormick Place and McCormick Inn, Chicago.

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

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

June 21-24—Florida Association of Broadcasters 43rd annual convention. The Colony Beach & Tennis Resort, Longboat Key, Sarasota, Fla.

June 22-23—Broadcast Financial Management

Association/BCA quarterly board of directors meeting. Opryland hotel, Nashville.

June 23-24—Radio Television News Directors Association board meeting. Atlanta Hilton, Atlanta.

July 1978

July 12-16—Combined Colorado Broadcasters Association/Rocky Mountain Broadcasters Association meeting. Manor Vail, Colo.

July 16-18—California Broadcasters Association midsummer meeting. Del Monte Hyatt House, Monterey, Calif.

July 16-19—National Association of Farm Broadcasters summer meeting. Fairmont hotel, San Francisco.

Open Mike®

Former lawyer

EDITOR: I appreciate your support, in your Nov. 28 editorial, of my suggestion that "the U.S. Supreme Court admit television to cover arguments." But I would like to set the record straight on two points:

(1) My proposal was not limited to television; it explicitly included radio—which I stated was a good starting point since "no additional equipment is needed at all." (2) I did not, as your editorial states, question "the worth of broadcast coverage in lower court trials." I only said that our priorities were wrong in concentrating so hard on the right of broadcast coverage of trials, since that was the toughest of the situations—because of various complexities present in trials that are absent in the U.S. Supreme Court. It is just a question of whether our first emphasis should lie in opening the door at the Supreme Court level, rather than a question of Supreme Court coverage to the exclusion of trial court coverage.

Finally, your editorial stated that I "was speaking more as a lawyer, which he also is, than as a journalist..." How long, oh editor, how long before a lawyer can live his past down? I have not been a lawyer for 25 years. More of my working life has been spent as a broadcaster and, I hope, as a journalist than as a lawyer. How come that one can be an ex-addict, an ex-convict, an ex-spouse, but, apparently, never an ex-lawyer?—*Richard S. Salant, president, CBS News, New York.*

Getting stuck

EDITOR: Like WCSH-TV Portland, Me. (BROADCASTING, Nov. 28), WBLM has also yet to see any further business from Sears since its Manchester, N.H., agency, Cohen & Kelly, went broke. Being a highly rated regional station, we were getting regular buys, but to throw salt on the open sore, Sears not only refused to make good on the monies due but also refused to answer any of my letters. In addition, the new

agency has refused to answer our letters and presentations for further Sears business.

It's interesting that Sears failed to make any safeguards after the Maine incident—so it happens again to the tune of many more dollars. We assumed that a large company with such a solid reputation as Sears would stand by the broadcaster and oversee its agencies more closely. We sometimes have cause to worry about a little guy paying his bill, but we never worried about Sears—and I think most broadcasters in Maine and Tennessee felt the same way.—*Robert F. Fuller, president and general manager, WBLM(AM) Lewiston, Me.*

Righting Rahall

EDITOR: With reference to the Nov. 14 issue of BROADCASTING, your statements regarding the broadcast holdings of Congressman Nick Joe Rahall are in error. Please look at the FCC files to secure the correct data.—*Farris E. Rahall, vice president, Rahall Communications Corp., St. Petersburg, Fla.*

(According to a revised ownership statement recently filed with the FCC, Representative Nick Joe Rahall II (D-W.Va.) is a director of Rahall Communications and owns 11.072 voting common shares of 1,263.641 outstanding. He was incorrectly credited with a larger holding in BROADCASTING's biennial roundup of congressional ownerships in radio and TV.)

Pejorative

EDITOR: After reading BROADCASTING's article entitled "TV's C-P-M still a bargain, says TVB chief" [Nov. 21] and noticing the juxtapositioning of the photograph of John Forsythe with the caption of "TV tout," I couldn't help wondering why you didn't identify Roger Rice [Television Bureau of Advertising president] as "TV's shill."—*J. Walter Reed, vice president-director of media, Foote, Cone & Belding, New York.*

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David Berlyn, Eastern sales manager.
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Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Bill Merritt, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



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. Broadcast-Teletesting 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.

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"Wilma" stars Cicely Tyson as Wilma's mother and co-stars Shirley Jo Finney in the title role.

Black. Poor. Crippled. The twentieth in a family of 22 children. She didn't have a chance. And yet she did it.

She became the first American woman in history to win three Olympic gold medals.

And she's going to do it again. In "Wilma," the story of Wilma Rudolph.

Columbia Pictures Television will distribute this triumphant production starring Emmy Award-winning Cicely Tyson.

"Wilma," filmed on location in Tennessee, was written, produced and directed by Bud Greenspan, the man responsible for "The Olympiad," the Emmy Award-winning documentary series that spans the years of the Olympics.

See "Wilma" run on NBC, December 19.

It's a love story, a drama of courage, a message of hope.

It well may be the most moving two hours of television you'll see this season.



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St. Lawrence has earned a national reputation for innovative health-care services, such as the obstetrical "family-centered care concept" which involves each family member in the treatment and recovery of a patient. Its Mental Health Center helps people with their problems before



those problems become unmanageable. The Center's alcoholism treatment program is one of the most comprehensive of its kind in Michigan.

From its original 28-bed capacity, St. Lawrence now has over 300 patient beds, caring for over 140,000 persons annually. It's a story of which Lansing is proud. It's a story which WJIM-TV has told many times through public affairs programs and newscasts. A frequent participant in these programs is Sister Mary Janice Belen, Hospital Administrator. "WJIM-TV has been extremely cooperative with us. I can't say enough, really, about the kind of support we've had from WJIM."

"The Human Side of Broadcasting: WJIM-TV 6"

Gross Telecasting, Lansing, Michigan

Top of the Week

Two more crossowners go thataway

Washington Post Co. swaps its WTOP-TV in Washington for Evening News Co.'s WWJ-TV in Detroit; ranks of major newspaper-TV crossownerships have been reduced by fourth in year, but there's no letup in fight against divestiture

The crossownership issue took on a new twist last week as two of the country's larger newspaper-broadcast groups announced they would be swapping their respective hometown television stations. That action came as the U.S. Supreme Court is considering the crossownership question, but lawyers acquainted with that case are in general agreement that the exchange should have little effect on its outcome. The deal is indicative, however, of a nationwide decline in co-located television-newspaper ownership.

Last Tuesday, The Washington Post Co. and The Evening News Association of Detroit announced they would exchange WTOP-TV Washington and WWJ-TV Detroit. The Post will also pay the Evening News \$2 million as part of the transaction. (The News will retain WWJ-AM-FM there.) Theirs was the third major television station swap announced since the U.S. Court of Appeals reversed an FCC decision approving existing newspaper-broadcast combinations in the same city (BROADCASTING, March 7). For the year, eight television crossownership situations in the top 50 markets have been dissolved.

In a joint statement issued last week, Katharine Graham, chairman of the Post Co., and Peter B. Clark, president of the Evening News, said the exchange would eliminate uncertainties created by the lengthy and still unresolved litigation that is now before the Supreme Court. "Although we believe strongly that the Supreme Court should sustain the FCC's rule permitting the continuation of existing crossownerships," they said, "this transaction presents both companies with an opportunity to make a voluntary exchange that is mutually advantageous and will enable each company to plan its future television operations more surely and securely."



The announcement of the exchange came only one month after the Post Co. announced that it intended to sell its other broadcasting station in the capital, WTOP(AM), to the Outlet Co. for \$6,675,000 (BROADCASTING, Nov. 7). Earlier this year a roughly comparable crossownership situation was resolved in a \$100 million deal between Washington Star Communications, owner of WJLA-TV (formerly WMAL-TV), and Combined Communications Corp. (BROADCASTING, April 4). That transaction, subject to FCC approval, included a swap with CCC's KOCO-TV Oklahoma City. The disposal of WJLA-TV (and of co-owned WMAL-AM-FM, which went to ABC earlier this year) was a condition of the sale of the Washington Star company to Joseph Allbritton.

Yet another major crossownership swap was announced earlier this year, when Multimedia Inc. agreed to trade WFBC-TV Greenville, S.C., for McClatchy Newspapers' KOVR(TV) Stockton, Calif. Under the terms of that deal, still subject to FCC approval, McClatchy paid Multimedia \$3 million (BROADCASTING, March 7).

The Post Co. is publicly held and publishes *The Washington Post*, *Newsweek* magazine and the *Trenton* (N.J.) *Times*. Its subsidiary, Post-Newsweek Stations, owns WFSB-TV Hartford, Conn.; WJXT(TV) Jacksonville, Fla., and WPLG(TV) Miami.

Evening News publishes the *Detroit News* and owns WALA-TV Mobile, Ala.; KOLD-TV Tucson, Ariz., and KTVY(TV) Oklahoma City. It is closely held, principally by descendants of the late James E. Scripps.

WTOP-TV is a CBS affiliate on channel 9, and WWJ-TV is affiliated with NBC on

channel 4. Washington is the eighth largest television market in the country; Detroit is the seventh. Because Post will be trading up to a larger market it will be required by the FCC to demonstrate a compelling public interest in the transaction under the commission's top-50 market policy. The call letters of the swapped stations will be changed.

Joel Chaseman, president of Post-Newsweek, said the company does not anticipate that many of its Washington personnel will move to Detroit. James T. Lynagh, vice president WTOP-TV, and James L. Snyder, vice president for news and news director, will be moving to the Michigan city, Mr. Chaseman said. Beyond those, however, Post-Newsweek anticipates transferring only a "very limited" number of the WTOP-TV staff, he said. The News has made no announcement of personnel transfers with the exception of Milton Weiss, news director, who will be moving to Washington.

Mr. Chaseman also said that he will remain in Washington. Although Post-Newsweek will have no broadcast outlets in the capital, "We are still a division of the Post," Mr. Chaseman said, and the administrative offices will remain near the parent company.

The announcement of the exchange came as both companies have been involved in the crossownership case before the Supreme Court. They are among a group of crossowners that have retained Ernest W. Jennes of Covington & Burling to plead their case. Mr. Jennes amplified the comments by Mrs. Graham and Mr. Clark that neither of the companies views the exchange as a forced sale prompted by

the court of appeals decision or the Supreme Court case. "They are not walking away from the case," said Mr. Jennes. "Neither has any intention of pulling out." He also said that neither organization has demonstrated any "lack of confidence" in the eventual outcome of the court's deliberations.

Mr. Chaseman said both companies were "absolutely" confident of the eventual outcome as well. "The case will be won," Mr. Chaseman said, and he attempted to dispel any rumors that they might have believed to the contrary by emphasizing that the exchange represented a "unique business opportunity" for both parties.

Mr. Chaseman also stressed the "climate of uncertainty" that surrounds the crossownership issue, however. Although he insisted that the Supreme Court case had nothing to do with the decision, he said "one Supreme Court decision" will not close the issue. He said, too, that there is "nothing that's not standard" in the

agreement between the companies that will allow either to back out of the deal. "We really mean it," Mr. Chaseman said.

Communications lawyers in Washington tend to agree with the assessments offered by Mr. Chaseman and Mr. Jennes. Former FCC Commissioner Lee Loevinger, who is now with the firm of Hogan & Hartson and is representing the National Association of Broadcasters before the Supreme Court in the crossownership case, said the Post-News deal will not alter the way he intends to present his case. He said the exchange was simply another example of the "obvious direction of the evolution" of crossownerships.

Since 1950, Mr. Loevinger said, there has been a "slightly declining trend" away from commonly owned media properties, and the "general direction has been downward."

In light of that, he said, he did not think the Post-News deal is "legally that important" and poses "no dramatic change" in

the crossownership situation. He said that the tendency to get rid of stations would continue but that newspaper-TV "affiliations" will be around "a long time yet."

According to sales announced weekly in BROADCASTING, however, there does appear to be an accelerating trend to dissolve crossowned media holdings. In January of this year, there were 31 newspaper-television crossownerships in the top 50 markets. The Post-News deal is the eighth of those crossholdings to be broken up this year. Two sales, KOIN-TV Portland, Ore., and WBEN-TV Buffalo, N.Y., have been approved by the FCC (see chart below). If the commission approves the other announced transactions, the number of crossownerships involving newspapers and television stations in major markets will have been reduced by one-fourth, a substantial decrease in one year's time.

Whether the Post-News agreement will accelerate that trend is anybody's guess. Mr. Loevinger said there is a "solid core" of crossowners who will not give up their

The thinning ranks of newspaper-TV crossownerships

Newspaper-television crossownerships are on the decline—especially in larger markets. Of 31 crossownerships that existed in the top 50 markets at the beginning of 1977, eight transfers of ownership of stations have been announced (those listed in boldface type below) and two have been approved by the FCC (indicated by a single asterisk). In all, at the first of the year 67

crossownerships existed in 57 markets. Assuming FCC approval of the pending transfers, there would then be 59 crossownerships in 50 markets. This chart shows the markets in which newspaper-television crossownerships have existed in 1977, their ADI rank, the affected stations and papers and the parent companies involved.

<u>City (ADI Rank)</u>	<u>TV Station</u>	<u>Newspaper</u>	<u>Parent Company</u>
New York (1)	WPIX-TV	<i>Daily News</i>	Tribune Co.
Chicago (3)	WGN-TV	<i>Chicago Tribune</i>	Tribune Co.
	WFLD-TV	<i>Chicago Sun-Times</i> and <i>Daily News</i>	Field Enterprises
San Francisco (5)	KRON-TV	<i>San Francisco Chronicle</i>	Chronicle Publishing Co.
Detroit (7)	WWJ-TV	<i>Detroit News</i>	Evening News Association
Washington (8)	WJLA-TV	<i>Washington Star</i>	Washington Star Communications Inc.
	WTOP-TV	<i>Washington Post</i>	Washington Post Co.
Cleveland (9)	WEWS-TV	<i>Cleveland Press</i>	Scripps-Howard Broadcasting Co.
Dallas-Fort Worth (10)	KDFW-TV	<i>Dallas Times Herald</i>	Times Mirror Co.
	WFAA-TV	<i>Dallas Morning News</i>	Belo Broadcasting Corp.
Houston (12)	KPRC-TV	<i>Houston Post</i>	Channel Two Broadcasting Co.
St. Louis (15)	KSD-TV	<i>St. Louis Post-Dispatch</i>	Pulitzer Publishing Co.
	KTVI-TV	<i>St. Louis Globe-Democrat</i>	Newhouse Newspapers
Atlanta (16)	WSB-TV	<i>Atlanta Journal and Constitution</i>	Cox Broadcasting Corp.
Tampa-St. Petersburg (17)	WFLA-TV	<i>Tampa Tribune</i> and <i>Times</i>	Media General Inc.
Baltimore (20)	WBAL-TV	<i>Baltimore News-American</i>	Hearst Corp.
	WMAR-TV	<i>Baltimore Sun</i>	A.S. Abell Co.
Milwaukee (21)	WTMJ-TV	<i>Milwaukee Journal and Sentinel</i>	Journal Co.
Sacramento-Stockton (24)	KOVR-TV	<i>Sacramento Bee</i>	McClatchy Newspapers
Portland, Ore. (25)	KOIN-TV*	<i>Portland Oregonian</i> and <i>Oregon Journal</i>	Newhouse Newspapers
Cincinnati (27)	WCPO-TV	<i>Cincinnati Post</i>	Scripps-Howard Broadcasting Co.
Buffalo, N.Y. (28)	WBEN-TV*	<i>Buffalo Evening News</i>	Buffalo Evening News Inc.
Columbus, Ohio (34)	WBNS-TV	<i>Columbus Dispatch</i>	Dispatch Printing Co.
Memphis (35)	WMC-TV	<i>Commercial Appeal</i> and <i>Press-Scimitar</i>	Scripps-Howard Broadcasting Co.
Greenville-Spartanburg, S.C.-Asheville, N.C. (36)	WFBC-TV	<i>Greenville News</i> and <i>Piedmont</i>	Multimedia Inc.
Louisville, Ky. (39)	WHAS-TV	<i>Louisville Courier-Journal</i> and <i>Times</i>	WHAS Inc.
Harrisburg-York-Lancaster-Lebanon, Pa. (45)	WTPA-TV	<i>Harrisburg Patriot</i> and <i>News</i>	Newhouse Newspapers
Dayton, Ohio (46)	WGAL-TV	<i>Lancaster Intelligencer Journal</i> and <i>New Era</i>	Steinman Stations
Norfolk-Portsmouth-Newport News-Hampton, Va. (48)	WTAR-TV	<i>Dayton News</i> and <i>Journal-Herald</i>	Cox Broadcasting Corp.
Birmingham, Ala. (50)	WAPI-TV	<i>Norfolk Ledger-Star</i> and <i>Virginian Pilot</i>	Landmark Communications
Syracuse-Elmira, N.Y. (51)	WSYR-TV	<i>Birmingham News</i>	Newhouse Newspapers
Salt Lake City (53)	KSL-TV	<i>Syracuse Post-Standard</i> and <i>Herald-Journal</i>	Newhouse Newspapers
Shreveport, La.-Texarkana, Ark.-Tex. (58)	KSLA-TV	<i>Deseret News</i>	Bonneville International Corp.
	KTAL-TV	<i>Shreveport Journal</i>	Journal Publishing Co.
		<i>Texarkana Gazette-News</i>	WEHCO Media Inc.

stations unless ordered to do so by the courts or the commission. That group alone, he said, will assure that "this case is not going to become moot."

Another Washington attorney said the problem of crossownerships—"if you want to call it a problem"—is diminishing every day. He said one could not "argue about the trend" away from crossownerships, and, in light of that, he said, there is "no need for a rule." The number of crossownerships was "shrinking even before this proceeding started," he said. His expectation was that it will continue with "more swaps" among the various group owners.

None of the attorneys questioned would speculate on the tack that the Supreme Court may take in its decision. They were all in agreement, however, that, whichever way the court goes, the crossownership issue is far from dead. "The uncertainties have been there since 1970," one said, and if the court should send the question back to the commission "we'll have a whole

new ball game."

If the court sides with the broadcasters, said Mr. Loevinger, the crossownership issue will not end. The emphasis, he said, will "shift from the rulemaking arena to the case-by-case arena."

Another said he would be "very surprised" if the court did not reverse the court of appeals "for having exceeded its authority." The "tougher" question, he said, would be whether the court would sustain the FCC fully.

In any case, communications attorneys seem to agree, as one said, that there is a "substantial possibility for continuing litigation with respect to crossownerships." The uncertainties of litigation that the Post and News spoke of in their joint statement will continue, he said, no matter how the case is decided. In such cases, he added, "you're not talking about petty cash" when the costs of the litigation are considered. That, he suggested, may have had as much to do with the companies' decisions to swap as anything else.

Hot broadcasters turn cold again over the rewrite

A month ago, industry committee was optimistic over effort by Van Deerlin subcommittee and willing to pitch in; now, after tilt-for-tat suggestions by Shooshan, it's refusing to help

The committee of broadcasters assembled by the House Communications Subcommittee to advise on the rewrite of the Communications Act last week rebuffed subcommittee Chairman Lionel Van Deerlin (D-Calif.) on his request for a list of legislative goals for the rewrite and returned to its original posture—that the project is basically bad for broadcasting.

Finishing in two and half hours a meeting in Chicago that was originally sched-

<u>City (ADI Rank)</u>	<u>TV Station</u>	<u>Newspaper</u>	<u>Parent Company</u>
Des Moines, Iowa (62)	KCCI-TV	<i>Des Moines Register and Tribune</i>	Cowles Communications Inc.
Rochester, N.Y. (66)	WHEC-TV	<i>Rochester Democrat and Chronicle and Times Union</i>	Gannett Co.
Fresno, Calif. (69)	KMJ-TV	<i>Fresno Bee</i>	McClatchy Newspapers
Cedar Rapids-Waterloo (72)	KCRG-TV	<i>Cedar Rapids Gazette</i>	Gazette Co.
Paducah, Ky.-Cape Girardeau, WPSD-TV Mo.-Harrisburg, Ill. (73)		<i>Paducah Sun-Democrat</i>	Paducah Newspapers Inc.
South Bend-Elkhart, Ind. (74)	WSBT-TV	<i>South Bend Tribune</i>	Schurz Communications Inc.
Johnstown-Altoona, Pa. (76)	WJAC-TV	<i>Johnstown Tribune-Democrat</i>	Johnstown Tribune Publishing Co.
Spokane, Wash. (78)	KHQ-TV	<i>Spokane Chronicle</i>	Spokane Chronicle
Portland-Poland Springs, Me. (80)	WGAN-TV	<i>Portland Express and Press Herald</i>	Guy Gannett Publishing Co.
Springfield, Mo. (81)	KYTV(TV)	<i>Springfield News and Leader & Press</i>	Springfield Newspapers Inc.
Lincoln-Hastings-Kearney, Neb. (82)	KHAS-TV	<i>Hastings Tribune</i>	Seaton Group
Jackson, Miss. (83)	WJTV(TV)	<i>Jackson Clarion-Ledger and Daily News</i>	Mississippi Publishers Corp.
Youngstown, Ohio (84)	WFMJ-TV	<i>Youngstown Vindicator</i>	Vindicator Printing Co.
Fargo, N.D. (93)	WDAY-TV	<i>Fargo Forum</i>	Forum Publishing Co.
Waco-Temple, Tex. (95)	KCEN-TV	<i>Temple Telegram</i>	Channel Six Inc.
Baton Rouge (101)	WBRZ(TV)	<i>Baton Rouge Advocate and State Times</i>	Manship Stations
Joplin, Mo.-Pittsburg, Kan. (111)	KOAM-TV	<i>Joplin Globe</i>	Joplin Globe Publishing Co.
Rochester, Minn.-Mason City, Iowa-Austin, Minn. (125)	KGLO-TV	<i>Globe-Gazette</i>	Lee Enterprises
Topeka, Kan. (130)	WIBW-TV	<i>Topeka State Journal and Capital</i>	Stauffer Publications Inc.
Columbus-Tupelo, Miss. (132) WCBM-TV		<i>Columbus Commercial Dispatch</i>	Columbus Commercial Dispatch
Bluefield-Beckley-Oak Hill, W.Va. (134)	WHIS-TV	<i>Bluefield Daily Telegraph</i>	Daily Telegraph Printing Co.
Quincy, Ill.-Hannibal, Mo. (135)	WGEM-TV	<i>Quincy Herald-Whig</i>	Quincy Herald-Whig
Albany, Ga. (136)	WALB-TV	<i>Albany Herald</i>	Gray Communications Systems Inc.
Las Vegas (137)	KORK-TV	<i>Las Vegas Review-Journal</i>	Donrey Media Group
Erie, Pa. (144)	WSEE(TV)	<i>Erie Morning News and Times</i>	Erie Morning News and Times
Watertown-Carthage, N.Y. (161)	WWNY-TV	<i>Watertown Daily Times</i>	Brockway Co.
Idaho Falls-Pocatello, Idaho (164)	KIFI-TV	<i>Idaho Falls Post Register</i>	Post Co.
Meridian, Miss. (167)	WTOK-TV	<i>Meridian Star</i>	Meridian Star
Anniston, Ala. (194)	WHMA-TV	<i>Anniston Star</i>	Anniston Star
Akron, Ohio (**)	WAKR-TV	<i>Akron Beacon-Journal</i>	Knight-Ridder Newspapers Inc.
Hickory, N.C. (**)	WHKY-TV	<i>Hickory Record</i>	Hickory Publishing
Ogden, Utah (**)	KUTV(TV)	<i>Ogden Standard-Examiner</i>	George C. and Wilda Gene Hatch Stations

Bold face—Transfer of ownership announced this year.

* FCC approved transfer of ownership this year.

**Akron is within Cleveland ADI; Hickory is within Greenville-Spartanburg, S.C.-Asheville, N.C. ADI, and Ogden is within Salt Lake City ADI.

uled to last two days the 15-member broadcast committee agreed unanimously not to produce a list of rewrite priorities. Instead, it reaffirmed support for the present Communications Act. The group mailed to Mr. Van Deerlin and the rest of the subcommittee members a letter that said some changes in broadcast-related provisions of the current act "are desirable. But we believe that such changes related to very specific problems can and should be dealt with directly, precisely and discretely."

Anticipating that a rewrite might take years to work its way through both houses of Congress, the group expressed concern that specific matters the industry feels are pressing might be held up in Congress and at the FCC. "As has been Congress's practice for more than 40 years, any amendments to the Communications Act should be made with a rifle, not with a shotgun," the letter said.

The outcome of the meeting signaled an abrupt return to the mood of skepticism about the Communications Subcommittee that the broadcast committee had seemed to abandon only a month ago. After a meeting with Mr. Van Deerlin and subcommittee ranking Republican Lou Frey (R-Fla.) in San Diego (BROADCASTING, Nov. 14), members of the group had expressed an eagerness to comply with Mr. Van Deerlin's request for a "laundry list" of legislative priorities. Several said then that they were convinced the Communications Subcommittee was ready to grant them long wished-for reforms—chiefly a major deregulation of radio.

But by last Wednesday, their minds had changed. There was almost no discussion at the Chicago meeting of specific issues. Said one member, "Nobody wanted to propose anything."

The reasons for the turnabout, several

said, were published statements since the San Diego meeting by Communications Subcommittee Counsel Harry M. (Chip) Shooshan and by Mr. Van Deerlin indicating that to gain ground in the rewrite, broadcasters would have to give ground. Mr. Shooshan said in an interview (BROADCASTING, Nov. 21) that political realities are such that Congress would not likely give radio a near total deregulation unless radio were willing to make "trade-offs" at some point in the future. Among ideas he discussed were some form of mandatory public access and a tax on radio station revenues for the support of public broadcasting and increased minority ownership of broadcast stations.

The broadcasters reject those suggestions, as well as a proposal Mr. Van Deerlin made for "a lease, an auction or a straight fee" as an incentive for licensees of the broadcast spectrum to use their space more efficiently (BROADCASTING, Dec. 5)

One broadcaster present last week in Chicago said the committee members felt "at least misled" by the subcommittee into thinking they would get something out of the rewrite without having to give anything up. Several members were reported upset, especially with Mr. Shooshan. But one said "Chip wised us up." There was no reaction from Mr. Van Deerlin last week; he had not received the letter.

Between the San Diego meeting and last week's brief gathering, "everyone had a chance to deal with the reality of why we are doing this," another member said. In light of Mr. Shooshan's remarks and Mr. Van Deerlin's original request for a list, the group perceived its role as changing from advisers on the rewrite to negotiators. The feeling was unanimous that "we really don't want to think in terms of

trade-offs," one member said. "There was pretty much universal feeling that we want to see what is right happen."

"What is right" is the same platform broadcasters have put forth to Congress for years: longer license terms, more insulation from petitions to deny and license challenges, less regulation-related paperwork and release from fairness doctrine and equal time obligations.

Policy changes in the wind at FCC on voting trusts, tax certificates

Two decisions last week indicate movement on both fronts, and actions may go against regulatees

The FCC seems to be moving toward a tougher line on the use made of trust arrangements to avoid the reach of its multiple-ownership rules. The commission last week instructed its staff to draft a notice of inquiry and proposed rulemaking in that matter.

The FCC's attitude toward tax certificates, too, may be subject to change—although last week the commission was not as tough as Chairman Charles D. Ferris wanted it to be in a case in which Rahall Communications Corp. was seeking a tax certificate in connection with the sale of a cable system. The chairman was in the minority when the commission voted 4 to 2 to grant the certificate.

The trust issue came up in connection with the \$2,250,000 sale of KAFM(FM) Dallas from the KRLD Corp. to Bonneville

In Brief

ABC-TV will make 40 seconds of prime time available to affiliates on four nights (Tuesday, Wednesday, Thursday and Saturday, 10:30 p.m. NYT) for local news updates, effective April 4, President James Duffy told regional meeting of affiliates Thursday in Chicago. He said stations could program full 40 seconds or do 30 seconds of news plus 10-second commercial.



Stevens



Scribner

Gary Stevens, general manager of KDWB-AM-FM Minneapolis-St. Paul, named president of parent **Doubleday Broadcasting Co.**, succeeding **David Scribner**. Corporate headquarters for wholly owned broadcast subsidiary (five AM's, three FM's) of Doubleday & Co., New York

publishers, will be moved to Minneapolis; new managers will be named for those stations and for KHOW(AM)-KXXX(FM) Denver, which Mr. Scribner had been managing in addition to his group post. He had moved company's broadcast headquarters from Dallas to Denver in July, when Doubleday Media, company's brokerage operation, was spun off to employees. Management succession has subsidiary effect on **NAB radio board**, of which Mr. Scribner was vice chairman. Under association rules, he has been forced to resign from board. Successor in that post (but not in vice-chairmanship) will be **William Hansen**, general

manager of WJOL(AM)-WLLI(FM) Joliet, Ill., who will serve out remainder of Scribner term, which ends in June 1978.

Bonneville International Corp., Salt Lake City, group station owner, is acquiring **Torbet-Lasker Inc.**, radio station rep firm, for estimated \$2.5 million. Sellers are President Alan Torbet (about 66%); VP Peter Lasker (about 29%) and VP's Brock Petersen and Len Sable (about 5%). All personnel to be retained, with Mr. Torbet as chairman. T-L represents stations in 44 of top 50 markets, 67 of top 100, and offers network of 125 stations. Station list includes six of Bonneville's current 11 radio stations; other Bonneville stations presumably will join list later.

About 20 **radio service firms** that exhibit at broadcast conventions to meet in Kansas City last Saturday to air their gripes about treatment at National Association of Broadcasters and National Radio Broadcasters annual conventions. Group, gathered by Bo Donovan, Tuesday Productions, San Diego, Calif., wants **higher visibility** and convention program adjustments to see that exhibitors have time to visit hospitality suites. NAB and NRBA representatives were planning to go.

FCC Commissioner **James H. Quello**, concerned about what he says is manner in which individual groups have dominated commission's regional meetings, has proposed creation of national **Citizens Advisory Committee**, comprising some 40 national groups representing wide spectrum of views. FCC would meet with committee in Washington once or twice yearly, either as supplement to or in place of regional meetings. Commissioner Quello, who discussed idea in open meeting

International Corp., as well as with two petitions for reconsideration of orders requiring the breakup of co-located television-cable crossownerships that are in violations of the rules.

The commission granted the waivers in each case. But its feeling was reflected in the fact that they were granted only for two years. Chairman Ferris talked of trusts being used to "subvert" commission rules. The two-year waivers, adopted on a motion by Commissioner Margita White, were seen as affording the commission time to establish policy in the area.

Three rulemakings will come into play as the commission works toward policy on trusts. The one that would be most directly involved is that which the commission last week directed the staff to prepare. The suggestion for a proceeding came from the staff. And Chairman Ferris and Martin Levy, deputy chief of the Broadcast Bureau, seemed in agreement that the notice should raise what Mr. Levy said was whether "we want them[trusts] at all."

Another rulemaking, issued for comment in March, would increase from 1% to 10% the amount of stock a party could hold before the multiple ownership rules became applicable. (However, given the commission's attitude last week, liberalization of the rules to that extent does not seem likely.) And the third proceeding—one believed close to being ready for submission to the commission—would provide a new definition of "beneficial interest" in terms of stock ownership.

The problem Bonneville faced grew out of its 3.5% ownership of Times-Mirror Corp. Since the latter company owns the *Dallas Times Herald* and KDFW-TV Dallas, Bonneville's purchase of the FM would have violated the one-to-a-market and crossownership rules. However, Bonneville's Times-Mirror stock is held in an

irrevocable voting trust, a fact that the commission decided warranted the two-year waiver.

(Two other station sales were involved in the item, and also approved, including the disposition of the KRLD Corp. by the Philip R. Johnson family and the corporation's KRLD(AM) to Metromedia for \$10,750,000. In the other sale, Bonneville's KSL-FM Salt Lake City went to Simmons Family Inc. for \$852,518.)

The cable television cases involved Rust Craft Broadcasting Co. and WISC-TV Madison, Wis., in which the Evening Telegram Co., Superior, Wis., holds controlling interest. In each case, the commission held that the station owner acquired stock in cable systems in the stations' respective areas after the ban on such crossownerships was adopted in 1970. (In each case, coincidentally, the ownership was through Tele-Communications Inc.)

NBC-TV puts more chips on events

Network's prime-time line-up for first quarter of 1978 continues with kind of special programing that has been beefing up its fall ratings

Two days after the November sweeps ended, NBC-TV unveiled its prime-time "events blueprint" for first quarter of 1978, and in taking a close look at the sweep results, the timing made sense.

NBC averaged a 21.1 rating with its scheduled events and movies slots during the sweeps and an 18.5 with pre-emptive specials. Its series averaged a 16.0. As re-

ported last week, the final count in ratings averages was ABC-TV 20.6, CBS-TV 19.1 and NBC 18.5.

So the events blueprint served to accentuate the positive and to direct attention forward. Some reports termed the announcement evidence of a renewed commitment by NBC programing chief Paul Klein to events-oriented programing. In fact, the list represented mostly a filling-in of the 96 empty events and movies hours already laid out in the network's schedule—the 9-11 p.m. slots from Saturday through Tuesday.

Most of the programs on the list had been previously announced, although not precisely scheduled. Examples include the miniseries *Wheels, King and Loose Change*, the made-for-TV movies "Ziegfeld" and "A Love Affair: The Eleanor and Lou Gehrig Story," and the periodic returns of former series such as *Columbo* and *Laugh-In*. Of the shows given specific time periods, 59.5 hours are slated for the open Saturday-Tuesday time periods, and 25 hours are either theatrical or made-for-TV movies likely to be used there. Just 21½ hours are scheduled in pre-emptive time periods, or about seven hours in each of the three months.

Another reason for the release of the blueprint was to underline NBC's philosophy that the six open hours are scheduled that way on purpose, and that they don't represent pre-emptive "specials" in the traditional sense of the term. In his announcement, Mr. Klein mentioned that the traditional definitions no longer apply. "As we promised earlier this year," he said, "1977-78 would be season unlike any other in history. It was, and still is, our intention to reveal our program plans throughout the season." What Mr. Klein is still to reveal are his plans for the series part of the NBC schedule.

Dec. 8, said committee, for instance, would include **not only** National Black Media Coalition **but also** National Association for Advancement of Colored People and Urban League, and **not only** AFL-CIO **but also** U.S. Chamber of Commerce. Commissioners appeared to react favorably to idea, and Commissioner Quello will flesh out proposal in memorandum to be circulated this week. One question to be resolved is whether and how much committee idea would cost government.

FCC has amended its rules to permit **translator stations** to receive television signals from variety of sources. Major benefit is that **FM microwave would be available for transporting signals**. Amendment was adopted over opposition of cable television interests who argued use of FM—which would permit translators to receive high-quality signal over long distances—would give translators unfair competitive advantage over cable.

Call letters of **WMAL-FM Washington**, ABC-owned-and-operated station acquired from Washington Star Communications Inc. this year (BROADCASTING, Jan. 3), have been changed to **WRQX-FM**. Station began using new call Dec. 7.

A. C. Nielsen Co. said that "after exhaustive checks" it believes **home-viewing-TV declines** in its national measurements "are correctly telling the 'what' of the present viewing patterns." Comparisons of its local and national measurements for February, May and July as well as October "corroborated" this view, Nielsen said, while "continuing and special checks of the system" have **"found no evidence to indicate that this**

decline is not real." Statement also alluded to Nielsen VP Ralph Clausen's speech suggesting that several trends may mean TV viewing has peaked (story page 70). Without challenging any of his data, statement said that "as a practical matter, **we do not speculate** on what factors might explain changes in television viewing patterns in the past, currently or in the future."

National Association of Broadcasters **minority task force**, meeting for first time at Washington Hilton hotel this Wednesday, has two additional members: **Edward R. Lucero**, president of Colorado Equity Capital Corp. and of Minority Enterprise Small Business Investment Corp., Denver, and **William Kennedy III**, president of North Carolina Mutual Life Insurance Co.

For first time in history of international negotiations on spectrum use, U.S., at **WARC '79** (World Administrative Radio Conference) will participate in customary **exchange of commemorative albums of national postage stamps**. U.S. government has never put up necessary money, until now. At urging of FCC Commissioner **Robert E. Lee**, who has been member or chairman of five U.S. delegations to international parleys, government will put up \$30,000 for stamp collections to be given to 156 represented nations.

Former FCC Commissioner **Glen O. Robinson**, first mentioned month ago as prospect for chairmanship of U.S. delegation to **WARC '79** ("Closed Circuit," Nov. 14), has emerged as **likely choice**. State Department is said to have sent his name to White House for consideration.



"THE MERV GRIFFIN SHOW"

MONDAY-FRIDAY,
4:00-5:30 PM

	SHARE	RATING	WOMEN
Philadelphia, WPVI-TV	FIRST	FIRST	FIRST
Boston, WNAC-TV	FIRST	FIRST	FIRST
San Francisco, KRON-TV	FIRST	FIRST	FIRST
Cleveland, WIKW-TV	FIRST	FIRST	FIRST

Source: NSI, Oct. 1977. Estimated audiences are subject to limitations of the rating service.

The talk of the town!

Four stations in Top Ten markets schedule
“The Merv Griffin Show” in early fringe time.

All four stations win with Merv!
For all 90 minutes!

They win with top ratings. With top shares.
And with the top number of women viewers.

They win against top competition: other
talk shows, movies, sitcoms, action-adventure,
games and cartoons.

How the Talk Trio stacks up.

In Philadelphia, where Merv faces his two
friendly competitors head-on — Mike Douglas
(on his own turf) and Dinah Shore —
Merv trounces them.

In Boston and San Francisco, Merv meets —
and beats — Mike again. In Cleveland, Merv
meets Dinah for 30 of his 90 minutes and
beats her again.

It's simply no contest!

Call today and put the talk of the town, with
the strongest ratings ever, in your town, too.

“The Merv Griffin Show”



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1978 predictions: not whether it will be better, but by how much

Blair's Fritz, McCann-Erickson's Coen differ only in magnitude of the good news they offer to financial seminar; spot's softness is TV's only cloud

Two previews of broadcasting business in 1978 were offered to Wall Street specialists last week and, although they differed somewhat in detail, they agreed the outlook is good.

The forecasts were provided by Jack W. Fritz, president of John Blair & Co., and Robert J. Coen, vice president of McCann-Erickson, at the opening session of a three-day "Outlook for the Media" conference in New York, sponsored for Wall Street analysts and institutional investors by Paine Webber Jackson & Curtis and Mitchell, Hutchins Inc.

Dr. David M. Blank, vice president and chief economist of CBS Inc., and representatives of the newspaper and magazine businesses also contributed to the appraisals in this and other sessions, coordinated by J. K. Noble and Ellen B. Sachar of Mitchell, Hutchins.

Mr. Coen, who noted that 1977 has performed even better than he predicted a year ago, forecast for 1978 a 11% rise in national broadcast billings, consisting of a 14%-15% increase for network TV, with spot TV "below the average" and radio "close to" the average. The 11% gain for national broadcast would be a point behind his forecast of 12% for total national print advertising and a point ahead of the 10% increase he envisioned for local, although he thought local radio and local TV would do "a shade better than 10%."

These gains, Mr. Coen said, should follow 1977 advances shaping up as follows: network TV 21%, spot TV 5%, radio 12%, magazines 21%, newspapers 12% and "other" 12%, for a 14% gain in total national advertising. In addition he foresaw a 10% gain in local, making a total 1977 advance of 12.7% as compared with the 10.6% rise he anticipated a year ago.

As for media prices, Mr. Coen expected 1978 increases of 15% for network TV, 5% for spot TV, 8% each for magazines and newspapers and 6% for radio.

Blair's Mr. Fritz noted that his company, too, had revised its earlier estimates of 1977 gains—upward in the case of network TV (to 20%-22% over 1976) and local TV (to 12%-14% up) and downward in spot TV (to 4%-6% above 1976).

Based on estimates that 1978 gross national product will reach \$2.075 trillion and total advertising will rise to \$41.3 billion, Mr. Fritz said, "we see network

continuing strong [in 1978] with a 13% gain, national spot recovering impressively with an 8.4% increase and local coming in with a 10.8% advance over 1977.

"Total nonnetwork will be up 9.5%, and total TV will be ahead by 11.1%."

In radio, Mr. Fritz noted that the FCC had not yet released figures for 1976 (they were, however, released today [Dec. 12], see story page 27), but said Blair expects them to show that national spot increased about 12%, and also expects spot to be up 11.7% this year and 8.6% in 1978.

"Radio is a healthy medium today," he said, "and certainly is poised for new long-term growth."

Looking to 1978, Mr. Fritz said Blair also anticipates "greater advertiser interest in the development of spot television networks as an alternative to conventional line networks."

"Blair introduced the concept with the Blair-represented radio network back in 1965. Just this year, Blair Television formed a new-business development unit to specialize in the design of those custom spot networks for television advertisers. Our extensive computer systems have made such an approach viable for spot television, and we see it as giving spot TV an opportunity to compete for those particular advertising allocations that, heretofore, have always gone automatically to the television networks."

"We believe that our industry is on the crest of a new wave of innovative media applications of both television and radio. These advances, plus the inherent communication values of advertising's two 'real-time' media—where the moment of broadcast is the moment of impact—assure broadcasting's strong growth well into the next decade."

Mr. Fritz also took a look back at spot TV's slowdown this past summer:

"The markets affected most severely were the top 10 areas where agencies could divert maximum media dollars from spot into network. There also were problems in certain regions, as well. The smaller markets consistently reported increases right through the critical period."

"So, in effect, the major markets' normal spot allocations were used by the

How Ma Bell does it. Where do people get their information about the telephone company? John A. Howland, assistant vice president, told an Association of National Advertisers workshop on corporate advertising that, "next to the leaflet you get with your monthly bill," the prime source is TV commercials. And those, as a source, gained 10 points after a corporate advertising campaign last January. **How others do it.** Harry L. Darling, an ANA vice president, reported that a corporate advertising survey showed that 27 companies, out of 95 responding, had used network TV for corporate advertising, 16 used local or regional TV, five used national radio, 21 used regional or local radio and 18 used underwriting of public television programming. As to which medium got most of their corporate advertising dollars, 33 named the business press, 23 television, 14 consumer magazines, nine newspapers and one radio.

agencies as a kind of 'sinking fund' primarily to meet network rate hikes, and in some cases to expand use of other media—notably magazines."

Magazines' rise in 1976 and 1977 was noted by several speakers. CBS's Dr. Blank suggested that one hypothesis to explain it might be that in the mid-1970's TV and magazines reached "equilibrium" in terms of price effectiveness, or perhaps that advertisers don't fine-tune their media decisions until they "get a jolt," which TV's 1976 price increases might have provided.

Dr. Blank looked for "only modest changes" in media costs-per-thousand in 1978, and said he could "easily" conceive of the possibility that over the next few years TV's C-P-M's relative to magazines' C-P-M's might shift down.

In any event, he thought spot TV was the chief victim of magazines' rise. Spot prices now are "very cheap," compared with network and magazine prices, he said, adding that he could envision the possibility of a spot-TV rebound with money shifting from magazines back to spot.

Robert C. Gardner of the Magazine Publishers Association said that 74 of television's top 100 advertisers increased their magazine spending last year, by an average of 43%.

Carl Spielvogel, Interpublic Group of Companies vice chairman, operations, had some encouraging words for big agencies and, therefore, for media. He said the strength that has characterized the "large multinational agency" business will continue, and that the continuing trend to more and more mass selling and less and less personal selling will require greater reliance on mass media. He also had some less than encouraging words for small agencies offering selective services: With major multinational advertisers, he said, "too much is at stake to fool around with boutiques and ad hoc shops."

How slow it is. Documenting the sluggishness of the spot TV market this past summer, the Television Bureau of Advertising said last week that spot spending in the third quarter rose by 2% and for the first nine months by 4%. □ Using figures compiled by Broadcast Advertisers Reports, TVB said expenditures in the third quarter edged up to \$515.2 million from \$505.3 million in the like period of 1976, while for the first nine months, spending was publishing and media, up 97% to \$20.2 million, followed by jewelry, optical goods and cameras, up 74% to \$3 million; horticulture, up 52% to \$2.3 million; records and tapes, up 45% to \$35 million, and gasoline, lubricants and other fuels, up 33% to \$13.6 million.

Radio

Financial Data 1976

**THE BETTER
YOUR PEOPLE
REPRESENT A STATION
THE LONGER YOU
REPRESENT IT.**

64% OF THE STATIONS REPRESENTED BY BLAIR RADIO HAVE BEEN BLAIR CLIENTS FOR 10 YEARS OR MORE.

Over one-third have been clients for 20 years or more.

Why do our client relationships go back as far as they do?

The Blair Radio people.

They're dedicated, knowledgeable men and women whose consistently strong performance keeps our stations way ahead.



Blair Radio

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Reliable people, reliable data

In 1976, the seven radio networks had revenues of \$64,289,000, their 17 owned-and-operated AM stations added another \$79,472,000, 4,346 other AM and AM-FM stations brought in a total of \$1,543,100,000, and 1,275 FM stations had revenues of \$332,500,000, for an industry total of \$2,019,400,000.

Expenses for the networks in 1976 were \$69,247,000, their 17 owned stations spent \$64,209,000, other AM and AM-FM stations had expenses of \$1,395,952,000, while FM stations had expenses of \$311,400,000, for an industry expense total of \$1,840,800,000.

So the radio networks ended up with a loss of \$4,957,000, owned stations showed a pretax profit \$15,263,000, up 33.2% from 1975, profits for AM and AM-FM stations were \$147,192,000, up 70.2% from 1975, and FM stations reported their first profit ever—\$21,200,000, for an all-radio pre-tax profit of \$178,600,000, a whopping 96.9% above 1975.

It was an incredible year

Radio's 1975 was a good year, but 1976 turned out 96.9% better. Broadcasters reported a combined pretax profit of \$178.6 million, up from 1975's \$90.7 million, revenues soared past the \$2 billion mark and FM logged its first profit-making year, the FCC reported last week as it released its annual tabulations of radio financial figures. The 1976 report shows revenues increased by 17.1% over 1975 (to \$2,019,400,000) while total expenses went up only 12.6% (to \$1,840,800,000). Combined with the television figures reported in August (BROADCASTING, Aug. 29), the broadcasting industry's revenues were \$7.2 billion, an increase of 24% from 1975, expenses were \$5.7 billion, a 17% increase, and income before taxes stood at \$1,428,800,000, an increase of 64% (see table 1, this page).

Advertisers spent \$2.226 billion in radio in 1976, up 17.6% from 1975. Of this amount, \$92.2 million was for network advertising (up 26.8%), \$494.6 million for national and regional spot advertising (up 18.8%) and \$1.6 billion for local advertising (a 16.8% increase). These amounts include commissions to advertising agencies, representatives, brokers and others, but do not include advertiser-supplied commercials or programs (see table 9, page 53).

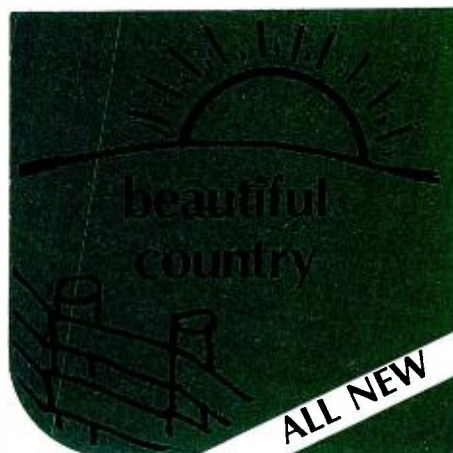
The seven national radio networks (CBS, Mutual Broadcasting, NBC and ABC's three AM and one FM networks) continued to show increasing losses in their operations. Although their combined revenues for 1976 totalled \$64.3 million,

1. The radio and television broadcast services' 1976 totals of revenues, expenses and income, for networks and stations

Broadcast revenues	1976	1975	% increases 1975-1976
Radio	\$2,019,400,000	\$1,725,000,000	17.1
Television	5,198,500,000	4,094,100,000	27.0
INDUSTRY TOTAL	\$7,217,900,000	\$5,819,100,000	24.0
Broadcast expenses			
Radio	\$1,840,800,000	\$1,634,400,000	12.6
Television	3,948,300,000	3,313,800,000	19.1
INDUSTRY TOTAL	\$5,789,100,000	\$4,948,200,000	17.0
Broadcast income (before federal income tax)			
Radio	\$178,600,000	\$90,700,000	96.9
Television	1,250,200,000	780,300,000	60.2
INDUSTRY TOTAL	\$1,428,800,000	\$871,000,000	64.0

Note: Figures may not add to totals due to rounding.

Note: 1976 radio data cover the operations of the nationwide networks (CBS, MBS, NBC and ABC's three AM networks and one FM network), 4363 AM and AM-FM stations, 562 FM stations associated with AM stations but reporting separately in 1976 and 713 independent FM stations. This data also includes the compensation paid by other (regional, state, etc.) networks to affiliated stations, but do not include the revenues retained by these other networks for their expenses. Radio data for 1975 covers the operations of the nationwide networks, 4,355 AM and AM-FM stations, 477 associated FM's that reported separately in 1975 and 703 independent FM stations. Also included is the compensation paid by other networks to their affiliates, but not the revenues retained by the other networks nor their expenses. TV data for 1976 covers the operations of three networks and 701 stations. TV data for 1975 covers the operations of three networks and 693 stations.



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their expenses of \$69.3 million produced a general loss of \$5 million (against a loss of \$2.5 million in 1975). The 1976 network loss is the worst since 1974 when they were \$6.2 million in the red (see table 3, page 34).

But the networks' 17 owned-and-operated AM stations continued to carry the over-all network operations as they chalked up another year of substantial profit increase. The O&O's reported \$15.3 million in profits for 1976, up 33.2% from 1975 (1975 profits were up 35.7% from 1974). Their combined revenues reached \$79.5 million, however, a 15.3% increase from 1975.

Revenues for 4,346 other AM and AM-FM stations were \$1.5 billion, up 13.4% from 1975; pretax profits were up 70.5% to

\$147.2 million (table 3). For 1976, 67% of the stations operating a full year reported a profit compared with 61% in 1975, 65% in 1974 and 68% in 1973 (see table 9, page 53).

But the real story of 1976 was FM's. For the first time since commercial FM broadcasting began in the late 1940's independent FM's and FM's reporting separately from their co-owned AM stations reported a combined profit of \$21.2 million (\$4.3 and \$16.9 million, respectively). In 1975, the FM broadcasters reported a loss of \$4.7 million. In 1976, they reported revenues of \$332.5 million, up from \$245.3 million in 1975. According to the FCC report, just under half (49.2%) of the FM stations made a profit last year (table 9).

The Los Angeles-Long Beach market nosed out New York and Chicago to take over the number-one spot in the profits column. Los Angeles stations reported a combined broadcast income of \$12,174,359 (on revenues of \$64,255,157). New York stations had \$11,918,213 income on revenues of \$66,222,148, and Chicago, which came in third in both categories, reported income of \$9,735,825 on \$51,059,272 in revenues.

Other top-10 markets, revenues and profits: San Francisco-Oakland, \$35,199,549 and \$4,496,978 (fourth and fifth, respectively); Washington, \$28,620,637 and \$3,898,298 (fifth and ninth); Philadelphia, \$27,783,013 and \$3,887,734 (sixth and 10th); Detroit, \$24,965,903 and \$4,680,918 (seventh and fourth); Boston, \$24,956,588 and \$2,648,505 (eighth and 15th); Dallas-Fort Worth, \$21,115,420 and \$2,877,416 (ninth and 12th), and Houston \$19,906,298 and \$4,476,960 (10th and sixth).

Minneapolis-St. Paul dropped out of the top 10 in revenues in 1976 although the market registered a 16.6% increase in revenues (to \$19,567,034) and reported a total income of \$4,237,096 (11th and eighth, respectively). Baltimore was the sixth highest-rated market for profits (\$4,241,980) on revenues of \$16,426,926.

One top 20 market, Miami, came in 19th in revenues (\$14,045,089) but 160th in profits (\$84,626). Last year that market ranked 19th and 110th, respectively. One broadcaster in Miami, however, did not seem concerned by the FCC's figures. Hal Gore, executive vice president of Sudbrink Broadcasting there, said the FCC breakdown fails to reflect that Miami stations also cover nearby Fort Lauderdale (which the FCC includes in a separate market with Hollywood, Fla.). That area reported income of \$21,579 on revenues of \$3,525,474.

In FM, 700 stations reported making a profit in 1976 while only 575 reported losses. Of 713 independent FM stations (those not co-owned with an AM), 351 reported profits and 362 reported losses.

In the major markets, New York FM stations reported a 29.1% rise in revenues to \$22,526,696; Los Angeles, up 30.4% to \$21,522,654; Chicago, up 30.3% to \$17,618,795; San Francisco-Oakland, up 36.5% to \$6,613,040; Washington, up 44% to \$9,098,151; Philadelphia, up 47.8% to \$9,939,855; Detroit, up 34.2% to \$11,118,586; Boston, up 48.5% to \$8,297,962; Dallas-Fort Worth, up 34.2% to \$6,412,318, and Houston, up 42.4% to \$7,201,045.

The greatest FM gains were reported in Anchorage (up 147.6%); Augusta, Ga. (up 472.1%); Charleston, W.Va. (up 135.8%); Columbia, S.C. (up 104.4%); Knoxville, Tenn. (up 187%); Lexington-Fayette, Ky. (up 123.5%); Norfolk-Virginia Beach-Portsmouth, Va. (up 183%); Parkersburg, W.Va.-Marietta, Ohio (up 208%); San Antonio, Tex. (up 102%), and Tacoma, Wash. (up 102.4%).

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The format is customized for your market, and compatible with automated and semi-automated situations.

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Chris Lane
5-10 am

Chris Lane
10am-3 pm

Chuck Roberts
8 pm-1 am

More charts, figures on page 32

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The accountants' books prove it. Greater Media's Magic Music programming works. Building audience. Building business. Every time out.

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* Arbitron. Philadelphia. Oct/Nov '75 — Jul/Aug '77: Arbitron. Detroit. Apr/May '76 — Jul/Aug '77.

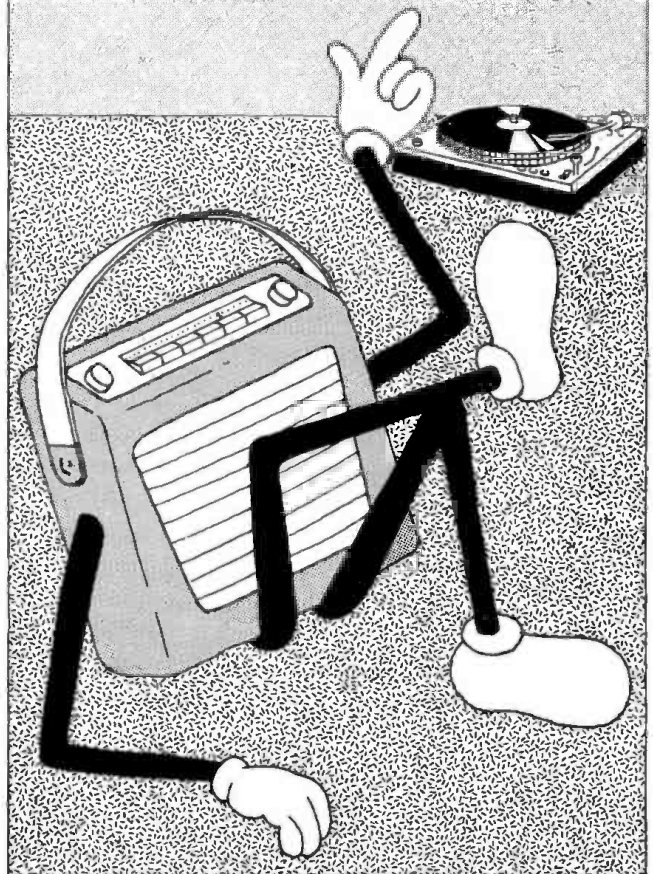
2. Breakdowns of revenues and expenses for all radio stations

	AM and AM/FM stations ¹		FM stations ²	
	Individual Items	Totals	Individual Items	Totals
Broadcast revenues				
A. Revenues from the sale of station time:				
(1) Network				
Sale of station time to networks:				
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)	\$13,111,000		\$834,000	
Sale of station time to other networks (before line or service charges)	3,218,000		152,000	
Total		\$16,328,000		\$989,000
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers):				
Sale of stations time to national and regional advertisers or sponsors	408,897,000		84,640,000	
Sale of station time to local advertisers or sponsors	1,345,538,000		280,959,000	
Total		1,754,035,000		365,599,000
Total sale of station time		1,770,363,000		366,585,000
B. Broadcast revenues other than from sale of station time (after deduction for trade discounts but before cash discounts and before commissions):				
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:				
(a) to national and regional advertisers or sponsors	1,402,000		52,000	
(b) to local advertisers or sponsors	9,828,000		1,128,000	
(2) Other broadcast revenues	13,932,000		3,662,000	
Total broadcast revenues, other than from time sales	25,161,000		4,842,000	
C. Total broadcast revenues		1,795,524,000 ³		371,427,000
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employees) and less cash discounts	173,439,000		40,269,000	
D. Net broadcast revenues		1,622,085,000		331,158,000 ³
E. Joint AM/FM reports				
FM revenues from sale of station time (after discounts, commissions, etc.)	81,564,000			
FM revenues from providing functional music or other special services	3,793,000			
Other FM revenues	365,000			
Total		85,723,000⁴		
Broadcast expenses				
Technical expenses:				
Technical payroll*	68,815,000		11,586,000	
All other technical expenses	52,227,000		12,347,000	
Total technical expenses		121,042,000		23,932,000
Program expenses:				
Payroll* for employees considered "talent"				
Payroll for all other program employees	274,983,000		51,844,000	
Rental and amortization of film and tape	1,467,000		1,080,000	
Records and transcriptions	6,530,000		2,499,000	
Cost of outside news service	26,936,000		3,631,000	
Payments to talent other than reported above	8,063,000		729,000	
Music license fees	38,264,000		7,882,000	
Other performance and program rights	16,890,000		2,061,000	
All other program expenses	56,948,000		11,701,000	
Total program expenses		430,079,000		81,428,000
Selling expenses:				
Selling payroll*	192,565,000		44,323,000	
All other selling expenses	113,872,000		32,259,000	
Total selling expenses		306,437,000		76,582,000

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Continued from page 32

	AM and AM/FM stations ¹		FM stations ²	
	Individual Items	Totals	Individual Items	Totals
General and administrative expenses:				
General and administrative payroll*	170,412,000		31,182,000	
Depreciation and amortization	74,978,000		18,438,000	
Interest	40,606,000		8,769,000	
Allocated costs of management from home office or affiliate(s)	39,003,000		11,404,000	
Other general and administrative expenses	276,200,000		57,305,000	
Total general and administrative expenses		601,199,000		127,098,000
Total broadcast expenses		1,458,757,000		309,039,000

Broadcast income

Broadcast revenues	1,622,616,000 ⁵	\$332,492,000 ⁵
Broadcast expenses	1,460,131,000 ⁵	311,386,000 ⁵
Broadcast operating income or (loss)	162,485,000	21,106,000
Total of any amounts included in expenses above which represent payments (salaries, commissions, management fees, rents, etc.) for services or materials supplied by the owners or stockholders, or any close relative of such persons or any affiliated company under common control	\$108,591,000	\$19,610,000

(Note: Totals may not add due to rounding)

¹Includes 2,885 AM and 1,478 AM/FM combination stations. Does not include 562 FM stations that are associated with AM's but which reported separately.

²Includes 562 FM stations that are associated with AM station but which reported separately, and 713 independent FM stations.

³Includes \$62,934,455 from barter and trade-out transactions for AM/FM stations and \$16,894,158 for FM's.

⁴Includes 1,040 combined AM/FM stations that reported FM revenue. Does not include 562 FM stations associated with AM's but reported separately.

⁵Stations reporting less than \$25,000 in total revenues are not required to report revenues and expenses but are required to report income. Therefore, totals in revenues and expenses are somewhat lower than income totals.

*Payroll includes salaries, wages, bonuses and commissions. Total payroll for AM/FM's: \$706,774,000; for FM's: \$138,934,000.

3. Network and station breakouts (except independent FM's)

Broadcast revenues, expenses and income	Networks ¹	% change from 1975	17 owned-and-operated AM stations ²	% change from 1975	4,348 other AM and AM/FM stations ³	% change from 1975	Total networks and stations	% change from 1975
Sales to advertisers for time, program talent, facilities, and services								
Network sales	\$89,047,000	25.6						
Deduct: Payments to owned-and-operated stations	1,335,000	17.5						
Deduct: Payments to other affiliated stations	12,848,000	6.5						
Retained from network sales	74,864,000	29.7	\$1,252,000	16.4	\$15,077,000 ⁴	12.8	91,193,000	26.4
Nonnetwork sales*								
To national and regional advertisers			49,647,000	11.5	360,251,000	15.1	409,899,000	14.7
To local advertisers			45,074,000	21.4	1,310,823,000 ⁵	13.3	1,355,897,000	13.8
Total nonnetwork sales			94,722,000	16.0	1,671,074,000	13.7	1,765,795,000	13.8
Total sales to advertisers	74,864,000	29.7	95,973,000	16.0	1,686,150,000	13.7	1,856,988,000	14.4
Sales to other than advertisers	2,495,000	10.4	286,000	-62.6	13,645,000	4.6	16,426,000	2.2
Total sales	77,359,000	29.0	96,260,000	15.3	1,899,798,000	13.6	1,873,414,000	14.3
Deduct: Commissions to agencies, representatives, etc.	13,069,000	24.8	16,788,000	15.6	156,652,000	16.2	186,509,000	16.7
Total broadcast revenues	64,289,000	29.9	79,472,000	15.3	1,543,144,000	13.4	1,686,905,000	14.0
Total broadcast expense	69,247,000	33.0	64,209,000	11.7	1,395,952,000	9.5	1,529,407,000	10.5
Total income (before federal income tax)	(4,957,000)	-6	15,283,000	33.2	147,192,000	70.2	157,498,000	65.1

¹CBS, MBS, NBC and ABC's three AM networks and one FM network.

²Seventeen owned-and-operated FM stations are excluded. The 1978 revenues of these stations totalled \$22.4 million and their expenses totalled \$23.8 million compared to \$15.4 million and \$18.1 million, respectively, for 17 stations in 1975.

³Excludes 562 FM stations that are associated with AM's but reported separately. The 1978 revenues of these stations totalled \$152.5 million; expenses totalled \$135.7 million.

⁴Includes \$3,218 thousand in compensation from regional networks. The balance differs from the amount reported by the networks as paid to other affiliated stations because of differences in accounting methods.

⁵Since stations with less than \$25,000 in revenues do not report a detailed breakdown, the total revenue of those stations is included in this item. Therefore, a small amount of network and national nonnetwork time and program sales may be included here.

⁶Loss of \$2,542,000 in 1975.

*Year-to-year comparisons should be made with caution because stations are not consistent in the way they classify national/regional versus local sales.

We can get out of the energy crisis the same way we got into it. Together.



Phillips Petroleum drilled over 40,000 exploratory holes to discover lignite coal deposits in five Southern states.

Insuring enough energy for the future is a responsibility we all must share — energy producers, consumers, industry and government policymakers alike.

Producers like Phillips Petroleum can help most by continuing to do what we do best. Finding and developing important new sources of energy including coal, uranium ore, geothermal energy, solar power and others.

Recently, Phillips discovered over 3 billion tons of recoverable lignite coal. Enough coal to provide electricity to a city of 2 million people for more than 100 years.



Phillips is developing new technology to harness nature's geothermal energy.

At the same time, our energy development efforts in New Mexico have paid off in new sources of uranium ore for America's nuclear energy program.

We can all do more to conserve energy.

The more energy we save today, the more we'll have for the future.

By most estimates, simple conservation measures around the home such as insulating attics, weather stripping and caulking doors and windows, and adjusting our thermostats could reduce total energy consumption by as much as 14%. And cut our national energy bill by almost 2 billion dollars a year.

The people of Phillips Petroleum are saving energy, too. Through our company-wide conservation program, we've already saved more than 10 million barrels of oil over a four-year period.

Enough to power a city the size of Des Moines, Iowa for a full year. Our goal: 15% less fuel consumption by 1980.



Conservation around the home could cut energy consumption by 14%.

Affirmative government action needed.

As a nation, we must plan to use our limited energy resources more wisely. And that is where federal, state and local governments can help.

Positive legislative action is needed to provide a comprehensive energy policy that is equitable to everyone. A policy that encourages energy exploration and production as well as conservation.

Phillips Petroleum welcomes the opportunity to work with our government leaders and the American people to provide a more secure energy future for us all.



The Performance Company

BONNEVILLE BEATS SCHULKE!

Los Angeles

KBIG
6.9

KJOI
5.9

Cleveland

WQAL
11.6

WKSX
4.9

Kansas City

KMBR
16.0

KCEZ
4.4

Albany

WROW-FM **WHSB-FM**
9.5 .8

Washington

WJMD
4.7

WEZR
2.4

ARBTRON
APR-MAY 1977
METRO
SURVEY AREA
ADULTS
25-49
6 AM - MID
N-5



274 County Road
Tenafly, N.J. 07670
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4. The market-by-market breakdown of

Metropolitan areas (number of stations reporting in paren- theses)	Revenue rank	Profit rank	Time sales ²			
			Network		National and regional advertisers	
			1976	1975	1976	1975
Abilene, Tex. (6)	195	141	975	1,026	144,711	124,995
Akron, Ohio (4)	63	35	37,076	59,508	1,207,261	1,599,222
Albany, Ga. (4)	234	201	1,817	1,548	148,102	91,732
Albany-Schenectady-Troy, N.Y. (13)	46	80	108,806	97,887	1,605,809	1,423,463
Albuquerque, N.M. (11)	86	229	16,801	22,969	1,012,753	974,867
Alexandria, La. (4)	207	93	5,531	4,281	223,353	167,458
Allenstown-Bath-Easton, Pa.-N.J. (10)	81	42	45,787	42,417	420,964	378,819
Altoona, Pa. (6)	148	144	3,768	3,226	273,102	222,755
Amarillo, Tex. (7)	118	100	14,401	14,716	441,460	413,301
Anchorage (6)	78	77			396,449	332,722
Ann Arbor, Mich. (4)	178	284	1,452	1,273	281,509	235,435
Anniston, Ala. (4)	241	130			81,752	74,929
Appleton-Oshkosh, Wis. (7)	127	180	3,126	2,878	95,871	130,802
Asheville, N.C. (7)	155	257	9,770	9,824	193,261	326,201
Atlanta (26)**	16	13	489,655	386,500	4,129,473	3,847,427
Atlantic City (5)	189	299	8,663	4,878	134,430	129,302
Augusta, Ga.-S.C. (10)	109	305	5,269	3,554	374,164	303,020
Austin, Tex. (6)	76	41	7,414	3,078	682,806	687,267
Bakersfield, Calif. (15)	64	134	48,106	41,820	743,361	794,852
Baltimore (18)**	15	7	382,223	269,333	4,622,374	3,903,039
Baton Rouge (9)	93	61	28,691	27,358	356,470	264,334
Battle Creek, Mich. (4)**	265	222	4,193	4,927	97,430	79,942
Beaumont-Port Arthur-Orange, Tex. (10)	91	215	53,678	60,091	477,488	361,159
Billings, Mont. (5)	154	227	7,533	6,999	187,520	178,360
Blount-Gulfport, Miss. (7)	152	289			289,064	92,988
Binghamton, N.Y. (4)	212	300	11,219	10,818	119,777	235,308
Birmingham, Ala. (16)	31	27	66,239	65,287	1,959,698	1,580,869
Boise, Idaho (5)	185	296	8,941	6,652	255,425	237,969
Boston (20)	8	15	401,256	522,697	10,701,489	9,325,862
Bridgeport, Conn. (3)	189	219	3,668	5,477	269,184	253,900
Buffalo, N.Y. (11)	29	28	223,500	207,510	2,501,282	2,407,674
Burlington, N.C. (4)	252	268			115,752	107,750
Canton, Ohio (6)**	96	51	12,813	11,038	432,441	396,806
Cedar Rapids, Iowa (4)	98	73	19,002	17,508	629,695	513,666
Champaign-Urbana-Rantoul, Ill. (3)	250	101	5,896	4,785	189,825	153,538
Charleston, S.C. (9)	116	177	19,414	10,545	278,352	358,756
Charleston, W. Va. (8)	101	56	17,311	13,945	717,262	464,230
Charlotte-Gastonia, N.C. (16)	39	108	123,295	114,155	1,849,065	1,611,304
Chattanooga (12)	77	44	27,966	21,924	507,192	423,611
Chicago (31)	3	3	808,307	599,092	18,085,378	15,938,004
Cincinnati (9)	20	20	401,911	335,208	3,288,874	3,449,847
Cleveland (12)	18	18	438,940	420,699	5,169,243	4,292,889
Colorado Springs (7)	119	311	4,813	55,140	492,836	393,486
Columbia, S.C. (7)	89	50	18,181	27,241	700,902	460,909
Columbus, Ga.-Ala. (6)	161	302	11,166	4,299	416,049	439,766
Columbus, Ohio (9)	26	16	70,077	64,927	2,813,921	2,597,553
Corpus Christi, Tex. (8)	111	76	33,550	31,655	903,874	594,624
Dallas-Fort Worth (21)	9	12	310,373	274,476	7,690,547	6,415,823
Davenport-Rock Is.-Moline, Iowa-Ill. (7)	90	143	16,780	12,663	704,292	546,933
Dayton, Ohio (6)	42	22	53,814	49,711	1,135,801	995,793
Daytona Beach, Fla. (9)	123	241	3,668	4,395	326,214	363,756
Denver-Boulder (21)	14	17	281,919	231,816	4,129,095	4,020,429
Des Moines, Iowa (7)	52	70	93,547	83,780	1,944,259	1,674,859
Detroit (18)	7	4	554,778	502,589	8,443,551	6,918,100
Duluth-Superior, Minn.-Wis. (11)**	112	139	26,571	22,456	373,988	328,099
Eau Claire, Wis. (4)	166	125	2,030	-	180,422	-
El Paso, Tex. (8)	88	288	21,475	23,550	1,348,326	1,055,802
Elmira, N.Y. (4)	222	295	1,827	1,939	194,380	88,637
Erie, Pa. (6)	131	275	14,130	13,491	426,077	322,759
Eugene-Springfield, Ore. (8)**	114	290	9,379	3,196	773,190	454,002
Evansville, Ind.-Ky.-Ill. (8)	103	96	6,604	6,998	278,088	285,096
Fargo-Moorhead, Minn.-N.D. (4)	100	67	18,987	21,270	468,575	361,207
Fayetteville, N.C. (5)	140	236	15,043	40,875	279,463	227,689
Fayetteville-Springdale, Ark. (6)	181	132			148,213	136,965
Fitchburg-Leominster, Mass. (3)	273	209	3,067	2,575	122,573	112,365
Flint, Mich. (7)	80	104	45,218	40,529	1,071,161	996,758
Florence, Ala. (6)	190	264	1,081	2,096	81,281	81,569
Fort Collins, Colo. (4)	220	268	46,998	-	92,488	-

radio station revenue and profit in 1976

Local advertisers ³		Value of trade-outs and barter transactions		Total broadcast revenues ⁴		change	Total broadcast expenses	Total broadcast income
1976	1975	1976	1975	1976	1975	1976	1976	1975
1,115,227	1,015,068	11,317	13,033	1,220,659	1,108,535	+10.1	1,108,264	112,395
3,816,005	3,688,018	181,522	173,121	4,510,335	4,868,333	- 7.4	3,666,737	843,598
811,589	602,233	2,761	15,240	935,755	687,906	+38.0	903,378	32,377
5,061,183	4,578,826	301,577	333,249	5,971,286	5,373,335	+11.1	5,693,752	277,534
3,753,455	3,382,647	170,981	189,778	4,289,597	4,081,119	+ 5.6	4,275,164	14,433
894,832	801,692	1,000	1,000	1,097,196	951,041	+15.4	885,504	211,692
3,107,404	2,909,936	54,318	73,162	3,452,624	3,235,673	+ 8.7	2,853,256	599,368
1,520,028	1,258,488	145,815	129,379	1,749,023	1,444,347	+21.1	1,642,870	106,153
2,127,200	1,746,583	81,743	60,409	2,354,392	1,992,900	+18.2	2,173,486	180,906
3,688,872	3,236,426	186,280	135,952	3,807,906	3,318,610	+14.7	3,521,741	286,165
1,076,199	983,321	124,207	46,499	1,341,680	1,173,911	+14.3	1,428,486	-86,806
838,595	700,233	4,520	4,520	908,594	764,221	+18.9	792,069	116,525
2,234,955	2,047,704	132,725	49,076	2,250,952	2,115,097	+ 8.4	2,192,613	58,339
1,506,539	1,266,429	42,818	58,592	1,840,404	1,530,890	+ 7.2	1,669,270	-28,866
14,137,688	12,166,834	501,290	543,666	16,240,619	14,252,025	+14.0	13,416,761	2,823,858
1,068,171	1,246,521	119,586	214,047	1,264,976	1,458,298	-13.3	1,413,806	-148,830
2,334,666	2,041,718	206,804	172,052	2,636,535	2,262,997	+16.5	2,831,839	-195,304
3,593,536	2,925,935	124,233	125,793	3,863,240	3,270,534	+18.1	3,224,905	638,335
2,872,213	2,298,600	180,307	168,955	3,352,990	2,906,704	+15.4	3,231,678	121,312
14,005,119	11,593,421	926,684	763,103	16,426,926	13,734,793	+19.6	12,184,946	4,241,980
2,817,575	2,970,825	58,981	56,219	3,029,616	3,056,674	- 0.9	2,614,526	415,090
668,920	725,018	5,065	6,705	767,459	783,900	-2.0	749,105	18,354
2,913,716	2,340,299	136,877	78,948	3,188,389	2,613,364	+22.0	3,166,706	21,683
1,515,421	1,331,809	66,744	84,577	1,652,919	1,468,151	+12.8	1,637,356	15,563
1,450,096	1,467,080	77,690	74,149	1,732,723	1,551,688	+11.7	1,836,447	-103,724
993,755	1,603,754	63,347	147,222	1,071,161	1,720,335	-37.7	1,221,271	-150,110
6,803,198	5,923,572	262,841	247,776	8,013,010	6,817,888	+17.5	6,891,080	1,121,930
1,408,436	1,134,264	51,711	46,967	1,543,626	1,305,088	+18.3	1,677,059	-133,433
17,709,195	15,764,441	2,018,705	1,483,980	24,956,588	22,512,746	+10.9	22,308,083	2,648,505
1,349,681	1,280,999	74,515	41,249	1,477,061	1,400,701	+ 5.5	1,456,940	20,121
6,800,184	6,386,865	549,710	573,690	8,293,503	7,841,666	+ 5.8	7,236,449	1,057,054
723,582	555,680	13,188	5,192	834,915	658,591	+26.8	883,149	-48,234
2,719,993	2,659,654	88,918	125,253	2,971,252	2,849,397	+ 4.3	2,471,480	499,772
2,598,558	2,258,857	70,274	66,647	2,952,410	2,583,717	+14.3	2,641,268	311,142
705,635	597,313	1,046	2,292	851,066	721,470	+18.0	675,720	175,346
2,284,830	1,994,592	103,830	107,082	2,439,943	2,214,658	+10.2	2,377,735	62,208
2,280,879	1,757,206	82,348	79,739	2,884,055	2,132,462	+35.2	2,434,003	450,052
5,451,522	4,815,913	299,356	405,207	6,717,773	5,934,192	+13.2	6,554,516	163,257
3,502,205	3,019,372	89,893	86,184	3,812,879	3,341,228	+14.1	3,246,949	565,930
40,608,600	35,471,930	1,822,345	2,186,673	51,059,272	45,123,395	+13.2	41,323,447	9,735,825
10,053,241	8,609,455	779,777	390,119	11,904,907	10,550,619	+12.8	10,303,752	1,601,155
12,332,188	10,710,730	1,401,623	1,486,138	15,464,516	13,348,758	+15.8	13,511,361	1,953,155
2,138,218	2,031,011	80,377	73,630	2,345,747	2,314,791	+ 1.3	2,600,836	-255,089
2,413,368	2,278,554	167,805	47,455	3,271,404	2,920,246	+12.0	2,770,777	500,627
1,269,420	1,356,694	118,971	65,932	1,576,943	1,709,087	- 7.7	1,744,297	-167,354
8,274,712	7,075,332	414,141	339,355	9,725,040	8,661,946	+12.3	7,345,662	2,379,378
1,802,677	1,865,010	75,458	73,753	2,555,015	2,154,431	+18.6	2,267,065	287,950
16,626,745	14,073,054	788,936	567,830	21,115,420	18,012,003	+17.2	18,238,004	2,877,416
2,762,980	2,395,862	85,164	73,021	3,215,711	2,741,482	+17.3	3,107,494	108,217
5,961,472	4,972,679	173,877	93,787	6,186,089	5,225,556	+18.4	4,714,364	1,471,725
2,070,984	1,669,582	267,902	251,018	2,291,820	1,962,276	+16.8	2,289,733	1,887
14,659,964	11,444,140	1,057,332	1,263,615	16,470,489	13,464,568	+22.3	14,435,212	2,035,277
3,733,566	3,303,079	400,422	320,323	5,167,738	4,566,887	+13.2	4,836,183	331,555
19,960,964	15,895,680	903,113	807,196	24,965,903	20,219,116	+23.5	20,284,985	4,680,918
2,161,542	1,794,283	63,225	9,468	2,543,087	2,137,961	+18.9	2,429,754	113,333
1,359,128	-	5,044	-	1,536,903	-	-	1,405,437	131,466
2,350,179	2,142,816	249,999	219,587	3,318,800	2,897,630	+14.5	3,416,116	-98,116
837,903	486,914	81,494	64,207	1,022,191	831,429	+22.9	1,145,219	-123,028
1,776,613	1,590,983	113,621	120,442	2,059,978	1,809,826	+13.8	2,127,744	-67,766
1,946,663	1,517,907	96,296	65,280	2,460,510	1,779,505	+38.3	2,571,737	-111,227
2,722,166	2,171,373	75,410	47,885	2,850,249	2,352,183	+21.2	2,659,340	190,909
2,484,574	2,007,888	26,419	49,826	2,900,810	2,364,630	+22.7	2,549,493	351,317
1,628,407	1,483,549	38,255	16,326	1,884,578	1,718,753	+ 9.6	1,879,319	5,259
1,206,780	1,044,846	51,746	75,963	1,324,116	1,166,542	+13.5	1,201,927	122,189
652,697	611,047	15,915	25,690	731,021	685,185	+ 6.7	707,599	23,422
2,816,657	2,458,826	108,982	141,397	3,546,040	3,165,692	+12.0	3,377,320	168,720
1,183,934	952,076	23,630	22,737	1,255,741	1,025,844	+22.4	1,301,401	-45,660
910,882	-	28,673	-	1,044,709	-	-	1,096,707	-51,998

BONNEVILLE BEATS FM-100 PLAN!

Detroit
WJR-FM WWJ-FM
5.8 3.9

Seattle-Tacoma
KSEA KEZX
6.8 2.3

Phoenix
KMEQ-FM KDOT
6.5 2.7

Rochester
WEZO WPXY
19.3 5.0

Ft. Wayne
WMEF WFWR
23.1 4.1

ARBITRON
APR-MAY 1977
METRO
SURVEY AREA
ADULTS
25-49
6 AM - MID
NITE



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

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BONNEVILLE BEATS TM!

New York
WRFM WVNJ-FM
4.0 1.9

San Francisco
KOIT KABL-FM
5.0 2.2

**Allentown-
Bethlehem**
WQQQ WFMZ
8.9 4.0

Flint
WGMZ WGER
13.2 5.6

Shreveport
KCOZ KMBQ
7.7 3.8

ARBTRON
APR-MAY 1977
METRO
SURVEY AREA
ADULTS
25-49
8 AM - MID
M-S



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

A Division of Bonneville International Corporation

Time sales²

Metropolitan areas
(number of stations¹
reporting in paren-
theses)

	Revenue rank	Profit rank	Network 1978	1975	National and regional advertisers ³ 1978	1975
Fort Lauderdale-Hollywood, Fla. (7)	72	217	8,580	8,216	1,107,232	1,246,836
Fort Myers, Fla. (4)	259	289	2,553	1,209	185,483	176,019
Fort Smith, Ark.-Okla. (7)	183	108	6,110	5,115	119,216	108,629
Fort Wayne, Ind. (7)	73	83	14,896	12,235	959,507	837,009
Fresno, Calif. (11)	62	103	84,464	40,211	1,553,287	1,334,306
Gadsden, Ala. (3)	185	186			250,748	192,884
Gainesville, Fla. (4)	213	274	4,101	3,719	107,823	89,849
Galveston-Texas City, Tex. (3)	286	228	576	520	165,717	113,913
Gary-Hammond-East Chicago, Ind. (5)	144	202	1,549	1,388	102,410	113,954
Grand Rapids, Mich. (10)	58	47	24,428	19,011	781,100	670,444
Great Falls, Mont. (4)	182	200	1,321	889	168,235	226,419
Greeley, Colo. (3)	229	157	25,564	*	99,422	*
Green Bay, Wis. (3)	149	218	6,617	5,601	353,773	311,113
Groves-Winstn Sim-High PL, N.C. (20)	45	67	33,753	20,011	1,012,871	657,213
Greenville-Spartanburg, S.C. (16)	48	34	32,480	29,469	975,383	757,110
Hamilton-Middleton, Ohio (3)	147	255	3,537	3,270	339,702	248,376
Harrisburg, Pa. (8)	85	58	23,430	19,467	882,413	818,371
Hartford, Conn. (8)	40	71	247,800	229,086	2,663,965	2,541,445
Honolulu (17)	38	318	4,909	9,566	919,456	904,825
Houston (19)	10	6	202,337	161,180	5,403,665	4,403,517
Huntington-Ashland, W. Va.-Ky.-Ohio (7)	136	122	5,754	6,726	227,592	195,468
Huntsville, Ala. (11)	115	159	6,807	2,396	232,078	228,266
Indianapolis (11)**	25	21	148,194	169,870	2,885,080	2,855,518
Jackson, Mich. (3)	254	189	3,489	643	100,242	80,015

Jackson, Miss. (8)	102	124	8,474	8,699	428,269	401,346
Jacksonville, Fla. (16)**	58	237	58,132	34,635	1,443,285	1,420,465
Johnson City-Kingsport-Bristol, Tn.-Va. (16)	83	95	16,516	2,870	403,496	273,905
Johnstown, Pa. (9)	184	213	15,792	11,153	136,958	195,379
Kalamazoo-Portage, Mich. (7)	120	60	11,274	9,053	389,856	355,347
Kansas City, Mo.-Kan. (12)	27	86	94,552	112,767	2,779,397	2,830,476
Killeen-Temple, Tex. (3)	160	88			162,044	170,281
Knoxville, Tenn. (13)	64	109	19,340	29,693	826,390	690,493
LaCrosse, Wis. (3)	173	118	7,310	5,491	156,493	115,318
Lafayette, La. (3)**	218	117	976	1,244	236,263	229,402
Lake Charles, La. (4)	199	161	421	2,884	259,598	237,535
Lakeland-Winter Haven, Fla. (11)	158	312	6,331	12,883	312,786	141,622
Lancaster, Pa. (4)	168	119	13,519	13,299	376,493	288,183
Lansing-East Lansing, Mich. (7)	95	52	14,874	8,213	606,463	593,838
Las Vegas (9)	70	64	133,589	83,068	514,124	492,317
Lewiston-Auburn, Me. (3)	297	287	2,781	1,856	127,761	151,480
Lexington-Fayette, Ky. (7)	106	81	4,105	4,206	617,404	551,290
Lincoln, Neb. (4)	108	90	978	913	240,735	330,494
Little Rock-North Little Rock, Ark. (10)	75	48	61,152	68,955	798,729	790,478
Longview, Tex. (6)**	214	233			74,895	*
Lorain Elyria, Ohio (3)	203	120			139,548	152,088
Los Angeles-Long Beach (30)**	2	1	748,942	714,067	29,401,795	26,521,649
Louisville, Ky.-Ind. (11)**	34	39	169,635	175,791	1,965,103	2,009,175
Lubbock, Tex. (8)	99	145	7,134	8,453	366,178	282,652

Lynchburg, Va. (8)**	188	281	675	863	170,936	60,652
Macon, Ga. (8)	124	174	15,256	13,650	429,790	330,976
Madison, Wis. (3)	105	49	35,280	13,758	595,383	545,520
Manchester, N.H. (3)**	177	188	14,250	14,400	249,070	224,101
McAllen-Pharr-Edinburg, Tex. (4)	175	245			259,050	168,869
Melbourne-Titusville-Cocoa, Fla. (8)	182	308	5,096	8,096	226,543	201,481
Memphis (13)	36	37	122,952	79,972	2,642,801	2,100,364
Miami (15)**	19	160	188,687	205,985	5,192,698	4,943,419
Midland, Tex. (4)	286	106			101,814	74,680
Milwaukee (13)	24	298	144,323	149,621	2,706,952	2,641,210
Minneapolis-St. Paul (20)	11	8	106,573	106,248	5,126,841	4,491,949
Mobile, Ala. (10)	110	199	23,667	28,039	918,915	652,880
Modesto, Calif. (5)	145	224	13,828	2,107	658,722	516,251
Monroe, La. (4)	238	128	979	258	202,683	160,929
Montgomery, Ala. (10)	126	208	6,753	5,064	244,504	265,434
Muskegon-Muskegon Heights, Mich. (5)	200	178	2,060	2,233	91,201	93,229
Nashville-Davidson (19)	32	74	76,343	96,698	2,374,271	2,274,467
Nassau-Suffolk, N.Y. (9)	59	65	1,707	6,921	1,181,104	1,417,870
New Haven-West Haven, Conn. (5)	97	193	1,524	1,772	696,876	723,816
New London-Norwich, Conn.-R.I. (5)	157	170	1,138	765	228,116	155,731
New Orleans (13)	33	133	108,903	74,434	2,514,058	2,397,008
New York (25)	1	2	1,062,258	882,161	33,455,765	27,612,151
Newark, N.J. (7)	65	196	87,665	16,539	1,208,584	740,823
Newport News-Hampton, Va. (5)**	134	272	111	108	458,411	403,099

Local advertisers ³		Value of trade-outs and barter transactions		Total broadcast revenues ⁴		% change	Total broadcast expenses	Total broadcast income
1976	1975	1976	1975	1976	1975		1976	1975
3,332,211	2,672,510	352,392	188,137	3,999,033	3,525,474	+13.4	3,977,454	21,579
637,880	557,744	25,007	28,964	795,807	689,746	+15.4	851,016	-55,209
1,236,286	1,050,021	21,238	33,101	1,315,086	1,125,777	+16.8	1,279,419	35,667
3,538,125	3,180,069	323,826	300,812	3,989,102	3,579,731	+11.4	3,605,315	383,787
3,485,682	2,932,250	259,289	178,420	4,565,265	3,832,836	+19.1	4,393,594	171,671
1,025,700	752,136	37,501	43,224	1,288,224	941,796	+36.8	1,233,570	54,654
990,548	902,589	56,727	49,906	1,069,504	998,400	+ 7.1	1,131,393	-61,889
568,639	539,172	37,049	23,708	694,012	624,851	+11.1	679,137	14,875
1,773,035	1,770,663	82,851	108,137	1,810,553	1,813,466	- 0.2	1,778,494	32,059
4,489,363	4,044,271	242,786	229,223	4,804,774	4,360,579	+10.2	4,258,208	546,566
1,170,940	947,302	28,673	11,729	1,317,582	1,092,531	+20.8	1,283,489	34,093
843,850	-	17,585	-	959,514	-	-	871,717	87,797
1,464,664	1,458,852	24,946	17,826	1,743,275	1,684,102	+ 3.5	1,723,080	20,195
5,297,291	4,932,965	139,983	198,502	6,050,717	5,333,071	+13.5	5,601,984	448,733
5,006,525	4,356,861	112,408	80,171	5,865,707	5,014,355	+17.0	5,010,485	855,222
1,163,801	1,008,062	70,859	73,173	1,772,722	1,570,757	+12.9	1,800,006	-27,284
2,644,340	2,327,950	41,697	100,740	3,345,409	2,982,725	+12.2	2,909,986	435,443
4,817,518	4,343,807	293,398	348,842	6,691,678	6,094,882	+ 9.8	6,376,268	315,410
6,267,267	5,229,088	402,380	359,068	6,748,292	5,830,697	+15.7	7,980,308	-1,232,088
17,169,182	14,321,077	1,160,836	837,033	19,906,794	18,607,296	+10.9	15,429,834	4,478,960
18,805,624	1,648,245	84,902	85,160	1,938,150	1,766,848	+ 9.7	1,804,080	134,070
2,319,196	1,919,434	43,469	29,938	2,449,213	2,066,132	+18.5	2,363,569	85,644
8,555,820	8,150,065	560,117	528,771	9,976,778	9,574,414	+ 4.2	8,389,155	1,587,623
776,087	627,509	44,690	33,744	828,397	664,474	+24.7	777,024	51,373

2,516,463	2,489,725	93,623	67,956	2,853,374	2,923,234	- 2.4	2,720,825	132,549
4,131,776	3,608,978	247,782	216,184	4,966,218	4,489,038	+10.6	4,962,280	3,938
2,941,160	1,784,813	55,699	69,051	3,354,741	2,011,748	+66.8	3,152,888	201,853
1,418,429	1,153,621	20,029	21,840	1,551,472	1,347,692	+15.1	1,529,091	22,381
2,057,771	1,645,823	80,025	9,973	2,325,808	1,939,282	+19.9	1,904,199	421,609
7,840,465	7,116,864	664,795	641,481	9,168,706	8,689,108	+ 5.5	8,916,996	251,170
1,422,016	1,304,361	12,017	2,443	1,593,287	1,486,349	+ 7.2	1,350,228	243,059
4,006,390	3,484,001	79,254	59,389	4,502,056	4,365,428	+ 3.1	4,342,303	159,753
1,145,379	903,769	4,952	14,046	1,433,221	1,143,360	+25.4	1,291,688	141,533
892,732	1,102,535	25,580	31,350	1,051,856	1,266,154	-16.9	908,419	143,437
984,875	901,347	95,728	124,388	1,203,003	1,095,916	+ 9.8	1,121,793	81,210
1,361,210	1,442,736	86,275	99,723	1,595,307	1,526,003	+ 4.5	1,885,501	-290,194
1,190,096	1,275,576	22,444	16,351	1,502,733	1,538,458	- 2.3	1,365,386	137,347
2,418,772	2,064,344	66,457	24,674	3,004,105	2,611,859	+15.0	2,506,950	497,155
3,722,067	2,697,017	429,844	410,391	4,122,777	3,158,563	+30.5	3,740,455	382,322
502,695	419,112	15,104	5,105	599,411	437,117	+11.7	697,524	-98,113
2,295,372	1,904,756	109,590	58,276	2,694,336	2,288,522	+17.7	2,419,476	274,880
2,499,339	2,186,871	32,350	26,012	2,656,333	2,415,591	+10.0	2,415,949	240,384
3,352,882	3,036,976	197,631	168,913	3,863,683	3,539,697	+ 9.2	3,319,417	544,266
968,237	-	8,879	-	1,065,350	-	-	1,058,950	8,400
1,030,678	923,903	15,300	18,066	1,149,889	1,053,015	+ 9.2	1,018,710	131,179
46,097,903	38,242,482	3,361,384	3,675,233	64,255,157	55,447,890	+15.9	52,080,798	12,174,359
6,232,822	5,737,239	365,842	274,896	7,378,185	7,061,450	+ 4.5	6,620,154	758,031
2,800,176	2,272,314	67,994	88,144	2,847,140	2,393,038	+23.2	2,841,719	105,421

1,129,514	1,070,470	15,755	19,335	1,266,606	1,103,958	+14.7	1,345,299	-78,693
1,931,008	1,504,716	21,253	30,982	2,309,410	1,802,368	+28.1	2,243,720	65,690
2,210,703	2,276,827	77,006	80,073	2,724,876	2,721,900	+ 0.1	2,184,971	539,905
1,203,000	1,186,363	46,502	71,957	1,355,562	1,338,444	+ 1.3	1,283,452	72,110
1,203,452	1,143,126	10,215	14,651	1,399,621	1,237,010	+13.1	1,404,911	-5,290
1,383,576	1,355,272	73,820	77,675	1,561,131	1,503,116	+ 3.9	1,789,974	-228,843
5,546,495	5,142,403	305,977	255,812	7,202,967	6,347,086	+13.5	8,378,319	824,648
11,151,665	9,582,737	974,403	941,964	14,045,089	12,558,057	+11.8	13,960,463	84,826
680,768	501,357	1,800	-	766,728	567,869	+35.0	601,564	165,164
8,749,011	7,802,427	523,295	281,217	10,081,257	9,277,024	+ 8.7	10,217,420	-136,163
15,544,567	13,242,983	507,564	429,048	19,567,034	16,785,723	+16.6	15,329,938	4,237,096
1,758,234	1,837,369	89,141	118,633	2,571,328	2,388,057	+ 7.7	2,536,536	34,792
1,262,746	1,262,389	161,337	215,174	1,809,080	1,892,104	+ 6.9	1,791,961	17,119
778,397	773,303	35,919	38,325	913,025	882,206	+ 3.5	782,812	130,213
2,142,029	1,667,180	55,141	38,479	2,277,816	1,889,881	+20.5	2,253,304	24,512
1,148,178	930,253	20,333	17,236	1,195,456	984,649	+21.4	1,135,426	60,030
6,265,167	5,674,754	186,642	170,074	7,797,282	7,137,735	+ 9.2	7,507,786	289,496
3,979,270	4,057,049	197,387	308,715	4,760,656	4,879,930	- 2.4	4,385,605	375,051
2,481,887	2,287,822	160,869	127,597	2,953,432	2,752,714	+ 7.3	2,910,389	43,043
1,452,738	1,330,954	12,480	11,088	1,605,274	1,414,340	+13.5	1,533,667	71,607
6,273,260	5,582,135	262,016	326,928	7,638,027	7,059,228	+ 8.2	7,516,392	121,635
42,689,592	38,924,313	3,856,460	3,311,446	66,222,148	48,176,896	+13.6	54,303,935	11,918,213
3,689,244	2,835,062	440,016	286,311	4,430,186	3,314,762	+33.7	4,390,187	39,999
1,664,945	1,869,631	82,568	60,033	1,959,714	2,078,319	- 5.7	2,019,726	60,012

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**Metropolitan areas
(number of stations¹
reporting in paren-
theses)**

**Revenue
rank**

**Profit
rank**

Network

**National and
regional advertisers³**

Time sales²

1976 1975

1976 1975

Norfolk-Va. Beach-Portsmouth, Va. (11)	60	130	83,384	71,539	1,372,588	1,099,836
Northeast Pennsylvania (14)	61	79	44,694	33,872	925,794	788,271
Odessa, Tex. (4)	262	251			128,143	101,202
Oklahoma City (10)	50	53	70,340	83,689	1,698,611	1,345,863
Omaha (6)	53	25	112,020	91,505	1,841,108	1,830,523
Orlando, Fla. (11)	57	317	31,408	24,007	1,238,102	1,136,062
Oxnard-Simi Valley-Ventura, Calif. (6)	124	114	55,682	52,006	438,230	400,840
Parkersburg-Marietta, W.Va.-Ohio (6)	137	110			192,571	107,285
Pensacola, Fla. (7)	125	92	10,857	9,413	197,143	160,284
Peoria, Ill. (5)	104	83	16,415	13,825	814,248	689,434
Pittsbg.-Cinl Hghts-Hpwl, Va. (3)	268	262			158,602	106,266
Philadelphia (22)	6	10	519,954	199,510	12,205,686	10,933,965
Phoenix (20)	23	112	97,501	65,596	3,642,308	3,297,312
Pine Bluff, Ark. (5)	249	207			47,188	34,004
Pittsburgh (24)**	13	19	127,815	189,610	6,391,181	5,182,042
Pittsfield, Mass. (3)	247	210	3,270	2,691	83,533	78,073
Portland, Me. (5)	159	292	14,972	8,957	368,170	353,212
Portland, Ore.-Wash. (15)	22	23	141,456	141,148	3,916,554	3,506,597
Poughkeepsie, N.Y. (4)	174	254			227,350	229,041
Providence-Warwick-Pawtucket, R.I.-Mass. (12)	41	87	117,717	106,973	2,205,677	2,214,051
Provo-Orem, Utah (4)**	269	249		46,526	57,959	109,146
Pueblo, Colo. (6)	208	307			133,984	99,063
Raleigh-Durham, N.C. (14)	54	46	72,393	48,620	1,077,359	948,710
Reading, Pa. (3)	172	99	15,215	10,517	256,363	215,523

Reno (5)	153	303	13,318	1,058	294,810	283,313
Richland-Kennewick, Wash. (5)	167	72			247,965	170,343
Richmond, Va. (13)	47	38	120,794	114,086	1,624,621	1,305,528
Riverside-San Bernardino-Ont., Calif. (24)**	43	313	107,316	78,802	1,362,477	956,977
Roanoke, Va. (7)**	107	43	19,073	15,226	655,623	520,944
Rochester, Minn. (3)	229	135	750	750	106,325	95,475
Rochster, N.Y. (10)	44	28	218,356	164,855	1,716,000	1,564,531
Rockford, Ill. (4)	150	140	6,146	7,654	226,547	171,779
Sacramento, Calif. (9)	49	33	143,966	89,876	2,836,264	2,374,073
Saginaw, Mich. (3)	305	285	10,562	9,846	171,237	120,563
Salem, Ore. (6)**	210	158			204,595	198,032
Salinas-Seaside-Monterey, Calif. (8)	138	258	10,792	12,022	459,711	319,460
Salt Lake City-Ogden (13)	37	30	39,896	91,257	1,711,074	1,405,688
San Angelo, Tex. (4)	237	253	44,293		10,772	54,953
San Antonio, Tex. (15)**	28	24	117,744	145,685	2,724,056	1,733,115
San Diego (10)	21	31	93,799	68,335	4,954,258	3,803,539
San Francisco-Oakland (18)	4	5	385,614	320,452	18,026,324	15,925,566
San Jose, Calif. (6)	68	45			1,324,442	1,353,381
Santa Barbara-Santa Maria-Lompoc, Calif.	129	265	17,100	15,483	392,963	302,749
Santa Rosa, Calif. (4)	201	190	464		127,984	127,185
Sarasota, Fla. (6)	141	276			287,280	264,552
Savannah, Ga. (6)	170	304	6,321	5,356	177,880	196,101
Seattle-Everette (18)	17	14	178,015	207,934	5,444,668	4,370,614
Sherman-Denison, Tex. (3)	284	280		3,250	79,223	62,423

Shreveport, La. (11)	74	82	107,772	86,972	1,104,292	652,913
Sioux City, Iowa (3)	193	165	1,095	1,020	196,048	251,622
Sioux Falls, S.D. (5)	156	123	2,812	2,628	423,976	377,883
South Bend, Ind. (4)	204	297	12,430	9,266	142,234	136,398
Spokane, Wash. (10)	79	242	33,106	19,934	1,027,019	910,196
Springfield, Ill. (3)	142	69	5,196	3,115	267,420	217,435
Springfield, Mo. (5)	117	102	10,998	8,180	296,979	307,999
Springfield-Chicopee-Holyoke, Mass. (9)	94	314	17,080	32,602	929,311	739,649
St. Cloud, Minn. (5)	143	146	466	822	143,855	55,467
St. Joseph, Mo. (3)	219	131	11,761	234	253,625	186,901
St. Louis, Mo.-Ill. (22)	12	11	211,830	191,481	6,898,618	6,283,564
Steubenville-Weirton, Ohio-W.Va. (3)	233	116	11,191		178,445	102,373
Stockton, Calif. (4)	176	150	9,500	12,318	266,459	218,419
Syracuse, N.Y. (12)	55	279	77,733	72,804	1,320,106	1,109,889
Tacoma, Wash. (5)	132	68			546,769	482,484
Tallahassee, Fla. (5)	231	315	17,639	13,943	172,719	189,161
Tampa-St. Petersburg, Fla. (21)**	30	32	164,382	134,084	2,499,000	2,361,253
Terre Haute, Ind. (5)	192	293	7,430	4,182	160,606	158,067
Texarkana, Tex.-Ark. (5)	242	115	2,082	1,857	115,575	96,810
Toledo, Ohio-Mich. (7)**	67	309	21,461	18,630	1,694,783	1,121,154
Topeka, Kan. (4)	133	166	18,110	17,730	566,086	481,979
Trenton, N.J. (4)	146	137	1,925	2,700	239,780	148,165
Tucson, Ariz. (11)	71	205	14,268	11,764	1,278,870	1,280,078
Tulsa, Okla. (10)**	69	82	10,799	31,893	773,917	1,026,024
Tuscaloosa, Ala. (5)**	225	164	532	696	107,304	129,826

Local advertisers ³		Value of trade-outs and barter transactions		Total broadcast revenues ⁴		% change	Total broadcast expenses		Total broadcast income
1976	1975	1976	1975	1976	1975		1976	1975	
3,734,433	2,999,565	208,078	153,838	4,643,500	3,788,173	+23.2	4,517,195	126,305	
3,913,215	3,460,367	296,229	269,782	4,578,364	4,013,467	+14.1	4,298,935	279,249	
698,058	686,147	27,228	36,373	781,783	756,121	+ 3.4	796,634	-14,851	
4,376,986	4,429,289	165,820	213,423	5,449,081	5,159,820	+ 5.6	4,955,884	493,197	
4,026,379	4,356,625	219,739	357,799	5,149,463	5,527,081	- 6.8	3,965,657	1,183,806	
4,165,833	3,957,769	538,678	506,914	4,844,739	4,582,195	+ 5.7	5,584,118	-739,379	
1,913,080	1,550,936	240,978	146,042	2,284,315	1,899,366	+20.3	2,134,813	149,502	
1,770,427	1,365,769	55,074	10,345	1,920,238	1,452,018	+32.2	1,761,009	159,229	
2,164,523	1,956,011	48,879	42,015	2,279,940	2,052,767	+11.1	2,054,031	225,909	
2,168,918	1,845,420	96,277	70,896	2,797,145	2,408,791	+16.1	2,527,105	270,040	
607,366	538,024	39,366	36,549	751,932	636,810	+18.1	789,432	-37,500	
20,088,223	17,218,593	1,453,676	1,438,380	27,783,013	24,080,469	+15.4	23,895,279	3,887,734	
7,652,499	7,113,614	981,731	804,347	10,095,727	9,192,424	+ 9.8	9,938,405	157,322	
825,950	668,059	17,326	3,861	854,490	689,583	+23.9	828,908	25,582	
12,526,151	11,248,914	1,162,127	1,108,638	16,820,635	14,764,698	+13.9	14,977,230	1,843,405	
805,525	780,879	7,016	6,486	858,722	826,595	+ 3.9	835,315	23,407	
1,358,753	1,213,651	73,734	68,365	1,594,730	1,437,761	+10.9	1,708,847	-114,117	
7,800,541	6,449,233	500,846	477,910	10,127,401	8,693,877	+16.5	8,733,120	1,394,281	
1,268,745	1,179,078	138,939	104,961	1,429,801	1,349,077	+ 6.0	1,447,923	-18,322	
4,911,511	4,500,978	373,063	511,790	6,359,935	6,007,550	+ 5.9	6,111,853	248,082	
720,008	555,802	57,152	72,459	751,679	730,139	+ 3.0	763,750	-12,071	
1,039,030	1,011,593	21,658	27,674	1,098,267	1,056,182	+ 3.8	1,313,221	-216,954	
4,355,130	3,850,152	196,466	184,267	5,100,324	4,460,415	+14.3	4,551,465	548,859	
1,242,914	1,225,084	5,319	6,686	1,436,412	1,382,324	+ 3.9	1,251,559	184,853	

1,543,771	1,538,430	80,079	73,432	1,694,948	1,677,022	+ 1.1	1,871,766	-176,818
1,368,643	993,067	36,851	16,012	1,508,146	1,092,630	+38.0	1,193,951	314,195
4,897,926	4,097,666	290,230	245,613	5,959,243	4,896,371	+21.7	5,187,567	771,676
5,202,586	3,921,218	514,089	358,648	6,136,234	4,616,500	+32.9	8,434,103	-297,869
2,213,253	1,723,184	42,759	44,822	2,657,824	2,130,531	+24.7	2,080,438	577,186
980,389	816,070			958,133	886,912	+ 8.0	837,440	120,693
5,062,752	4,655,370	301,623	301,021	6,089,680	5,636,725	+ 8.0	4,909,502	1,180,178
1,648,135	1,760,155	93,062	47,302	1,738,061	1,822,286	- 4.8	1,625,157	112,904
3,831,148	3,204,177	358,120	217,081	5,807,804	4,863,687	+19.4	4,913,461	894,343
1,036,021	962,268	34,443	42,716	1,132,567	1,027,175	+10.3	1,221,979	-89,412
957,774	697,843	24,663	6,765	1,086,023	834,087	+30.2	998,546	87,477
1,570,184	1,485,241	91,385	82,232	1,912,830	1,726,899	+10.8	1,944,160	-31,330
6,142,022	5,321,704	388,637	600,909	7,129,320	6,171,284	+15.5	6,217,407	911,913
880,781	771,533	34,744	16,782	915,561	805,886	+13.5	932,062	-17,501
7,255,895	6,747,529	519,658	577,187	9,011,744	7,781,695	+15.8	7,642,893	1,368,851
8,437,425	7,424,393	823,329	739,761	11,323,270	9,510,834	+19.1	10,414,008	909,262
23,882,168	20,344,596	1,821,423	1,859,366	35,199,549	30,831,757	+14.2	30,702,571	4,496,978
3,477,390	3,125,967	319,972	275,432	4,226,331	3,927,809	+ 7.6	3,667,947	558,384
1,891,492	1,732,193	115,546	120,181	2,192,137	1,975,918	+10.9	2,238,394	-46,257
1,103,682	940,980	23,945	33,339	1,194,612	1,020,978	+17.0	1,143,520	51,092
1,636,597	1,479,390	200,485	170,753	1,837,935	1,625,037	+13.1	1,906,294	-68,359
1,335,055	1,202,684	41,824	67,589	1,465,856	1,350,210	+ 8.6	1,648,574	-182,718
12,688,273	10,791,808	683,067	1,009,865	15,654,617	13,345,264	+17.3	12,858,359	2,796,258
616,965	473,856	11,523	17,531	702,948	547,867	+28.3	780,611	-77,663

3,068,432	3,015,789	106,534	123,246	3,969,767	3,470,527	+14.4	3,695,197	274,570
1,101,777	99,0548	14,593	10,577	1,221,995	1,154,294	+ 5.9	1,143,009	78,986
1,220,141	1,066,919	11,381	11,043	1,621,527	1,448,108	+12.0	1,488,932	132,595
1,095,431	1,050,340	31,132	36,560	1,145,780	1,077,296	+ 6.4	1,280,640	-134,860
2,965,804	2,691,551	222,424	188,355	3,654,127	3,312,338	+10.3	3,654,620	-493
1,613,346	1,512,095	33,278	37,871	1,821,392	1,683,665	+ 8.2	1,487,634	333,758
2,236,167	1,914,744	114,038	75,539	2,413,570	2,100,033	+14.9	2,240,301	173,269
2,435,339	2,496,737	90,707	53,860	3,017,365	2,973,074	+ 1.5	3,320,092	-302,727
1,685,251	1,143,784		2,217	1,816,872	1,180,286	+53.9	1,712,181	104,691
889,987	840,574	21,552	21,520	1,050,514	938,488	+11.9	925,418	125,096
12,744,145	10,736,568	870,098	885,594	17,102,706	15,077,739	+13.4	14,024,367	3,078,339
647,958	762,169	22,011	20,412	937,855	849,142	+10.4	791,826	146,029
1,197,974	987,522	50,323	35,741	1,368,112	1,159,682	+18.0	1,271,920	96,192
4,418,753	3,895,849	283,336	250,619	5,095,771	4,472,993	+13.9	5,172,738	-76,967
1,630,590	1,511,898	76,723	45,426	2,047,437	1,859,953	+10.1	1,702,590	344,847
770,707	1,054,835	45,009	50,343	948,115	1,226,990	-22.7	1,399,520	-451,405
8,565,384	5,854,416	361,182	308,184	8,200,201	7,438,920	+10.2	7,302,009	898,192
1,144,609	915,931	75,423	40,080	1,246,466	1,010,935	+23.3	1,365,221	-118,755
814,220	862,162	11,545	11,049	900,210	736,994	+22.1	752,268	147,942
3,250,464	3,876,291	217,260	273,081	4,288,712	4,354,215	- 1.5	4,526,908	-238,196
1,575,663	1,582,435	83,416	93,635	1,970,214	1,906,456	+ 3.3	1,892,190	780,024
1,613,702	1,445,750	103,675	265,315	1,779,299	1,508,402	+18.0	1,664,608	114,691
3,221,798	2,690,621	344,335	272,050	4,057,111	3,613,028	+12.3	4,027,383	29,728
3,843,616	4,402,025	166,420	186,629	4,151,050	4,852,031	-14.4	3,759,679	391,371
838,683	842,791	43,771	31,816	975,004	982,124	- 0.7	895,644	79,360



Specialized farm sales division. Representing 21 major farm (NAFB) stations. In New York call Ralph Dennis (212) 832-0404. In Chicago call Mark Garry (312) 644-4530.



**Buckley
Radio
Sales**



27 salesmen selling radio exclusively. Specializing in national spot, sports, network, and farm. Where professional salesmanship makes the difference.

**People
Selling
People**

Time sales²

Metropolitan areas
(number of stations¹
reporting in paren-
theses)

	Revenue rank	Profit rank	Network 1976	1975	National and regional advertisers ³ 1976	1975
Tyler, Tex. (4)	202	188			157,447	90,121
Utica-Rome, N.Y. (9)	128	310	25,995	19,204	336,733	399,816
Vineland-Millerville-Bridgeton, N.J. (3)	278	243			85,065	89,013
Waco, Tex. (4)	179	283	1,829	1,624	334,311	286,493
Washington (24)**	5	9	264,496	237,177	8,971,046	7,861,176
Waterbury, Conn. (3)	227	226	9,714	7,307	140,399	78,372
Waterloo-Cedar Falls, Iowa (4)	135	84	1,063	533	590,024	538,094
West Palm Beach-Boca Raton, Fla. (10)	113	316	12,277	9,552	4,321,173	485,106
Wheeling, W.Va.-Ohio (5)	86	29	34,866	36,209	881,596	871,973
Wichita, Kan. (7)	51	55	32,426	22,704	532,455	573,297
Wichita Falls, Tex. (3)	215	149	15,280	16,077	287,884	269,990
Williamsport, Pa. (4)	251	212	6,753	6,236	65,588	45,612
Wilmington, Del.-N.J.-Md. (7)**	82	36	15,272	12,693	367,518	240,995
Wilmington, N.C. (5)	217	163	1,930	1,730	154,455	135,839
Worcester, Mass. (4)**	180	301	27,734	32,147	401,825	400,999
Yakima, Wash. (7)	139	142	5,861	5,527	359,244	338,861
York, Pa. (5)	122	75	8,387	8,725	380,001	445,810
Youngstown, Ohio (8)**	92	121	23,701	18,676	648,883	609,755
Total (2014)			14,207,738	12,489,008	357,215,430	312,886,791

Nonmetro areas of three or more stations

Decatur, Ala. (3)	305	225			36,187	41,495
Dothan, Ala. (3)	292	267			57,547	56,247
Selma, Ala. (3)**	307	235		888	38,445	34,128
Hot Springs, Ark. (3)	295	182	2,400	1,994	101,587	48,900
Flagstaff, Ariz. (3)	280	283			128,289	92,664
Redding, Calif. (4)	232	154	3,473	2,617	104,824	91,920
San Luis Obispo, Calif. (3)**	278	260	336	*	83,885	*
Grand Junction, Colo. (4)	256	286	19,720	17,304	117,435	110,143
Ocala, Fla. (3)	245	214		223	127,281	97,223
Athens, Ga. (3)	258	204	1,972	1,506	146,033	109,119
Brunswick, Ga. (3)	294	248	1,921	5,339	64,911	28,427
Dalton, Ga. (3)	302	111	156	372	71,396	42,077
Gainesville, Ga. (3)	271	231	1,884	1,630	65,064	61,054
Griffin, Ga. (3)	311	247	49	43	39,223	33,249
Rome, Ga. (4)	218	175	1,874	1,809	174,956	117,223
Valdosta, Ga. (4)	289	306			114,134	103,340
Hilo, Hi. (3)	290	271			31,919	37,891
Mason City, Iowa (3)	239	156	5,213	4,527	163,657	131,105
Idaho Falls, Idaho (3)	209	120	34,649	36,016	190,869	190,729
Pocatello, Idaho (3)	253	176	1,540	1,231	165,412	132,307
Twin Falls, Idaho (3)	248	191	28,747	22,380	58,356	68,338
Jacksonville, Ill. (3)	211	113			30,638	*
Salina, Kan. (3)	130	85	949	846	1,084,622	1,003,710
Bowling Green, Ky. (3)	277	153		150	116,960	106,587
Paducah, Ky. (3)	243	211	3,346	2,896	408,792	98,853
Cumberland, Md. (3)**	309	270	1,759	1,874	21,833	26,976
Salisbury, Md. (3)	226	127	4,150	4,085	258,699	198,503
Bangor, Me. (3)	272	242	9,505	7,176	142,919	145,567

Cape Girardeau, Mo. (3)	288	189			108,249	120,074
Joplin, Mo. (4)	264	171	2,100	2,057	168,356	137,107
Columbus, Miss. (3)	316	223			72,853	54,441
Greenville, Miss. (3)	314	206		960	56,928	9,865
Greenwood, Miss. (3)	318	230	798	612	34,125	53,799
Hattiesburg, Miss. (5)	283	203	4,229	3,018	53,504	29,398
Laurel, Miss. (3)	281	239	705	576	34,344	35,807
McComb, Miss. (3)	315	220			16,698	18,625
Meridian, Miss. (5)	198	263	381	485	187,292	50,858
Tupelo, Miss. (3)	287	187			50,843	26,936
Bozeman, Mont. (3)	235	259			30,696	*
Helena, Mont. (3)**	301	240	1,491	*	31,089	*
Missoula, Mont. (4)	194	179	26,207	26,124	62,005	28,674
Goldsboro, N.C. (3)	282	232	4,382	4,575	39,340	34,255
Greenville, N.C. (3)	306	281	2,083	2,221	125,720	114,525
Hickory, N.C. (3)	248	184	671	637	55,778	47,524
Jacksonville, N.C. (3)**	303	252			88,314	77,803
Kinston, N.C. (3)	257	216	2,932	1,770	74,187	69,438
New Bern, N.C. (3)	317	248			32,651	25,380
Rocky Mount, N.C. (3)	304	221	196	14,791	46,777	26,707
Wilson, N.C. (3)	308	250		478	45,418	40,864
Bismarck, N.D. (3)	163	107	7,033	6,997	288,816	227,978
Minot, N.D. (4)	106	148	841	1,260	51,799	94,537
Clovis, N.M. (3)	312	273			63,206	*
Farmington, N.M. (3)	241	94	13,244	55,492	130,400	45,511
Roswell, N.M. (4)	275	291		461	98,693	93,984
Santa Fe, N.M. (3)	291	129			109,374	102,505
Plattsburgh, N.Y. (3)	260	183	6,685	6,094	109,788	110,747
Watertown, N.Y. (3)	261	278	3,132		281,916	*
Klamath Falls, Ore. (3)	263	167	2,500	785	111,229	99,624

Local advertisers ³ 1978	1975	Value of trade-outs and barter transactions 1978	1975	Total broadcast revenues ⁴ 1978	1975	% change	Total broadcast expenses 1978	Total broadcast income 1978
1,060,799	1,035,565	1,463	17,204	1,164,723	1,098,455	+ 6.0	1,112,867	51,856
1,938,635	1,824,322	57,669	54,912	2,192,507	2,120,115	+ 3.4	2,436,076	-243,569
643,421	648,967	53,378	45,207	722,337	728,809	- 0.9	725,099	-2,762
1,043,183	918,856	6,336	24,487	1,325,713	1,185,598	+11.8	1,410,312	-84,599
23,803,713	20,213,737	1,345,728	1,141,585	28,343,171	24,820,637	+15.1	24,444,873	3,898,298
855,597	849,599	91,903	58,399	965,865	869,588	+11.1	949,093	16,772
1,422,777	1,278,913	72,379	61,883	1,945,945	1,756,521	+10.8	1,684,221	261,724
2,279,249	2,383,511	311,316	284,191	2,497,546	2,648,222	- 5.7	3,037,831	-540,285
2,045,672	1,775,907	75,871	92,151	3,328,325	3,060,219	+ 8.8	2,293,631	1,034,694
4,645,423	3,839,861	227,307	171,630	5,235,701	4,361,624	+20.0	4,774,046	461,655
784,684	728,463	4,491	2,781	1,065,109	992,715	+ 7.3	983,477	101,632
771,562	790,548	8,857	1,889	845,438	854,248	- 1.0	822,753	22,685
3,164,092	2,479,746	110,618	105,661	3,406,737	2,598,475	+31.1	2,578,398	828,339
883,022	707,087	66,333	74,408	1,056,893	867,222	+21.9	976,696	80,197
1,072,687	1,447,136	72,772	37,153	1,324,564	1,685,650	-21.5	1,478,788	-154,224
1,561,854	1,337,090	37,947	52,691	1,884,688	1,610,305	+17.0	1,776,080	108,608
2,097,494	2,434,968	79,948	124,704	2,306,276	2,750,484	-16.2	2,017,881	288,615
2,601,234	2,424,481	43,031	37,402	3,121,538	2,884,654	+ 8.2	2,987,188	134,350
952,083,737	832,666,115	56,574,860	54,188,378	1,190,223,496	1,038,728,836	+13.6	1,050,303,436	129,920,060

488,855	442,380	8,649	7,154	537,214	498,388	+ 7.8	520,415	16,799
618,893	611,958	30,777	28,747	658,353	655,624	+ 0.4	707,241	-48,888
475,688	441,265			507,492	470,753	+ 7.8	502,115	5,377
535,194	519,836	21,149	15,874	619,639	554,883	+11.7	562,650	56,989
601,989	321,391	8,563	2,377	714,580	432,403	+68.8	800,339	-85,758
858,493	609,716	10,956	11,270	946,167	675,262	+40.1	854,195	91,972
592,896	.	32,563	.	720,514	.	-	755,177	-34,663
709,176	604,420	30,774	18,038	826,993	715,375	+15.6	920,219	-93,228
766,661	675,994	45,301	47,495	881,874	760,593	+15.9	860,191	21,683
661,777	629,473	1,200	2,656	810,324	743,462	+ 9.0	779,040	31,284
572,265	464,126	9,640	159	624,032	494,115	+26.3	635,689	-11,657
488,019	460,077	4,413	4,526	559,571	502,518	+11.4	400,417	159,154
645,021	566,192	3,600	3,541	748,897	658,654	+13.7	736,922	11,975
458,143	391,192	14,987	12,585	496,116	425,920	+16.5	506,810	-10,694
884,507	780,958	26,444	23,548	1,061,201	914,868	+16.0	997,123	64,078
570,573	564,418	3,515	5,287	672,814	660,642	+ 1.8	887,421	-214,607
657,869	621,356	47,832	53,811	668,932	817,468	-18.2	726,775	-57,843
765,481	761,790	1,800	2,712	910,123	873,537	+ 4.2	819,076	91,047
888,695	677,756	29,703	15,905	1,090,608	861,520	+26.8	954,169	136,439
666,431	591,543	5,444	13,583	829,506	717,320	+15.6	766,353	63,153
779,458	654,911	14,643	7,314	857,516	738,570	+18.1	806,533	50,983
1,031,375	.	10,506	.	1,080,051	.	-	925,440	154,611
1,126,042	1,024,291	48,858	110,717	2,140,958	1,977,402	+ 8.3	1,881,709	259,249
617,954	597,471	8,904	13,170	722,075	686,296	+ 5.2	628,740	93,335
516,063	676,950	3,604	1,745	899,906	761,791	+18.1	876,612	23,294
480,864	385,424	14,957	2,252	497,052	209,387	+21.4	553,487	-56,435
738,185	582,274	5,573	4,215	967,111	751,818	+28.6	835,943	131,168
659,665	592,734	24,433	13,269	748,711	688,604	+ 8.7	752,972	-4,261

584,732	521,206		20,135	675,008	619,116	+ 9.0	603,220	71,788
652,738	659,331	50,561	42,019	768,511	777,014	- 1.1	699,451	69,060
345,584	361,840	1,017	3,688	418,059	410,770	+ 1.8	400,128	17,931
397,599	418,358			444,124	424,925	+ 4.5	414,806	29,318
323,913	280,024	2,134	513	356,191	328,550	+ 8.4	343,149	13,042
658,229	686,184	6,337	4,817	703,805	708,673	- 0.7	672,199	31,606
672,355	642,051	4,000		711,588	684,931	+ 3.9	708,996	2,592
409,972	372,847	200	3,750	424,488	387,274	+ 9.6	404,433	20,055
1,053,465	1,092,394	64,119	45,969	1,203,646	1,126,914	+ 6.8	1,242,443	-38,797
600,268	617,560	22,499	14,665	690,896	670,192	+ 3.1	636,858	53,838
896,916	.	2,042	.	924,338	.	-	957,591	-33,253
366,517	.			573,477	.	-	571,180	2,297
931,605	838,746	2,462	2,058	1,221,850	917,709	+33.1	1,162,703	59,147
654,278	610,594	11,933	15,509	704,350	655,649	+ 7.4	693,236	11,114
435,372	359,357	4,650	10,084	525,282	445,521	+17.9	562,181	-36,899
793,885	662,242	2,546	846	858,954	713,698	+20.4	803,725	55,229
472,911	545,167	4,971	762	555,099	631,728	-12.1	572,434	-17,335
742,020	671,260		2,239	818,818	738,700	+10.8	797,235	21,583
363,902	362,891	2,685		392,796	383,980	+ 2.3	400,104	-7,308
501,957	444,314	1,333	3,529	549,892	483,168	+13.9	530,573	19,319
451,610	400,679	6,947	4,653	500,570	451,933	+10.8	513,869	-13,299
1,286,941	1,097,324	1,324	4,565	1,558,853	1,316,930	+18.4	1,393,703	165,150
1,179,874	941,060		3,025	1,216,886	1,011,014	+20.4	1,115,160	101,726
422,848	383,812	1,137	.	476,937	426,257	+11.9	538,096	-61,159
750,258	670,160		18,202	901,794	789,631	+14.2	695,033	205,761
606,761	456,304	582	1,474	723,554	588,066	+23.0	837,328	-113,774
587,586	467,705	8,306	7,051	867,067	554,541	+22.5	537,508	129,559
697,652	626,586	5,602	7,707	793,164	727,555	+ 9.0	736,532	56,332
535,421	.	.	.	781,870	.	-	858,476	-76,606
679,891	598,235	7,202	10,791	771,471	680,338	+13.4	698,333	73,138

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Time sales²

Metropolitan areas
(number of stations¹
reporting in paren-
theses)

Revenue
rank

Profit
rank

Network
1976 1975

National and
regional advertisers³
1976 1975

Medford, Ore. (4)	206	138	3,658	2,282	145,230	121,476
Roseburg, Ore. (3)	298	151	2,803	2,152	95,858	74,564
Florence, S.C. (3)	287	172	687	865	97,860	83,237
Greenwood, S.C. (3)	313	173	1,524	1,490	67,628	66,642
Orangeburg, S.C. (3)	310	294			84,327	77,187
Sumter, S.C. (3)	270	194			99,182	84,193
Aberdeen, S.D. (3)	255	234			115,743	77,695
Rapid City, S.D. (4)	171	89	3,689	5,770	115,708	88,903
Jackson, Tenn. (3)	236	277	2,476	1,183	71,723	66,639
Big Springs, Tex. (3)	299	192			53,605	41,632
Charlottesville, Va. (3)	186	238	1,794	1,129	129,764	114,914
Danville, Va. (4)	197	91	976	1,095	268,915	129,619
Harrisonburg, Va. (3)	224	162	122	122	197,054	106,254
Burlington, Vt. (3)	221	152	7,015	6,030	66,254	114,437
Bellingham, Wash. (4)	230	197	507	481	229,090	172,292
Walla Walla, Wash. (3)	296	181	1,182	2,207	121,363	91,540
Wenatchee, Wash. (3)	274	256	9,587	7,843	182,013	171,654
Wausau, Wis. (3)	267	147	4,073	2,758	61,225	49,108
Beckley, W.Va. (3)	184	76	726	509	128,880	117,533
Clarksburg, W.Va. (3)	279	195	3,142	2,168	93,461	71,737
Casper, Wyo. (3)	187	97	25,153	17,437	174,466	120,289
Cheyenne, Wyo. (4)**	293	185	19,593	17,383	71,817	98,034
Total (262)			297,239	375,373	9,712,111	8,179,560

Caguas, P.R. (5)	223	105	33,002		393,069	
Mayaguez, P.R. (5)	191	98	232,538	171,369	258,215	249,230
Ponce, P.R. (7)	151	54	218,486	171,486	510,528	479,286
San Juan, P.R. (13)	35	40	266,259	226,836	2,845,876	2,652,320
Total (30)			750,285	569,691	4,007,688	3,380,836
Agana, Guam (3)	244	66			53,973	51,359
Arecibo, P.R. (3)	301	155	2,194	10,146	246,623	150,185
Other communities (20)	87	59		63,151	602,107	696,836
Total (59)	811.		811,717	642,988	5,118,142	4,279,216

Metropolitan Areas United States (2,014)	14,207,738	12,489,008	357,215,430	312,886,791
Nonmetro areas, three or more stations (262)	297,239	375,373	9,712,111	8,179,560
Nonmetro areas of two stations (551)	317,480	322,250	13,816,472	10,769,671
Nonmetro areas of one station (1,487)	694,195	811,820	22,634,518	19,428,864
Total United States (4,314)	15,516,652	13,798,251	403,378,531	351,264,886
Commonwealth and possessions (59)	811,717	642,988	5,118,142	4,279,216
Grand Total (4,373)	16,328,369	14,441,239	408,496,673	355,544,102

¹Excludes independently operated FM stations and FM stations associated with AM stations but reporting separately.

²Communities are included in this table if totals do not reveal individual station data.

³Stations with less than \$25,000 revenue report only total revenue and total expenses.

⁴Before commissions to agencies, representatives and others.

5. Cost accounting

1976 broadcast expenses of the radio networks, their 17 owned-and-operated AM stations, and 4,311 other AM and AM/FM stations reporting revenues of \$25,000 or more

Type of expense	Networks ¹	17 network owned-and- operated AM stations	Other stations ²	Total
Technical	\$6,812,000	\$9,689,000	\$111,353,000	\$127,854,000
Program	39,093,000	22,144,000	407,935,000	469,173,000
Selling	12,238,000	17,912,000	288,525,000	318,674,000
General and administrative	11,104,000	14,464,000	586,734,000	612,302,000
Total broadcast expenses	69,247,000	64,209,000	1,394,548,000	1,528,003,000

Note: Last digits may not sum to totals because of rounding.

¹CBS, MBS, NBC, and ABC's three AM networks and one FM network.

²Includes 2,833 AM stations and 1,478 AM/FM stations filing a combined report. Does not include 502 FM stations that are associated with AM's but reported separately.

Local advertisers ³		Value of trade-outs and barter transactions		Total broadcast revenues ⁴		% change	Total broadcast expenses	Total broadcast income
1976	1975	1976	1975	1976	1975		1976	1975
964,945	713,529	25,218	18,997	1,117,393	817,081	+36.8	1,003,103	114,290
527,121	425,529	7,526	8,830	598,701	487,838	+22.7	504,642	94,059
629,401	560,199	2,504	1,709	702,045	617,787	+13.6	635,554	66,491
406,632	391,246			471,056	454,716	+ 3.6	405,301	65,755
410,554	392,076	8,945	5,024	496,203	461,144	+ 7.6	616,252	-120,049
655,131	523,950	4,520	4,262	751,248	611,939	+22.8	709,975	41,273
722,031	613,529	21,421	13,809	828,123	683,965	+21.1	821,192	6,931
1,344,337	1,099,583	25,344	17,529	1,442,691	1,181,581	+22.1	1,201,948	240,743
840,567	759,787	10,352		915,237	838,928	+ 9.1	984,030	-68,793
535,179	473,989		55	578,025	516,221	+12.0	527,667	50,358
1,095,649	898,753	44,616	38,441	1,275,385	1,085,309	+17.5	1,272,006	3,379
932,951	945,532	33,099	40,136	1,204,082	1,068,763	+12.7	977,286	226,796
820,706	748,792	29,263	1,601	1,013,722	841,046	+20.5	932,687	81,035
977,499	920,642	5,114	24,820	1,024,807	1,028,032	- 0.3	930,914	93,893
759,183	662,738	53,246	46,272	951,490	807,159	+17.9	913,853	37,637
515,221	408,512	3,145	3,660	809,860	485,386	+25.6	552,349	57,511
546,482	466,248	10,147	13,479	725,639	671,632	+ 8.0	754,179	-28,540
715,454	632,985	11,638	9,680	762,837	669,550	+13.9	659,078	103,759
1,154,632	976,844	6,371	6,908	1,298,263	1,114,066	+16.5	1,012,519	285,744
617,837	555,540	11,319	12,335	715,051	630,004	+13.5	674,396	40,655
1,107,373	916,729	8,841	14,667	1,273,090	1,036,551	+22.8	1,083,083	190,007
566,195	559,146	1,956	2,795	652,808	673,539	- 3.1	598,017	54,791
56,766,235	52,174,015	1,077,019	1,134,242	68,279,965	60,305,837	+ 9.9	62,856,840	3,423,125
654,204		18,805		1,017,638		-	850,200	167,438
769,987	667,543	10,109	7,837	1,247,135	1,053,599	+18.4	1,059,243	187,892
1,127,614	929,605	12,520	13,146	1,737,585	1,483,172	+17.2	1,267,557	470,028
5,107,378	3,749,377	292,018	224,911	7,315,963	5,820,008	+28.3	6,642,309	673,654
7,659,183	5,346,435	333,452	245,694	11,318,321	8,356,779	+37.4	981,309	1,499,012
849,387	610,791		1,725	895,044	650,111	+37.7	542,661	352,383
308,135	235,135			562,777	390,233	+44.2	471,261	91,516
2,897,534	2,345,159	11,692	11,576	3,318,518	2,924,847	+13.5	2,896,031	422,487
11,926,564	8,537,520	347,984	258,995	16,551,509	12,321,970	+35.6	14,156,634	2,394,875
952,083,737	832,686,115	58,574,860	54,188,378	1,180,223,496	1,038,728,836	+13.6	1,050,303,436	129,920,060
56,766,235	52,174,015	1,077,019	1,164,242	66,279,965	60,305,837	+ 9.9	62,856,840	3,423,125
102,387,710	90,345,552	1,927,086	1,504,438	114,959,113	100,685,253	+14.2	106,853,642	8,105,471
222,373,729	198,262,841	9,007,000	1,964,025	244,601,834	218,160,910	+12.1	225,960,179	18,641,655
1,333,611,411	1,173,448,523	82,585,971	58,791,083	1,606,064,408	1,417,880,836	+13.3	1,445,974,097	60,090,311
11,926,564	8,537,520	347,984	258,995	16,551,509	12,321,970	+34.3	14,156,634	2,394,875
1,345,537,975	1,181,986,043	62,933,955	59,050,078	1,622,615,917	1,430,202,806	+13.5	1,460,130,731	62,485,186

⁵Total revenues consists of total time sales plus talent and program sales plus other incidental broadcast revenues, less commissions.

⁶Before federal income tax. *Data withheld to maintain confidentiality. **Not all stations in market operated for full year. Note: - denotes loss.

6. People and property

1976 employment and investment in tangible broadcast property of networks, their 17 owned-and-operated AM stations¹ and other AM, FM and AM/FM radio stations

Employment	Networks ³	17 network owned-and-operated AM stations	Independent FM's and FM's reporting separately	Other stations	Total
Full Time	914	1,368	10,498	52,349	54,631
Part Time	19	131	4,106	16,941	17,091
Total	933	1,499	14,604	69,290 ²	71,722

Investment in tangible broadcast property

Original cost	\$8,493,000	\$21,024	194,010,000	\$1,049,960,000 ⁴	1,079,477,000
Depreciated cost	3,385,000	8,767,000	113,033,000	540,651,000	552,783,000

¹Seventeen network owned-and-operated FM stations are included in FM column.

²Includes 4,353 AM and AM/FM stations. FM stations associated with AM's but reporting separately are included in FM column.

³CBS, MBS, NBC, and ABC's three AM networks and one FM network.

⁴Includes 4,347 AM and AM/FM stations. (a few stations rent or lease instead of owning their facilities).

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7. Network-only breakouts

Network¹ revenues:

Revenues from sale of time when program is supplied by advertiser	\$667,000
All other advertising revenues	88,380,000
Revenues from stations for cooperative programs	22,000
All other broadcast revenues	2,472,000

Total gross broadcast revenues	91,542,000
Value of trade-outs and barter transactions included in revenues	2,970,000

Deduct:

Payments to networks and stations	14,183,000
Commissions to advertising agencies	13,064,000
Commission to representatives, brokers and others	6,000
Cash discounts allowed by network	0

Total deductions	12,252,000
Net broadcast revenues	64,289,000

Network expenses

General categories of expenses:

Technical expenses	\$6,812,000
Program expenses	39,093,000
Selling expenses	12,238,000
General and administrative expenses	11,104,000
Total broadcast expenses	69,247,000

Selected expense items

Salaries, wages and bonuses of officers and employees engaged in following categories:

Technical	3,047,000
Program	10,071,000
Selling	4,285,000
General and administrative	4,381,000
Total (all officers and employees)	21,785,000

Depreciation of tangible property

Amortization expense on programs obtained from others:

Feature film shown or expected to be shown in	
U.S. theaters	0
All other feature film	0
All other programs	807,000

Records and transcriptions	54,000
Music license fees	104,000
Other performance or program rights	448,000
Cost of intercity and intracity program relay circuits	7,872,000
Total expense for news and public affairs ²	32,376,000

Network income

Broadcast revenues	\$64,289,000
Broadcast expenses	69,247,000
Broadcast operating income (or loss)	(\$4,957,000)

Last digits may not add to totals because of rounding.

¹CBS, MBS, NBC, and ABC's three AM networks and one FM network.

²This figure contains some costs already shown under selected expense items. Costs of sports programs are not included.

8. Market-by-market FM finances

Metropolitan areas ³ (total independent stations reporting in 1976 in parentheses)	Independent FM ¹						Total FM ²			
	Total broadcast revenues		Total broadcast expenses		Total broadcast income		Total stations reporting	Revenues		% change
	1976	1975	1976	1975	1976	1975		1976	1975	
Abilene, Tex. (2)	.	.	.	.	.	.	3	\$205,627	\$176,132	+16.7
Albany-Schenectady-Troy, N.Y. (6)	\$1,017,313	\$903,832	\$1,113,538	\$1,052,898	-\$96,225	-\$149,066	8	1,268,583	1,050,448	+20.8
Albuquerque, N.M. (3)	293,856	.	445,768	.	-151,912	.	5	596,112	591,230	+0.8
Allentown-Bethlehem-Easton, Pa. (5)	944,965	816,753	863,005	743,269	81,960	73,484	5	944,965	816,753	+15.7
Altoona, Pa. (2)	.	.	.	.	.	.	4	254,198	195,059	+30.3
Amarillo, Tex. (3)	216,358	.	182,728	.	33,630	.	4	223,796	—	—
Anaheim-Santa Ana-Garden Grove, Calif. (4)	984,562	963,615	1,023,570	999,639	-39,008	-36,024	6	1,384,468	1,006,139	+37.6
Anchorage, Alaska (4)**	614,509	.	648,284	.	-33,775	.	4	614,509	248,163	+147.6
Appleton-Oshkosh, Wis. (3)	447,370	378,040	507,601	473,915	-60,231	-95,875	6	702,322	553,823	+26.8
Atlanta (5)	4,753,642	4,255,630	3,511,593	3,586,261	1,242,049	669,369	9	4,845,458	4,406,018	+10.0
Atlantic City (2)	.	.	.	.	.	.	4	421,331	489,132	-13.9
Augusta, Ga. (1)	.	.	.	.	.	.	5	506,335	88,504	+472.1
Austin, Tex. (3)**	437,632	.	540,047	.	-102,415	.	6	1,418,393	1,164,782	+21.8
Baltimore (8)	3,339,182	2,210,015	3,432,946	2,497,526	-93,764	-287,511	14	4,413,639	3,013,469	+46.5
Baton Rouge (3)	778,550	403,671	577,379	313,847	201,171	-89,824	4	993,673	770,038	+29.0
Beaumont-Port Arthur-Orange, Tex. (3)	207,267	172,735	299,951	224,923	-92,684	-52,188	6	438,092	297,188	+47.4
Binghamton, N.Y. (2)**	.	.	.	.	.	.	3	407,906	350,910	+16.2
Birmingham, Ala. (1)	.	.	.	.	.	.	6	1,022,000	851,326	+20.0
Boston (7)	6,944,441	3,789,138	6,334,909	4,033,805	609,532	-244,667	12	8,297,982	5,589,616	+48.5
Brownsville-Harlingen-San Benito, Tex. (3)	597,213	307,743	656,655	395,121	-59,442	-87,378	3	597,213	307,743	+94.1
Buffalo, N.Y. (7)	3,162,140	2,419,925	2,520,503	2,152,506	641,637	267,419	10	3,225,410	2,461,575	+31.1
Canton, Ohio (2)**	.	.	.	.	.	.	4	1,039,830	935,684	+11.1
Cedar Rapids, Iowa (3)	427,968	349,144	368,821	375,310	59,147	-26,166	3	427,968	349,144	+22.6
Champaign-Urbana-Rantoul, Ill. (4)	629,645	448,476	496,125	413,886	133,520	34,610	5	673,047	488,103	+37.9
Charleston, S.C. (4)	637,593	409,129	591,919	436,676	45,674	-27,547	6	1,082,262	778,785	+39.0
Charleston, W. Va. (3)	242,471	.	233,705	.	8,766	.	5	432,586	183,444	+135.8
Charlotte-Gastonia, N.C. (4)	1,747,631	1,466,331	1,437,324	1,259,960	310,307	208,371	5	1,766,000	1,468,111	+20.3
Chattanooga (2)	.	.	.	.	.	.	5	559,107	441,855	+26.5
Chicago (22)	15,493,810	11,780,479	15,652,968	13,208,672	-159,158	-1,428,193	29	17,618,795	13,518,656	+30.3
Cincinnati (8)	4,188,644	2,588,441	3,632,327	2,471,298	536,317	117,143	9	4,410,541	2,731,583	+61.5
Cleveland (11)**	6,318,373	4,853,315	5,806,459	4,326,915	511,914	526,400	13	8,237,713	6,181,984	+33.3
Colorado Springs (3)	596,828	435,757	547,697	408,290	49,131	27,467	5	727,750	484,114	+50.3
Columbia, S.C. (3)	498,446	615,340	564,864	666,640	-66,418	-51,300	5	1,828,999	796,982	+104.4
Columbus, Ga. (3)	510,501	.	552,150	.	-41,649	.	4	589,837	563,073	+1.2
Columbus, Ohio (5)	2,117,420	2,010,695	1,770,011	1,702,589	347,409	308,106	10	3,036,188	2,300,713	+32.0
Corpus Christi, Tex. (3)**	647,280	.	661,509	.	-14,229	.	6	712,117	431,604	+65.0
Dallas-Fort Worth (12)**	5,772,256	4,566,908	5,312,751	5,059,666	459,505	-492,758	15	6,412,318	4,777,448	+34.2
Davenport-Rock Island-Moline, Ill. (4)**	893,164	497,283	922,303	534,687	-29,139	-37,404	6	1,105,614	603,568	+68.3
Dayton, Ohio (6)	1,954,197	1,861,347	1,399,798	1,190,316	554,399	671,031	7	2,092,527	2,009,067	+4.2
Daytona Beach, Fla. (1)	.	.	.	.	.	.	3	340,803	—	—
Denver Boulder (9)**	2,842,930	1,883,807	2,698,831	1,852,487	144,099	31,320	12	3,900,850	2,709,870	+43.9
Des Moines Iowa (3)	565,792	404,380	502,748	441,644	63,044	-37,264	5	950,571	717,723	+32.4
Detroit (12)	9,915,263	7,430,025	7,605,045	6,531,286	2,310,218	898,739	17	11,118,586	8,282,673	+34.2
Eau Claire, Wis. (3)**	265,887	.	218,129	.	47,758	.	3	265,887	—	—
Elmira, N.Y.	.	.	.	.	.	.	3	171,400	—	—
El Paso, Tex. (2)	.	.	.	.	.	.	4	427,304	227,822	+87.6
Erie, Pa. (2)	.	.	.	.	.	.	4	557,181	479,124	+16.3
Eugene-Springfield, Ore. (5)	596,496	423,969	632,591	332,863	-36,095	91,106	5	596,496	423,969	+40.7
Evansville, Ind. (3)	493,431	359,733	397,113	331,785	96,318	27,948	6	618,238	479,418	+29.0
Fargo-Moorhead, Minn. (1)	.	.	.	.	.	.	3	259,376	208,330	+24.5
Fayetteville-Springdale, Ark. (2)	327,157	.	283,744	.	43,413	.	4	478,088	264,622	+80.7
Flint, Mich. (3)	853,978	563,602	627,399	436,017	226,579	127,585	3	853,978	563,602	+51.5
Florence, Ala. (1)	.	.	.	.	.	.	3	362,573	—	—
Fort Collins, Colo.	.	.	.	.	.	.	3	177,479	—	—
Fort Lauderdale-Hollywood, Fla. (4)	3,065,141	2,448,165	3,265,933	2,703,602	-200,792	-255,437	5	3,873,423	3,383,350	+14.5
Fort Myers, Fla. (4)	405,420	.	399,962	.	5,458	.	4	405,420	—	—
Fort Smith, Ark. (2)	.	.	.	.	.	.	3	284,609	247,806	+14.9
Fort Wayne, Ind. (4)**	832,820	808,643	756,880	496,764	75,940	111,879	5	944,499	684,329	+42.2
Fresno, Calif. (6)	1,392,666	1,053,812	1,440,558	1,215,428	-47,892	-161,618	6	1,392,686	1,053,812	+32.2
Gary-Hammond-East Chicago, Ind. (4)	854,950	824,957	626,008	484,356	228,942	140,601	4	854,950	685,403	+24.7
Grand Rapids, Mich. (6)	1,436,891	1,250,223	1,260,503	990,584	176,388	259,639	9	1,804,280	1,593,964	+13.2
Great Falls, Mont. (1)	.	.	.	.	.	.	3	37,435	43,184	-13.3
Greensboro-Winston Salem-High Point N.C. (6)	1,623,836	1,230,991	1,354,971	1,164,563	268,865	66,428	9	2,062,510	1,252,667	+64.6
Greenville-Spartanburg, S.C. (2)	.	.	.	.	.	.	4	1,053,828	841,398	+25.2
Hamilton-Middleton, Ohio (3)	300,955	.	549,413	.	-248,458	.	5	742,470	611,186	+21.5
Harrisburg, Pa. (2)	.	.	.	.	.	.	4	434,531	341,475	+27.3
Hartford, Conn. (3)	913,974	804,546	924,090	847,918	-10,116	-43,372	4	1,073,855	978,649	+9.9
Houston (12)**	6,867,432	4,747,809	5,627,889	4,670,708	1,239,543	77,101	16	7,201,045	5,057,117	+42.4
Huntington-Ashland, W. Va.-Ky. (4)	602,040	676,959	472,019	608,743	130,021	68,216	5	616,339	891,258	-10.8
Huntsville, Ala. (2)	.	.	.	.	.	.	4	348,694	262,526	+32.8
Indianapolis (9)	3,634,531	3,057,254	2,769,611	2,660,842	864,920	396,412	11	4,111,476	3,726,508	+10.3
Jackson, Miss. (6)	871,827	535,556	877,931	481,626	-6,104	53,930	7	1,118,014	890,673	+25.5
Jacksonville, Fla. (1)	.	.	.	.	.	.	3	464,757	716,616	-35.1
Johnson City-Kingsport-Bristol, Tenn.-Va. (1)	.	.	.	.	.	.	5	451,431	—	—
Johnstown, Pa. (3)**	170,110	156,273	193,688	212,366	-23,578	-56,093	5	218,893	199,424	+9.8
Kansas City, Mo. (8)	4,226,701	3,355,768	3,476,746	2,975,578	749,955	380,190	9	4,727,846	3,647,209	+29.6
Knoxville, Tenn. (1)**	.	.	.	.	.	.	5	1,105,389	385,217	+187.0
Lacrosse, Wis. (1)**	.	.	.	.	.	.	3	219,324	—	—
Lake Charles, La. (2)**	.	.	.	.	.	.	3	286,115	—	—
Lancaster, Pa. (2)	.	.	.	.	.	.	5	1,246,088	992,314	+25.6
Lansing-East Lansing, Mich. (1)	.	.	.	.	.	.	5	719,371	532,486	+35.1
Las Vegas (4)	879,499	463,385	699,532	372,427	179,967	90,958	5	940,068	463,385	+102.9
Lexington-Fayette, Ky. (4)	714,598	.	597,378	.	117,220	.	7	909,830	407,071	+123.5
Lima, Ohio (6)	477,372	448,580	484,491	469,779	-7,119	-21,199	7	493,026	461,080	+6.9
Lincoln, Neb. (3)	587,480	.	581,400	.	6,080	.	5	704,877	583,078	+20.9
Little Rock-North Little Rock, Ark. (2)	.	808,949	.	883,107	.	-74,158	4	886,688	934,241	-5.1
Los Angeles-Long Beach, Calif. (181)**	\$18,403,828	13,703,219	14,108,808	11,966,245	4,295,020	1,736,974	22	21,522,854	16,505,366	+30.4

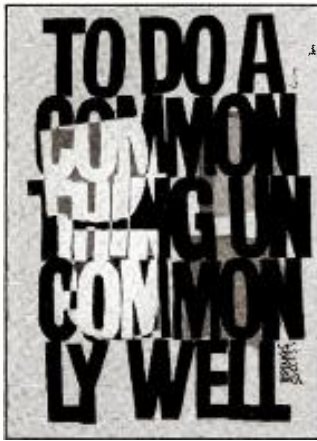
Metropolitan areas ³ (total independent stations reporting in 1976 in parentheses)	Independent FM ¹						Total FM ²			
	Total broadcast revenues		Total broadcast expenses		Total broadcast income		Total stations reporting 1976	Revenues		% change
	1976	1975	1976	1975	1976	1975		1976	1975	
Louisville, Ky. (6)	1,426,910	1,218,976	1,793,533	1,796,149	-366,623	-577,173	7	1,507,847	1,287,524	+17.1
Lubbock, Tex. (1)							4	297,975	212,990	+39.9
Madison, Wis. (3)	731,782	557,929	570,577	488,114	161,205	69,815	4	959,586	712,810	+34.7
McAllen-Pharr-Edinburg, Tex. (4)	569,469	450,982	640,143	548,938	-70,874	-97,958	4	569,469	450,982	+26.3
Melbourne-Titusville-Cocoa, Fla. (2)							6	480,977	368,188	+30.6
Memphis (3)	1,403,478	969,007	1,183,136	1,065,440	220,342	-96,433	5	1,531,371	1,109,798	+38.0
Miami (9)	4,112,818	2,560,309	4,480,187	3,619,424	-367,369	-1,059,115	11	4,344,484	2,835,448	+53.2
Midland, Tex. (2)**							3	367,287	-	-
Milwaukee (10)	3,133,647	2,464,107	2,978,793	2,661,625	154,854	-197,518	12	3,568,647	2,824,089	+26.4
Minneapolis-St. Paul (3)	1,281,023	1,257,077	999,119	1,626,047	281,904	-368,970	9	2,715,785	2,354,708	+15.3
Mobile, Ala. (4)	918,328	544,877	736,640	365,488	181,688	179,389	6	937,862	841,329	+11.5
Modesto, Calif. (3)	335,442		353,747		-18,305		3	335,442	-	-
Monroe, La. (3)	323,197	244,304	258,892	197,805	64,305	46,499	4	396,813	324,490	+22.3
Montgomery, Ala. (2)							3	955,553	193,118	+32.3
Nashville-Davidson (6)	1,694,932	1,150,002	1,483,297	921,581	211,635	228,421	10	1,973,605	1,294,729	+52.4
Nassau-Suffolk, N.Y. (3)	1,839,444	1,387,193	1,541,089	1,256,177	298,355	131,016	8	2,899,456	2,109,405	+28.0
New Orleans (5)	2,107,953	1,517,273	1,795,918	1,600,190	312,035	-82,917	8	2,503,651	1,629,537	+53.6
New York (15)	21,892,421	17,411,607	19,730,798	18,380,208	2,161,623	1,031,399	18	22,526,696	17,454,966	+29.1
Newark, N.J. (3)	920,331	976,344	782,573	797,229	137,758	179,115	4	1,260,319	1,194,818	+5.5
Newport News-Hampton, Va. (1)**							4	353,563	436,921	-19.1
Norfolk-Virginia Beach-Portsmouth, Va. (5)	1,095,915		958,903		137,012		7	1,450,970	512,623	+183.0
Northeast Pennsylvania (6)	759,995	647,199	945,910	720,346	-185,915	-73,147	8	863,612	759,016	+13.8
Oklahoma City (9)	2,410,586	1,836,274	2,467,856	1,956,089	-57,270	-119,815	10	2,524,118	1,940,017	+30.1
Omaha (2)							4	949,545	662,397	+43.3
Orlando, Fla. (5)	1,543,856	1,160,155	1,390,079	1,141,232	153,777	18,923	6	2,182,191	1,725,914	+25.3
Oxnard-Simi Valley-Ventura, Calif. (6)	747,638	673,339	749,307	726,603	-1,669	-53,264	6	747,638	673,339	+11.0
Parkersburg-Marietta, W. Va.-Ohio (1)							4	374,889	121,678	+208.0
Pascagoula-Moss Point, Miss. (3)	162,956		211,552		-48,596		4	221,817	-	-
Pensacola, Fla. (3)	615,310	401,548	523,594	308,851	91,716	92,697	4	664,428	446,890	+48.7
Peoria, Ill. (4)	636,942	423,858	636,391	386,323	551	37,535	4	636,942	423,858	+50.3
Philadelphia (11)**	7,426,095	6,111,691	6,979,681	6,246,110	448,414	-134,419	15	9,939,855	6,724,030	+47.8
Phoenix (6)	1,578,145	1,235,056	1,585,032	1,149,995	-6,887	85,061	7	1,646,633	1,235,056	+33.3
Portland (7)	3,316,021	2,095,882	2,939,130	2,371,285	376,891	-275,003	11	3,945,787	2,518,329	+56.7
Portland, Ore. (6)	1,399,292	838,067	1,429,827	1,090,623	-30,535	-252,556	8	1,729,142	1,385,892	+24.8
Poughkeepsie, N.Y. (1)							3	327,868	274,695	+19.4
Providence-Warwick-Pawtucket, R.I. (3)	813,988	562,605	797,574	579,780	16,414	-17,175	3	813,988	562,605	+44.7
Pueblo, Colo. (3)**	277,791		399,389		-121,598		3	277,791	-	-
Raleigh-Durham, N.C. (4)	1,507,826	984,956	1,217,585	944,540	290,241	40,416	5	1,596,711	1,022,110	+56.2
Reno (4)	342,074	289,538	406,920	349,583	-64,846	-60,045	4	342,074	289,538	+18.1
Richmond, Va. (4)	1,563,783	1,263,538	1,205,828	1,145,538	357,955	118,001	4	1,563,783	1,311,880	+19.2
Riverside-San Bernardino-Ontario, Calif. (5)	447,134	237,874	424,221	280,003	22,913	-22,329	11	851,861	540,753	+57.5
Roanoke, Va. (2)							4	758,244	454,156	+67.0
Rochester, N.Y. (5)	1,197,351	928,713	1,202,693	1,075,698	-5,342	-146,985	8	2,064,497	1,645,468	+25.5
Rockford, Ill. (4)**	357,030	404,068	521,623	395,392	-164,593	8,676	5	564,171	523,231	+3.4
Sacramento, Calif. (9)	2,821,730	2,012,136	2,409,885	2,079,607	411,845	-67,471	10	2,826,530	2,012,136	+40.5
Saginaw, Mich. (3)	471,112	359,705	437,426	405,874	33,686	-46,169	3	471,112	359,705	+31.0
Salinas-Seaside-Monterey, Calif. (4)	555,415	444,396	650,182	547,808	-94,767	-103,412	6	771,553	639,745	+20.6
Salt Lake City-Ogden (4)	674,494	517,972	641,515	481,212	32,979	38,780	8	1,465,791	1,081,848	+35.5
San Antonio, Tex. (6)	1,478,870	557,361	1,460,699	762,353	18,171	-204,992	8	1,548,095	766,399	+102.0
San Diego (13)	3,242,969	2,079,779	3,427,640	2,582,756	-184,871	-502,977	14	3,267,647	2,079,779	+57.1
San Francisco-Oakland (15)	6,613,040	4,690,989	9,017,197	6,862,500	-2,404,157	-2,171,511	15	6,613,040	4,690,989	+36.5
San Jose, Calif. (8)	3,936,878	2,542,691	3,842,548	2,520,194	94,330	22,497	8	3,936,878	2,542,691	+54.8
Santa Barbara-Santa Maria-Lompoc, Calif. (3)	436,912		343,112		93,800		4	541,506	286,617	+88.9
Savannah, Ga. (4)	606,030	729,708	755,110	786,727	50,920	-57,019	5	891,079	823,029	+8.3
Seattle-Everett (9)	2,552,985	1,772,824	3,071,152	2,588,271	-518,167	-815,647	10	2,605,643	1,815,568	+43.5
Shreveport, La. (3)**	264,426		295,044		-30,618		6	457,260	299,752	+52.5
Sioux City, Iowa (3)	385,267		382,593		2,674		3	385,267	310,400	+24.1
South Bend, Ind. (4)	862,687	619,934	765,699	594,746	98,988	25,188	4	862,687	687,857	+25.4
Spokane, Wash. (2)							4	264,837	133,155	+98.9
Springfield, Ill. (2)							3	900,149	891,381	+30.2
Springfield, Mo. (3)	661,236		526,952		134,284		4	1,112,739	872,011	+65.8
St. Louis (11)**	6,054,704	4,379,696	6,029,126	5,225,823	25,576	-846,127	13	6,385,800	4,581,728	+39.4
Stockton, Calif. (3)	355,494	290,798	247,797	213,445	107,697	77,353	4	420,080	290,798	+44.5
Syracuse, N.Y. (5)	632,792	499,011	817,930	591,886	-185,138	-92,875	9	809,245	516,635	+56.9
Tacoma, Wash. (3)	239,460		299,821		-60,361		3	239,460	118,305	+102.4
Tallahassee, Fla. (3)**	583,419		509,944		73,475		4	708,283	512,181	+38.3
Tampa-St. Petersburg, Fla. (5)**	2,190,611	1,463,865	1,902,774	1,518,330	287,837	-54,865	9	3,204,097	1,660,159	+93.0
Terre Haute, Ind. (4)	371,510	378,940	506,029	480,140	-134,519	-101,200	4	371,510	378,940	-2.0
Texarkana, Ark.-Tex. (2)		148,252		141,283		6,969	3	181,206	166,275	+9.0
Toledo, Ohio (10)	2,501,394	2,030,559	2,397,567	2,084,119	103,827	-53,560	11	3,128,388	2,562,406	+21.1
Topeka, Kan. (3)	628,118	404,695	581,304	476,725	44,814	-72,030	4	661,511	423,181	+56.3
Trenton, N.J. (3)	592,636	446,248	498,283	471,230	94,353	-24,982	4	610,408	464,729	+31.3
Tucson, Ariz. (2)							3	801,778	539,566	+11.5
Tulsa, Okla. (3)	523,421	553,233	749,025	628,868	-225,604	-75,635	5	631,503	908,279	-30.5
Utica-Rome, N.Y. (1)							3	422,217	363,480	-10.1
Waco, Tex. (3)	367,380		312,317		55,063		3	367,380	-	-
Washington (8)	8,343,803	5,932,062	6,756,534	5,531,458	1,587,269	400,604	11	9,098,151	6,316,197	+44.0
West Palm Beach-Boca Raton, Fla. (5)	1,053,834	785,864	1,383,518	1,213,839	-329,664	-427,975	7	1,287,355	969,373	+32.8
Wheeling, W. Va.-Ohio (2)							3	135,589	-	-
Wichita Falls, Tex. (3)	495,416	330,804	550,141	404,603	-54,725	-73,799	3	495,416	330,804	+49.8
Wichita, Kan. (5)	1,388,452	878,706	1,160,238	766,559	228,214	92,147	7	1,817,435	1,055,754	+53.2
Wilmington, Del.**							3	553,507	462,883	+19.6
Yakima, Wash. (1)**							3	208,955	183,718	+13.7
York, Pa. (3)**	1,032,184		716,507		315,677		4	1,038,464	798,153	+30.1
Youngstown-Warren, Ohio (1)							3	342,902	279,915	+22.5
Total (843)	286,742,810	210,253,850	285,447,940	212,778,612	21,294,870	-2,524,762	1,268	346,060,660	254,246,722	+36.1
Nonmetro areas of three or more stations										
Richmond, Ind. (2)							3	170,379	146,144	+16.6
Marquette, Mich. (3)**	208,003		276,632		-68,829		3	208,003	-	-
Traverse City, Mich. (2)							3	446,592	360,872	+23.8
Ithaca, N.Y. (2)							3	155,298	-	-
Total (9)	845,944	916,115	872,543	1,035,649	-26,599	-119,534	12	980,272	1,302,813	-24.8

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"To do a common thing uncommonly well brings success."

A formula that applies to almost every human activity.

In the case of radio, there are over 8,000 stations in the country. When you strip away the surface differences of personality and format, they have a common responsibility—to serve their communities.

Most stations do the job well.

Some do it uncommonly well.

What makes the difference between one station and another is the dedication each brings to that job. It's the imagination that turns the routine into the remarkable. The persistence that changes a hunch into a major story. The sense of responsibility that transforms a traffic report into a life-saving mission. All of which lead to success.

Transcending the ordinary is a continuing philosophy at the seven Group W radio stations. Here are just a few examples of their uncommon acts, large and small.

WBZ, Boston

Every day, WBZ's traffic helicopter pilot Joe Green helps commuters get to and from work. But some days he does a lot more. He's saved a German Shepherd from the icy Charles River, a kayaker from the rapids of the Merrimack. Last summer, Joe swooped down on fleeing car thieves and pinned them down until the police arrived. Some reactions to his extraordinary service: from the White House—"...admiration for your effective action..." From a Coast Guard Admiral—"...professionalism in keeping with the finest traditions of the Coast Guard."



WOWO, Ft. Wayne

During last winter's record cold, WOWO served as weather central for its 51-county area. In one critical two-day period, the station dropped regular programming, aired 1100 weather bulletins and acted as the information center for 1800 schools. Its tireless effort produced this comment: "WOWO is an institution in this area, but it's days like this that make them something special...we'd like to commend WOWO for the excellent job they do and have always done in helping all of us." That praise came from a Ft. Wayne television station.

CARING

KDKA, Pittsburgh

Caring about Pittsburgh and its people is a tradition at KDKA, especially at Christmas. That's when the station goes all-out in the annual drive for the city's Children's Hospital. Throughout the season, there's a major effort to raise funds—including broadcasts from downtown department store windows. The annual participation isn't something recent. KDKA's been doing it for almost 40 years. And last year was the best yet: over \$700,000 was raised.

WIND, Chicago

Many radio stations publicize National Handicapped Awareness Week with public service announcements. But one WIND announcer did a lot more. He confined himself to a wheelchair and spent a day on busy Michigan Avenue, trying to cope with obstacles like revolving doors and phone booths. Then he told his listeners how it felt. His experience made people better aware of the plight of Chicago's often-forgotten handicapped citizens.



CRIME

KFWB, Los Angeles

KFWB asked the police what the station could do to help combat crime. The police's answer: get the public involved. With the help of a local department store, an all-out campaign was launched to open the eyes and ears of the citizens of Los Angeles. One unusual highlight: the distribution of over 170,000 special police whistles. People used them both to protect themselves and to alert police if they witnessed crime in progress. Later, the Police Department told KFWB: "Your support has resulted in the apprehension of several suspects... In other cases suspects were put to flight before they could carry out their planned assaults."

YW, Philadelphia

The station and several major corporations united to tackle Philadelphia's toughest problems—like crime. For months, reporters dug deep to find ways to prevent crimes against property. They even interviewed former burglars to expose their methods. Another campaign focused on crimes against people and emphasized the problems of rape. KYW's efforts produced changes in police procedures and led to the state legislators passing two anti-rape bills.



INVOLVEMENT



KDKA, Pittsburgh

In 1973, the station launched a civic campaign and slogan: "Pittsburgh: Some Place Special." It was designed to boost the pride and spirit of the city KDKA loved. And it caught fire. It popped up on T-shirts, in trolleys, on license plates. As one magazine pointed out early in the campaign, "Pittsburgh: Some Place Special" will become a regional life-style, not a slogan." By now it has. It's the way KDKA has felt about its town for the last 57 years.

WINS, New York

In New York, WINS is more than a radio station. It's a communications lifeline. The city's Fire Department called a strike—then called it off—on WINS. When the head of the police union wanted to urge his members to accept a contract compromise, he did it over WINS. A fugitive mobster surrendered at the studio. Last March, the station received a phone call from a man holding four hostages. For five hours WINS acted as a go-between for the gunman and the police. The hostages were finally released unharmed. The mayor's reaction: "WINS has won the praise of all New Yorkers..."

FUN

WIND, Chicago

Busy Chicagoans taking time out to fly kites? Spending a day at a country fair 35 miles from the Loop? They do just that each year, thanks to WIND. For the past 11 years the station has held a city-wide Kite Fly in Grant Park to welcome spring. This year, more than 10,000 people, young and old, flew a wild assortment of kites all day. Getting the city folks out into the country? For the past 12 years, the station has sponsored the Lambs Farm Fair. WIND broadcasts from the Farm and helps sell the products made by the Farm's retarded residents. This year, more than 12,000 people joined WIND at the Fair.

WOWO, Ft. Wayne

WOWO felt the community wasn't fully aware of Ft. Wayne's outstanding Children's Zoo. So, last summer it hosted "Zoo Day." WOWO personalities acted as guides and escorts. They helped feed the animals. They signed up members for the Zoological Society. Announcers even did five hours of broadcasting from inside a monkey cage. The excitement and monkey-shines resulted in a record turnout of 13,000 visitors. And raised a substantial amount of money for the zoo.



HEALTH



KFWB, Los Angeles

The first four minutes of a heart attack are critical. Many lives could be saved if citizens knew what to do until medical help arrived. To help the community, KFWB launched an intensive campaign to get people to learn cardiopulmonary resuscitation. First, the station staff took the course. Then it was promoted on the air. In one month, thanks to KFWB's efforts, 65,000 people signed up for CRP training.

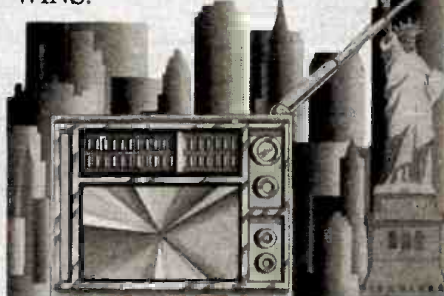
WBZ, Boston

To promote better health, WBZ aired a 99-day campaign of editorials, features and advice from medical experts. Announcers went on diets, quit smoking, exercised and ate nutritious meals right on the air. More than 25,000 health guides were distributed. And it paid off. Hundreds wrote the station to say the campaign changed their lifestyles. It even affected the station manager. He began pedaling an exercise bike in his office.

CRISIS

WINS, New York

On July 13th, the lights went out all over New York. Millions of people turned to radio as their only reliable source of vital information. Especially WINS. For 25 dark and troubled hours during Blackout '77, more New Yorkers listened to WINS than to any other station. Just as they had during the blackout 12 years before. In a city that seems to have more than its share of crises, New Yorkers know who will keep them fully informed. WINS.



KYW, Philadelphia

The fiscal problems of big cities have become big news almost everywhere. But long before threats of default began making headlines, KYW suspected Philadelphia was in financial trouble and began investigating. Early last year, the station broke its exclusive: huge, hidden deficits and attempts to get short-term bank loans to save the city. It shook the citizens and led to a hasty disclosure of the situation by the administration. The city's finance director admitted that KYW had forced the problem out in the open. And the KYW disclosure won an award as the best local radio news story of the year.

Modern broadcasting was born on November 2, 1920, when six men sat up all night reporting Presidential election returns over KDKA, Pittsburgh—"the pioneer broadcasting station of the world."

Over the years, the Group W stations have tried to display the same dedication that was shown that night. A dedication and an awareness of their responsibilities to their listeners. Not only to inform and entertain, but to be totally involved in the lives of the people and communities they serve.

It's a difficult and never-ending task. And one they've done uncommonly well for an uncommonly long time. With success.



WESTINGHOUSE BROADCASTING COMPANY

WBZ • WBZ-TV BOSTON • WINS NEW YORK • KYW • KYW-TV PHILADELPHIA • KOKA • KOKA-TV PITTSBURGH
WJZ-TV BALTIMORE • WQOW FT. WAYNE • WIND CHICAGO • KPIX SAN FRANCISCO • KFWB LOS ANGELES

Metropolitan areas ³ (total independent stations reporting in 1976 in parentheses)	Independent FM ¹						Total FM ²		
	Total broadcast revenues		Total broadcast expenses		Total broadcast income		Total stations reporting	Revenues	% change
	1976	1975	1976	1975	1976	1975	1976	1975	
Commonwealth and possessions									
Mayaguez, PR. (1)	-	-	-	-	-	-	3	80,076	59,884
Ponce, PR. (1)	-	-	-	-	-	-	7	722,438	85,852
San Juan, PR. (3)	393,171	318,554	351,162	288,129	42,009	30,425	3	100,039	476,576
Total (5)	502,003	432,287	499,716	438,290	2,287	-8,003	13	902,553	622,112
Other Communities (14)	676,084	462,452	710,258	510,392	-34,174	-47,940	17	731,052	488,075
Total (19)	1,178,087	894,739	1,209,974	948,682	-31,887	-53,843	30	1,633,605	1,110,187
United States metropolitan areas (843)	286,742,810	210,253,850	285,447,940	212,778,612	21,294,870	-2,524,762	1,268	346,060,660	254,246,722
Nonmetro areas of three or more Stations (9)	845,944	916,115	872,543	1,035,649	-26,599	-119,534	12	980,272	1,302,813
Nonmetro areas of two stations (103)	11,707,292	9,443,006	11,594,223	9,901,457	113,069	-458,451	188	17,030,009	13,352,940
Nonmetro areas of one station (333)	32,018,098	23,829,002	32,261,625	25,435,268	-243,529	-1,806,266	849	52,510,585	38,592,807
United States total (1,288)	331,314,142	244,441,973	310,176,331	249,150,986	21,137,811	-4,709,013	2,317	418,581,526	307,495,282
Commonwealth and possessions (19)	1,178,087	894,739	1,209,974	948,682	-31,887	-53,943	30	1,633,605	1,110,187
Grand total (1,307) ⁴	332,492,229	245,336,712	311,386,305	250,099,668	21,105,924	-4,762,958	2,347	418,215,131	308,605,469

¹Includes 563 FM stations that are associated with AM stations but reported separately.

²Includes FM revenues for 1,040 AM/FM combination stations that reported some FM revenues.

³Only metropolitan areas with three or more stations reporting FM revenues are listed.

⁴Includes 32 stations whose financial figures are not included in this table since they contain substantial amounts of contributions.

*Data withheld to maintain confidentiality.

**Not all stations in this market operated for the full year.

9. Looking back to 1966

Radio financial data 1966-1976 (industry totals)¹

A. Gross advertising revenues²

Year	Total ³ (\$ million)	Network ⁴		National and regional spot ⁵		Local ⁵	
		(\$ million)	% of total	(\$ million)	% of total	(\$ million)	% total
1976	\$2,226.1	\$92.2	4.1	\$494.6	22.2	\$1,639.3	73.6
1975	1,892.3	72.7	3.8	416.3	22.0	1,403.3	74.2
1974	1,755.9	80.3	3.5	386.8	22.0	1,308.8	74.5
1973	1,647.1	59.4	3.6	382.3	23.2	1,205.4	73.2
1972	1,547.7	65.0	4.2	384.3	24.8	1,098.4	71.0
1971	1,387.7	55.1	4.0	378.0	27.2	954.6	68.8
1970	1,256.8	48.8	3.9	355.3	28.3	852.7	67.8
1969	1,200.4	50.9	4.2	349.6	29.1	799.9	66.6
1968	1,130.3	54.7	4.8	342.2	30.3	733.4	64.9
1967	997.6	58.2	5.8	298.3	29.9	641.2	64.3
1966	957.7	57.4	6.0	292.6	30.8	607.6	63.4

B. Broadcast revenues, expenses, and income (in millions of dollars)

Year	Revenues ⁶			Expenses			Income ⁷		
	Total ³	AM, AM-FM ⁸	Independent FM	Total ³	AM, AM-FM ⁸	Independent FM	Total ³	AM, AM-FM ⁸	Independent FM
1976	\$2,019.4	\$1,886.9	\$332.5	\$1,840.8	\$1,529.4	\$311.4	\$178.6	\$157.5	\$21.1
1975	1,725.0	1,479.7	245.3	1,834.4	1,384.3	250.1	90.7	95.4	(4.8)
1974	1,803.1	1,409.7	193.4	1,519.0	1,314.9	204.1	84.1	94.8	(10.7)
1973	1,501.9	1,348.3	153.6	1,391.9	1,227.4	164.5	110.1	120.9	(10.8)
1972	1,407.0	1,292.1	114.9	1,272.6	1,145.0	127.6	134.3	147.0	(12.7)
1971	1,258.0	1,176.3	81.7	1,155.2	1,058.6	96.7	102.8	117.8	(15.0)
1970	1,136.9	1,077.4	59.5	1,044.0	973.4	70.6	92.9	104.0	(11.1)
1969*	1,085.8	1,040.3	45.5	985.0	929.2	55.8	100.9	111.2	(10.3)
1969**	1,085.8	1,052.4	33.4	985.0	946.1	38.9	100.9	106.4	(5.5)
1968	1,023.0	994.7	28.3	909.6	877.4	32.2	113.4	117.3	(3.9)
1967	907.3	884.7	22.6	826.5	799.7	26.8	80.8	85.0	(4.2)
1966	872.1	852.7	19.4	774.8	752.1	22.7	97.3	100.6	(3.3)

¹Includes nationwide radio networks, AM stations and FM stations. Also includes compensation paid to affiliated stations by other networks (regional, state, etc.). Does not include the revenues retained by these other networks by their expenses.

²Gross advertising revenues are the total amount paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies and representative agencies, and cover charges for broadcast time, and programs, materials, facilities and services supplied by the broadcast industry in connection with the sale of time.

³Detail may not add to totals because of rounding.

⁴Network advertising revenues for years prior to 1969 were derived as follows: Sales of programs, material, facilities and service made in connection with sales of time were divided by .85 to yield a figure which included agency commissions. The result of this calculation was added to national network time sales (before commissions) to arrive at the total national network figure. Compensation paid by other networks (regional, state, etc.) to affiliated stations was added to the national network figure to arrive at total network advertising revenues.

⁵National and regional advertising revenues for years prior to 1969 were estimated with the help of data obtained for the first time in 1969. These provided information on the precise amounts of broadcasting revenues derived from (1) the sale of time to national and local advertisers, (2) charges for programs, materials and facilities and services supplied in connection with sales of time, and (3) all other broadcast revenues. In prior years figures reported as "all other broadcast revenues" included some charges for programs, talent, materials and facilities supplied in connection with the sales of time. The amounts of the latter were estimated for years prior to 1969 by applying the ratios which prevailed in 1969. Local advertising revenues for years prior to 1969 were derived in the same fashion as described for national and regional advertising. Because clarifying instructions were issued in 1969 regarding the classification of time sales into national and local, caution should be used in comparing these figures with prior figures.

⁶Gross advertising revenues plus all other broadcast revenue less commissions.

⁷Before federal income tax. () denotes loss.

⁸Revenues, expenses and income of the nationwide networks, and compensation paid to affiliated stations by other networks are included with AM, AM/FM figures.

⁹This begins a new series. The revenues, expenses and income of FM stations that are associated with AM's in the same area but which reported separately are not included in the AM, AM/FM totals but are included in the independent FM totals. See Footnote 1 to Table 13 for an explanation of the nature of these stations.

**These figures are comparable with prior years. Data for the associated FM stations that reported separately are included in the AM, AM/FM totals and excluded from the independent FM totals.

10. How many radio stations won, how many lost

Number of AM and AM/FM¹ stations reporting profit, by volume of total broadcast revenues, 1976
(Stations operating full year only)

Revenues of:	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of:									Less than \$5,000
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	
over \$1,000,000	268	229	92	71	49	9	6	1		1		
\$500,000 to \$1,000,000	402	302		20	118	102	31	5	5	6	10	5
\$250,000 to \$500,000	1,071	766			50	202	242	60	52	62	52	46
\$200,000 to \$250,000	495	345			1	37	107	36	39	41	35	49
\$150,000 to \$200,000	624	417				22	101	36	53	72	65	68
\$100,000 to \$150,000	715	467				12	66	45	61	72	100	111
\$75,000 to \$100,000	319	188					16	16	13	38	52	53
\$50,000 to \$75,000	256	119					5	2	10	14	36	52
\$25,000 to \$50,000	107	41							1	3	9	28
Less than \$25,000	18	1									1	
Totals	4,275	2,875	92	91	218	384	574	201	234	309	360	412

¹Excludes 539 FM stations that are associated with AM's but which reported separately.

Number of AM and AM/FM¹ stations reporting loss, by volume of total broadcast revenues, 1976
(Stations operating full year only)

Revenues of:	Total number of stations reporting	Number of stations reporting losses	Stations reporting losses of:									Less than \$5,000
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	
Over \$1,000,000	268	39	5	9	9	5	2	2	1	3	2	1
\$500,000 to \$1,000,000	402	100	6	10	22	23	12	4	3	5	5	10
\$250,000 to \$500,000	1,071	305	3	11	41	54	61	27	17	26	32	33
\$200,000 to \$250,000	495	150		1	19	23	26	10	13	13	24	21
\$150,000 to \$200,000	624	207		2	14	29	36	12	12	18	38	46
\$100,000 to \$150,000	715	248		1	14	17	35	16	22	34	46	63
\$75,000 to \$100,000	319	131		1	5	14	18	5	6	11	31	40
\$50,000 to \$75,000	256	137	1	1	4	9	18	6	9	19	29	41
\$25,000 to \$50,000	107	66			2	3	13	6	5	3	7	27
Less than \$25,000	18	17			2	2	2	2			2	7
Totals	4,275	1,400	15	36	132	179	223	90	86	132	218	289
Total both	4,275	4,275	107	127	350	563	797	291	322	441	576	701

¹Excludes 539 FM stations that are associated with AM's but which reported separately.

Number of independent FM¹ stations reporting profit, by volume of total broadcast revenues, 1976
(Stations operating full year only)

Revenues of:	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of:									Less than \$5,000
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	
Over \$1,000,000	36	34	9	12	8	2	1				2	
\$500,000 to \$1,000,000	50	34		2	17	9	5	1				
\$250,000 to \$500,000	109	75			9	15	26	7	6	2	8	2
\$200,000 to \$250,000	56	37				6	16	1	3	3	2	6
\$150,000 to \$200,000	76	43				3	9	3	4	8	7	9
\$100,000 to \$150,000	119	50					10	3	5	10	9	13
\$75,000 to \$100,000	78	32					1		5	8	7	11
\$50,000 to \$75,000	79	24						3		2	8	11
\$25,000 to \$50,000	43	9							1	3	2	3
Less than \$25,000	26	5								1	2	2
Totals	672	343	9	14	34	35	68	18	24	37	47	57

¹Excludes FM stations that are associated with AM's but which reported separately.

Number of independent FM¹ stations reporting loss, by volume of total broadcast revenues, 1976
(Stations operating full year only)

Revenues of:	Total number of stations reporting	Number of stations reporting losses	Stations reporting losses of:									Less than \$5,000
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	
Over \$1,000,000	36	2			1		1					
\$500,000 to \$1,000,000	50	16	1	4	5		2				3	1
\$250,000 to \$500,000	109	34	1	4	6	7	3	1	4	2	5	1
\$200,000 to \$250,000	56	19			1	7	4		1	2	3	1
\$150,000 to \$200,000	76	33			4	4	5	2		4	6	8
\$100,000 to \$150,000	119	69	1	4	10	15	2	5	4	13	15	15
\$75,000 to \$100,000	78	46			9	7	4	7	1	6	8	8
\$50,000 to \$75,000	79	55			5	8	7	3	6	8	10	10
\$25,000 to \$50,000	43	34			4	2	3	4	3	2	7	9
Less than \$25,000	26	21				1	1	3	1	3	5	7
Totals	672	329	3	8	34	48	48	19	27	28	56	61
Total both	672	672	12	22	68	83	116	37	51	63	103	117

¹Excludes FM stations that are associated with AM's but which reported separately.

Communications innovator Goldmark dies

Car crash takes life of former CBS technology whiz; among his accomplishments were the long-playing record, EVR and color-TV system that lost out at the FCC to RCA

Dr. Peter C. Goldmark, inventor and scientist who was at the forefront of communications technology for more than 40 years, died Wednesday (Dec. 7) in a two-car crash on a parkway near Rye, N.Y. He was 71 on Dec. 2.

For 36 years Dr. Goldmark headed CBS Laboratories and its predecessor research and development units. Since his retirement there at the end of 1971 he has been president of Goldmark Communications Corp., Stamford, Conn.

Among his best-known inventions—which he preferred to call “innovations” because that means “putting an invention to work”—were the long-playing phonograph record, whose introduction in 1948 revolutionized the recording industry, and the field-sequential system of color television. His color system first won but finally lost FCC approval in the long race with RCA’s ultimately adopted dot-sequential system in the late 1940’s and early 1950’s, but it later returned to the limelight when the National Aeronautics and Space Administration chose it to relay color-TV pictures from the moon.

Dr. Goldmark also developed the Electronic Video Recording (EVR) TV cassette system, hailed at its 1968 introduction as the television counterpart of the long-playing record. However, it failed to catch on—because CBS Chairman William S. Paley “fought it,” Dr. Goldmark claimed in his autobiography—and CBS ultimately sold its share to the London-based EVR Partnership.

Although these were probably his best-known developments, Dr. Goldmark was credited with more than 160 inventions in a variety of fields including cable TV, acoustics and film reproduction as well as TV and records. Among many honors, he was one of 15 scientists who received the National Medal of Science from President Carter in a White House ceremony last month.

When he reached CBS’s mandatory retirement age of 65 he was offered a chance to remain as chief scientist at \$75,000 a year for 10 years, but with no specified responsibilities. He preferred to take retirement, and promptly opened Goldmark Communications Corp. in a financial partnership with Warner Communications (whose interests he bought out in 1975).

In recent years he sometimes said society doesn’t need any more inventions



Goldmark

but needs rather to learn how to use those it has. But he continued to turn out new developments, among them an automatic skew-corrector for video-tape players, an automatic cable-TV program-origination system and a rapid transmission and storage (RTS) “learning system” that condenses up to 60 hours of audio and

video programming on a single one-hour disk.

RTS was an outgrowth of his concept and work with the New Rural Society, a federally funded project, which he headed, to improve the quality of life in rural communities. RTS is scheduled to be introduced next year as a teaching tool by a group of community colleges. Dr. Goldmark was en route to the airport for a flight to California to meet with college presidents about this project when the fatal accident occurred.

Dr. Goldmark was born in Budapest and came to the U.S. in 1933 after a brief stint in TV research for Pye Radio Ltd. in London. He later said he moved on because the British didn’t seem much interested in TV. After a couple of years as a consultant, he joined CBS. His own color TV system evolved from his honeymoon, when he saw “Gone With the Wind” and wondered why television, too, couldn’t be in color.

CBS Chairman Paley issued a statement saying “Dr. Goldmark’s tragic death comes as a profound shock to all who knew him. His remarkable contributions to the advancement of electronic technology assure him a high place in the annals of 20th-century scientific progress.”

Survivors include his wife, Diane; four sons, Peter C. Jr., who is executive director of the Port Authority of New York and New Jersey, Christopher, Andrew and Jonathan, and two daughters, Susan and Frances Massey.

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DETROIT	WXYZ-TV

UA-TV  **United Artists**
A Transamerica Company

New CBS device doubles capacity of TV channel

It can send two pictures where one goes now, is tested on network football game

A new digital electronics system that allows two color television pictures to be transmitted over a single channel was successfully tested on a network broadcast for the first time Dec. 4.

Called STRAP (for simultaneous transmission and reception of alternating pictures), the system delivered two football games—Detroit at Green Bay and San Francisco at Minnesota—simultaneously from CBS O&O WBBM-TV Chicago to the CBS technology center in New York via a Western Union satellite. The overlapped signal was then separated and taped for on-air use as half-time highlights during other games being broadcast by CBS in different regions of the country ("Closed Circuit," Dec. 5).

With the addition of as little as \$5,000 worth of equipment to a digital frame store, the STRAP system can halve the cost and time of satellite and microwave transmission. CBS, which developed STRAP at its technology center in Stamford, Conn., is not claiming that the system produces pictures of high enough quality to transmit, say, a prime time entertainment series. But the company says that the system is acceptable for news pictures, sporting events and educational material, for example, and a subjective appraisal at the CBS technology center Dec. 4 confirmed that view.

At the same time, engineers there allowed themselves, when prodded, to imagine a future when TV sets might come equipped with smaller and more sophisticated STRAP decoders as standard equipment, thus allowing the viewer at home to choose between two programs being

broadcast at once over any given channel.

But that is a long way off by any estimation. What the system does now is this:

At the transmitting end, two synchronous feeds are fed into the STRAP encoder, which is essentially a vertical interval switcher. The switcher alternates back and forth between the two digitalized signals at field rate, eliminating the odd fields from one and the even fields from the other. The remaining fields are then combined and transmitted just as any other video signal, and when viewed on a monitor prior to being separated at the other end, look like a double exposure, with both pictures visible, but overlapped and indistinct.

The tricky part is the STRAP decoder. At its heart is the digital frame store, which breaks the interlaced pictures back into digital, or element-by-element, form and separates them. But once separated, what is left is still just two half-pictures of 262.5 odd or even lines each. Simply doubling those lines would not provide the full visual information—because the transition between each line would be lost. So the decoder uses a unique "interpolation" process that in effect "creates" the missing line by averaging the difference between the two lines it does have. This is done by taking one element from the top line, the next element from the bottom line, the next element from the top line again and so on—stringing them together like beads to make the missing middle line. A 63-microsecond delay in the encoder holds the first line of the transmission in place until the bottom line is received so that the averaging can take place.

As one observer put it while watching the system at work on CBS's monitors Dec. 4, "That's wild."

There is slightly noticeable degradation in vertical resolution when fast motion is present in the picture (because of the increased difference between the top and bottom lines), but seldom does the loss seem significant. The system does not take both audio channels at once, so the channel transmitted separately must be corrected for time differences at the receiving

end. Once that is done, according to CBS, the resulting program material will conform to all FCC video waveform and level specifications.

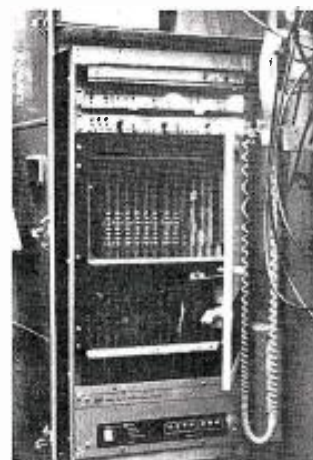
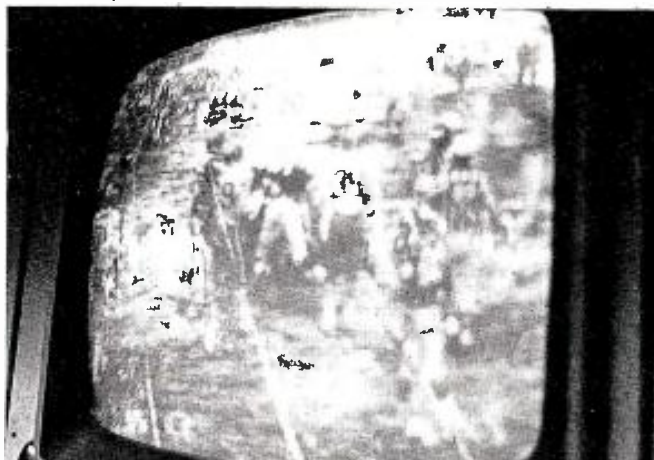
CBS began developing the system in the spring of 1975. According to one of its inventors, Arthur Kaiser, STRAP actually received its first on-air test Dec. 19, 1975, when two pieces of news tape were transmitted simultaneously from California to New York. One of the pieces, involving the Patty Hearst case, was used on a newscast of WCBS-TV New York. U.S. patent number 4,027,333 was awarded on May 31, 1977, to CBS Inc., with the inventors listed as Mr. Kaiser and Henry W. Mahler of CBS and Renville H. McMann Jr., now of Thomson-CBF.

As it is now, the system consists of a small, portable encoder for the transmitter and a frame-store-based decoder at the receiving end which stands about four feet tall. According to Joseph A. Flaherty, CBS's vice president, engineering, STRAP is in essence an add-on device to the frame store, made up of equipment costing, at the most, below \$10,000, and possibly less than \$5,000. "And you know how quickly frame-store costs have been dropping," he said (BROADCASTING, Nov. 28).

CBS has been demonstrating STRAP for various carrier companies such as RCA and Western Union. Since CBS can't manufacture the system itself, a licensing agreement would be the next logical step toward getting STRAP in the marketplace if the company determines that there is, indeed, a demand.

AMST: no on line 20

Television's vertical blanking interval should not be used to serve the "purely private interests" of broadcasters, the Association of Maximum Service Telecasters told the FCC last week. The Washington-based association was commenting on a proposal by NBC that the commission reserve line 20 of the blanking interval for an automatic monitoring service (BROAD-



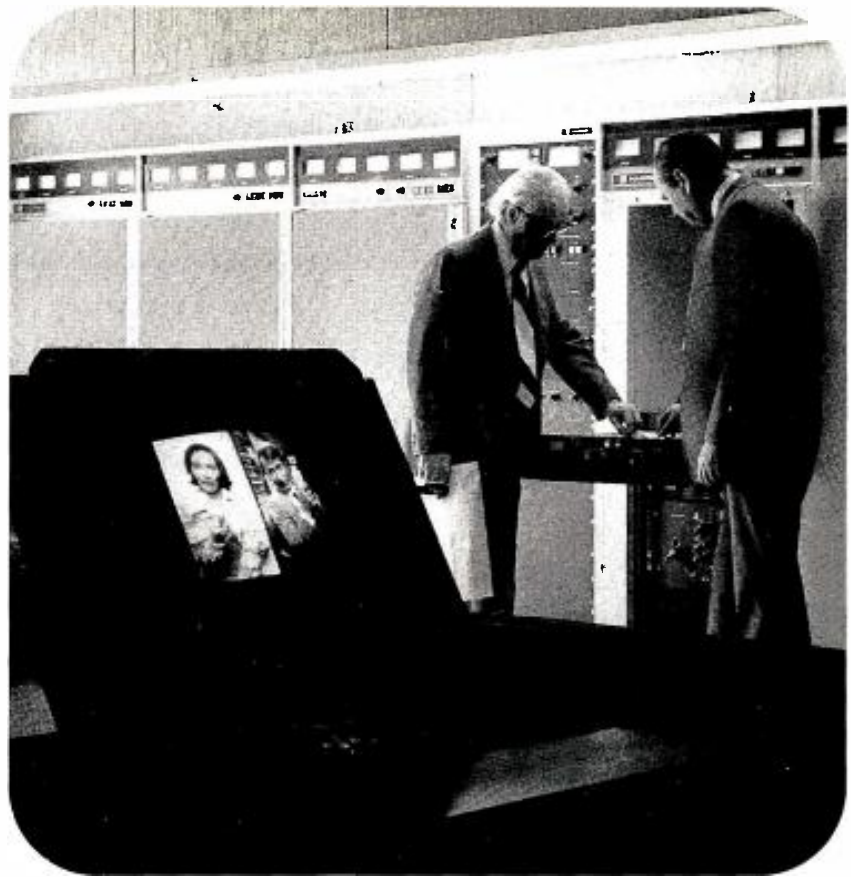
On location. These pictures of STRAP in operation were taken in CBS-TV's New York broadcast center during the Dec. 4 debut. Left to right:

Arthur Kaiser, one of its inventors; monitor showing the incoming "double exposure"; a frame store/interpolator that decodes STRAP's signal.

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A Harris BTD-50H2 dual television transmitter at WSOC-TV, Charlotte, North Carolina.



HARRIS

COMMUNICATIONS AND
INFORMATION HANDLING

CASTING, April 11).

According to the NBC proposal, the network, by transmitting a source identification signal on line 20, could survey all affiliates electronically and determine at any time which are carrying the network feed and which are not. NBC said such a system would produce "faster and more accurate program ratings."

But AMST said last week that the only remaining line of the blanking interval "should not be used for such a narrow, private purpose." (Lines 17, 18 and 19 are reserved for vertical interval test and reference signals, and line 21 is reserved for program captioning.) Accordingly, said AMST, "the use of the vertical blanking interval must remain under the exclusive control of the broadcaster."

AMST also backed a stand by the board of delegates of the NBC affiliates, which pointed out that the source identification signal would not determine whether a program was being viewed but only whether it was being transmitted—something AMST said could be done "without using any of the frequency spectrum."

Can AM's operate kilohertz closer?

Narrower separations to be put to Pacific test of interference

Radio stations in Los Angeles—KFI(AM) and KNX(AM)—and in the South Pacific will participate in tests, probably this week, to determine the extent of potential interference when channel separations are reduced from 10 to 9 khz.

The tests are being conducted at the request of New Zealand, which is interested in expanding the number of stations it can fit into the spectrum space available to it. But the tests are a matter of concern to the National Association of Broadcasters.

The NAB last week issued a news release stating such a reduction could impose severe technical and financial hardships on broadcasters. It also said that "tampering with channel space would lead to interference and adverse effects on directional antennas, AM stereo and receiver design."

The FCC will authorize the test and will monitor the results. But Broadcast Bureau Chief Wallace Johnson said that the commission has no intention of proposing such a reduction in channel spacing. The test is merely to gather information, he said.

However, he also said that in view of the interest shown in reducing spacing between AM frequencies, the commission must "consider it" in terms of the impact on U.S. stations if other regions of the world adopt the reduced separations and if nations in the Western Hemisphere should adopt it. (Some Central and South American countries are interested in the reduced separations.)

Mr. Johnson said dates for the test were not definitely set but that they would probably be held on Dec. 13 and 14 between 1

and 6 a.m., will involve stations in New Zealand and Lautoka, Fiji, as well as KFI (640 khz) and KNX (1070 khz).

The stations will operate on their assigned frequencies as well as on frequencies one khz higher. The aim will be to determine the effect of the resulting one khz heterodyne signal interference on the participating stations.

Lee sees TI tuner as spectrum saver

Texas Instruments has delivered prototype receiver which may eliminate many UHF taboos

If technology capable of conserving spectrum space is within the state of the art—and indications are that it is—there the will in government to see that it is used? If FCC Commissioner Robert E. Lee is any indication, the answer is yes.

The necessary technology may have been developed by Texas Instruments, Dallas, in the form of a high performance television receiver built for the FCC under a \$200,000 contract. Early word is that the aim of building a set that would reduce the number of UHF taboos and thus make possible more economical use of the spectrum has been achieved ("Closed Circuit," Oct. 10).

TI's Darrell Ash, speaking at an Institute of Electrical and Electronics Engineers conference on consumer electronics in Chicago last week, said that "all taboos except those of adjacent channel and intermodulation could essentially be removed."

FCC Chief Engineer Raymond E. Spence, who has received a draft of the TI report, said of the work, "It looks promising in terms of the reduction of UHF taboos in the general performance of the set—the picture quality." He said he had no reason to question what TI had done. However, he also said the prototype receiver delivered by TI was still being tested in the FCC laboratory. The TI report probably will not be ready for public release until next month.

Mr. Spence said the TI receiver, which he believes would cost only \$30 more than a conventional receiver, offers a number of potential benefits: The same or a greater number of UHF channels could be assigned within the existing spectrum space assigned to UHF, or the same number could be located in less space. Or, he said, some space might simply be "banked."

Commissioner Lee, who also addressed the IEEE conference, also spoke of "a kind of spectrum 'bank' that might be created by the employment of spectrum-saving devices and that would be available 'only for new spectrum-saving technology in all services.'" He said such a "spectrum bank" would serve as an incentive for the development of spectrum-saving equipment.

But his principal concern seemed to be

to make sure such devices are used. He said he did not know if the TI receiver is the answer to increasing signal selectivity, although he said that "as much as 100 mhz of UHF spectrum space" and "perhaps some VHF spectrum space as well," could be saved if some UHF taboos could be eliminated through better tuner design. (Later, he stressed that was no more than "an educated guess.")

But, he said, "if a new UHF tuner can save substantial amounts of spectrum space, the public and spectrum users shouldn't be denied the long-term benefits of more spectrum availability because the tuner is left on the shelf. Unless prohibitively expensive, I believe it should be used in television sets."

The commissioner said the transition period involved in changing over to a new receiver could take years. Accordingly, he said, the longer the delay in changing over, he said, the longer the existing taboos would remain in effect. And he said the challenge facing the commission and receiver manufacturers is implementing change.

He cited the history of the effort to see to it that all sets were equipped with tuners capable of receiving UHF as well as VHF signals. He noted that in the early days of television, receiver manufacturers were unwilling to increase the cost of sets by adding UHF tuners unless their competitors did, and it was not until 1962 that legislation was enacted requiring the installation of all-channel tuners in all sets. It was another 15 years before fully comparable tuners were incorporated in all sets at the factory, and several more years will pass before sets with such tuners are in most television homes.

"This experience suggests that the commission may have to assume more authority over television receivers to implement the spectrum-saving potential of new design," he said. And although lawyers can debate the commission's authority in the matter, he added, the point is that, "if the industry does not voluntarily add spectrum-saving devices to television sets once the design is available, the commission may have to step in, on its own or with Congress's backing."

RCA will also market Sony's helical VTR

It will begin selling at next NAB under its label; it will also continue selling Bosch-Fernseh's one-inch unit

RCA Broadcast Systems has entered a sales agreement with Sony Corp. under which RCA will market Sony-manufactured one-inch helical scan nonsegmented video-tape recorders beginning next year.

Signed Dec. 6, the agreement gives RCA worldwide marketing rights to the entire Sony one-inch line, including studio and portable recorders and accessories such as time base correctors. According to

QUINN, PRESLEY, BURTON, JANSSEN, O'TOOLE, CLARK, GARDNER, AND TAYLOR STAR IN MGM/10

**ANTHONY QUINN VS.
THE WORLD
IN WORLD WAR II.**

THE 25TH HOUR
ANTHONY QUINN,
OSCAR WERNER,
DAVID JANSSEN,
VITTORIO DE SICA.

**HEADMASTER PETER O'TOOLE
TAKES LESSONS FROM HIS STUDENTS
AND PETULA CLARK.**

GOODBYE MR. CHIPS
PETER O'TOOLE, PETULA CLARK,
SIR MICHAEL REDGRAVE.

**SINGING
AND SWINGING
WITH HOWARD KEEL
AND AVA GARDNER.**

SHOWBOAT
KATHRYN GRAYSON,
AVA GARDNER,
HOWARD KEEL.

**BURTON AND TAYLOR
FIND A
REVOLUTION-TORN
ISLAND NOTHING TO
LAUGH ABOUT.**

THE COMEDIANS
RICHARD BURTON,
ELIZABETH TAYLOR,
PETER USTINOV,
SIR ALEC GUINNESS,
PAUL FORD,
LILLIAN GISH.

ELVIS ROCKS, THE GIRLS ROLL.

GIRL HAPPY
ELVIS PRESLEY,
MARY ANN MOBLEY,
GARY CROSBY.



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an RCA spokesman, the company will demonstrate the machines under the RCA label at the National Association of Broadcasters convention next April, with deliveries to commence shortly thereafter. The machines will conform to the standard specifications for the one-inch nonsegmented format now being ratified by the Society of Motion Picture and Television Engineers.

RCA already had signed an agreement with Sony to manufacture its own one-inch recorder line under Sony's specifications, but the company is not expected to be geared up for production for another year or so. RCA also sells one-inch segmented recorders manufactured by Bosch-Fernseh, and the spokesman said RCA would continue to market the competing model, as well as its own quad machines.

Black network and NABET trade charges

The strike at the National Black Network by the National Association of Broadcast Employees and Technicians (BROADCASTING, Oct. 24), has entered its ninth week with no apparent settlement in sight and each side making charges and countercharges.

NBN has said it had received reports that the union was prepared to spend more than \$1 million to "destroy the National Black Network if the network did not meet its [the union's] demands."

Arthur Kent, international representative of NABET, said that statement was "nonsense." He said he had remarked that the union "would spend every penny it had to get a fair contract, but our books will show we have a lot less than \$1 million."

Sixteen workers are involved in the strike (two reportedly have returned to work since the stoppage began). The issues are wages and a termination clause affecting on-air news persons (technicians and audio tape operators have been represented by NABET in the past but it would be a first contract for newsmen).

NBN wants the right to discharge newsmen when it does not consider their work satisfactory, saying this clause is standard for talent in broadcasting. The union insists that at other networks dismissals can be made only for "just cause" and are subject to arbitration, conditions NBN has rejected.

A spokesman for NBN said "the problem NBN is facing is one that other black businesses will have to come to grips with. Black businesses are generally only a fraction of the size of their white counterparts. Increasingly they are being hit by union demands that larger companies can withstand because of their power, size and money."

The union responded that NBN personnel are making about one-half the pay of their counterparts at other commercial radio networks. He said audio tape operators at NBN make a maximum of \$210 a



Moseley makes it.

John A. Moseley, president of Moseley Associates Inc., Goleta, Calif., has been chosen to receive the National Association of Broadcasters 1978

Engineering Achievement Award. Head of his own firm since 1959, Mr. Moseley was instrumental in having the FCC allocate dual studio transmitter links for FM stereo and has assisted NAB in field tests leading to adoption of rules for TV remote control. He also proposed the use of low frequency spectrum for wireless control systems for standard broadcast service. Mr. Moseley's firm, which began serving broadcasting exclusively—designing and building such products as remote control systems, computer-assisted digital control systems and subcarrier stereo generator equipment—has expanded now into the industrial communications field. He will be presented the engineering award at the Tuesday luncheon of the NAB Engineering Conference, held in conjunction with the annual NAB convention in Las Vegas April 9-12.

week; engineers, \$260 per week, and on-air newsmen from \$23,000 to \$27,000 annually. Mr. Kent said that some audio technicians earned \$16,000 yearly, but this was achieved by "putting in a lot of overtime." He said newsmen get no commercial fees, have no regular lunch period, have no overtime, and must report, write and voice the news.

Comsat told to hold more funds in escrow

The FCC has directed the Communications Satellite Corp. to increase the amount of funds it is setting aside for possible refund to customers of its international satellite services. The commission says its analysis indicates that Comsat is earning about twice the 10.8% rate of return that the commission had prescribed in a Nov. 26, 1975, order. Comsat had appealed that order, and while it was permitted to continue charging the then-existing rates pending court action, it was directed to deposit funds in escrow to reimburse customers in the event the commission was upheld. (The court last month affirmed the commission's order, but Comsat is seeking a rehearing.)

The commission's order is not only prospective but is also retroactive to mid-1976, when the escrow fund was established. Comsat says the commission's order would require it to deposit an additional \$25 million in escrow to cover its operations through Dec. 31, 1977. Such an addition, Comsat said, would reduce its after-tax earnings for 1977 by about \$12.5 million. Comsat said it will petition the commission to reconsider its order.

Cablecasting*

Week one for Warner's Qube

It's over and the firm is still optimistic—but it won't reveal subscriber count; Elizabeth is winning name

Warner Cable Corp. last Thursday wrapped up its first week in the Qube business—still remaining mum on subscriber counts but enthusiastic that its two-way cable system in Columbus, Ohio, was working. The system, representing more than a \$10-million investment, officially opened Dec. 1 (BROADCASTING, Nov. 21.)

Both in the New York headquarters and in Columbus, Warner officials wouldn't talk headcounts, but according to Lawrence Hilford, Qube president, "We're booked weeks ahead on installation." The common answer throughout Warner was that present subscriber figures wouldn't mean anything since there is no precedent to go by.

Mr. Hilford, however, said that the first week has shown three things: that the "concept is salable" that "the interactive approach works" and that the "entire technical structure works." The master operation had been his major concern, Mr. Hilford said, adding that the initial kinks—such as a problem with the stereo feed on the classical channel—have been worked out.

When the system was inaugurated Dec. 1, Ohio Governor John Rhodes was on hand to conduct a charity auction with hooked-up homes bidding via two-way cable. Other two-way features on the first day allowed subscribers to let it be known if they wanted their names included in a time capsule, and to help name a baby born that day. (The winning name was Elizabeth.)

Justice agrees import rules should be bypassed in N.J.

The Department of Justice has urged the FCC to grant the New Jersey Office of Cable Television's request for waiver of the distant-signal-importation rule for cable systems in that state (BROADCASTING, Nov. 7). New Jersey, the ninth largest state in population, is one of two without VHF service. And Justice, in the pleading it filed with the commission, said, "Where local coverage does not exist, the need for rules designed to protect it is questionable, at best."

Justice said the New Jersey petition offers the commission the opportunity not only to expand service in that state but also to deregulate cable television on an experimental basis and "obtain empirical data to support additional efforts to reduce the level and intensity of FCC regulation of this industry."

The State of the Fifth Estate

An issue for all seasons

As the deadlines approach for BROADCASTING's eighth annual yearend double issue—the one we had begun to call a triple, and that now looks more like a quadruple—the focus continues to sharpen. At latest reading, it now amounts to:

Part I. *What Happened* □ A words-and-pictures exposition of the major news developments of 1977.

Part II. *Where Things Stand* □ A once-a-year amplification of the every-first-Monday department that keeps up with the unfinished business of electronic communications.

Part III. *What Next* □ A comprehensive analysis of where things are going in the businesses of broadcasting and their allied arts. Incorporating the major developments in the media competition (television and radio vs. everything else), telecommunications policy (Mr. Carter's, Mr. Ferris's, Mr. Geller's, Mr. Van Deerlin's, Mr. Hollings's et al.), network programing (the gospel according to Silverman, Daly and Klein), cable TV (has it peaked?) and pay TV (will it ever?).

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'The Storyteller': violence issue treated fictionally in made-for-TV movie

Levinson-Link production attempts to deal with the subject in a tale about a television writer

A blue-collar worker is sitting in the cab of a truck and somebody with a microphone has asked him if he thinks violence on television affects people.

He muses over the fact that he watches violent programs, and that he allows his children to watch them as well, but he is also concerned about the reports that violence on TV may beget violence in real life. "I guess you'd have to say I don't know," he concludes. "It's a good question."

That was the opening sequence of *The Storyteller*, an unusual exploration of the issue of television violence presented as a made-for-TV movie on NBC-TV Dec. 5 (9-11 p.m.). Besides being a wide-ranging treatment of that subject, however, *The Storyteller* may also have been the most penetrating network depiction of the complex spectrum of interests and responsibilities that the television industry comprises.

Written and produced by Richard Levinson and William Link, *The Storyteller* centered on a Los Angeles script writer named Ira Davidoff (played by Martin Balsam) who writes a *World Premier Movie* about arson. The show is accused of prompting a 12-year-old Seattle boy to burn down his school, killing himself in the process. The plot has Mr. Davidoff struggling with the question of his responsibility for the boy's death. He never arrives at a definitive answer, but in the end he does decide not to write violent scripts any more.

In the course of his search, Mr. Davidoff also encounters and faces for the first time the industry's own attitudes about what it does, and what he sees is not always flattering, or always negative either. Among these encounters:

■ Mr. Davidoff mentions to a producer that he should watch the broadcast of the *World Premier Movie*. "I just make them," the producer replies. "Nobody pays me to watch them."

■ At a press conference after the Seattle boy is killed, a nattily/dressed network promotion man notes that the program was previewed for the affiliated stations, none of which protested, and that the ratings and many newspaper reviews were favorable.

■ Mr. Davidoff drives past a car accident and sees an aggressive minicam team poking a microphone in the face of a hysterical woman just as her dead or unconscious husband is removed from the



Art and life. Actor Martin Balsam (l), portraying TV writer Ira Davidoff, answers charges that a TV movie he scripted, played a part in the death of a child. David Spielberg (r) acted the role of a network publicity chief.

wreckage. Later in the program, a news director comments that without the often shocking coverage of the war in Vietnam, "it might still be going on."

■ Mr. Davidoff attends a program-testing session in which the audience's physical responses to car chases and murders are measured. A network executive there comments about the research experts in the room, "They don't know what they think until they analyze the data."

In talking to one of the program's writers, William Levinson, it seems clear that *The Storyteller* had many autobiographical aspects to it, and that it also is a sort of message from Mr. Levinson and his partner to their colleagues in the "creative community." Mr. Levinson and Mr. Link made a decision similar to Mr. Davidoff's when they created the concept for their TV series, *Columbo*—that it would be about a cop who didn't carry a gun and who didn't get involved in car chases.

"We decided after the Kennedy assassination that television does have an effect," Mr. Levinson said. On the other hand, he continued, "many people in the creative community feel there is no connection [between TV violence and real-life violence] whatsoever. They claim they should be allowed to write whatever they choose." Mr. Levinson agreed that pressure-group tactics frighten him, too, but he does believe "it's time both sides behave responsibly."

In other words, he said, the public should exercise its ability to simply turn off programing it considers offensive, while members of the creative community should consider that what they produce—"the bulk of it, year after year—is bound to have an influence."

As for NBC's attitude about the show, Mr. Levinson said its concern was directed more toward the show's probable clout in the ratings than toward its raising of a sensitive issue. As it turned out, *Storyteller* came in third in its time period with a 23 share, beaten by *Monday Night Football* on ABC and a circus special on CBS.

Further program ambitions for OPT

Masini details possible line-up of prime-access series, majority of which will be barter deals

A rundown on new programs being planned for TV stations' prime-access periods next fall, most of them to be offered on a barter basis, was presented to a meeting of Wall Street specialists last week by Alfred M. Masini, president of Telerep Inc.

Mr. Masini, a key figure in organizing the Operation Prime Time program cooperative, also reported that OPT is exploring the possibility of offering 52 weeks of half-hour access programs, plus 90-minute five-a-week programs, in addition to the three program projects already on the OPT schedule.

"All major studios will make presentations to the OPT committee the first week in February," Mr. Masini said.

"Whatever is designed," he said, "will be done with both affiliates and independent stations in mind since this is needed to fund high-budget quality programing. For instance, five half-hour high-quality programs that could be used by independents in prime time and affiliates in access will be investigated."

Mr. Masini said "almost 80 stations" are committed to "OPT II," which is to consist of three major programs to be produced for the stations by MCA for showing in 1978, and that shooting will start in January on the first, a four-hour adaptation of John Jake's novel, "The Bastard."

Mr. Masini disclosed the plans as part of a report on the workings of the program market at a conference on "Outlook for the Media," sponsored by the Wall Street firms of Paine Webber Jackson & Curtis and Mitchell, Hutchins Inc. (also see page 70).

Among the new shows being planned

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Telephone Sunbury on Thames 89751, Telex 896015

for access, he said, are the following (with distributors and contemplated type of sale in parentheses):

Hee Haw Honeys and *Beach Girls*, situation comedies (Lexington Broadcast Services; barter—Procter & Gamble); *Sorority '62*, situation comedy (Lexington Broadcast Service; barter—General Foods); *Night Bird* with Allison Steele, music and interviews (Lexington Broadcast Services; barter);

On Trial, drama, and *Dream Teams*, games and celebrity events (Syndicast; barter—Warner-Lambert); *All Star Charades*, game (TAT Communications; possibly cash and barter); *Honest Al's AOK Used Car & Trailer Rental Tigers*, situation comedy (DFS Program Syndication; barter); *Please Stand By* and *Francis the Talking Mule*, situation comedies (Viacom; former as barter, perhaps plus cash; latter as straight cash); *World War II: A GI Diary*, documentary, and *Good Times*, *Bad Times*, variety (Time-Life; straight cash); *Loony Bin*, variety-comedy (ITC; straight cash); *Venture Bay*, adventure (NTA; type of sale not given); *Next Step Beyond*, anthology of the supernatural (Worldvision; barter—P&G); *Keeper of the Wild*, animal adventure (20th Century-Fox; type of sale not shown); *Going Home*, about early life of celebrities (Marathon; barter—Alpo), and *Celebrity Cabaret*, variety (General Media; barter).

Sports plum for NBC

TV network picks up rights to U.S. trials for next Olympics; price not set, although there will be guarantee of \$7.5 million

NBC-TV has acquired broadcast rights to the final rounds of the winter and summer U.S. Olympic trials preceding the 1980 Olympic games. The network's coverage will include contests in 28 different sports—from basketball to alpine skiing to water polo—in both prime time and on regular sports programs.

According to Chester Simmons, president of NBC Sports, the U.S. Olympic Committee received a guarantee from the network that the committee would realize a minimum of \$7.5 million in proceeds from the agreement. The actual cost to the network will in part be determined by the amount of contributions brought in by promotional spots it will air for the committee's fund-raising drive. An NBC spokesman said the spots cannot be written off as tax deductions.

The trials will take place within the two to three months before the international games, and NBC said its coverage of the qualifying meets would provide a "natural prelude" to its coverage of the Olympics themselves. ABC-TV, which owns the U.S. broadcast rights to the 1980 winter games from Lake Placid, N.Y., offered to buy only the rights to the winter trials, an official of the U.S. Olympic Committee said, and was turned down in favor of the

total package acquired by NBC (see story below).

Scheduling of the broadcasts has not yet been determined.

ABC and CBS fighting over U.S. ski team

Both claim they have agreements for coverage; battle is in court

ABC Sports is in a tug of war with CBS Sports over which has the rights to televise tournaments involving the United States ski team. The team itself is accusing ABC of damaging its competitive potential and has filed suit seeking to enjoin ABC from showing any of the tournaments for which the network claims rights.

The ski team signed what it called an exclusive three-year contract with CBS three months ago, receiving, the team said, \$550,000 for the North American rights to all World Cup skiing tournaments in which the team participated. ABC, meanwhile, signed rights agreements with six organizations that actually run World Cup events in Europe.

The question to be decided by the New York supreme court is, basically, which agreement, if either, takes precedence over the other. A decision on the matter is expected shortly, since the season's first cup tournament got under way Dec. 7 in Val d'Isere, France. ABC was there with camera crews; CBS wasn't.

The U.S. ski team has the right, under International Ski Federation rules, to decide what organization shows the tournaments in this country, although it is possible that ABC will challenge the rule by showing them anyway, according to Jim Spence, vice president of program planning for ABC Sports.

"We're being painted as the villain in this thing," Mr. Spence said, "and I think it's unjust and unfair." He said that the network's agreements with the European operating organizations are long-running ones, denying allegations by the ski team that the network negotiated the agreements while "the ink was still wet" on the team's contract with CBS. "Our position is that they [the team] are purporting to have the rights when in fact they don't have them," Mr. Spence said.

However, Warren Hellman, president of the U.S. Ski Team Inc., said last week that he was informed directly by the operators of the events under contract to ABC that the network had signed five of its six contracts after the team signed its deal with CBS on May 23. Furthermore, he asserts that the prices paid by ABC for the right to tape those events were significantly higher than amounts paid in previous years (a total of about \$120,000 for the six events as compared to between \$30,000-\$40,000, usually paid Mr. Hellman said.)

Mr. Hellman acknowledged that the ski team "assumed that CBS would be able to go over and make whatever deals they

wanted" with the European organizers, not imagining that ABC would move to "cream" rights to the most important of the World Cup events. "This is one of the most awful things I have ever heard of," Mr. Hellman said. "It's 100% against the public interest. We have kids at home now who would be skiing in Europe if it wasn't for Mr. ABC."

CBS is taking the position that its contract with the team is valid. "We're going to fight this thing all the way," a spokesman said. He added that there is a "fulfillment clause" in CBS's contract with the team requiring that the network actually get "the exclusivity" it paid for. For that reason, the threat posed by ABC's claim has caused the team to cut back on some of its talent development projects so that if ABC wins the suit, the team won't be caught short of funds. ABC's Mr. Spence said that his network was willing to "contribute" money to the team, but was not willing, as a matter of principle, to "buy" rights to the events for a second time. A spokesman for the team said that it had originally offered the rights to ABC because of the network's long relationship with the team, but that ABC had offered only \$40,000 to cover a limited number of events. CBS's agreement calls for a minimum coverage of three out of about 20 World Cup events, according to the CBS spokesman.

Program producers are next to benefit from SBA changes

Government agency proposes three-year test for funding films, including TV shows

The Small Business Administration is considering a proposal to help finance small, independent production companies. As well as aiding motion picture producers, the SBA's move may open the door to television producers, too.

Under a three-year test, the SBA will provide funds for certain companies to invest in motion picture production and distribution. Some \$100 million will be made available under the program, with a borrowing ceiling of \$35 million per company.

According to an SBA spokesman, funds will be provided for "any kind of film production," and the program will also apply to "related" fields. The only restrictions that SBA intends to put on the program include a prohibition on "X rated" films and those of a "political or religious nature." Documentaries, travel and features are the types of productions most likely to be financed, the spokesman said.

The program will not get under way until, at the earliest, mid-January, when the SBA is expected to select six or eight investment companies to distribute the funds.

The SBA has also announced its intention to allow loans for purchase of radio and TV stations, a change from previous policies (BROADCASTING, Nov. 14).

CBS uses critics to shore up show

Network gets some who praised 'Lou Grant' to do on-air promos; others question ethics involved

CBS-TV has asked a number of television critics to stand up—on camera—for what they wrote about the *Lou Grant Show*. In doing so, the network provoked some journalistic soul-searching.

It all started when the fall-season reviews came in for the new Ed Asner series. Most of them were positive, and many applauded in particular the show's portrayal of a newspaper cityroom. The CBS promotion department got the idea that an effective promo spot for the show might be to have critics read excerpts from their reviews—similar to the way in which theatrical films are promoted in print with critics' blurbs—while standing in their own cityrooms.

With that idea in mind, Art Roventine, a writer-producer in the CBS promotion department, started soliciting writers by telephone and by letter last October. Of about 14 critics contacted, five reportedly agreed to do the 30-second spots, without pay: Bud Wilkinson of the *Columbus (Ohio) Dispatch*, Steve Hoffman of the *Cincinnati Enquirer*, Newbern Jones of the *Baltimore News American*, Bill



One who said yes. Bill Mandel of the *San Francisco Examiner*.

Mandel of the *San Francisco Examiner* and Jerry Krupnick of the *Newark (N.J.) Star Ledger*. Some of the spots are just beginning to appear on the air.

In the post-Watergate school of TV criticism, the proposal to go to bat for a network was greeted, predictably, with reser-

vations. "I thought about it a whole lot," said Mr. Jones. "When he [Mr. Roventine] first called, I didn't want to do it. I thought of selling out or being compromised—of sort of putting pressure on people to write good reviews."

But Mr. Jones, like the others who did

WAVA-FM

The New Wave In Washington

Announces With Pride Our New National Sales Representative



Catch The Wave Of The Future In Washington Now! WAVA-FM Washington's Adult Contemporary Alternative

the spots, subsequently decided that to refuse might be, in its way, another kind of hypocrisy. "As someone who cares about television, I'm committed to supporting the shows I believe in," said the *Examiner's* Mr. Mandel. He added that he saw little distinction between reading clips from his review on the air and having them reprinted in a magazine ad, as they have been several times in the past. "The difference really is only the medium," he said. "If I'm involved with the electronic medium, I should be aware that there's no difference between speaking some words and writing them."

All the critics said they had checked with their papers' management before giving CBS the go-ahead, and several said they found that the opportunity for free national publicity was viewed as an attractive offer—not only for their papers, but in some cases, for themselves as well. "Columbus, Ohio, is not exactly a New York or a Los Angeles," said Mr. Wilkinson, "and exposure on network television wouldn't hurt later on. Somebody might remember the name."

Conversely, several critics who turned down CBS's offer were also concerned with publicity—in their view, negative publicity. Almost all of those contacted by BROADCASTING said they were concerned with the appearance that something untoward might be afoot. "There was no way I could do it," said Jim O'Brien of the *Philadelphia Daily News*. "People might get the impression I was on the payroll of CBS. Even the appearance of favoring one network over another is bad."

But beyond appearance, several also said they just didn't believe they should actively participate in a promotional campaign. "It would have placed me too close to the medium I was covering," said Lee Winfrey of the *Philadelphia Enquirer*. Judy Flander of the *Washington Star* agreed. "I thought it was an interesting idea," she said, "but personally I don't think the place of a television critic is on camera. It amounted to going several steps beyond what they do in newspapers with movie critics."

Quite a different view on the issue was offered, however, by a former colleague of Lou Grant's in fictional TV journalism—Ted Knight, the actor who played anchorman Ted Baxter on the *Mary Tyler Moore Show*. Passing through Philadelphia, Mr. Knight was interviewed by Jim O'Brien of the *Daily News* there. Mr. O'Brien mentioned that CBS had asked him to help promote *Lou Grant*, to which Mr. Knight replied, "You mean they asked you to do it for free? Now *that's* unethical."

Radiochek takes station soundings

"Selling the sound medium with sound," says Julie Brudlos, Radiochek general manager, "is really what it's all about." Radiochek is a new Chicago-based service, free to media buyers and planners,

scheduled to go into effect Jan. 2, 1978.

Designed to help media buyers and planners make better-informed decisions, Radiochek allows them to call a toll-free WATS telephone number (800-621-6944) and hear 30-minute audio-tape presentations of individual radio stations' programming.

To be listed, radio stations must pay a subscription fee and prepare a cassette according to a specific formula: exactly three minutes of introductory presentation, five seconds of blank tape, then up to 27 minutes of either an aircheck or, "preferably, a telescoped aircheck, in which all programming elements are included, but mid-sections of songs, newscasts, commercials and other long programming elements are edited out."

The station subscription fee is based on its highest published national 60-second spot rate, ranging from a low of \$10 per month (where the 60-second rate is under \$10) to a high of \$40 per month (based on a \$100-plus spot rate).

Program Briefs

HUT watch. A. C. Nielsen's national homes-using-television (HUT) figures for November show continuation of usage decline compared to 1976. Prime time was down 3%, daytime down 7% and Saturday morning down 6%. For prime time, usage levels continued to be off most in early evening.

Getting those HUT scores straight. Arbitron Television has issued corrected version of its homes using television (HUT) levels found in October major-market sweeps (BROADCASTING, Nov. 28). HUT decline, compared to 1976 levels, was found sharper than originally reported in two dayparts (noon-4:30 p.m., Monday-Friday, down 4% instead of no change; 8:30 a.m.-1 p.m. Saturday, down 10% instead of 5%), while decline in one daypart was less (6-7:30 p.m., Monday-Friday, down 2% instead of 4%). On all-day basis, decline was same as Arbitron originally reported, 3%. Revised report also noted that HUT averages on all-day basis dropped in 21 markets, stayed same in eight and increased in three.

Consultant for hire. John H. Mitchell, former president of Columbia Pictures Television, has formed John H. Mitchell Co., Los Angeles. Company will serve as national television programming and distribution consultants for national advertisers. Firm's initial client is Procter & Gamble. "Our primary purpose," Mr. Mitchell said, "will be to seek out from any and all sources here and abroad the most commercially viable quality programming."

Keep on dancing. *Disco Fever*, hour TV special, was set for air play last Saturday (Dec. 10) or shortly thereafter on some 50 stations. They receive show in exchange for 10 commercial minutes at later time. Show is produced by Robert Stigwood Organization.

Broadcast Journalism®

When the man with the news is the man in the news

Ordinarily no problem, it became a ticklish situation for WVEC-TV since it involved the arrest of its news director on drug charges

What does a television station do about reporting the news that its own news director/evening anchor had been arrested on a drug charge? WVEC-TV Norfolk, Va., faced with that situation, did not report the story for three days, while its two VHF competitors in the market and the local newspapers did.

Why? T.P. Chisman, president and general manager of the station, who made the decisions not to report the story until three days after the arrest, last week said only, "I made an editorial judgment."

But he also said he was and remains confident of the innocence of the newsmen, Tony Burden. "I was convinced he was set up," he said. "I still am." He indi-



Burden

cated he thought it odd that the arrest—on Friday night, Dec. 2, as Mr. Burden stepped out of a car—was made by seven policemen. "Usually, two men" are involved in that kind of an arrest, he said.

Mr. Burden, 34, has been charged with possessing marijuana and with intent to distribute it. The first charge is a misdemeanor, the second a felony. Police said Mr. Burden was carrying a pound of marijuana when arrested. Two other men were arrested in the case, on Saturday, on a number of drug-related charges.

WAVY-TV Norfolk led its 11 p.m. news show with the arrest on Friday, and WTAR-TV also reported it. The *Norfolk-Virginian Pilot* and *The Ledger-Star* carried the story on Saturday. The morning *Virginian Pilot* had it on the front page. (The newspapers and WTAR-TV are owned by Landmark Communications.)

Mr. Chisman said there was a great deal

of confusion on Friday night, when the station, with its anchorman in police custody, was faced with the problem of hurriedly bringing in a substitute anchorman, one who had done more than a 15-minute news show. The story was not carried Saturday or Sunday, either, when the regular weekend anchormen were on duty. Mr. Chisman said the Norfolk police were giving conflicting accounts to newsmen.

WVEC-TV finally dealt with the matter on Monday, when Jay Moore, the station's managing editor, went on in place of Mr. Burden, read a statement—written by Mr. Chisman—announcing that Mr. Burden had relinquished his on-air duties, but would remain on the staff, until the charges against him had been resolved. Mr. Moore, who will fill in on the 5:30 p.m. and 11 p.m. news shows, then reported that the three cases had been continued in general district court in Norfolk that morning until March 22, at the state's request.

Mr. Burden, who is free on \$1,000 bond, expressed hope that it will not be necessary for him to remain off the air that long. He said he hopes to "go forward with evidence and ask for a dismissal."

Journalism Briefs

Agreed. National Public Radio, Washington, has reached tentative agreement with American Federation of Television and Radio Artists on three-year contract

covering 40 newsmen. Union said substantial salary increases have been achieved, with reporters' range going from \$13,500-\$16,250 to \$19,000-\$23,500 in third year of contract. Fringe benefits were improved, union said, in paid vacations, meal periods, overtime and travel allowance. Agreement is subject to approval of AFTRA's national board.

Up to speed. Despite reports that 60 Minutes co-anchor Mike Wallace wants to cut back his globe-trotting workload, executive producer Don Hewitt claims no change is in works. "I've been hearing that for the last five years," Mr. Hewitt said, adding, "Every season Mike Wallace says he has to slow down and every season Mike does more." Mr. Wallace, who was unavailable for comment, has five years to reach mandatory retirement age of 65 at CBS.

Scotts on the go. John Scott, reporter-anchorman for WOR(AM) New York for past 34 years, will be taking year's sabbatical to travel with his wife through American Southwest, Africa, Southeast Asia and Middle East. Scotts will report back to WOR on their travels by filing five-minute features three times weekly.

Freeze on Ford. NBC's first special with former President Ford, scheduled for Dec. 21, has been postponed until spring, apparently due to contract Mr. Ford has with Harper & Row for publication of memoirs. Program was to include discussion of Mr. Ford's pardon of former President Nixon, to which Harper & Row claims first rights.

State high court to review contempt conviction of TV reporter in Kansas

Case involves KAKE-TV newsman who refused to divulge source of information—not used on air—that pertained to murder trial of Thad Sandstrom's widow

The Kansas supreme court has agreed to hear a case that will establish a precedent for Kansas courts to follow in the matter of newsman's privilege. And there are two broadcast-related aspects to the case. The reporter involved works for KAKE-TV Wichita. And the privilege was claimed in connection with the trial of Milda Sandstrom, accused of murdering her husband, Thad, who had been vice president for broadcasting of Stauffer Publications Inc. (BROADCASTING, May 9).

At issue in the newsman's privilege case is the refusal of KAKE-TV's investigative reporter, Joe Pennington, to divulge the source of a rumor he picked up but never used on the air. He now faces a 60-day jail sentence for contempt of court.

Mr. Pennington had been told by a source that, prior to the murder, Mr. Sandstrom had had an argument at a party with a person who later became a state's

An Unannouncement from the 'Unrockers'™ in Pittsburgh



The Contemporary
Alternative In Pittsburgh

WFFM/FM97 'Unrock'™ in Pittsburgh is represented nationally by CBS/FM National Sales and like the sound of FM97, it 'feels' good.



Nielsen sounds as if HUT drop is very real

Clausen also hints that level of viewership has peaked, will stabilize with minor fluctuations

A key executive of the A.C. Nielsen Co. said last week that he thought TV viewing had probably reached a peak in the last few years and from now on will show only slight year-to-year increases or decreases.

Ralph Clausen, vice president of the Media Research Division, made the statement in a speech at a conference on "Outlook for the Media," sponsored by Paine Webber Jackson & Curtis and Mitchell, Hutchins Inc. (also see pages 64).

He stopped short of saying in his speech that the current drop in homes-using-television levels was real rather than a technical quirk, but many in the audience seemed to get the impression he felt it was real. He said the decline was about 5% in both daytime and nighttime and applied to individuals as well as to households.

In response to a question, however, he said none of the trends on which he based his longer-range views could account for the change in HUT levels between last year and this year.

Mr. Clausen noted that there had been "a fairly steady" increase in TV viewing in the 1956-76 period, with average weekly household viewing rising from 34 hours 20 minutes to 38 hours in 1966 and about 43 hours for the past several years, reaching a high of 43 hours 47 minutes, then dropping in 1976 but returning to a new high in the year ended in March 1977.

Among the trends that he said led to his belief that viewing had reached a plateau:

Family size, a factor in the amount of time spent with TV, has declined from 3.23 members in 1963 to 2.8 members in 1977; the number of "nonadults," another factor, has also declined; the 18-34 age group, which contains the lightest viewers, is the only age group increasing in size; the number of women who work outside the home is increasing, which not only takes them away from the set in daytime but also cuts into their viewing at night; the TV penetration of U.S. households has been near the saturation point for several years and the "rapid growth" in color homes—which watch substantially more than homes with only black-and-white—has "begun to taper off."

In addition, Mr. Clausen said, 1976 was a year of "unusually high viewing levels."

Other speakers at the session offered their views on the HUT decline.

Edward Bleier, executive vice president, Warner Brothers Television, said that in daytime the expansion of soap operas has cut down on the number of game shows, which older women like to watch, and in

witness in the trial of Mrs. Sandstrom, who has pleaded innocent by reason of insanity. Mr. Pennington, unable to verify the report, never used it on the air.

Nevertheless, Mrs. Sandstrom's attorney—whom the reporter had contacted in attempting to verify the report—subpoenaed Mr. Pennington and asked him to reveal the source. Mr. Pennington, declaring he had obtained the information on a confidential basis, declined to answer—and Shawnee County District Court Judge E. Newton Vickers convicted him of criminal contempt and sentenced him to 60 days in jail.

Mr. Pennington, with the station's backing, appealed the conviction to the state court of appeals. He contended he had been denied due process of law, in being convicted without a hearing, and claimed that the First Amendment afforded him the right to protect his sources.

The appeals court, however, rejected both arguments. It said Mr. Pennington was not denied due process because the contempt proceeding had been held before a judge. And as for the newsmen's privilege argument, it said that neither the U.S. nor the state constitution affords reporters the right to withhold testimony in a criminal trial. If any such privilege exists, the court said, the state legislature must provide it.

However, the appeals court immediately called on the state supreme court to review the decision. And the high court agreed.

The appeals court had relied on a U.S. Supreme Court ruling holding that reporters may not refuse to testify before grand juries on criminal matters about which they have information (BROADCASTING, July 3, 1972). However, Mr. Pennington argues that the decision had been modified by subsequent ones and that the trial judge should have employed a balancing test to determine whether the need for disclosure outweighed the need to protect a source and whether there were other sources where the information being sought could be obtained.

Panax tangles with Salant

McGoff takes out trade-press ads to denounce CBS News president and planned documentary on newspaper chains; publisher cites link to news council

In an open letter to "America's editors and publishers," John P. McGoff, president of the Panax Corp. newspaper chain, accused CBS News, its president, Richard Salant, and the National News Council of "in effect . . . pressing a concerted attack on all publishers' freedom of expression."

The statement, followed by five pieces of correspondence between Panax and CBS News, was included in an eight-page advertising insert taken out by Mr. McGoff in the Dec. 3 issue of *Editor & Publisher*.

"CBS News," wrote Mr. McGoff, "with

the blessing—if not the direction—of Mr. Salant, is planning a 'news' special relative to press ownership in the United States. Since he participated without verifying limited and inaccurate information in the decision of the National News Council to 'denounce' Panax Newspapers, he can hardly be viewed as the most objective person in this continuing challenge to the rights of the nation's newspaper publishers."

Earlier this year, the National News Council charged that "Mr. McGoff has highlighted one of the great underlying public fears about newspaper chains—that what the public reads is directed from afar by autocratic ownership." The news council's interest in the matter began after reports that Panax headquarters in East Lansing, Mich., had sent down two stories with instructions to its local editors to "run the attached stories as soon as possible" and asking for page one placement if possible," according to a news council report. Two editors subsequently left the company.

Panax maintains that the memo was "not a command" and that most of the editors in the chain didn't run both stories and many didn't run either. Of the two editors who left the chain following the memo, Panax claims "neither was fired or asked to leave for refusing to run one or both of the stories."

Mr. Salant, a member of the council, concurred in the original decision, but when it was reconsidered he offered a dissenting statement, claiming that the council was "bit[ing] off far more than I am ready to chew." He viewed the decision as a "sweeping conclusion that irrespective of the merits of the news story . . . an owner, publisher or chief executive officer of a chain who issues such an order is wrong and merits the condemnation by the council."

"I should make it clear," he wrote of his change of mind, "that I do so not because of, but despite, Mr. McGoff's personal attacks on me and my qualifications to participate in this case."

The advertising supplement, however, does not mention Mr. Salant's later dissent but rather concentrates on CBS News's interest in Panax. The last letter sent to Mr. Salant on Oct. 6 asks: "How can the president of one of the world's most powerful news organizations sit as judge and jury in a kangaroo court such as the council conducted and later plan a 'documentary' that would be an extension of the attack you have participated in as a member of the council?"

In an earlier letter, to a Panax attorney, Mr. Salant had responded that "there is no 'mutual conflict of interest' to resolve. In my capacity as president of CBS News, it is my practice and policy never to order anything to be broadcast or not broadcast." He also claimed that inquiries made at Panax were for separate and independent CBS News stories, adding that the conclusion that they were all related to the same documentary was "totally unfounded."

general has resulted in fewer program choices for the audience and fewer attractions for "the itinerant audience."

At night, Mr. Bleier said, the proliferation of specials, events and miniseries is "wonderful" for the audience but these interruptions of the regular schedules are in effect "telling you you don't have to watch regularly." In addition, he said, the "strong" programming was moved to 9 p.m. NYT or later, so that "There's nothing as compelling at 8 o'clock as there used to be."

Robert J. Coen, McCann-Erickson vice president, said he didn't know whether the HUT declines reflected real declines in viewership. But even if there is some real decline, he said, there's "not enough to be concerned about."

RADAR's 1977 week: 166 million audience for network radio

Approximately 166 million persons listen to radio in the course of a week, according to the fall 1977 RADAR report released last week by Statistical Research Inc., Westfield, N.J.

Gale Metzger, president of SRI, said the figure is slightly higher than the figure for last year but noted that national radio audiences remain "very stable." The data are based on a Monday-to-Sunday, 6 a.m.-midnight period. The study represents the average of two four-week surveys conducted in March-April and September-October of this year.

The new report includes radio usage data on 14 different geographic and demographic bases. One part, dealing with working women, indicates they listen to radio at a higher rate than do women who are not employed outside the home.

RADAR studies are sponsored jointly by the ABC, CBS, Mutual and NBC radio networks. The reports and special tabulations are available on a subscription basis to advertisers and agencies.

Up against regional rule

The FCC has affirmed its multiple-ownership rules barring regional concentrations of broadcast media. In doing so, the commission denied petitions for reconsideration filed by three broadcast applicants, Suburban Radio Group, Town and Country Radio Inc. and Lares Broadcasting.

Previously the commission had considered all potential concentration of control situations on a case-by-case basis. But under rules that became effective last April, the FCC prohibited the common ownership of control of three stations where any two are within 100 miles of the third.

Each of the petitioners, said the commission, had filed applications seeking to acquire or to construct a new station, but, under the new rules, the FCC denied their applications.

Supreme Court no help on ex parte rulings

**It again refuses to review
conflicts in decisions by
Washington appeals panels**

The U.S. Supreme Court has declined to help the FCC out of the dilemma the commission faces as the result of conflicting rulings by two panels of the U.S. Court of Appeals in Washington on the question of ex parte contacts in informal rulemaking proceedings. The high court last week refused to reconsider its decision, announced on Oct. 3, not to review the ap-

peals court's decision in the pay cable case, in which the court did more than overturn the pay cable rules (BROADCASTING, March 28).

The appeals court said the commission had acted improperly in accepting off-the-record contacts in the proceeding, and said the agency must prohibit all such contacts in the future, in informal rulemakings as well as in adjudicatory cases, where they are now banned.

That holding was criticized by another panel of the court in a decision that affirmed the commission's action in adopting a policy statement in the children's television proceeding, in July (BROADCASTING, July 11). That panel said the law does not preclude the commission in all informal rulemakings from discussing matters off the record with interested par-

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

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

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

These non-commercial messages are aimed at informing your listeners . . . not advertising State Farm. For a free tape and scripts, return the coupon below or call us collect at 309-662-2625.



Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

Please send me your public service series on burglary and car theft prevention. I understand there is no charge.

NAME _____

STATION _____

ADDRESS _____

(No P. O. Box Numbers, Please)

CITY _____ STATE _____ ZIP _____

ties. It agreed that the commission needed flexibility in the manner it arrives at decisions in informal rulemakings.

But the commission, expressing concern about its ability to educate itself through informal contacts, also found fault with the second ruling. For that one held that, in rulemakings involving conflicting economic interests like those in the pay cable proceeding, the ex parte rules are applicable. The commission said such rules should be applied only in adjudicatory proceedings or in rulemakings that are adjudicatory in nature, not in rulemakings of "general applicability."

The commission, in seeking reconsideration by the high court, said it did not want to risk "having another set of rules invalidated in order to find out what the law is in this important area."

In view of the court's action last week, the commission will have to run that risk. At present, the commission is following the order of the appeals court in the pay cable case. However, the general counsel's office for the past several weeks has been working on a policy statement designed to clarify the ex parte rules in light of both the pay cable and children's television decisions. General Counsel Robert Bruce said last week he hoped to submit the draft to the commission before the end of the month.

The problem is not the FCC's alone. Other agencies are governed by the same decisions. And the Administrative Conference of the U.S. two months ago suggested an approach for agencies to follow

in informal rulemakings.

It said a flat ban on the receipt of private oral or written communications is "undesirable," since it would deny agencies the "flexibility" they need to fashion procedures appropriate to the issues involved. But it said all written communications addressed to the merits should be placed in a file available for public inspection. And it said agencies "should experiment in appropriate situations with procedures designed to disclose oral communications from outside the agency of significant information or argument" regarding the merits of the proposed rules.

Changing Hands

Announced

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

■ **WVJ-TV Detroit** and **WTOP-TV Washington**: Exchanged by Evening News Association and Post-Newsweek Stations. Under terms of agreement, Post-Newsweek will also pay Evening News \$2 million (see story, "Top of the Week").

■ **WMUR-TV Manchester, N.H.**, and **KECC-TV El Centro, Calif.**: Sold by United Broadcasting Co. to Acton Corp. for approximately \$3.5 million. Sale is conditioned on resolution of license renewal issues currently before FCC. Seller, 100% owned by Richard Eaton, Bethesda, Md., owns **WFAN(AM)**-**WOOK(FM)** Washington;

WFAB(AM) Miami-South Miami; **KIKU-TV Honolulu**; **WINX(AM)** Rockville, Md.; **WSID(AM)**-**WLPL(FM)** Baltimore; **WBNX(AM)** New York; **WJMO(AM)**-**WLYT(FM)** Cleveland Heights, Ohio; and **KALI(AM)** San Gabriel and **KSOL(FM)** San Mateo, both California. U.S. Court of Appeals recently upheld FCC's denial of renewal to **WFAN**, and FCC has denied renewals to United's **WFAB** and **WJMO** (BROADCASTING, July 11). Buyer, publicly held, is Acton, Mass.-based multiple cable system operator with systems in Midwest and East. Acton is also snack food distributor. Samuel J. Phillips is president of buyer, which has no other broadcast interests. **WMUR-TV** is ABC affiliate on channel 6 with 282 kw visual, 33.5 kw aural and antenna 1,030 feet above average terrain. **KECC-TV** is CBS affiliate on channel 9 with 120 kw visual, 24 kw aural and antenna 1,720 feet above average terrain.

■ **KXRB(AM)**-**KIOV(FM)** Sioux Falls, S.D.: **KXRB-KIOV Inc.**, licensee, sold by John L. Breece to Southern Minnesota Broadcasting Co. for \$760,000, plus \$50,000 covenant not to compete. Seller, 100% owner of stations, has no other broadcast interests. Buyer is owned by G. David Gentling, 80% owner of **KTYD-AM-FM** Santa Barbara, Calif. **KXRB** is 10 kw daytimer on 1000 khz. **KIOV** is on 104.7 mhz with 100 kw and antenna 740 feet above average terrain.

■ **KCMW(AM)** Fairway, Kan. (Kansas City, Mo.): Sold by Starr Broadcasting Group Inc. to Universal Broadcasting Stations for \$325,000, plus \$100,000 covenant not to compete. (Seller is retaining ownership of real estate, valued at \$200,000, which buyer has option to purchase after seven years for \$270,000.) Seller is publicly held group owner of **KXLR(AM)** Little Rock, Ark.; **KABL(AM)** Oakland-KABL-FM San Francisco; **KHVO(TV)** Hilo, Hawaii; **KITV(TV)** Honolulu; **KUDL-FM** Kansas City, Kan.; **WTVQ-TV** Lexington, Ky.; **WBOK(AM)** New Orleans; **www(FM)** Detroit; **KDTX(FM)** Dallas, and **KYOK(AM)** Houston. Bruce Johnson is president of Westport, Conn.-based seller. Substantial owners are William F. Buckley Jr. (18%) and Jim Long (11%). Buyer is New York-based group owner of **KMAX(FM)** Arcadia and **KPPC(AM)** Pasadena, both California; **KEST(AM)** San Francisco; **KUXL(AM)** Golden Valley, Minn.; **WTHE(AM)** Mineola, N.Y.; **WARO(AM)** Canonsburg, Pa.; **WVX-FM** Highland Park, Ill. and **WYLO(AM)** Jackson, Wis. Buyer is owned by Marvin Kosofsky and Howard Warshaw. **KCMW** (formerly **KUDL**) is on 1380 khz with 5 kw day and 500 w night. Broker: Hogan-Feldmann Inc.

■ **WYBG(AM)** Massena, N.Y.: Sold by Twin Tier Broadcasting Inc. to Seaway Broadcasting Inc. for \$150,000. Seller is owned by Michael J. DeSisti, owner of **WTTT-AM-FM** Towanda, Pa., and Ann Orlando, who has no other broadcast interests. Buyer is owned by Godfrey W. Herweg and his wife, Aubrey M., of Kenilworth, Ill. Mr. Herweg was formerly on sales staff of **WMAQ(AM)** Chicago and vice president and director of radio sales for



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Call Letters by City of License
Address
Phone Number
Personnel (1 name)
Sales Representative
Programming Format (1 line)
Facilities
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1 MIN:				
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A	8	7	6	
B	8	7	6	
30 SEC:				
AA	4	4	4	
A	4	4	4	
B	4	4	4	



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Avery-Knodel Inc. there. Buyers have no other broadcast interests. WYBG is 1 kw daytimer on 1050 khz. Broker: Keith W. Horton Co.

■ Other station sales announced last week at the FCC include: KANR(FM) Great Falls and KYBS(FM) Livingston, both Montana (see page 82).

Get-acquainted day for copyright tribunal

In hearings last week on Capitol Hill, the members of the newly constituted copyright royalty tribunal introduced themselves to the industries they will in part oversee—notably cable television, which, under the new copyright law passed last year, will start paying copyright royalties in January. Beginning in 1980 and every five years after that, the tribunal will consider revising the royalty rates cable will have to pay annually, estimated at \$10-15 million the first year.

The groups appearing last week, including the National Association of Broadcasters, sports interests, public broadcasting and the Motion Picture Association of America, laid the foundations for what doubtless will be their future copyright arguments. Cable representatives, for instance, emphasized that their industry is made up of mostly of small units "already burdened by overregulation." Representatives of the National Hockey League, Na-



Introducing . . . Cable representatives face the tribunal's (l to r): James, Coulter, Brennan, Burg and Garcia.

tional Basketball Association and professional baseball urged that they get their fair share of the cable royalties. And the NAB stressed that the cable rates should be increased if the FCC acts in the future to add more signals to the present cable complement. The law triggers an automatic review by the tribunal in that event and in the event that the commission alters the syndicated exclusivity rules.

The members of the tribunal, are Clarence L. James Jr., former special counsel to the Ohio attorney general (five-year term); Douglas Coulter, freelance writer and former campaign director for the Jimmy Carter presidential campaign in Indiana (seven-year term); Thomas C. Brennan, chairman of the tribunal and former chief counsel to the Senate Copyright Subcommittee (seven years);

Mary Lou Burg, former vice chairman and deputy chairman of the Democratic National Committee (seven years), and Frances Garcia, former audit manager for the accounting firm, Arthur Andersen & Co. (five years).

Appearing for the cable industry last week were National Cable Television Association President Robert Schmidt; NCTA Chairman Daniel Aaron of Comcast Corp., Bala Cynwyd, Pa.; Russell Karp, president of Teleprompter Corp., New York, and Stephen Effros, representing the Community Antenna Television Association. The National Association of Broadcasters sent Roy Elson, government relations vice president, and James Popham, assistant general counsel.

Media Briefs

Ferris ousts Hill man. Howard Kitzmiller, FCC associate general counsel for legislation, will be reassigned to some other post in commission. Chairman Charles D. Ferris is said to want "to bring in his own person" to deal with Capitol Hill. Replacement is expected to be named before Congress returns from yearend break late in January. Mr. Kitzmiller has been with commission 18 years, last 10 in present job, which he took over after five years as deputy.

Bob-tailed renewal. Because of "substantial deviations" between commercial policy it proposed and one it followed, KCRC(AM) Enid, Okla., has been given short-term renewal by FCC. Commission renewed license to Dec. 1, 1978, and made renewal subject to commercial reporting conditions.

Attorney challenged. Florida Bar Association has asked state supreme court to disbar attorney, Ellis Rubin, who defended 15-year-old Ronny Zamora at convicted murderer's "television intoxication" trial in Miami (BROADCASTING, Oct. 10). Bar association says Mr. Rubin had "neglected legal matters" in five separate cases. Bar's board instructed its general counsel to petition court within 30 days to disbar Mr. Rubin.

Folding money. Dayton Hudson Foundation has pledged \$1 million to Twin Cities Public Television, licensee of KTCA-TV and KTCI-TV Minneapolis-St. Paul. TCPT said it was largest corporate grant it had ever re-

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ceived. Total grant is contingent on stations' success in securing \$8,300,000 from other sources during next three years. Conditions of pledge specify that \$515,000 go to technical facilities, \$295,000 for program underwriting and \$190,000 for general operation. Pledge is made possible by funds provided by B. Dalton Bookseller, Dayton's, Dayton Hudson Properties, J. B. Judson Jewelers, Target Stores and Team Central Inc.

Better to rent. Pacifica Foundation's non-commercial WBAI(FM) New York is giving up its fight and its building after more than seven years of struggling with city real estate commission for tax-exempt status. Old East Side Manhattan church housing station is on selling block, according to WBAI general manager, Anna Kosof, who said that this year's property tax bill runs about \$27,000, in addition to some \$160,000 owed in back taxes. Although station may have educational allocation from FCC, Ms. Kosof explained, city hasn't gone for it, wanting, among other things, university affiliation. Ms. Kosof isn't sure when WBAI will be moving or where, but next time around, she said, Pacifica will rent.

Jacklin's Alameda plan hits a snag

Committee on Open Media proposal for KJAZ sale to nonprofit organization slowed down when FCC decides it needs hearing to clear up COM brief

KJAZ(FM) Alameda, Calif., is headed for a hearing on renewal of its license. But the Committee on Open Media, whose petition is at the bottom of the station's troubles, is not entirely pleased. It had another idea: Sale of the station, for \$1 million, to a nonprofit corporation that would retain the station's jazz format and also serve as an outlet for local news and voices.

COM had petitioned the commission to deny the station's 1974 license renewal, citing a number of alleged deficiencies in performance. It mentioned misrepresentations to the commission, failure to perform as promised or to meet local needs and avoidance of programing dealing with controversial issues, among others.

After the commission rejected the petition and renewed the license, and then, in January 1977, denied reconsideration, COM filed an appeal with the U.S. Court of Appeals in Washington.

Last summer, the routine of most petition-to-deny cases was broken. In July, the commission asked the court to remand the case. The commission said that, in preparing its response to the COM brief, it found that facts on which it had relied "were indeed subject to conflicting interpretations and should be examined in the context of a hearing." In a supplement to the petition, the commission said it was concerned about KJAZ's programing designed to meet local needs and about whether the



Getting his wings. Donald H. McGannon (l), chairman and president of Westinghouse Broadcasting Co., received a special personal achievement award from UNDA-USA, a national Catholic organization for broadcasters, for "an outstanding contribution to broadcasting." He was described as "truly the conscience of the broadcast industry" by Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ, at UNDA-USA's Gabriel Awards dinner at Phoenix. "He is the only person who regularly challenges the monopoly practices of the networks," Dr. Parker said. "The thing that irks other licensees is that Westinghouse practices what Don McGannon preaches, and makes money doing it as well." Italian film director France Zefirelli also received a special award, presented jointly to him and NBC, for his production of *Jesus of Nazareth*. The presentations were in conjunction with the eighth annual convention of the North American Broadcast Section of the World Association for Christian Communication, held Nov. 27-Dec. 2. Mr. McGannon received his award from the Rev. Anthony Scannell, UNDA-USA president.

station had performed as promised.

Then in August, COM's founder and principal force, Phil Jacklin, a professor of philosophy at San Jose State University, came up with the novel idea of a nonprofit corporation—KJAZ Corp.—to which the present owner, Patrick Henry, who had put KJAZ on the air 19 years ago, would transfer the station's license. The purpose of the offer, Mr. Jacklin said last week, was "to head off a hearing . . . I'm not trying to take the station away from him [(Mr. Henry)]."

Under the proposed agreement, there would be no down payment on the \$1 million purchase price. But there would be a "minimum debt payment" of \$2,500 monthly and "supplementary debt payments" of specified amounts as the sta-

tion's gross revenues increased beyond \$15,000 and then above \$30,000 a month.

What if the corporation were unable to make even the minimum payments? The proposed agreement does not cover that, but Mr. Jacklin said he would have been willing to have the license pass back to Mr. Henry, assuming that would be acceptable to the FCC.

The corporation itself would be run by a board of five blacks and four whites, with four members selected by COM and four by Mr. Henry, and the ninth by Black Women Organized for Political Action or the National Association for the Advancement of Colored People. None, except Mr. Henry and his wife, if they were members, would receive any payment.

However, the offer is now academic. The

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court last month granted the commission's request for remand, and machinery for designating the renewal has been set in motion. With the commission committed to a hearing, Mr. Henry will not be free to dispose of the license until the issues are resolved, according to commission attorneys.

The offer had been turned down by Mr. Henry's attorney, Lester Spillane, during the meeting with COM members and attorneys in August.

Last week, Mr. Henry expressed no regret. In fact, he appeared to be looking to the future. He said he had recently rebuilt his studios, and had just completed installing a used transmitter as backup equipment on Russian Hill, in San Francisco.

He had not been impressed by the offer COM made to resolve their differences. "They bring in a proposition for me to sell the station with no down payment, and no guaranteed payment. Isn't that strange?" he said. "I'm not going to give the station away."

Parity for pay TV

FCC, mindful of status accorded pay cable by court, takes steps to lift restraints from on-air pay TV

The FCC has issued a rulemaking aimed at eliminating the remaining rules governing pay television broadcasts. The proposal,

which was issued on Nov. 30, would delete restrictions on sports programming, as well as rules that prohibit pay television stations from devoting more than 90% of their time to sports and movies and that bar advertising intent in pay television programs.

Earlier, the commission adopted an order eliminating restrictions on pay television stations' presentation of movies. The commission actions are designed to put pay television on the same regulatory footing as pay cable. Commission rules on pay cable were overturned by the U.S. Court of Appeals in Washington. And the commission said that, unless there was a justification for applying regulations to pay television that were not applicable to pay cable, there was no reason to maintain the pay TV restrictions.

Task force to meet

The Minority Task Force, created by the National Association of Broadcasters to look for ways to finance minority owners in broadcasting, will have its first meeting Dec. 14 in Washington. The group will explore possible sources of financing for minorities, including banks, insurance companies, venture capital companies, foundations and the government. A new member was added to the task force last week: Eugene Jackson, chairman and president of the Mutual Black Network, New York.

Analyst warns there may be a peak on the ABC horizon

Marketwise, the disadvantage of success may be about to catch up with No. 1, while the advantages of being behind may favor CBS; so says Bache's Hoffman

A Wall Street broadcast analyst is warning investors that ABC Inc. may be reaching the high point of its current financial cycle, and he predicts a fading of the company's luster in the next two to three years.

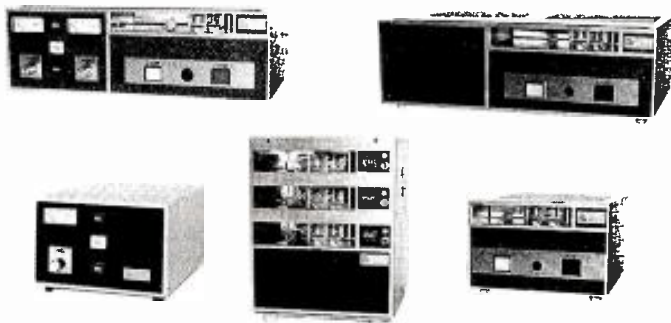
Anthony Hoffman, vice president of Bache Halsey Stuart Shields Inc., gave what he called a "worst case" analysis of the company's prospects during a presentation to financial and industry reporters in New York last week. While acknowledging that he didn't expect all of his bearish predictions to come true, he said "it's still time to get investors to ask some prudent questions about ABC." The reasons for that, he said, are basically that the company will still be depending primarily on its broadcast operations for profits through 1980, and he doesn't expect it to maintain its market share in that area. The time will be ripe, Mr. Hoffman believes, for a CBS comeback.

"ABC is on the wrong side of the timing cycle," Mr. Hoffman said. "A lot of their shows are vulnerable to situations that are beyond ABC's control." ABC-TV's current crop of top 30 programs will be aging rapidly, Mr. Hoffman said, and a number of the network's biggest stars are likely to make exorbitant salary demands when their current contracts expire, if they agree to sign new contracts at all.

The tendency toward a weakening of ABC's prime time schedule will be exacerbated, Mr. Hoffman believes, by what he said is the network's intention to hold down costs next year in part by cutting back on orders of original series episodes in favor of more repeats of both series and films. "If ABC cuts back original episodes," he said, "it will have less ready for 1979—the very year when they'll need it most—which I see as a major risk."

CBS, on the other hand, should by 1979 begin to reap the benefits of its new CBS Entertainment Division under Robert Daly, according to Mr. Hoffman. Mr. Hoffman said the word he gets from producers on the West Coast is that "CBS is the place to go with series ideas." Part of the reason for that, Mr. Hoffman said, is simply that ABC has fewer holes in its schedule to fill, while NBC is perceived as the mini series and made-for-TV movies outlet. Another factor Mr. Hoffman sees as working in CBS's favor will be a "calling in" of profits next year from the corporation's diversification efforts.

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The Broadcasting Playlist Dec 12

Contemporary

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

Playback

First cut. Exactly one year ago, Rod Stewart topped "Playlist" with *Tonight's the Night* (Warner Bros.), a love song that some radio stations found too explicit (BROADCASTING, Nov. 1, 1976). Mr. Stewart's latest, *You're In My Heart*, is also a love song but this time the lyrics are tamer. This first single from *Foot Loose and Fancy Free* bolts to 22 on "Playlist" this week and some music directors say it is bound for the top as well. "I think it is going to be a number one record. I didn't think it had it, but the audience is telling me otherwise," says Jonathan Little of WISM(AM) Madison Wis. The tune is "just exploding" in Seattle, says Rob Conrad of KING(AM): "It's huge. Extremely positive. It's a very pretty love song and he sings it real well." **South of the border.** Dan Hill, a Toronto musician, is crossing the airwaves from Canada to Florida with his latest single, *Sometimes When We Touch* (20th Century). This ballad, from *Longer Fuse* (Mr. Hill's third album), appeals to females, says Ken Warren of WING(AM) Dayton, Ohio, because of the lyrics. Jim Reitz of WTLB(AM) Utica, N.Y., reports female response as well, but he predicts the appeal will spread: "I can see that as a top five song." **New from Neil.** *Desiree* (Columbia), the latest from Neil Diamond, is "the strongest thing he's done in a long time," says Steve Norris of WAIR(AM) Winston-Salem, N.C. This medium tempo rocker, from the LP *I'm Glad You're Here With Me Tonight*, is getting "terrific response" in Dayton, says Mr. Warren. **Watch this space.** The Addrissi Bros. have brought *Never My Love* (Buddah) back. They wrote it, but the first-time-around recording was by the Association during the 1960's. WIRK(AM) West Palm Beach, Fla. Music Director Alan Edwards calls it "very well produced."

Country

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

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

David L. Nelson, VP and station manager of CBS's WBBM-TV Chicago, promoted to VP and general manager succeeding Neil E. Derrough, now VP and general manager, WCBS-TV New York (BROADCASTING, Oct. 10)



Nelson



Becker

Arnold Becker, director of television network research, CBS-TV, promoted to VP, national television research, CBS/Broadcast Group, to be based in Television City, Los Angeles.

Brian E. Cobb, general manager, WSIX-AM-FM-WNGE(TV) Nashville, elected VP of licensee, General Electric Broadcasting Co.

Merritt S. Rose, general sales manager, WITC-TV Pittsburgh, named station manager.

Jerry Condra, executive VP-general manager, KEVN-TV Rapid City, S.D., and co-owned satellite, KIVV-TV Lead, S.D., joins KVUE(TV) Austin, Tex., as general manager. He is succeeded as general manager at KEVN-KIVV by **Ray Moser**, local sales manager.

Alan Baker, director of Olympics information, NBC, named VP, corporate information, responsible for special projects, awards and community affairs, in addition to his duties for Olympics.



Widmann



Showalter

Nancy C. Widmann, New York sales manager, CBS Radio Spot Sales, appointed VP-recruitment and placement, CBS personnel department. She succeeds **Joan Showalter**, appointed VP-compensation and benefits.

John Paley, director of sales development, KWKW(AM) Pasadena, Calif., promoted to general manager. **Jose Cabrera**, retail salesman, named assistant general manager.

Thad McKinney, station manager KEAR(FM) San Francisco, and **Clyde Casto**, station manager at co-owned KFME(FM) Newark, N.J., exchange positions.

Brent Stranathan, assistant director, communications services division, Hughes Television Network, New York, named division manager, West Coast.

Joy Kemock, controller, WLMD(AM) Laurel, Md., named VP of licensee, Interurban Broadcasting Corp.

Larry Gorick, from WHLQ(FM) Canton, Ohio, joins WHRK(FM) Memphis as operations manager.

Rick Russell, program director, KOAM(AM) Pittsburg, Kan., joins KVGB-AM-FM Great Bend, Kan., as operations manager.

John S. Cooke, director of commercial production unit, WBAL-TV Baltimore, named director of promotion and creative services.

Frederick T. Woskoff, production manager, WPHL-TV Philadelphia, named promotion manager, WBBH-TV Fort Myers, Fla.

Kim Kelly, promotion director-newscaster, WAIT(AM) Chicago, joins WFYR(FM) there as promotion director.

Louise G. Newton, TV log production specialist and former radio traffic manager, WIS-AM-TV Columbia, S.C., retires after 35 years.

Broadcast Advertising

Winifred C. (Frieda) Heavey, director of sales services, CBS Television Network Sales, New York, promoted to VP, sales services.

Robert K. Cambridge, product group manager, Lever Bros., New York, named director of marketing, ABC Radio Division.

Ira Rothbaum, executive VP, Keyes, Martin advertising, Springfield, N.J., joins W.B. Doner & Co., Detroit, as assistant to president, Stanley T. Burkoff.

Carl Butrum, manager, Eastman Radio, Los Angeles, and **Tom Gatti**, account executive, Eastman Radio, New York, appointed VP's.

Hector Robledo, VP-graphics director, Foote, Cone & Belding, New York, appointed director, TV production.

William J. Gillilan, vice chairman of board, Ketchum, MacLeod & Grove, Pittsburgh, retires after 39 years with agency.

Paula Kahn Wolgast, account executive, Tatham Laird & Kudner, Chicago, promoted to account supervisor. **Joseph A. Motcik**, from D'Arcy-MacManus & Masius, Chicago, joins TLK there as account supervisor.

Mel Phillips, program manager, WNBC(AM) New York, joins C.E. Hooper radio sales there as general manager.

Alan S. Aronson and **A. David Bergman**, station contact men with TWG Productions, New York, named director of marketing and director of media, respectively, for Gerber/Carter Communications, New York, parent company of TWG and media and marketing firm specializing in placing advertising directed to minority groups.

Howard Kaufman, general sales manager, WXIA-TV Atlanta, promoted to sales VP.

Jeffrey R. Morris, general sales manager, KTAR-TV Mesa (Phoenix), Ariz., named VP-general sales manager.

Anthony R. Twibell, general sales manager, KFSN-TV Fresno, Calif., named to same post, KREM-TV Spokane, Wash., replacing **Charles M. Gehring**, who moves to KGW-TV Portland, Ore., in same capacity. Last two stations are owned by King Broadcasting.

Joyce Strauss Jonap, from media depart-

Evaluation by Paglin. Max Paglin, former general counsel and executive director of the FCC, is returning to the commission as a consultant under a six-month contract. He will study effects of reforms that the FCC adopted in March 1976 in an attempt to improve and speed up adjudicatory procedures. Mr. Paglin is to determine whether the reforms have, in fact, improved the handling of comparative and noncomparative broadcast applications and hearing cases.

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ment, Gaynor & Ducas advertising, New York, joins DKG Advertising there as assistant media planner.

William J. McEwen, research supervisor, Needham, Harper & Steers, Chicago, joins D'Arcy-MacManus & Masius, San Francisco, as associate research director.

Bruce Hutchinson, account executive, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., joins Hume-Smith-Mickelberry, advertising and public relations firm, Miami, in same post.

David D. Lewis, senior writer and radio-TV production manager, James E. Hundemer Associates advertising, Baton Rouge, named broadcast and print copy chief, Herbert S. Benjamin Associates advertising there.

Bobbi Teitel, VP-creative director, Wainwright & Associates, New York, joins J. Walter Thompson, Chicago, as copywriter. **Jim Allman**, account executive from Tatham-Laird & Kudner there, joins JWT as account representative.

Alan E. Dordek, manager, Chicago office of Maritz Market Research Services, joins Jack Levy & Associates advertising there as director of research.

Richard Mack, Southeast regional manager, Radio Advertising Bureau, Atlanta, appointed sales manager, WFMS(FM) Indianapolis.

Phil Doersam, VP-general manager, KPTL(AM)-KKBC(FM) Carson City, Nev., appointed sales manager, KOWL(AM) South Lake Tahoe, Calif.

Brian Moors, account executive, WHN(AM) New York, named director of retail sales.

David DeCapua, regional sales manager, WUAB(TV) Lorain, Ohio, named local sales manager, succeeded by **Bruno Sardi**, member of sales staff. **Ron Brennan**, account executive, promoted to marketing director.

Reynold M. McKinney, from Wet Inc., publishing firm, and **Ray Cavanagh**, from Minolta Corp., join WTTK(FM) Boston as account executives.

Chris Dove, account executive with Washington area Sentinel Newspapers chain, joins WTOP(AM) there in same post.

Mort Roberts, assistant general manager, WMLB(AM) West Hartford, Conn., named account executive, WINF(AM) Manchester, Conn.

Cathy Adler, retail saleswoman, KNXT(TV) Los Angeles, joins KRTH (FM) there in same capacity.

John H. Tully, sales VP, Retail Marketing Consultants, St. Louis, and **Joan Greenberg**, sales researcher and production assistant from KPLR-TV there, join KDNL-TV St. Louis as account executives.

Andy Harrison, from sales department, WRNG(AM) North Atlanta, Ga., joins WAGA-TV Atlanta as account executive.

Randy Gaffney, general manager, WDSR(AM)-WTLD(FM) Lake City, Fla., appointed account executive, WEVU-TV Naples, Fla.

Programming

J. James Ottley, senior program policy editor, NBC-TV, named program policy manager, late night and children's programs there. **Lois Marino**, senior unit manager, NBC, New York,

named director, program merchandise, based on West Coast. Others named to new posts in broadcast standards, West Coast, NBC: **Donald M. Rowe**, program policy manager, tape specials and variety programs; **Maurice Goodman**, program policy manager, dramatic programs; **Raymond F. Dewey**, program policy manager, children's programs; **Dwayne C. Ratliff**, program policy manager, pilots. **Ted Cordes**, **Temple Hatton**, **Dick Martin**, **Jean Messerschmidt** and **Tom Posivak** appointed program policy administrators.



Gallagher

Barbara Gallagher, VP-assistant to president, ABC Entertainment, New York, promoted to VP, specials. **Paul Hunter**, program executive assigned to comedy, ABC Entertainment, West Coast, promoted to director, current comedy programs. **Tim Steele**, associate producer on various TV series including *Barney Miller* and *Sirota's Court*, appointed executive producer, special programs, ABC Entertainment, Los Angeles.

Ken Fouts, NBC Sports staff director for two years, signs long-term contract as director of NBC Sports.

Gary Bender, sports announcer for CBS Television Network, assumes additional duties on sports staff at CBS-owned KMOX(AM) St. Louis.

Paul J. Hoffman, central district sales man-

ager, MGM Television, Chicago, joins MCA TV there as Midwest sales executive.

Sarah J. Frank, associate director, international department, Children's Television Workshop, named director of public television sales, Time-Life Television, New York.

Richard L. Burns, VP, Latham Foundation, educational television program producer, Alameda, Calif., elected president, succeeding **Hugh H. Tebault**, who has been elected chairman.

Nancy K. Dockry, from William Morris Agency, New York, appointed VP-programing, Nephi Productions, with headquarters at CBS Studio Center, Los Angeles.

Neil Kuvln, program manager, wxia-TV Atlanta, appointed programing VP. **Mike Martin**, production manager, WLKY-TV Louisville, Ky., joins wxia-TV in same capacity. Both are Combined Communications Corp. stations.

Roger C. Ottenbach, broadcast manager, WEEK-TV Peoria, Ill., joins KCRA-TV Sacramento, Calif., as program director. Mr. Ottenbach assumes presidency of Broadcasters Promotion Association Jan. 1.

Chris Collier, operations manager-program director, KIKK(AM) Pasadena, Tex.-KIKK-FM Houston, joins KCKN-AM-FM Kansas City, Kan., as program director.

Denis McNamara, music director, WLIR(FM) Garden City, N.Y., promoted to program director, succeeded by **Larry Kleinman**, air personality.

Robert J. Berglund, anchorman-reporter, all-

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news WWTC(AM) Minneapolis-St. Paul, appointed program director.

Bill Welker, floor director, WDTN(TV) Dayton, Ohio, promoted to producer-director.

Gene Klavan, host of WNEW(AM) New York morning show for past 25 years, joins WOR(AM) there as afternoon drive-time host.

Bonnie Hyde, administrative assistant, WXYZ-TV Detroit, promoted to film services director.

Broadcast Journalism



Wessel

Jim Wessel, national broadcast executive with AP, will take early retirement Jan. 1, ending 33-year career with organization and 40-year association with broadcast journalism. He began with WCPO(AM) Cincinnati in 1938 and joined AP broadcast department in 1944. He helped develop department's

news and sports report, which now goes to about 3,500 radio and TV stations; has produced since 1965 AP's annual audio news review, *The World In Sound*, and supervised AP's first audio coverage of Apollo 15 moon landing. Mr. Wessel has held various news supervisory jobs since 1945 and in 1974 was named national broadcast executive.

Harry Gallagher, news director, WPTA(TV) Roanoke, Inc., promoted to VP, news.

Brian MacFarlane, news director, WDBO-TV Orlando, Fla., joins WTNH-TV New Haven, Conn., in same capacity.

Elliott Stern, executive news producer, WWJ-TV Detroit, joins WXXE-TV Petersburg, Va., as news director.

Doug Ramsey, news director, KSAT-TV San Antonio, Tex., named to same post, WDSU-TV New Orleans.

Joseph Kirik, news producer, WXYZ-TV Detroit, joins KDKA-TV Pittsburgh in same capacity.

John D. Watkins, managing editor, all-news WRC(AM) Washington, appointed manager-news and informational programing, Walt-West Enterprises, Des Plaines, Ill.-based owner of WYEN(FM) there and applicant for purchase of WAUK(AM) Waukesha, Wis.



Promo committee. NBC-TV management met with the members of the NBC Television Network Affiliates Promotion Managers Committee Nov. 29. Committee includes (l to r, seated): Chairman Betty Hudson, WSB-TV Atlanta; Howard Wry, WHNB-TV West Hartford, Conn.; (standing) Tom Smidt KOA-TV Denver; Aaron Mermelstein, WSM-TV Nashville; Jerry Anne Hadley, KARD-TV Wichita, Kan.; John Furman, Cox Broadcasting, Atlanta; Nancy Gullick, KING-TV Seattle, and Cal Mahlock, WKJG-TV Fort Wayne, Ind.

Ira Sutow, news producer-assignment editor, WMAQ-TV Chicago, named assignment manager, WBBM-TV there. **Carrie Cochran**, anchor, KTVX(TV) Salt Lake City, joins WBBM-TV as reporter.

Maralee Jane Beck, anchor-reporter, WLS-TV Chicago, joins KPX(TV) San Francisco as reporter-weekend anchor.

Ronald J. Callahan, administrative assistant to Dayton/Montgomery county, Ohio, ombudsman, joins WDTN(TV) Dayton as assignment editor. **Gil Sharp**, WDTN photo lab technician, promoted to news photographer. **Carl Nichols**, meteorologist from WYTV(TV) Youngstown, Ohio, joins WDTN in same capacity.

Chet Burgess, reporter, WTAR-TV Norfolk, Va., named weekend anchor-producer.

Kevin Kelly, co-anchor and chief field reporter, Cablevision News, Jericho, N.Y., joins KVOA-TV Tucson, Ariz., as weekend anchor.

George W. Groce, with CBS Television Stations Washington bureau as writer, producer and Washington correspondent for KMOX-TV St. Louis, joins WMAR-TV Baltimore as reporter.

Denny Brand, anchorman, KGNS-TV Laredo, Tex., named general assignment reporter, KIII(TV) Corpus Christi, Tex.

Carmel Caflero, reporter-anchor, WDSU-TV New Orleans, rejoins news department at WCKT(TV) Miami. She previously anchored WCKT weekend news.

Susan Welday, reporter-anchor, WICU-TV Erie, Pa., joins WPTA(TV) Roanoke, Ind., in same capacity.

Cable

Ken Keefer, manager of advertising, design and promotion department, NBC, joins Home Box Office, New York, as on-air promotion director.

George Bohn, Southwest regional director of marketing for Teleprompter, joins Comcast Corp., Bala-Cynwyd, Pa., as director of community development for its cable communications division.

Hazard E. Reeves, chairman of Reeves Telecom Corp. group station owner, elected to board of directors, Warwick Cable TV Corp., Warwick, N.Y.

Equipment & Engineering

Larry LeKashman, from M.H. Scott Co., Columbia, Md., rejoins Electro-Voice, Buchanan, Mich., as marketing VP.

John Leveck, Western District sales manager for Sony, joins Convergence Corp., Irvine, Calif., in same post.

Don Cadora, director of engineering, KGMB-TV Honolulu, joins Chyron Corp., Plainview, N.Y., as director of sales, Telesystems division, responsible for sales of titling and graphics equipment.

Dick Reilly, from United Media Inc., Los Gatos, Calif., joins Adda Corp., Campbell, Calif., manufacturer of electronic still processor systems, as exclusive representative in northern California, Oregon, Washington, Idaho and Alaska.

Ted Webster, production manager, WXIA-TV Atlanta, appointed chief engineer.

Elmer Smalling 3d, assistant manager, broad-

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Mogul honored. Emil Mogul (r), retired executive vice president of Screen Gems Radio and the former president of Mogul, Williams and Saylor Advertising, receives the Lee Schooler Memorial Award of Anti-Defamation League of B'nai B'rith from ADL national commissioner, Stanley Kaplan, during the 64th annual meeting in Washington. The award recognizes "individuals who exemplify ... leadership and service" to the league.

cast operations and engineering, ABC, has established his own consulting engineer firm at 50 West 69th Street, New York.

George Bugliarello, president, Polytechnic Institute of New York, elected to board of directors of Comtech Laboratories, Smithtown, N.Y.-based supplier of satellite communication earth stations, microwave systems and analog/digital communications equipment.

Wayman (Wimpy) Hutchinson, engineer, WTVG(TV) Newark, N.J., appointed studio supervisor. **John Neuhaus**, from Hamilton TV Engineering Consultants, Glen Ridge, N.J., joins WTVG as transmitter supervisor.

Allied Fields

William J. Tricarico, acting secretary of FCC since retirement of Vincent J. Mullins in October (BROADCASTING, Oct. 10), named secretary. Mr. Tricarico joined commission in 1972 as management analyst, management systems division, office of executive director.

Marc Henderson, reporter for *Philadelphia Bulletin*, appointed associate White House press secretary.

Scott Slater, research associate, Torbet-Lasker rep firm, New York, joins Arbitron Radio there as Eastern sales service representative.

Dick Taylor, director of special projects, ICPR public relations, Los Angeles, appointed VP, special projects.

Frederick A. Polner, FCC staff attorney, opens law office, suite 1203 Commonwealth building, Pittsburgh.

Thomas F. Leahy, president, CBS Television Stations Division, elected VP, International Radio and Television Society, succeeding **D. Thomas Miller**, who resigned.

FCC Commissioner **James H. Quello** will receive honorary degree of doctor of humanities from Michigan State University Dec. 10. (He received his BA from Michigan State in 1935.) This is commissioner's second honorary doctorate; first was doctor of public service from Northern Michigan University.

Deaths

Max Jordan, 82, NBC News correspondent between 1931 and 1951, died in Illgau, Switzerland, Nov. 28. During his 20 years with NBC he gained reputation of being first with facts. His most famous scoop was on Japan's surrender in World War II, which he broadcast from Switzerland before U.S. government received official word, reporting that Japanese capitulation offer would be delivered to American officials within two hours. He also broadcast official text of Munich Pact more than 45 minutes before any other reporter. He directed NBC's religious broadcasts in U.S. and co-directed *University of the Air*. After leaving NBC he joined Benedictine religious order and took name, Placidus.

Harry Fine, 65, FCC deputy chief engineer, died of cancer Dec. 5 at George Washington University hospital in Washington. He joined commission in 1940 and held number of supervisory engineering positions until 1974 when he was named to his most recent post. He is survived by his wife, Thelma, and three sons.

G. Clark Ramsay, 62, VP, MCA Inc., in charge of marketing services for Universal Studios, died Nov. 29 in Los Angeles after short illness. He joined Universal in 1940, later leaving to become VP of Monroe-Greenthal advertising where he supervised Universal and other motion picture companies' advertising accounts. He rejoined Universal in 1952, and again in 1973 after 15 years with MGM. He is survived by his wife, Margaret, one daughter and one son.

Wiley E. Daniels Jr., 48, reporter and coanchor of noon news, WIZ-TV Baltimore, died after heart attack there Dec. 8. He had been with station since 1965 and was also host of two public affairs programs. He is survived by his wife, Ruth.

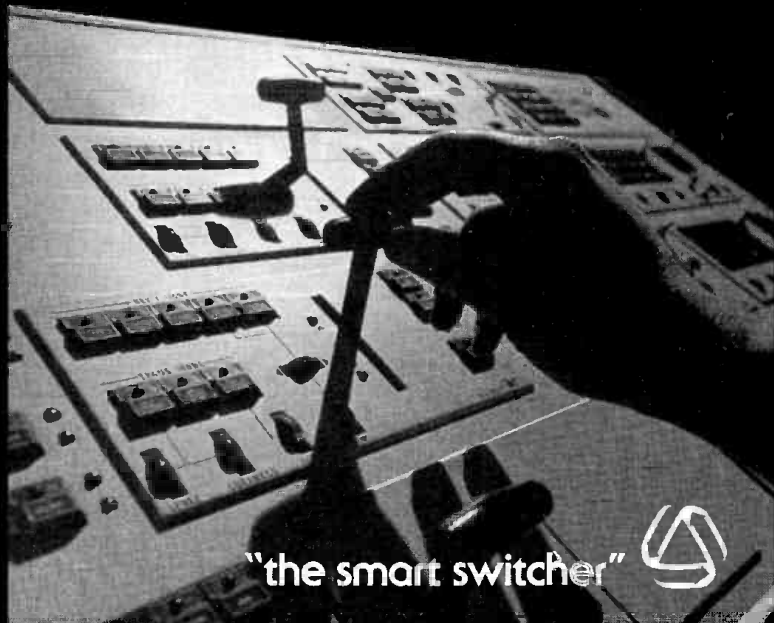
Sol Rosinsky, 42, VP-general manager, KMIK(FM) Lake Oswego, Wash., died after massive coronary Nov. 9 at Good Samaritan hospital, Portland, Ore. He is survived by his wife Phyllis, and two daughters.

G. Laverne Flambo, 66, assistant to president of Mid-America Broadcasting Co., Kankakee, Ill.-based group station owner, died after heart attack at his home in Moline, Ill., Nov. 28. Based at Mid-America's WQUA(AM) Moline, he had been with station almost 30 years. During his broadcasting career he had held interests in and disposed of number of stations throughout Midwest. Survivors include his wife, Gertrude, and son, John, general manager of Mid-America's KRVR(FM) Davenport, Iowa.

Earl W. Fessler, 65, former owner of WMFM(FM) Menomonie, Wis., died of Parkinson's disease Nov. 27. He sold station, said to be third FM built in Wisconsin, to Mid-Continent Broadcasting in 1974. At time of death he had minority interest in KPLL(FM) Pella, Iowa. Survivors include his wife, Ione, and son, Walter, air personality at KOKX(AM) Keokuk, Iowa.

(Cowboy) Phil Reed, 66, morning man at WHJB(AM) Greensburg, Pa., from station's sign-on in 1934 until his retirement in 1975, died after extended illness Nov. 27 in Jeannette, Pa. Survivors include his wife, Nora, and four daughters.

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As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Nov. 25 through Dec. 1.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New stations

AM action

■ Jacksonville, Ala.—Broadcast Bureau granted H-M-S Broadcasting Co. 810 khz, 50 kw-DA-2. P.O. address: WCPG-AM-FM, Houston, Miss. 38851. Estimated construction cost \$315,850; first-year operating cost \$86,410; revenue \$125,000. Format: country, popular. Principals: Robin H. Mathis, Ralph C. Mathis, John B. Skelton and Ricky J. Huffman (each 25%) together own WDXE-AM-FM Lawrenceburg and WTPR-AM-FM Paris, both Tennessee. Messrs. Mathis and Skelton also own WCPG-AM-FM Houston, WXTN(AM) Lexington, WSAO(AM) Senatobia and WSJC-AM-FM Magee, all Mississippi. Action Nov. 7.

FM actions

■ Red Bluff, Calif.—Broadcast Bureau granted Concerned Communications Corp. 95.9 mhz, .280 kw, HAAT 1012 ft. P.O. address: 463 Palero Ave., Yuba City, Calif. 95991. Estimated construction cost \$4,000; first-year operating cost \$6,930; revenue none. Format: MOR. Principals: Charles A. Lawton III (%), Randall W. Lawton and Todd R. Baker (24% each). Applicant operates KBLF(AM) Red Bluff, KUKI(AM)-KALF(FM) Ukiah, KOBO(AM) Yuba City, all California, and WNFL(AM) Green Bay, Wis. Messrs. Lawton also have San Francisco broadcast promotions firm; Concerned Marketing Corp. Action Nov. 17.

■ Forest Lake, Minn.—Broadcast Bureau granted Lakes Broadcasting Co. 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 1671 E. Montana Ave., St. Paul 55106. Estimated construction cost \$46,121; first-year operating cost \$43,150; revenue \$98,000. Format: MOR, C&W. Principal: Eddie S. Cary (51%), five others. Mr. Cary is announcer at WCCO-TV Minneapolis. Action Nov. 8.

■ Brady, Tex.—Broadcast Bureau granted Radio Brady Inc. 95.3 mhz, 3 kw, HAAT 55 ft. P.O. address: 117 S. Blackburn St., Brady, 76825. Estimated construction cost \$69,243; first-year operating cost \$48,000; revenue \$60,000. Format: MOR. Principal: Edgar R. Keeling Jr. (99%), owner of KNEI(AM) Brady. Mr. Keeling also owns outdoor advertising firm there. Action Nov. 15.

■ *Radford, Va.—Broadcast Bureau granted Radford College 89.9 mhz, 10 w P.O. address: Box 5806 Radford 24143. Estimated construction cost \$24,854; first-year operating cost \$14,775. Format: educational. Applicant is public college. William D. Yerrich, director of telecommunications. Action Nov. 15.

Ownership changes

■ KTHS(AM)-KAAM(FM) Berryville, Ark. and KSAB(AM)-KTR(FM) Creston, Iowa—Seek assign-

ment of licenses from KTHS Inc. to KBOA Inc. Principals of KTHS—M. F. Dunne, 30.93%; Eleanor I. Dunne, 19.61%; Charles C. Earls, 21.22%, and Norris Love, 19.95%—are also principals of KBOA Inc. Two corporations are merging, KBOA Inc. will be surviving corporation. Each shareholder of KTHS will receive one share of KBOA Inc. for each two shares of KTHS Inc. KBOA Inc. is licensee of KBOA(AM)-KTMO(FM) Kennett, and KREI(AM) Farmington, both Missouri. Ann. Nov. 29.

■ WKLK-AM-FM Cloquet, Minn. (AM: 1230 khz, 1kw-D; FM: 100.9 mhz, 3kw)—Seeks assignment of license from Empire Broadcasting Stations Inc. to Otto A. Korp, trustee in liquidation. Otto A. Korp is being made trustee in liquidation for Empire Broadcasting empowered to sell all corporate assets, pay all creditors and wind up affairs of corporation. Ann. Nov. 30.

■ KBRF-AM-FM Fergus Falls, Minn. (AM: 1250 khz, 1KW-U; FM: 103.3 mhz, 28.5 kw)—Seeks assignment of license from Empire Broadcasting Stations Inc. to Otto A. Korp. See above. Ann. Nov. 30.

■ KANR(FM) Great Falls, Mont. (98.9 mhz, 25 kw)—Seeks assignment of license from Frank Anderson to Feder Communications Corp. for \$120,000. Seller: Frank Anderson is 100% owner and chief engineer. Buyer is 100% owned by Steven Feder who is general sales manager of WFMT Inc., Chicago. Ann. Nov. 29.

■ KYBS(FM) Livingston, Mont. (97.7 mhz)—Seeks transfer of control of Yellowstone Broadcasting Services Inc. from Jack F. Hinman (49% before; none after) to Terry L. Kinne (49% before; 73% after). Consideration: \$5,200. Principals: Mr. Hinman is 60% owner and general manager KPRK(AM) Livingston. Terry Kinne is president of Yellowstone Broadcasting Services and 8% owner of KPRK. Ann. Nov. 29.

■ WAGY(AM) Forest City, N.C. (1320 khz, 1kw-D)—Seeks transfer of control of Tri-City Broadcasting from Gerard T. Beckwell (100% before; none after) to Don H. Lovelace (none before; 100% after). Consideration: \$250,000. Principals: Mr. Beckwell has retired and is selling his stock to Mr. Lovelace who is presently vice president of corporation and general manager of WAGY. Mr. Lovelace also own 40% of *This Week*, Forest City newspaper. Ann. Nov. 29.

■ KOKN(AM) Pawhuska, Okla. (1500 khz, 5kw-U)—Seeks assignment of license from Coleman Broadcasting Co. to Dawn Broadcasting Inc. for \$16,500. Seller: Lewis Coleman, president and 100% owner of Coleman Broadcasting, is selling because of his and wife's failing health. Thomas Neill Jackson, president and 100% owner of Dawn Broadcasting, was program director and engineer of WARO(AM) Canonsburg, Pa. Ann. Nov. 29.

■ KXRB(AM)-KIOV(FM) Sioux Falls, S.D. (AM:

1000 khz, 10 kw-D; FM: 104.7 mhz, 100 kw)—Seeks transfer of control of KXRB-KIOV Radio Inc. from John L. Breece (100% before; none after) to Southern Minnesota Broadcasting Co. (none before; 100% after). Consideration: \$760,000 plus \$50,000 covenant not to compete. Principals: G. David Gentling, president and 100% owner of Southern Minnesota Broadcasting is 80% stockholder of Antares Broadcasting Co., licensee of KTYD-AM-FM Santa Barbara, Calif. G. David Gentling votes Antares stock and is executive vice president and secretary of Antares. Mr. Breece has no other broadcast interests. Ann. Nov. 29.

Facilities changes

TV actions

■ WTTV Bloomington, Ind.—Broadcast Bureau granted CP to change ERP to visual 55 kw; change type trans.; change type ant.; and change ant. height to 1200 ft. (BPCT-5061). Action Nov. 14.

■ WKBD-TV Detroit—Broadcast Bureau granted CP for aux. ant. (BLCT-2575). Action Nov. 15.

■ KYW-TV Philadelphia—Broadcast Bureau granted CP for changes in transmission line (BLCT-2573). Action Nov. 15.

■ .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., ant., and make changes in ant. structure (decrease height) (BMPET-875). Action Nov. 14.

■ KSFY-TV Sioux Falls, S.D.—Broadcast Bureau granted CP for installation of aux. trans. and aux. ant. (BLCT-2572). Action Nov. 15.

AM actions

■ KUHL Santa Maria, Calif.—Broadcast Bureau granted CP to increase daytime power to 5 kw; change type trans. (BP-20,270). Action Nov. 16.

■ WIXY East Longmeadow, Mass.—Broadcast Bureau granted CP to add nighttime operation with 2.5 kw; change hours of operation to U; change TL; and install DA, conditions (BP-20,303). Action Nov. 16.

■ WETB Johnson City, Tenn.—Broadcast Bureau granted CP to increase daytime power to 5 kw, redescribe TL; change SL, conditions (BP20,251). Action Nov. 15.

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	6	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	104
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	1,083	0	211	1,274	0	1,274
VHF	2,376	0	176	2,552	0	2,552

*Special temporary authorization

**includes off-air licenses

FM actions

- **KFMF Chico, Calif.**—Broadcast Bureau granted CP for changes, ERP 10 kw(h&v), ant. height 330 ft. (h&v) (BLH-7504). Action Nov. 16.
- **KTCH-FM Wayne, Neb.**—Broadcast Bureau granted CP to install new trans., ant., make changes in ant. system (increase height); ERP 3 kw (h&v); ant. height 300 ft. (h&v), condition (BPH-10,435). Action Nov. 15.

In contest

Case assignment

- **Virginia Beach, Va.**, Payne of Virginia and Virginia Seashore Broadcasting, **FM proceeding:** (Docs. 19095-6)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Lenore G. Ehrig to serve as presiding judge. Action Nov. 23.

Procedural rulings

- **Selma, Ala.**, Talton Broadcasting (WHBB[AM]), **renewal proceeding:** (Doc. 20723)—ALJ Joseph Stirmmer scheduled prehearing conference for Dec. 14. Action Nov. 28.
- **Jensen Beach, Fla.**, Florida Gospel Network and HGL Inc., **FM proceeding:** (Docs. 20996, 20999)—ALJ Thomas B. Fitzpatrick scheduled further prehearing conference for Dec. 14 and continued further hearing from Dec. 14 to Jan. 17. Action Nov. 25.
- **Hattiesburg, Miss.**, Deep South Radio et al., **FM proceeding:** (Docs. 19889-91)—ALJ John H. Conlin scheduled further prehearing for Jan. 31. Action Nov. 23.
- **Philadelphia, Miss.**, Philadelphia Broadcasting and H&GC Inc., **FM proceeding:** (Docs. 20219-20)—ALJ Byron E. Harrison set certain procedural dates and scheduled hearing conference for Jan. 17. Action Nov. 23.
- **Scottsbluff, Neb.**, Tracy Corp. and Hilliard Co., **FM proceeding:** (Docs. 21359-60)—ALJ Frederick W. Denniston cancelled prehearing conference scheduled for Dec. 14 and hearing scheduled for Jan. 26 subject to further order. Action Nov. 22.
- **Salem, Va.**, Blue Ribbon Broadcasting (WBLU[AM]), **AM proceeding:** (Doc. 21280)—Chief ALJ Chester F. Naumowicz Jr. modified certain procedural dates and scheduled hearing for Feb. 6 in Salem vicinity. Action Nov. 22.

Initial decisions

- **Alexandria, La.**, **FM proceeding:** (Doc. 21151)—ALJ Walter C. Miller granted application of Cenia Broadcasting for new FM on ch. 226. Action Nov. 28, becomes effective in 50 days barring appeal or review.
- **WLJR(FM) Garden City, N.Y.**—ALJ James F. Tierney has denied application of Stereo Broadcasters for renewal of license. Action Nov. 25, becomes effective in 50 days barring appeal or review.

Review Board decisions

- **Rifle, Colo.**, Oil Shale Broadcasting, **renewal proceeding:** (Doc. 20231)—Chief, Office of Opinions and Review rescheduled oral argument from Dec. 6 to Dec. 7. Action Nov. 25.
- **Berlin, N.H.**, Berlin Communications (WBRL[AM]), **renewal proceeding:** (Doc. 20457)—Chief, Office of Opinions and Review rescheduled oral argument from Dec. 6 to Dec. 7. Action Nov. 25.

FCC decisions

- **Los Angeles**—Commission renewed license of Metromedia Inc. for KMET(FM) to Dec. 1, 1980 and delayed renewal for KNBC(TV) pending outcome of other unrelated petitions. In same action FCC denied petitions by Deborah A. Lehman and Donald W. Ricketts to deny renewals for refusing to give free air time for public service announcements. Action Nov. 22.
- **Houma, La.**—Commission returned application of Way of Life Television Network for authority to construct new TV station on ch. 11. It also denied Way of Life's petition for waiver of cut-off rules to permit late filed application. Action Nov. 30.
- **KVIA-TV El Paso**—Commission renewed license of Marsh Media for KVIA-TV and rejected petition to

deny by Committee for the Development of Mass Communications, group of 11 Mexican-American organizations in area. Action Nov. 30.

- Commission has amended rules dealing with power maintenance for AM, FM and TV stations, to specify use of indicated values for determining power and ant. current ratios. Action Nov. 23.

Complaints

- Total of 7,931 broadcasting complaints from public was received by commission during October, increase of 2,275 over September. Other comments and inquiries to Broadcast Bureau for October totalled 1,736, increase of 14 over previous month. Commission sent 3,151 letters in response. Ann. Nov. 28.
- Record high total of 77,844 complaints was received by Broadcast Bureau in fiscal year 1977. Greatest increase was in miscellaneous programming complaints which rose from 10,613 in 1976 to 29,211 in 1977. Criticism against "crime, violence and horror" rose from 3,448 in 1976 to 5,089 in 1977. Obscenity complaints increased from 6,143 to 20,146. Section 315 political complaints decreased from 3,100 to 1,601 and Fairness Doctrine complaints declined from 42,000 to 2,000 largely because 1976 included more election campaigns. Complaints of employment discrimination increased from 184 to 309. Ann. Nov. 30.

Fines

- **KHAW-TV Honolulu**—Broadcast Bureau notified licensee of apparent liability for \$550 for apparent repeated violations of rules, including failure to calibrate transmission line power meters at six month intervals. Action Nov. 21.
- **WMCW(AM) Harvard, Ill.**—Broadcast Bureau ordered licensee to forfeit \$200 for failure to file renewal application not later than first day of fourth full calendar month prior to expiration date. Action Nov. 21.
- **KCII(AM) Washington, Iowa**—Broadcast Bureau ordered licensee to forfeit \$500 for failure to limit trans. output power to value not in excess of 105% of authorized value. Action Nov. 11.
- **WJZ-TV Baltimore**—Broadcast Bureau notified licensee of apparent liability for \$350 for not entering in maintenance log trans. power calibrations since June 11, 1976. Action Nov. 11.
- **WOKK(AM) Meridian, Miss.**—Broadcast Bureau notified licensee of apparent liability for \$500 for failure to enter trans. readings. Action Nov. 11.
- **KOTV(TV) Tulsa, Okla.**—Broadcast Bureau notified licensee of apparent liability for \$350 for failure to make power calibrations of visual trans. within six month intervals. Action Nov. 21.
- **WDIC(AM) Clintwood, Va.**—Broadcast Bureau ordered licensee to forfeit \$200 for failure to file renewal application by first day of fourth calendar month prior to expiration. Action Nov. 2.
- **WXVA(AM)-WZFM(FM) Charles Town, W.Va.**—Broadcast Bureau notified licensee of apparent liability for \$500 for failure to maintain any sort of maintenance log from Feb. 25, 1976 to May 5, 1977. Action Nov. 22.

Allocations

Petitions

- **Anchorage-Alaska** Public Broadcasting requests amendment of FM table of assignments to assign ch. 272A to Haines, Alaska, and reserve it for noncommercial use. Ann. Nov. 29.
- **Bloomington, Ill.**—Sono Mag Corp. requests amendment of FM table of assignments to assign ch. 224A to LeRoy, Ill. Ann. Nov. 29.

Actions

- **Columbia, La.**—Broadcast Bureau assigned ch. 276A as first FM. Action was response to petition by KCTO Broadcasting, licensee of daytime only

Call letters

Applications

Call	Sought by
New AM	
KAWS	Sabine Broadcasting, Hemphill, Tex.
New FM's	
KCLY	Taylor Communications, Clay Center, Kan.
WWSL	H&GC, Philadelphia, Miss.
*WERY	South Carolina Educational Television Committee, Beaufort, S.C.
KJMC	Sevier Valley Broadcasting, Richfield, Utah
Existing AM	
KEAN	KNIT Abilene, Tex.
Existing FM's	
KMCK	KUOA-FM Siloam Springs, Ark.
KILO	KPIK-FM Colorado Springs, Colo.
WENO	WGUS-FM Augusta, Ga.
WKTG	WFMW-FM Madisonville, Ky.
KOPR	KBOW-FM Butte, Mont.
KKQQ	KMTY-FM Clovis, N.M.
KYYY-FM	KFYR-FM Bismarck, N.D.
KEAN-FM	KNIT-FM Abilene, Tex.
KHYS	KPAC-FM Port Arthur, Tex.
KJKJ	KVWJ Logan, Utah

Grants

Call	Assigned to
New FM's	
WTUG-FM	South Radio, Tuscaloosa, Ala.
KAKI	Bridges Broadcasting Service, Benton, Ark.
KMJD	Maurice J. DeVoll, Castle Rock, Colo.
WBKF	Woodrow W. Rhoden, MacClenny, Fla.
WBWB	Indiana Communications, Bloomington, Ind.
*WWOZ	Nora Blatch Educational Communications Foundation, New Orleans
WKTR	Katahdin Radio, Millinocket, Me.
WKHI	Atlantic Broadcasting, Ocean City, Md.
*KSMR	St. Mary's College, Winona, Minn.
Existing TV	
KTBN-TV	KLXA-TV Fontana, Calif.
Existing AM's	
WKSJ	WXLK Prichard, Ala.
KFRN	KFOX Long Beach, Calif.
WMOD	WRKT Cocoa Beach, Fla.
WFTO	WNCR Worcester, Mass.
KHSN	KOOS Coos Bay, Ore.
WDNA	WAEN Honesdale, Pa.
WABS	WAVA Arlington, Va.
WKIE	WRGM Richmond, Va.
Existing FM's	
KSPA	KBHS-FM Hot Springs, Ark.
KWVE	KAPX San Clemente, Calif.
WRKT	WRKT-FM Cocoa Beach, Fla.
WKUE	WKJ Green Cove Springs, Fla.
WFXE	WWRH Columbus, Ga.
KSAX	KBAR-FM Burley, Idaho
WKZW	WMBD-FM Peoria, Ill.
KOXI	KJSK-FM Columbus, Neb.
WLEZ	WENY-FM Elmira, N.Y.
WYLR-FM	WWSC-FM Glens Falls, N.Y.
WHJY	WHIM-FM Providence, R.I.
*WPRV	WVPR Rock Hill, S.C.
WIOO-FM	WKEY-FM Covington, Va.

KCTO(AM) Columbia. Action Nov. 17, effective Jan. 3.

- **Ogden, Utah**—Broadcast Bureau, on request of Public Broadcasting System, extended from Nov. 21 to Dec. 15 time for filing reply comments in matter of amendments of TV table of assignments. Action Nov. 21.

■ **Forks, Wash.**—Broadcast Bureau proposed assigning ch. 280A as first FM. Action was response to petition by Ben E. and Marjorie C. Howard, licensees of

Translators

Applications

- Le Chee and Wahweap Marina area, Ariz.—Lake Powell Antennavision seeks chs. 7, 9 with 10 w rebroadcasting KUED-TV, KUTV both Salt Lake City. Ann. Nov. 25.
- Garfield and Kane county, Utah—Lake Powell Antennavision seeks chs. 49, 51, 53 with 100 w rebroadcasting KSL-TV, KTVX-TV and KUTV, all Salt Lake City. Ann. Nov. 25.

Actions

- K1305 Aromas, Calif.—Broadcast Bureau granted CP for new TV translator to rebroadcast KQED San Francisco (BPTTV-5856). Action Nov. 2.
- K64AT Victorville, Apple Valley, Adelanto, Silver Lakes and Phelan, all California—Broadcast Bureau granted CP for new translator to rebroadcast KLXA Fontana, Calif. (BPTT-3323). Action Oct. 31.
- K12EY Hayden, Colo.—Broadcast Bureau granted CP to change freq.; change call sign to K03EW; change TL; change type trans.; increase output power to 10 w, and make changes in ant. system (BPTTV-5872). Action Oct. 31.
- K08DC Hayden, Colo.—Broadcast Bureau granted CP to change freq.; change type trans.; increase output power to 10 w; change call sign to K09NX, and make changes in ant. system (BPTTV-5871). Action Oct. 31.
- K04JD Salida and Buena Vista, Colo.—Broadcast Bureau granted CP for new translator to rebroadcast KWGN-TV Denver (BPTTV-5854). Action Oct. 25.
- K10KQ Heart Butte, Mont.—Broadcast Bureau granted CP for new translator to rebroadcast CJOC Lethbridge, Alberta (BPTTV-5796). Action Oct. 31.
- K67BG Arrey and Derry, N.M.—Broadcast Bureau granted CP for new translator to rebroadcast KGGM-TV Albuquerque, N.M. (BPTT-3311). Action Oct. 25.
- K57AW Deming, N.M.—Broadcast Bureau granted CP for new translator to rebroadcast KGGM-TV Albuquerque, N.M. (BPTT-3151). Action Oct. 25.
- K03EV Gallup, Sheeps Springs and Nachitti area, N.M.—Broadcast Bureau granted CP for new translator to rebroadcast KGGM-TV Albuquerque, N.M. (BPTT-5868). Action Oct. 31.
- K72AX Tucumcari, N.M.—Broadcast Bureau granted CP to change type trans.; change primary TV station to KGGM-TV Albuquerque, N.M. (BPTT-3313). Action Nov. 7.
- K15AA Hugo, Okla.—Broadcast Bureau granted CP for new translator to rebroadcast KETA(TV) Ufala, Okla. (BPTT-2948). Action Oct. 25.
- K249AO Pierre, S.D.—Broadcast Bureau granted CP for new FM translator to rebroadcast KBHB-FM Sturgis, S.D. (BPFT-389). Action Nov. 7.
- W69AP Brattleboro, Vt.—Broadcast Bureau granted CP for new TV translator to rebroadcast WCAX-TV Burlington, Vt. (BPTT-3309). Action Nov. 22.
- W62AT Bellow Falls, Vt.—Broadcast Bureau granted CP for new TV translator to rebroadcast WCAX-TV Burlington, Vt. (BPTT-3308). Action Oct. 31.

Cable

Applications

- Johnson Cable TV, for Johnson, Ariz. (CAC-08202): KTVP Fayetteville, Ark.
- Texas Community Antennas, for Springdale, Bentonville, both Arkansas (CAC-08208-9): interim authorization.
- Carbondale Cablevision, for Carbondale, Ill. (CAC-09891): interim authorization.
- Welch Antenna, for Welch, W.Va. (CAC-10614): to delete: WCYB-TV Bristol, Va.
- Anco TV Cable, for Butler, Ala. (CAC-11145): WCBI-TV Columbus, Miss.

- Centre Video, for Robinson, Pa. (CAC-11231): interim authorization.
- NCD Operating Co., for Blooming Grove, N.Y. (CAC-11265): interim authorization.
- TV Cable of Winamac, for Winamac, Ind. (CAC-11266): certificate of compliance.
- TV Cable of Rensselaer, for Rensselaer, Ind. (CAC-11268): interim authorization.
- Ottumwa Cablevision, for Wapello, Iowa (CAC-11270): interim authorization.
- Norseman Communications, for New Bremen, Ada, both Ohio (CAC-11271-2): certificate of compliance.
- Victor Video Corp., for Spanish Lake mobile homes, Fla. (CAC-11273): interim authorization.
- Norseman Communications, for Minster, Ohio (CAC-11274): certificate of compliance.
- Baldwyn Community Antenna, for Baldwyn, Miss. (CAC-11276): interim authorization.
- Waco Cablevision, for Waco, Beverly Hills, Bellmead, Woodway, Lacy Lakeview, Northcrest, Robinson and McLennan, all Texas (CAC-11277-84): interim authorization.
- Tupelo Community Antenna, for Verona, Plantersville, both Mississippi (CAC-11285-6): interim authorization.
- Community Telecable of Georgia, for LaGrange, Ga. (CAC-11287): interim authorization.
- Coweta Cable, for Newnan, Ga. (CAC-11288): interim authorization.
- Centre Video, for Midland, Pa. (CAC-11289): interim authorization.
- Marshall Cable TV, for Marshall, Mo. (CAC-11290): interim authorization.
- TV Signal, for Mankato, North Mankato, both Minnesota (CAC-11291-2): interim authorization.
- Western CATV, for Canyon Country, Calif. (CAC-11293): interim authorization.
- Coast TV Cable, for Pass Christian, Miss. (CAC-11299): certificate of compliance.
- Brownwood TV Cable Service, for Clyde and Baird, both Texas (CAC-11301-2): interim authorization.
- Clymer Cable TV, for Clymer, Pa. (CAC-11303): certificate of compliance.
- Cablevision of Emporia, for Emporia, Kan. (CAC-11304): interim authorization.
- Catawba Services, for Rockhill, S.C. (CAC-11305): interim authorization.
- Cablevision of Lincoln County, for Lincoln, Ruidoso Downs and Ruidoso, all N.M. (CAC-11306-8): certificate of compliance.
- Asbury and James TV Cable Service, for Belle, Chesapeake, Marmet, all W.Va. (CAC-11309-11): interim authorization.
- Missouri Valley TV, for Chamberlain, S.D. (CAC-11312): certificate of compliance.
- Cable Systems, for Scott City, Syracuse, both Kansas (CAC-11313-4): certificate of compliance.
- Total Television, for Pettis, Mo. (CAC-11315): interim authorization.
- Fort Smith TV Cable, for Arkoma, Okla. (CAC-11317): interim authorization.
- Sidney Cablevision, for Sidney, Mont. (CAC-11318): interim authorization.
- West Coast Cable TV, for Depoe Bay, Lincoln county, Salmon River, all Oregon (CAC-11319-22): interim authorization.
- Newton Cable TV, for Newton, Ill. (CAC-11323): interim authorization.
- Home CATV, for Blackville, S.C. (CAC-11324): interim authorization.
- County Cablevision, for Wabasha, Minn. (CAC-11326): interim authorization.
- Plainville TV Cable, for Plainville, Kan. (CAC-11327): interim authorization.
- Galaxy Cablevision, for Pratt, Cedar Grove, Handley, all W.Va. (CAC-11328-30): interim authorization.
- Badger CATV, for Flambeau, Grant, both Wisconsin (CAC-11321-2): interim authorization.
- Keystone Communicable, for Gettysburg, Straban,

- Cumberland, all Pennsylvania (CAC-11333-5): interim authorization.
- Beaver Cable TV System, for Beaver, Okla. (CAC-11336): interim authorization.
- Quincy Cablevision, for Hamilton, Kewanee, Carthage, all Illinois (CAC-1137-43): interim authorization.
- Contra Costa Cable, for Pinole, Contra Costa, both California (CAC-11345-6): interim authorization.
- Live Line, for Jasper, Ala. (CAC-11348): interim authorization.
- Clearview Cable TV, for Richmond, Centerville, both Ind. (CAC-11349-50): certificate of compliance.
- Keystone Communicable, for Red Lion, Windsor, Yoe, all Pennsylvania (CAC-11351-4): interim authorization.
- Century Cable of Southern California, for La Habra, Los Angeles county, Orange county, all California (CAC-11355-7): interim authorization.
- Bell Cablevision, for Pineville, Tinsley, Four Mile, all Kentucky (CAC-11358-60): interim authorization.
- Century Cable for Northern California, for Ventura, Ventura county, both California (CAC-11361-2): interim authorization.
- GLC TV, for Harbour Springs, Little Traverse, West Traverse, Littlefields, Bear Creek, Resort, all Michigan (CAC-11363-8): interim authorization.
- Warrenton Cablevision, for Warrenton, Ala. (CAC-11369): interim authorization.
- Keystone Communicable, for Newberry, Goldsboro, both Pennsylvania (CAC-11370-1): certificate of compliance.
- Community TV, for Gilford, Laconia, both New Hampshire (CAC-11372-3): interim authorization.
- Bishop Cable TV, for Bishop, Inyo, both California (CAC-11374-5): interim authorization.
- Clearview Cable TV, for Wayne, Ind. (CAC-11376): certificate of compliance.
- West Point Community Antenna, for West Point, Miss. (CAC-11377): certificate of compliance.
- Comtronics Cable TV, for Grand Junction, Fruita, Palisade, all Colorado (CAC-11378-80): interim authorization.
- Community TV Systems of Wyoming, for Casper, Evansville, Mills, Mountain View, all Wyoming (CAC-11381-4): interim authorization.
- Comtronics Cable TV, for Mesa, Colo. (CAC-11385): interim authorization.
- Fort Mesa TV Improvement, for Mesa, Tex. (CAC-11386-7): interim authorization.

Actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance:
- Lynch TV, for Lynch, Ky. (CAC-08163); Cartersville Cable TV, for Cartersville, Ga. (CAC-08256); Monticello Video Corp., for Monticello, N.Y. (CAC-08300); Dodge City Cable TV, for Dodge City, Kan. (CAC-08368); Alert Cable TV of South Carolina, for Georgetown, S.C. (CAC-08750); Sullivan Cable of North Carolina, for Hendersonville, Laurel Park, Henderson, all North Carolina (CAC-08983-5); Liberty TV Cable, for Adrian, Tecumseh, both Michigan (CAC-09161-2); Manhattan Cable TV Service, for Manhattan, Kan. (CAC-09172); Sjöbergs Inc., for Roseau, Minn. (CAC-09249); Sammons Communications, for Vidalia, La. (CAC-09423); Warner Cable of Denison, for Denison, Iowa (CAC-09563); Warner Cable of North Walpole, for North Walpole, N.H. (CAC-09564); Warner Cable of Flagstaff, for Flagstaff, Ariz. (CAC-09565); Warner Cable of Booneville, for Booneville, Ark. (CAC-09566); Warner Cable of Fergus Falls, for Fergus Falls, Minn. (CAC-09567); North Star Communications, for Petersburg, Wrangell, both Alaska (CAC-09773-4); Comcast Cablevision, for Jenkintown, Pa. (CAC-09903); Cable Communications Systems, for Tyler, Lake Benton, Hope, all Minnesota (CAC-09999-10002); Chartiers Valley Cablevision, for Cecil, Chartiers, North Strabane, Houston, Canonsburg, all Pennsylvania (CAC-10204-8); Orange County Cable Communications, for Aegean Hills, Calif. (CAC-10348); McPherson CATV, for McPherson, Kan. (CAC-10350); Teleprompter of Tuscaloosa, for Tuscaloosa, Ala. (CAC-10390); General Television of Minnesota, for St. Cloud, Sauk Rapids, Waite Park, all Minnesota (CAC-10445-9).

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RADIO

HELP WANTED MANAGEMENT

Station Manager F.M. East Coast F.M. Station seeks Station Manager who will be completely responsible for all aspects of the station's operation, including staffing, programming, fund-raising, etc. Must have strong management leadership instincts, with several years experience in radio broadcasting, either public or commercial. Advance degree desirable, but not a pre-requisite. Box R-64.

Controller. Major Eastern Broadcasting operation looking for Controller with 5-10 years Accounting experience. Must have solid knowledge of general Accounting, some experience in computer application, show cost accounting, grant accounting, Public TV and Radio reports. Responsible for cost controls and budgets and assisting in treasury and other operational areas. Accounting degree a must. Box R-70.

Midwest opening for general manager at group owned AM-FM in city of 15,000. Must have experience in a high gross Midwest small market. Send detailed resume to Box R-73.

Religious Radio Group Owner seeking experienced and seasoned station manager. Excellent base salary plus incentives. An Equal Opportunity Employer. Send full resume and references to Box R-86.

HELP WANTED SALES

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.

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.

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.

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.

Medium Market station is looking for a full time sales person, male or female. Experience is necessary. Please send list of references and job track record. An Equal Opportunity Employer. Box R-50.

An established account list in an established 5kw AM station needs strong versatile hand at the wheel. Announcing & production experience important. Equal opportunity employer. Address full resume to Box R-58.

Sales Manager: University-resort area. FM soft rocker needs aggressive salesperson who can select, motivate assistants. Rapid advancement in expanding group. Resume: WRNN, Box 990, Mt. Pleasant, MI 48858.

Beautiful Eau Claire, WI can be your home if you're a sharp, professional radio salesperson. Contact Wayne Phillips, WBIZ, Box 24, 54701.

Successful Medium Market, 24-hour Stereo Station has position for successful sales person, proven track record necessary. Located in So. PA, serving 3 states market, young Adult Contemporary music, send resume to WRCV FM, Box 92, Mercersburg, PA 17236.

Expanding AM and New separate FM adding sales persons and assistant sales manager. Adult AM country. Adult FM MOR. Medium market. Tell all in first letter. Broadcast Associates, 1108 28th Avenue, Altoona, PA. 16601. Phone 814-224-2151.

Here we grow again. Experienced sales people needed immediately. Weekly draw against commission. Send complete resume to Bob Smith, WTRR Radio, Box 1568, Sanford FL 32771.

WTGC Radio 1010, Lewisburg, Pennsylvania, needs two experienced sales people. Salary plus commission in rich market. University town. Send all in first letter to: WTGC, 1108 28th Ave., Altoona, PA 16601.

You can make \$20,000 and more a year with this dynamic California daytimer in a \$2 billion market. Write KWUN, Box 685-1480, Concord, CA 94521.

HELP WANTED ANNOUNCERS

Immediate opening for announcer. First Tickets only. Write KPWW, Box 968, Powell, WY 82435. EOE.

Experienced Top 40 Announcer, good voice—Strong on production for Medium Market AM-FM Stereo. No. 1, EOE. Resume to Box R-11.

Fulltime 5 KW AM adult contemporary needs experienced announcer with good production background. FCC 3rd Class ticket. No selling. Must be communicative with good voice. An Equal Opportunity Employer. WCOJ, Coatesville, PA 215-384-2100.

Wanted—outstanding tele-talk personality who is entertaining, articulate, interesting and well read, must prepare his (or her) program and have the ability to make interviews come alive. Great station in a great area—major market, Intermountain West. Resume to Box R-53.

Anncr/News, Anncr/Sports, or Sales, grow with small market MOR, 5kw pending. Attitude important. E.O.E. Send resume and tape to WLEM, Box 310, Emporium, PA 15834.

Eastern Broadcasting is looking for a morning entertainer! A real pro with experience in entertaining in the morning. Prefer a stable mature adult ready to settle down in the Midwest. Format is contemporary leaning toward adults. Call if interested ... 202-265-1400.

Smooth & Easy, good throat talent for Midwest MOR. Need strong production to go with air shift. Tape and resume to Rob George, WJPS/AM, Box 3636, Evansville, IN 47735. EOE.

Immediate. Staff announcer with news & production skills. Non-automated Beautiful Music. Experience required. EEO. Tape & resume to WSRS, West Side Station, Worcester, MA 01602.

Still Looking for the right Morning Person. Creative freedom, low cost living, and reasonable salary for an experienced Top 40 personality. Opportunity for advancement for a sharp programming person. Gary Edwards, WVOT, Box 170, Wilson, NC 27893. EOE.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.

WTGC Radio 1010, Lewisburg, Pennsylvania, has opening for experienced announcer-production-news. Adult MOR. Salary based on experience. Send tape, resume and tell all in first letter. WTGC, 1108 28th Ave., Altoona, PA 16601.

Rare Opening at highly successful Medium Market MOR. We're conducting search for talented personality possessing natural warmth and stable track record. Excellent salary and benefits. In complete confidence send resume, air check, production samples and references to Mr. Paul Hershey, Vice President, WSIR, Box 633, Winter Haven, FL 33880.

Happy New Year. Happy new job. Small market adult contemporary seeking person ready to put down roots. Beginners welcome, must be mature, smart and good. Experienced welcome, get out of the rat race and make a good living by also selling. Tapes and resumes to Bill Scott, KWEL, Weiser, ID.

Need Immediately. Radio News/Automation operator. Experienced News only. Will teach automation. Five-and-one-half day week. Salary \$140 to \$160 per week as starter. Send tape, resume to Dick Richards, WKMC, Roaring Spring, PA 16673.

Immediate Opening. Board Operator Announcer with 1st. Rush audition tape and resume. KDHL, Box 908, 29 Palms, CA 92277.

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 WDIF, 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.

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.

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 WRTH 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.

Technical Director for all-news radio station. Responsible for all technical operations. First phone and radio engineering experience, including remote broadcasts, required. EOE/MF. Box R-61.

Iowa opening for Chief Engineer-announcer. Please send resume to Box R-68.

50KW AM/100KW FM, medium market, South. Seeking assistant chief with potential for chief's position. Experienced only need apply. An equal opportunity employer. Box R-74.

WLW Cincinnati ... immediate opening for experienced broadcast engineer. FM and 50,000 watt AM experience preferred. Good salary and benefits. Send complete resume to: James D. Hampton, Vice President - Engineering, WLW Radio, 901 Elm Street, Cincinnati, OH 45202. No phone calls. EEO/MF.

Chief Engineer for one of the country's largest FM non-commercial radio stations. First Class license and experience necessary. Apply immediately to: 'C.E. Search', WBAI-FM, 359 East 62nd Street, New York City 10021.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer—AM Directional experience required. Good working conditions and benefits. Call or write: WAMS Radio, P.O. Box 3677, Wilmington, DE 19807. (Phone - 302-654-8881. WAMS is an Equal Opportunity Employer.

Wanted Chief Engineer; 5 kw AM. New Mexico must be experienced in directional systems and remote control. Excellent benefits. Salary open. 505-765-5600.

Kentucky AM/FM committed to professional technical standards seeks engineer with thorough knowledge of Directional Arrays, Automation and Solid State equipment. Excellent recreational and family area. WKYX, Paducah, KY 42001. EOE.

Chief Engineer needed for Southeastern Arizona AM/FM operation. Excellent equipment, must be able to keep it that way—must be up on FCC rules and Regs. Call Russell Beckmann collect 8A-5P MST 602-458-4313 KTAN(AM)-KTAZ-FM Sierra Vista, AZ.

Chief Engineer wanted for 5000 Day, 500 directional night, in great recreational and family area. Must have transmitter and studio maintenance experience. Contact: Charles Harper—KWMS 1042 So. 7th W, Salt Lake City, 801-973-2450. EOE.

Live and work by the Ocean at WGIG/WSBI FM, Brunswick/St. Simons Island, GA., between Jacksonville and Savannah, C.E. with experience in directional, stereo, and automation. Good salary and fringes. Phone Alan Bishop, G.M. at 912-265-3870, or write 801 Mansfield Street, Brunswick, GA 31520.

HELP WANTED NEWS

Professional broadcast journalist for reporter/editor/newscaster 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.

Here we grow again. News Director needed immediately. Must be experienced and professional. Send complete resume, including tape, to Bob Smith, WTRR Radio, Box 1568, Sanford, FL 32771.

We're looking for a news person. A creative, hard-worker who does much more than rip and read. If you're intelligent and inventive this is an excellent opportunity on a successful progressive rocker. This could be the job you were beginning to doubt existed. Rush me your tape and resume: K.O.M.E. 1245 South Winchester Blvd. San Jose, CA 95128. Equal Opportunity Employer.

10,000 Watt KGGF still looking for associate news director to MOR jock two hours a day and settle down into the quietness of a town of 17,000 with trees, nice schools and an award winning radio news department. Sports color possible in January. Tape and resume to: Bill Miller, KGGF, Coffeyville, KS 67337. No calls. EOE.

Newscaster for contemporary station longtime No. 1 in market with solid news reputation. Good voice. Bright, confident, up-beat delivery. Immediate start for person ready to move up to medium market or wanting relocate progressive New England city. Send short up-beat news tape, news copy, full resume. Ron Russell, WHYN, Springfield, MA 01101. Equal opportunity employer. Please, no phone applications. We invite you for interview or return material.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

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.

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.

Traffic Director for all-news radio station. Position requires two years radio experience and at least one year of writing and traffic experience. EOE/MF Box R-60.

Program Director. Medium size, highly competitive, Midwestern market. High power, full time adult contemporary FM. We need a P.D. who is aware that good programming leads to sales but does not exist in spite of sales. New ownership of a well established station. Air shift mandatory. E.O.E. Send resume to Broadcasting, Box R-78.

Radio Broadcaster wanting new horizons. Installers needed immediately for AUTOTRON, the fastest growing broadcast business computer system in the world! Sales, Traffic, and Billing background a must. Computer background optional. We'll train you and pay your expenses as you travel nationwide teaching broadcasters how to use AUTOTRON. If you know the business of radio, call Automation Electronics, Inc., Lafayette, IN at 317-423-2572.

Experienced Country Music Program Director. Must have thorough knowledge of ARB, ¼ hr. maintenance, cume building, etc. Need an organized, take charge, bottom line person to direct professional staff. Tape, resume to Perry St. John, Manager KSO, Des Moines, IA 50317.

The University of Tulsa Faculty of Communication seeks Assistant or Associate Professor for Telecommunications sequence, teaching primarily fundamentals, writing, and production courses. Other teaching assignments dependent on individual's expertise and department needs. Ph.D. or national professional reputation required; significant research interests and professional broadcast experience necessary. Send applications to: Dr. Thomas W. Bohn, Chairman, Faculty of Communication, Tulsa, OK 74104. The University of Tulsa has an Equal Opportunity/Affirmative Action Program for Students and Employees.

Program Director: We need a mature person with a minimum of 4 years experience as Pd at a MOR Station. Strong leadership abilities, air personality, strong production. Send tape and complete resume plus salary requirements to: Jim Treanor, KLYD AM/FM, 924 Truxtun Ave., Bakersfield, CA 93302. E.O.E.

Continuity Director: Medium market: Midwest. Creative experience necessary. Top 40 - Fulltime AM. Work closely with production and sales departments. Excellent compensation and benefits. Resume—J.E. Reiplinger, WGBF, P.O. Box 3486, Evansville, Indiana 47734, 812-477-8811.

South Florida Major AM-FM needs very creative copywriter (production voice desirable). Call Bob Allyn 1-813-842-8425.

Minnesota Public Radio's Earplay Radio Drama Production Project seeks producer-director-script writer. Begin April 1, 1978. For complete description, send stamped, self-addressed envelope to T. Kigin, EARPLAY, Box B, MPR, 400 Sibley, St Paul, MN 55101. AA/EOE.

SITUATIONS WANTED MANAGEMENT

Sales, programing oriented General Manager, excellent credentials, GM present station last 5 years. Generated approximately \$600,000 net profit during last 5 years operation of small market AM station. On Board of State Broadcasters, prefer warm climate Florida or California and ownership opportunity. Employed present station 7-1/2 years. Stable, family man. Radio only. Box R-47.

Manager-Engineer seeking another position as same. Good deal for you! Box R-51.

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 Mid-west market. Interested in management Contemporary or Country. Prefer Chicago or Milwaukee. Resume on request. Box R-41.

General Manager/General Sales Manager. Twenty years all phases radio. Seeking opportunity to make \$\$\$ for the both of us. Presently Central California. Interview at my expense. Broadcasting Box R-76.

Seek Small Market management* 13 years experience; sales, announcing, management (Educational FM); First phone, college degree, family man. David Barner, 231 South Fourth, Chambersburg, PA 17201. 717-264-7393.

SITUATIONS WANTED SALES

18 Years Business & Sales experience, self employed, management, radio & TV. Want full facts from East Coast C&W operation that wants sales to augment. Write "TEX" P.O. Box 33, Gloversville, NY 12078 for full information; references.

SITUATIONS WANTED ANNOUNCERS

Capable and Professional sounding basketball and hockey PBP Available immediately. Will also do news, production. Have tapes, resume. Box P-109.

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.

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.

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 Baritone. Good voice, audience winner. Eighteen years experience. Available New England area only, after Jan. First. 1-617-992-9082.

Help: Love Jockeying, need station now! Dynamite new tape! 9 yrs., 3rd, M.A., single. Anything, anywhere, inexpensive. PD? "Jim" 313-663-7827.

Broadcasting School graduate wants job now! Third endorsed, will relocate. Robert Moreau 804-497-5868. 5853 Chesapeake Blvd., Norfolk, VA 23513.

Personality Country Jock—20 years experience, prefer Virginia or neighboring states. 803-448-1785, ext. 280.

Talented Announcer, 1st phone, 10 yrs experience—FM-Rock, C&W, MOR. Desire work in San Francisco area. 415-897-9844 Don.

Double experience! Grad with 1 yr. experience at Christian FM and AC/MOR AM. Looking for security in Northeast. Mike Galley 201-537-4802.

Experienced, Dedicated, broadcaster seeks: announcing, news or copywriting position in small to medium sized Ohio or Indiana market. Hard working. Third Phone Endorsed. 2 1/2 years experience, single. Versed in all phases of Radio Communications. Phone 513-254-3729.

Third Phone Jock needs break! Entertaining. Not a goof-off. Prefer top 40, small or med. market. Prefer Midwest. Broadcast school grad. Tape, resume. Call Keith 815-399-6986.

SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer seeks position with quality station. Box-N-104.

SITUATIONS WANTED TECHNICAL CONTINUED

Chief Engineer. Mature, capable, prompt maintenance. Wanna be on my own. Seek secure, stable, simple operation, preferably warm climate. 305-721-1539. Walt MacTammany, 7730 No. A, S.W. 10, St. Pompano Beach, FL 33068.

SITUATIONS WANTED NEWS

News/Sports Director with two years experience, seeking larger market. Love Play-By-Play. Self-starter. Pleasant style. Jeff Demas, 6740 Livingston, Apt. E. Reynoldsburg, OH 43068.

Newsman with 1½ years experience seeks New England News position. A.S. Degree in Broadcasting. Available immediately Will relocate. Richard Chabot, 507 Main Street-Apt. No. 1, Lewiston, ME 04240. 207-784-3810 or 617-862-5907.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

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.

Medium market caliber top 40 jock ready for PD. position. Box R-56.

Diversified, Medium Market, No. 1, Modern Country Personality/PD seeks new challenge. East. Box R-57.

Ten Year Pro-D.J. in majors with extensive (RKO) top 40 adult and teen formats. Seeks Program Director position. Can make your station number one and increase sales. Solid track record. Box P-4.

Production position desired. 1st phone, 27 mos exp., available now. Office exp. 207-882-7395. Box R-63.

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

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.

Experienced Account Executive to sell for top 10 market independent station. Major responsibility will be to call on new direct accounts. Great starting salary. E.O.E. - M/F Send confidential, detailed resume to Box R-52.

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 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.

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.

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.

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; 2800-4th Street, N.W. Washington, DC 20059. 202-636-7927-28.

Chief Engineer. We are a top public television station and are looking for a first rate Chief Engineer. Must have experience in production house environment. Salary and benefits will be commensurate with qualifications and experience. Only those persons with high credentials need apply. Box R-65.

Chief Engineer. For network affiliated VHF in top twenty Southern growth market. Person chosen will need to know technology, but people handling ability is just as important. Send resume, salary history and a letter stating why you should be selected to Box R-67.

Chief Engineer for University telecommunications center. Will have technical responsibility for modern broadcast TV, FM and CCTV facility. Qualifications include: BS in related field, demonstrated state of the art technical knowledge, leadership ability, and FCC first. Equal Opportunity Employer. Send resume, references and salary requirements to: Box R-71.

Licensed TV Technician experienced in operation and maintenance of RCA studio equipment. Group NBC station with heavy local commercial operation. Write Jerry Merritt, WICS-TV, Springfield, IL 62703 or call 217-753-5665.

Maintenance Engineer. Immediate opening in Pacific Northwest. Experienced maintenance and digital technology. Experience with quad, helical VTR's, camera, switching, audio and remote transmitter control equipment preferred. Contact Jack Shawcroft, King Broadcasting Company, PO Box 24525, Seattle, WA. 98124. 206-223-5141. EOE.

Broadcasting Engineer \$20,083 - \$25,016 Annually. Engineers! KLCS - 58 has State-of-the-Art Technology from studio to satellite; pleasant, creative people; competitive wages and benefits; and TV programming that serves the public. We require first phone and a minimum of 3 years of TV broadcasting experience including the operation and maintenance of all technical equipment used in color video production, recording, and transmission. For more details call Tom Bell at 213-625-4761 or send your resume to: Los Angeles Unified School District, Classified Recruitment, P.O. Box 2298, Los Angeles, CA 90051.

Camera and VTR Maintenance Engineer for TV Station/Production House in major market. E.O.E. Box N-66.

TV Chief Engineer position immediately available. Minimum (7) years experience in studio and transmitter maintenance. No. 1 station in Rocky Mountain small market in sports person's paradise. RCA/GE film, GE Studio, Ampex quads, 4 ENG units, new Harris BT-35H with GE alternate main, Mosely remote control. Contact Director of Operations 208-523-1171. EOE.

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.

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.

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, WSFA-TV, 10 East Delano Avenue, Montgomery AL 36105. An equal opportunity employer.

Reporter/Photographer for growing news department in Augusta, Georgia. Send tape and resume to Howard Meagle, WRDW-TV, Drawer 1212, Augusta, A 30903. An Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Expanding News Department has two positions available immediately. Newscast Producer—responsible for 6 and 10PM newscasts: overall quality control. Must have BA in Journalism, two years experience with at least one year newscast production. Reporter-Photographer—Must have BA in Journalism, 1-2 years experience and on-the-air capability. E.O.E. Send complete resumes, salary requirements, writing samples by January 15, 1978, to Box R-62.

Number one rated Midwest network affiliate looking now for weatherperson who can do film reports on weather related subjects as well. Our present weather-caster leaving for a job in a top 20 market. Equal Opportunity Employer. Send resume to Box R-81.

Reporter—Need person with strong reporting skills. Top-rated station on Gulf coast. E.O.E. Box R-84.

Reporter/Photographer—seeking combo person for solo assignment. Top-rated station in resort market. E.O.E. Box R-85.

Weekend Weather Anchor/Reporter—Street reporter during the week, weather on weekends. Fully equipped weather lab with radar. Steve Grissom, WBBH, Fort Myers, FL. 813—936-0195. E.O.E.

Two positions available: Reporter and Photographer. Requirements: Experience; Intelligence. Send resume's and audition tapes to: WSM-TV News, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Anchor/Producer for early and late news. Medium S.E. market. Strong, aggressive on-air personality with journalism background for strong aggressive newsteam. Send resume and cassette tape to: Ernest D. Madden, WEHT-TV, P.O. Box 395, Evansville, IN 47703. An Equal Opportunity Employer.

WTVX, S. Florida seeking a reporter with degree, ENG-experience and ability to do some anchor. Could be number two in small but growing station. VTR Cassette, resume and writing sample in first letter, A.R. Bergman, News Director, WTVX-TV, Box 313, Ft. Pierce, FL 33450. An E.O.E.

Executive Producer/Assistant News Director needed for No. 1 network affiliate in top 60 market. Heavy ENG and management experience preferred. Five years experience required. Excellent management opportunity and benefits. Send resume to Business Manager, WTOL-TV, Cosmos Broadcasting Corporation, P.O. Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

Weekend News Anchor—One of the finest small market news departments in the country is looking for a weekend news anchor. Should be experienced as a television street reporter. No beginners, please. Aggressive news staff of 23. Beautiful coastal city. Steve Grissom, News Director, WBBH, Fort Myers, FL. 813—936-0195. E.O.E.

KVUE, Austin, TX, needs a knowledgeable weather-caster or meteorologist who can speak everyday language. Send resume's and tapes to our consultant, Reymer & Gersin, 26200 Greenfield, Oak Park, MI 48237. Material sent to the station will not be considered.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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/ME. 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.

Producer/Writer/Director (2 positions) immediately available at upper Midwest University. Produce, write, and direct film/video productions for local, state, and national distribution. Plan and coordinate studio/on-location production of high quality instructional, documentary, and public affairs programs. Must be able to demonstrate advanced production ability. Bachelor's or higher degree preferred. Salary approx. \$12,000-\$14,000. Equal Opportunity Employer. Box R-72.

Director for top ranked affiliate in Midwest. Must be experienced to Direct/Switch 2 fast moving nightly newscasts and monthly magazine. EOE, send resume and salary requirements. Box R-75.

Media Management Associate/Grants Writer immediately available at upper Midwest University teleproduction center. Research, prepare grant applications. Write news releases, brochures, reports, contracts. Prefer major PTV development experience. Submit resume, writing samples employing varied styles. Opening early 1978. \$10,000-12,000, depending qualifications and experience. Equal Opportunity Employer. Box R-77.

Producer/Director for leading ABC affiliate production studio. Must have in depth commercial experience. Knowledgeable in all phases of studio production with hands on experience. Send resume. EOE. Box R-80.

Public Information Supervisor. Public TV Network. Responsible for complete public informational program for State Network. Develops and insures effective presentations of network activity internally and to the public. Directs staff of 4. For State Merit System Consideration—Minimum requirements: 4 year post high school education in Broadcast Journalism. Advertising and 4 year full-time employment in the field or qualifying experience. Contact: Iowa Public Broadcasting Network, Personnel Office, P.O. Box 1758, Des Moines, IA 50306. 515—281-4498. An Equal Opportunity Employer.

Artist: Need top notch graphic artist experienced with all forms of TV art as well as print media, including newspaper and outdoor. Must be able to do camera ready art for promotional and sales brochures. Our station takes pride in having one of the best, most well-respected art departments in the Southeast. Quality is our trademark. This opening as Art Director at our station offers many benefits and a secure future beyond most expectations, including a highly motivated and competitive staff. We offer a good salary based on experience and ability. Plenty of room to grow and expand horizons and earnings. If interested in more details, contact Hank Price, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801, or call collect to 205—539-1783.

Pacific Northwest group owner looking for experienced Production Manager. Must have minimum 3 years hands on experience in commercial and program production. Must be able to handle people and work under heavy pressure. No phone calls. Send resume and demo tape to John Doyle, KVAL TV, P.O. Box 1313, Eugene, OR 97401. Equal opportunity employer.

Television Station Film Editor. Minimum two years experience. Responsibilities include: Program re-editing, production editing, spot reel makeup, station shipping, program and shipping record keeping. M-F EOE. Contact: James Sudweeks, KMPH-TV, 2600 S. Mooney Blvd., Visalia, CA 93277. 209—733-2600.

Earn M.A. or Ph.D. while teaching Radio, Television or Film production or working for WBGU-FM or WBGU-TV. For assistantship information write Dr. Robert K. Clark, School of Speech Communication, Bowling Green State University, Bowling Green, OH 43403.

SITUATIONS WANTED MANAGEMENT

Eager Program Manager who can make it move seeks increased earning opportunity/advancement. Clean crisp operation, tight profit-oriented philosophy. lean aggressive leadership. Box R-66.

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.

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.

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.

Documentary Producer seeks challenging position. Heavy ENG, film background. Producing, editing, reporting docs, newsmagazines, public affairs programming. Box R-49.

Hard-Worker. B.A. degree. TV experience. Need challenging on-air position. Forceful writer. Cooperative. Box R-55.

Talented young woman with three years experience and excellent on camera and writing capabilities desires co-anchor or feature reporter position in medium market. Broadcasting Box R-79.

Sports, Sharp, young sportscaster well-versed in all sports willing to relocate for promising opportunity. Combine experience with unlimited potential and you get success. Box P-30.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Promotion Manager available immediately. Linda Davidson, 24 Peck Street, New Britain, CT. 203—229-8298.

Production Manager. Dedicated professional, offering administrative and creative skills, seeks production-oriented TV station/tape house. Box R-42.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

Tax Savings. Donations of any type of used/new equipment accepted. Kenneth Hill, Buena Vista College, Storm Lake, IA 50588. 712—749-2115.

Public TV station needs donation of a 10-120 C mount cine lens for General Camera SS III. Contact: Al Ellman, WCBH-TV, Lewiston, ME 04240, Phone 207—783-9101.

Small Catholic High School looking for equipment to set up 10 Watt FM station. Phone 315—788-4670. Write IHC 1316 Ives St., Watertown, NY 13601. Would like donated equipment.

FOR SALE EQUIPMENT

5" Air Hella—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs 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.

IVC-960 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. 916—587-9500.

GE BT4 10kw transmitter with or without Gates stereo M6095/6146 exciter and SCA. In service, available now. Call WXFm 312—943-7474.

Grass Valley 1600-4T Master Control Switcher. 24 Video/Audio inputs; 10 Audio-only inputs; PGM, PST Busses; Bknd. Gen., Metering. Audio-over, Downstream Keyer. Like new. A.F. Associates 201—767-1000.

FOR SALE EQUIPMENT CONTINUED

IVC 960 Editor w/D.O.C. and Time Base Corrector, excellent \$5500. Mike Lincoln 415-956-5101.

Gates AM Transmitter Model BC 10PS-10,000 watts/2500 watts cutback. Call Ralph Carlson-801-262-5541.

Ikegami HL-331A for sale. Includes 3 Frezolini batteries, battery charger, various lengths of camera cable, travel cases. \$15,000. 212-532-3193.

5KW AM transmitter-RCA BTA-5G, good condition. Many spare parts and tubes. Will include complete rust remote control. R. Wholey, WLNH, Laconia, NH. 603-524-1323.

Schafer 800-10 Channel Stereo Console. Call 404-487-9559.

Replacement Preamplifier for OTARI ARS 1000. American I.C., multitrack level adjust, glass PC, board \$80. Iowa Development Labs, Box 1913, Iowa City, IA 52240.

Two Ikegami TK-355 Studio/Remote color cameras. Studio grade tubes with extended red; Canon PV 10x15 auto iris lenses; 100 foot mini-cables; remote control panels with 50 ft. cables. Halftrack C.C.U.'s with waveform and monitor switchers. Internal sync generators and auto pedestal units available. Currently in studio operation and available for inspection. \$22,000 each. For further information call Paul Roston or Steve Detch at Roscor 312-539-7700.

RCA TT5A-VHF TV Transmitter. Excellent condition. Call 404-487-9559.

FM Transmitters: Gates FM-20-H3-20KW, GEL FM-15A-15KW, Collins 831-G1B-20KW, Collins 830H-1A-20KW, Sparta 610A-10KW, Gates FM10-H3-10KW, Collins 830F-1A-10KW, Bauer 610-10KW, Collins 830E-1B-5kw, RCA BTF-5E1-5KW, RCA BTF-5B-5KW, Gates FM-5B-5KW, Gates FM-5G-5KW, Collins FM-5000B-5KW, Gates FM-IG-1KW, RCA BTF-1E1-1KW, Gates FM-1C-1KW, ITA FM-1000B-1KW, Collins 830B-1A-1KW, ITA FM-250B-250W, ITA FM-250A-250W, Gates FM-250B-250W, ITA FM-250A-250W, Gates FM-250B-250W, ITA FM-250A-250W, Gates FM-250B-250W, Gates BFE-10B-10W, Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

AM Transmitters: Harris MW-1-1KW, Collins 20V3-1KW, Collins 20V2-1KW, RCA BTA-1R1-1KW, RCA BTA-1M-1KW, Gates BC-1G-1KW, Gates BC-1H-1KW, Collins 20V-1KW, Gates BC-5P2-5KW, Gates BC-250-L-250W, Gates BC-500D-500W, RCA BTA-5F-5KW, Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

PROGRAMING

European Hitparade featuring the top musical hits from 17 countries plus memorable tunes from years past. Send today, Air Mail please, for your free demo cassette and all other details about this exciting, new idea in radio programing for 1978! Peter Schwermer, c/o Interproductions, Postbox 45042, 1000 West Berlin, Germany.

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 of Deejays renewed again! Guaranteed funnier! Freebie. Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

FRUITBOWL: world's leading weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. Dept. "C", Box 382, Fair Oaks, CA 95628.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! 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.

Program Logs Analyzed Experienced. Reasonable rates. Elizabeth Jatman, 1901 Pennsylvania Ave., N.W., Washington DC 20006. 202-785-2720.

Editorial Capsule Opinion research weekly. Trial subscription-\$3.78 Broadcast Service Assoc. 663 Fifth Ave., New York, 10022.

Cheap Radio Thrills! Vol-II filled with promo beds, electronics, goofy program open/closes, audience reactions, even a singing EBS test! Stereo LP just \$15, both volumes \$25 ... or write for free audio sample: L.A. Air Force, 2315 Vera Court, Long Beach, CA 90804.

Need a New Voice on your commercials? Formerly with ABC, WNEW, WPIX, New York. Top Professional in fourth market. Sid Doherty, 403 Gilpin Rd. Narberth, PA 19072. 215-TR8-1700 or MI2-8814.

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 apvdp. 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.

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.

RADIO

Help Wanted Management

**Media Broker firm
wants
to expand
in the Midwest.**

Opportunity open
for one person.
Box R-82.

Help Wanted Sales

GENERAL SALES MANAGER

KWIZ AM/FM Radio

Santa Ana/Orange County, California. Strong retail sales, Contact Bill Weaver, KLOK Radio. Resumes to P.O. Box 21248, San Jose, CA 95151 or call (408) 274-1170

Help Wanted Sales Continued

Top ten market

contemporary radio station needs aggressive, experienced sales person. E.O.E. Send resume, Box R-32.

RADIO ACCOUNT EXECUTIVE

WGST Newsradio has an opening for an account executive to sell advertising through personal contacts, telephone calls and correspondence with both local advertising agencies and direct advertisers. Standard broadcast sales background and working knowledge of radio audience measurement techniques required. Equal Opportunity Employer. Send resume to Ray Napier, WGST Newsradio, 550 Pharr Road, N.E., Atlanta, Georgia 30305. No phone calls accepted.

Major Top 40 Station

Major New England Top 40 market leader seeking additional sales person with successful retail sales record. We are looking for aggressiveness, dedication, creativity and delivery!

An Equal Opportunity Employer M/F

Send resume to Sales Manager, Box R-87, BROADCASTING.

Help Wanted News

SPORTS HEAVY

Need sports reporter/anchor for radio network operation. Major market only. Requires long hours, hard work and weekends but top dollar paid. Tape and resume in confidence to Box 971, New York, NY 10019.

FEATURE REPORTER

Major operation needs reporter to write, research, produce and anchor woman-oriented radio features. Large market experience only. Tape and resume in confidence to Box 892, New York, NY 10019.

RADIO HOST/NEWSCASTER

Radio Host/Newscaster with a minimum of three-years experience. Applicant must be a personality, able to talk to an audience, to think and react quickly, to ad-lib, to do live interviews on a moment's notice. This person must know what pace means, be able to run a light board and have a Third-Class FCC license. Voice and delivery must be suitable to WGST standards. Applicant might be an MOR-type, information-oriented personality, tired of playing music. An equal opportunity employer. Send tape and resume to Mike Wheeler at WGST. No phone calls accepted.

WGST Newsradio 92

550 Pharr Road, N.E.
Atlanta, Georgia 30305

Help Wanted Announcers

ANNOUNCER

Major Market MOR music station needs announcer skilled in production and news. Applicant must have a minimum of two years commercial radio experience and FCC third class license. Equal opportunity employer. Send tape and resume to P.O. Box 7784, Atlanta, Georgia 30309.

ANNOUNCER OPPORTUNITY

We are now accepting tapes for future consideration. Friendly-sound, concise delivery, sense of humor and a natural style that is relatable to a top three market 18-34 audience. Tapes and resumes—no phone calls, please, to: Program Director-WDAI 360 N. Michigan, Chicago, 60601. An ABC-Owned Station. EOE.

Help Wanted Technical

CALIFORNIA CHIEF ENGINEER

Ideal working conditions! Technical and antenna specialist needed by major Los Angeles Suburban AM & FM.

Live at the beach; one hour to skiing in the mountains or sunning in the desert!

Contact: Pat Michaels, Station Manager, KWIZ, 3101 W. 5th St., Santa Ana, CA. 92703.

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. Siane, 4723 Ridgelawn Place, Peoria, IL 61614. 309-688-3398.

TELEVISION Help Wanted Production

One of 1978's best advertising and promotion opportunities is in Indianapolis

If you're an up-and-coming advertising and promotion pro who's decided 1978 is going to be your year to do big things, there's an important opportunity for you at Corinthian-Owned CBS-Affiliated WISH-TV in Indianapolis.

It's a respected station. A major market. And an exciting challenge.

As advertising and promotion manager, you'll plan and build hard-hitting campaigns in all media.

You'll have a full complement of resources, including the services of an ad agency.

You'll have the opportunity to flex your creative muscles and stretch your mind.

If that's the kind of career opportunity you want in 1978, send me your resume now. I'll contact you for samples of your work later.

Sheryl Gold
Director, Advertising and Public Relations
Corinthian Broadcasting Corporation
280 Park Avenue
New York, N.Y. 10017
An Equal Opportunity Employer

Help Wanted News Continued

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.

Help Wanted News

Wanted

Resumes and video cassettes from experienced anchors, sports reporters, weathercasters, street and feature reporters, news directors, assignment editors, producers and photographers.

We are a leading company in the broadcasting industry. We do not hire or place talent, but we are often asked by leading television stations to recommend experienced news people. If you qualify, you will be on file and available to TV station management seeking news talent.

Material will be returned on request. Send your resume and/or video cassette to P.O. Box 3474, Grand Central Station, New York 10017.

CSI ELECTRONICS INC.

Broadcast System Administrator

Live and advance your professional growth in Sunny South Florida.

CSI has a requirement for a Broadcast Systems Administrator to assist the Corporate President in the planning of Broadcast Systems, modification and redesign of equipment, Marketing and Sales.

Minimum of 5 years experience. BSEE desired. Live in the year round warmth of the Palm Beaches, swaying palms and low Florida taxes.

Please send your resume, including salary requirements, to A. J. ERBRICK, DIRECTOR PERSONNEL, 3800 S. CONGRESS AVENUE, BOYNTON BEACH, FLORIDA 33435.

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.

Books for Broadcasters

- 304. AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated, index. **\$10.00**
- 324. TELEVISION NEWS, 2nd Edition, Revised and Enlarged** by Irving E. Fang. Revised throughout and reset, including many new illustrations, expanded treatment of radio news, updated discussions on First Amendment problems related to electronic journalism. 384 pages, 6 1/8" x 9 1/4", about 100 illustrations. **\$12.50**
- 332. THE TECHNIQUE OF THE SOUND STUDIO, Radio, Television, Recording, 3rd Revised Edition** by Alec Nisbett. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 558 pages, 5 1/2" x 8 1/2". 234 diagrams, glossary. **\$14.50.**
- 307. CLASSROOM TELEVISION: New Frontiers in ITV** by George N. Gordon. When to use instructional television, when not to use it, how to use it, and how not to use it. 320 pages, 6" x 9", 133 ill. **\$8.95**
- 312. THE TECHNIQUE OF TELEVISION PRODUCTION, 9th Revised Edition** by Gerald Millerson. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 1,160 illustrations, bibliography. **\$14.50.**
- 358. VIDEOTAPE RECORDING: Theory and Practice** by J.F. Robinson. Provides a comprehensive coverage of the whole field for the student and the professional. Describes VTR equipment in current use, closed-circuit systems, material on cassettes and cartridges, and a chapter on editing. (Library of Image and Sound Technology). 320 pages 6" x 9", graphs, diagrams, bibliography, glossary. **\$18.50**

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 _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

Help Wanted Technical

TV BROADCASTING

TRAINEE FOR MANAGER, TECHNICAL OPERATIONS

This is an unusual opportunity for an individual with college degree in Electronics or equivalent, with experience in broadcast engineering production and preferably technical direction.

You will be trained on the job to prepare plans and supervise all engineering activities during program production, at a New York City station.

Please send letter and/or resume detailing full background, experience, and salary record, in confidence to:

**Box BM 2689
810 7th Ave.,
New York, N.Y. 10019
An Equal Opportunity Employer
M/F**

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.

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/FM
6400 York Road
Baltimore, Maryland 21212
EOE-M/F

Help Wanted Sales

SALES

Salesperson for well-known computer system in the broadcast industry. Our service features systems for TV/Radio sales, traffic, accounting and operations. Extensive travel, expenses paid. Base salary plus commission. Send resume including salary history to Box R-48, E.O.E. M/F.

Situations Wanted Management

TV EXECUTIVE

... dead-ended as a TV corporate officer ... My background is Programming and News, with a SUPER TRACK RECORD. With today's broadcasting problems, can you afford to have these credentials working for someone else? Box R-69

Situations Wanted News

SPORTSCASTER

It's foolish to leave a high-salary network sportscasting position ... but QUALITY of life is more important than QUANTITY of dollars. If you're a major-league sports market in search of an Emmy-winning sports director, we need to talk now. Box R-59.

Free Film

**FREE FILMS? CALL
MODERN TV**
The leading distributor. We have the most PSA's & newscasts too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040, (516) 437-6300.

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

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

Audience Research

Professional Research Services

SURVEYS from \$339.00 - Write or call for brochure

- Increase sales revenue
- Achieve greater respect at the agency level
- Increase station prestige among employees

6806 S. Terrace Rd. Tempe, Az 85283 (602) 839-4003

Cable

TV SLIDES: \$6^{EA}

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- * SEASONS GREETINGS
- * CHRISTMAS GREETINGS
- * MERRY CHRISTMAS
- * HAPPY NEW YEAR

SEND FOR COMPLETE LIST

BOB LEDAR FILMS 240 E. 55 ST. NYC 10022



Public Notice

The Town of Dartmouth, Massachusetts, is soliciting applications for a cable television licensee to operate within the geographic boundaries of the Town. Deadline for receipt of application is March 15, 1978. Applications should be addressed to:

Board of Selectmen
249 Russells Mills Road
South Dartmouth, Mass. 02748

The City of Wichita Falls, Texas will accept applications for a CATV system until February 7, 1978. Application forms may be obtained from the City Manager's Office.

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 City of 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

Free Golf/Car Rental

FLORIDA FREE GOLF

Completely furnished deluxe condominium apartments for two \$55 per day until April 21 with greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apex-Courtesy Car Rental. WE FEATURE FORDS.

Write or call

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SORRY, NO PETS

Radio Programing



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5 - 15 MINUTE

PROGRAMS WEEKLY

Program Distributors

11 VISTA DRIVE

LITTLE ROCK, ARK. 72210

Phone (501) 378-0135

THE BIG BANDS ARE BACK FOR NEW YEAR'S EVE

Six hours of big band music featuring
Guy Lombardo with host Jim Boien



PROGRAM DISTRIBUTORS
11 Vista Drive
Little Rock, Arkansas 72210
501-378-0135



The LONE RANGER

The Original
Radio Network Series is
BACK ON THE AIR!

Now available for local purchase:

CHARLES MICHELSON, inc.

9350 Wilshire Blvd., Beverly Hills, Ca. 90212 - (213) 278-4546

Wanted To Buy Stations

PUBLIC COMPANY

interested in acquisitions
and/or mergers.

T.V.—Radio.

Profitability not a factor.

Reply Box E-69.

PRINCIPAL

Looking for Radio property. \$850,000. Cash or Terms.
Turn around O.K. Present financials and values on first offering.

Write:

Bayard M. Grant
920 Board of Trade
Kansas City, MO 64105

Wanted To Buy Stations Continued

PRINCIPAL LOOKING

For AM, FM or Combo in any area. Will pay up to \$400,000 with up to 29% down and 10 years at 8%. All replies in confidence. Box R-83.

SMALL AM/FM Radio Station

Potential turn-around. Cash/Terms
under \$120,000. Write Box R-45,
BROADCASTING.

Will buy 51%

of your problem station; option on balance negotiable. Markets of 10,000 plus; our first station a huge success, will turn yours around also. Reply Box R054.

HOTCHKISS- OLIVER INC.

Selling Your Station?
We Have Buyers!

HOTCHKISS- OLIVER INC.

8200 PREECE DRIVE
BOISE, IDAHO
(208) 376-4088

Mailing Address:

P.O. BOX 5124
BOISE, IDAHO 83705

For Sale Stations



CHAPMAN ASSOCIATES*

media brokerage service

STATIONS

W	Small	Daytime	\$70k	\$35k
W	Small	AM	\$125k	\$36k
MW	Small	AM	\$135k	Terms
SW	Medium	FM	\$600k	\$200k
S	Metro	Fulltime	\$535k	\$150k

CONTACT

Galen Gilbert	(214) 387-2303
Galen Gilbert	(214) 387-2303
David Kelly	(414) 499-4933
Ray Stanfield	(213) 363-5764
Bill Chapman	(404) 458-9226

To receive offerings of stations within the areas of your interest, write to Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Georgia, 30341



THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.

OVER 8 HOURS OF
SOUND EFFECTS: fire engines and fire-
works... wind and waves... birds and
sea lions... horses & buggies and racing
autos... explosions and avalanches...
airports... stadiums... courts of law
... factories... orchestras... parties
... sirens... fighting... kids at play
407 CUTS IN ALL --- AND ALL IN A
16-LP RECORD SET FOR ONLY
\$150. COMPLETE!

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please ship the 16-LP CBS Sound Effects
Library to:

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

I agree to purchase this set for \$150.

My check (payable to
BROADCASTING BOOK DIV.)
is enclosed.

For Sale Stations Continued

RADIO STATION MAINE!

Fulltime AM—Class IV. Transmitter land included.
Group situation. Active or inactive. \$10,000 min. per
person. If active please include resume. Class "A" FM
freq. available. Single station market. Box R-46.

H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

WEST COAST: 1204 RUSS BUILDING, SAN FRANCISCO, CALIFORNIA 94104
415/872-4474

EAST COAST: 210 EAST 53RD ST., NO. 5D, New York 10022
212/288-0727

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

MEDIA BROKERS APPRAISERS

RICHARD A.

Shahen INC.
435 NORTH MICHIGAN • CHICAGO 60611

312-467-0040



MEDIA BROKER, APPRAISER...

318-865-8668

**JOHN
mitchell**
P.O. Box 1065 Shreveport, LA 71163

- AM/FM within 50 miles of NYC. Power-
ful FM. Majority share \$710,000.
Terms.
- UHF TV with 20 cable systems in
South. \$1,150,000.
- Powerful Fulltimer in Central Arizona.
\$900,000. Terms.
- Daytimer, Sou. Calif. Exclusive pro-
gramming. 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.
\$180,000.
- Powerful daytimer. Fort Worth-Dallas
area. Good buy for 1.2 million.
- Powerful stereo. Near Canada. Solid
Investment. \$400,000. Assume note.
- Oregon fulltimer. Profitable. \$180,-
000. Terms.
- Class "C" Stereo. Central Texas.
30,000 pop trade area. Good billing.
\$280,000.
- 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.
- Fulltimer. Has FM CP. Single Station
market. North Central Calif. Good buy
for \$480,000. Liberal terms.
- Fulltimer. S.E. Tenn. metro area. Billed
\$300,000 in 1978. Sacrifice for
\$550,000. Great terms.
- Daytimer. Southern Georgia. \$285,-
000.
- 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

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 ap-
propriate 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 print-
ing 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 re-
quest 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 forwarda-
ble, 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 adver-
tising 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 ab-
breviation, 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.

Stock Index

	Stock symbol	Exch.	Closing Wed. Dec. 7	Closing Wed. Nov. 30	Net change in week	% change in week	1977 High	Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting											
ABC	ARC	N	40	41 1/2	- 1 1/2	- 3.61	46 3/4	36 3/4	7	18,152	726,090
CAPITAL CITIES	CCB	N	58	59 1/4	- 1 1/4	- 2.10	59 1/4	44 3/4	11	7,481	433,898
CBS	CBS	N	50 3/8	51 1/4	- 7/8	- 1.70	62	47 1/8	8	28,100	1,415,537
COX	COX	N	32	31 1/2	+ 1/2	+ 1.58	33 3/4	25 1/2	9	6,360	203,520
GRUSS TELECASTING	GGG	A	14 1/4	14 1/2	- 1/4	- 1.72	15 1/2	13 5/8	7	800	11,400
KINGSTIP COMMUN.	KTVV	O	5 3/4	5 3/4			5 3/4	3 7/8	10	462	2,656
LIN	LINB	O	23 3/4	23	+ 3/4	+ 3.26	23 3/4	16 1/2	8	2,745	65,193
MOONEY	MOON	O	2 5/8	2 5/8			2 5/8	1 7/8	33	425	1,115
RAHALL	RAHL	O	19	18 3/4	+ 1/4	+ 1.33	19	8 5/8	21	1,281	24,339
SCRIPPS-HOWARD	SCRIP	O	33 1/2	33 1/2			37	31 1/2	8	2,589	86,731
STARR	SBS	M	6 1/2	6 1/8	+ 3/8	+ 6.12	7	3 1/2	46	1,487	9,665
STORFR	STFR	N	21 1/2	22	- 1/2	- 2.27	26 7/8	19 3/8	8	4,876	104,834
TAFT	TFR	N	30 3/4	31 5/8	- 7/8	- 2.76	33 7/8	24 5/8	7	4,071	125,193
TOTAL										78,829	3,210,151

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 3/4	5 3/4			6	3 3/4	7	1,229	7,066		
AVCO	AV	N	16	16 5/8	-	5/8	-	3.75	17 7/8	13 1/8	3	11,656	186,446
JOHN BLAIR	BJ	N	19	19 1/2	-	1/2	-	2.56	19 1/2	11 1/8	5	2,432	46,208
CHRIS-CRAFT	CCN	N	7 7/8	8	-	1/8	-	1.56	9 3/8	4 1/2	15	5,810	45,753
COMBINED COMM.	CCA	N	28 1/4	29 3/4	-	1 1/2	-	5.04	29 3/4	19	9	6,799	192,071
COWLES	CWL	N	16 1/8	16 1/2	-	3/8	-	2.27	16 3/4	12 1/2	19	3,969	64,000
DUN & BRADSTREET	DNB	N	30	29 1/2	+	1/2	+	1.69	30 7/8	26 1/4	15	26,356	790,680
FAIRCHILD IND.	FEN	N	15 1/4	15	+	1/4	+	1.66	16 1/2	9 1/2	9	5,708	87,047
FUQUA	FCA	N	8 3/4	8 3/4				13	8		5	9,396	82,215
GANNETT CO.	GCI	N	37	37				40 3/4	32 3/4	15	22,430	829,910	
GENERAL TIRE	GY	N	23	23 3/4	-	3/4	-	3.15	29 1/4	22 3/8	4	22,242	511,566
GLOBE BROADCASTING**	GLBTA	O	4 1/8	4 1/8				4 3/8	2 1/8			2,772	11,434
GRAY COMMUN.	G	O	10 1/2	10 1/2				12 3/4	8	4		4,987	
HARTE-HANKS	HMN	N	32 1/4	32 1/2	-	1/4	-	.76	32 7/8	26	12	4,477	144,383
JEFFERSON-PILOT	JP	N	30 5/8	30	+	5/8	+	2.08	32 3/8	26 5/8	10	23,400	716,625
MARVIN JOSEPHSON	MRVN	O	13 3/4	13 1/2	+	1/4	+	1.85	17 1/4	10 1/4	8	1,981	27,238
KANSAS STATE NET.	KSN	O	8 1/4	7 1/2	+	3/4	+	10.00	8 1/2	4 3/4	3	1,715	14,157
LEE ENTERPRISES	LNT	A	25	24 1/4	+	3/4	+	3.09	28 1/8	22 1/4	11	5,010	125,250
LIPERTY	LC	N	23 3/8	23 5/8	-	1/4	-	1.05	24 3/4	18	7	6,762	158,061
MCGRAW-HILL	MHP	N	18 7/8	18 3/4	+	1/8	+	.66	19 5/8	15 5/8	10	24,675	465,740
MEDIA GENERAL	MFG	A	14 1/2	14 1/2				20	13 5/8		7	7,277	195,516
MEREDITH	MOP	N	27 5/8	26 3/8	+	1 1/4	+	4.73	27 5/8	17 3/8	7	3,074	84,919
METROMEDIA	MET	N	30 7/8	32 1/4	-	1 3/8	-	4.26	32 3/4	25 1/4	6	6,707	207,078
MULTIMEDIA	MMD	O	26 1/4	26 1/4				26 1/4	21 1/2		10	4,394	115,342
NEW YORK TIMES CO.	NYKA	A	19	19 1/4	-	1/4	-	1.29	19 1/2	15 3/4	8	11,422	217,018
OUTLET CO.	OTU	N	20 1/2	21 1/2	-	1	-	4.65	24 1/4	16 5/8	8	2,290	46,945
POST CORP.	PDST	O	23 3/4	23 3/4				23 3/4	16 1/4	7		867	20,591
REEVES TELECOM	RBT	A	2 1/2	2 1/2				3	1 3/4	42		2,391	5,952
ROLLINS	ROL	N	19 1/4	19 3/4	-	1/2	-	2.53	24 1/4	17 1/8	10	33,009	635,250
RUST CRAFT	RUS	A	22 1/4	22	+	1/4	+	1.13	23 1/2	8 1/2	14	7,291	50,974
SAN JUAN RACING	SJK	N	10 1/4	9 3/4	+	1/2	+	5.12	11 3/4	7 5/8	13	2,509	25,717
SCHERING-PLOUGH	SGP	N	30	31	-	1	-	3.22	44 3/4	28 1/4	10	54,084	1,622,520
SONDERLING	SOB	A	11	10 3/4	+	1/4	+	2.32	12 7/8	8 3/8	5	1,103	12,133
TECH OPERATIONS**	TD	A	3 1/8	3 3/4	-	5/8	-	16.66	4 3/4	2 3/8		1,344	4,200
TIMES MIRROR CO.	TMC	N	24 1/4	24 1/2	-	1/4	-	1.02	25 3/8	20 3/4	9	33,911	822,341
WASHINGTON POST CO.	WPO	A	33 1/2	34	-	1/2	-	1.47	34	21 3/4	9	8,545	286,257
WOMETCO	WOM	N	14 3/4	13 1/4	+	1 1/2	+	11.32	14 3/4	10 7/8	10	9,404	138,709
TOTAL										373,998		8,912,349	

Cablecasting

ACTON CORP.	ATN	A	6 1/2	6 7/8	-	3/8	-	5.45	7 3/8	3 1/8	8	2,710	17,615
AMEC**	ACO	O	1/8	1/6					1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	32	32					32	19 3/4	17	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 1/8					4 3/4	3 1/8	21	8,370	34,526
CABLE INFO.*		O	5/8	5/8					7/8	1/2	3	663	414
COMCAST		O	4 3/4	4 3/4					5 1/4	3 3/4	9	1,651	7,842
COMMUN. PROPERTIES	COMU	O	7 7/8	7 1/4	+	5/8	+	8.62	7 7/8	3 5/8	19	4,761	37,492
ENTRON	ENT	O	2 1/4	2 1/4					2 1/4	7/8	2	979	2,202
GENERAL INSTRUMENT	GRI	N	19 1/4	19 1/4					23	17 5/8	3	7,504	144,452
GENEVE CORP.**	GENV	O	11 3/4	11 1/2	+	1/4	+	2.17	11 3/4	7 1/2		1,121	13,171
TELE-COMMUNICATIONS	TCOM	O	6 5/8	6 1/2	+	1/8	+	1.92	7 3/8	2 7/8	41	5,281	34,986
TELEPROMPTER	TP	N	9 3/8	8 7/8	+	1/2	+	5.63	9 3/8	6 3/4	28	16,793	157,434
TEXSCAN	TEXS	O	1 3/4	1 3/4					2	1 1/4	10	786	1,375
TIME INC.	TL	N	35 3/4	35 3/8	+	3/8	+	1.06	38 1/4	31 3/4	9	20,349	727,476
TOCOM	TOCM	O	3 3/4	3 3/4					4 5/8	2 1/4	8	394	3,352
UA-COLUMBIA CABLE	UACC	O	22 3/4	22	+	3/4	+	3.40	23 1/2	15 1/2	16	1,679	38,197
UNITED CABLE TV	UCTV	O	7 5/8	7 1/4	+	3/8	+	5.17	7 5/8	3 7/8	26	1,830	14,335
VIACOM	VIA	N	19 1/2	19	+	1/2	+	2.63	20	9 1/2	15	3,750	73,125
TOTAL											86,352	1,432,332	

	Stock symbol	Exch.	Closing Wed. Dec. 7	Closing Wed. Nov. 30	Net change in week	% change in week	1977 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation - (000)		
Programming													
COLUMBIA PICTURES	CPS	N	19 1/8	18 1/2	+	5/8	+	3.37	19 1/8	7 3/8	11	6,748	129,055
DISNEY	DIS	N	38 7/8	42 5/8	-	3 3/4	-	8.79	47 5/8	32 1/2	16	31,894	1,239,879
FILMWAYS	FWY	A	8 3/4	8 1/2	+	1/4	+	2.94	9 7/8	6 7/8	8	2,275	19,906
FOUR STAR			1 1/8	1 1/4	-	1/8	-	10.00	1 1/4	3/4	11	666	749
GULF + WESTERN	GW	N	11 3/4	11 1/4	+	1/2	+	4.44	18 3/8	10 1/4	4	4,215	566,526
MCA	MCA	N	35 1/8	35 3/4	-	5/8	-	1.74	42 3/4	32	8	18,554	651,709
MGM	MGM	N	24	23 3/8	+	5/8	+	2.67	24 1/8	16	10	13,102	314,448
TELETRONICS INTL.		O	4 1/4	4 1/2	-	1/4	-	5.55	6 1/2	3 1/2	6	1,018	4,326
TRANSAMERICA	TA	N	14 5/8	15 1/8	-	1/2	-	3.30	16 1/2	13 5/8	6	66,928	378,822
20TH CENTURY-FOX	TF	N	25 7/8	23 7/8	+	2	+	8.37	25 7/8	10	4	7,684	198,923
WARNER	WCI	N	30	29 5/8	+	3/8	+	1.26	32 1/2	25 3/4	6	14,352	430,560
WRATHER	WCU	A	9 1/8	8	+	1 1/8	+	14.06	9 1/8	4 1/2	12	2,243	20,467
TOTAL										213,679	4,555,270		

Service

BBDO INC.	BBDO	O	28	27 3/4	+	1/4	+	.90	29 3/4	22 1/2	8	2,513	70,364
COMSAT	CO	N	31 3/4	36 1/8	-	4 3/8	-	12.11	36 3/4	29 3/4	9	10,000	317,500
DOYLE DANE BERNBACH	DOYL	O	19 7/8	19 7/8					22	16 3/4	6	1,866	37,086
FOOTE CONE & BELDING	FCB	N	17	16 1/2	+	1/2	+	3.03	18	14 3/4	7	2,304	39,163
GREY ADVERTISING	GREY	O	26	27 1/2	-	1 1/2	-	5.45	30	16 1/2	5	821	21,346
INTERPUBLIC GROUP	IPG	N	28	29	-	1	-	3.44	39 1/4	22 1/2	8	2,387	66,836
MCI COMMUNICATIONS	MCIC	O	3 1/8	3	+	1/8	+	4.16	3 1/4	7/8	31	20,137	62,928
MOVIELAB	MOV	A	1 3/8	1 1/4	+	1/8	+	10.00	3	1	8	1,410	1,938
MPO VIDEOELECTRONICS	MPO	A	5 1/8	6	-	7/8	-	14.58	9	4	8	520	2,665
A. C. NIELSEN	NIELB	O	22	22 3/8	-	3/8	-	1.67	22 1/2	18 7/8	12	10,762	236,764
OGILVY & MATHER	UGIL	O	41 3/4	41 1/4	+	1/2	+	1.21	41 3/4	31	9	1,805	75,358
J. WALTER THOMPSON	JWT	N	23 7/8	23 1/4	+	5/8	+	2.68	23 7/8	15 1/8	8	2,649	63,244
TOTAL												57,174	995,197

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	4 3/8	4 5/8	-	1/4	-	5.40	6	2 3/8	6	1,672	7,315
AMPEX	APX	N	9 1/4	9 1/2	-	1/4	-	2.63	11	7 3/8	10	10,924	101,047
ARVIN INDUSTRIES	ARV	N	19 7/8	19 5/8	+	1/4	+	1.27	20 3/4	14 1/2	4	5,959	118,435
CCA ELECTRONICS*	CCA	O	5/8	5/8					5/8	1/8	3	897	560
CETEC	CEC	A	3	2 7/8	+	1/8	+	4.34	3 1/4	1 3/4	11	1,654	4,962
COHU	COH	A	3 1/8	3 1/4	-	1/8	-	3.84	3 1/2	2 1/8	9	1,779	5,559
CONRAC	CAX	N	22 1/2	24	-	1 1/2	-	6.25	27 1/4	19 5/8	7	1,803	40,567
EASTMAN KODAK	EASKO	N	49 7/8	51 5/8	-	1 3/4	-	3.38	86 3/4	49 7/8	13	161,369	8,048,278
FARINON	FARN	O	8 1/2	8 3/4	-	1/4	-	2.85	12	8	9	4,628	39,338
GENERAL ELECTRIC	GE	N	48 3/8	50 1/8	-	1 3/4	-	3.49	56 5/8	45	11	184,581	8,929,175
HARRIS CORP.	HRS	N	41 1/2	41 1/8	+	3/8	+	.91	41 7/8	28	12	12,164	504,806
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	5/8	3/4	-	1/8	-	16.66	2 3/8	1/4		2,701	1,688
MICROWAVE ASSOC. INC	MAI	N	26	26 3/8	-	3/8	-	1.42	27 3/4	20 1/4	11	1,320	34,320
3M	MMN	N	46 1/2	48 3/8	-	1 7/8	-	3.87	57	46 1/4	14	115,265	5,359,822
MOTOROLA	MDT	N	34 7/8	36 1/2	-	1 5/8	-	4.45	56 7/8	34 7/8	10	28,544	995,472
N. AMERICAN PHILIPS	NPH	N	28 3/8	28 1/2	-	1/8	-	.43	36	28 1/4	6	12,033	341,436
OAK INDUSTRIES	OAK	N	16 5/8	13 1/8	+	3 1/2	+	26.66	17 7/8	9 5/8	15	1,697	28,212
RCA	RCA	N	27 3/8	28 1/4	-	7/8	-	3.09	31 3/4	25 3/8	9	74,912	2,047,978
ROCKWELL INTL.	RDK	N	29 3/8	29 1/4	+	1/8	+	.42	36 3/4	28 1/4	7	32,700	960,562
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8					2 3/8	1 5/8	8	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	22 5/8	23 1/4	-	5/8	-	2.68	23 1/2	16 3/4	13	1,646	37,240
SONY CORP.	SNE	N	7 1/8	7 5/8	-	1/2	-	6.55	10 3/8	7 1/8	13	172,500	1,229,062
TEKTRONIX	TEK	N	36 5/8	37 1/4	-	5/8	-	1.67	68 1/2	28 1/4	14	17,804	652,071
TELEMATION	TMT	O	1	7/8	+	1/8	+	14.28	1	1/2	1	1,050	1,050
VARIAN ASSOCIATES	VAR	N	19 1/4	19 1/8	+	1/8	+	.65	21	14 3/4	12	6,838	131,631
WESTINGHOUSE	WX	N	17 1/2	18 5/8	-	1 1/8	-	6.04	22	16 1/4	6	87,434	1,530,095
ZENITH	ZE	N	14 5/8	15 1/8	-	1/2	-	3.30	29	13 5/8	19	18,918	275,213
TOTAL												965,762	31,432,907
GRAND TOTAL												1,775,694	50,538,206

Standard & Poor's Industrial Average 101.8 104.1 -2.3

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly high-lows are drawn from trading days
reported by Broadcasting. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through Broadcasting's own research. Earnings
figures are exclusive of extraordinary
gains or losses.

Stanley Moger: a man in perpetual motion

Stan Moger doesn't sleep much, except on weekends. On any given day, he'll arrive at SFM Media Service Corp. around 10 a.m., plot the fate of Mickey Mouse, revive Rin Tin Tin or line up a chain of stations for Mobil. He'll wrap up his day in the office maybe 12 hours later, then start screening programs at home.

For someone less fanatical about the entertainment business, the pace could prove intolerable. But from the way Stan Moger talks, he's up to it. "The day a job becomes a job," he says, "I'll go do something else." He describes his work as SFM's executive vice president, program development and sales, as being more along the lines of a "hobby" (motion pictures, television and radio), adding that "I have turned the hobby into a business."

The business, which Mr. Moger and his partners put their initials on eight years ago, started out as a media buying service. It's still that, this year billing in excess of \$50 million at the network level and \$30 million at the spot level. When print and the rest are added in, SFM breaks the \$100 million mark. But under the direction of a man who grew up with a screening room in his house (his father was a Warner Bros. advertising/publicity executive) and who now has a collection of more than 10,000 old radio shows, it's not surprising that SFM has taken major strides in the programming direction.

It has been Mr. Moger's belief that "the pendulum had to swing back" to the time when sponsors were more closely identified with television programs. And he's doing his part to push the pendulum in that direction through syndication.

Take Mobil. Beginning in January 1977, SFM placed the 10-part *Ten Who Dared* on some 45 stations in prime time, with the majority carrying it under Mobil sponsorship, same time, same day. And come Jan. 11, Mobil, under SFM guidance, will move into prime access for 28 consecutive Wednesdays first with ITC Entertainment's *When Havoc Struck* (12 weeks) and then with Alan Landsburg Productions' *Between the Wars*. Some 50 odd stations have been signed for barter or cash.

And then there are other television concerns including Mickey Mouse, who thanks to Mr. Moger, had his club return to the airwaves in reruns in 1975 and now is in first-run with *The New Mickey Mouse Club*. Mr. Moger, who sports a Mickey Mouse watch and displays tributes to the character in his office, claims he was in the "right place" at the "right time" to convince Walt Disney Productions to return the show. But, he adds, the deal was made



Stanley Howard Moger—executive vice president, SFM Media Service Corp., New York; b. Nov. 13, 1936, Boston; BA, Colby College, Waterville, Me., 1958; U.S. Army reserve, 1958-64, with calls to active duty in 1958-59 and 1961-62; account executive, NBC Films/California National Productions, Chicago; 1959; assistant sales manager, Midwest, NBC/RCA Medical Radio System, 1960; account executive, George P. Hollingbery Co., Chicago, 1960-63, and New York, 1963-66; account executive, Storer Television Sales, 1966-69; co-founded SFM and assumed present position, Sept. 29, 1969; m. Marcia Fleishman, May 29, 1960; children—Robin, 15, and Wendy, 12.

after "calling on them for four or five years." Mr. Moger's now concentrating on another revival—this time *The Adventures of Rin Tin Tin*.

With exposure to the business through his father, Mr. Moger knew at an early age that his career would take him into entertainment. After graduation from Colby College in Waterville, Me., he returned to his home turf, Boston, for a summer as unit publicity manager for Jaguar Productions' Alan Ladd film, "The Man in the Net." That lasted for a summer before he was called up in the Army reserve in 1958 (his career was interrupted again in 1961 during the Berlin crisis).

A series of sales jobs followed, beginning with an account executive position for NBC Films/California National Productions in 1959, then assistant sales manager, Midwest, for NBC/RCA Medical Radio System. Mr. Moger joined the George P. Hollingbery Co. in Chicago in 1960, was transferred to New York in 1963, staying on as an account executive until 1966 when he moved to Storer Television Sales, where he set billing records.

By 1969, he was approached by a media service that inquired whether he would lead a new operation in the works. Instead,

he turned to his long-time friend, Bob Frank, who was selling CBS Radio time. The two men had always been concocting plants to go into business together, Mr. Moger recalls, and "this was the 13th venture." Walter Staab, a vice president and media director at Ted Bates who lived down the hall from Mr. Frank became the third partner, and together they set out to fill the "voids" in buyer/client relations, be they lack of communications or not enough service.

At the time, according to Mr. Moger, there were about four or five media buying services around, but during the fall of 1969 (SFM opened its doors Sept. 29) some "60 to 80 of them opened." SFM lasted, and now with Mr. Staab as president, Mr. Frank as executive vice president, administration and broadcast purchasing, and Mr. Moger concentrating on programming and new business, there are 60 to 65 employees, handling accounts that have ranged from the Nixon and Ford campaigns to Pfizer, SFM's first client, which like others, is still there. Among SFM's newer clients is Warner Cable Corp., with SFM serving as consultant on its two-way Qube project in Columbus, Ohio.

While he hasn't built a career around his on-air work, not all of Mr. Moger's broadcast activities have been behind the scenes. At one time or another he has worked for a variety of stations, ranging from a talk show on WTWO-TV (now WLBT-TV) Bangor, Me., during his college days to his current guest host slot on Cinema Sound's *Night Talk*, which runs on four stations including WOR(AM) New York.

His radio work he calls "kicks and therapy" since it takes him "out of the mainstream" of his work. Pursuing his work/hobby also has led him to a board member's seat with the International Radio and Television Society as well as the classroom in White Plains, N.Y. (where he lives with his wife and two daughters) to teach a minicourse in communications. Then there's the volunteer work he does for Action for Children's Television.

Both Walt Staab and Bob Frank come up with similar appraisals of their partner. Mr. Frank talks of Mr. Moger's "great insights into people" and the widespread friendship and respect he has in the industry; Mr. Staab says he "probably has more contacts than anyone else in the business." And not unexpectedly both return to the subject of his working day is based on "Los Angeles" or "West Coast time."

"His only fault is that he's oblivious to time," says Mr. Frank playfully of his partner—who has built a career around buying it.

Bottom line

The FCC's financial report for radio in 1976, released today, confirms what the station trading market had already indicated: FM has become a profitable service. It has also become highly competitive with AM. No one considers it a novelty now when FM's dominate their markets in attracting audience.

The FCC figures suggest that competition is helping both radio services. Although many stations still show losses instead of profits on their corporate books, there is increasing vigor in the AM-FM system. Nobody benefits more from these conditions than the listening public, which is given an ever-widening choice of radio programming.

Who's responsible?

The collapse of two agencies that handled regional advertising for Sears, Roebuck has caused dismay among unpaid radio and television stations in the last 12 months or so. And as far as we can determine, Sears's handling of the situations has done little to ease their anguish.

A federal court ruling a couple of months ago in the CBS/Stokely-Van Camp case comes to mind. The court held that CBS could not collect unpaid bills from Stokely because CBS hadn't mentioned the problem to Stokely until after its agency, Lennen & Newell, went broke (BROADCASTING, Oct. 17). The court didn't say what its ruling might have been if CBS had gone to Stokely early on, but it did point out that another CBS client, warned that it might be held liable, started paying CBS directly.

Stations have told us that they tried to raise the nonpayment/slow-payment problem directly with Sears officials but were ignored. In the aftermath of the failure of one of its agencies, Sears officials in that zone are said to be working up safeguards against future defaults. It remains to be seen what the safeguards are, how well they will work—and whether they will be employed for all of the hundred or more local agencies that Sears uses.

Thus far in all of this we find nothing to support the American Association of Advertising Agencies and others who insist that agencies, not clients, must be liable for payment of media bills. Stations burned by the bankrupt agencies might find the AAAA position easier to take if somebody would guarantee that agencies will never go broke. When that miraculous day arrives, perhaps somebody will also guarantee that they will always pay on time.

Mail bag

The FCC's annual reports of complaints it has received provide interesting, if somewhat mystifying reading. We have been looking at the latest, just released and covering the FCC's fiscal year that ended last Sept. 30. Some samples:

The commission received 4,973 complaints about, in its own categorization, "crime, violence, horror" on television. In the same period it received 19,560 complaints about "obscenity, profanity, indecency" on television. Something must be wrong here. The 1976-77 television season, which this survey presumably reflects, was the one containing all the violence that the public presumably deplored. The 1977-78 season, which had barely begun when the government's fiscal year ended, was presumably the one that substituted sex for violence. So why did four times as many people complain about indecency in 1976-77 as about violence? Sheer prescience perhaps.

We were also struck by the entries under "advertising for children" (20 complaints during all of fiscal 1977) and

"children's programming" on television (102). As matched against the U.S. population of something over 215 million, a total of 122 communications seemed to us something short of a ground swell. Federal Trade Commission Chairman Michael Pertschuk and FCC Chairman Charles D. Ferris must have found their mandates elsewhere than the public for the regulatory excursions they have begun into advertising and programming for the young.

On the other hand, if 102 complaints about children's programming are enough to put that subject at the top of the new FCC chairman's priority list, a number of other items demand at least his equal attention. The annual report tells us that 1,124 complaints about television were received in the category of "Un-American, Communist, etc." On the strength of that showing, may we expect a special staff to begin looking for Reds in the U.S. television system?

The fiscal 1977 report also advises us that 3,402 people wrote the FCC to compliment television stations (as did 2,671 to laud AM's and 1,103 to laud FM's). What kind of FCC investigation will satisfy that kind of consumer?

One of the originals

Dr. Peter C. Goldmark's career, which ended on a suburban New York highway last week, was a part of the history of television in this, his adopted, country. Yet he will be principally remembered for his development of the long-playing phonograph record that is the standard of the industry today.

That was not the only paradox in Dr. Goldmark's life. He was at once a resourceful scientist and gifted promoter. In some of the work emerging from his labs, it was difficult to tell which strain had the upper hand.

He gave CBS the field-sequential color system that lost out to RCA's and, much later, an electronic video recording system that never got off the ground.

Yet in between those two exploitations, CBS Laboratories, under Dr. Goldmark's direction, turned out a steady stream of incremental advances of demonstrable merit in television technology. Since leaving CBS, Dr. Goldmark had continued his ventures into a future that he saw containing, among other things, a sophisticated communications system that would link decentralized communities where people could fruitfully escape the discomforts of urban congestion.

It would be characteristic of him to be thinking of such things when the crash came last Wednesday.



Drawn for BROADCASTING by Jack Schmidt

"Oh, oh; it looks as if the ratings are starting to come in."



On the job in Grand Rapids.

WJFM in Grand Rapids regularly broadcasts "Job Talk," a listing of employment vacancies supplied by the Michigan Employment Security Commission (MESC).

Recently, MESC was contacted by a food processing engineer who, although he lived 60 miles away, needed a job in Grand Rapids. The engineer's daughter required frequent treatment in a Grand Rapids hospital for a congenital back ailment.

When WJFM learned of his problem, they encouraged MESC to include the engineer's story and job qualifications in a "Job Talk" broadcast. As a result, a Grand Rapids firm accelerated its long range expansion plans, hired the engineer and solved his problem.

Helping people help themselves is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

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WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

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